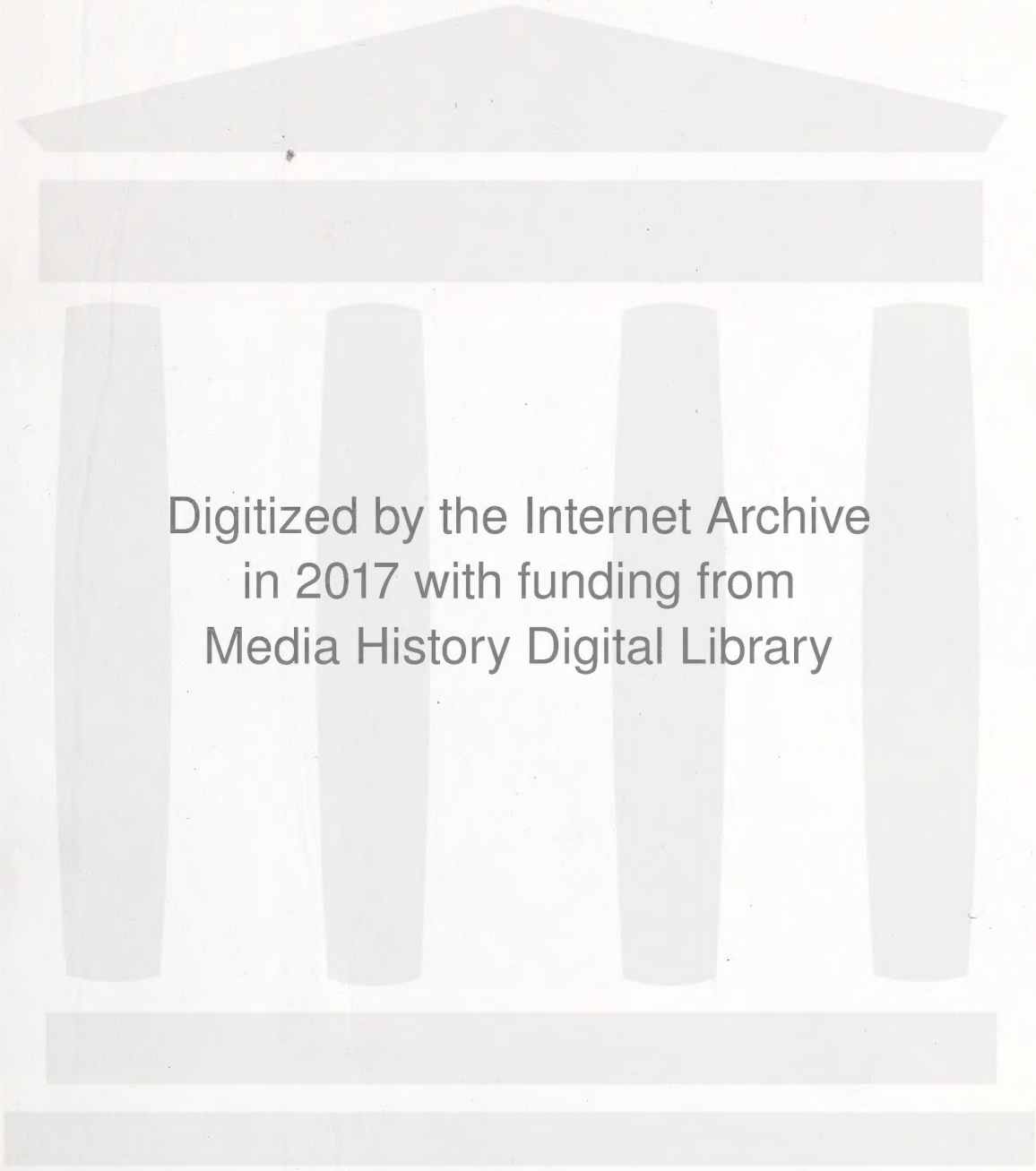


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The Pulse of the Motion Picture Industry

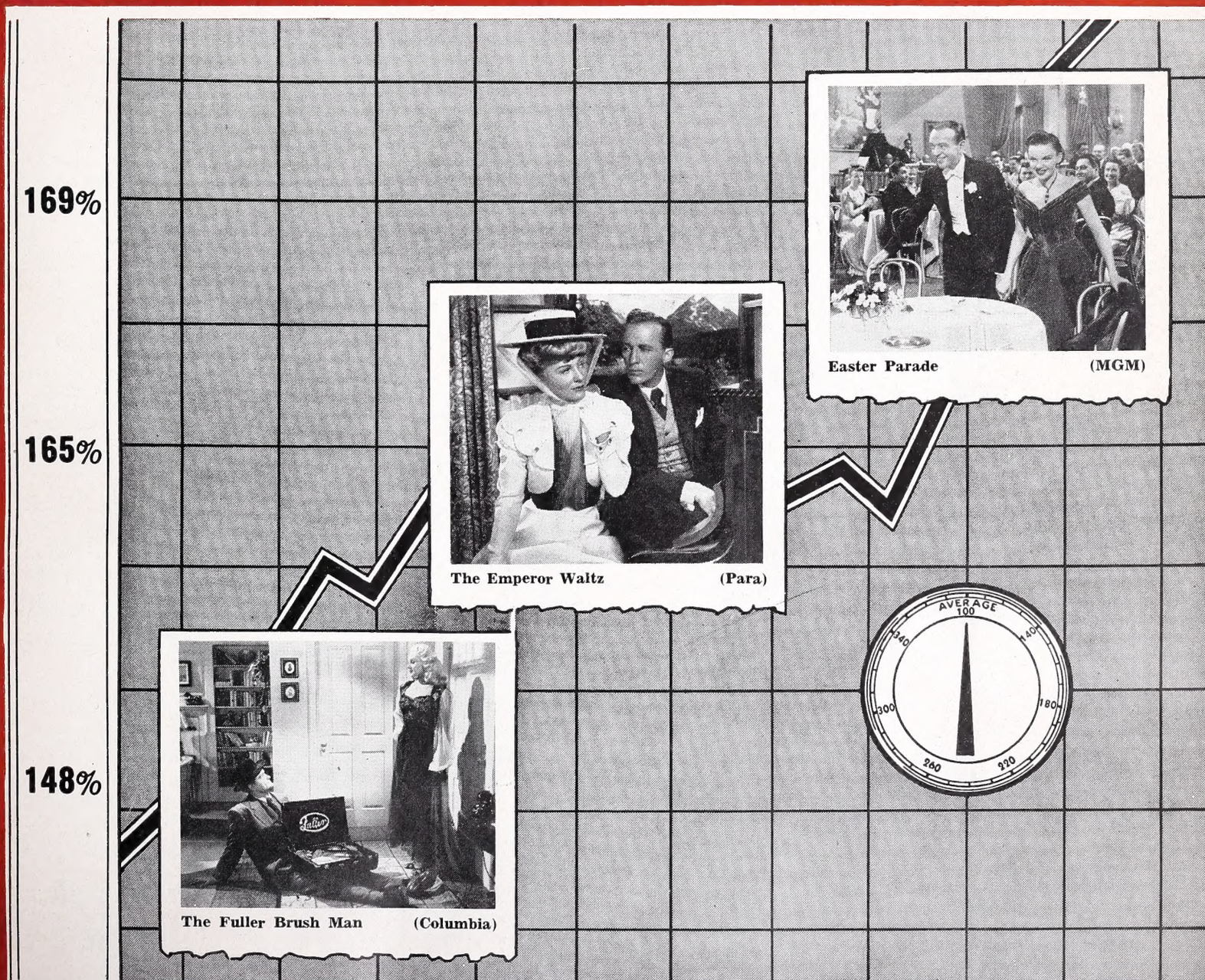
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Easter Parade (MGM)

The Emperor Waltz (Para)

The Fuller Brush Man (Columbia)

NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

OCTOBER 2, 1948





THE PAWS THAT REFRESH YOUR BOX-OFFICE!

See for yourself! Attend these M-G-M Trade Shows: "Hills of Home" October 11th; "Three Musketeers" October 14th. The industry's main topic today is the multi-million dollar line-up of powerful product coming from M-G-M in the months ahead! Leo was an inspiration to the trade all Spring and Summer long! Here are just Two of Fifteen Giant Attractions, many completed, coming to the screens of America! For that gleam in the eye, for that sparkle at the box-office, stick to Metro-Cola!



M-G-M TRADE SHOWS

"THE THREE MUSKETEERS"



M-G-M presents Alexandre Dumas' "THE THREE MUSKETEERS" starring LANA TURNER • GENE KELLY • JUNE ALLYSON VAN HEFLIN • ANGELA LANSBURY • FRANK MORGAN VINCENT PRICE • KEENAN WYNN • JOHN SUTTON • GIG YOUNG • Color by TECHNICOLOR • Screen Play by Robert Ardrey Directed by GEORGE SIDNEY • Produced by PANDRO S. BERMAN



CITY	PLACE	ADDRESS	TIME	CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	10/14 8 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Av.	10/14 1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N.W.	10/14 10 A.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	10/14 2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	10/14 2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	10/14 2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	10/14 2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	10/14 1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	10/14 1:30 P.M.	NEW YORK-N. J.	M-G-M Screen Room	630 Ninth Avenue	10/14 1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	10/14 2 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	10/14 1 P.M.
CINCINNATI	RKO Screen Room	16 East Sixth Street	10/14 8 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	10/14 1:30 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	10/14 1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	10/14 11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	10/14 2 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	10/14 2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	10/14 2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N.W. Kearney St.	10/14 2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	10/14 1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	10/14 1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	10/14 1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	10/14 1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	10/14 1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	10/14 1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	10/14 1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	10/14 1 P.M.
LOS ANGELES	20th-Fox Screen Room	2019 S. Vermont Ave.	10/14 2 P.M.	WASHINGTON	20th-Fox Screen Room	932 New Jersey, N.W.	10/14 2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	10/14 1 P.M.				

M-G-M TRADE SHOWS



"HILLS OF HOME"



Edmund Gwenn, Academy Award winning star of "Miracle On 34th Street" says: "In 'Hills of Home' I have found my best role!"

M-G-M presents "HILLS OF HOME" starring EDMUND GWENN DONALD CRISP • TOM DRAKE • JANET LEIGH • and LASSIE Color by TECHNICOLOR • Original Screen Play by William Ludwig Suggested by the Ian MacLaren Sketches "Doctor of the Old School" Directed by FRED M. WILCOX • Produced by ROBERT SISK

CITY	PLACE	ADDRESS	TIME	CITY	PLACE	ADDRESS	TIME
ALBANY	20th-Fox Screen Room	1052 Broadway	10/11 8 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Av.	10/11 1:30 P.M.
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MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	10/11 1 P.M.				

"Johnny Belinda" Warners 102 Mins.

RICH, PROFOUNDLY MOVING DRAMA. S
INDUSTRY HONORS. WILL BE A LONG REME
TURNING POINT IN ELIMINATING CURRENT

It would be a waste of type, space and time about here to even hazard a guess at the box office potential of "Johnny Belinda." It is going to be remembered a long time by both patron and showman. It's going to be brought back again and again, too. This is one picture that can stand many viewings.

It is rich, profoundly moving drama that has been fashioned in "Johnny Belinda." To watch this story unfold is to experience a series of keen emotional impacts. A superior example of the craftsmanship that goes into making fine films, it may be said for this production that the cinematic medium has again proved itself the superior of the theater. It is with consummate taste and execution that Producer Jerry Wald and Director Jean Negulesco have brought Elmer Harris' stage play to the screen.

In "Johnny Belinda" the industry can take a long, deserved bow for an achievement that is triumphant.

An intense human document that probes deeply into life, the currents of experience and feeling, this offering has a wealth of fine performances delineated with superb artistry by the leaders and all others concerned. Here Jane Wyman, always a top performer, surpasses herself and in so doing she is staunchly supported. Negulesco's direction has the stamp of genius. The basic mechanism of filmmaking, the camera, in the hands of Ted McCord gives photographic brilliancy to the story. In these days of generally superior lensing, when something of this nature is developed, the know how behind the exposure meter must be saluted.

The big splash you are going the hear around the 23rd of October will be the result of everybody going overboard lauding what most likely will turn out to be a phenomenal turning point in eliminating the current epidemic of ticket-buying lethargy.

If there is any sort of justice this production in its entirety goes to the top of the list from which this industry's honors are dealt out.

As she becomes glowingly alive, a brutal note is struck. She is raped. En-

HOULD GO TO THE TOP OF THE LIST IN '48
MBERED FILM. MAY PROVE A PHENOMENAL
TICKETBUYING LETHARGY.

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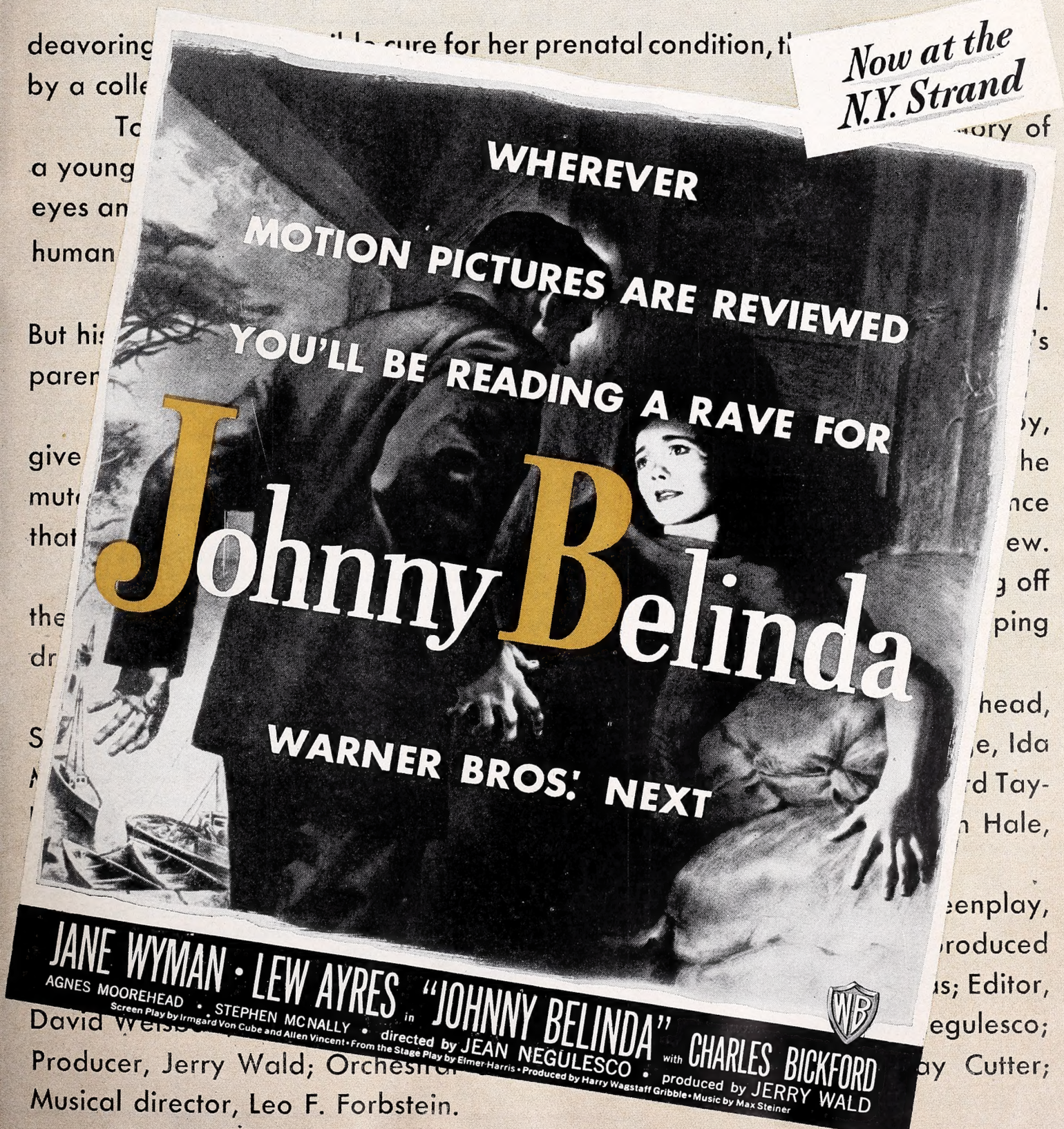
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...as; Editor,
David Weis... ...egulesco;
Producer, Jerry Wald; Orchestr... ...ay Cutter;
Musical director, Leo F. Forbstein.

DIRECTION: Superb. PHOTOGRAPHY: Brilliant.



THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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SALT LAKE CITY—Deseret News, Howard Pearson.
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SAN FRANCISCO—25 Taylor St., Gail Lipman, ORdway 3-4812.
SEATTLE—928 N. 84th St., Willard Elsey.
TOLEDO—4330 Willys Pkwy., Anna Kline.

IN CANADA

CALGARY—The Albertan, Wm. Campbell.
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ST. JOHN—116 Prince Edward St., Wm. J. McNulty.
TORONTO—R. R. No. 1, York Mills, Milton Galbraith.
VANCOUVER—411 Lyric Theatre Bldg., Jack Droy.
VICTORIA—938 Island Highway, Alec Merriman.
WINNIPEG—The Tribune, Ben Lepkin.

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OCTOBER 2, 1948
Vol. 53 No. 22

BOXOFFICE

NEW ROLES FOR OLD

IN COMMENTING on our editorial, "Welcome Changes," which appeared in our September 18 issue, Jerry Wald, highly successful Warner Bros. producer, aside from agreeing with our viewpoint, adds some potent arguments gleaned from his own experiences as a picture-maker. First of all, Mr. Wald declares that more frequent "miscasting" of stars in the right roles will result not only in revitalizing some lagging careers but will also improve the general quality of the screen and increase boxoffice returns. Says Mr. Wald:

"Far too many roles simply have the stars playing themselves, instead of really interpreting characterizations. There is too much of a tendency to keep a player doing the same role over and over again, just because he originally did a good job of it.

"It sometimes takes courage on the part of both the producer and the star to decide on an entirely different type of role, but it is a policy that has had gratifying results at the boxoffice. Many a star has undertaken such a role, especially during the past few years, with misgivings, only to find later that the part has enormously increased his or her fan following.

"Facts disprove the idea held by so many that the public wants to see a star only in one type of role. It never hurts a star's standing to prove he or she is capable of giving an outstanding performance in any sort of role.

"It is only following the line of least resistance for a producer to keep putting a star in the same kind of parts. They figure that because she did well in that particular role before, they can't miss by casting her that way again. This is faulty logic. Star followings are built at least as much on individual acting ability as on the stars' personalities. Fans prefer versatile players. Stereotyped casting is a hangover from the silent picture days.

"Different kinds of roles not only help a player's boxoffice following but they also stimulate the actor by getting him out of a rut of typed casting. It must get pretty dull doing the same characterization year in and year out.

"Most important of all is the fact that free and orthodox casting enables a producer to turn out a better picture. The emphasis is then shifted to the prime commodity of all screen entertainment, the story itself.

"When it is no longer necessary to twist and alter the story line to provide certain players with stereotyped roles with which they have previously been identified, then the producer and writers have a new leeway in presenting an honest and convincing and dramatic story on the screen. Then, instead of having to build your story around certain actors, you let it grow naturally out of the characters involved in the plot."

Since he applies the policy of what he calls "miscasting" top stars in his own pictures among which are some of the screen's most outstanding successes, Mr. Wald well knows whereof he speaks. As an instance there is the case of Joan Crawford in "Mildred Pierce." What that casting did for the star's then static career can be fondly recalled by all exhibi-

tors who played the picture. It was one of the top hits of the 1945-46 season. And for her portrayal Miss Crawford won an Academy Award. Another instance is the change-of-pace role which is receiving the plaudits of critics who hail it also as of Academy Award merit.

There long has been an industry plaint for "new faces for old." Of course their discovery leads to the development of new stars. But there are many stars in whom the industry has considerable of an investment and who would go on paying dividends, if they were merely provided with "new roles." Good ones, of course.

★ ★

On the Record

That the public prefers light fare during the summer months is clearly set forth in the quarterly tabulation of picture grosses reported elsewhere in this issue. The three topmost hits, "Easter Parade," "The Emperor Waltz" and "The Fuller Brush Man," in that order, are comedies, two of them with music. Interspersed near the top are other pictures of the guffaw type, though a substantial part of the honors goes to films of the heavy drama variety. Possibly because more falling into the latter category are made, the break is about 50-50 in the top hit class that totals 17 among June through August releases. But the comedies polled the biggest draw.

Noteworthy is the fact that "Canon City," an Eagle Lion release, scored 132 per cent, placing it among the first ten of the top hits. The significance about this is that it reflects the progress this up-and-coming new producing and distributing factor has been making. Further, it shows the results of the good merchandising and aggressive exploitation which EL is putting behind its films.

Headed by Arthur Krim, Eagle Lion has stepped ahead rather rapidly in its span of two years of operation. In that short period it has advanced its status and productional quality well beyond general expectations, perhaps even of its own executives. Which is encouraging, not only to the men who make up the EL organization, but also to others in the industry. For one thing it proves that there is no monopoly on brains and ability; that the so-called little fellows in production, given the proper tools with which to work, can turn out estimable product. And from the exhibitors' point of view, the more product sources and, especially, the more good product, the better.

Ben Shlyen

Pulse Beats

Allied to Ask Special Court To Handle Antitrust Suits

Abram Myers in bulletin to members says this proposal will go to house small business committee, to create specialized judicial body to accelerate such cases.

★

Thomas Armat Dies at 82; Invented the Projector

Patented projector in 1896—the Vitascope—and was credited with liberating motion pictures from peep show stage; death came at his home in Washington September 30.

★

Robert W. Coyne Expected To Join Gamble Circuit

Former executive director of TOA to continue as member of the executive committee, but he ended salaried services as adviser on September 30.

★

N. J. Allied and ITOA Okay Andy Smith Mediation

This is the same plan for handling grievances against 20th Century-Fox that was set up in Minneapolis last June by Smith and Benny Berger, head of North Central Allied.

★

Memphis Censorship Suit Goes to Circuit Court

United Artists challenge of ban on "Curley" transferred from lower court, delaying hearing of important case; both sides agree to shift to circuit bench.

★

Griffith Interests Sell Out To Partner in 11 Houses

H&H Theatres of west Texas, owned by H. T. Hodge family, buys out Theatre Enterprises, Inc., stock in 11 theatres in five cities, thus ending a 10-year association.

★

Top Equipment Business Seen Next Two Years

Nathan Golden, of film branch of Department of Commerce, tells TESMA convention exports of motion picture equipment will increase from $5,000,000 to $10,000,000.

★

SIMPP Defendants Granted 60-Day Extension in Suit

United Detroit Theatres and Cooperative permitted more time by federal court to answer action brought by the Society of Independent Motion Picture Producers.

★

U.S. Films in Russia Will Not Be Edited

So says Eric Johnston, after making deal for sale of 10 pictures to the Soviets; MPAA president is expected back from Europe October 10.

BAR ASCAP FROM FILM BUSINESS, ITOA PROPOSES IN THE DECREE

But Copyright Society Asks Court to Limit Provisions To Exhibitor-Plaintiffs

NEW YORK—Ascap and the ITOA of New York are miles apart on what they would like to have Judge Vincent Leibell include in the decree which is to carry out the opinions in his recent decision involving the copyright society. The two parties filed their versions of the decree with the court this week. The ITOA asked that Ascap virtually be removed from the motion picture industry, and Ascap asked that provisions of the decree be limited to the 164 theatremen who joined in suit.

COURT'S DECREE IS LIKELY

Although Judge Leibell can sign either one of the decrees, it is more likely that he will prepare his own decree ordering Ascap to follow certain procedures in the licensing of music performance rights and putting a halt to other practices of the society.

The ITOA decree proposal is a drastic one. It would actually bar Ascap from the motion picture business. It would prevent the society or any of its members from suing theatres which refuse to pay performing rights fees. The society would have absolutely no right to have music dealings with the exhibitors.

If the society or its members are to get fees for performance of music, it will have to come from producers, under the ITOA proposal. The section devoted to this phase of the operation provides that Ascap members must license performance rights which is synchronized on films only to the producers.

Under the decree, Ascap members would be barred also from joining into a new society, or combining in any way to pool proceeds derived from performance right fees.

LIMITED TO PLAINTIFFS

Ascap, on the other hand, wants the effects of the decree limited to those exhibitors who had filed the suit. It also asked that it be limited to pictures made in the United States. In other words, Ascap wants full freedom to deal with music synchronized with film produced in Great Britain and foreign language films produced elsewhere.

Ascap, at the same time, filed notice of a motion for modification of Judge Leibell's decision outlawing its collection of fees for performing rights. The arguments are based largely on the consent decree filed back in 1941 and declare that Ascap's business with all commercial users of copyrighted music outside of the film business was not an issue in the ITOA suit.

Ascap also predicted that extensive litigation would result as the present Ascap performing right agreements are assigned back to the copyright owners. He contends that the court's order to have producers clear both the recording and performing rights is an attempt to "fix channels of trade" and could impose unreasonable restraints on individuals who have the right to act independently.

ITOA Proposals:

1—It would void all existing performing rights contracts between Ascap and its members, and between Ascap and exhibitors. (a) It also would void contracts between Ascap members and producers which reserve the performing rights to Ascap while granting the producers synchronization rights.

2—It would void all existing contracts between exhibitors and producers for films containing copyright music in which the exhibitor is required to get performing rights for this music from Ascap.

3—It would bar Ascap and its members from suing exhibitors who are not paying Ascap and its members performing rights fees.

4—Existing performing rights would revert to the copyright owner who would have to grant these rights to producers at the same time he grants synchronization rights.

5—Copyright owners would be prohibited from combining to fix performing rights prices or set up a uniform licensing system. They could not act through Ascap or any new agency; they would have to deal with the producers individually.

6—Ascap would have to return to the 164 theatre plaintiffs approximately $19,000 held in escrow.

What Ascap Asks:

1—Ascap and its members would be prohibited from asserting the right to license performing rights for synchronized music to exhibitors who are plaintiffs in this case.

2—Ascap and its members would be prohibited from conspiring with producers to include a clause in contracts issued to exhibitors requiring the exhibitors to get performing rights licenses from Ascap.

3—Provisions of this decree would not apply to any operations of the defendant outside the U.S. and its territories, which do not violate the U.S. antitrust laws.

4—No provisions of this decree would apply to defendant activities within the U.S. which are related exclusively to operations outside the U.S. as long as they do not violate the antitrust laws.

5—No provisions of this decree would limit the right of Ascap and its members to license musical public performance rights to theatres outside the U.S.

6—No provisions of this decree would limit the right of Ascap and its members to license public performance rights to music on films produced outside the U.S. and its territories.

7—The plaintiffs would not be able to recover any money judgment for damages or attorneys fees.

FCC Freezes All TV Applications For Six to Nine-Month Period

WASHINGTON—The Federal Communications commission this week ordered a six to nine month freeze on all pending applications for new television stations.

A spokesman said this applies even to the applications for TV stations in San Francisco which, a few weeks ago, the FCC ordered decided speedily.

The various major film companies have applications pending for TV construction permits in several cities including Chicago, San Francisco, and others.

Wayne Coy, chairman of the FCC, said the freeze is to give the FCC time to revise technical engineering standards to permit a sound, orderly development of the new medium.

Meanwhile Paramount advised the FCC it has no power to regulate the number of television stations any one company may operate.

In a brief, it opposed the proposed multiple ownership rule of the FCC which would limit to five the number of TV stations to be held by any single company or individual.

Such a ruling, the company said, is "arbitrarily and capricious and repugnant to the general statutory standard" established by the Federal Communications commissions act.

Allied Proposes Industry Back 'Get Out the Vote'

WASHINGTON—National Allied's board of directors proposed this week that the motion picture industry conduct a campaign to "get out the vote" on November 2, board chairman Abraham F. Myers announced.

"All that is necessary is for the producers of all newsreels released between now and November 2 to include in each a clip urging the people to go to the polls and vote for the candidates of their choice," he said.

Allied hoped that the newsreel producers would see the "wisdom" of this, and proposed, if they did not, "the independent motion picture theatre owners pitch in and do the job without assistance."

"They can slip short clips to be attached to their features or newsreels simply reminding their audiences to be sure to vote on November 2 or they can use lobby signs or slides or both," he said.

YEAR TO PLAN DIVORCEMENT, GOVERNMENT ASKS IN BRIEF

Break Up Partnerships In 435 Communities, D of J Proposes

WASHINGTON—The government on Friday (1) proposed that the five major distributors owning theatres divest themselves of more than 1,000 theatres in one year. In a brief submitted to attorneys for the defendants in the Paramount case, the Department of Justice listed the theatres, the operator's name and the percentage of ownership by Warners, Paramount, Loew's, RKO and National Theatres, the theatre-owning subsidiary of 20th Century-Fox.

TWO THEATRES IN EACH TOWN

The government also proposed a ban on cross-licensing in about 435 cities across the country, in each of which there are at least two theatres. The government listed the towns in which it desires this ban. Of the 435 cities, 238 are small communities, 143 have a population of from 25,000 to 100,000 and 54 are cities with more than 100,000 population.

The government wants a partial cross-licensing ban immediately, to be in effect while the divestiture is being completed.

Within a year, the government also asks that the defendants submit a plan for divesting themselves of such theatre interests as are "found to be fruits of their illegal conduct." In other words, in 12 months the majors and the government are to reach an agreement on theatres which are monopolies under the decision of the supreme court.

The proposals were submitted in a brief entitled, "Government's Proposed Findings and Judgments With Supporting Memorandum." While the brief went to the defense counsel, it was not filed with the New York court immediately.

The government says it "insists" on a ban on cross-licensing among the majors, divestiture and divorcement. The government holds that these are the only remedies available to end the major defendants' "illegal dominance of the film industry."

The reason for this position, the Department of Justice explained, is that "a substantial divestiture of theatre interests to end continuing restraint of competition between the exhibitor-defendants and other exhibitors has been expressly directed by the supreme court."

INJUNCTION ON EXPANSION

The government also is asking the court to grant an injunction against expansion of the theatre holdings of the distributors. At the moment, there is no court ruling which prohibits new buildings and other theatre holding expansion of the majors.

The government also is proposing that cross-licensing be banned for a five-year period in towns where the distributor-exhibitors have a monopoly on first runs—with the cross-licensing to be limited to 50 per cent of each company's product.

On matters of trade practices, the government's position was that clearance affords a fair protection in the distribution and exhibition of pictures.

What Theatres to Give Up? That's Key to Situation

NEW YORK—Progress in the re-hearing of the antitrust case depends on how long it will take to agree on what theatres the majors will give up.

Considerable headway has already been made in this direction with Warner Bros., Loew's, 20th Century-Fox and Paramount sitting in, but RKO has not taken part, according to Gordon Youngman, general counsel.

Other issues remanded to the three-judge statutory court are not regarded as crucial.

Price-fixing, the No. 1 point discussed by the supreme court, has already been eliminated, except on a few big specials which are shown in leased houses or by special arrangements with theatre owners. There may be a ruling on this.

Clearances, the No. 2 point, are in a complete state of flux. The supreme court put the burden of proof for reasonableness of clearances on distributors, and distributors have been cutting clearances so fast in the last three months that some exhibitors are not sure they like the new uncertainty.

Pooling agreements and joint ownerships between defendants, the No. 3 point, have either been completely dissolved or are ready for final court approval. There were 214 theatres involved in these arrangements.

Formula deals, master agreements and franchises, the No. 4 point, are dead issues. The supreme court upheld the lower court ban on these.

There is still room for discussion on block booking, the No. 5 point in the supreme court decision. The supreme court said: "All we hold to be illegal is a refusal to license one or more copyrights unless another copyright is accepted."

Reports around the country are to the effect that dual bills are being sold and exhibitors are not allowed to take one of the films and leave the other. There may be a request for an injunction to settle this point.

The subject of discrimination, No. 6 point raised by the supreme court, is open, because the high court ruled that it was the duty of the lower court to provide effective restraints against discrimination after it had discarded competitive bidding.

"Out of an abundance of caution" the supreme court ordered the lower court to go into this problem thoroughly because "it was the central arch of the decree designed by the district court."

The supreme court did not specifically ban competitive bidding and it is still in use in many spots, but what the three-judge court will do about it is not known. All the defendants, except Paramount, it is understood, are willing to let it stand as it is—optional.

North Central Allied to File Suit On 'Illegal Forcing of Films'

MINNEAPOLIS—North Central Allied will file a suit for damages and an injunction in behalf of one of its members against a distributor in a fight to knock out alleged "illegal forcing of pictures," according to announcement by S. D. Kane, executive director.

Evidence has been accumulated and "loose ends are now being tied up" prior to the preparation of the suit, Kane says. He would not say, however, which exhibitor and distributor would be named for the initial encounter.

Kane charges many companies are guilty of the practice. He complained to the small business committee of the house of representatives at its hearing in Minneapolis that "there is widespread illegal forcing of pictures" despite the consent decree case decision.

The "forcing," Kane explained to the committee, is requirement by a distributor that an exhibitor buy shorts or unwanted pictures in order to obtain a desired feature.

Meanwhile, afield there were these additional antitrust developments:

In Atlanta, the Melody Theatre Co., the East Broad Investment Co. and Mose Portland filed a $762,264.51 damage suit against Paramount, Warners, RKO, Loew's, Columbia, United Artists and the Bijou Amusement Co., the Savannah East Side Corp. and the Dunbar Theatre Corp. alleging unfair competition in distribution and exhibition of films.

In Boston, operators of the York and Capitol theatres of Athol, Mass., filed suit for $1,000,000 damages against the majors, George A. Giles Co., the M&P circuit, New England Theatres, Inc., RKO Keith Theatres and Boston Loew's Theatres. The complaint alleges conspiracy t orestrain trade and monopolize film distribution and exhibition.

The Windsor Theatre, Baltimore, reached an out of court settlement with Paramount in its $600,000 antitrust suit against six distributors, and more settlements are being discussed.

WB's '48 Production Slate To Top Last Year by 25%

HOLLYWOOD—Warner Bros. is starting on a fourth quarter filming schedule that will give the company a 1948 production total 25 per cent higher than 1947, according to Jack L. Warner, executive producer. Warner has assigned eight producers to the preparation of 26 properties for early filming. At least nine of these will be started before January 1, he said.

"The work treatment is the only possible cure for the American motion picture industry's ailments," Warner pointed out. "We still have an important domestic market, as the returns for good pictures prove."

Speaking of the world market where the "returns have been sharply curtailed by the tying up of our dollars in many foreign countries," Warner said that he found the public in Europe, where he recently spent two months, "clamoring for American pictures."

Warner said that the best way to meet the difficult foreign situation was to increase the quality of product to the point where it outdistances competition. "We've already made more pictures in 1948 than in all of 1947 and, in stepping up production, we also increased quality," he said.

Pictures scheduled to start within the next quarter are: "Crashout," a prison drama; "Task Force, a drama of naval aviation; "Career Girl," "The Octopus and Miss Smith," "The Story of Miss Sea Biscuit," in Technicolor; "The Bureau of Missing Persons," "Blowing Wild," "Storm Center" and "Return of the Frontiersman," starring Errol Flynn.

Also in preparation are "Classmates," "Serenade," to star Jane Wyman; "The Story of the Wright Bros.," to star Gary Cooper; "Until Proven Guilty," to star Joan Crawford; "Four Wise Bachelors," "Marriage '49," "Bright Leaf," "Beyond the Forest," "Casualty," "As We Are Today," "Stiletto," "Manhattan Fury," "No Common Clay," "The Betrayal," "Night Nurse" "Fast Money," "The Forty-Niners," in Technicolor, and others.

Currently before the cameras are "Flamingo Road," starring Joan Crawford, Zachary Scott and Sydney Greenstreet; "Montana," in Technicolor, starring Errol Flynn and Alexis Smith; "Happy Times," in Technicolor, starring Danny Kaye; "Colorado Territory," starring Joel McCrea and Virginia Mayo; "Two Guys and a Gal," in Technicolor, starring Dennis Morgan, Jack Carson and Doris Day; "Somewhere in the City," starring Viveca Lindfors, Edmond O'Brien, Dane Clark, Virginia Mayo and Gordon MacRae, and "Under Capricorn," in Technicolor, starring Ingrid Bergman, Joseph Cotten and Michael Wilding, which Alfred Hitchcock is producing in England.

Completed and set for early release are "Johnny Belinda," "June Bride," "Fighter Squadron," "The Decision of Christopher Blake," "One Sunday Afternoon," "Adventures of Don Juan" and "John Loves Mary." Three of these are in Technicolor.

Productions in final stages of editing and musical scoring are "The Fountainhead," "The Girl From Jones Beach," "Silver Lining," "South of St. Louis," "Kiss in the Dark," "My Dream Is Yours," "The Younger Brothers," "One Last Fling" and "Homicide." Four of these are in Technicolor.

Kas.-Mo. TOA Unit Elects Bills Head; St. Louis Picks Edwards President

KANSAS CITY—Elmer Bills, Salisbury, Mo., was elected president of the Kansas-Missouri Theatre Ass'n at its annual convention here this week. He succeeds Homer Strowig, Abilene, Kas. Others chosen were Dale Danielson, Russell, Kas., vice-president; J. A. Becker, Independence Mo. secretary, and Fred Meyn, Kansas City, re-elected treasurer.

Fourteen directors chosen included, from Kansas, Homer Strowig, Abilene; R. R. Biechele, Kansas City; Ralph Winship, Phillipsburg; Gordon Holliday, La Crosse, and J. E. Pennington, Topeka, and from Missouri, C. E. "Doc" Cook, Maryville; J. Glenn Caldwell, Aurora; Glenn Hall, Cassville; Virgil Harbison, Tarkio; Jay Means, Kansas City; Frank Weary, Richmond; Frank Plumlee, Kansas City; Elmer C. Rhoden, Kansas City, and Clarence Schultz, Kansas City. Senn Lawler was named alternate for Rhoden, and Robert Shelton for Schultz.

Bills was named national TOA director from the association, and Biechele alternate.

Gael Sullivan, TOA executive director; Herman Levy, TOA general counsel; David Palfreyman of the MPAA; H. M. Richey, MGM exhibitor relations head, and Leon Bamberger, RKO sales promotion manager, were speakers at both the St. Louis and Kansas City exhibitor conventions.

Edwards Succeeds Wehrenberg As Leader of St. Louis MPTO

ST. LOUIS—Tom Edwards of Farmington, Mo., was elected president of the Motion Picture Theatre Owners of Eastern Missouri and Southern Illinois at its annual convention here early this week. Edwards succeeds Fred Wehrenberg of St. Louis who declined to accept the re-election. Wehrenberg was named to the newly created position of chairman of the board. Edwards headed the Kansas-Missouri Theatre Ass'n two years ago.

AAA Lists 23 Cases

NEW YORK — The American Arbitration Ass'n has 23 complaints on its calendar principally involving the New York, New Haven, New Orleans and St. Louis areas. Hearings are being set up on some and some await decisions. No complaints have been received since June.

Selling 'Availability' Is Tough Proposition

MINNEAPOLIS—Biggest problem an exhibitor obtaining earlier availability of product faces is trying to make his patrons understand the reason why admission prices have gone up. This has been the experience of Nate Fisher, co-owner of the Varsity Theatre here, which recently accepted MGM's offer to slice availability of its product from 56 days to 28 days.

Customers don't understand clearance, he said. A picture playing a neighborhood house 28 days after first run doesn't look any different than when it is played at 56 days—at least when the admission price has been boosted from 40 cents to 60 cents. As a result, Fisher said, there has been resentment against the new policy, and it will take some time, he believes, before the idea of earlier availability will sink in with his patrons. His display advertising is announcing "first neighborhood showings."

SAYS MGM DEAL IS FAIR

Metro-Goldwyn-Mayer, he said, has been very fair in its product negotiations under the earlier availability proposal. He said that MGM did not ask him to boost the scale at the house, but that he raised the price to meet the scale at the Uptown Theatre, a Minnesota Amusement Co. house which, previous to the MGM offer, had been the only suburban theatre to enjoy 28-day availability. "I did not think it would be fair competition to play day and date on product with the Uptown Theatre, and undercut them on price," he said.

It had been reported earlier in the trade press that the deal for 28-day availability had called for higher percentage on films and an admission boost. This brought a reply from William F. Rodgers, vice-president and general sales manager of Metro-Goldwyn-Mayer, to the effect that the deal required nothing of the sort.

"So far as this company is concerned," Rodgers said, "no exhibitor in Minneapolis or elsewhere is required to charge a minimum admission price as a condition to license our productions, nor was any such condition exacted when earlier availability was offered in Minneapolis. Terms and playing time are negotiated for in Minneapolis in the same manner as we do in other comparable situations."

SCALES UP 10-16 CENTS

Meanwhile, admission prices are going upward generally in the Minneapolis sector, coincidental with the widespread clearance revision giving the houses better availabilities. Scales for adults at some of the independent theatres have jumped from 10 cents to 16 cents a ticket, and, to meet the problem of the teen-ager, the same theatres are establishing teen-age admissions.

Three Minnesota Amusement Co. neighborhood houses—the Granada, Rialto and Arion—getting earlier availability, also are boosting their adult prices from 50 cents to 55 cents.

Among the independent theatres, the Homewood, as well as the Varsity, has increased its scale—from 44 cents to 60 cents. Four other independents—the Edina, Nile, Boulevard and Parkway—getting 42-day availability instead of 56 days, have boosted the scale from 44 cents to 50-55 cents.



Jeweled Promises

About a year ago now your editor went out quite a distance in anticipatory enthusiasm about what he called "Golden Shadows," consisting of an array of titles in one studio's product announcement.

Happily enough the forecast was made good with the remarkable record of ten Boxoffice Champion ratings in the first six months of this year, and spread evenly over the period. That is the Twentieth Century-Fox record, as perhaps you will be knowing.

Now they come luring again, spreading before these interested eyes another array: "Walls Of Jericho," "Lady In Ermine," "The Luck Of The Irish," "Cry Of The City," "Apartment For Peggy," "Road House," "Yellow Sky," "When My Baby Smiles At Me," "Unfaithfully Yours" and "The Snake Pit."

It is to be noted, the list runs the long gamut of diversified themes of dramatic entertainment, and no two alike. The sensation is like trickling the contents of a jewel box through exploring fingers. They are promises, now—jeweled promises.

TERRY RAMSAYE . . . *Motion Picture Herald, July 24, 1948*

P.S. Terry—The entire industry shares your enthusiasm for these Jeweled Promises—which the entire industry will be playing during the Spyros P. Skouras 35th Anniversary Celebration, September 26 to December 25, inclusive. We've taken the next 11 pages to present boxoffice facts about Jeweled Promises!

20th's Newest Boxoffice Champion!

Acclaimed M.P. Herald Boxoffice Champion for August...And a Variety Scoreboard Hit!



THE WALLS OF JERICHO

CORNEL WILDE
LINDA DARNELL
ANNE BAXTER
KIRK DOUGLAS





with

ANN DVORAK

Marjorie Rambeau · Henry Hull

Colleen Townsend · Barton MacLane · Griff Barnett · William Tracy · Art Baker

Directed by JOHN M. STAHL · Produced by LAMAR TROTTI · Screen Play by Lamar Trotti · Based on the Novel by Paul Wellman

Betty GRABLE · Douglas FAIRBANKS, Jr.

That LADY IN ERMINE

COLOR BY **TECHNICOLOR**

CESAR ROMERO · WALTER ABEL · REGINALD GARDINER

HARRY DAVENPORT · VIRGINIA CAMPBELL · WHIT BISSELL

20th CENTURY-FOX

That "STAR MONTH" Sparkle...that "BIG LOOK" in Technicolor Musicals . . . that "BIG-BUSINESS LOOK" for your boxoffice!

Produced and Directed by

ERNST LUBITSCH

Screen Play by Samson Raphaelson
Lyrics and Music by Leo Robin and Frederick Hollander
Dances Staged by Hermes Pan





20th CENTURY-FOX

It's a great day  for the Boxoffice!  Showmen everywhere are saying,  "You can't beat The Luck of The Irish!"

TYRONE **POWER**

ANNE **BAXTER**



THE LUCK OF THE IRISH

Here's Happy-Go-Lucky Horace . . . He'll change your luck...and your life!



with

CECIL KELLAWAY

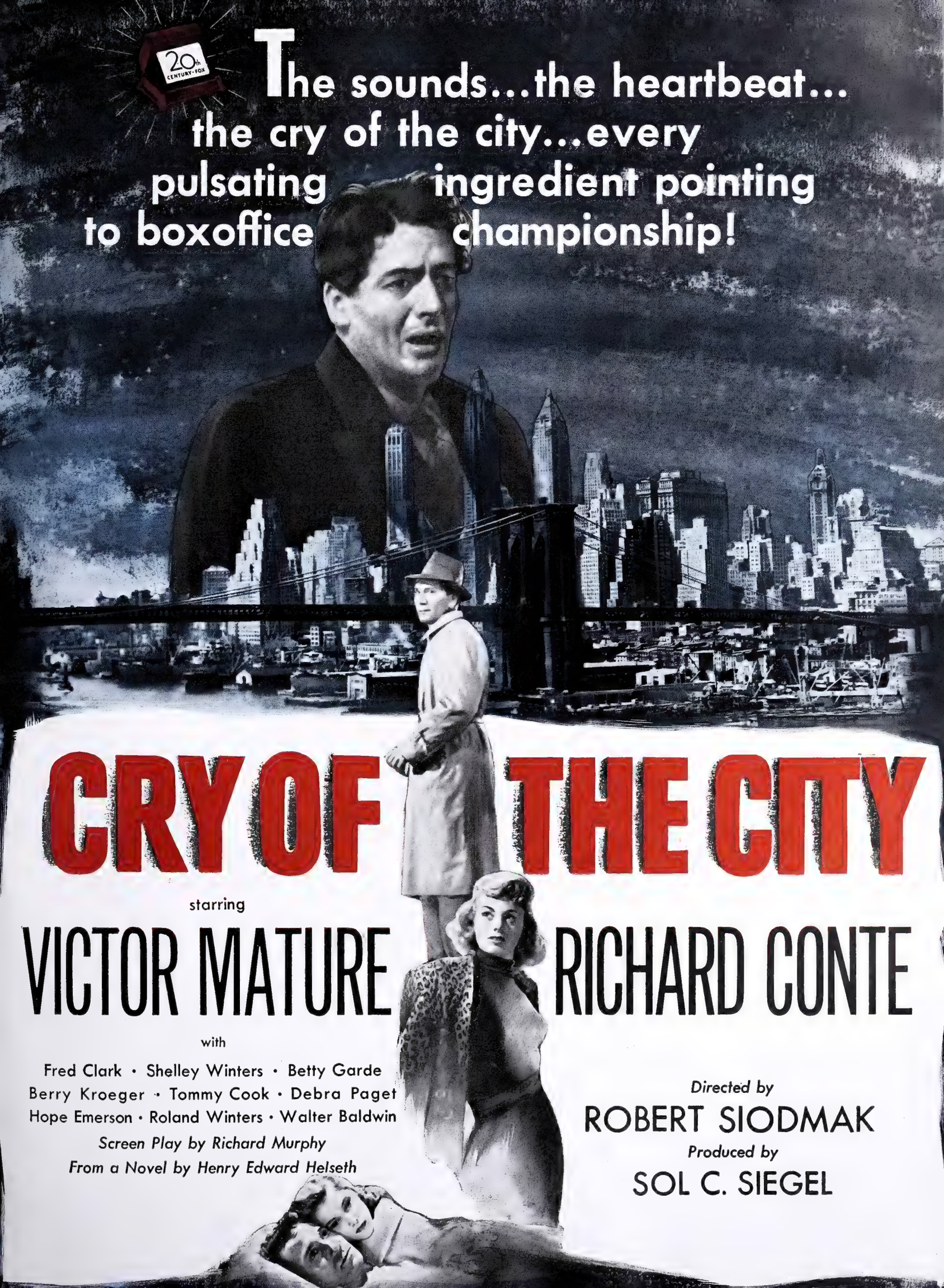
LEE J. COBB

Directed by
HENRY KOSTER

Produced by
FRED KOHLMAR

James Todd · Jayne Meadows · J. M. Kerrigan · Phil Brown · Charles Irwin

Screen Play by Philip Dunne • Based on a Novel by Guy and Constance Jones


20th CENTURY-FOX
The sounds...the heartbeat...
the cry of the city...every
pulsating ingredient pointing
to boxoffice championship!
CRY OF THE CITY
starring
VICTOR MATURE
RICHARD CONTE
with
Fred Clark • Shelley Winters • Betty Garde
Berry Kroeger • Tommy Cook • Debra Paget
Hope Emerson • Roland Winters • Walter Baldwin
Screen Play by Richard Murphy
From a Novel by Henry Edward Helseth
Directed by
ROBERT SIODMAK
Produced by
SOL C. SIEGEL

20th CENTURY-FOX

The man behind the "Miracle on 34th Street" meets the miracle that's Peggy... in the picture that gives your heart a new lease on life!



JEANNE CRAIN · WILLIAM HOLDEN

and EDMUND GWENN

APARTMENT for Peggy

COLOR BY TECHNICOLOR



with GENE LOCKHART · GRIFF BARNETT · RANDY STUART

Directed and Written for the Screen by **GEORGE SEATON**

Produced by **WILLIAM PERLBERG**

From a Story by Faith Baldwin



20th CENTURY-FOX

THERE IS NOTHING LIKE A WOMAN TO COME BETWEEN MEN!

Nothing like these 4 stars in a story like "Road House" for outstanding boxoffice!

ROAD HOUSE

Ida LUPINO

Cornel WILDE

Celeste HOLM

Richard WIDMARK

with O. Z. WHITEHEAD · ROBERT KARNES · GEORGE BERANGER · IAN MacDONALD · GRANDON RHODES

Directed by
JEAN NEGULESCO

Produced by
EDWARD CHODOROV

Screen Play by Edward Chodorov
Story by Margaret Gruen and Oscar Saul

20th CENTURY-FOX

Mr. and Mrs. Show Business
in the hit that puts "Thanks"
in Thanksgiving!



BETTY GRABLE

DAN DAILEY

When My Baby Smiles At Me

with

JACK OAKIE • JUNE HAVOC • RICHARD ARLEN • JAMES GLEASON

COLOR BY TECHNICOLOR

Directed by WALTER LANG • Produced by GEORGE JESSEL

Screen Play by LAMAR TROTTI • Adaptation by Elizabeth Reinhardt • From the Play by George Manker Watters and Arthur Hopkins • Lyrics and Music: "By The Way," "What Did I Do?" by Mack Gordon and Josef Myrow • Dances Staged by Seymour Felix and Kenny Williams

Gregory Peck

Anne Baxter

Richard Widmark

YELLOW SKY





Robert Arthur · John Russell
Henry Morgan · James Barton
Charles Kemper

Directed by
WILLIAM A. WELLMAN

Produced by
LAMAR TROTTI

Screenplay by Lamar Trotti
Based on a story by W. R. Burnett

20th CENTURY-FOX

3 great stars in a picture with every asset a great attraction can have! . . . Set it now for your biggest holiday date!





Timed to bring you your happiest holiday season..... made for holiday grosses at any time!

REX HARRISON

LINDA DARNELL

RUDY VALLEE

BARBARA LAWRENCE







Unfaithfully Yours



with

KURT KREUGER

LIONEL STANDER

An Original Screen Play Written, Directed and Produced by PRESTON STURGES

20th CENTURY-FOX

1948's Most Important Date!

WORLD PREMIERE, NOVEMBER 4th

New York City



Darryl F. Zanuck

presents

OLIVIA de HAVILLAND

the Snake Pit



also starring MARK STEVENS and LEO GENN

with CELESTE HOLM • GLENN LANGAN

and Helen Craig • Leif Erickson • Beulah Bondi • Lee Patrick • Howard Freeman

Natalie Schafer • Ruth Donnelly • Katherine Locke • Frank Conroy • Minna Gombell

Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK and ROBERT BASSLER

Screen Play by Frank Partos and Millen Brand • Based on the Novel by Mary Jane Ward

The record to date in '48!

GENTLEMAN'S AGREEMENT — M.P.H. — V — B'B*

DAISY KENYON — M.P.H. — B'B

GIVE MY REGARDS TO BROADWAY — V — B'B
Technicolor

CALL NORTHSIDE 777 — M.P.H. — V — B'B*

THE IRON CURTAIN — M.P.H. — V — B'B

CAPTAIN FROM CASTILE — M.P.H. — V — B'B*
Technicolor

SITTING PRETTY — M.P.H. — V — B'B*

GREEN GRASS OF WYOMING — M.P.H. — V — B'B
Technicolor

ANNA KARENINA* — B'B

FURY AT FURNACE CREEK — B'B

SCUDDA-HOO! SCUDDA-HAY! — B'B
Technicolor

AN IDEAL HUSBAND* — B'B
Technicolor

YOU WERE MEANT FOR ME — V — B'B

DEEP WATERS — B'B

THE STREET WITH NO NAME — M.P.H. — V — B'B

M.P.H. *Motion Picture Herald Boxoffice Champion* V *Variety Scoreboard Hit*

B'B* *Boxoffice Barometer Top Hit* B'B *Boxoffice Barometer Hit* * *Alexander Korda Production*

Proven champions and jeweled promises...outstanding achievements available for dating now for the

SPYROS P. SKOURAS 35th ANNIVERSARY CELEBRATION SEPT. 26 to DEC. 25, INCLUSIVE!

20th CENTURY-FOX

Men and Events

By JAMES M. JERAULD

Allied Intervention

ABRAM F. MYERS' statement that Allied would attack any consent decree that did not require divorcement of defendants' theatres in the Paramount case caused a general raising of eyebrows among lawyers. Myers said Allied would seek court aid to prevent enforcement of such a decree.

Allied filed an amicus curiae brief when the case was tried, but was not an intervenor.

Some lawyers say that in this case the prosecutor, which is the government, and the defendants could submit a proposed decree to the court, and any decree approved by the court would unquestionably be in accord with the supreme court's mandate.

"Unexpected things can happen," says one lawyer, but the supreme court doesn't usually reopen cases unless some way is found to convince it there has been a miscarriage of justice.

Election Returns

THIS is a good time for exhibitors to start figuring the best way to present election returns to audiences November 2. Will it be by slides, by the public address system, by radio, or by television in lobbies and lounges?

Returns don't become really important as news until around closing time, but the excitement accompanying the early reports always is competition. The thousands of taverns that advertised the Louis-Walcott fight on their windows probably will do the same thing in advance of election. Judicious use of newspaper space and lobby cards a week or more in advance might prove to be worthwhile.

Daylight Saving Ends

DAYLIGHT saving ended September 25 with hardly a ripple. It also came in last spring without attracting the usual attention, and it was forced into California, the state that has battled the clock shift most violently, because of a power shortage.

A curious sidelight on daylight saving is that its spread has been halted; it is static. Areas accustomed to it take it in stride. Drive-in operators cling to the theory that they can start an hour earlier. They can, but the audiences still go to bed by the clock, and squeezing in an extra show still works best Saturday nights.

Shorter Clearances

WILLIAM A. SCULLY'S announcement that Universal-International films will be sold on shortened clearance schedules probably will be greeted coolly by some first runs and warmly by all the subsequents. Scully says the company is entitled to get faster returns on its investments.

The pronouncement fits in with the current demand for better treatment of the subsequent runs, some of it backed by court rulings. No doubt the innovation will be watched by thousands of exhibitors and some of the distributors. From the point of view of exhibitors pictures are more valuable if released close to the national advertising campaigns. From the distributors' point of view full returns on an investment in one year are better than in two years for a variety of reasons.

Blumberg Counterattacks

UNITED ARTISTS and Universal-International have been the targets of more rumors in recent months than all the other companies combined. Gradwell Sears let fly in defense of United Artists some weeks back. Nate J. Blumberg took the offensive last week.

Blumberg has an emphatic way of expressing himself without heat. One of his striking statements was: "We are not optimistic, we are not pessimistic; we are realistic."

Then he proceeded point by point to explain all the measures the company has taken to meet the loss of foreign revenue, and wound up by indicating the management had the situation in hand.

BOXOFFICE was not one of the tradepapers that printed the rumors.

Drive-In Problem

BEFORE picking out a site in what seems to be a rural area where no theatres have ever been located builders of drive-ins should do some checking to find out if there are any local ordinances prohibiting Sunday films or any other kind of entertainment. Checks also should be made to see that no part of the proposed site laps over a town line into one of these areas.

Down near Cumberland, Md., a drive-in was actually operating on Sunday when the town constable arrived with an order to close.

It also is a good idea to look around and find out whether there are any private airplane landing fields. Recently a drive-in operator on Staten Island found a nearby flyer had started night flights. It raised heck with the sound system.

Now It's In-Car Heaters For Up North Drive-Ins

Vancouver—Promoters for two drive-ins projected at Burnaby, near here, are considering the possibility of installing in-car heaters during the frosty season and operating the year around.

Applications for construction permits have been filed with the Burnaby township council by Ernest Silverton, Vancouver, who represents a local syndicate, to build a 650-car to cost $60,000, and by the Steel-Johnson Amusements, Ltd., which now operates the Cascades Drive-In a few miles way, for a 600-car airer to cost $75,000. The applications were referred to a committee.

Profile of TOA's Head



ARTHUR LOCKWOOD

CHICAGO—The man whom Theatre Owners of America elected to head it in a year when the industry is beset with multitudinous litigation is a law-trained exhibitor. He is Arthur Lockwood of Boston, a quiet and unassuming but active participant in exhibitor affairs. He is treasurer of Lockwood and Gordon Enterprises, Inc., a circuit operating in five New England states.

He is a native of New York City, and attended the schools there. He was graduated from the New York Law school and in 1922 was admitted to the bar of that state. However, his interest in exhibition was immediate and he became booker and buyer for Olympia Theatres, Inc., Boston, the year he hung up his shingle.

In addition to his exhibition interests, he also has a hand in production and distribution. He is vice-president of Screen Guild Productions, Inc., of Hollywood; president of Screen Art Pictures of Hollywood; treasurer of Screen Guild Productions of New England; Classics, Inc. of New England, and Federal Film Co. of Boston.

He thinks that the philosophy of some exhibitors "that if its is bad for the distributors and producers, it must be good for exhibitors and vice versa" is entirely wrong. In his acceptance speech in Chicago, he told TOA that "calling on congressional committees to investigate certain divisions of the industry or encouraging litigation that has as its purpose to regulate or to restrict certain portions of the industry, always returns to boomerang and hurt those who see this as a segmented and not as an interdependent industry."

He believes that most of the industry's current troubles could have been avoided by satisfactory adjustments, and as soon as possible will ask the TOA to consider the initiation of steps to establish a conciliation plan for the industry. Some of the first items on his agenda for TOA are a study of liability insurance for the exhibitor with a view of cutting the cost; obtaining a reduction in freight rates in the transportation of films, and the establishment of a clearing house system for the exchange of accurate information on the boxoffice performance of pictures on early runs in the larger cities and smaller towns.

Report on TOA:

DIVESTITURE OF 1,000 HOUSES FIRST COURT BUSINESS: WRIGHT

D of J Prosecutor Appears Before TOA Convention To Discuss the Big Suit

By NATHAN COHEN

CHICAGO — Immediate divestiture of more than 1,000 theatres held in partnerships by major distributors will be the first order of business when the three-judge statutory court meets this month to begin carrying out the edict of the United States supreme court, Robert L. Wright, special assistant to the attorney general in charge of prosecuting in the Paramount antitrust case, told the Theatre Owners of America convention here.

ASKING IMMEDIATE JUDGMENT

Wright said that the government will ask judgment ordering the divestiture and added that it was his opinion that the supreme court had ordered "considerable" divestiture. He said further that the trade practices phase of the case is virtually over—that the high court had confirmed virtually all of the lower court's findings with the exception of the ban of franchises.

The big problem to face the court will be to devise a plan of relief which will create greater competition between distributors when joint ownership of theatres has ended. "We will still have five circuits owned by distributors, and the job will be to increase competition between them," Wright said.

It is questionable, he added, whether there can be real competition in a situation where the distributors retain theatres, even though there are no partners. For only by increasing competition between distributors can there be a solution to the problem. This solution, he said, is not increased competition between exhibitors. The weakness of the lower court's decree provision ordering competitive bidding for films was that it developed competition between exhibitors, whereas the search was for competition between distributors.

HIGHLIGHT OF CONVENTION

Wright's talk was one of many highlights of the first anniversary meeting of TOA in the Drake hotel. It was a top level, grade AAA prestige convention which attracted nearly 500 exhibitors representing more than 9,000 theatres. For discussants of important exhibitor problems, the convention made direct contact with the top "source material." On television, the discussants were Wayne Coy, chairman of the Federal Communications comission, and Marcus Cohn, Washington attorney, specializing in practice before the FCC; on the antitrust case, there was Wright, the government's prosecutor in the case; on taxation, the convention heard Edward H. Foley jr., the undersecretary of the treasury; on exhibitor-distributor relations, the discussants were Barney Balaban, president of Paramount Pictures, Inc., and Spyros Skouras, president of 20th Century-Fox; and for the theatre's responsibility to the public, His Eminence, Samuel Cardinal Stritch, and Dr. Preston Bradley, pastor of Chicago's famous People's church.

Ted Gamble, who helped found the old ATA two years ago and served as first president of TOA stepped down from his position, and the convention elected Arthur Lockwood, New England independent circuit owner, as his successor. Gamble told the delegates he simply had to halt his practice of devoting so much time to organizational affairs of TOA and pay more attention to his expanding theatre circuit. However, he did accept the position of chairman of the board. Fred H. Wehrenberg, who had held this post, was voted into a new position, honorary chairman of the board.

The convention crammed a lot of business into its two-day meeting, and directors are giving serious consideration to making subsequent conventions three-day affairs to eliminate hurried, last-minute considerations. As it was, the convention itself was unable to hear and discuss several committee reports of considerable importance to exhibitors.

The convention concerned itself principally with these problems: television, public relations, Ascap, the antitrust litigation, distributor-exhibitor relations, and 16mm films.

The association established a policy of recommendation on Ascap, drafted by a legal advisory council composed of Herman Levy, TOA's general counsel and a group of 20 law-trained exhibitors.

Presenting their opinion to the convention, the legalites said: "The so-called New York decision held Ascap to be an illegal conspiracy in restraint of trade and Judge Leibell indicated that when he entered a decree in the case he would, among other things, compel

What TOA Convention Did:

ASCAP

Recommended that, in the light of recent court decisions on Ascap, those exhibitors who elect to withhold payments to the copyright society write to Ascap and state they are placing the fees in a special fund until the situation is clarified.

CONCILIATION

Recommended that conciliation systems on an exchange area basis be established as a step toward eliminating exhibitor-distributor litigation. Andy Smith jr., general sales manager for 20th Century-Fox, invited the association to participate in the company's conciliation plan as instituted in Minneapolis via the North Central Allied.

ANTITRUST

Robert L. Wright, special assistant to the attorney general in charge of prosecuting the big antitrust case, said that divorcement of approximately 1,000 theatres will be the first item of business before the three-judge statutory court when it meets this month to carry out the Supreme Court's views.

TELEVISION

Exhibitors were told to get into television, and the convention itself decided to begin immediate study of the possibilities of establishing a television distribution system so that major events can be piped into motion picture theatres. The television committee also recommended that producers experiment with trailers which could be used for television, and asked that distribution be petitioned to refuse to release films made for motion picture theatres through video channels.

16MM

The convention decided to poll each distributor on its 16mm policy. It also was decided to ask United Artists to make an effort to control UA product going into 16mm channels, but said it realized this may be difficult as individual producers releasing through the company have the final say on what can and what can't be done with the product.

LIABILITY INSURANCE

Incoming President Arthur Lockwood recommended a study of liability insurance with a view of obtaining a decrease "in this substantial cost item."

INFORMATION EXCHANGE

The association intends to propose establishment of a clearing house system for exchange of accurate information on the boxoffice performance of pictures on early runs both in large and small cities on the theory "that it is much more important than an exchange of information concerning the terms and conditions of buying."

Ascap to reassign all public performance rights to the individual composers and compel these composers to sell performance rights to producers at the same time that they sell them synchronization rights."

The law committee then held that "nothing short of an amendment to the federal copyright law could eliminate the requirement of payment of performance rights by somebody whoever that is iultimately determined to be."

On the Minneapolis-Bennie Berger case, the committee commented that the decision goes much further than in the New York suit.

"This decision," said the committee, "appears to hold that the individual composer who belongs to Ascap may not get injunctive relief or damages because the illegality of Ascap gives him 'unclean hands,' and 'clean hands' being a condition precedent to the granting of injunctive relief. Judge Nordbye did not decide whether an individual copyright holder, even though a member of Ascap, may or may not collect damages for infringement if he seeks damages and not injunctive relief. That question is open. At any rate, the Minneapolis decision, as it now stands, makes it difficult for exhibitors to determine their liability for public performance rights."

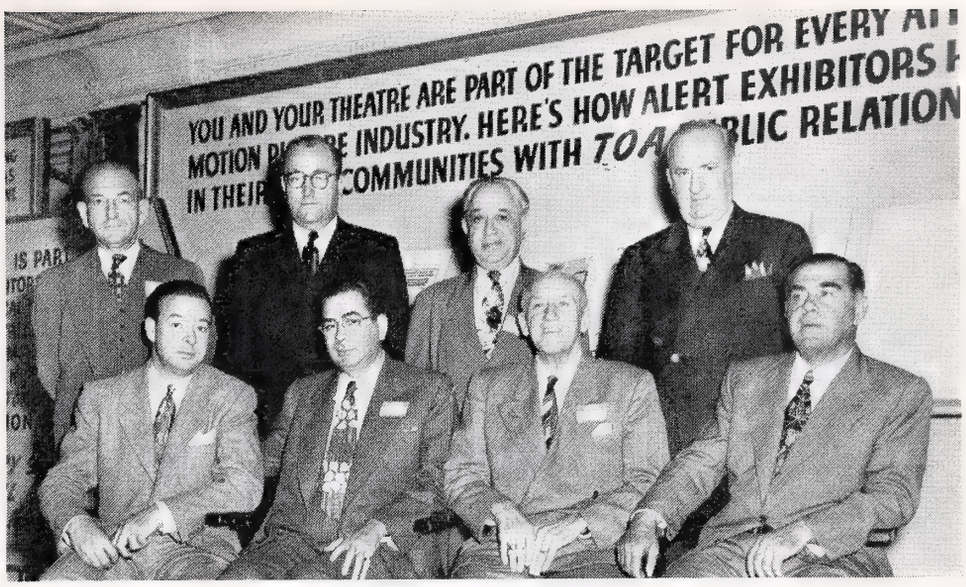
In view of this position, the committee recommended that "each theatre operator, if he does not elect to continue to pay Ascap under his existing contract, write a letter to Ascap stating that until such time as it is made clear by court decree, or otherwise, to whom, and if, exhibitors are to pay, that he, the exhibitor, will set aside fees to Ascap in a special, reserve or escrow account."

This merely is the advice of TOA and is not binding on any of its members.

Television was a big item on the agenda. In addition to the talks by FCC's Coy and Marcus Cohn, and some informal advice on the subject from Spyros Skouras and Dr. Bradley, the delegates also attended a session at the Esquire Theatre where they saw films of subjects which had been televised for theatre screens by Paramount.

Coy, while admitting that no clearcut view of television's impact on exhibition could be made at the moment, said that theatremen have been too slow in showing an interest in video. Most of the applicants for TV stations have been standard broadcasters. So the theatre owner who at this late date "seeks to continue eating three square meals a day

(Continued on page 26)



Here are officers of TOA elected at the Chicago convention: Left to right—(seated) Ted Gamble, chairman of the board; Arthur Lockwood, president; Fred Wehrenberg, honorary chairman of the board; Charles Skouras, treasurer; (standing) Nat Williams, vice-president; Herman Levy, general counsel; Morris Loewenstein, secretary, and J. J. O'Leary, co-chairman of the finance committee.

Public Relations Plan Is Endorsed

CHICAGO—An entirely new concept of public relations for the film industry, embracing the creation of an Institute of Motion Picture Information and Advertising and calling for the expenditure of $2,000,000, was presented to Theatre Owners of America by Paul MacNamara, vice-president in charge of public relations for the Selznick Releasing Organization.

MacNamara outlined his plan before TOA's public relations committee which is headed by Earl J. Hudson of Detroit. It received immediate endorsement of the committee and subsequently by the convention itself.

It is the most ambitious program of its kind yet devised for the industry and calls for, among other things, the creation of a new studio publicity code. This must be done, MacNamara said, to overcome what he says is bad publicity emanating from the studios themselves.

The project would involve an agreement between producers, distributors and exhibitors to finance the job through allocation of 2½ per cent of their advertising budgets for the institute.

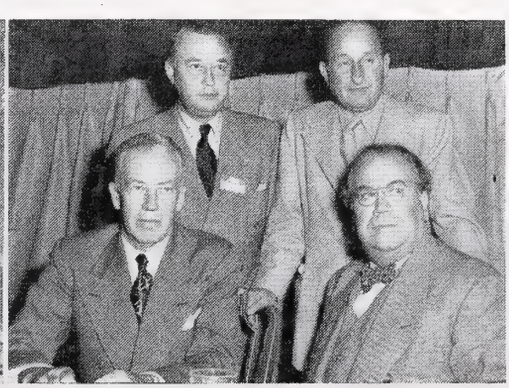
MacNamara would spend $615,000 on newspaper advertising, with full pages to be run twice a month in leading papers. He would allocate $600,000 for magazine space, and $450,000 on a radio program to run 39 weeks over a nationwide network. Space would go into many magazines which supposedly reach Americans who are not now regular filmgoers. The radio program would be a cavalcade of U.S. history, and the Selznick executive said he feels confident that top creative talent in the industry would contribute its services to make the show an outstanding one.

To reach the schools, the plan calls for transcriptions of the radio show to be distributed without cost to schools.

Another $100,000 of the $2,000,000 budget would go for films, another $50,000 for research, and the remainder to various miscellaneous items. He impressed the committee with charts prepared to illustrate how Hollywood compared with other U.S. cities as to crime, divorces, etc.

Left: At the opening luncheon (L to R)—seated are Arthur Lockwood, new TOA president; R. J. O'Donnell, Variety's chief barker; Edward H. Foley jr., under secretary of the treasury; standing—Barney Balaban, president, Paramount Pictures, and Spyros Skouras, president, 20th Century-Fox; CENTER—at the second convention luncheon (L to R) Andy Smith, 20th-Fox sales manager; Ed Zorn, president Illinois TOA; John Balaban, convention chairman; Dr. Preston Bradley, pastor People's church, Chicago; RIGHT—A group of delegates, Charles O'Donnell, New Orleans, Dixie Theatre Corp.; Lyle Wilson, Roanoke Rapids, N. C., General Amusement Corp.; Bert Kierns, New Orleans, Happy Hour Theatre; Perry Reaves and W. Stewart, Charlotte, N. C., Everett Enterprises.







Convention (Cont.)

(Continued from page 25)

via the television broadcasting route finds himself out in the cold," Coy said.

Television is now ready to invade a field which up to now has been the exclusive possession of the motion picture theatre and he predicted the time when there will be 39,000,000 "home movies" in the United States. The next five years will tell the story whether TV is to make the theatre an outmoded form of entertainment. Meanwhile, he said, exhibitors should cooperate with television, bring it into their theatres as a public service, and strive to make their theatres a greater community asset.

He said he could not predict the outcome of the important question: Has the exhibitor the right to pick up telecasts for showing in his theatre? This, he said, is a question of property rights and a matter of negotiation between telecaster and exhibitor. He suggested theatres go in for telecasting of local events, and indicated the FCC would give consideration to applications by theatre men for relay frequencies by which this type of coverage could be provided.

SEES EVENTUAL MARRIAGE

Cohn told the convention that, despite some pessimistic views on the impact of television, he was confident there would be an eventual marriage of the two mediums. He said the first job of the exhibitor is to establish the most cooperative type of relationship with the telecaster in his community. For, he warned, with the limited number of TV channels available, it will be the telecaster who will control the situation. If a television station owner in a community is antagonistic toward the exhibitor, then he can prohibit picking up of telecasts and seriously damage the theatreman's business.

Skouras, on the other hand, predicted that television could more than double theatre grosses if handled properly. He pointed out that television will have to deepnd on films for most of its programming. Without films, it can't succeed, and we have control of films, Skouras said.

Both he and Balaban warned of the dangerous position production and distribution are in, with foreign markets gone and the domestic picture dpendent on how far the antitrust decree goes. Balaban said "distribution is in the red." Both executives said that exhibition and distribution must join to meet common problems, or both will find themselves in a dangerous position

The convention ended with a dinner Saturday night at which George Jessell presided and His Eminence Cardinal Stritch was the speaker.

'Quotes' From TOA



Barney Balaban

The day has passed when, as exhibitors, you could isolate yourselves from the problems of distributors, or vice versa. The time has come when the problems of each have serious repercussions on each other. We delude ourselves if we cling to the false notion that the other man's headaches are no concern of ours. They are. The walls of isolation which we have built around ourselves has become futile against the impact of present economic forces. The industry is too integrated and its functions too interrelated to allow for any such dangerous delusions.—Barney Balaban, president, Paramount Pictures, Inc.

Over 50 per cent of television set owners in New York now go to the motion picture theatre less frequently than they did before television. This 50 per cent comes from the group that went to the theatre at least once a week. The astonishing thing is that the novelty does not wear off, and the drop in attendance is the same for set owners of three months, six months or a year.—Marcus Cohn, Washington attorney specializing in television law.

One of the major problems confronting us is the threatened chaos that may well result from the ever increasing amount of litigation. A portion of that litigation springs from untenable grounds and from the failure to recognize and to correct ills and grievances in their early stages. All segments of the industry must take blame for this. Distribution and production has been too unwilling to acknowledge grievances and to correct them, and exhibition has been too willing to go to the courthouse. The result has been a restricted, retarded, entangled, unprogressive industry with a back-breaking annual litigation bill, with its being reflected in increased film rental. I do not want to pay more money for the films I play in my theatres because production, distribution and exhibition have not been able to get together in a plan of conciliation and compromise. You must feel the same way.—Arthur H. Lockwood, new president of Theatre Owners of America.



Morris Loewenstein

There are 38 legislatures meeting this January, and to show you how late is the hour (for action), 33 states are already collecting state amusement taxes, five more than in 1947. These states, last year, siphoned off $17,159,000 from American boxoffices, as compared with $14,216,000 the year before. It cost your customers $3,000,000 more in tax dollars to do business with you in 1947 than it cost them in 1946. This particular type of taxation will continue to spread whether federal seat taxes are out or not.—Morris Loewenstein, Oklahoma City exhibitor.

There is a great waste of the physical theatre, and the uses to which it could be put It stays dark too many hours of the day. The exhibitor who takes advantage of these hours to make his theatre a civic center will be the one who builds for a strong position in his community.—Dr. Preston Bradley, pastor People's Church, Chicago.

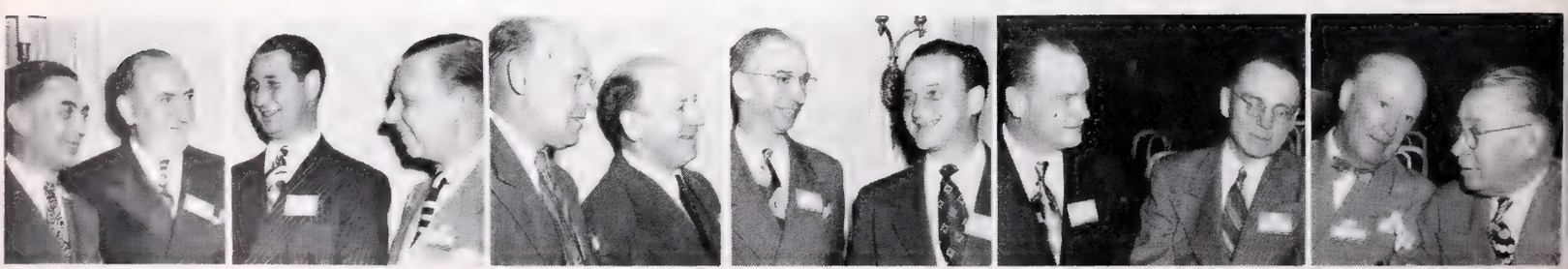
Does television mean curtains for the theatre? Are breadlines, soup kitchens and backdoor handouts staring the exhibitor in the face? Come to think of it, I am beginning to suspect that perhaps you have not invited me here to advise with you because of my present position as chairman of the FCC. You may be seeking my advice because of the experience I gained during the depression as regional administrator of the WPA. —Wayne Coy, FCC chairman.



Earl J. Hudson

The best definition I can give any exhibitor of public relations is "public respect." When the public respects you as an individual, it respects your business, your theatre and what you offer in entertainment.—Earl J. Hudson, Detroit, chairman TOA public relations committee.

Here are 12 TOA delegates snapped in the convention in the convention hall. Left to right: R. R. Livingston, Omaha; J. J. O'Leary, Scranton, Comerford circuit executive; Myron Blank, Des Moines, of Tri-States circuit; Ben Strozier, Rock Hill, S. C.; John Griffin, Miami, Okla.; Stanley Prenosil, TOA's public relations chief; Herman Hunt, Cincinnati; Albert Pickus, Stratford, Conn., new member of the board; Sid Havenar, Lake Charles, La., Southern Amusement Co.; Charles Gilmour, Denver, and Edward Ward, Silver City, N. M., of Gibraltar Enterprises, and M. J. McInaney, Colorado Springs, Alexander Film Co.



Gentlemen...it's magic



PARAMOUNT magic that
now conjures up for
you Hit No. 3 in that
Autumn Harvest of Hits

"Night has a thousand Eyes"

IS ONE OF THE MOST UNUSUAL PICTURES
MADE BY PARAMOUNT IN THE
PAST 36 YEARS . . .

WE REPEAT:

"One of the Most Unusual Pictures Made By Paramount in the Past 36 Years" is this

Adventure

That Explores The Fascinating Phenomena The Average Man Calls "Hunches" and "Premonitions"



IT'S AN ADVENTURE IN TIME

that takes the spectator thru time's purple veil . . . behind which the past merges with the present, the present with the future . . . on a menacing night when the stars look down.



IT'S AN ADVENTURE OF A MAN'S SOUL

. . of "Triton, The Great"—the man who can see into tomorrow. Labeled by the police a criminal—by psychic scientists an "E.S.P. Person," gifted (or cursed) with "extra-sensory perception."



"I see a crushed flower, a broken vase . . . a curtain blowing in the breeze. Then on the exact stroke of 11—she will meet an amazing and inescapable fate . . ."

EDWARD G.
ROBINSON
GAIL
RUSSELL
JOHN
LUND

has a

"The night has a thousand eyes,
And the day but one;
Yet the light of the bright world dies
With the dying sun.

"The mind has a thousand eyes,
And the heart but one;
Yet the light of a whole life dies
When love is done."



"Night thousand Eyes"



IT'S AN ADVENTURE OF TWO LOVERS
with your meteoric star, John ("Foreign Affair") Lund as the man whose arms shield a beautiful girl whom a predetermined, little-comprehended destiny has marked for tragedy . . .



IT'S AN ADVENTURE IN BOXOFFICE SELLING
spearheaded by a personal appearance tour by Dr. J. B. Rhine, psychic researcher at Duke University. Plus national magazine ads beamed to the feminine intuition of 66 million women . . .



with

VIRGINIA BRUCE • WILLIAM DEMAREST

produced by **ENDRE BOHEM** • directed by **JOHN FARROW**

Screen Play by Barré Lyndon and Jonathan Latimer

THE PRESS
HAS A THOUSAND "AYES" FOR

"Night has a thousand Eyes"



"A sock, saleable film . . . geared for profitable pay-off regardless of national boxoffice level."
—*says Hollywood Reporter*

"Here is one of the most terrific thrillers of this year."
—*says Showmen's Trade Review*

"Supernatural gifts are not required to foresee a healthy boxoffice future for it."
—*says M. P. Daily*

"Provocative drama strikes a different note. A good bet for a long boxoffice haul."
—*says Film Daily*

"Robinson turns in excellent performance and that finish puts your heart in your throat."
—*says M. P. Herald*

SPECIAL EXPLOITATION HUNCHES TO FOLLOW:

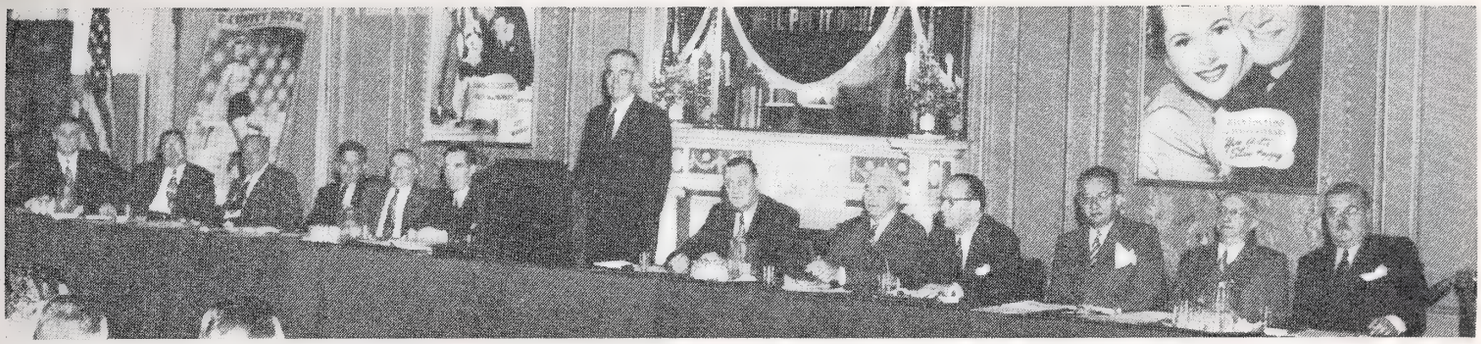
Start playing extra early that extra exciting trailer narrated by John Lund...

Start local disc-jockeys playing extra early that title-popularizing ballad: "Night Has A Thousand Eyes."

Paramount's Autumn Harvest of Hits will lengthen that boxoffice line from now right up to '49!

PRINTED IN U.S.A.

Regional Premieres to Help Speed U-I Clearances



INITIAL U-I REGIONAL MEETING OPENED—William A. Scully, Universal-International vice-president and general sales manager, opens the first of the company's four regional sales meetings at the Hotel Waldorf-Astoria in New York. Left to right are: John J. Scully and C. P. (Pete) Dana, district managers; E. L. McEvoy, short subjects sales manager; Maurice A. Bergman, eastern advertising and publicity director; Fred Meyers, eastern sales manager; A. J. O'Keefe, assistant general sales manager; E. T. Gomersall, assistant to Scully; F. J. A. McCarthy, southern and Canadian sales manager; C. J. Feldman, western sales manager; Dave Miller and Dave Levy, district managers, and Alfred W. Perry, sales manager Empire-Universal Films in Canada.

CINCINNATI—Universal-International will use regional premieres to help speed up clearances, William A. Scully, vice-president and general sales manager, told a sales conference here Tuesday and Wednesday.

At the first of a series of regional meetings held in New York the previous week Scully said the company intended to insist upon shortened clearances. An 11-city territory premiere on "Tap Roots" in the Philadelphia exchange area with a saturation advertising and exploitation program was very successful, Scully said, and this plan will be used on forthcoming product elsewhere.

In further discussion of his shortened clearance proposals Scully said the "last few years have witnessed an enormous change in production and distribution" with resulting increases in the amount of money tied up in production.

He said distribution methods and playoffs had not kept pace with developments and it was no longer possible for producers to wait two years for investment returns.

"Clearance and availability must be analyzed as they relate to each situation," Scully said, "and demands of exhibitors for clearance in excess of 30 days cannot be continued unless the facts, as they exist today, justify it. Clearance of large towns over towns 20 or 30 or 40 miles distant must be carefully reconsidered."

Scully again emphasized his belief that pictures should be played as close to the national advertising campaigns as possible.

The home office delegation left here for Friday and Saturday sessions in Chicago. From there they will go to San Francisco for meetings October 7 and 8.

MGM to Release Nine In Oct.-Jan. Period

NEW YORK—MGM will release a total of nine films in October, November, December and January, according to William F. Rodgers, vice-president and general sales manager. Five of the nine are in Technicolor.

The October releases are: "Julia Misbehaves," starring Greer Garson, Walter Pidgeon, Cesar Romero, Elizabeth Taylor and Peter Lawford, and "The Secret Land," in Technicolor, produced by Admiral Byrd.

"No Minor Vices," starring Dana Andrews, Louis Jourdan and Lilli Palmer, an Enterprise Studios production originally slated for October, has been moved back to November. The other November release will be "The Three Musketeers," in Technicolor, starring Lana Turner, Gene Kelly, June Allyson, Van Heflin, Angela Lansbury and Frank Morgan.

The December releases are: "Hills of Home," in Technicolor, starring Edmund Gwenn, Tom Drake, Donald Crisp and Lassie, and "The Kissing Bandit," in Technicolor, starring Frank Sinatra and Kathryn Grayson with J. Carroll Naish, Sono Osato and Bill Gilbert.

The January schedule is: "Force of Evil," a second Enterprise production starring John Garfield with Beatrice Pearson; "3 Godfathers," an Argosy production in Technicolor, starring John Wayne, with Pedro Armendariz and Harry Carey jr., and "Words and Music," in Technicolor, starring Mickey Rooney, Judy Garland, Gene Kelly, June Allyson, Perry Como and Ann Sothern.

Unique Campaign by Tent 23 Raises $225,473 for Cancer Research

BOSTON—Variety Club Tent 23 has helped raise $225,473 for its Children's Cancer Research Foundation since May. Details of the fund-raising methods used and the vast public support given the campaign are described in the September issue of New England Barker, official publication of Tent 23.

The campaign can be compared to a chain reaction. George Swartz, Tent 23 barker, set the spark and Ralph Edwards, master of ceremonies of Truth or Consequences, and Louis Perini, president of the Boston Braves, provided the atomic power that blasted the public loose from more than $225,000 worth of nickels, dimes, quarters, and paper currency.

Last May Swartz told Edwards and Perini about a 12-year-old boy who was afflicted with leukemia, cancer of the white blood cells. The boy's real name was kept secret, but for the sake of convenience he was called "Jimmy."

There is no cure for leukemia, but the foundation wanted to develop a cure, or control the disease. This research project required money, said Swartz.

Edwards and Perini cooperated by arranging a special broadcast over the Truth and Consequences program with "Jimmy" and members of the Boston Braves as stars. More than 21,000,000 listeners heard the program on May 22, and many of these responded with a flood of letters, coins and gifts.

The next day the Braves devoted their double-header with the Cubs to "Jimmy," and Edwards made special between-games broadcasts publicizing "Jimmy's" sickness and plans of the foundation. Jim Britt also joined in these broadcasts.

By this time the case of "Jimmy" and the Variety Club's campaign against cancer was known throughout New England and the country.

"Jimmy Day" rallies were set in Gardner, Cambridge and Marblehead, Mass. These culminated in a statewide "Jimmy Day" by proclamation of Gov. Robert E. Bradford. The day was June 26. A total of 115 Massachusetts communities eventually held special rallies and collections.

Advertising and publicity space for the campaign was donated by 115 newspapers and air time was furnished by 50 radio stations in New England.

Perini again came to the support of the Variety Club drive by donating the proceeds of the Yankees-Brooklyn All-American championship football game, August 21.

Organized labor—CIO and AFL unions—gave time, money and talent.

Funds are still coming in and Dr. Sidney Farber, director of the foundation, reports that "Jimmy" is holding his own, thanks to the treatment.

Paramount Laboratory Shift

NEW YORK—Paramount Pictures has transferred its laboratory printing from the Long Island studio in Astoria to the west coast laboratories.

17 SUMMER RELEASES ARE HITS; TOP FILMS OKAY, OTHERS SO-SO

'Easter Parade' at 169% Does Biggest Boxoffice Of 97 Films Released

The three top hits of the summer season were MGM's "Easter Parade," Paramount's "Emperor Waltz" and Columbia's "The Fuller Brush Man." These three pictures did a combined average of 154 per cent in their key runs, thereby topping the big three of the 1947 summer season by a healthy 21 per cent. They were the big guns of the June-July-August segment by a considerable margin—in a three-month period in which 97 features were placed in release.

A 21-KEY RUN REPORT

Business on top product was good, as it has been for the last six months, according to first run reports made to BOXOFFICE by correspondents in 21 key cities. The lesser features, however, were still having tougher going at the boxoffice, and the percentage of pictures doing average business or better was down as compared with the same period a year ago, and with the spring quarter.

Altogether 52 features were reported to have done average or better; 17 of them reached the hit class by scoring 120 per cent or better. These 17 hits did a combined average of 139.9 per cent, whereas a year ago the top three did 133.5 per cent. "Easter Parade," in leading the lineup of hits experienced healthy runs everywhere, and wound up with an average of 169 per cent. "Emperor's Waltz" recorded a combined average of 165 per cent and "The Fuller Brush Man" was in third with 148 per cent.

There were more hit pictures available for exhibition this summer than earlier in the year. There were 15 hits released in the spring months, and a year ago there was a like number of summer hits. This summer's 17 was a high point.

Only 54 per cent of the summer's output, however, did average or better business, the reports revealed. Two years ago, approximately 80 per cent of the releases were doing average or better.

LONG RUN FEATURE

"Easter Parade" was the season's long-run picture. It remained for nine weeks at Loew's State in New York and the Adams in Detroit; six weeks at the Woods in Chicago and the Liberty in Seattle and stayed for five weeks at the Mastbaum in Philadelphia. It did more than 200 per cent in Cincinnati, Seattle, San Francisco and Indianapolis.

"Emperor's Waltz" had top runs at the Denham in Denver, with 250 per cent; at the Downtown and Hollywood in Los Angeles, with 245; at the Paramount in San Francisco and the Music Hall in Seattle with 210 per cent.

"The Fuller Brush Man" had its best weeks at the Pantages and Hillstreet theatres in Los Angeles with 250 per cent, and at the Palace in Cincinnati with 200 per cent.

Following is a report on summer releases on which there have been sufficient key run reports to indicate boxoffice strength:

(100 is average business)

COLUMBIA:
- Arkansas Swing....110
- Black Arrow, The....107
- Blondie's Reward....101
- Coroner Creek....106
- Fuller Brush Man, The....148
- Lulu Belle....89
- Strawberry Roan, The....101
- Thunderhoof....96

EAGLE LION:
- Assigned to Danger....95
- Canon City....132
- Close-Up....87
- Mickey....95
- Open Secret....84
- Raw Deal....109

FILM CLASSICS:
- Argyle Secrets, The....96
- Blonde Ice....97
- Devil's Cargo....97
- Will It Happen Again?....109
- Women in the Night....104

METRO-GOLDWYN-MAYER:
- Big City....100
- Date With Judy, A....135
- Easter Parade....169
- Homecoming....142
- On an Island With You....131
- Pirate, The....118
- Search, The....120

MONOGRAM:
- Dude Goes West, The....103
- French Leave....91
- I Wouldn't Be in Your Shoes....95
- Jinx Money....91
- Shanghai Chest, The....95
- Smart Woman....91
- Stage Struck....104

PARAMOUNT:
- Big Town Scandal....101
- Dream Girl....92
- Emperor Waltz, The....165
- Foreign Affair, A....115
- Hatter's Castle....96
- Hazard....90
- Shaggy....89
- So Evil, My Love....103
- Waterfront at Midnight....93

RKO RADIO:
- Arizona Ranger....96
- Berlin Express....99
- Best Years of Our Lives, The....119
- Fighting Father Dunne....99
- Melody Time....121
- Pearl, The....130
- Return of the Badmen....106
- Velvet Touch, The....108

REPUBLIC:
- Daredevils of the Clouds....96
- Gallant Legion, The....93
- Heart of Virginia....96
- I, Jane Doe....88
- King of the Gamblers....93
- Old Los Angeles....97
- Secret Service Investigator....90
- Train to Alcatraz....97
- Under California Stars....92

SRO:
- Mr. Blandings Builds His Dream House....127
- Paradine Case, The....136

20th CENTURY-FOX:
- Anna Karenina....107
- Arthur Takes Over....94
- Checkered Coat, The....91
- Counterfeiters, The....96
- Deep Waters....105
- Fighting Back....96
- Give My Regards to Broadway....118
- Green Grass of Wyoming....99
- Iron Curtain, The....123
- Street With No Name, The....137
- That Lady in Ermine....113
- Walls of Jericho....109
- Winner's Circle, The....104

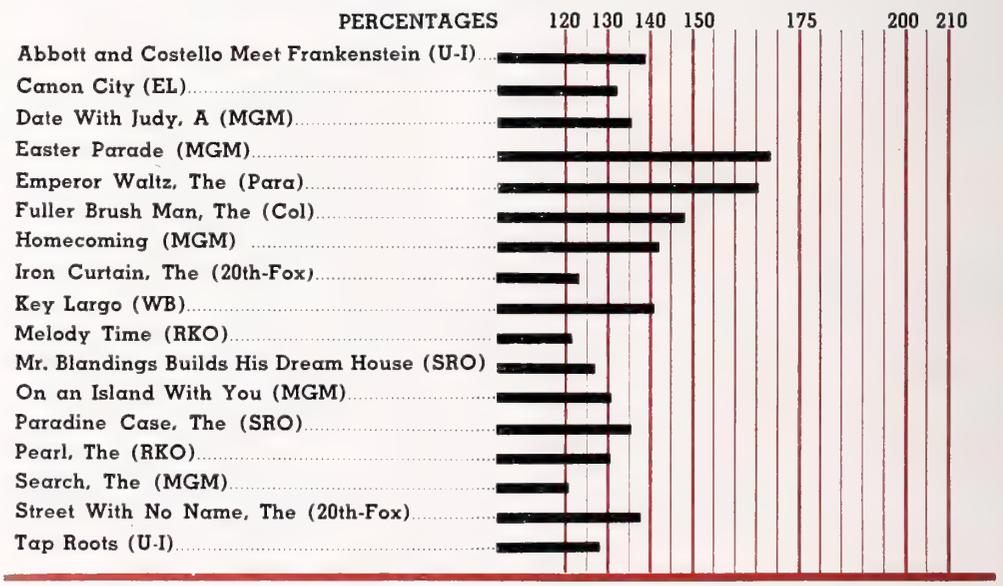
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The Summer's Top Hits

(June 1948 through August 1948)



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18-19 Monck Street,
London, S.W.1

Our Ref.
Your Ref. 19/1/14.

27th July, 194..8.

D.W. Abbey, Esq.,
Messrs. Paramount Film Service Ltd.,
162, Wardour Street,
LONDON. W.1.

Dear Mr. Abbey,

I am sure you would like to know that during a recent check up of figures on R.A.F. Station Cinemas, in practically every case Paramount product came out as a top grosser.

This is not only confined to the United Kingdom but is the same throughout the world. In fact, I think it fair to say that from Hong Kong to Scotland the demand is for paramount !

Yours sincerely,

E. JOHNSON.
FILM BOOKING MANAGER.

"Throughout The World... The Demand Is For Paramount" -and



Paramount's Autumn Harvest of Hits

"SORRY, WRONG NUMBER" — "BEYOND GLORY" — "ISN'T IT ROMANTIC"
"NIGHT HAS A THOUSAND EYES" — "SEALED VERDICT,"
"MISS TATLOCK'S MILLIONS" — "THE PALEFACE"

Hollywood Report

By IVAN SPEAR

Studios Keep Steady Pace With Five Story Buys

A steady pace was maintained during the period in the acquisition of literary material by studios. Of five sales, Republic and 20th Century-Fox accounted for two each, the other one being picked up by MGM. To Republic went "Flaming Fury" and "The Sheriff of Wichita." The former is a semi-documentary based on a composite of case histories on the books of the Los Angeles fire department's arson bureau. Scripted by John K. Butler, it goes on Sidney Picker's production slate. "Sheriff," by Robert Williams, was handed to Producer Gordon Kay as an entry in the Allan "Rocky" Lane sagebrush series . . . 20th Century-Fox purchases included "Fairy Gold" and "Unseen Harbor." Walter Morosco was handed production reins on "Gold," a comedy by Gerald Kersch about a young married couple hoaxed into believing they have inherited a fortune. Wanda Tuchock is writing the script. Set for production by Sol C. Siegel, "Harbor" is a maritime novel by Frank Laskier, which is being scripted by Milton Krims . . . Leo Townsend sold his original, "The Black Hand," to MGM. Its background embraces terrorist underworld activities that made New York the scene of bombings, shootings and kidnapings in the early 1920s . . . Reversing the customary trend of adding to story files, Universal-International is unloading some 3,000 unfilmed properties by making them available to radio. The decision, the studio said, was "prompted by the unprecedented request for material due to the unusually large number of dramatic shows on the air this year."

Howard Hughes Buys 'Jet Pilot' for RKO

Howard Hughes, new bossman at RKO, is returning to his first love, with aviation epic, with the disclosure that he has purchased "Jet Pilot" an original by Robert Hardy Andrews, from Paul Short, who first had intended to film the subject for distribution by the Selznick Releasing Organization. Short had lined up Audie Murphy to star in it, with other roles set for Selznick contract players.

Now that "Jet Pilot" is owned by Hughes, however, indications are that it will be completely recast, with Murphy (who is under personal contract to Short) bowing out of the role.

Jane Russell to Portray 'Calamity Jane' Again

If Jane Russell doesn't watch out, she's going to get herself typed as "Calamity Jane." She recently portrayed that western badwoman in Paramount's Bob Hope starrer, "The Paleface," and now—on loan from Howard Hughes—will again essay the role in "Montana Belle," which Howard Welsch will produce for Republic release . . . Barbara Stanwyck has been signed by Universal-International to star in "Gambling Lady" . . . A seven-year ticket and a top supporting role in "Champion" was handed Ruth Roman by Screenplays, Inc. . . . MGM handed Peter Lawford a topline in the upcoming "Vespers in Vienna" . . . Rober Young will co-star with Ann Sheridan in "Carriage Entrance," which Polan Banks will make for RKO . . . Allied Artists set James Gleason for one of the leads in "Bad Boy" . . . Making a screen comeback after an absence of more than ten years, Ramon Navarro goes into "Rough Sketch," the Horizon Pictures opus for Columbia release.

Protestant Film Schedule Calls for 25 New Films

An extensive schedule calling for the production of 25 films—most of them feature-length—has been outlined by the Protestant Film Commission, the project being in charge of Paul F. Heard. With "Prejudice" in scoring stages and "Toru" before the cameras in Japan, the next will be an untitled subject explaining the workings of democracy from the standpoint of the individual. It is to be produced for the PFC by Edward Nassour.

"Prejudice," directed by Edward Cahn, will be given theatrical distribution, as will others in the series if deemed suitable for such handling. Otherwise they will be booked by churches, civic organizations and similar groups.

Remake of 'Night Nurse' Added to WB's Lineup

Warner spokesmen proclaim that it is "as a result of persistent exhibitor demand."

Whatever the reason, a remake has been added to the Burbank studio's 1948-49 lineup —"Night Nurse," first filmed in the early 1930s, and which toplined Barbara Stanwyck, Ben Lyons and Joan Blondell, with Clark Gable in a supporting role.

The new version will be produced by Alex Gottlieb.



ROGERS RECEIVES GIFT—In the above photo Budd Rogers (left) is shown accepting a motion picture camera from Sherman S. Krellberg on behalf of Realart franchise holders. Rogers, who is Realart's executive vice-president in charge of sales and distribution, was given the camera in recognition of the magnificent job he did in molding 23 franchise holders into a high-powered organization. Krellberg is president of Principal Film Exchange, Realart's distributor in New York, Albany and Buffalo territories.

Broidy Practices Economy In a Big ($57,000 Way)

It's in the man-bites-dog category when a motion picture executive passes up an opportunity to latch onto some extra revenue.

Such, however, is the decision reached by Steve Broidy, president of Monogram and Allied Artists, who must really have meant it when he said recently that he is going to do everything possible to pare expenses and cut down the operating overhead of those two companies.

In line with that policy, Broidy now bobs up with the somewhat startling disclosure that he is waiving that clause in his contract which calls for him to receive one per cent of the company's total gross over $3,000,000 annually—a bite which for 1947 puts an extra $57,000 in the company topper's pocket.

Official notification of Broidy's action will be made in his annual report to stockholders early next month. The Mono-AA annual stockholders' meeting will be held here in November.

Extensive Tieups to Plug Les Barker, New Tarzan

Producer Sol Lesser is embarking on an all-out effort to make certain that everybody who can read, write and hear will know there is a new jungle hero in "Tarzan's Magic Fountain," his upcoming RKO release in which Les Barker replaces Johnny Weissmuller as the tree-to-tree apeman. Barker's name will be plugged in tieups with more than 40 national manufacturers, while United Features—distributor of the "Tarzan" comic strip—will give billing to the new star of the series in every city where the cartoon appears.

Further, Lesser has set up a personal appearance itinerary wherein Barker and the chimpanzee, Cheeta, will headline an act. Sixteen network radio shots have also been booked for the new "Tarzan," kicking off as guest on the Abbott and Costello Youth Show.

Elliott Nugent to Direct 20th-Fox's 'Belvedere'

Comedy specialist Elliott Nugent will direct 20th Century-Fox's "Mr. Belvedere Goes to College" . . . Film version of the stage success, "The Hasty Heart," will be megged for Warners by Vincent Sherman. Picture will be made at the ABC studios in Elstree, England . . . Paramount gave Director John Farrow a new long-term contract and assigned him to "The Broadway Story," starring Betty Hutton, as his next chore. On the same lot Scenarist Lenore Coffee began writing the screenplay for "Honor Bright," from an original by Jack Kirkland and Melville Baker . . . Cyril Hume is doing the script of "Tokyo Joe" for Humphrey Bogart's Santana Productions . . . Producer Paul Short signed Kurt Neumann to a long-term personal contract and set him to handle the megaphone on "The Kid From Texas."

Life-Size Television For Theatre Lobby

NEW YORK—Radio Corp. of America has come up with what it thinks is an exhibitor's answer to tavern and night club television competition. This is a new large-screen television projector for use in theatre lobbies or lounges to entertain patrons while they are waiting for seats or the beginning of a new show.

The system will project a clear 48-square-foot picture at a distance of 15 feet from the viewing screen, has a sound unit and has roller casters for mobility. Underwriters' approval, essential for use of the projector in theatres, has been obtained, RCA says. Independent RCA theatre supply dealers will have the system on sale.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, MARCH 3, 1933 AND JULY 2, 1946.

Of BOXOFFICE, published weekly at Kansas City, Mo. for October 2, 1948.

State of Missouri,

County of Jackson, ss.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Morris Schlozman, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the BOXOFFICE Magazine and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor-in-chief, editor, managing editor, and business manager are Publisher and Editor-in-Chief, Ben Shlyen, Kansas City, Mo.; Editor, James Jerauld, New York, N. Y.; Managing Editor, Jesse Shlyen, Kansas City, Mo.; Business Manager, Morris Schlozman, Kansas City, Mo.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given).

Ben Shlyen, Kansas City, Mo.

Clara Shlyen, Kansas City, Mo.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders, as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and condition under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the 12 months preceding the date shown above is 23,270.

MORRIS SCHLOZMAN, Business Manager.

Sworn to and subscribed before me this 29th day of September 1948.

WILHELM R. NORDBERG, Notary Public.
(My commission expires Sept. 21, 1949.)

First Runs on Broadway Decrease to Low of 13

NEW YORK—With the return of the Winter Garden to legitimate stage operation following the expiration of the J. Arthur Rank-U-I lease October 1, the Broadway first run showcase field is at its lowest point in several years. Only 13 strictly first run theatres are now operating in the Times Square district, in comparison to 18 in the early fall of 1947.

Other theatres which have reverted to the legitimate stage during the past year are the Warner, formerly the Hollywood, the Broadway and the Fulton. The Palace switched to subsequent runs in May 1947, following many years as a showcase for RKO pictures. The Victoria, closed since July for renovation and enlarging the seating capacity, will reopen November 11 with a two-a-day engagement of "Joan of Arc," and the Bijou, which played foreign and a few British first runs during the past year, will also reopen with a two-a-day engagement of "The Red Shoes" October 21 after being closed during the summer.

The 13 strictly first run theatres now operating are: the Capitol, Paramount, Roxy, Radio City Music Hall and Strand, all of which have an accompanying stage show in addition to films, and the Astor, Criterion, Globe, Gotham, Loew's State, Mayfair, Rialto and Rivoli, which play straight films.

Several other theatres, on Broadway side streets or on New York's east side, alternate first run pictures with foreign films or return engagements. These include the Park Avenue, which opened a two-a-day engagement of Laurence Olivier's "Hamlet" September 29 after an unprofitable summer playing lesser British product or return runs; the Ambassador, now playing "Strange Victory," a documentary, after brief engagements of foreign films during the summer; the Sutton, now playing Robert Flaherty's "The Louisiana Story," and the Golden, which played "Mourning Becomes Electra" two-a-day early in 1948, but is now playing foreign films.

New York's only completely new theatre since before the war is the Paris, which opened in September as a French film showcase. Other small theatres playing first run foreign films are: the Avenue Playhouse, now playing the French-made "The Room Upstairs," starring Marlene Dietrich and Jean Gabin; the Little Met, formerly Cinema Dante, now playing the German film, "Marriage in the Shadows"; the Elysee, now playing the French made "Ruy Blas," starring Danielle Darrieux and Jean Marais; the Fifth Avenue Playhouse, playing "Day of Wrath," Swedish film; the 55th Street, now playing "Dreams That Money Can Buy," an American-made impressionistic film; the World, where "Paisan," the Italian film, is now in its eighth month, and the Stanley, usually the showcase for Russian films but now playing a Yiddish picture, "We Live Again."

The Belmont, in the Times Square district, plays Mexican films without English titles and several neighborhood houses play German or Czech films without titles. In addition to the foreign first runs, the other smaller houses in Manhattan that play foreign films include the Squire and the Arena in the Times Square district, the Irving Place and City in the Union Square district, the Art, Thalia, 68th Street, Midtown and Empress in upper Manhattan, and the Hopkinson in Brooklyn.



BROADWAY SPECTACULAR—One of the most elaborate New York Times Square illuminated signs in recent years has been put up for the run of Walter Wanger's "Joan of Arc" at the Victoria Theatre where it will open November 11. The sign runs a full city block at Broadway and 43rd St. and goes around the corner. It is 70 feet high and has 900 lamps. The huge banner waves, and the painting at the bottom is made of translucent plastic which is brilliantly illuminated at night.

Musical Shorts for Video Being Produced by Sack

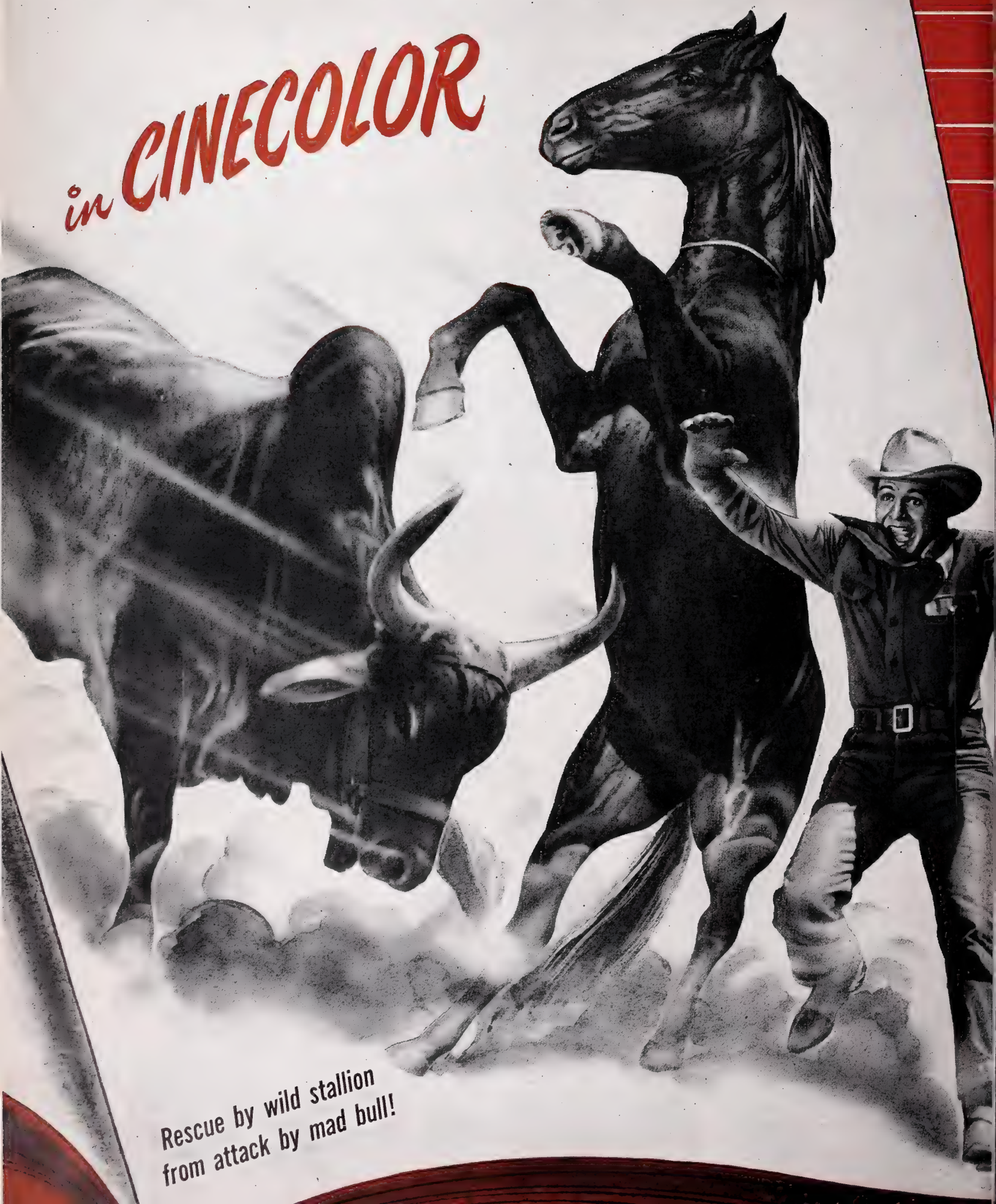
DALLAS—Sack Television Enterprises has started production of a series of 13 musical short subjects featuring Tommy Scott and his Hillybilly Jamboree for television distribution. The hillybilly stage and radio unit jumped direct from Seattle to Dallas.

Robert M. Moscow will direct. Original songs by Scott and popular hillybilly numbers will be featured.

Shorts will be shot direct for television, employing the latest television production methods studied by Moscow and Julius M. Sack, sales manager, on a recent tour of all presently operating television stations. Production emphasis will be aimed at special closeups, center-stage action, minimum short titles, high-key photography and crystal-clear phonetics.

OUT OF THE GREAT SATURDAY

in CINECOLOR



Rescue by wild stallion
from attack by mad bull!

EVENING POST ADVENTURE!

The untamed savagery of four-footed giants!

The hot scorn of woman's anger!

The red rage of violent men!

COLUMBIA PICTURES presents

THE UNTAMED BREED

Starring

SONNY TUFTS · BARBARA BRITTON

GEORGE "GABBY" HAYES

with

EDGAR BUCHANAN · WILLIAM BISHOP

Screenplay by Tom Reed

Based upon a

SATURDAY EVENING POST

story by Eli Colter

Directed by CHARLES LAMONT

Produced by HARRY JOE BROWN





Screen Entertainment Tops for Teen-Agers

NEW YORK—Motion pictures are the favorite form of entertainment of U.S. boys and girls between the ages of 10 and 16, according to a poll conducted by 102 children's welfare and social agencies for the Boy's Athletic League of New York.

Questionnaires were submitted to 20,000 boys and girls in 27 states last April and the results have just been tabulated.

The results also showed that Roy Rogers was the favorite film actor of the boys and Alan Ladd was tops with the girls. Ladd ranked second on the boys' list and Rogers was far down on the girls' list.

The average weekly allowance for both sexes was $2.10, a large slice of which was spent for comic books and Life magazine.

Jack Benny was the preferred radio comedian for boys and girls and sports was their favorite hobby.



QUALITY
ECONOMY
DEPENDABILITY

DAWO CO.

145 N. Erie Toledo, Ohio

FROM THE FILES OF *20 Years Ago*

THE DEVELOPMENT of dialog in association with motion pictures will prove a boon to producers in furthering the elimination of waste in time and film, with consequent increase in the cost of pictures, says John L. Murphy, production manager for the Lloyd Corp. "There can be no pellmell rushing into the shooting of a picture," he says, "for dialog will have to be studied and rehearsed just as any stage production."

* * *

Motion picture extra players will not suffer lack of employment at the studios as a result of talking pictures, says B. P. Schulberg, general manager of west coast production for Paramount.

* * *

Joseph S. Skirball has been appointed general salesmanager of World Wide Pictures, Inc . . . "Jimmy Valentine" is MGM's first talkie. William Haines has the starring role, with Jack Conway directing.

* * *

Warner Bros. has acquired First National Pictures, through the purchase of 19,000 shares, at a reported price of approximately $3,800,000. This gives Warners a total holding of 42,000 of the 75,000 shares issued. On the purchase basis of $200 a share, First National represents a value of $15,000,000.

* * *

Electrical Research Products declares that 1,000 theatres will be wired for sound by the end of the year and at least 2,000 are expected to be wired next year. About 600 are already wired.

Warren William Buried

HOLLYWOOD—Services were held September 27 for Warren William, 53, veteran film star who died of multiple meyloma, a rare disease of the blood. He had been in semi-retirement for the past two years. William, who is survived by his wife, came to Hollywood in 1932 after a stage career, and starred in scores of top-budgeted films for various companies. His last role was in "The Private Affairs of Bel Ami."

Most Candy Bar Prices To Remain at 5 Cents

NEW YORK—Prices of the majority of 5-cent candy bars will remain the same, according to statements by Gordon Lamont of the Lamont Corliss Co. and Theodore Stempfel, vice-president of E. J. Brach & Sons, at the semiannual convention of Affiliated Drug Stores here. Representatives of 46 drug chains and more than 150 manufacturers attended.

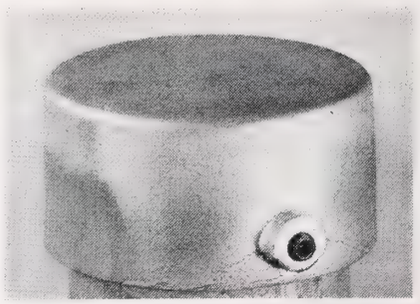
Philip J. Gott, president of the National Confectioners Ass'n, said that drug chains accounted for 16.9 per cent of all candies sold in chains during 1947 and theatres accounted for 9.2 per cent. He predicted sales would increase.

Comics Premium Studying Cut in Shipping Costs

NEW YORK—Comics Premium Co., headed by H. D. Cushing, is making a survey of distribution costs to see if transportation expense can be cut. These books are used extensively as giveaways in neighborhood and small town houses at weekend children's matinees.

The company also is working on a new giveaway with adult appeal which may include pocket-size books, usually detective and mystery titles, joke and cartoon books, and movie and love interest magazines.

PIPE CAPS



In Closing for Winter Vacation a DAWO Pipe Cap Will Protect Your Wires, Pipe Interiors, Keeping Out Dust, Dirt and Elements.

DAWO CO.

145 N. Erie St. Toledo

or Your Nearest Dealer

She's Twice as Wonderful on the Screen!

SHE IS **Ginger Prince**

ADORABLE SIX-YEAR OLD STAGE AND RADIO STAR SOON TO BE SEEN IN

"ONE TOO MANY"

THE TRUTH ABOUT ALCOHOLISM



NOW IN PRODUCTION WATCH FOR IT... SOON FROM

Jack Tierney and Kroger Babb **HYGIENIC PRODUCTIONS INC.** *Home Offices:* WILMINGTON, OHIO

PRODUCERS and DISTRIBUTORS of 'MOM AND DAD' • 'THE BEST IS YET TO COME' • 'CHASM OF SPASMS' • And in Production, 'ONE TOO MANY'

16MM ENGAGEMENTS NOW BEING BOOKED EXCLUSIVELY BY:
MAJOR FILMS CO., 1800 EAST 30TH ST., CLEVELAND, OHIO

SELL YOUR POPCORN THE MODERN WAY....

ALWAYS HOT WITH THE HOLLYWOOD **Servemaster**

TAYLOR-HUNT-MELCHER COMPANY
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CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Thin Ice

One of the distribution companies recently developed an institutional ad campaign to sell west coast theatre patrons on the idea, "Let's go to the movies tonight." The campaign is tied in with a new policy in the area, of day-and-date bookings for one picture in more than 20 houses.

The campaign represents an intelligent approach to localized selling by the distributor to impress the public with the low-cost entertainment value of motion pictures.

It is in the tail-end of the copy, however, that the ads move out of their proper sphere and begin to tread on dangerous ground. Here the ad copy writers decided to compare motion picture entertainment with "baseball, hot-rod racing, bowling and a lot of other things." That is not the type of adversting or public relations either to make friends or influence people.

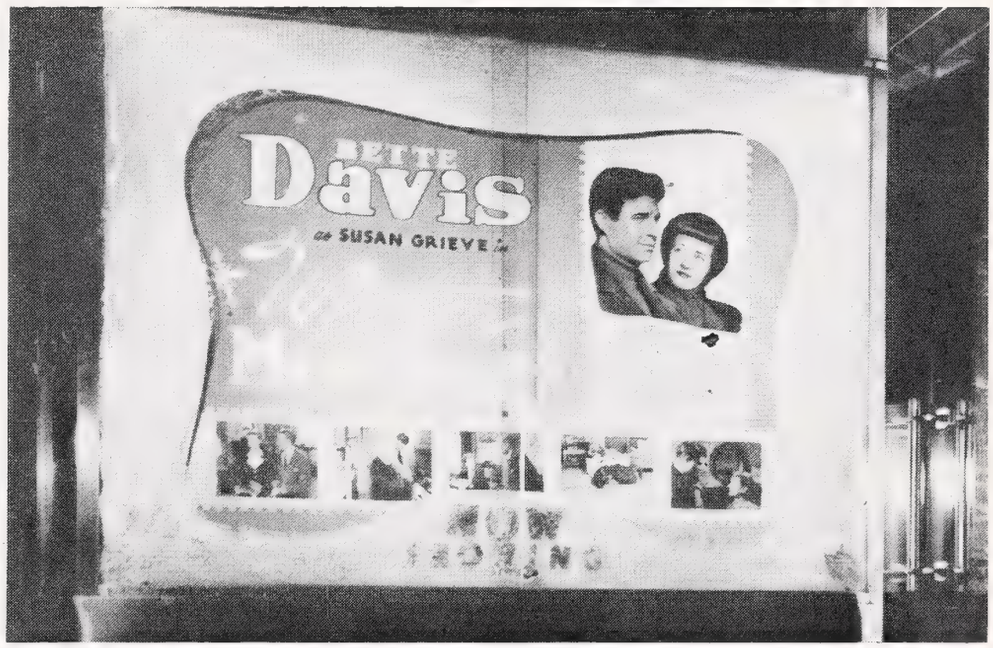
Exhibitors realize that these forms of competition are cutting into their boxoffice receipts, but experience has taught them those are advantages to be gained from friendly cooperation with the management and promoters of this competition. Scores of theatres have their attractions announced regularly at ball parks because of this relationship. Others have their regular displays in bowling alleys and at sports arenas.

The theory behind this form of promotion is sound. On the night the theatre attraction cannot compete with the sporting and gambling instincts of a percentage of the public, the exhibitor gets his current or coming attractions plugged before that particular audience. No doubt some of those persons show up at the theatre the following night, or next week.

The sports promoters may be good enough showmen to find reasons why people should attend their attractions in preference to motion pictures. Declaring these reasons publicly would make no valuable contribution to the public relations program of our own industry, and might flare up to a point where it would be harmful to all concerned.

Chester Friedman

Gives Jack Frost Touch to Displays With a Coat of Crystal Lacquer



It was an accident that caused one of the light shields at the Capitol Theatre, Toronto, to break. A porter slipped and let a mop go through with the result that something had to be done quickly. The porter slipped out to the hardware store, bought a bottle of white crystal lacquer and covered a piece of ordinary glass with the mixture. By the time the discrepancy was called to the attention of Manager Tiff Cook, he could hardly detect the difference between the original and the replacement.

Cook decided to play around with the lacquer. He soon discovered that it was easy to apply and simple to remove by scraping. For "Winter Meeting," which was dated in a few days, Cook decided to try out the mixture on some "frost" effects. Mirrors and windows in the theatre were treated and copy inserted on the attraction. The result was startling. It was realistic enough to make patrons touch it to see if their hand came away wet and cold.

The device, according to Cook, is perfect for helping to sell either the cooling system or pictures calling for winter backgrounds. The lacquer is inexpensive. It cost him 40 cents and took less than 15 minutes to apply to all frames. For better effect, he believes a spray gun would be an improvement over plain brushing. It requires about 15 minutes to dry thoroughly and can be scraped off simply with a razor blade. The stunt can be employed, as he points out, for a variety of uses by the ingenious theatre manager to sell pictures or the weather.

Frankenstein Tries a Beauty Rest

Tom Arrants, manager of the Ritz in Elizabeth, N. J., promoted a three-quarter page display ad in the Elizabeth Daily Journal from a furniture dealer which helped to promote a midnight horror show.

The merchant used a large cut showing a Frankenstein impersonator, with special theatre copy. The impersonator also made an appearance in the window of the store, supposedly to test Beautyrest mattress. Curious crowds which gathered around the window saw signs plugging the Ritz stage show.

ONE OF THE YEAR



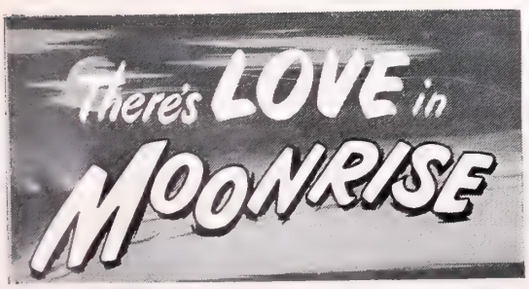
ROUGH HEAT..  GAS SHORTAGE..

still  HUGE CROWDS...at gala World Premiere, Two Paramounts, Hollywood and Downtown, Los Angeles...and still they come for second big week!

NOW WATCH THE GROSSES CONTINUE THAT BIG-BUSINESS SPIRAL AT...

UNITED ARTISTS, CHICAGO — SAENGER, NEW ORLEANS

AND 150 OTHER BIG DATES!







'S SURPRISE HITS!

FRANK BORZAGE'S

PRODUCTION OF

Moonrise

starring

DANE CLARK ★ GAIL RUSSELL
ETHEL BARRYMORE

with

ALLYN JOSLYN · REX INGRAM · HENRY MORGAN
and **DAVID STREET · SELENA ROYLE**
LLOYD BRIDGES · LILA LEEDS



AND EXHIBITORS KNOW THERE'S MONEY in MOONRISE

Screen Play by CHARLES HAAS • Produced by CHARLES HAAS
Based on the Novel "MOONRISE" by THEODORE STRAUSS

Directed by FRANK BORZAGE

A REPUBLIC PRESENTATION

Newsmen and Coaches See 'Olympic Games' Preview in Boston

Sports angles, department store tieups and an advance screening were some of the highlights of the campaign for "Olympic Games of 1948" which premiered at the Exeter Street Theatre in Boston. The campaign was handled by Viola Berlin, manager, with an assist from J. W. Mansfield, Eagle Lion exploiteer.

On Friday prior to opening the screening was staged for drama critics, sports writers, representatives of the wire services, playground officials and sports coaches from Harvard, the YMCA, Tufts, MIT and Boston college. Two boys who participated in the Olympics from the immediate area were guests and were introduced to the assemblage. High school coaches attended a second preview on opening morning.

The drama pages of the four Boston dailies carried composite stories, and each used art in the Sunday editions. Sports writers wrote special stories and squibs, and radio sportscasters were generous in their praise and comments on the picture.

Through the cooperation of Harvard university, a full window display was secured in the Jordan Marsh store three days prior to opening which was maintained during the run of the picture.

Teaser ads, well in advance, started the newspaper campaign rolling with large display ads increasing in size up through opening day. Cards were mailed to 1,200 group leaders in the athletic field and 1,000 additional cards were sent to members of the New England Amateur Athletic Union.

Next Week . . .

SHOWMANDISER INDEX

Complete listing of feature, short subject and institutional promotions by Showmandiser page numbers covering the period from

JANUARY THROUGH SEPT. 1948

Cincinnati Enquirer Runs 'Melody Time' Contest

Highlight of the campaign for "Melody Time" at the Palace in Cincinnati was a coloring contest sponsored by the Cincinnati Enquirer. The deal was set by Nate Wise, publicity director for RKO Theatres in that city.

Five different drawings were run in the newspaper for coloring by youngsters and the response was highly satisfactory. In addition to the space devoted to the contest by the Enquirer, the Post came through with an eight-column art spread, and good art breaks were obtained in the other two local dailies.

Ample radio coverage, a tinseled special front and a good-sized ad campaign all helped in selling the program.

Parade Honors LaRue For Stage Appearance In Wallace, Tex.

The citizens of Andrews, Tex., finally had a chance to see and meet a real Hollywood star recently when Jack LaRue and his troupe made a personal appearance at the local Wallace Theatre in conjunction with the screen attraction, "Law of the Lash."

Jimmy Burleson, manager of the Wallace, proved that he knew how to handle the situation by enticing 6,000 people downtown to view a parade he lined up in honor of the occasion. For this latter promotion, Burleson obtained the support of the Lions club and school officials, who provided a band and the mayor, who officiated at the welcoming ceremonies.

More than 40 horsemen led the parade with the star and his troupe in the van. The parade wound up in front of the Wallace where a bandstand had been built.

Front page headlines proclaimed in advance the news of La Rue's appearance in town, and the Lions club sponsored an advertisement heralding the event. Calendar programs, a trailer and a special front and marquee signs built up extra interest for Burleson, who reports business jumped to 300 per cent over normal during La Rue's date.

Store Displays Costumes Used in Filming 'Pirate'

Costumes used in the production of "The Pirate" were placed on exhibition in the main window of Schear's department store as part of Arthur Groom's exploitation campaign for the picture at Loew's, Evansville, Ind. Groom arranged the tieup with the store, which also paid for several newspaper co-op ads announcing the exhibit. Newspapers ran stories of the display.

Groom set a peanut-guessing contest in the window of Planter's, tied up music windows, promoted free radio spots and used a street ballyhoo to plug his playdates.

$20 Bills Distributed To Plug 'Tap Roots'

Elmer Hecht, manager of the Park Theatre, Tampa, Fla., contacted the president of the United Daughters of the Confederacy chapter, obtained the loan of a genuine Confederate $20 bill and used the currency to exploit "Tap Roots." Hecht took the bill to a printer and made 20,000 reprints with theatre copy and playdates on the reverse side. These were then distributed all over town and according to Hecht were in great demand, besides helping to boost receipts during the picture's run.

Prison Cell Set in Lobby To Publicize 'Canon'

To exploit "Canon City," Gordon Sturm, manager of the State in Raleigh, N. C., constructed a replica of a prison cell in the theatre lobby and decked it out with irons and handcuffs, and placed litho cutouts inside the set with dramatic effect.

An usher, dressed in striped convict clothes, was placed inside the cell during peak hours. A display was built around blowups of the Life magazine review of "Canon City."

Nebraska City Fall Fashion Show Costs Arbor Budget Only $15.60

A Fall Fur Fashion show with a net outlay of $15.60 for special promotion was set by Dwight Seymour, manager of the Arbor Theatre in Nebraska City.

Although the show was not staged until September 7, Seymour had the foresight to start the ball rolling more than two months in advance when he approached the Wessel department store with his idea. That organization got in touch with the Cownie Furriers and, in concert, the two staged the show in an elaborate setting.

The only expense incurred by the theatre was for the imprinting of 1,500 handbills, which were distributed in bundles at Wessel's four days prior to the event, and a trailer which was used two weeks in advance. The theatre used its regular advertising space to plug the style show and garnered special stories and art in the News-Press for several days.

The store publicized the show in large ads a week in advance and in addition furnished 15 models and all the clothes and furs for the show. They also supplied a pianist and an announcer from radio station KNA, and floral decorations.

Seymour used a novel stunt to provoke advance word-of-mouth comment in conjunction with the engagement of "Silver River." He arranged with the bank for a large quantity of silver dollars. Patrons who bought tickets at the theatre for a week in advance of opening and tendered $5 and $10 bills received most of their change in silver dollars. In response to their inquiry, the cashier explained that "Silver River" was the next attraction.

The distribution of silver dollars was enough of a novelty to fasten attention on the playdates throughout several days.



Feller With Umbrella And Shadow Bally 'Easter Parade'



The campaign put on by G. Allan Schrimpf, manager of the Broadway in Council Bluffs, Iowa, was intense for a week prior to the opening of "Easter Parade," and was sustained throughout the week's run.

Schrimpf set up two attractive window displays in a florist and music shop, making sure that the theatre playdates were plainly evident.

A large beach umbrella was borrowed and used for a lobby display surrounded by stills. A new type jukebox was promoted from a distributor which played a continuous recording of song hits from "Easter Parade." One hundred corsages were promoted from a florist and given away to the first 100 women who attended the opening performance.

Schrimpf's street ballyhoo provoked amusing comments from pedestrians and shoppers and helped to stimulate word-of-mouth conversation everywhere. An usher and usherette in formal clothes walked the streets carrying a large umbrella lettered with picture and theatre playdates. A 5-year-old youngster carrying a smaller umbrella followed the couple. Copy on the rain protector read simply, "Me, Too."

The theatre staff was equipped with formal dresses and badges announcing the opening and large display ads helped to focus attention on the booking.

Recruiting Service Tieup For 'Gung' and 'Eagle'

Fred Greenway, manager of the Palace in Hartford, Conn., tied up with the local marine corps recruiting office, the Marine Corps league and the Marine Corps Veterans to help exploit the double feature program of "Gung Ho!" and "Eagle Squadron."

One of the Hartford radio stations hooked up with the promotion and arranged a special interview with top ranking marine veterans, which was broadcast from the stage on opening night.

The Marine Corps league sponsored the opening night show by promoting the sale of theatre tickets. Newspaper stories and radio publicity publicized the tiein.

N U G G E T S

A special lobby setpiece was built to promote the Loew Movie Harvest by Harry Rose, manager of the Majestic in Bridgeport, Conn. The set represented the Gateway to Hollywood with major studio buildings for a background and a dirigible with flashing message overhead. Coming attractions were listed with stars and playdates.

A walking book ballyhoo helped to exploit "Life With Father" for Dick Feldman, manager of the Paramount Theatre, Syracuse, N. Y. During periods when the book was not perambulating about town, it was placed on the curb in front of the theatre. Feldman promoted a co-op newspaper ad from a local beauty shop.

Jim Preddy, manager of the Telenews Theatre in Dallas, sent out post cards to the theatre mailing list proclaiming the playdates of "The Search." Starting off with "The Telenews Theatre is privileged to announce the first Dallas showing of the most unusual picture in many years," the message concluded with the national catchline, " 'The Search' is a wonderful motion picture."

T. S. Daley, manager of the Imperial in Toronto, Canada, gained considerable publicity for his popular-priced engagement of "Forever Amber" by using an autogyro which flew over the city with a streamer bearing the title, dates and theatre name in large cutout letters.

Ralph Pillce, manager of the Main Theatre, Vernal, Utah, used an old Buick touring car to help ballyhoo "The Senator Was Indiscreet." An usher dressed in cutaway and top hat occupied the back of the car with a four-piece band, which played "For He's a Jolly Good Fellow" as they toured the shopping section.

Two teen-age boys and two girls won a free trip to Washington as winners of an essay contest conducted by Kenneth Duke, manager of the St. Mary's Theatre, Leonardtown, Md., on "What I would like to do in a big city," in behalf of "Big City."

Designer's Sketches Draw Women to 'Dream Girl'

A feature of the "Dream Girl" campaign at the United Artists Theatre in Detroit was a special lobby exhibit of the original dress designs by Edith Head used by the costumers in making the creations shown in the film. Women paid special visits to the theatre to look at the layout, which included art and copy on the starting dates of "Dream Girl." The stunt was arranged by publicist Alice Gorham of UDT.

4-H Members With 'Pull' In Goat-Milking Contest

A goat-milking contest for 4-H club members, staged at the Norwalk Theatre, Norwalk, Ohio, attracted a large entry list and a capacity house for manager George Cameron.

The Chamber of Commerce helped promote the contest, with publicity breaking all county papers and the Akron Beacon-Journal.

Theatre Front, Lobby Display Help Exploit 'Man-Eater' Date



Strong emphasis on the exploitation phases of "Man-Eater of Kumaon" was displayed by Jack Raymore, manager of the Jersey in Morristown, N. J., with excellent results.

Raymore converted the theatre boxoffice to resemble a straw hut. Several 7x2-foot lobby pieces featuring cutouts against a straw background helped the advance publicity.

Other tieins were a complete bookstore window display centered around the novel, a giveaway of 100 vials of Tigress perfume to women attending the opening matinee, wide distribution of window cards, and the promotion of the picture through Kumaon sundaes at soda fountains in the downtown area.

An usher dressed in full length tiger costume, wearing a sign announcing the theatre playdates, was sent around the shopping section to ballyhoo the program.

Newspaper and Radio Deal Helps 'Guys From Texas'

Jim McCarthy, manager of the Strand in Hartford, Conn., lined up merchant support for "Two Guys From Texas" through window and counter displays in a dozen downtown record shops. In a tieup with the Hartford Times, McCarthy planted a contest offering guest tickets for the correct answers to the question, "How many films have Dennis Morgan and Jack Carson appeared in together?"

Disk jockeys on radio station WCCC devoted part of their daily broadcasts to plugs for the film.

Makes 'Parade' Lineup

Downtown merchants displayed special window accessories tied in with the engagement of "Easter Parade" at the Poli Theatre in Waterbury, Conn. Manager Bob Carney arranged the tieups and also landed exterior and interior displays with music and record stores in connection with the engagement of "The Pirate."

Front Views





FIELDING O'KELLY, Rialto, Glens Falls, N. Y.



HARVEY ANDERSON, Apollo, Atlantic City.



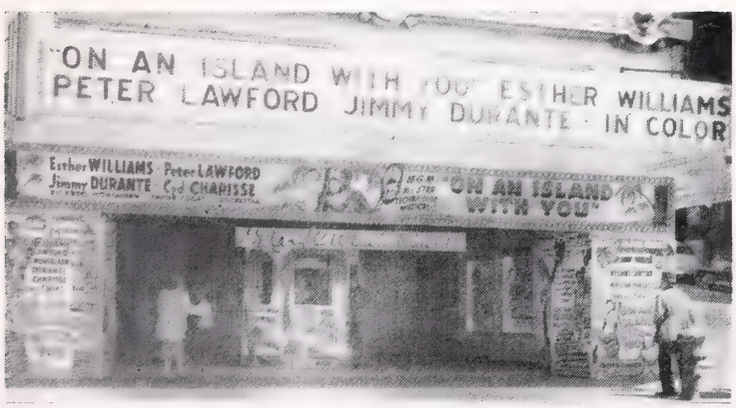
LARRY STEWART, Gopher Theatre, Minneapolis.



T. A. MacDOUGALD, Ritz, Panama City, Fla.



BIERNEY FIELD, Lyric, Asbury Park, N. J.



JACK ENGERMAN, Palomar Theatre, Seattle.



FRED LEAVENS, Circle, Toronto, Canada.

Local Headlines Top Fifth Annual Show Of College Styles

J. W. Nagel, manager of the Long Theatre, Pasadena, Tex., registered a 154 per cent increase in his regular Wednesday night business with the theatre's fifth annual presentation of Back-to-School week Style show on September 8.

The event is staged each year under the sponsorship of the local Hat Box, a fashionable women's shop. More than a score of local girls modeled the latest styles for returning high school and college students. The styles represented every phase of milady's wardrobe from dressing gowns to evening gowns, with way stops in the field of sports, the cocktail hour, tea time, classroom and campus apparel.

A program of local variety entertainment was staged following the style show. Lee Norton, staff announcer for Houston, acted as master of ceremonies for the proceedings which were attended by a capacity audience.

The Pasadena Citizen devoted advance stories and art layouts to the show. The Hat Box and the theatre cooperated in advertising the show through newspaper ads, trailers and displays at the theatre, and window displays at the store.

Herald for Wives Bears Tips for 'Good Sams'

A special herald headed, "How to make your husband a 'Good Sam'," was designed by Sam Torgan, manager of RKO Keith's Theatre in Lowell, Mass., and Frank Boyle, publicist, to spark the campaign for "Good Sam."

The circular listed the most desirable qualities in a husband, asking the women to check this against the characteristics of their own mates, followed by punchy selling copy. The reverse side was in the form of a diploma entitling deserving husbands to be called "Good Sam."

In conjunction with the Sunday Telegram, a contest was conducted to tie in with the idea. Women were invited to send in letters explaining why their husbands are entitled to join the society of "Good Sam" spouses. The sender of the best letter was rewarded with a valuable watch, donated by a local jeweler.

Kids Go Back to School With Bon Voyage Party

As a special treat for children who attended the vacation shows during the summer, Dave Kane, manager of the Rivoli in Newark, N. J., ran a special kiddy party as a "bon voyage" for the youngsters on their return to school.

Kane booked two Tarzan films plus a western feature. He tied up with a local market to sponsor a giveaway of free candy bars and eight-inch balloons to every child who attended. The theatre name and the sponsor's location were imprinted on the balloons.

To exploit the back-to-school party, Kane used his house program, trailers, a 40x60 display and special heralds. The cooperating market had a special window display announcing the show.

Kid Club Members Double in Brass As Ticket Salesmen in Alamosa

Although the spelling and pronunciation of RIKIMOKOL might be a stumbling block for most kids but in Alamosa, Colo., it means plenty of fun and entertainment. The Rikimokol club takes its name from the first two letters of each word in Rialto Kiddy Movie club. During the summer the club helped to keep the Rialto grosses on an even level and the members helped to sell $1,300 in admissions away from the theatre. For this latter job of sales promotion, the kids were rewarded with a 10 per cent commission.

The club meets every week at the Rialto with Robert Sweeten, general manager of the Murphy Theatres, in charge of activities. Uncle Bob, as the kids call him, is assisted by Uncle John Kirby, manager of the Grove, and Uncle Joe Brite who plays a mean organ in addition to his regular duties as manager of the Rialto.

The kids participate in quizzes and a variety of contests at the regular "meetings," which are aired over the local radio station. Occasionally a couple of acts are tossed in to amuse the kids. The screen program consists of cartoons and features with special children appeal.

Each member has a club card and a membership button. The club creed is recited aloud in unison to start the "meetings" off each week, and this is part of the broadcast over KGIW. More than 600 local kids belong to the Rikimokol.

During the summer Sweeten inaugurated a ticket sales plan whereby the members sold tickets to citizens of the community. They received the percentage of all sales, and Sweeten offered prizes of a free trip by plane to Denver for those selling the greatest number of admissions. The kids proved goodwill booster for the Rialto as well as good salesmen.



Bob Sweeten is shown in action at the microphone. Uncle Joe is seated at the organ and Uncle John adjusts his headpiece on stage, at right.

The winners wound up with the trip to Denver, stayed at the Brown Palace hotel, saw a Western league baseball game, visited amusement parks and had a grand time. The group visited the Denver Post and rated a nice publicity story in that paper as well as a story in the Alamosa Daily Courier on their return home.

Staff Burlesques 'Fuller' In Milwaukee Lobby

"The Fuller Brush Man" received some extensive word-of-mouth publicity because of several stunts employed by Tom Cornfield, manager of the Wisconsin Theatre in Milwaukee.

An attractive young woman dressed in a bathing suit, with a banner proclaiming her "Miss Fuller Brush of 1948," engaged in some laugh provoking antics in the theatre lobby, assisted by an usher attired to resemble Red Skelton. The young man would remove his shoes and soxes and immerse his bare feet in a pail of water, while the girl massaged his head with a variety of brushes.

This horseplay kept both patrons and passersby amused during peak hours. At other times, the couple was used on the streets as a ballyhoo.

Santa Arrives Early On Theatre Program

Mark Allen, manager of the Austin Theatre, Kew Gardens, N. Y., used a full page illustration of Santa Claus on the cover of his weekly house program to emphasize the lineup of coming hits which were booked. "It's an early Christmas," was the theme of his front page copy. The premature arrival of St. Nick helped to impress local patrons.

Emerson Radio Tieup Sparks 'Canon City'

Sixteen Emerson dealers were persuaded to use special window strips as part of a national tiein for "Canon City" by Hoyt Howard, manager of the State Theatre, Winston-Salem, N. C.

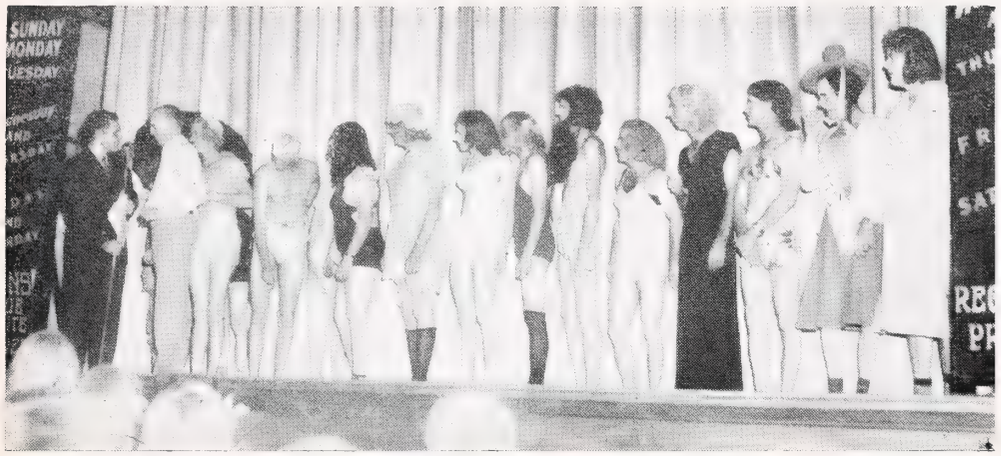
Howard also promoted co-op ads and special window displays in connection with the Emerson radio tieup. Extra 24-sheets, three-sheets and six-sheets were posted announcing the playdates, and a convict ballyhoo used on the streets several days in advance created additional word-of-mouth comment.

A screening was arranged for the inmates of a local prison camp, with the mayor of Winston-Salem, newspaper men and police officials invited. A week prior to opening, a jail cage was erected and placed in front of the theatre, with a man in prison uniform inside handing out circulars announcing the playdates.

Laff Jamboree Draws

An All Laff Jamboree inaugurated recently by Hal Broder, manager of the Rainbo in Detroit, resulted in an immediate boost in business, according to Broder. A three-hour show is booked with special appeal for adults as well as children.

Men Burlesque Beauties and Fashions In Merchant-Sponsored Stage Show



A novelty stage attraction, sponsored by the Lions club and leading merchants of Roswell, N. M., provided a hilarious evening's entertainment for patrons of the Yucca Theatre.

Ken Solomon, manager of the Yucca, arranged the tieup which was called a "Men's Burlesque Fashion and Bathing Beauty Contest." Local business firms were individually represented, with all entries dressed in bathing suits or up-to-date women's fashions.

Solomon engaged a young man who regularly is employed by a radio station to act as master of ceremonies. The fellow's natural wit and ability to work with a show of this nature was instrumental in making the program entertaining and successful.

Newspaper ads featured mortised heads of men over the figures of women in bathing attire. These were obtained from the theatre's regular mat service. A trailer was used at the Yucca to build advance interest in the date and an abbreviated trailer was used in the three affiliated houses in the city. Cooperating merchants plugged the show with window displays.

Each entrant entertained by dancing, singing, or playing a musical instrument, the audience finding great enjoyment in the proceedings.

Sports Staffs, Clergy Extend Tributes to The Babe on Stage

Ray Light, manager of the Maryland Theatre in Cumberland, came up with a unique idea to help publicize "The Babe Ruth Story." Light and Harry Stearn, Schine district manager, developed the idea into a memorial service on the theatre stage in honor of the great Bambino.

The theatremen contacted Lefty Grove, baseball star of the Athletics and Red Sox, and arranged an interview for him on the Maryland stage with Charles Krapf, sports announcer on radio station WCUM, the night before opening. Two local all-star baseball teams and Father Hardesty of St. Patrick's Catholic church also were invited to participate in the services.

When arrangements had been completed, newspaper columnists and sports writers were contacted, and special news and art features broke in the Evening Times and Sunday Times. Pictures of all the principals were run. Station WCUM gave 100 per cent cooperation with about 40 free spots announcing the memorial service. Announcements were also made over the public address system at the local ball park.

Additional promotion for the service and for the picture opening included special lobby displays, die-cut heralds in the shape of a baseball imprinted with the theatre announcement, and a sound truck used on the streets to ballyhoo the playdates.

A local merchant sponsored a co-op herald, 3,000 of which were distributed house to house. One hundred window cards were spotted throughout the town and surrounding communities. Four 24-sheets were posted on highways and special cards were placed in store windows and hotel lobbies.

Radio Tieup Animates Halifax 'Daughters'

Through the cooperation of radio station CJCH, T. M. Lynch, manager of the Capitol in Halifax, N. S., put on a special campaign in connection with "Three Daring Daughters."

Lynch promoted ten "Dickey Bird" song records from RCA-Victor and awarded them as prizes on a disk jockey program. The jockey mentioned the film title and the names of the stars. Each night, the first listeners sending in the name of one of the featured players in the picture received a record as a prize. Lynch used a 40x60 in the lobby for two weeks in advance plugging the radio tieup.

On opening night, two announcers from CJCH interviewed patrons who had seen the picture. The interviews were recorded and broadcast the same night.

A colorful outdoor display was placed over the main exit and entrance doors three weeks in advance.

Overhead 'Rope' Board

Howard Newman, manager of the St. Francis Theatre, San Francisco hung an attractive overhead banner advertising "Rope" over the main exit doors leading to the main street. The display helped to impress the date in the minds of patrons as they left.

Assistant Sets Display On Perth Amboy 'Waltz'

During vacation time, Louis Foley, assistant at the Majestic in Perth Amboy, N. J., had an opportunity to display his own exploitation ability. Using the most obvious lead on "The Emperor Waltz," he contacted a local record shop to promote a full window display. Foley provided a four-foot cardboard record, sniped it with cast and playdates, then surrounded it with a dozen scene stills. The attractive yet inexpensive display was seen by thousands of pedestrians and motorists. Foley is training to be a manager under the GI Bill of Rights on-the-job training program with the Reade circuit.

'Good Sam' on Boardwalk For Asbury Park Dates

Taking the Good Samaritan theme of the picture as a cue, Bud Heck, manager of the Mayfair in Asbury Park, N. J., dressed up an usher as "Good Sam" and sent him out on the boardwalk to distribute several thousand lollipops. Dressed in rag-tag clothes and equipped with a sandwich board sign, "Sam" had no trouble finding youngsters to present with the sweets, as the annual baby parade was on at the time. The lollipops were promoted from the Charms Candy Co. and the wrappers were imprinted with playdate information.

Double Truck Co-Op Ad Makes 'Red River' Splash

As part of Manager Clarence Heston's campaign for "Red River" at the Pinto, Mountainair, N. M., a double truck cooperative newspaper ad was promoted in the Mountainair Progressive.

A banner stream topped both pages, with the entire center devoted to an ad illustration for the film production.

Topping the list of cooperating merchants was an expression of their friendly attitude towards Heston and the Pinto Theatre which read: "The business and professional people listed here wish to congratulate the Pinto Theatre on the presentation of the finest pictures."

Dream Kitchen Contest Set for 'Mr. Blandings'

Highlight of the campaign for "Mr. Blandings Builds His Dream House" at the Poli Theatre, New Haven, was a radio contest promoted by Manager Morris Rosenthal, with a GE washing machine and an electric sink as prizes.

Rosenthal tied in with an appliance firm which donated the prizes. The store also paid for radio time and spot plugs, ballyhooed the tieup through a sound truck and window displays, and paid for 20,000 heralds listing the rules with picture and theatre credits throughout the campaign.

Loew's Distributors To Cut Clearances

NEW YORK—Distributors who play the Loew's split here are getting ready to reduce clearances for independent theatres. The pattern will probably follow the one set for the Lane Theatre, Manhattan, which had its seven-day clearance after Loew's Rio reduced to two-four days, usually the Friday after the Rio ran the pictures.

The companies involved in these shifts will be MGM, Paramount, United Artists, Columbia, Eagle Lion and Monogram. Changes have already been made on the RKO split by 20th Century-Fox, RKO, Warners and Universal, which granted day-and-date runs to 12 theatres operated by Skouras, Randforce, Century and Rugoff & Becker.

MGM will start the ball rolling on the Loew's split.

MGM contracts with regard to clearance have been liberalized over the years. At one time they stated that all Loew's theatres were to have clearance. Now they are being changed to specify the name of individual Loew's theatres that will have clearance.

The new plan calls for a gradual reduction of four days to one, or even day and date in some instances.

EL Names Century Winners In Showmanship Contest

NEW YORK—Two Brooklyn Century Circuit managers and one in Huntington, L. I., have won cash prizes in the Eagle Lion-Century showmanship contest for outstanding selling campaigns on EL 1947-48 product.

The winning managers, who were presented with their prizes by Max Youngstein, EL vice-president in charge of advertising, publicity and exploitation, were: Saul Rennick, Farragut Theatre, Brooklyn, who received the first prize of $250; Howard Cohn, Midwood Theatre, Brooklyn, winner of the second prize of $125, and Dan Martin, Huntington Station Theatre, Huntington, L. I., who won third prize of $125. The campaigns will be made available to all other theatres playing Eagle Lion product for possible adaptation to their own situations, Youngstein said.

Audubon Theatre Reopens

NEW YORK—Ken Maynard and his horse were scheduled to attend the reopening (October 2) of the Audubon Theatre at 165th St. and Broadway, now owned by Maurice Goldman and Gilbert Josephson. The programs will include double features, nine acts of vaudevil'e each Friday, and gift, mystery and laugh nights.

Marcus L. Loew's Widow

NEW YORK—Mrs. Caroline Minzesheimer, 77, widow of Marcus L. Loew, died at her home here September 30. She is survived by her second husband, Max, whom she married in 1933, two sons, Arthur M. Loew of Loew's International, and David L. of Enterprise, and four grandchildren.

Nizer to Head N. Y. MOD Drive

NEW YORK—Louis Nizer, well-known film attorney, has agreed to head the New York March of Dimes campaign for 1949, which will mark the tenth anniversary of the New York chapter of the national foundation.

National Allied Proposes Special Antitrust Court

WASHINGTON—National Allied revealed in a bulletin to members this week that it is proposing that a special antitrust court be created, to be composed of experienced judges who will devote their entire time to hearing and deciding antitrust cases.

Abram F. Myers, general counsel for Allied, said that the proposals will be made to the house of representatives small business committee which is now hearing complaints from small business men in all sections of the country.

Discussing the court, Myers said:

"Provision would be made for really expediting such litigation for the obvious reason that in such cases justice delayed is justice denied. In presenting this proposal to the committee reference doubtless will be made to the tragic record in United States vs. Paramount et al., which was instituted more than ten years ago and in which no final decree has yet been entered.

"This stressing of the delay in such cases is not a criticism of the Department of Justice. Its only contribution to the delay was the acceptance in 1940 of the now discredited temporary consent decree. The fault rests partly with the judges of the district court, who have been excessively indulgent, and with a procedure that plays into the hands of skilful counsel seeking delay. This reform is as important in private litigation as it is in government actions. Independent exhibitors who have been injured in their property and business by the unlawful acts of the motion picture trust are subjected to long delay, harassment and expense by the taking of long, irrelevant depositions which are no more than fishing expeditions into the private affairs of the exhibitors, by extravagant demands for the production of books, records and private correspondence and by other devices which were not in the contemplation of the authors of the federal rules."

Another measure which will be sought, Myers said, will be an amendment to the Robinson-Patman act which will include film rentals in its anti-discrimination provisions. As the law now stands it forbids only price discrimination in sales in interstate commerce. Myers said the amendment will forbid discrimination in royalties and rentals for commodities leased or licensed in such commerce.

"The glaring discrepancies between film rentals charged independent exhibitors and those charged by major circuits that have come to light in recent years, largely through disclosures in antitrust actions, have convinced many independents that such legislation is essential to their protection," Myers declared.

On Ascap, Myers said that further examination of Judge Nordbye's decision in the Bennie Berger Minnesota case "bears out the earlier impression that Ascap had been dealt a knockout blow." This case is significant, he said, because it was the music publishing houses which brought the suits in their own names, and Ascap was not a party to the suit. So that the effect of the two recent decisions has been to serve blows at both Ascap and its individual members.

Atkin to Head Ad Dep't For WB's Albany Zone

ALBANY—Gerald L. Atkin has been named advertising and publicity director for Warner Bros. Theatres in the Albany zone, it was announced by Charles Smakwitz, zone manager.



WARNER MANAGERS MEET—At the first general meeting ever called in Syracuse, N. Y., managers of Warner Theatres in upstate New York heard Zone Manager Charles A. Smakwitz urge "a business man's approach to management" and "alert, aggressive merchandising of screen attractions. Pictured above, left to right: First row—Jack Breslin, Utica, Utica; Vic Bunze, American, Troy; George Laurey, Avon, Utica; Sid Sommer, Troy, Troy; Jules Curley, Keeney, Elmira. Second row—Jack Swarthout, Griswold, Troy; Walter League, Haven, Olean; Al Griffith, Diana, Medina; Gus Nestle, Palace, Jamestown; Deane Emley, Winter Garden, Jamestown; Herb Jennings, Madison, Albany; Al LaFlamme, Strand, Albany. Third row—Al Newhall, Family, Batavia; Jack Burns, Regent, Elmira; Bill Tallman, Capitol, Dunkirk; Joe Stowell, Lincoln, Troy; Oscar J. Perrin, Ritz, Albany; Horace L. Robinson, Steuben, Hornell. Fourth row—Jerry Atkin, advertising and publicity; Joe Weinstein, booker; Ralph Crabill, western district manager; Charles A. Smakwitz, zone manager; Jim Faughnan, contact manager, and Max Friedman, head booker.

BROADWAY

Producer Arthur Hornblow, Director Victor Saville and Robert Taylor and Elizabeth Taylor, MGM stars, will sail October 16 on the Queen Mary to produce "The Conspirators" in England . . . Dr. Eric G. M. Fletcher, deputy chairman of Associated British Pictures Corp., arrived on the Queen Mary September 29 . . . Gene Autry is here for the rodeo. He flew his own plane . . . Jane Powell, MGM star, will leave Hollywood October 7 for personal appearances at the Albee, Cincinnati, and Oriental, Chicago . . . Bill Berns is representing Mutual's network series, "Movie Matinee," in deals with film folk.

David Niven will sail October 8 to rejoin "The Elusive Pimpernel" company on location in France . . . Harold Mirisch, Allied Artists vice-president, is here talking over release plans . . . Ilona Massey arrived September 27 to attend the opening of Groucho Marx's first play, "Time for Elizabeth" . . . Adolphe Menjou and Carmen Miranda and her husband, Producer Dave Sebastian, are at the Waldorf-Astoria . . . Becky Hoffman of MGM's Milwaukee branch is vacationing here . . . H. M. Richey, MGM exhibitor relations head, visited St. Louis and Kansas City after the Chicago convention.

Al Zimbalist flew to Washington to plan publicity on the opening of "Sofia—City of Intrigue" at the Warner Metropolitan Theatre . . . Director Robert Leonard arrived from Hollywood . . . Russell Stewart is back from the navy's special New London showing of MGM's "The Secret Land" . . . Budd Getschal, former advertising executive with Paramount and Warner Bros. and now vice-president and partner in Stuart Bart, Inc., ad agency, was married to Evelyne Love Cooper, lyricist, September 29.

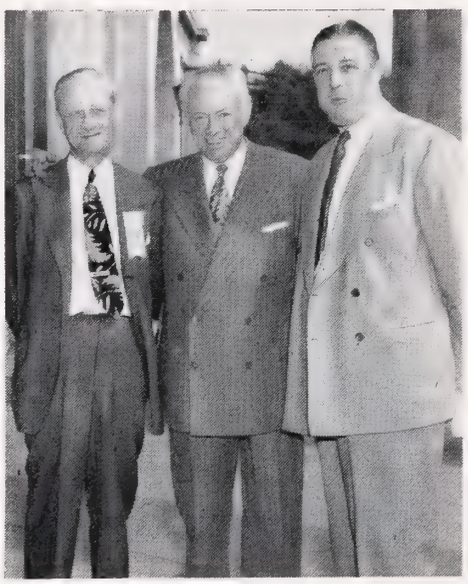
Jerry Pickman, Eagle Lion assistant director of advertising, publicity and exploitation, went to Toronto to contiue conferences with Irving Herman, advertising and publicity director of International Film Distributors, begun a week before in New York with Max E. Youngstein, EL's vice-president . . . Jane Greer came to New York last week . . . Jules Munshin, under MGM contract, is here from the coast to visit his family . . . John Woolf, joint managing director of Rank's General Film Distributors, is in New York and will visit J. Earl Lawson, Rank's Canadian representative, in Toronto . . . Albert Mannheimer, Film Classics exchange operations head, went to Washington September 29 . . . Robert E. Sherwood and Mrs. Sherwood have returned from aboard . . . Editors of the American Foreign Language Press, of which Sigmund Gottlober is executive director, saw a special showing of "The Red Shoes" September 28 . . . June Allyson, Gloria DeHaven and Barry Nelson arrived from the coast during the week . . . Frederick Brisson, Independent Artists executive producer, has returned to Hollywood . . . Another visitor from the coast with Robert Mochrie.

Margaret O'Brien and her mother have ended a vacation here by flying back to the coast . . . Joel Levy, MGM out-of-town booker, left for Atlantic City while Floyd Fitzsimmons, MGM Albany exploiteer, is vacationing upstate . . . Joseph Hazen, Hal Wallis Productions president, is here from Santa Monica . . . Clark Gable has left for Hollywood and Walter Pidgeon plans to leave the middle of October . . . Edward L. Hyman, Paramount Theatres Service vice-president, and Max Fellerman, theatre executive, are visiting Rochester, Cincinnati and Detroit and are due back here October 4.

Walter Wanger is due here Monday (4) to complete arrangements for the opening of "Joan of Arc" at the Victoria Armistice day. With him will be his wife, Joan Bennett, and their three daughters, Melinda, Stephanie and Shelley . . . Hugh McDonald, MGM booker in Charlotte, and his bride, who have been honeymooning here, will visit Chicago before returning home . . . Volney Phifer of W. R. Ferguson's MGM exploitation staff left for Des Moines . . . June Schlossberg, secretary to Dan S. Terrell, in charge of advertising and publicity for Loew's out-of-town theatres, was to be married October 2 to Walter Smith . . . E. C. Booth, MGM Cincinnati branch manager, has returned to the job after home office conferences here.

John P. Byrne, MGM eastern sales manager, was scheduled to return from Boston over the weekend and leave immediately for Buffalo . . . Seymour Brond, assistant manager of Loew's State, is now acting manager of Loew's Post Road in the Bronx . . . Robert Cummings arrived for a week in New York before going to Toronto for the opening of Eagle Lion's "Let's Live a Little." With him were Mrs. Cummings, Julie Bishop, actress, and her husband, Col. Clarence A. Shoop . . . Robert W. Coyne, former TOA executive director, addressed the first 1948-49 season luncheon of AMPA September 30 at the Astor.

George Weissman, for two years a Goldwyn publicity and advertising man, has joined Benjamin Sonnenberg to work on radio accounts . . . D. C. Collins, manager of the electrical research products division of Western Electric, has gone to Hollywood . . . G. L. Carrington, Altec Service president, is here from the coast . . . Frank Capra, Paramount producer-director, has returned from UNESCO meetings in Boston and will leave soon for Hollywood . . . Richard de Rochemont, producer of "March of Time," is in New York after two months spent in London and Paris . . . James Dunn made a personal appearance at the Brooklyn Strand October 1 when United Artists' "Texas, Brooklyn and Heaven" opened. Producer A. Edward Golden also attended . . . Henry A. Linet, Universal-International eastern advertising manager, lectured on film advertising and publicity work at the American Theatre Wing screen seminar September 30.



AT BENEFIT GAME—Snapped at the recent benefit football game played by the Redskins-Bears professional football teams in Washington were, left to right: Nick Weems, chief barker of the Variety Club of Baltimore; R. J. O'Donnell, Dallas, International Variety chief barker, and Frank Boucher, chief barker of the Washington club. The proceeds of the game went to the Boys clubs of Washington and Baltimore.

Luncheon Honors Weitman For Jewish Appeal Aid

NEW YORK—Robert M. Weitman, managing director of the New York and Brooklyn Paramount theatres, was honored by heads of the United Jewish Appeal at a luncheon September 28 at the Hotel Astor. Tribute was paid to his services to the annual "Night of Stars" in the past. He continues this year as chairman of the affair, which will be staged November 15 at Madison Square Garden. Nathan Strauss, general chairman of the campaign, was chairman of the luncheon.

Projectionists to Dine And Dance October 24

NEW YORK—IATSE Local 306 will hold a 35th anniversary dinner-dance in the ballroom of the Astor Sunday evening, October 24. Proceeds will go to its sick and distressed fund. Film stars will entertain and there will be a display of old and modern projectors. Officers are: Herman Gelber, president; Harry Storin, vice-president; Ernest Lang, secretary, and Morris Kravitz, New York business representative. Storin heads the dinner committee.

Future of Entertainment Discussed by Raibourn

NEW YORK—Paul Raibourn, vice-president of Paramount Pictures, spoke on "The Outlook for Entertainment and Recreation" at the round table meeting of the National Industrial Conference board at the Waldorf-Astoria, September 23.

Globe Film Gets 'Night'

NEW YORK—Globe Film Distributors, Inc., will handle the Swedish picture, "The Nameless Night," which stars Viveca Lindfors. The feature will open next month. Westport International Films owns the releasing rights.

Herman Lorber Dies

NEW YORK—Herman Lorber died late this week after a fall in a subway station. With Paramount 31 years, Lorber was assistant to George J. Schaefer, sales head of Enterprise Pictures. Funeral services were scheduled Saturday.

Mrs. Norman Rydge and Son

NEW YORK—Word was received here late last week of the death in Sydney, Australia, of Mrs. Norman Rydge and her six-year-old son. Rydge is head of Greater Union Theatres and other enterprises in Australia.

U-I Home Office and Exchange Men Confer in New York













Pictured above are those who attended the first of a series of four regional sales meetings of Universal-International in New York last week.

(1) Home office sales and distribution departments, seated, left to right: G. J. Malafronte, James J. Jordan, Gene Kingston, Jack Huber, Frank Mooney and F. J. A. McCarthy. Standing, left to right, Milton Schneiderman, Ray Coyle, George Buhler and Sam Friedel.

(2) From the New York exchange, left to right: Nat Goldberg, Leo Greenfield, Dave Levy, Harry Fellerman and Phil Winnick.

(3) From Albany, New Haven and Buffalo, left to right: Eugene Lowe, John Rubach, Eugene Vogel, Arthur Greenfield, George Reif, Arthur Rose, Jerre J. Spandau and Dave Miller, district manager of the Albany, Buffalo and New Haven exchanges.

(4) From Buffalo, left to right: Jesse J. Spandau and Arthur Rose, salesman, and Branch Manager Joseph Gins.

(5) From Philadelphia, left to right: Branch Manager George Schwartz and salesmen Harold Saltz, William Doyle, Norman Weitman, Joseph Leon and Maurice Rosen.

(6) From Washington, left to right: Salesmen Isadore Ehrlichman, Vincent Dougherty, Walter E. Davis and Barney Frank.

Television Pool Set For World Series

NEW YORK—The World Series baseball games will be carried on a television pool by Gillette, the sponsor, and Mutual, which has AM-TV rights until 1951 but lacks the video facilities at present. With Boston the winner in the National League, the opening games October 6 and 7 will be carried by ABC, CBS, DuMont and NBC in the east.

The same pool will also carry the other games if the New York Yankees win the American League pennant. If Cleveland is the American League winner, a fifth web of seven midwestern stations will be hooked up independently. Cleveland is not connected with the eastern seaboard by coaxial cable or microwave relay. A coaxial cable circuit cable is now under construction between Cleveland, Pittsburgh and Philadelphia and will be connected with the east coast television network by the end of the year.

Paramount Pictures, which showed the Republican and Democratic conventions and the Louis-Walcott fight on the Paramount Theatre screen after transferring the television images to film in 66 seconds, had made no plans to show the world series games up to Thursday (30).

Picture Pioneers to Hold Annual Dinner Nov. 17

NEW YORK—The annual dinner of the Motion Picture Pioneers will be held in the Sert Room of the Waldorf-Astoria November 17, according to Hal Hodes, chairman of the administrative and reception committee.

Hal Horne presided at a meeting of the dinner committee September 28. Others present were: Jack Cohn, president, and George Jessel, Gil Josephson, Marvin Kirsch, Jack Levin, Harry Takiff, Leon Leonidoff and Jack Goldstein.

Eagle Lion Has 5 Films Set for New York Runs

NEW YORK—Eagle Lion has five features, three of them in Technicolor, set for first run New York openings by mid-October, according to William J. Heineman, vice-president in charge of distribution.

"The Olympic Games of 1948," which opened at Brandt's Gotham September 24, will be followed by "Hollow Triumph," starring Paul Henried and Joan Bennett, which will open at Brandt's Mafair after the current run of "Rachel and the Stranger."

"Let's Live a Little," starring Robert Cummings and Hedy Lamarr, is scheduled to open at the Globe early in October and "Blanche Fury," J. Arthur Rank production starring Valerie Hobson and Stewart Granger, will be the next attraction at the Sutton. "Red Shoes," another Rank production, will open a two-a-day reserved seat engagement at the Bijou Theatre October 21.

Along New York's Film Row

By WALTER WALDMAN

SID STOCKTON, MGM office manager, was host to six sales promotion trainees during their visit to the New York exchange . . . George Reisner is busy renovating his York Theatre . . . Benny Berman expects to have the Lido Theatre, Manhattan, opened for business within a month. The house is now being repaired.

Carl T. Zel, MGM auditor, is working at the exchange . . . Gertrude Elkind, former UA booker, has just had a baby girl . . . Mary McGee, daughter of Mae McGee, UA film inspectress, was recently married to Vincent Marinucci . . . Madeleine Berger has joined the UA staff as secretary to Jack Ellis, district manager . . . Rhoda Welber is the new UA assistant telephone operator.

Herbert Seletsky of the Rugoff & Becker circuit is the father of a daughter born September 21 at the Jewish hospital . . . Edward Lachman, president of Allied Theatre Owners of New Jersey, attended the TESMA convention in St. Louis.

Active in Youth Month ceremonies were: Howard Cohen of the Midwood Theatre, Michael Hudish of the Mayfair Theatre, Ben Tauritz of the Nostrand Theatre, and Murray Green of the Vogue Theatre, all of Brooklyn . . . They arranged special father and son nights, manager for a day contests, hobby contests for children under 16 and parades in cooperation with Boy Scout troops.

Al O. Bondy, theatrical distributor for General Electric, will visit Memphis, Cincinnati and Cleveland before he returns to New York from his current business tour . . . Rube Jackter, assistant general sales manager for Columbia, is back at his desk after a two-week visit to six company exchanges . . . Constantin David is in town to set up deals for "Parole, Inc."

James Gleason in 'Bad Boy'

James Gleason has been signed for a role in Monogram's "Bad Boy."

'Opera House' in Law Includes Drive-Ins

Baltimore—Kenneth R. Baker and G. Roy Sutherland, operators of a drive-in near Cumberland, have been found not guilty of violating Sunday blue laws.

They were charged by State's Attorney Morgan C. Harris with operating an "opera house" on Sunday. He said the term "opera house" included drive-in theatres.

Circuit Judge Oliver H. Bruce jr. held that the theatre was not an opera house; that religious worship had not been disturbed; that good order was not violated and that precepts of morality were not offended.

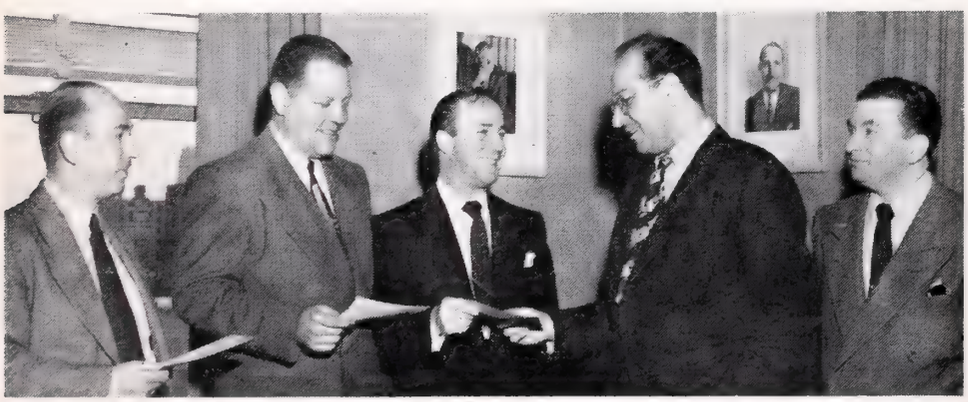
Baseball Title Is Won By the 20th-Fox Team

NEW YORK—Twentieth Century-Fox has won the championship of the Midtown Variety League by beating the National Screen Service team, 13-6, in the deciding game of a playoff at Central Park. Other teams in the league incuded Paramount, CBS, NBC, Mutual, General Artists and Jules Lefkowitz.

Standout performers on the 20th-Fox team, which was managed by George Dunnery, included Jack Laven, pitcher; Quilla Hayes, shortstop; Charles Strong, left field; Andrew Messick, catcher; Harold Van Riel, first base; George Popwich, right field, and Joseph Henry, infield.

Paramount Sells Share In Strand, Yonkers

NEW YORK—Paramount sold its 50 per cent interest in the Strand Theatre, Yonkers, September 30. It had shared the house with W. W. Farley and the George Walsh estate, and had operated the theatre since 1925, according to Leonard H. Goldenson, vice-president. The Strand has 1,343 seats. This was the only house operated by Paramount in Yonkers.



EL SHOWMANSHIP WINNERS—Max E. Youngstein (fourth from left), Eagle Lion vice-president in charge of advertising, publicity and exploitation, presents cash prizes to the three Century Theatres managers who won the circuitwide contest sponsored by EL for the best showmanship prizes on the 1947-48 product. Left of Youngstein are: Dan Martin, Huntington Station Theatre, Huntington, L. I., third place winner; Howard Cohn, Midwood Theatre, Brooklyn, second place, and Saul Rennick, Farragut Theatre, Brooklyn, who won first prize. Michael M. Siegel, director of advertising and publicity for Century Theatres, at the right of Youngstein.

'Games' Big on B'way, Most Others Mild

NEW YORK—With warm weather continuing and the majority of screen attractions nearing the end of three or four-week runs, business was mild at most of Broadway's first run spots. "Olympic Games of 1948" had a good opening week at the Gotham. "Good Sam," in its second week at the Radio City Music Hall, and "Rope," in its fifth week at the Globe, held up well. The two other newcomers, "For the Love of Mary" at the Criterion and "Strange Victory" at the Ambassador, had below average opening weeks.

(Average Is 100)

Ambassador—**Strange Victory** (Target) 85
Astor—**The Babe Ruth Story** (Mono), 10th wk. 60
Capitol—**Luxury Liner** (MGM), plus stage show, 3rd wk. 90
Criterion—**For the Love of Mary** (U-I) 85
Globe—**Rope** (WB), 5th wk. 120
Gotham—**Olympic Games of 1948** (EL) 105
Loew's State—**The Loves of Carmen** (Col), 4th wk. 98
Mayfair—**Rachel and the Stranger** (RKO), 2nd wk. 95
Paramount—**Sorry, Wrong Number** (Para), plus stage show, 4th wk. 92
Park Avenue — **Quiet Weekend** (Distinguished), 5th wk. 40
Radio City Music Hall—**Good Sam** (RKO), plus stage show, 2nd wk. 105
Rialto—**Miraculous Journey** (FC), 2nd wk. 95
Rivoli—**The Velvet Touch** (RKO), 5th wk. 60
Roxy—**The Luck of the Irish** (20th-Fox), plus stage show, 2nd wk. 95
Strand—**Life With Father** (WB), plus stage show, 2nd wk. 75
Sutton—**Louisiana Story** (Lopert) 95

'Wrong Number' Registers 165 To Top Philadelphia Trade

PHILADELPHIA—"Sorry, Wrong Number," showing at the Goldman, leads the city by a wide margin. Following a nice opening at the Aldine, "The Search" pulled fairly well. "The Time of Your Life" at the Earle fell short of average. "Forever Amber," back at the Fox at regular prices, was disappointing.

Aldine—**The Search** (MGM) 110
Arcadia—**Life With Father** (WB), 2nd run 110
Boyd—**Luxury Liner** (MGM), 4th wk. 80
Earle—**The Time of Your Life** (UA) 95
Fox—**Forever Amber** (20th-Fox) 95
Goldman—**Sorry, Wrong Number** (Para) 165
Karlton—**Larceny** (U-I), 2nd wk. 90
Keith—**A Foreign Affair** (Para) 80
Mastbaum—**Rope** (WB), 2nd wk. 115
Stanley—**Beyond Glory** (Para), 2nd wk. 85
Stanton—**Race Street** (RKO), 3rd wk. 95

'Rachel and Stranger,' 'Foreign Affair' Second Week Lead Baltimore Business

BALTIMORE—A week of cooler weather and two football games combined to take a large bite out of the available amusement money. However, "Rachel and the Stranger" topped the town with second week of "Foreign Affair" next in line.

Century—**Pitfall** (UA) 105
Hippodrome—**Triple Threat** (Col), plus stage show 100
Stanley—**Beyond Glory** (WB), 2nd wk. 110
Keith's—**A Foreign Affair** (U-I), 2nd wk. 125
Town—**Rachel and the Stranger** (RKO) 135
Mayfair—**Angel in Exile** (Rep) 100
New—**Forever Amber** (20th-Fox) 95
Valencia—**Tap Roots** (U-I) 105

'Rope' and 'Carmen' Grosses High in Buffalo

BUFFALO—"Rope" was the leader here by a wide margin, chalking up 122 in its initial stanza. "The Loves of Carmen" was strong at the Lafayette with 112 in generally pleasant weather. "Pitfall" held up well in its moveover at the Hippodrome.

Buffalo—**Luxury Liner** (MGM) 85
Great Lakes—**Rope** (WB) 122
Hippodrome—**Pitfall** (UA); **The Gay Intruders** (20th-Fox), 2nd d. t. wk. 98
Lafayette—**The Loves of Carmen** (Col) 112
Teck—**The Luck of the Irish** (20th-Fox), 2nd d. t. wk. 80
20th Century—**The Babe Ruth Story** (Mono) 89

WASHINGTON

Kenneth Duke and Jack Fruchtman pooled their interests and now are joint owners of the St. Mary's and New theatres in Leonardtown . . . Harry Pickett was here from Charlotte, N. C., to book for the Craver theatres in Roanoke, Norfolk and Lynchburg, Va. . . . Glenn Norris, 20th-Fox branch manager, was interviewed by Dick Coe, drama editor of the Post, on forthcoming Fox releases . . . Clarence Hill, branch operations head for 20th-Fox, spent several days at the local exchange.

Julian Gordon was here from Newport News to book his Palace, Wythe and Stuart theatres . . . Sam Goldberg, former owner of the Imperial, Brunswick, Md., was a Filmrow visitor . . . Eddie Potash is the new booker at Universal. He transferred from the Detroit exchange and will book the Baltimore accounts . . . Eddie Tribett, former U-I shipper, moved into the booking department . . . The Hollywood in Hollywood, Md., has been converted into a night club and is being operated by Walter Norris.

The Maryland Theatre in Cumberland, managed by Ray Light, opened the entire balcony to Negro patrons only for a one-day stand of Duke Ellington and his orchestra. The usual policy calls for opening of the balcony at 6 p. m. to the general public . . . Metro personnel took advantage of an invitation from Mr. and Mrs. Tom Baldridge to spend a day at their country home in Warren county. The feature of the visit was a guided tour through the Skyline Caverns, near Luray.

William Kurtz, formerly of New York, is supervising the National and its bookings for the United Booking Office. He once was with Arthur Mayer at the Rialto in New York City . . . The Trans-Lux resumed its Saturday matinees for children, featuring regular programs plus cartoons and comedies . . . "Hamlet" will open day and date at the Playhouse and Little theatres on October 20. Prices will be $2.40 for night shows and $1.80 for matinees. The two theatres together seat 750.

New members of the Variety Club include Thomas I. Martin, Pitts circuit, Culpepper, Va.; Maurice B. Mitchell, NAB, and Douglas Covington, Ashland Theatre, Ashland, Va. New associate members include J. J. Kehoe, Hugh Riley Paint & Glass Co., and Nicholas Frederick, real estate operator. Another meeting of the board of governors will be held Monday, October 11.

George Harvey Elected Paramount Club Head

NEW YORK—George Harvey, pressbook editor for Paramount, has been elected president of the Paramount Pictures club for 1948-49, succeeding Monroe Goodman, assistant to Oscar Morgan, short subjects sales manager.

Other officers elected by the club members were Albert Deane, vice-president; Raymond Fisher, treasurer, and Beatrice M. Matala, secretary. Monroe Goodman, Sara Lyons Danto, Marty Hodge, Ed Morey, Si Siegel and Ann Leviness were elected to the board of governors for two-year terms.



FABIAN IS HONORED—New York's Cinema Lodge of B'nai B'rith last week paid tribute to S. H. Fabian, president of Fabian Theatres, for his outstanding contributions to humanity. Sam Rinzler (center) is shown presenting the Cinema Lodge Honor Scroll to Fabian as S. Arthur Glixon, the lodge president, smiles approvingly.

Richey Family Reopens Scotia, N. Y., Theatre

SCOTIA, N. Y.—Val and Helen Richey, new owners of the Scotia Theatre here, held a fall reopening of the redecorated house. The Richeys, a Pennsylvania couple formerly living in New York City, did part of the work themselves. Making theatre operation a family affair, they let son Paul, 14, assist with ticket chopping and assigned daughter Ann to parttime duty at the candy counter.

The Richeys have been asking patrons for suggestions in their aim to give Scotia the sort of motion picture entertainment they want, and they have been considering adopting a single feature policy with shorts and cartoon fillers. Improvements at the Scotia include new lighting effects, new drapes, a new gold curtain, new projection equipment and exterior redecoration. A record player backstage is used for a half hour concert before screenings begin.

The Richeys, who reportedly paid $50,000 for the theatre, are being watched by Albany Filmrowers with interest to see what a resident management policy will achieve at the Scotia. The theatre has had several operators, including the Schine circuit, during the last six or seven years.

Venice Award to Richter

NEW YORK—Prof. Hans Richter, director of City College Film Institute, has received from Italian Consul General Luigi Nardi a silver statuette representing the 1947 Venice award for outstanding contribution to the progress of motion picture photography. The award was made for Richter's film, "Dreams That Money Can't Buy."

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BALTIMORE

Spriggy Lloyd, Leader Theatre, South Cumberland, is in West Baltimore General hospital . . . Clark Connellee of the New at Aberdeen is vacationing in Vermont . . . Bill Buck, Sun, in Rising Sun, bagged the limit on his first hunting expedition of the season . . . The Majestic in Mount Savage was prevented from running Sunday shows by the county blue laws.

Jim Gladfelter has resigned as manager of Izzy Rappaport's Hippodrome . . . Marsh Gollner of the Shore Amusement Co., Milford, Del., has returned from Florida . . . Arthur Goodman, Edgewood Theatre, was a Baltimore visitor . . . Chauncey Wolf, Uptown; Lauritz Garman, Garman circuit; Nick Weems, chief barker of Tent 19, and Fred Schanberger, Keith's Theatre, attended the humanitarian award dinner in Washington.

Al Vogelstein has announced the resumption of game night on Wednesday nights at the Variety Club . . . Edward Perotka, Victory Theatre Co., has purchased from the Stansbury Estates, the Aero and Aero shopping center, built in 1941 by the Glenn L. Martin Co. Besides the theatre there are 13 stores and shops, with a group of offices and a large shirt factory. Perotka takes possession October 1.

Ford's Theatre opened the stage season with Janet Blair and Francis Lederer . . . The New Albert has installed new display frames . . . Ben Paul Sandy, former chairman of the state Board of Censors under Governor Nice, died of a heart ailment, after collapsing in his office.

Tent 19 members back from the Philadelphia golf tournament included Oscar Coblenz who won a golf bag; Henry Hamp, an electric blanket; Rodney Collier, Stanley, a clock, and Morris Oletsky, Windsor, the first prize for coming closest to a hole in one . . . George Jacobs, Goldfield and Jean theatres, is changing all his help . . . Bill Zell, Harlem Theatre, spent a day in Washington at a screening . . . Nat Rosen, formerly of the Royal, is making his home in Florida.

Variety Gets Display

WASHINGTON—Variety Club Tent 11 was given an impressive window display in the Hecht Co. department store here in connection with a new television program "Civic Washington Speaks" over station WNBW. In connection with the program William F. McCraw, executive director of Variety, and Frank Boucher, chief barker of Tent 11, appeared on the program to tell the work of Variety Club.



PHILADELPHIA

A rash of foreign films broke out as the Princess planned to resume its foreign policy, opening with the Italian-made "Angelina." The Studio, which for some time has been specializing in double features, will present the French "Passionelle."

Pennsylvania week got off to a roaring start here with famous stars on hand for the ceremonies. Local boys who made good included James Stewart, Ezra Stone and John Charles Thomas. Theatres and radio stations participated in the festivities by giving time for trailers and short narratives dealing with the week . . . The town is up in the air over the current Philadelphia Orchestra union fracas. The board of directors of the orchestra have announced that the season will be postponed . . . William Goldman's Keith Theatre devoted its lobby to a Boy Scout display for Youth Month.

Ev Callow, Stanley Warner publicity head, was tendered a testimonial dinner at Frank Palumbo's CR club. About 70 were on hand to fete the outgoing commander of the American Legion's Variety Club post . . . Screen star Tyrone Power will be here November 10 for the Marine Corps League ball.

Calling to check on the weekly grosses, we discovered that Phyllis, secretary to Maurice Gable, manager of the Boyd, was off on her honeymoon . . . For the first time in its history, the Mastbaum pulled a sneak preview recently, along with the regular showing of "Rope." One lady patron was so engrossed in "Rope," by the way, that a thief was able to rifle her purse, and take a wallet containing about $25.

Philadelphia's famed Chinese wall will be something other than an eyesore. The Pennsylvania railroad has agreed to permit the Golden Slipper Square club to put up a 60x12-foot banner directly across from the Fox Theatre to boost the half-million dollar drive for an underprivileged kiddy camp in the Poconos. The advantage of the particular site is that the theatre's bright lights will eliminate the need for lighting the sign.

"Sorry, Wrong Number," about the hottest thing on Filmrow, had the town talking on its opening day. A stunt was rigged up, along with radio station WPEN, with disk jockey announcers making phone calls at random. To the first five who answered the phone by saying, "'Sorry, Wrong Number' is playin at the Goldman Theatre, went $200 worth of prizes. The stunt was so well publicized that virtually no one answered the phone with the conventional "hello" all day. Caused a lot of jokes and embarrassing situations.

The Variety Club held an outing Friday at the Whitemarsh Country club. About 80 played in the golf tournament and more than 200 joined in the dinner and evening festivities. Each guest was given a fountain pen, courtesy of Hiway Express. Among the winners in the golf events were Len Cresson, who won the low gross tiff; Clayton Bond, driving, and Morris Oletsky, hole in one. Max R. Levin was chairman and Ben Furtel and Dave Milgram, co-chairmen.

Noah Reynolds, who had been associated with the motion picture industry for more than 40 years, died at his home here last week. Formerly connected with such well-known companies as the Girard Stock Co. and Forepaugh's, he left the legitimate theatre in 1907 to enter the pioneer motion picture business. He was connected first with the Lubin studios, and later with the McCurdy Film Co. He was a member of the troupe which made early films at Betzwood, Pa. For the past several years he had been connected with the local Universal exchange. Surviving are his wife Lillian and a daughter.

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RICHMOND

Morton C. Thalhimer sr. and jr., along with Dave Kamsky, advertising manager; Pete Trent, Farmville city manager; J. Stuart White, Bristol manager, and Bob Coulter, manager at the Byrd, represented the Neighborhood circuit at the TOA convention in Chicago . . . The National ran the Cerdan-Zale fight pictures as an added attraction with "Big City."

Lou Goulding and Joe Eagan from the New York office were in town for a visit at the local Fabian theatres . . . "The Hawaiian Paradise Revue," which proved such a popular attraction at Jack Stone's WRVA last spring, played a return engagement at the theatre September 28.

Richmond Musicians Ass'n Local 123 sponsored a program of music for about 100 children at the Crippled Children's hospital. The band, under the direction of Barney Abrams, was presented as a part of the union's program to provide free public entertainment from their disk fund . . . The Atlantic Rural exposition swings into action next week with a week-long program at Strawberry Hill, causing some opposition for the local theatres. A grandstand program supplied by George Hamid and the Cetlin & Wilson midway shows are two big features.

The Richmond Opera Group will present the premiere performances of "Greenbrier" at WRVA October 5-8. Arthur Norris, musical conductor, is here from New York to direct the performances.

Davis Becomes Publisher

NEW YORK—Arthur Davis, president of the advertising display organization bearing his name, has become publisher and editor-in-chief of the Foreign Films News and will make changes in the magazine.

AT&T-Philco Video Battle Into Court

PHILADELPHIA—The Philco Television Broadcasting Co.'s suit against AT&T reached an anticlimax when a hearing was held before Judge William Kirkpatrick. Philco charged that AT&T is using coercion in an attempt to force Philco to abandon its own relay system and make contact with AT&T's in Philadelphia.

The brief filed by Philco lawyers made it clear that this suit does not in any way impair their right to sue under the antitrust laws, a possible out in case this suit is lost. Judge Kirkpatrick, after hearing the case "reserved decision." However, the point in question was the relay of the Army-Villanova football game, which at the last minute, AT&T refused to pipe to Philco's local outlet, WPTZ.

If AT&T wins out, it may have a definite influence on theatremen, particularly those on the west coast. A number of theatres have been considering the use of independent relays to pick up video shows for theatre use. These video films can be processed by NBC's Kinescope process, or Paramount's similar process, and be ready for theatre showing in about 66 seconds. This mechanism was used extensively during the recent political conventions here, and is frequently used to speed up reels of film on athletic events. Should AT&T win the suit, it would have a virtual monopoly on television relay systems, and could practically name its own price. It is possible, even considered likely by many here, that such an arrangement would make impossible the theatreman's use of video film, due to excessive cost.

No More British Cut Seen In Export of Film Money

WASHINGTON—Sir Stafford Cripps, British chancellor of the exchequer, told the National Press Club this week that he knows of no plans to reduce further the amount of dollars which American motion picture companies can take out of Britain.

He was asked: "Is there any reduction contemplated in the amount of dollars which American motion picture companies are now permitted to take out of Britain?" He replied: "Not as far as I know. As to the American plan, which I think comes up for review at the end of two years, I do not have any suggestion that it should be buried, unless our American friends want it buried before we do."

Two-a-Day Openings Set For 'The Red Shoes'

NEW YORK—"The Red Shoes," the Michael Powell-Emeric Pressburger Technicolor production being released in the U.S. by Eagle Lion, will open a two-a-day reserved seat engagement at the Bijou Theatre October 21. Maurice Maurer, managing director of the Bijou, and William J. Heineman, vice-president in charge of distribution for EL, negotiated the deal.

The picture also will be the opening film attraction at the National Theatre, Washington, October 14, also on a two-a-day basis. The former legitimate theatre will be operated by Marcus Heiman, head of United booking office.

AFL Wins UA Workers In Shop Election

NEW YORK—Motion Picture Home Office Employes Local H-63, AFL, won a decisive victory in the first collective bargaining election for "white collar" workers held at the United Artists home office September 28. The rival union, Screen Office & Professional Employes Guild, CIO, was not represented on the ballot because of its failure to comply with the non-Communist affidavit provisions of the Taft-Hartley act. SOPEG had been the UA bargaining agent up to last June.

The UA workers voted 109 to 26 to have Local H-63 represent them for collective bargaining purposes. Contract negotiations between the union and the company will open shortly after the National Labor Relations Board, which had ordered the UA shop election, certifies H-63 as the bargaining agent.

Local H-63, which also represents Warner Bros. and Universal-International home office workers, has won ten per cent wage increases for the 619 WB and the 425 U-I white collar workers. The raises are retroactive to July 1, 1948, and the contracts will expire Aug. 31, 1949. The pacts are subject to membership approval.

Meanwhile, members of the SOPEG and the Screen Publicists Guild are continuing demonstrations of picketing in front of various Broadway theatres in order to acquaint the public with the refusal of the home office managements to re-negotiate their CIO union contracts. The SPG contracts with Columbia, Paramount, RKO, United Artists, MGM, 20th Century-Fox and Republic expired September 26 and SOPEG contracts expired September 27.

A protest demonstration in front of the Paramount Theatre September 23 was followed by a two-hour demonstration by 250 SPG-SOPEG workers who passed out leaflets in front of Loew's State September 28 and demonstrations in front of other first runs, especially those opening new pictures released by the seven majors, later in the week. The "cold war" campaign against the majors will be continued by demonstrations in front of local neighborhood houses, according to a spokesman for the SPG-SOPEG committee.

20th-Fox Head, Counsel Quit Skouras Board

NEW YORK—Spyros P. Skouras, president of 20th Century-Fox, and Otto Koegel, general counsel, resigned from the board of directors of Skouras Theatres Corp. at a meeting held September 29.

The three new board members elected to replace them and the late John R. Dillon are: Spyros P. Skouras jr., J. W. White, head of the Skouras circuit accounting department, and James M. Landis, former dean of Harvard Law School.

Maj. Bowes Estate Sold

NEW YORK—The estate of the late Maj. Edward Bowes, consisting of a large colonial dwelling on several acres in Rumson, N. J., has been sold by St. Joseph's college and seminary to Stephen O'Connor, president of the O'Connor Marine Contracting Co., of Brooklyn and Norfolk, Va.

HARRISBURG

Theatre personnel were among the hundreds of residents to pay respects to Richard C. Walton, veteran Patriot writer, who was killed recently in an auto accident. The crash claimed the lives also of Franklin Ludwig, a Patriot printer, and his wife. The trio had covered a football game in Duncannon and was en route to Chambersburg for a night game when the accident happened. Walton often wrote film reviews.

One hundred twenty-seven taxes on amusements are included in the 530 new levies imposed in the 18 months since a state law permitting this type levy was enacted, the state Chamber of Commerce reports . . . Albert Conrad, State student assistant, was recuperating at Keystone hospital after undergoing an appendectomy . . . Colonial has three new usherettes, Janet Shell, Laura Cramer and Jacqueline Fissell . . . Local 98 IATSE, Stagehands, turned out in full force for their annual picnic at Seidle Park along the Susquehanna. Ike Davis, Colonial maintenance man, was on the committee.

Recent visitors were Lou Golding, Fabian area manager, and Herman Nowitsky, Fabian maintenance man, who was here to supervise installation of a popcorn machine at the State . . . Harry C. Chubb, manager of the Hershey Community Theatre, reports motion pictures will be canceled for one week starting October 11 when the stage production "Show Boat" will come in . . . A stage presentation of "The Trial of Mary Dugan," scheduled for October 16 in the Forum, has been canceled by local Manager John Parker Samuels.

Owner Says City of 50,000 Will Support One Airer

WINCHESTER, VA.—In order to profitably operate a drive-in it must be located in a community of at least 50,000 surrounding population, according to Ray J. Becker, owner of the Winchester Drive-In here. Furthermore, Becker said, a community of 50,000 will "not support two drive-ins profitably."

"If you show progress," Becker added, "there will be others who are envious and will try to copy you. Should someone start in competition, it will then be only a matter of time as to who is the most capable.

"Personal experience has taught me," he continued, "that there are only two types of film patrons—those who follow first run shows and the occasional patron, who through family ties, finances, invalids and the like make up the other. And they are in the minority. The latter group are the ones that the drive-in appeals to."

Becker termed population and competition the most important factors in the building and profitable operation of a drive-in.

'Gentleman's Agreement' Is Banned in Spain

NEW YORK—"Gentleman's Agreement" (20th-Fox) has been banned in Spain, according to a New York Times dispatch. The picture was turned down by the church member of the film censorship board for moral reasons. The board consists of representatives of the church, armed forces and the family.

Samuel Rosenblatt To Build in Catskill

ALBANY—Samuel E. Rosenblatt, local automobile dealer and owner of three theatres in Watervliet and Lake George, said this week that he hopes to open the new theatre he plans to build in Catskill, in January or February. Rosenblatt said the 600-seat showcase would be erected on a 200-foot square plot on the main highway in Catskill and probably would cost $140,000 to $150,000.

Ground breaking was scheduled within ten days. Mellilo & Hershberg of Albany are architects for the theatre and plans call for four stores and an apartment overhead.

The theatre may be named the Barry in honor of Rosenblatt's young sons. In launching the venture, Rosenblatt is entering a community where the Fabian circuit has conducted the only theatre, the Community, for years.

Rosenblatt has been operating theatres since 1932. The Arbor was his first local situation, but it since has been closed. He later owned the Bright Spot, now the Uptown, in Rensselaer and the Family in Watervliet. He sold the Family to Sam Milberg and took over the Strand in lower Watervliet. When fire destroyed it, Rosenblatt built a new theatre and two years ago he took over the Grand in upper Watervliet from Mrs. Bill Barney and the Lake in Lake George from Mrs. Mary Carpenter. His film activities are conducted under the name American Theatres Corp.

French Zone in Germany Will Admit U.S. Films

NEW YORK—Irving Maas, MPEA vice-president and general manager, told the board of directors September 29 that 660 theatres in the French zone of Germany will be opened October 15 to American films. The action stems from the decision of the French military government to enforce all regulations in Bizonia, including decartelization. Adoption by the French of the bizonal code affecting film operations will put about 3,000 theatres, representing the combined outlets in the three western zones, on a free, competitive basis, he said.

Maas recently returned from Europe. Charles Mayer, MPEA managing director for Japan and Korea, surveyed conditions in those markets.

Eastman Noninflammable Stock to Start in 1949

NEW YORK—Edward P. Curtis, vice-president of Eastman Kodak, told film company executives Wednesday at a luncheon in the Hotel Astor that the Eastman noninflammable acetate film upon which the company has been working will be ready in limited quantities early in 1949. It may take two or three years, he said, to get production on a full scale basis. The new film is claimed to be more durable than the present type.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them*

Exhibitors Will Aid Public Relations

NEW YORK—Exhibitors are in dead earnest about the industrys public relations program and want to help it get started, according to Robert W. Coyne, TOA consultant and former executive director, who spoke at the first fall meeting of Ampa at the Hotel Astor September 30. Coyne, who recently returned from the TOA convention in Chicago, said that the program can be divided into four categories: local exhibitor problems regarding merchandising pictures, the exhibitor's product problems, the product content and the conduct of players.

"Every segment of the industry must cooperate in order to solve these problems," Coyne said. He assured the 150 Ampa members attending the meeting that TOA would cooperate in the public relations program and that other exhibitor associations will "continue to look to Ampa for guidance."

Max E. Youngstein, Ampa president, said the organization is now setting up committees to make changes in the industry's public relations program and to try to correct the "ineptitude, dishonesty and indecision that exists in the motion picture industry today."

Youngstein, who has covered 20,000 miles and has visited every state in the union during the past three months, said that the public believes that the motion picture industry is going through "one of the worst crises in history." Youngstein believes that the film industry is a "54-year-old youngster that is bawling like hell for a change of diapers" and that it should be receiving at least as much plus publicity as it gets minus.

Gen. Robert A. McClure, chief of the New York field office of the army's civil affairs division, said that films can play a leading part in carrying the U.S. message to exenemy nations. American films still stand out in comparison to those from other countries that are shown in Germany, which is now open to films of all nations. However, the industry is still failing to send a suitable type of documentary films to the German people, he said.

Columbia Cash Dividend Passed Up by Board

NEW YORK—The board of directors of Columbia Pictures Corp. has decided to take no action on the payment of a cash dividend on its common stock "because of unsettled conditions now prevailing in the motion picture industry, particularly with respect to foreign operations."

This decision was made at the regular board meeting September 24, despite the fact that tentative figures for the fiscal year ended June 30, 1948, showed a net profit after taxes and preferred dividend requirements.

Gotham Cuts Youth Price For 'Olympic' Showings

NEW YORK—The Gotham Theatre management has set a reduced-price policy for high school children during the current showing of "The Olympic Games of 1948" (EL). Students presenting identification will be admitted at half-price weekdays from 3 to 6 p. m. and Saturdays from opening until 6 p. m.

Warner Adds 700 Shares To His Stock Holdings

WASHINGTON—Maj. Albert Warner has acquired 700 more shares of Warner $5 common so that he now holds 435,200 shares personally and 21,000 in a trust fund, according to the SEC report for a two-month period ending September 10. N. Peter Rathvon disposed of 5,800 shares of RKO common, leaving him with 14,200 shares.

Daniel Sheaffer disposed of 2,940 shares of Universal common, leaving him with 2,367, and Preston Davie disposed of 1,800, retaining 3,409. Herbert J. Yates disposed of 900 shares of Republic cumulative preferred, but retained 73,687 shares of 50-cent common and four per cent cumulative income debentures to the amount of $25,000. R. B. Larue disposed of 100 of his 200 shares of capital stock in General Precision Equipment.

British Houses Rush For Quota Relief

LONDON—About 2,700 of the 4,000 theatres in Great Britain have applied to the Board of Trade for exemptions from the 45 per cent requirement of the new quota law which goes into effect October 1.

They claim there will not be sufficient British pictures to fill 45 per cent of the playing time.

It has been intimated that some exemptions will be granted to avoid hardships on exhibitors, but on what basis these will be handed out may not be known for some time.

Shortly after the new quota law was passed J. Arthur Rank announced that his theatres would fulfill the quota requirements. Then it became known that he was planning to show American films on the lower half of dual bills. This would put these American films on a 25 per cent quota arrangement, but the American firms protested immediately.

When Eric Johnston, MPAA president, went to England recently he declared flatly that no American films would be sold on this basis and that all-American programs will be sold. After that Johnston left for Paris and Russia and he is still in Europe.

Johnston to Be Speaker At SMPE Convention

NEW YORK—Eric Johnston, president of the Motion Picture Ass'n of America, will address the opening luncheon of the 64th semiannual convention of the Society of Motion Picture Engineers at the Statler hotel, Washington, D. C., October 25.

The convention program, to continue through October 29, will include nine technical sessions, with emphasis on progress in theatre television and high-speed photography.

The banquet will be held the evening of October 27. Loren L. Ryder is president.

'16 Fathoms' Set for N. Y.

NEW YORK—"16 Fathoms Deep," Arthur Lake's first feature filmed in Ansco color which is being released by Monogram, will open at the Rialto Theatre October 8.

U.S. Naval Tour Set For SMPE Meeting

NEW YORK—The tentative program for the 64th semiannual convention of the Society of Motion Picture Engineers, to be held at the Hotel Statler, Washington, October 25 to 29, inclusive, will include a tour and special technical session at the U.S. Naval Photographic Center, Anacostia, D. C. Symposia on high-speed photography and applications of high-speed photography have also been scheduled for the convention.

TOUR FIRST ON SCHEDULE

Papers scheduled for the Anacostia session October 28, beginning with the tour at 7 p. m., will include "A High-Speed Tele-Photo Lens," by F. G. Back, research and development laboratory; "A News Series of 16mm Camera Lenses," by Rudolph Kingslake, Eastman Kodak Co.; "Devices and Gadgets for Special Processes," by J. A. Norling, Loucks and Norling Studios; "Double Film Attachment and Loop Adapter, Automatic Rewind for a Re-Recorder, and Push-Pull Conversion Parts for a Re-Recorder," by B. F. Perry, Westrex Corp., and "A High-Speed Processing Machine," by C. N. Edwards and R. A. Koch of the Naval Photographic Center.

The symposium on high-speed photography at the Statler October 29 will present: "What Is High-Speed Photography," by M. L. Sandell, Eastman Kodak Co.; "Intermittent Light Sources for High-Speed Photography," by H. E. Edgerton and K. J. Germeshausen, Massachusetts Institute of Technology; "Continuous Lighting From Incandescent Sources for High-Speed Photography," by R. E. Farnum, General Electric Co.; "Design Problems in Rotating Prism Cameras," by J. H. Waddell, Bell Telephone Laboratories; "Motion Picture Photoography in the Ultra-High-Speed Range," by Brian O'Brien and G. G. Milne, Institute of Optics, University of Rochester"; Lenses for High-Speed Motion Picture Cameras," by Alan A. Cook, Wollensack Optical Co., and "Methods of Analyzing High-Speed Photographs," by W. S. Nivison, Recording Corp.

SPEED PHOTOGRAPHY A TOPIC

The papers on applications of high-speed photography to be presented October 29 will include: "New Developments in X-Ray Motion Pictures," by C. M. Slack, L. F. Ehrke, C. T. Zavales, and D. C. Dickson of Westinghouse Electric Corp.; "Application of High-Speed Photography to Industrial Problems," by H. Lester of New York; "Use of High-Speed Photography in the Army Air Forces," by E. Endres, Wright Field; "High-Speed Photography in the Automotive Industry," by R. O. Painter, General Motors proving ground; "Application of High-Speed Photography at the United States Naval Ordnance Laboratory," by Max Beard of the laboratory, and "Control Unit for the Fastax Camera," by L. L. Neidenberg, Industrial Timer Corp.

NSS New Year's Trailer To Have Geer in Lead

NEW YORK—National Screen Service has signed Will Geer for the lead in its New Year's trailer. Geer has appeared in "Tobacco Road" and is currently in the Broadway play, "The Respectful Prostitute."

Antitrust Division Moves vs. DuPont

CHICAGO—The Department of Justice will examine the records of E. I. DuPont de Nemours & Co., Inc., in connection with possible antitrust action. DuPont, which manufactures motion picture film as one of its many activities, has assets exceeding $1,438,000,000, and is the largest corporation of its kind in America.

Company records going back to 1915 have been subpoenaed along with those of General Motors, North American Aviation, Inc., the United States Rubber Co., the Ethyl Corp., Kinetic Chemicals, Inc., Bendix Aviation Corp., Christiana Securities Co., DuPont Securities Co., General Industries Co., Delaware Realty and Investment Corp. and Rubber Securities Corp. DuPont holds vast stock interests in many of these corporations.

Government lawyers will go through these records to determine whether there are grounds for civil or criminal antitrust suits.

Herbert A. Bergson, chief of the antitrust division, indicated in Washington that the DuPont probe will be part of the stepped up antitrust campaign started by the Department of Justice last year. In 1947 Congress gave the department $3,400,000 to carry out its antitrust program. This was the largest appropriation in the department's history and about $1,000,000 more than the 1946 grant, said Bergson.

Video Election Coverage In Four Cities by CBS

NEW YORK—CBS will televise the election results over WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR-TV, Baltimore, and WNAC-TV, Boston. Nash Motors will sponsor both CBS television and radio coverage, November 2.

The television broadcasts will begin at 8 p. m. They will feature interviews with the candidates and leading personalities of both major parties here and in Washington. There also will be shots of the Times Square and Broadway crowds.

Edmund A. Chester, director of news, special events and sports, will supervise the election night coverage. Douglas Edwards, Quincy Howe, John Shafer, Gil Fates and Win Elliot will do most of the broadcasting. There will be special analyses by Lowell Thomas, Edward R. Murrow, John Daly, Ned Calmer, Eric Sevareid, Joseph C. Harsch and Don Hollenbeck.

Television Film Council Decides to Make Awards

NEW YORK—Annual awards for the best television programs by the National Television Film Council were proposed and approved September 30 at a luncheon-meeting in Sardi's restaurant.

The production committee headed by Jack Glenn of March of Time had been working on the plan. Other committee members were: J. A. Maurer, Joseph Josephson, Gene Martel, Nathan Zucker, Henry Morely, Bertrand Keane, Brian Calhoun and Fred Rosen.

Officers were elected as follows: President, Melvin Gold; vice-president, Burt Balaban; secretary, Robert M. Wormhoudt; treasurer, Robert W. Paskow.

Television Filming Costs To Be Cut, Shupert Says

DETROIT—The only way for television programming to acquire professional pacing and stature is to first put it on film, according to George Shupert, director of commercial operations of Paramount Pictures television division. Shupert, who spoke at the television round table luncheon meeting at the Leland hotel September 28, predicted that filming costs for television shows will come down and that video transcriptions will provide the toboggan.

The laying of a vast network of coaxial cable links between cities means a "staggering investment," according to Shupert, who said that few advertisers will care to pay the co-ax charges from New York to California when, in most cases, transcriptions will serve the purpose better, cost a lot less and do away with repeat shows and other time zone worries.

33 STATIONS NOW ON AIR

There are 33 stations on the air today, 91 construction permits granted by the FCC and 300 applications pending. In another year, Shupert predicted, all of the nation's 140 marketing areas will be talking television hookups, made possible by coaxial cable links between cities even though the cables can carry but one program at a time and in one direction.

(Editors' note: Some of the midwestern cables linking St. Louis, Toledo and Cleveland, can carry but one program, the eastern coaxial cables are capable of carrying three programs).

Shupert mentioned that stations can and are being successfully linked by an overland series of microwave towers and that a network coverage of the nation by stratosphere planes is "just around the corner," but both of these alternatives call for large capital investments. In Washington, Philco Corp., Allen B. DuMont Laboratories and Western Union, independent operators of television transmission circuits have asked the Federal Communications Commission to force the American Telephone & Telegraph Co. to transmit over its TV relays programs which have already been handled on other relays. AT&T bases its position on a regulation in its tariffs concerning interconnection of its TV relay channels with those of others.

PROHIBITED BY REGULATION

It claims the regulation prohibits it from allowing its facilities to be used for only part of the inter-city relay of a broadcast. W. A. Roberts, representing DuMont, told FCC Examiner J. Fred Johnson that a television operator "can't even avoid the prohibitions of this rule by the use of film." He explained that filming a television program at the end of a circuit and carrying the film over the next relay is prohibited "as construed by the telephone company."

Shupert, who believes that "in most shows the time element isn't nearly as important as most people think," and that nine shows out of ten could be filmed and shipped to the various stations, said that the development of a satisfactory low-cost film-recording system has solved television's most pressing problem.

More than ten years ago, Paramount Pictures made a survey of television's potentialities and started to develop a commercially practical system of photographing television programs as they appear on the image screen of a television receiver. The video transcription or film-recording system in use in the New York Paramount building today actually represents an investment in excess of a quarter million dollars, Shupert said. However, duplicates costing about $35,000 each will shortly be installed in Chicago and Los Angeles, where Paramount operates television broadcasting systems.

Paramount showed a number of film recordings before a Waldorf-Astoria luncheon meeting of the Television Broadcasters Ass'n last December and, since that time, has presented highlights of the Republican and Democratic conventions and the Louis-Walcott and other title bouts projected on the 18x24-foot Paramount Theatre screen within 66 seconds of the actual events. By next month, Paramount will have a small, but completely equipped television studio in the Paramount building where the advertiser, agency man or package producer can stage a show. One minute after he finishes, he will be handed a sight-and-sound transcription of his show on a 35mm film, either a negative or positive print. If the finished product requires but little editing and no retakes, the producer's expense in producing a half-hour show may run from $500 to $1,000 for the use of the studio and for the film-recording, Shupert pointed out. This is exclusive of talent, scenery, props and his own overhead. The same show, produced in a small motion picture studio, might stand the producer ten times as much, Shupert said.

Increase in Video Sets Brings Attendance Drop

NEW YORK—When a family buys a television set, its attendance at film theatres decreases 20 to 30 per cent, Paul Raibourn, Paramount vice-president, told a round table meeting of the National Conference board at the Waldorf-Astoria recently. He added that "when we have a saturation of television sets in the country, the demands for other forms of amusement also will decrease proportionately."

However, Raibourn said, five years of producing television sets at the current rate of 720,000 a year will cover only one-third of the country, so other media of entertainment will, after five years, "level off to show only an 8 to 10 per cent decrease as a result of the advent of television." Raibourn said films are closer to the ultimate consumer than other business represented at the meeting.

To Show Old Silent Films On Tele Station WNBW

WASHINGTON—Old silent motion pictures are to be dusted off and shown Mondays for half an hour on WNBW, the National Broadcasting Co. television station in Washington. There will be live critical and humorous commentary to go with the films, the station announced.

ALBANY

The Warner meeting in Syracuse for managers of 26 upstate theatres brought a prediction that 1948 grosses would show about a 7 per cent decline from those of 1947, according to word in local film circles. Methods of stimulating patronage were discussed at length . . . Filmrow circles said that the Fabian Hellman Saratoga Drive-In will close for the season October 10 but that the Mohawk will remain open a few additional weeks . . . The F-H Tri-City Drive-In at Binghamton also will close within a fortnight.

Frank Cunningham, energetic assistant manager at Fabian's Grand, visited his son, a member of a Catholic order at Valley Street, R. L., during his vacation . . . Ed Foley, doorman at the Strand, is an accountant on the side for small businesses . . . Joe Weinstein, booker for western district Warner Theatres, said that "The Babe Ruth Story" played to big business at the Winter Garden in Jamestown right after the home-run king died.

William I. Platt, 39, Variety Club member and former advertising salesman for the Times Union, died suddenly at his home here while entertaining friends . . . Leon Duva of the Morris, Morrisville, visited Filmrow. Other exhibitors here booking included George Thornton of Saugerties and Tannersville; Sam Davis of Phoenicia; Phil Baroudi of North Creek, Warrensburg and Indian Lake, and Charles Dietcher of Schenectady.

Warners tradescreened "Johnny Belinda" recently . . . Jack Goldberg, Metro manager, and his wife vacationed at Atlantic City . . . Don Gilson, who last year opened the Starlight near Canton, was reported to have enjoyed another good season at the ozoner. He opened a second drive-in at Massena this season.

Harry Lamont planned to close the Leeds Drive-In during the week of September 26. He will shutter the Lake George, Middletown and Mayfield ozoners, October 15 . . . Dan Houlihan, 20th Century-Fox manager, reported that during his visit to Los Angeles for the recent sales convention he saw several oldtime Albany area workers. Among them were Joe Shure, former Fabian booker, now a drive-in operator at San Diego; Eddie Yarborough, former Warner manager in Elmira, now publicity exploitation man for Fox in the Los Angeles exchange; Weldon Waters, former Paramount salesman, and later Fox Albany manager, currently in charge of the Pittsburgh branch, and Murray Lafayette.

Leo Rosen attended the first Variety Club dinner recently in his new capacity as promotion manager for Station WROW. Rosen was a Warner manager for 19 years and was assistant general manager for Fabian-Hallman drive-ins for two seasons.

The Strand had 118 entries in a modeling contest promoted for the opening of "That Lady in Ermine," an affair staged in cooperation with a local women's store, the Knickerbocker News and a local radio station. The contest ran four days and ended with Jerry Atkin, Warner Theatres promotion man, emceeing the finals from the stage.

A meeting for the election of permanent TOA officers in the Albany exchange area will be held within two or three weeks, according to temporary Chairman Harry Lamont. Date and place will be announced by Director Leonard L. Rosenthal after he and Lamont visit national headquarters in New York.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

Kodak Honors 37 Workers At Rochester Meeting

ROCHESTER—The Eastman Kodak Co. honored 37 men and women who completed 25 or more years of service this year at a three-day program at the company headquarters September 22-24. They are employed in branches, processing stations and stores in Los Angeles, San Francisco, Hollywood, Seattle, New Orleans, Des Moines, St. Paul, Chicago, Toronto, Boston, New York City, Philadelphia and Cleveland.

Craig P. Cochrane, director of industrial relations, presided at the anniversary dinner for Kodak employes at the office auditorium Thursday. This event paid tribute to 26 other Rochester employes who will complete 40 years of service this year and 287 who complete 25 years. Donald McMaster, Kodak vice-president and assistant general manager, was the principal speaker.

Carl T. Bergersen, a 47-year employe of the Chicago branch, was the guest with the longest service.

Smalley Circuit Employes Attend Annual Clambake

COOPERSTOWN, N. Y.—Approximately 150 employes of the Smalley Theatre circuit gathered here recently at the lake property of William C. Smalley, president, for an annual clambake.

At a meeting of the Smalley Employes Benefit Ass'n at the Cooperstown Theatre, these officers were elected: Phil Schletter, president; Arthur G. Newell, vice-president; Robert S. Johnson, secretary, and Harold L. Richardson, treasurer.

After the meeting, employes and their guests visited the national baseball museum, farmers' museum and the New York historical museum.

Smakwitz Is Co-Chairman Of Variety Fund Drive

ALBANY—Charles A. Smakwitz, Warner Bros. Theatres Albany zone manager, has been named co-chairman with Chief Barker Harry Lamont of the local Variety Club's annual Denial Campaign, tentatively set for Thanksgiving week. The drive provides free summer vacations for underprivileged boys at an Albany Boys Club camp. Committee chairmen include Nate Winig, Jack Bullwinkle, Saul J. Ullman, Gene Teper and Gerry Atkin.

New Albany Colonial Includes Nursery

ALBANY—Harry Eisenstein, new operator of the Colonial here, has gone all-out in promotion of innovations he is incorporating in a remodeling job of the product to be shown and theatre comforts.

Eisenstein, who acquired the Colonial recently from Friedman & Orson, Yonkers, who ran the house for one year, said he planned to operate the showcase as an art theatre, presenting the best foreign films and revivals of top American films.

As part of his promotion Eisenstein put out a small printed booklet explaining: "In the past decade, motion picture technique has progressed far beyond and new innovations in theatres themselves . . . But it's never too late to improve your comfort . . . The Colonial's 1948-49 season will bring you some new ideas in theatre comfort . . . the installation of a coffee lounge where you may relax with a cigaret or sip delicious coffee . . . a nursery to take care of junior while you enjoy the picture . . . Heavy coats or dripping umbrellas will cease to be a source of annoyance; our new checkroom will see to that . . . Yes, all free. It's just our way of adding to your comfort and convenience."

The nursery, the first in an Albany theatre, will be located upstairs. Work on the changes at the Colonial already has been started. Eisenstein also is using bus-car advertising to supplement newspaper and direct mail promotion.

Herbert Jacobs is house manager at the Colonial and Joe Pyrc is assistant.

Paramount Has 5 Stars On ABC Net Weekly

NEW YORK—Five Paramount stars are currently being heard over the ABC radio network on regular weekly programs.

Bing Crosby, who recently completed "A Connecticut Yankee in King Arthur's Court," returned to the air September 29 on the Philco program 10 to 10:30 p. m. Bob Hope, who has completed "The Paleface" and "Sorrowful Jones," is heard Tuesdays over NBC; Alan Ladd, star of "Beyond Glory" and "The Great Gatsby," is heard over 200 stations in "Box 13"; William Bendix, who will appear in "A Connecticut Yankee" and "Streets of Laredo," stars in "Life of Riley" Fridays on ABC and Lucille Ball, Hope's co-star in "Sorrowful Jones," stars in "My Favorite Husband" Fridays over CBS.

INCORPORATIONS

ALBANY

Marathon Television Newsreel: To carry on motion picture and television business in New York; capital stock, 200 shares, no par.

Vestal Theatre Corp.: To conduct business in Binghamton; capital, 100 shares, no par; Eugene C. Minier of Wyalusing, Pa.; Clyde Yurgatis, Laceyville, Pa., and George E. Lambert, New York City.

Copia Realty Corp. of New York, merged Fabian Operating Corp.

Telenews Productions and Telemangement, Inc. has dissolved.

N. J. Allied Approves Andy Smith Plan

NEWARK—Allied Theatre Owners of New Jersey has adopted the Smith conciliation plan. This is the same plan for handling grievances against 20th Century-Fox that was set up in Minneapolis last June by Andy Smith jr., general sales manager, and Benny Berger, head of North Central Allied.

The New Jersey unit okayed the plan after the board of directors had passed on it following a committee conference with Smith early in September.

The members appointed a three-man grievance committee, consisting of Lou Gold, Irving Dollinger and Wilbur Snaper. Alternates will be named later.

There are no restrictions as to the kind of number of complaints that can be handled by the committee which will confer with the 20th-Fox branch or district managers or Smith, if necessary. The New Jersey group will probably work on clearances first.

The membership meeting that approved the Smith plan also discussed the clearance situation with regard to other companies.

Other business conducted included the appointment of A. L. Abrams of Newark as permanent unit counsel to police the forthcoming antitrust decree in the Paramount case. The date and place of the next annual convention also were set—Atlantic City, September 13-15.

Business to Small Houses In Days of Inflation

ALBANY—"Tightened money conditions" are pushing a certain amount of business to the lower priced subsequent runs, according to Sam Rosenblatt, owner of the Grand and Strand in Watervliet and the Lake in Lake George.

"It's not a very good reason or cause," he said, "but I think such conditions help the subsequent runs. Ever since V-Day I have predicted that the smaller houses with lower scales would pick up patronage when the general economic picture darkened. In the last two or three weeks I have seen evidences that this is taking place."

"Business was way off this summer," Rosenblatt continued, adding that he thought the present product was 'not good.' The stories, he said, seemed to be the chief reason because production techniques were top notch. He referred primarily to the costly musical "which means nothing at the boxoffice, despite its lavish production and fine performances."

New Loew Reassignments Of New York Managers

NEW YORK—Loew's is making more reassignments of managers in its New York circuit. Dan Jacobson, recently appointed an acting manager, will take over management of Loew's Victory. John Alexis moves from the Victory to the Spooner, Joseph Epstein from the Spooner to the 167th Street, Ben Newman from the Grand to the Olympia, Howard Levy from the Inwood to the Grand, Henry Beuttel from the Lincoln Square to the Inwood, Irving Fredlyn from the Boulevard to the Lincoln Square, and Leo Sidosky from the Post Road to the Boulevard.

Embarrassing Moments As Tele Cameras Fail

New York—Television broadcasters have their embarrassing moments.

CBS tried its best to convince an annoyed video audience September 25 that its cameras really did go "blind" when Gypsy Rose Lee began a modified strip tease during the air forces convention program at Madison Square Garden.

The announcer stated that technical difficulties and not network censorship were responsible for the blackout of Miss Lee. He added that her routine had been approved by the New York State motion picture division—the film censorship body. A spokesman for the division denied that a request had been made or approval given for any television program at any time.

Others on the show included: Bob Hope, Jimmy Stewart, Jerry Colonna, Dinah Shore, Jane Frohman, George Montgomery, Clark Gable, Marlene Dietrich, Morton Downey, Walter Pidgeon, Margaret O'Brien, Gen. Dwight D. Eisenhower, Bernard Baruch and Gypsy Markoff.

51 Yeshiva Scholarships Provided by Industry

NEW YORK—The motion picture industry scholarship fund of Yeshiva University will provide 51 scholarships for needy students for the academic year 1948-49, according to Gus S. Eyssell, president of Radio City Music Hall.

Eyssell is chairman of the industry drive. Members of the committee who assisted him in raising the record number of scholarships were: Barney Balaban, Paramount; Nate Blumberg and Charles D. Prutzman, Universal-International; Jules W. Catsiff and George P. Skouras, Skouras Theatres; Irving H. Greenfield and Charles Moskowitz, Loew's; Monroe Greenthal, Greenthal Advertising; Dan Michalove, 20th Century-Fox; Sam Rosen, Fabian; Harold Rodner, Warner Bros.; Abe Schneider, Columbia, and George J. Schaefer, honorary chairman.

Goldstein in Publicity

NEW YORK—Jack Goldstein has opened a New York publicity, advertising and exploitation office at 15 Central Park West to serve the film, television and radio fields. He will also be represented in Hollywood, London and Paris. He continues as vice-president of the Sing-a-Tina studios. He has been associated with 20th Century-Fox, David O. Selznick Enterprises and RKO.

Jeffrey Joins Paramount

NEW YORK—Arthur Jeffrey, until recently exploitation manager for Eagle Lion, has joined the publicity department of Paramount to handle a special assignment on "Miss Tatlock's Millions."

Dr. Samuel E. Sheppard

ROCHESTER—Dr. Samuel E. Sheppard, widely known for his research on the sensitivity of photographic materials, died September 29. Dr. Sheppard had been in retirement since January 1948, after 35 years with Kodak Research Laboratories.

Smith Plan Adopted By ITOA Members

NEW YORK—The ITOA of New York adopted the Smith conciliation plan at a general membership meeting Thursday, September 30. The New York exhibitors thereby became the third regional group to adopt the plan. North Central Allied led the way last June and Allied Theatre Owners of New Jersey followed September 28.

The Smith plan is now in effect for 300 theatres in the metropolitan area. The ITOA has approximately 200 member theatres in New York City, Long Island and Westchester county, and N. J. Allied has about 100 theatres in New Jersey.

The plan was adopted after Andy Smith jr., general sales manager of 20th-Fox, told the ITOA board how the plan works. He was accompanied to the board meeting by Ray Moon, division manager for the east; Seymour Florin, New York branch manager, and Sam Shain, director of exhibitor relations.

The plan was okayed at the membership meeting following the board meeting, and a three-man conciliation board was organized, consisting of Max A. Cohen, chairman, Leon Rosenblatt and J. Joshua Goldberg. Alternates named were: Irving Renner, Al D. Erickson and Abe Leff. Harry Brandt, ITOA president, and David Weinstock, chairman of the board, were named ex-officio members.

There also was a discussion of latest Ascap developments by Abe Mopper, associate of Milton C. Weisman, ITOA attorney.

SOPEG Sends Protest To Balaban, Raibourn

NEW YORK—Sidney Young, president of the Screen Office and Professional Employes Guild, has sent letters to Barney Balaban, president, and Paul Raibourn of Paramount protesting the company's ultimatum that compliance with the non-Communist affidavit filing requirements of the Taft-Hartley act is a precondition to wage negotiations.

The letter to Balaban states that SOPEG "is prepared to arouse the whole labor movement and the community" to insure decent and honorable collective bargaining. The letter to Raibourn requested an immediate conference for negotiations without ultimatums.

In a reply to Young, sent September 23, Balaban said Paramount declines to negotiate with the SOPEG because the union's officers have declined to sign and file the affidavits. Balaban said this refusal was the sole issue in Paramount's refusal to do business with SOPEG.

'Corridor' and 'Lassie' Top Review Board List

NEW YORK—The selected features of the National Board of Review for the week ending September 25 were Universal-International's "Corridor of Mirrors," a British film directed by Terence Young, and MGM's "Hills of Home," a "Lassie" Technicolor picture directed by Fred M. Wilcox.

Short subjects listed were Warner Bros. "Buccaneer Bugs," "Bugs Bunny Rides Again," "A Day at the Fair," "Fighting Athletes" and "Haredevil Hare"; U-I's "Choo Choo Swing" and Columbia's "Diving Champions."

MPEA Balance in Japan May Be Invested There

NEW YORK — American distributors soon will be able to use a certain percentage of their frozen yen earnings in Japan for investment purposes in that country. Charles Mayer, MPEA managing director of Japan and Korea, now on an eight-week visit here, said the details of this financial program will probably be announced in about six weeks.



Charles Mayer

The plan to make use of some of the millions of yen that have been piling up in Japan since the end of the war was worked out by film, army and government officials in Japan and in Washington. The funds probably will be used to buy property. There also have been discussions over the purchase of MPEA showcases in leading Japanese cities.

SECOND U.S. BREAK THIS YEAR

The unfreezing of these blocked earnings for investment will mark the second financial break the American companies have received this year.

Mayer said that during the summer the army occupation authorities provided for the dollar reimbursement of out-of-pocket expenses for shipping and distribution of MPEA product for the period July 1, 1948, to June 30, 1949.

The plan works something like this. The army takes X dollars out of its total appropriations for occupation costs. These X dollars are exchanged for an amount of yen spent by the MPEA for rawstock, negatives, shipping costs, exploitation material and physical distribution. All expenses except salaries and administrative costs are included. Mayer did not give the dollar equivalent of yen turned over by the MPEA. He pointed out that the same currency exchange procedure covers other information media—U.S. newspapers and magazines sent to Japan to tell the Japanese about the American way of life. A similar plan is now being worked out for Germany and Austria.

AMERICAN PRODUCT SCORES

Mayer, who has been in Japan since May 1946, said that U.S. films take in 42 per cent of the total Japanese grosses. During the prewar years—1935-1938—U.S. films grossed about 16 per cent of the total Japanese take annually. The combined prewar take of all other foreign countries was about two per cent. The foreign films still do a negligible amount of business.

He said that during that same prewar period U.S. firms released about 260 pictures annually. Japanese studios provided 560 pictures a year, Great Britain about 18, France 30 and Russia three.

The postwar situation is on the following order: During 1948 there will be 95 new Japanese releases and 44 reissues, or a total of 139, the MPEA will supply 84 features, or an average of seven a month, the British will come through with 14, the French with 22 and the Russians with three.

The Japanese studios which were the most productive in the world before the war are now handicapped by material shortages and labor trouble. Their prewar supply of American equipment has been cut off due to the postwar economic difficulties, said Mayer.

British Scophony Co. Rejects Settlement

NEW YORK—Scophony, Ltd., of Great Britain has turned down a proposed consent decree settling the U.S. antitrust action over Scophony television patents. Unless the directors of this company change their minds and accept the settlement, the case probably will go to trial October 15.

A consent decree had been agreed upon by the other defendants—Scophony Corp. of America, Paramount Pictures, Television Productions and General Precision Equipment Corp.—and the Department of Justice.

The directors of the British company object to provisions compelling Scophony, Ltd., to divest itself of all interest in Scophony Corp. of America and provisions canceling the original arrangement that assigned the eastern hemisphere to Scophony, Ltd., and the western hemisphere to SCA.

SCA would be bound by U.S. law to end this deal and would therefore be free to sell in Europe. The British firm rejects this possibility.

Other terms of the consent decree would open Scophony patents to all companies that might file applications for licenses.

It has been reported that the National Carbon Co. has discussed a deal with SCA. The Scophony television system uses carbon as its light source and National Carbon has recently developed a new high intensity arc.

The Scophony patent situation is further complicated by arbitration proceedings filed against SCA by Dr. Adolph Rosenthal, former research director and inventor of several patents used in the Scophony system. Rosenthal is seeking the return of several patent improvements he assigned to SCA after 1942. The case is scheduled to be heard by the American Arbitration Ass'n within a week.

Goldwyn Publicity Staff In N. Y. Is Reorganized

NEW YORK—The local publicity office of Samuel Goldwyn Productions has been reorganized, with Philip Miles joining Llynn Farnol's staff to handle exploitation, formerly headed by Bill Ruder, and Arthur Block handling publicity in place of George Weissman. Marion Sawyer will be publicity assistant and Martin Davis will be No. 2 exploitation man. Ruth Cosgrove continues in the radio and music exploitation of "A Song Is Born." Block has been with U-I and Miles with Allan Meltzer & Co.

Many Japan Houses Use Only U.S. Film

NEW YORK—A total of 284 of Japan's 2,086 theatres show American films 100 per cent of the time and 500 other theatres show U.S. film every other week.

These figures were released here by Charles Mayer, MPEA managing director for Japan and Korea.

Mayer said that 1,693 Japanese theatres are regular customers for the United News, a newsreel made up in New York of clippings provided by the five newsreel companies. The reel is edited by the army and supplied with Japanese titles in Tokyo. The Japanese customers see the pictures less than two weeks after they are processed in New York. The MPEA gets two and one-half per cent of each theatre's gross as rental. The top Japanese newsreel is bought by 1,200 theatres.

Mayer said the Japanese exhibitor, unlike those in Germany and Austria, is free to buy whatever he wants. The American and foreign films are censored by occupation authorities and army officials in each country of origin. Gangster films and films showing American women in an unfavorable light are out.

The Japanese go for realism and prefer drama with unhappy endings.

Gary Cooper, the favorite American star before the war, still is the favorite with the Japanese fans. Bing Crosby, who was way down on the list before the war, has become a big postwar boxoffice attraction, said Mayer.

He told of the efforts being made by MPEA to improve Japanese theatres. Awards are given to theatres that show the most improvement in cleanliness, sound and projection and general customer service. Japanese and Asiatic exhibitors, generally, were about 30 years behind the times on exhibitor service and comfort, said Mayer.

He also described the work carried out by MPEA lecture and still picture exhibit teams to pre-sell American product and Hollywood throughout Japan. This is done through tie-ups, discussions, and mobile exhibits.

Argentina Requests U.S. Pay Surtax on Films

WASHINGTON—The Argentine government asked eight American film distributing companies to pay up 2,000,000 pesos in connection with a surtax charge on film imports, the Commerce department reported.

The charge itself is a matter of litigation in Argentine federal courts, and the companies have said they have no intention of making the payment until the courts decide. The information came from Nathan Golden, head of the motion picture branch of the Commerce department.

The question involved is the government's interpretation of the real CIF value of film imports for purposes of the surtax charge. The sum asked represents claims by the government covering additional exploitation of motion pictures which had not entered into previous calculations.

RKO Picks Thanksgiving Release

NEW YORK—RKO's Thanksgiving release will be "The Boy with Green Hair," Technicolor film presenting Pat O'Brien, Robert Ryan, Barbara Hale and Dean Stockwell.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

SAG Renominates Slate of Officers

HOLLYWOOD—Tacit endorsement of organizational policies as carried forward by its present directorate is contained in the disclosure that present officers of the Screen Actors Guild have been renominated, unopposed, to serve for the coming year. The slate includes Ronald Reagan, president; Walter Pidgeon, William Holden and Paul Harvey, vice-presidents; Leon Ames, recording secretary, and George Chandler, treasurer.

Opposing candidates for all offices may be nominated by petition, deadline for which has been set at October 14.

In a report to the membership, SAG leaders revealed the organization's new contract with producers has been approved by a 4,189-39 vote.

* * *

Pat Somerset of the Screen Actors Guild has been named president of the California State Theatrical federation, composed of AFL unions and guilds in the entertainment field. The outfit just wound up its annual meeting, a joint session with the California State Federation of Labor, held in Long Beach.

* * *

Still deadlocked over terms of a new working agreement, negotiators representing the Screen Cartoonists Guild and cartoon production companies scheduled another meeting for September 30. Involved are the cartoon units at Metro and Warners, Walt Disney, Walter Lantz and George Pal. The animated filmmakers have offered a new contract equivalent to the one currently in effect, while the SCG has been holding out for an 11.17 per cent cost-of-living increase.

* * *

After an investigation of unfair labor practice charges filed by the Independent Makeup Artists Guild against Wilshire Pictures and IATSE Makeup Local 106, the National Labor Relations Board ordered a hearing to be held October 4. The independent group alleges that two of its members were forced out of their assignments on a film recently made by the Wilshire unit and that IA makeups took over the jobs.

Steve Brooks Quits Post

HOLLYWOOD—Steve Brooks, aide to Producer-Director-Writer Preston Sturges, has resigned, effective with completion of editing on Sturges' latest for 20th Century-Fox, "Unfaithfully Yours." Brooks, who had been with Sturges for the last four years, announced no future plans.

Advance Drive Begun For Large Donations

HOLLYWOOD—A special "advance gifts" solicitation among upper-bracket income groups in the industry is under way as the kickoff in Hollywood's fourth annual United Appeal, for which a $1,303,720 goal has been set. The advance fund-raising effort is being conducted among members of producer-executive, actor, director, writer and artists' manager groups under the guidance of Roy M. Brewer, IATSE executive and campaign chairman, and George Marshall, president of the Permanent Charities committee.



Four of the industry luminaries who are sparkplugging the fourth annual United Appeal drive, left to right, are: Joseph M. Schenck; Roy M. Brewer, IATSE executive and campaign chairman; Edward Arnold, last year's chairman, and George Marshall, president of the Permanent Charities committee.

Brewer and Marshall appointed a "central control" committee to supervise the advance gifts drive. Acting for the producer-executive group are Y. Frank Freeman, George Bagnall and Ray Young; for the actors, Regis Toomey; directors, Marshall; writers, John Larkin, and artists' managers, M. C. Levee.

Autry, Columbia Sign

HOLLYWOOD—Gene Autry has signed a new Columbia distribution deal calling for him to star in six westerns annually for the next seven years, all to be made under the banner of Gene Autry Productions with Armand Schaefer as associate producer. Autry has already made five sagebrushers for Columbia, of which the first, "The Strawberry Roan," has already gone into release.

First Troupers Join Hospital Program

HOLLYWOOD—Seven stars including Linda Darnell, William Holden, Peter Lorre, Wayne Morris, George O'Brien, Mark Stevens and Alan Young are the first troupers to be enlisted in the entertainment industry's new nationwide hospital program. Cleared for specific tour dates by the Hollywood Coordinating committee, the players will be given scheduled routes by Veterans Hospital Camp Shows, with each route covering approximately ten days.

Other stars slated for tours in the near future are Jack Benny, Eddie Cantor, Kay Kyser, Harpo Marx and Frank Sinatra. The tours are designed to launch a permanent program in which all branches of show business in Hollywood have united to pledge two periods a year of two months each for star visits to 107 hospitals served by the VHCS organization.

* * *

To Eddie Cantor went the United Jewish Appeal's 1948 citation for "distinguished humanitarian service." The tribute was presented Cantor by Samuel Goldwyn, president of the UJA's Los Angeles committee, over the Columbia network, with Goldwyn citing the actor for "bringing a new era of hope and reconstruction for the Jews in Europe."

Lenser Gregg Toland Dies; Former Award Winner

HOLLYWOOD—Coronary thrombosis claimed Gregg Toland, 44, noted lenser who had been under contract to Samuel Goldwyn for the past 22 years. An Academy award winner for his photography of "Wuthering Heights," Toland's last assignment was on Goldwyn's "Enchantment."

Born in Charleston, Ill., Toland is survived by his widow and two sons. He served as a lieutenant-commander in the navy during the war and was one of the few members of and stockholders in Samuel Goldwyn Productions, Inc.

Host John E. Peurifoy

HOLLYWOOD—Cinecolor and Film Classics were hosts at a buffet dinner at the Beverly Hills hotel September 29 honoring John E. Peurifoy, assistant secretary of state, attended by industry representatives and the press. Peurifoy is here from Washington for conferences with Joseph Bernhard, president of Cinecolor and FC, and Producer Sigmund Neufeld on technical details of "File 649, State Department," which Neufeld is making for FC release.

STUDIO PERSONNELITIES

Barnstormers

Universal-International

BUD ABBOTT and LOU COSTELLO headed for Buffalo to stage a four-day personal appearance at that city's civic auditorium.

Blurbers

Monogram

HANK FINE will handle the unit publicity chores on Windsor Pictures' "When a Man's a Man," being produced for Allied Artists release.

Tub-thumping chores on "Bad Boy," Paul Short's production for Allied Artists, will be handled by ROBERT FENDER under supervision of Louis S. Lifton, Monogram-AA publicity and advertising director.

RKO

MILT HOWE has returned to his publicity chores after a month's vacation.

Cleffers

Metro

The score on Mervyn LeRoy's "Little Women" has been assigned to ADOLPH DEUTSCH.

Paramount

The score for the forthcoming Betty Hutton vehicle, "The Broadway Story," will be written by FRANK LOESSER.

Loanouts

Republic

JANE RUSSELL has been borrowed from Howard Hughes to star with George Brent in "Montana Belle," historical western to be produced by Howard Welsch's newly organized Fidelity Pictures.

20th-Fox

Borrowed from Paramount, OLGA SAN JUAN has the second femme lead in the Betty Grable starrer, "The Beautiful Blonde From Bashful Bend."

Meggers

Columbia

Megging assignment on the Larry Parks vehicle, "Jolson Sings Again," goes to HENRY LEVIN.

GORDON DOUGLAS will direct "The Doolin Gang" for Producer Harry Joe Brown. Randolph Scott stars.

RAY NAZARRO has been assigned to direct "Laramie," next in the Durango Kid western series, which Colbert Clark will produce.

Metro

EDWARD SEDGWICK has been set to do the megging as well as to collaborate on the script of "Watch the Birdie," a Red Skelton comedy.

Monogram

WILLIAM BEAUDINE will direct "Charlie Chan in Mexico," toplining Roland Winters, for Producer James S. Burkett.

Producer Louis Gray has set LAMBERT HILLYER to direct the next Jimmy Wakely western, "Passage West."

Paramount

RICHARD HAYDN has been named to direct "Dear Wife," sequel to "Dear Ruth," starring William Holden and Joan Caulfield. Richard Maibaum produces.

Universal-International

Producer Will Cowan has signed NATE WATT to direct "Sun in the Sky" and "Cheyenne Cowboy," three-reel westerns starring Tex Williams.

Options

Columbia

VIRGINIA WELLES has been signed for the ingenue lead in "Make Believe Ballroom." Added to the cast were RON RANDELL and ADELE JERGENS.

Film Classics

Sigmund Neufeld signed NANA BRYANT and BARBARA WOODELL for roles in "File 649, State Department," which Peter Stewart directs.

Metro

PETER LAWFORD will have an important role in Carey Wilson's production of "Vespers in Vienna," directed by George Sidney.

Starring roles in Arthur Hornblow's production, "Conspirator," have been assigned to ROBERT TAYLOR and ELIZABETH TAYLOR. Victor Saville will direct, with filming to take place in England.

HERBERT MARSHALL joins the cast of the Margaret O'Brien starrer, "The Secret Garden," being directed by Fred Wilcox for Producer Clarence Brown.

Monogram

Radio Broadcaster ART BAKER has been signed for Windsor Productions' "When a Man's a Man," starring Rory Calhoun and Guy Madison. John Rawlins directs for Producers Julian Lesser and Frank Melford.

Producer Peter Scully completed the cast for "The Rainmaker" with the signing of MARY STUART to play the feminine lead. Additions are ROBERT EMMETT KEANE, EDNA HOLLAND, BARTON YARBOROUGH, LOIS AUSTIN, GEORGE NOKES, MARY FIELD, EARLE HODGINS, RUTH LEE, PATTY KING and LENNIE BREMEN. Jean Yarbrough directs.

Producer Paul Short has signed STANLEY CLEMENTS, JIMMY LYDON and TOMMY COOK for top supporting roles in "Bad Boy," toplining Lloyd Nolan, Jane Wyatt and Audie Murphy, with Kurt Neuman directing. JAMES GLEASON has been signed for a role.

CHRISTINE LARSON has been signed for the feminine lead in the Johnny Mack Brown starrer, "Hidden Danger." Ray Taylor directs for Producer Barney Sarecky. Added to the cast are MYRON HEALEY, MARSHALL REED, KENNE DUNCAN, BILL POTTER, BOYD STOCKMAN, MILT MORANTE, BILL BAILEY, CAROL HENRY, BILL HALE, STEVE CLARK and BOB WOODWARD.

Paramount

BILLY GILBERT has been assigned to "A Mask for Lucretia," toplining Paulette Goddard, John Lund and Macdonald Carey. Mitchell Leisen is megging for Producer Richard Maibaum.

OLIVE DEERING has been added to the cast of Cecil B. DeMille's "Samson and Delilah," starring Hedy Lamarr and Victor Mature. Joining the cast, JOHN MILJAN will portray the part of a money-grabbing Danite Elder.

LAURA ELLIOT, young studio newcomer, had her option lifted.

RKO

ROBERT BRAY will play a professional triggerman in "The Clay Pigeon," starring Bill Williams, Barbara Hale and Richard Quinn, a Sid Rogell production.

ROBERT YOUNG has been signed by Polan Banks Productions to star with Ann Sheridan in "Carriage Entrance."

Screen Guild

FRANK JENKS joins the cast of Lippert Productions' "Shep Comes Home," being produced by Ron Ormond.

20th-Fox

DEBORAH PADGET and GRIFF BARNETT join the cast of "Mother Is a Freshman," toplining Loretta Young and Van Johnson. Lloyd Bacon pilots for Producer Walter Morosco.

United Artists

RUTH ROMAN was handed a top supporting role in the Kirk Douglas starrer, "Champion," by Producer Stanley Kramer of Screenplays, Inc.



CABINET MEMBER FETED—Postmaster-General Jesse M. Donaldson (right) was honored guest at a luncheon given at Paramount by Henry Ginsberg, studio chief, as one of the highlights of Donaldson's trip to Los Angeles to attend a postal supervisors' convention.

P. S.—Maybe it's just a coincidence—but Paramount plans production of a film called "Dead Letter," dealing with the U.S. postoffice, to star Alan Ladd.

Universal-International

The role of Calamity Jane in "The Story of Sam Bass" has been assigned to YVONNE DE CARLO. George Sherman will direct for Producer Leonard Goldstein.

TED DE CORSIA will play a heavy in "The Life of Riley."

BARBARA STANWYCK has been signed for the title spot in "Gambling Lady," to be produced by Michel Kraike and directed by Michael Gordon.

Warners

JACQUELINE DE WITT has been signed for a secretary role in the Dennis Morgan-Jack Carson-Doris Day starrer, "Two Guys and a Gal," under the direction of David Butler for Producer Alex Gottlieb.

Veteran actor PAUL E. BURNS has been set to play a pioneer scout in William Jacob's production, "Montana," toplining Errol Flynn and Alexis Smith.

TITO VUOLO, Broadway character actor, was set for a key role in the Joan Crawford vehicle, "Flamingo Road," being directed by Michael Curtiz. BUNNY CUTLER has been ticketed for a role. BRIDGET BROWN, DOLORES CASTLE, PAT GLEASON, JAMES FLAVIN, DICK ELLIOT and DICK RYAN were added to the cast.

JOHN ARCHER and DOROTHY MALONE join the cast of the Joel McCrea-Virginia Mayo starrer, "Colorado Territory." Raoul Walsh directs for Producer Anthony Veiller.

Scripters

Columbia

FRANK PARTOS has been inked to write the screenplay of "Sirocco," with Charles Vidor producing and directing.

Humphrey Bogart's Santana Productions booked Cyril Hume to prepare the screenplay for "Tokyo Joe," adapted from an original by Steve Fisher.

Paramount

LENORE COFFEE has been signed to write the screenplay for "Honor Bright," an original by Jack Kirkland and Melville Baker.

Story Buys

Independent

"Next Door to Hell," an original by George Zuckerman and Don Castle about the Los Angeles "skid row," has been bought by Samuel Bischoff. Castle has been signed for one of the leads.

Metro

"The Skipper Surprised His Wife," a comedy by Commander W. J. Lederer about navy efficiency applied to the home, has been purchased as a possible Van Heflin starrer.

Republic

"Flaming Fury," a semidocumentary based on the files of the arson bureau of the Los Angeles fire department, scripted by John K. Butler, has been assigned to Associate Producer Sidney Picker.

An original screenplay by Robert Williams, "Sheriff of Wichita," has been acquired and assigned to Producer Gordon Kay as the next Allan "Rocky" Lane vehicle.

20th-Fox

"Fairy Gold," by Gerald Kersch, was purchased as a Walter Morosco production and is being scripted by Wanda Tuchock. It concerns a young married couple hoaxed into believing they have inherited a fortune, and the complications which ensue when they embark on a three-day spending spree.

Technically

Columbia

Art director WALTER HOLSCHER has been assigned to the new Larry Parks vehicle, "Jolson Sings Again."

Producer Robert Lord has signed JASON LINDSEY, former general manager of the Ernie Pyle Theatre in Tokyo, as technical adviser on Humphrey Bogart's Santana Production, "Tokyo Joe."

Metro

PAUL ELBOGEN, specialist in historical art and research, has been signed as technical adviser on "The Great Sinners." Cameraman on the Ava Gardner-Gregory Peck starrer will be GEORGE FOLSEY.

ROBERT PLANCK takes over the photographic chores on Carey Wilson's production, "Vespers in Vienna."

Assistant director on "The Secret Garden" will be JACK GERTSMAN. RAY JUNE will lens for Producer Clarence Brown.

SID SIDMAN and PAUL GROESSE have been assigned as assistant director and art director, respectively, for Jack Cummings' production, "The Story of Monty Stratton." DAVE FRIEDMAN has been assigned as unit production manager and HAL ROSSON set as cameraman.

JOE RUTTENBERG will lens the Greer Garson starrer, "Forsyte Saga."

Monogram

Crew assigned to the Johnny Mack Brown starrer,

"Hidden Danger," includes EDDIE DAVIS, assistant; HARRY NEUMANN, camera; BUDDY MYERS, sound, and JOHNNY FULLER, cutter.

Film editor RICHARD CAHOON has been assigned to "When a Man's a Man," toplining Rory Calhoun and Guy Madison.

RKO

JOE BOYLE has been inked as assistant director to Irving Reis on Samuel Goldwyn's "Roseanna McCoy," starring Farley Granger and Joan Evans.

Republic

JOHN GRUBBS has been assigned as assistant director on Gordon Kay's production, "Renegades of Sonora."

Art director assignment on "Belle Starr and the Daltons" goes to FRANK ARRIGO.

20th-Fox

Film cutter J. WATSON WEBB was reoptioned for another year.

Universal-International

EMRICH NICHOLSON and RICHARD RIEDEL were assigned as art directors on "The Amboy Dukes," and "Calamity Jane and Sam Bass," respectively.

Warners

ZOLLEY LERNER has been assigned as dialog director on the Michael Curtiz production, "Flamingo Road," produced by Jerry Wald and directed by Michael Curtiz.

Title Changes

Metro

Jack Cummings' production, "The Story of Monty Stratton," has been retagged THE STRATTON STORY.

Monogram

COURTIN' TROUBLE is the release title for the Louis Gray production, "Headin' for Trouble," starring Jimmy Wakely with "Cannonball" Taylor.

RKO

"Tarzan's Fountain of Youth" will be released as TARZAN'S MAGIC FOUNTAIN.

Awards Group Changes Scientific Procedure

HOLLYWOOD—In order to allow time for filing of counterclaims as to originality of the items submitted for nomination, a major change in nominations procedure for scientific and technical awards in the upcoming Academy awards event has been approved by the awards committee.

Decision was made to publicize nominations in advance of demonstrations and voting by the committee on awards for devices, methods, formulae, discoveries or inventions of special and outstanding value actually employed in the industry.

The awards committee comprises Sidney P. Solow, chairman; John Aalberg, John Boyle, Farciot Edouart, Ferdinand Eich, Ernest Haller, William Horning, Stanley Horsley, G. Carleton Hunt, Frederick G. Richards, John Roche, Joseph Ruttenberg, Gordon Sawyer, Rudolph Sternad, Walter Strohm, Byron Vreeland and Wallace V. Wolfe.

W. C. Lewellen Named

LOS ANGELES—J. Walter Thompson Co. has announced the appointment of W. C. Lewellen as director of public relations in the company's Los Angeles and Hollywood offices. Lewellen will continue to direct JWT's motion picture advertising department activities in Hollywood, Los Angeles and New York.

New Contract for Farrow

HOLLYWOOD—John Farrow celebrated his tenth anniversary as a director by signing a new long-term ticket at Paramount. His next assignment will be "The Broadway Story," Betty Hutton starrer which Robert Fellows will produce.

Spearheads

By IVAN SPEAR

SHOWMEN throughout the country, if they follow that part of the public prints devoted to news of Hollywood and/or have time for Saturday radio listening, already know something about the Lou Costello jr. Youth Foundation.

Established something more than a year ago in Los Angeles' teeming east side, amid a heavy manufacturing area, the foundation covers three acres of ground and includes $350,000 worth of such equipment as a swimming pool, game courts, skating rink, medical clinic, snack bar, clubrooms and everything else needed to keep active adolescents off traffic-laden streets and out of mischief.

The whole thing came about as the result of personal tragedy. It is a living memorial to rotund Costello's baby, Lou jr., who was drowned on his first birthday. The comedian and his partner, Bud Abbott, built the plant out of their stage, screen and radio earnings and at present are bearing the major portion of the foundation's annual $80,000 operating cost. The project is run on a self-governing basis, supervised by Abbott and Costello and a coterie of civic, municipal and religious leaders including attorneys, judges, Police Chief C. B. Horrall and Sheriff Eugene Biscailuz.

As far as the kids are concerned, everything is for free—and there are no racial or religious barriers.

As an adjunct to the foundation—and probably more responsible than anything else for familiarizing the public with the venture—is the Abbott and Costello Kid show, broadcast every Saturday morning as a sustaining program on the coast-to-coast network of the American Broadcasting Co. On that airer, the clown princes of screen and radio present the listening audience with a half hour of wholesome humor and humanity which, in many opinions, constitutes a more enjoyable ether program than does their regular, sponsored weekly broadcast. It's an audience participation show with youngsters selected at random from the studio guests supplying the unrehearsed material. Costello functions as master of ceremonies and, in performing his chores, demonstrates an understanding of and love for kids that is both engrossing and heart-warming.

A. & C. contribute their time and talent to the show, as does everyone else who works thereon—musicians, scripters, technicians and guest stars. The piece de resistance is the awarding each week of approximately $1,000 in prizes to the youngster somewhere in America who is selected for an outstanding act of distinguished citizenship. Like the foundation itself, the Kid show was conceived and is designed fundamentally for the purpose of combatting spreading juvenile delinquency.

Now, to crystallize their activities in that field and to further familiarize the public therewith, Abbott and Costello have made a documentary short, titled "10,000 Kids and a Cop." Produced by Edward Nassour and Dave Garber of the Nassour studio, the subject has an introductory commentary by Jimmy Stewart. Bill Bendix appears as the cop and also in the cast are Brenda Joyce and A. & C. themselves. Music is supplied by Jan Garber and his orchestra, while Charles Barton, who pilots most of the Abbott-Costello comedies for Universal-International, directed the briefie.

All talent and technical contributions were made without remuneration and their efforts brought forth an ingratiating, highly-entertaining and thoroughly informative 12 minutes of screen fare, which is unusually praiseworthy for both its warm humanness and for the subtle preachment of tolerance and decency which it imparts.

The plan is to make the subject available to every exhibitor in the country without cost. And there is no theatre that cannot play the film without pride and confidence that audiences will enjoy it. In fact, it becomes the duty of public-spirited showmen to accord playing time to the short. By so doing, they will not only demonstrate their good citizenship but will be contributing their respective bits toward fighting the juvenile delinquency which probably has inconvenienced and cost the exhibition end of the motion picture industry more than any other line of business. So the exhibition of "10,000 Kids and a Cop" can be considered both public-spirited and profitable.

Only fly in the ointment at this writing is the fact that to date no releasing channel has been established for the subject. Several major distributors are considering taking on the releasing chore. The one that latches onto it, like the exhibitors who play it, will rate a bow for its donation to a better America and a better motion picture industry.

→

Double bill at the Gilmore Drive-In:

THE DUDE GOES WEST
16 FATHOMS DEEP

At which point the Dude's hat should have been floating.

→

The pinnacle in double-negative journalism:

"If any of the other columnists shows up with a scoop on Loretta Young in the next couple of weeks, we'd like you to remember that we knew it first, but were afraid to print it for fear of a denial."—Jim Henaghan, subbing for Edith Gwynn.

→

Lassie, MGM dog star, has been made honorary chairman for National Dog week, and was to be guest of honor at a Los Angeles luncheon where other famous screen dogs were to be present.

Bones from Ciro's for the menu, no doubt.

→

Donald Nelson, one-time head of the War Production Board and former president of the Society of Independent Motion Picture Producers, has switched from motion pictures to an executive spot as vice-president of Mission Pak, an outfit which ships fruits and nuts throughout the world.

From stuffed shirts to stuffed fruit.

Enterprise Gives Up Its Sherman Lease

HOLLYWOOD—In line with the company's intention, as announced earlier, of suspending all production activities for an "indefinite period," Enterprise is giving up its lease on Harry Sherman's California studio effective October 3. David L. Loew-Charles Einfeld company, which has occupied the lot for more than two years, will continue to maintain office space there until an official decision has been reached on the unit's future plans.

Improvements including a new sound stage, dining room, bungalows, cutting rooms and other additions constructed during the Enterprise regime will revert to Sherman under terms of settlement of the lease.

Sherman plans to operate the plant as a rental lot and as headquarters for his own production unit, which has a United Artists release for one picture.

Enterprise has been operating for the past several weeks with a skelton crew of executives and production personnel. It recently delivered three pictures to Metro and has one more to make for distribution by that company.

Glamor Treatment Set For 'Belinda' Premiere

HOLLYWOOD—First formal premiere in the house in more than two years, "Johnny Belinda" will be given the glamor treatment when it opens at the Warner Hollywood Theatre October 14. An invitational list of 500 industry luminaries will don black ties and ermine for the event, to be staged to the accompaniment of a radio broadcast, bleachers for the autograph hounds and other standard accoutrements. Last picture to make its debut in the showcase under such circumstances was "Night and Day," which opened there in August 1946.

* * *

"MacBeth," produced for Republic release by Orson Welles and the Charles K. Feldman group, will be world premiered in Boston October 7 and thereafter will be screened on a two-a-day basis.

NBC Gets British Films For Video Transmission

HOLLYWOOD—Acquisition of a group of features produced in Britain by English Films, Inc., and obtained by Jerry Fairbanks Productions for exclusive television distribution by NBC was disclosed at the network's annual convention in Sun Valley, Idaho. Video rights to 35 Hopalong Cassidy sagebrushers starring William Boyd also were acquired by the network. The Cassidy deal was set with Toby Anguish of Television Producing Corp., and gives NBC the video rights for three years.

Screen 'Jungle Patrol'

HOLLYWOOD—"Jungle Patrol," produced by Frank Seltzer for 20th Century-Fox release, was given a special screening as a highlight of the Air Force Ass'n national convention in New York. Guests included Gen. Dwight D. Eisenhower, Gen. James Doolittle and Air Secretary Symington.

Executive Travelers

West: Here for executive conferences anent production plans, general company policies and campaigns to be set up for new releases are Albert Warner, vice-president and treasurer of Warner Bros., Samuel Schneider, also a vice-president, and Ben Kalmenson, sales chief. They are conferring at the Burbank studio with Harry M. and Jack L. Warner, Mort Blumenstock, advertising-publicity chief, and Alex Evelove, studio publicity director.

* * *

East: Harold Mirisch, vice-president of Allied Artists, headed for New York for conferences with eastern AA officials on release plans for two upcoming pictures.

* * *

East: Joseph Hazen, president of Hal Wallis Productions, accompanied by his wife and family, left for New York after spending the summer in Santa Monica. Their home is in Manhattan.

* * *

West: Russell Holman, who heads Paramount's eastern production activities, came in for studio parleys, planning to remain about a week.

* * *

West: William Hebert, Samuel Goldwyn's director of publicity and advertising, returned from a two-week combined business and vacation trip to New York and Massachusetts.

* * *

East: Producer Harry Sherman headed for Manhattan to discuss financing and release for a new program of pictures which he is now readying. Sherman is taking over active operation once more of the California studios, lease on which has been canceled by Enterprise after more than two years on that lot.

* * *

East: Paul MacNamara, public relations director for David O. Selznick, was among Hollywood industry representatives attending the national convention of the Theatre Owners of America in Chicago. MacNamara outlined to TOA delegates a proposed new public relations program, cost of which would be defrayed by production, distribution and exhibition branches.

Jet Aircraft Theme Of Two Stories

Hollywood—Film master-minds suddenly have discovered that stories about jet aircraft are hotter than the gas-turbine engines which propel the speedy craft. Shortly after Howard Hughes, the big wheel at RKO, announced the purchase of "Jet Pilot," a story by Robert H. Andrews, Paramount bobbed up with the disclosure that it has scheduled "Wings of the Navy," a story about jet pilots.

The Paramount entry will be produced by Robert Fellows and directed by John Farrow. Fellows has already checked out for Washington to confer with government and navy officials on the project.

Equitable Corp. Formed As Production Unit

HOLLYWOOD—Added to the list of independent production units is Equitable Pictures Corp., organized by Everett and Robert Riskin. The former has wound up a seven-year ticket as a Metro producer and will devote full time to the new company.

Robert Riskin additionally heads an independent setup at RKO, with which Equitable is not connected.

The new company's first picture will be "Half an Angel," comedy fantasy based on an original by George Carlton Brown, rights to which were purchased from Metro. No distribution deal has been set.

Form Independent Unit To Film French Novel

HOLLYWOOD—Formation of a new independent production unit has been completed by Richard Vernon and Joe Steele, with plans to film "The Debt Collector," based on a French novel by Maurice Level. It will be produced as "Deadlock" for an unannounced release.

Steele for several years has been Ingrid Bergman's personal representative. Vernon was last associated with Norma Productions —the Burt Lancaster-Harold Hecht company —in the making of "Kiss the Blood Off My Hands" for Universal-International distribution.

'Task Force' to Cameras Soon; Gary Cooper Stars

HOLLYWOOD—Starring role in Warners' "Task Force," to be produced by Jerry Wald and directed by Delmer Daves, goes to Gary Cooper. The Technicolor history of U.S. naval aviation will go before the cameras next month, with background footage to be picked up in Hawaii, Midway, Guam, Okinawa and other Pacific areas. Liaison officer for the navy is Capt. James E. Dwyer, retired, with Capt. S. G. Mitchell set to serve as technical advisor.

26 TV Films Completed

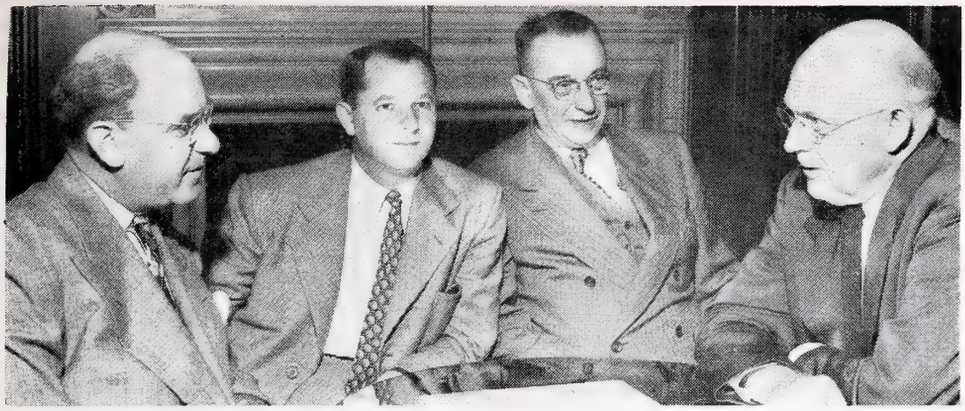
HOLLYWOOD—Completion of 26 video film programs in Producer Jerry Fairbanks' Television Closeups series for NBC, and first sale of the group to WBAP-TV in Fort Worth, Tex., was disclosed by Sidney Strotz, NBC vice-president.

Install New Altec Speakers

SAN FRANCISCO—Altec Lansing Voice of the Theatre loudspeaker systems have been purchased by the following theatres: the Grand at San Francisco; The Regent, Star and Brooklyn, Los Angeles; Capitol, Glendale; Rita, Vallejo; Maribel, Weott; Santa Barbara Library, Santa Barbara; Roxy, Long Beach; Meralta, Downey; Kern Co. Union high school, Bakersfield; Paramount, Los Angeles; Variety, Akron, Colo.; New, Cortez, Colo.; Granada and Federal at Denver; the New at Manos, Colo.; the Royal, Laurel, Mont., and the Pix at Clarkston, Wash.

Tatum, N. M., Theatre to Seat 750

TATUM, N. M.—Excavation work was begun recently on the new Blankenship Theatre, located on the Roswell highway here. The building will be rushed to completion and will have a 750-seat capacity.



AT REALART CONVENTION—Red Jacobs, San Francisco, Seattle and Portland; Sam Decker, Los Angeles; Harry Price, San Francisco, Seattle and Portland, and H. V. George, Kansas City and Omaha, pictured at the first Realart annual convention. At the national session it was decided to appoint a committee of nine franchise holders representing all parts of the country for the purpose of determining exhibitor needs and cementing relations between distributor and exhibitor. The final group of 12 pictures for the 1948-49 season also was selected.

SEATTLE

Jack Gregory, northwest district manager for Altec, will go to Los Angeles; Bruce Mewborn, Seattle manager, will go to Cincinnati, and E. R. Holcomb and John Briggs will remain here as service engineers when Altec discontinues its local branch . . . Tom and Marion Shearer went to St. Louis to attend the Theatre Equipment Manufacturers Ass'n show . . . Archie Holt left as salesman for Paramount at Portland and joined U-I in the same capacity.

Sam Shirley, now on special assignment for MGM, conferred with Sam Davis, local manager . . . Graham Kislingbury, U-I exploitation representative from San Francisco, was busy here on the campaign for "The Saxon Charm," which is opening at the Paramount . . . J. T .Sheffield returned from a swing through Illinois, Michigan, Virginia, Louisiana and other points in his new car . . . The gasoline shortage, brought on by the tanker strike, is being felt hard here but not enough yet to make any difference in theatre grosses.

Dick Brill and Bob Goodfried, EL exploiteers, have been busy on "Northwest Stampede," scheduled for the Orpheum. One of their stunts was a special preview showing for the Junior Safety patrol, school traffic group . . . Doris Lee Hoice replaced Gladys Erickson, who resigned, in the Saffle Theatre Service office staff . . . W. E. Calloway, UA's district sales manager, came in for conferences with A. J. Sullivan, branch head.

Bing Crosby, Ray Milland and Marilyn Maxwell were stars who passed through town on their way to Vancouver, B. C., for personal appearances . . . John Danz, Sterling circuit president, returned from a Los Angeles visit . . . William Stahl, general sales manager for Theatre Specialty, stopped by on his way from Los Angeles to St. Louis for the convention . . . Among exhibitors to visit Filmrow during the week were Fred Estelman, Cle Elum; Ray Graham, Elma; Peter Barnes, Chelan; Les Allen, Tacoma; Henry Mullendore, Auburn, and Francis Glanfield, Tacoma.

Glendale Alex Reopened With Special Preview

GLENDALE, CALIF.—Severely damaged by fire several weeks ago, Fox West Coast's Alex Theatre reopened recently with elaborate ceremonies including a special preview, klieg lights, a radio broadcast and guest appearances by film luminaries including Kay Kyser, Roddy McDowall, Lois Butler, Una Merkel, Chris-Pin Martin, Bobby Jordan, Eric Blore, Meg Randall, Michael North and Marilyn Maxwell.

A. J. Haveles Last Rites; Manager of 2 Theatres

MONTEBELLO, CALIF.—Andre J. Haveles, manager of the Lyric in Monrovia and the Ritz in Pasadena, died recently and was buried in Forest Lawn Memorial park. He was 36 years old and was prominent in fraternal and civic affairs. Surviving are his wife Rula, a son John and a daughter Andrienne.

Phil Perry Is Operator Of Gem at Saco, Mont.

SACO, MONT.—Phil Perry of Malta has taken over operation of the Gem Theatre here after purchasing it from Elmer Feigel of the Malta Music Center. Perry said he planned to remodel the front and lobby of the Gem soon.

Anita Colby to Start Own Firm

HOLLYWOOD — Effective December 1, Anita Colby has resigned as an exploitation-publicity executive at Paramount and will launch her own enterprise, Colby, Inc., backed by a New York financial house. She will specialize in film promotion and exploitation.

Competition Date in Sight

ANTIOCH, CALIF.—The Stamm Theatre being built here at Tenth and G streets is due to be completed within a few months.

Showmanship Prizes Given Two Managers

SAN FRANCISCO—The Charles P. Skouras certificates for outstanding showmanship in the northern and southern California districts were presented to two managers at a divisional meeting held in connection with the end of the annual showmanship drive.

Joseph Pietroforte, manager of the Ritz in Hanford, Calif., was given the award for the northern California district and C. M. Meiklejohn, manager of the Fox Redlands at San Bernardino, got the southern California award.

Louis Ebert to Manage Redmond, Ore., Houses

REDMOND, ORE.—Louis Ebert, who recently purchased a part interest in the two Odem theatres here, will take over active management of the houses under the supervision of Mr. and Mrs. Milton L. Odem. The Odems will spend about half their time in Lewiston, Ida., looking after business interests of Odem's parents.

The Odems first came here in 1929 when they purchased the Hiway Theatre, a silent film showcase, from J. G. McGuffie. In December of that year they remodeled the theatre to introduce sound pictures and five years later the Hiway was again remodeled and renamed the Mayfair.

They opened the Odem in 1937 but showed pictures only on Saturday and Sunday until ten years later when a remodeling job preceded a new schedule. Mrs. Odem ran the theatres during the war while her husband was in the army signal corps.

As a hobby the Odems breed Palomino horses on their farm one-half mile north of Redmond.

C. S. Papandrew Is Named Venice, Calif., Manager

SAN PEDRO, CALIF.—C. S. "Pappy" Papandrew, manager of the Fox Strand here for the last two years, has been named manager of FWC's Venice Theatre in Venice, Calif. He was succeeded here by Harry Bushmaier, who was transferred from the Avalon in Wilmington.

Papandrew joined the Fox organization in San Diego after 18 months service in the coast guard. He has been in theatre business since 1928 and prior to entering the coast guard he managed a theatre in Erie, Pa.

Ventura Blvd. Contract Let

VAN NUYS, CALIF.—A contract has been awarded for construction of a theatre building at 15,053 Ventura Blvd., in suburban Los Angeles for Philip Lang and Nellie D. Lang. The reinforced concrete block structure will be 50x120 feet in area, and will cost $57,000. Designed by William O. Brock and Jack Holt, of Sherman Oaks, Calif., the project will be erected by the T. I. Swimmer Co. of Los Angeles.

Buy Beach, N. D., Theatre Snack Shop

BAKER—Mr. and Mrs. Ed Scheuffele and Mr. and Mrs. Harry Bell jr., have purchased the Theatre Snack shop in Beach, N. D. The Bells will be the active operators.

London Report

By JOHN SULLIVAN

FURTHER DEVELOPMENTS are reported in the British government's plan to finance independent film production in Britain. John Belcher, parliamentary secretary to the Board of Trade, announced in the house of commons the names of the men who will form the board of the Film Finance Co., which has been set up by the government to administer the $20,000,000 dollars which they are prepared to advance to independents.

The five men are J. H. Laurie, chairman and managing director of the company, who is the general manager of the Industrial and Commercial Finance Corp.; Nicholas Davenport, playwright and stockbroker, who was responsible before the war for finding the money with which Gabriel Pascal made "Pygmalion" and "Major Barbara," and was later financial advisor to Korda; S. J. Pears, an accountant; C. H. Scott, an attorney-at-law and R. J. Stockford, who was a member of the commission which went to Prague in 1938. These men will be responsible for issuing government money to those independents who cannot find finance in the city.

At the same time, a minor sensation was caused by something which has been obvious for a long time, but which came to light officially last week. Prominent among the nominal independents is the British Lion group of companies which are controlled by Sir Alexander Korda and it was no secret that they were in the market for some of the finance. British Lion has called an extraordinary general meeting of its shareholders to take place on October 12 so that they may consider an alteration in the companies' articles of association which will enable them to borrow $8,000,000 from the government for production. In the circular sent to shareholders giving this news, the directors state that they believe that a number of independent producers will wish to take advantage of the government loan and "this ought considerably to increase the volume of the company's business, to finance which the company plans to raise long-term loan capital by borrowing securities from the government corporation."

British Lion distributes all Korda product which includes the films of some independents who produce at his studios and with finance provided by him, and their balance sheet for last year shows a very satisfactory net profit of $840,876 after creating a reserve of $100,000.

As stated before in this column, it is unlikely that the finance provided by the government will lead to a big increase in independent production outside of the three large groups, Korda, ABPC and Rank, since it will still be necessary to obtain a distribution deal through one of the large circuits before the production of a picture can be economic. The Finance Act should, however, have some effect on British independent production which is, at the moment, at the lowest ebb ever with only one production on the floor that is not tied in some way or another to one of the companies controlling the circuits.

* * *

DETAILS WERE GIVEN last week of appointments in the new Circuit Management Ass'n, which has been set up by Rank to administer jointly the Gaumont and Odeon circuits. G.F.R. Marshall is named as the administrator of CMA—a surprise appointment, for he is not well known outside of the Rank organization. He was an accountant employed by Odeon who joined them just before the war and after climbing steadily was appointed secretary of the J. Arthur Rank Organization last year. The booking controller is Richard Hamer and serving under him will be Dave Turner, who will look after bookings for Odeon, and W. Cox, who will handle GB. The job of handling GB and Odeon Children's clubs, which are considered by Rank to be one of the most important sections of his organization, will be taken over by E. McQuaid, who formerly held the job at Odeon, and he will have as his assistants H. G. Hutchinson (Odeon) and E. J. Forsyth (GB). The publicity controller for the group is G. R. Young.

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SOME TIME BACK MENTION was made in this column of a system of film production, which had been adopted on an experimental scale by Rank and known as the independent frame method. Because an extensive use is made in this system of photographic backings the opinion of most producers is that it is merely an adaption of back projection. That there is more to it than that is evident by the fact that one complete stage at Rank's Pinewood studios has been converted for use by this system and a company, Aquila Productions, formed to produce pictures by the system. Basically, it is making pictures by assembly line methods and if the first four or five productions are successful Rank estimates that he can save up to one third or more of his production costs on each picture. The first one to be made by independent frame was a children's picture called "Under the Frozen Falls," which was directed by Darrel Catling. This went out through the children's clubs and got a very good reception. Now the new company, Aquila, has four in production by the I.F. process, the first, "Warning to Wantons," which is based on a best-seller, is actually on the floor and stars David Tomlinson, Sonja Holm and Anne Vernon, and the second, third and fourth are in active preparation with units out of each picture shooting exteriors with doubles which is an essential part of the I.F. technique.

* * *

TAKING OVER FROM the record-breaking "Oliver Twist" at the Odeon, Marble Arch, is Paul Soskin's first postwar picture, "The Weaker Sex," which he has prodced for Two Cities. The picture is directed by Roy Baker and stars Ursula Jeans, Cecil Parker and Joan Hopkins. It is based on a hit play which was popular in London a year back.

The picture tells a perfectly straightforward story of a British housewife's life from D-Day in 1944 to the present time. Ursula Jeans plays the charming but harassed Martha who lives in the much-bombed town of Portsmouth and cares for a family of service people consisting of her dead husband's friend, who is an admiral in the royal navy, her two daughters who are serving with the women's branch of the navy and a young soldier who is billeted on her. There is no story in the accepted sense of the word. It is rather a pleasant, easygoing chronicle of the lives of a pleasant, easygoing family. There is a slight thread of story, it is true, in that one of the daughters is married to a young naval officer who is serving on the same ship as her brother, and the other daughter is in love with the young soldier who refuses to marry her until the war is over, but on this slender peg Paul Soskin and Roy Baker have hung a multitude of trifling incidents in the life of a housewife which certainly will delight British audiences and may possibly interest those overseas. There is a little too much library material incorporated in the picture in the form of stock shots of the invasion of Europe and the flying bomb raids, but this fault itself might add to the interest of the U.S. customers. Lack of names means that the picture certainly will not gross a large amount in the American market, but, as stated above, it should have a decided appeal to the more intimate type of theatre and to the art houses. It might be summed up in the words of a trade viewer who was present at the first showing and who said "this is the first British film for some time which I don't need to be a psychiatrist to understand or appreciate."

* * *

DUE FOR A CHARITY PREMIERE next month is the first of the productions of Filipo Del Giudice's Pilgrim Pictures, which was formed last year after his breakaway from Rank. This is the Boulting brothers production, "The Guinea Pig," which was completed recently at MGM British studios.

The charity chosen to benefit by the premiere is the Actors Orphanage, which is maintained by the theatrical and film professions in this country for the children of actors who have fallen on hard times. The president of the orphanage is Noel Coward, who was present at a little party last week held to announce the premiere and who thanked Del Guidice for his nomination of the orphanage as the most worthy charity to benefit. In a little speech of reply Del Giudice paid a tribute to Coward by saying that he was personally responsible for the inception of the idea which led to the making of "In Which We Serve," the first of the Del Giudice prestige pictures under the Two Cities banner.

The second Pilgrim picture is now being shot in Italy and is a Peter Ustinov production titled "Private Angelo" and based on the novel by Eric Linklater. It will be distributed by Pathe pictures but will be made at the Associated British studios at Elstree.

Gerald Mayer to Brazil To Settle New Dispute

NEW YORK—Gerald M. Mayer, managing director of the Motion Picture Ass'n of America international department, has flown to Brazil to patch up a new disagreement between the government and distributors.

Details of the new regulations enforced by the Brazil Central Price Control commission were not given out here following a Motion Picture Export Ass'n meeting presided over by Francis Harmon, vice-president. It was simply stated that the regulations would "severely penalize" member companies by subjecting them to "harsh business conditions, including film rentals."

Mayer returned from France only recently after spending three months sitting in on the negotiations for modification of the Blum-Byrnes agreement.

Thrillers Take Top Los Angeles Money

LOS ANGELES—Just to prove there's no accurate yardstick as to what the public wants in the way of film entertainment at any given time, two psychological chillers racked up top grosses in the opening stanzas of their local first runs. Comedies, both in the newcomer and holdover categories, ran far back in the field as "Sorry, Wrong Number" grabbed the winner's position at 160 per cent and "Rope" placed with a 140 per cent rating. The best a rib-tickler could do was 125 per cent, that being carded by "A Southern Yankee."

(Average Is 100)

Belmont, Culver, El Rey, Orpheum, Vogue—**The Olympic Games of 1948** (EL); **In This Corner** (EL) 100
Chinese, Loyola, State, Uptown, Carthay Circle—**Mr. Blandings Builds His Dream House** (SRO); **Joe Palooka in Winner Take All** (Mono), 2nd wk. 100
Guild, Iris, Ritz, Studio City, United Artists—**Larceny** (U-I); **The End of the River** (U-I), 2nd wk. 90
Downtown, Hollywood Paramounts—**Sorry, Wrong Number** (Para); **Sons of Adventure** (Rep) 160
Egyptian, Los Angeles, Wilshire—**A Southern Yankee** (MGM) 125
Four Music Halls—**So This Is New York** (UA), 2nd wk. 100
Pantages, Hillstreet—**Rachel and the Stranger** (RKO) 115
Four Star—**So Well Remembered** (RKO), 2nd wk. 90
Warners' Downtown, Hollywood, Wiltern—**Rope** (WB) 140

'Triple Threat' Grosses 200 In San Francisco

SAN FRANCISCO—The pigskin epic filmed in California's own Rose Bowl brought top honors of the week to the Orpheum for its dual bill of "Triple Threat" and "Walk a Crooked Mile." The percentage rose to 200 on the two. Second best of the week was "The Babe Ruth Story" at the Paramount, carding 150.

Esquire—**Mr. Peabody and the Mermaid** (U-I); **Lady at Midnight** (EL), 2nd d. t. wk. 90
Fox—**The Luck of the Irish** (20th-Fox); **Jinx Money** (Mono) 110
Golden Gate—**Good Sam** (RKO); **The Golden Eye** (Mono), 3rd wk. 105
Orpheum—**Walk a Crooked Mile** (Col); **Triple Threat** (Col) 200
Paramount—**The Babe Ruth Story** (Mono); **Music Man** (Mono) 150
St. Francis—**Canon City** (EL), 3rd wk. 85
State—**Wings Over Honolulu** (U-I); **Corvette K-225** (U-I), reissues 100
United Artists—**Hollow Triumph** (EL), 2nd wk. 100
United Nations—**Mr. Blandings Builds His Dream House** (SRO); **Who Killed "Doc" Robbins** (UA), 5th d. t. wk. 90
Warfield—**Forever Amber** (20th-Fox); **Daredevils of the Clouds** (Rep) 110

'Venus,' 'Gentleman' Get Top Gross In Denver First Runs

DENVER—"One Touch of Venus" coupled with "Gentleman From Nowhere" earned top money of the week at the Denver with 175 and did fine at the Esquire with 140 and the Webber at 125. "Sorry, Wrong Number" garnered 150 per cent at the Denham to gain a holdover week.

Aladdin—**That Lady in Ermine** (20th-Fox); **The Golden Eye** (Mono), 3rd d. t. wk. 125
Denham—**Sorry, Wrong Number** (Para) 150
Denver, Esquire, Webber—**One Touch of Venus** (U-I); **Gentleman From Nowhere** (Col) 147
Orpheum—**Rachel and the Stranger** (RKO); **Shed No Tears** (EL), 2nd wk. 80
Paramount—**The Babe Ruth Story** (Mono); **The Hunted** (Mono), 2nd wk. 150
Rialto—**Tap Roots** (U-I); **Fighting Back** (20th-Fox), 5th d. t. wk. 100

'Tap Roots' Tops in Portland With 120 Per Cent

PORTLAND—Grosses were disappointing in several instances but on the whole they stood near average. "Tap Roots" led the parade at the Broadway with 120 and "Two Guys From Texas" at the Music Box came in second with 110.

Broadway—**Tap Roots** (U-I); **Train to Alcatraz** (Rep) 120
Mayfair—**Forever Amber** (20th-Fox); **Assigned to Danger** (EL) 100
Music Box—**Two Guys From Texas** (WB); **The Big Punch** (WB), 2nd d. t. wk. 110
Orpheum, Oriental—**The Babe Ruth Story** (Mono); **The Music Man** (Mono) 100
Paramount—**Blood and Sand** (20th-Fox); **I Wake Up Screaming** (20th-Fox), reissues 90
Playhouse—**The Luck of the Irish** (20th-Fox); **The Great John L.** (UA), 3rd d. t. wk. 90
United Artists—**For the Love of Mary** (U-I) 90

Seattle Grosses Higher As Weather Cools

SEATTLE—"Mr. Blandings Builds His Dream House" opened with a loud 160 at the Fifth Avenue to set the pace for the town. Other offerings held up well as the weather turned cooler.

Blue Mouse—**Two Guys From Texas** (WB); **Embraceable You** (WB), 2nd d. t. wk. 125
Fifth Avenue—**Mr. Blandings Builds His Dream House** (SRO); **Money Madness** (FC) 160
Liberty—**Easter Parade** (MGM), 6th wk; **Thunderhoof** (Col) 110
Music Box—**The Luck of the Irish** (20th-Fox); **The Winner's Circle** (20th-Fox), 2nd d. t. wk. 100
Paramount—**Tap Roots** (U-I); **Who Killed "Doc" Robbin?** (UA) 130
Orpheum—**The Time of Your Life** (UA); **Devil's Cargo** (FC) 120
Music Hall—**Forever Amber** (20th-Fox); **Blonde Ice** (FC) 90
Palomar—**Commandos Strike at Dawn** (Col); **The Invaders** (Col) 85

Remodeled Seattle House Is Reopened to Public

SEATTLE—The Green Lake Theatre here, originally opened to the public in 1937, has been reopened after having been closed several weeks for remodeling and redecorating.

In addition to installation of a new front, the theatre has been completely redecorated. New carpeting has been laid, and new projection equipment installed. L. O. Lukan is manager of the house.

Completion Due in 90 Days

LOS ALTOS, CALIF.—Officials of the Los Altos Theatre Co. said recently that they hoped to have the new motion picture theatre they are building here completed within 90 days. S. D. Weisbaum, company official, said that it might take another month to install furnishings and equipment. The 500-seat theatre will face on Main street and will cost about $150,000. William B. David of San Francisco is architect for the showcase.

Kids and Popcorn Barred In Judge's New Theatre

Indio, Calif.—L. A. Pawley, Indio's pioneer township judge, likes children, but not in his new motion picture theatre. Consequently when Pawley opened the theatre recently he charged regular adult admissions for all youngsters, insisted that they be accompanied by an adult, and barred popcorn from the auditorium.

Pawley explained his action by saying, "this is a theatre, not a circus." He said that when youngsters got to high school age they were old enough to enter his theatre unaccompanied.

"When they're old enough to come in quietly and enjoy an adult film without disturbing other patrons and without running out into the lobby to buy popcorn every two minutes, they can come in. And then they'll pay full price at the boxoffice," Pawley said.

From the BOXOFFICE Files

* * *

(Twenty Years Ago)

PEACE has settled down on Denver filmdom for another year with the signing of a new contract for wages and working conditions by Local 7 of the Denver Theatrical Stage Employes and the Denver Amusement Protective Ass'n No. 20, with the Denver Theatrical Managers' Ass'n. The latter is composed of managers of the Colorado, Denham, Empress, Elitch's Gardens, Orpheum, Broadway, Plaza and Isis theatres. Slight increases in salaries were granted and some improvements in working conditions.

* * *

For the second time in a year, the Sarah Theatre in Canon City, Colo., was damaged by fire. The damage this time is believed to be about $1,000. The blaze originated in a rubbish fire in the alley. Plans were under way to open the theatre after remodeling and reconstruction from the former fire in January. It is believed this fire will not delay the opening.

* * *

J. A. Conant has been appointed manager for Tiffany-Stahl productions in Denver, succeeding S. B. Rahn, who resigned to become manager for Columbia Pictures in Denver . . . Lynn C. Dunham will operate the Meeker Theatre in Meeker, Colo. . . . Glen Weiker has bought the Majestic at Stratton from L. L. Harmon.

* * *

On Denver Filmrow: Dewey Spoor, Critcher, Pueblo; Victor Vacjechi, Kimo, Albuquerque, N. M.; Everett Cole, Rialto, Alamosa; W. L. Katzenbach, Whiting, Thermopolis.

* * *

The new Gothic Theatre in Englewood, Colo., suburb of Denver, celebrated a grand opening recently. It has a seating capacity of 700 and is the second theatre now in operation in the town. W. R. Rosche, a newcomer among the exhibitors, is the manager. He has supervised the construction from the beginning.

* * *

Several west coast men are reported to be planning to establish a production plant in Aurora, a suburb of Denver. Sid Newman, many years a freelance cameraman in Denver, is in the city and indications are that he plans to take over the old studio and plant of the True Features Corp. at East Colfax and Emporia streets.

* * *

C. L. Dudley, 84 years old, drove 1,400 miles from Flemingsburg, Ky., to attend a GAR convention in Denver. Dudley operates the Princess Theatre in his town . . . Edward A. Bishop, president of the Bishop-Cass Investment Co., is again manager of the Colorado Theatre in Denver . . . Fred Green, who has managed the theatre for several years, departed recently for California. Bishop previously managed the Colorado.

* * *

Jim Hughes of Alliance, Neb., has bought the Palm Theatre in Bayard from R. Rogers . . . Harry Huffman, manager of the Aladdin and American in Denver, invited all GAR convention delegates to attend his theatres free of charge.

* * *

George Hayes, well-known film representative for Pathe in Salt Lake City, died recently.

Continued Boxoffice Drop Causing Worry in Australian Film World

By WILLIAM BEECHAM
Australian Bureau BOXOFFICE

PERTH, W. A.—The continued drop in boxoffice receipts throughout the commonwealth is causing the film industry a great deal of concern. Our distinguished contemporary, the Australian Exhibitor, in a four-column headline, says "Business in the Doldrums"—yet this is still the winter. With the coming of summer, night trotting and other outdoor attractions are likely to make matters worse. Night trotting in New South Wales, Victoria and Western Australia has always been a problem to film exhibitors—a problem that becomes more serious every year.

* * *

During the last racing season the Sydney public bet approximately $250,000,000 on its race courses; Melbourne nearly $175,000,000; Brisbane, $75 000,000; Adelaide, $75,000,000; and Perth, $65,000,000, a slight indication of the money which goes in that direction—slight because it takes no account of off-course betting, which is heavy. Exhibitors claim that business has dropped off sufficiently to warrant distributors voluntarily granting a substantial reduction in film hire, but it is doubtful if the majority of distributors will agree to this.

* * *

One of today's troubles is the undue proportion of revivals. Another is the continued use of films which are worn. But the exhibitors themselves are, in many cases, also to blame. Far too many independent cinemas in suburban areas are becoming out-of-date. Some of the sound equipment is old; often the seating is poor and even damaged; and in many cases far too little attention is paid to the booking of balanced programs.

* * *

South Australian Theatres, Adelaide, reports a net profit of 5,906 pounds for the year ended June 30, 1948, compared with the 6,635 pounds of the previous 12 months. Ordinary dividend remains unchanged at 10 per cent. Property reserve shows a sharp rise of 27,811 pounds as a result of the sale of the Civic Theatre last year to Greater Union Theatres.

* * *

But the profits of the holding companies the Greater Union Theatres rose by 23,383 pounds to 79,615 pounds during the year ended June 30, 1948. All companies of this group have now raised their ordinary dividends, Amalgamated Pictures paying 6½ per cent; Greater J. D. Williams, 6 per cent; Spencer's, 6 per cent, and West's 7½ per cent. The working company, Greater Union Theatres, distributed 75,000 pounds this year in ordinary dividends.

* * *

At the recent annual meeting of Carroll-Musgrove Theatres, the chairman, G. R. W. McDonald, said: "The government still retains its preponderating share in our business, the share it acquired for nothing. It takes more than 40,000 pounds a year, while shareholders take only 10,000 pounds. But all risks, of course, are the property of the shareholders."

* * *

"Eureka Stockade," starring Chips Rafferty, is expected to be released for screening in Sydney at Christmas. The total cost of this production is said to have been around $1,000,000.

* * *

Ealing Studios is to continue production in Sydney, and it is expected that the first film to be made in the new year will be a comedy starring the English comedian Tommy Trinder and the Australian comedian Chips Rafferty. This will in all probability be followed by the Australian classic, "Robbery Under Arms." The Australian headquarters of Ealing will be at the Pagewood studios.

* * *

A documentary film of Australia at war in the Pacific is now being made for the Australian army by K. Sternberg. This film will be a two-reeler.

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At the recent annual convention of the Motion Picture Exhibitors Ass'n of Queensland, held in Brisbane, the following points were outstanding: Exhibitors agreed with the chief censor's classification of films, exhibitors are determined in future to charge for screening for all films supplied as newsreels when they contain advertising for travel services or industrial products, a cooperative film protection company is to be formed to insure all films, the customs department is to be asked to classify newsreels as of either British or foreign origin, consideration regarding rail freights on films and containers is to be sought, measures will be taken to protect "any uneconomical contracts" where quotations for film hire exceed 40 per cent, action will be taken in an endeavor to secure a reduction of entertainment tax, and certain anomalies in the picture theatres and film act will be brought before the notice of the Minister concerned.

* * *

Exhibitors and distributors throughout Australia have decided to contribute screen propagenda to an estimated value of $300,000 to the UNO appeal for starving children. A special appeal by Miss Myrna Loy is to be screened at all cinemas.

* * *

The Federal Cinema Exhibitors council of Australia, representing all branches of the industry throughout the commonwealth, is now seriously concerned over the entertainment tax situation, and recently a deputation consisting of one member from each allied association called on Prime Minister Chiefly at Canberra regarding some reduction in this tax.

It is understood that Chiefly received the deputation sympathetically, and promised to give careful consideration to the various points raised. At the same time a number of other matters of importance to the film industry were discussed. But these taxes, put upon industry so lightheartedly, have a way of sticking tight for years and years.

* * *

Business continues to be below average in most centers. In some states an exceptionally cold winter spell has kept people at home; in others the infantile paralysis scare has had the same result. But in general the public is shopping carefully for its entertainment, and a poor show receives little support, more reason than ever nowadays why exhibitors should balance their dual bills carefully and do all they can to entice the public from comfortable firesides.

* * *

When the summer weather comes in there will be fierce competition from outdoor sports, night trotting meetings, speedways and the like, all of which means that the exhibitor must fight every inch of the way to hold his own. The Commonwealth bank, in a recent statistical survey, reveals that whereas the majority of Australian businesses showed a higher average of profits in 1947 than in 1946, a few groups showed a decline. Among these groups was the amusement business, which showed an average percentage profit of only 5.4 as against the previous year's 5.6.

* * *

Western Electric is now installing motion picture sound recording equipment in Sydney which is identical with that used in the major Hollywood studios. Equipment will be used by the Movietone and Commonwealth interests. In charge of the installation is W. E. Kollmyer, recording engineer of New York, who will leave later for Shanghai, where he is to take over the China branch



GIBRALTAR PARLEY—In conference at the Denver headquarters of Gibraltar Enterprises were five theatre managers, shown with Fred Knill, office manager, seated. Left to right: Joe Wills, Loma, Socorra, N. M.; Hugh Haynes, Ord, Ordway, Colo.; Howard Smith, Rex, and Carroll Wright, Grand, Rocky Ford, and William Simon, Rialto, Loveland, Colo. Sitting in on the meetings were Margaret Fitzsimmons and Robert Clark, bookers. Other Gibraltar manager meetings have been held in Raton, N. M., and Casper, Wyo., while another will be held at Scottsbluff, Neb., at an undetermined date.

of his company. It is expected that this new equipment will enable Australian companies to produce sound recording equal to the best in the world. A feature of this new equipment, which has been successfully used in tropic heat and Arctic cold, is that it consists basically of four units which can easily be loaded onto a light utility vehicle, and will simultaneously record any dialog, sounds and effects necessary in motion picture work.

* * *

"The Iron Curtain" has been causing something of a stir in Adelaide. Prior to its screening a deputation of Communist interests interviewed the manager of the Regent Theatre, E. Winter, to protest against the film being shown to the public, but they were told that since it had been approved for exhibition by the censors, it would be screened as advertised. But in view of the protest, and the fact that on the previous Sunday night an attempt had been made by an unknown man to set the theatre on fire, extra police protection is being secured during the public screening.

* * *

In Wellington, New Zealand, the same film has also caused a stir. On one occasian a boxoffice girl received a telephone message: "Tell the advertising manager of Fox Films to get out of it, or we will bomb the place." When the public screening started, a number of men bearing placards paraded outside the theatre and shouted to people that they should not enter. Leaflets, printed in red ink, were handed out. Headed "Truth About 'The Iron Curtain,'" they contiued pro-Russian and anti-American sentiments. Most of the cinema patrons treated the whole affair as a joke, but some remonstrated angrily with the demonstrators. There was no actual disturbance during the screening of the film.

* * *

Stating in a headline that "You Can't Say NO to This," the Australian Exhibitor points out that the film industry made a noble contribution to the war effort, "but woefully deficient was its own effort to acquaint the public—and service men—of that contribution." This is indeed very true, and today the film industry is doing very little to combat the insiduous propaganda which is launched against it. Some day, some one is going to be mighty sorry.

Sheila McLaglen to Wed

SEATTLE—Sheila Mary McLaglen, tall blond daughter of actor Victor McLaglen, will marry Seattle home designer Morley P. Horder next spring, it was announced recently in Hollywood. Horder and Miss McLaglen met in New York while he was a student at City College, and she at Millbrook college. He is now in Carmel, Calif., planning to design and build several residences. A student of modern design, he plans to establish permanent residence in California.

Arson Suspected in Fire

NOGALES, ARIZ.—A fire, believed to have been set deliberately, destroyed the change machine and the venetian blind in the ticket window of the Nogales Theatre on a recent Sunday morning. Firemen said the blaze was not caused by an electric short because all current in the booth was off when the fire started.

All Bids Rejected for Glendale, Ariz., Theatre; Sacramento Sequoia Open

GLENDALE, ARIZ.—All bids for the construction of the proposed 60x140 masonry theatre building at 80 North Third Ave., for Community Theatres, Inc., have been rejected by architects Lescher & Mahoney of Phoenix. C. O. Johnson & Son of Phoenix submitted the low bid at $87,540. No new call for bids has been reported.

C. E. Tillman Will Manage

ALBANY, ORE.—An October 1 completion date was set for the new $100,000 drive-in being built on the Albany-Corvallis highway by A. W. Adamson of Albany and Charles Whiteside, operator of the Whiteside and Majestic theatres in Corvallis. Adamson operates the Venetian and Granada theatres here.

Property for the 500-car drive-in was purchased recently and installations were to be supervised by J. F. Becker of the Western Theatre Equipment Co. of Portland. C. E. Tillman, formerly of Columbia Pictures Corp., has been named manager.

High Water Level Forces Change

BOULDER, COLO.—Site for the new Motorena Drive-In has been changed to a tract of land three miles east of the city limits. Construction of the 500-car, $85,000 project had started at the previously announced location when it was discovered that the ground water level was too high to permit the necessary excavation, according to General Manager Irving Gillman, head of the Boulder Drive-In Corp. Gillman said the ozoner would be opened this month.

New Elk Nearly Finished

RAWLINS, WYO.—The new Elk Theatre being built here by Fox Intermountain is near completion, according to Marvin Skinner, city manager for the circuit. Skinner said he would confer here with Ray Davis district manager for the circuit, in order to establish policy and opening date for the Elk.

Garage Converted to Theatre

AUBURN, CALIF.—T&D Jr. Enterprises said recently that a contract would be let soon to convert the Duncan garage on Lincoln way into a modern motion picture theatre. Bids have been advertised and work will get under way when the cotnract is awarded.

Repairs at Cottage Grove, Ore.

COTTAGE GROVE, ORE.—The entrance to the Arcade Theatre here has undergone extensive repairs and improvements including installation of a coffee shop, a new marquee and new restrooms. Willie Morelock is manager of the Arcade.

To Finish Van Nuys Airer Plans

VAN NUYS, CALIF.—Plans are being completed by architect William Glenn Balch for construction of a new drive-in at Victory boulevard and Coldwater Canyon avenue here for the San Fernando Valley Amusement Co. The new ozoner will accommodate 800 cars. Steel frame screen and projection buildings with plaster exteriors, rest rooms, and a metal covered fence around the property, are planned. No information as to cost of the project is yet available.

Palmdale Theatre Open

PALMDALE, CALIF.—The new Antelope Theatre opened here recently to a capacity audience. The theatre has a seating capacity of 850 and manager of the Antelope and the Valley Theatre here is Dave Roach. A special showing was held two days before the formal opening for all those who had a hand in the construction of the theatre.

To Improve Hansen Theatre

HOLLYWOOD—Plans have been prepared for $25,000 alterations and improvements to a theatre building at 6025 Hollywood Blvd. for Marc Hansen. New roof construction, a new stage, structural steel work, plastering and concrete work are included in the project, which is being designed by architect S. Charles Lee of Los Angeles.

Begin San Pedro Airer Plans

SAN PEDRO, CALIF.—Plans are being prepared by architect William Glenn Balch of Los Angeles for construction of a new drive-in on Gaffey avenue here for Donald Guttman. The ozoner will accommodate 750 cars and will have 600 indoor seats. Steel frame screen and projection buildings and a snack bar are planned. No information as to cost of the project is yet available.

Start Inglewood, Calif., Airer

INGLEWOOD, CALIF.—Construction has been started on the new drive-in on Century boulevard here for Pacific Drive-In Theatres, Inc. of Beverly Hills. Designed by architect William Glenn Balch, the new show will accommodate 1,000 cars.

Bell Gardens Job Under Way

BELL GARDENS, CALIF.—Work has been started on the new drive-in on East Gage avenue here for Pacific Drive-In Theatres, Inc. Designed by architect William Glenn Balch, the new ozoner will accommodate 1,000 cars. The screen and projection buildings will be of steel frame construction with plaster exterior walls.

Held Up by Lack of Concrete

PORTALES, N. M.—Russel Ackley, manager of the new Tower Theatre being built here, said that he hoped to have construction crews back at work on the theatre soon. Ackley said inability to secure concrete had held up the construction job but that other material already was on hand. The new theatre was scheduled tentatively to open next March.

Crosby Show in Spokane

SUOKANE, WASH.—Bing Crosby and his radio show were to be presented from the stage of the Post Theatre September 28. Receipts will go to the Spokane Stadium fund with all expenses paid by the Athletic Round Table of Spokane.

LOS ANGELES

In from a vacation in San Francisco was Saul Mahler of the Vinnicof circuit accompanied by his wife . . . Doris Deen has joined Astor Pictures as a booker. She recently resigned a billing position with Film Classics . . . Booking and buying visitors included Paul Glick, Canoga Theatre, Canoga Park; Howard Munroe, Ritz, Long Beach, and Bill Sobelman, who operates the Aliso in Boyle Heights.

Following the resignation of Sam Wheeler as western division manager of Film Classics, Bob Abelson, local manager, was upped to the job by B. G. Kranze, general sales head. Abelson will have supervision over the Los Angeles, San Francisco, Denver and Salt Lake City offices. Wheeler will go to Washington where he will be associated with his son Ross in operating the Screen Guild franchise in that city.

Operating three nights a week, Frank Mayo, silent-screen actor, opened an oldtime film house in Hollywood. His first presentation was Rudolph Valentino in "The Son of the Sheik" . . . Sherrill Corwin's Million Dollar Theatre booked Nellie Lutcher, pianist and singer, to headline a stage show early in January at the house.

Manny Carakas has a new 700-seat theatre under construction in Bakersfield . . . Visiting on the Row was Mark Gilby of Dallas, an importer of French films . . . J. H. Tingle resigned as an auditor at the Warner studio in Burbank to become associated with C. A. Caballero's Pacific Drive-In Theatres . . . George Smith, Paramount's western division manager, returned from a flying business trip to San Francisco. He was accompanied by Harold Wirthwein and Hugh Braley.

John Filbert and his son John jr. of the Filbert Supply Co. left for St. Louis to attend a supply dealers' convention . . . George Pantages was here to book and buy for the Leimert Theatre in Leimert Park . . . Harry Stern has opened offices locally as representative for Superfilm Distributors, specializing in reissues and exploitation pictures.

Veteran of exhibition and independent production, Ben Judell has become associated in a sales capacity with the Filmack Trailer Co. here . . . Complications resulting from a major operation caused the death of Al Kent, 50, Universal salesman, who is survived by the widow Loretta and a son Kenneth . . . Harry Dickerman will open his Baseline Drive-In in Highland near San Bernardino October 15.

PHOENIX

Director George Marshall is scouting Phoenix for location sites for Columbia's forthcoming production, "Bonanza." The story deals with gold prospecting in the local Superstition mountains. Marshall expects to hire around 300 local extras once filming gets under way.

Clarence L. Shartzer, who recently resigned as manager of the new Orpheum Theatre in Flagstaff, has been replaced by Guy Ellis. Ellis formerly worked out of Cleveland for Warners where, during the last 16 years, he was connected with the Hippodrome, the Lake and the Vogue. Norman Garnatz was acting manager here before the arrival of Ellis.

Malcolm S. White, whose new south Phoenix theatre will open next month, is offering a season pass for the best name submitted for the new house. The winner will receive his pass on the stage opening night.

"The Babe Ruth Story" is playing day and date engagements at the Catalina and Paramount in Tucson, the Orpheum and Palms in Phoenix and the New Mesa.

Onate 9th Anniversary Celebrated at Belen

BELEN, N. M.—The Onate Theatre celebrated its ninth anniversary recently with a change of program every day and a stage show at each evening performance. Manager Jim Snelson also showed a full week's program at the Gortez Theatre for the week of the anniversary celebration. The Cortez was to get a change in policy at a later date for the showing of Spanish language pictures on Tuesday nights and English language films on other playnights. The house will be closed on Wednesday and Thursday.

Sequoia at Sacramento Open

SACRAMENTO—The Sequoia, newest local neighborhood showcase, was opened recently. The 900-seat, $130,000 theatre has been under construction for the last four months. Mrs. Joseph Babich owns the building and Charles Holtz will operate the theatre.

Manager Answers Critics Of Reissue Opening Bill

CARLSBAD, N. M.—Bill Bartlett, city manager for Theatre Enterprises, Inc., owners of the swank new $50,000 Fiesta Drive-In opened here recently, replied to criticism of the opening film with a lengthy open letter to the Carlsbad Current Argus.

Bartlett explained that the three first run houses here played current releases long before they would be available to the ozoners. He also explained that the policy of the Fiesta was to play the best reissues.

Criticism of the Fiesta and its management arose in the local press after the drive-in played "God's Country and the Woman," as its opening night attraction. The criticism brought a good deal of discussion locally and the columns of the newspaper were barraged with letters praising and criticizing the Fiesta.

Crosby Contributes $250 To Spokane Symphony

SPOKANE—Bing Crosby has donated $250 toward furtherance of the Spokane Philharmonic orchestra. He said in a letter from his Spring Creek ranch at Elko, Nev., to Seth Richards, president of the Spokane Philharmonic orchestra: "It has long been a belief of mine that too much emphasis cannot be placed on this important factor in a city's cultural life. My interest in music, of course, has been lifelong, and the fact that Spokane has a symphony orchestra, and one of which they can justifiably be proud, makes me happy. I hope nothing ever happens which causes its discontinuance."

New Mexico Group Formed To Show Foreign Films

LAS CRUCES—A new cultural organization called the Subscription Theatre has been formed here for the purpose of bringing foreign films to the Mission Theatre in Mesilla Park. The organization embraces citizenry of Las Cruces, Mesilla Park, State College and the White Sands Proving Grounds. Membership will cost three dollars and is good for the first series of three performances, scheduled for October 5, November and December showings.

Rites for J. A. Kirkhuff, Pioneer Singing Star

LOS ANGELES—Funeral services for John K. Kirkhuff, 53, pioneer singing film star who died September 3 in Ketchikan, Alaska, were held here. Burial was in Valhalla cemetery.

Survivors include his widow, Mrs. Ethel Kirkhuff; four daughters, Mrs. Virginia O'Donnell, Mrs. Josephine Hooker, Florence and Shirley Kirkhuff, and four sons, Leonard, Phillip, Richard and Robert Kirkhuff.

Brisbane, Calif., Theatre Sold to Joseph H. Boyd

BRISBANE, CALIF.—Ralph Dostal has sold the Brisbane Theatre to Joseph Haig Boyd of San Francisco for an undisclosed sum. The transaction included furniture, fixtures, equipment, supplies, trade name and all other property pertaining to the theatre.

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DENVER

Walter Timm Purchases Portland, Ore., Round-Up

PORTLAND—Mr. and Mrs. Walter Timm of Colfax have purchased the 300-seat Round-Up Theatre here from the Ted Gamble circuit. Timm was an instructor at a Camas, Wash., school last year and his wife is county school superintendent here.

Phil H. Perry Nuptials; Exhibitor at Sago, Mont.

SAGO, MONT.—Phil H. Perry jr., owner of the Gem Theatre, was married recently to Mrs. Dorothy Thompson of Malta, Mont. The couple honeymooned at Glacier National Park.

To Promote Fresno White

FRESNO, CALIF.—Work was scheduled to begin on a $26,000 remodeling and renovation job for the White Theatre here. Improvements would include a new marquee and boxoffice, rebuilt lobby walls, a new lighting system, new doors and improved roof supports. The Harris Construction Co. will handle the remodeling job.

Lippert Airer Approved by Supervisors

FRESNO, CALIF.—The county board of supervisors brought in a split vote of 3 to 2 to approve a special use permit for construction of a 500-car drive-in by Robert L. Lippert Theatres on a tract of land near the Fresno State college. Approximately 15 land owners appeared before the board of supervisors to protest the proposed construction.

Shows for Helena Children

HELENA, MONT.—The third in a series of 26 Kiddie Jamboree shows was held at the Marlow Theatre last Saturday morning.

The jamboree is sponsored by a local auto service store. Activities include contests of all kinds, spelling and whistling bees and community singing. A full house attended each performance.

Opening Due in Six Months

HAYWARD, CALIF.—Walter Deininger, local manager for Golden State Theatres, said construction of an 1,105-seat theatre on Castro street here was expected to be completed within the next six months. Contract for the job was awarded to the Berlinger Construction Co. of Chico.

Preview 'Northwest Stampede'

SPOKANE—A preview showing of "Northwest Stampede" was held at the Orpheum Theatre for police department junior patrol members, newspaper carriers and editors and student leaders at the four local high schools. The regular showing will begin September 30 at the Orpheum.

Discuss Campbell Project

CAMPBELL, CALIF.—Bruno Vicherelli, district manager for Sunnymount Theatres, met here recently with contractors and architects, to discuss plans for construction of a new local theatre.

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Courtesy at the Fox, Aurora, Colo., is second nature. A woman gave a lovely bouquet of flowers to the usherette on the door, explaining: "I want you folks to accept these as a token of my appreciation of the splendid courtesy always received when I attend your theatre. I'm always greeted with a smile and with a pleasant greeting." Andy Sutherland is manager.

Ralph Lee, manager of the Bluebird, was on a vacation in California, with Press Woods filling in for him . . . Anna Heinan of the Fox, Aurora, and Don Smith, were married . . . Lois Todd, chief cashier of the Rialto, has quit to attend college . . . To get rid of gum wads on carpets Chet Miller, city manager at Sterling, Colo., for Fox Intermountain Theatres, applies dry ice to the gum. When chilled it powders so that it can be swept up.

Fall and winter activities at the Rocky Mountain Screen club are getting under way. The next two major events will be the Halloween hard times costume party October 30, with Ralph Batchelet and Lillian Micheletti as co-chairmen, and the pre-Thanksgiving party November 20, with Robert Lotito and Eleanor Hugins sponsoring. Luncheons will be on Mondays and Thursdays this winter and any and all theatre and film men in town are invited. The club expects to install a screening room soon, with screenings scheduled on Tuesdays and Fridays. Wednesdays have been set aside as ladies day and all major events this fall and winter will be held on Saturday nights.

All of the adult male staff of the Ord, Ordway, Colo., are either licensed pilots or are headed in that direction. Doorman Dwayne Davis is taking flying lessons. The others already are pilots and include Hugh Haynes, manager, and operators William Ellis and Gene Watts. Altogether the three have more than 500 hours in the air. Haynes says that although being a licensed pilot is not obligatory in order to work at the Ord, such activity helps.

Gibraltar Theatres has bought the Star, Fowler, Colo., from H. O. Russell and plans a complete renovation, redecorating and remodeling job on the house when they take over October 15 . . . Kenneth MacKaig, United Artists manager, is turning out to be twice the farmer he thought when he first came to Denver. He first rented one acre, but the place he just moved to has two acres.

Atlas Theatres, headed by C. U. Yaeger, will start at once on a 975-seat, $250,000 theatre in Golden, Colo. This will give Atlas two theatres in Golden. It is expected to be completed within six months . . . Jack Kelley, special short subjects representative for MGM, was here looking over the short situation at the local exchange.

A new gas furnace and a new marquee have been installed at the Rialto, Loveland, Colo. Heretofore, during the winter, the staff has been shoveling about four tons of coal weekly . . . Henry Valleau has been named city manager at Santa Fe, N. M., for Gibraltar theatres. The company already has two houses there and by the first of the year two more will be opened, the El Paso and the Arco.

Tom Bailey, district manager for Film Classics, narrowly escaped death when his car overturned while returning from Rapid City, S. D. Driving at about 30 miles per hour he started to pass another car when a front tire blew out, overturning and demolishing his 1946 Lincoln. Bailey escaped with a scratch on the head . . . Paul Allmeyer, head booker for Paramount, has been named salesman, succeeding Frank Westbrook jr., who has been moved to Kansas City. The booking job goes to James Ricketts, former Paramount booker in Des Moines.

Colorado exhibitors seen on Filmrow included Ray Katzenbach, Brush; Mr. and Mrs. Fred Lind, Rifle; John Steele, Limon; Mr. and Mrs. Fred Hall, Akron; C. E. McLaughlin, Las Animas; Neal Beezley, Burlington; E. K. Menagh, Fort Lupton; Frank Aydelotte, Fort Collins; J. R. Smith, Steamboat Springs, and Lloyd Greve, Eagle . . . Other visitors included W. J. Baldwin of Igloo, S. D., and Dr. F. E. Rider of Wauneta, Neb.

The staffs of the Denver, Paramount and Rialto theatres all enjoyed parties. The Denver bunch went to Eddie Ott's Broadmoor for a dinner dance, the Rialto crowd enjoyed a swim and picnic at Soda lake and those from the Paramount held a roller skating party at the Derby rink . . . The Victory has reopened after a $75,000 facelifting job.

Elmer Benjamin to Head Astor Frisco Exchange

NEW YORK—R. M. Savini, Astor Pictures president, has named Elmer Benjamin manager of the San Francisco exchange. He will work under the supervision of F. L. Patterson, who also supervises the Los Angeles exchange.

Benjamin also has formed Reel Pictures with headquarters in the Astor exchange to handle a number of new films and reissues.

Yoncalla, Ore., Eagle Sold To Golda Woolman

YONCALLA, ORE.—The Eagle Lion Theatre here has been sold by Frederick E. and Bernice E. Merk to Golda Woolman, owner and operator of the theatre in Drain, Ore. The agreement, according to terms filed in the county clerk's office, covers the property and all equipment. Purchase price was given as $25,000.



PORTLAND

William Thedford, Oregon district manager for Hamrick-Evergreen Theatres, has been transferred to Seattle as assistant to Frank L. Newman sr., president of Evergreen Theatres in Oregon and Washington. M. M. Mesher has arrived from San Diego to take over the district managership which he held before Thedford's arrival here.

Mrs. J. J. Parker, president of the J. J. Parker Theatres, and the organization, were celebrating the 20th anniversary of the group in Portland . . . McKevitts, Inc., owners of coast theatres in Newport, Taft and Oceanlake, Ore., have purchased E. A. and L. E. Tedrow's theatre interests in Waldport, Ore.

Youth Month in Oregon was climaxed by a free show at the Paramount attended by nearly 1,500 Oregonian and Oregon Journal carriers. The program was sponsored by William H. Thedford, Youth Month chairman . . . Spike Jones and his City Slickers presented their "Musical Depreciation Revue" at the Portland Auditorium.

Melba Briggs of U-I was married recently to Lloyd Macfarland . . . Portland's "Mr. Average Guy," Clyde E. Hurd, 33, who is 5 feet 11 inches in height and weighs 176 pounds, has been married nine years and has three children, came nearest to duplicating the description of Dick Powell in "Pitfall" and was presented with a $25 savings bond by the United Artists Theatre.

Lou Metzlaar, booker for Hamrick-Evergreen Theatres, vacationed on the Oregon coast . . . Virginia Watkins, secretary to H. A Lake, controller of the J. J. Parker Theatres, vacationed for two weeks at Manhattan Beach . . . Harold Lawrence, relief manager for the Parker Theatres, was on a vacation in Los Angeles . . . Mrs. Roberts, secretary of the Independent Theatre Owners organization, was back on the job after having been bedridden for some time with a broken hip.

Harry Titus, owner of the burned Highway Theatre, joined the sales force of the Kirby Vacuum Cleaner Co. Eddie Rivers, onetime PRC representative in Portland, joined the Kirby Vacuum Cleaner Co. two years ago and is now district manager in Oakland.

Herb Kaufman, western district manager for Selznick Releasing Organization, spent several days in Portland going over the "Mr. Blandings Dream House" campaign with the J. J. Parker Theatres . . . Theatre Exchange Co. has acquired a 16mm Bell & Howell sound projector and is using it to present sales and educational features at sales meetings held each week.





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New Filmrow Building For Berger Electric

LOS ANGELES—Samuel J. Berger, formerly in command of fleet motion picture service units in the Pacific area for the U.S. navy, and an electrical contractor in Chicago for more than 25 years, has begun erection of a new building at 1640 Cordova St. here as headquarters for the Berger Electric Co., theatre wiring specialists. The building will be constructed of glass brick and concrete blocks and will be air conditioned. There also will be six offices available for lease to theatre allied interests. Occupancy is expected about Dec. 1, 1948.

Six in Southland Group At Annual TOA Meeting

LOS ANGELES—Southland exhibitor delegates to the Theatre Owners of America convention in Chicago September 24, 25 included

Charles P. Skouras, president of National Theatres and Fox West Coast; Tom Page, NT executive; Thornton Sargent, public relations director for the circuit; Paul Williams, general counsel for the Southern California Theatre Owners Ass'n, and SCTOA members Harry Vinnicof and Earl Rice.

Hollywood in Miniature Of Interest in Portland

PORTLAND—"Hollywood in Miniature," traveling replica of the film capitol, came to Portland recently on a ten-ton truck-trailer unit in the interest of the Marine Corps league welfare foundation. Included among the tiny exhibits were Grauman's Chinese Theatre, Earl Carroll's theatre-restaurant, the Brown Derby restaurant and the Hollywood Bowl. Eye-catchers were the display of a motion picture studio, and many other points of interest in Hollywood.

SCTOA to Meet Oct. 6

LOS ANGELES—Highlights of the recent Theatre Owners of America convention in Chicago will be discussed when the Southern California Theatre Owners Ass'n—a TOA affiliate—holds a general membership meeting October 6. Analyses of developments at the Chicago meeting will be presented by Paul Williams, SCTOA general counsel; Harry Vinnicof and Earl Rice, who were convention delegates.

New Montpelier Manager

MONTPELIER, IDA.—Mr. and Mrs. J. L. Clark of Burley, Ida., have taken over management of the Rich Theatre here, succeeding Mr. and Mrs. Robert Holden. The Holdens left for Pocatello where he will attend school. Holden had managed the Rich since April 1946.

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SULLIVAN SAYS VIDEO ANSWER IS BETTER PUBLIC RELATIONS

Good Films Also Solution, He Tells St. Louis Area MPTO Convention

ST. LOUIS—Improved public relations plus theatre participation in the new science will solve the problem of television, Gael Sullivan, executive secretary of the Theatre Owners of America, told the concluding banquet session of the annual convention of the MPTO of St. Louis, eastern Missouri and southern Illinois here Monday night.



Clarence Kaimann

The TOA executive painted a dark picture of television for exhibitors unless they "roll up their sleeves and really go to work to find a way to make our relations with the public more human, more satisfactory."

"Television is more than just a threat," he declared. "It is more than just a novelty. It is one of the greatest means of communication that mankind has ever devised."

He then added that he personally has always held to the philosophy of, "If you can't lick 'em, you've got to join 'em."

GOOD PICTURES A CUREALL

He pointed out, however, that there isn't any problems of the business that can't be cured by good product from Hollywood. He contended that there have been too many poor boxoffice pictures coming out of Hollywood, saying that poor films make for poor public relations.

"The motion picture industry today stands in the narrow alley where if it is to avoid public censure and rejection it must create public acceptance by better showmanship and, of course, better pictures," he asserted.

Touching on the need for united organization from the grass roots of strong regional and local organizations right up to the national level, such as TOA, he said that one man standing alone can't hope to fight adverse legislation, discriminatory taxation, unfair public attacks by selfish individuals seeking to attain their own objectives.

"We must have public relations that is aggressive and positive; not negative and ineffective," he said.

TOM EDWARDS ELECTED

Tom Edwards of Farmington was elected president of the local MPTO to succeed Fred Wehrenberg of St. Louis who declined to accept re-election. Wehrenberg was named to the newly created position of chairman of the board.

Other officers elected: Vice-presidents, Clarence Kaimann of St. Louis, Carson Rodgers of Cairo, and L. A. Mercier, Fredericktown; treasurer, J. C. Ansell, St. Louis; secretary, Louis K. Ansell, St. Louis, and recording secretary, Lester Kropp, St. Louis.

Elected to the board of directors were the following from Missouri: Harry E. Miller, Festus; William A. Collins, DeSoto; Dean Davis, West Plains; Bill Williams, Union; Charles Weeks, Dexter; Harry Scheidler, Hannibal; Bob Marchbanks, Washington, and Thomas James, Maury Davis, Bess Schulter, Frank Speros, Sam Levin, Russell A. Bovim and Art Kalbfell, all of St. Louis. From Illinois: Johnny Meinardi, district manager for the Fox Midwest circuit; Bernard Temborius, Lebanon; Herman Tanner, Vandalia; R. C. Cluster, Salem; Sam Pirtle, Jerseyville; James Frisina, Springfield; George Kerasotes, Springfield; Edward Fellis, Hillsboro, and Russell Armentrout Louisiana, Mo., who has the Clark Theatre, Barry, Ill.

WARNS ON COPYRIGHTS

Alternates: Ben Luekin and Walter Thimmig, St. Louis; Harry Blount, Potosi, Mo.; Bill Wandell, Lebanon, Mo.; Isadore Weinshank, Publix Great States, Alton; Bill Griffin, Cairo; Charles Goldman, St. Louis, and Tom Bloomer, Belleville.

Herman M. Levy, general counsel of the TOA, discussed the various court cases involving Ascap and warned that only Congress can repeal or amend the copyright laws, and that regardless of what may eventually happen with respect to Ascap as an organization the individual owner of a copyright for a song certainly will have the right to demand payment for the use of his product from the producer of a motion picture and also an exhibition fee from those who use such pictures commercially. He also brought out that the independent smaller motion picture exhibitors have suffered from the results of some of the other litigation affecting the film industry, such as competitive bidding for pictures, etc.

EQUIPMENT LEADERS SPEAK

Oscar Neu, president of the Theatre Equipment & Supply Manufacturers Ass'n, which opened its convention Tuesday, and Ray Colvin, president of the Theatre Equipment Dealers Protective Ass'n, also in convention in the Hotel Jefferson, spoke briefly, as did Roy Boomer, TESMA secretary.

W. P. Ruffin of Covington, Ky., a director of TOA, called for unity among exhibitors to assure self-preservation.

Levy pointed out that the copyright laws and the recent supreme court decision do not deprive the individual copyright holders as entitled to payment for their musical productions, and that it is much less expensive method to deal with Ascap than with thousands of individuals.

H. M. Richey of MGM said one of the biggest public relations jobs is to eliminate "some of the misconceptions of our business that injures us in the minds of the public."

Leon Bamberger asserted that it is to the benefit of the exhibitor as well as producer-distributor for theatremen to increase their selling of the average A picture, to bring their grosses to levels comparable to the star-studded films.

Myers Will Address Wisconsin ITO Meet

MILWAUKEE—The convention committee for the annual get-together of the Independent Theatre Owners of Wisconsin and Upper Michigan completed plans for this year's affair scheduled for October 13-15.

Arnold Brumm, convention chairman, said high spots of the convention would include two business sessions at which nationally important figures would speak, including Abram F. Myers, general counsel of Allied States; Trueman Rembusch, president of Associated Theatre Owners of Indiana; Sidney E. Samuelson, general manager of Allied Independent of Eastern Pa.; Bennie Berger, president of North Central Allied, and Andy Smith, general sales manager for 20th-Fox.

Discussions will include such subjects as film buys, film company policies, reports of the small business committee hearings in Madison and other vital subjects.

Bill Ainsworth, national president, will be the main speaker at the Friday business session. Other convention activities will include a cocktail party on the opening day hosted by the Alexander Film Co., another on Thursday at which the E. R. Flint Carpet Co. will act as host and a closing cocktail party, banquet and floor show.

Steve LaCause Is Named Assistant at Circle

AKRON—Stephen LaCause, assistant manager at the Palace here, has been named assistant manager of the Circle in Indianapolis. Both are Gamble theatres. Wallace Wolverton, another former Palace assistant, is now manager of the Circle.

Ted Hooper, manager of the Park, Youngstown, will come to Akron to become manager at the Palace. Ron Gamble, who supervises management of the Palace, will enlarge his duties to supervising other Gamble theatres in this area. Hooper was a former assistant at the Colonial here and worked at Shea theatres in other cities before going to Youngstown.

Publicist Weds Singer

CHICAGO—Robert P. Carey, public relations counselor, and Lorita Maloney, Chicago songstress, announced their marriage last Tuesday (21). Carey is public relations director for Bozell & Jacobs. His bride, well known in Chicago musical and radio circles, recently closed an engagement at the Walnut room of the Bismarck hotel here.

Mrs. Joe Dill Is Manager

WINAMAC, IND.—Mrs. Joe Dill jr. has been named to succeed her brother Richard Hathaway as manager of the Isis Theatre here, owned by her uncle and aunt Mr. and Mrs. Verne S. Gorrell.

22 Drive-Ins Under Construction Or Opened in St. Louis Territory

ST. LOUIS—Henry Halloway recently opened his 1,000-car Airway Drive-In on the St. Charles Rock road in St. Louis county, bringing to five the total of such theatres in that area. In addition to accommodations for 1,000 automobiles the Airway has 1,000 stadium-type seats.

Previously operating were the 500-car drive-in at Des Peres on the Manchester road, operated by the Midwest Drive-In Theatres Corp., controlled by Phillip Smith of Boston. This was the first drive-in in the section.

TWO WEHRENBERG AIRERS

The 66 Park-In on highway 66 and Sappington road was opened late last summer by Flexer Theatres, Inc. of Memphis. This 750-car layout was purchased early this year by Fred Wehrenberg who also owns Ronnie's Drive-In on Lindbergh boulevard, a 1,000-car layout. The 1,000-car North Drive-In on highway 99 in the northern part of the county also was opened recently by Wehrenberg, his son-in-law, Paul Krueger, and Clarence and Francis Kaimann.

Prior to this season, except for the drive-in at Des Peres and the 66 Park-In, the only drive-ins served by the St. Louis film exchanges were the 500-car Airport Drive-In at Highland, Ill., now owned by Joe Schrempp, the Publix-Great States drive-in on St. Clair avenue on the outskirts of East St. Louis, Ill., and the 600-car drive-in on the outskirts of Springfield, Ill., opened last summer by Joe Sikes of Gray's Lake, Ill., and his associates.

LIST OF DRIVE-INS

This year the men who design and construct drive-ins have hit the jackpot in these parts. Such theatres that have been constructed and opened, now under construction or definitely contemplated for this section include:

Belleville, Ill.—A 750-car project, including a refreshment patio and playgrounds, announced by the Bloomer Amusement Co., owners of the Rex and Ritz theatres.

Benton, Ky.—A 500-car American Drive-In opened August 21 by J. W. Lyles.

Carbondale, Ill.—A 530-car Waring Auto Theatre on Route 13 between here and Murphysboro, Ill., opened May 13 by W. E. Waring jr.

Columbia, Mo.—A 500-car drive-in to be located on Boonville road announced by Commonwealth Amusement Co. of Kansas City. Same interests plan a 500-car drive-in near Sedalia, Mo., which is served by Kansas City film exchanges.

Decatur, Ill.—A 1,000-car drive-in opened July 30 by Decatur Drive-In Theatre, owned by George Kerasotes of Springfield, Ill., and others.

East Alton, Ill.—A 500 to 1,000-car, announced August 16 by Maurice Schweitzer, general manager for National Outdoor Theatres.

Farmington, Mo.—A 550-car, Edwards and Harris Moonlight Movies, being constructed by the Edwards & Harris circuit of Farmington between here and Flat River, Mo.

It has been reported that other interests, as yet not publicly identified, also are contemplating a 500 to 800-car drive-in in this section.

Herrin, Ill.—Egyptian Theatre Corp. opened 600 600-car drive-in August 21.

Herrin, Ill.—John Marlow plans to open his 1,000-car drive-in on road between Herrin and Marion, Ill., in October.

Kevil, Ky.—225-car, opened May 14 by H. J. Shelby.

Metropolis, Ill.—600-car being constructed on route 45 about a mile west of city limits by Russell Baker.

Paducah, Ky.—500-car, being constructed by Lake Edwards of Paducah, Ky., due to open in October.

Tamaroa, Ill.—500 car, opened by Frank J. Glenn August 15.

Chicago Family Is Opened

CHICAGO—The management of Chicago's newest outdoor theatre, the Family, at the intersection of highways 120 and 80 near Grayslake, said this week that they hoped to keep the ozoner open until November 15. The 1,200-car Family was opened recently by owners attorney Robert C. Nelson and real estate dealer Robert T. Held. The drive-in was designed by architects Arthur Swanson & Associates and cost an estimated $325,000. It covers a 25-acre area and is surrounded by a stockade fence of light wood cut from the white cedar swamps of northern Michigan and processed by the Fence Co. of America at Escanaba, Mich. Marreo, Lipsey & Swanson were supervising engineers for the project.

Big Indianapolis Project

INDIANAPOLIS—Plans were being made here for construction of a neighborhood theatre on the northeast corner of Arlington avenue and East Tenth street. Richard T. Lochry, president of the recently organized Capital City Theatre Corp., said construction on the $200,000 house would be started as soon as possible. The company received approval of a zoning variance by the Marion county zoning board recently.

Plans call for a modernistic-type building with a limestone front, approximately 1,000 seats and off-street parking facilities for 500 cars. Other officers of the corporation include Mrs. Richard T. Lochry, secretary; Dr. R. L. Lochry, father of the president, treasurer, and Leo D. Jensen, Highland Park, Ill., vice-president.

Start Wisconsin Project

MILWAUKEE—Plans for a 500-car drive-in to be located on highway 42, midway between Manitowoc and Two Rivers, were announced by Roger Reinert, who operates the Majestic in Algoma, and Richard Bosman, Algoma business man. They have purchased a 20-acre site and construction is scheduled to begin immediately. The cost will be around $100,000. It will be called the Cool City Drive-In.

Start Near Metropolis, Ill.

METROPOLIS, ILL.—Construction of the 600-car Metro Drive-In, a mile east of the city on U.S. 45 has been started by Russell Baker, who hopes to have the place in operation late this fall. The plans were prepared by the Gates Engineering Corp. of Los Angeles.

Start Plymouth Drive-In

PLYMOUTH, IND.—Construction was scheduled to start soon on a new drive-in to be located on Highway 17 near here and to be built by an operating concern headed by E. W. Applebaum and William E. Glaub, both local residents. Audar Inc., of Argos will design and build the sound equipment to be used in the ozoner.

Outdoor Shows at Peoria

PEORIA, ILL.—The Bellevue Drive-In, located three miles west of here, was opened recently by the General Drive-In Theatre Co., owners of the ozoner. Officers of the company are Robert Silberstein, president; Adolph Szold, vice-president, and Abner I. Klein, secretary-treasurer. The Bellevue covers 29 acres and will accommodate 740 cars.

Plan Durham, Ind., Theatre

DURHAM, IND.—Plans for a new outdoor theatre in the Pinhook vicinity were under way here.

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Chicago Grosses Dip Near Average Mark

CHICAGO—"Sofia, City of Intrigue" at the Apollo and "Larceny" at the Grand were the top new entries in first run Loop situations, both grossing an even average. "The Babe Ruth Story" continued to run strong in its third week to top the town with 110 at the Rialto, a gross met only by "To Live in Peace" at the World Playhouse.

(Average Is 100)

Apollo—**Sofia, City of Intrigue** (FC).....100
Chicago—**A Foreign Affair** (Para), plus stage show, 2nd wk.....100
Garrick—**Canyon Passage** (U-I); **Frontier Gal** (U-I), reissues.....90
Grand—**Larceny** (U-I).....105
LaSalle—**Africa Speaks** (Col); **Goona Goona** (SR), reissues.....90
Oriental—**Pitfall** (UA), plus stage show, 2nd wk.....100
Palace—**The Velvet Touch** (RKO), 2nd wk.....90
Rialto—**The Babe Ruth Story** (Mono), 3rd d. t. wk...110
Roosevelt—**Canon City** (EL), 2nd wk.....90
State-Lake—**Walk a Crooked Mile** (Col).....90
Studio—**Ingagi** (Congo Pictures); **Ubangi** (Pizor), reissues, 3rd wk.....90
United Artists—**Luxury Liner** (MGM), 2nd wk.....90
Woods—**Easter Parade** (MGM), 6th wk.....100
World Playhouse—**To Live in Peace** (Time), 2nd wk.....110

Lifting of Polio Ban Aids Milwaukee Trade

MILWAUKEE—Lifting of the polio ban which had kept children under 12 away from schools, theatres and other public places the last three weeks brought trade at the first runs back to more normal levels. Neighborhood houses also reported an upswing to normal grosses. "The Babe Ruth Story" at the Towne paced the city. "Rope," at the Warner, and "Shed No Tears," with Frankie Carle band on the stage at the Riverside, were strong.

Alhambra—**Good Sam** (RKO); **Stage Struck** (Mono), 3rd d. t. wk.....100
Palace—**A Southern Yankee** (MGM); **Close-Up** (EL).....100
Riverside—**Shed No Tears** (EL), plus stage show..125
Strand—**Beyond Glory** (Para), 3rd d. t. wk.; **The Luck of the Irish** (20th-Fox), 2nd d. t. wk.....95
Towne—**The Babe Ruth Story** (Mono).....140
Warner—**Rope** (WB).....125
Wisconsin—**Forever Amber** (20th-Fox); **Night Wind** (20th-Fox).....100

'Judy' Tops Indianapolis With Gross of 160

INDIANAPOLIS — Attendance generally picked up in both first and second run situations here with grosses ranging from fair to good. "Abbott and Costello Meet Frankenstein" died on its feet in its second week at the Indiana, grossing only 55 per cent.

Circle—**Canon City** (EL); **The Music Man** (Mono)..120
Indiana—**Abbott and Costello Meet Frankenstein** (U-I); **Daredevils of the Clouds** (Rep).....55
Keith's—**Larceny** (U-I); **Arizona Ranger** (RKO), 2nd wk.....90
Loew's—**A Date With Judy** (MGM); **Thunderhoof** (Col).....160
Lyric—**Montana Mike** (UA); **Stork Bites Man** (UA).....110

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ST. LOUIS

The St. Louis Theatre, 3,881-seat unit of the St. Louis Amusement Co., recently returned to its regular opening schedule with a pair of westerns, "Old Los Angeles" and "Eyes of Texas" . . . Exhibitors on Filmrow included Rani Pedrucci and Johnny Giachetto of the Frisina Amusement Co., Springfield, Ill.; Martin Operle, Ste. Genevieve, Mo.; Paul Horn, Jerseyville, Ill.; Forrest Pirtle, Jerseyville, Ill., and Loren Cluster, Salem, Ill.

Jack Martin has resigned from the UA sales staff to take a position with Paramount . . . St. Louisians were pleased to learn that the Theatre Owners of America meeting in Chicago voted unanimously to make Fred Wehrenberg of St. Louis honorary chairman of the TOA board. Fred declined re-election as chairman of the board, a position he had held since TOA was formed.

"The Queen's Necklace," a French picture based on a story by Alexander Dumas, is the current attraction at Ruby S'Renco's Art Theatre. It is a lavish production described by critics as "both fascinating and terrifying" . . . "The Skating Vanities of 1949," a roller skating extravaganza, will play its annual engagement at the Arena October 26-31. Gloria Nord again heads the cast of 140 skaters.

A banner 1948-49 legitimate season at the American Theatre has been forecast by Carl E. Roessler, president of the Playgoers of St. Louis. The organization already has reserved 2,584 seats for each attraction. Reservations for last season totaled only 2,525 for each show, he said.

Ben Kalmenson, general sales manager for Warners, was in St. Louis for a sales conference. Accompanied by Hall Walsh, district manager, Kalmenson later went to Kansas City . . . Dave Kramer recently replaced Wilson Turner on the Warner sales staff under Manager Lester Bona.

Eighth Reserve Area Jobs Exceed World War Peak

ST. LOUIS—Employment in the Eighth Federal Reserve district set a new record during July, surpassing for the first time the World War II peak set in the fall of 1942, the August monthly review of the Federal Reserve bank of St. Louis reveals.

The report pointed out that almost 300,000 more persons were employed in July 1948 than in April 1940 in the St. Louis, Louisville, Evansville and Little Rock areas. St. Louis had 39 per cent more employed, Louisville 30 per cent, Evansville 42 per cent and Little Rock 50 per cent.

It sounds a warning that the antiflationary factors are "hardly likely" to have a sufficient effect on prices in the near future "to offset continued upward influences."

Name Is Changed to Diller

LOVINGTON, ILL.—Mr. and Mrs. Art Diller who purchased the Town Theatre, a 200-seater, several months ago, have changed the name of the house to Diller Theatre. They have made several improvements and have increased patronage.

Safe, Easy-Overhead Maintenance *with* ECONOMY TELESCOPERS



The two Hi-Reach Telescopers shown here eliminate the dangerous, long-ladder jobs in replacing bulbs and other overhead maintenance work. Both provide a sturdy elevated platform to work on, enabling a man to do more with less effort and in perfect safety. Both machines can be used in lobbies and out-of-doors.

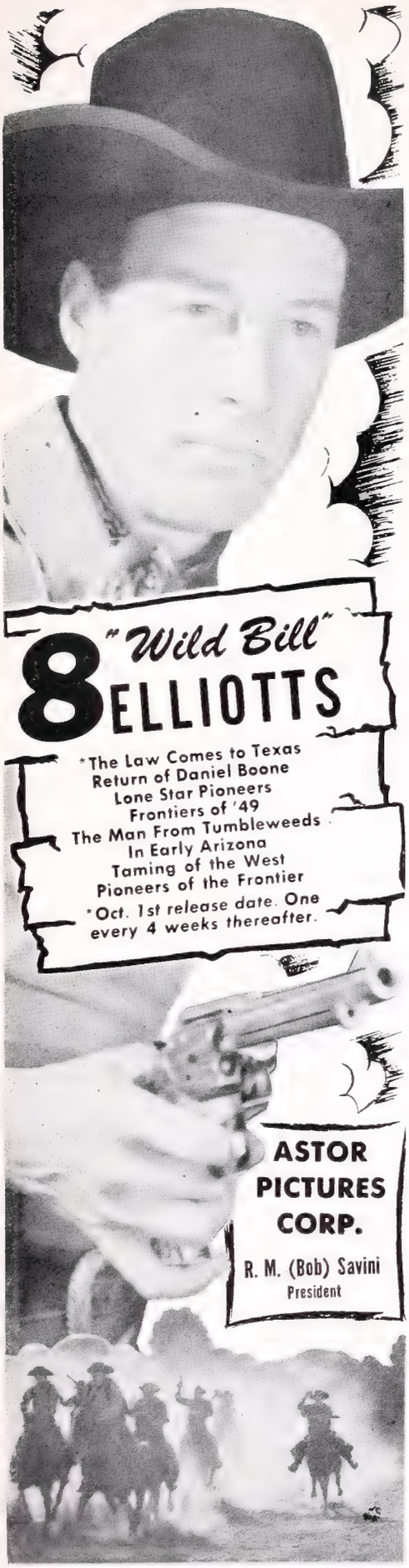
The Hi-Reach Telescoper shown at the left elevates a working platform 30′. The smaller model PUL at the right elevates the platform to a height of 15′. The two machines will go through an ordinary doorway when telescoped down.

Write for further details.

Special machines built for any height up to 60 ft.

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CHICAGO



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ASTOR PICTURES
Milwaukee — Bryant 5345
SCREEN GUILD PROD.
St. Louis — Jefferson 6397

Edmund Gwenn, Colleen Townsend and George Seaton, director, stopped here en route to Detroit for the world premiere of "Apartment for Peggy," the 20th anniversary attraction at the Fox there. George Jessel, who was toastmaster at the TOA banquet, also went to Detroit for the premiere. William Holden, male lead in the film, went to Detroit from New York to participate. The film will have its Chicago opening October 22 at the Chicago . . . James Coston, Warner Bros. theatre head, gave a swank party for TOA at the Drake hotel in spite of fact that Warners is not a member of the organization.

Henri Elman, Irving Mack, Jack Kirsch and many other members of the Variety Club were on hand to greet many delegates of TOA who made themselves at home in the clubrooms . . . Mickey Rooney has been signed for a personal appearance at the Chicago Theatre beginning October 22 . . . The official pictures of the Zale-Cerdan bout drew capacity business at the Roosevelt. Henri Elman has booked the film in all B&K and Great States downstate houses . . . Jimmy Wichlac of the Luna Theatre staff enlisted in the U.S. army and now is stationed in Kansas . . . Nicholas Butera of the Southern Theatre, Oak Park, now is stationed at the air force base in San Antonio, Texas.

The Lake Theatre in Oak Park, under Len Utecht management, sponsored a Youth Month display in the lobby of the theatre. The entire display was promoted from the Bunnygraph studios. The display has won much favorable comment, and visitors are streaming through the lobby daily to view it . . . N. S. Barger, owner of the Twin Open Air Theatre, 87th and Cicero, will donate receipts October 7 to the village of Oak Lawn for a civic improvement program.

Len Utecht, Cook county suburban chairman of the Sister Kenny drive, has broadcast every Monday evening for the last five weeks over WOAK-FM to promote interest in the drive to raise funds. The programs will continue through October 10 . . . The Marshall Grant film, "Moonrise," which opened to capacity business at the United Artists, already is bringing its Chicago backers a three-fold return on their investment. More than 200 theatres have booked the film.

William D. Saltiel, attorney, who has seen the drama of Chicago in city courts and political office for 28 years, outlined plans for a proposed picture, "The Loop," at a press luncheon last week. Saltiel, now chairman of Marshall Grant Pictures and still a practicing attorney here, formerly was assistant corporation counsel, city attorney and assistant to the U.S. attorney general. The film will be based upon a fictional local story and will probably have a Chicago cast. It will not be begun until "Runyon of Broadway," a biography of Damon Runyon, is completed . . . Mario Olivia, assistant manager of the LaSalle Theatre, became the father of a baby boy last weekend . . . Henri Elman and Irving Mack returned from a business trip to New York and Washington.

Jack Harper, architect of Famous Players, Toronto, and his wife were visitors . . . The Vallos circuit, Batavia, Ill., purchased the Capital Theatre from Joe Burke for $75,000 . . . Rube Levine, theatre builder and architect, formerly of Karlin-Levine Co., opened new headquarters at 1235 South Wabash Ave. . . . Arthur Lockwood, Boston; Myron Blank, Des Moines; Earl Hudson, Detroit; Herman Levy, New Haven; Paul Williams, Los Angeles; S. H. Fabian and Gael Sullivan took time out from the TOA convention to visit the Variety Club.

Accused Theatre Manager Fights Return for Trial

CHICAGO—Chicago police have encountered a delay in their efforts to return the assistant manager of the B&K State-Lake Theatre here from North Carolina to face a swindle charge.

He is Leo G. Kosta, accused of defrauding the theatre of $5,000 through a ticket resale scheme. A civil suit filed by Balaban & Katz officials placed the figure at $50,000.

An extradition hearing at Ashville, N. C., where Kosta was vacationing when arrested earlier this month, was continued at the request of Kosta's lawyer.

Theatre officials obtained the warrant against Kosta, alleging that tickets were not torn up but were returned to the cashier's cage for resale.

Pirtle Air Conditions Gem

BEARDSTOWN, ILL.—An air conditioning unit has been installed in the Gem Theatre, a 300-seater, owned by S. E. Pirtle of Jerseyville, who also owns the Princess here. Paul Woods is the manager.

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Sparta Grand Owners Buy Adjacent Site

SPARTA, ILL.—The recent purchase of a lot next to the Grand Theatre, a 420-seater, owned by the Sparta Theatres, Inc., of which C. H. Wells is general manager, has revived plans for the erection of a new house to replace the Grand, although the company has made no definite announcement as to when construction will start.

The Grand, more than a quarter of a century old, has been too small to accommodate Sparta showgoers.

To Open Midlothian Towne

MIDLOTHIAN, ILL.—Mrs. Venette Askounis expected to open the Towne Theatre here soon and has signed with the Motion Picture Corp. to book and buy for the house. Mrs. Askounis said a new canopy and sign would be installed soon after the opening and that a new front might be installed later.

Marion Site Bought for $60,000

MARION, IND.—Negotiations for the site of a proposed theatre here are reported to have been concluded with the purchase of a tract at Fourth and Branson streets under option to the Holman-Clinton Realty Co., subsidiary of Balaban & Katz. The deal reportedly was made at a price of $60,000.

The company's lease on the Paramount Theatre will expire in October 1949, and plans for the new theatre call for completion by that date. The new house will seat an estimated 1,200 persons.

Opens at St. Francisville

ST. FRANCISVILLE, ILL.—Max Krutsinger planned to open his 500-seat St. Francisville Theatre here about October 1. RCA sound and projection have been provided by the St. Louis Theatre Supply Co. while the American seats have been purchased from National Theatre Supply.

Florine Lobby Enlarged

FLORA, ILL.—Enlargement of the lobby of the 900-seat Florine Theatre, owned by J. E. Spalding has been practically completed, with other improvements to be made soon. A glass alcove has been installed between the two front doors, and an electric popcorn machine and candy counter will be placed in that space.

New Owner to Remodel Lyric

WATERLOO, IND.—Richard Thompkins of Fort Wayne has purchased the Lyric Theatre here from Mr. and Mrs. Robert Holtry and has announced plans for extensive remodeling including installation of new equipment and seats and other minor repairs.

Install New Booth Equipment

OAKLAND CITY, IND.—New Simplex equipment has been installed at the drive-in located on route 57 in North Oakland City. Equipment included in-car speakers, sound system, mechanisms, Peerless Magnarc lamps, Hertner transverters and Simplex pedestals.

New Sound System at Emden

EMDEN, ILL.—New Simplex sound system has been installed in the Emden Community Theatre.

INDIANAPOLIS

Roger Scherer of the Mallers circuit, Fort Wayne, spent his vacation at Lake Petosky, Mich. James Ackron substituted for Scherer during his absence . . . The Strand and Valentine theatres at Defiance, Ohio, have been closed by the board of health because of a polio epidemic which is reported very serious. Schools also have been closed . . . Jesse Fine of the Fine circuit, Evansville, and his wife have gone to Hot Springs, Ark.

Harry Kornblum, operator of the Rosedale Theatre, Evansville, who has been sick for a long time, was reported attending a night ball game in a wheel chair . . . Mrs. Hilda Ballard Long and her husband returned from a ten-day cruise on the Great Lakes. Mrs. Long operates the Hippodrome in Sheridan, Ind. . . . John Schwin, operator of the Wigton, LaGrange, Ind., a noted fisherman, returned from a fishing trek at Lake Wawasee, Ind. He reports excellent fishing there.

The son of Harvey Cocks, general manager for Quimby Theatres, Fort Wayne, who goes under the stage name of Harvey Collins, has been given the leading part in one of New York's leading stage plays . . . Elaine Van Splinter, manager's secretary at Republic, was confined to St. Francis hospital, Beach Grove, Ind., for observation . . . Clarice Swift of the office staff at Republic was granted a leave because of illness.

Bob Stevens, office manager at RKO, took one week of his vacation to get his new home in order. Bob has been looking forward to this for almost a year . . . James Ehinger, who operates the Albion Theatre, Albion, Ind., reported the arrival of a baby boy . . . A. M. Lyons, who formerly operated the Moon, Pantheon and Fort Sackville in Vincennes, and now retired, was a visitor at 20th-Fox.

William H. McNab, who operates the Ritz at Mooresville, Ind., returned from an extended vacation in Canada . . . William McGovern, operator of the Ritz at Odon, Ind., installed a new Manley popcorn machine in the lobby of his theatre . . . Sam Abrams, manager at Film Classics, reports Paul Karanza has joined the sales organization and will cover the southern Indiana territory . . . Shannon Kackenbach has been appointed Terre Haute manager for the Fourth Avenue Amusement Co. in charge of the new Wabash Theatre there. Other houses in Terre Haute operated by the company are the Grand, Indiana, Liberty and American.

The Midwest Theatre Supply Co. has installed RCA projection, lamps and sound equipment in the new drive-in at Attica, Ind., in addition to 500 in-car speakers. The new project is operated by Carl Noggle . . . William H. Youngblood, Ernest Youngblood and Orre A. Pearson have formed a company to operate the new drive-in west of Clinton, Ind. The new theatre has installed 500 RCA in-car speakers, sound and booth equipment.

The Veedersburg, Ind., drive-in has purchased Brenkert lamps . . . National Theatre Supply Co. reported installations at the Wabash, Terre Haute, operated by the Fourth Avenue Amusement Co., equipped with Simplex sound system and mechanisms, Peerless lamps, Hertner transverter, Walker plastic molded screen, Unitized register, Goldberg enclosed rewind, Neumade rewind tables, Strong changeovers, Appleton reelites, reel alarms, Clancy stage hardware and Major footlights and borderlights.

Harold Marshall, MGM exploiteer here for several years, resigned to enter the surplus army goods business in Mansfield and Alliance, Ohio, and not because of illness as erroneously reported in an earlier issue of BOXOFFICE.

Molesters in Schools As Well as in Theatres

INDIANAPOLIS—Several molestations of children in east side theatres and schools brought forth a letter from police Inspector Leo Troutman to Virgil Stinebaugh, superintendent of schools, asking that all pupils in the city's school system be warned about persons making improper advances. A similar letter was sent to all PTA groups asking their cooperation.

The police emphasized that parents should not send small children to theatres unaccompanied. Theatre managers agreed also to flash notices on their screens urging patrons to report any suspicious behavior to the ushers.

Dezel Acquires 8 Westerns For St. Louis, Cincinnati

NEW YORK — Albert Dezel Productions, Inc., has acquired a series of eight Bill Elliott westerns from Astor Films for the exchanges in St. Louis and Cincinnati. John Walsh of the St. Louis exchange has closed a deal with the St. Louis Amusement Co. to play the westerns over the entire circuit while Edward Salzberg of the Cincinnati branch has closed a deal with accounts in Kentucky and West Virginia.

Joe Barr Convalescing

INDIANAPOLIS—Joe Barr, general manager of the Williston circuit here, is recovering after an appendectomy at Urbana, Ill., where he was stricken.

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MILWAUKEE

Verna Doyle, 20th-Fox booker, resigned due to ill health . . . John Roach, Sherman manager, succeeded Eugene Van Norman, Strand manager, who resigned . . . Ellen Aughey, former Fox Wisconsin district secretary, is secretary to the president of T. A Chapman Co. . . . Roland Koutnik, Palace manager, was ill . . . Allan Usher, onetime Paramount district manager, is no longer connected with the Sprague, Elkhorn, operated by Danny Kelliher.

Another drive-in, a 3,000-car Standard Theatres job, is in the works midway between Appleton and Neenah-Menasha. L. F. Gran is president of Standard . . . Roy Pierce, Riverside manager; Rudy Koutnik, Palace manager, and Sonny MacDonald, Warner advertising director and manager, are the veteran showmen on "the stem" . . . Press time reports had it that Johnny Bartelt, UA office manager and booker, resigned . . . Dick Sachel of Florida and North Carolina resort fame, who keeps busy with his screen renovating chores, was in town.

The Racine Outdoor Theatre Co. will construct an 800-car ozoner in the Racine area at an estimated cost of $175,000 . . . Johnny Mednikow, National Screen manager, worked the territory in the interests of "Do It For Dembow" drive.

E. Bozyshe is constructing a new house at Stoddard . . . Elsie Seidl and Pearl Reinke, the MGM duo, returned from a week's vacation in Chicago . . . There's some modernizing in progress at the Classic, Watertown . . . Benny Benjamin, Screen Guild manager, contacted Upper Michigan and Wisconsin exhibitors . . . Extensive modernization of the Loyal, Loyal, including a new canopy and interior improvements.

Harold J. Fitzgerald, president of Fox Wisconsin Amusement Corp., with an assist from Louis Orlove, MGM exploiteer, executed an outstanding tieup with Milwaukee's fire department in conjunction with 28 simultaneous engagements of the short "Going to Blazes" . . . Johnny Mednikow, National Screen manager, held a kickoff meeting of the firm's front and back rooms keynoting his "Get Back to Showmanship" effort, motivating Milwaukee's participation in the current "Do It for Dembow" drive.

Dick Sachel, screen renovating expert, was here showing cards illustrating his new showmen's retreat, Lakeside Inn on Lake Osceola in Henderson, N. C. . . . Red Wise, Paramount salesman, was top man nationally in the initial week of Bookers and Salesmen's week . . . Eugene Smocke, manager at George Levine's Layton, has been doing a swell job. Smocke's the veteran manager of houses under the Levine wing . . . Robert Long, Warners home office auditor, spent three weeks at the local branch.

"Echo chamber" Wisco, Wisconsin chief of service, startled patrons with his brown-striped garb in the advance pitch on "Cannon City" . . . Ray Schneider snatched the coveted Abbott and Costello trophy from Phil Trampe in the finals of the IATSE golf tourney at Brown Deer club. After a hot first nine, Trampe and Schneider were tied until the 17th hole, when Schneider jumped ahead and won 2 up. The trophy, procured through the efforts of Roy Bernier, former projectionist, will be presented to Schneider at a party October 26.

Matt Sullivan, Film Classics manager, is searching for an abode . . . Barney Wiese, MGM shipper, and Eddie Daniels, U-I shipper, decided to watch the sunrise one morning recently, but Barney couldn't hold out and shoved off for home about 3:30 a. m. . . . Winnie Delorenzo, operator at Independent Film Exchange, and his wife enjoyed a brief stay at Shawano, Wis. . . . Gertrude O'Levy of Columbia has been getting some extra sleep while prepping for the ITO Convention.

Hilde Schlimmer, MGM inspector, hasn't missed one of that firm's pictures in the last ten years . . . Tom Dempsy, Riverside assistant, introduced his fall light tan ensemble . . . Lou Elman, RKO manager, says he's learning chess and challenges all comers . . . Ray Bonner, Gallagher Films sound and projection engineer, was on another trip through the territory . . . Johnny "Scat" Davis and his band opened at the Stage Door . . . Sig Goldberg, Hollywood, Wausau, was in.

Bill Young, Selznick manager, says that "The Paradine Case" bows in November 25 in 50 Wisconsin and upper Michigan situations, with the Riverside at Milwaukee the key house . . . Chet Miller, Pearl manager, walked 36 blocks after missing the owl bus, arrived home and discovered a floor polishing chore awaited . . . Augie Berkholtz, West Bend and Merrimac, West Bend, was here.

Mike Colla, National Screen shipper, spent a football weekend, viewing the Wisconsin-Indiana tussle at Madison and two high school games . . . Les Danenberg, National Screen office manager, snags a few passes in lunch period touch sessions . . . "Bozo" Skinkle, Riverside stage hand, listened to so much piano music during the Frankie Carle stint that he's toying with the idea of forming his own band . . . Bob Gross, drive-in manager, says this year's attendance at the Blue Mound ozoner tops all previous years . . . Roland and Gus Jahnke, operators of the Ford, Waterford, opened the new house near Burlington October 1. Roland used 50 advance announcement window posters displayed in spots in the area with good results.

Louis Orlove, MGM publicist, shoved off for Omaha and Des Moines for drum beating on "The Search" . . . Eugene Van Norman, who recently resigned as Strand manager, after many years with Fox Wisconsin, is spending considerable time at his favorite sport, golf . . . Johnny Bartelt, UA office manager, didn't leave the firm after all.

Wisconsin exhibitors on the Row: Don Deakin, Dells, Wisconsin Dells; Kenneth Peterson, Gerold, Weyauwega; Eric Brown, Plymouth, Plymouth; Max Krofta, Capitol and Granada, Racine; Barney Sherman, Douglas, Racine; Walter Adams, Victor, Hartland; Charles Schneider, Kewaunee, Kewaunee; Al and Lou Stein, Parkway, Greenwood; Walter Baier, Fort, Fort Atkinson; Nick Berg, State, Sheboygan; Nick Johnson, Strand, Manitowoc; James Juell, Garden, South Milwaukee; Arnold Brumm, Ritz, North Milwaukee; Edward Johnson, Roosevelt, Milwaukee; Joe Malits, Eighth Street, Milwaukee; Bill Ainsworth, Fond du Lac, operator of La Belle, Oconomowoc; Gale, Mauston and Shawano, Shawano.

Roy Pierce, Riverside manager, was busy with the return of stage shows . . . Sonny MacDonald, Warner advertising director, has been building patron interest through a Man on the Street radio interview emanating from the theatre entrance . . . Tom Regan, Princess assistant, renewed friendships during the marine convention . . . Howard Krueger, National Screen shipper, who devotes all his free time to a collection of stills from every picture produced in Hollywood, works weekends at the 'Tosa.

No picture shown here in years has created the talk of "Rope," current Warner offering . . . The Telenews, managed by Thurston Wayner, featured "Great Football Games of 1947" in a tribute to the opening of this season . . . Billy Pierce, Savoy manager, in advertising "Panhandle" used: "It's a 'Shoot 'Em Up' Super Western" . . . Hoagy Carmichael did a one-nighter at Milwaukee Auditorium, supported by 50 variety performers.

Replaces Roof of Criterion

ST. LOUIS—George Pliakos, owner of the Criterion Theatre, has awarded a contract to Sol Abraham & Son for the replacement of the roof of the theatre, and for the erection of a concrete balcony in the house. Plans were prepared by Leo F. Abrams.

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Hearing Is Scheduled Of Alger Circuit Suit

CHICAGO—A dispute between eight major motion picture companies and the downstate Alger circuit, Alger, Ill., was referred by Federal District Judge William J. Campbel. for a hearing before Joseph F. Elward, master of chancery.

The action started with a suit by the companies against E. E. Alger, circuit owners, charging fraudulent reports in connection with gross receipts which are a basis for film rentals paid by the Alger theatres. In answering, Alger asked for a bill of particulars. The companies then asked to look at Alger's books and records.

Alger demanded a separate hearing on the legality of certain price provisions in the contracts between the companies and the theatres, contending that such provisions were outlawed under a U.S. supreme court decision and that the contracts are void. Elward will hear testimony on the legality of the contracts.

Grand-Carlton to Build In North Evansville

EVANSVILLE, IND.—The Grand-Carlton Corp. has bought an entire city block in the industrial north side of this booming city for construction of a community shopping center surrounding a theatre of about 1,000-seat capacity. Architects' sketches now are being prepared and plan calls for parking space at the rear of the block for patrons.

The corporation includes Isadore, Oscar and Jesse Fine, Evansville owners and operators. The Grand and Carlton are their two ace downtown houses, both first run. The American is another downtown house. In addition they own and operate the Alhambra, Columbia, Franklin, Marylane, Washington and Woodlawn, second run neighborhood houses covering every section of the city except the north side.

Amusements Levy Repeal Urged by Tax Collector

ST. LOUIS—City license collector Frank A. Britton has advocated the repeal of the 5 per cent city tax on the gross receipts of motion picture theatres and other local amusements, and for a cut in the municipal tax on cigarets from 3 cents to 2 cents per package. Britton, who collects both taxes, said when the ordinances were passed by the board of aldermen last December it was definitely understood that they would be repealed if the city could legally collect a municipal earnings tax.

ABC Television Director To Talk to Video Group

CHICAGO—Paul Mowrey, director of television for the American Broadcasting Co., will be the speaker at the initial fall meeting Thursday (14) of the Chicago Television Council. To be here for the opening September 17 of the new ABC television station, Mowrey will speak on the subject, "A Midwest Television Network—How Soon?"

According to James Stirton, president, the council now has a membership of more than 100, composed of television station personnel, advertising agency executives and others from allied fields.

East St. Louis Council Cracks Down on Carnies

EAST ST. LOUIS—In the future, carnivals and traveling circuses cannot pitch their tents or park their paraphernalia in this community without first obtaining the permission of a majority of the property owners within 1,000 feet of the intended scene of their operations. The city council so decided in amending the ordinance which deals with the licensing of carnivals and circuses. The council also decided that such outfits must pay fees ranging from $250 to $1,000 depending upon the size of the show. The license must be paid in cash in advance of the opening date.

Trust Fund to Aid Actors Ends with $51.68 Loan

ST. LOUIS—The $49,000 trust fund set up by the late Eugene W. Handlan to aid actors "temporarily open for engagements" came to an end when George F. Torrey of the Mercantile Commerce Bank and Trust Co., trustee for the fund, paid the last $51.68 to an actor who once trod the boards with the celebrated David Warfield and other big names.

Torrey handled the fund for more than 20 years. None of the actors were given more than $99, as provided in Handlan's will, and the majority received $50 to tide them over. Few ever paid back the loans but many did send cards of appreciation to the trustee.

No Tax on Charity Show

ST. LOUIS—Musical entertainments given for charitable purposes are exempt from the city's 5 per cent amusement tax ordinance, associate city counselor Charles J. Dolan has held in an opinion prepared for Stuart M. Chambers, director of the Artists' Presentation committee. Dolan said the tax could not be imposed, especially if the program does not include any theatrical features. The committee plans a series of six concerts to raise funds to finance scholarships for young musicians who will participate in the concerts.

J. N. Holland Is New Owner

LaCENTER, KY.—James N. Holland contemplates some improvements for the 250-seat Center Theatre here which he recently purchased from D. B. Stout of Cairo, Ill., Stout continues to operate the Arlee, Arlington, Ky., Uptown, Cairo, Ill.; Nox, Karnak, Ill., and Wick, Wickliffe, Ky.

Bill Weil Back to School

GREENFIELD, IND.—William Weil, son of Mr. and Mrs. Walter Weil of the Weil Theatre here, has returned to his studies at Kentucky Military institute, where he has been appointed captain of Company D.

Anna Ballmann on Jury

ST. LOUIS—Mrs. Anna C. Ballmann, sister of Clarence and Francis Kaimann, and interested in north side theatres, has been named a member of the September term grand jury recently impaneled by circuit Judge Michael J. Scott.

Milwaukee Schools Get 16mm Films From Paper

MILWAUKEE—A demonstration of the method by which life, color and increased interest in American history can be injected into textbooks, was given at Public Museum Lecture hall here recently, before the Milwaukee Film Council.

The medium was a 16mm motion picture which was a gift of Milwaukee Sentinel to Milwaukee schools.

The educational shorts included illustration of three highlights in American history, the Louisianna purchase, the Pony Express and Patrick Henry's speech.

Alvin Rutenbeck, head of Boys' Tech history department, informed council members attending that the films when previewed at his school had "a terrific drive" with the students.

There are 52 of the 16mm films covering 34 subjects in American history and progress.

Veiled Prophet on Video

ST. LOUIS—A letter sent to the editor of the Post-Dispatch, signed by "79" suggests: "Why not make a colored motion picture of our Veiled Prophet ball so that we native St. Louisians who have heard and read of it since its very beginning may have the opportunity to see it at a local theatre?" It is understood that KSD-TV, the Post-Dispatch television station, will devote much time to the big social event and that highlights of the affair probably will be fed to the new NBC television network.

Ray Colvin Gives Talk

WOODRIVER, ILL.—Ray Colvin of St. Louis, president of Theatre Equipment Dealers Protective Ass'n, talked on "The Show Business" at a meeting sponsored by a group of local church and civic leaders. Colvin started his motion picture career as an exhibitor in Illinois towns in the days of silent pictures.

Film Indorsers to Meet

INDIANAPOLIS—The Indianapolis Indorsers of Photoplays, organized in 1915, will begin its 33rd year October 12. Mrs. David Ross, president of the group, will preside at the meeting. The group was the first organized in the country. During the war years it served army camps and canteens with entertainment and took part in war activities.

A Zale-Cerdan Trailer

CHICAGO—Filmack Trailers has prepared a special trailer for the recent Zale-Cerdan middleweight championship fight, and it now is available to exhibitors who have booked the fight pictures.

Youths Fined $20 for Theatre Fight

FORT WAYNE—Two of four youths involved in a fight in a neighborhood theatre here were fined $20 each for disorderly conduct by Judge John H. Logan. One of the pair also was sentenced to ten days in jail. The two other youths were found not guilty.

Polio Causes Two-Week Closing

COTTAGE HILLS, ILL.—The local motion picture theatre resumed operations on Sunday (19) after being closed for two weeks due to the local polio epidemic.

No Exploitation Slump, Says Filmack

CHICAGO—According to Irving Mack, president of Filmack Trailers, the nation's exhibitors are still as exploitation minded as ever. Recent comments by several sales executives to the effect that exhibitors are laying down on their advertising and publicity efforts in Mack's opinion are not as bad as they would make it seem.

The trailer executive believes that the old fight of distributors attempting to persuade exhibitors to increase newspaper advertising will always be in evidence. It's just the natural thing to do, says Mack. He says that hundreds of different trailer requests representing novel ideas and promotional stunts to help sell their attractions are received daily from theatre managers in practically all sections of the country.

A recent example proves that exhibitors also are publicizing short subjects as well as feature attractions. Mack states that many exhibitors requested special trailers to publicize the return showing of the early Disney cartoon, "The Three Little Pigs."

Numerous trailers also were ordered to exploit RKO's "Sports Golden Age," compiled from clips of Babe Ruth, Jack Dempsey, Gene Tunney, Alice Marble and other sportsdom greats of the past two decades.

H. M. Eifert Bowlers Win First IATSE Contest

MILWAUKEE—The sturdy IATSE keglers kicked off on their 1947-48 bowling season at Hank Marinos plant recently with scores indicative of a record season on the lanes. When the final tally was tabbed for the day, team 2, captained by H. M. Eifert, was top dog with a three-game total of 2,511; team 7, led by H. Eifert, was runnerup with 2,400, and team 5, directed by C. Millis, third, with 2,312.

H. M. Eifert and his team also rolled first high single game, with 869, H. Eifert's 858, and team 4, captained by A. Neuendorf, 803. H. Black clicked top individual three games score while C. Bunce took second with 574 and J. Trimborn third, with 519. C. Bunce rocked high single with 231, H. Black 220, and R. Wittmann, 201.

The sessions will continue weekly at Marinos. Bowlers this year include H. Black, C. Bunce, J. Trimborn, R. Wittmann, H. M. Eifert, C. Millis, R. Polcyn, R. Cooney, R. Lenz, S. Hoenig, E. Klase, N. Habersat, C. Conrad, G. Mace A. Otto, H. Eifert, M. Melton, A. Zsebe, R. Trampe, C. Goetz, E. Bigelow, J. Doctor, R. Willert, A. Neuendorf, A. Mommer, J. Kraczek R. Schlager and K. Greene.

Pet Parade Sponsored By Victory in St. Louis

ST. LOUIS—Some 100 boys and girls paraded through the Wellston section with their pet dogs in a Pooch Parade sponsored by a neighborhood theatre.

The parade of the children and their dogs started at the Wellston branch post office with Boy and Girl Scout groups and the St. Louis post office drum and bugle corps leading. At the theatre, where the parade ended just in time for the Saturday afternoon matinees prizes of dog food, dog accessories and sporting goods were awarded for the smartest dog, the smallest dog, the largest dog, the ugliest dog and the youngest dog.

The theatre, the Wellston, is a unit of the St. Louis Amusement Co. Fred Bolmer is manager.

Karl E. Hyle Is Elected Warner Club President

CHICAGO—Karl E. Heyl, assistant contact manager of the Warner Bros. Theatres, was elected to succeed Harry A. Turrell as president of the Warner Club of Chicago at its annual election here.

Albert D. Weinberg, advertising director of the circuit, was chosen vice-president in charge of entertainment; Miss Deborah Finnan, Warner Bros. exchange, was elected treasurer, and Miss Jane L. Martemsen, secretary to the district managers of the circuit, was named secretary.

Rebuke of Film Industry Praised by Exhibitors

CHICAGO—Samuel Cardinal Strich's rebuke of the motion picture industry for failing to "meet its social and moral obligations," drew praise from the men most affected by the criticism, members of the Theatre Owners of America.

In an address at a TOA meeting last Saturday night, Cardinal Strich charged that motion pictures frequently give a false impression of life and spread propaganda.

Replying to the cardinal's statements, Ted R. Gamble, chairman of the TOA board of directors, said: "The exhibitors were encouraged by the cardinal's remarks because they dovetailed with our program to be of greater public service and to encourage the production and presentation of motion pictures which will realize more completely the American ideal and the American way of life."

Keep Harris Grand Open

BLOOMINGTON, IND.—Ernest H. Coovert, manager of the largest local downtown theatre, the Harris Grand, said that a $40,000 remodeling project now under way should not interfere with the showing of films and should be completed within 60 days. Improvements will include installation of a new marquee, new lighting and a steel cover job for the front of the theatre. The ticket booth will be moved and the foyer will be enlarged to include a concession stand. A new soundproof wall will go into the auditorium. New carpets and improved heating and ventilating systems also are planned.

St. Louis Is Video Net Key City

ST. LOUIS—St. Louis will be one of two key program originating points when the NBC midwest television network of six stations starts operation September 20. The other originating point will be Detroit. KSD-TV will feed programs to the network, which is to start with a minimum service of 12 hours of programming a week.

East St. Louis Okays Bank Night Return

EAST ST. LOUIS—The city commissioners have agreed unanimously to allow the return of bank nights to the three local motion picture theatres that were staging them when police commissioner John T. English banned such drawings in mid-August.

The issue between the theatres and the city commissioners was brought to a head when Vincent O'Leary, manager of Publix Great States Majestic renewed signs advertising that a $2,900 bank night drawing would be held on Saturday (25).

The Frisina Amusement Co.'s two local houses, the Esquire and the Roxy, had been jointly operating a bank night arrangement with a $300 prize when the ban was clamped on. The subject of lifting the lid was brought up at a regular city council caucus and all of the commissioners agreed to the return of bank nights.

Evans Clark Is Appointed To FCA Board of Trustees

CHICAGO—Evans Clark, executive director of the Twentieth Century Fund, Inc., has been named a member of the board of trustees of the Film Council of America, it was announced by L. C. Larsen, chairman.

Clark joins other leading Americans on the FCA board who are directing the council's efforts to increase the use of informational film materials throughout the country. Already the FCA has organized more than 100 community film councils which are actively assisting discussion groups and other organizations in using films for their programs.

Executive director of the Twentieth Century Fund since 1928, Clark is author and editor of a number of books, principally on economic issues, published by the Fund. Among his works are "Financing the Consumer," "Boycotts and Peace," "How to Budget Health" and "Stock Market Control."

Bill Mallers Is Manager Of Portland, Ind., Houses

PORTLAND, IND.—William C. Mallers has been named manager of the Hines and Princess theatres here to succeed James Ackron, who recently was promoted to the position of film buyer for all Mallers circuit theatres. He is the son of Charles G. Mallers of Bluffton. The circuit operates theatres in Bluffton, Fort Wayne, Greenfield, Tipton and Warsaw.

Syndicate Plans Station

WABASH, IND.—Trueman Rembusch of Syndicate Theatres, Inc. announced the building of WWNI, 71,000-watt station, to be in operation by December 1. The transmitter is located four miles south east of here and studios will be in the Eagles Theatre Bldg.

Western Stars Appear

INDIANAPOLIS—Trigger and Roy Rogers were stars of the rodeo which opened September 29 at the Indiana fair grounds. The rodeo was featured in all local newspapers, and advance publicity was plentiful.

KEY TO INCREASED PATRONAGE IS PUBLIC SERVICE, KMTA TOLD

Better Exploitation and Public Relations Seen As Urgent Needs

KANSAS CITY—Urgent need for improved public relations in behalf of the entire motion picture industry, to combat unfavorable attitudes of both the public and the press, was stressed by various speakers at sessions of the annual convention of the Kansas-Missouri Theatre Ass'n here this week.

Such prominent industry executives as Gael Sullivan, TOA executive director; Herman Levy, TOA general counsel; David Palfreyman, MPAA director of theatre service and trade relations; Leon Bamberger, RKO sales promotion manager, and H. M. Richey, MGM director of exhibitor relations, agreed that a militant program of public relations is a vital need if motion picture theatres throughout the nation are to weather existing conditions and to make regular patrons of an estimated 67,000,000 persons who do not attend regularly.

SULLIVAN IS INITIAL SPEAKER

In the initial address of the opening convention business session Tuesday afternoon, Sullivan reviewed TOA progress during the last fiscal year, and told of plans for the next 12 months. He praised theatre organizations and operators generally for what he termed a splendid observance of Youth Month in all parts of the nation. Arthur Lockwood, elected TOA president last week in Chicago, was described by Sullivan as a man under whom the organization was destined to make extensive progress during the next year.

Levy spoke briefly on antitrust suits now pending. He urged exhibitors to make reasonable efforts toward conciliation of their differences with distributors before instituting legal action. Tentative plans for organization of various regional committees at an early date were described by Levy as a means by which much difficulty may be avoided in the future.

Better intraindustry relations were urged by Senn Lawler, Fox Midwest public relations head. He declared that a recent survey had indicated that 67,000,000 persons in the United States do not attend motion picture theatres, and that many of the problems now confronting the industry could be solved if each were to buy only six tickets during the next year.

HARD WORK AHEAD

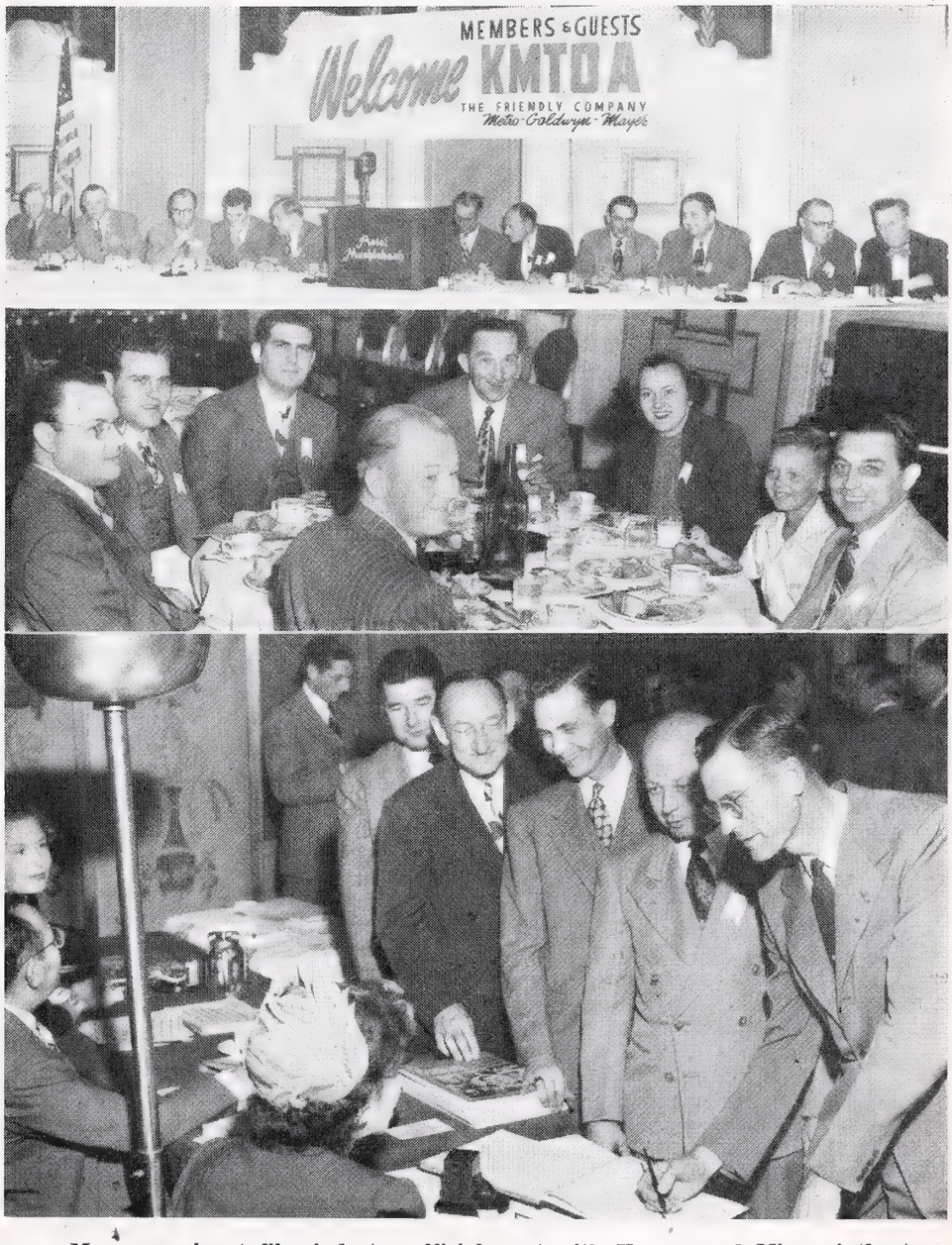
Elmer C. Rhoden, Fox Midwest president, said that the present condition of the motion picture industry was one which demanded patience on the part of every person in it. Emphasizing that there will always be a market for entertainment, he declared that plenty of hard work and improved public relations would enable the industry to solve its problems and to progress on the basis of giving the public what it wants.

The most important job now ahead is to get more people to attend motion picture theatres, Richey insisted. The unfavorable press of the nation must be corrected, he said, and one means by which the average operator can help to correct it is to render greater community service.

Paul Terry, producer of Terrytoons for 20th Century-Fox, described the development of the animated cartoon during the last two decades. Referring to his recent tour of various foreign countries, he noted that children in all of them caught the full meaning of a cartoon short, even though they did not know how to read English. He denied that the modern cartoon book was the cause of juvenile delinquency, as many persons have charged.

The Youth Month campaign in Kansas City was described by M. D. "Babe" Cohn,

(Continued on next page)



Many prominent film industry officials met with Kansas and Missouri theatre operators at the KMTA convention. Top photograph, left to right, J. A. Becker, Independence, Mo.; Fred Meyn, KMTA treasurer; Herman Levy, TOA general counsel; Gael Sullivan, TOA executive director; Ben Shlyen, BOXOFFICE publisher; Homer Strowig, Abilene, retiring KMTA president; Leon Bamberger, RKO; Tom Edwards, St. Louis area MPTO president; Frank Plumlee, Theatre Enterprises; David Palfreyman, MPAA, and Clarence Schultz, Commonwealth Theatres. Middle photograph, left to right, F. F. Chenoweth, Bethany Mo.; E. D. Landau, Madison, Kas.; M. D. Landau, Kansas City; Ned Busher, National Theatre Supply; Herman Illmer, Kansas City; Mrs. Elmer Bills, Elmer Bills jr., and Elmer Bills, Salisbury, Mo. Bottom photograph, left to right, Bill Smith, Eldon, Mo.; Leon Bamberger, RKO; Gordon Holliday, La Crosse, Kas.; Chet Cowger, Ness City, Kas., and Don Burnett, Larned, Kas.

Jottings From KMTA Convention

KANSAS CITY—Wives don't "just go along" to the KMTA conventions to keep their husbands company (or out of mischief?). There are few occupations where so much teamwork is displayed as in the theatre business, and exhibitor wives attend conventions to learn new angles of the business the same as their spouses.

Among the husband-wife teams in attendance this year were Mr. and Mrs. M. J. Aley from the Princess Theatre, Eureka, Kas. The Aleys announced at the luncheon table that beginning Monday (4) they will hold a three-day anniversary celebration in their theatre. They have been in show business in that same location for 25 years and are inviting everyone to attend their show free for three days in honor of this anniversary. The picture will be "Wallflower."

Mrs. Fred Meyn, wife of the KMTA treasurer and who has helped him run the Park Theatre in Kansas City, Kas., for the last 26 years, was at the same table with the Aleys and remarked that while show business was a wonderful business, it certainly does not allow for much evening social life.

Aley responded by saying, "It used to be that restaurants, drugstores and theatres were the only businesses that ran seven days a week. Now the restaurants and drug stores are closed part of the time, but we stay open."

* * *

Frank Kucera told about the opening of his new Tribune Theatre at Tribune, Kas. After 12 years of operation in the local high school auditorium, Kucera opened his new theatre downtown September 11. It is a stadium-type house with 400 seats, and the only show in his town of 800.

* * *

Mr. and Mrs. Dale Danielson of Russell, Kas., have been operating only one of their houses there, the Mecca, because of the reconstruction work being done on their Dream Theatre. The latter should be ready for reopening about January 1, but a damper was thrown on their enthusiasm by the fatal injury of a worker on this project last week. Lige Collicot fell from a ladder and hit his head on the concrete below, never regaining consciousness. A similar accident happened when the Danielsons built the Mecca Theatre.

* * *

Kyle Keltner of the Ozark Theatre at Ozark, Mo., did not bring Mrs. Keltner this year. "I had to leave her home to take care of what business we have left," he explained. "Our business is only fair down there."

* * *

Mr. and Mrs. Courter of the Courter Theatre at Gallatin, Mo., were both registered but Courter admitted the wife was out shopping for a new outfit while he attended the meetings. The Courters have recently installed new, Strong high fidelity lights in their theatre and notice a pleasnig difference in the way pictures show up on the screen. Installment was made by the Missouri Theatre Supply Co.

* * *

Jay Means and son Ronald of the Oak Park Theatre in Kansas City were among the father-and-son exhibitors present. Ronald admits he has even had to handle some of the "poetry ads" when his dad is out of town, but so far has had no complaints on his efforts. (P.S. His wife helps him.)

Other Missouri exhibitors in attendance included Glen Caldwell, Princess at Aurora; Bill Smith, Ozark manager, Eldon; Mr. and Mrs. Glen Hall, Hall at Cassville, and J. Leo Hayob and his uncle, George H. Hayob, owners of the Mary Lou at Marshall. Leo says the work is progressing on the new Mary Lou, under construction about two blocks from the present house. The new building will seat 800.

* * *

Among the Kansas exhibitors registering were W. C. Mosher, Blue Moon at Blue Mound; Ray Miner, Miner at Moran; Chester Cowger, Ness manager, Ness City; Gordon Holiday, Paramount manager, La Crosse; Mr. and Mrs. Ralph Larned of La Crosse, owners of the Paramount there and Ness at Ness City; Mr. and Mrs. Winship of the Majestic at Phillipsburg, Kas., one of the 40-year exhibitors recently honored by Allied; Don Burnett of the State, Larned, and Don Shade of the Toy at Ottawa.

* * *

Ray Cook of the Missouri Theatre at Maryville, Mo., is the opposition for his brother's house, the Tivoli, run by "Doc" Cook of KMTA reputation. Both were on hand at the meeting as was J. F. Cook, their father, who confided that he "helps out both the boys when they need him." Mrs. "Doc" was there and explained that there would have been three generations of exhibitor-Cooks but for the fact that a 22-month-old member of the fourth generation was considered a little young to get much out of the meetings. Thus Jimmie jr. kept his parents home, the James Cooks, who have recently came back from St. Louis to help Grandpa "Doc" run his house.

* * *

O. F. Sullivan of the Sullivan Independent Theatres at Wichita and president of Allied, registered Tuesday at the KMTA and was to go on to St. Louis for the TESMA convention . . . Homer Strowig, KMTA president, flew in from Abilene last Wednesday and went on to Chicago for the TOA meeting, then came back to preside at his own convention . . . J. W. Becker of the Associated Theatres at Independence, Mo., and F. G. Weary of the Farris and Vogue at Richmond were among the Missouri exhibitors who could drive in each day.

* * *

It wasn't exactly a pleasure trip for Elmer Bills jr. to accompany his parents to the convention. The Bills have the Lyric Theatre at Salisbury and brought Junior with them for a dental appointment in Kansas City.

* * *

Gladyce Penrod, secretary of KMTA, was assisted with the registration by Sam Abend of the Jayhawk Theatre, Kansas City, Kas., and by Helen Thomas, booker for RKO.

* * *

Alexander Film Co. of Colorado Springs is having wonderful business with exhibitors these days, according to Al Clements, Hutchinson representative for southern Kansas. Other Alexander representatives present included E. L. Harris, district manager from Dallas . . . When meetings were not going on, Frank Bowen of the United Film Co. of Kansas City held open house in one of the hotel rooms. His company also had other representatives present: Dwight Zieger, Morris Klein from Wichita, Norman Gossling, district manager from Colony, Kas., and J. A. Stewart, division manager from Centerville, Iowa.

* * *

Mr. and Mrs. F. F. Chenoweth of the Kerr theatres at Bethany and at Albany, Mo., attended the KMTA meetings. Also seen about were Abbott Sher, manager of the Jayhawk in Kansas City, Kas., and Earl Jameson jr., the Vogue, from Lee's Summit, Mo., and V. R. Stamm, the Strand, Kansas City.

* * *

Theatres Enterprises, Inc., sent several representatives, including Bob Davis, buyer from the Dallas office . . . Joseph and Max Berenson attended from the National Theatre Advertising Co. of Chicago . . . Louis Patz, division manager for the National Screen Service Co., was just back from a week in New York where he helped to spark the George Dembow Tribute drive which started September 13.

Public Service Is Key To Better Business

(Continued from preceding page)

spokesman for the downtown theatre committee and chairman of the project. He related details of the observance, and declared that it had made many friends for the motion picture industry throughout the city. Excerpts from letters received by Cohn from governmental, educational and religious leaders were read by him. He noted that many of those who wrote comments suggested that such a project would be an ideal year-around activity.

David Palfreyman declared that public relations is a continuous job, not one to which attention should be given as an abrupt need for them arises. He declared that good public relations must be deserved, and that the marked attention being given to them now is encouraging.

Referring to the problems faced by the film industry, Leon Bamberger recommended that thought of the most serious type be given to them. He urged theatre operators to strengthen their contacts with their patrons, to pay more attention to community service and to use aggressive methods in selling entertainment.

Approximately 200 registrations had been listed when Homer Strowig, KMTA president, called the opening session to order. C. E. "Doc" Cook, secretary, read a detailed report which indicated that the association now is in the strongest condition of its existence.

Winners of the preconvention golf tournament held last Monday at the Santa Fe Hills Country club were Kenneth Clark, first place; Martin Stone, second place, and Jack Braunagel and Ralph Morrow jr., who tied for third place.

E. L. Harris, district manager of the Alexander Film Co., was host to association members and their guests at a cocktail party Tuesday evening in the junior ballroom of the Muehlebach hotel, where all official convention sessions were held.

Ian MacDonald in Villain Role

The role of villain in Warners' "Montana" has been assigned to Ian MacDonald.

Twin City Exhibitors Split on Junior Prices

MINNEAPOLIS—An admission price war among local neighborhood and suburban situations threatens in consequence of establishment of special junior admission scales at seven independent uptown and suburban houses here.

Applying to young people between 12 and 17 years of age range, the junior admission is 45 cents instead of the regular 60-cent adult scale at the 28-day availability houses and the 40 cents at the 42-day theatres. It brings prices at the earlier availability theatres for a considerable segment of patronage to a level close to that of the 56-day availability situations charging 40 or 44 cents for juniors as well as adults.

TO COMPETING LEVEL

Exhibitors with the 56-day availability claim the 45-cent junior admissions will give a substantial admission price advantage to the 28 and 42-day availability theatres and they are threatening to cut their present adult scale or institute low junior admissions.

Independent houses here instituting the junior admission prices this week were the 28-day Campus and Homewood and the 42-day Edina, St. Louis Park, Nile Boulevard and Parkway.

Minnesota Amusement Co. (Paramount circuit) launched the reduced junior admission scales at its Twin City theatres, Loop and Uptown, and out-of-town houses more than a year ago. Independent exhibitors, members of North Central Allied, however, refused to follow suit. For a year and up to this week, they held fast to an unwritten agreement to ignore the big circuit's price policy.

INDEPENDENTS DIFFER

At a recent meeting, however, when the matter of junior admissions in connection with higher scales accompanying earlier availabilities arose, Twin City members of North Central Allied failed to agree to hold lines tight for 60 to 90 days to determine the boxoffice effect of the tilted scales. The final understanding was that each theatre owner would decide his policy for himself.

Sam Sosnas Visit Home Town

MANHATTAN, KAS.—Mr. and Mrs. Sam Sosna were here last week visiting friends and business acquaintances. Sosna, now operator of two theatres in San Diego, is the former owner of the Sosna Theatre here and was for many years a prominent Kansas showman. The Sosna Theatre is now operated by TEI.

COMING!

The Theatre's Newest Entertainment and Business Stimulator

"LUCKY SEAT"

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NOT A LOTTERY!
NO COUPONS! NOTHING TO SIGN!

Write

KING ENTERPRISES, Inc.

1203 High Street Des Moines, Iowa

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

LABOR TROUBLES at the Neptune and New Centre theatres in Kansas City have been settled. Both theatres are controlled by Lee and Charley Vaughn . . . J. C. Hartman and associates, builders of the Uptown in Wichita, plan to build two more theatres there. One at Nineteenth and Lawrence avenues will cost about $75,000 and seat 1,200, and the other, a downtown house, will cost $500,000 and seat 2,500. No site has been selected for the latter.

* * *

The first television receiving set has been received by the Kansas City Radio Co. It is the first to arrive in the city. Mike Kenney, manager, says it is planned to pick up television broadcasts from WGY, Schenectady, and KDKA, Pittsburgh . . . Billy Moran, artist for the Mainstreet Theatre in Kansas City, has done exceptionally fine work for lobby displays in connection with "Lilac Time" . . . Pantages Theatre in Kansas City has collected about $50 a day recently from patrons as they left the theatre, for relief of Florida storm victims.

* * *

Tom Baldwin, Kansas City, booker for Tiffany-Stahl, has resigned to accept a position with another concern. George Baumeister, former Tiffany booker in Kansas City, recently booker in Atlanta, succeeds Baldwin.

* * *

Glen Dickinson is opening the Orpheum in Lawrence soon . . . Peck Baker is to open a jewelry store soon, say those who see him winning on the punch boards in the Filmrow sandwich shop in Kansas City.

* * *

An Omaha man proposes to call the new sound pictures "Sonorama," a word which means a sound view or picture . . . Booth Bros. & Co. of Nebraska City, Neb., owner of the Empress, Paramount and Overland theatres, will open a house in Auburn within the year . . . F. M. Honey, owner of the New Tecumseh Theatre in Tecumseh, opened the new house recently . . . W. F. Nick & Son will set up a picture show in the Legion hall in Albion, Neb., soon. Sunday blue laws there are still being battled.

* * *

Arnie and Eckild Lund have purchased the Glud Theatre in Viborg, S. D., from Anton Johnson . . . Mr. and Mrs. J. A. Woodring, State, DeSmet, Iowa, are taking possession of the Woonsocket there. T. S. Martin of Hitchcock will operate the State . . . E. P. Kennedy reopened the Idyl Hour at Litchfield, Neb.

* * *

The Cottage Theatre in Orange City, Iowa, has been sold to Henry Van Boxtel. J. T. Grotenhuis was former owner . . . The Ideal Theatre in Table Rock, Neb., was sold by M. B. Johnson to L. M. Green of Tecumseh, Neb., former owner of the Moon in that town . . . The Bartley, Bartley, Neb., has reopened with a new name and new management. A. L. and H. W. Cochran are the new owners . . . Wendell P. Bemis, associated with Ed Masters in operating the Opera House, Geneva, Neb., has sold to Masters, and will become assistant house manager of the new York Theatre in York, Neb., operated by Alexander Frank.

Mitchum Film Canceling Draws Praise by Clubs

KNOXVILLE, IOWA—George Hart, manager of the Grand Theatre here, received letters of commendation from two Knoxville organizations for withdrawing a picture starring Robert Mitchum from his theatre. Hart withdrew "Desire Me" and substituted " River Road" after the story of Mitchum's arrest on a narcotics charge was bared the day "Desire Me" opened at the Grand.

Mrs. C. J. Scott, president of the Knoxville Women's club, wrote Hart:

"The members of the Knoxville Women's club wish to express their approval of your refusal to show the picture with an actor of this reputation."

Mrs. Arnold Schmidt, president of the Parent Teacher Ass'n, said in an open letter:

"In view of the publicity attendant upon Robert Mitchum's dereliction from decency, his appearance as a hero of a story could certainly not have been in harmony with sound training of the youth of this community."

Start Collins Theatre

COLLINS, IOWA—Work has been started on the new Collins Community Theatre building here. Debris is being cleared away on the Main street lot where the building will be erected and construction was expected to begin this week.

Sells at Manson, Iowa

MANSON, IOWA—Vern Partlow has sold the Manson Theatre here to William McGraw of Des Moines. McGraw formerly was owner of the house, having sold it to Partlow in 1944. Partlow has purchased a farm north of Manson.

Owner Starts Teaching

TEKAMAH, NEB.—Like many another Nebraska town, Tekamah had a teacher shortage. H. O. Qualsett, owner of the Lyric Theatre, set out to see what he could do about it. The result: He now teaches morning classes.

Midnight Cartoon Show Set

OMAHA—Larry Caplain, RKO Brandeis manager, will stage an all-cartoon midnight show here October 1. It will feature 15 cartoons with the major appeal directed at 'teen agers.



MINNEAPOLIS

The Engler brothers are demanding the same 28-day availability for their suburban Hopkins Theatre which was granted recently to two independent neighborhood houses, the Homewood and Campus, and offered to another, the Nile. The Richfield, another independent suburban house, has "talked" about wanting the 28-day availability deal, which involves higher film costs and an admission price boost along with longer running time for pictures, but it has not pressed the issue. It now has 42-day availability which also has been granted to seven other neighborhood situations.

Harry B. French, Minnesota Amusement Co. president, returned from the TOA convention in Chicago . . . Recently returned from New York, Bennie Berger, North Central Allied president, left again on a business trip, this time to northern Minnesota . . . Dan Brennan, former Minneapolis Times film critic, was appointed secretary to Mayor H. H. Humphrey of Minneapolis, Democratic candidate for the U.S. senate.

University of Minnesota football got under way. Home games will be televised and it is expected that Saturday matinee business will suffer. An estimated 3,000 accompanied the Gophers to Seattle a week earlier to see them defeat Washington . . . First National Food show at the Auditorium here, which had Olsen & Johnson's "Laffacade" as its stage attraction, reportedly was a financial flop. The Olsen-Johnson show was highly praised but high admission prices held down attendance.

L. B. Schwartz, who with S. P. Halpern successfully defended Bennie Berger and Mrs. J. L. Jensen in the suits brought against them by Ascap for non-payment of its theatre music fee, says he doesn't expect Ascap to appeal Federal Judge G. H. Nordbye's ruling that the fee is illegal . . . Cedric Adams, Minneapolis Star columnist and radio newscaster, was master of ceremonies at the opening of W. A. Parkins' new $80,000 450-seat Wescon Theatre at West Concord, Minn., recently.

Two St. Paul printing houses, McGill-Warner and National Checking Co., were among 33 theatre ticket manufacturers and six trade associations directed by the Federal Trade commission to cease price fixing and other practices.

Theatre Associates, nonprofit buying combine comprising many large independent circuits and situations, has refused to buy four MGM pictures for its 56-day availability accounts because of dissatisfaction with terms. Independent Theatres, the other buying combine which includes most leading Twin City independents, also is holding off MGM pictures, although it has granted permission to one of its members, George Granstrom, owner of two St. Paul de luxe houses, to buy the pictures involved, including "Homecoming" and "Easter Parade."

Gene Autry was in the Twin cities as star of the rodeo at the St. Paul Auditorium . . . Minneapolis independents are negotiating a new booth operators pact . . . Rube Jachter and Ben Marcus, Columbia assistant sales manager and district manager respectively, were here to discuss the "Loves of Carmen" deals with buying combines . . . Wilford Wolfson and Joe Podoloff, owners and operators of the Vogue, made a deal with Paul Mans and Evy Engquist for the theatre's deep well and other equipment at a price of $4,100. The Vogue was closed for a time after Wolfson and Podoloff took over because Mans and Mrs. Engquist refused to relinquish their license.

Gordon Greene, veteran Minneapolis showman, was seriously ill . . . Congratulations to M. A. Levy, 20th-Fox manager, his sales and office staff. For a second time in a row they've won three weeks' additional salary for reaching and exceeding their quota in a sales drive. This time it was the Summer Sales Bonus competition. The other was the Spring Sales drive . . . "The Search," which has broken boxoffice records at the World here, has gone into its sixth week.

Exhibitors visiting Filmrow included Mrs. A. Ehlenz, Dodge Center, Minn.; Jack Heywood, New Richmond, Wis., and E. L. Peaslee, Stillwater, Minn. . . . Republic's social club here has been christened "Republic Boosters" and many serve as a pattern for other organizations of the company's exchange staff members in other cities. It's the first Republic club anywhere . . . LeRoy J. Miller, U-I manager, and his salesmen were off to the regional sales meeting in Chicago . . . Eddie McErlane, Warner Bros. booker, was on a vacation in Chicago.

Noel Neill, film starlet here from Hollywood to visit her parents, visited Republic where Manager Joe Loefler screened four chapters of the serial, "Adventures of Jesse James," in which she plays the lead. Her father is news editor of the Minneapolis Star . . . The local Republic exchange has landed in first place nationally among the company's branches in collections on liquidated contracts on a quota basis.



Eddie Kugel Will Build Mapleton, Iowa, Theatre

MAPLETON, IOWA—Mr. and Mrs. Eddie Kugel, who just opened the new State in Holstein, plan to erect a new theatre here on property which was purchased a year ago. It is hoped that work can be started this fall. The Kugels now operate the Maple Theatre here which F. W. Naulteus manages.

Second Cooler in Broadway

BROOKLYN, IOWA—A second air conditioning unit, of the same size as the present one, is being installed in the Broadway Theatre here by Manager Joe Fauver.

'Pitfall' Gross Tops Kansas City Trade

KANSAS CITY—Grosses at the de luxe houses here generally were slightly under levels of recent weeks. Opening of schools and fall buying kept trade at the first runs down somewhat, and holdovers also had their effect on boxoffice takes. "Pitfall," paired with "Black Eagle" at the Midland, paced the city. "Rachel and the Stranger," with "Shanghai Chest" in a second round at the Orpheum, continued to draw briskly.

(Average Is 100)

Esquire—**Blockade** (UA); **Young and Willing** (UA), reissues 65
Midland—**Pitfall** (UA); **Black Eagle** (Col) 125
Orpheum—**Rachel and the Stranger** (RKO); **Shanghai Chest** (Mono), 2nd wk 110
Paramount—**Two Guys From Texas** (WB), 2nd wk 100
Roxy—**Canon City** (EL), 3rd wk 75
Tower, Uptown, Fairway—**Larceny** (U-I) 75

Minneapolis Business Better With Cooler Weather

MINNEAPOLIS—With cooler weather the past week, business improved. Good grosses were chalked up by major newcomers "A Date With Judy," "Rachel and the Stranger" (which had the Cerdan-Zale fight pictures as an added attraction) and "Abbott and Costello Meet Frankenstein." Holdovers still clicking were "The Search" in its fifth week and "Life With Father" and "Two Guys From Texas" in their third and second, respectively.

Aster—**The Dead Don't Dream** (UA); **Rocky** (Mono) 95
Century—**Two Guys From Texas** (WB) 110
Gopher—**Montana Mike** (UA); **Ex-Champ** (Indie), reissue 85
Lyric—**Life With Father** (WB), 3rd d. t. wk. 100
Radio City—**A Date With Judy** (MGM) 120
RKO-Orpheum—**Rachel and the Stranger** (RKO) 125
RKO-Pan—**Commandos Strike at Dawn** (Col); **Invaders** (Col), reissues 100
State—**Abbott and Costello Meet Frankenstein** (U-I) 115
World—**The Search** (MGM), 5th wk. 150

'Rachel' Grosses 145 Per Cent For High Mark in Omaha

OMAHA—Unseasonably warm weather prevailed locally but "Rachel and the Stranger" coupled with "Train to Alcatraz" topped the town at 145 per cent. Second place in the ratings went to "All My Sons" at the State with 125.

Omaha—**Forever Amber** (20th-Fox) 100
Orpheum—**River Lady** (U-I); **The Counterfeiters** (20th-Fox) 95
Paramount—**Two Guys From Texas** (WB) 90
RKO-Brandeis—**Rachel and the Stranger** (RKO); **Train to Alcatraz** (Rep) 145
State—**All My Sons** (U-I); **Yankee Fakir** (Rep) 125
Town—**Will It Happen Again?** (FC); **I Was a Convict** (Rep), reissue; split with **The Falcon's Alibi** (RKO), reissue; **Easy Come, Easy Go** (Para), 2nd run; **Radio Stars on Parade** (RKO), reissue 100

'Wallflower,' 'Velvet Touch' Take Average in Des Moines

DES MOINES—Theatre attendance fell in Des Moines with "just average" reported as the best that could be said for any of the offerings. At least two downtown houses dropped considerably below the normal figure.

Des Moines—**Two Guys From Texas** (WB) 95
Orpheum—**The Velvet Touch** (RKO); **Thunderhoof** (Col) 100
Paramount—**Alias a Gentleman** (MGM); **Wallflower** (WB) 100
Strand—**Forever Amber** (20th-Fox) 85

Blackhawk to M. W. Long

LANSING, IOWA—M. W. Long has purchased the Blackhawk Theatre here from Mrs. C. V. Scolfield.

DES MOINES

Allen Crawford has been transferred from the Warner exchange in St. Louis to the local office as booker . . . Myrtle Bechtel was back at the cashier's desk at Warners after traveling 5,000 miles through the south and southwest on her vacation . . . Alpha Rayner, U-I inspector, was back on the job after an illness . . . Lou Levy, branch manager, and salesmen Ralph Olson, Tony Fursee and Mort Eichenberg attended the midwestern divisional convention in Chicago October 1, 2.

Mr. and Mrs. Dale Juergens of the Molo Theatre, Moulton, Iowa, are the parents of a baby daughter . . . The Juergens have sold the Molo to C. A. Bedford of Burlington who will take over soon . . . Mrs. Raymond Baltzley, wife of the theatre owner at Baltzley, Iowa, was recuperating from a recent operation performed at Iowa Methodist hospital here . . . Another exhibitor's wife, Mrs. Duane Burk of Monroe, Iowa, also was on the recovery list. Mrs. Burk broke her foot in a home accident.

M. L. Dickson of Mt. Pleasant is driving a new Cadillac which brought many exclamations from Filmrowers. Other exhibitors on the Row were C. C. Dunsmore, Fort Dodge, and Bill Sobel of Mid-West Drive-In Theatres . . . John Ash, MGM traveling auditor, is working here . . . Jack Kelly, special representative for MGM from New York; Norman Pyle, exploiteer, and Ralph Maw, district manager, were at the MGM exchange for a business conference.

Betty Arends, MGM contract clerk, resigned to move to New Orleans . . . Clara Hudson, former Metro employe, will return to replace Betty . . . Helen Hanson and Irva White were on the sick list at Metro . . . Bill Dippert, Republic booker, was on a vacation . . . Myron Blank, A. H. Blank and G. Ralph Branton, Tri-States executives, attended the TOA convention in Chicago . . . Jim Castle, Paramount exploiteer, was here blowing the horn for "Sorry, Wrong Number."

Another publicity man here was Jule Serkowich, Columbia representative, launching the campaign for "The Loves of Carmen" which will open at the RKO-Orpheum October 13 . . . Lucille Wesp and Norman Tilden, Tri-States, visited Lucille's home in Fredricksberg, Iowa . . . Maxine Bishop Lauritzen, former secretary to A. H. Blank, moved back to Des Moines from Cedar Rapids, and entertained some of the Tri-States office gang in her new home recently . . . Mr. and Mrs. Art Van Dorn leased their theatre at Mystic, Iowa, but will continue operation of their house at Moravia.

R. D. Goldberg Considers Women as Managers

OMAHA—Extensive hiring of women managers may become a new policy of the R. D. Goldberg circuit. Goldberg already has employed one female manager, Mrs. Corrine Gallup at the Dundee Theatre, catering to a de luxe neighborhood crowd. She has had no previous experience in the business.

His circuit had difficulty obtaining men who do a good job, he said and added "women have more experience in housekeeping."

'Get Your Gun' Slight Protested by St. Paul

ST. PAUL—Mayor E. K. Delaney has protested to the United Booking Offices in New York because of the "slight" to this city in the Twin City booking of the big stage attraction, "Annie Get Your Gun," exclusively in Minneapolis where it played all this week.

Business interests and newspapers here have felt affronted because "Annie Get Your Gun" did not also include St. Paul in its bookings. St. Paul newspapers refused to accept advertising for the attraction's Minneapolis engagement. The newspapers also turned down advertising for Ethel Barrymore a few years ago when she passed up St. Paul and played her Twin City engagement only in Minneapolis.

As a result of the mayor's protest, "Annie Get Your Gun" may be sent to St. Paul later in the season although the newspaper ads here read "only Twin City engagement."

Son of E. W. Kerr Injured In Tumble Down Steps

KNOXVILLE, IOWA—E. W. Kerr of Pine, Colo., spent several days inspecting his theatres here. While here he received word that his 4-year-old son had been injured in a fall down the basement steps at their Colorado home. Kerr was able to secure a ride on a cargo plane out of Des Moines the same day and arrived at the Denver Mercy hospital several hours later. Word from Kerr later stated the child suffered a fractured skull but that his condition was favorable. While here Kerr was the guest of George D. Hart, his local manager.

State in Holstein Opened By Ed Kugel and Wife

HOLSTEIN, IOWA—The new State Theatre here had its grand opening last week. The house is air conditioned, has a cry room for very young children and contains 100 more seats than the old theatre it is replacing. Owners are Mr. and Mrs. Ed Kugel.

To Look Hollywood Over!

WICHITA, KAS.—Telephonic pressure from Hollywood talent seekers overcame the oft-expressed resistance of Vera Ralston, "Miss Kansas" and fourth place winner in the recent Atlantic City beauty contest. Miss Ralston and her mother left for Hollywood, "but only to look the place over for a week." On her return here from Atlantic City the local beauty stated she intended to use the scholarship she had won to study dramatics at the University of Wichita. Her disinterest in Hollywood offers stems, it is reported, from the attitude of Ken Frizzell, her high school sweetheart and now a student at Northwestern.

Teen-Ager Locked in Theatre

COUNCIL BLUFFS, IOWA — Teen-ager Philip Blunt found a night at the theatre more exciting than he had anticipated. He fell asleep in the Liberty Theatre here. He awoke several hours later to find the house empty. The staff had left. The door was locked. Finally he found a phone. At 1:45 a. m., police came to the rescue.

OMAHA

Jerry McGlynn, son of G. E. McGlynn, former MGM manager here, now at Des Moines, saw plenty of action in the Iowa State backfield against Nebraska at Lincoln . . . Tri-States Theatres scheduled a two-hour cartoon show at their drive-in on West Dodge . . . Evert Cummings, former Tri-States district manager, now has a third theatre in California . . . Top awards in the Omaha contest for a Community Chest slogan were one-year and six-month passes to downtown first run theatres.

Robert Hoff, Ballantyne Co. sales manager, left early for the big convention in St. Louis to set up a special equipment display. Owner Robert Ballantyne was to follow later by auto . . . Donald Herring's remodeled Cass Theatre here will seat 300 . . . Larry Caplane, RKO Brandeis manager, added a midnight snack to his first midnight cartoon show to give it added lure . . . Joe Scott, 20th-Fox manager, will have to travel a long way if he hopes to see a World Series game again this year.

Now it is the out-of-towners who are doing most of the clamoring for roadshows. It was their support that made the return of "Oklahoma!" possible. Tri-States uses a trailer on coming Omaha roadshows on its screen in theatres through the district, takes registrations at the boxoffice.

Hap Haslow has resigned as manager of the Military, local R. D. Goldberg circuit house . . . Charles Hartigan, former assistant manager, has been promoted to manager . . . Haslow will enter the dry cleaning business . . . Goldberg is not certain whether he will go ahead with construction next spring of his planned west Omaha house. Building conditions and prices make the venture uncertain.

William Mickell, Tri-States district manager, pledged further improvements for the West Omaha Drive-In. The playground has been a popular feature and further landscaping is in store . . . G. Ralph Branton, Tri-States general manager, launching a courtesy drive among the circuit's employes in Nebraska, Iowa and Illinois, called on other businesses to join in. "It's time we got down off our pedestal and let our customers know we're glad they came in," he declared.

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1202 High St. Des Moines, Iowa
"Where Filmrow Friends Gather"
Open Daily at 4 p. m.

KANSAS CITY

Jane Wyman, Warner Bros. star, was here to publicize "Johnny Belinda," soon to be shown locally . . . Ben B. Poblocki, head of Poblocki & Sons, Milwaukee, was a visitor . . . William C. Stahl, sales manager for Theatre Specialties, Inc., Los Angeles, visited on Filmrow . . . F. A. Bateman, Screen Guild sales manager, was at its local offices.

Don Davis, RCA-Victor district manager, was attending the TESMA convention in St. Louis . . . Others attending the TESMA conclave included Arthur de Stefano, National Theatre Supply Co.; L. J. Kimbriel, Missouri Theatre Supply Co.; Clyde H. Badger, Stebbins Theatre Equipment Co., and J. W. Shreve, Shreve Theatre Supply Co.

Floyd Goode, former assistant shipper at the Paramount exchange and recently a patient at the Veterans Administration Facility, Wadsworth, Kas., following service in World War II, was a visitor on Filmrow . . . Marguerite Levy is a new booker at Paramount . . . Mrs. Al Negin, formerly Louise Burke, a secretary at U-I, visited friends here.

Construction of the 800-car Shawnee Drive-In being erected by the Dickinson Operating Co. on a site near Shawnee, Kas., was being rushed . . . R. L. Adkins, formerly of Parsons, Kas., reopened the Elk City Theatre, Elk City, Kas. . . . The new Iris Theatre, Bonner Springs, Kas., is expected to be ready for opening about November 15.

Julian H. King jr. of King Enterprises became a father September 19 of a baby daughter . . . The Regent and other Commonwealth theatres featured the Zale-Cerdan middleweight championship fight pictures . . . Showing of foreign films was launched by the Kimo with "The Damned."

Kansas theatre operators on Filmrow included O. C. Alexander, Kansas, Kiowa; Fid Norton, Ritz, Caldwell; "Bud" Waldron, Cherry, Cherryvale, and Everett Buchanan, Star, Longton . . . Among Missouri showmen seen were R. C. Davison, Binney, Pattonsburg; H. N. Stainbrook, Royal, Norborne, and Robert Egender, Waverly, Waverly.

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POPCORN SACKS printed, very attractive. 1½ lb. size, per thousand.. $2.30

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POPCORN SALT. Eighteen 3 lb. packages, per case $2.20

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Install Altec Systems

KANSAS CITY—Altec Lansing Voice of the Theatre loudspeaker systems have been purchased by the following theatres: the Silver, Cameron, Mo.; Lucille, King City, Mo.; Ozarks, Webster Groves; Demo, East Prairie; People, Pleasant Hill; Rainbow, Mahnomen, Minn.; Norm Maintenance, Minneapolis; New Concord, West Concord, Minn.; Karlstad, Karlstad, Minn.; New Rosco, Roseau, Minn.; Bowman, Bowman, N. D.; Rivoli, Seward, Neb.; Paramount, North Platte, Neb.; Roxy, Milton, Iowa; New, Thompson, Iowa, and the Terril, Terril, Iowa.

Steal Chicago Drake Safe

CHICAGO—Burglars removed a safe containing $714 from the basement of the Drake Theatre here recently, according to Manager Fred Baldasti. Entry to the B&K circuit house was made by drilling a hole through a fire exit door, Baldasti said.

Former Manager Visits

MANHATTAN, KAS.—Mr. and Mrs. Otis Cowan of Great Bend, Kas., were here last week visiting her parents, Mr. and Mrs. R. A. Appleton. Cowan is a former manager in Manhattan for Griffith.

Big Paramount Campaign For 'Wrong Number'

KANSAS CITY—A special newspaper and radio campaign is being employed by Paramount Pictures locally, tying in with the national exploitation of "Sorry, Wrong Number," the Hal Wallis production starring Barbara Stanwyck and Burt Lancaster soon to be shown at the Paramount Theatre here.

The local campaign will include approximately 1,800 lines of display space in newspapers and 110 spot announcements on the various radio stations in the area. Radio plugs will include special recorded interviews with Barbara Stanwyck and Burt Lancaster.

A special long distance telephone interview with Barbara Stanwyck by D. L. "Doc" Hartley, motion picture editor of the Kansas City Star, was featured on a recent Sunday film page of the newspaper.

The "Sorry, Wrong Number" campaign here is being supervised by M. D. "Babe" Cohn, managing director of the Paramount Theatre, and Jim Castle, special Paramount Pictures representative.

Lightning Strikes Home Of the Lewis Hickoks

EFFINGHAM, KAS.—Mr. and Mrs. Lewis Hickok got quite a scare Monday night (20) in the midst of a bad electrical storm. The owner of the Green Theatre and his wife were sitting in their home when lightning burst through behind the kitchen stove, traveled around and set fire to the cottage curtains hanging at the kitchen windows.

The Hickoks grabbed the curtains from their moorings and tossed them out the door to halt the flames. Hickok has been in exhibition for more than a dozen years and has been here for the last three years.

Remodel Hastings Strand

HASTINGS, NEB.—The Strand Theatre, a Tri-States house, hardly will be recognizable when it reopens soon. The theatre, managed by John Spencer, will have a new front, marquee, redecorating, seats and equipment.

Visits Mother in Ogden, Kas.

OGDEN, KAS.—Robert Fulkerson, manager of the Eudora Theatre in Eudora, Kas., was here on vacation visiting his mother. He began his theatre career was a projectionist in Manhattan.

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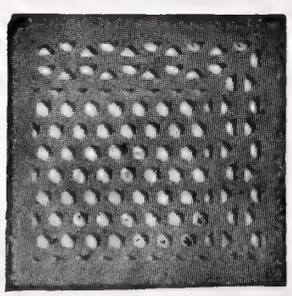
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Free Film Shows Weekly In Iowa Sleepy Hollow

DORCHESTER, IOWA—Drive-in motion pictures have been giving a new look to night life this summer in this nearly 100-year old village, famed as the Iowa community most remote from railroads and other towns.

The films are shown weekly Thursday nights on the green in front of Coppersmith's—the store operated until two years ago by successive generations of the Coppersmith family for 90 years. It is now owned by Vic Swartzhoff, the last of the Coppersmiths having retired to California.

The shows are free—sponsored by "the businessmen," as a handbill in Swartzhoff's store announces. The other "businessman" is Bert Daniels.

A traveling showman parks across the street from the store early in the evening and sets up a projector and screen on the grassy bank of Dorchester's babbling trout stream, Waterloo creek. The population of the village, approximately 75, turns out to the last octogenarian and babe in arms, and as soon as chores are done, families from the farms roundabout drive in.

By the time the feature begins, there may be as many as 500 sitting on the grass, on camp stools or in cars. After the show there is a neighborly social hour in the out-of-doors—the sponsors meanwhile enjoying a lively trade as their payoff.

Free Show for Children

DAVENPORT, IOWA—Eight Quad City theatres presented free films for school children in the area as their contribution to Youth Month. Feature of the free shows was a safety reel with a speaker who pointed out precautions to be observed now that school has been resumed. Each program included a western, three cartoons and a comedy. Services of the projectionists' and stage hands unions were given free for the event. Theatres participating were the Capitol and Orpheum, Davenport; Fort and Riviera, Rock Island; LeClaire and Paradise, Moline, and Strand and Majestic, East Moline.

Morrie Steinman to RKO

MINNEAPOLIS—Morrie Steinman has resigned from Monogram as sales manager to join the RKO sales staff. He formerly was with Republic and later Monogram branch manager. He succeeds Milt Lipsner, who resigned at RKO to become Monogram branch manager at Oklahoma City. At United Artists Arnold Shartin has been appointed booker. He succeeds Boz Asbell, resigned.

Bernie Pretts Family Returns

ROCK RAPIDS, IOWA—Mr. and Mrs. Bernie Pretts and their daughter Judy returned home from a visit with Mrs. Pretts' mother Mrs. Katherine Weis in Bemidji, Minn. Pretts manages the Rock Rapids Theatre.

Tri-States to Prove Showmanship In 13-Week Drive; Big Award List

DES MOINES—The greatest showmanship drive in the history of Tri-States Theatres was launched this week by G. Ralph Branton, general manager. Announcing the prizes in the drive in the manner of a radio master of ceremonies, Branton added up a jackpot totaling $7,500, and even this amount is to be increased by the Courtesy campaign, to be conducted simultaneously with the showmanship drive.



G. Ralph Branton

The Tri-States drive is an answer to the executives of the distributing companies who have criticized the lack of showmanship on the part of exhibitors, Branton asserted.

The drive will extend through the last 13 weeks of this year, beginning in each theatre of the Tri-States circuit with the opening days closest to October 1, and closing during Christmas week.

The drive is divided into five phases. Phase 1 is the Managers Gross Sweepstakes, in which each theatre competes with comparable theatres in the circuit for the greatest percentage of increase in gross.

Phase 2 will be the district profit contest, in which district competes against district for the current increase in net profits.

Phase 3 is a drive for increased profits for the week before Christmas and Christmas week.

No. 4 is a special pre-Christmas drive for extra revenue from sources other than admissions at regular performances.

Phase 5 is the spectacular showmanship division in which prizes are being offered for the best advertising and exploitation campaigns on attractions distributed by eight major companies; namely, Paramount, MGM, 20th Century-Fox, Warners, U-I, Eagle Lion, Republic and Monogram-Allied Artists.

An additional feature of the drive will be conducted by the merchandising department for candy and popcorn attendants. This contest will run simultaneously with the showmanship drive to select the circuit's champion merchandisers, with handsome prizes being awarded in each of the three districts.

The $7,500 in prizes for the Tri-States managers showmanship drive represents one of the largest amounts ever offered to managers of any circuit of comparable size in a 13-week contest.

Buys 'Hell on Wheels'

John Wilste's "Hell on Wheels" has been purchased by William Stephens and will be produced for Screen Guild.

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TOP QUALITY Indiana-Grown HYBRID POPCORN $11.90 Per 100 Pounds
Absolutely highest grade. "POPSCO" Purdue Brand. Amazing expansion. Tender, tasty, flaky
SALT: Eighteen 3 lb. boxes ..... $2.20 per case
SACKS: 3/4 lb. (3,000 to carton) ..... $1.80 per thousand
Long 1 lb. (3,000 to carton) ..... $1.80 per thousand
White, printed, 1½ lb. (1,800 to carton) ..... $2.50 per thousand
SPECIAL on Popcorn BOXES
2 Ounce Size. Regular 10c Seller. Per thousand $7.15
1½ Ounce Size. Modified 10c Seller. Per thousand $6.95
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11 More Drive-Ins To Northwest Area

MINNEAPOLIS—Minnesota Entertainment Enterprises, comprising leading Twin City independent exhibitors and operating two drive-in theatres in the Minneapolis-St. Paul area, this week broke ground for its third and fourth, one each outside of Minneapolis and St. Pual. It also acquired site for a fifth in St. Louis Park district, local suburb.

At the same time 18 residents of Crystal, Minneapolis suburb, brought suit in district court to enjoin Clem Jaunich, Delano, Minn., exhibitor, from building a drive-in theatre on the site acquired by him and for which he has obtained a license. It's complaint alleged the theatre would create a traffic hazard and "change the area's character." Jaunich seeks to invade the Twin City drive-in field, which Minnesota Entertainment Enterprises is endeavoring to sew up for itself.

The Home Theatres is planning drive-ins for two of its controlled situations, International Falls and Brainerd, Minn., with work scheduled to start next spring, according to Frank Mantzke, secretary-treasurer.

P. J. Karalis, who is building a drive-in at Minot, N. D., says he also will erect one to accommodate 400 cars and cost $75,000 outside of St. Cloud, Minn. A group comprising H. O. Mugridge, Frank Wetzstein and Gus Wingreene will build a $125,000, 550-car drive-in for their Bismarck, N. D., Theatre Co. at Bismarck, N. D.

Both the Eddie Ruben-Joe Floyd group and the Ted Mann-Charlie Rubenstein Co. of Minneapolis plan drive-ins in the Fargo, N. D., area to cost from $100,000 to $125,000 and to accommodate 550 to 600 cars. Ruben and Floyd have just opened a drive-in at Sioux Falls, S. D., where they also own and operate two regular theatres. Ben Marcus, head of the S&M Wisconsin circuit, will be associated with Ruben in the construction of a 550-car drive-in at LaCrosse, Wis., where Ruben's circuit has two regular theatres.

Mann and Rubenstein have just opened a drive-in at Duluth. They and Ruben are members of the Minnesota Entertainment Enterprises which comprises prominent Twin City independent exhibitors and which now owns and operates the only two drive-ins in the Minnesota-St. Paul area where it currently is building two more and planning additional ones.

Harold D. Field to Build Cherokee, Iowa, Ozoner

CHEROKEE, IOWA—Harold D. Field, president of the Pioneer Theatre Corp., which operates the Arrow here and the theatres in Storm Lake, has announced the purchase of a site on the outskirts of Cherokee for a drive-in.

Albert Lea Amusements To Build New Drive-In

MINNEAPOLIS—Ben Friedman has announced that he and his brother Laz of the Albert Lea Amusement Co. will start work immediately on the first drive-in in the Albert Lea, Minn., area. It will accommodate 500 cars and cost is undetermined. The opening is scheduled for next spring. The Albert Lea Amusement Co. owns and operates all of the regular theatres in the town.

Soybean Harvest Delays Drive-In Construction

OTTUMWA, IOWA—With government approval received for construction of a drive-in at the former naval air station here, work is ready to begin as soon as a soybean crop is harvested from the land, according to Jack Cohen, Ottumwa Theatre Co. general manager. Most of the material has been purchased for the improvement, Cohen said. Fifteen acres of the airport property will be used. The land is located west of the Harding hotel and will permit exits onto the east-west road that extends along the side of the station as well as onto air base roads.

Humboldt, Iowa, Theatre To Show Safety Films

HUMBOLDT, IOWA—Alva Hopper, manager of the Humota here, plans to show special safety films distributed by the state highway patrol. They are one minute long and will be run along with the news. The film will be changed weekly. Each film will point out precautions to be taken in avoiding highway accidents. The plan originated in the office of the state safety commissioner.



PIONEERS—The Pioneer circuit held all-day discussion of theatre advertising, publicity and exploitation at Carroll, Iowa. Standing, left to right: Art Farrell, Atlantic; Art Downard, Cherokee; Wilee Backley, Grundy Center; William C. Arts, Carroll; Al Hansen, Perry; Percy Long, Webster City; W. L. Hill, Storm Lake, all Iowa. Seated: James Gray, Sac City; Gordon McKinnon, Spencer; Don J. Smith, Carroll, district manager; Gert Framheim, Minneapolis office manager; Leon J. Bamberger, RKO sales promotion manager and principal speaker; Harold D. Field, president of Pioneer Theatres; Delbert Farrell, Jefferson, Iowa.

Wreck Tama, Iowa, Ruins For New Construction

TAMA, IOWA—Wrecking of the ruins of the Iuka Theatre Bldg., destroyed by fire in 1944, was begun here and workmen said construction of a new theatre building would start this fall. W. W. Mansfield, who will erect the new building, is owner of the Mills Theatre here. Following destruction of the Iuka, Mansfield said the government wartime agencies denied him a permit to buy material to start immediate rebuilding, because they considered the Mills adequate. Since then, Mansfield said, work has been hindered by the high cost of labor and building materials.

Meanwhile, the state fire marshal inspected the Mills Theatre and approved all exits. The inspection was made following a report by the Tama city council last week that the exit doors in the theatre could not be opened easily.

Air Cooler Fails at Opening

THOMPSON, IOWA—A capacity crowd attended both shows the night the Legion's new theatre opened here despite a failure in the cooling system. Repairs were made for the remaining two nights of the opener, "The Fuller Brush Man."

New Floor at Leon, Iowa, Strand

LEON, IOWA—A new tile floor has been laid in the lobby of the Strand Theatre here. Ernest and James Michael, managers, say they plan further improvements in the near future.

Lost Nation Theatre Reopened

LOST NATION, IOWA—The Nation Theatre, closed for six weeks during the summer, was reopened recently by Manager Walter E. Allen.

Warns License Clause Voids Ascap Contracts

MINNEAPOLIS—A warning has been issued to distributors by L. B. Schwartz, local lawyer, not to include the "music license" clause any more in film contracts with exhibitors. Such a clause, he declares, would invalidate the entire contract.

Schwartz and S. P. Halpern were counsel for exhibitors Bennie Berger and Mrs. J. L. Jensen in the suits brought against them by Ascap for non-payment of its theatre music fee. Pointing out that two federal court judges now have ruled the Ascap theatre fee illegal, Schwartz explains that a single illegal clause in a contract is sufficient to destroy its entire validity.

Bill McGraw Buys Manson

MASON, IOWA—William McGraw, new owner of the Mason Theatre, held a special free showing last week to celebrate acquisition of the house. McGraw bought the Manson from Vern Partlow.

Newspaper-Theatre Tieup

NEW HAMPTON, IOWA—A 13-week subscription to the New Hampton Economist, newspaper here, will be given each adult patron of the Firemen's Theatre during the month of September. Harry Herman is manager of the theatre.

Albert Way Sponsors Baseball for Boys

DuBOIS, PA.—Albert P. Way, beloved showman for 52 years, again has spearheaded an enthusiastic movement here to combat boy problems. A lover of clean sports, especially baseball, the veteran exhibitor is sponsoring the organization of a juvenile baseball league here. The new league was founded at a dinner in the Hotel Logan with Way hosting 150 civic leaders. The owner of the Avenue and Carlton theatres here will foster all expenses, including construction of a field with a fence, dugouts and other incidental expenses required for opening the season in 1949.

The exhibitor-showman for more than a half century will open the Hi-Way Drive-In near DuBois early next spring.

Way is a local bank director and has served in the Pennsylvania general assembly.

W. E. Anderson Purchases Sandy Lake, Pa., Theatre

SANDY LAKE, PA.—Edgar E. Shaffer will withdraw from exhibition here after selling the Penn-Lake to W. E. Anderson, Mount Jewett. Shaffer continues in exhibition at the Roxy, Slippery Rock. "Wally" Anderson operates two theatres in Pennsylvania and three houses in New York state.

Starts 40-City Tour

WILMINGTON, OHIO—The 9th edition of the variety stage revue, "The Best Is Yet to Come," produced by Hollywood Productions, subsidiary of Hygienic Productions, will commence a six-week tour of one-night stands on October 7 at Wilmington. The gala stage extravaganza will be centered around Skitch Henderson's band, and will feature ten professional acts from Hollywood. The troupe will play one-night stands in 40 cities of Ohio, West Virginia and Indiana. The tenth edition, starting its tour November 4, will have a coast-to-coast route of more than 100 cities, and by January the producers, Kroger Babb and J. S. Jossey, expect to start the shows out on a route covering a full year's bookings from coast to coast.

Blatt Brothers Confer

PITTSBURGH — The Blatt brothers, Charles R. of Somerset, Jake of Corry, and William of Mount Lebanon, were here for a meeting at the circuit headquarters on Film-row.

Bruce Edgreen Is Manager

PORT ALLEGANY, PA.—Bruce Edgreen, veteran employe at the Grand here, now is manager of the Blatt circuit house, succeeding Bob Stauffer, who has shifted to Corry, Pa.

Allied Meeting October 7

PITTSBURGH—Abram F. Myers, Allied chairman of the board and general counsel, will address local Allied exhibitor members at a meeting here October 7 in the William Penn hotel. The convention date is to be announced soon. Morris M. Finkel, president of Allied MPTO of W. Pa., is independent theatres chairman here for the campaign for the Community Chest in Allegheny county, October 1 through November 15.

Daylight Time Beaten In Detroit Voting

Detroit—Daylight saving time was defeated by about 3,000, a preliminary count of the referendum vote revealed. However, the election action is not obligatory upon city government. Coincidentally, Circiut Judge Adolph Marschner dismissed a case brought before him by a group of Detroit exhibitors months ago to have daylight saving time declared illegal because of losses suffered in their business.

Vance Continues Trying For Okay on Cryptix

COLUMBUS—Willis Vance is continuing his efforts to secure Internal Revenue department approval for his Cryptix system of ticket numbering. Since the Ohio ITO passed a resolution endorsing a symbol numbering system Vance has retained counsel to attempt to get the Revenue department to reverse its present stand in favor of figures only.

Joseph O'Meara jr., attorney, contends that the Webster dictionary definition of a "number" fits Cryptix and has asked for an interview in Washington. The dictionary says: "A character or symbol, as a figure or word, or a group of figures or words, representing graphically an arithmetical sum."

J. C. Shanklin at TOA Meet

CHARLESTON, W. VA.—J. C. Shanklin of the Greenbrier Theatre here and the Lewis in Lewisburg attended the meeting of the Theatre Owners of America in Chicago. Carrie Beard, manager of the Lewis and secretary to Shanklin, was married recently in Wheeling to Harry N. Dolan, Ronceverte, an employe of the C&O. They toured Ohio and Michigan on their honeymoon.

Variety Stag November 14

PITTSBURGH—Variety Club Tent 1 will stage its annual stag banquet in the ballroom of the William Penn hotel, Sunday evening, November 14. John H. Harris, founder of Variety Clubs International, is general chairman.

More Stage Billings Loom in Detroit Fox

DETROIT—Following an experiment with a stage show headed by Tony Martin at the Fox, billed as its 20th anniversary celebration, the possibility of additional stage shows for the theatre looms.

The stage show experiment was continued with one-day personal appearances by George Jessel, William Holden, Edmund Gwenn and Colleen Townsend last Thursday (30). Holden and Gwenn are starred in "Apartment for Peggy," the world premiere of which opened the same day. Other stage attractions are known to be under consideration.

Bowling League Teams Organized at Detroit

DETROIT—The following teams have been organized to participate in the 1948-49 season of the Film Bowling league:

Cooperative—Jack Susami, Jim Sharkey, Del Ritter, Lou Metzger and Fred Sturgess.

Monogram—Root Lamb, Ralph Forman, Jack Saxe, Don Fill and Robert Haskins.

Republic—Al Levy, Jack Hayes, Sid Turer, Bert Holmes and Julius Pavella.

Theatrical Advertising—John Oster, Mat Blumenthal, Dave Kaplan, Carl Sheran and Irving Belinsky.

Allied Films—Jack Zide, Art Trombley, Mat Bernbaum, Roy McDougall and Earl England.

Scharun's Premiums—Emil Beck, Robert Misch, Robert Buermele, Art Koskie and William Pasanen.

RKO—Sam Merson, Ed Loye, Eric Clarry, Ed Sullivan and Walter Goryl.

United Artists—Rubin Graff, Sid Bowman, Harvey Trombley, Francis Harr and Ken Guibord.

Apply for Zoning Change

AKRON—The Maryland Theatres Corp, has appealed to the local board of zoning appeals for permission to erect a one-story theatre building at 70-74 North Howard St. without observing setback regulations. Hearing has been set for October 8.



WARNER MEN MEET—Warner Theatres, Pittsburgh zone, opened their annual nine-week Showmanship drive with a series of regional meetings attended by all the managers of the four districts comprising the zone. This year's drive, fifth consecutive one conducted by the Pittsburgh zone, for outstanding exploitation, showmanship, increase in gross and general theatre management, carries awards to winning managers totaling more than $3,000. Pictured above are the managers of the Main Line district as they attended the kickoff meeting which was conducted by M. A. Silver, zone manager. Shown with Silver (center), are, left to right: Booker Saul Bragin, Harry Feinstein, Joseph Feldman, Ben Steerman and District Manager Dinty Moore.

DETROIT

Rog Kennedy and Jerry Brik of the IATSE have a new trophy, their float having won one of the three prizes in the Labor day parade . . . Albert Krimm, operator at the Grant, moved over onto Kilbourne avenue on Detroit's east side . . . Arnold Wisper has taken in a group of partners in the Auto City circuit he is establishing, including Freda Smith, Maxwell I. Silverstein, Anne Keystone, Rose Wisper, David Jalan and Mitzie Goldberg.

Archie Katcher, brother of Irving Katcher of the Russell, was sworn in Monday as referee in bankruptcy for the eastern district of Michigan . . . Vivan Aumock has settled down at Trenton booth in Trenton, replacing Dan B. Nadon . . . John Laica is doing a smooth job of managing the Berkley Theatre for his father and his two partners . . . Chester Sample, Berkley operator, has taken up bee-keeping as a hobby.

Garnet DeWitt, operator at the Liberty, has gone into the photographic business under the name of Skiba's Photo Service as a sideline. His son, who is in the navy, just phoned from Norfolk, Va., en route to European waters . . . Ellsworth Miller, formerly of the Liberty, left to join his father in running a tourist camp in Arizona . . . Peter Tzinis, manager of the Greenwood, was back on the job after hospitalization . . . Carl Rice, Loop operator, completed a new knotty pine recreation room that the contractor is using as a showplace for his own customers.

Bert Penzien of the East Detroit and Dan Defenbaugh of the Jewel at Mount Clemens, summering at the new Gratiot Drive-In, were due to return to their own houses this fall . . . George Konath of the Roseville was pinch-hitting at the East Detroit, while George Hemp of Utica replaced him at the Roseville.

Mrs. Eline Bowers of the Civic tried to use a new public address system for an emergency announcement and operator Joseph Beck had to figure out an emergency substitute because the installation was not completed . . . Zane Gray Hawks, former assistant at the Harper, moved to the Fenkell as manager, replacing Harry W. Hicks.

Anthony Russo, formerly of the Mack Uptown staff, was promoted to assistant at the Harper . . . Manager Sidney Hunt of the Harper was back from his honeymoon with the former Louise Bommarito, relief cashier for the Wisper & Wetsman circuit . . . James Powers sr. of the Harper, who is a keen follower of horseflesh, sat down to watch nearly every show of "Green Grass of Wyoming."

Cecil Cox, operator at the Colony, was busy putting in a new lawn at his new home . . . George Campbell has restyled the Colony as a modern neighborhood house since taking possession a few months ago . . . Albert W. Heuser, proud of his modernized Aloma in Grosse Pointe, is a victim of hay fever . . . William Guensche, manager of the Esquire, manages to stay in his own neighborhood, making rare trips downtown . . . Ed Robinson swears he will never wear a mustache again, so his friends will not confuse him with his brother Arthur.

Max Bernbaum of Film Drugs was back from a four-week vacation . . . Arthur Leazenby, manager of the Cinema, returned from Alaska . . . Christine Kaleis of the Jam Handy planning department was wearing a new diamond from Roy Moebs . . . John S. Brooks of Jam Handy is being transferred to the Chicago office . . . Peter Kavel has a new monicker, "Nature Boy," since he emerged exhausted after having been lost in the swamps near Oscoda on a vacation with Harrison Clark and Milton Herman, all of the Wisper & Wetsman circuit.

Perry Huellmantel and Richard P. Jones are establishing an independent exchange and projection service under the name of Featuretone Movie Co. . . . Fred Maliszewski, who with Judy Mirek operates the U.S. Film Center, opened a new store at 7005 West Warren Ave. . . . Louis Schlussel is turning the Farnum in Hamtramck over to the new Farnum Theatre Corp., which has a $50,000 capitalization. The move includes his family in the formal ownership but involves no change in management or operation.

Mrs. Gladys B. Pike of Film Truck Service was back from the convention of the Michigan Trucking Ass'n at Traverse City . . . A. C. Roder, manager of the Rialto, reported that owner Jim Ritter, one time national Allied president, was vacationing on Harsen's Island . . . Margaret Kourey, cashier at the Van Dyke, was back after a month's absence because of her son's seriously infected throat. Marie Remenar relieved her.

Charles Stucki, operator at the King, moved into his new home at Belleville . . . J. B. Krul,

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circuit owner, was due back on the job after a serious illness and convalescence in Harper hospital . . . Alex Zesser alost completed installing a new Cauhorn air cooling system in the Home . . . Harry Hillier, formerly of the Strand, seriously ill when he moved to Florida, returned and now is working at the Home.

Ted Krass of the Coliseum is about to become a father for the first time . . . William Vogler, lately of Hollywood, has taken over the booth at the Dix, replacing Glen Horton who went back to Pontiac . . . Jerry Herlihy returned to operating after eight years in other fields . . . Manuel Helfman has done a neat job of getting the Model open . . . Charles L. Anderson, on the board for the past year, takes over his first booth at the new Model . . . Bill Mannie, maintenance man for the Broder circuit, replaced Chester Obuchowski, who resigned as manager of the Crystal because of poor health.

Employes of Hygienic To Fly to Convention

WILMINGTON, OHIO—Kroger Babb, president of Hygienic Productions, Inc., announced that the home office personnel and those on duty in eastern and southern points, will fly in chartered airline planes to the 1948 convention December 5-12 in Hollywood. Field personnel in the western half of the United States and from Canada and Mexico will make individual transportation arrangements.

Last December the company chartered three DC-3s for a similar trip, and it proved so satisfactory from a standpoint of convenience and time-saving that it was decided to follow the same system in 1948. A total of 300 employes met in convention at the Hollywood Roosevelt hotel last December. About 350 are expected at the 1948 convention.

Writer Sees Weakness in Pictures

PITTSBURGH—Film releases are not up to standard, according to Mrs. Florence Fisher Parry, Press columnist, who states: "We have been having a very poor crop of motion pictures this season. Few have matched the intelligence-capacity of their audiences. We deserve better. And when I say 'we,' I mean the rank and file, the young and old, the innocent and the cynical. We are better than the movies believe us to be!"

Opera House Offered for Sale

ASHLAND, OHIO—City council is planning another effort to get rid of the antiquated Opera House which has been condemned by the state fire marshal for several years. Council asked the mayor to advertise bids for the sale of the three-story building in the heart of the business district. This is the third successive year that an attempt has been made to sell the site.

Football Cheers at Theatre

AMBRIDGE, PA.—A giant football rally was presented on the stage of the Prince recently. "Spirit of West Point" was one of the screen attractions.

Theatre for Negroes Reopened

WHEELING, W. VA.—A. and D. Williams have leased the Pythian here and reopened the colored patronage house September 24 under the name of the Aldon Theatre.

COLUMBUS

The city's antinoise ordinance, which banned advertising loudspeakers from the streets and forbade stationary loudspeakers in front of theatres, has been declared unconstitutional by Municipal Judge Wayne Fogle. Safety Director C. C. Cole, original sponsor of the ordinance, said he would consult city attorney Richard W. Gordon in an effort to rewrite the ordinance, making it constitutional. "We must have control over the many obnoxious noisemakers on the streets," he said.

George Holzbacher, 84, who managed the candy stand in the Grand Theatre building for 11 years prior to 1934, died . . . Leo Yassenoff and his wife returned from a vacation at Atlantic City . . . Charles Sugarman, manager of the World, returned from a buying and booking trip to New York City . . . Screening of "The Secret Land" was held under navy auspices at the naval air station at Port Columbus . . . Loew's Ohio sneak previewed "Apartment for Peggy."

William Green, assistant manager at Loew's Broad, resigned to enter Ohio State university . . . Mrs. Catharine Ross Betry has been relected president of the Columbus and Franklin County Motion Picture Council. Other officers include Mrs. J. E. Watson, wife of the MGM exploiteer, first vice-president; Isabel M. Collins, second vice-president; Mrs. J. W. Woolums, recording secretary; Mrs. Laurence J. Schaaf, corresponding secretary, and Mrs. Harvey Pyle, treasurer. The council purchased a sound portable projector for use in giving shows for underprivileged children and shutins.

Roger Garrett, organist-manager of the University, started his annual fall football rallies on the eve of the Ohio State-Missouri game . . . Harry Schreiber at the Palace staged his first rally on the same night with John Agnew as organist playing Ohio State and Missouri songs . . . Frank Yassenoff and Harold Schwortz said their CCC Auto Theatre would remain open throughout October and into November, depending on the weather.

Plans to have the state controlling board release $425,319 for purchase of the Ackerman road site for the new state fairgrounds hit a snag when Att'y Gen. Hugh S. Jenkins said he would vote against the proposal. He is a member of the board. Meanwhile, 1,000 angry residents of upper Arlington, near the site, protested against the purchase at a mass meeting.

Mike Serventi Dies

CHICORA, PA.—M. "Mike" Serventi, 56, veteran exhibitor, died September 17 following a long illness. Several years ago he transferred theatres at Chicora, Petrolia and Rimersburg to his sons Lew and Mark. These houses are operated as the Lew-Mark Theatres. Serventi was a member of the Allied MPTO of W. Pa.

IATSE Bowling Season Opens

PITTSBURGH—The IATSE Local 171 Bowling league inaugurated the new season recently at the Kenyon alleys.

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Babies to Theatres? Is Question At Heart of Rumpus in Columbus

COLUMBUS—The question of whether babies in arms should be admitted to local theatres is being debated here at length.

There are cry rooms in several Columbus theatres, of course, and drive-ins admit children under 10 without charge and provide bottle-warming service to patrons.

The flurry started when the Columbus Citizen printed two letters from readers complaining about the babies-in-arms situation. Then Norman Nadel, Citizen theatre editor, ran a column on the subject, giving both sides of the controversy. This was followed by still another letter, one from the manager of a neighborhood house. And the end is yet to come!

The first letter, written by Mrs. Floyd R. Rhodes, said in part:

THE MOTHER'S SIDE

"I am wondering why a mother and father who want to relax in a movie and who have a five-month-old baby must pay admission for the child. Whoever heard of an infant that age realizing what it is seeing, understanding any part of a movie or occupying a seat? I think they have raised the prices on adults enough and they shouldn't have to charge for infants. We young married people with babies have a very limited amount of money to spend for pleasure. Ours being movies, I think this policy is unfair. Our budget is limited to one show a week and sometimes two."

An answer came from "Movie Fan" who said:

"I think she is right, in a way. Buses, trains and planes don't charge for infants because they are carried in arms and don't occupy a seat. There, Mrs. Rhodes is right. And certainly she has a point in the budget statement. I'd like to point out a situation my wife and I found ourselves in recently. We like to see a show occasionally and we don't care to leave our eight-month-old daughter at home.

"So we went to a theatre and were turned away at the door with the statement that babies in arms are not admitted. We explained that the baby had just been fed and wouldn't cry. We certainly felt humiliated to be turned away at the door.

MANAGERS INTERVIEWED

"We left, and while we don't like to carry grudges, we feel the sight of the theatre will remind us and we doubt that we'll ever go back there again—even when our baby can enjoy the show and pay admission. But perhaps we're better off than Mrs. Rhodes who had to pay admission for her baby. It's quite a situation. We'd like to see an answer to it."

Theatre managers interviewed by Nadel reported that they abide by the wishes of the majority and that the exclusion of infants was instituted because of that majority expression. If it could be demonstrated that the majority opinion has changed, then the theatres said they would consider relaxing the rules.

BOTH SIDES HAVE CASE

"Admittedly," said Nadel, "the movie managers have a case, but so do the parents. They may not decide to go to a show until after dinner. It is then too late to get a baby sitter, or they cannot afford the cost. Maybe theirs is a quiet baby, but the managers cannot trust their word. Every parent taking a baby to the movies says the same thing and experience has shown that it is not true most of the time."

"Don't be too hard on theatre managers who find themselves between the devil and the deep blue sea. They're in trouble if they admit babies and in trouble if they don't," the editor wrote.

One neighborhood theatre manager told of his troubles in a letter to the editor:

"I have been trying to get those creatures called critics to tell the moviegoing public that babies are not wanted in the theatre. I am the father of four small children, and I would never consider taking them to a theatre until they are capable of comprehending the program. Many times my wife and I wanted to take the baby and go to a show but we finally agreed to take turns, which I still contend is the best bet. If we could get a sitter, depending on whether you can afford the latter."

BABIES CAUSE WORST NIGHTS

"Speaking as a manager, our worst nights are when mothers bring their babies. We permit them providing they're kept quiet, but blessed if they don't get mad as all Sam Hill when you have to request them to take the child to the rest room.

"I remember one case recently where a father got so disgusted with his crying baby that he placed the infant on the floor of the men's restroom and went out to watch the show. I had to threaten the man with arrest if he wanted to continue such a practice. I could relate dozens of such instances why babies should not be permitted in theatres, but I'm sure any person with average intelligence would never be troubled with this problem.

"We've even had people who want to park their baby buggies right in the lobby and let the baby lie there while they see the show. Ye gods! When I think of the nursing bottles full of milk that have been dropped in our theatre, I shudder. I welcome anyone to attend our theatre for day-to-day observation to see our baby problems, in addition to noise-making children, gum-cracking women, feet-over-the-seats and seat-cutting vandals. Pass the aspirin, quick!"



Parkersburg Strand Reopens

PARKERSBURG, W. VA.—New Strand reopened recently with new concrete floor, new seats, new sound and new screen.

Detroit Grosses Up; 'Babe Ruth' Is Tops

DETROIT—Trade at the first run houses generally was better following the return of cooler weather. Strong product helped to boost receipts at boxoffices. "The Babe Ruth Story," dualed with "Music Man" at the Palm-State, was the leader. "Tap Roots," playing at the Adams, was close behind.

(Average Is 100)

Adams—**Tap Roots** (U-I) 125
Broadway-Capitol—**Forever Amber** (20th-Fox); **The Shanghai Chest** (Mono) 90
Cinema—**Anna Karenina** (20th-Fox), 3rd d. t. wk. 100
Downtown—**Frankenstein** (U-I), reissue; **I Wouldn't Be in Your Shoes** (Mono), 2nd wk. 100
Fox—**Northwest Stampede** (EL); **Fighting Back** (20th-Fox) 90
Michigan—**A Date With Judy** (MGM); **Daredevils of the Clouds** (Rep), 2nd wk. 95
Palms-State—**The Babe Ruth Story** (Mono); **Music Man** (Mono) 130
United Artists—**A Foreign Affair** (Para); **Shaggy** (Para) 100

'Babe Ruth' Scores 150 in Cleveland

CLEVELAND—"The Babe Ruth Story" was what the doctor ordered for the boxoffice. The picture scored 150 per cent at the Hippodrome. The Palace had a good weekend and consistently good business with "Rachel and the Stranger" hitting a gross of 115 per cent. Every downtown bill pulled average or better trade regardless of the type of program, indicating that the public is ready to go back to films for its entertainment.

Allen—**One Touch of Venus** (U-I) 110
Hippodrome—**The Babe Ruth Story** (Mono) 150
Lower Mall—**Die Fledermaus** (Artkino), 2nd wk. 100
Ohio—**The Count of Monte Cristo** (UA); **The Son of Monte Cristo** (UA), reissues 105
Palace—**Rachel and the Stranger** (RKO) 115
State—**Luxury Liner** (MGM) 105
Stillman—**Pitfall** (UA), 2nd wk. 125

'Babe Ruth' Gross Is Tops At Pittsburgh Houses

PITTSBURGH—"The Babe Ruth Story" topped first run trade here and rated a holdover at the Stanley. "Good Sam," playing at the Warner, continued to draw in a second round and earned a third week. "Tap Roots" was moved to the Senator after a two-week run at the J. P. Harris.

Fulton—**The Gallant Legion** (Rep) 70
Harris—**Tap Roots** (U-I), 2nd wk. 110
Penn—**A Date With Judy** (MGM), 2nd wk. 105
Ritz—**Hellzapoppin** (U-I); **Argentine Nights** (U-I), reissues 60
Senator—**Corvette K-225** (U-I); **Wings Over Honolulu** (U-I), reissues 90
Stanley—**The Babe Ruth Story** (Mono) 115
Warner—**Good Sam** (RKO), 2nd wk. 115

'Carmen' Chalks Up 200 Score To Lead Cincinnati Houses

CINCINNATI—The outstanding grosser of an otherwise dull week, "The Loves of Carmen," chalked up a mammoth 200 per cent and rated a second round. It was the seventh time in more than ten years that a film has been held at the Albee. "Rachel and the Stranger" moved from the Palace to the Shubert for another stanza.

Albee—**The Loves of Carmen** (Col) 200
Capitol—**A Date With Judy** (MGM), 2nd wk. 100
Grand—**The Dude Goes West** (Mono) 90
Keiths—**The Saxon Charm** (U-I), 2nd wk. 80
Lyric—**The Babe Ruth Story** (Mono), 2nd d. t. wk. 100
Palace—**Rachel and the Stranger** (RKO) 120
Shubert—**Beyond Glory** (Para), 2nd d. t. wk. 80

Code Study Renewal Considered

BUCYRUS, OHIO—The city council is considering a proposal for renewal of a study of the city's building code. The code would cost about $1,120 and would govern residential, commercial and industrial properties.

CINCINNATI

William Bein, district manager for National Screen Service, was in Chicago several days . . . Peggy Hoernschmeyer, head NSS booker, was convalescing after an emergency appendectomy . . . Another convalescent was A. J. Hieneki, head shipper at Paramount, who recently sustained a nervous breakdown . . . New faces at Paramount include Evelyn Boike and Roy Taylor, both ledger clerks.

The Warner office will have two weddings soon, that of Dorothy Bosse, cashier's department on October 2, and that of Rita Goetz, contract clerk, on November 13. The Warner girls gave a shower for Dorothy Bosse September 23 . . . Bernard P. Ginley, manager of the Southern Theatre, Columbus, visited exchanges here.

Other out-of-towners were Mr. and Mrs. Russell McClanahan, Irvine, Ky.; Orville Wood, Camden, Ohio; Jack Needham and William Craig, Nelsonville, Ohio . . . RKO has a new booker, Julius Brown, formerly with Jack Frisch's circuit. Brown replaces Lee Heidingsfeld, now traveling for RKO in the Dayton territory. Brown started out some years back in the shipping department at RKO.

Kenneth Blake joined the RKO staff as student booker . . . Jane Rich, booker's assistant at 20th-Fox, was in Arizona with her husband and friends . . . Virgil Jackson, Columbus exhibitor, was in Washington, D. C. . . . Jack Desmond, booker at U-I, resigned to become office manager for Eagle Lion, effective September 27 . . . Mary Lou Prather, availability clerk at Columbia, was spending her vacation in California . . . Morris Lefko, RKO district manager, spent several days in Cincinnati.

Altec Sells 8 Speakers

LEXINGTON, KY.—Altec Lansing Voice of the Theatre loudspeaker systems have been purchased by the following theatres: Lyric, Lexington; New Genoa, Genoa, Ohio; Wood, Dunbar, W. Va.; Price, Dunbar, W. Va.; Rex, Chapmansville, W. Va.; Grand, Phillippi, W. Va.; Melody, Bardstown, Ky., and the Russell, Maysville, Ky.

Roxy to Alex Mussano

NATRONA, PA.—The Roxy here will be represented by Louis E. Hanna for film licensing and booking after November 15. Now operated by Anthony Latella, the theatre is to be transferred to Alex Mussano of Oakmont.

Participate In Pennsylvania Week

PITTSBURGH — The Pennsylvania Railroad's special train honoring Pennsylvania week was here September 30 with numerous well-known passengers aboard after a tour across the state. James Stewart of Indiana, Pa., star of Warners' "Rope," was one of the guests of Gov. James H. Duff.

Modernize at Trafford City

TRAFFORD CITY, PA.—The McBride, undergoing complete modernization, will install new Motiograph AA heads and bases, dual sound system and lamphouses and generators purchased from Atlas Theatre Supply.

Drive-In Union Construction Clash Goes to Pittsburgh Federal Court

PITTSBURGH—Five big AFL unions were named in federal court here in an alleged boycott suit which involved work stoppage at the El Rancho Drive-In at Bridgeville. The NLRB petition stated that Dill Construction Co. hired CIO electricians, and AFL members of five unions took a walk. There has been no work stoppage since September 2. Local newspapers featured the building dispute story, stating this was the first action to crack down on closed shop tactics of AFL construction unions in the Pittsburgh district in alleged defiance of the Taft-Hartley act and that the action was of national importance.

NLRB claimed jurisdiction inasmuch as interstate commerce is involved. Mrs. Gordon O. (Bertha) Gibson, secretary of Atlas Theatre Supply, testified that theatre equipments were shipped from Chicago, Toledo and Troy, Ohio. Judge Robert M. Gibson, not related, presided at the hearings.

Mayor's Request Delays Permit

LOUISVILLE—At the request of Mayor Charles P. Farnsley the city planning and zoning commission has postponed for two weeks a decision on a construction permit for a drive-in at Crittenden Drive and the Southern railway. The mayor informed the committee that the proposed site was being considered for use as an overpass in a new highway program. The American Drive-In Theatre Co., operators of the Skyway on Bardstown road, sought permission to build an 850-car theatre at the Crittenden location.

The ozoner plans also called for parking space for about 250 cars outside the drive-in. Cost of the project was estimated from $150,000 to $180,000. The commission had been reported as recommending approval of the project after county road engineer Charles F. Bradbury reportedly told other commission members that construction of the airer would involve no traffic problems. The company said the ozoner would be made available for church services in off hours.

Downey Brothers Meet After 44 Years Apart

Toledo—A wiry little man walked up to the doorman at Loew's Valentine Theatre one Sunday night recently, grinned, and said, "Okay, brother, I want the best seat in the house."

The doorman smiled, extended a hand and, in his best professional voice, said: "Ticket, please?"

"Ticket? What ticket?" shrugged the wiry little man. "I don't want to see your picture. I just want to see George Downey."

"I'm George Downey," said the doorman.

"I'm Will Downey," said the wiry little man—and two brothers met for the first time in 44 years.

The two last saw each other when George waved goodbye to his three brothers and a sister at the family home in Bowmanville, Ont. George headed west, but got no further than Toledo, where he has been 20 years.

Will waited a few years, then he went west. His present mailing address is Ekalaka, Mona. The brothers left the theatre arm in arm, after Abe Ludacer, manager, was told of the event. George got Will back to his hotel in time next morning for him to begin his return trip to Montana.

Build at Portland, Mich.

PORTLAND, MICH.—John Kortes & Sons, owners of the Sun Theatre here, have begun construction work on a new 600-seat theatre to be named the New Sun. Opening of the new house is scheduled tentatively for January. The present 303-seat Sun Theatre will continue in operation.

Build Near Bukhannon

BUCKHANNON, W. VA.—Garland West, veteran exhibitor here, will open a 350-car capacity drive-in one mile south of here on the road to Weston. Construction has started and the new outdoor theatre will be ready for opening early next season. Screen tower will be located 200 feet from the highway and will be 50 feet wide, 25 feet deep and 56 feet high, constructed of concrete blocks in four floors. A complete apartment for the manager will occupy the second floor and the ground floor may be used for business purposes.

Blue Skies Is Opened

ZELIENOPLE, PA.—Blue Skies Drive-In Theatre on Route 288 recently staged its grand opening. Pyramid screen, said to be the only one of its type in Pennsylvania, is featured, and there is a large refreshment stand. Owners of the Blue Skies are John Wincek and Albert R. Tate, owners-operators of the Hi-Way 51 Drive-In between Darlington and Beaver Falls. Admission is 50 cents per person, children under 12 are admitted free; capacity is 350, and there are two shows nightly.

Build Two Near Wheeling

NEW MARTINSVILLE, W. VA.—Two new drive-in theatres are under construction near here on the road to Wheeling. They are located directly across the highway from each other. James Work, Pine Grove exhibitor, is building his outdoor theatre with the screen tower near the road, with a 550-car capacity. The other drive-in, probably with an equal capacity, will have the screen tower on the far end of the outdoor theatre property away from the highway. A New Martinsville investor is backing this project with the Lovett Co., Clarksburg.

Sunday Operation Charged

KITTANNING, PA.—State police filed charges against the owner of the Community Drive-In on the Indiana road in Kittanning township for operating the theatre on Sunday. The political subdivision has not held a referendum on whether or not the taxpayers approved of Sunday film exhibitions. Ernest Stern, Pittsburgh, was named as owner of the Community.

PITTSBURGH

Julius Barbier, projectionist at the uptown Rialto, waited for 17 months for a new Ford . . . Joe Moritz, Los Angeles exhibitor who was in the business here several years ago, was a Filmrow visitor . . . William R. Wheat III, Sewickley exhibitor, visited his sister at Annapolis . . . Archie Fineman, city exhibitor, is taking things easy at home after being hospitalized . . . Milton Young, Columbia exploiteer, was here working on a campaign for "The Loves of Carmen," which will be exhibited in the J. P. Harris . . . Donald, son of the Lawrence Lowstetters, Meyersdale exhibitors, has entered Duquesne university here, and son Frank has entered the high school at Meyersdale.

Warner exchange is observing October as Jules Lapidus month, honoring the eastern and Canadian division manager, a local boy . . . Cel Guehl is new office manager at EL and was succeeded as secretary by James Handel by Mary O'Bradovich . . . James Zearfoss, Austin exhibitor, and his wife and two sons moved into their new home . . . Pittsburgh Pirate home games for the season attracted 1,517,490 paid admissions . . . Circle, New Kensington, presented a stage show featuring Golden Stallion and the Masked Rider.



Jules Lapidus

Harry Russell, National Theatre Supply salesman, will marry Madeline Duffy, daughter of Mrs. Ada Duffy of this city . . . The John D. Walshes of the Fulton expect to welcome the stork late in December . . . Nixon has booked "The Silver Whistle" for the week of October 18 . . . Initial strawhat season at the White Barn Theatre, Irwin, was very successful and producers Clay Flagg and Carl Low will resume activities there next year.

Everything For The Theatre

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A baby named Robert Allan was born September 16 to Louis E. and Roberta H. Hanna. Louis is a veteran of Filmrow as is Roberta who withdrew from the business prior to the birth of their first child Louis jr., now 4 . . . A daughter was born in Montefiore hospital to the Milton Ripps. Papa is a U-I salesman . . . Anthony jr. was born in Allegheny General hospital here to the Anthony Delisis, Saltsburg exhibitors. They are parents of a four-year-old daughter.

Bernard Randall, Pitt graduate, is the new student booker at the RKO . . . Sam Yakish, Coverdale exhibitor, has been under treatment for a spinal condition . . . The Guy Ogliettis, Leechburg exhibitors, are en route home from Italy where they visited the grave of their airforce officer-son at the USA cemetery near Rome . . . Bob Dunbar, former Warner exchange manager at Detroit who has been on sick leave since January, was a visitor the other day. The former local film salesman again is in good health and he expects to return to film duties within a week.

The Stanley Dudelsons are parents of a second son named James Glenn, born September 19 at the Charleroi-Monessen hospital. The RKO salesman's other son, Mark, was 2 years of age on September 13. Grandpop Moe Dudelson, UA district manager at Detroit, hurried here to greet the new arrival . . . MPA's Ward Baking Co. two-minute ad reel, exhibited in 85 local area theatres this week, was distributed by Franklin Film Enterprises.

Joe Holler, Exhibitors Service assistant auditor, has a new car . . . Irving Frankel, RKO city representative, became a grandpop September 17 when daughter Barbara "Bunny" Hendel gave birth to a son, Lawrence Alan, in Mercy hospital . . . Mary Podgorney is George F. Callahan jr.'s new secretary at Exhibitors Service, succeeding Mary Zwickert, resigned. New personnel at the office include Margie Erchelman and Joe Allman.

Sam Fineberg, after visiting his family in Phoenix, attended the theatre supply dealers convention in St. Louis. Leo Isaacs, salesman for the Fineberg-Alexander equipment company, also attended the convention . . . The Drew B. Kolbs of the Municipal, Millheim, have adopted a baby boy who will be named Drew B. Kolb jr. . . . F. Kenyon Reed, Shinglehouse exhibitor, has entered the radio business in the Golden state.

Smoot, Parkersburg, W. Va., presents Wednesday Mammoth Merchandise nights . . . Abraham Beter of Irwin, a former exhibitor, has been named campaign director for the 1949 March of Dimes in Westmoreland county. He has been active in this work for eight years . . . Mercer county officials have cracked down on bingo and other forms of gambling.

Saul I. Perilman, Warner salesman, is mourning the death of his brother-in-law, Emanuel Bennett . . . Leonard Pearlman, Warner salesman, reports that his wife is entering a Cleveland hospital for observation . . . Jim Vazzana, Atlas Theatre Supply representative, continues his search for that business case which he lost while on a sales trip . . . Mr. and Mrs. Albert P. Way, DuBois, were here to attend a performance of "Ice-Capades."

Recent stage attractions: Johnny Mack Brown, Columbia, Warren; Latonia, Oil City; Fairmont, Fairmont; Warner, Morgantown; Ritz, Clarksburg; Willard magic show, State, Uniontown; Majestic, Butler; Washington, Washington; Majestic, Johnstown; Park, Meadeville; Louis Prima, Capitol, Wheeling; Columbia, Sharon; Library, Warren; Jimmy Gunther's Tennessee Valley Ramblers, Hickory Drive-In, Sharon; Sunset Ramblers, Columbia, Warren; Tex Beneke, Warner, Erie; the Gospel Singers, Palace, Parkersburg; Sam Donahue, New Bradford, Bradford; "Oklahoma!" Shea's, Erie. Also in the area are Bud Abbott and Lou Costello, Ina Ray Hutton, Bela Lugosi, Sammy Kaye.

Mishler, Altoona, is awarding free bicycles . . . Carl Carlstrof, Union City relay man for Exhibitors Service, was relieved by Roy Hoon while the former vacationed . . . Steve Manas, who opened the new Victoria, Wheeling, several weeks ago, was a Filmrow visitor . . . Latonia, Oil City, has a tieup with south side merchants on an auto giveaway.

Claude Robinson of the Robinson Grand, Clarksburg, W. Va., who attended the Zale vs. Cerdan fight at Jersey City, now is playing the film version . . . Eugene Carson, Exhibitors Service Erie relay truck driver, had a bad day recently but he got his films through. He hadn't had an accident in three years and then on one trip he was involved in two. First, his truck sheared a telegraph pole in half and later he was momentarily knocked out when his truck was forced off the road and turned over. He hired a passing truck, transferred the films and made delivery to Erie theatres.

Harry Thomas, Schenley manager, is a grandpop, his daughter, Mrs. John Bailey, having cradled an eight-pound son in Pittsburgh hospital.

South Park Drive-In recently featured a first run picture, "Take My Life," a J. Arthur Rank production . . . James G. Balmer, Harris executive, looked over the Pittsburgh Hornets in hockey training in St. Catherine's, Ont. . . . "Mr. Blandings Builds His Dream House" was the opening attraction September 30 at the new Main Street Theatre, St. Marys, W. Va., operated by Thomas H. Piatt and Lester Gault.

Milton Broudy will return to Pittsburgh as Eagle Lion salesman, transferring from the company's Philadelphia branch. Broudy, son of the manager of the Shadyside, covered the Hazelton, Allentown and Easton areas for EL previously . . . A projection booth fire at Charles P. Nightingale's Dixon, Dixonville, destroyed several reels of film and caused equipment damage . . . The George McFaddens of the Rialto, Renovo, are expecting an addition to their family . . . Milton Cohen, EL division manager, was a visitor.

Abe Weiner, Monogram manager, has been working with the local sales representatives, bookers and exhibitors on "The Babe Ruth Story," Allied Artists production which is scoring at every boxoffice . . . Helen Garlitz, EL's assistant cashier, returned to the job after vacationing in West Palm Beach.

New Equipment at Cleveland Lake

CLEVELAND—The Lake Theatre here has installed new Super Simplex mechanisms, Peerless lamps, a Simplex sound system and a Walker plastic molded screen.

CLEVELAND

Henry Greenberger, president of Community Theatres, says it is now definite that when the Lake Theatre reopens the end of October, it will be called the Esquire. This is the downtown house, formerly operated by Warner Bros., and now under a ten-year lease to Community, which is completing a $50,000 remodeling program . . . David Sandler, general manager of Theatrecraft Mfg. Co., has appointed Stuart Cangney sales and advertising manager. Cangney formerly occupied a similar post with Lima Speakers.

Don't believe in signs. Those 21 candles on Tony Stern's birthday cake last week are misleading. The cake was a birthday surprise from his secretary . . . Oscar Ruby, Columbia manager, and his wife returned from a motor tour through the eastern states . . . Sigmund Vermes, pioneer exhibitor and father of Ted and Albert Vermes, who operate the Yorktown, Norwood, Eclair theatres in Cleveland, is receiving convalescent cards at Huron Road hospital where he underwent an operation.

Correction: Geri Shartin, Bill's daughter, is living at the Westlake hotel since her family moved to Seattle where her dad is Film Classics manager . . . Paul Staup, who with his brother operates the Capitol and Star theatres in Delphos, purchased the nearby Starlite Drive-In on Route 30, built this summer by Christopher Brothers.

Jack O'Connell of Toledo will open the Port Theatre, Port Clinton, about Christmas time. And he and Arthur Weaver expect the new Grand Theatre, Paulding, replacing the one which burned down in 1946, to be completed the end of the year . . . Ray Schmertz, 20th-Fox city salesman, and son of local Manager I. J. Schmertz, is at St. Luke's hospital to determine the cause of a fever . . . Peter Dana, Charles Gottlieb and Alex Schimel represented the local U-I exchange at last week's regional meeting. Manager Lester Zucker was unable to attend because of illness.

Blanche Knobloch Brent, former RKO booker, has a son . . . Marie Roessel, U-I cashier, is back from a vacation in New York . . . George Brenner, former manager of the Milo Theatre here and now managing one of Al Ochs' drive-ins at Saginaw, Mich., announces the birth of a son . . . Home is where you find it, if you find it. Morris Lefko, RKO district manager, was one of the lucky ones. Last week he moved his family from Pittsburgh into a house in Shaker Heights . . . Jules Livingston, Republic salesman, is now settled in his new apartment at Warrensville Center and Cedar Roads.

Mumac Theatre in Middlefield, operated by James Mazzuchi, has a new booker. E. A. Baker has replaced Sandy Ruffo . . . Variety Club is getting ready for a gala autumn opening. The entire clubhouse has been shined, polished and remodeled during the summer . . . Carole Raymond, daughter of the late Charles Raymond, Loew Theatres division manager, has joined the Columbia office personnel . . . Wedding bells will ring October 31 for Bernice Zalk and Al Golden.

Gerald Shay Quits Exhibition

RIVESVILLE, W. VA.—Gerald Shay is withdrawing from exhibition at the Rex.

Install New Equipment At 14 Michigan Houses

DETROIT—C. Williamson, manager of National Theatre Supply, reported that installations of Simplex equipment had been made in several Michigan theatres. They included:

State Theatre, Onoway, DeRosia, owner, projectors, sound, Magnarc lamps and Walker molded screen. The same installations were made at the Hollywood Theatre, Petoskey, owned by H. D. Levinson.

Armade Theatre, Armada, owned by Frank and Joe Vivoli, complete equipment and furnishings; Lake Theatre, Whitmore, owned by Ed Carrow, equipment including Hertner transverter, carpets and marquee; Roxy, Detroit, new marquee and vertical sign; Eastwood, East Detroit, owned by Irving Belinski, new marquee; Appolo, Detroit, owned by Saul Korman, new lamps, generator and screen.

Michigan Drive-In near Wyandotte, owned by Nicholas George, complete equipment and display signs; Harbor Theatre, Ecorse, being built for Dan and Andrew Bzovi, opening about October 1, complete equipment and marquee; Dawn, Sterling, owned by James Nagy, sound and projection; Turner, Beaverton, being built by Lester Leonard; Rex, Detroit, owned by Jack Broder, sound and projection; Loma, Coloma, owned by Mrs. E. Kilmark, sound and projection, and the Booth, Detroit, owned by Julius London, lamps and soundheads.

Williamson also said that exhibitors had placed orders for the new Aluminex display frames which are being displayed by National Theatre Supply.

Gas Co. Jubilee at Theatre

CLARKSBURG, W. VA.—The Robinson Grand Theatre was the scene of a golden jubilee celebration by some 2,500 employes and guests of the Hope Gas Co. recently.

Open at Upper Glade, W. Va.

UPPER GLADE, W. VA.—D. P. Given and R. R. Armentrout have opened the Admiral Theatre here. Upper Glade is situated between Cowan and Webster Springs.

Harmonica Contest on Stage

NEW CASTLE, PA.—Saturday morning cartoon at the Penn featured a harmonica contest on the stage.

Amateur Nights at Butler

BUTLER, PA.—The Butler inaugurated a series of six weekly amateur nights Thursday (23).

Projectionist E. A. Johnson Dies

CLARION, PA.—Edward A. Johnson, projectionist at Lew Hepinger's Orpheum for five years, died of a heart attack.

Cash Giveaway at Ambridge

AMBRIDGE, PA.—New added attraction every Monday night at the Penn is a cash awards contest.

METRO PREMIUM CO.
now offers
BEAUTYWARE PREMIUMS
Gifts of overpowering Boxoffice Appeal
1705 E. 21 St. Film Bldg.
CHerry 6138 Cleveland, O.

TOLEDO

Danny Thomas, native Toledoan who is booked for the Roxy, New York, starting either September 29 or October 6, stopped here en route east to visit his mother, who is convalescing in Mercy hospital . . . David Nederlander, who represents the Shubert legitimate interests in Detroit and who is in charge of the Town Hall Theatre here, visited here recently. Town Hall has been shuttered all summer. His son James, who managed the Town Hall last season, is the new manager of the Lyceum, Minneapolis legitimate house.

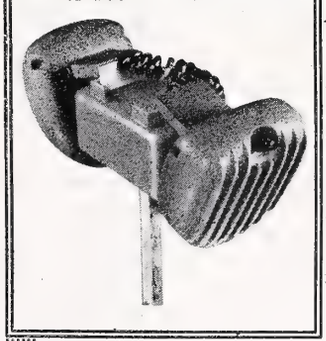
Toledo is being bombarded by special attractions these days. Stan Kenton gave a concert in the Civic Auditorium, then Hoagy Carmichael was booked into the Sports Arena and on October 6, Jose Iturbi comes to the Paramount for a single concert. Eunice Podis, concert pianist, will be at the Toledo Museum October 10 and Walter Baker, organist, moves into the Museum Peristyle October 11. In addition, the Ink Spots will be in the Paramount for the week of October 7, while Frankie Carle comes to the Rivoli, October 7-10.

The Toledo showing of "La Traviata" by the Manhattan Opera Ass'n, scheduled for October 25 in the Civic Auditorium, has been postponed until late winter. Instead, the date will be taken by Lloyd LaVaux, concert accordionist, with a concert to benefit the Little Sisters of the Poor.

Start Erie Television Station

ERIE, PA.—Erie's initial television station is under construction.

COMPLETE EQUIPMENT
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24-Hour-a-Day Service
FIRST IN THE COUNTRY
IN DRIVE-IN SPEAKERS



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LOUISVILLE

The National Theatre here continued its stage show and feaure film policy bringing in former Gov. Jimmie Davis of Louisiana and his band on stage plus "Secret Service Investigator." "Forever Amber" returned to the Rialto in a popular price engagement . . . The Mary Anderson management held "Two Guys From Texas" for a second week. Also in its second week was "Tap Roots," which moved to the Brown from the Rialto. In with a new program were the Scoop with "The Great Mr. Handel" as a singleton, and "Raw Deal" coupled with "Bury Me Dead" at the Strand. Loew's delayed their change of programs until Friday, bringing in "Pitfall" and "Triple Threat."

Visitors included M. G. Thomas, district manager for the Altec Service Corp., from the Cincinnati office; Ralph Cundiff, Allen Theatre, Liberty, Ky.; J. T. Kennedy jr., Stanton Theatre, Stanton; E. L. Ornstein, Rialto, Marengo, Ind.; Don Steinkamp, French Lick Amusement Co.; Mrs. Paul Threlkel, Hollywood Theatre, Morgantown; Eddie Humston, Lyric, Lawrenceburg; Lewis Baker, Star, West Point; L. R. Smith, Pekin Theatre, Pekin, Ind.; George Peyton, Griffith, LaGrange; Edwin St. Clair, St. Clair, Lebanon Junction; Clark Bennett, Valley, Taylorsville, and Mrs. Ethel Walsh, Indiana, Scottsburg, Ind.

New sound equipment has been ordered for the Shelby Theatre at Louisville, owned by the Parkview Amusement Co. and managed by H. S. Davidson. Also getting new sound is the Charlestown Theatre, Charlestown, Ind., owned by C. R. Hay . . . As though he didn't have enough to do in keeping his three theatres running, Eddie Ornstein of Marengo, Ind., is now interviewer and investigator for the Gallup Poll in Crawford county.

Plans for the coming Kentucky Ass'n of Theatre Owners convention are taking form rapidly and from all indications it will be the largest and best convention ever held. Exposition space is being taken up rapidly and advance reseravtions are beginning to pour in . . . Eric Hammel, resident manager of the Chakeres Theatres, Shelbyville, Ky., returned from a three-week vacation tour of the west coast, which took him to Hollywood and the major film studios.

Following a pattern of previous years, W. E. Carrell of the Falls City Theatre Equipment Co. again will sponsor a cocktail party for all members of the Kentucky Ass'n of Theatre Owners at the convention. The party will be held in the Model Theatre room of the company's building . . . WAVE-TV has transmitted the first television program in Louisville. From WAVE's studio, a short wave transmitter broadcast a program to an antenna atop the Brown hotel. The program was fed to receivers in a ball room of the hotel. Louisville was introduced to television during the Kentuckiana home show recently. At that time, however, programs were relayed along a closed circuit. WAVE-TV expects to begin actual video broadcasts October 15.

In a tiein with the local Besten & Langen Beauty salon, Loew's had inserted in the salon's newspaper advertisement a photograph of Jane Powell, captioned "Date With Judy" now at Loew's . . . Oscar Hopper, owner of the Arista Theatre, Lebanon, Ky., has announced that a special Broadway stage production would be presented at the Arista Monday (27). All seats were $1.80 and the entire proceeds went to the Lebanon Memorial fund.

Willis Hopewell, chief engineer for the Switow Amusement Co., is making plans for his annual sojourn to Florida for a three-week stay . . . From the bookings already arranged, it would appear that Louisville will have quite a number of theatrical attractions this season. Already booked are "Annie Get Your Gun," "Carousel" and "Oklahoma!"

Higher Prices Won't Keep Fans From Good Films

COLUMBUS—Despite the high cost of living, "people will still dig down in their pockets for motion pictures when the stars and pictures are popular enough," declared Johnny Jones, Columbus Dispatch columnist and former theatre manager, in a recent column.

"Many exhibitors are complaining that the high cost of food takes so much money out of the family budget that there isn't much left for films. Well do I remember that in the depression days, when people had even less money, the motion pictures provided recreation at a very low cost and contributed so much in peace of mind and pleasure.

"From the list of pictures I have seen it looks like the coming season will find more comedy, more music and not as many propaganda and sociological themes upon the screen. It is the business of the theatre to entertain and if it can educate a little as it goes along, that is fine."

Jones managed the neighborhood Thurmania and the downtown Majestic and Southern before he joined the Dispatch.

West Tarentum Penn Sold

WEST TARENTUM, PA.—Joseph Zana will transfer the Penn on October 15 to Thomas Zaimes, operator of a women's clothing shop in Homestead. Zana also owns a butcher business at Leechburg.

Gets 'Judy' on Bid

NEW KENSINGTON, PA.—The Circle here obtained MGM's "A Date With Judy" on a bid.

Thumbprints Taken Free

WHEELING, W. VA.—Capitol, exhibiting Eagle Lion's "Canon City," enjoyed a direct tieup with the Wheeling police department. Thumbprints were made free in the lobby and all persons were urged to have the wallet-size thumbprint reproduction to carry for positive identification. Charles Baron, Eagle Lion exploiteer, assisted in the campaign.

Ozoner Showing Serial

CRAIGSVILLE, W. VA.—The local open air theatre, operated by Mr. and Mrs. Arden Richards, plays a serial on Tuesdays and Wednesdays. It is a seven-day operation with four changes and admission is 35 cents for adults and 15 cents for children.

Shows Labor Day Films

UNIONTOWN, PA.—Penn featured hometown films of United Mine Workers Labor day parade and all Fayette county school bands.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

THE NEW FOX Theatre in Detroit opened amid much brilliance to an invited audience of 5,000, recently. William Fox attended and expressed himself as well pleased. It cost approximately $12,000,000, with the office building and was constructed in 18 months. The theatre's approximatly 5,500 seats is exceeded only by the Roxy Theatre in New York. The location is at Woodward and Columbia streets, occupying the entire block to Montcalm street.

* * *

More than 200 children marched out of the Loyal Theatre, 13805 Grand River, Detroit, when on a Saturday afternoon recently a fire started in the projection room. The flames were put out by fire extinguishers.

* * *

John H. Kunsky has leased the new Fisher Theatre in Detroit, in the $30,000,000 Fisher Bldg. Seating capacity is 2,871 . . . Favorite Film Co. of Detroit is distributing the Bristolphone, a machine working on the principles of the Vitaphone.

No Technicolor Then

YOUNGSTOWN — Fred Childress, theatre editor of the Youngstown Vindicator, overheard the following remark in the lobby of a local house: "Of course it isn't in Technicolor. The setting of the story is 1910, and they didn't have Technicolor then."

Signs Jingle Contest

CLEVELAND—Milton A. Mooney, head of Cooperative Theatres of Ohio, has signed with Leo McCarthry, former PRC sales manager and now eastern sales manager for Theatre Prizes Contest Co. of Chicago, to present his jingle contest, with weekly prizes of upward of $18,000 given away nationally. It will start October 4 at the following theatres: Avalon, Regent, LaSalle, Almira, Ambassador, Union, Marvel, Lyceum, all in Cleveland; Lorain, Lorain, and Strand, Youngstown.

Film Fan Filches $41

YOUNGSTOWN—A film fan who seemed to be absorbed in the show took $41 from a pocketbook belonging to Mrs. Jennie Mazanski at the Warner Theatre recently, police said. Mrs. Masanski left her purse on the seat next to her. During the show she noticed a man in the next row leaning on the back of the chair, but assumed he was particularly interested in the film. As she left the theatre she opened her purse and discovered the loss.

Admission Prices Cut

FAIRMONT, W. VA.—The Eastland advertises the lowest theatre admissions here. Children under 6 with parents are admitted free; children 6 to 12 pay 15 cents with taxes included; adult admission is 35 cents with all taxes. Decrease in admission prices is around 30 per cent.

Guthrie Theatre Redecorated

GROVE CITY, PA. — The Guthrie eliminated matinees last week while decorators were busy modernizing the theatre. J. G. Carruthers is operator of the Guthrie and the Lee here.

Garbose Brothers Ask Million in Damages

BOSTON—A civil action asking $1,000,000 damages has been filed in federal district court here by George S. Ryan, Boston lawyer representing Abraham, Samuel and Jacob Garbose, operators of the York and Capitol theatres, Athol, Mass. The defendants are George A. Giles Co., operators of theatres in Gardner; Maine & New Hampshire Theatres, operating a theatre in Fitchburg; M&P Theatres and New England Theatres, Inc., both operating first run houses in Boston; RKO Keith Theatres and Loew's Boston Theatres, eight major distributors, Republic and Monogram.

The complaint alleges restraint of trade, conspiracy and monopolizing interstate commerce in motion picture films. The plaintiffs in Athol claim that by unreasonable clearance they have been compelled to play after Fitchburg, or two weeks after first run Boston. They also claim restraint of trade by means of block booking, blind buying, fixing of admission prices and the granting of unreasonable privileges to affiliated theatres.

Momand Suit Arguments In Boston on October 5

BOSTON—Appeals in the Momand case will be argued October 5 before the circuit court of appeals here. Briefs for the parties have been filed. George S. Ryan, Boston lawyer, represents the plaintiff, A. B. Momand of Shawnee, Okla., while the Boston firm of Nutter, McClennon & Fish represents the defendants, who are MGM, Loew's, Universal, 20th Century-Fox, Vitagraph, Columbia and RKO. In February 1947 the plaintiff secured verdicts which, trebled under the antitrust laws and plus attorney's fees, would aggregate about one million dollars. Judge Wyzanski entered the judgment for the defendants. The plaintiff appealed and the defendants filed cross-appeals.

Party for Sam Horwitz On Leaving Hartford

HARTFORD—Farewell party in honor of Sam Horwitz, Loew Poli assistant manager, was held on the Palace Theatre stage recently. Horwitz has been promoted to the circuit's home office publicity staff. Over 150 representatives of the trade attended.

Norman Levinson, assistant at the College, New Haven, replaces Horwitz in Hartford. Ray Flynn, assistant, Bijou, New Haven, succeeds Levinson at the College.

Party committee included Lou Cohen, Fred Greenway, Howard Padowitz, Robert Gentner and Rube Lewis.

Norman Levenson Named Assistant at Hartford

NEW HAVEN—Harry F. Shaw, Loew-Poli division manager, announced the promotion of Norman Levenson, assistant at the College for almost two years, to the assistant's job at the Poli, Hartford. Raymond Flynn, assistant at the Bijou, stepped into the assistant's job at the College while Ruth Bolton, relief manager on the circuit, temporarily assisted at the Bijou.

Hospital Jimmy Fund Gains $123,850 At Variety Club's Citation Dinner



First row, left to right: Joe Cifre, chief barker of Variety Club of New England, holding the plaque which he accepted in behalf of the Tent; Robert O'Donnell of Texas, Variety International chief barker who made the presentation; Lou Perini, president of the Boston Braves Baseball club, who accepted a citation for the work the owners and players club did for the Jimmy fund. Second row, left to right: Jim Britt, sportscaster; Bill Sullivan, publicist for the Boston Braves; Col. William McCraw, Variety International executive secretary and chief speaker at the banquet; George Swartz and John Dervin, all of whom received citations from the New England unit for their outstanding work for the Children's Cancer Research Foundation.

BOSTON—A check for $123,850.17 from the citizens of Massachusetts and New England was presented by Bill Sullivan, publicity director of the Boston Braves, to the Children's Cancer Research Foundation as a feature of the citation dinner of the Variety Club of New England at the Hotel Statler. The sum constituted the amount raised for the Jimmy fund, in which the Boston Braves played an important role. In accepting the check, treasurer Murray Weiss of the Variety Club announced that the fund had passed $225,000.

At the banquet attended by some 400 members and friends of Tent 23, Variety International's Chief Barker Bob O'Donnell of Texas presented the annual charity award citation to the New England unit for the most outstanding work performed by a Variety tent in 1947. Chief Barker Joe Cifre received the plaque on behalf of the local tent. The sponsorship of the Children's Cancer Research Foundation and the blood bank won the award for the unit.

BASEBALL MEN CITED

The New England tent, in turn, presented individual citations to Bill Sullivan, sportscaster Jim Britt, John Dervin, Ralph Edwards and George Swartz. A special award to the owners, players and personnel of the Boston Braves was accepted in their behalf by President Lou Perini. Among the speakers besides O'Donnell, were state Secretary of Labor Maurice Tobin, Mayor Daniel McLean, John Wells Farley (president of the Children's Medical Center), Dr. Sidney Farber, head of the cancer research of the Children's hospital, and Dr. Louis Diamond, chief of staff. Colonel William McCraw, Variety's executive secretary, was the final speaker.

When Colonel McCraw came to town to address the citation dinner, none was more glad to greet him than Bill Jennings, SRO booker. Bill was with Colonel McCraw's outfit in Iwo Jima and Saipan.

Before the dinner the special guests were taken through the Children's hospital for an inspection trip. Doctors Farber and Diamond entertained O'Donnell, McCraw, Nolan and Murphy at luncheon at the hospital following the tour.

The citation dinner proved itself one of the most popular ever staged by the industry. No one was seen leaving the banquet hall during the two hours of speeches. At 10:45 when the last speaker finished his address, many of the guests stayed around to congratulate the committee.

MAURICE WOLF TOASTMASTER

Special guests included Audie Murphy of Texas, most decorated American soldier of World War II, and actor Lloyd Nolan, who will co-star in a dramatization of the camp for juvenile delinquents sponsored by the Variety Club of Texas.

Maurice N. Wolf was toastmaster and E. Harold Stoneman was general chairman of the affair. Committeemen included Walter A. Brown, Louis Gordon, Charles Kurtzman, Arthur Lockwood, Philip Marget, Martin J. Mullin, Samuel Pinanski, Harry Rogovin, Benn Rosenwald, Ralph Snider, Theodore Fleisher, Albert Kane, Max Levenson, Stanley Rothenberg, Philip Smith, Arnold Van Leer, Ben Williams and Abraham Yarchin.

Benefit Musical Revue Planned

SOUTHINGTON, CONN.—A musical revue will be presented at the Colonial October 19 by the Sons of Italy lodge.

Circuits Weed Out Ushers Due to Minimum Pay Act

BOSTON—The decision of the minimum wage commission of Massachusetts to schedule a minimum wage scale of 55 cents an hour for all ushers has had various reactions from circuits throughout the state.

A spokesman for the E. M. Loew circuit, operating 32 theatres in the state including two drive-ins, explained that each situation will be handled differently. There are five first run houses in key cities which will remain unchanged, as ushers are paid the minimum wage at present, but in the smaller spots commanding smaller admissions, he pointed out that the new scale might improve the situation.

WEED OUT 'DEADWOOD'

With more competent help, managers can cut down the number of ushers, thus weeding out the "deadwood." The turnover of the usher staff has always been an irksome one, he went on, and it is a known fact that the turnover is greater during an inflationary period when there are higher paid jobs awaiting transitory workers. He said less than 5 per cent of his ushers are promoted to assistant managers and then on up the ladder, as the group is made up of students and local boys who wish to pick up a little extra cash, with no eye on the theatre as a career.

At Interstate Theatres, a circuit operating 18 Massachusetts houses, it was made known that the circuit will go along for a while until an equitable plan can be worked out. But because the raise in ushers' salaries can be oppressive, some means of usher depletion will be put into effect which will not hamper adequate service to patrons. James Mahoney, general manager of the circuit, has prepared a complete chart showing that with the increase, ushers in the smaller spots would receive raises of over 100 per cent while in the first run key cities the increase would amount to 10 to 20 per cent.

NO M&P DECISION

A spokesman for M&P Theatres, the circuit operating the largest number of theatres in the state, said that the company is still in discussion about the problem and that it had not been decided whether to appeal to superior court on the matter.

Since the decision was made known, the Nathan Yamins circuit, operating six houses in Fall River, is planning drastic curtailment of its usher staff. In these houses, the depletion has already started and will continue until it will be cut down to the barest minimum. However, Yamins is installing increased lighting facilities in all his houses for easier seating of patrons.

Spokesmen for Warner Theatres, which operates 13 theatres in the state, said that the circuit gradually will deplete the usher staff to a minimum. Each manager will work out a suitable schedule, he said, by keeping only the most competent help.

The B&Q Theatres, with 12 Massachusetts houses, has made no plans for drastic changes, preferring to go along on its regular schedule.

Submerged Sub Is Site For 'Land' Screening

BOSTON—A screening of "The Secret Land" aboard a submerged submarine off New London, Conn., was arranged for feature writers from New York and Boston by William R. Ferguson, exploitation director for MGM, and Ken Prickett, New England publicist. The party was to board the submarine at 9 a. m. September 27 and sail off Block Island where the ship was to submerge.

"The Secret Land" will open at Loew's State and Orpheum theatres on October 21, one of a series of nationwide openings for Navy day October 24. The hub screen critics will have a special screening on October 7 aboard the cruiser Dayton at the Boston Navy yard. Commander Sam Reid, public information officer of the first naval district here, is in charge of the details, working with Ken Prickett. Meanwhile, Loew's publicists Charles Kurtzman, Jim Shanahan, Bob Manson, Jim Tibbetts, Jack Mercer and Ken Prickett are working on the details for the world premiere of MGM's "Hills of Home" at the Loew's State and Orpheum early in October, to be followed by an immediate showing at Loew's State, Providence.

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BOSTON

Robert V. Manson has been named assistant to Jim Shanahan, newly appointed director of publicity for Loew's Theatres in New England . . . Visitors to Filmrow included Orville Smith, Island, Portsmouth, R. I., and John Nolan, buyer for the Comerford circuit of Pennsylvania and the Fay Theatres, Providence . . . Tom Donaldson, district manager for EL in New England, spent a week in Buffalo and was off to Albany on his first visits to these new offices

Marty Mullin, Sam Pinanski and Harry Browning of the M&P circuit took in the Chicago TOA meeting. Also attending were E. Harold Stoneman of Interstate and Arthur Lockwood and Louis Gordon of Lockwood & Gordon Enterprises . . . Ben Williams, who is having his Beacon Theatre here completely renovated and remodeled, anticipates an October 15 opening. The name of the house will be changed to the Beacon Hill. William Riseman Associates are in charge of the plans.

Mr. and Mrs. J. B. Terry, who operate the Perry Theatre, Perry, Okla., were here for a weekend of New England fishing, hosted by Roy E. Heffner of Poppers Supply . . . The Stowaway Theatre, Stowe, Vt., has been closed permanently and all the equipment has been pulled out. The town will not be long without a theatre, however, as a new 350-seat house is under construction and should be ready for a December opening.

When Irving Sisson took over the Crown, Lowell, he changed the name of the house to the Allen. John Sullivan, former M&P staffer, has been named manager. The 900-seat theatre had extensive alterations including a new front, new carpets, fixtures, a built-in candy stand, refurbished seats and painting and refreshening throughout.

Joe Levine and Joe Wolf of Embassy Pictures spent three days in New York attending the Realart sales meetings. Embassy holds the New England franchise for Realart . . . District Manager John J. Scully and Manager Meyer Feltman of U-I left for sales meetings in New York, taking the sales staff with them.

Harry Welch, theatre circuit operator in Maine and New Hampshire, has been laid up with a strep throat at his home in Penacook, N. H. . . . William Sheats, a newcomer to the industry from New York state, has taken over the lease on the Town Hall, Canaan, N. H. He will take possession October 12 and change the name to the Village . . . Cleo Jacove, secretary to Louis Richmond at E. M. Loew circuit, spent her vacation visiting her family in Flushing, L. I.

PORTLAND

The Empire Theatre has been sold to Ralph E. Snider, treasurer of the Maine Theatres Corp. The deal is believed to have involved nearly $100,000. The real estate has been under lease to Snider under terms which would have expired in 1953 . . . Newest Maine man to hit the news is Louis F. Laun, Lewiston, an executive of the Bates Mfg. Co., who is one of the co-authors of "Small Wonder," new musical hit on Broadway.

Jane Russell was a recent visitor . . . The Empire entertained local newsboy carriers as guests at "Fighting Father Dunne" . . . The Civic Theatre has a new carpet in the balcony . . . The Strand ran a "Date With Judy" contest as a tiein with the picture . . . The State ran a poll on "What influence has a little child had on your life?" in connection with "On Our Merry Way." Selected at random on entering the theatre on the first day's run, the woman with the best answer was given $25 worth of presents for patients at the Children's hospital.

Recess Time, a kiddie show, opened its 11th season with a yo-yo expert and Uncle Hezzie as special attractions. A yo-yo contest will run weekly with a bicycle given as the grand prize at the end of four weeks . . . Mr. and Mrs. Willis F. Thompson, parents of Cadet Thompson at West Point, were special guests for "Beyond Glory." Cadet Nelson L. Thompson is on the photographic staff at West Point, and assisted with Paramount's cast and technical crew while the film was made.

HARTFORD

Ernie Grecula, assistant to Al Schuman, general manager of Hartford Theatres, and his wife are parents of their first boy, Ernie jr., born last week. The Greculas have two daughters, Venice and Penelope . . . Lewis Hastings, formerly with Confidential Reports, is cashier in the Peoples drug store near the Colonial Theatre . . . The Central resumed matinees following installation of 1,000 new pushback seats. The house was open evenings only during installation time. Hugh J. Campbell is manager.

Al Lessow of the Poli, Waterbury, was in Hartford . . . Mike Piccirillo, Center, was in New York on Continental circuit business . . . Kay Dana is new candy girl at the Eastwood, replacing Barbara Luther, resigned. Jane Woujkiewicz has been named cashier, and Dorothy Christiana and Marcella Bean parttime cashiers at the Eastwood.

Bernie Levy of the Amalgamated Booking Service, New Haven, was a visitor . . . Morris Keppner, owner of the Glastonbury, Glastonbury, was in New Haven on business . . . The Center will have a new marquee by Thanksgiving . . . The Crown has started a new dish deal . . . New stage floor has been installed at the Bushnell, local legit house, which is used occasionally for screen presentations . . . Anita Solshun is the new cashier at the Center.

John Patno of the M&P Allyn and his family are home from a vacation through northern New England . . . Danny Debonee of the same theatre spent his time off in Canada.

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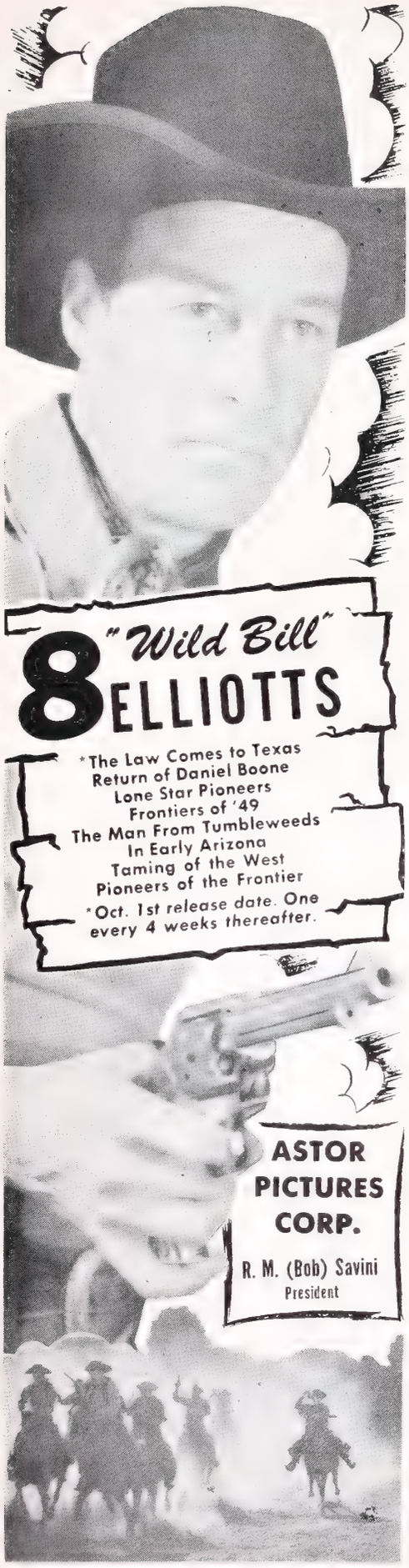


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NEW HAVEN

Arthur Greenfield, U-I manager, and George Reif, salesman, attended a convention in New York . . . Lou Phillips trekked to St. Louis for the 11-day TESMA convention . . . Phil Gravitz, MGM office manager, put in long hours in an executive training course in New York . . . Ben Simon and Bob Kaufmann were weary after the 20th-Fox convention on the coast . . . Hugh Maguire, RKO office manager, and house committee chairman for Variety, shopped furiously to get the new Chapel street headquarters in order for fall events.

The 700-seat Cameo in West Haven, a Fishman circuit situation, reopens Wednesday (6) with "Henry V" after a dark summer. Regular Saturday-Sunday films will be resumed. Dr. Aaron Roffman will take charge . . . Enthusiastic reports were current on the new front at the Stratford, said to be different and in New England character . . . Lou Anger planned to install a new front in the renovation of the Barnum at Bridgeport, on which improvements have been under way for several months.

Alice Ginsburg was on the sick list at the Warner exchange . . . Sal Popolizio, 20th-Fox booker, returned to his desk after a sick spell which forced him to a hospital a month or so ago . . . Lucy Baransky, U-I cashier, was out for several weeks . . . Franklin Ferguson, Whalley manager and booker, was in a dither over his young son's broken leg, a repeat injury . . . Paul Purdy hired usherettes to replace ushers at the Newington Theatre.

Harry Bernstein, Columbia exploiteer from Boston, was in Bridgeport, Hartford, New Haven, Worcester and Springfield in connection with "The Loves of Carmen" . . . Bob Kaufmann carried out screenings of "Road House" at the 20th-Fox projection room . . . Sam Hourwitz, assistant at the Loew Poli, Hartford, goes to the publicity department of Loew's in New York.

Ann Donner of 20th-Fox used her vacation for visiting in New Jersey and a shopping spree in New York . . . Dave Svirsky, new 20th-Fox salesman, got acquainted over the territory in his new DeSoto . . . Harry Shaw visited Norwich and Waterbury houses while Lou Brown, publicity chief, covered Bridgeport, Hartford and Waterbury.

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Surprise at Boston Is 'Rachel' 130 Gross

BOSTON—"Rachel and the Stranger" at the Boston was the surprise grosser of the week, turning in a neat 130 to gain a holdover week. "Hamlet" continued in the top spot with 150 per cent in the fifth week of its roadshow engagement. It fell off somewhat from last week's average but was expected to pick up at special student matinees once the college season got under way.

(Average Is 100)

Astor—**Hamlet** (U-I), 5th wk., roadshow engagement 150
Boston—**Rachel and the Stranger** (RKO); **Train to Alcatraz** (Rep) 130
Exeter Street—**The Olympic Games of 1948** (EL); **Code of Scotland Yard** (Rep), 2nd wk. 90
Memorial—**Tap Roots** (U-I); **Shed No Tears** (EL), split with **That Lady in Ermine** (20th-Fox); **Fighting Back** (20th-Fox) 120
Metropolitan—**The Luck of the Irish** (20th-Fox); **The Gay Intruders** (20th-Fox) 110
Paramount and Fenway—**Northwest Stampede** (EL); **The Spiritualist** (EL) 110
State and Orpheum—**Luxury Liner** (MGM); **A Gentleman From Nowhere** (Col) 125

Trade at New Haven Houses Crimped by Fall Shopping

NEW HAVEN—Trade at the first runs here ranged from fair to average. Fall shopping was denting family budgets and crimping grosses generally. Return of the Yale student body was expected to boost returns soon.

Bijou — **Rose of Washington Square** (20th-Fox); **Slave Ship** (20th-Fox), reissues 100
College—**My Son, My Son** (UA); **International Lady** (UA), reissues 85
Loew Poli—**The Best Years of Our Lives** (RKO); **The Shanghai Chest** (Mono) 93
Paramount—**Man-Eater of Kumaon** (U-I); **Feudin', Fussin' and a-Fightin'** (U-I) 75
Roger Sherman—**Pitfall** (UA); **Stage Struck** (Mono) 103

Grosses Pick Up With Good Film And Cool Hartford Weather

HARTFORD — Business has picked up steadily with cooler weather and better screen product helping boxoffice takes. The State's stage show, featuring Vaughn Monroe, "Beyond Glory" and "Walk a Crooked Mile," were the leaders.

Allyn—**Beyond Glory** (Para); **Return of Wildfire** (SG), 2nd wk. 130
Center—**The Jolson Story** (Col); **The Lost Weekend** (Para) 110
E. M. Loew's—**Walk a Crooked Mile** (Col); **My Dog Rusty** (Col), 2nd wk. 140
Poli—**The Luck of the Irish** (20th-Fox); **The Creeper** (20th-Fox) 135
Palace—**Mr. Blandings Builds His Dream House** (RKO), 2nd wk. 100
Regal—**Tap Roots** (U-I), 2nd wk. 80
State—**Back Trail** (Mono), plus stage show 175
Strand—**Rope** (WB); **Lady at Midnight** (EL) 130

WORCESTER

Fred Cain of the backstage staff of the Elm Street was last on that theatre's list of vacationers . . . There was interest here in the announcement that actor Tom Drake and Gloria Haley, daughter of comedian Jack Haley, will be married December 27. They first met in suburban Fitchburg in 1942 when both were members of Guy Palmerton's stock company at Whalom lake.

The Hollywood film industry, fighting suits by alleged Communist writers and directors who were suspended, has reached to Worcester for denfense witnesses . . . Louise Galloway was seriously ill in Brookfield . . . Bill Hebert, publicity boss on the coast for Samuel Goldwyn, was a visitor in the old home town where he used to be a newspaperman.

Charles D. Lyne Dies At Oklahoma City

OKLAHOMA CITY—Show people from over the nation gathered here Monday afternoon to attend final rites for Charles D. Lyne, local MGM manager, whose sudden death Saturday night (25) stunned a host of friends and business associates who considered him in exceptionally good health.

According to family friends, Lyne, 50, apparently was feeling as well as usual when he was stricken at his home.

The MGM veteran official came to Oklahoma City more than a year ago. He worked with MGM in Dallas for 20 years before transferring here. He was born in Napoleonville, La., was a World I veteran and a member of Variety.

Survivors, in addition to Mrs. Lyne, are a daughter Betty Jo, now in U.S. government service in Berlin, Germany; three sisters and his mother, Mrs. Annie Lyne, Verona, N. J.

Among the many out-of-town people here for the service were Rudolph Berger division manager for MGM, Washington; John Allen, assistant division manager for the company; Leroy Bickel, MGM branch manager; Roland Taylor, salesman; E. B. Coleman, publicity director, and Clyde Houston, Republic salesman, all of Dallas.

The city MGM branch closed at noon Monday in respect to Lyne as did other offices on the Row.

Wakea at New Boston, Tex., Opened by W&K Theatres

NEW BOSTON, TEX.—The new Wakea Theatre was opened recently by W&K Theatres, a corporation owned and operated by L. W. Watts and T. F. Keasler. The Wakea is a fireproof structure, has a seating capacity of 760 and cost approximately $100,000. Seats were furnished by Griggs Mfg. Co., Belton, Tex., and booth equipment is exclusively Brenkert and RCA.

Film company representatives at the opening included Paul Backus, United Artists; Joe Lyne, Columbia; Jack Walton, RKO; Frank Rule, Paramount; Hank Yowell, 20th-Fox; "Burnie" Burnside, Warners, and an SRO representative.

W&K also operates theatres in Jefferson, Tex., Mansfield, La., Waldo, Ark., Timpson and Waskon, Tex., Oil City, Rodessa and Leesville La. and owns and operates the Strand Theatre here.

Two Theatres Are Opened By Theatre Enterprises

DALLAS—R. I. Payne, vice-president of Theatre Enterprises, said his circuit had openings of two new theatres this week. The Lea, named for the county in Lovington, N. M., turned on its lights September 30. The Lynn in Gonzales was a day earlier. That house was named for Lynn Smith, a partner.

James G. Chatmas to Wed Hearne, Tex., Girl Oct. 3

HEARNE, TEX.—An approaching wedding of interest to Texas exhibitors and film men will be that of James G. Chatmas and Pauline Nunnally October 3 in the First Methodist church. The bride is a daughter of a prominent local family and attended Texas University. The groom graduated from A&M College last year and became a partner with his father George Chatmas in operation of the Queen and Chatmas theatres.

The Chatmas clan in central east Texas is considered synonomous with theatre business. J. C. opened the Palace in Marlin over 30 years ago. His brother George worked for him and also ran a confectionery next to the Palace. George decided a theatre was good business and bought the Queen here 23 years ago. Ten years ago he built the Chatmas that cost $75,000 then, a gem of a house for this part of the state. The next step was to put Jimmie George through college and the new house did that. The son was named for his uncle and his father.

It appears now both the Chatmas elders will take it easier from now on, since both have sons who have learned the show business from the ground up. J. C. jr. is taking an important part in Marlin, and newlywed James has been a partner with his dad since January 1.

Columbia in Ranger, Tex. Is Burned to Ground

RANGER, TEX.—The Columbia Theatre, opened 15 years ago by B. E. Garner, burned to the ground in early morning hours of Wednesday last week. The blaze was known to have started at the rear of the theatre but the cause was undetermined. Whether or not it will be rebuilt is unknown at this time but presumably it will. Garner also owns the Arcadia, the town's A house.

Heavy Bookings of Shorts

DALLAS—Sack Amusement Enterprises reports heavy bookings on its two popular football short subjects, "Southwest Conference Football Thrills of 1947" and "The 1948 Cotton Bowl Classics, SMU vs. Penn State." The conference reel features the eight most important games played in last season's Southwest conference series and the Cotton Bowl classic features the highlights of the clash between Southern Methodist University and Penn State in the new Dallas Cotton Bowl last January.

Incorporate Amusement Firm

SAN ANTONIO—A 50-year charter of incorporation has been granted Josephine Amusements. Incorporators: Alfred E. Moore, Thomas D. Summers and DeFord Summers.

Hodge Circuit Buys Out Theatre Enterprises

DALLAS—H&H Theatres of west Texas, owned prinicpally by the H. T. Hodge family, have purchased the interest held in the Hodge houses by Theatre Enterprises. The deal, effective October 30, involves 11 theatres in five towns—the Texas and Palace in Ballinger, Queen and Texas in Merkel, Lyric, Plaza and Texas in Odessa, Grand and Palace in Stamford and the State and Queen at Winters.

The veteran and venerable H. T. Hodge, who still lives on Butternut street in Abilene, opened his first theatre in Merkel before 1920 and in succeeding years developed houses in the four other towns. Retired the last few years, his sons and in-laws have added new houses and made new improvements as the industry advanced. They formed an association about ten years ago with the late R. E. Griffith when he launched his Texas circuit, the name of which was changed to Theatre Enterprises two years ago.

The Hodges have retained Texas Theatre Service Co. here, owned by Ed V. Green and E. C. Leeves, to buy and book for the 11 houses. The former grew up in the business, was booker for Universal and for army theatres in several states during the war. Leeves has been a film exchange manager and salesman for many years. They now are handling the booking for 60 houses.

Grady Cole at Jarrell, Tex.

JARRELL, TEX.—Grady A. Cole, New Braunfels resident, opened the Cole Theatre in this hamlet a few days ago. The last picture show here was given early in the silent days when the down was twice larger. Cole has been an exhibitor for 20 years in Texas. His last house was the Cole in New Braunfels. He figured Jarrell, itself, 400 population, was too small, but that a thousand farm family members might make a small theatre pay, and it did. Cole went to work and did most of the store remodeling himself and came up smiling after the first show. This town is half way between Belton and Georgetown, 32 miles apart. Two programs will be shown four days a week.

New Loudspeaker Systems

DALLAS—Altec Lansing Voice of the Theatre loudspeaker systems have been purchased by the following theatres: Alameda, San Antonio; Delman, Dallas; Palace, Littlefield; New Port, La Porte; Olympic, Canyon; Avon, Poteet; Avalon, Houston; Ricardo de Luna, Eagle Pass, and the Palace, Robstown.

Jacques M. Weil Dies

RAYNE, LA.—Jacques M. Weil, 76-year-old former owner of the Moulie Rouge Theatre, died at his home recently.



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DALLAS

Buddy Harris, six-theatre circuit operator in five towns, has been worrying about where the people in his towns go for their entertainment. He also reads the trade-papers. For several years he has read where exhibitors have filed suit against distributors for product. Lately, he read where distributors filed against theatre for not buying pictures. Buddy said he wants in the act, too, and is thinking about filing cases against people in his towns because they don't come to the shows.

L. C. Dennis, owner of the Dennis and Rio in Gainesville and the Hi-Ho Drive-In near there, was in on a regular booking trip. He seemed satisfied as far as his business was concerned. His wife is fast becoming a business rival in that town. She started a small flower shop as a hobby two years back and now it has become a real contender for her share of the money in circulation, and employs several persons.

The new Lea, 900 seats, was opened this week in Lovington, N. M., by Theatre Enterprises, a Griffith interest. Jack Corgan, Dallas architect, drew the plans. C. T. Smith is the manager. Johnnie's Floral shop at Lovington, solicited business houses here for flower orders. Her letter was of polite western flavor and no high pressure. It simply read: "If you are going to send flowers for this special occasion we would like to take care of your order for you." Other floral companies for other openings have been more insistent.

James H. Butler, owner of the Lincoln Theatre, and L. M. Threet were here from Lufkin. Butler is a building contractor and bought the Lincoln as a hobby. He plans a new theatre to replace the old one when conditions are more favorable. Threet, former Lufkin exhibitor, came along mainly for the ride. He is known for having one of the best creative minds for theatre construction and operation in this part of the country. He built and briefly operated the first so-called streamlined theatre in Texas before the war, the Jackson at Jacksonville.

Al Wolf of Dallas, well-known former film salesman and a partner in the San Pedro Drive-In at San Antonio, reports his son, Charles H. Wolf, who is manager of the San Pedro, was chosen by the army air corps to fly Gov. Beauford Jester and Gen. Miller Ainsworth of the National Guard to El Paso to board President Truman's train as it entered Texas. Charles was a bomber pilot during the war and flew many missions over Jap islands in the Pacific, and was decorated on several occasions. He is a reserve officer in the air corps and a member of the National Guard.

Bran E. Garner was here to see if anything could be done with equipment damaged by fire when his Columbia Theatre was destroyed, and to check up with Texas Theatre Service Co., which has one theatre less to book for him, at least temporarily . . . Linda Kay White has turned professional. She now is modeling clothes and having pictures made for manufacturers. Linda was the star attraction in Fair Park auditorium last year during a contest and wore a first prize crown.



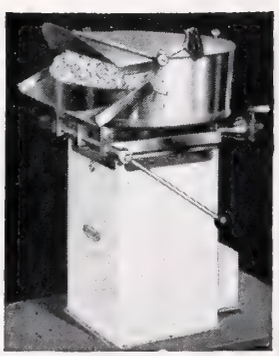
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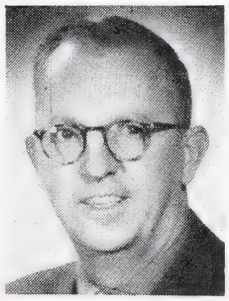
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Her picture was then published in BOXOFFICE. She is the 2-year-old daughter of Mr. and Mrs. F. B. White, owners of Ind-Ex Booking Service and partners in the Maple Theatre.

Ringling Bros. circus did record-breaking business here at four performances Saturday and Sunday. The big top left here for Wichita Falls and then into Oklahoma and a return to the Lone Star state later . . . I. B. Adelman and Harry Sachs celebrated the first anniversary of their Delman Theatre last Saturday. Manager L. O. Daniel arranged ribbons and a large cake with one candle in a lobby display for the big party.

Joy Houck's Leo Theatre on Elm street here advertised a first run showing last week of "Enchanted Valley," released several months ago by Eagle Lion. The newly remodeled and re-equipped Leo formerly was known as the Queen . . . Phil Longdon, 20th-Fox manager, recently returned from a national sales convention in Hollywood, had some contact with the studio's new star, Richard Conti, who, he said, will be seen shortly in Texas theatres. Reports here are that Paul Short Productions in Hollywood will use Audie Murphy, Texas war hero, in a new picture, "The Kid From Texas." Short is well known to Texas exhibitors because of long residence in Dallas as theatre manager and as a National Screen Service executive.

Robert E. Helms, veteran of 33 years in film exchange activities, is the new office manager at Warners, taking the place of Roy V. Litsey, who left the company two weeks ago. Helms made a quick shift from Screen Guild exchange, which he joined only recently. He was booker and office manager for both RKO and Universal and the latter's traveling auditor until he joined Screen Guild.



Robert E. Helms

Litsey hasn't announced his new connection as yet, but friends on the Row are keeping him busy with, "What Time is it, Roy?" Warner employes gave him a fine watch and a scroll with 100 signatures when he quit. D. B. "Snuffy" Smith has resigned as Screen Guild booker and moved to Texas Theatre Service Co. to book for theatres instead of for an exchange . . . Hans Smith, mayor and operator of the Irving and Rio theatres, will start building a third theatre as soon as cement is delivered to the job.

The presidential poll in the Telenews lobby continues at a lively clip with Truman picking up. It's still about two to one for Dewey. Latest figures were Dewey 1,200, Truman 600 and Wallace 500 . . . Miss Laverne Sullivan, H. J. Griffith's secretary for five years in Kansas City and here, will marry Maj. J. C. Eigenman October 28 at the First Methodist church in Dallas. The groom is in the army air corps stationed in Fort Worth. The honeymoon will be in Mexico City and Acapulco.

That was a real watermelon C. H. Jones of Weatherford brought in and left at National Theatre Supply. This reporter had a piece of it and knows. Fred Hanson, Sam Berry, all the girls in the office and this writer lined up at the counter and went at it during an afternoon off-quarter hour. The giant melon was chilled at Filmrow's cafe. The cut, just right, followed. The usual red meat was anticipated but it turned out yellow and there was some disappointment at first. The first bite fixed that. It was the best tasting melon the bunch ever had.

Filmrow and west Texas exhibitors were stunned when they learned that Charley Lyne died last Saturday from a heart attack in Oklahoma City. He was buried there Monday morning. For the past year he was branch manager for MGM in the Sooner capital. Lyne traveled west Texas many years for that company. He headquartered much of the time with Bill Chesher at Littlefield. He and Chesher married sisters.





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Blankenship's South Plains Shows For Mexicans Ease Labor Problem

LUBBOCK, TEX.—An important assist in easing one of the more difficult labor problems of a large farming area is credited to a motion picture theatre operator. At the same time, he has been and is doing his considerable bit toward the promotion of goodwill and understanding between the Mexicans and people of the U.S.

The motion picture man has contributed to these desirable ends simply by the provision of the type of films in the type of houses that appeal to a large segment of Spanish-speaking labor which migrates to the South Plains of Texas for the cotton and grain sorghum harvests each fall. The South Plains, paradoxically, are in northwest Texas, directly south of the Texas Panhandle bordering the New Mexico line.

The problem in this large region was quite serious until a few years ago. Estimates are that 50,000 to 60,000 Spanish-speaking persons come to the area each autumn to help with the harvest. Opportunities for entertainment were few. Naturally the laborers became dissatisfied. That's where the motion picture man stepped into the picture.

One of the pioneers was Wallace B. Blankenship, who operates Wallace Theatres, Inc. He has a chain of 16 fulltime houses in northwest Texas. In addition, he has become the largest area operator of seasonal houses for the Spanish-speaking trade.

Last year he had three such houses. This year there will be six, according to S. J. Neyland, home office manager, of Lubbock. They will be located in Levelland, Morton, Ralls, Lorenzo, Tahoka and Petersburg, and range in capacity from 200 to 1,000. Some are in quonset huts. Nearly all are in farming districts.

To serve these houses, Blankenship has booked more than 20 Spanish-speaking feature pictures made in Mexico and distributed through Azteca and Clasa-Mohm in San Antonio. Most of them run over two hours. Where short supplementation is required, U.S. films are used.

Where this entertainment has been provided, according to reports to such organizations as the Lubbock Chamber of Commerce, farm labor has been better satisfied and more productive. Fewer clashes have occurred among people who do not understand each other's language.

Neyland also reported on progress of new Wallace theatres under construction or projected.

An 800-seat, $80,000 building at Morton is waiting for cement; excavations are complete for an 800-seat $75,000 structure at Andrews, and a 500-seat $50,000 theatre at Tatum, N. M. A $90,000 building for Levelland has been blueprinted.

Celebration for Skouras

From Central Edition

ST. LOUIS—George P. Skouras was host at a party at Jim Mertikas restaurant the night of September 15th to celebrate the consummation of the $6,000,000 deals for the purchase of the Ambassador, Missouri and Grand Central buildings by Skouras and his brother Charles Skouras, and the subsequent sale by them of control of the St. Louis Amusement Co. to Fanchon & Marco.

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10,000 or over	7.95 per M
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¾-lb. Printed Pinch Bottom Bag	1.50 per M
1-lb. Plain White Flat Bottom Bags	1.60 per M
2-lb. Glassine Bags	2.95 per M
Popcorn Cones	2.25 per M
Popcorn Salt, 24/2-lb.	$2.40 per case

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Big Drive-In Giveaway Continued on Outside

ARGYLE, TEX.—Denton county authorities, who called on George Franklin at his Colonial Drive-In near here several nights ago to investigate a big giveaway plan going on at the airer, have held that the drive-in was operating a lottery and ordered it stopped.

Franklin, a road building contractor before he got the drive-in idea, opened the Colonial early this spring. He hit on the giveaway idea a few weeks ago and his business started booming. He gave away articles for heavy home use, such as stoves, radios, refrigerators, deep freezes and some milk cows. People flocked to his show from all over this part of the country and 4,000 admissions in a single night were not uncommon. Patrons sat around on the ground as no room was available inside for their cars. Franklin also gave some of these articles to church groups.

Like all good things, there was an ending. The Colonial abandoned drawings on the inside and now is giving the prizes away on the outside of the drive-in with patrons placing their stubs in a barrel out front so that participants do not have to attend the show to win.

Two Drive-In Applications To Dallas Council

DALLAS—Two applications for drive-in theatres in the vicinity of Zang boulevard and Five Mile road in the southern end of this city are now before the city council and may be acted on in two weeks. One is by Underwood & Ezell Drive-In Theatres and the other by David T. Haines, formerly in the theatre equipment business but now in real estate.

The city plan commission has recommended to the council that drive-ins be put in the special permits zoning classification so that all manner of restrictions could be placed on them.

"There are few places in the city you could place a drive-in where it wouldn't disturb someone," a commission member said. Two drive-ins here were built outside the city but were taken in later by annexation. Regular theatres are subject to the retail classification. There has been no need of zoning the drive-ins until now, the spokesman said.

Warners vs. Cooper Suit To Court on November 8

OKLAHOMA CITY—A suit involving the ownership of the Liberty Theatre here brought by Warner Bros. Pictures against the J. H. Cooper Foundation of Nebraska was scheduled for hearing November 8 after a conference between attorneys for the theatre groups and Edgar S. Vaught, district judge.

The controversy involves the question of whether Warners secured the original lease to the property from Standard Theatres, Inc. The suit has been held up pending the supreme court decision in the Griffith Theatres case in which the government charged the local amusement company with violations of antitrust laws.

To Write 'Little Women' Score

Adolphe Deutsch will write the score on Mervyn LeRoy's "Little Women" for Metro.

From the BOXOFFICE FILES

(Twenty Years Ago)

THE AZTEC THEATRE Eagle Pass, Tex., recently reopened with a formal address in English, immediately translated into Spanish. This theatre is the pride of Sam Schwartz, one of the town's leading citizens . . . R. C. McIlheran of Universal was elected president of the Dallas Film Board of Trade. Leroy Bickel is vice-president; P. K. Johnston secretary.

* * *

Dave Bader, manager of Universal's accessory department in Dallas, has been promoted to assistant to eastern Sales Manager Ted Schlanger . . . Dudley Little, projectionist, died recently in Sherman as a result of injuries sustained in a booth fire at the Lamor Theatre. Etta McDiffie, ticket seller, was badly burned about the face. Damage to building and equipment was estimated at $35,000.

* * *

The new Normana Theatre at Cuero, Tex., is the latest venture of Rubin Frels of Victoria . . . The new Rialto, a Dent house, opened recently in Greenville. It is a complete remodeling job on the old Lyric, done by W. R. Palmer, engineer for the chain . . . Jack K. Adams, president of Home State, is up again after an attack of pneumonia . . . Gus A. Becker has purchased the interest of his partner Ray Henry in the Trinity Theatre at Mirando City . . . Wynn Hamilton of Saragos has reopened his Community Theatre in that far-away Texas village.

* * *

Damage totaling about $20,000 was done by a fire in the Grand Theatre Bldg. in Ennis, owned by John Sayeg. J. F. Houdek is local manager.

* * *

It is reported another theatre circuit is being formed. Arthur Keyes of Quanah has bought the Palace, Monogram and Lagrande from Phipps & Yayton in Childress. For years he has owned the Texan and Old Court in that town.

* * *

Griffith Amusement Co. now operates more than 50 theatres in Oklahoma.

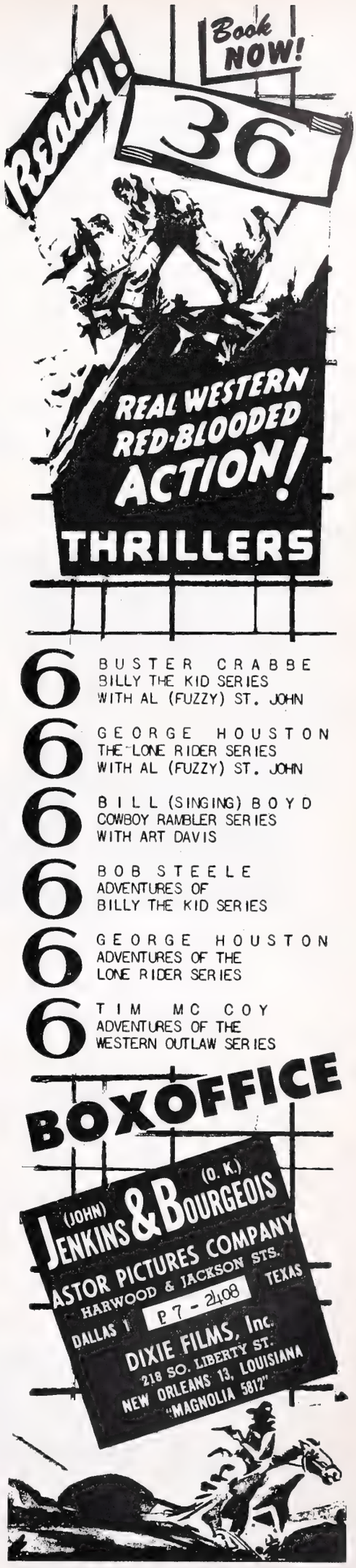
Durwood Circuit to Start Semimonthly Organ

From Midwest Edition

KANSAS CITY—A new house organ, to be published twice monthly in the interests of its personnel, will be launched by Durwood Theatres, Inc., about September 15. To be known as Circuit Chatter, issues of the new publication will contain four or more pages. Each issue will highlight personalities of the Durwood circuit of nine theatres.

Doug Burrill, Durwood exploiteer, will edit the publication. Correspondents in each of the cities in which the circuit operates a theatre will supply local news.





SAN ANTONIO

A British film, "The Man in Grey," played a two-day engagement at the Josephine . . . Letter From An Unknown Woman" went into the Texas for a four-day, first run showing. Both pictures proved good stimulants . . . Jack Edwards sr., 53, who died in a Minnesota hospital recently, was manager of the Uptown here when it was operated by Victor & Wilson enterprises in the early 30s.

The Texas Top Hands, Universal western musicians, were featured at the recent Peanut festival held in Floresville . . . Jack Jackson of Sack Amusement Enterprises, Dallas, and his wife stopped recently en route to a Colorado vacation . . . Walter Grubb, Majestic treasurer, and his wife were enjoying a vacation in Brownsville, his wife's home town . . . Mickey Riley, the singing boxing promoter from Dallas, was here to reminisce with Beulah Greene, Aztec cashier, who played the piano when he sang at the Old Grand Opera House and Royal here a number of years ago.

First run film fares: "A Southern Yankee" was at the Majestic, and "Rachel and the Stranger" showed at the Aztec . . . "All My Sons" had a Sunday opening at the Texas . . . The Empire brought back "The Tower of London" for a midweek showing . . . Southern Theatres has begun remodeling the Prince. A new front is being installed and a modern cooling system will be included.

Evelyn West, Astor Pictures star, opened a personal engagement at the Rocking M Dude ranch . . . Ringling Bros. circus shows here October 13, 14 . . . "Up in Central Park" drew the music-loving fans to the Texas for a three-day engagement . . . Billy Guy Buckelew, chief usher at the Texas, and Janice Hill were married recently. They honeymooned in Galveston and Houston . . . Bernice Kettler, former theatre pianist and musician, opened a new record shop at the location formerly occupied by the Independent Film exchange.

The Cerdan-Zale fight pictures were unreeled at the Empire Friday and Saturday . . . All west side theatres ran a safety film in Spanish entitled "Footfalls." A police sound truck hawked the short subject which explains the simple rules of walking across the street in safety . . . "The Eagle Squadron" came to the Empire for a return engagement.

W. J. Chesher of Littleford flew here in his plane with Hiram Parks of Lubbock and C. C. Caldwell of the Rex in O'Donnell. The trio were booking Mexican product . . . Mrs. W. L. Youngblood, Texas, Poth, phoned that she has some 375 used seats for sale . . . J. Truex, manager for Azteca Film exchange, copped second place in the golf sweepstakes held on the local greens. Joe Rivas won top money . . . Gordon B. Dunlap, Clasa-Mohme majordomo, was back from a business trip to Galveston, Houston and other east Texas towns.

Clasa-Mohme employes gave a dinner party for Alicia Cardenas, billing clerk, and Jose G. Muniz, shipping clerk, who will be married October 10 . . . Mrs. Clara Cadena, advertising department head, fell from a ladder while at work and suffered a lacerated ankle, which now has heal nicely.

A majority of the local theatres are hawking coupon tickets for the 1948 Home show drawing in Dallas October 24 during the State Fair of Texas. Sponsored by the Variety Club of Texas, proceeds from the sale go to Boys Ranch at Copperas Grove. Winner will receive $15,000 value for only 50 cents.

Population of Chicago Increases by 474,000

From Central Edition

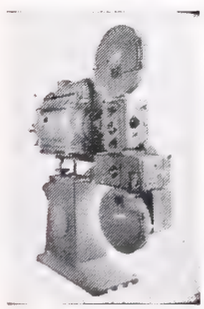
CHICAGO—While Chicago may be overseated, according to some theatre owners, the Ass'n of Commerce reports the city and its metropolitan district has gained 474,000 people during the last eight years. More than 5,360,000 people live in the metropolitan district of which more than 2,400,000 are gainfully employed.



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Gainesville Walkout Remains Unsettled

GAINESVILLE, TEX.—Union projectionist members who walked out of the booths of the State, Plaza and Ritz theatres here June 19 are still out and whether or not their differences will be settled is uncertain. The three theatres are operated by Theatre Enterprises whose home offices are at Dallas. The circuit moved in projectionists from other towns at the time of the walkout and continued regular shows since.

Cecil Kling, secretary of local 715, made a trip to Dallas this week to consult with Molineaux, Wells & Ball, AFL attorneys. Union projectionists in Texas are AFL affiliates. Kling reviewed a part of the boothmen's side of the story. He said the circuit had asked the projectionists to do some electrical and plumbing work about the theatres and had offered additional pay, but the union turned this down because a city ordinance requires a license for such type of work and the operators didn't have them.

Kling said the circuit then announced a cut in pay which brought on the walkout. The operators looked about town for extra work and some found it with L. C. Dennis owner of two small houses and a drive-in here. Dennis has a union projectionist' contract.

DALLAS—Lynn Stocker, Theatre Enterprises official in the Tower Petroleum Bldg., when told that the Gainesville projectionists had talked briefly about their reasons for the walkout, "had nothing at all to say."

Capac Wins $102 Verdict

From Canadian Edition

VANCOUVER — The Canadian Ass'n of Publishers, Authors and Composers has won a judgment for $102 against Sam Karby of the Strand Theatre, Meadow Lake, Sask. Capac sued Karby for copyright infringement when he ignored letters from Capac warning him to take out a license.

OKLAHOMA CITY

The annual Oklahoma state fair, which opened Saturday (25), set a new mark of attendance Sunday with 59,070 persons seeing the sights. President Truman was a featured speaker Tuesday.

A taproom operator here, in a suit filed September 25, alleges Ascap strongarm men threatened to "kick his piano into the street and close his place of business." William Grizzell, owner and operator of the El Morocco Taproom, charged Ascap, the American Society of Composers, was acting as agent for Mills Music, Inc., and M. Whitmark & Sons who have filed a suit in federal court against him for playing copyrighted songs in October 1947. Grizzell said the agents of Ascap made their threats while trying to get him to sign an agreement. He asked the court to award him $1,000 for damage resulting from the abuse he said he received at the hands of the Ascap agents and $25,000 as punitive damages.

Screen Bills: "Two Guys From Texas" at the Tower, "San Francisco" at the Criterion, "The Rope" at the Warner, "Rachel and the Stranger" at the Center, "Forever Amber" at Home.

Ringling Bros. circus will show here October 6, 7 . . . Horace Heidt and his musical knights are booked into the Auditorium on the night of October 19 . . . "Canon City" played the State after a one-week run at the Center . . . "Luxury Liner" held two weeks at the Home . . . "To the End of the River," a Rank film, had its first run showing at the Will Rogers house, a Griffith operation.

When Chuck Acree, Chicago radioman, visited his home town of McAlester recently big homecoming festivities were staged, including a personal appearance on the stage of the Oklahoma Theatre.

'Courtin' Trouble' Is New Title

The new release title of Monogram's "Headin' for Trouble" is "Courtin' Trouble."



SEATING



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Dallas Grosses Down; Circus Doesn't Help

DALLAS—Current remodeling of the Majestic and Palace limited grosses in those houses. "Four Faces West" played only four days at the Majestic as "Oklahoma!" opened a four-day run on stage. Ringling Bros. gave four record-breaking performances during the week. Two runs were above average and others were down.

(Average Is 100)

Capitol — **Perilous Waters** (Mono); **The Devil's Playground** (UA), reissue; split with **Oklahoma Frontier** (U-I), reissue; **Docks of New Orleans** (Mono) 65
Majestic—**Four Faces West** (UA), 4 days 85
Melba—**Canon City** (EL) 110
Palace—**The Luck of the Irish** (20th-Fox) 90
Rialto—**Rose of Washington Square** (20th-Fox); **Good Girls Go to Paris** (Col), reissues; split with **I Love Trouble** (Col); **She Couldn't Take It** (Col), reissue 90
Telenews—**Eagle Squadron** (U-I), reissue; Cerdan-Zale fight films 115
Tower—**Hazard** (Para) 95



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Jim Motes Overcome By Fund Proposal

Mrs. Jim Mote of Sterling, Okla., expressed herself as being completely overcome by the Jim Mote Fund idea promoted by W. H. Hoffman of the Lamar Theatre at Arthur, Ill., in the September issue of BOXOFFICE. Mote was out in the oil fields where he is working at present and was not expected back until about 10 o'clock that night, when Mrs. Mote was interviewed by telephone about their reaction to the proposed fund which Hoffman thought could be raised by each exhibitor reader of BOXOFFICE sending in $1 to help the Motes rebuild their Gem Theatre which burned down August 13.

"We are very grateful for Mr. Hoffman's suggestion and I can't tell you how much we appreciate the way people in show business are responding," Mrs. Mote said. "Our only worry is if anyone would think Jim's letter was written with the idea of promoting sympathy. Honestly, such a thought never entered our minds but it just goes to show that like Jim said, the swellest people in the world are in show business."

The Motes have two children, Arsann, who is 10 and Jimmie, 14, who was their popcorn boy at the theatre. The local chapter of the American Legion has just given Jimmie an award for his prompt action in helping to get people out of the burning theatre the night of the fire. To date exhibitors from 16 states and from Canada have sent in contributions of $1 and up, with Texas in the lead at this writing. Several exhibitors offered to send more if necessary to insure a new theatre for the Motes.

Huge Order to DeVry For 16mm Machines

From Central Edition

CHICAGO—Expanded peacetime use of the 16mm film medium by the U.S. navy resulted in the issuance of a contract for sound projection equipment to the DeVry Corp. of Chicago. The contract, involving nearly a million dollars worth of newly developed DeVry 16mm motion picture sound projectors, is believed to be the largest single peacetime order placed for equipment of this type.

A second contract, from U.S. signal corps, calls for a considerable number of DeVry 35mm sound projectors.

Interstate Will Run McCarthy Theatre

DALLAS—Interstate circuit has leased the new theatre building which Glenn McCarthy, wealthy oil and business man who also is making a picture in Hollywood, will start in Houston soon. McCarthy now is building the 18-story, $18,000,000 Shamrock hotel on South Main street there, five miles from the downtown business center. A group of fabulous stores and shops will be included in a 15-acre village to be known as McCarthy Center.

The new theatre will also bear the name Shamrock. Wyatt Hedrick, Fort Worth and Houston architect, drew the plans. The circuit will equip the house and install about 1,700 seats.

Columbia at Ranger, Tex., Destroyed by Flames

RANGER, TEX.—The 300-seat Columbia Theatre here was destroyed by fire during the night recently and two persons were reported overcome by smoke. Damage to the theatre and a cleaning plant next door was estimated at $50,000. The theatre was owned by B. E. Garner.

C. D. Lyne, MGM Manager Dies in Oklahoma City

OKLAHOMA CITY — Charles D. Lyne, MGM manager here for two years, died suddenly September 25. Ward Royalty will be in charge until a permanent successor is named by William F. Rodgers, vice-president.

Football Season Is Here . . .
BOOK THOSE TWO TIMELY FOOTBALL SPECIALS NOW!

No. 1 ..... 10 Minutes
SOUTHWEST CONFERENCE FOOTBALL THRILLS OF 1947
Highlights of the 1947 Football Season Following Games Included: SMU vs. RICE; TEXAS vs TCU; A&M vs SMU; TEXAS vs RICE; SMU vs TEXAS; BAYLOR vs SMU; TCU vs SMU

No. 2 ..... 6 Minutes
1948 COTTON BOWL CLASSIC
S.M.U. vs. PENN STATE
Played in Dallas, January 1, 1948.

Both Subjects Narrated by Gordon McLendon!

GOOD SOUND AND FAST ACTION!
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Theatremen Battle St. Petersburg Tax

ST. PETERSBURG—Three law firms have been engaged by theatre interests here to prosecute suit to test the constitutionality of the new gross receipts amusement license tax.

A suit is being instituted by Bob Boardman, manager of the Playhouse Theatre, who has been joined by other local theatre owners and the Florida State circuit. The cases are expected to be based largely on five contentions:

That the tax is discriminatory.

That it fails to provide equal protection under the law.

That it selects a single minority group or class upon whom license taxes are levied.

That it fails to take under consideration whether or not the taxed theatres are making a profit, and therefore is oppressive.

That it is called a license tax but since it is levied on the gross receipts, it is in effect an income tax, not permitted under the laws of Florida.

The course of the suit through the courts is expected to take months and might stretch out into a year or more through the various delays, postponements, continuances, legal arguments and the inevitable appeal which will result regardless of which side is victorious in the circuit court.

William R. Lynch Is Dead; Former Miami Showman

JACKSONVILLE, FLA.—William Raymond Lynch, 70, long connected with theatre business in Florida, died at his home recently. He was the brother of S. A. Lynch, former owner of Paramount Enterprises in Miami, and served as general manager of Paramount Enterprises for some time. He resigned about ten years ago and moved here.

Surviving, besides his brother, are his widow Ruby, one son, four daughters and two stepchildren. He also has a sister, Mrs. C. E. Holcomb, living in Highlands, N. C.

'Omoo' for Screen Guild

"Omoo," a South Sea adventure by Herman Melville, has been acquired for early filming for Screen Guild.

Football Season Is Here . . .
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James Frank Jr. Forms United Photo Supply

ATLANTA—James Frank jr., former New York manager for National Theatre Supply, has formed United Photo Supply Corp. to distribute name brand photographic products to dealers in the southeastern territory. Frank is president and Samuel J. Scheff is vice-president and treasurer.

Frank is financial vice-president of the SMPE and was general chairman of the Theatre Engineering conference held in New York in October 1947. From 1937 to 1948, he was associated with National Theatre Supply starting as a member of the sales promotion department. Scheff has been sales manager of Dixie Photo Sales Co., Atlanta, since 1946.

Birmingham Capitol To Waters Operation

BIRMINGHAM — The Capitol Theatre, downtown second run house, closed its doors after the last night performance on Sunday, September 26. Formerly operated by Acme Theatres, the new house was taken over October 1 Waters Theatre Co., which owns the property.

J. B. Waters, general manager, said the house would be closed for approximately a month during an extensive remodeling program. Further details regarding the theatre's new policy will be announced later, Waters said. R. B. Gilbert, who formerly managed the Capitol and Galax for Acme, will remain as manager of the Galax. Robert Golden, Capitol doorman, has been transferred to the Galax.

Harold Gaston and E. E. Jones, Capitol projectionists, have been transferred to the East Lake and North Birmingham theatres, respectively.

Mrs. J. D. Shepherd Jr. Buys Palestine, Ark., Theatre

MEMPHIS—Mrs. J. D. Shepherd jr. has purchased the Palestine Theatre, Palestine, Ark., from J. D. Young. Mrs. Shepherd will book and buy on Filmrow in Memphis.

Preview 'The Secret Land'

NASHVILLE, TENN.—"The Secret Land," a documentary film on the 1946-47 expedition to the Antarctic, was previewed for the Nashville press and radio at Loew's Theatre recently.

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Theatremen Elected In Alabama Cities

BIRMINGHAM—A survey by BOXOFFICE this week shows that several theatre owners were elected to city offices in the recent Alabama municipal balloting. During the same election two municipalities, Florence and Leighton, voted in Sunday showings of motion pictures.

In Cullman, Ala., William R. Griffin, manager of the Lyric, was elected to the city council. His 1,300-vote total was the second highest of any aspirant for city office in history.

Garnett Stancil of the Ritz, Centreville, was re-elected mayor of that city without opposition.

JOHN LAKEMAN WINS

John Lakeman, owner of the Princess, Haleyville, was named to membership on the Haleyville city council. John E. Gaither, former owner of the Heflin Theatre, was elected mayor of Heflin by a margin of 22 votes.

M. G. Weaver, owner of the Cricket Theatre in Collinsville and the Sandy Theatre in Crossville, was defeated in his race for mayor of Collinsville by a vote of 128 to 85. T. E. Watson of the Strand, Montevallo, made an unsuccessful race for the town council, polling 124 votes.

On the Sunday film question at Florence the vote was 1,415 in favor and 1,288 against. Sunday films were shown for the first time on September 26 in that city. The last previous vote on the issue was in 1942 when the move was defeated by a vote of 712 to 490.

BEAT PREACHERS ASS'N

Under Alabama law, cities of more than 15,000 can have Sunday shows without a vote but Muscle Shoals Theatres, operator of the three Florence houses, has had a long-standing policy that there would be no Sunday shows unless voters approved. The shows were voted in over the appeal of the majority of the Florence Ministerial Ass'n.

Meanwhile, Muscle Shoals announced that its new Shoals Theatre in Florence would not be opened until October 25. Original opening was set for September 30. In the town of Leighton voters approved Sunday films by a vote of 140 to 29.

Dan Hawes Back to Army

GREEN COVE SPRINGS, FLA.—Don Hawes, who has been managing the Clay Theatre here, resigned to go back in the army. J. M. Strickland, who was associated with the Martin Theatres in Calhoun, Ga., replaces Hawes.

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ATLANTA

John Jenkins of Astor in Dallas was here visting William "Snake" Richardson on his way back from New York . . . Howard Wallace, Sack Amusement Enterprises local manager, was back on the job after several weeks in North Carolina . . . Charlie "Quiz Night" Clark returned from New Orleans where he visited Babe Cohen.

In Atlanta visiting were Curtis Ware, former Georgia theatre owner; John T. Ezell from Florida, and Wallace Smith, former manager of the Brookhaven Theatres, Brookhaven, Ga. . . . Grover Parsons, southern district manager for Eagle Lion, returned to his office . . . Mrs. S. T. Maugham said she would look after the theatres in Patterson and Screven, Ga., since the death of her husband . . . Leonard Allen, Paramount publicity chief, returned to his office after several weeks out of the city.

E. D. Martin of Martin Theatres said construction work has begun on the new drive-in at Columbus, Ga., and that work soon would start on other theatres . . . Warden William Hiatt of the Atlanta penitentiary said after attending a private screen of "Canon City" that "the film is too realistic to show to prisoners."

Mrs. Rose Lancaster of Astor Pictures of Georgia, returned to the job after a trip to Buffalo, N. Y., because of the illness of her mother . . . Frank Rogers, president of Florida State Theatres, Jacksonville, went to New York on a visit . . . Jack King, former sales representative for Eagle Lion, was back on the Row after a spell of illness . . . Mary Cole, Kay Exchanges, returned to the job after a trip to St. Petersburg, Fla.

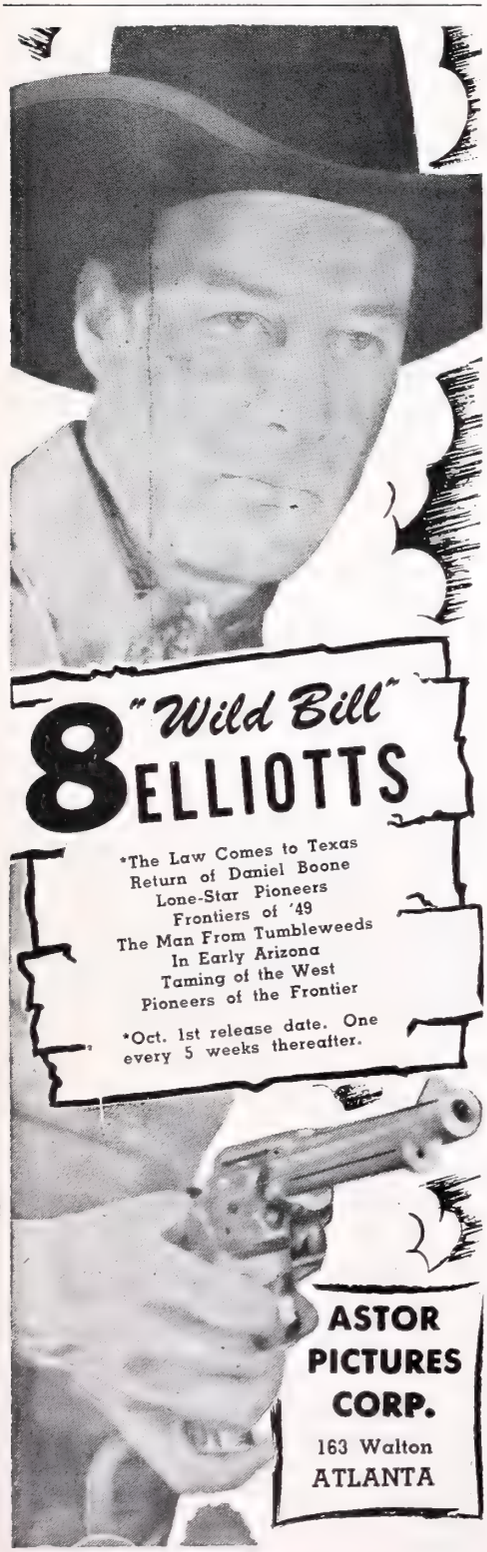
The final meeting in a series of regional confabs for the George Denbow Tribute drive, was held here recently. Charles Lester, southern district manager was among those attending the meeting . . . Paul Engler, of Engler Theatres, Birmingham; Howard Schuessler and O. C. Lam of Lam Amusement Co. were here booking.

W. S. Thornhill and his wife returned home to Carbon Hill, Ala., after a Florida vacation . . . Robert L. Curry, owner and manager of the Dixie Theatre at East Gadsden, Ala., visited Filmrow and brought a sample of the local newsreel he makes each week in his town. Curry said the film was making a big hit. He does all the work with the aid of his young son . . . Ralph McCoy, Film Classics manager, called his sales force in for meetings on the new season product.

Nat Bernstein, Dixie Theatre, Miami, was a visitor . . . Opal Giles of Kay Exchanges, was off to Ashville, N. C., with her daughter . . . W. H. Rudisill of Kay exchange returned from an Alabama visit . . . Ike Katz visited the New Orleans and Memphis branches . . . Harry Katz was in the Washington and Charlotte offices . . . Nat Williams, south Georgia showman, put up blackboards and chalk in the lounges of his new drive-in near Thomasville, urging people that if they must write naughty words to use these facilities rather than the walls.

The southern premiere of "Hamlet" opens at the Peachtree Art Theatre October 13 . . . Johnnie Brown joined the EL staff . . . William Clements, formerly in the U-I shipping department, is back with his old boss, William Richardson . . . J. E. Jerrell and his wife of the Ritz, Commerce, Ga., and Mrs. O. S. Osman, Strand, Covington, Ga., were among Filmrow visitors . . . Irma Marshall accounting department head at EL, left for a vacation trip to New York as did Pat Brown from Warners accounting department.

The Wadisonia Theatre, Calera, Ala., has been taken over by J. S. Yerly, owner of the Joy at Siluria, Ala. . . . Mrs. Beatrice Finch resigned from Quiz Night to join the Monogram booking department.



'Wallflower' Grosses 115, High in Atlanta

ATLANTA—Business in all houses was above average with top honors going to the Roxy and "The Big Punch" and "Wallflower" coupled with the Zale fights. Second spot honors went to the Fox and "The Street With No Name."

(Average Is 100)

Fox—**The Street With No Name** (20th-Fox) 112
Loew's Grand—**Pitfall** (UA) 110
Paramount—**Canon City** (EL) 103
Roxy—**The Big Punch** (WB); **Wallflower** (WB), plus fights 115
Tower—**Canyon Passage** (FC); **Are You With It?** (SG) 102

Owners Fight New Tax

PASS-A-GRILLE BEACH, FLA.—Local theatres are not taking the newly imposed amusement tax without a protest. They have banded together to contest the tax and are prepared to put up a fight against its enforcement.

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Cost-of-Living Pay Hike For Birmingham Local

BIRMINGHAM—Members of MPMO Local 236 have been granted a general wage increase of 5 per cent on their present scale, according to Ralph A. Root sr., business agent. Root said that approximately 55 operators in 35 theatres in the area would be affected. The wage increase covers all area houses including suburbans and drive-ins.

The wage increase was negotiated, according to Root, under a provision in the existing contracts which provides for cost-of-living settlements. The U.S. Department of Labor, said Root, reported living costs in Birmingham were up 8.7 per cent over last year. Increases will become effective immediately.

BIRMINGHAM

Vivian Harwell, owner of Queen Feature Service, attended the theatre equipment dealers convention in St. Louis. While there she visited her brother George Harwell who is associated with Globe Ticket Co. . . . W. H. "Blondy" Neal sr. has returned to Birmingham after undergoing an operation in Atlanta. The veteran projectionist is now doing relief work in local booths . . . J. G. Lawrence of the Fox, Blountsville, Ala., was a visitor . . . Also in town were D. L. Turner, district supervisor for Altec, and Ralph McCoy, Film Classics branch manager . . . H. M. Addison, EL publicist, was here working on "Hollow Triumph," while J. D. Woodard, WB, was plugging "Two Guys From Texas."

Mrs. Anna Culp Cleveland, 72, died at a local hospital. She was the mother of Miss Marion Cleveland, secretary to N. H. Waters, head of Waters Theatre Co. . . . Carl Jones, Strand projectionist, also lost his mother . . . Jerry Wilkey, former East Lake doorman, postcards from Miami that he is an usher at the Miami Theatre in training for an assistant managership. Wilkey, also formerly on the staff at the Strand and Lyric, was succeeded at East Lake by Claude Williams of the Empire . . . Sara Strickland resigned as Strand cashier to be married. She was succeeded by Dean Huffstutler.

Bill Coury, Ritz manager, did some extensive ballyhoo on "The Babe Ruth Story," which opened September 30. He arranged some tieups with the Birmingham Barons, several displays featuring the pocket book on the Bambino, and a special showing for American Legion junior baseball players and officials . . . A. Brown E. Parks, Melba manager, reported excellent opening business for "Rachel and the Stranger."

J. A. Jackson, Empire manager, booked "Fighting Father Dunne" for October 4. The film is expected to tie in with the Catholic Toy Bowl benefit game on October 7 and Jackson is hoping to bring Pat O'Brien here during the week. O'Brien attended the Toy Bowl two years ago . . . "Good Sam" earned a fourth downtown week, moving to the Galax after three weeks at the Empire. "Deep Waters" moved to the Strand after a week at the Ritz and "Bring 'Em Back Alive" moved to the Capitol after a week at the Melba. "The Walls of Jericho" moved to the Lyric after a week at the Alabama.

NEW ORLEANS

The Cheney Theatre, Cheneyville, La., has been sold by Clarence Martin to M. L. Gordey of Glenmora, La. . . . The Baroness Theatre, Richton, Miss., has been purchased by Charles Waterall from Mrs. W. S. Sibley . . . Paul Shallcross of American Desk Co., whose home at Waveland, Miss., was demolished during the September hurricane, has been rebuilt and Shallcross will move into the new place shortly.

W. A. Prewitt jr. and Joy Houck have completed plans for a new theatre at Vicksburg, Miss., and expect to let the contract for its construction within the next few weeks . . . Henry Krumm, SRO, has returned from New York . . . A newcomer to the Row is Hal C. Becker, radio, television and public address system engineer, who is at present associated with Johnson Maintenance Service at 223 South Liberty.

New employes at Republic are Mrs. Shirley Codifer, stenographer, and Vera Clare Malter, typist . . . Leo Seischnaydre, Republic manager, will attend the regional sales meeting at Chicago October 8, 9. Seischnaydre reports the Republic release of "Moonrise" will open at the Saenger October 7 . . . U-I Manager Charlie Ost and salesmen Fred Wolff and Tommie Dunn attended a meeting in Cincinnati recently.

"The Babe Ruth Story" opened last week at the Saenger. The Orpheum fell into second place with "Tap Roots" and the Cerdan-Zale fight subject. Loew's State presented "Pitfall." "Rachel and the Stranger" moved from the Orpheum to the Liberty for a second week's run. "Big City" opened at the Joy. "Robin Hood" was showing at the Center. "The Walls of Jericho" was at the Tudor and "Key Largo" at the Globe. "Close-Up" and "Trail to Laredo" was the Strand's double bill.

Mrs. Dorothy Barlow, former resident of New Orleans and now a member of the Hollywood film colony where she writes stories about film folk, was a visitor . . . New Orleans streets were thronged with visitors last week in town for the Tulane-Alabama football game September 25. Among them were a number of exhibitors, including C. H. and C. B. King of the King circuit in Mobile; I. M. Gauthier, Castle Theatre, White Castle, La.; Sam Wilson, Hazelhurst, Miss.; Fred T. McLendon and Al Morgan, McLendon circuit, Union Springs, Ala.; Roy Pfeiffer and Gordon Ogden, Baton Rouge; Jeff Rebstock, Golden Meadow, La.; Neal Robinson, Crestview and Fort Walton, Fla.; Warren Salles, Covington, La.; Mr. and Mrs. R. H. Muse, Leslie Theatre, Denham Springs, La.; W. A. Tucker, Wisner, La.; Tom Collins, Azalea, Mobile; Hector Naquin, Cecelia and Breaux Bridge, La., and Floyd Murphy, Exhibitors Advertising Co., Alexandria, La.

Dave Flexer of Memphis, who operates several theatres in that territory, was in town for several days discussing "Street Corner," which he is handling . . . Shirley Reach, Allied stenographer, was married September 22 to Tommie Eagan.

"Everybody's Good Neighbor," a film prepared for children by a committee of teachers, is being circulated in New Orleans schools as a feature of the Community Chest educational campaign . . . Ole Olsen of Olsen-Johnson was here en route to Mexico on a vacation. He was received at city hall by Mayor deLesseps Morrison, and in reply to questions by reporters said that television in the east is growing by leaps and bounds and improving each day. In his opinion, Olsen said, television will inevitably affect motion pictures in much the same way that films affected vaudeville. He and his partner Chick Johnson plan to do a series of television shows soon, he said.

New Speakers Installed

JACKSONVILLE—Horace Denning, manager of the local drive-in, has installed new 1949 Mobiltone in-car speakers at the ozoner.

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MEMPHIS

A group of Georgia Tech graduates and their wives attended the Vanderbilt-Tech football game at Nashville. They included Bob Bostick, manager of National Theatre Supply Co.; C. C. Bach, assistant manager; C. E. Sumner, company salesman, and Dutch Konemann, Dallas salesman for the company. Mrs. Bostick, Mrs. Bach and Mrs. Sumner also attended. Konemann is a former Tech player.

Roy Acuff, Nashville hillbilly band leader, and his Smoky Mountain Boys, are touring the state, giving free programs of mountain music to large crowds. They were in Memphis this week. Acuff is the Republican nominee for governor of Tennessee. Carroll Reece, Republican candidate for the U.S. senate, tours with the band and does most of the speaking.

Moses Sliman, who owns and operates the Lux at Luxora, is building a theatre at Osceola, Ark., he said on a booking expedition to Memphis . . . M. A. Lightman sr., M. A. Lightman jr. and Edward Sapinsley, Malco executives, and David Flexer, Flexer Theatres, Inc., attended the Chicago convention of the Theatre Owners of America.

Herb Kohn, assistant to the president of Malco Theatres, Inc., has been vacationing in New York. He stopped off in Cleveland on his way home to visit with his brother . . . E. R. Cunningham, Home, Holcomb; Lyle Richmond, Missouri and Richmond, and C. A. Gilliland, Semo, Steele, were Missouri exhibitors seen on Filmrow.

From Tennessee came Cliff Peck, Gem, Covington; Mr. and Mrs. William Wheatley, Sandra, Trimble; Amelia Ellis, Mason, Mason, and Norman Fair, Fair, Somerville . . . From Mississippi: J. A. Owens, Amory, Amory; J. F. Adams, Tate, Coldwater; Mrs. J. C. Noble, Roosevelt at Hollendale, and Temple at Leland; J. C. Bonds, Von, Hernando, and A. N. Rossie, Savoy, Clarksdale.

Arkansas exhibitors came in larger numbers. They included: J. J. Sharum, Metro, Walnut Ridge; W. R. Lee, Rice at Des Arc and Gem and New at Heber Springs; G. W. Jones, Jones circuit, Little Rock; Orris Collins, Majestic and Capitol, Paragould; W. A. Hunter, Bailey, Cabot; Mr. and Mrs. Frank Patterson, Joy at Duvach, La., and City at Junction City, Ark.; Roy Bolick, Kaiser, Kaiser; Gordon Hutchins, State, Corning; M. C. Alpe, Goy, Crawfordsville; J. K. Jameson, Ritz, Bald Knob; Johnny James, James, Cotton Plant; Floyd Peek, Garland, Little Rock, and Dink Jones, Busby-Jones, Little Rock.

Mary Lightbody, inspector, was vacationing from 20th-Fox . . . R. V. Reagin, RKO manager, soon will have been in his present job for one year and employes will honor him with a booking-sales drive December 5-11 . . . Doak Roberts, district manager, Dallas, was a visitor at Warners . . . Warner club will have a dinner-dance at Variety Club Friday, October 15.

$1,000 Suit in Boy's Nap

WINTER HAVEN, FLA.—Last July 4 Herschel Cameron, 11, fell asleep while attending the Ritz Theatre. Later he was accidentally locked in. When he awoke he attempted to make his way to the door but fell and broke his arm. Now suit is being brought against the theatre for $1,000 damages. Winter Haven Enterprises is owner, and suit is brought by the boy's father James, who charges the theatre "negligently failed to provide the protection required.

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MIAMI

Bela Lugosi, star of Paramount's Olympia stage show, was honored guest at a local club recently, along with his wife and an old friend Mickey Keats, a local musician. Lugosi and Keats worked together in a silent film called "Prisoner of Ascendo," with Corinne Griffith . . . A lady in ermine who was seen walking down Flagler street was sent out by the Miami Theatre to ballyhoo 20th-Fox's "That Lady in Ermine." The picture opened at the Miami and Lincoln, Wometco houses.

The Saturday early bird matinee at Claughton's new Trail featured free candy and a surprise feature . . . Leading off Wometco's Sunday advertising was: "Wometco Theatres Salute Young America. Boys and Girls! More Fascinating Than Any Novel, More Thrilling Than Any Adventure, Is the Story Told in the Bible! Go to Sunday School Today."

The Miami Theatre's Huyler's restaurant is rumored to be about ready to introduce a new cuisine policy . . . "Sundown Beach," opening at the Belasco Theatre in New York, has a Florida bar located near a Veterans hospital as its locale . . . Bernstein's Dixie had its monthly free bicycle drawing at a Saturday matinee performance.

Les Rhode, music director at the Olympia, covered himself with laurels recently with his handling of the straight-man role he played for Bela Lugosi's personal appearance .

Talent scout Buddy Allen has returned from New York where he took a course in television production . . . Jack Bell of the Miami Herald gets all kinds of telephone calls but this one stumped him. It seems a lady went to the theatre on country store night. "I received a permanent wave," she related, "and there I was with a brand new permanent. So I went to the shop and asked them if the offer was good for any time. They told me, 'Oh sure.' So I waited until my other permanent was gone and then I went to the shop for the new one. But the hairdresser said, 'That was last spring and we can't give you a wave on that now.' What do you think of that?" the woman asked Bell indignantly. "Don't you think I should make that bunch give me that permanent?"

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216 Theatres Added In Canada in 1947

OTTAWA—There were 1,693 moving picture theatres in operation in Canada during 1947, an increase of 216 over the 1,477 at the close of 1946, the second section of the government survey shows.

The province of Ontario showed a total of 472, or 52 more than the 1946 mark, while an even greater advance was made in Quebec where 319 were operating at the end of 1947 compared with 250 one year previously. British Columbia theatres totaled 172, against 149; Saskatchewan had a total of 254 compared with 240 while Manitoba's total of 146 compared with the previous 137. Alberta advanced to 178 from 156 and other provinces all had higher totals, due to the construction of new houses or the reopening of old theatres.

Ontario's share of the country's 1947 aggregate receipts of $62,278,573 stood at $26,483,044, compared with $25,684,210 in 1946 when Canada's total grosses were $59,888,972. Ontario paid admissions totaled $93,137,140, down from the 1946 total of $96,996,280. Aggrate patronage in 1947 for all Canada was 220,714,783, a reduction of three per cent from the 1946 total of 227,538,798.

Quebec, British Columbia and Prince Edward Island showed increased attendance over the comparable figures of the previous year but other provinces were down, such as Nova Scotia where the 1946 attendance of 12,382,913 fell off to 10,683,793 in 1947.

Receipts were generally higher in all provinces but, with an increase of 216 in the number of theatres throughout the country, the grosses were spread out more and aggregate boxoffice returns were kept at the higher level because of increased prices. Figures for cash receipts do not include amusement taxes which totaled $16,375,226 in 1947, compared with $15,052,994 in the previous 12 months.

Patrons at the 472 Ontario theatres contributed $5,977,181 for the federal amusement tax and in 1946 this total was $5,129,890. Incidentally, this levy was abolished by the Dominion government in May 1948, but was immediately taken up by the Ontario government at the same rate of 20 per cent.

Canadian MPDA Creates Children's Film Library

TORONTO—The Canadian Moving Picture Distributors Ass'n has established a juvenile film library to meet the demand for appropriate pictures for child audiences. The library, which has been started with 20 features, mostly reissues, has been organized by Mrs. Marjorie Dawson, representing the Motion Picture Ass'n of America, New York. The cooperation of Canadian women's organizations is being sought for the circulation of the juvenile features.

Two Quonset Theatres Opened in Canada

MONTREAL—Perkins Electric Co. sold and installed quonset type buildings and projection and sound equipment in two new theatres recently opened in Quebec and New Brunswick. They were the Venise at St. Cesaire, Que., owned by L. Pinsonneault, and the Frontenac at Shippigan, N. B., owned and operated by J. F. Robichaud and H. L. Haines.

Periodic Power Shutoffs Threatened in Ontario

TORONTO—The 472 theatres in Ontario face an immediate threat of compulsory blackouts because the power reduction quotas have not been met under the restrictive regulations which became effective September 14. Chairman R. H. Saunders of the provincial hydroelectric commission announced at Toronto the complete shutoff of power during peak-load periods of the day from Monday through Friday would be made without delay unless increased conservation is effected by commercial and other consumers in cities and towns in following the statutory regulations, for which penalties up to $500 are possible.

PROMISES TO GIVE WARNING

Saunders said that the blackouts would not be made without warning but he said the blackout schedule might be equivalent to 15 minutes in each hour of the day and evening.

When power restrictions were being enforced last winter, the switches were pulled at the main stations without advance notice, causing great inconvenience and confusion to the public. Picture shows were suddenly halted for as long as 45 minutes, people were caught between floors in office elevators and operations in hospitals had to be completed with emergency lighting and some industrial products were ruined.

Because of the threatened switchoffs, theatre managers are studying the revision of performance timetables in order to reduce interruptions to a minimum, and there was the possibility that continuous shows might have to be abandoned if the power crisis prevails throughout the winter.

CONSIDER OWL SHOWS

There also has been some consideration of the holding of late shows in the theatres because of the availability of more power after 9 p. m. Toronto is dealing with the question of permitting midnight performances which are banned by civic ordinance except for five holidays in the year. The holding of owl shows would enable the theatres to recoup some possible loss through interruption of performances earlier in the day.

The situation is anything but bright and a number of theatre companies are arranging for the installation of independent power plants operated by Diesel engines to insure lighting and to permit the illumination of theatre fronts.

War Theory Debunked; Daylight Time Useless

Toronto—At the close of the daylight saving time period September 26 there were proposals that the municipalities in Ontario should authorize "summer time" throughout the winter as a power-saving measure during the electricity shortage.

Inquiries brought the statement from the Ontario hydroelectric commission that daylight saving would bring little or no economy in power consumption and the clocks might as well be returned to Eastern Standard time. Then people wanted to know why daylight saving had been enforced on a continuous basis as an economy measure all during the last war. There was no answer and another theory has been debunked.

More Mining Towns Close

VANCOUVER—Two more mining towns in British Columbia have closed, making three in the last four months. Operation costs and high wages demanded by the miners caused the shutdowns by Zeballos on the coast and Hedley in the interior. Premier up coast closed last month. All three spots had theatres which are now closed in the now-ghost towns.

Admits Theft From Theatre

TORONTO—Appearing in police court on a charge of stealing $4,050 from the safe of the Imperial, Douglas Moffatt, 19, pleaded guilty and was remanded by Magistrate Elmore for sentence. Evidence showed that police had recovered all but $200 of the money after the accused had been arrested at Verdun, Que. Moffatt was the treasurer of the Famous Players theatre.



RACETRACK CONFAB — When Bill Staples, owner of the Queen Theatre in St. Stephen, N. B., was visiting in New York recently, he took in the races at Roosevelt Raceway on Long Island. There he met S. Tweedie, a Canadian driver, as seen above. Staples is a harness racing fan.

Olsen-Johnson Suit

TORONTO—Chic Johnson of Olsen and Johnson, New York producers and comedians, confirmed here that they have entered suit against the Hollywood company which made "Feudin', Fussin' and A-Fightin'" because, they claim, the film producer lifted the title of the featured finale in the Olsen and Johnson stage show of 1946. Johnson said they had asked damages but would not say for what amount, although it is reported to be $250,000. Olsen and Johnson were here for the grandstand production at the Canadian National Exhibition.

VANCOUVER

The film exchange employes have organized a mixed bowling league which will run for 20 weeks at the LaSalle alleys, and they hope that the theatres will get together some teams to provide some interesting competition. Projectionists also are invited to come along . . . Dave Souter, 20th-Fox booker here, has resigned to enter another business. The Fox exchange has had six bookers in the last two years . . . The Gaumont-Kalee Theatre Supply Co. is enlarging its quarters in the Film bldg., a move made necessary when G-K took over the servicing of the candy counters in the Odeon circuit theatres. Marvin Thoreau is G-K manager.

Sam's Theatre at Malardville is offering Foto night on two days midweek . . . Equipment for the new Studio Theatre being erected downtown here for Toronto interests is being installed by General Theatre Supply Co. The theatre will seat 450 and follow a foreign picture policy . . . Two downtown theatres are showing stage attractions. The Orpheum is presenting the Harmony House radio show and the Odeon Hastings is offering the Vancouver Daily Province Talent Quest on its stage each Wednesday, picking out local acts with a trip to Hollywood for the grand prize winner.

"Burlesque," the stage play, was at the Cinema for three performances, drawing good crowds at a $3.75 top. Mitzi Green was topping the Cave Supper Club show.

Ernie Sauer, manager of the Lux Theatre, has been elected mayor of Vancouver's skid road. Al Mitchell of the Hastings will be his deputy for the next year . . . Wally Woolridge of the Strand and Doug Calladine of the Rex have been appointed delegates to represent the projectionists Local 348 at the Dominion Trades and Labor Congress convention to be held at the Empress hotel in Victoria week of October 11. Representatives from all Canadian and U.S. unions will attend.

The Vancouver Little Theatre Ass'n plans to build a $100,000 490-seat theatre on Broadway in the west end. It is calculated the theatre could be rented for around 200 nights yearly. The association has elected Don Crombie, publisher, president and Dorothy Peck, vice-president. The group is now using the York, a moving picture house, for its plays.

Since Vancouver has installed trackless trolleys and buses to take the place of its antique street cars many routes have been changed, and showmen note that business has shifted around with the neighborhood theatres getting the benefit . . . Frank Martineau, an employe at Famous Players art shop, has hit the "big time." The 26-year-old magician is rated as one of the best in the business. He is joining the Spike Jones troupe which played here last week. Frank was auditioned while the show was here and will join the Spike Jones gang in the U.S. shortly.

Plumas, Man. will have its first moving picture theatre shortly. Joe Karaz is building the 275-seat Rose Theatre there . . . Work is coming along rapidly at the new theatre at Melfort, Sask. It is expected to be finished in January . . . With the resignation of Tunny Morrison as manager of the Victoria Road Theatre, Famous Players promoted Frank MacKenzie, assistant manager of the Orpheum, to succeed Morrison at the Victoria.

"Mac" Smee, Strand, will take over at the Orpheum as assistant to Ivan Ackery; Ross Jenkins, formerly with Theatre Confections, will succeed Smee at the Strand as assistant to Jack Randall the manager . . . Given honorable mention in the Odeon managers exploitation contest were Brenton Kelly of the Oak Theatre, Burnaby, B. C. and Al Goodwin, manager of the Olympia, Vancouver. The contest was based on campaigns on British pictures . . . Win Barron of Paramount made a flying trip here from Toronto to look after the interests of Bing Crosby and Ray Milland, Paramount stars here for a benefit performance.

Also in town was George Beeton, controller for Empire-Universal. Beeton, formerly with Odeon Theatres, now is associated with the Paul Narherson interests . . . Frank Kershaw, owner of Sevice Confections, returned from a month-long Toronto visit . . . Remodeling and redecorating is almost completed at the Princess and Strand in Prince George. The theatres are owned by Herb Stevenson, who operates theatres in Alberta and British Columbia. Both theatres are small seaters, 372 and 360 . . . Vancouver exhibitors and smaller circuit operators are not worried over the so-called prospective shortage of product. They point out the big backlog of product at the studios is more than sufficient to offset any shortage because of the shorter runs at the first runs. However, moveovers and holdovers are getting scarcer here.

Odeon circuit is making many alterations at its 400-seat Capitol at Duncan on Vancouver Island.

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Good Deed Club Resumed By Palace in Calgary

CALGARY—The Palace Theatre, in cooperation with the T. Eaton Co. department store, began its Saturday morning matinees for children and the weekly meeting of the local Good Deed club, an organization designed for the prevention of juvenile delinquency.

The season opened with some 3,000 local members. Entertainment at the Palace at the meetings includes stage acts presented by Good Deed members and the weekly award of a wristwatch to the boy or girl who did the best good deed of the week, as reported by the parents or a teacher.

At the stage performance Good Deed members may join the choir or give a performance, singing, dancing or playing a musical instrument. They receive a small gift for their services. The stage show is broadcast for the benefit of country members and a screen program follows, comprising a serial episode and about six cartoons.

Good Deed clubs now are running in Edmonton at the Garneau, also in cooperation with the T. Eaton Co. The clubs have received high praise from parents, teachers, home and school groups for their help in keeping youngsters off the streets and for developing a sense of helpfulness and kindness in the children.

Soviet Features Vanish From Canadian Screens

TORONTO—What has happened to Soviet pictures? This is the question which is being asked by Canadian theatregoers with the realization that no new Soviet feature has been shown for some months. One Toronto theatre which had specialized in Russian and other foreign product has dropped them and changed to new operating control, and elsewhere Soviet film titles are no longer apparent.

No official word has come from the Ontario Board of Moving Picture Censors regarding any new attitude toward Russian films. Early in the last war the censor bureau made it known informally that Soviet pictures should not be submitted to the board for review. Later, however, when Russia came in on the side of the allies the films of that country returned to the screens of Ontario. It was a considerable time before they met with acceptance by the censors in this province where there is a strong Catholic influence.

Five More on Adult List

TORONTO—The Ontario Board of Moving Picture Censors has added five more pictures to its list of adult entertainment features. They are "Lulu Belle," "Deadlier Than the Male," "The Rope," "Shed No Tears" and "Money Madness."

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RCA Official Details Canadian TV Outlook

MONTREAL—Industrial skill applied to the production of television sets in the next few months is expected to reduce present costs to a level which will enable Canadians to buy a set showing a picture approximately ten inches square, it was stated here by Frank M. Folsom, vice-president in charge of RCA Victor division of the Radio Corp. of America.

In Montreal to address a meeting of the board of directors of the Canadian Radio Manufacturers Ass'n, Folsom said that "the mechanical problems, engineering puzzles" and all other uncertainties which accompanied the introduction of television in the States had been overcome. "Canada can benefit from our experience and we are ready to help the Canadian industry and through it, the Canadian public to get television sets, possibly within 12 to 18 months, depending on the setting up of television stations within the Dominion," Folsom said.

Speaking of the rapid growth of television in the U.S., Folsom pointed out that "television not only can deliver a message to people and demonstrate to them visually and through words the usefulness and weakness of modern merchandise, but it can make and break politicians."

OTTAWA

The guest of honor at the opening performance of J. Arthur Rank's Olympic games Technicolor feature at the Glebe was Barbara Ann Scott, Canada's winner in the figure skating championships, who is featured in the winter portion of the handsome documentary. The party accompanying the figure skating queen, now a professional, included President D. B. Cruikshank of the Minto Skating club, Melville Rogers, Olympic skating judge, and W. M. Gladish, athlete of years gone by.

The Most Rev. Alexandre Vachon, archbishop of Ottawa, has called for a campaign in the Catholic church against "bad movies" to be highlighted by the observance of a Sunday in October to deal with the subject of objectionable films "from the Christian point of view" . . . The Westboro in suburban Westboro has introduced Sierra tableware as patronage premiums, the 36-piece set being provided by Angelo Stevens, former exhibitor who has made considerable headway in the distribution of giveaway items during the past year.

While Ottawa has gone black because of the power restrictions of the Ontario hydro-electric commission, the city of Hull on the Quebec side of the Ottawa river continues to be brilliantly illuminated at night . . . Pierrette Paquin, attractive and talented daughter of Donat Paquin of the Francais and Laurier, has returned to Ottawa after winning the gold medal at Lake Placid, N. Y., of the U.S. Amateur Figure Skating Ass'n.

The Centre has held over two programs in succession for a second week. The first holdover was "Abbott and Costello Meet Frankenstein" and the second was the British feature, "Blanche Fury" . . . Ambrose Nolan, son of the late Mayor P. J. Nolan of Ottawa and a former exhibitor is seriously ill at his home.

$600,000 Paramount Opened at St. John

ST. JOHN—The new 1,392-seat Paramount, which reportedly cost Famous Players Canadian some $600,000, was opened formally recently bringing the first queues to the north side of King square. Tickets were sold for $1 each for auditorium seats and the loge was reserved for invited guests.

The Paramount is the third theatre owned by FPC facing on King square. The circuit also owns the Capitol on the south side of the square, and has a half interest in the Strand on the west side.

Proceeds from the Paramount opening were donated to a benevolent fund of the local Canadian Legion post. Harrison Howe, manager of the Capitol, was the emcee on opening night and introduced the provincial lieutenant governor, the mayor and the president of the Canadian Legion post.

TELEGRAM IS READ

A telegram from President John J. Fitzgibbons, sent from FPC headquarters in Toronto, was read to the audience. Morris Stein, eastern division manager, represented the executive at the opening. Also present was Robert S. Roddick, Halifax, district manager.

Paramount donated use of the picture, "A Foreign Affair," for opening night and the provincial government waived the collection of the usual amusement tax.

Major innovation in the Paramount is that smoking is permitted in the loge section where special equipment has been provided. This is the first maritime theatre to contain space especially for smokers.

The Paramount also is the first maritime theatre to offer Kroehler pushback seats. The building measures 75x150 feet and replaces several wooden and brick hotels. Solid brick and brick tile were used for the walls and the roof was buttressed by heavy steel trusses and columns. The aditorium and loge were built of reinforced concrete and the front was constructed of face brick trimmed in stainless steel and panels of cadet blue vitrolite. Doors are of armor plate glass with chrome trim and terrazzo tile covers the lobby and foyer floor. A concession bar is included on the foyer as are the rest rooms and the manager's office.

CEILING IN CREAM AND LEMON

The auditorium ceiling is decorated in cream with touches of lemon, green and rose. Acoustic plaster is colored buff and rust and the lower walls are colored magenta. The foyer is finished in panel Weltex with a multihued ceiling and built-in furniture in harmonizing shades. The rest rooms are decorated in pastel colors.

Solid black clay encountered in digging the foundation for the theatre helped provide a cushion for making acoustics nonvibrationary.

The birth of the Paramount was broadcast in a running commentary from a local station for 35 minutes, and following the ceremonies and the show, the theatre was emptied and FPC hosted a party for invited guests.

Architects for the Paramount were Kaplan & Sprachman, Toronto, who formulate plans for all FPC theatres. Contractor was John Flood & Sons, St. John, with supervision by Jules S. Wolfe, Toronto, head of construction, engineering and purchasing for the circuit.

The Paramount was far behind in its construction schedule because of labor and material difficulties. For the closing weeks overtime work was essential and several postponements were necessary for the opening.

ST. JOHN

The one night of vaudeville which exhibitor E. R. Lynn is offering weekly at his Strand, Sydney, is being assembled from various parts of Cape Breton Island with Dan Penticost of Sydney doing the picking. There is one film of feature length, coupled with six vaudeville acts for 35 cents . . . The softball games under lights, which whacked boxoffices in Halifax and the suburbs this season, will be broadened next year if current plans materialize. Civic leaders are heading a move to spend $100,000 on a stadium in the North Commons.

Hurricane damage to the Lynch carnival at Sydney was not as heavy as first reported. The carnival lost one day and the next afternoon and finished out at Sydney and moved to North Sydney and Glace Bay. The only casualty was when Alberta Slim Edwards was injured by the crackup of the main pole of his western show tent.

Loss of steamer service between Yarmouth and Boston will affect the Capitol and Community at Yarmouth. Both theatres had been getting patronage from crew, officers and passengers . . . Bill Gates, transferred recently from assistant manager of the Capitol in St. John to manager of the Imperial, Moncton, left a theatre originally called the Imperial, for one that has been Imperial from the opening about 35 years ago. At Moncton he holds the gates for Jack Butler.

Ivan Haley, mechanically inclined manager of the Mayfair and Dundas at Dartmouth, returned from an auto tour of the central provinces with his wife . . . Avard Whitman, who had been assistant to Haley for some years, has deviated to the machinery field as a salesman for a Halifax firm . . . When the officials at a recent beak bashing program at Yarmouth were announced the referee was hailed as George "Kid" Richardson, chief projectionist at the local Capitol. This was the first time he had been given the "Kid" appellation, according to scouts from Yarmouth's cauliflowerdom.

The bill to be submitted by the city council to the provincial assembly at the 1949 session seeking authority to tax amusements has been drafted . . . Although Herman MacArthur, former RKO manager here, has been ordered by his physician to slow down, he is still on duty as office manager and sales supervisor.

Jeff Donnell in Femme Lead

Jeff Donnell will take the femme lead in Monogram's "The Rainmaker."

MONTREAL

Larry Stephens, publicity director for the J. Arthur Rank organization in Canada, and his wife spent their 22nd wedding anniversary at Niagara Falls. Larry is widely known here where he once was manager of the United Amusement Corp. Snowden Theatre. Later he was publicity director for United Artists. He has been here currently promoting "Hamlet," now making its inaugural appearance at the Kent in Notre Dame de Grace.

Montreal curb market recognized the educational value of industrial films by showing two color pictures describing various phases of the pulp and paper industry. The first, "Let's Go to the Woods," a 25-minute film shot in New Brunswick and Quebec, shows logging operations in eastern Canada. The other, "River of Paper," which runs 30 minutes, shows the operations of the Powell River Co. in British Columbia, illustrating how newsprint is made.

"Fernandel," Parisian film star, arrived here to make personal appearances at the Champlain. He will give 19 performances in Montreal, the last October 3. Songs from his pictures are being featured and he is accompanied by four Parisian singers. United Amusement Corp. was first to show the Marcel Cerdan-Tony Zale fight pictures locally, opening at the Strand . . . George Ganetakos, president of United Amusement Corp., and his son John, general manager of Confederation Amusements, accompanied by Bill Trow, and other members of the film exchanges, left for a fishing trip in northern Quebec. They are expected back October 4.

Following from the exchanges on Monkland avenue have joined the St. Alexander street film exchange staffs on the Montreal Film Bowling club: From United Artists: Lester Hirshberg, booker, and Rita Beriault, secretary to George Heiber, manager; from Paramount, Shirley Toft, cashier; from International Films, Renee Porlier, cashier, and from Warners Bros., Grattan Kiely, manager, Jack Kroll, booker, Archie Cohen, salesman, Romeo Chevalier, shipper, Key Sheehy, secretary to Kiely, Mrs. R. Downing, stenographer, and Doreen Empey, biller.

H. Cass, local manager for MGM, and George Heiber, manager of United Artists, who both have been on the sick list, have returned to their desks . . . Joseph Tremblay, signs artist for Montreal Posters for the past seven years, has resigned . . . H. Reiner of RKO's New York office and George Degnon, publicity director for the same outfit, visited the local office . . . Hugh Rosser, RKO salesman, was on a selling trip, and Harry Dacker, salesman, has returned from one.

June Gordon, biller for RKO, motored to Florida on a two weeks holiday . . . Edgar Hamel, manager of Foto-Nite, left for Joliette on a selling trip . . . George Koppelman, salesman for International Films, left for the Toronto office to which he will be attached as salesman for two or three months . . . Eloi Cormier, salesman for Peerless Films, was on a selling trip to Gaspe.

Visitors to Filmrow included Jack Roher, general manager for Peerless Films, Toronto, and Mrs. Lottie Roher; Maurice Simard of the Central, Ste. Julienne; Tom Trow of the Imperial, Three Rivers; Carl Brock of the Princess, Cowansville; Charles Magnan of the Laurier, Victoriaville, and Georges Champagne, of the Auditorium Roxy and Cartier, Shawinigan Falls.

Yolande Giroux is the new junior stenographer at MGM . . . Owen Lightstone, manager for Empire-Universal, left for New York on business . . . Eugene Venne, assistant booker to E. Hurteau, Monogram Eagle Lion left to join Selznick Productions . . . Ted Atkinson, manager for Cardinal Films, styled the Cerdan-Zale fight "the greatest boxoffice attraction ever to hit this province."

Imperial's 'Glory' Is Toronto Leader

TORONTO—Five of the 12 first run theatres had holdovers for the week, one of these being "Oliver Twist" in its third week at the Odeon Toronto. Playing for the first time here at regular prices, "Life With Father" continued for a second week at the Tivoli and Eglinton, while "The Search" also stayed for a second week at the Victoria and Nortown. The Olympic games feature in Technicolor doubled at the Danforth and Fairlawn. The leading grosser proved to be "Beyond Glory" at the Imperial.

(Average Is 100)

Biltmore—**So This Is New York** (UA); **Argyle Secrets** (Astral) 100
Danforth and Fairlawn—**Olympic Games** (EL) 105
Eglinton and Tivoli—**Life With Father** (WB), 2nd wk. 95
Imperial—**Beyond Glory** (Para) 115
Loew's—**The Time of Your Life** (UA) 105
Nortown and Victoria—**The Search** (MGM), 2nd wk. 90
Odeon Toronto—**Oliver Twist** (EL), 3rd wk. 90
Shea's—**Rachel and the Stranger** (MGM) 110
Uptown—**A Southern Yankee** (MGM) 110

Another Off-Week Hits Vancouver; Crosby at Forum

VANCOUVER—It was another off-week at the downtown first runs with the majority of theatres below average. The weather was good—too chilly for outdoor activity—so the situation was hard to explain. Bing Crosby and his radio troupe played to 8,000 at Exhibition grounds, but that was the only opposition the theatres had during the week. "Hatter's Castle" at the Cinema, "The Walls of Jericho" at the Orpheum and the second week of "Man-Eater of Kumaon" at the Plaza were the best.

Crosby appeared at the Forum September 22 with Ray "Lost Weekend" Milland, Marilyn Maxwell, Bill Gargon and his radio orchestra and staff. His one-night stand netted $35,000 for the Sunset Memorial Center's fund to aid juveniles. Bing drove a bulldozer to start construction of the new Center building.

Capitol—**Escape** (20th-Fox) ..... Fair
Cinema—**Hatter's Castle** (Para); **The 'Sainted' Sisters** (Para) ..... Average
Orpheum—**The Walls of Jericho** (20th-Fox); **Dual Alibi** (20th-Fox) ..... Average
Plaza—**Man-Eater of Kumaon** (U-I); **Daredevil of the Clouds** (Rep) ..... Good
Strand—**So Evil, My Love** (Para) ..... Fair
Vogue—**Blanche Fury** (EL) ..... Moderate

'Abbott and Costello' Top Calgary House Grosses

CALGARY—Business generally continued at a fair pace. Both the Palace and the Grand were undergoing remodeling. "Abbott and Costello Meet Frankenstein," showing at the Grand, was the topper.

Capitol—**On an Island With You** (MGM) ..... Good
Grand—**Another Part of the Forest** (U-I) ..... Fair
Grand—**Abbott and Costello Meet Frankenstein** (U-I) ..... Very good
Palace—**I Became a Criminal** (WB); **Return of the Badmen** (RKO) ..... Fair

TORONTO

Mary Helen Perry, daughter of A. W. Perry, general manager of Empire-Universal Films, was married to Arthur E. Guay of Toronto at Deer Park United church. Following a reception at 126 Killarney Rd. The couple left for their honeymoon in the Quebec Laurentian mountains . . . The Abitibi Power and Paper Co. screened its new moving picture, "The Wealth of the Nation," in the Royal York hotel before film representatives and industrialists.

E. S. Coatsworth, recently appointed exploitation representative for Eagle Lion, is a grandson of the late Judge Coatsworth, a former Toronto mayor. He is handling campaigns for "Hamlet" and J. Arthur Rank's Olympic games feature in Technicolor . . . President N. A. Taylor of 20th Century Theatres has announced the start of construction of a head office three-floor building on Bloor Street East, also International Film Distributors, Ltd., handling the product of Eagle Lion of Hollywood, and Exhibitors Booking Ass'n. Plans were drawn by Kaplan & Sprachman, theatre architects. The building is scheduled for completion next spring.

Jules Wolfe and Charlie Dentelbeck of Famous Players were in St. John for the opening of the Paramount Theatre with "A Foreign Affair" . . . General Manager Dave Griesdorf of International Film Distributors attended an Eagle Lion of Hollywood conference in New York to discuss new product, then proceeded to Hollywood for a visit at the studio . . . Harry Kaufman, general manager for Cardinal Films, is reported to be seriously ill in Wellesley hospital . . . The annual meeting of the Motion Picture Theatres Ass'n of Ontario October 26 is scheduled to open with a business session at 10:30 a. m., followed by a luncheon. There will be no night program.

Harvey Harnick has completed a tour of western Canada as assistant general sales manager for Columbia of Canada . . . A visitor from Montreal was Arthur Trisch.

FORT WILLIAM

"The Emperor Waltz," now playing at the Fort William Capitol, is going six days instead of the usual four . . . An all Technicolor week of revivals at the Royal is bringing them in at the boxoffice . . . Business here began picking up as families returned from summer camps.

The new Fort William Odeon, scheduled to open September 15, will not be open until around the first of November . . . The Odeon in Port Arthur will not be ready until about the first of the year as will the new FPC Paramount.

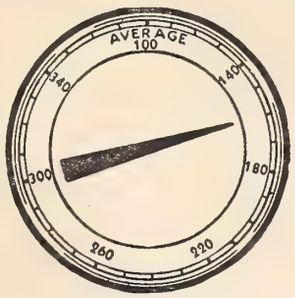
New assistant at the Capitol, William Kist, looks like a good bet as a showman . . . A new face on the usherette staff at the Capitol is Fay Coppard who takes over Gertie Belanger's post.

There is a lot of friendly rivalry between Charlie Dilley at the Colonial in Port Arthur and Lloyd Palmer of the Lyceum on popcorn sales. It appears that Lloyd has Charlie over a barrel at the moment with Charlie trying to surpass his oppositions sales.

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

A Date With Judy—
Indianapolis 160

Mr. Blandings Builds His Dream House
Seattle 160

Rachel and the Stranger—
Denver 160

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
All My Sons (U-I)	130	98	95	110	80	75	100		90		85	140	100	100	100	145	125	155	100	120	90	107
Arch of Triumph (UA)	120	100	105	130	100	85		80	115	95	90	140	115	125	90	150		180	100	150	120	115
Babe Ruth Story, The (Mono)	150	100	150	140	150	110	153	125	130		150	140	140	115	110	150	135	135	135	150	120	134
Berlin Express (RKO)	120	100	90	90	95	110	95	85	100		90	125	100	80	75	110	90	140	95	115	70	99
Best Years of Our Lives, The (RKO)			100				140				135			125	93							119
Beyond Glory (Para)	110	100		130		115	170		105	80	160	110	95	160		110	170	100		160	125	125
Canon City (EL)	120	100	100	140	115		200	105	135	120		150				120	140	230	100	150	85	132
Captain Boycott (U-I)	125	100	90									110	90			95				75	100	98
Close-Up (EL)	100									75			100		75	85						87
Date With Judy, A (MGM)	125	110		140	118	115	140		120			150	175		105	122	130	150	105	180	175	135
Dude Goes West, The (Mono)			95	90			130					125					95		80			103
Embraceable You (WB)			120									100	95		70			65	80	100	100	91
Feudin', Fussin' and a-Fightin' (U-I)	80	91	100	110	110		100		115	155	105	140		125	75		125			125	75	109
Fighting Back (20th-Fox)	100	87					100		90	100			100									96
Foreign Affair, A (Para)	110	88	110	120	115	100	130		100		140	155	100	130	55	102	125	115	115	150	125	115
Forever Amber (20th-Fox)									90			115	100				100			110	90	101
Gay Intruders, The (20th-Fox)	100	100										100			80					110		98
Gentleman From Nowhere (Col)	100										100	100	95		100							99
Good Sam (RKO)		118		150	120						190	150	96	125		150	150	80	120	175		135
Heading for Heaven (EL)	100	100				80	100	100	95	90	100		100		65		90			100		93
Larceny (U-I)			105							100		100				100		145	115	115		111
Life With Father (WB)	80	85	100		105		150	105		140	180	140	100	120	88	85	110	75	85	85	125	109
Luck of the Irish, The (20th-Fox)	110	97							85			115	100			115		75		110	100	101
Luxury Liner (MGM)	125		100	150	105											115		120				119
Man-Eater of Kumaon (U-I)	85	91	90	85	105		100		85	110	85	125	100		75	117				110	65	95
Mr. Blandings Builds Dream House (SRO)	130	160	95	140		110	150	85	100	125		140	100	175	100	110	125	110	110	180	160	127
Mr. Peabody and the Mermaid (U-I)		110		75								150				101				120		111
Music Man (Mono)	100								100	100		100			100					100	100	100
On Our Merry Way (UA)	130	90	105	140	100	110	140		120	110	115	140		95		120		140	80	140	80	115
Pearl, The (RKO)						115						150		80		160		145				130
Pitfall (UA)	110	114	110		115							150			103	120		80		140		116
Rachel and the Stranger (RKO)	130			120	115		160	140								125	145					134
River Lady (U-I)	115	70	90	100	105	80	113		120	80	85	125	100	85	55	86	95	70	70	90	120	93
So Well Remembered (RKO)	100		110	130		80		120	85		100	110	100	90		112	110	80		100		102
Stage Struck (Mono)	100					85	145		100	95		100	96		103					120	100	104
Stork Bites Man (UA)						85	100	100	100	100	50	80	100	90	100		100		90	90	100	92
Tap Roots (U-I)	130	110	100	140		100	147		125	120		140	100	130	113	140		190	90	150	130	127
That Lady in Ermine (20th-Fox)	120	87	115	140	100		143		125		110	150	100			105		105	80	110	100	113
Thunderhoof (Col)	100		90		75	85				100	105	100	100		98						110	96
Time of Your Life, The (UA)	120	72	148		100				115	110	110					130			85	200	120	119
Two Guys From Texas (WB)		110	100	140	165	130			110	150		140	100		105	80	90	115	100	140	150	120

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Blondie's Anniversary (Col)—Penny Singleton, Arthur Lake, Larry Simms. Our first of this series for quite some time, and it was good enough for the other half of a weekend double bill. I guess they do have a following. Will find out when we run the next one. Played Fri., Sat. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Prince of Thieves (Col)—Jon Hall, Patricia Morison, Adele Jergens. This is a nice Cinecolor version of Robin Hood which competed with the county fair, the policeman's ball, the Masonic picnic and night softball—to disappointing business.—Jack Hammond, Shasta Theatre, Mount Shasta, Calif. Small town and lumber patronage. * * *

P.S. We went to the fair, too!

Six Gun Law (Col)—Charles Starrett, Smiley Burnette, Nancy Saunders. This is a very good western that was enjoyed by all. Played Saturday. Weather: Hot. This is my first time writing for BOXOFFICE, but will have more reports.—O. D. Conner, Gem Theatre, Cache, Okla. Small town and rural patronage. *

Six Gun Law (Col)—Charles Starrett, Smiley Burnette, Nancy Saunders. This is a good western for Fri., Sat., but I think more people came to see Smiley Burnette than to see the star. Business was good. Played Fri., Sat.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * *

Song of Idaho (Col)—Hoosier Hotshots, Kirby Grant, June Vincent. The best I have had with the Hotshots. The "brat," Tommy Ivo, stole the picture and delighted the kids. Well received and well attended. Played Fri., Sat. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. *

EAGLE LION

Northwest Stampede (EL)—Joan Leslie, James Craig, Jack Oakie. Opened on Labor day to heavy opposition and hot weather, but the picture is well liked and a credit to the studio. It has lots of action and comedy plus the northwestern scenery. Played six-day week. Weather: Very hot.—Ernie Warren, Dual Elgin Theatre, Ottawa, Canada. General first run patronage. *

Raw Deal (EL)—Dennis O'Keefe, Marsha Hunt, Claire Trevor. This is much better than "T-Men" and a picture that the people like to see, but some didn't like the ending. However, it wouldn't do to have all the pictures end rosy. This picture is well acted, with lots of suspense. Played Sat., Sun.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

METRO-GOLDWYN-MAYER

B. F.'s Daughter (MGM)—Barbara Stanwyck, Van Heflin, Charles Coburn. We had many good comments on this picture, especially from the women patrons. The plot might have been better but Stanwyck with her splendid acting made up for what the plot lacked. Let's have more Stanwyck pictures. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. * *

Big City, The (MGM)—Margaret O'Brien, Robert Preston, Danny Thomas. This is a dandy show. We used extra large heralds to put it over on Sun., Mon.—A. E. Jarboe, New Ritz Theatre, Cameron, Mo. Small town patronage. * * *

Good News (MGM)—June Allyson, Peter Lawford, Patricia Marshall. This Technicolor musical of college life plus college songs and college antics won't cut any ice in a small town. In spite of the reasonable rental, I went in the red on this one. I don't recommend it for the farmers. It's too high-brow for a low-brow town! Played Sun., Mon. Weather: Good.—I. Roche, Vernon Theatre, Vernon, Fla. Rural and small town patronage. * *

Good News (MGM)—June Allyson, Peter Lawford, Patricia Marshall. This is exactly the type of picture the young people love. Practically the entire high school attended the first day and all left with big smiles on their faces. This is really good news for the boxoffice. Played Sun., Mon. Weather: Cool.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field workers. *

Living in a Big Way (MGM)—Gene Kelly, Marie McDonald, Charles Winninger. Swell, elegant. Brother exhibitor, don't fail to step on it with all you have. They'll love it. Played Fri., Sat., Sun.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. *

The Pirate (MGM)—Judy Garland, Gene Kelly, Walter Slezak. Another dud from MGM and the public smelled it when they saw the preview. These MGM musicals are murder for me. I can't give away tickets when I play one. The musicals they are turning out have plenty of wardrobe but no story and it makes them die in my locality. At least I gained one thing. Those that came saw the preview on next Sunday's show . Played Sun., Mon. Weather: Cool.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Summer Holiday (MGM)—Mickey Rooney, Gloria De Haven, Walter Huston. I should have taken a summer holiday instead of wasting time playing this clinker. Very few saw it, and every one of them stopped on the way out to tell how terrible it was. I heartily agree with Life magazine's report on this one. Played Sun., Mon. Weather: Hot.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. *

Three Daring Daughters (MGM)—Jeanette MacDonald, Jose Iturbi, Jane Powell. An entertaining musical show in Technicolor which did average business. It pleased those who came to see it. Played Wed., Thurs.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * *

MONOGRAM

French Leave (Mono)—Jackie Cooper, Jackie Coogan, Renee Godfrey. This is a good comedy which did good business. This Cooper-Coogan series will fit into almost any situation. Played Fri., Sat. Weather: Warm.—Jack Rahl and Jim Hanson, California Theatre, Kerman, Calif. Small town patronage. * * *

Perilous Waters (Mono)—Don Castle, Audrey Long, Peggy Knudsen. This was an excellent program picture from Monogram. It is more of a romantic comedy than drama. Peggy Knudsen gives wonderful support as the other woman, furnishing the comedy and femininity to satisfy the male fans. Business was above average. Enjoyed by all. No unfavorable comments. Played Tues., Wed. Weather: Fair and warm.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. *

PARAMOUNT

Adventure Island (Para)—Rory Calhoun, Rhonda Fleming, Paul Kelly. This has very pretty color and settings but a weak story and very misleading title and advertising. We did average business the first night, with several walkouts, and poor business the second night, with more walkouts. Played Tues., Wed. Weather: Fine.—Orin J. Sears, Apache Theatre, Elida, N. M. Small town patronage. * * *

Albuquerque (Para)—Randolph Scott, Barbara Britton, George "Gabby" Hayes. This is a dilly. This picture has all the vitamins your boxoffice needs. Played this through a rodeo celebration and the visting cowpokes sure went for it. Played Sun., Mon., Tues. Weather: Good.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town patronage. * * *

I Walk Alone (Para)—Burt Lancaster, Lizabeth Scott, Kirk Douglas. This is a good show. We played it with "Grand Ole Opry" (Rep), a reissue, and you can't beat the combination.—A. E. Jarboe, New Rith Theatre, Cameron, Mo. Small town patronage. * * *

Mr. Reckless (Para)—William Eythe, Barbara Britton, Walter Catlett. This one is a nice program picture. We double billed it on a weekend and it got a reception to our satisfaction. Played Fri., Sat. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

'Sainted' Sisters, The (Para)—Veronica Lake, Joan Culfield, Barry Fitzgerald. This was a good one. They came from far and

Take to Hoffman's Idea Of a 'Jim Mote Fund'

THAT IDEA for a JIM MOTE FUND, as suggested by W. H. Hoffman of the Lamar Theatre, Arthur, Ill. (September 18 issue) seems to be catching on. Enclosing his own check for $1, Hoffman felt that if all the other exhibitor-subscribers gave the same, Jim Mote and his wife might be able to rebuild their Gem Theatre at Sterling, Okla., which burned August 13. (See issue of September 4.)

A few days after Hoffman's suggestion appeared in BOXOFFICE, letters began to come in approving the idea and sending $1 or more to help out. M. L. DuBose of the Majestic Theatre at Cotulla, Tex., enclosed $5 (those Texans always do things in a big way!) with this comment:

"I hope Jim can build a hundred-thousand-dollar theatre, and that he names it for Hoffman for having the idea . . . I pay $40 per thousand for fire insurance all because of inflammable film. With all the brains they have in Hollywood, why doesn't somebody get out a non-inflammable film. Or if they have it, why don't they use it?"

Sent Not Only Money But Also Their Prayers

IT WAS not enough for Mr. and Mrs. D. D. Flippin of the Flippin Theatre at Bragg City, Mo., to send a dollar each for the JIM MOTE FUND. They sent along this note, showing that they were also contributing prayers:

"Prayer, through faith in God, will make this JIM MOTE drive a success. May Heaven be your ambition, dear friends, and God bless you."

wide to see it. A good story and a good cast. Veronica Lake was liked better in this role than any she has played for a long time. Everyone enjoyed it and the supporting cast was very good, especially William Demarest. The kids liked it too. I was proud to pass this one on to my customers. Played Wed., Thurs. Weather: Cool.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Wild Harvest (Para)—Alan Ladd, Dorothy Lamour, Robert Preston. This is a natural for the small town. Give us more like this and we won't have to use so much red ink. The rental was okay from Paramount. Played Sun., Mon. Weather: Hot.—O. D. Conner, Gem Theatre, Cache, Okla. Small town and rural patronage. *

RKO RADIO

Bambi (RKO)—Reissue. Disney cartoon. Another one you needn't be afraid to bring back. It sure was a good one for the kiddies and they appreciate you when you give them a treat like this once in awhile. Many adults came to see it over again and brought their youngsters with them. Everyone enjoyed it—even the ones who only come once in awhile. Played Fri., Sat. Weather: Cool.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Fugitive, The (RKO)—Henry Fonda, Dolores Del Rio, Pedor Armendariz. This is a very heavy and slow-moving picture and is typical of those in which Henry Fonda is called upon to star in. I am afraid it is not for the small town. Henry Fonda is a good actor and should be given a chance to show what he can actually do. Played Wednesday. Weather: Clear and warm.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

Fugitive, The (RKO)—Henry Fonda, Dolores Del Rio, Pedro Armendariz. A good picture. Many walkouts and complaints. The operator said, "I can't make heads or tails of it." Business was as bad as the picture. This and "Ride the Pink Horse" are the season's worst. Played Tuesday only. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * *

Guns of Hate (RKO)—Tim Holt, Nan Leslie, Richard Martin. Entertaining western which pleased the cowpokes on Friday and Saturday. Business was good but it always is on those days when I have a western. Too bad the westerns have to pay the freight on the superdupers in the small towns. Played Fri., Sat. Weather: Good. — E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * *

If You Knew Susie (RKO)—Eddie Cantor, Joan Davis, Allyn Joslyn. This one didn't go over so well. Eddie is not the draw he was. Also, our weather was at its hottest at that time. Played Mon., Tues., Wed.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. * * *

If You Knew Susie (RKO)—Eddie Cantor, Joan Davis, Allyn Joslyn. This is a fair musical show but don't expect too much since it's far from being the best show Cantor ever made. Business was fair, however. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * *

It's a Wonderful Life (RKO)—James Stewart, Donna Reed, Lionel Barrymore. As a show this one could not be beaten, but as a crowd-getter, it was not so hot. It just would not pull in the farmers who can't understand comedy if it's too sophisticated. Played Wed., Thurs. Weather: Pretty good.—I. Roche, Vernon Theatre, Vernon, Fla. Rural and small town patronage. * *

Tarzan and the Mermaids (RKO)—Johnny Weissmuller, Brenda Joyce, Linda Christian. This is a nice weekend action picture for Tarzan fans, but they wanted electric fans instead—had a late hot spell here.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. * * *

They Won't Believe Me (RKO)—Robert Young, Susan Hayward, Rita Johnson. Almost all of the reports I had read or heard about this picture advised to "lay off." I can't understand why. I played it late, because of these false reports, and my Sunday patrons ate it up and asked for more of this type.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Under the Tonto Rim (RKO)—Tim Holt, Nan Leslie, Richard Martin. This is my first Tim Holt western, and it turned out to be a very pleasant surprise. The teen-agers were all favorably impressed with him, and it did more business than some super-westerns I have been playing on Fri., Sat. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field workers patronage. *

REPUBLIC

Bill and Coo (Rep)—George Burton's Love Birds. This was quite a novel feature. The birds are clever and the commentator is good. The kids loved it. Played Tues., Wed.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. *

Heart of Virginia (Rep)—Robert Lowery, Janet Martin, Frankie Darro. This is another good race horse story, showing more races than usual. Republic did a nice job on this picture and I believe it will stand alone with a good short subject. Frankie Darro has always been popular here. Better than average draw. Played Mon., Tues.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

SCREEN GUILD PRODUCTIONS

Hollywood Barn Dance (SGP)—Ernest Tubb, Lori Talbot, Helen Boyce. I played this one late because the price was too high when it was first released, and I'm not sorry I waited. From my personal viewpoint, it was too corny, but my patrons didn't agree with me. It was just what they had been waiting for. If your patrons like this type of music, you can't go wrong. No walkouts, no bad comments. Business was very, very good. It is general family entertainment. Played Tues., Wed. Weather: Fair and warm.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. *

SRO

Duel in the Sun (SRO)—Gregory Peck, Jennifer Jones, Joseph Cotten. A great outdoor picture that did fine business for me. Jennifer Jones was tops and so was every member of the cast. Will play it as a repeat any time. Played Sun., Mon., Tues.—Jim Haney, Milan Theatre, Milan, Ind. Small town patronage. *

20th CENTURY-FOX

Call Northside 777 (20th-Fox)—James Stewart, Richard Conte, Helen Walker. This is a good picture, make no mistake about it. Business for us was satisfactory and the patrons were pleased. Played Fri., Sat. Weather: Fair.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

Gentleman's Agreement (20th-Fox)—Gregory Peck, Dorothy McGuire, John Garfield. This is a good picture, well-acted and interesting, but can hardly be classed as entertainment. Those who saw it agreed that it carried a good moral message. Played Fri., Sat. to below average attendance. Weather: Clear and warm.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

Mother Wore Tights (20th-Fox)—Betty Grable, Dan Dailey, Mona Freeman. There isn't much we can say for this picture that you have not already heard about or read about, but I must say that it took better here than "The Jolson Story" and in the opinion of our patrons and our staff, it was the best picture we have ever played here at the Regal Theatre. Fox had better get going and get a sequence to this picture right away, with Betty and Dan. They sure are a good team together. Played Sat., Mon. Weather: Good, but still harvesting.—S. N. Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

Scudda Hoo! Scudda Hay! (20th-Fox)—June Haver, Lon McCallister, Walter Brennan. The last word in small town pictures. That pair of mules will draw any farmer into your theatre. I missed out on this one—should have played it a week. Played Sun., Mon.—Jim Haney, Milan Theatre, Milan, Ind. Small town patronage. *

Sitting Pretty (20th-Fox)—Robert Young, Maureen O'Hara, Clifton Webb. We missed the boat! We should have played this two days but didn't. People never seem to get tired of stories such as these—no murders, just good, clean comedy which the whole family can enjoy. Please bring us some more. Played Wednesday. Weather: Clear and warm.—J. E. Rougeau, Club Theatre, Seven

(Continued on page 12)

These All Want to Help The 'Jim Mote Fund'

From C. W. Williams, 501 So. University street, Normal, Ill.:

"Here's my dollar for the JIM MOTE FUND. Congratulations to W. H. Hoffman for a great idea, and to BOXOFFICE for its part. Keep up the good work."

"We second Mr. Hoffman's suggestion. Enclosed find our contribution for the JIM MOTE FUND."—Mr. and Mrs. Robert Wollrab, Minier Theatre, Minier, Ill.

And a dollar without comment from the Avalon Theatre, Platteville, Wis.

Happy to Contribute To 'Jim Mote Fund'

FROM Mr. and Mrs. Joseph W. Cole, Rains Theatre, Emory, Tex.:

"Here is our dollar for the JIM MOTE FUND and we think this a swell idea. I don't believe I ever contributed a dollar to anything that I was any happier to give and my wife shares my opinion in its entirety.

"We have spent a lot of time ourselves worrying about fire, although we do carry insurance, but it would not cover our loss in case of a burnout. It would be hard for anyone to have enough insurance in case of a total loss.

"Come on, fellow exhibitors. Give that dollar and let's help Jim and his wife get started again!"

He Sends His Own Dollar And One for Another

W. A. Welch of the Duke Theatre, Duke, Okla., sends his own dollar to the JIM MOTE FUND plus another for someone else:

"Here is my dollar for the JIM MOTE FUND and an extra dollar for someone that lags behind. Here's hoping that the Motes are back in show business before long. I think everyone that read W. H. Hoffman's letter in the September 18 issue of BOXOFFICE should and will send in their dollars for the fund."

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ❍ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ❁ indicates color photography.

MISCELLANEOUS | WARNER BROS. | UNIV.-INT'L | UNITED ARTISTS | 20TH-FOX | SCREEN GUILD | REPUBLIC | RKO RADIO | PARAMOUNT | MONOGRAM | M-G-M | EAGLE LION | COLUMBIA

NOVEMBER 29	DECEMBER 6	DECEMBER 13	DECEMBER 20	DECEMBER 27	JANUARY 3	JANUARY 10	JANUARY 17
27 (66) Mystery 915 **CRIME DOCTOR'S GAMBLE** Warner Baxter Micheline Cheirel Roger Dann Steven Geray R—Dec. 13—PG-881	(98) Comedy 931 **IT HAD TO BE YOU** Ginger Rogers Cornel Wilde Percy Waram R—Oct. 25—PG-867	11 (62) Drama 923 **DEVIL SHIP** Richard Lane Louise Campbell William Bishop R—Dec. 6—PG-879	18 (67) Comedy 913 **BLONDIE'S ANNIVERSARY** Penny Singleton Arthur Lake Larry Sims R—Dec. 27—PG-885	25 (65) Musical 951 **ROSE OF SANTA ROSA** Hoosier Hotshots Patricia White Eduardo Noriega R—Jan. 3—PG-888		9 (54) Western 962 **SIX-GUN LAW** Starrett-Burnette R—Jan. 10—PG-890 (81) Drama 932 ❍**THE SWORDSMAN** Larry Parks R—Oct. 25—PG-867	16 (68) Musical 907 **GLAMOUR GIRL** Virginia Grey Michael Duane Gene Krupa's Orch. R—Jan. 3—PG-888
29 (58) Western 852 **SHADOW VALLEY** Eddie Dean R—Dec. 6—PG-880					3 (66) Mus-Com 808 **LINDA BE GOOD** Marie Wilson Elyse Knox John Hubbard R—Nov. 1—PG-869	10 (91) Drama 809 **T-MEN** Dennis O'Keefe R—Dec. 20—PG-884	17 (71) Comedy 810 **HEADING FOR HEAVEN** Stuart Erwin Glenda Farrell R—Dec. 27—PG-886
	5 (103) Drama 809 **KILLER McCOY** Mickey Rooney Brian Donlevy James Dunn Ann Blyth R—Nov. 1—PG-870			26 (95) Musical 810 ❍**GOOD NEWS** June Allyson Peter Lawford Joan McCracken R—Dec. 6—PG-879	9 (119) Drama 813 ❍**CASS TIMBERLANE** Spencer Tracy Lana Turner Zachary Scott R—Nov. 8—PG-872		
	6 (68) Drama 626 **THE CHINESE RING** Roland Winters Louise Currie R—Dec. 20—PG-884		20 (58) Western 674 **GUN TALK** Johnny Mack Brown Virginia Christine Raymond Hatton	Reissue 27 (66) Drama 4706 **BETRAYED** Kim Hunter Dean Jagger Robert Mitchum	3 (68) Drama 627 **SMART POLITICS** June Preisser Freddie Stewart Noel Neill	10 (66) Comedy 4704 **JIGGS AND MAGGIE IN SOCIETY** Joe Yule Renie Riano R—Feb. 14—PG-900	17 (53) Mus-West 686 **SONG OF THE DRIFTER** Jimmy Wakely
		12 (71) Drama 4706 **BIG TOWN AFTER DARK** Philip Reed Hillary Brooke R—Nov. 22—PG-875		25 (101) Comedy 4707 **ROAD TO RIO** Bing Crosby Bob Hope Dorothy Lamour R—Nov. 8—PG-871			16 (98) Drama 4708 **I WALK ALONE** Burt Lancaster Lizabeth Scott Wendell Corey Kirk Douglas R—Dec. 20—PG-883
Group 2 25 (97) Drama 807 **OUT OF THE PAST** Robert Mitchum Jane Greer R—Nov. 22—PG-875			Reissue 19 (60) Western 883 **PAINTED DESERT** George O'Brien Laraine Day Ray Whitley	Special 25 (128) Drama 866 ❍**TYCOON** John Wayne Laraine Day R—Nov. 29—PG-878	Group 2 3 (86) Drama 808 **SO WELL REMEMBERED** John Mills Martha Scott Patricia Roc R—Nov. 1—PG-870	Group 2 10 (60) Western 808 **WILD HORSE MESA** Tim Holt Nan Leslie R—Nov. 22—PG-975	Group 2 (65) Mystery 810 **DICK TRACY MEETS GRUESOME** Ralph Byrd Boris Karloff Ann Gwynn R—Oct. 4—PG-861
24 (97) Drama 628 **THE FLAME** John Carroll Vera Ralston Robert Paige Broderick Crawford R—Jan. 17—PG-891			18 (55) Mus-West 652 ❍**UNDER COLORADO SKIES** R—Dec. 20—PG-888 15 (59) Western 752 **BANDITS OF DARK CANYON** R—Dec. 13—PG-881		1 (64) Com-Dr 701 **MAIN STREET KID** Al Pearce Janet Martin R—Jan. 24—PG-893	10 (72) Outd'r-Mus 644 ❍**GAY RANCHERO** Roy Rogers Tito Guizar Andy Devine R—Jan. 10—PG-889	15 (65) Drama 702 **SLIPPY McGEE** Don Barry Dale Evans Tom Brown R—Jan. 31—PG-896
Reissue 25 (69) Western HC16 **SUNSET TRAIL** William Boyd Gabby Hayes Russell Hayden		13 (42) Outd'r-Dr 4707 **WHERE THE NORTH BEGINS** Russell Hayden Jennifer Holt		27 (72) Drama 4706 **ROAD TO THE BIG HOUSE** John Shelton R—Nov. 1—PG-869	Reissue 3 (58) Western HC13 **PRIDE OF THE WEST** William Boyd Gabby Hayes Russell Hayden		
27 103) Drama 720 ❍**SHEPHERD OF THE VALLEY** Lon McCallister Edmund Gwenn Peggy Ann Garner R—June 14—PG-830	1 (67) M'drama 734 **ROSES ARE RED** Don Castle Peggy Knudsen Patricia Knight R—Nov. 8—PG-872	Reissue (84) Drama 744 **TOBACCO ROAD** Gene Tierney Dana Andrews	Reissue (128) Drama 745 **GRAPES OF WRATH** Henry Fonda Jane Darwell John Carradine	25 (99) Drama 731 **DAISY KENYON** Joan Crawford Dana Andrews Henry Fonda Ruth Warrick R—Nov. 29—PG-878		(140) Drama 801 ❍**CAPTAIN FROM CASTLE** Tyrone Power Jean Peters Cesar Romero Lee J. Cobb John Sutton R—Dec. 6—PG-880	
	(90) Drama **INTRIGUE** George Raft June Havoc R—Jan. 3—PG-837				(97) Drama **SLEEP, MY LOVE** Claudette Colbert Robert Cummings Don Ameche R—Jan. 17—PG-892		
		(77½) Drama 632 ❍**PIRATES OF MONTEREY** Maria Montez Rod Cameron Phillip Reed Gale Sondergaard R—Nov. 22—PG-876	(88) Drama 626 **LOST MOMENT** Susan Hayward Robert Cummings R—Oct. 18—PG-866	(91) Drama 629 ❍**BLACK NARCISSUS** Deborah Kerr David Farrar R—July 12—PG-838	(81) Drama 633 **THE SENATOR WAS INDISCREET** William Powell Ella Raines Arleen Whelan R—Dec. 20—PG-883		(93) Drama 652 **CAPTAIN BOYCOTT** Stewart Granger Kathleen Ryan Cecil Parker R—Dec. 6—PG-880
		Reissues 13 (93) Drama 710 **JEZEBEL** Bette Davis 13 (85) Drama 712 **SLIGHT CASE OF MURDER** Edward G. Robinson	Reissue 13 (116) Drama 709 **ANTHONY ADVERSE** Fredric March Olivia de Havilland	27 (101) Drama 711 ❍❍**MY WILD IRISH ROSE** Dennis Morgan Andrea King Arlene Dahl R—Dec. 13—PG-882		10 (78) Drama 713 **ALWAYS TOGETHER** Joyce Reynolds Robert Hutton R—Dec. 20—PG-884	

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy Reissue
IT PAYS TO BE FUNNY
Bob Hope
Milton Berle

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Buzzy Henry

(59) Western Reissue
GHOST TOWN
Harry Carey

(89) Mus-Com Reissue
JIMMY STEPS OUT
James Stewart
Paulette Goddard

(64) Western Reissue
WILD MUSTANG
Harry Carey

(87) Drama Reissue
LITTLE MEN
Kay Francis
Jack Oakie

(183) Drama
THE BETRAYAL
Harris Gaines
R—Aug. 28—PG-964

JANUARY 24	JANUARY 31	FEBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13
23 (66) Mus-Dr 906 MARY LOU Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895	(94) Drama 934 I LOVE TROUBLE F. Tone-J. Blair R—Feb. 28—PG-905 (72) Drama 933 ©PRINCE OF THIEVES J. Hall—P. Morison R—Dec. 6—PG-879	5 (68) Drama 802 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ©RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894		
24 (55) Western 853 CHECK YOUR GUNS Eddie Dean	31 (85) Drama 811 ©THE SMUGGLERS Michael Redgrave R—Jan. 17—PG-892	7 (83) Drama 812 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXAS James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 WESTWARD TRAIL Eddie Dean
23 (98) Drama 814 IF WINTER COMES Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885		6 (99) Drama 815 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ©THREE DARING DAUGHTERS Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900	
	31 (58) Western 4751 OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 SONG OF MY HEART Frank Sundstrom R—Nov. 8—PG-871	7 (75) Drama 4709 FIGHTING MAD Joe Kirkwood jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudson		22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 ROCKY Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959
				20 (90) Drama 4709 ©ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 SAIGON Alan Ladd Veronica Lake R—Feb. 7—PG-897
Group 2 24 (102) Drama 806 NIGHT SONG Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874	Reissue 30 (60) Western 884 LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy 811 IF YOU KNEW SUSIE R—Feb. 7—PG-897	Group 3 (61) Western 812 WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ©BAMBI		Special 28 (109) Com-Dr 852 ©THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 TROUBLE IN SUNDOWN	
		1 (61) Comedy 703 CAMPUS HONEYMOON Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899			22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911		
		Reissue 7 (70) Western HC14 IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 SILVER ON THE SAGE William Boyd Gabby Hayes Russell Hayden	
(81) Drama 80? THE TENDER YEARS Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880		(91) Musical 802 YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 805 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 THE CHALLENGE Tom Conway June Vincent R—Feb. 28—PG-906
	(90) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898						
		(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama 634 A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889			(96) Drama 654 ©JASSY Margaret Lockwood Patricia Roc Dennis Price R—Feb. 14—PG-902
24 (126) Drama 714 TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890		7 (95) Drama 715 MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-893		21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 I BECAME A CRIMINAL Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Reissue 13 (102) Drama 718 ADVENTURES OF ROBIN HOOD Errol Flynn Olivia de Havilland

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(74) Drama New Rel
DISCOVERY
Adm. R. E. Byrd

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(96) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(76) Drama New Rel
FOR YOU I DIE
Cathy Downs
R—Dec 27—PG-885

(77) Drama New Rel
SPIRIT OF WEST POINT
Blanchard-Davis
R—Oct. 11—PG-863

(97) Drama Reissue
HENRY THE EIGHTH
Charles Laughton
Robert Donat

(..) Drama New Rel
©UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
©MIRACULOUS JOURNEY
Rory Calhoun
Audrey Long
Virginia Grey
George Cleveland
R—Aug. 21—PG-962

COLUMBIA | EAGLE LION | M. G. M. | MONOGRAM | PARAMOUNT | RKO RADIO | REPUBLIC | SCREEN GUILD | 20TH-FOX | UNITED ARTISTS | UNIV. INT'L | WARNER BROS. | MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA | EAGLE LION | M-G-M | MONOGRAM | PARAMOUNT | RKO RADIO | REPUBLIC | SCREEN GUILD | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNER BROS. | MISCELLANEOUS

MARCH 20	MARCH 27	APRIL 3	APRIL 10	APRIL 17	APRIL 24	MAY 1	MAY 8
18 (63) Drama 920 RETURN OF THE WHISTLER Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama 902 ADVENTURES IN SILVERADO R—Mar. 13—PG-912 25 (55) Western 966 WEST OF SONORA Starrett-Burnett R—Mar. 27—PG-916	30 (84) Drama 936 SIGN OF THE RAM Susan Peters Alexander Knox R—Feb. 21—PG-904 30 (66) Mus-Com 952 SONG OF IDAHO Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-925	15 (69) Drama 909 PORT SAID Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (87) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randell R—Mar. 20—PG-914	6 (75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929
27 (77) Drama 817 ENCHANTED VALLEY Allan Curtis—Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 OCTOBER MAN John Mills R—Mar 20—PG-913	Reissues 27 (93) Drama 849 SUTTER'S GOLD Edward Arnold 27 (86) Drama 848 SEVEN SINNERS Marlene Dietrich John Wayne	3 (102) Drama 816 RUTHLESS Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 THE NOOSE HANGS HIGH Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 THE COBRA STRIKES Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893
19 (76) Comedy 818 ALIAS A GENTLEMAN Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy 819 BRIDE GOES WILD Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 B. F.'s DAUGHTER Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903		20 (92) Drama 821 SUMMER HOLIDAY Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 TARZAN'S SECRET TREASURE Weissmuller-O'Sullivan 30 (71) M'drama 823 TARZAN'S NEW YORK ADVENTURE	30 (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916	
Reissue 14 (60) Drama 4710 ROSE OF THE RIO GRANDE Movita John Carroll	21 (67) Drama 4708 ANGELS' ALLEY Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 OKLAHOMA BLUES Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 7 (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 CROSSED TRAILS Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 CAMPUS SLEUTH Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely
	26 (67) Drama 4712 MR. RECKLESS William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 UNCONQUERED Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			30 (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908	
Special 20 (134) Comedy 868 I REMEMBER MAMA Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911		Special 3 (120) Drama 869 MIRACLE OF THE BELLS Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907		Special 17 (128) West-Dr 870 FORT APACHE Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 686 TIMBER STAMPEDE		Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919
14 (87) Drama 705 INSIDE STORY Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama 706 LIGHTNIN' IN THE FOREST Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 BILL AND COO George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 CALIFORNIA FIREBRAND R—May 8—PG-928		15 (68) Western 754 BOLD FRONTIERSMAN Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 OLD LOS ANGELES William Elliot John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 25 (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R. Lowery R—May 8—PG-929	
			Reissue 10 (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden				Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden
(69) Mystery 808 HALF PAST MIDNIGHT Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama 809 AN IDEAL HUSBAND Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 SITTING PRETTY Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 MEET ME AT DAWN William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 LET'S LIVE AGAIN John Emery R—Feb. 21—PG-903 (66) Drama 814 13 LEAD SOLDIERS Tom Conway		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920
				(111) Comedy LAFF-TIME William Tracy (60) Documentary KINGS OF THE OLYMPICS Bill Slater R—Mar. 6—PG-909	(120) Drama ARCH OF TRIUMPH Ingrid Bergman Charles Boyer R—Feb. 21—PG-904		
(104) Drama 650 A DOUBLE LIFE Ronald Colman Signe Hasso Edmund O'Brien R—Jan. 9—PG-887	(96) Drama 651 NAKED CITY Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 BLACK BART Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 21—PG-986	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman Greta Gynt Dennis Price R—May 22—PG-936
	27 (94) Comedy 719 APRIL SHOWERS Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 720 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 WINTER MEETING Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—April 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr
Eng. Films
CHILDREN ON TRIAL
R—Nov. 29—PG-878

(80) Musical
Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama
Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical
Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Drama
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary
Target Films
STRANGE VICTORY
R—July 24—PG-954

MAY 15	MAY 22	MAY 29	JUNE 5	JUNE 12	JUNE 19	JUNE 26	JULY 3
13 (67) Drama 921 **TRAPPED BY BOSTON BLACKIE** R—May 8—PG-929		29 (87) Drama 938 **LADY FROM SHANGHAI** Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 **BLONDIE'S REWARD** Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941				28 (93) Comedy 928 **FULLER BRUSH MAN** Red Skelton R—May 15—PG-932
13 (54) Western 963 **WHIRLWIND RAIDERS** Starrett-Burnett R—May 22—PG-936							1 (55) Western 968 **BLAZING ACROSS THE PECOS** R—July 17—PG-951
12 (57) Western 857 **PRAIRIE OUTLAWS** Eddie Dean	19 (66) Drama 821 **ASSIGNED TO DANGER** Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 822 **RAW DEAL** Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 **SWORD OF THE AVENGER** Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 **CLOSE-UP** Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 **THE TIOGA KID** Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 Ⓜ**MICKEY** Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 **CANON CITY** Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944
		(113) Drama 826 **HOMECOMING** Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 **BIG CITY** Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 Ⓜ**THE PIRATE** Judy Garland-Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107 Comedy 828 Ⓜ**ON AN ISLAND WITH YOU** Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926	
16 (56) Western 4756 **FRONTIER AGENT** Johnny Mack Brown Raymond Hatton		23 (72) Drama 4716 **I WOULDN'T BE IN YOUR SHOES** Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 **RANGE RENEGADES** Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 **STAGE STRUCK** Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 **TRIGGERMAN** Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4717 **JINX MONEY** Leo Gorcey Huntz Hall R—May 22—PG-935
14 (58) Drama 4715 **SPEED TO SPARE** Richard Arlen Jean Rogers R—Feb. 28—PG-906		28 (95) Drama 4716 **HAZARD** Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 Ⓜ**SHAGGY** Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4718 **HATTER'S CASTLE** James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 **WATERFRONT AT MIDNIGHT** William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106) Musical 4720 Ⓜ**EMPEROR WALTZ, THE** Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928
	Group 3 22 (68) Drama 813 **TARZAN AND THE MERMAIDS** Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 814 **ARIZONA RANGER** Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 **BRING 'EM BACK ALIVE** Frank Buck		Group 5 19 (93) Drama 816 **FIGHTING FATHER DUNNE** Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 **GUNS OF HATE** Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 **THE BEST YEARS OF OUR LIVES** Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769
10 (60) M'drama 709 **KING OF GAMBLERS** Janet Martin William Wright R—May 29—PG-938		25 (85) Drama 710 **I, JANE DOE** Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (66) M'drama 711 **SECRET SERVICE INVESTIGATOR** Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 656 **THE TIMBER TRAIL** Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 **TRAIN TO ALCATRAZ** Don Barry Janet Martin R—July 17—PG-952
13 (60) Western 755 **CARSON CITY RAIDERS** Allan "Rocky" Lane							
	21 (76) Drama 4705 **THE PRAIRIE** Lenore Aubert Alan Baxter		Reissue 4 (79) Western HC20 **LAW OF THE PAMPAS** William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 **MIRACLE IN HARLEM** Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 **SANTA FE MARSHAL** William Boyd Russell Hayden Marjorie Rambeau	
(87) Drama 816 **THE IRON CURTAIN** Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 **ARTHUR TAKES OVER** Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 820 **ANNA KARENINA** Vivien Leight Ralph Richardson R—May 1—PG-925	(89) Drama 818 ⒿⒿ**GREEN GRASS OF WYOMING** Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 Ⓜ**GIVE MY REGARDS TO BROADWAY** Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 **THE COUNTERFEITERS** John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 **BELLE STARR** Scott-Tierney (71) Drama 831 **FRONTIER MARSHAL** Randolph Scott Nancy Kelly	(91) Drama 823 **STREET WITH NO NAME, THE** Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950
					15 (107) Comedy **ON OUR MERRY WAY** (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy **SO THIS IS NEW YORK** Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932	
(94) Drama 657 **ALL MY SONS** Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906			(87) Drama 659 **LETTER FROM AN UNKNOWN WOMAN** Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 Ⓜ**RIVER LADY** Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 **ANOTHER PART OF THE FOREST** Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 **UP IN CENTRAL PARK** Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 **BAD SISTER** Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942
15 (109) Drama 724 **THE WOMAN IN WHITE** Eleanor Parker Alexis Smith Sydney Greenstreet Gig Young R—Apr. 24—PG-923		29 (110) Drama 725 **SILVER RIVER** Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		19 (77) Drama 726 **WALLFLOWER** Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 **THE BIG PUNCH** Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 Ⓜ**ROMANCE ON THE HIGH SEAS** Jack Carson Janis Paige Don DeFore R—June 12—PG-942

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo

Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart

Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (86) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers

Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids

Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

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JULY 10	JULY 17	JULY 24	JULY 31	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28
8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949			31 (90) S'Western 939 CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George MacReady Edgar Buchanan Rhys Williams R—July 10—PG-949
		21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne
(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946			(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914			
4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944		22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor
Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Filield Patric Knowles R—May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941	
	Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934		(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958
	15 (70) Outd'r-Mus 732 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953		26 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden
	Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves
(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power Alice Faye (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Drama 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray	(70) Out'dr-Dr. 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957
9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933			30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957		26 (126) West-Dr 585 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952
(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKENSTEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wedell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943		(109) Drama 668 TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964
	Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 16—PG-949		14 (118) Comedy 702 LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955	

FOREIGN Language

(96) Drama Westport Int'l
A LOVER'S RETURN
R—Mar. 6—PG-910

(102) Mus-Dr Foremost
JENNY LAMOUR
Louis Jouvet
R—Mar. 6—PG-910

(89) Fus-Dr Continental
LAUGH, PAGLIACCI
R—Mar. 6—PG-910

(126) Drama Siritzky-Int'l
FANNY
R—Mar. 6—PG-909

(81) Drama Distinguished
PASSIONELLE
R—Mar. 6—PG-909

(90) Mus-Dr Best Films
ROSSINI
R—Mar. 27—PG-916

(90) Myst-Dr Westport Int'l
THE RAVEN
R—Apr. 6—PG-917

(92) Drama Superfilm
HENRY IV
R—Apr. 10—PG1919

(114) Drama Mayer-Burstyn
PAISAN
R—Apr. 24—PG-924

(84) Opera Columbia
THE LOST ONE
R—Apr. 24—PG-923

(96) Musical Artkino
DIE FLEDERMAUS
R—May 1—PG-926

(80) Com-Dr Distinguished
CONFESSIONS OF A ROGUE
R—May 1—PG-926

(90) Com-Dr President
ANGELINA
R—May 8—PG-930

(95) Comedy Siritzky
ANTOINE & ANTOINETTE
R—May 8—PG-930

(90) Drama Siritzky
FARREBIQUE
R—May 8—PG-929

(87) Fantasy Lopert
BEAUTY AND THE BEAST
R—May 8—PG-929

SEPTEMBER 4

31 (79) Western 982
⊙THE STRAWBERRY ROAN
Gene Autry
Champion
Gloria Henry
Jack Holt
R—Mar. 6—PG-907

(79) Western 830
⊙NORTHWEST STAMPEDE
Joan Leslie
James Craig
Jack Oakie
Chill Wills
R—July 10—PG-950

3 (98) Musical 901
⊙LUXURY LINER
Jane Powell
Lauritz Melchior
George Brent
Frances Gifford
R—Aug. 21—PG-962

29 (69) Drama 4720
THE GOLDEN EYE
Roland Winters
Claire Trevor
Charles Bickford

3 (82) Drama 4726
BEYOND GLORY
Alan Ladd
Donna Reed
George MacReady
George Coulouris
Henry Travers
R—July 19—PG-944

(114) .Com-Dr .962
GOOD SAM
Gary Cooper
Ann Sheridan
Edmund Lowe
Joan Lorring
Frank McHugh
R—July 31—PG-956

29 (67) Out'dr-Mus 733
⊙NIGHTIME IN NEVADA
30 (60) M'drama 713
CODE OF SCOTLAND YARD
Oscar Homolka
R—Sept. 18—PG-970

Reissue
3 (62) Western HC23
HIDDEN GOLD
William Boyd
Russell Hayden

Reissues
(82) Drama 835
I WAKE UP SCREAMING
Betty Grable
Victor Mature
(125) Drama 834
BLOOD AND SAND
Tyrone Power

(77) Drama
VICIOUS CIRCLE, THE
Conrad Nagel
Fritz Kortner
Lyle Talbot
Philip Van Zandt
R—June 5—PG-939

(88) Drama 671
THE SAXON CHARM
Robert Montgomery
Susan Hayward
John Payne
R—Sept. 11—PG-967

4 (86) Mus-Com 801
⊙TWO GUYS FROM TEXAS
Dennis Morgan
Jack Carson
Dorothy Malone
R—Aug. 7—PG-958

SEPTEMBER 11

9 (66) Drama 916
GENTLEMAN FROM NOWHERE
Warner Baxter
Fay Baker
Luis Van Rooten
R—Oct. 2—PG-973

5 (66) Musical 4721
THE MUSIC MAN
Phil Brito
R—July 24—PG-953

(65) M'drama 4802
JOE PALOOKA IN WINNER TAKE ALL
R—Aug. 28—PG-963

11 (66) Mystery 822
MYSTERY IN MEXICO
William Lundigan
Jacqueline White
Ricardo Cortez
Tony Barrett
R—July 3—PG-948

3 (90) Drama 719
ANGEL IN EXILE
John Carroll
Adele Mara
Barton MacLane

Reissue
10 (72) Comedy S-5
FLIRTING WITH FATE
Joe E. Brown
Beverly Roberts
Steffi Duna

(99) Drama 837
THE LUCK OF THE IRISH
Tyrone Power
Anne Baxter
Cecil Kellaway
Lee J. Cobb
R—Sept. 4—PG-965

(61) Western
FALSE PARADISE
William Boyd

(90) Comedy 672
FOR THE LOVE OF MARY
Deanna Durbin
Edmund O'Brien
Don Taylor
R—Sept. 4—PG-966

SEPTEMBER 18

16 (76) Western 903
BLACK EAGLE, THE
STORY OF A HORSE
William Bishop
Virginia Patton
Gordon Jones
R—Sept. 4—PG-965

(88) Documentary 902
⊙OLYMPIC GAMES OF 1948
Bill Stern, Commen.
Ted Husing
R—Sept. 25—PG-971

(63) Mystery 905
BODYGUARD
Lawrence Tierney
Priscilla Lane
Philip Reed
Steve Brodie
R—Sept. 4—PG-965

15 (60) Western 757
DESPERADOES OF DODGE CITY
Allan "Rocky" Lane
Eddy Waller
Mildred Coles
Ray Barcroft
R—Sept. 11—PG-968

(78) Drama 822
ESCAPE
Rex Harrison
Peggy Cummins
William Hartnell
Normal Wooland
R—June 5—PG-940

SEPTEMBER 25

(91) Drama
WALK A CROOKED MILE
Dennis O'Keefe
R—Sept. 11—PG-968

23 (62) Act-Mus 954
SINGIN' SPURS
Hoosier Hotshots

(62) Drama 903
IN THIS CORNER
Scott Brady
Annabel Shaw
Jimmy Millican
R—Sept. 4—PG-966

24 (90) Comedy 902
A SOUTHERN YANKEE
Red Skelton
Arline Dahl
Brian Donlevy
R—Aug. 7—PG-958

(107) Biog-Dr AA10
THE BABE RUTH STORY
William Bendix
Claire Trevor
Charles Bickford
Sam Levine
R—July 31—PG-955

24 (89) Drama 4801
SORRY, WRONG NUMBER
Barbara Stanwyck
Burt Lancaster
Ann Richards
Wendell Corey
R—July 31—PG-956

Special
(48) Docum 907
DESIGN FOR DEATH
R—Jan. 1—PG-893

18 (79) M'Drama 821
RACE STREET
George Raft
R—July 3—PG-948

(60) Western 741
SON OF GOD'S COUNTRY
Monte Hale
Pamela Blake
Paul Hurst
Jim Nolan
R—Sept. 25—PG-971

Reissues
24 (108) Comedy S-7
DUKE OF WEST POINT
Louis Hayward
Joan Fontaine

24 (88) Comedy S-8
MISS ANNIE ROONEY
Shirley Temple

(139) Drama 838
FOREVER AMBER
Linda Darnell
Cornell Wilde
R—Oct. 18—PG-866

(64) Mystery 839
THE CREEPER
Eduardo Cinelli

(57) Docum 586
OLYMPIC CAVALCADE
Bill Stern, narrator
R—Sept. 11—PG-968

25 (80) Drama 802
⊙ROPE
James Stewart
John Dall
Farley Granger
Constance Collier
R—Aug. 28—PG-963

OCTOBER 2

30 (70) Spec-Act
TRIPLE THREAT
Richard Crane
Gloria Henry

Reissue
(102) Mystery 734
INTERNATIONAL LADY
George Brent
Basil Rathbone

Reissue
(117) Drama 737
MY SON, MY SON
Brian Aherne

(87) Comedy AA8
THE DUDE GOES WEST
Eddie Albert
Gale Storm
R—May 1—PG-926

(..) Western
THE RANGERS RIDE
Jimmy Wakely

(90) Drama 714
MOONRISE
Dane Clark
Gail Russell
Ethel Barrymore
R—Sept. 18—PG-970

(..) Western
DENVER KID

(68) Comedy 840
THE GAY INTRUDERS
John Emery
Tamara Geva
Leif Erickson
Roy Roberts
R—June 12—PG-942

1 (81) Comedy 590
THE GIRL FROM MANHATTAN
Dorothy Lamour
George Montgomery
Charles Laughton
Hugh Herbert
R—Sept. 25—PG-972

OCTOBER 9

7 (68) Drama
I SURRENDER DEAR
Gloria Jean
David Street
Don McGuire

(83) M'drama 904
HOLLOW TRIUMPH
Paul Henreid
Joan Bennett
Eduard Franz
Leslie Brooks
R—Aug. 21—PG-961

8 (99) Comedy 903
JULIA MISBEHAVES
Greer Garson
Walter Pidgeon
Peter Lawford
Elizabeth Taylor
Cesar Romero
R—Aug. 14—PG-960

3 (55) Western 4754
THE SHERIFF OF MEDICINE BOW
Johnny Mack Brown

8 (88) Comedy 4802
ISN'T IT ROMANTIC
Veronica Lake
Mary Hatcher
Mona Freeman
Billy DeWolfe
R—Aug. 21—PG-962

(110) Comedy
⊙A SONG IS BORN
Danny Kaye
Virginia Mayo
Steve Cochran
Esther Dale
R—Aug. 28—PG-964

(68) Mys-Dr 843
NIGHT WIND
Charles Russell
Virginia Christine
Gary Gray
John Ridgely
James Burke
R—Sept. 11—PG-968

(62) Western
STRANGE GAMBLE
William Boyd

9 (81) M'drama 803
SMART GIRLS DON'T TALK
Virginia Mayo
Bruce Bennett
Robert Hutton
R—Sept. 25—PG-971

OCTOBER 16

(110) Drama
⊙THE LOVES OF CARMEN
Rita Hayworth
Glen Ford
R—Aug. 21—PG-961

14 (..) Western
EL DORADO PASS

12 (..) Western AA11
LAST OF THE BADMEN
Barry Sullivan
Marjorie Reynolds

10 (66) Adv 4726
SMUGGLER'S COVE
Leo Gorcey
Bowery Boys

(92) Drama 901
RACHEL AND THE STRANGER
Loretta Young
William Holden
Robert Mitchum
Gary Gray
R—Aug. 7—PG-958

(96) Com-Dr 842
APARTMENT FOR PEGGY
Jeanne Crain
William Holden
Edmund Gwenn
Gene Lockhart
Randy Stuart
R—Sept. 18—PG-969

15 (90) Comedy 591
AN INNOCENT AFFAIR
Fred MacMurray
Madeleine Carroll
Buddy Rogers
Rita Johnson
R—Sept. 4—PG-966

OCTOBER 23

21 (59) Outd'r-Dr
RUSTY LEADS THE WAY
Ted Donaldson
Sharyn Moffett
John Litel
Ann Doran

(61) Mys-Dr 906
BEHIND LOCKED DOORS
Lucille Bremer
Richard Carlson
Douglas Fowley
Ralf Harolde
R—Sept. 18—PG-969

(96) Comedy
NO MINOR VICES
Dana Andrews
Lilli Palmer
Louis Jourdan

22 (81) Mystery 4803
NIGHT HAS A THOUSAND EYES
Edward G. Robinson
Gail Russell
John Lund
Virginia Bruce
R—July 17—PG-951

(92) Western 905
STATION WEST
Dick Powell
Jane Greer
Agnes Moorehead
Burl Ives
R—Sept. 4—PG-966

(95) M'drama 841
CRY OF THE CITY
Victor Mature
Richard Conte
Fred Clark
Shelley Winters
R—Sept. 25—PG-927

23 (102) Drama 804
JOHNNY BELINDA
Jane Wyman
Lew Ayres
Charles Bickford
Agnes Moorehead
R—Sept. 18—PG-970

FOREIGN Language

(80) Comedy
Duke Int'l
VOYAGE SURPRISE
R—May 22—PG-936

(100) Drama
Discina Int'l
THE DAMNED
R—May 29—PG-938

(90) Drama
Lopert
ROOM UPSTAIRS
Marlene Dietrich
R—June 5—PG-939

(128) Drama
Siritzky Int'l
MARIUS
R—June 19—PG-944

(100) Drama
Best Films
JEALOUSY
R—June 19—PB-943

(130) Drama
Siritzky-Int'l
THEY ARE NOT ANGELS
R—June 26—PG-946

(100) Drama
Schaefer
DAY OF WRATH
R—June 26—PG-945

(92) Com-Drama
Oxford Films
FRIC-FRAC
R—July 3—PG-948

(105) Drama
Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary
Mayer-Burstyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama
Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy
Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama
Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama
Artkino
MURDERERS AMONG US

(105) Drama
Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-963

(105) Drama
Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

COLUMBIA · EAGLE-LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
947		Abbott & Costello Meet Frankenstein (83)		U-I	7- 3-48	+	+	+	+	+	±	±	7+ 2–
912		Adventures in Silverado (75)		Col.	3-13-48	±	±			±	+		4+ 3–
956		Adventures of Gallant Bess (73)		EL	7-31-48	±	±	±	±		±		5+ 5–
893		Albuquerque (90)		Para.	1-24-48	+	±	±	‡	‡	±	±	9+ 4–
895		Alias a Gentleman (78)		MGM	1-31-48	–	±	±	+	±	±		5+ 5–
906		All My Sons (94)		U-I	2-28-48	‡	+	+	‡	‡	+	‡	11+
965		An Act of Murder (91)		U-I	9- 4-48	+	+		‡	+			5+
894		Angels' Alley (67)		Mono.	1-24-48	±	±	±		–		±	4+ 5–
925		Anna Karenina (111)	20-Fox		5- 1-48	+	±		+	+	+	+	6+ 1–
924		Another Part of the Forest (107)		U-I	4-24-48	‡	+	+	+	‡	+	+	9+
969		Apartment for Peggy (96)	20-Fox		9-18-48	‡	+	+		‡			6+
913		April Showers (94)		WB	3-20-48	+	+	±	+	+	±	+	7+ 2–
904		Arch of Triumph (120)		UA	2-21-48	+	+	+	+	‡	±	+	8+ 1–
913		Are You With It? (90)		U-I	3-20-48	+	±	+	+	+	±		6+ 2–
923		Argyle Secrets, The (63)		FC	4-24-48	+	±	±		+			4+ 2–
917		Arizona Ranger, The (63)		RKO	4- 3-48	+		±	+	+	±		5+ 2–
953		Arkansas Swing (65)		Col.	7-24-48	±					±		2+ 2–
922		Arthur Takes Over (63)	20-Fox		4-17-48	+	±	±	±	+	–		5+ 4–
929		Assigned to Danger (65)		EL	5- 8-48	±	±	+		±	±	+	6+ 4–
		B											
955		Babe Ruth Story, The (107)		Mono.	7-31-48	‡	‡	‡	‡	‡	+	±	12+ 1–
942		Bad Sister (90)		U-I	6-12-48	±	–		±		±	±	4+ 5–
903		B. F.'s Daughter (108)		MGM	2-21-48	+	±	+	+	±	+		6+ 2–
969		Behind Locked Doors (61)		EL	9-18-48	+	±	±		±			4+ 3–
919		Berlin Express (86)		RKO	4-10-48	‡	+	+	‡	‡	‡	+	11+
929		Best Man Wins (75)		Col.	5- 8-48	+	±	+		±	+		5+ 2–
964		Betrayal, The (183)		Astor	8-28-38	±		–				–	1+ 2–
944		Beyond Glory (82)		Para.	6-19-48	±	±	±	±	±	+	‡	8+ 5–
915		Big City (111)		MGM	3-27-48	+	+	+	+	+	+	+	7+
904		Big Clock, The (95)		Para.	2-21-48	+	+	+	+	‡	‡	‡	10+
937		Big Punch, The (80)		WB	5-29-48	±	±	±	+	+	±	±	7+ 5–
933		Big Town Scandal (62)		Para.	5-22-48	±	±	±	+	±	±		6+ 5–
887		Bill and Coo (61)		Rep.	1- 3-48	+	±	+	‡	‡	‡	+	10+ 1–
875		Bishop's Wife, The (109)		RKO	11-22-47	‡	+	+	‡	‡	‡	+	11+
949		Black Arrow, The (76)		Col.	7-10-48	+	±	+		±	+	+	6+ 2–
897		Black Bart (80)		U-I	2- 7-48	±	±	+	±	+	±		6+ 4–
965		Black Eagle, The Story of a Horse (76)		Col.	9- 4-48	+				+			2+
969		Blanche Fury (93)		EL	9-18-48	–	±		+	–			2+ 3–
951		Blazing Across the Pecos (55)		Col.	7-17-48	±					±		2+ 2–
935		Blonde Ice (73)		FC	5-22-48	±		+		+		±	4+ 3–
941		Blondie's Reward (67)		Rep.	6-12-48	±		+		+	±		4+ 2–
965		Bodyguard (62)		RKO	9- 4-48	+	±	±	+	+			5+ 2–
925		Bold Frontiersman, The (60)		Rep.	5- 1-48	+		+	+	+	±	±	6+ 2–
905		Bride Goes Wild, The (MGM)			2-28-48	+	+	‡	‡		±	±	8+ 2–
936		Brothers, The (90)		U-I	5-22-48	+	±		+	–	+		4+ 2–
877		Bush Christmas (76)		U-I	11-29-47	+	±	±	+	±	‡	+	5+ 3–
		C											
899		Caged Fury (60)		Para.	2-14-48	+	±	+	+	+	+	±	7+ 2–
928		California Firebrand (63)		Rep.	5- 8-48	+		+	+	+	±	±	6+ 2–
894		Call Northside 777 (111)		20-Fox	1-24-48	‡	+	+	‡	‡	‡	‡	12+
899		Campus Honeymoon (61)		Rep.	2-14-48	+	+	±	+	±	±		6+ 3–
935		Campus Sleuth (57)		Mono.	5-22-48	–	±	±				–	2+ 4–
946		Canon City (83)		EL	6-26-48	‡	±	‡	‡	‡	+	‡	12+ 1–
939		Carson City Raiders (60)		Rep.	6- 5- 8	+		+	±	±	±	±	6+ 4–
932		Casbah (94)		U-I	5-15-48	+	±	±	+	+	±	±	7+ 4–
906		Challenge, The (68)	20-Fox		2-28-48	+	±	±	±	±	+	+	7+ 4–
957		Checkered Coat, The (67)	20-Fox		8- 7-48	±	±		–	±	±	±	5+ 6–
921		Close-Up (76)		EL	4-17-48	±	±	±		±	+	±	5+ 4–
941		Cobra Strikes, The (62)		EL	6-12-48	±	–			±	±	±	3+ 4–
970		Code of Scotland Yard (60)		Rep.	9-18-48	+	±	±	‡	+			6+ 2–
		Counterfeiters, The (73)	20-Fox				±	+		±	±	±	5+ 4–
940		Coroner Creek (90)		Col.	6- 5-48	‡	+	‡	‡		+	±	9+ 1–
943		Corridor of Mirrors (96)		U-I	6-19-48	–	+			±			2+ 3–
		Crossed Trails (53)		Mono.				±				±	2+ 2–
972		Cry of the City (95)	20-Fox		9-25-48	±	+	+	+	‡			6+ 1–
		D											
884		Dangerous Years (62)	20-Fox		12-20-47	+	±	±	–	+	±	±	6+ 5–
955		Daredevils of the Clouds (60)		Rep.	7-31-48	+	±	±	+	±	±	±	7+ 5–
		Dead Don't Dream, The (..)		UA				±				±	2+ 2–
946		Dear Murderer (90)		U-I	5-22-48	±	±		±	±	±	+	6+ 5–
948		Deep Waters (85)	20-Fox		7- 3-48	‡	±	±	+	+	+	±	8+ 3–
896		Design for Death (48)		RKO	1-31-48	+			+	±	+		4+ 1–
968		Desperadoes of Dodge City (60),		Rep.	9-11-48	+		+		±			3+ 1–
879		Devil Ship (62)		Col.	12- 6-47	±	–	±		–	±	±	4+ 6–
926		Devil's Cargo (61)		FC	4-10-48	±		±	±	–			3+ 4–
		Discovery (74)		FC						+		+	2+
961		Docks of New Orleans (70)		Mono.	8-21-48	±	–	±	±	±		±	5+ 6–
887		Double Life, A (103)		U-I	1- 3-48	+	‡	+	‡	‡	+	‡	11+
927		Dream Girl (86)		Para.	5- 8-48	+	±	‡	±	‡	+	‡	10+ 2–
926		Dude Goes West, The (87)		Mono.	5- 1-48	+	+		+	‡	+	+	7+
		E											
958		Easter Parade (103)		MGM	5-29-48	‡	‡	‡	‡	‡	‡	‡	14+
955		Embraceable You (80)		WB	8-31-48	±	±	±		+	±	±	6+ 5–
928		Emperor Waltz, The (106)		Para.	5- 8-48	‡	‡	‡	‡	‡	‡		12+
915		Enchanted Valley, The (77)		EL	3-27-48	+	–	+			±		3+ 2–
945		End of the River (80)		U-I	6-26-48	+	±		+	+	+		5+ 1–
940		Escape (78)	20-Fox		6- 5-48	±	±		‡	–	±	+	6+ 4–
953		Eyes of Texas, The (70)		Rep.	7-24-48	±		+	±	+	±		5+ 3–
		F											
943		Feudin', Fussin and a-Fightin' (77)		U-I	6-19-48	±	±	+	‡	±	±	±	8+ 5–
931		Fighting Father Dunne (93)		RKO	5-15-48	+	‡	±	+	+	+	±	8+ 2–
898		Fighting Mad (75)		Mono.	2- 7-48	+	±	±	+	+		±	6+ 3–
966		For the Love of Mary (90)		U-I	9- 4-48	+	±	+	+	±	+		6+ 2–
885		For You I Die (76)		FC	12-27-47	±		+	±	–		±	4+ 4–
941		Foreign Affair, A (116)		Para.	6-12-48	‡	‡	+	‡	‡	+	‡	12+
911		Fort Apache (127)		RKO	3-13-48	+	±	+	+	+	‡	‡	9+ 1–
933		Four Faces West (89)		UA	5-22-48	+	‡	+	+	+	+	±	8+ 1–
927		French Leave (64)		Mono.	5- 8-48	+	±	±		±		±	5+ 4–
874		Fugitive, The (104)		RKO	11-15-47	‡	±	±	‡	‡	+	‡	11+ 2–
932		Fuller Brush Man, The (92)		Col.	5-15-48	+	+	+	‡	‡	+	+	9+
920		Fury at Furnace Creek (88)	20-Fox		4-10-48	‡	+	+	+	+	+	+	8+
		G											
938		Gallant Legion, The (88)		Rep.	5-29-48	‡	±	+	+	+	±	±	8+ 3–
942		Gay Intruders, The (70)	20-Fox		6-12-48	+	±		+		±		4+ 2–
973		Gentleman From Nowhere (66)		Col.	10- 2-48	+	±	±		–	±	±	5+ 5–
876		Gentleman's Agreement (118)	20-Fox		11-22-47	‡	‡	‡	‡	‡	‡	‡	14+
972		Girl From Manhattan, The (81)		UA	9-25-48	–		–	±	+			2+ 3–
937		Give My Regards to Broadway (89)	20-Fox		5-29-48	‡	+	+	‡	‡	+	+	10+
		Golden Eye, The (..)		Mono.			±	±				–	2+ 3–
956		Good Sam (114)		RKO	7-31-48	‡	‡	+	‡		±	±	9+ 2–
925		Green Grass of Wyoming (89)	20-Fox		5- 1-48	‡	+	+		+	+		6+
931		Guns of Hate (61)		RKO	5-15-48	±		±	+		±		4+ 3–
		H											
851		Hal Roach Comedy Carnival (Curley and The Fabulous Joe) (112)		UA	8-30-47	±	±		‡	+	±		6+ 3–
903		Half Past Midnight (69)	20-Fox		2-21-48	‡	=	±	–	–	±		2+ 7–
950		Hamlet (155)		U-I	7-10-48	‡	‡		‡	‡	‡		10+
922		Hatter's Castle (105)		Para.	4-17-48	±	±		±		±	±	5+ 5–
911		Hawk of Powder River, The (54)		EL	3-13-48	±		–	±				2+ 3–
914		Hazard (100)		Para.	3-20-48	+	±	+	+	±	±	±	7+ 4–
929		Heart of Virginia (60)		Rep.	5- 8-48	±	±	±	±	+			5+ 4–
921		Here Comes Trouble (54)		UA	4-17-48	+	±	+	+			±	5+ 2–
909		Holiday Camp (97)		U-I	3- 6-48	+	+		±	±	+		5+ 2–
961		Hollow Triumph (83)		EL	8-21-48	+	±	+	+	+	±		6+ 2–
920		Homecoming (113)		MGM	4-10-48	‡	+	‡	+	‡	+	+	10+
898		Hunted, The (85)		Mono.	2- 7-48	+	+	–	+		+		4+ 1–
		I											
902		I Became a Criminal (78)		WB	2-14-48	–	±		‡	=	–		3+ 5–
934		I, Jane Doe (85)		Rep.	5-22-48	±	±	±	+	±	±	±	7+ 6–
911		I Remember Mama (134)		RKO	3-13-48	‡	‡	‡	‡	‡	‡		12+
		I Surrender, Dear (68)		Col.			±		–				1+ 2–
927		I Wouldn't Be in Your Shoes (72)		Mono.	2-14-48	±	±	±	±	±	–	±	6+ 7–
891		Ideal Husband, An (96)	20-Fox		1-17-48	+	±		±	+	+	+	6+ 2–
966		Innocent Affair, An (90)		UA	9- 4-48	+	+	±	+	+	+		6+ 1–
918		Inside Story, The (87)		Rep.	4- 3-48	+	±	+		–	±		4+ 3–
966		In This Corner (63)		EL	9- 4-48	±	±	+		+			4+ 2–
931		Iron Curtain, The (87)	20-Fox		5-15-48	+	‡	‡	+	‡	±	‡	11+ 1–
962		Isn't It Romantic? (87)		Para.	8-21-48	+	–	–	+	–	+		3+ 3–
		J											
902		Jassy (96)		U-I	2-14-48	–	±		+	–	±	±	4+ 5–
935		Jinx Money (69)		Mono.	5-22-48	+	±	±		±		±	5+ 4–
963		Joe Palooka in Winner Take All (64)		Mono	8-28-48	+	±	±	+				4+ 2–
970		Johnny Belinda (102)		WB	9-18-48	‡	‡	‡	‡	‡			10+
960		Julia Misbehaves (99)		MGM	8-14-48	‡	+	+	‡	‡	‡		10+
972		Jungle Patrol (71)	20-Fox		8- 25- 8	+		‡		+			4+
		K											
949		Key Largo (101)		WB	7-10-48	+	‡	+	‡	‡	‡	+	11+
969		Kidnapped (80)		Mono.	9-18-48	‡		+	+	+			5+
938		King of the Gamblers (60)		Rep.	5-29-48	‡	±	±	±			–	5+ 4–
909		King of the Olympics (60)		UA	3- 6-48	+							1+
		L											
954		Lady at Midnight (61)		EL	7-24-48	±	±	±		–	±	±	5+ 6–
921		Lady From Shanghai, The (87)		Col.	4-17-48	±	+	+		+	±	±	6+ 3–
959		Larceny (89)		U-I	8-14-48	±	+	+	+	+	+	+	7+ 1–
903		Let's Live Again (67)	20-Fox		2-21-48	+	±		+	+	–		4+ 2–
922		Letter From an Unknown Woman (87)		U-I	4-17-48	+	–		±	+	+	+	5+ 2–
924		Lightnin' in the Forest (58)		Rep.	4-24-48	±	±	+	±			±	5+ 4–
923		Lost One, The (84)		Col.	4-24-48	+		+	+	±			4+ 1–
873		Love From a Stranger (81)		EL	11-15-47	±	±	±	±	+	±	+	7+ 5–
961		Loves of Carmen, The (110)		Col.	8-21-48	+		±	‡		‡	‡	8+ 1–
965		Luck of the Irish, The (99)	20-Fox		9- 4-48	‡	±	+		+		+	6+ 1–
943		Lulu Belle (87)		Col.	6-19-48	+	±	±	±	+	±	±	7+ 5–
962		Luxury Liner (98)		MGM	8-21-48	+	+	±	±	+	‡	+	8+ 1–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	M											
911	Madonna of the Desert (60) Rep...	3-13-48			+	±	+	±	±	±	±	7+ 5−
945	Man-Eater of Kumaon (80) U-I....	6-26-48			+	±	±		+	+	+	6+ 2−
908	Man From Texas, The (71) EL....	5- 6-48			+	±	±		±	−		4+ 4−
	Marshal of Amarillo (..) Rep.....								+	±		2+ 1−
914	Mating of Millie, The (87) Col....	3-20-48			±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn (89) 20-Fox....	3-20-48			+	±		+	−	−	+	4+ 3−
934	Melody Time (76) RKO.....	5-22-48			ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
944	Michael O'Halloran (79) Mono....	6-19-48			ǂ	+	±	+	±			6+ 2−
946	Mickey (87) EL.....	6-26-48			+	±	±	±	±	+	±	7+ 5−
944	Mine Own Executioner (102) 20-Fox	6-19-48			±	±		+		+		5+ 2−
907	Miracle of the Bells, The (120) UA	3- 6-48			+	ǂ	+	ǂ	ǂ	ǂ		10+
962	Miraculous Journey (76) FC.....	2-21-48			+		±	+			±	4+ 2−
970	Miss Tatlock's Millions (100) Para.	9-18-48			+	±	+	+	ǂ			6+ 1−
917	Mr. Blandings Builds His Dream House (96) SRO	4- 3-48			+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid (89) U-I	7-10-48			+	+	±	ǂ	±	+		7+ 2−
904	Mr. Reckless (67) Para.....	2-21-48			−	−	±	±	−	±	−	3+ 7−
918	Money Madness (73) FC.....	4- 3-48			±		±				−	3+ 3−
970	Moonrise (90) Rep.....	9-18-48			+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra (173) RKO	12- 6-47			+	±	−	ǂ	ǂ	+		7+ 2−
953	Music Man (66) Mono.....	7-24-48			±	−			±			2+ 3−
968	My Dear Secretary (94) UA.....	9-11-48			ǂ	+	+	+	+			6+
925	My Dog Rusty (67) Col.....	5- 1-48			±	±	±			±	±	5+ 5−
893	My Girl Tisa (95) WB.....	1-24-48			+	+	+	+	±	ǂ	+	8+ 1−
948	Mystery in Mexico (66) RKO.....	7- 3-48			±	±	±	+		±		5+ 4−
	N											
896	Naked City, The (96) U-I.....	1-31-48			ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
876	Nicholas Nickleby (95) U-I.....	11-22-47			+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes (81) Para.	7-17-48			+	+	+	+		+		5+
968	Night Wind (68) 20-Fox.....	9-11-48			±	±		+				3+ 2−
920	Noose Hangs High, The (77) EL....	4-10-48			+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede (79) EL.....	7-10-48			+	±	±	+	±	ǂ		7+ 3−
	O											
913	October Man, The (85) EL.....	3-20-48			+	±		−	±	+	+	5+ 3−
907	Oklahoma Badlands (59) Rep.....	3- 6-48			+		±	±	+			4+ 2−
921	Old Los Angeles (87) Rep.....	4-17-48			+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade (57) UA.....	9-11-48			+			+				2+
971	Olympic Games of 1948 (88) EL..	9-25-48			+			+				2+
926	On an Island With You (107) MGM	5- 1-48			ǂ	+	+	+	ǂ	+	+	9+
964	One Touch of Venus (82) U-I.....	8-28-48			+	±	±	±	+			5+ 3−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107) UA.....	2- 7-48			+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret (70) EL.....	1-24-48			+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61) Rep.....	9-25-48			±	±	−	+	±			3+ 4−
	P											
895	Panhandle (84) Mono.....	1-31-48			+	+	+	ǂ	ǂ	+		8+
888	Paradine Case, The (117) SRO....	1- 3-48			ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The (77) RKO.....	2-21-48			−	±	+	ǂ	±	ǂ	+	8+ 3−
	Perilous Waters (64) Mono.....						±			±	±	3+ 3−
907	Phantom Valley (53) Col.....	3- 6-48			±		±		+	−	±	3+ 4−
897	Piccadilly Incident (87) MGM.....	2- 7-48			±	±		±	−	+		4+ 4−
918	Pirate, The (102) MGM.....	4- 3-48			+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall (85) UA	8- 7-48			+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
923	Port Said (69) Col.....	4-24-48			±	−	±		±	±	±	5+ 6−
	R											
948	Race Street (78) RKO.....	7- 3-48			±	±	±	+		±	±	6+ 5−
958	Rachel and the Stranger (92) RKO..	8- 7-48			+	+	±	+	−		ǂ	6+ 2−
959	Range Renegades (54) Mono).....	8-14-48			+						−	1+ 1−
937	Raw Deal (78) EL.....	5-29-48			+	+	+	±	±	±	±	7+ 4−
952	Red River (104) UA.....	7-17-48			ǂ	ǂ	ǂ	ǂ	ǂ	ǂ		12+
892	Relentless (92) Col.....	1-17-48			ǂ	±	+	+	ǂ	+	+	9+ 1−
934	Return of the Badmen (90) RKO...	5-22-48			+	±	±	+	−	+		5+ 3−
912	Return of the Whistler, The (63) Col.	3-13-48			±	±	±		−	±	±	5+ 6−
962	Return of Wildfire (81) SG.....	8-21-48			+			±	+			3+ 1−
932	River Lady (78) U-I.....	5-15-48			±		±	+	+	+	+	6+ 2−
974	Road House (..) 20-Fox.....	10- 2-48			±	+	+					3+ 1−
959	Rocky (76) Mono.....	8-14-48			±	±					±	3+ 3−
942	Romance on the High Seas (102 WB	6-12-48			ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope (80) WB	8-28-48			±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
	Rusty Leads the Way (..) Col.....						±		+			2+ 1−
915	Ruthless (102) EL.....	3-27-48			+	±	±	+	+	+	±	7+ 3−
	S											
897	Saigon (95) Para.	2- 7-48			±	±	+	±	−	±		5+ 5−
908	'Sainted' Sisters, The (90) Para....	3- 6-48			+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88) UA.....	9-11-48			±	ǂ	±	+	+	+		7+ 2−
908	Scudda Hoo! Scudda Hay! (95) 20-Fox	3- 6-48			+	±	+	+	+	+		6+ 1−
967	Sealed Verdict (83) Para.....	9-11-48			±	±	±		±			4+ 4−
914	Search, The (104) MGM.....	3-20-48			ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
889	Secret Beyond the Door (98) U-I...	1-10-48			±	±	±	±		±	±	6+ 6−
963	Secret Land, The (71) MGM.....	8-28-48			+				+			2+
939	Secret Service Investigator (60) Rep.	5-48			*	−	±	+	ǂ	±	±	7+ 4−
922	Shaggy (71) Para.....	4-17-48			±		−		±	±	−	3+ 5−
	Shanghai Chest (65) Mono.....						±	±		−		2+ 4−
960	Shed No Tears (70) EL.....	8-14-48			±	±	±	±	±			5+ 5−
904	Sign of the Ram, The (85) Col.....	2-21-48			+	±	+	+	ǂ	+		7+ 1−
919	Silent Conflict (61) UA.....	4-10-48			±		±	−	−		±	3+ 5−
928	Silver River (110) WB.....	5- 8-48			±	±	+		+	±	±	6+ 4−
	Sinister Journey (..) UA.....						±				±	2+ 2−
906	Sitting Pretty (84) 20-Fox.....	2-28-48			ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
941	Sixteen Fathoms Deep (82) Mono...	6-12-48			±	−	±	ǂ				4+ 3−
971	Smart Girls Don't Talk (81) WB..	9-25-48			±	±	−	±				3+ 4−
912	Smart Woman (90) Mono.....	3-13-48			ǂ	+	±	ǂ		−	−	8+ 3−
933	So Evil, My Love (109) Para.....	5-22-48			ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia (83) FC.....	9-11-48			ǂ		+	+	ǂ			6+
932	So This Is New York (79) UA....	5-15-48			+	+	+	+	+	±		6+ 1−
971	Son of God's Country (60) Rep.....	8-25-48			+		±		−			2+ 3−
964	Song Is Born, A (110) RKO.....	8-28-48			+	±	+	+	ǂ	+		7+ 1−
916	Song of Idaho (66) Col.....	3-27-48			−		±		±	±		3+ 4−
871	Song of My Heart (85) Mono....11-	8-47			+	+	±	ǂ	+	+		7+ 1−
956	Sorry, Wrong Number (90) Para....	7-31-48			ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
958	Southern Yankee, A (91) MGM....	8- 7-48			+	+	+	ǂ	ǂ	+		8+
906	Speed to Spare (58) Para.....	2-28-48			−	±	±		±	±	±	5+ 6−
863	Spirit of West Point (77) FC.....10-	11-47			+	±	+	ǂ	±		ǂ	8+ 2−
958	Spiritualist, The (79) EL.....	8- 7-48			+	±	±	±	+			5+ 3−
916	State of the Union (122) MGM....	3-27-48			ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
935	Stage Struck (71) Mono.....	5-22-48			−	±	±		−		±	3+ 5−
966	Station West (92) RKO.....	9- 4-48			±	±	+	±	+	+		6+ 3−
907	Strawberry Roan (79) Col.....	3- 6-48			+		+	+	±			4+ 1−
950	Street With No Name (91) 20-Fox..	7-10-48			ǂ	+	ǂ	ǂ		+	+	9+
912	Summer Holiday (92) MGM.....	3-13-48			ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger (76) EL.....	5-29-48			±	−	±			±		3+ 4−
	T											
901	Take My Life (85) EL.....	2-14-48			+	±		+	+	±		5+ 2−
947	Tap Roots (109) U-I.....	7- 3-48			+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids (67) RKO	4- 3-48			+	±	+	+	±	±	±	7+ 4−
856	Tawny Pipit, The (81) U-I.....	9-13-47			+	+		+	±		ǂ	6+ 1−
880	Tender Years, The (81) 20-Fox....12-	6-47			+	±	+	+	−	ǂ		6+ 2−
891	Tenth Avenue Angel (75) MGM....	1-17-48			−	−	−	+	−	±		5+ 5−
954	Texas, Brooklyn and Heaven (76) UA	7-24-48			±	±	±	±	±			5+ 5−
951	That Lady in Ermine (89) 20-Fox..	7-17-48			+	±	+	±	−	+	±	6+ 4−
	13 Lead Soldiers (66) 20-Fox.....					±	+		−	±	±	4+ 4−
900	Three Daring Daughters (115) MGM	2-14-48			ǂ	±	+	ǂ	+	+	ǂ	10+ 1−
949	Thunderhoof (77) Col.....	7-10-48			+	±	+		±	±	±	6+ 4−
947	Timber Trail, The (67) Rep.....	7- 3-48			+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109) UA..	5-22-48			±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The (54) EL.....	3-20-48			±		±	±		±		4+ 4−
894	To the Ends of the Earth (109) Col.	1-24-48			+	±	+	ǂ	+	ǂ	+	9+ 1−
918	To the Victor (99) B.....	4- 3-48			+	±	+	+	±	±	±	7+ 4−
908	Tornado Range (56) EL.....	3- 6-48			±		±	±				3+ 3−
951	Trail to Laredo (54) Col.....	7-17-48			±					±		2+ 2−
952	Train to Alcatraz (60) Rep.....	7-17-48			−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67) Col.	5- 8-48			±	±	±		±		±	5+ 5−
	Triple Threat (..) Col.....					±					±	2+ 2−
945	Twisted Road (95) RKO.....	6-26-48			+	+	±	±	ǂ	ǂ		8+ 2−
958	Two Guys From Texas (86) WB....	8- 7-48			+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered (146) Para.....10-	4-47			ǂ	±	+	ǂ	ǂ	+	+	10+ 1−
931	Under California Stars (70) Rep...	5-15-48			±		±	+	+	+		5+ 2−
940	Up in Central Park (87) U-I.....	6- 5-48			+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66) UA	8-21-48			−	±	±		+			3+ 3−
	V											
958	Variety Time (59) RKO.....	7- 7-48			+	±	±	±	+			5+ 3−
953	Velvet Touch, The (97) RKO.....	7-24-48			±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The (77) UA.....	6- 5-48			+	±	±	±	+	±	±	7+ 5−
886	Voice of the Turtle, The (103) WB..12-	27-47			ǂ	ǂ	ǂ	+	+	+	+	10+
	W											
968	Walk a Crooked Mile (89) Col.....	9-11-48			ǂ	±	+	+	+			6+ 1−
934	Wallflower (78) WB.....	5-22-48			±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106) 20-Fox	7-10-48			+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight (63) Para...	5- 8-48			+	±	+	±	±	±		6+ 4−
916	West of Sonora (55) Col.....	3-27-48			±				+	+		3+ 2−
899	Western Heritage (61) RKO.....	2-14-48			±		±	+	±	±		5+ 4−
	Westward Trail (58) EL.....							±		±		2+ 2−
936	Whirlwind Raiders (54) Col.....	5-22-48			±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin? (55) UA..	5- 8-48			±	±	±	+				4+ 4−
940	Will it Happen Again? (62) FC....	6- 5-48			±							1+ 1−
957	Winner's Circle (70) 20-Fox.....	8- 7-48			+	±				−	+	3+ 2−
919	Winter Meeting (104) WB.....	4-10-48			ǂ	−	±	±		±	+	5+ 4−
905	Woman From Tangier (66) Col.....	2-28-48			±	−	±		±	−		3+ 5−
923	Woman in White, The (109) WB...	4-24-48			+	±	+		−	+	ǂ	6+ 2−
886	Woman's Vengeance, A (96) U-I...12-	27-47			+	±	+	+	±	+	+	7+ 2−
891	Women in the Night (90) FC.....	1-17-48			+		±	±			−	3+ 3−
899	Wreck of the Hesperus, The (68) Col.	2-14-48			+	−			+	±		3+ 2−
	Y											
894	You Were Meant for Me (91) 20-Fox	1-24-48			±	+	+	ǂ	±	+	+	8+ 1−

SHORTS REVIEWS

Opinions on the Current Short Subjects

Community Sing

Columbia (No. 1—Series 13) 9 Mins.

Good. The Song Spinners with Don Baker at the organ are responsible for some popular and highly tuneful melodies, among them "Love Is So Terrific," "Little White Lies," "You Can't Be True, Dear," "Tell Me a Story" and "Baby Face." All are so well rendered that audiences are sure to join in the singing.

Diving Champions

Columbia (World of Sports) 10 Mins.

Good. An instructive as well as highly entertaining study of the art of diving as shown by champions like Mike Copeland, Pete Desjardins and Earl Clark. Many of the most difficult dives are depicted and the form and grace of these experts is something to marvel at. There is also comedy diving that is good for spontaneous laughs. Bill Stern is commentator.

Pest From the West

Columbia (Comedy Favorites) 18½ Mins.

Good. A 1939 Buster Keaton film and one of his funniest. The sad-faced comedian tries to be a Latin lover, but in his chase after the seductive Conchita he gets all tangled up with her boy friends. Highlights are his changing to new costumes after he repeatedly falls off his yacht, and his ruse which sets two competitors to dueling with each other instead of with him. It is good to see Buster back.

Get Rid of Rats

National Film Board of Canada 10 Mins.

Good. While the destruction of vast quantities of food by rats is shown, emphasis is on their disease-carrying characteristics and the statement is made that rats have caused more human deaths than all the wars in history. Old-fashioned garbage collection and city dumps are shown as heavily populated by the unpleasant creatures, and a plea is made for municipal incinerators and the use of poisons and gas.

It's Fun to Sing

National Film Board of Canada 10 Mins.

Good. The large group of young women who comprise the locally well known Leslie Bell singers are shown—and heard—in action. They are very earnest and appealing and sing well, though none are professionals and all work during the day. One spiritual is especially well done. The film has a nice homey atmosphere.

Science in Bloom

National Film Board of Canada 10 Mins.

Good. Scenes in the Montreal Botanical Gardens showing conventional garden flowers and shrubs, tropical plants and research work. There are very good time-exposure scenes of the growth and blooming of flowers. Especially effective are those of the dandelion and morning glory, which writhe like snakes as they grow. Available in both 16 and 35mm.

In the Newsreels

Movietone News, No. 76: Truman and Dewey start campaign; French Communist demonstration ends in riot; assassination of Bernadotte shocks the world; Marshall given humanity award by Variety Clubs; Bears-Redskins football; Pendleton roundup; tuna fishing.

News of the Day, No. 206: Bernadotte's assassination shocks the world; riots mark new crisis in France; humanitarian award for Marshall; bathing beauties give lens fans a busy day; new tennis champs; Texas university routs Louisiana State.

Paramount News, No. 9: Presidential race quickens; Truman and Dewey swing west on big tours; babes in the news; Marshall's busy day; Bernadotte's assassination rocks UN; jet planes set world speed mark.

Universal News, No. 180: Bernadotte slain by assassin's bullet; Truman and Dewey on campaign roundup; air speed record; Marshall gets award; tuna fishing; football.

Warner Pathe News, No. 11: Truman and Dewey on tour; Bernadotte assassinated; Secretary Marshall; General De Gaulle; Harold Stassen; nation marks air force day; Bears-Redskins; tennis championship; Joe Louis trains; Pendleton roundup.

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Movietone News, No. 77: Truman and Dewey on presidential campaign; UN pay homage to Bernadotte; hurricane; coast guard rescue; Paris opera ballet helps mark New York jubilee; B-29; Marcel Cerdan; flying daredevil.

News of the Day, No. 207: Truman vs. Dewey campaign warms up; Swiss air force keeps on alert; New York jubilee fashion parade; hurricane roars past Miami; coast guard in heroic sea rescue; new ring champ; stunt crash landing; air circus thriller.

Paramount News, No. 10: Hurricane rips Florida; middle boxing; Bernadotte; Dewey vs. Truman; parasite jet flown for the first time.

Universal News, No. 181: Nominees hit trail crusading for votes; Greek kids camp; parade; Bernadotte; hurricane; air circus; air show; XF-85.

Warner Pathe News, No. 12: Truman and Dewey; air news; Bernadotte; Florida hurricane; sports; Great Americans—Captain Lawrence.

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Telenews Digest, No. 38: Fateful issues await Paris sessions; Bernadotte killing; Palestine; Rhodes; Lake Success; Italy; Paris; India; Hyderabad; Washington; Korea; Berlin; DeGaulle asks new elections; Germany; Sweden; New Zealand; campaign opens; Sommerville; strike violence; Richmond; air force anniversary; Eskimo gals win bet for Texas oilman; Redskins vs. Bears.

Exhibitor Has His Say

(Continued from page 3)

Sisters Falls, Man. Small town and rural patronage. * * *

UNITED ARTISTS

Kings of the Olympics (UA)—Documentary. A mighty fine sport feature that failed us at the boxoffice, probably due to the top feature, "T-Men." We are sorry that this interesting picture was seen by so few. Played Tues., Wed., Thurs. Weather: Good.—Jack Hammond, Shastona Theatre, Mount Shasta, Calif. Small town and lumber patronage. *

UNIVERSAL-INTERNATIONAL

Naked City (U-I)—Barry Fitzgerald, Howard Duff, Dorothy Hart. A good picture of its kind, but I believe Barry Fitzgerald was out of character in this one. It is not a Sun., Mon. picture. Word of mouth spoiled our second day. The action and suspense fans enjoyed it. Should have played it Fri., Sat. Played Sun., Mon. Weather: Fair.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Woman's Vengeance, A (U-I)—Charles Boyer, Ann Blyth, Jessica Tandy. This picture is no good and Charles Boyer, the mushy-mouthed Frenchman, is clinko at the boxoffice. Just why do the producers use him when there are so many good Americans that are so much better? Business was awful. Played Wed., Thurs.—Jim Haney, Milan Theatre, Milan, Ind. Small town patronage. *

WARNER BROS.

Escape Me Never (WB)—Errol Flynn, Ida Lupino, Eleanor Parker. On this picture, if you just forget to play it, you'll be smart. It is not a picture for small towns. Played Mon., Tues. Weather: Fair.—Harland Rankin, Eire Theatre, Wheatley, Ont. Small town patronage. * * *

My Wild Irish Rose (WB)—Dennis Morgan, Arlene Dahl, Andrea King. Here is a swell picture that will outgross most of the late crops of supers and was sold nearer right than anything we have run lately. Buy it and book it on your best time. It will really do it. Played Sun., Mon. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Romance on the High Seas (WB)—Jack Carson, Janis Paige, Don DeFore. I certainly recommend this Technicolor musical in all towns, regardless of their size. Doris Day made a big hit. Jack Carson is in his best role. The picture is a light, musical comedy that has several hit songs that will go a long way. Played Wed., Thurs.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

That Hagen Girl (WB)—Shirley Temple, Ronald Reagan, Dorothy Peterson. We double billed this feature with "Lost Honeymoon" (EL) and I must say that they make a good program. Our crowd was not very big and we only made expenses, but it was well liked by all, and that is what counts with us anyway. "That Hagen Girl" is a natural for the small towns and I believe that it made some of our people sit up and take notice, as we have a case here in our town that has a resemblance to this picture. Play it, by all means. I don't think you can go wrong on it. Played Wed., Thurs. Weather: Good, but harvesting is in operation here.—S. N. Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

Treasure of Sierra Madre (WB)—Humphrey Bogart, Walter Huston, Tim Holt. Even though this picture didn't do quite average business, it is a very good picture. Played Wed., Thurs.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage.

Voice of the Turtle (WB)—Ronald Reagan, Eleanor Parker, Eve Arden. The title won't sell the picture, but word-of-mouth will. The picture is good and it will please. Lots of good comments. Played Sat., Sun.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Wallflower (WB)—Joyce Reynolds, Robert Hutton, Janis Paige. Just a darned good down to earth picture. Lots of laughs for everybody in the house. Played Wed., Thurs. Weather: Good.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town patronage. * * *

MISCELLANEOUS

Westerner, The (FC)—Reissue. Gary Cooper, Walter Brennan, Dana Andrews. There isn't much to say about this one as everyone knows it is a good one for any type of patron. Too bad we didn't get a good print, though, that we could run without patching on for four or five hours. Play it anyway. Played Tues., Wed. Weather: Cool and rainy.—Orin J. Sears, Apache Theatre, Elida, N. M. Small town patronage. * * *

Road House

F — Drama

20th-Fox (844) — **95 Minutes** — **Rel. Nov. '48**

Keeping Ida Lupino as undressed as the censors would permit and as sexy as her considerable talents could contrive; playing across the board the inimitable brand of villainy for which Richard Widmark is becoming famous, and mustering several other productional tricks against obviously lush mountings failed to help in efforts to parlay a thin, illogical story into the dramatic, intensive entertainment this undertakes. Which is unfortunate in view of the well-established abilities of the four stars who head the cast and who struggle valiantly to transcend the handicaps of the inadequate material with which they were confronted. It is the marquee appeal of that quartet upon which the picture must depend for whatever patronage it enjoys. But only the more naive customers can be expected to be satisfied with what they find once the stellar lineup has brought them into the theatre. Directed by Jean Negulesco.

Ida Lupino, Cornel Wilde, Richard Widmark, Celeste Holm, Jack G. Lee, Robert Karnes, O. Z. Whitehead.

Louisiana Story

F — Documentary

Lopert Films — **77 Minutes** — **Rel. Sept. 28, '48**

A very good secondary feature for a double bill and a fine art theatre subject. Robert Flaherty, well known for films of the type of "Nanook of the North" and "The Land," again shows himself expert at photographing nature and people in characteristic moods and from the best possible camera angles. These scenes of the Louisiana bayou country, tied together with a thread of a story, feature native Cajuns, oil well drillers, alligators and a pet raccoon. The shots of the oil well "blowing its top" are striking. Most of the film revolves around an appealing boy as he hunts, fishes and visits with the drillers. The friendly relationships existing between the bayou folk and the drillers seem to be emphasized. Richard Leacock handled the camera. Music by Virgil Thomson is performed by a Eugene Ormandy orchestra. Lopert Films' address is 148 West 57th St., New York.

Joseph Boudreaux, Lionel Le Blanc, Mrs. E. Bienvenu, Frank Hardy, C. T. Guedry.

The Loves of Don Juan

A — Drama With Music

Superfilm — **92 Minutes** — **Rel. Sept. 1, '48**

Slow-moving Italian film about the romantic ramblings of Don Juan. Its chief assets are frank discussions about love, elaborate costuming in the 17th century Spanish style and the background music by Mozart taken from that composer's opera, "Don Giovanni." Opera lovers and Italian-language patrons will probably be the best customers. It tableau-like scenes and exaggerated acting are more in operatic than motion picture tradition. The English titles adequately tell the story of this Spanish romeo played by Adriano Rimoldi. His life is a succession of bedroom conquests. He promises to marry the girls—all pretty—and then breaks his word. Fate catches up with Don Juan after he kills the father of one of his intended victims. The film is strong on production values and maintains high technical standards. Dino Falconi is the director.

Adriano Rimoldi, Dina Sassoli, Paolo Stoppa, Elena Zareschi, Rina Morelli, Elli Parvo, Carla Candiani.

The Merry Chase

A — Comedy

Superfilm Distributing Corp. — **75 Minutes** — **Rel. Sept. 17, '48**

The average American audience, which doesn't understand Italian, will find this Minerva production slow-moving and talky. While its Italian dialog may be clever, it loses out completely through the use of English subtitles that are short and matter-of-fact. The sophisticated story isn't one for juveniles. This concerns the wooing of a wife under the eyes of her husband, who is chiefly interested in butterflies. Sheik-like approaches are made day after day in scenes with little variety, and a parallel to them is drawn by introducing the mating of two pekinese. It develops, of course,-that the wife has been innocent of wrongdoing though appearances are against her. The best comedy is supplied by a grandfather who is shocked to learn that family history is repeating itself. The film seems chiefly a medium for the handsome profile of Rossano Brazzi, now making an American film. Best suited to art theatres. Giorgio Bianchi directed. Superfilms' address is 52 Vanderbilt Ave., New York City.

Clara Calamai, Nino Besotti, Rossano Brazzi, Paola Barboni.

Gentleman From Nowhere

F — Melodrama

Columbia (916) — **66 Minutes** — **Rel. Sept. 9, '48**

Every now and then one of the smaller-budget pictures comes up with a grade-A bit of acting such as is done by Warner Baxter in this drama in which he is hired to impersonate his former self. Stepping away from his Crime Doctor roles, he is given a well-knit plot, and in his impersonation not only fools his screen wife but will fool nearly everyone in the audience until those last few moments when the plot's loose ends are being tied together. Both as Robert Ashton, chemist, and as Donovan, the watchman, he is completely convincing and there are some humorous touches which add to the entertainment value. Fine for the second half of de luxe house playing double bills, and will stand alone with adequate program fillers in many small town and neighborhood situations. Directed by William Castle.

Warner Baxter, Fay Baker, Luis VanRooten, Charles Lane, Wilton Graff, Grandon Rhodes, Noel Madison.

Quiet Week End

F — Comedy

Distinguished Films — **83 Minutes** — **Rel. ————**

A quiet, heart-warming comedy of British suburban life which is filled with charm, engaging humor and first-rate portrayals. Because the players are unfamiliar to American audiences and the small incidents often seem unexciting and slow-moving, it will have little or no appeal to average patrons. However, it should do well in the art houses or a few selected first runs where business will build on favorable word-of-mouth. As directed in capable but unhurried fashion by Harold French, the story records the events taking place after a middle-class English family arrives at a tiny village and get into a whirl of domestic and romantic complications. The father almost gets caught poaching, an uncle finally pops the question to a patient widow and the young son ditches his Mayfair girl friend for his wholesome childhood sweetheart. Barbara White shows promise as the rural girl. Distinguished Films is at 229 West 42nd St., New York City.

Frank Collier, Marjorie Fielding, Derek Farr, Barbara White, George Thorpe, Josephine Wilson, Edward Rigby.

Marriage in the Shadows

F — Melodrama

Gramercy Films — **92 Minutes** — **Rel. Sept. 16, '42**

The story of the persecution of a German actor and his Jewish actress wife in Germany during the Hitler regime. The cast, headed by Paul Klinger and Ilse Steppat, give it moments of dramatic power, but exhibitors will do well to ponder on what its reception will be in either German or Jewish neighborhoods. The film is 92 minutes long, so it can't be played on the lower side of a dual bill. It is evidently designed to entertain as well as teach, but it is questionable if the German-speaking people here want a film portrayal of unhappy memories so soon after the war, and if Jewish people want to be reminded of Hitler and his works. Titles are in English. The film was made by DEFA at the old UFA studios and is distributed here by Gramercy Films, 1035 Sixth Ave., New York.

Paul Klinger, Ilse Steppat, Alfred Balthoff, Claus Holm, Willi Prager, Hans Leibelt, Lothar Firmans, Karl Hellmer.

La Barca de Oro

F — Musical Drama

Clasa-Mohme, Inc. — **83 Minutes** — **Rel. ————**

Former opera singer, Sofia Alvarez, sings more like Judy Garland here, as the music is of the popular type. Comedy action adds to the entertainment value and the amusing story which casts her as the heroine has Pedro Infante, who also has a fine voice, as the handsome charro. One of two sisters whom a harassed godfather is trying to marry off, Sofia plays the tomboy effectively in contrast to the sister's feminine dress and attitude toward men. Both are wooed by a surveyor of the city slicker type, who gets put in his place in masculine fashion by the tomboy, but both have other suitors. One of the most amusing scenes is where the tomboy finds her estranged sweetheart singing to another girl. She scares the girl away from the window, seats herself, and makes him sing to her at the point of a gun—then he neatly reverses this procedure. This is good entertainment. Joaquin Pardave directed.

Sofia Alvarez, Pedro Infante, Rene Cardona, Carlos Orellana, Fernando Soto, Jorge Ancira.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Gentleman From Nowhere"**

Warner Baxter is well and favorably known to most motion picture audiences, so be sure to stress his starring role in this. Run little newspaper wantad leaders such as: "How well could you impersonate yourself after several years away from your regular home and environment? As well as the 'Gentleman From Nowhere' at the ..... Theatre on Friday night of this week?" Use stills of both Baxter and Fay Baker, with the caption: "Husband and Wife—or Is He Just the Impersonator She Thinks He Is?" Have a "Doubles" contest.

CATCHLINES:

Back From the Dead to Make His "Killers" Pay . . . Seeking Vengeance, Would He Find Love or Murder? . . . Paid to Pose as His Former Self, Was He Really an Impostor? . . . Was She Still Loyal, or Had She Helped Betray Him?

Was He Her Husband Back From the Grave, or an Impostor Set for the Kill? . . . More Than a Woman in His Past, but What of the Future? . . . Framed by His Business Associates, He Even Suspected His Wife.

SELLING ANGLES: **"Quiet Week End"**

As none of the players are known to American audiences, stress the irony of the title by using stills of the various family members on a picnic, racing along country roads, in loving embraces, etc. Make a tieup with a local travel agency for window cards suggesting nearby mountain or beach resorts for a "quiet weekend." Another tieup can be made with a sleep shop featuring mattresses and sleep aids which will induce a quiet weekend.

CATCHLINES:

A London Long-Run Hit Becomes a Riotous Film Farce . . . A Quiet Weekend—Filled With Love-Making, Love-Breaking and Law-Breaking . . . His Heart Leaped Up to His Throat and Prevented Him From Declaring His Love.

Father Goes Poaching, Mother Goes Match-Making and the Youngsters Find Love on Their Doorstep . . . A Handsome Swain Torn Between Two Loves, Society Girl and Country Sweetheart.

SELLING ANGLES: **"Marriage in the Shadows"**

Jewish and German groups should be checked as to the extent of the support they will give the film. German-language students could be invited to hear the German dialog. A tie-up could be made with a commercial photographer for photos of weddings of American couples destined for a happy life in contrast with the fate awaiting the newlyweds in the film. German war photos could be shown in the lobby.

CATCHLINES:

Two Great Stage Stars Seek Happiness in Marriage Only to Run Afoul of Nazi Oppression . . . Love Could Not Conquer All in the Days When Hitler Held Sway in Germany . . . Two Devoted Lovers in Wartime Germany Struggle Against the Inter-Racial Edicts of Hitler.

A Story of a Great Love Against a Wartime Background of Nazi Horror . . . A Stirring, Human Story Based on Hitler's Notorious Oppression of the Jews . . . A Revealing Picture of Nazi Brutality.

SELLING ANGLES: **"La Barco de Oro"**

Because of the popularity of the singers and the song which is used for the title, this should be sold partly for its musical appeal. However, there are several other angles, the romantic angle, the comedy touches, and then there is plenty of action for those who want their drama to keep moving. This has no English sub-titles so is slated for the houses catering to Spanish-speaking patrons, and to students who can be notified through the schools.

CATCHLINES:

She Dresses Like a Man, Acts Like a Man, but Loves Like a Woman . . . Also, She Sings Like an Angel . . . He Treats Her Like a Pal Until He Sees Her Dressed Like a Woman . . . The Tomboy Who Changed Her Ways Only a Little for Love.

Music and Romance, Action and Comedy, All in One Film . . . She Had Suitors Whom She Made Fun of—All But One . . . This Is No Duenna-Inhibited Senorita, and Wow! . . . He Serenaded Her Rival and That Was a Big Mistake!

SELLING ANGLES: **"Road House"**

Work out tieups with women's dress shops on Ida Lupino's wardrobe, including one item called a "peek-a-boo" sports costume. Plant stills with beauty parlors on her new short bob, called the "Lupola." Since the tavern used as the picture's locale contains bowling alleys, see that such establishments in your community are liberally placarded with stills and special heralds. On main highways leading into your town use tack cards with copy reading: "Only Five Miles to 'Road House'—For the Best Time of Your Life—Theatre Address."

CATCHLINES:

There's Two-Fisted Dynamic Action . . . In a Strange Story of Two Men and a Woman . . . Caught in the Web of a Hopeless Love . . . That Ended in Tragedy for One . . . And Eternal Happiness for the Others.

Here's the Picture That Has Everything You Like . . . Hard-Hitting Drama and Action . . . Suspense and a Love Story That's Completely New . . . With the Year's Greatest Romantic Cast . . . In the Story of a Girl Fought Over by Two Men . . . In a Small-Town Road House Near the Border.

SELLING ANGLES: **"Louisiana Story"**

This film can be used to promote good public relations with any critical elements in your neighborhood. Make special appeals through advertising and lobby displays to church groups, civic and social organizations, nature lovers, sportsmen and children, especially boys. Invite school teachers to ask students to read up on the picturesque Cajun country before seeing the film. Tie up with a photographer, showing other examples of fine photography of the outdoors.

CATCHLINES:

A Warm, Beautifully Photographed Story of the Picturesque Louisiana Bayou Country . . . The Story of an Appealing Boy Who Hunts, Fishes and Watches Oil Drillers at Work in the Fascinating Louisiana Bayou Country.

A Picture for All the Family! The Story of a Cajun Boy in One of the Most Picturesque Spots in America . . . Robert Flaherty Achieves Another Masterpiece with His Film Story of a Cajun Boy and Oil Drillers . . . A Robert Flaherty Louisiana Masterpiece.

SELLING ANGLES: **"The Loves of Don Juan"**

The film should be sold for its romantic episodes and music by Mozart. Nearly every music and record shop carries Mozart recordings and sheet music; many will have selections from "Don Giovanni" in stock. Set up tieins with these shops. Your lobby and window card displays should feature stills of the numerous pretty girls who appear in the picture. Music school tieups also could be set.

CATCHLINES:

Racy! Romantic! Revealing! . . . History's Greatest Lover . . . Hated by Husbands, Worshipped by Wives . . . No Woman Could Resist Him, None Wanted to Say No . . . Conqueror of Hearts, Betrayer of Souls.

He Was the World's Worst Heel and Spain's Greatest Lover . . . The Original M-O-L: Master of Love . . . Ladies First, Last and Always Was Don Juan's Motto.

SELLING ANGLES: **"The Merry Chase"**

Play up Rossano Brazzi strong as a new film star with a famous profile, who is now in this country to star in American films, including a Valentine picture. Invite wives to bring their husbands to see what can happen when the male forgets his wife needs affection. Tell Italians that here is a sparkling comedy in their native tongue they can really enjoy. Some theatres may want to advertise "For Adults Only."

CATCHLINES:

Rossano Brazzi, New Italian-American Star, in a Sparkling, Sophisticated Comedy of Married Life . . . Handsome, Dashing Rossano Brazzi, Destined to Replay Valentino's Sheik Roles, Stars in a Hit Film Fresh from Italy.

He Chased Butterflies, She Longed for Love, So a Handsome Stranger Nearly Wrecked Their Home . . . An Absorbing Domestic Comedy of Two Pekinese, a Careless Husband and Lovely Wife, and a Stranger Who Understood Women.

PLUS SERVICE Listed herewith, alphabetically by companies, are all of the feature pictures reviewed in BOXOFFICE during the last six months. This is designed as a further convenience for Picture Guide Users, the page numbers being the key to reviews kept therein. Between quarters, Review Digest pages serve as accumulative P. G. index.

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Take a trip to SOS. Save your expenses and see New York. Dual Simplex Acme Arc sound projector outfit, complete, $1,495; two unit Goldseal ticket machines, rebuilt, $139.50; Simplex rear shutter mechanisms, excellent, $195; other Simplexes from $69.50; Dual DeVry ESF 2,000 ft. with amplifier, speaker, $595; Holmes, $667.50; DeVry theatre projection outfits with low intensity lamps, $1,995; with 1KW arcs, $2,495; arclamps, rectifiers and generators at a sacrifice. Tell us what you want. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Variable speed pulley for your fans, air deflectors, blowers, air washers. New and used. Southernair, P. O. Box 838, Atlanta, Ga.

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Unbeatable values! Brand new pair Simplex-Acme projectors, 60 amp. lamps, National rectifiers, two-way speaker system, factory packed, complete, $2,250. DeVry projectors with arc lamps, complete, rebuilt like new, $1,075 pr. Holmes, $675. RCA rotary stabilizer soundheads, rebuilt, $395 pr. Automaticket 2 unit ticket machine, rebuilt, $175. Spring seats, $2.50. Simplex rear shutter mechanisms, rebuilt, $275. Pair Ashcraft 50 amp. lamphouses and rectifiers, rebuilt, $525. Need anything? Try us. Star Cinema Supply, 459 West 46th St., New York 19.

De Vry ESF late model portable 35mm sound projector 2,000 ft., complete with amplifier and speaker, $350. Joe Vasut, Schulenburg, Tex.

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Practically new two Super Simplex 7s, complete with M1 9050 soundheads, Peerless "Magnarc" arc lamp houses, RCA amplifier, speakers, etc. Stabilarc motor generator. C. E. Royal, Lockhart, Tex.

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Phillips safety carbon savers. Ask your theatre supply dealer, or write Phillips, Box 788, Charleston 23, W. Va.

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Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Experienced showman desires theatre in Florida or California. Will buy or lease. State price, run, competition, etc. Boxoffice, A-3155.

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Splendid opportunity to acquire franchise in established State Right Field in southern exchange center. Possibilities unlimited for film man with sales ability. With sufficient capital, terms can be arranged. Negotiations confidential. Reply Boxoffice, A-3052.

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Drive-in theatres in southwest. "Joe" Joseph, 2409 Sunset, Dallas.

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Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

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Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

Theatre Chairs, 3,000, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

Theatre chairs, projector screens, 16mm film 1,000 extra cushions. Trade your veneers on cushion chairs. Lone Star Film Co., Dallas, Tex.

Voted very finest chairs for the price. Here's quality too. 288 Andrews fully upholstered back, boxspring cushion, good as is $4.95; 350 American panel back, boxspring cushion, rebuilt, $5.25. Plenty others. Get chair bulletin 15. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

DRIVE-IN THEATRE EQUIPMENT

The great outdoors means great profits. Complete sound projection outfits, $1,995 up; new 500W Western Electric booster amplifiers, $650; new dual in-car speakers with junction box and transformer, $19.95; new driveway entrance and exit signs, illuminated, $18.75; burial cable, 7½c ft.; special four conductor neoprene cable, 6c ft.; Super Snaplite fl. 9 lenses increase light 25%, from $150; 40 in. weatherproof reflex horns complete, $39.75. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

In-a-car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

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"One of the real laugh riots of the year!"

"Good light comedy. An enjoyable romp. Should have audiences laughing regularly!" — INDEPENDENT

"A bang-up job readily saleable with popular and profitable reception. Smartly and opulently packaged!" — BOXOFFICE

"Bound to be top moneymaker. Great word-of-mouth. Strong name draw" — SHOWMEN'S

"Showmen here have saleable merchandise. Two fine star names, slapstick galore, funny story!" — M.P. HERALD



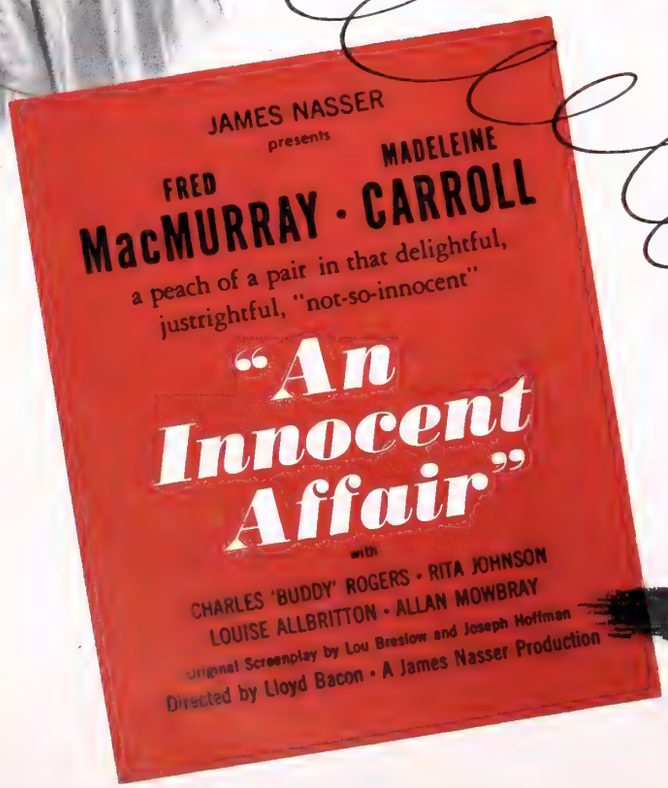
SHOWMAN'S TRADE REVIEW

"Gay, light farce. Very much in favor of lucrative returns!" — HOLLYWOOD REPORTER

"Livened by slick gags, top performing, first rate production, stands to do better than average business!" — FILM DAILY

"Bright comedy suffused with wit and substance." — M.P. DAILY

"Keeps the midriff pumping. A cinch for every type audience. Entire cast tops. Hilarious!" — DAILY VARIETY





Watch the Business at the Rivoli Theatre New York City

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TOTAL NET PAID CIRCULATION OF THIS ISSUE EXCEEDS 23,000

BOXOFFICE

The Pulse of the Motion Picture Industry

The Modern Theatre

Presents

SANITARY MAINTENANCE

SHOWMANDISER INDEX IN THIS ISSUE

COVER STORY ON PAGE 18



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

OCTOBER 9, 1948

"Make Mine



It's the new cry that's sweeping the nation! Showmen tell us that M-G-M is tops with ticket-buyers from Coast to Coast. They loved Leo's big, gay, Summer attractions and it's in the air everywhere that M-G-M's got the top pictures for Fall and Winter, too!

For instance, "Julia Misbehaves" has taken New York by storm and is destined to be one of 1948's biggest grossers!



***Note:** Use the teaser ad above by substituting your theatre name.*



M-G-M presents GREER GARSON • WALTER PIDGEON in "JULIA MISBEHAVES" • PETER LAWFORD • ELIZABETH TAYLOR CESAR ROMERO • Lucile Watson • Nigel Bruce • Mary Boland Reginald Owen • Screen Play by William Ludwig, Harry Ruskin and Arthur Wimperis • Adaptation by Gina Kaus and Monckton Hoffe Based Upon the Novel "The Nutmeg Tree" by Margery Sharp Directed by JACK CONWAY • Produced by EVERETT RISKIN

Metro-Cola!"







You hear it everywhere! M-G-M has the hits! Below is one of another ad series that tells New Yorkers about M-G-M's entertainment leadership!

THERE'S A BIG ONE COMING!



LANA TURNER *as wicked Lady De Winter*
GENE KELLY *as D'Artagnan*

M-G-M
presents
Alexandre Dumas'

The Three Musketeers

starring
LANA TURNER
GENE KELLY
JUNE ALLYSON
VAN HEFLIN
ANGELA LANSBURY

COLOR BY *Technicolor*

with FRANK MORGAN • VINCENT PRICE • KEENAN WYNN • JOHN SUTTON • GIG YOUNG

Screen Play by ROBERT ARDREY • Directed by GEORGE SIDNEY • Produced by PANDRO S. BERMAN

WORLD PREMIERE Soon!

Did You Hear About the Explosive "THE THREE MUSKETEERS" Preview?

Let's face it! M-G-M has the greatest commercial property it has had since "Gone With The Wind." We told you about the Coast Preview, and last week at Loew's 72nd St. Theatre we saw its magic with our own eyes and heard the tumultuous cheers of a capacity audience! Watch! Wait! A new Box-office Giant is born!

MAKE YOURS METRO-COLA AND YOU'LL BE THE MOST POPULAR HOST IN TOWN!


Shame comes o
and changes a
"BELINDA" BOX-OFFICE BULLETIN NO. 2:
New York follows up Atlantic City with tremendous
figures that are day-by-day match of "Key Largo"!
JANE WYMAN ~ LEW AYRES in "JOHNNY BELINDA
Without exception, all who have reviewed this picture call
her performance one that ranks with the greatest of all time.



This Scene

is one of the reasons why
wherever motion pictures are shown

Johnny Belinda

will be the most discussed drama this year. This is the scene being featured in a record schedule of current national magazine ads reaching practically every woman reader in every corner of the land.

Warner Bros.' next



WITH CHARLES BICKFORD AGNES MOOREHEAD STEPHEN McNALLY directed by JEAN NEGULESCO produced by JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT From the Stage Play by Elmer Harris Produced by Harry Wagstaff Gribble • Music by MAX STEINER

THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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PORTLAND, ORE.—David Kahn, 7722 N. Interstate.
RICHMOND—Grand Theatre, Sam Pulliam.
ST. LOUIS—5149 Rosa, David Barrett, FL-3727.
SALT LAKE CITY—Deseret News, Howard Pearson.
SAN ANTONIO—309 Blum St., San Antonio 2, L. J. B. Ketner.
SAN FRANCISCO—25 Taylor St., Gail Lipman, ORdway 3-4812.
SEATTLE—928 N. 84th St., Willard Elsey.
TOLEDO—4330 Willys Pkwy., Anna Kline.

IN CANADA

CALGARY—The Albertan, Wm. Campbell.
MONTREAL—4330 Wilson Ave., N. D. G., Roy Carmichael, Walnut 5519.
ST. JOHN—116 Prince Edward St., Wm. J. McNulty.
TORONTO—R. R. No. 1, York Mills, Milton Galbraith.
VANCOUVER—411 Lyric Theatre Bldg., Jack Droy.
VICTORIA—938 Island Highway, Alec Merriman.
WINNIPEG—The Tribune, Ben Lepkin.

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Vol. 53 No. 23
OCTOBER 9, 1948

BOXOFFICE

LITIGATION vs. CONCILIATION

IT IS EVIDENT from a statement made by Abram F. Myers, general counsel for Allied States Association of Motion Picture Exhibitors in his current bulletin, that once the litigative "battle" is ended—which may be expected to be when the final decree is rendered in the antitrust case—Allied will open up on the legislative front. As a matter of fact, this has already begun, in sponsorship of the Lewis bill that is pending; and there are, of course, instances that antedate that by at least ten years.

There would appear to be some encouragement to such effort from the "victory" in the lower court actions against Ascap, even though the end-result is not yet in sight. Nevertheless capital is being made of the two decisions rendered in the case of Exhibitors vs. Ascap, bearing in mind the direct tiein of the Lewis bill which had as its purpose the achievement through legislation what previous litigation had failed to accomplish. In view of the fact that even if the two lower court actions should ultimately be sustained by the Supreme Court, exhibitors still would not be totally exempt from payment of music fees direct to copyright owners or their agents, legislation "to clear public performance rights at the source so that when an exhibitor licenses a film he will be granted in one contract all the rights necessary to exhibit the film in his theatre" is to be sought by Allied.

From our neutral outpost, we view such a course of action with alarm. For, as we have always maintained, once the Congress gets its foot into the industry's door through some such regulative legislation, slight though it may be, there is no telling where it will stop. And we envision great danger to the industry therefrom. It is enough to contemplate that when motion pictures and television inevitably join hands, the controls that the Federal Communications Commission has on the latter may also be applied to films.

Further on the music tax matter. We believe that far too much stress has been laid on this case, obnoxious as payment of that fee has been. Its cost to the average exhibitor, approximately $50.00 per year, is "peanuts" compared to the many other vexatious and more costly external drains upon the industry. Principal among these many items are the federal amusement tax and the mushrooming of local admission taxes, plus the great variety of other discriminatory nuisance levies that exact a toll of many millions from theatre owners. Even where these imposts may be passed on to the public, the higher ticket price is a cause for patronage loss.

Exhibitors would profit far more by turning the full force of their attentions to these matters than to the hootin' and hollerin' that has followed the so-called "victory" over Ascap.

Contrasting View

In contrast to those who would correct industry ills through litigation or legislation, there is the view expressed by Arthur H. Lockwood, new president of the Theatre Owners of America. In his acceptance speech at that organization's recent con-

vention, Mr. Lockwood declared that this is not a segmented but an interdependent industry. A fact which others also have cited. From this point of view, Mr. Lockwood takes the position that what hurts one branch, affects the entire industry adversely.

Instead of litigation and legislation, he advocates conciliation and compromise. And he makes this realistic observation:

"One of the major problems confronting us is the threatened chaos that may well result from the ever-increasing amount of litigation. A portion of that litigation springs from untenable grounds and from the failure to recognize and to correct ills and grievances in their early stages. All segments of the industry must take the blame for this. Distribution and production has been too unwilling to acknowledge grievances and to correct them; and exhibition has been too willing to go to the courthouse. The result has been a restricted, retarded, entangled, unprogressive industry with a backbreaking annual litigation bill, with its being reflected in increased film rental."

As a remedy to this condition Mr. Lockwood would have an arbitration system "as a tribunal in the industry where both small and large exhibitor may go to get relief, in lieu of instituting suit." As he pointed out in his speech, that is now tied up in the federal court's reconsideration of the problem. Meanwhile progress has been made through voluntary conciliation moves made cooperatively by exhibitor groups and distribution companies.

It may seem a slow process, but even Mr. Myers, in the bulletin referred to above, concedes the fact that the big anti-trust suit "was instituted more than ten years ago and in which no final decree has yet been entered."

★ ★

Celebration for "Jimmy"

Another "old-timer" who has been in this business for 35 years is James R. Grainger, Republic Pictures sales chief. It's a double celebration for Jimmy, since this marks his tenth year with Republic. And for this occasion the field organization of that company is honoring him with a sales drive which extends through the end of this year.

The affable Jimmy has been a top man in sales and distribution for independent producers as well as for major companies. He has built up a great fellowship through the personal contacts he has made. And is, probably, the most-traveled executive in the industry. He seems always to be going to or coming from some place, being more on planes and trains than behind his desk.

Jimmy has endeared himself to exhibitors because of his record of playing fair and square with them. This record extends not only over the decade he has been with Republic but back to his beginning in this business. Jimmy has a wide knowledge of this business, from the smallest situations up to the largest. He has drawn from this experience, direct-contact experience, in his contribution to the progress Republic has made in the last decade. His has indeed been an illustrious career from which younger men coming up in the business can take inspiration.

Ben Shlyen

Pulse Beats

TOA Conciliation Details To Be Set in Two Weeks

Executive committee to favor local boards with appeal provisions; company lawyers also working on arbitration plan to submit to court; Andy Smith mediation plan spreading.

★

TOA Board May Curtail MacNamara Program

Industry public relations plan may not include the $2,000,000 worth of institutional advertising and other expensive features suggested to the Chicago convention.

★

Lockwood Replies to Rank; Says Films Must Be Good

New TOA president, in answer to charge of discrimination against British product in the American market, said that "America is the only large country that offers a completely free and open market."

★

Four Majors Intervene In Arbitration Suit

Paramount, 20th-Fox, Warners and RKO join in brief to supreme court opposing views of Arthur interests of St. Louis that film industry arbitration is unconstitutional.

★

Loew's, Inc.-Para. Pool In Buffalo Ends Nov. 1

Last of major pools in country, involving joint operation of 13 theatres in final weeks; Vincent McFaul has been managing properties as minor stockholder.

★

Switch of UA Unions Gets Approval of the NLRB

Local H-63, AFL, takes over from CIO-SOPEG, because the latter's officers had not signed anti-Communist affidavits and the company would not negotiate.

★

Monogram Loses $497,698 For Year Ending July 3

Steve Broidy, company president, says net loss after tax refund of $480,414 was due to costs incurred in organizing Allied Artists; profit previous year was $374,896.

★

250 to Attend Testimonial Honoring Gus Eyssell

Industry leaders from all sections to pay tribute to Music Hall president October 14 in Kansas City; Ed Sullivan, New York columnist, to emcee affair.

★

B&K to Build Loop House Costing $2,500,000

Chicago to get first big new Loop house in several decades at State and Lake streets, replacing Apollo; for late 1949 opening.

WRIGHT SEEKING DIVORCEMENT THROUGH PRODUCT DENIALS

New Plan Is Modification Of One Turned Down by Three-Judge Court

By J. M. JERAULD

NEW YORK—Whether it will be total divorcement by product starvation or partial divorcement by selection of theatres deemed to be actual or potential monopolies is now the big question facing the three-judge statutory court in the Paramount antitrust case.

Special Assistant Attorney General Robert L. Wright's suggested decree calls for product starvation by cutting off half the product of other defendant companies from all distributor-owned or distributor-affiliated theatres within six months after a decree is signed.

SEEN AS 'PARTIAL RETREAT'

This is a partial retreat from the strategy which failed him during the hearing of the case before the three-judge court and the supreme court. At that time he wanted a complete ban on cross-licensing which would have cut off all product from other defendants.

Both the lower court and the supreme court refused to consider this.

Wright wants this product stoppage applied to 240 theatres in 40 states where there are closed situations; to 164 theatres in 36 states in 143 towns with populations from 25,000 to 100,000; and to 93 theatres in 44 towns over 100,000 population.

He also seeks the dissolution of partnerships and joint ownerships for a total of 1,347 theatres. Of these, Paramount has 809; National, 194; RKO, 178; Warner Bros., 21; Loew's, Inc., 14; Paramount-RKO, 118 (mostly in Michigan); Paramount-Loew's, 13.

One lawyer has defined Wright's proposal as divorcement by "indirection"—a quota system more drastic than the one applied by the British government to keep American pictures out of 45 per cent of the British playing time.

ESTABLISHES TALKING POINT

Whether it is a maneuver to establish a talking point before the court while an agreement is worked out for milder divorcement is a subject of debate among lawyers. Obviously it goes beyond the mandate of the supreme court to the lower court calling for a study of all situations where there is actual or potential restraint of trade, say several of the attorneys.

Application of Wright's proposal for cutting off half of the other defendants' product from Paramount affiliates would leave these houses with approximately 124 pictures from other major companies, plus the Paramount lineup of 24—a total of 148.

Warner Bros., Loew's, Inc., RKO and 20th-Fox, the other theatre-owning defendants, would be in approximately the same position.

Theatres require from 50 to 300 pictures each, depending on type. Big city first runs

(Continued on next page)

Sweeping 1st Run Upset Aim of D of J's Plea

NEW YORK—Sweeping changes in first run exhibition would take place within six months if the three-judge court hearing the antitrust case should grant the plea for a product limitation sought by Special Assistant Att'y Gen. Robert L. Wright.

Wright wants the court to limit first run bookings to the product of the companies owning the theatres, plus one-half of the product from other major defendant companies. They would have to go shopping immediately among the smaller companies to keep their houses open.

There are 44 cities over 100,000 population in the United States where the major theatre-owning companies control the first runs and 173 cities with populations running from 25,000 to 100,000 where the companies control the first runs.

Following is a lineup of affiliated theatres in cities 25,000 to 100,000 where circuit monoplies exist, according to the government. The list of cities over 100,000 appears on page 10.

PARAMOUNT

ALABAMA: Anniston, Montgomery and Tuscaloosa, operated by Alabama Theatres, Inc.

ARIZONA: Phoenix and Tucson, operated by Publix-Richards-Nace Corp.

ARKANSAS: Fort Smith, operated by Fort Smith Theatres, Inc., Little Rock, operated by Arkansas Amusement Co.

CONNECTICUT: New London, Capitol Operating Co.; Norwalk, New England Theatres, Inc.

FLORIDA: Orlando and West Palm Beach, Florida States Theatres, Inc.

GEORGIA: Augusta, Augusta Amusements, Inc.; Columbus and Macon, United Theatre Enterprises, Inc.; Savannah, Savannah Theatres, Inc.

ILLINOIS: Alton, Aurora, Bloomington, Danville, Decatur, East St. Louis, Elgin, Galesburg, Joliet, operated by Publix Great States Amusement Co.; Oak Park, operated by West Suburban Amusement Co. and Oak Park Amusement Co.; Quincy, Quincy Theatres Operating Co.; Waukegan, Publix Great States Theatres, Inc.

INDIANA: Hammond, Publix Great States Theatres, Inc.; Marion, Hohman-Clinton Realty Corp.

IOWA: Burlington, Central States Theatres Corp.; Cedar Rapids, Tri-States Theatre Corp.; Davenport, Tri-States Theatre Corp.; Dubuque and Mason City, Central States Theatres Corp.; Ottumwa and Sioux City, Tri-States Theatre Corp.

KENTUCKY: Owensboro, Malco Theatres, Inc.

MAINE: Lewiston, Maine and New Hampshire Theatres Co.

MASSACHUSETTS: Fitchburg, Maine and New Hampshire Theatres Co.; Newton, M&P Theatres, Inc.; Taunton, Taunton Theatres, Inc.; Waltham, M&P Theatres, Inc.

MICHIGAN: Ann Arbor, Battle Creek, Bay City, Jackson, Kalamazoo, Lansing, Muskegon, Pontiac, Port Huron and Saginaw, operated by W. S. Butterfield Theatres, Inc. (Jointly with RKO.)

MINNESOTA: Rochester, Rochester Amusement Co.

NEW HAMPSHIRE: Concord, Maine and New Hampshire Amusement Co.

NEW MEXICO: Albuquerque, Texas Consolidated Theatres, Inc.

NEW YORK: Newburgh and Poughkeepsie, Paramount Pictures Theatres Corp.

NORTH CAROLINA: Asheville, Publix-Bamford Theatres, Inc.; Durham, Greensboro, High Point, Raleigh, Rocky Mount, Wilmington and Winston-Salem, Wilby-Kincey Service Corp.

NORTH DAKOTA: Fargo, Minnesota Amusement Co.

OHIO: Hamilton and Middletown, Northio Theatres Corp.

PENNSYLVANIA: Aliquippa, Alpeno Theatre Corp.; Hazelton, Comerford-Publix Theatres Corp.; Upper Darby, Paramount Pictures Theatres Corp.; Wilkes-Barre, Comerford Publix Theatres Corp.

SOUTH CAROLINA: Columbia, Greenville and Spartanburg, Wilby-Kincey Service Corp.

TENNESSEE: Johnson City, Wilby-Kincey Service Corp.

TEXAS: Abilene, Amarillo and Austin, Interstate Circuit, Inc.; Beaumont, Jefferson Amusement Co., Inc.; El Paso and Galveston, Interstate Circuit, Inc.; Port Arthur, Jefferson Amusement Co., Inc.; Tyler, Waco and Wichita Falls, Interstate Circuit, Inc.

UTAH: Ogden, Paramor Theatre Co.

VIRGINIA: Danville, Wilby-Kincey Service Corp.; Lynchburg, Dominion Theatres, Inc.

WISCONSIN: Eau Claire, Minnesota Amusement Co.

NATIONAL THEATRES

ARIZONA: Phoenix and Tucson, Fox West Coast Agency Corp.

CALIFORNIA: Alhambra, Bakersfield, Belvedere Gardens, Beverly Hills, Fresno, Glendale, Huntington Park, Inglewood, Pasadena, Riverside, San Bernardino, Santa Ana, Santa Barbara, all operated by Fox West Coast Agency Corp.

KANSAS: Hutchinson and Topeka, Fox Midwest Theatres, Inc.

MISSOURI: Joplin and Springfield, Fox Midwest Theatres, Inc.

MONTANA: Great Falls, Fox Intermountain Theatres, Inc.

UTAH: Ogden, Fox Intermountain Theatres, Inc.

WASHINGTON: Everett, Everett Theatres Corp.

WISCONSIN: Fond du Lac, Kenosha, Madison, Oshkosh, Racine, Wausau, Fox Wisconsin Amusement Corp.

WARNER BROS.

CALIFORNIA: San Bernardino and Santa Barbara, operated by Warner Bros. Circuit Mgmt. Co.

CONNECTICUT: Bristol, New Britain, New London, Torrington and Waterbury, operated by Warner Bros. Circuit Mgmt. Corp.

INDIANA: Hammond, operated by Warner Bros. Circuit Mgmt. Corp.

NEW JERSEY: Belleville, Bloomfield, Hackensack, Hoboken, Irvington, Kearny, Montclair, North Bergen, Orange, Union City, operated by Warner Bros. Circuit Mgmt. Corp.

NEW YORK: Jamestown and Troy, operated by Warner Bros. Circuit Mgmt. Corp.

OHIO: Mansfield, Portsmouth and Springfield, operated by Warner Bros. Circuit Mgmt. Corp.

OREGON: Salem, operated by Warner Bros. Circuit Mgmt. Corp.

PENNSYLVANIA: Upper Darby, Sharon and Wilkinsburg, operated by Warner Bros. Circuit Mgmt. Corp.

WEST VIRGINIA: Parkersburg, operated by Warner Bros. Circuit Mgmt. Corp.

WISCONSIN: Appleton, Kenosha, Madison, Oshkosh, Racine and Sheboygan, operated by Warner Bros. Circuit Mgmt. Corp.

LOEW'S, INC.

CONNECTICUT: Waterbury, operated by Poli-New England Theatres, Inc.

NEW YORK: Mt. Vernon, New Rochelle, White Plains, operated by Marcus Loew Booking Agency.

RKO THEATRES

IOWA: Cedar Rapids, Davenport and Sioux City, operated by RKO Film Booking Corp., and Dubuque, operated by Singer Dubuque Corp.

NEW YORK: Mount Vernon, New Rochelle and White Plains, operated by RKO Film Booking Corp.

(Continued from page 8)

can get along with 52, or less, with the programs bolstered by stage shows. Subsequent runs with dual bills and multiple changes need 300 pictures or more per year.

The product figures cited above are based on estimates of 272 pictures promised for the 1948-1949 season by the eight major defendant companies, and includes westerns and "B" films.

All the big circuits would have to scramble for the films of smaller companies. This might lift prices or stimulate production, or result in a quick disposal of theatres on a panic-selling basis.

The one concession which Wright offers the defense is a new stand on franchises. He originally demanded that these be barred completely and the three-judge court not only granted this demand, but included one barring special consideration for old customers. This was inserted to support the requirements for competitive bidding, which was thrown out by the supreme court.

NEW FRANCHISE PROPOSAL

Wright's new proposal is that franchises can be granted to independent theatres operating in competition with affiliated theatres. Columbia and Universal-International had sought this concession.

Stoppage of 50 per cent cross-licensing would become effective six months after a decree is handed down, if the court approves.

The playing time would be computed each six months on the basis of the previous six months' releases.

Wright asks that an injunction be issued to halt all joint ownerships and that existing relationships be ended by Dec. 31, 1948.

He wants an immediate injunction to prevent any defendant from interfering with any independent who wants to acquire a theatre.

He asks that the defendants be forced to submit a plan for complete divorcement within one year; that the divorcement be carried out in five years, and that within three years, if they wish, the defendants may apply for an extension of the five-year period.

All these divorcement proposals will be fought by defense attorneys, if Wright insists upon them to the point where he will refuse to discuss divorcement theatre-by-theatre, or refuses to agree on some formula whereby divorcement can be obtained in groups.

COULD PROLONG BY TWO YEARS

Quibbling over details could carry the case along for another year or two, it is held. It has even been suggested that the defense might apply for a complete rehearing of the case because one of the judges, Judge Alfred C. Coxe, was not a member of the tribunal when the case was heard. Coxe replaced the late Judge John Bright.

The hearings are scheduled to start October 13, but a short postponement is expected, because of Yom Kippur.

There may be a postponement, too, for the purpose of agreeing on procedure after the preliminary arguments have been presented.

Meanwhile, RKO, 20th Century-Fox, Loew's, and Warners reported no changes in their theatre holdings when they filed quarterly reports with the three-judge statutory court here October 1. Paramount earlier in the week reported stock acquisitions in four Florida corporations—Hollywood Amusements, Florida Coastal Theatres, Florida Inland Theatres and Clearwater Enterprises.

Four Majors Control 240 Closed Towns

NEW YORK—There are 240 closed situations in the United States. A closed situation is defined as a community where all the theatres are owned by one or more of the defendant distributors.

Special Assistant Att'y Gen. Robert L. Wright has asked the court to deprive all of these theatres of half the product of the mother major companies' defendants in the antitrust suit. In addition, the court is expected to insist that there be no closed situations.

Paramount has a total of 125 closed situations in 26 states and another 14 which it operates jointly with RKO in Michigan, bringing the total up to 139.

National Theatres, controlled by 20th Century-Fox, has 72 closed situations in 17 states, all in the midwest and far west.

Warner Bros. has 29 closed situations in ten states, all of them with the exception of one in the state of Washington, located in the east.

The theatres by companies and states are:

PARAMOUNT

ALABAMA: Anniston and Jasper, operated by Alabama Theatres, Inc.

ARIZONA: Flagstaff, Glendale, Mesa, Prescott and Winslow, operated by Paramount Nace Theatres, Inc.

ARKANSAS: Conway, Jonesboro, Paragould, Prescott, Springdale, Stuttgart, Van Buren, Walnut Ridge, operated by Malco Theatres, Inc.

CONNECTICUT: South Norwalk, operated by M&P Theatres Corp.

FLORIDA: Fort Pierce, Hollywood, Lake Worth, New Smyrna, Ocala, Orlando, Palm Beach, St. Augustine, Sanford, Sarasota, Winter Haven and Winter Park, operated by Florida State Theatres, Inc.

GEORGIA: Athens, operated by Georgia Theatre Co.; Brunswick and Gainesville, Publix-Lucas Theatres, Inc.; Moultrie, Moultrie Theatres, Inc.; Waycross, United Theatre Enterprises, Inc.

ILLINOIS: Blue Island, Elgin, Kankakee, Pekin and Waukegan, operated by Publix Great States Co., and La Grange, operated by Balaban & Katz Corp.

IOWA: Algona, Ames, Boone, Centerville, Charles City, Clear Lake, Clinton, Grinnell, Mason City, Oelwein, operated by Central States Theatres; Oskaloosa and Ottumwa, operated by Tri-States Theatres Corp.

KENTUCKY: Danville, operated by Northio Theatres Corp.; Fulton, Henderson and Owensboro, operated by Malco Theatres, Inc.

MAINE: Augusta, operated by Maine and New Hampshire Theatres Corp.; Bath and Biddeford, M&P Theatres, Inc.; Brunswick, Maine and New Hampshire Theatres Co.; Houlton and Rockland, M&P Theatres, Inc.

MASSACHUSETTS: Allston, Brighton, Hyde Park, Roslindale and Waltham, M&P Theatres, Inc.

MICHIGAN: Birmingham, operated by United Detroit Theatres Corp.; Sturgis, Sturgis Theatre Co.; Three Rivers, Butterfield circuit; Holland and Greenville, Carley Amusement Co.

Joint Paramount-RKO Operation

Adrian, Alpena, Ann Arbor, Cadillac, Hillsdale, Ionia, Kalamazoo, Ludington, Manistee, Niles, Owosso, Travers City, Ypsilanti, operated by Butterfield circuit; Grand Haven, operated by Michigan Theatres, Inc.

MINNESOTA: Fairmount, Fairmount Theatre Co.; Mankato, Minnesota Amusement Co.; Rochester, Rochester Amusement Co., and St. Cloud, Minnesota Amusement Co.

MISSISSIPPI: Clarksdale, Greenville and Greenwood, Paramount-Richards Theatres, Inc.; West Point, Malco Theatres, Inc.

NEBRASKA: Columbus, Central States Theatres Corp.; Falls City, Tri-States Theatres Corp.; Freemont and Norfolk, Central States Theatres Corp.

NEW HAMPSHIRE: Berlin, operated by Maine and New Hampshire Theatres Co.

NEW YORK: Peekskill, Paramount Pictures Theatre Corp.

NORTH CAROLINA: Canton, Publix Bamford Theatres, Inc.; Hendersonville, North Carolina Theatres, Inc.; Lexington, Danville Enterprises, Inc.; Salisbury, North Carolina Theatres, Inc.

NORTH DAKOTA: Jamestown and Minot, Minnesota Amusement Co.

OHIO: Bellevue, Northio Theatres Corp.

PENNSYLVANIA: Butler, Notopoulas circuit; Berwick, Bloomsburg, Carbondale, Carlisle, Pittston, Pottsville and Sunbury, Comerford-Publix.

SOUTH DAKOTA: Huron, Madison and Watertown, Minnesota Amusement Co.

TENNESSEE: Jackson, Malco Theatres Corp.

TEXAS: Arlington, Interstate Circuit, Inc.; Baytown, Beaumont and Bryan, Jefferson Amusement Co., Inc.; Eastland, Texas Consolidated Theatres, Inc.; Goose Creek, Greenville, Henderson, Jacksonville, Kilgore, Livingston and Lufkin, Jefferson Amusement Co.; McAllen and Mercedes, Texas Consolidated Theatres; Noakum, Orange, Port Neches, Richmond and Rosenberg, Jefferson Amusement Co.; San Marco, Interstate Circuit, Inc.

UTAH: Ogden, Paranor Corp.

NATIONAL THEATRES

ARIZONA: Globe, operated by Fox West Coast Agency Corp.

CALIFORNIA: Bell, Fox West Coast Agency Corp.; Burlingame, Fox West Coast Theatres Corp.; Chico and Coalinga, T&D Jr. Enterprises, Inc.; Compton, Fox West Coast Agency Corp.; Crockett and Grass Valley, T&D Jr. Enterprises, Inc.; Hayward, Golden State Theatre and Realty Co.; Lodi, Martinez, Merced and Monterey, T&D Jr. Enterprises, Inc.; Ocean Park, Fox West Coast Agency Corp.; Oroville and Paso Robles, T&D Jr. Enterprises, Inc.; Pomona and Porterville, Fox West Coast Agency Corp.; Redding, T&D Jr. Enterprises, Inc.; Redlands, Redondo Beach, Redwood City and San Luis Obispo, Fox West Coast Agency Corp.; Santa Cruz, T&D Jr. Enterprises, Inc.; Santa Paula and Tracy, Fox West Coast Agency Corp.; Tulare and Turlock, T&D Jr. Enterprises, Inc.; Van Nuys, Watsonville and Wilmington, Fox West Coast Agency Corp.

COLORADO: Boulder, Fox Isis Theatre Co.; Durango, Fox Trinidad Theatre Corp.; La Junta, Fox Lincoln Theatre Corp.; Longmont, Fox Estes Theatre Corp.; Montrose, Fox Rainbow Theatre Corp.; Sterling, Fox Lincoln Theatre Corp.

IDAHO: Caldwell and Preston, Fox Intermountain Theatres, Inc.

ILLINOIS: Benton, Jacksonville, Marion, Mt. Vernon and West Frankfort, Fox Midwest Amusement Corp.

IOWA: Fort Madison, Fox Midwest Amusement Corp.

KANSAS: Coffeyville, Dodge City, Liberal and Pittsburg, Fox Midwest Amusement Corp.

MICHIGAN: Hancock and Iron Mountain, Fox Wisconsin Amusement Corp.

MISSOURI: Excelsior Springs, Lexington and Nevada, Fox Midwest Amusement Corp.

MONTANA: Billings, Butte, Helena, Fox Intermountain Theatres, Inc.

NEBRASKA: Alliance, Fox Alliance Theatre Corp.; McCook, Fox Nebraska Theatres Corp.

NEVADA: Reno and Sparks, T&D Jr. Enterprises, Inc.

NEW MEXICO: Las Cruces and Las Vegas, Fox New Mexico Theatre Corp.

UTAH: Ogden, Fox Intermountain Theatres, Inc.

WASHINGTON: Hoquian, Evergreen States Amusement Corp.

WISCONSIN: Janesville, Port Washington and Stevens Point, Fox Wisconsin Amusement Co.

WYOMING: Cheyenne, K&F Theatre Co.; Laramie, Fox Laramie Theatre Co.; Rock Springs, Fox Wyoming Theatres Corp.; Sheridan, Fox Big Horn Theatre Corp.

WARNER BROS.

CONNECTICUT: Ansonia and Danbury, Warner Bros. Circuit Mgmt. Corp.

MARYLAND: Frederick and Silver Spring, Warner Bros. Circuit Mgmt. Corp.

MASSACHUSETTS: Clinton, Warner Bros. Circuit Mgmt. Corp.

NEW JERSEY: Millville, Monclair, Pleasantville and Vineland, Warner Bros. Circuit Mgmt. Corp.

NEW YORK: Medina and Wellsville, Warner Bros. Circuit Mgmt. Corp.

OHIO: Sidney, Warner Bros. Circuit Mgmt. Corp.

PENNSYLVANIA: Ambler, Donora, Dormont, Greensburg, Punxsutawney, Red Lion, State College, Tarentum, Titusville, Tyrone, Warren, Waynesboro and Wilkinsburg, Warner Bros. Circuit Mgmt. Corp.

VIRGINIA: Clifton Forge and Lexington, Warner Bros. Circuit Mgmt. Corp.

WASHINGTON: Hoquiam, Warner Bros. Theatres, Inc.

WEST VIRGINIA: Martinsburg, Warner Bros. Circuit Mgmt. Corp.

Ask Dissolution of 1,347 Theatres

WASHINGTON—The Department of Justice in its antitrust brief asks the court to order the dissolution of partnerships and joint ownerships involving 1,347 theatres.

The list follows:

WARNER BROS.	No. of Theatres
Atlantic Theatres, New Jersey	15
Harold Theatre Co., Youngstown	1
Mount Oliver Theatre Co., Pittsburgh	2
McArthur Corp., Washington, D. C.	1
Regent-State Corp., Springfield, Ohio	1
W. F. Theatre Co., Troy, N. Y.	1
Total	21

LOEW'S, INC.	
Gate Theatre Corp., New York	1
Landroll Realty Corp., New York	1
Lee-Richmond Corp., Richmond, Va.	1
Macon Amusement Co., New York	1
Penn-Federal Enterprises, Maryland, Kentucky, Ohio	7
Suburban Theatre Corp., New York	1
Toledo Operating Corp., Toledo	2
Total	14

PARA-LOEW'S (Joint Operation)	
Buffalo Theatres, Inc., Buffalo	13

PARAMOUNT	
Alabama Theatres, Inc.	26
Alger Theatre Corp., Detroit	1
Allied Theatres of Bangor, Me.	4
Arkansas Amusement Corp.	10
Augusta Amusements, Inc., Augusta, Ga.	4
B&J Theatres, Inc., Grand Rapids	5
Birmingham Theatre Operating Co., Inc.	7
Buffalo Theatres, Inc.	13
Butterfield, Michigan Theatres Co.	22
W. S. Butterfield Theatres, Inc.	90
Central States Theatres Corp., Iowa	37
Clearwater Enterprises, Inc., Florida	3
Darlington Theatres, Inc., Darling, S. C.	1
Dearborn-Randolph Corp., 45 W. Randolph St., Chicago	1
Diana Theatre Corp., Chicago	1
Dominion Theatres, Inc., Virginia	15
Drive-In Theatres, Inc., Alabama	1
Drive-In Theatres, Inc., South Carolina	2
Eaton Amusement Corp. and Elizabethton Theatres, Tennessee	2
Essex Amusement Corp., New Jersey	3
Florence Theatres, Inc., South Carolina	2
Florida Inland Theatres, Inc.	17
423 South Broadway Corp., Yonkers, N. Y.	1
Fulton Enterprises, Inc., New York	2
Georgia Theatre Co. (service corporation))	
Greenwood Theatres, Inc., South Carolina	3
Haverhill Operating Corp., Massachusetts	2
Hollywood Amusement Co., Florida	3
Interstate Circuit, Inc., Texas	100
Jefferson Amusement Co., Texas	70
Johnson City Enterprises, Tennessee	2
M&P Theatre Corp. (service corporation)	
Massachusetts Operating Co., Inc.	3
Menmar Theatre Co., Idaho	4
Maine and New Hampshire Theatres Co.	30
Malco Theatres, Inc., Arkansas and Tennessee	50
Newton Amusement Corp., Massachusetts	1
North Carolina Theatres, Inc.	50
Oak Park Amusement Co., Illinois	1
Paramor Theatre Co., Utah	2
Paramount Hollywood Theatre Corp., California	1
Paramount-Richards Theatres, Inc., Louisiana., Mississippi, Arkansas, Texas	80
Penncom Corp., Pennsylvania and New York	80
Pennler Theatre Corp., Pennsylvania	2
Pennware Theatre Corp., Pennsylvania	5
Phoenix Drive-In Theatre Corp., Arizona	1
Publix Bamford Theatres, Inc., North Carolina	8
Publix Lucas Theatres, Inc., Georgia	36
Publix Netoco Theatre Corp., Massachusetts	40
Publix Wheeling Corp., West Virginia	1
Rockland Amusement Co., Maine	2
Royal Theatre Co., Detroit	1
Strahan Theatre Corp., Yonkers, N. Y.	1
Taunton Operating Co., Inc. and Taunton Theatres, Inc., Massachusetts	2
Texas Consolidated Theatres, Inc., Texas and New Mexico	100
Tivoli Operating Co., Florida	1
Tri-States Theatre Corp., Iowa, Nebraska, Illinois	30
United Artists Theatre Corp., Michigan	1
United Theatre Enterprises, Inc., Georgia	13
Ute Theatre Co., Utah	1
Wellworth Theatres of Wisconsin, Inc.	2
West Suburban Amusement Co., Illinois	2
Western Massachusetts Theatres, Inc., Massachusetts, Vermont	20
Wilby-Kincey Service Corp., North and South Carolina	
Total	809

NATIONAL	No. of Theatres
Anaheim Theatres, Inc., California	2
Broadway Theatre Co., Santa Ana, Calif.	1
Carlton-Rivoli Theatres Corp., California	3
Cascade Theatres Corp., Oregon, Washington	14
Evergreen States Amusement Corp., Washington and Oregon	35
Fox-Salina Theatres, Ltd., California	4
Fox-Western Montana Theatre Corp.	5
Fresno Theatre, Inc., California	4
Fullerton Building Co., California	1
Gateway Theatre Co., California	1
Golden State Theatre Corp., California and Nevada	5
Grauman Greater Hollywood Theatre, Inc.	1
Marstrand Theatres Corp., California	2
Muscatine Amusement Co., Iowa	2
Pico Theatre Corp., California	1
Principal Theatres, Inc., California and Arizona	25
Rubidoux Theatre Corp., California	1
Sacramento Theatres, Inc., California	3
San Luis Obispo Theatre, Inc., California	3
Theatre Holding Co., California	1
Transtay Theatres, Inc., California	1
United West Coast Theatres Corp., California	60
Valley Theatre Corp., Wisconsin	1
West Coast-Compton Theatre Corp., California	2
West Coast Hollywood Theatres, California	12
West Coast-Santa Ana Theatre Corp., California	1
West Coast-Wilmington Co., California	2
Total	194

RKO THEATRES	
Eaton Theatre Corp., Forest Hills, N. Y.	1
Gifts, Inc., Ohio, Cincinnati	1
Greater Huntington Theatre Corp., West Virginia	4
I. C. Theatre Corp., Ohio	1
Metropolitan Playhouses, Inc., New York and New Jersey	136
Number 25 Theatre, New York City	1
Number 26 Theatre, New York City	3
Proctor's-Skouras Newark Theatre Corp., New Jersey	1
Queens Entertainment Corp., New York City	1
Springco Corp., New York City	7
Trenton-New Brunswick Theatre Co., New Jersey	12
Total	178

PARA-RKO Joint Operation	
B&J Theatres, Inc., Michigan	5
Butterfield Michigan Theatres Co.	22
W. S. Butterfield Theatres, Inc., Michigan	90
423 So. Broadway Corp., Yonkers, N. Y.	1
Total	118

Affiliated Theatres in Cities Over 100,000 Where Circuits Control First Runs

Atlanta	Evans Theatre Corp.	Loew's
	Atlanta Enterprises, Inc.	Para
Boston	Loew's Boston Theatre Co., Inc.	Loew's
	M&P Theatres, Inc.	Para
	RKO Film Booking Corp.	RKO
Bridgeport, Conn.	Poli-New England Theatres, Inc.	Loew's
	Warner Bros. Circuit Mgmt. Co.	Warner
Charlotte, N. C.	Charlotte Amusement Co.	Para
	Strand Theatres, Inc.	Para
Chattanooga	Eastenn Theatres, Inc.	Para
Chicago	Balaban & Katz Corp.	Para
	RKO Film Booking Corp.	RKO
Cincinnati	RKO Film Booking Corp.	RKO
Cleveland	Loew's, Inc.	Loew's
	Warner Bros. Circuit Mgmt. Co.	Warner
	RKO Film Booking Corp.	RKO
Columbus	Loew's-UA Columbus Corp.	Loew's
	RKO Film Booking Corp.	RKO
Dallas	Interstate Circuit, Inc.	Para
Des Moines	Tri-States Theatres Corp.	Para
	RKO Film Booking Corp.	RKO
Detroit	Fox Michigan Corp.	National
	United Detroit Theatres Corp.	Para
Flint, Mich.	W. S. Butterfield Theatres, Inc.	Para-RKO
Fort Worth, Tex.	Interstate Circuit, Inc.	Para
Grand Rapids	Consolidated Theatres, Inc.	Para
Hartford, Conn.	Poli-New England Theatres, Inc.	Loew's
	Warner Bros. Circuit Mgmt. Co.	Warner
	M&P Theatres, Inc.	Para
Houston	Interstate Circuit, Inc.	Para
	Loew's, Inc.	Loew's
Kansas City	Fox Midwest Amusement Co.	National
	Loew's Theatre & Realty Co.	Loew's
	Kansas City Operating Corp.	Para
	RKO Booking Corp	RKO
Knoxville	Knox-Tenn Theatres, Inc.	Para
Lowell, Mass.	M&P Theatres, Inc.	Para
	RKO Film Booking Corp.	RKO
Memphis	Loew's, Inc.	Loew's
	Malco Theatres, Inc.	Para
	Warner Bros. Circuit Mgmt. Co.	Warner
Milwaukee	Fox Wisconsin Amusement Corp.	National
	Warner Bros. Circuit Mgmt. Co.	Warner
Minneapolis	Minnesota Amusement Co.	Para
	RKO Film Booking Corp.	RKO
New York City (Flushing)	Willard Amusement Corp.	Loew's
	RKO Film Booking Corp.	RKO
	Loew's Theatre & Realty Co.	Loew's
(Jamaica)	RKO Film Booking Corp.	RKO
Newark, N. J.	New Broad Co.	Loew's
	Warner Bros. Circuit Mgmt. Co.	Warner
	Essex Amusement Co.	Para
	RKO Film Booking Corp.	RKO
New Haven	Poli-New England Theatres, Inc.	Loew's
	Warner Bros. Circuit Mgmt. Co.	Warner
	New England Theatres Co.	Para
New Orleans	Paramount-Richards Theatres Co.	Para
	Canal Realty & Investment Co.	Loew's
	RKO Film Booking Corp.	RKO
Omaha, Neb.	Tri-States Theatres Corp.	Para
	RKO Film Booking Corp.	RKO
Paterson, N. J.	Warner Bros. Circuit Mgmt. Co.	Warner
	Essex Amusement Co.	Para
Peoria, Ill.	Publix Great States Theatres, Inc.	Para
Philadelphia	Stanley Co. of America, Inc.	Warner
	Fox-Philadelphia Bldg., Inc.	National
Rochester N. Y.	RKO Film Booking Corp.	RKO
	Clinton-Court Corp.	Loew's
	Paramount Theatres Service Corp.	Para
St. Paul	Minnesota Amusement Co.	Para
	RKO Film Booking Corp.	RKO
San Antonio	Interstate Circuit, Inc.	Para
San Francisco	Fox West Coast Theatres, Inc.	National
	RKO Film Booking Corp.	RKO
	Loew's, Inc.	Loew's
	Paramount Theatres Service Corp.	Para
Scranton, Pa.	Comerford-Publix Theatres Co.	Para
Seattle	Evergreen Theatres Corp.	National
South Bend, Ind.	Publix Great States Theatres, Inc.	Para
Spokane	Evergreen Theatres Corp.	National
Springfield, Mass.	Western Mass. Theatres, Inc.	Para
	Warner Bros. Circuit Mgmt. Co.	Warner
Washington, D. C.	Loew's, Inc.	Loew's
	Warner Bros. Circuit Mgmt. Co.	Warner
	Wotan Theatre Corp.	RKO
Wichita, Kas.	Fox Midwest Amusement Corp.	National
Worcester, Mass.	Loew's, Inc.	Loew's
	M&P Theatres, Inc.	Para
	Warner Bros. Circuit Mgmt. Co.	Warner
Yonkers, N. Y.	Yonkers Operating Co.	Loew's
	RKO Film Booking Corp.	RKO


IT'S U-I FOR THE BEST BUY!
THAT'S WHY THE GOOD WORD IS...
RIDE HIGH WITH U-I!
WATCH FOR U-I'S UNITY DRIVE... BIG THINGS COOKING!

Universal-International presents

DONALD O'CONNOR

MA 'N PA KETTLE OF "THE EGG AND I"

MARJORIE MAIN

PERCY KILBRIDE

Together Again!

'Feudin' Fussin' and A-Fightin'

with

PENNY EDWARDS

JOE BESSER

Screenplay by D. D. BEAUCHAMP

from his Collier's Magazine Story

Directed by GEORGE SHERMAN

Produced by LEONARD GOLDSTEIN

UNIVERSAL-INTERNATIONAL presents

BUD ABBOTT & LOU COSTELLO

meet

FRANKENSTEIN

WITH

The Wolfman played by LON CHANEY · Dracula played by BELA LUGOSI · The Monster played by GLENN STRANGE

LENORE AUBERT · JANE RANDOLPH

Original Screenplay by ROBERT LEES • FREDERIC I. RINALDO • JOHN GRANT

Directed by CHARLES T. BARTON • Produced by ROBERT ARTHUR

WALTER WANGER *presents*

TAP ROOTS

Color by Technicolor

Starring

VAN HEFLIN · SUSAN HAYWARD

with BORIS KARLOFF JULIE LONDON WARD BOND RICHARD LONG

And Introducing WHITFIELD CONNOR Directed by GEORGE MARSHALL

From the Novel by JAMES STREET

Screenplay by Alan LeMay • Additional Dialogue by Lionel Wiggam

Produced by Walter Wanger Pictures, Inc. • A GEORGE MARSHALL Production

A Universal-International Release

NOW RIDING HIGH EVERYWHERE

Universal-International presents

JOHN PAYNE · JOAN CAULFIELD · DAN DURYEA and SHELLEY WINTERS

"LARCENY"

with DOROTHY HART · Patricia Alphin

Screenplay by Herbert F. Margolis • Louis Morheim and William Bowers • From the Novel "The Velvet Fleece" by Lois Eby and John Fleming • Directed by GEORGE SHERMAN • Produced by LEONARD GOLDSTEIN.

Universal-International presents

ROBERT WALKER · AVA GARDNER · DICK HAYMES

"ONE TOUCH of VENUS"

with EVE ARDEN · OLGA SAN JUAN · TOM CONWAY

Screenplay by Harry Kurnitz and Frank Tashlin · Based on the Musical Play · Music by Kurt Weill · Book by S. J. Perelman and Ogden Nash · Lyrics by Ogden Nash · Suggested by the Novel, "The Tinted Venus" · Directed by WILLIAM A. SEITER · Produced by LESTER COWAN

Universal-International presents

DEANNA DURBIN
EDMOND O'BRIEN
DON TAYLOR
JEFFREY LYNN in

"FOR THE LOVE OF MARY"

with
RAY COLLINS
HUGO HAAS
HARRY DAVENPORT

Original screenplay by Oscar Brodney
Produced by ROBERT ARTHUR
Directed by FREDERICK DE CORDOVA

AND GETTING AWAY BIG FOR BIG NEWS OF THE MOMENT!

Universal-International presents

ROBERT MONTGOMERY
SUSAN HAYWARD
JOHN PAYNE
AUDREY TOTTER
in

"THE SAXON CHARM"

with HARRY VON ZELL · HEATHER ANGEL

Screenplay by Claude Binyon · From the Novel by Frederic Wakeman
Produced by JOSEPH SISTROM · Directed by CLAUDE BINYON

Universal-International presents

DICK POWELL
MARTA TOREN
VINCENT PRICE

"ROGUES' REGIMENT"

with Stephen McNally · Carol Thurston · Edgar Barrier

Screenplay by Robert Buckner
Original Story by Robert Buckner and Robert Florey
A ROBERT BUCKNER PRODUCTION
Directed by ROBERT FLOREY

Universal-International presents

JOAN FONTAINE
BURT LANCASTER

"KISS THE BLOOD OFF MY HANDS"

co-starring ROBERT NEWTON

Screenplay by Leonardo Bercovici · Adaptation by Ben Maddow and Walter Bernstein
Additional Dialogue by Hugh Gray · Based on the novel by Gerald Butler
Produced by RICHARD VERNON · Associate Producer Norman Deming
Directed by NORMAN FOSTER · A HAROLD HECHT-NORMA PRODUCTION

AND COMING UP IN NOVEMBER


KEEP YOUR EYE ON U-I!
This is only the beginning of U-I's big parade of hits for 1948-1949

NOVEMBER WILL HAVE 34 FILMS FROM LISTS OF 13 COMPANIES

Six Are in Technicolor, First 1948-49 Quarter Totals 101 Features

By FRANK LEYENDECKER

NEW YORK—The 11 major companies, plus Film Classics and Screen Guild, will release 34 new pictures, plus two reissues, during November. This compares with 29 new features, plus six reissues, during November 1947. Six of the 34 are in Technicolor, the greatest number in any one month this season, and one each is in Trucolor and Cinecolor.

IMPORTANT COLOR FILMS

Among the Technicolor films are such important releases as "The Three Musketeers," "Fighter Squadron," "The Boy With the Green Hair" and two with music, "A Song Is Born" and "When My Baby Smiles at Me." The six comedies are headed by "Miss Tatlock's Millions," "June Bride," "My Dear Secretary" and "No Minor Vices," while the ten dramas are headed by Orson Welles' "Macbeth," "Road House," "Kiss the Blood Off My Hands" and "Sealed Verdict." The balance are adventure films, including "Drums Along the Amazon" and "The Gallant Blade," and westerns.

The first quarter of the 1948-49 releasing season will have 101 new films, plus nine reissues, from the 11 majors, plus Film Classics and Screen Guild. The same period in 1947 saw the release of 94 new films, plus 12 reissues from the 11 majors, plus Screen Guild.

Broken down by companies, the November releases will be:

COLUMBIA—"The Return of October," in Technicolor, starring Glenn Ford and Terry Moore with Albert Sharpe, James Gleason and the late Dame May Whitty; "The Gallant Blade," in Technicolor, starring Larry Parks and Marguerite Chapman with Victor Jory and George Macready; "Leather Gloves," with Cameron Mitchell, Virginia Grey and Sam Levene, and "Racing Luck," with Gloria Henry, Stanley Clements and David Bruce.

PRODUCT FROM EAGLE LION

EAGLE LION—"Let's Live a Little," starring Hedy Lamarr and Robert Cummings with Anna Sten, and "Million Dollar Week End," with Gene Raymond, Stephanie Paull and Francis Lederer, are scheduled for November to date.

FILM CLASSICS—"Appointment With Murder," with John Calvert and Catherine Craig, and "Daughter of Ramona," in Cinecolor, with Philip Reed, Martha Vickers and Donald Woods.

MGM—"The Three Musketeers," in Technicolor, starring Lana Turner, Gene Kelly, June Allyson, Van Heflin and Angela Lansbury with Frank Morgan and Keenan Wynn, and "No Minor Vices," Enterprise film starring Dana Andrews, Lilli Palmer, Louis Jourdan and Jane Wyatt, moved back from October.

MONOGRAM—"Kidnaped," an Allied Artists release starring Roddy MacDowell; "Temptation Harbor," a British Lion film starring Simone Simon and Robert Newton; "Gunning for Justice," a Johnny Mack Brown western, and a Jimmy Wakely western.

PARAMOUNT—"Miss Tatlock's Millions," starring Barry Fitzgerald, Wanda Hendrix, John Lund and Monty Woolley with Ilka Chase and Dorothy Stickney, and "The Sealed Verdict," starring Ray Milland and Florence Marly.

RKO—"A Song Is Born," the Samuel Goldwyn production in Technicolor starring Danny Kaye and Virginia Mayo with Benny Goodman; "The Boy With the Green Hair," in Technicolor, starring Dean Stockwell and Pat O'Brien, and "Indian Agent," a Tim Holt western.

REPUBLIC—Orson Welles' production of Shakespeare's "Macbeth," with Jeannette Nolan, Roddy MacDowell and Edgar Barrier; "Drums Along the Amazon," starring George Brent, Vera Ralston, Brian Aherne and Constance Bennett; "Grand Canyon Trail," a Roy Rogers musical western in Trucolor, with Jane Frazee and Andy Devine, and two reissues, "Scatterbrain," starring Judy Canova, Alan Mowbray and Eddie Foy jr., and "Yokel Boy," starring Joan Davis, Albert Dekker and Eddie Foy jr.

SCREEN GUILD—"Thunder in the Pines," with George Reeves and Ralph Byrd.

20TH CENTURY-FOX—"When My Baby Smiles at Me," in Technicolor, starring Betty Grable, Dan Dailey, Jack Oakie, June Havoc and Richard Arlen; "Road House," starring Ida Lupino, Richard Widmark, Cornel Wilde and Celeste Holm; "Belle Starr's Daughter," with George Montgomery, Ruth Roman, Rod Cameron and Wallace Ford; "Bungalow 13," with Tom Conway, Margaret Hamilton and Richard Cromwell, and "Jungle Patrol," with Kristine Miller, Arthur Franz and Ross Ford.

UNITED ARTISTS—"My Dear Secretary," a Samuel Popkin production starring Laraine Day, Kirk Douglas, Keenan Wynn and Helen Walker, put back from October, and "High Fury," a Buddy Rogers-Ralph Cohn production produced in England starring Madeleine Carroll and Ian Hunter.

UNIVERSAL-INTERNATIONAL—"Rogue's Regiment," starring Dick Powell, Marta Toren and Vincent Price, and "Kiss the Blood Off My Hands," starring Joan Fontaine, Burt Lancaster and Robert Newton, both set back from October when no U-I films were released.

WARNER BROS.—"June Bride," starring Bette Davis and Robert Montgomery with Fay Bainter and Tom Tully, and "Fighter Squadron," in Technicolor, starring Edmond O'Brien, Robert Stack and John Rodney, with Tom D'Andrea and Henry Hull.

UA Exchanges Will Sell Films for Television

NEW YORK—United Artists has organized a distribution setup for the release of films for television on a national scale and President Gradwell L. Sears has appointed John H. Mitchell, radio sales executive and business consultant director of its new television sales department.



John H. Mitchell

Spokesmen for other major film distributors confirmed UA's claim to being the first among them to organize such a setup on a national scale.

Paul N. Lazarus jr., executive assistant to Sears, said that the new department will provide full releasing and sales service to the producers of television film programs, operating through the entire company branch and sales setup of 33 exchange centers in the U.S. and Canada.

UA already is building up a film library to consist of full-length features and existing short subjects, which will be offered to program directors, advertising agencies, sponsors, network and independent television broadcasters.

Mitchell said he will sell "any and all I can get my hands on." He is negotiating with all independents for everything they have, from comics, travelogs and old westerns to modern films. While he has not acquired many properties yet, within three weeks he expects to have "a good setup."

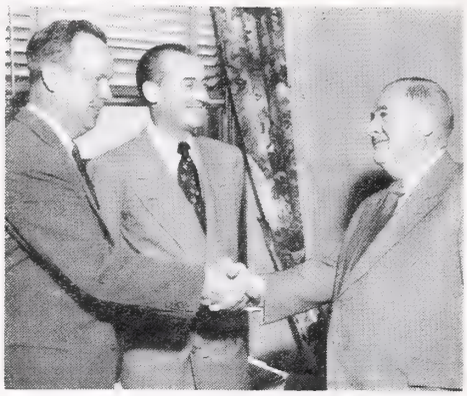
Distribution will be on a fee basis, paralleling UA's operations in the field of film distribution.

Mitchell entered the radio field as a complete program developer with Erwin Wasey & Co., advertising agency, supervising programs from the idea stage to script to production to time buying. For five years he was with the Mutual Broadcasting Co., finally as sales service manager. After naval service during the war he joined Honel International, Inc., an investment syndicate specializing in the development of new ideas and new properties, among them radio stations.

Republic's 1948-49 List Has 14 A, 20 B Pictures

NEW YORK—Republic's 1948-49 program will consist of 34 features, including four top-budget specials and ten de luxe productions, 16 outdoor action dramas and westerns, four serials and four one-reel novelties, according to Herbert J. Yates, president, and James R. Grainger, executive vice-president in charge of sales and distribution. Trucolor will be used for one top-budget special, three de luxe productions and the four Roy Rogers pictures and four one-reelers. This is three more than the 27 features, 20 westerns and four serials on the 1947-48 program.

The program was determined following a survey of exhibitor reaction, which indicated acceptance of top-budget product and support of an increased number of B pictures. Budgets for the de luxe product will range from $800,000 to $1,200,000, depending upon available casts. The Rogers Trucolor pictures will be produced at their present $500,000 budgets and the balance of the program will be budgeted in accordance with its category, according to Yates.



James R. Grainger, Republic executive vice-president in charge of sales and distribution, accepts the congratulations of Division Manager Walter L. Titus jr. and Assistant General Sales Manager Edward L. Walton, on his tenth anniversary with the company. Titus and Walton are co-captains of the sales drive honoring Grainger, running through December 31. First of three regional campaign meetings was held at the North Hollywood studio October 5 and 6. The second was scheduled in Chicago October 8 and 9, and a third is set in New York, October 14 and 15.

OUTDOOR COLOR SPECIAL

"Belle Starr and the Daltons," an outdoor spectacle in Trucolor starring George Brent, Jane Russell and George Montgomery, will be the first top-budget special made by Howard Welch, an independent producer, at the Republic studio. Three others will be announced later.

The three de luxe productions in Trucolor are: "The Missourians," an action spectacle of the old west, with William Elliott, Forrest Tucker, Adrian Booth and Andy Devine; "Belle of the Gold Coast," with the background of the gold strike in early California, with John Carroll, Rod Cameron and Adrian Booth, and "The Vanishing Westerner," an outdoor epic of the outlaw country, with William Elliott, Adrian Booth and Andy Devine.

Heading the de luxe schedule are two productions starring John Wayne, "The Wake of the Red Witch," produced by Edmund Grainger and directed by Edward Ludwig, and "Eagles in Exile," to be produced by Wayne. Gail Russell, Gig Young, Adele Mara and Luther Adler are featured in "Witch." Other pictures on the de luxe program will be: "Crosswinds," from the Ladies Home Journal novelette by Martha Cheavens; "The Sea Eagle," with Rod Cameron and Adele Mara; "Panama Passage," from the Rex Beach novel, with George Brent and Vera Ralston; "The Golden Horde," an action melodrama of California in 1849, and "Faces in the Sun," a melodrama of Vicksburg, with Vera Ralston and George Brent.

LIST FIRMS' B PICTURES

The 20 features in the Variety group of "B" pictures will be: "The Hideout," "The Silver Tide," "The Streets of San Francisco," "Homicide for Three," "Duke of Chicago," "A Fool's Gold," "Daughter of the Jungle," "Flaming Fury," "Rose of the Yukon," "Post Office Investigator," "New York Police Secrets," "The Tough Girl," "Escape From Alcatraz," "Thunder Over the Sierras," "Lady Robinhood," "Lay That Pistol Down," a sequel to "Pistol Packin' Mama," "The Marines Take Over," "Undertow," "The Federal Marshall" and "Typhoon."

The four Rogers musical westerns in Trucolor are titled: "The Golden Stallion," "Hills of Oklahoma," "Down Dakota Way" and "The Far Frontier." Andy Devine and the Riders of the Purple Sage will be featured in these productions which will receive additional national publicity on the new Roy Rogers air show, which is broadcast weekly over 490 stations of the Mutual network. In addition, Republic will reissue eight Rogers subjects, "Shine On Harvest Moon," "In Old Caliente," "Frontier Pony Express," "Saga of Death Valley," "Ranger and the Lady," "Colorado," "Robinhood of the Pecos" and "Young Bill Hickok."

The six westerns to star Allan Lane are titled: "Sundown in Santa Fe," "Renegades of Sonora," "Sheriff of Wichita," "Death Valley Gunfighter," "Tucson Trigger Man" and "Navajo Trail Raiders." The six westerns to star Monte Hale are titled: "Fort Dodge Stampede," "Prince of the Plains," "Outcast of Virginia City," "The Las Vegas Kid," "Arizona Badman," "San Antone Ambush."

Four serials, to provide a 51-week chapterplay schedule, are: "Federal Agents vs. Underworld, Inc.," in 12 episodes; Clyde Beatty in "King of the Jungleland," a 15-chapter revision of "Darkest Africa"; "Ghost of Zorro" and "Pirates of Treasure Island," each in 12 episodes.

Four one-reel cartoon novelties in Trucolor produced by Impossible Pictures are titled: "Bungle in the Jungle," "Beyond Civilization to Texas," "Romantic Rumbolia" and "Three Minnies," all narrated by Frank Nelson.

Court May Be Offered New Arbitration Plan

NEW YORK—Legal representatives of the distributors and officials of the American Arbitration Ass'n began work during the week on a plan for future arbitration methods that may be submitted to the three-judge statutory court which will rehear the antitrust suit.

Industry lawyers said there could be no description of the plan because it is still in a formulative stage and because there may be no final agreement on its content. It is believed, however, that the idea is to suggest to the court an extension of the field of the association's work, which has been limited to clearance cases.

MPAA Survey Shows Drive-Ins Total 756

NEW YORK—Drive-in theatres of all types in the U.S. total 756, including 13 that are closed, according to a survey made by Robert D. Chambers, director of the MPAA research department.

The ozoners can accommodate 313,378 cars. Those open all year will number 137 and 606 are open seasonally. Construction is under way on 86 new drive-ins.

The Charlotte exchange territory has the largest total, 107. Dallas with 78, is second. Single features are usually shown by 48 per cent, double bills by 13 per cent and 39 per cent have alternating programs.

New NBC Code Will Bar PCA-Banned Pictures

NEW YORK—The National Broadcasting Co. has adopted a new program code which will automatically bar from its radio-television network any motion picture which has been rejected by the production code administration. Films dealing with crime in any form will not be telecast before 9:30 (EST), 8:30 (SCT) and 9 p. m. elsewhere, according to the code issued here and in Sun Valley, Idaho, where NBC is holding its second annual convention.

The code, which will become effective Jan. 1, 1949, was recently approved in New York by Niles Trammell, president, and Ken R. Dyke, administrative vice-president, but withhold from publication until the NBC convention. Most of the provisions of the code have been in effect for some time, according to Dyke.

John Calvert Plans Units To Exploit Roadshows

HOLLYWOOD—Actor John Calvert plans entrance into the distribution field through the establishment of the American Exploitation Release Co., with which he intends to offer a 48-state network or roadshow release outlets for independent producers desiring special exploitation handling of their film output.

Calvert is president and Ward James vice-president and production manager. First company project is the construction of eight buses, which will tour as ballyhoo units.

MacNamara Plan Wins Studio Council Okay

HOLLYWOOD—Official approval of a public relations institute for the film industry, as conceived and presented by Paul MacNamara, publicity chieftain for David O. Selznick, was voiced at a special meeting of the Motion Picture Industry Council, over which Chairman Dore Schary presided.

The council plans further discussions of the project with circuit and independent showmen and representatives of various groups including such council members as the actors, writers and directors guilds and the Hollywood AFL Film Council.

MacNamara's plan calls for contributions to be made by workers and executives in all branches of motion pictures.

TOA Committee Plans Permanent Publicity

NEW YORK—The Theatre Owners of America's temporary public relations campaign will be expanded into a permanent setup in accordance with a resolution adopted at the Chicago convention, according to its New York headquarters. During the next 60 days, members of the public relations committee will hold several meetings to discuss ways and means of establishing permanent activities. When decisions are reached, appropriate recommendations will be made to the board. Earl Hudson is chairman of the committee.

The Chicago resolution was the outgrowth of suggestions made by Paul MacNamara, advertising-publicity head for David O. Selznick, who is due to present the plan to company heads in the east. The cost was estimated at $2,000,000 annually, with all branches of the industry bearing a proportionate share.

The idea is to set up an Institute of Motion Picture Information and Advertising and inaugurate a new publicity code for studios to halt the release of unfortunate publicity from them. There would be appropriations for newspaper and magazine advertising and a network radio program.

MGM Touring Unit Begins Promoting Polar Film

NEW YORK—An MGM traveling unit of eight dogs and sleds known as "Huskies from 'The Secret Land'" will ballyhoo the film in midwestern and eastern cities until the tour ends on navy day, October 27. Starting in Des Moines at the Paramount October 2, the unit will visit Indianapolis, Toledo, Cleveland, Akron, Rochester, Syracuse, Springfield, Boston, Providence, Hartford, New Haven, Bridgeport, Baltimore, Washington, Norfolk, Roanoke and Cumberland.

William R. Ferguson and Capt. Volney Phifer are in charge under the supervision of Howard Dietz, vice-president and director of advertising, publicity and exploitation Elliott Foreman is advance man.

U-I to Have 30 Features, 61 Shorts for Season

SAN FRANCISCO—Universal-International will release 30 features, 61 short subjects and 104 issues of the newsreel during 1948-49, according to William A. Scully, vice-president and general sales manager. Fourteen of the features, including four J. Arthur Rank productions, are completed and four will be in production during October. The company released 34 features, including seven J. Arthur Rank productions, during 1947-48.

Scully, who presided at the fourth and final regional sales meeting at the Fairmont hotel October 7 and 8, said that "Christopher Columbus," J. Arthur Rank production in Technicolor, starring Fredric March, Florence Eldridge and Francis L. Sullivan, will receive the same roadshow treatment as Laurence Olivier's "Hamlet," now playing two-a-day engagements in New York City and Boston. Plans are also being made for the release of three other Rank pictures, "The Blue Lagoon," in Technicolor, starring Jean Simmons, Donald Houston and Noel Purcell; "Nevermore," starring Ann Todd, Trevor Howard and Claude Rains, and "Woman Hater," starring Stewart Granger, Edwige Feuillere, Ronald Squire and Jeanne de Casalis. "Hamlet" will have a more or less protracted release, Scully said. U-I and Eagle Lion originally worked out a preselection plan for Rank productions and each selected 12 features for release here. Some of the other seven selected by U-I will be released through the company's Prestige Pictures unit.

TEN COMPLETED U.S. FILMS

The ten completed American pictures are: "Kiss the Blood Off My Hands," a Harold Hecht-Norma Production, directed by Norman Foster and starring Joan Fontaine, Burt Lancaster and Robert Newton; "Rogues' Regiment," starring Dick Powell, Marta Toren and Vincent Price and directed by Robert Florey; "The Countess of Monte Cristo," a Westwood production directed by Frederick DeCordova and starring Sonja Henie with Michael Kirby, Olga San Juan, Arthur Treacher and Dorothy Hart; "Mexican Hayride," starring Abbott and Costello and directed by Charles Barton; "You Gotta Stay Happy," the Rampart Production starring Joan Fontaine and James Stewart, directed by H. C. Potter; "Live Today for Tomorrow," formerly titled "An Act of Murder," starring Fredric March, Edmond O'Brien, Florence Eldridge and Geraldine Brooks, and directed by Michael Gordon; "The O'Flynn," a Fairbanks Co. production starring Douglas Fairbanks jr. with Helena Carter and Richard Greene, and directed by Arthur Pierson; "Criss Cross," starring Burt Lancaster, Yvonne de Carlo and Dan Duryea and directed by Robert Siodmak; "Family Honeymoon," starring Claudette Colbert and Fred MacMurray and directed by Claude Binyon and "Red Canyon," formerly known as "Black Velvet," in Technicolor and starring Ann Blyth, Howard Duff and George Brent. George Sherman directed from the novel "Wildfire" by Zane Grey. "You Gotta Stay Happy" and "Family Honeymoon" are booked for the Radio City Music Hall.

In production during October will be: "The Life of Riley," the Brecher Production starring William Bendix with Meg Randall and directed, written and produced by Irving Brecher; "Calamity Jane and Sam Bass," in Technicolor, starring Yvonne De Carlo and Howard Duff and directed by George Sherman; "The Amboy Dukes," to be produced and directed by Maxwell Shane, and "The Night Watch," written, produced and directed by Robert Buckner.

The other American features will be: "Ma and Pa Kettle," starring Marjorie Main and Percy Kilbride; "Come Be My Love," starring Robert Montgomery; "Gambling Lady," starring Barbara Stanwyck; "Abbott and Costello and the Invisible Man," "Arctic Manhunt," "Bagdad," "Western Story," "Take One False Step," "Moon Over Java," "Cripple Creek," "Tomahawk" and an untitled picture starring Donald O'Connor.

The 61 short subjects will include 13 name band musicals, eight musical westerns, eight Variety Views, eight novelty subjects, eight Sing and Be Happy subjects, two two-reel specials, a one-reel "Christmas Dream" and 13 Technicolor cartoon reissues.

Scully Plans Cash Prizes To Exhibitors in Drive

CHICAGO—Universal-International plans to offer cash prizes to exhibitors for the best handling of its films during its Unity Sales Drive, which will open October 31, William A. Scully, vice-president and general sales manager, told the third regional sales meeting at the Blackstone. Details will be announced later. U-I has already announced $65,000 in prizes for the best showings by district and branch managers, salesmen and bookers. The drive will last 26 weeks. January will be designated Branch Managers Month.

Rogers Agog Over Filming in Italy

KANSAS CITY—Enthusiasm regarding motion picture production possibilities in Italy was expressed by Charles "Buddy" Rogers and his wife, Mary Pickford, during an overnight stop here en route to Los Angeles following their return from a 4-month tour of European countries.

"We found possibilities for American film production in Italy unusually attractive," Rogers said. "The labor situation there lends itself to economical production. There is a shortage of the necessary materials, however, but plenty of raw film is available in the United States for use anywhere.

Plans for production in Rome of a picture, tentatively titled "Mona Lisa," were detailed by Rogers, who said that he would return to Italy with a director and three players before the end of 1948 to start work on it. The film probably would be released through United Artists, he said.

Reasonable Playing Time Asked for Rank's Films

LONDON—"There can be no peace or real understanding between Hollywood and the British film industry until British films receive reasonable playing time in the United States," according to J. Arthur Rank in a statement in his annual review of the financial position of the Odeon Theatres, Ltd., parent company of the Rank organization.



J. Arthur Rank

Odeon Theatres reported a net profit of $4,776,928 for the year ended June 26, 1948, compared with a net profit of $4,549,028 for the previous fiscal year. A final dividend of ten per cent was authorized, making a total of 17½ per cent for the year, tax free, and equaling the 1947 dividend.

CONSOLIDATED STATEMENT

The Odeon consolidated statement also showed the following dividends and profits: Odeon Associated Theatres, $2,134,804 for the year ended June 26, 1948, compared with $1,117,652 for the previous year, dividend 11.03 per cent against 5.87; Odeon Properties, Ltd., $3,145,736 for the year, compared with $3,006,564, dividend 19.93 per cent against 16 per cent; Gaumont British, $3,848,800 for the year against $4,539,272 for the previous year, dividend seven and one-half per cent compared with 12½ per cent in 1947; British Dominions Films, $1,902,344 for the year ended April 30, 1948, compared with $1,264,352 for the previous year, dividend 12½ per cent, less tax, against six and one-half per cent for the previous six months.

Total book value of assets for all Rank enterprises was $267,239,196, including freehold properties, etc., carried at $157,630,576; goodwill and patent rights, $29,564,968; trade investments, mainly in overseas theatres, $14,975,448, and film productions and rights, $4,972,440. Principal liabilities are: $54,359,432, representing bank loans and overdrafts covering temporary financing for production; $95,652,408, representing capital stock outstanding, capital reserves and stock held by outside stockholders; mortgages, permanent loans, etc., $75,696,160.

'FIGURES ENCOURAGING'

Average operating takings per week per theatre of British films on the Odeon circuit is 537 pounds, as against a figure for all foreign films of 566 pounds. A similar set of figures released a year ago showed that British films averaged 694 pounds weekly on the Odeon circuit while foreign pictures averaged 583 pounds. American producers supply the majority of foreign films to England.

"These figures are encouraging," Rank said in his statement, "and prove that if British films are consistently and regularly shown, the public appreciates and enjoys them, the ultimate proof being their success at the boxoffice."

Rank said that progress has been made in reducing costs at the studio without affecting quality, and that the improved equipment at Denham and Pinewood makes them comparable "to any studios of any country in the world."

Rank does not intend to embark on the production of a film which does not look, from past experience, as if it has "a reasonable opportunity of recovering its cost from this market and from the overseas markets which are available to us." He intends to cut out all wasteful and unnecessary expenditure and simplify and strengthen the financial structure of the Rank group. "We do not intend to embark upon any new ventures nor to increase our dividends beyond those paid in respect of the periods ending in 1947, but aim to place the maximum sums each year to reserve until we have materially improved our liquid position," the Rank statement said.

"Ever since I entered the film industry, my attitude to the American industry has been that I believed it was in the interests of both countries that Hollywood and British films should be seen together all over the world but that this result should be achieved on a friendly, yet competitive, basis. I still wish to operate on this basis in spite of what has happened over the last twelve months," Rank said.

Rank reiterated that he intended to persevere in his efforts to secure reasonable playing time for his films in the U.S. "If the earnings of British films in America bore the proper relationship to those which we achieve in Canada, we should receive many millions of dollars per annum from the U.S.," Rank said.

W. R. Fuller, general secretary of the Cinematograph Exhibitors Ass'n, is preparing to demand re-examination by the Board of Trade of the 835 theatre cases which were denied relief from the new 45 per cent quota law which went into effect October 1.

Out of Britain's 4,706 theatres, 2,471 applied for quota relief. Out of that number, 283 theatres were awarded complete exemption from the quota and 1,353 were given relief ranging from quotas of ten to 40 per cent. The remaining 835 were held not to have qualified for relief.

Dennis Walls, CEA president, has advised the theatres to "do your best to fulfill the quota." The CEA will give them 100 per cent guidance and support where hardship results, he said.

Korda Threatens Film Sales to U.S. Video

London—Sir Alexander Korda threatens that if American theatres don't accept more British films, both J. Arthur Rank and he will sell their new product to television interests in the U.S. He charged that "discrimination" against British films in the U.S. is not due to the boycott activities of the Sons of Liberty but to the attitude of the heads of major American film companies, who "resent" getting only 55 per cent of the British market.

Allied Sets Program For National Event

NEW YORK—The U.S. supreme court decisions in the antitrust cases, the Ascap court rulings, the advance of television and declining boxoffice receipts during the past year are all slated for discussion at the three-day convention of Allied States Ass'n to be held at the Roosevelt hotel, New Orleans, November 29 and 30 and December 1.

In addition to planning the business sessions, the convention committee has also completed the social end of the program. On November 29, women attending the convention will be taken on an afternoon walking tour of the Vieux Carre (the old French quarter). In the evening, an "Old Man River" party will be held aboard the steamer President, which will ply up and down the Mississippi.

On November 30, the women will be entertained at a luncheon and style show in the Blue Room of the Roosevelt and, in the evening, a cocktail party will be held. The annual informal banquet will be held December 1.

Court Hearing Tentatively Set for SIMPP Oct. 11

DETROIT—A court hearing in the case of the Society of Independent Motion Picture Producers against the United Detroit Theatres and the Co-Operative Theatres has been set tentatively for October 11. The hearing was set over the objections of defense attorneys who asked presence of producers-plaintiffs on October 19 for a general examination before notary. They said they were entitled to his pretrial appearance under federal court practice.

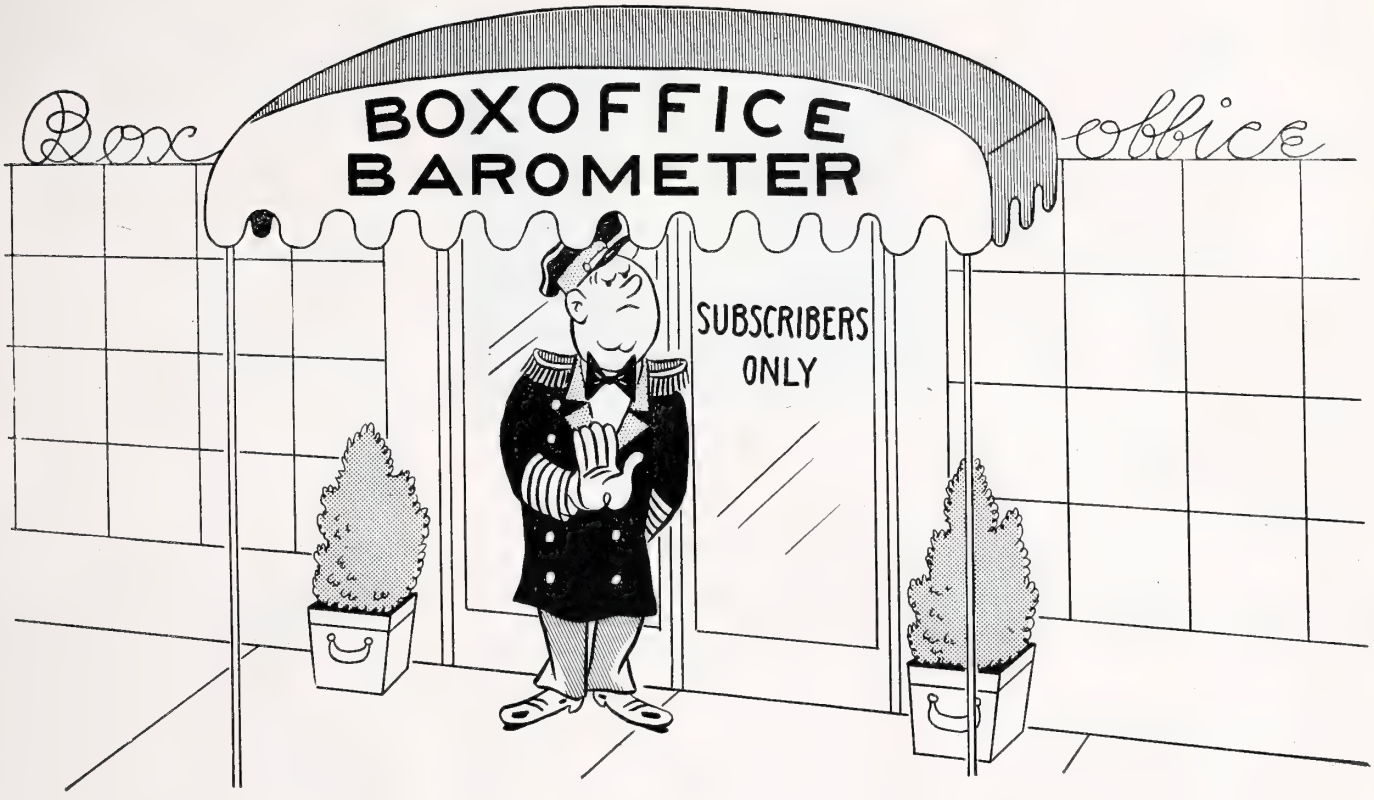
The SIMPP filed a reply that persons named, except Marvin L. Faris, SIMPP executive secretary, are actively engaged in Hollywood production and in the present state of the industry, appearance here would entail heavy economic losses. It was also stated that the producers named are engaged primarily in production and do not have first-hand knowledge of the situation involved in the lawsuit required for laws of evidence, but that charges are based on the evidence of others.

To Debate Video vs. Films

NEW YORK—The effect of television on motion pictures will be discussed on the October 12 broadcast of "America's Town Meeting of the Air" over WJZ at 8:30 p. m. The speakers will be Mark Woods, ABC president; James H. Carmine, Philco executive vice-president; Rouben Mamoulian, stage and film director; Paul Raibourn, Paramount vice-president in charge of television, and Walter Abel, chairman of the television committee of the Screen Actors Guild.

ON THE COVER

Entrance to the 1,650-seat Mancuso Theatre, Batavia, N. Y., which Charles Mancuso & Sons recently built. The theatre has a full stage for drama and vaudeville presentations. The front is of rose and tan terra cotta and stainless steel. The architect was Michael J. DeAngelis. Full pictorial details of the theatre are to be published in the Barometer edition of THE MODERN THEATRE in November.



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MYERS ON ASCAP: In Analysis of Two Decisions, He Says Music Society Is Dealt 'Knockout Blow'

The following analysis of the recent Ascap decisions, presenting the views of National Allied on the subject, is written by Abram F. Myers, Allied's general counsel, and appears in the current bulletin of Allied States Ass'n of Motion Picture Exhibitors:

EXAMINATION of Judge Nordbye's opinion in the Berger-Jensen cases in Minnesota bears out the earlier impression that Ascap had been dealt a knockout blow. In order that the significance of the decision may be fully understood, it is necessary to point out the difference between these cases and the Brandt case decided by Judge Leibell in New York on July 19.

The Brandt case was a direct attack by exhibitors on Ascap to secure an injunction and to recover damages for violations of the Sherman act. Thus Ascap's organization and operations were directly in issue. In awarding an injunction (damages were denied), Judge Leibell stated that "almost every part of the Ascap structure, almost all of Ascap's activities in licensing motion picture theatres, involve a violation of the antitrust laws."

This in itself was enough to prevent Ascap from thereafter proceeding against exhibitors for failure to pay public performing royalties. In addition, Judge Leibell outlined a form of order which when entered will render individual copyright owners incapable of asserting their rights against exhibitors and require them to grant public performing rights only to the producers of motion pictures.

BASED on that decision, Allied expressed the view to its members that they need no longer pay Ascap; that it would be dangerous to have any further dealings with that body.

The Berger cases, on the other hand, did not directly involve Ascap. They were suits by copyright owners who were members of Ascap against the exhibitors for damages for infringement of copyrights and for an injunction against further infringements. The copyright owners (music publishing houses) charged that the exhibitors had infringed their copyrights by publicly exhibiting motion pictures on which their music was recorded, without first having secured a license so to do. The point to bear in mind is that the music publishing houses brought the suits in their own names; Ascap was not a party to the proceedings.

The exhibitors countered by alleging that the publishing houses had illegally extended their copyrights and, in addition, were doing business in violation of the Sherman antitrust act.

Judge Nordbye cited Judge Leibell's decision with approval, saying: "While some of the facts recounted in that decision may not very clearly appear in the record herein, it would seem that a fair appraisal of this record would require the same conclusions as indicated by Judge Leibell." And he proceeded as follows:

> *It cannot be denied, therefore, that plaintiffs and their associates, acting in concert through Ascap, fix prices and completely control competition and thereby restrained trade in violation of Section 1 of the Sherman antitrust act . . . Moreover, it seems inescapable on this record that plaintiffs, through Ascap, have achieved monopolistic domination of the music integrated in the sound films in the motion picture industry and have effectively monopolized that part of trade and commerce in violation of Section 2 of the Sherman act.*



JUDGE GUNNAR NORDBYE

While Judge Nordbye agreed with Judge Leibell's conclusions regarding Ascap, he did not base his dismissal of the suits on grounds of antitrust violation. This probably was in deference to the fact that Ascap, as such, was not a party to the actions. He denied the plaintiffs' pleas because "the granting thereof would tend to serve the plaintiffs in their plan and scheme with other members of Ascap to extend their copyrights in a monopolistic control beyond their proper scope." Having thus denied plaintiffs any relief because they had unduly extended their copyrights, Judge Nordbye concluded that "it is not necessary to determine whether antitrust violations alone would deprive plaintiffs of the right of recovery."

Thus while Judge Nordbye follows and supports Judge Leibell's conclusions regarding Ascap, he bases his action on an entirely different point; and in doing so he put at rest any lingering fear among the exhibitors, resulting from the gratuitous advice broadcast by TOA, that they might be liable to the individual copyright owners if they did not secure licenses from and pay Ascap.

After pointing out how copyrighted music is recorded on the sound track of the films along with the dialog and all other sound effects, Judge Nordbye found that the copyright owners in granting the synchronization (recording) rights to the motion picture producers specifically indicate that they are granting those rights alone and that the grant does not extend to or include the public performance rights; that the producers, in turn, stipulate in the exhibition contracts that the exhibitors shall first secure licenses from Ascap before performing the music; and that by these means Ascap has obtained a monopoly of the music that is integrated in sound motion picture films.

Judge Nordbye points out that while Ascap pretends to license its music on a per-piece basis, in actual usage this is impossible, since the exhibitors cannot secure the cue sheets and arrange for such licenses in time. By such methods, Judge Nordbye found, "plaintiffs and their associates through Ascap have obtained . . . monopolistic control over the copyrighted films in which their music is integrated." "This seems evident," the court adds, "because, unless the theatre owner obtains a license at a fee which plaintiffs and their associates through Ascap demand, no exhibitor can exhibit a sound film which he rents from a producer and which contains Ascap music." Again: "In other words, plaintiffs and their associates have, through Ascap, the combined and potential power to deny to any theatre owner the right to carry on his business because, without the right to exhibit films containing Ascap music, no theatre owner would be able to stay in business."

THE CRUX of the decision is stated as follows:

> *The monopoly which they enjoy is tied in with the copyrighted film monopoly because, as a part of the plan, the producers require the exhibitors to obtain a license from Ascap where Ascap's music is involved before they are authorized to exhibit the film which is licensed to them. The pooling of all license fees obtained from the licensing of some 80 per cent of all sound music in motion pictures and the sharing of the revenues thus obtained permit each copyright owner to enjoy the benefits obtained by other copyright owners. So it will be seen that plaintiffs have also tied their copyrights with other copyrighted music and thus have shared in the rewards which are obtained from other copyrighted material.*
>
> * * *
>
> *It is the collective acts and agreements of plaintiffs and their associate members which have diverted their copyrights from their "statutory" purpose and became a ready instrument for economic control in domains where the antitrust acts or other laws, not the patent statutes, define the public policy . . . Refuge cannot be sought in the copyright monopoly which was not granted to enable plaintiffs to set up another monopoly, nor to enable the copyright owners to tie a lawful monopoly and thus reap the benefits of both.*

Judge Nordbye freely admits that similar questions were before him in these cases in July 1947, when on motion for summary judgment he ruled in favor of the copyright owners. Fortunately, he then found that there were some controverted issues of fact and hence he could not enter a judgment. It was at that stage that Ascap played into the exhibitors' hands. It first demanded increases in its rates of from 200 per cent to 1500 per cent—doubtless more than it hoped to get—and then to take off the heat it went through the motions of negotiating with a committee of TOA which resulted in increases of from 25 per cent to 30 per cent—which is probably what it had in mind all the time. Since additional testimony had to be taken in the Berger-Jensen cases, the at-

torney for the exhibitors, in consultation with counsel for Allied, determined to introduce testimony concerning Ascap's demands for increased rates in order to dramatize Ascap's power.

WHILE Judge Nordbye did not find that Ascap's fees in the past had been exorbitant, he found that it possessed the power to impose exorbitant fees, which under recent supreme court rulings is enough to condemn the combinaton. Allied warned the participants in that appeasement conference that they were violating the law, but the warning went unheeded. Members of the TOA committee claimed that the attorney general had approved their plan—a claim that can be discounted in the light of the explanation subsequently made by the Department of Justice to Allied—but assuming that someone in the department did encourage them, that individual's ears must now be very red. For here is what Judge Nordbye has to say on the subject:

As illustrative of the monopoly and control of Ascap, it appears that in August 1947, *it attempted by a notice to all theatre owners, to raise substantially and arbitrarily the license fees for performance rights of Ascap music in all motion picture theatres in the United States. This proposed raise was to be based upon the seating capacity and the admission charge of the particular theatre. Thereafter, the representatives of Ascap and representatives of a certain portion of the motion picture exhibitor associations had long negotiations looking to an adjustment in the existing rates for the right to perform publicly for profit music in Ascap's repertoire by the motion picture exhibitors throughout the United States. And while it is contended that the present rates arrived at in February* 1948, *were acquiesced in by some twelve thousand motion picture exhibitors as being fair and reasonable, and that they were willing to execute contracts with Ascap thereunder, the price-fixing power nevertheless was vested in Ascap. The reasonableness or unreasonableness of the rates does not militate against the absolute control of Ascap to fix prices. The vice of the arrangement is apparent because, as the supreme court stated in the United States v. Socony-Vacuum Oil Co.,* 310 *U.S.* 150, 223.

". . . the machinery employed by a combination for price-fixing is immaterial.

"Under the Sherman act a combination formed for the purpose and with the effect of raising, depressing, fixing, pegging, or stabilizing the price of a commodity in interstate or foreign commerce is illegal per se."

There cannot be any doubt that had the Department of Justice seen fit to present this matter to a grand jury all participants in the negotiations resulting in an agreed increase in Ascap's rates would have been in dicted and the indictment would have been sustained.

Judge Nordbye's candor in openly reversing his own former ruling is a conspicuous and gratifying example of judicial integrity. But a great deal took place in the interim between his two rulings which helped him to do this with good grace. The first was Ascap's exhibition of power in increasing—in cooperation with TOA—its rates. The second was that the law relating to patents and copyrights was almost entirely re-written by the supreme court at the last term. Following the decisions in the Line Material and Gypsum cases handed down on March 8, 1948 Allied's general counsel was able to say, with full confidence, that "Ascap is doomed."

One more point should be noted. Judge Nordbye did not sustain the idea that has been advanced in some quarters that Ascap's fees are unlawful because they amount to a double royalty for the exercise of the same right: that since the only use for music recorded on film is to reproduce it in the theatres there is no basis for any royalty except that for recording. Both Judge Leibell and Judge Nordbye recognized, as Allied always has, that the recording and performing rights are divisible and that the copyright owner is entitled to charge a separate royalty for each. But Judge Nordbye, like Judge Leibell, expressed the view that the producers should acquire both rights and pass the performing rights on to the exhibitors in the exhibition contracts. Said Judge Nordbye: "Undoubtedly, the simplest plan for the copyright owners belonging to Ascap would be for them to issue both synchronization and performance rights to the producers. This would provide for a free competitive market in the motion picture industry for all copyright owners of music suitable for use in sound films. That the cost of performance license would be passed on to the theatre owner is entirely probable, but the plaintiffs would not be using their copyright privilege contrary to public interest."

Leibell Admits Doubts About Ascap Ruling

NEW YORK—Ascap has challenged Judge Vincent Leibell's antitrust decision of July 19. At the same time it may also have struck a blow against the Minneapolis decision of Judge G. H. Nordbye, handed down last month and based on Leibell's ruling. Leibell admits he may have been wrong.

The future of these decisions became doubtful October 6 when Robert P. Patterson, Ascap attorney, told Leibell no court has ever ordered divestiture in an antitrust case filed by a private citizen. Leibell, who had ordered divestiture in his July 19 decision, admitted that Patterson might be right. He then stated that perhaps he would not be able to include divestiture in the decree to be written.

This admission was made in the course of a hearing held on proposed decrees submitted by the ITOA, plaintiff in the New York case, and Ascap.

When Leibell decided that Ascap was in restraint of trade last July he also said the ITOA was entitled to injunctive relief which would divest Ascap of public performance rights, return these rights to the copyright owners and prevent the organization from acquiring new public performance rights for music synchronized on film.

Judge Nordbye ruled that Benny Berger and Mrs. J. L. Jensen, Minnesota exhibitors, did not have to pay performance rights fees to Ascap because the fees were illegal under the antitrust law.

During the past week Leibell said he would have to give more study to the issue of divestiture.

Patterson admitted that divestiture could apply to the 164 member theatres in New York of the ITOA, but insisted injunctive relief should be limited to the plaintiffs in the case.

Milton C. Weisman, ITOA lawyer, demanded that Ascap be barred from handling public performance rights throughout the country. He said the copyright owner should be the only person authorized to license these rights and they should be licensed to producers who will in turn grant them to exhibitors.

Judge Leibell permitted Milton Ager, Ascap composer, and his publisher, Chappel Music Publishing Co., to intervene in the case after they argued that the music industry would be disrupted if public performance rights were returned to the copyright owners.

Leibell ordered Weisman and Patterson to exchange briefs on the divestiture issue and submit these briefs with additional answers by the last week of October. He will then work on a decree.

Two Late Goldwyn Films To Be Sold Away From NT

LOS ANGELES—Failing to reach an agreement on rental terms with executives of the nation's largest circuit, National Theatres, Samuel Goldwyn is undertaking an all-out drive to secure bookings in unaffiliated showcases and other circuits for two current Goldwyn pictures, "A Song Is Born" and the popular-priced release of "The Best Years of Our Lives." Both were made for RKO Radio.

NT spokesmen were noncommittal concerning the impasse, but Goldwyn representatives said the independent producer has been in huddles for the past several days with Arthur Sachson, his sales manager, who checked in from New York, and Ben Fish, his western sales representative, concerning plans to line up booking dates away from the NT chain.

At the same time Goldwyn disclosed he will launch an extensive billboard campaign early next month in Los Angeles on behalf of his upcoming release, "Enchantment," which is slated for Christmas distribution. It, too, will be sold away from NT. Goldwyn aides claim the billboard drive, utilizing more than 750 stands, "has virtually monopolized metropolitan boards" until next year.

Shea Teletype President

NEW YORK—Timothy E. Shea, assistant engineer of manufacture of the Western Electric Co., has been elected president and a director of the Teletype Corp., succeeding the late Clem H. Franks. Shea is a former treasurer of SMPE.

Men and Events

By JAMES M. JERAULD

Checking

DEFENSE lawyers in several checking suits, one of which was in Boston, have charged that distributors have winked at cheating on receipts in order to put over the percentage sales. This defense is usually overlooked by judges.

In the September 24 bulletin of Allied Caravan of Iowa and Nebraska, Charles Niles writes:

"Percentage pictures—Nebraska member writes us that film peddlers have been advising her to take percentage pictures, that they won't check her and they as much as say it won't make any difference if she does give them a false report. This exhibitor goes on to say that she is new in the business and what about it. Our answer is DO NOT FALL FOR THIS GAG. It's as old as the hills—ever since we can remember, film salesmen and branch managers have been telling exhibitors this. When they get your head in the noose they will spring the trap, pick you up for falsifying reports . . ."

Niles goes on to advise his members to report any such incidents to him.

Salesmen have in the past used some strange forms of persuasion, but it is more than likely that if any division manager or general sales manager hears of any loose talk about checking by his representatives there will be a new salesman in that territory in a hurry.

New Audience Tester

AL SINDLINGER has a new gadget that ought to make radio and television polls obsolete. It may also be adaptable to sneak film previews.

Sindlinger, it will be remembered, is the former theatre man who went to March of Time in charge of publicity and advertising and then joined Dr. Gallup's Audience Research.

His new gadget is attached to television sets. With it he can tell how often and how long the set has been used, what programs are heard, and he can transmit this information to sponsors by teletype. Then he sends questioners around and gets the entire conversation on a tape, so that the sponsor can make his own analysis. The apparatus is already in service in Philadelphia.

One recent Sunday night he found that only eight of some 60 sets connected were in use. This factual record system ought to take some of the hocus-pocus out of these so-called market surveys.

Ticket Tax Reports

JULY reports on ticket tax collections by the treasury department furnished another reason why film theatres should be separated from other enterprises paying amusement taxes. Some say film houses make up 85 per cent of the total, but there is nothing definite on this.

The July figures showed an increase of 15 per cent in collections above July 1947. At almost the same time that these figures were being released regional exhibitor leaders were reporting to their members that theatre business was down from 40 to 60 per cent.

Oren Root jr. Writes

IN THE September issue of the Atlantic Monthly there is an article called "The Republican Revival" by Oren Root jr. Root, a young lawyer, was one of the organizers of the Wendell Willkie campaign and was chairman of the Associated Willkie Clubs of America. Also, he is son-in-law of Spyros P. Skouras, 20th Century-Fox president.

Ascap Maneuver

BOTH the ITOA and Ascap probably asked for more than they expect to get when they presented suggested decrees to Judge Leibell. The ITOA wants a ban on all suits against exhibitors who have refused to pay performing rights fees since the Leibell decision was handed down. Ascap wants the privileges of continuing as collecting agency for all its foreign associates.

Films in Soviet

A YEAR or two ago there were reports that "Grapes of Wrath," re-edited and with Soviet commentary, was being shown in Russia and satellite countries as proof of the collapse of capitalist-bourgeois government in the United States.

Eric Johnston is quoted from Rome as saying that the Soviets will not mistreat American films under the new deal he has discussed in Moscow.

How anybody will know what the Russians do unless the Iron Curtain becomes transparent plastic is a bit of a mystery.

All to McConnell:

Majors to Pay $20,718 For Chicago Violations

Chicago—Failure to abide by an injunction that forbids Loop theatres to hold exclusive rights to motion pictures for more than two weeks has cost four film distributors and exhibitors $20,718. The money will not go to the federal court in the form of a fine, however. Most of it will go to Attorney Thomas C. McConnell, counsel for the Jackson Park Theatre, who initiated the contempt proceedings.

Judge Michael L. Igoe ruled Tuesday, October 5, that the defendants should pay expenses of the opposing lawyer. The judge fixed McConnell's fee at $20,000 and miscellaneous expenses at $718.

Those ordered to make the payment are RKO Radio Pictures, Inc., 20th Century-Fox, Inc., Paramount Pictures, Inc., and Balaban & Katz Corp. They were found guilty of contempt for refusing to release films to neighborhood theatre for several weeks after the pictures had completed their Loop runs.

Everett Riskin Says:

'Independents Future In Lower Star Take'

NEW YORK—Everett Riskin gave his reasons here this week for leaving MGM to engage in independent production with his brother, Robert Riskin, at a time when a number of independent producers are in financial straits. They recently organized Equitable Productions, Inc., with Everett president and Robert vice-president.



Everett Riskin

He said that if independents would only realize it, now is an excellent time to produce good boxoffice pictures at reasonable cost, but that independents have made a number of mistakes in production that have hurt them.

In the first place, he said, he will not make the mistake of "shooting the whole load" on one picture, but will use top stars and think in terms of a series of films. Then, too, he felt that the days are gone when the stars "can get all the gravy from the independents" by insisting on a percentage of the gross as high as ten per cent, leaving little for the producers.

WILL NOT SEEK BANK LOANS

Independents lose out on maximum gross arrangements and their chance for survival lies in a minimum gross, he said. He added that it is up to the stars to choose between going along with independents such as himself on a salary and percentage basis or of "returning to the major studios."

As for financing, Riskin said he and his brother will not seek any bank loans, which he termed expensive, but may seek participation by major studios. First, he said, he will get together his whole package and then make an offer to the majors. He anticipates no difficulty in getting studio space because "it is going begging in Hollywood."

The producer of MGM's "Julia Misbehaves" said his brother had had releasing arrangements with RKO for three films but that they ended with the completion of one, "Magic Town," with James Stewart. The brothers plan three independent productions for a start. The first, for which they are seeking Irene Dunne, Claudette Colbert or Olivia De Havilland, will be a romantic comedy, "Half an Angel," from an original story by George Carlton Brown. Production may start in a week. The second will be "You Belong to Me," an original by Robert, and the third will be another Robert Riskin original.

PLAN TWO-STAR PICTURES

The Riskins expect to produce two-star pictures for $1,200,000 each, but Everett said he thought he could shade that a bit without any drastic economies that would affect the value of the film. The scripts will be "tight" so that overshooting will not exceed ten per cent and shooting time will not exceed 40 days.

Everett Riskin will remain in New York about ten days seeing shows and having talks with two unidentified distributors. He reported that no deals would be concluded until his package is ready.

21 ways to help exhibitors



21 GREAT BOXOFFICE FILMS....

to help exhibitors at the boxoffice!...

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

Walter Wanger's

"TULSA"

COLOR BY TECHNICOLOR

Roaring saga of a wide-open boomtown, re duced with all the lavish sweep and colo Wanger's "Tap Roots" and "Canyon I s age." SUSAN HAYWARD, ROBERT PRES and PEDRO ARMENDARIZ are starred!

WATCH EAGLE LION • WATCH EAGLE

"HOLLOW TRIUMPH"

PAUL HENREID and JOAN BENNETT co-star in this shocking, suspenseful story of a supreme scoundrel, based on Murray Forbes' sensational best-selling novel. One of the great audience attractions of this or any other year!

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"RED STALLION IN THE ROCKIES"

IN GLOWING CINECOLOR

All the smashing entertainment value which made "Red Stallion" one of the top box-office grossers of last year—PLUS—added production values and top-popularity star names!

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"THE BIG CAT"

COLOR BY TECHNICOLOR

PEGGY ANN GARNER, LON McCALLIS PRESTON FOSTER and SKIP HOMEIER head cast of this great human story of a slum-b coward who finds his re-birth in the dang and terrors of the wild outdoors!

WATCH EAGLE LION • WATCH EAGLE

"THE RED SHOES"

COLOR BY TECHNICOLOR

LIFE Magazine rates this enchanting and deeply thrilling picture so highly that it has already devoted a full-color picture insert to scenes from the film—and dozens of other tremendously important national magazine and syndicated features are now being set!

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"THE WORLD AND LITTLE WILLIE"

JUNE LOCKHART, fresh from her prize-winning performance on Broadway, is co-starred with ROBERT YOUNG in this great human story — tender and with universal appeal — of a beautiful schoolma'am, a crusading newspaperman and a precocious schoolboy. Will be produced as a top-budget special.

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

Walter Wanger's

"REIGN OF TERROR"

ROBERT CUMMINGS and ARLENE DAHL will star in this tremendous swashbuckling ro tic adventure in the great box-office tradi of "The Scarlet Pimpernel" and "A Tal Two Cities"!

WATCH EAGLE LION • WATCH EAGLE

"MIRANDA"

A really great comedy-romance of the whacky complications that develop when an innocent husband comes home with a beautiful mer maid! In the same class as "It Happened One Night" and "The More the Merrier" as one of the most zany comedies the screen has ever presented!

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"MICKEY"

IN GLOWING CINECOLOR

Gay and loveable, light-hearted and completely adorable—"Mickey" is America's New Sweetheart! Everyone who ever dated for a high school prom will thrill to this tender story of a 'teen-age tomboy and her first romance! Introducing lovely LOIS BUTLER, sensational singing discovery!

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

Bryan Foy's

"THESE WERE MY ORDERS"

First film story of the methods employed Army Counter Intelligence to guard and tra port the Atom Bomb, told by former Inte gence Agent Norbert Gagen and filmed at O Ridge, Tenn., home of the Atomic Energy C mission's nuclear fission project!

EAGLE LION IS YOUR CONTINUING S

LET'S LIVE A LITTLE"

DY LAMARR and ROBERT CUMMINGS co-rred in a fast-paced comedy-romance des-ed to take its place among the "blue-chip" oup of top-grossing films in the tradition of y Man Godfrey" and "The Awful Truth"! na Sten and Robert Shayne head the fea-red cast. A United California Picture.

TCH EAGLE LION • WATCH EAGLE LION

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"CANON CITY"

Raw . . . naked . . . terrifyingly true . . . the headline story of the twelve desperate killers who broke out of Colorado State Penitentiary in Canon City, Col., on the night of December 30, 1947, to terrorize the entire countryside! Shot on actual location!

WATCH EAGLE LION • WATCH EAGLE LION

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"NORTHWEST STAMPEDE"

IN GLOWING CINECOLOR

Large-scale outdoors romance filmed in full Cinecolor in the majestic Canadian Rockies! The first motion picture to bring to the screen the thrills of the world-famed Calgary Stampede! The cast is headed by lovely JOAN LESLIE, JAMES CRAIG and JACK OAKIE.

WATCH EAGLE LION • WATCH EAGLE LION

HE WALKED BY NIGHT"

other great Eagle Lion exploitation special sed on one of the most baffling cases in Los ngeles police history, the "now-it-can-be-ld" story of the capture of murderer and p-killer David Morgan. RICHARD BASEHART d SCOTT BRADY head the outstanding cast.

TCH EAGLE LION • WATCH EAGLE LION

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"THE OLYMPIC GAMES OF 1948"

COLOR BY TECHNICOLOR

The exclusive full-feature-length record of the greatest sports event the world has ever seen! Presenting the 1948 Olympic Games, with special emphasis on American victories. The thrill-filled "on-the-spot" commentary is by TED HUSING and BILL STERN.

WATCH EAGLE LION • WATCH EAGLE LION

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"THE SPIRITUALIST"

TURHAN BEY, LYNN BARI, CATHY O'DONNELL and RICHARD CARLSON head the fine cast of this great romantic drama of phoney spiritualists who prey on their gullible dupes! Timely and thrilling exploitation hit!

WATCH EAGLE LION • WATCH EAGLE LION

SCOTT OF THE ANTARCTIC"

COLOR BY TECHNICOLOR

rilling adventure bringing to the screen smashing courage of the tough daredevils o battled glaciers at the bottom of the rld! Shot on location at the South Pole, rring JOHN MILLS, hero of "Great Expec-tions."

TCH EAGLE LION • WATCH EAGLE LION

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

Walter Wanger's

"THE BLANK WALL"

Walter Wanger's proved box-office know-how; brilliant, fast-paced direction which Anthony Mann demonstrated in "T-Men" and "Raw Deal"; star value of lovely JOAN BENNETT, and the unforgettable story, based on Elizabeth Sanxay Holding's greatest novel — and you've got a picture which is tops!

WATCH EAGLE LION • WATCH EAGLE LION

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"BORDER PATROL"

The producer, director and writer of "T-Men" again join forces to make "Border Patrol," in the same great box-office tradition! The film will be a tremendous screen tribute to the Treasury Department operatives who guard our border against international slavers!

WATCH EAGLE LION • WATCH EAGLE LION

TWELVE AGAINST THE UNDERWORLD"

e true-life thriller of the courageous group pastors who banded together to bring law d order to Steubenville, Ohio. ROBERT UNG will be starred in this great story of battle against corruption and lawlessness.

WATCH EAGLE LION • WATCH EAGLE LION • WATCH EAGLE LION

"ALICE IN WONDERLAND"

IN ANSCO COLOR!
(The Great, New 3-color Process!)

The first motion picture ever to combine live action and animated puppets in color! "Alice In Wonderland," one of the world's best-loved stories becomes a film which captures all the charm and wonder of Lewis Carroll's immortal classic! Will be pre-sold by one of the most intensive nationwide campaigns ever put behind any film.

WATCH EAGLE LION • WATCH EAGLE LION

THESE 21 GREAT FILMS ARE SET TO GO....

Experienced showmen know that the balance of the Eagle Lion program will measure up to them in every boxoffice essential!

BUILD BOXOFFICE WITH EAGLE LION!....

RCE OF FINE BOXOFFICE PRODUCT!

STRAIGHT TALK From EAGLE LION

Here are the Facts:

1. Eagle Lion is in business for only one reason—to deliver films which will make profits for exhibitors and producer-distributor alike.

2. We know that we are partners of every exhibitor in the truest sense of the word. We know that we can make profits only if our pictures make profits for the exhibitors who play them.

3. Every move made by Eagle Lion—whether in production or the preparation of "hand-tailored" promotion and point-of-sale selling designed to bring in every possible dollar at the boxoffice—is planned as another step in our campaign to make Eagle Lion the industry's outstanding source of supply of fine boxoffice product.

4. The record proves that our program is right . . . just look back over the list of great boxoffice properties and great selling campaigns we've delivered up to now—the Cinecolor smash, "Red Stallion"; "T-Men," based on a composite of actual Treasury Department cases, starring Dennis O'Keefe; the six-star-studded "Ruthless"; "Northwest Stampede," Cinecolor outdoors romance starring James Craig and Joan Leslie; the Abbott and Costello comedy hit, "The Noose Hangs High"; "Canon City," factual drama filmed at the Colorado State Penitentiary, scene of the country's most thrill-packed jailbreak; "Mickey," the Cinecolor heart-warmer which made a star of young singer Lois Butler; and "Hollow Triumph," Paul Henreid-Joan Bennett co-starring dramatic romance.

5. We've got the production know-how to make fine boxoffice pictures . . . we've got the sales know-how that brings patrons into your theatre . . . and with that combination, you always have the assurance that EAGLE LION FILMS ARE DESIGNED TO DO BUSINESS . . . MORE BUSINESS . . . RECORD BUSINESS!

W. J. Heineman

BOXOFFICE PRODUCT...

. . . that's what exhibitors WANT
. . . that's what exhibitors NEED
. . . that's what exhibitors GET
. . . from EAGLE LION!

EAGLE LION FILMS

Yugoslavia Film Pact Closed by Johnston

BELGRADE—Yugoslavia has agreed to buy American films, according to an announcement from Eric Johnston, president of the Motion Picture Ass'n of America, who closed a one-year pact following a two-hour talk with Premier Marshal Tito. The deal calls for 20 to 25 films in the next year for dollars to be paid in a New York bank. The Yugoslavs also agreed to pay the association a percentage in dollars in the United States.

The MPAA head said Yugoslavia was the last country in the world which had not been buying American films. He arrived Saturday (3) after a ten-day visit in Moscow, where he talked with Foreign Minister Molotov and made an agreement for U.S. product to be shown in Russia.

Russia and Yugoslavia were the only countries not importing American films regularly. Russia had not permitted any to come in, while Yugoslavia had shown only a few films, mostly old releases bought from an occasional independent distributor.

U.S. Films Lagging In Czechoslovakia

NEW YORK—Although American films outdrew all others in Czechoslovakia in 1947, drawing 50,000,000 of 150,000,000 paid admissions, this year U.S. product has thinned out and gaps in programs are being filled largely by Soviet and British films, with a smattering from French and native studios, according to a Motion Picture Expert Ass'n report.

Figures for 1947 released by a Czech government publication rated Czech films second, followed in order by Soviet, British and French films.

"One feature of the current heavy reliance on non-American product," the report says, "is the almost complete disappearance of the long, extended run which characterized the drawing power of Hollywood films. British and Soviet films do well to hold on for a second week, so the current crop of European films is being subjected to rapid turnover."

Negotiations for a new agreement between MPEA and the Czech monopoly are still pending.

The single U.S. feature in Prague at present is "Blossoms in the Dust" (MGM), in its sixth week at the Alfa, largest house in the city. "Love Letters" (Para) and "Heaven Can Wait" (20th-Fox) are in third weeks in Ostrava and Pilsen.

Disney Cartoon Influence Must Stop, Says Russian

MOSCOW—Walt Disney's "infiltration" of Soviet animated cartoons must be eliminated, according to Mikhail Beliavsky, writing in the newspaper, Evening Moscow. Certain Soviet artists have squeezed "Soviet substance into an organically alien form," Beliavsky said.

He criticized the appearance of "Americanized" pigs, rabbits, wolves, bears, ducks and geese as characters in Russian fairy tales and he urged Soviet cartoon artists to devote themselves to sciences and political pamphleteering and satire instead of sticking to funny cartoons, fairy tales and fables.

Theatre Premiums Making Comeback:

Giveaway Peak Expected To Top 1932-39 Period

By WALTER WALDMAN

NEW YORK—Premiums are coming back. The order books of the leading premium distributors here show that the number of theatres now handling giveaways is approximately equal to the 1932-1939 peak of 3,000. Some distributors predict that this figure will be surpassed in a year.

The rush of business has come within the past 12 months. Orders have jumped 40 to 50 per cent over the 1946-47 season, the dealers say.

USERS MOSTLY SUBSEQUENTS

The gains have been proportionate throughout the country, with communities of all sizes participating. As in the 1932-1939 period, nearly all of the premium customers are subsequent run theatres. Dinnerware is still the all-around giveaway favorite, with glassware, cutlery and silverware runnersup.

It was in 1932 that the aftermath of the 1929 stock market crash hit exhibition hard, and premiums began to flourish as boxoffice stimulants. Most of the giveaways were designed to appeal to housewives and were features of matinees, the slowest shows of the day in neighborhood areas. The giveaways flourished and waned, but fell off definitely in 1939 when the start of World War II began to stimulate industry in this country. It was two years later when the Japanese attack on Pearl Harbor sent this country into war. After that there was a double check on premiums—zooming theatre business and scarcities which made it difficult to get premiums.

Dealers don't attribute the recent pickup entirely to falling off in grosses. There are other factors—shifting clearances, shortened first runs, etc. Subsequents, especially those which do not want to go into price competition for earlier run films, are turning back to the time-honored custom of appearing to give something for nothing. It's the old appeal to the bargain instinct of women.

Some of the recent first run tieups with big radio program giveaways also have been a factor.

SOME INNOVATIONS STARTED

There have been some innovations. The Arrow Theatre Premiums Co., Inc., tried, and then discarded phonograph records and record players when these failed to draw. Records were offered in series of 12, but many patrons lost interest after getting two or three disks. Competitive record sales by department stores and music shops helped cool interest in the deal.

Jack Glauber and Otto Price, Arrow partners, found it more profitable to handle cutlery, canister sets, mixing bowls of stone and dinnerware.

Two comparative youngsters, George Abend and Ralph Abuhoff, neither of whom looks over 30, have recently revived the book premium deal. Book deals were first tried out about nine years ago and dropped just before the war. Their recently-established A&A Book Premiums is distributing a 13-volume package of encyclopedias and dictionaries. They have signed with a number of theatres in New England and New Jersey.

The exhibitor pays 37 cents per volume and the patron pays 25 cents in addition to an adult admission. So the deal actually costs the exhibitor 12 cents a book. Books are distributed twice each week. Premium announcements usually have an educational appeal for parents and teachers.

Some of the older firms—Price Theatre Premiums, Inc., and De Luxe Theatre Premiums, and the recently-revived Metro Premium Co.—tend to rely on the time-tested giveaways. These include nine and ten-piece dinnerware sets; beverage and glassware sets ranging from four to 13 pieces; 15-piece silverware sets, pots and pans, and occasionally dressing table sets for women.

SERVICE CHARGE LEVIED

During the war the companies had a hard time filling the limited number of orders that came their way. Shortages of materials virtually cut off the supply of glassware, pots and pans, dishes, and cutlery. Some companies shut down or reduced staffs to skeleton proportions.

Only during the past 18 months have adequate supplies of kitchen and dinnerware become available. As with everything else, prices have gone up. The premium distributors now pay about twice as much as they did before the war for product. This cost is passed on to the exhibitors.

The exhibitors in turn, try to pass on the increase to the patron. Many theatremen who levied no service charge during the 1930s now charge five or ten cents per article. In some situations patrons have forced exhibitors to reduce the ten-cent charge to five.

Other exhibitors have increased admissions on premium nights, thereby hiding the service charge. Still others stipulate that articles can be had at evening adult admission prices. This covers tickets sold for matinees.

Most exhibitors feature premiums Tuesdays, Wednesdays and Thursdays. A smaller number also designate Mondays and Fridays.

QUIZZES CALLED PREMIUMS

Premium distributors frankly admit that their customers are subsequent run theatres and are cynical about the first run theatres that tieup with radio quiz programs famous for lavish gifts.

They say that while these first run theatres advertise quiz programs as "stage shows," the shows are merely another form of premium night attraction designed to sell tickets. "It doesn't matter whether the patron leaves the theatre with a 50-cent dish or a $3,000 automobile awarded for guessing the correct song title, it's still a premium," said one dish dealer.

"LOADED WITH EXPLOITA
PAYOFF IN ANY SITUATI

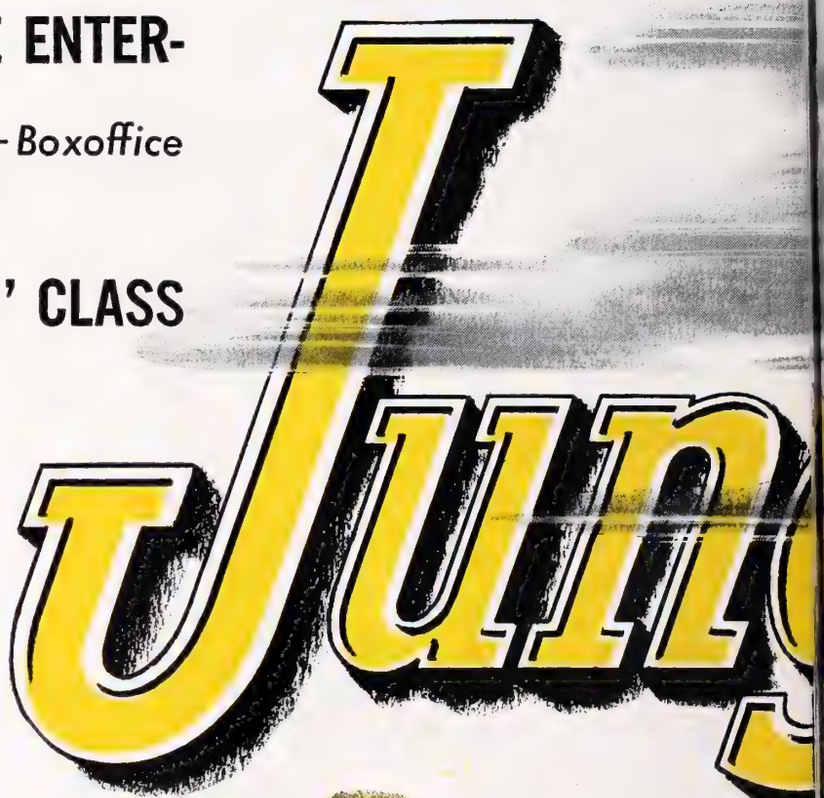
—Hollywo

"Again Frank Seltzer demonstrates conclusively that his unit is in the know in turning out **TOPSIDE ENTERTAINMENT!"...** —*Boxoffice*

"DEFINITELY IN 'SLEEPER' CLASS . . . enjoy handsome business!"... —*Daily Variety*

"A BOXOFFICE WINNER... tense . . . exciting . . . bring in patrons and keep them coming!"... —*Showmen's Trade Review*

"CORKING DRAMA . . . EXPERTLY DIRECTED . . . PACKS TERRIFIC WALLOP!"... —*Film Daily*



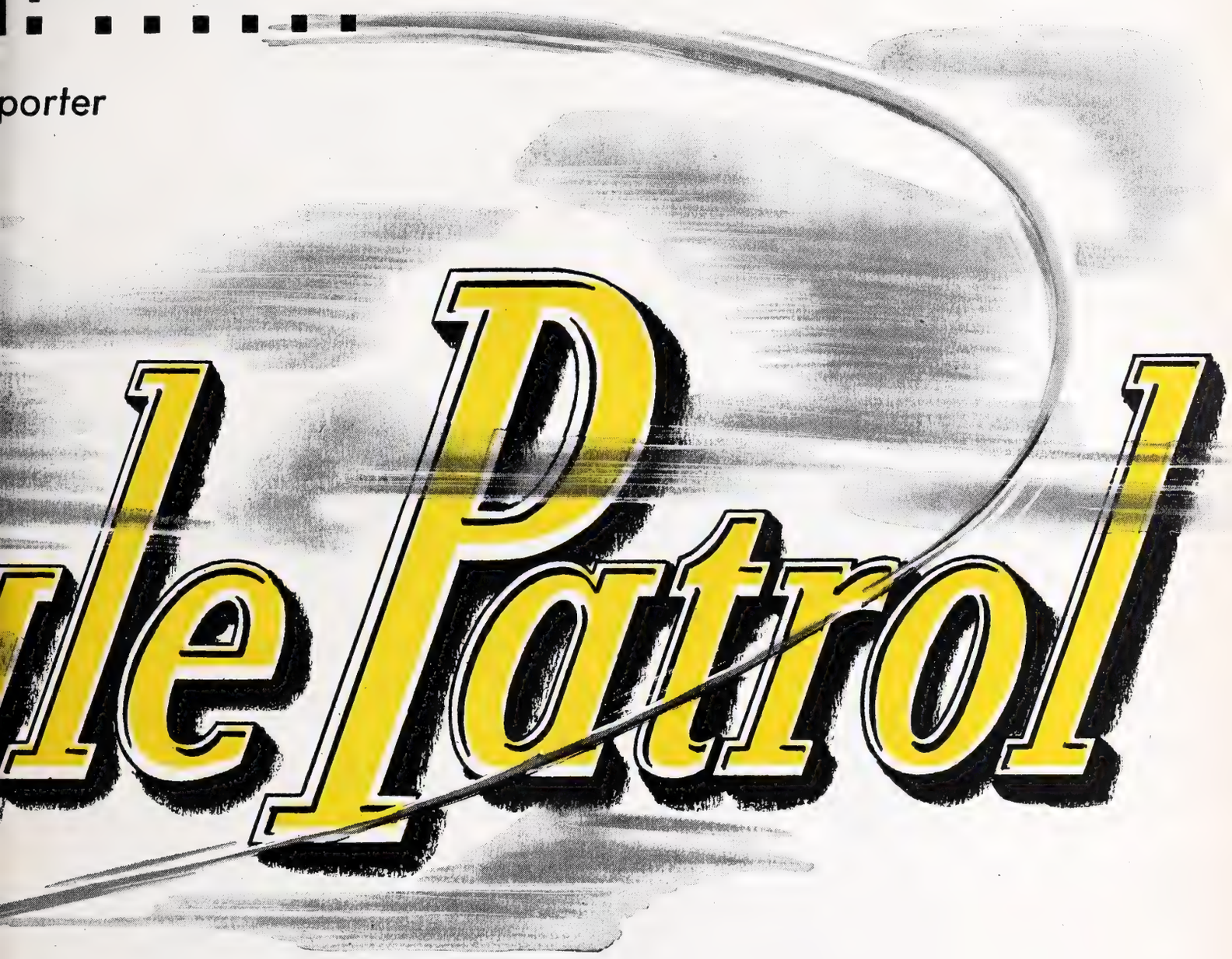
featuring
KRI



ON ANGLES FOR BOXOFFICE

!" . . . . . .

porter



E MILLER·ARTHUR FRANZ with Ross Ford·Mickey Knox·Tom Noonan

ard Jaeckel · Gene Reynolds · Harry Lauter · Bill Murphy · G. Pat Collins

Directed by JOE NEWMAN

Screen Play by Francis Swann · Adaptation by Robertson White · From the Play by William Bowers

A Frank Seltzer Production

Released by 20th Century-Fox

Washington Report

By LEE GARLING

EXHIBITORS ARE DOING nearly as much business this year as last. It is virtually neck and neck between figures on admissions for the first seven months of this year and for the same period of last year.

The Bureau of Internal Revenue said that it collected $214,163,321 in general admissions taxes in the months February through August. This reflects business from January through July. For the same period last year, the figure was $214,412,166.

About 80 to 85 per cent of the general admission tax comes from theatre collections. The tax is 20 per cent. A multiplication supplies the amount of money taken in at the boxoffice at theatres this year and last.

It was the August figures which gave this year's totals the shove that put them close to those of last year. They were $34,141,295 for this year, compared with $29,309,491 last year. The April and July figures also were higher this year than last, while in other months the figures were higher in 1947.

* * *

THE WORD IS OUT that the house small business committee is going to beat the drums for special antitrust courts dedicated to speed. Abram F. Myers said so.

Maybe he has inside information, probably he has not. But the sentiment around the committee and around Congress is in favor of such a move. The idea behind it is that if there were special courts, it would become easier for small businessmen, and exhibitors, to take action and get quick decisions. An argument for the courts will be the "tragic" delay in the motion picture antitrust action, said Myers. For the delay he blamed "indulgent" judges and company attorneys.

The committee also may recommend that film rentals be brought under the anti-discrimination provisions of the Robinson-Patman act. The amendment would forbid discrimination in royalties and rentals for commodities leased or licensed in such commerce. Myers wants this, too.

The committee is going to know a little about the motion picture exhibitor. It's about finished with its cross-country trek to quiz them, and find out their chief gripes. Now that it knows, we wonder it it will fix them up by legislation, or try something more sensible.

* * *

THE SLOWDOWN on television affects at least ten applications for TV stations sought by three motion picture companies. As more applications come in, more companies will be affected. For instance, MGM is thinking of asking for TV stations.

Chairman Wayne Coy of the Federal Communications commission said the commission will take no action on the pending applications—among a total of 303—for three to six months or longer.

The commission wants to work out a basic technical pattern, first, he said. He didn't say that TV also would move to the ultra-high frequencies, but he hinted it broadly.

Here's the score, company by company, of motion picture company interests in TV:

Paramount 2 and 3. It operates TV stations in Chicago and Los Angeles; it wants stations in San Francisco, Boston and Detroit.

Twentieth Century-Fox 0-5. It operates no TV stations, but wants them in Boston, San Francisco, Seattle, Kansas City and St. Louis.

Warner 0-2. It operates none, wants them in Chicago and Los Angeles.

There's DuMont, too! This may or may not be owned by Paramount in the minds of the commisioners. They are to decide. The score for DuMont is 3 and 2. It operates TV stations in New York, Pittsburgh and Chicago; it wants them in Cleveland and Cincinnati.

The slowdown affects the five-way fight for San Francisco stations, despite the fact that the FCC recently ordered a speedy decision in this case. It will delay, the commission said, a decision on whether Paramount owns DuMont, although persons close to the situation wonder if the FCC actually means to delay this.

The delay will give the exhibitor a chance to get prepared for new competition. While it's supposed to freeze only the grant of TV stations, it probably will slow up sales of TV receivers in homes. Persons wonder if the set they buy now will be out-of-date in a few years by new engineering standards. The chairman said no, but buyers are reported skeptical.

The FCC was surprised by the boldness of the latest document from Paramount. "You have no right to limit the number of stations a company can own," Paramount said in a brief. "If you try it, better not do so until 1952, until TV gets on its feet," said Paramount. The FCC had proposed no company be allowed ownership of more than five TV stations. It had expected protests, but thought they would be to request hiking the number from five to six or seven or more.

* * *

COMMUNISTS IN HOLLYWOOD subject is too hot and too big for the house un-American activities committee. This column said so a few weeks ago, while Chairman J. Parnell Thomas (Rep., N. J.) said he was going into the subject in a big Washington hearing. Now the official word is that the committee won't do anything about it until next year. Will it really then? That won't be up to the committee so much as to the next administration in the White House.

Kent Adds $500 to Prize In Youth Essay Contest

NEW YORK—The winner of the NBC essay contest on "What Youth Means to the Future of America" will receive $500 donated by Atwater Kent in addition to the previously announced prize of a four-year tuition scholarship at the University of Denver, TOA reports. The winner will be identified either October 16 or 23 on NBC's Frank Merriwell program.

Visiting Film Exchanges

NEW YORK—John B. McCullough, MPAA director of conservation, left September 28 on an inspection tour of midwestern film exchanges. He was scheduled to visit Chicago, Milwaukee, Minneapolis, Sioux Falls, Omaha, Des Moines and St. Louis, and to return to New York the middle of October.

Supreme Court Ruling Sought by Lawson

WASHINGTON — John Howard Lawson, discharged film writer, asked the U.S. supreme court to throw out his conviction of contempt of Congress for failure to tell the house un-American activities committee if he has been a member of the Communist party.

He said the threat of penalties for failure to tell political affiliations is contrary to the Constitution. Lawson was found guilty by the district court in the District of Columbia, and sentenced to a year in jail and $1,000 fine. He appealed to the U.S. court of appeals, and this week asked the high tribunal to take over instead.

The brief of the 53-year-old author of "Blockade" and "Smashup" was signed by Bartley C. Crum, San Francisco; Robert W. Kenny, Ben Margolis and Charles J. Katz, all Los Angeles; and Martin Popper and Samuel Rosenwein, both New York.

Stating that the question is the "most important to reach this court in a generation," the document put before the high court this basic question: "The constitutional question of the power of that house committee to require a private citizen to disclose his particular political belief or political membership under pain of criminal or economic penalties."

"The legal questions in this case go to the very vitals of our constitutional form of government, and they have never been directly decided," it went on.

Lawson is one of ten Hollywood writers, actors and directors cited for contempt when they defied the house committee by refusing to give a "yes" or "no" answer to the question about Communist party membership. Another writer, Dalton Trumbo, received a similar sentence. Both were allowed to make bond pending appeal.

It will be up to the court to say whether it will hear the Lawson case. This will be announced in the course of the term, which runs nine months.

William Kruse Quits UWF To Form Publicity Firm

NEW YORK—William F. Kruse, vice-president and director of United World Films, has resigned, effective November 1, to establish his own public relations firm in Chicago, according to James A. Franey, president. The firm, which will be known as William F. Kruse Associates, will specialize in public relations, publicity and mediation services for films and television.

Kruse made his plans two years ago but deferred the project in order to assist in the launching of United World, Franey said. Kruse will continue as a consultant for UWF.

New Explanation Is Given For Ban on 'Agreement'

MADRID—"Gentleman's Agreement" has been banned in Spain because its subject matter—anti-Semitism—is no problem in that country, according to Gabriel Garcia Espina, president of the Board of Film Censors.

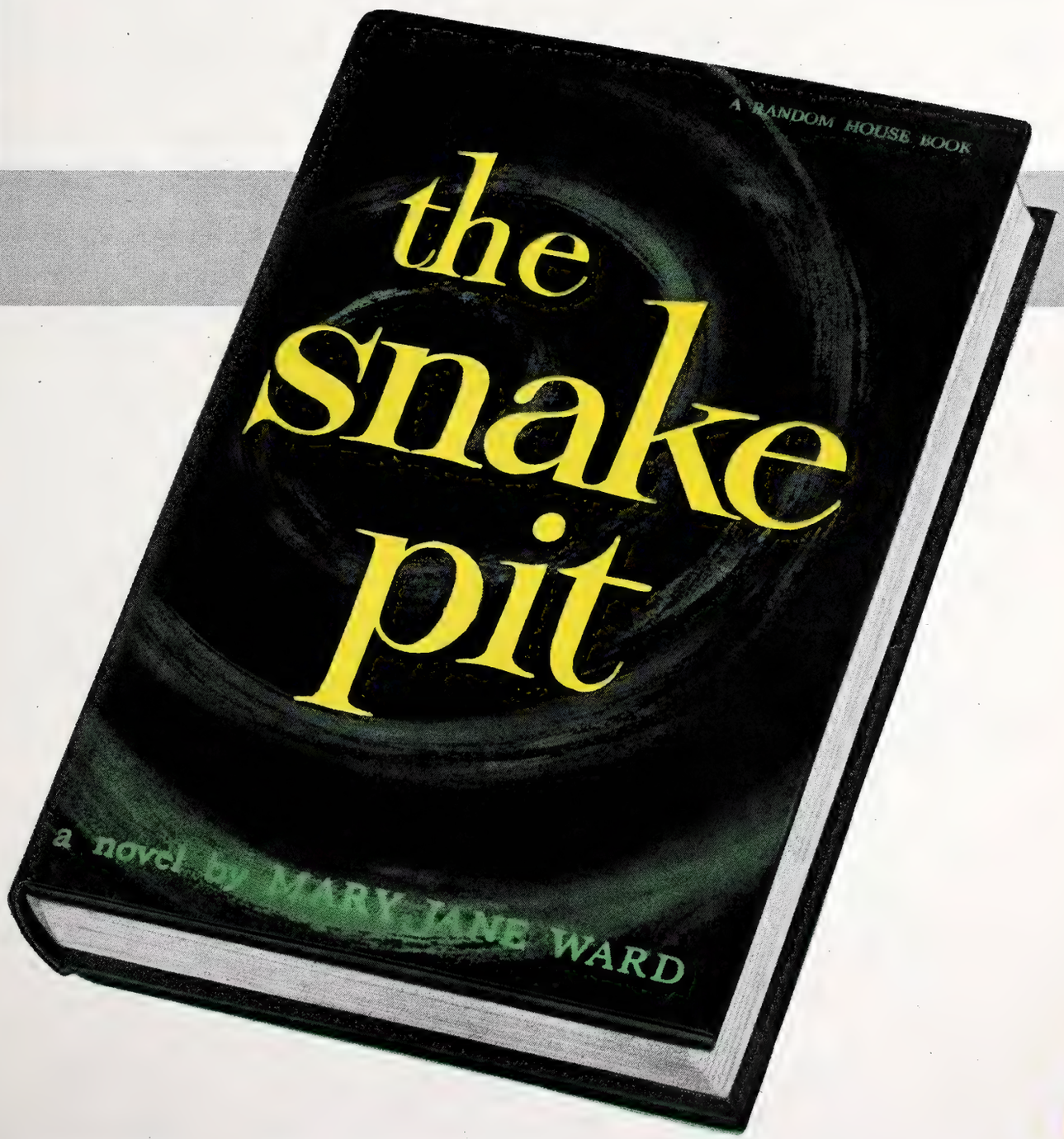
Espina denied previously published reports that the film had been rejected in Spain by order of the ecclesiastical member of the board.



The Snake Pit has been filmed!

IT COMES TO THE SCREEN

THURSDAY, NOVEMBER 4TH
WORLD PREMIERE
RIVOLI THEATRE, NEW YORK



arryl F. Zanuck presents OLIVIA de HAVILLAND in "THE SNAKE PIT" also starring MARK STEVENS, LEO GENN with ELESTE HOLM, GLENN LANGAN and Helen Craig, Leif Erickson, Beulah Bondi, Lee Patrick, Howard Freeman, Natalie Schafer, uth Donnelly, Katherine Locke, Frank Conroy, Minna Gombell • Directed by ANATOLE LITVAK • Produced by ANATOLE ITVAK and ROBERT BASSLER • Screen Play by Frank Partos and Millen Brand • Based on the Novel by Mary Jane Ward

20th CENTURY-FOX

Hollywood Report

By IVAN SPEAR

Samuel Bischoff Starts Third Production Unit

Apparently unperturbed by the creeping paralysis (stemming from difficulty in securing adequate financing) which has attacked many of his confreres in the independent production field, veteran Samuel Bischoff not only is not curtailing his activities but, on the other hand, is branching out.

Bischoff, who already heads Regal Films (in association with Dick Powell) and Star Films (with George Raft) has organized a third company, Bischoff Enterprises, which plans the making of four or five pictures during the 1948-49 season. First property acquired for the new unit is "Next Door to Hell," an original by George Zuckerman and Actor Don Castle, with Castle also signed for one of the leads.

Although Bischoff's films under the Regal and Star banners are released through United Artists, no distribution arrangements have been set for the celluloid to be turned out by his new company.

Cutler and Martyn Form Lesmar Productions

Another independent planning an expanded production program is Lester Cutler, who heads National Pictures and who, in association with Marty Martyn, has also formed a new company, Lesmar Productions.

In addition to the Clarence Budington Kelland comedy, "House of Cards," which stars Laraine Day and will go before the cameras in November, Cutler and Martyn have acquired rights to "The Happy Hypocrite," a story by Max Beerbohm. This will be made under the new Lesmar banner.

Cutler's own National Pictures will maintain its separate identity and has "High Noon" and "Hope of Earth" on its slate.

Distribution arrangements have not been set for the projected output of either unit.

'Glass Menagerie' Filming To Start Early in 1949

Further intelligence as to independent production activity concerns the crystallization of plans whereby Charles K. Feldman intends to begin camera work early in 1949 on a film version of the Tennessee Williams stage success, "The Glass Menagerie." Feldman (whose company manufactured "Macbeth" and "The Red Pony" for release through Republic) has borrowed Jeanne Crain from 20th Century-Fox for one of the leads and has booked Irving Rapper as the director. Releasing plans are now being negotiated.

Anita Colby to Organize Own Promotion Company

Executive aide to Henry Ginsberg, Paramount studio chief, for the past year and a half, Anita Colby submitted her resignation effective December 1 to go into business for herself. She's organizing Colby, Inc., with New York backing, to operate in Hollywood and Manhattan—probably (though Miss Colby ain't talking right now about that) in the film promotion and exploitation field . . . MGM's script supervisor, Tessa Primock, resigned after six years in the spot. She's off to Denver to join her husband, a furniture dealer there.

Four Literary Purchases Made During the Week

Another four-story properties were added to studio files in literary transactions completed during the period. To MGM went "The Skipper Surprised His Wife," a magazine yarn by Comm. W. J. Lederer, U.S.N. A comedy, it relates how a navy officer took over the management of his home and three small children when his wife was injured —and applied shipboard routine to such good effect that the household ran like a happy ship . . . The King Brothers, who produce for Allied Artists, purchased "Unwanted," by Brenda Weisberg and William Sackheim . . . In the sagebrush category is "Black Canyon," a novel by William Colt MacDonald, picked up by RKO Radio for production by Jack Gross. Geoffrey Homes is doing the script . . . The Westwood Corp., in which John Beck and Sonja Henie are partners, acquired "The Golden Goose," an original by Robert Harrari, and will gun it late this year for Universal-International release.

Paramount Plans to Start 'Dead Letter' in January

Now that virtually every other profession and/or occupation has been glorified on film via the apparently endless semi-documentary route, Paramount bobs up with one called "Dead Letter," which—as if you couldn't guess—is going to trace the careers of the hawkshaws who work to keep the U.S. mails free from the ravages of criminals.

Cast as a stalwart postal inspector therein is Alan Ladd, and the film, to be produced by Endre Bohem, will be made with the cooperation of the postoffice department. Preliminary plans were approved by Jesse M. Donaldson, U.S. postmaster-general, during a recent visit to the studio.

"Dead Letter" is an original by Ardel Wray and Robert Richards. The script is being penned by Steve Fisher for a January start.

Robert, Elizabeth Taylor In MGM's 'Conspirator'

A couple of Taylors who aren't relatives —Robert and Elizabeth—drew the co-starring roles in MGM's "Conspirator" and are packing their bags preparatory to heading for England, where the Arthur Hornblow jr. production is slated to get under way early next month . . . Hal Wallis filled out the cast of his upcoming entry for Paramount, "Bitter Victory," by signing Diana Lynn, Robert Cummings, Lizabeth Scott, Eve Arden and Kristine Miller for the principal roles . . . Type casting: Wayne Morris, a combat flier in World War II, will portray a combat flier in Warners' "Task Force," starring Gary Cooper . . . James Gleason and John ("The Friendly Undertaker") Brown go into Universal-International's "The Life of Riley" cast . . . Johnny Mack Brown and Don Castle were booked for Allied Artists' "Stampede" . . . Joining Larry Parks in Columbia's "Jolson Sings Again" are William Demarest and Ludwig Donath, cast in the same roles they undertook in "The Jolson Story."

Richard Haydn to Direct Paramount's 'Dear Wife'

After cutting his directorial eyeteeth on Paramount's recent "Miss Tatlock's Millions," Richard Haydn draws his second megaphoning assignment on "Dear Wife," a sequel to "Dear Ruth" . . . Henry Levin will pilot "Jolson Sings Again," Larry Parks starrer over at Columbia . . . Dual chores as scripter and director on "Watch the Birdie," Red Skelton comedy at MGM, were handed Edward Sedgwick . . . Halsted Welles, Broadway playwright, is polishing the script of Universal-International's "Gambling Lady" . . . Megging assignments at Columbia include Gordon Douglas to "The Doolin Gang," Ray Nazarro to "Laramie" and Edward Bernds to "Blondie Hits the Jackpot" . . . Over at Eagle Lion Anthony Mann was set to meg "The Blank Wall."

Accelerated Production Program Revealed at Warner Bros. Confabs

Out of "planning committee" huddles at Warners, with most of the company's big wheels participating, have come three concrete disclosures as concerns the plant's present and future status:

1. It has a backlog of 22 completed pictures—largest in Warner history.

2. Release dates for nine of the films have been set up, spanning the period from early October until the end of January.

3. A steady production tempo, and maintenance of a high average of employment, is to be maintained by "having all aspects of preproduction work complete and final" before upcoming properties go before the cameras.

Top brass proclaimed that releases are to be "spaced out on the basis of the upturn in market conditions for the company's product"—an optimistic indication that the Warner organization isn't subscribing to the "things are tough all over" theory so prevalent in other industry quarters.

First of the nine new pictures to go into release, "Smart Girls Don't Talk," was allocated an October 9 date. It will be followed October 23 by "Johnny Belinda," with "June Bride" set for November 13; "Fighter Squadron," November 27; "Decision of Christopher Blake," December 25; "One Sunday Afternoon," January 1; "Whiplash," January 15, and "The Adventures of Don Juan," January 29.

Sitting around the conference table at the Burbank studio were Harry, Jack and Albert Warner, Sam Schneider, Ben Kalmenson, Harry Kalmine, Mort Blumenstock, Arthur Abeles jr. and Alex Evelove.



ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
290 S. Liberty St. • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

BETTE DAVIS ★ ROBERT MONTGOMERY

JUNE BRIDE

with FAY BAINTER BETTY LYNN TOM TULLY

directed by BRETAIGNE WINDUST · produced by HENRY BLANKE

Screen Play by Ranald MacDougall • Based on a Play by Eileen Tighe and Graeme Lorimer

UPSWING IN FILM PRODUCTION WITH 45 ON OCTOBER LINEUP

HOLLYWOOD—Best news to circulate in the film colony, productionwise, in more than a year—and bringing with it a note of cheer for workers in every branch of the industry—was the salient fact that October got under way with a healthy total of 45 pictures either at the starting gate or in early phases of camera activity. This mark represents a gain of 13 over September's 32-feature aggregate and is the largest number of starting films to be recorded since September 1947, when 57 pictures got the green light.

Among factors contributing to the long-awaited upswing was Universal-International's decision to terminate its picture-making hiatus, which began early in August, by sending three films onto the sound stages.

Five of the 45 began rolling in the late days of September but are computed as part of the aggregate on the October lineup. Another nine were carryovers from previously-announced starting dates, while 31 subjects were newcomers to the agenda.

Indications were strong, however, that despite the healthy stepup in production—or, perhaps, because of it—the film moguls were continuing to keep a watchful eye on the bankroll. Nearly half of the projected October starters were in the low or medium budget range, while even the more lavishly-mounted entries were being scheduled at figures far below those earmarked during the lush war years.

By studios, and subject to change during the month, the lineup is like this:

Columbia

Always at or near the top in point of camera activity, this studio charted the busiest schedule in town, with six properties on the docket. Probably the most important—in view of the plaudits and profits reaped by its illustrious predecessors—is "Jolson Sings Again," a sequel to "The Jolson Story," which is slated for Technicolor filming with Larry Parks again portraying the great "mammy" singer. As was the case with the first film, Jolson's voice will be on the sound track for the song numbers. Holding the production reins is Sidney Buchman, with Henry Levin in the director's chair. A high-budgeted outdoor entry is "Bonanza," to be produced by S. Sylvan Simon and megged by George Marshall—but for which, early in the period, no cast had been set. The story of a modern treasure-hunter, it concerns the unceasing search for the fabulous Lost Dutchman mine in the shadow of Arizona's Superstition mountain. According to some authorities, $18,000,000 lies waiting for the person who stumbles onto the lost vein. Also in the outdoor category, and a hold-over from its original September starting date, is "The Doolin Gang," a Randolph Scott starrer to be made by the Producers-Actors Corp., the company headed by Scott and Harry Joe Brown. Gordon Douglas directs the semi-historical western. Boots and saddles are much in evidence, too, in "Laramie," newest of the venerable "Durango Kid" series toplining Charles Starrett and Smiley Burnette. Ray Nazarro pilots the Colbert Clark production. Also in the series vein is "Blondie Hits the Jackpot," another chapter in the ten-year-old film saga of the Bumstead Family, which is under Ted Richmond's productional guidance and has Edward Bernds as the megaphonist. In the leads, of course, are Arthur Lake, Penny Singleton, Marjorie Kent and Larry Simms. Richmond also gave the nod, late in September, to "Make Believe Ballroom," a musical based on the popular west coast radio show over which Al Jarvis presides as disk jockey and general handyman. Jarvis has a role in the film, as do such musicians as Frankie Lane and the King Cole Trio, while Ruth Warrick has the femme lead as a flippant, fast-talking press agent.

'Samson and Delilah' Ready for Cameras

In some 36 years of motion picture production and direction—the last 17 of them in association with Paramount — Cecil B. DeMille has contributed his share, or more, of outstanding boxoffice successes. And among such have been several entries exploring various facets of religious and biblical history — noteworthy examples being, of course, the celebrated "King of Kings," "Sign of the Cross" and "The Ten Commandments."



Cecil B. DeMille

It's of more than passing interest, therefore, to note that DeMille will shortly begin to grind the cameras on another opulently-budgeted entry in that vein—the story of the haircut that changed the course of the world's history. The picture is "Samson and Delilah," and it goes into production after more than three years of preparation.

As concerns subject matter, cast and scope the feature for Paramount undoubtedly rates as the most significant to be given the green light at any studio this month.

The delectable "Delilah" is Hedy Lamarr and the target of her scissors-wielding escapade is Victor Mature. DeMille, of course, is both producer and director, and the supporting cast numbers such names as George Sanders, Henry Wilcoxon and John Miljan. The biblical theme was adapted by Harold Lamb, and Jesse Lasky jr. and Frederick Franc whipped it into screenplay form.

Eagle Lion

After blanking out in September—when one scheduled starter failed to get rolling—this studio laid plans for gunning a pair of properties during the current period. Included is "Catch Me Before I Kill," first slated to go last month. A story of juvenile delinquents, it marks Bebe Daniels' bow as a producer under the EL banner and is to be directed by Alfred Werker. Early in the month, however, no cast had been set. New to the lineup is "Wyoming Mail," which Aubrey Schenck will produce as a "documentary western," based on the founding of the U.S. secret service in the 1860s, when it was created to protect the mail service in the western territory. To the subject had been assigned no director nor cast as the month began.

Film Classics

For distribution by this company a pair of pictures was being readied by two independent film-makers. On Martin Mooney's slate is "Boss of San Quentin"—you guessed it, it's a prison melodrama—on which Samuel Goldwyn jr. makes his directorial debut. Early in the period the only cast name was that of J. Carroll Naish, booked for one of the heavy leads. "Alaska Patrol" was set for the go signal by James S. Burkett, who also produces for Monogram. "Patrol," which Jack Bernhard directs, has Richard Travis in the topline. It's described as an action melodrama of intrigue and espionage, with Washington, D. C., and Alaska as its locales.

Independent

Unaffiliated film-makers apparently received an injection of the same brand of optimistic hypodermic administered to other producers during the period, since a total of four subjects was lined up by the share-croppers. Most importantly budgeted of the quartet is "She Wore a Yellow Ribbon," scheduled by Argosy Pictures, the unit headed by John Ford and Merian C. Cooper. With Ford directing, and John Wayne, Irene Rich and Victor McLaglen heading the cast, the film will begin production on location in Monument Valley. It is a story of action and adventure on a U.S. cavalry outpost—a theme employed successfully by Argosy with its recent "Fort Apache," made for RKO Radio release. Slated for camera work by Hygienic Productions, which made and is distributing the sex education film, "Mom and Dad," is another educational subject, "One Too Many"—this one dealing with alcoholism. Co-produced by Kroger Babb and J. S. Jossey, and with William Beaudine megging, the picture stars six-year-old Ginger Prince as the daughter of an alcoholic, whose influence helps to cure him of his affliction. Set for launching by Fortune Films, independent unit headed by Maurice Conn, Harry Hendel and Nate Watt, is "Zamba," toplining Jon Hall, which Watt will direct. It's an aviation melodrama with a jungle background. In the holdover classification is "Shadow of Time," on the docket of Albert

S. Rogell's Gibraltar Pictures. Cast toppers include Alexander Knox, Doris Nolan and Guy Madison, and Rogell is slated to produce and direct. No distribution arrangements have been set for the action drama, which has a Canadian locale, but there is a possibility it may be released through Columbia, which is distributing Rogell's first Gibraltar entry, "Song of India."

Metro-Goldwyn-Mayer

Three new subjects and one property carried over from its originally-announced September starting date will keep Leo busy on the sound stages. Uncast early in the period was "Vespers in Vienna," one of the newcomers, which George Sidney will pilot under the productional guidance of Carey Wilson. It's a story of intrigue behind the Iron Curtain in occupied Austria. Also stepping up to bat is "The Stratton Story," a baseball yarn starring James Stewart, June Allyson and Frank Morgan. It's based on the career of Monte Stratton, Chicago White Sox player who lost his leg in a hunting accident but, despite that handicap, made a comeback in the minor leagues. Roy Rowland is the director and Jack Cummings produces. A period piece, "The Great Sinner," will co-star Gregory Peck and Ava Gardner. It is described as a romantic drama, based on incidents in the life of Dostoievski, the celebrated Russian novelist, and has a European background. Gottfried Reinhardt's production will be piloted by Robert Siodmak. Carried over from the previous month was "The Secret Garden," a fantasy based on the widely-read children's story by Frances Hodgson Burnett. With Fred Wilcox megging and Clarence Brown as the producer, the cast includes Margaret O'Brien, Dean Stockwell, Herbert Marshall and Gladys Cooper.

Monogram

In line with the recent announcement by Steve Broidy, president of Monogram and Allied Artists, that the two companies were embarking on the most ambitious production programs in their histories (a total of 61 films is promised for 1948-49), the studio got off to a fast start by scheduling five properties to go before the cameras during the period. Two are in the AA bracket—"Stampede" and "Bad Boy," the latter being a carryover from last month. "Stampede" is the second big-scale western to be undertaken by co-producer John C. Champion and Blake Edwards, who began their filmmaking careers last season with "Panhandle." Topliners in the new one, based on a novel by E. B. Mann, are Rod Cameron, Gale Storm and Don Castle, with Les Selander as the director. "Bad Boy," to be produced by Paul Short under sponsorship of Variety Clubs International, is a story of juvenile delinquency and how it is being combated by Variety with its Boys Ranch in Texas. Audie Murphy, Lloyd Nolan and Jane Wyatt have the leads and Kurt Neumann is slated to direct. The remaining trio, all under the Monogram banner, are in the series category. Latest in the sleuth series featuring the Oriental hawkshaw is "Charlie Chan in Mexico," a James S. Burkett production featuring Roland Winters and Keye Luke. William Beaudine directs. Sagebrushers both are "Passage West," musical horse opera toplining Jimmy Wakely, produced by Louis Gray and megged by Lambert Hillyer, and "Hidden Danger," a Barney Sarecky production, piloted by Ray Taylor, with Johnny Mack Brown, Raymond Hatton and Christine Larson in the leads.

Paramount

Of a three-picture total awaiting the nod at the Marathon Street film foundry, two were carried over from their original September dates while the third, Cecil B. DeMille's "Samson and Delilah," rates the nod as the month's most important entry from any lot. It is described in detail in the box on the opposite page. The holdovers are "Diamond in a Haystack" and "Easy Does It." The former, co-starring Bing Crosby, Barry Fitzgerald and Ann Blyth, has an Irish background and is to be directed by David Miller for Producer Robert Welch. In it Crosby plays an American detective who treks all the way to Erin while working on a case. "Easy," toplining Bob Hope and Rhonda Fleming, will be produced by Edmund Beloin, with Alexander Hall directing. Hope portrays a confidence man on a luxury liner who falls in love with Miss Fleming, daughter of an impoverished European nobleman.

RKO Radio

After a couple of months of near-stagnation while the company's new big wheel, Howard Hughes, was deciding exactly how he wanted to run the company, this Gower Street studio is humming with activity, boasting an impressive total of five starters for the month. Two of them—"Roseanna McCoy" and "Second Marriage"—are contributions from outside production organizations while another, "The Clay Pigeon," got under way on the lot in the final days of September. "Roseanna," which Samuel Goldwyn is bringing to the screen, co-stars Farley Granger and Joan Evans in a dramatization of the famous hill country feud between the Hatfields and the McCoys. It is being directed by Irving Reis. "Marriage" will be produced and directed by Dudley Nichols for Independent Artists, in which unit he is an associate of Frederick Brisson and Rosalind Russell. Miss Russell will not, however, appear in the opus, a sophisticated comedy of marital entanglements, which early in the month was minus a cast. "Pigeon," being produced by Herman Schlom and piloted by Richard Fleischer, is a semi-factual story of the cruelties inflicted on American prisoners languishing in Japanese military prisons during World War II. Bill Williams and Barbara Hale have the toplines, with Richard Quine portraying a double-dealing navy veteran and Richard Loo cast as a sadistic Japanese prison guard. In the western classification, Tim Holt hits the saddle again in "The Stagecoach Kid," another Schlom production which, as the month began, listed no director. Held over from its previous September starting date was "The Set-Up," a story of the prize ring, toplining Robert Ryan. Robert Wise will pilot the Richard Goldstone production.

Republic

In contrast to the general production spurt this valley studio is holding its October pace exactly even with that of last month by docketing two films for the sound stages. One, "Belle Starr and the Daltons," is the initial contribution from the newly-organized Fidelity Pictures, sharecropping unit, headed by Howard Welsch. The topliners in the historical western are Jane Russell (cast as the notorious Belle Starr), George Brent and George Montgomery. Alan Dwan is in the director's chair on the Trucolor opus. Also in the sagebrush division is "Sheriff of Wichita," an Allan "Rocky" Lane vehicle, third in the 1948-49 Famous Western series. Gordon Kay produces, but no megaphonist had been assigned early in the month.

Screen Guild

One new starter and a holdover from September comprise the month's production slate for the company headed by Robert L. Lippert. The newcomer, "Hell on Wheels," is a melodrama of the coast-to-coast trucking industry, slated for production by William Stephens but uncast and minus a director in the month's early days. Carried over from last month was "I Shot Jesse James," likewise uncast, which Carl K. Hittleman will produce and Samuel Fuller (who also wrote the screenplay) will direct. It will trace the career of "the dirty little coward who shot Mr. Howard"—as the ballad describes the man who assassinated Jesse.

20th Century-Fox

A late September starter on the Westwood lot was "The Beautiful Blonde From Bashful Bend," which was to be supplemented during the current month by one other opus, "You're My Everything." The former, on which Preston Sturges serves as writer-director-producer, toplines Betty Grable, Rudy Vallee and Cesar Romero in a burlesque western about a cowgirl (La Grable) who becomes a schoolteacher. "Everything" is also in the burlesque category—a parody on Hollywood's star system, co-featuring Dan Dailey and Anne Baxter, with Lamarr Trotti producing and Walter Lang wielding the megaphone.

United Artists

A more diversified range of subjects than those listed for camera work under the UA banner during the month could hardly be rounded up, since three scheduled starters run the gamut from outdoor adventure to slapstick comedy to fantasy. The action yarn is "The Bold Bandido," newest in the "Cisco Kid" series starring Duncan Renaldo and Leo Carrillo, which Wallace Fox is piloting for Producer Philip N. Krasne. A burlesque of the jungle formula will be undertaken by Bud Abbott and Lou Costello in the Edward Nassour production, "Africa Screams," in which the buffoons encounter not only Frank ("Bring 'Em Back Alive") Buck but also tangle with Clyde Beatty and his wild animals. Charles Barton is the director. From George Pal will come "Tom Thumb," feature-length version of the fairy tale, in which Pal will combine live action with his "puppetoon" technique.

Universal-International

This valley lot ends its two-month production "holiday" with a starting lineup of three films. Producer-Director Maxwell Shane kicks off with "The Amboy Dukes," based on the novel by Irving Shulman, exteriors for which were photographed in Brooklyn. It's a story of tough juvenile gangs and of efforts being made to stamp out such delinquency. Cast toppers include James Curtis, Mickey Knox and Sue England. Writer-di-

(Continued on page 34)

One of the most Amazing Action Spectacles ever filmed!



COLUMBIA PICTURES presents

THE UNTAMED B

STARRING

SONNY TUFTS · BARBARA BRITTON

GEORGE "GABBY" HAYES




MIGHTY OUTLAW
STALLION FIGHTS
GIANT BRAHMA
BULL!
REED
in CINECOLOR
with
EDGAR BUCHANAN · WILLIAM BISHOP
Screenplay by Tom Reed
Based upon a SATURDAY EVENING POST Story by Eli Colter
Directed by
CHARLES LAMONT
Produced by
HARRY JOE BROWN
COLUMBIA PICTURES

Tri-States Starts Courtesy Campaign

DES MOINES—A circuit-wide Courtesy campaign is being undertaken by the Tri-States Theatre Corp. The public will pick the king or queen of courtesy in a statewide poll. The courtesy campaign, which is being guided by General Manager G. Ralph Branton, is an attempt "to again assure the public that the customer is always right."

Branton said "the public is through standing for being pushed around." He added, "The theatre offering patrons the friendliest and most helpful service will find themselves entertaining the biggest crowds."

The campaign is being conducted from October 1 through December 31. During this time an unknown "courtesy investigator" will visit every Tri-State theatre in the territory several times to check the service given patrons. This investigator will be unknown to anyone but Branton.

Branton, in announcing the campaign, called for a return of prewar standards of patron service. He deplored the attitude of some businesses which have been known to post signs reading "Please be nice to our employes—we can get plenty of customers."



COMING YOUR WAY

Extra Profits through display of Alexander short length screen ads. DOLLARS for SECONDS of your screen time.

For 29 consecutive years Alexander Theatre Partners have been profiting by display of short length screen advertising for their local merchants. This year they will share more than **two and one quarter million dollars.**

We'd like to show you how the Theatre Partner Plan will increase your revenue. Write for complete information . . . today.

New York Office
500 Fifth Avenue

ALEXANDER FILM CO.

Chicago Office
Wrigley Building

Home Office
Colorado Springs, Colo.

October Production

(Continued from page 31)

rector-producer Irving Brecher rolls "The Life of Riley," based on the radio show which he created, and which casts William Bendix (who also headlines the airshow) as loveable but dumb Chester Riley. The Riley clan, as they will be seen on the screen, also includes Rosemary DeCamp, Meg Randell and Mark Daniels. A semi-historical western is "Calamity Jane and Sam Bass," a Leonard Goldstein production to be directed by George Sherman. Only cast name, early in the month, was that of Yvonne De Carlo, who will portray the gun-totin' "Jane."

Warner Bros.

The Burbank celluloid emporium mustered up two starting properties for the month to maintain the steady production tempo which studio topper Jack L. Warner proclaims is necessary if Hollywood is to lick the problems of lagging grosses and dwindling employment. A high-budgeted entry is "Task Force," a Jerry Wald production co-starring Gary Cooper and Wayne Morris, to be filmed in Technicolor with Delmer Daves directing. A history of U.S. naval aviation, it has navy blessing, and will include Hawaii, Midway, Guam and Okinawa backgrounds. The other newcomer to the lineup is "Crashout," formerly titled "The Big Break," and also from the pen of Irving Shulman, who wrote "The Amboy Dukes." A prison melodrama, it incorporates the presently-popular juvenile delinquency theme and is slated to be directed by Peter Godfrey. Early in the period no cast had been chosen, however.

TOP-POP POPCORN

Mammoth hi-expansion *hybrid*, grown from Purdue University seed, gives you extra popcorn profits through extra popping volume. Satisfaction guaranteed or your money back.

- **Strong attractive boxes**
- **Popcorn Seasoning**
- **Complete line supplies**
- **Popcorn machines**

CHUNK-E-NUT PRODUCTS CO., Inc.

231 N. Second Street, Philadelphia 6, Pa.
2908 Smallman Street, Pittsburgh 1, Pa.
1261 E. Sixth Street, Los Angeles 21, Calif.
1230 W. Morehead St., Charlotte, N. C.

★ *Overnight Service On All Orders*

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

The Business

Addressing a meeting of managers in Albany recently, Charles Smakwitz, zone manager for Warner Theatres, observed that "the wartime opening-and-shutting-the-door policy is through."

Said Mr. Smakwitz: "A businessman's approach in theatre operations is necessary today. Managers must go out as businessmen, selling their pictures and merchandising their theatres . . ."

A few days later, Max Youngstein, president of AMPA, addressing members and guests at a luncheon in New York, declared ". . . there are many sound business reasons for merchandising and promoting pictures more intensively now than ever before."

In his capacity as vice-president in charge of advertising and publicity for Eagle Lion, Mr. Youngstein's point of view represents the distributors. Mr. Smakwitz, of course, represents the point of view of the exhibitor, particularly the circuit operator.

Both speak in terms of a business-like approach to the task of keeping the ticket register humming. In business, that means the advertising budget must be upped to keep space with the promotion effort.

Not many of the distributors or the circuits seem anxious to follow this business-like procedure.

* * *

Two years ago, when Pierce McCoy, the Augusta, Ga., theatreman, persuaded the Augusta Chronicle to sponsor an essay contest on "Why I Like Dogs," he had no idea the stunt would inspire an altruistic and anonymous citizen to perpetuate the love of boys and dogs.

The winning essay made such an impression on the anonymous reader of the Chronicle that a $10,000 service bond was recently posted with Ways and Means for the Blind, Inc. The donor specified that increment from the bond is to be used to furnish a Seeing Eye dog to a blind person every year. Applications will be taken for these dogs by Lions clubs throughout the nation.

Chester Friedman





Press, Radio, Tieups and Patrons Succumb to 'Loves of Carmen'

National tieups and current events in Cincinnati were coordinated into a gigantic preselling campaign for the engagement of "Loves of Carmen" at the Albee by Nate Wise, publicity director for RKO Theatres in that city.

Wise made the most of every opportunity which presented itself to weld together a campaign which couldn't possibly miss a single potential theatre patron in Cincinnati.

He used the Lux tieup to promote the distributor for 1,000 window streamers in groceries. The Max Factor tieup netted an additional 100 streamers in drug stores, 200 window posters were garnered via the Kem-Tone hookup, while the Pocket Book edition of the novel resulted in 25 special displays in book shops and at newsstands, banners on all delivery trucks and a 300-line newspaper co-op.

Wise developed the Arthur Murray tieup into a citywide dance contest. The local studio ran ten large co-op ads of 200-300 lines each in all three local dailies. The studio offered two Gruen watches and almost $1,000 in free courses to winners, in addition to supplying entry blanks. The contest was staged at the Albee during the engagement of "Carmen."

More than 200,000 daily bus riders were reached with special announcements of the Albee opening by commercial announcements over WCTS which are picked up by radio receivers in all buses. The theatre purchased a moderate number of announcements and Wise promoted an equal number gratis.

A food show promoted by the press and radio stations at the Cincinnati zoo attracted about 5,000 persons each day. A quiz was one of the attractions and Wise promptly capitalized by offering a "Carmen" doll as a nightly prize. The offer landed five front-page stories including the theatre playdates and additional inside art breaks.

A classified ad deal with the Times-Star netted more than 1,000 free lines of advertising, with picture illustration dominating the space. Tickets were offered to readers who found their names listed among the classified ads during a six-day period.

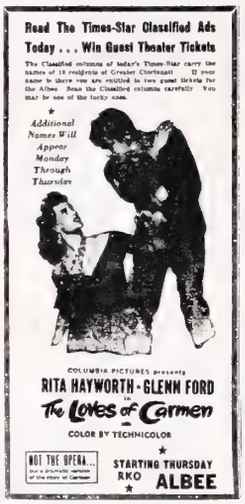
Radio promotion included contests on WCKY, WKRC and WCPO. Original gowns from the picture were displayed by Mabley & Carew in an attractive window setting and were publicized by the store in a three-quarter page newspaper ad.

A parade of new Ford cars, carrying banners with theatre dates, was arranged by

(Continued on next page)

Co-Ops Net Free Ad Space



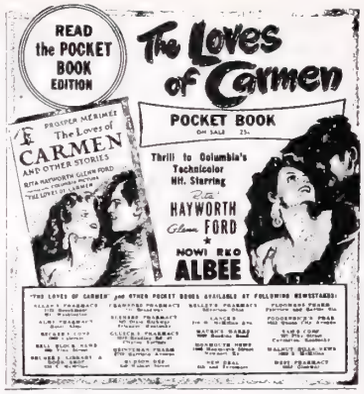


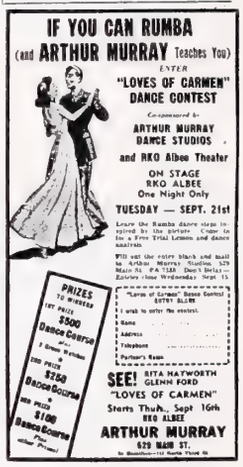




CARMEN DOLL—Mary Lou Merrell, Euclid avenue receives her Carmen doll from Paul Dixon, quiz master of "Can You Light It?" The Carmen doll is taken from the Rita Hayworth movie, "The Loves of Carmen," which will appear at the Albee Theater Sept. 16.







(Continued from preceding page)

Wise. On opening day 500 "Carmen" roses were given to women patrons. Ollie James, Enquirer columnist, publicized an offer of free admission to every girl named "Carmen" on opening day.

Art, roto and fashion layouts were planted with all local dailies. Six thousand miniature photoes of Rita Hayworth were handed out by two ballyhoo girls dressed in "Carmen" coustumes.

Two style 24-sheets were posted, and Wise arranged an advance screening for the press, radio commentators and advertising heads of leading department stores.

Overprints in Red Bally 'Canon City'

A jail cage in front of the Broadway Theatre, Charlotte, N. C., served double duty after it was mounted on a flat truck and used to ballyhoo "Canon City" for Manager Frank Irwin.

Irwin had the entire house staff garbed in convict clothes a week prior to opening to stimulate advance comment. Special setpieces were constructed to conform with the layout of a false front and displayed in the lobby prior to opening.

Three thousand newspapers were overprinted in red with copy, "Extra . . . Prison Break . . . 'Canon City' . . . Now at the Broadway." The papers were slipped over the regular Sunday papers and delivered by carriers throughout the city.

A display of police weapons and captured lethal articles were borrowed and placed on exhibition in the window of a sporting goods store with theatre copy.

Citizens of Kew Gardens Summoned to 'Paradine'

Mark Allen, manager of the Austin Theatre, Kew Gardens, N. Y., used a novelty house program to sell "The Paradine Case." A twofold affair measuring 8x4 inches, the program was in the form of a summons for jury duty "in the case of the people of the state of New York vs. Maddalena Paradine, the 5th day of September through, etc." The inside spread was devoted to regular selling copy on the picture, with the back page given over to coming attractions.

Cavalryman and Indians Ballyhoo 'Fort Apache'

George Cross, manager of the Granada Cinema, Maidstone, Kent., England, used a man dressed as a cavalry trooper and two others costumed as Indian guides as an effective street ballyhoo for "Fort Apache." Followed by a van carrying banners and equipped with loud speakers, the trio attracted considerable attention everywhere they appeared.

Double Header Scores Contest and Co-Op Ad For 'Ruth Story'

F. G. Nutting, city manager for Minnesota Amusement Co. Theatres in Eau Claire, Wis., developed a two-page newspaper co-op ad for "The Babe Ruth Story" at the State. The idea was built around a contest in which each participating merchant used a cut of one of the stars on the Eau Claire baseball team.

Contestants were required to identify each player, his position on the team and the advertisement it was identified with. Twenty-five pair of theatre tickets were offered as prizes for the first 25 correct entries.

A box four inches deep running across the top of the two pages defined the rules of the contest, and carried a bold plug for the picture dates at the State.

Nutting invited the team to the theatre on opening night as his guests and had the boys autographing for the kids in the lobby prior to the performance. Nutting was fortunate also in getting the president and secretary of the Northern Baseball league to attend, an incident which resulted in special stories in the sports section and on sports broadcasts over both local radio stations.

Treasure Chest Quest Aids Westfield 'Largo'

Three hundred dollars worth of promoted prizes proved an effective lure in a treasure chest stunt for "Key Largo" when Lew Breyer, manager of the Strand, Westfield, Mass., played that picture.

Breyer enlisted the aid of the Chamber of Commerce, lined up his prizes and got a locksmith to provide several thousand keys. Keys were enclosed in envelopes imprinted with details of the treasurer quest and distributed by the cooperating merchants. The gimmick called for the key holder to open a lock in the Strand lobby.

Each merchant displayed advertising in his window announcing the tieup, each contributed towards the cost of two quarter-page co-op ads, and the daily and weekly newspapers cooperated with running stories on the deal.

FBI Criminal Firearms Are Displayed in Lobby

Posters of local criminals and guns confiscated by the FBI formed the basis of a lobby display arranged by John Conheim, manager of the Hollywood Theatre, East Orange, N. J., to help exploit "Canon City." One of the original guns used by a guard at the Canon City prison in Colorado was included in the collection. Photographs of 28 convicts were also on exhibit, with data outlining the history of each.

Juice-O-Mat Helps

M. D. Cohn, manager of the Paramount, Kansas City, scored several downtown window displays in conjunction with "Beyond Glory" by capitalizing on the national tieup with the manufacturers of Juice-O-Mat. Stores displayed large posters showing Alan Ladd, star of the picture, drinking orange juice. Playdates were prominently displayed.

BIGGEST OPENING AND WEEKEND BUSINESS AT ORPHEUM, SAN FRANCISCO, IN OVER TWO YEARS!



and of course it's HELD OVER!



WALK A CROOKED MILE

STARRING

Louis HAYWARD · Dennis O'KEEFE

with LOUISE ALLBRITTON · CARL ESMOND

Screenplay by George Bruce

Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK

An EDWARD SMALL Production

A COLUMBIA Picture

Supertots Complete for 'Super' Title In Theatre, Radio, Playground Tieup



P. E. McCoy, city manager for Augusta (Ga.) Amusement Co., did not get discouraged when he learned that neither of the local newspapers use the Superman comic strip. He simply introduced another angle to exploit the Imperial Theatre opening of Columbia's new serial.

McCoy turned to radio station WBBQ for aid and lined up the officials of the public playground system in a citywide search to find Augusta's Junior Superman and Superwoman. Elimination contests, staged at all eight playgrounds in the city, were capped by a final competition on the stage of the Imperial the day "Superman" opened.

The stunt was a real citywide affair which was given a ten-day buildup by the radio station. The tots, all under 12, were registered at the playgrounds. Two winners were selected at each to appear in the finals. The contest received wide word-of-mouth publicity and large signs posted at the playgrounds urged the kids to register. The signs included theatre playdates.

The finals were staged just prior to the Superman radio program, with the program director of WBBQ acting as master of ceremonies. All activities were broadcast. McCoy promoted some fine prizes for the winners from a neighborhood department store. Despite the fact that the newspapers do not carry the comic feature, the August Chronicle carried daily stories and pictures of the contest and even mentioned the sponsors with full theatre credit.

A 16-foot cutout of the wonder man was placed on top of the marquee canopy where it attracted attention to the playdates in advance and during the showing.

A sound truck was used for street ballyhoo. As the vehicle patrolled the various districts, a 15-minute recording of a Superman radio program was broadcast to curious citizens. This proved to be very effective. McCoy reports that station WBBQ will continue to promote the theatre playdates each week throughout the booking of all 15 chapters of the serial.

Double-Truck Co-Op Aids 'Blandings' in Missouri

John Ruddy, manager of the Rodgers Theatre, Caruthersville, Mo., borrowed a small scale model home from a neighboring lumber house and displayed it in the lobby to build up interest in "Mr. Blandings Builds His Dream House." Ruddy hooked up with local merchants for a two-page co-op newspaper ad. The entire promotion was set at no expense to the Rodgers' budget.

Seven Theatres Take Part In Giveaway of Crosley

E. W. Stokes, manager of the Motor-In Theatre near Fresno, Calif., reports a car giveaway promotion among seven of the Robert L. Lippert theatres in the San Joaquin valley. The deal was promoted at no cost to the theatres, each manager promoting a number of merchants who sponsored the tieup. With a Crosley car as the prize, the local motor distributor placed a new Crosley in each of the ten theatre lobbies. A drawing decided the winner. A telephone hookup was made between the theatres. The winning coupon was presented at the Motor-In Theatre.

Pole Hangers Attract For 'Paradine Case'

Outdoor lampposts which circle the Mayfair Theatre in Asbury Park, N. J., were put to good use to help exploit "The Paradine Case" for Manager Bud Heck before and during his playdates. Head cutouts of the stars in the picture were mounted on colored disks and wired to the poles. Stunt gave the exterior of the Mayfair a neat splash.

Local Precedent Set By Teaser Campaign For 'The Raider'

For the first time, Toronto newspapers accepted a teaser campaign in connection with the exploitation of a motion picture in which neither the title of the production nor the theatre name was used. The innovation was introduced by Maurice Weldon, manager of the Kenwood there, to promote "The Raider." Weldon reports that the three-week campaign resulted in an avalanche of phone calls to the paper from curious subscribers.

The theatre was a regular showcase for advance displays. Weldon utilized his lobby, foyer, rest rooms and placed a banner across the stage announcing the playdates. This idea was carried out on all exterior displays also.

A preview showing of the picture created excellent word-of-mouth publicity. Naval officers, civic officials, film reviewers and other prominents attended.

Weldon had an usher walk through the streets with a German submarine commander's uniform and a sign. This stunt attracted so much attention that it rated a plug over radio station CJBC.

On opening night, the Royal Canadian SEP cadet band paraded to the theatre front, tying up traffic for more than 15 minutes.

Priests See Sceening Of 'Dunne' at Tampa

As advance promotion for "Fighting Father Dunne," Elmer Hecht, manager of the Park in Tampa, Fla., held a special screening to which he invited all Catholic priests in the city. This resulted in announcements made in all Catholic churches in Tampa endorsing the picture.

A second screening was held for children from all boys clubs in town and the local Orphans' home. The youngsters were transported to the theatre in chartered buses, and the event received a story and three-column cut of the kids arriving at the theatre in the Tampa Daily Times.

Ballyhoo Drums Trade For 'Four Feathers'

Playing a rivival of "Drums" and "Four Feathers" at the Palace Theatre, Hartford, Conn., Manager Fred Greenway had a young man walk the main shopping section playing a drum appropriately placarded. Greenway tied up with a liquor distributor who placed cards with copy: "Four Feathers—Now Palace" on imitation whisky bottles in cocktail lounges and retail stores.

Play Togs Display Sells 'On an Island With You'

Bathing suits and summer dresses were the basis of three outstanding window tieups promoted by H. H. Maloney, manager of the Poli Theatre, Worcester, Mass., to exploit "On An Island With You." Sherer's, leading department store, decked out the windows and centered a large photo of the star, Esther Williams, in bathing attire, appropriately labeled with picture and theatre playdates.



Not since
"The Road to Rio"...
Not since
Bob and Bing...
has Dottie been
combined with a
trio more sure
of that
boxoffice ZING!

BENEDICT BOGEAUS *presents*

DOROTHY LAMOUR
GEORGE MONTGOMERY
CHARLES LAUGHTON

in

"The GIRL FROM MANHATTAN"

with ERNEST TRUEX · HUGH HERBERT
WILLIAM FRAWLEY · CONSTANCE COLLIER
SARA ALLGOOD

Directed by ALFRED E. GREEN
Original Story and Screenplay by Howard Estabrook
Produced by BENEDICT BOGEAUS

Released thru U. A.!

Promotion Pays Off



A My Pop's Tops contest helped exploit "Life With Father" for Ed Pyne, manager of the 105th Street Theatre in Cleveland. Pyne promoted sponsor and prizes.



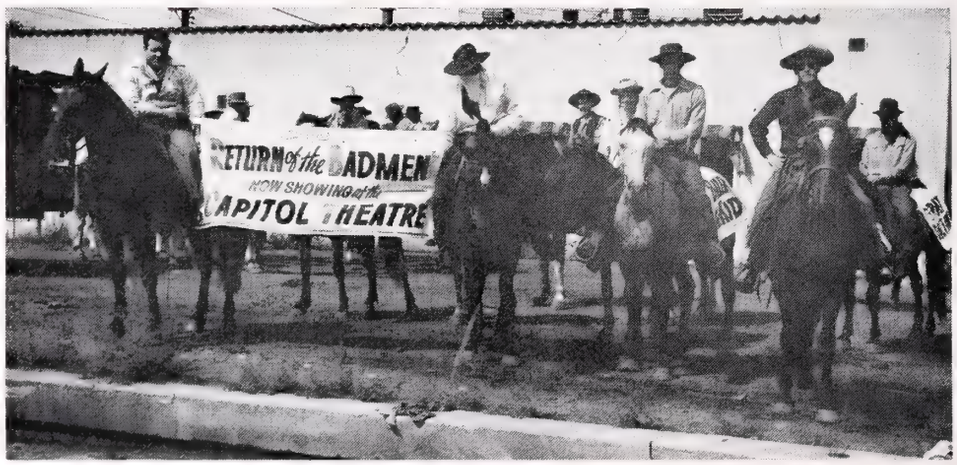
Elmer Hecht, manager, Park, Tampa, Fla., tied up with the state Conservation department for an animal exhibit to promote "Man-Eater." Guards in shifts protected the panthers, bears, alligators, and the baboon. Some 50,000 visited the miniature menagerie.



Three-dimensional tiger looks ready to spring at passersby beneath the canopy of the Palace, Chicago. Sound amplifier provided by publicist Lou Mayer emitted realistic roars at intervals.



English theatremen are having a holiday ballyhooing "Fort Apache." This street stunt was devised by A. Howarth, manager of the Odeon, Stockton-on-Tees in Middlesbrough.



"Return of the Badmen" was heralded at the Capitol, Salt Lake City, through concentrated promotion. Publicist Helen Garrity handled the campaign which included the ballyhoo pictured above. The costume staff participated in Pioneer Days parade. Oldtimers club put on an exhibition dance in front of theatre opening night.



Les Pollock, Loew manager in Rochester, N. Y., had these youngsters hawking tabloid heralds on the city streets to exploit "The Paradine Case."

UNITED ARTISTS ANNOUNCES THE EXPLOITATION SCOOP OF THE YEAR!

Ready for Release OCT. 22nd

"The Plot to Kill Roosevelt"

Revealed for the first time!
NOT A DOCUMENTARY! IT'S FICTION BASED ON FACT!

FROM A STORY CIRCULATED BEHIND CLOSED DOORS FROM DOWNING STREET TO THE KREMLIN!



Sensational Accessory Line NOW Available at Your National Screen Exchange!

A Selected Films, Inc. presentation • Directed by WILLIAM FRESHMAN • Released thru UNITED ARTISTS

Stores and Windows Feature Displays For 'Miracle'

Tieups with the Fair department store in Oak Park, Ill., and 33 book stores, record shops, small department stores and dress shops helped to exploit "The Miracle of the Bells" for Leonard Utecht, manager of the Lake Theatre in Oak Park.

Complementing the book tieups, Utecht exhibited a special display in the lobby featuring the novel from which the picture was adapted. A cross-trailer was used at the affiliated Lamar Theatre in addition to special lobby displays.

The lobby, boxoffice and canopy of the theatre were dressed up with large bells carrying copy on the picture title and stars, and Utecht used large quantities of black-and-white stills for eye-level posters and set-pieces.

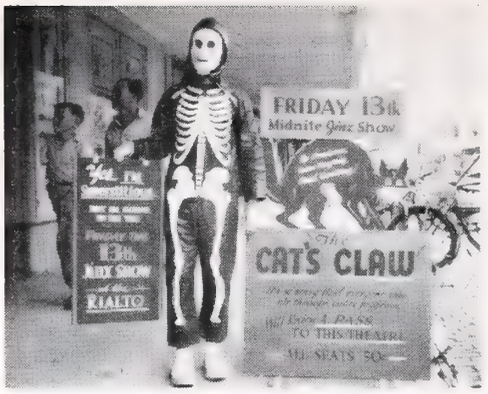
Publicity and art in the Oak Leaves paper and the Forest Leaves weekly helped to publicize the playdates.

In conjunction with the engagement of "Melody Time," three libraries approved the display of posters on bulletin boards announcing the picture. More than 20 windows in the area were tied up with posters and art on the attraction.

Tieup Cards Are Sniped With 'Blandings' Dates

Norton Shapiro, manager of the Rivoli Theatre, Roxbury, Mass., promoted 150 window cards from the distributors of the Pocket Book edition of "Mr. Blandings Builds His Dream House," which were spotted in select locations throughout the area.

Shapiro had the foresight to snipe the cards with theatre playdates and the name of the second feature. News distributor trucks also carried posters announcing the playdates.



Friday the 13th Jinx show was ballyhooed by Roy Williams, manager of the Rialto Theatre, Orlando, Fla.

Bantam Book Tieup Exploits 'Mickey'

Exploitation for the opening of "Mickey" at the Roxy Theatre in Kansas City got under way well in advance when Manager Tom Wolf placed special 40x60 cutouts of star Lois Butler in the lobby. Usherettes were dressed in blue jeans and blouses with red baseball caps, and wore ribbons announcing "Mickey."

Door hangers were placed throughout town. Sixteen Katz drug stores plugged a "Mickey" sundae, with 25,000 place mats and 17x22 counter signs behind each soda fountain.

Wolf tied up with the Jenkins Music Co. for a window display featuring a 40x60 blow-up based on the Chickering piano hookup. The store also used a co-op ad.

Athletes See Games Film

New York City's representatives on the U.S. Olympic team were guests of the Gotham Theatre Thursday evening (23) for a showing of Eagle Lion's "The Olympic Games of 1948." They paraded to the theatre after a dinner at the New York Athletic club and a reception in Columbus Circle.

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Theatre and Police Tie Up to Promote Child Safety

Doug Amos, manager of the Webb Playhouse, Wethersfield, Conn., has launched an extensive local campaign designed to promote safer traffic conduct on the part of Wethersfield's youngsters.

Amos tied in with the police department, which provides men for a weekly inspection of bicycles held on the theatre grounds. Permanent records are kept by the police regarding ownership, condition of the bike, necessary repairs recommended, etc., and parents have gone all-out to cooperate in the campaign.

The idea caught on with the Hartford daily press which is devoting free publicity space on the suburban news pages concerning inspection days, names of the best equipped bicycles and other pertinent matters.

Amos has announced plans to award cash prizes and other gifts, including a cup donated by the Bicycle Institute of America, to the local youngster submitting the best ideas for the promotion of traffic safety. The award will be made during the early part of the fall school term. The state police commissioner and town police officials have been invited to attend the presentation ceremonies which will be held on the theatre stage.

Lobby Dancers Exploit Portland, Ore., 'Badmen'

Frank Pratt, manager of the Paramount Theatre, Portland, Ore., arranged a novel tieup with the Arthur Murray dance studio to promote "Return of the Bad Men."

A week prior to opening, dance instructors presented a western dance exhibition in the spacious lobby of the Paramount at regular intervals. They were dressed in western costumes, and appropriate music was supplied through a public address system. During the run of the picture, the instructors gave free dance lessons to patrons attending the theatre.

The Paramount recently played host to 2,500 youngsters at a free performance sponsored by the Fraternal Order of Eagles. Pratt booked a special program for the youngsters of stage and screen attractions, with all costs being underwritten by the Eagles.

Theatre Entry in Parade Wins Prize, Publicity

August 21 is always an important day in Susanville, Calif. That is the day the annual Lassen County Live Stock show and Rodeo parade is held. This year, the motif was to tie it in with the centennial years of the state of California.

Lee Zwiebel, manager of the Sierra Theatre, decided to kill two birds with one stone by having his entry in the parade exploit his coming western attraction, "Four Faces West." Accordingly, he had a woman and a little girl entered in the pageant, wearing 1849 costumes with various accessories, including an umbrella upon which was lettered the picture title and playdates.

The theatre exhibit for the third successive year won first prize for the best individual entry in the parade.

SHOWMANDISER INDEX: 1948

Listing feature and short subject promotion and a cross-index of exploitation and institutional ideas by page numbers appearing bottom center of the Showmandiser pages each week. This index covers January 3-October 2, inclusive.

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TUESDAY, OCT. 19th

"The Paleface"

Color by Technicolor

Bob HOPE Jane RUSSELL

Produced by ROBERT L. WELCH • Directed by NORMAN Z. McLEOD

Original Screenplay by Edmund Hartmann and Frank Tashlin • Additional Dialogue by Jack Rose



PLUS
Pine-Thomas' Sky-High Thriller



Date For All Screenings is Tuesday, October 19th

CITY	PLACE OF SCREENING	THE PALEFACE	DISASTER
ALBANY	FOX PROJ. ROOM, 1052 Broadway	8 P.M.	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton Street, N.W.	2:30 P.M.	10:30 A.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley Street	2:30 P.M.	10:30 A.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	2:30 P.M.	10:30 A.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 So. Church Street	10 A.M.	1:30 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 So. Michigan Avenue	1:30 P.M.	3 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	3 P.M.	1:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	2 P.M.	11 A.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 South Harwood Street	2:30 P.M.	10:30 A.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	3:15 P.M.	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.	10:30 A.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2:30 P.M.	10:30 A.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.	10 A.M.
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, 128 Forsyth Street	8:30 P.M.	7:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.	11 A.M.
LOS ANGELES	BOULEVARD THEATRE, Washington and Vermont Streets	2:30 P.M	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	2:30 P.M.	10:30 A.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North 8th Street	3 P.M.	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.	10 A.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.	3:30 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	1 P.M.	10:30 A.M.
NEW YORK CITY	NORMANDIE THEATRE, 51 East 53rd Street	10:30 A.M.	
NEW YORK CITY	PARAMOUNT PROJ. ROOM, (12th Floor) 1501 Broadway		2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	1 P.M.	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	2 P.M.	10:30 A.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.	11 A.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.	10:30 A.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N.W. 19th Avenue	3 P.M.	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive Street	1 P.M.	11 A.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1 P.M.	2:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Avenue	3 P.M.	1:30 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Avenue	2:30 P.M.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	3:30 P.M.	2:30 P.M.



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FROM THE FILES OF *20 Years Ago*

H M. RICHEY of MPTO, writing in a recent issue of Michigan Film Review, urged more care in maintaining good equipment. He said, in part: "I have just returned from a certain film exchange after viewing a new print of a subject that was returned from an outstate exhibitor. It was a sickening sight. Five reels were so badly mutilated the print can never be run again. Of course the exhibitor will have to pay a large price for carelessness . . . When you get a bad print from the exchange, notify them; then you are safe."

"Sound pictures are making big financial showings everywhere," reports J. R. Grainger, general sales manager for Fox Film Corp. He predicts that 3,000 theatres will be wired for sound by this time next year.

* * *

Conspiracy is charged against eight west coast distributors in excluding independent exhibitors from contracting first or second run films or first suburban in Los Angeles and southern California. They are charged with excluding theatres which show two features on one program, charge less than ten cents minimum admissions or give gifts or premiums to patrons.

* * *

Albert A. Kaufman accompanied Jesse L. Lasky on a recent trip to European centers. Lasky is first vice-president of production for Paramount and Kaufman is assistant . . . The new 40-acre plant for Fox Film Corp. in Movietone City, Fox Hills, costing $10,000,000, is now ready for use.

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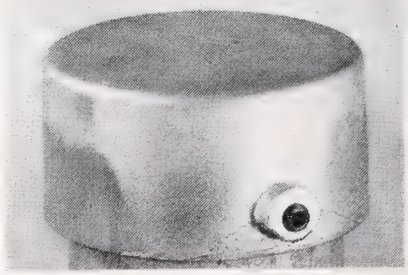
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CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent etc. Fensin Seating Co., Chicago 5.

1,600 streamlined spring cushioned full upholstered modern theatre chairs, like new. Reasonable for immediate delivery. Jesse Cole, 2565 McClellan Ave. Phone Valley 23445, Detroit, Mich.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

Theatre Chairs, 3,000, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

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For Sale: 50 veneer, cushion and 125 full cushioned theatre seats. McSwain Theatre, Ada, Okla.

Seats for sale: For sale 973 theatre chairs, spring cushioned, upholstered backs, very good condition. Address replies, Ellaness Theatres, Inc. 1209 Keith Bldg., Cincinnati, O.

New and used theatre chairs, carpeting, leatherette. LaSalle Recreations, Ltd., Vancouver, B. C.

SCHOOLS

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STUDIO AND PROJECTION EQUIPMENT

Our feature productions this month. 1/12 hp 110V Synchronous motors, new, $57.50; Neumade automatic film renovators, 35mm, $159.50; combination 16/35mm, $194.50; 2,000W Fresnel spotlights with yoke, $57.50; New Cine special blimps, $295; B. Maurer variable density recording outfit, $2,275; used Auricon recording outfit, $495; Neumade 35mm filmracks, 76 in. high, $39.50; Bellhowell automatic 16/35 hot splicer, $795; Western Electric preview magazines, $395; Bodde process screens, $2.40 sq. ft., 35mm threeway sound Moviola, rebuilt, $895. Send for latest catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

BUSINESS OPPORTUNITIES

Associate wanted for outdoor theatre to locate in midwest. Will match your investment. Boxoffice, A-3165.

MORE CLASSIFIED ON INSIDE BACK COVER

Jersey City Drive Has Skouras Push

JERSEY CITY—The Jersey City Community Chest Fund drive had a typical Hollywood sendoff here October 6, with ceremonies and entertainment provided by the Skouras Theatres community service department. The event was tied in with the recent remodeling of the 2,100-seat Skouras State Theatre, which had an inside and outside renovation costing $250,000. Last year the circuit performed a similar public service for the Elizabeth fund drive when the Liberty Theatre was reopened after renovation work.

The Jersey City drive got under way with a parade of 8,500 representatives of local religious, patriotic and foreign language groups. It was headed by a cavalcade of screen, stage, radio and television personalities including Edmund Gwenn, Jinx Falkenburg, Tex McCrary and Marie McDonald.

Thirty bands provided the music and 150 Boy Scouts carried a community chest banner, 75 feet long and 25 feet wide, made by the Skouras community service department. The banner will be sent to other cities holding community fund drives.

The parade was reviewed by Mayor Frank A. Eggers from a stand in front of the State.

Afterwards there was a special screening at the State of the new 20th Century-Fox feature, "Apartment for Peggy," in which Gwenn is starred. There also was a stage show headed by Gwenn, Falkenburg, and McCrary.

Others in the show were: Buddy Hackett, Stanley Burns, Mac Pepper, Sydel, Mara Kim, Carlo Corelli, Dusty Evans, Jack Bruno and Mary Ann Drake.

Those present at the ceremonies included: Nick John Matsoukas and Hadden Mathews of the Skouras home office, who set the arrangements with Harry A. Fuchs; other circuit members were Jules Katsiff, Diana Gordon, Sala Hassanine, Andrew Karabet, Alice Thompson and Notis Komnenos, manager of the State.

Representing 20th Century-Fox were: Sid Blumenstock, Sterling Silliphant and Mike Weiss of the publicity department.

Guests of Skouras were: Ray Wimple of Metropolitan Playhouses and Maury Stahl and Norman Probstein jr. of the Rivoli Theatre, Kearny, N. J. Spyros Skouras jr. also was present.

The Skouras circuit footed the bill for the parade and entertainment.

Schines Lose $75,000 Case

JOHNSTOWN, N. Y.—A $75,000 verdict against the Roney Plaza Corp. of Florida, Mr. and Mrs. J. Myer Schine and John Thompson, their chauffeur, was awarded in court here to William Stevens, 21, of Gloversville, who claimed loss of major use of his left arm through injuries suffered in a three-car collision July 24, 1947, on the Caroga Lake-Gloversville road. Frank Ambrose, driver of the third automobile, was given a verdict of $700, while his wife was awarded $500 for personal injuries. The trial was before supreme court Justice Daniel Imbrie. The machine driven by Thompson was owned by the Roney Plaza Corp. of which Schine is president. The Schines maintain a summer home at Caroga Lake.

Reduce Clearances Again On New York RKO Split

NEW YORK—Local clearances have again been reduced on the RKO split.

In the Bronx, three Skouras houses—Pilgrim, Interboro and Square—have been granted day-and-date runs with Loew's Elsmere for 20th Century-Fox, RKO, Warners and Universal-International product. They formerly had to wait a day after the Elsmere ran these pictures. The Loew's theatre and the three Skouras houses still have to wait seven days after RKO plays the films. Skouras has asked for a similar run for its Ward Theatre and Brandt has made a bid for its Rosedale Theatre to get the product day and date with the Elsmere.

Earlier clearance reductions gave 12 Century, Skouras, Randforce and Rugoff & Becker houses first run day and date with RKO.

Changes on the Loew's split are still under discussion among circuit officials, MGM and Paramount.

W. C. Riester Will Manage Leavenworth Theatres

SHAMOKIN, PA.—William C. Riester, manager of the Capitol Theatre here, resigned, effective October 2, to accept the position of city manager for the Durwood Theatre Corp. of Kansas City, in charge of the Leavenworth, Kas., theatres.

Riester has been connected with the Buckley Amusement Enterprises of Shamokin, as manager of the Capitol for the last nine years, with the exception of two and a half years in the armed services. Formerly he was with the Skouras Theatre Corp. of New York in several New Jersey theatres, as usher, doorman and assistant manager. He joined the Buckley circuit in 1939.

Boy Reports Theatre Fire; Is Presented Year's Pass

DOLGEVILLE, N. Y.—A year's pass was given by theatre manager Walter A. Smith to 9-year-old Everett Leavitt jr., who discovered a fire in the washroom. The boy, on noting the blaze, closed the door and told the ticket-taker about it. The theatre was emptied quickly, without any confusion. The house is in the Smalley chain. The damage was not extensive.

250 to Attend Eyssell Testimonial Dinner

KANSAS CITY—Approximately 250 reservations have been made for the testimonial dinner honoring Gus S. Eyssell, president of Radio City Music Hall and executive manager of Rockefeller Center, which is to be given here on October 14. Ed Sullivan, New York columnist and radio commentator, is to be master of ceremonies. Walter Pidgeon, MGM star, will represent the studios.

Among those from the industry coming from New York are: Ned E. Depinet and Harry Michalson of RKO Radio Pictures; William F. Rodgers, MGM; Spyros P. Skouras, 20th Century-Fox; Herman Robbins and George F. Dembow, National Screen Service; E. T. Gomersall and Maurice Bergman, Universal; Charles M. Reagan, Paramount.

From other points: Charles P. Skouras, National Theatres, Los Angeles; Frank L. Newman, Evergreen Theatres, Seattle; George A. Smith, Paramount, Los Angeles; George P. Giroux, Technicolor Corp., Hollywood; H. R. Beiersdorf, Eagle Lion, Dallas; Pat McGee, Cooper Enterprises, Denver; John Meinardi, Fox Midwest Theatres, St. Louis; Jim Castle, Paramount, St. Louis; Ralph Ayers, Stuart Theatre, and E. L. Roberts, Lincoln Theatre, Lincoln, Neb.; Tom Edwards, Edwards & Harris Theatres, Farmington, Mo.; R. R. Winship, Majestic Theatre, Phillipsburg, Kas.; executives from Fox Midwest, Durwood and Commonwealth Theatres; R. J. O'Donnell, Interstate, Dallas; district and branch managers of film companies.

Prominent Kansas City business men and personal friends of Eyssell, as well as civic officials, also will be guests.

District Tries to Collect For Police Protection

WASHINGTON—The District of Columbia is trying to collect money from three theatres and three other amusement places for police protection at public events, staged since July.

For such protection, the district has sent out bills as follows: E Street Theatre Corp., $137; Loew's Capitol Theatre, $240; Howard Theatre, $70. None of the amusement places has paid. They think they should not. The probability, according to both sides, is that the matter will be settled in the courts.



REALART DISTRIBUTORS MEET—Shown at luncheon at Brussels' restaurant during the recent Realart convention in New York, left to right, are Byron Mills, Harry Price, Joe Felder, "Red" Jacobs, Joe Wolf, Joe Levine, Norman Eisenstein, Paul Broder, Fred Sandy, Bernie Mills. Seated in the background are Budd Rogers, Bert Stearn, H. V. George and Milton Brauman.

Along New York's Film Row

By WALTER WALDMAN

THE dinner-dance committee of the Motion Picture Bookers Club met Wednesday night, October 6, to set new plans for the annual affair at the Hotel Commodore October 17 . . . Lou Wolff, Harry Margolis, Ed Richter and Alex Arnswalder went into a huddle over seating arrangements and entertainment . . . Cocktails will be served between 7 and 8 p. m. and dinner will begin at 8. Approximately 1,000 are expected to attend.

Moe Rose of the MGM booking department celebrated his first wedding anniversary October 4 . . . Joseph Rosenblum is now operating the Atlantic Theatre, Brooklyn, a foreign-language house. He was formerly associated with the Belmont, the midtown outlet for Mexican and other Spanish language pictures . . . Rosenblum and Morris Klein of the Hunter Theatre, Hunter, N. Y., were the new members introduced at the recent ITOA meeting.

Abel Abrahamsen has succeeded his brother Sam as head of Saga Films . . . Jack Merritt is the new student manager of the Paramount Theatre, Long Branch. This is his first job in the exhibition field. During the war he was with the marines, handling special service work and war bond shows . . . Alice Thompson will leave the Skouras publicity department October 15 to try her luck in California . . . Her sister, Frances, also with Skouras, will be married in March.

Irving Sherman is proud of the renovation job done on the lobby of his Central Theatre, Pearl River, N. Y. It was designed by Axel Horn of the Institute of Modern Arts. Theatre Modernizers did the contract work . . . Seymour Florin and Herb Gillis held a staff meeting at the 20th Century-Fox exchange to report on the recent company sales convention at Los Angeles. They also gave the salesmen and bookers a pep talk to help put over the Spyros P. Skouras drive.

Morris Berns, formerly with Warners, will leave November 3 for Los Angeles to visit his son Sam, a tradepaper reporter. Before he leaves he will attend the television debut of another son, Bill, who has a radio program over the Mutual network . . . Euthalie Starks of the Skouras publicity department is on vacation . . . Howard Levy, MGM salesman, represented the company at the recent exchange screening of "The Secret Land."

Pearl Elsohn, head booker for Eagle Lion, is back from a milk farm vacation . . . Mary Lee, Republic booking clerk, expects to be married by the end of the month . . . William Murphy, branch manager of Republic, celebrated his 23rd wedding anniversary October 2.

A. H. Weinberger, Warner Bros. office manager, predicted that the exchange will finish in the money when the current sales drive ends November 13. The drive was originally scheduled to end August 28, but was extended to help push current product.



GET YOUR TICKETS NOW FROM YOUR EXCHANGE BOOKER

Army German Film Branch To Be Headed by Mayer

NEW YORK—Arthur L. Mayer has been appointed chief of the film branch for the Office of Military Government for Germany, according to Brig. Gen. R. A. McClure, chief of the local field office of the civil affairs division of the army. He will leave for his office in Munich in about two weeks.

Mayer is well known in the industry, having been both exhibitor and distributor. During the last war he was film consultant to the secretary of war and deputy commissioner of the American Red Cross with headquarters at Honolulu.

Soviet Film Opens in N.Y.

NEW YORK—"Without Prejudice," new Soviet film based on the life of the 19th century Russian explorer and anthropologist, Nikolai Miklukho McLay, opened at the Stanley Theatre Saturday (Oct. 9). The picture was produced by the Popular Science Studios in Moscow and is released in the U.S. by Artkino Pictures.

Feyder Film Set for N. Y.

NEW YORK—"Back Streets of Paris," which is being distributed in the U.S. by Film Rights International, will open at the Avenue Playhouse October 15. The film is the last French film made by Jacques Feyder and stars his widow, Francoise Rosay.

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London Report

By JOHN SULLIVAN

OCTOBER 1, 1948 was a critical day in British film history for it was then that the new quota year started during which an exhibitor will be compelled to book British features to the extent of 45 per cent of his total showings. Whether he will be able to meet this quota is yet to be seen, but it is certain that a good deal of fighting is going to be done by the independent exhibitor in his attempt to avoid showing the full quota.

To date, 2,471 applications have been made for quota relief. Of this figure 835 exhibitors have had their applications refused and 283 have been given complete exemption. Of the remainder, relief has been granted for a quota reduction of anything from 10 per cent to 42½ per cent.

The big circuits on the other hand are quite confident that they will meet and even exceed their quota. In a statement earlier this year, J. Arthur Rank made it clear that at both the G. B. and Odeon circuits he would play from 60 per cent to 65 per cent British pictures, although there has been considerable criticism that he is only able to do this by playing as first features some British films which should be second and playing as seconds some American films which should be played as first. His main rival, Associated British Cinemas, will have little difficulty in keeping within the legal requirements of 45 per cent quota as they have a considerable amount of product ready for release and more to follow now that they have reopened their huge studios at Elstree.

* * *

THE SECOND OF THE WESSEX productions opens this week at the Gaumont, Haymarket, and the Marble Arch Pavilion. Produced and directed by Ian Dalrymple and Peter Proud it is titled "Esther Waters" and stars Kathleen Ryan and Dirk Bogarde. Wessex Film Productions is a producing unit of the Rank Group distributing through G.F.D.

The film "Esther Waters" is based on the book of the same name by the Victorian novelist, George Moore, which was banned by the lending libraries here at the time of publication. It is difficult on viewing to see why even our more straitlaced ancestors decided to ban this gloomy tale of a poor servant girl who bears an illegitimate child and goes through a great many tribulations before finishing her life as a housekeeper in the half-deserted house to which she went as a young maid. Does that sound like film material? The answer, of course, is that it does not and is not, for the final result is one of the dreariest 108 minutes that we have ever sat through. The actors strive desperately hard to infuse some life into an essentially lifeless screenplay, unfortunately without success.

This is one of the British films which is going to do poor business both in this country and overseas, and frankly, reflects very little credit on its producers.

There is nothing wrong with its technical quality. As usual with productions made at Pinewood studios the photography is good, settings excellent, and the costumes appropriate but withal, it is like the shell of the nut with the meat missing. The only good thing that we can find to say about the picture is that it marks the debut of a young man, Dirk Bogarde, who is obviously worthy of considerably better material than this. In the right kind of parts he will certainly be an asset to the British industry which is very short of leading men.

* * *

TOM O'BRIEN, M.P., General Secretary of NATKE, which is one of the two big labor unions in this country, is famed for his hard-hitting in any fight and further, is always ready to have a showdown on any point which he thinks worthy of attack. This week the general purposes committee of his union issued a statement that "the time has come to end the impression that the British film industry consists only of the Rank and Korda interests." He goes on to say that his union is disturbed over the increasing monopolistic tendency of the Rank group and over the fact that through the Film Finance Corp. the Korda group may become government-subsidized.

One of the snags, of course, in any scheme by which a government lends money to film producers is that there may be a tendency for that government to suggest to the producer the type of film he should make, which means that in time producers indebted to the government could conceivably become organs of propaganda for the party in power at the time. This is, presumably, what is exercising the minds of the NATKE officials. In a democratic country such as ours this assumption is a little far-fetched but it is, nevertheless, a contingency that it would not do to ignore completely.

* * *

AN INTERESTING EXPERIMENT has been seen during the last few weeks in London with two cinemas in Tottenham Court Road near to the West End playing the same film in different versions. The film is a French production called "Derriere Ces Murs" and in English "Behind These Walls," and the version with original French dialog and English sub-titles was put on at La Continentale Cinema while the same film with a dubbed sound track in English was presented at the Berkeley a few doors along. The dubbing for the second version was done by a new system of synchronization called the De Lane Lea process for which the inventor claims a natural quality superior to other methods, and this appears to be backed up by the record of the two films. The French version came off after two weeks while the version with English dialog has held up for three and is still playing. Both houses have approximately the same seating capacity. The interesting thing about this experiment is that art houses such as the Curzon and the Academy which consistently play French product in French with English titles maintain that their clients prefer their films this way. This may, of course, be true in the case of these two highly specialized theatres, but it would seem that to reach the more general market post-synchronization seems to be the answer to the limited distribution which French pictures normally receive in this country.

* * *

THE ALLEGATION WHICH is so often repeated in this country that the movies are responsible for a good deal of juvenile crime was countered this week by the magistrates association, a body of men whose functions are roughly similar to those of a judge in a district court in the U.S. In a report which they have just issued they state that in their experience the cinema is very seldom, if ever, the cause of juvenile delinquency and that when the cinema is blamed for a child going wrong it is usually found that this would have been the case whether he went to a cinema or no. They point out, too, that the movie industry is a useful scapegoat which can be blamed for the faults of parents, just as was the dime novel some years ago. The magistrates report also makes a note of one interesting feature when it says that films all possess one common feature—the criminal is brought low and virtue exalted.

A statement such as this issued from such a responsible body makes a very effective counter to the accusations made by cranks in almost every country where films are shown.

* * *

VICTOR SAVILLE, MGM director, has arrived in England to start work on "The Conspirators" which he will make at MGM's British plant at Elstree early next month. Shortly after "The Conspirators" is completed the next picture will start which will probably be either "The Forsyte Saga" or "Young Bess." It is understood that the Margaret O'Brien subject which was originally slated for production at Elstree will now be made in Hollywood instead.

* * *

ARRIVED IN LONDON to help Fay Allport of the MPAA whose duties have increased enormously recently, is young James Murphy who met the tradepress at a little reception during the week.

Murphy seems the pleasant, friendly type of American who is always well received in England. His background before joining the MPAA includes the job of personal assistant to the managing director of United Airlines, and it is presumably owing to the fact that Eric Johnston is a director of that company that he has his new appointment.

Lockwood Answers Rank; Says Good Films Needed

New York—Arthur H. Lockwood, new Theatre Owners of America president, in reply to J. Arthur Rank's charge of discrimination against British product in the American market, said that "America is the only large country that offers a completely free and open market for their pictures."

He pointed out there are no quota or import restrictions "of any character," in contrast to British restrictions, and no "restraint on the number of pictures or in what country they are produced, or by whom they are produced."

Lockwood said if Britain produced good films, they would have a ready market here because "the American market has not been overburdened with good pictures the last few years." He pointed out that "Great Expectations" has probably played in 8,000 theatres.

Rank, said Lockwood, "suggests terms of a warfare which, if they exist, did not originate here."

Snag in Dipson Suit; Ruling Is Witheld

BUFFALO—First efforts to introduce testimony as to the amount of damages suffered by the 20th Century Theatre through the conspiracy alleged in the suit here against the Shea Theatre interests and major distributors of motion pictures struck a snag this week when Frank G. Raichle, defense attorney, raised legal objections. Judge Knight withheld decision for further arguments.

"Until the fact of damage is established, there can be no measure of the amount of damage," Raichle contended.

He pointed out that before the Dipson interests, plaintiffs in the action, had taken over the Century Theatre in 1939, the Shea interests had operated it and had lost money. It has been the theory of the defense throughout the trial that no conspiracy against the Century existed and that other factors were responsible for losses suffered by the Dipsons during their operation of the theatre.

THE DEFENSE ARGUMENT

"If the Shea interests could not make money in the Century, what inference is there that the Dipsons failed to make profits because of a conspiracy?" Raichle argued. "The Shea interests had available the product of all the leading producers and they were buttressed by an experienced management in Buffalo and a fine and effective advertising policy."

He stressed that since 1941 the Century has been profitably conducted by the present operating company. He implied that general business conditions and other factors quite apart from the question whether a conspiracy did or did not exist were responsible for the fluctuations in profits and losses.

William J. Dipson, son of Nikitas D. Dipson, principal plaintiff in the case, and Max M. Yellen, general manager of Midland properties, owners of the Century Bldg., were witnesses Thursday. Yellen testified that the Dipsons negotiated for a reduction in rent many months before surrendering the lease of the theatre in 1941, but subsequently sought to get the theatre back.

BLAME LACK OF PICTURES

The Dipsons contend that their inability to obtain desirable pictures forced them to give up the theatre. They are seeking damages for $1,708,000 against the Shea interests and major producing and distributing companies.

Books and records kept by Dipson Theatres in 1941 and 1942 were introduced as evidence late this week. This was designed to show that Century Theatrical Enterprises, Inc., legally consigned its assets to its landlord, Midland Properties, Inc., rather than to the Dipson company. Judge Knight ruled that the Dipson firm may compare receipts of the Century with those of Shea's Great Lakes, which is of comparable size, but not with the Buffalo or Hippodrome.

Services for Al Seligman

NEW YORK—Funeral services for the late Al Seligman, former member of Columbia's short subjects department and a veteran in the industry, were held October 8 at the Riverside Chapel. He is survived by his widow Bella, a son Maxwell, a sister Mrs. Mary Brandt, and two brothers, Max and Leo.

BROADWAY

H. M. Richey, MGM exhibitor head, returned from Chicago, St. Louis and Kansas City . . . Hugh Owen, Paramount eastern and southern division sales manager, visited the southern branches. He held meetings at Charlotte, Atlanta, Jacksonville and New Orleans . . . Rudy Berger, MGM southern sales head, was back in Washington after a tour of exchanges . . . A daughter was born to Mr. and Mrs. William T. Orr in Los Angeles. Orr is an executive at the Warner Burbank studios and Mrs. Orr is the daughter of Mrs. Jack L. Warner.

Hal Wallis was here to confer with Paramount on plans for "The Accused" . . . John J. Maloney, MGM central sales manager at Pittsburgh; Frank C. Hensler, his field assistant at Detroit, and Frank Downey, Detroit manager, were back in their territories after a stay here.

A daughter was born October 1 to Mr. and Mrs. Phil Levene in Brooklyn. Levene is booker for the William Brandt Theatres . . . Van Heflin, MGM star, was here from the coast . . . Edmund Gwenn arrived from the coast . . . George Fraser, head of the writers' department of Eagle Lion, was recovering from a sudden illness at Beth David hospital. He's expected back at the office in a month . . . E. J. Mannix, MGM studio executive, booked passage on the Queen Mary for October 9. He will visit producing companies at Boreham Woods, Herts, England, and in Italy.

Elizabeth Taylor, MGM star, and her mother and Robert Taylor plan to sail on the Queen Mary to play in a film to be produced at the Boreham, Herts, studios . . . Robert Flaherty, producer of documentaries, and Helen Jepson, opera star, were featured on the Gloria Swanson hour on WPIX, television station, October 7.

Edwin W. Aaron, MGM assistant general sales manager, was expected to return from Butte over the weekend . . . Ed Urschell, MGM San Francisco accountant, is vacationing here with Mrs. Erschell . . . Roy Haines, Warner western division sales manager, and Lou Kaufman, theatre executive, left October 7 for Cleveland . . . Betty Hutton arrived by plane from London and left for Hollywood . . . Lawrence Weingarten, MGM studio executive, is here from the coast . . . Sam Marx, MGM production executive, has gone to Ottawa.

H. M. Bessey, Altec Service executive vice-president, is back from New Orleans and Little Rock . . . Ilona Massey has ended a week's visit to return to work in United Artists' "Love Happy" in Hollywood . . . Herman Ripps, MGM Albany salesman, is here on a vacation, as is Ben Butler, MGM Atlanta salesman . . . James R. Grainger, Republic executive vice-president in charge of sales and distribution, is in Detroit with Division Manager Walter L. Titus jr. They will attend a sales meeting in Chicago together.

Mort Blumenstock, Warner Bros. vice-president in charge of advertising and publicity, has returned after talks at the Burbank studio with Harry M. and Jack Warner on forthcoming releases. He also talked promotion with Alex Evelove, studio publicity man . . . Leon J. Bamberger, RKO sales promotion manager, is scheduled to address the annual convention of the Independent Theatre Owners of Wisconsin and upper Michigan in the Hotel Schroeder October 14, 15 . . . Guy Kibbee is in New York in connection with a coming Broadway stage appearance . . . Ralph Richardson, British star, his wife and son, Charles, will leave Hollywood October 11 and sail for England on the Queen Mary October 14.

Sammy Cahn, songwriter, and Mrs. Cahn are vacationing here . . . Brian Roper, English child actor, arrived and left for Hollywood to play in "The Secret Garden" (MGM)



MANAGER FOR A DAY—'Teen-aged Henry Bum receives congratulations from New York Supreme Court Justice George Beldock for winning the manager for a day contest held at the Century Patio theatres, Brooklyn. The contest was one of the circuit's Youth Month activities. Henry also gets a big smile from Joan Lorring, currently appearing in "Good Sam" (RKO).

BUFFALO

Theft of $9 in bills and $31 in change from a second-floor office in Shea's Kensinging Theatre, was discovered by Frank Buchner, a porter. Police said the thief apparently hid in the theatre after closing time. A key hanging on a hook outside the door was used to enter the office and another key was taken from a desk drawer to open a steel cabinet where the money was kept. The burglar apparently left the building through a side exit door.

Twentieth Century-Fox productions in the coming year will be of a foreign flavor and filmed in the countries in which the plot is drawn, according to Charles Kosco, local manager, who just returned from Hollywood.

Moir P. Tanner, superintendent of Children's hospital, wrote to Tent 7, Variety Club of Buffalo, thanking members for their contribution of $14,076.57 to keep the institution's cerebral palsy department on a going basis.

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WASHINGTON

Negotiations are under way under which Lopert Films, Inc., will take over the operation and management of the 400-seat Dupont Theatre, effective November 1. No change in the present policy is contemplated . . . Newton Keith, owner of the Keith Drive-In, Coeburn, Va., left his home last week with his wife and daughter to fly to Washington in his own plane, but went elsewhere, for he didn't arrive here.

Frank Boucher, general manager of the K-B circuit, and his attractive wife are spending a few days in New York on a vacation . . . Belated birthday greetings to K-B auditor Jimmy Sandford . . . Senator Manager Ben Coleman is vacationing in New York state with the folks . . . Atlas Manager Jake Biben was in Philadelphia . . .Glenn Norris, 20th Century-Fox manager, and exploiteer Bill Michalson spent several days in Norfolk . . . Booker Sara Young spent the weekend in New York visiting her son, daughter-in-law and grandson . . . Evelyn Manstoff has returned from her honeymoon and is back at her desk in the cashier's department.

Members of the Maryland censor board visited the Washington exchanges one day and discussed ways and means of cutting down irregularities . . . At RKO Mrs. Minnie Garber Potofsky, former bookkeeper, who is now living in New York, stopped in at RKO to introduce her new husband and show her recent wedding pictures. She has transferred to the RKO office in New York . . . Inspector Ola Reinsmith is attending a convention in Florida with her husband . . . Manager J. Brecheen spent Wednesday in Baltimore . . . The Bill Fischers celebrated their 17th wedding anniversary.

Mrs. Ben Lust is on the mend . . . Salesman Joe DeMaio left on a two-week trip through the Clinch . . . Ward Besanson, formerly with Columbia, is back in Washington to travel the Clinch valley for Eagle Lion . . . Jean Winebrenner was vacationing in Florida . . . Dorothy Boggs, ex-Metro, is the mother of a baby girl named Judith Ann.

Bob Bertchy came in from Mathews, Va., to book for his Bejo . . . L. E. Jones, Mount Airy, Md., was a Filmrow visitor . . . Dan Atkins, who took over the Gem in Emmitsburg, Md., was in buying and booking.

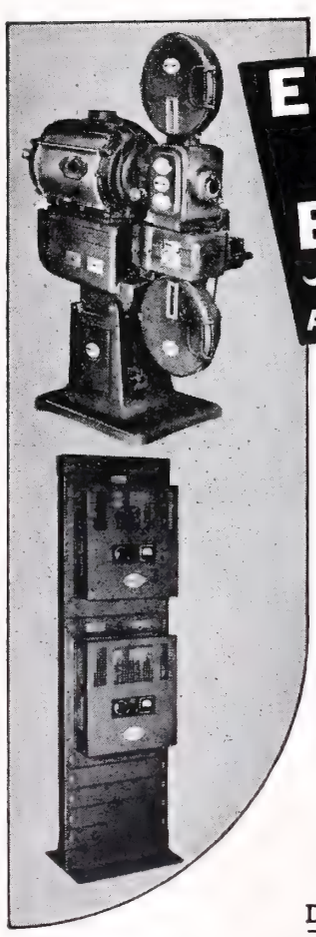
Variety Club notes: The first open house of the fall was held Saturday (2) with Bill Ross and Allen Saturn acting as Kings for the Night . . . The board of governors will meet October 11 . . . John Bradford, television and radio singer and emcee with NBC, is the newest member . . . The annual election will be held November 1.

Rose Appeals Decision In James Mason Suit

NEW YORK—David Rose has appealed the U.S. district court decision of Judge John C. Knox dismissing his breach of contract suit against James Mason.

Rose had asked for an injunction ordering Mason to carry out a producing contract allegedly set in England and another court order barring Mason from making pictures for anybody else. He also asked for $1,760,000 in damages as an alternative to carrying out the contract.

Mason recently completed "The Best Things in Life Are Free" for Enterprise and is scheduled to star in "Trilby" for Jesse L. Lasky.



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'Hamlet' Hits Capacity; Three Others Strong

NEW YORK—Cooler weather and an influx of important new pictures brought prosperity and near-record grosses to several of Broadway's first run houses. Leading them all was "Hamlet," which was absolute capacity for each of its two-a-day performances in the first week at the Park Avenue Theatre, and is protected by a huge advance sale.

(Average is 100)

Ambassador—**The Black Arrow** (Col)..... 85
Astor—**The Babe Ruth Story** (Mono), 11th wk..... 70
Capitol—**Red River** (UA), plus stage show.....125
Criterion—**The Saxon Charm** (U-I) 105
Globe—**Rope** (WB), 6th wk. 120
Gotham—**Olympic Games of 1948** (EL), 2nd wk..... 70
Loew's State—**The Loves of Carmen** (Col), 5th wk.. 98
Mayfair—**Rachel and the Stranger** (RKO), 3rd wk. 90
Paramount—**Sorry, Wrong Number** (Para), plus stage show, 5th wk..... 85
Park Avenue—**Hamlet** (U-I), two-a-day.....150
Radio City Music Hall—**Good Sam** (RKO), plus stage show, 3rd wk 95
Rialto—**The Hairy Ape** (UA); **The Wolf Man** U-I), reissues 105
Rivoli—**An Innocent Affair** (UA) 110
Roxy—**Cry of the City** (20th-Fox), plus stage show 120
Strand—**Johnny Belinda** (WB), plus stage show....130
Sutton—**Louisiana Story** (Lopert), 2nd wk..... 85

'Red River' Piles Up 190 Gross To Lead Philadelphia

PHILADELPHIA—Five openings combined with one hot holdover made this one of the best weeks in a long time. Far and away the strongest opening was "Red River" at the Stanley. Trailing by some 60 points, but still up there, was "'Apartment for Peggy" at the Fox, and leading the field in the holdover department was "Sorry, Wrong Number," still packing them in at the Goldman.

Aldine—**The Search** (MGM), 2nd wk.....100
Arcadia—**Two Guys From Texas** (WB), 2nd run.... 85
Boyd—**The Velvet Touch** (RKO), 4 days.....No report
Earle—**Rachel and the Stranger** (RKO) 115
Fox—**Apartment for Peggy** (20th-Fox).....130
Goldman—**Sorry, Wrong Number** (Para), 2nd wk....125
Karlton—**Larceny** (U-I), 3rd wk. 70
Keith—**Good Sam** (RKO), 2nd run 120
Mastbaum—**Rope** (WB), 3rd wk. 80
Pix—**Lucrezia Borgia** (Vogue); **Loves of Carmen** (Col) .....No report
Stanley—**Red River** (UA) 190
Stanton—**Bodyguard** (RKO); **Lulu Belle** (Col)..... 90

'Southern Yankee' a Hit Below Mason Dixon Line

BALTIMORE—A week of good weather, plus the Navy-Cornell game, helped business over the weekend. "A Southern Yankee" led the lineup with "Rope" running second. Holdovers were doing average.

Century—**A Southern Yankee** (MGM).....141
Hippodrome—**Walk a Crooked Mile** (Col), plus stage show 102
Stanley—**Rope** (WB) 128
Mayfair—**The Vicious Circle** (UA).....87
Keith's—**A Foreign Affair** (U-I), 3rd wk.....100
New—**Mine Own Executioner** (20th-Fox)..... 95
Town—**Rachel and the Stranger** (RKO), 2nd wk..... 90
Valencia—**Pitfall** (UA), 2nd wk..... 96

Good Weather Aids Buffalo First Run Grosses

BUFFALO—Aided by Vaughn Monroe on the stage, "Embraceable You" went sky-high at the Buffalo raking in a neat 204 per cent. Others were strong in the best week here in months. Beautiful fall weather helped.

Buffalo—**Embraceable You** (WB), plus stage show..204
Great Lakes—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues..... 98
Hippodrome—**Rope** (WB), 2nd d. t. wk.....100
Lafayette—**The Loves of Carmen** (Col), 2nd d. t. wk. 95
Teck—**Luxury Liner** (MGM), 2nd d. t. wk.....115
20th Century—**Panhandle** (Mono); **Smart Woman** (Mono) 95

ALBANY

Walter Titus jr., division sales manager for Republic, accompanied Branch Manager Arthur Newman to Kallett headquarters in Oneida and to the Schine offices in Gloversville. Booker Jack Keegan drove to Cooperstown with Newman to confer with William C. Smalley and head booker Bob Johnson of Smalley Theatres.

Charles Gordon of the Olympic, Utica, is in Mexico on a business and pleasure trip. Son-in-law George Smith and daughter Jane Smith are in charge during his absence . . . George Thornton of the Orpheum theatres in Saugerites and Tannersville, and Phil Baroudi, North Creek, Warrensburg and Indian Lake exhibitor, were Filmrow visitors . . . Jack Bullwinkle, Columbia manager, hopped to Utica.

Harry Lamont laughed at a report he planned to sell the new Vails Mills Drive-In at Mayfield. He has set no closing dates yet for the Vails Mills or for the drive-ins he operates at Lake George and Middletown . . . Advance sales for the one-night appearance at the Palace October 13 of the First Piano quartet has been excellent, according to Alex Sayles, manager. The top is $3.60. The Palace seats 3,650.

Milt Berkeley, who until recently operated the Royal in Harrisville, has taken over the Community in Newton Falls, from Harry Savett, who also exhibits in Utica, Faust and Tawhaus in the Adirondacks. Berkeley's brother Teddy has left exhibition for a jewelry business in Rome . . . Dick McKay, formerly of the Sherburne and Edmonston theatres, has joined the Smalley Theatres headquarters in Cooperstown.

The Glove at Gloversville, which has been quite successful with special one-night showings, advertised a "Gala Prevue . . . A Special Sneak Showing . . . of a Technicolor Musical . . . A Leading Studio Wants Your Opinion on This Picture Before Its General Release . . . You'll Be the First to See This Big Hollywood Smash Hit."

Eastern New York Supply Co. now has offices and a warehouse here. John Tobin, one of the officers, is the brother of a local lawyer . . . U-I has transferred its Monticello and Liberty accounts to the local exchange, and Columbia is doing likewise, according to Filmrow reports. Selling and clearance angles are given as the reasons. Metro has serviced the two summer resort situations for a long time from Albany.

Father and Son Build Two Virginia Theatres

WINCHESTER, VA.—The father and son combination of William Dalkes sr. and jr., Shenandoah Valley theatre operators, soon will have two new houses operating in towns south of here.

The new Home Theatre in Strasburg, expected to be completed in January 1949, will seat upwards of 800 persons. The building will be 49x187 feet of cinder block and brick construction.

Work on the Dalkes' theatre at Edinburg is going ahead even faster with the 500-seat house expected to be ready for operation about Thanksgiving.

Open Official Talks On AFM Record Ban

NEW YORK—Official negotiations to end James C. Petrillo's ban on the making of records and transcriptions were opened October 5 at a meeting between Petrillo and other American Federation of Musician officials and representatives of the record companies at the union's office. The ban went into effect last January 1.

The following statement was issued: "The parties discussed the record ban and ways and means of lifting it and at the same time continuing the practice of free public music. There were no decisions on any point."

A union representative said the AFM wants renewal of some kind of royalty tax or welfare fund. Petrillo added that both sides were anxious to settle.

Disney's 'Fantasia' Opens In Fourth Broadway Run

NEW YORK—Walt Disney's "Fantasia," which opened at the Republic Theatre October 2, is playing its fourth Broadway engagement since it was first released by RKO in 1940. At that time, the Disney feature played a full year at the Broadway Theatre. In 1944, it played six weeks at the Republic, and, a year later, it played 12 weeks.

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Radio Revenues Rise But Profits Slump

WASHINGTON—The radio broadcasting industry expects business revenues in 1948 aggregating 7.4 per cent more than in 1947 but its operating expenses will increase by 10 per cent over those of 1947, according to the National Association of Broadcasters. Due to increased expenses, profits before federal taxes are expected to fall below 20 per cent for the first time since 1939.

The summarization of 1948 radio business was based upon samplings of stations during the first eight months of the year, extended to cover the industry and the full year. The fall off in percentage earnings was credited both to increased operating expenses generally and the fact that FM and television broadcasts are supported largely by the earnings from standard broadcasts.

The NAB summary estimated that gross revenues from time sales of all types, allowing for frequency and volume discounts but before deducting agency commissions, would amount to $383,000,000 in 1948, compared with $357,000,000 in 1947. Stations expenses would rise, on the same basis of comparison, from $212,200,000 to $233,000,000, it was stated. Revenue from national spot business is increasing from $90,000,000 in 1947 to $99,000,000 in 1948. Local business is rising from $136,000,000 to $144,800,000. Network revenues are up from $125,800,000 in 1947 to $134,000,000 in 1948. Station total revenue was seen as rising from $277,200,000 to $286,800,000, but the increase was found to be principally to stations which went on the air since Jan. 1, 1948.

Local business by radio stations showed the largest increase in stations reporting from Minnesota, Iowa, Missouri, North and South Dakota and Kansas. On the other hand, large gains in operating expenses were reported from stations situated in New York, New Jersey and Pennsylvania.

Siritzky Int'l to Handle Two Italian Features

NEW YORK—Siritzky International Pictures, which has been distributing French films in the U.S., has acquired two Italian pictures for its 1948-49 program. "Lovers in Flight," starring Gino Bechi and Annette Bach, and "The White Devil," starring Rossano Brazzi, both produced in Italy by Nanenti Films, will be released by Siritzky in November.

Ruder Advertising Head Of Independent Artists

NEW YORK—Frederick Brisson, executive producer of Independent Artists, has named William Ruder national director of advertising, exploitation and publicity. Ruder will work out of the New York office. Brisson said that camera work will start on his company's second film for RKO release, "Second Marriage," by December 1.

Offer 16mm Energy Film

NEW YORK—The Princeton Film Center of Princeton, N. J., is releasing "The Story of Human Energy," a free 16mm sound film by Walter Lantz utilizing cartoon characters to tell the part dextrose plays in diet.

N. Y. Television Stations Discuss Fall Programs

NEW YORK—Walter Abel, chairman of the TV committee of the Screen Actors Guild, reported on the guild's television activities at the first fall luncheon of the American Television Society at the Hotel Astor October 5.

Five program directors of the New York television stations outlined their fall programs. They were: James Caddigan of DuMont's WABD; Harvey Marlowe of WPIX, Charles Underhill of WCBS-TV, George Green of WATV and Alexander Stromach of WJZ-TV. David Halpern, vice-president of Owen & Chappell, Inc., was chairman of the luncheon committee and Charles J. Durban, assistant advertising director of U.S. Rubber Co., inaugurated the new season as ATS president.

WB Minority Stockholders Sue Company, Officials

NEW YORK—Two Warner minority stockholders, Irving W. Mencher and Anna Kassner, have filed separate actions in U.S. district court against United States Pictures, Warner Bros., Joseph Bernhard, Robert W. Perkins, Milton Sperling, Harry M. Warner, Jack L. Warner and Morris Wolf.

The suit charges a conspiracy to benefit United States Pictures to the detriment of Warners.

Educators Hear How Films Contribute to Morality

SPOKANE—Mrs. Marjorie Dawson, associate director of the MPAA community relations department, stressed the "contribution of films to morality and religion in American universities and colleges" at the annual meeting here October 5 of the Association of Governing Boards of State Universities and Allied Institutions. She also told about the MPAA children's film library which has films for special Saturday matinees.

FC to Re-Release 'Spirit'

NEW YORK—Film Classics will re-release "Spirit of West Point," concurrently with the 1948 football season, according to B. G. Kranze, vice-president and general sales manager. The picture, which co-stars Glenn Davis and Felix "Doc" Blanchard, West Point football stars, was originally released a year ago. Film Classics will also reissue two serials, "Gang Busters" and "Oregon Trail."

'Red Shoes' Sale Opens

NEW YORK—Tickets to the showing of Eagle Lion's "The Red Shoes" went on sale at the Bijou October 8. The film opens there October 21. All seats are reserved, with prices ranging from $1.20 to $2.40 for matinee, supper show and evening performances. The film will be shown twice daily and three times Saturdays and Sundays.

Stamp Collectors to Meet

NEW YORK—Stephen G. Rich, a director of the Society of Philatelic Americans, will speak at the Cinema Stamp Collectors' meeting October 27 at the Astor. He will exhibit his collection of stamps of the old British colony of the Cape of Good Hope.

District Executives Of Columbia Confer

NEW YORK—A. Montague, general sales manager of Columbia, presided at a three-day district managers' meeting at the Warwick hotel October 6 through October 8. Sales and distribution plans for the top productions on the forthcoming schedule were discussed. "The Loves of Carmen" and "Walk a Crooked Mile," both playing pre-release engagements, were discussed in detail.

Those attending from the home office, in addition to Montague, were Rube Jackter, assistant sales manager; Louis Astor, Louis Weinberg and Irving Wormser, circuit sales executives; Maurice Grad, short subjects sales manager; George Josephs, assistant to Montague; H. C. Kaufman, manager, exchange operations; Joseph Freiberg, manager, sales accounting; Seth Raisler, manager, sales contract; Vincent Borelli, assistant to circuit sales executives; Sydney Singerman and Irving Sherman, assistant managers, exchange operations; Irving Moross, home office attorney, and William Brennan, manager, print department.

Those present from the field were: Nat Cohn, New York district manager; Jerome Safron, western district manager; S. A. Galanty, mideastern district manager; Carl Shalit, central district manager; B. C. Marcus, midwestern district manager; I. H. Rogovin, New England district manager; J. B. Underwood, southwestern district manager; R. Ingram, southeastern district manager; Harry Weiner, district manager for southern New Jersey and eastern Pennsylvania; Ben Lourie, Chicago branch manager, and Harry Harnick, representing the Canadian corporation.

'Louisiana Story' Leads Review Board Listing

NEW YORK—"Louisiana Story," Robert Flaherty's Lopert documentary, is the starred selected feature of the National Board of Review for the week ending October 2.

The selected features are: "No Minor Vices" (MGM), "The Red Shoes" (EL), "Rusty Leads the Way" (Col), "A Song Is Born" (RKO) and "Unfaithfully Yours" (20th-Fox).

Short subjects listed are: "Hot Cross Bunny," "Let's Sing a Stephen Foster Song," "A Nation on Skis," "The Pest That Came to Dinner," "Playtime in Rio," "The Race Rider," "The Shell Shocked Egg," "So You Want to Be a Detective" and "You Were Never Duckier" (WB); March of Time No. 14 (20th-Fox), and "Spinach vs. Hamburger" (Para).

Stanley Warner Ups Prices In Center City Theatres

PHILADELPHIA—Stanley Warner Theatres raised prices over the weekend at its center city houses. The increases averaged about a nickel on all except matinee tickets. The new range is 50, 65 and 90 cents on weekdays; 60, 78 and 99 cents Saturdays; and 85 and 90 cents on Sundays and holidays. Other center city theatres were expected to follow with similar increases.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Labor League Formed To Stump for Truman

HOLLYWOOD—Never hesitant about plunging actively into national affairs, the film colony's guild and union leaders are taking a more than cursory interest in the current presidential campaign through organization of the Labor League of Hollywood, comprising representatives of 21 AFL groups, with Ronald Reagan, president of the Screen Actors Guild, and Roy M. Brewer of the IATSE as co-chairmen.

The newly-formed organization announced that its objective is the re-election of the Democratic ticket headed by President Truman.

The league's platform calls also for "fighting relentlessly against any ideology that would destroy a free America," all-out support of candidates who oppose the Taft-Hartley act, and opposition to Henry Wallace's Independent Progressive party.

Speakers will be sent under league auspices to clubs, fraternal organizations, unions and other groups.

* * *

Filmdom's moribund studio strike went into a new legal phase when Carpenters Local 946, AFL, filed a second amended complaint in federal court in its $28,000,000 damage action, originally brought against the major studios and the IATSE last year. The carpenters contend the major companies and the IA are guilty of conspiracy for allegedly discharging a group of carpenters as the result of a "hot set" dispute in September 1946, at the height of the strike.

* * *

Discussions are still under way between representatives of the Screen Writers Guild and the Artists Managers Guild concerning the drafting of an acceptable agreement which would license scriveners' agents. Bert Allenberg, AMG topper, and Sheridan Gibney, president of the SWG, indicated they are reaching an accord on a satisfactory "fair practices" code which would protect both parties to the proposed pact.

* * *

Measures to stabilize fluctuating employment and condemnation of the reissue situation were the highlights of resolutions passed by membership of the IATSE studio cameramen, Local 659, at a business session. The local called upon all Hollywood guilds and unions to support the resolutions.

One measure requests establishment of yearly work schedules to "eliminate the unbalanced cycle of supply and demand." The protest against reissues charges the practice is contributing to the sagging boxoffice because the public is "being taught to stay away" through having to pay the same admission for old pictures as for new ones.

* * *

Candidates for the presidency of the Screen Writers Guild are Hugo Butler and George Seaton, one of whom will be chosen at the organization's annual election meeting November 17. Running for vice-president are Harold Buchman, Oliver H. P. Garrett, Don Hartman, Arthur Kober, Marguerite Roberts and Wells Root. Secretarial nominees are Paul Gangelin and Louella MacFarlane, while Valentine Davies and Walter Doniger are running for treasurer.

Linda Darnell Leaves On Vet Hospital Tour

HOLLYWOOD—Added to the list of film personalities set for veterans' administration hospital tours by the Hollywood Coordinating committee include John Hodiak, George O'Brien, Charles Ruggles, Edgar Buchanan, Charles Starrett and Clifton Webb. Definite starting dates have been set for the six players and routes have been requested on the Veterans' Hospital Camp Shows circuit.

Meantime Linda Darnell checked out on a ten-day hospital tour covering Colorado, Oklahoma, Indiana, Ohio and Washington, D. C., while Akim Tamiroff and Leonid Kinsky left for Wyoming, Illinois, Indiana and Ohio.

* * *

John Ford was installed as chairman of the motion picture chapter of the Order of the Purple Heart at formal ceremonies in which Merian C. Cooper and Laurence Stallings were named to the board of trustees. Cecil B. DeMille and Lloyd Pantages were presented certificates for "extraordinary and essential service" to the organization.

Television Advertising Discussed at SPG Meet

HOLLYWOOD—"Television as an Advertising Medium" was the subject for discussion when the Screen Publicists Guild staged its fourth television panel session. Executives of several advertising agencies handling video accounts were on hand, as well as Harry Maynard, sales manager for the local Paramount television outlet, KTLA.

* * *

A series of 30 shorts which will be utilized by the Chicago Tribune's video station, WGN-TV, has been completed here by Lou Wolf, western representative of the publication. Titled "Stars Home," the films include glimpses of the homes and domestic lives of players including Robert Stack, Sonny Tufts, Roddy McDowall, Eve Arden, Bonita Granville, Kirk Douglas, Walter Slezak, Johnny Mack Brown and others.

Warners Sells Studio To ABC for Television

HOLLYWOOD—Another film landmark passed into the hands of a sister industry, television, with the sale of Warners' old Vitagraph studio to the American Broadcasting Co., which will utilize the 20-acre property as western headquarters for its video activities. Two sound stages and other buildings will be torn down and ABC will install television equipment immediately in an effort to begin video operations early in 1949.

The Vitagraph property is renowned as the site where Warners made their early talking pictures, including the Al Jolson starrers. For the past several years, however, it has been used only as a film storage unit. It is located just north of the junction of Sunset and Hollywood boulevards.

SAG Okays Plan for Union Jurisdiction in Video

HOLLYWOOD—A plan for administering AFL union jurisdiction over actors in the video field, both live and on film, has been okayed by the Screen Actors Guild on a contingency basis. The plan hinges upon a merger of Actors Equity, the American Federation of Radio Artists, the American Guild of Musical Artists and Chorus Equity into one association. If and when the marger is completed, the SAG will sign a partnership contract with the new group vesting in the partnership entire jurisdiction over all television performances except musicians.

The project was hailed by John Dales jr., SAG executive secretary, as "a practical solution of a very tough problem" which permits the SAG to retain its autonomy over motion picture actors and gives it an "equal say" over television jurisdiction.

Alex Gottlieb Is Leaving WB Production Spot

HOLLYWOOD—Upon completion of his current assignment, "Two Guys and a Gal," Producer Alex Gottlieb will check off the Warner lot, ending an association of more than six years. He had held the production reins on all of the "Two Guys" series, the "Janie" pictures and a number of other Warner films. Gottlieb did not announce his plans.

Gottlieb, previous to his Warner affiliation, had been a producer at Universal and prior to that was a screen writer and film publicists.

Spearheads

By IVAN SPEAR

POSSIBLY on the widely employed strategy that the best defense is an offense, J. Parnell Thomas' house committee on un-American activities again snatched headlines by reiterating that it soon is to descend upon Hollywood to resume its witch hunting for Communists activities in the motion picture industry.

The repetitious pronouncement comes at a time when Rep. Thomas himself isn't entirely immune from investigation. In fact, the New Jersey solon seems to be in the grease at least up to his ankles—and with indications he may go deeper. His being placed on the receiving end of the investigation routine was started by crusading Columnist-Commentator Drew Pearson, who came forward with some very definite accusations that J. Parnell has been flagrantly guilty of malfeasance in office because of his alleged practices of loading government payrolls to fatten his own purse. The Pearsonian blasts against the lawmaker brought from a committee of prominent attorneys in Thomas' own state demands that a congressional investigation be made to establish whether or not Rep. Thomas is guilty as charged.

And just what bearing can the public airing of the Thomas linen—be it clean or soiled—have on the motion picture industry? Obviously, if Pearson's charges are substantiated it will have a tendency to discredit not only the congressman himself but the work—past, present and future—of his probing committee.

That brings into focus the so-called "unfriendly ten" Hollywoodians charged with contempt of Congress for their refusals to give satisfactory testimony when they and their possible Communist connections were being dissected by the Thomas group. It reminds also of the multi-million dollar lawsuits pending against the erstwhile employers of some of the ten—litigation claiming breach of contract, defamation of character and a few more heinous acts.

While the discrediting of Thomas—should it develop—can have little, if any, effect upon the legal status of those lawsuits, it certainly would benefit the status of the "unfriendly ten" as concerns public opinion. And such developments in their favor would as a matter of natural reaction work to the detriment of the public relations of the companies for which they formerly worked, and of the Motion Picture Ass'n of America.

Which poses the possibility that the studio chieftains, individually and collectively, may have acted a bit hastily—even hysterically—when they summarily terminated the employment of those members of the "unfriendly ten" who were under contract to them.

→

Fred Seelig, who snatches space on behalf of Harry H. Thomas' Equity Pictures, invited the wrath of the Women's Christian Temperance Union when he broadcast the startling information that "An Old-Fashioned" had gone before the cameras as an opus for Eagle Lion distribution.

Subsequent investigation revealed that the picture is "An Old-Fashioned Girl," musical version of the Louisa May Alcott yarn about Boston's famous Commonwealth Avenue in the 1870s. Starring Gloria Jean, it is being directed by Arthur Dreifuss with Joseph Levinson as the producer.

→

SHRINKING VIOLET DEPARTMENT
Howard Strickling Division

Intelligence from Leo's lair reveals, "Director Robert Siodmak has received word from Ernest Hemingway in Cuba that the author has been running 'The Killers' every day for two weeks, he is so delighted with Siodmak's direction of his favorite story."

→

George Raft had to pass up an invitation to join other film stars in a flying trip to attend the Air Force Ass'n's recent reunion in New York's Madison Square Garden. Raft, it seems, had a "prior commitment to appear on the Louella Parsons program here."

A tough decision for Raft. Either way he figured to be up in the air.

→

Alex Evelove purveyed a tidbit revealing that, "Call sheet at Warners read: '15 extras with bare feet.' Shoeless players were wanted for a Pullman car sequence in 'Two Guys and a Gal,' the Dennis Morgan-Jack Carson-Doris Day starrer, which David Butler is directing and Alex Gottlieb produces."

If things get any tougher in Hollywood, all extras will be shoeless.

→

MAN-BITES-DOG DEPARTMENT
Freelance Division

Contending it is the first independent drumbeating organization to take such a step, Jack Mulcahy and Associates has opened a branch bureau in Rio de Janeiro.

Nuts usually come from Brazil.

→

From Paramount's George Brown an icy item anent a Finnish exhibitor operating a theatre in Ivalo, 300 miles north of the Arctic Circle, who allegedly has requested that he be sent "any good Crosby film." Paramount has acted favorably on the matter, Brown adds, with the result that Der Bingle's pictures are to be seen for the first time in the Polar region.

Atmosphere in Blurber Brown's department has conditioned any one of his merry lads to accept an assignment to handle point-of-sale publicity for the Groaner's Ivalo engagements.

To Honor 42 Actresses At 'Belinda' Premiere

HOLLYWOOD—As the result of a poll of newspaper drama editors an added highlight of Warners' October 14 formal premiere of "Johnny Belinda" at the Hollywood Theatre, will be ceremonies honoring the 42 actresses who, in the critics' opinions, have turned in top screen performances through the years.

Jane Wyman, star of "Johnny Belinda," is one of those named, as are Bette Davis, Greta Garbo, Ingrid Bergman, Claudette Colbert, Irene Dunne, Barbara Stanwyck, Diana Wynyard and many others, including five now deceased, Carole Lombard, Renee Adoree, Belle Bennett, Jeanne Eagles and Beryl Mercer.

The black-tie-and-ermine affair, first to be staged by Warners in more than two years, will be emceed by Harry Crocker, and will include bleachers for the fans, klieg lights and a radio broadcast from the lobby.

* * *

With the backing of the Navy league, Metro will stage simultaneous openings of "The Secret Land" in 80 cities October 21. The Navy league is urging members in each community to support the film, a documentary presentation of Admiral Byrd's recent south pole expedition.

New Type Camera Cranes Delivered to 8 Studios

HOLLYWOOD—First product of the combined research effort of major companies reached eight studios with delivery by the Motion Picture Research council of 21 camera cranes of a new type produced following a development period of more than a year.

The cranes, first to be built from cast aluminum alloy, are actively at work at Columbia, Metro, Paramount, RKO, Republic, 20th-Fox, Universal-International and Warners. Features include an automatic safety lock, remote power control and a newly designed camera table. They are being manufactured under an exclusive licensing agreement by the Houston Corp. of Los Angeles.

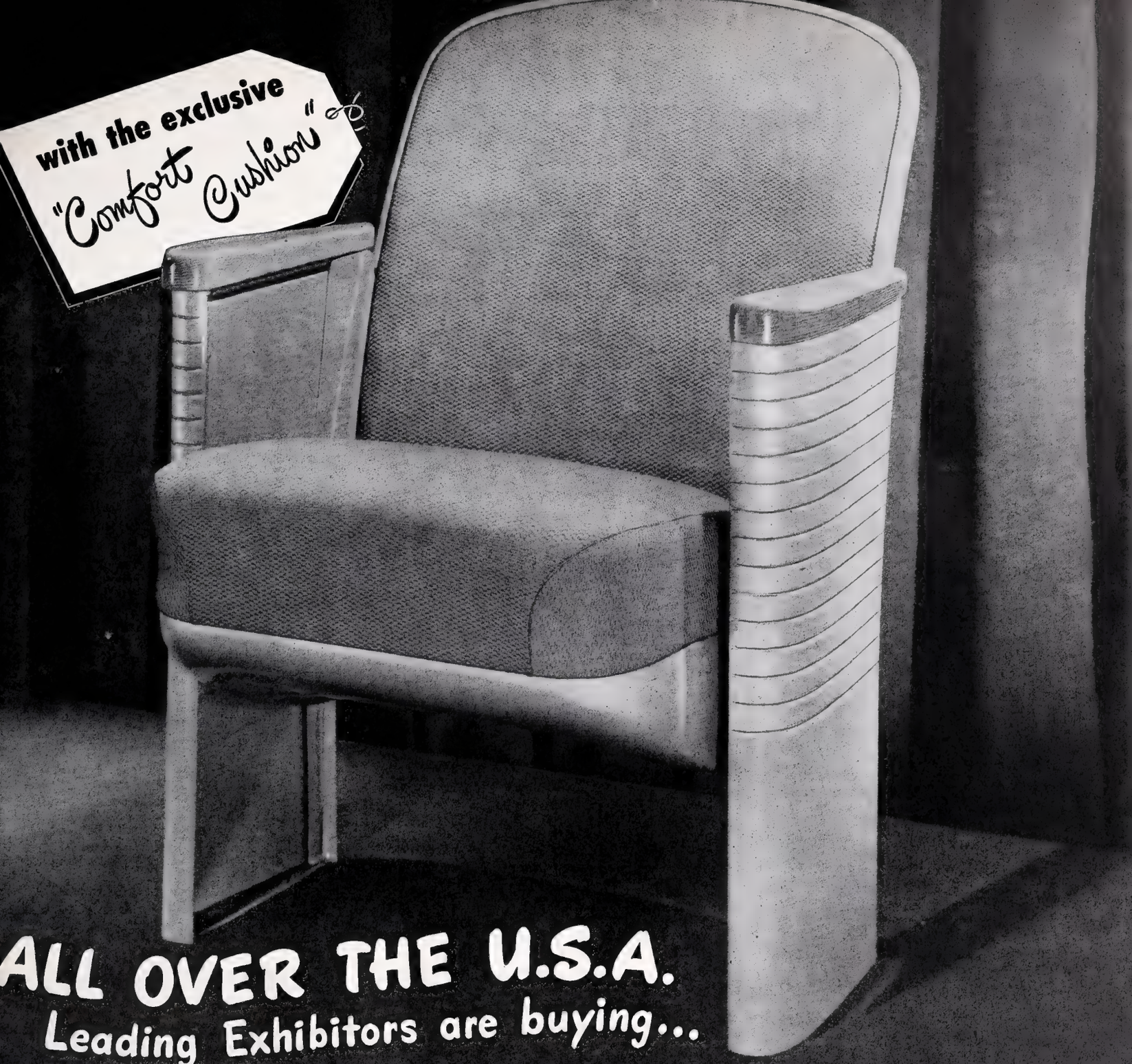
Lasky-MacEwen to Make 'Trilby' for WB Release

HOLLYWOOD — Scratching a tentative earlier agreement to do the film for SRO, Jesse L. Lasky and Walter MacEwen have secured a one-picture commitment whereby they will produce "Trilby," from the George DuMaurier classic, for Warner release.

The Lasky-MacEwen unit also has a two-picture commitment with RKO. Lasky was last at Warners to produce "Sergeant York," starring Gary Cooper.

'Crusoe' Role to Tracy

HOLLYWOOD—Spencer Tracy's next starring assignment at Metro will be the title role in Producer Sam Zimbalist's "Robinson Crusoe," based on the Daniel DeFoe classic, which will be filmed in Technicolor on location in the Caribbean and other West Indies locales. Tracy recently returned from England where he starred for the company in "Edward, My Son."



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STUDIO PERSONNELITIES

Barnstormers

RKO

Jane Greer, Ellen Drew, Agnes Moorehead, Gordon Oliver, Guinn Williams and Robert Keith will train out October 16 for Chicago to attend the midwestern opening of "Station West" at the Palace Theatre.

Screen Guild

Wanda McKay, star of the William Stephens production, "Jungle Goddess," was named Queen of the Rodeo in Dallas, and will make a two-week personal appearance tour with the Flying L rodeo, starting October 10.

Cleffers

Metro

ADOLPH DEUTSCH has been named musical director for Mervyn LeRoy's production, "Little Women."

Monogram

LUD GLUSKIN was signed to do the musical score for "When a Man's a Man," starring Guy Madison and Rory Calhoun.

Universal-International

FRANK SKINNER has been assigned to write the musical scores for "Calamity Jane and Sam Bass" and "The Life of Riley."

WALTER SCHARF will score "The Amboy Dukes."

Loanouts

Columbia

WILLIAM DEMAREST has been borrowed from Paramount to play again the role of Al Jolson's manager in "Jolson Sings Again," sequel to "The Jolson Story," with Sidney Buchman producing.

Metro

JENNIFER JONES, borrowed from David O. Selznick, will play the title role in "Madame Bovary." Vincente Minnelli directs for Producer Pandro S. Berman.

Meggers

Columbia

EDWARD BERNDS will direct the next Arthur Lake-Penny Singleton starrer, "Blondie Hits the Jackpot," with Ted Richmond producing.

Eagle Lion

ANTHONY MANN has been inked to direct "T-Men on the Border."

Options

Columbia

LUDWIG DONATH will play the part of Jolson's father in "Jolson Sings Again," the same part he played in "The Jolson Story."

GEORGE MACREADY draws the role of a marshal in Harry Joe Brown's production, "The Doolin Gang," starring Randolph Scott.

Eagle Lion

The first of Equity Pictures' Red Ryder westerns goes into production with the signing of PEGGY STEWART to play the feminine lead opposite Jim Bannon. Others signed for the cast include MARIN SAIS, DON KAY, "LITTLE BROWN JUG" REYNOLDS and EMMETT LYNN. Lew Collins directs for Producer Jerry Thomas.

Film Classics

Burwood Pictures has signed RICHARD TRAVIS for a starring role in "Alaska Patrol," being directed by Jack Bernhard for Producer James S. Burkett.

Role of the heavy in the Martin Mooney production, "Boss of San Quentin," goes to J. CARROLL NAISH.

Metro

DAVE THURSBY and LOWELL GILMORE have been set for roles in "The Secret Garden."

LUDWIG DONATH will play the role of a doctor in "The Great Sinner," under the direction of Robert Siodmak and produced by Gottfried Reinhardt. Also cast were ERNO VEREBES and LUDWIG STOSSELL.

WILL WRIGHT was handed a comedy part in "Big Jack." CHARLES DINGLE, VINCE BARNETT, JOHN BERKES, TOM FADDEN and MINERVA URECAL have been added to the cast of the Wallace Beery starrer, directed by Richard Thorpe for Producer Gottfried Reinhardt.

Monogram

CAROLE FORMAN was signed to play a leading role in the Roland Winters starrer, "Charlie Chan in Mexico," under the direction of William Beaudine for Producer James S. Burkett. ROBERT LIVINGSTON has been inked for a leading role.

OLIN HOWLAND, EMORY PARNELL and GREG BARTON have been added to the cast of the Guy Madison-Rory Calhoun topliner, "When a Man's a Man."

JOHNNY MACK BROWN has been inked to star with Rod Cameron, Gale Storm and Don Castle in Champion Productions' "Stampede," with Lesley Selander directing. DONALD CURTIS has been signed to enact a heavy.

Paramount

DIANA LYNN has signed a long-term acting ticket with Hal Wallis Productions, with a topline in "Bitter Victory" as her first assignment. ROBERT CUMMINGS, LIZABETH SCOTT and EVE ARDEN have been set to topline. KRISTINE MILLER and JOHN BROMFIELD have joined the cast. The picture is directed by William Dieterle.

A key supporting role in Cecil B. DeMille's "Samson and Delilah" goes to FAY HOLDEN. MIKE MAZURKI joins the cast.

Radio actor-singer DICK FOOTE joins the cast of "A Mask for Lucretia."

HENRY HULL was inked to play Gail Russell's father in Pine-Thomas' "El Paso," with John Payne, Sterling Hayden and George "Gabby" Hayes co-starring with Miss Russell.

MONTGOMERY CLIFT, who starred with Olivia DeHavilland and Ralph Richardson in "The Heiress," has had his option taken up for one picture next year.

RKO

MARTHA HYER has been set for a topline in Herman Schlom's production, "The Clay Pigeon," toplining Bill Williams, Barbara Hale and Richard Quine. Joining the cast is RICHARD QUINE. RICHARD LOO plays the role of a sadistic Japanese guard in the production.

Samuel Goldwyn has signed CHARLES BICKFORD and RAYMOND MASSEY to portray the historic Hatfield-McCoy blood enemies in "Roseanna McCoy," to be directed by Irving Reis.

Republic

Former "Dead End Kid," WILLIAM HALOP, has been inked for the Hunt Stromberg production, "Too Late for Tears," toplining Lizabeth Scott, Dan Duryea and Don DeFore.

United Artists

A featured role in the Kirk Douglas starrer, "Champion," has been set for ARTHUR KENNEDY. Mark Robson directs for Producer Stanley Kramer of Screenplays, Inc.

New York actor BARRY KELLEY has been inked for the featured role of a police lieutenant in the Hunt Stromberg production, "Too Late for Tears," toplining Lizabeth Scott, Dan Duryea and Don De Fore.

Universal-International

Radio's "Sam Spade," HOWARD DUFF, has been set by Producer Leonard Goldstein to star with Yvonne DeCarlo in "Calamity Jane and Sam Bass." Producer Goldstein has set DOROTHY HART and WILLARD PARKER for top featured roles. Other featured players signed include NORMAN LLOYD, VIRGINIA CHRISTINE, LLOYD BRIDGES and JOHN RODNEY.

ROBERT PRESTON has been inked to co-star with Barbara Stanwyck in "Gambling Lady." STEPHEN McNALLY has been assigned one of the male leads. The picture will be directed by Michael Gordon for Producer Michel Kraike.

JOHN BROWN, "Digger" O'Dell, the friendly undertaker, on the radio show, "The Life of Riley," has been signed for that part in the picture of the same title, starring William Bendix. Added to the cast was WILLIAM E. GREEN, stage and radio actor. JAMES GLEASON is a cast addition.

Warners

JIMMY CONLIN, ex-vaudevillian, drew a supporting spot in the Danny Kaye starrer, "Happy Times," being directed by Henry Koster.

An important role in the Gary Cooper starrer, "Task Force," epic history of U.S. naval aviation, goes to WAYNE MORRIS. Delmar Davis directs for Producer Jerry Wald.

Stage and screen actress, MARY BRADLEY, has been assigned an important role in Michael Curtiz Productions' Joan Crawford starrer, "Flamingo Road," directed by Curtiz and produced by Jerry Wald.

JOHN RIDGELY joins the cast headed by Viveca Lindfors, Edmond O'Brien, Virginia Mayo, Dane Clark and Gordon MacRae, to play a featured role in Producer Anthony Veiller's "Somewhere in the City."

DUDLEY DICKERSON joins the cast of the Dennis Morgan, Jack Carson and Doris Day starrer, "Two Guys and a Gal," which David Butler directs.

Scripters

Universal-International

Broadway playwright HALSTED WELLES has been set to do a final polish job on the forthcoming Barbara Stanwyck starrer, "Gambling Lady," to be directed by Michael Gordon for Producer Michel Kraike.

Story Buys

Monogram

The King Bros. purchased "Unwanted," by Brenda Weisberg and William Sackheim, which will follow "Gun Crazy" on their Allied Artists schedule.

RKO

"Black Canyon," western novel by William Colt MacDonald, has been purchased and assigned to Jack Gross for production. Goeffrey Homes will do the scripting.

Screen Guild

Robert L. Lippert has purchased "Harbor Lights," an original story by Maurice Tombragel, for Lippert Productions.

Universal-International

John Beck's independent Westwood Corp. has purchased an original story by Robert Harari, "The Golden Goose."

Technically

Eagle Lion

NATHAN JURAN has been assigned as art director on Walter Wanger's "Blank Wall."

Film Classics

WESLEY BARRY has been named as production manager and MARCEL PICARD as cameraman on Burwood Pictures' "Alaska Patrol."

Metro

Film Editor ROBERT J. KERN has been assigned to Clarence Brown's production of "The Secret Garden." URIE McCLEARY has been set to do the art direction.

SID SIDMAN has the assistant director chore on "The Stratton Story."

Monogram

ROBERT JOURDAN, brother of Star Louis Jourdan, has been appointed assistant to Harry Franklin, production manager for Windsor Productions, now shooting "When a Man's a Man."

Production crew assigned to "Stampede" includes IRENE SCHRECK, production manager; GENE ANDERSON, unit manager; HARRY NEUMAN, camera; REX BAILEY and HARRY JONES, assistants, and BUDDY MYERS, sound.

Producer Paul Short has signed BILL AUSTIN to edit the Jane Wyatt, Lloyd Nolan and Audie Murphy vehicle, "Bad Boy." FRANK HEATH, assistant; BEN KADISH, second assistant, and GORDON WILES, art director, have been assigned.

Paramount

Assistant production manager job on the Hal Wallis production, "Bitter Victory," goes to RICHARD BLAYDON. First assistant director will be RICHARD McWHORTER. Art director EARL HEDRICK has been assigned.

20th-Fox

RICHARD IRVINE will function as art director on the Clifton Webb starrer, "Mr. Belvedere Goes to College," to be directed by Elliot Nugent.

Universal-International

Art director RICHARD RIEDEL has been assigned to "The Story of Sam Bass."

Warners

ERIC STACEY has been assigned as unit manager for Jerry Wald's production, "Task Force." BILL KISSELL has been assigned as assistant director to Delmer Daves.

Title Changes

Columbia

Final title for the Gene Autry starrer, "Ridin' the Old Pine Trail," will be RIDERS OF THE WHISTLING PINES.

"Jungle Jim's Adventure," toplining Johnny Weissmuller, will be released as THE LOST TRIBE.

Paramount

Handle on the Pine-Thomas opus, "The Man Who Stole a Dream," has been switched to THE BETRAYAL.

Universal-International

"The Story of Sam Bass" has been retagged CALAMITY JANE AND SAM BASS.

Cinecolor Entertains

HOLLYWOOD—Members of the American Society of Cinematographers were guests of A. Pan Blumenthal, Cinecolor board chairman, at a cocktail party and buffet supper at the Cinecolor plant.

Executive Travelers

East: Alan M. Gundelfinger, Cinecolor vice-president and technical director, headed for New York en route to England, where he will make a survey prior to the establishment of a processing laboratory in that country.

* * *

East: Combining business with a vacation, Larry Weingarten, Metro executive, left for New York and a month's stay.

* * *

East: Hal Wallis, independent producer releasing through Paramount, left for Manhattan and a week of conferences with Paramount home office executives concerning release plans for his latest picture. Also going east was Russell Holman, who heads Paramount's eastern production unit. He had been at the studio for a week. Returning from a jaunt to Boston and New York was Frank Capra, Paramount producer-director, who has begun preparations for launching his first film for the company.

* * *

West: Here for conferences with Darryl F. Zanuck and Joseph M. Schenck, 20th-Fox production toppers, is Joseph H. Moskowitz, vice-president and eastern production representative for the company.

* * *

West: Via their own private plane, Mary Pickford and Charles "Buddy" Rogers returned from a combined business-pleasure junket to New York and other eastern points.

* * *

West: George Sidney, Metro director, checked in at the studio after a month's vacation in Gotham.

* * *

East: Mort Blumenstock, Warner advertising-publicity chief, trained for New York after several days of conferences at the Burbank studio with Harry M. and Jack L. Warner on promotional campaigns for a number of forthcoming releases.

Four 'Juniors' Organize Production Company

HOLLYWOOD—Four members of the younger Hollywood set—Jackie Coogan, Donald O'Connor, Jimmy Jordan (son of Fibber McGee and Molly) and Warner Toub jr.—have incorporated OCJT, Inc., as an independent production unit. O'Connor, who is under contract to U-I, and Toub will produce "Mr. Fate," an original by Coogan.

Jordan formerly was with Jack Wrather Productions, while Toub made four documentary shorts about the atom bomb for the U.S. government.

Two Theatres Purchased At Huntington Park

HUNTINGTON PARK, CALIF.—W. D. McClintock, formerly of Denver, and Milt Hossfeld, former Fox Theatre executive with 30 years experience, have purchased the Park and Huntington theatres here. Extensive remodeling is planned for the Park including installation of new sound and projection equipment, new seats and redecoration and lighting.



AT REALART CONVENTION—Realart distributors shown left to right in the above photograph, taken at a luncheon following the recent Realart convention in New York, include Don Swartz, Minneapolis; Henri Elman, Chicago; Jack Zide, Detroit; Scott Lett, Herman Gorelick, St. Louis; Sam Decker, Los Angeles; Bob Snyder, John Franconi, Dallas; John Mangham and Manny Stutz. Seated left to right in the background are James Harris, Joe Harris, Irving Kipnis, Carroll Puciato, Nelson Wax, Philadelphia; Sam Krellberg, New York; Lee Goldberg, Cincinnati, and with his back to the camera, Bert Stearn, Pittsburgh.

Omak Stampede Released

OMAK, WASH.—Bob Neilson, secretary of the Chamber of Commerce, said that newsreel pictures taken of the 15th annual Omak Stampede have been booked for national release. The pictures feature the famous suicide race and general shots of the rodeo. Ray Paulson, Seattle representative for Warners' Pathe, was in charge.

Dollison Buys Theatre

SANTA ROSA, N. M.—Interests of Max Gugelman and Max Wortheim in the Pecos Theatre here have been purchased by Lester Dollison, widely known Texas operator. The house will be remodeled and redecorated, and new lighting and projection equipment will be installed.

To Managerial Post

SANTA FE—Henry Valleau has been named city manager of the Greer theatres here. He recently has been manager of the Opera House at Sun Valley, Idaho. The Greer circuit includes the Lensic, El Paseo and Arco theatres.

New Santa Paula Manager

SANTA PAULA, CALIF.—Mike Kirsch of Los Angeles has been named manager of the Glen City Theatre here replacing Bob Fulton, who will be transferred to Los Angeles. Kirsch worked for the Fox circuit before entering military service.

Rites for Edward Egi

LOS ANGELES—Funeral services were held here recently for Edward Clay, 60, motion picture actor known as Edward Egli, who died at the Cedars of Lebanon hospital. Interment was in the Valhalla cemetery. Clay is survived by a sister Mary Wilson.

Sugar Beet Films Shown

PORTLAND, ORE.—Two colored films illustrating the culture of the sugar beet and production of sugar and correct canning methods were shown at the Oregon Hostess house recently.

MGM Buys 'Battleground' For Schary Production

HOLLYWOOD—"Battleground," a World War II story which was in preparation at RKO while Dore Schary was production chief at that studio, has been purchased from the company by Metro, where Schary is now vice-president in charge of production. The original screenplay will feature Robert Taylor, Van Johnson, John Hodiak, Keenan Wynn and Ricardo Montalban.

The property had been taken off the RKO slate shortly after Howard Hughes acquired control of the company. It was to have been produced for RKO by Jesse L. Lasky and Walter MacEwen.

Big Relief Fund Deficit Leads Special Appeal

HOLLYWOOD—As a means of overcoming an operating deficit of $268,000 for the first eight months of 1948, the Motion Picture Relief Fund's board of trustees is requesting all industry guild members who make $200 weekly or more to hoist their MPRF contributions from one-half of 1 per cent to 1 per cent of their weekly salaries. The move was approved after Jean Hersholt, MPRF president, reported the fund's financial condition as "critical." The current production lull, Hersholt declared, is responsible for an unusually heavy drain on the fund's resources.

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FWC Opens Remodeled Reno Crest; Special San Mateo Zone Hearing

RENO, NEV.—After weeks of high speed construction, in which crews of craftsmen worked on night shifts in order to meet the deadline, the Crest Theatre, Nevada's newest motion picture house, was formally opened recently.

The Crest, which replaces the old Nevada Theatre on West Second street, has been completely reconstructed. Only the walls and roof of the original structure remain. Fox West Coast Theatres expended thousands of dollars in the reconstruction and in providing modern safety features, the latest sound equipment, and comfort facilities.

The premiere, featuring "That Lady in Ermine," plus a sneak preview from Hollywood, was a benefit for the Lake Street Disaster Relief fund. The premiere was attended by city officials of Reno, Sparks and other nearby towns, executives of Fox West Coast Theatres from San Francisco and Los Angeles, and executives of the motion picture industry of San Francisco.

Charles P. Skouras, president of National Theatres, flew to Reno for the opening, as did Richard Spier, northern California division manager of Fox West Coast, Fay S. Reeder, district manager for San Francisco, and many others.

The Crest is the last word in motion picture theatres. The architectural redesign is a work of art while the color treatment and interior and exterior decorations are eye-appealing and pleasing.

Henry Pines is manager and Cullen Johnson assistant.

Zoning Variance Hearing Set at San Mateo, Calif.

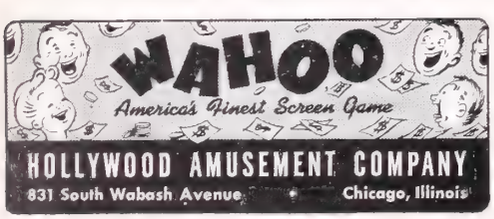
SAN MATEO, CALIF.—The city planning commission has voted to hold a special zoning variance hearing on the application of John M. Sullivan and associates who plan to build the new 1,000-seat Palm Theatre at Seventeenth and Palm streets.

The hearing involves a city ordinance requiring ample parking space for places of assemblage. Frank Ingersoll, Sullivan's attorney, submitted plans showing parking space for 33 cars and said his client had been unable to obtain more land in the area. Ingersoll contended there was ample night parking space on the streets.

The theatre will be built by a partnership corporation made up of Sullivan and Harold J. Hutton, San Francisco insurance man. It is expected that the house will be in operation in February or March. Sullivan is an investor who came here from Denver several months ago. He formerly owned an interest in a showcase at Wray, Colo.

Attorney Builds at Olympia

OLYMPIA, WASH.—Construction has been started on the new $260,000 theatre building being built here for operation by the Evergreen Theatre circuit. Work is expected to take about 300 days. The theatre was designed by Joseph Wohleb and his associate B. Marcus Pirteca of Seattle, and is being built by Thomas L. O'Leary, local attorney, for lease to the circuit. The building will measure 75x120 feet and will be of stadium-type construction. It will seat about 1,000 persons. A. G. Homann is contractor for the house.



Rosalia Family Reopened

ROSALIA, WASH.—The Rosalia Family Theatre was reopened recently after a complete remodeling job which included a modern front with a glass block ticket booth, a marquee outlined in neon tubing and a coral and Pacific blue color scheme. The foyer was enlarged and redecorated in rose and tan and a new concession stand was installed. Seating capacity was increased by 45 and new screens, curtains and lighting were installed. The Family is owned and managed by Herb Wheeldon.

Incorporate San Pedro Firm

SAN PEDRO—Incorporation papers have been filed with the county clerk here for the San Pedro Theatre Corp., which plans to build a drive-in on Gaffey street here. Directors of the concern are Donald Guttman, Kenneth Chantry and Elizabeth Forbes. Chantry is a member of the board of harbor commissioners.

Garden Lobby at Encino

ENCINO, CALIF.—Features of the new Encino Theatre, now under construction here by Lee Theatres, will include an outdoor garden lobby, a 400-car parking space, refrigeration and 1,000 loge seats. The Encino is the first of four theatres to be built in this area by the Lee firm, which is headed by Jules Seder, president, and Howard Goldenson, vice-president. The showcase will cost an estimated $300,000.

Van Nuys Cost to $100,000

VAN NUYS, CALIF.—Philip A. Lang, local real estate broker who is erecting a new motion picture theatre on Ventura boulevard east of Noble avenue, said he expected to have the construction job completed within five months. The project involves expenditure of more than $100,000 and the showcase will seat 500 persons.

All-Purpose Building at Chico

CHICO, CALIF.—Ben Steffen has begun construction of an all-purpose building in the 1800 block on the Esplanade here and is negotiating with a theatre company, a trucking concern and one other firm for leases on the building.

Build at Lakeport, Calif.

LAKEPORT, CALIF. — Construction was begun recently on the new 700-seat, stadium-type theatre being erected here by Leo Reese, owner of the Orpheum Theatre. Reese said the new theatre would measure 60x108 and would be built of basalite blocks. A rough stucco finish will be used on the exterior of the building. A large parking lot for patrons will be located at the rear of the building and bicycle racks will be installed at the side for younger patrons.

Vincent Raney, San Francisco architect, drew the plans for the theatre and William Teschler, Lakeport contractor, has been awarded the contract. Approximately six months will be required to complete the building.

O. C. Johnson Reopens Vista

EAST SAN DIEGO, CALIF.—The Vista Theatre at 42nd and University has reopened under the management of O. C. Johnson, who has had some 20 years experience in the entertainment field. Johnson formerly conducted theatres in Iowa and Nebraska and for the last six years has operated houses in the Los Angeles area.

Glendale Alex Reopened

GLENDALE—The new Alex Theatre has been reopened, little more than three weeks after an early morning fire gutted the stage area and caused a total of more than $150,000 damage to the interior. Carl Meeker, city manager for Glendale's six Fox West Coast theatres, said the redecoration job involved the complete stripping of the interior with all new carpeting, sets, wall decorations and other furnishings installed. Approximately $37,000 has been spent on the draperies and stage curtains alone, and all rest rooms and the foyer have been remodeled and redecorated.

Contractors Get Plans for Lodi Theatre

LODI, CALIF.—Plans for a new $150,000 theatre, to be built here by T&D Enterprises of Oakland and San Francisco, were to be in the hands of contractors this week. The theatre will be built on Walnut and W. Lodi avenues in the Turnage subdivision, west of the city.

Capacity Crowd at Soquel Opening

SOQUEL, CALIF.—The new $60,000 Osocales Theatre, built here by Charles J. Ide, opened formally recently with all of its 500 seats filled for both afternoon and evening showings. The opening featured a broadcast over the local radio station and a congratulatory speech to Ide and his son and partner Robert by Mayor Sam McNeeley of Santa Cruz.

Construction of the Osocales began June 1 with John Nash as contractor. The showcase is constructed of brick and measures 50x100 feet. Ide will manage the house and his son will be projectionist.

Golden State Builds at Hayward

HAYWARD, CALIF.—Contractors on the new 955-seat theatre, being built here by Golden State Theatres, said this week that plans call for the completion of work within six months. Berlinger Construction Co. is handling all contract work. The Hayward showcase is one of 11 now under construction by the company. Edward Topham, from the circuit's San Francisco office, is in charge of construction.

Builders Sing to Owner At Gay Ukiah Opening

UKIAH, CALIF.—The recent opening of the new Ukiah Theatre here was considerably enlivened when all of the men who participated in the construction of the $275,000 showcase stood on the stage and sang

happy birthday greetings to owner George Mann.

The festive opening included speeches by civic dignitaries and introduction of the local management. George Siciliano is manager of the Ukiah and Melvin Tingley is chief projectionist.

The Ukiah, according to its management, features several innovations in theatre construction including Trans-Lux lighting, a system so designed that patrons entering the theatre scarcely will notice the transition from daylight to artificial light. Another feature is panoramic projection with which the operator can increase the spread of images projected on the screen.

The new theatre is the latest addition to the 67 showcases owned and operated by Mann in Oregon and California.

Businessmen Build at Redding

REDDING, CALIF.—A drive-in, being built here by a group of local businessmen, is scheduled to be in operation by November 15. The new project will cost from $40,000 to $50,000 and is located just north of the Sacramento river bridge on highway 99. Nordell Huffaker, Merit L. Espy and Arthur O. Perkins are backing the business. The theatre will accommodate 400 cars.

Raze for New Building

NEVADA CITY, CALIF.—A wrecking crew began tearing down the old Broadway Theatre here, where once the voices of Edwin Booth, Lotta Crabtree and Jenny Lind were heard. The Broadway will be replaced by a new theatre, according to Ralph Achey, manager. The old showcase was erected as a hotel, the Bailey House, in 1854 and ten years later was converted into a playhouse where scores of noted artists appeared.

Charles Holtz Delays Opening

SACRAMENTO—Charles Holtz has postponed the opening of his new Sequoia Theatre at 5510 Franklin Blvd. here, because of a delay in the arrival of the 900 seats for the new showcase. Holtz, manager of the Sequoia, said it was hoped that the seats would arrive in time for an October 15 opening of the $130,000 theatre.

Start $100,000 Drive-In

CHEYENNE — Construction of a drive-in theatre which will cost approximately $100,000 has been started on route 30 east of here. The new open air house will be operated by the Associated Amusements Co., of which Raymond M. Davis, Green River publisher and former state legislator, is president. Completion of the drive-in is expected in time to permit opening early next spring.

George Stamms to Open Theatre

ANTIOCH, CALIF.—Ethel and George Stamm will open their new Stamm Theatre, a 1,000-seater, here November 10. To be managed by Willard Wagner, it's the third house in the Stamm chain, the others being the 450-seat Casino and the El Campanil, 1,000 seats.

The Stamm, a stadium-type house, has rocking-chair loge seats and de luxe equipment throughout.

Stayton Star Under Way

STAYTON, ORE.—Concrete footings and foundations have been completed and block laying has started on the new Star Theatre being built here.

SAN FRANCISCO

A modern $150,000 theatre and a $150,000 25-unit apartment motel will be constructed at Walnut and West Lodi avenues in Lodi. Plans will be submitted to contractors shortly. The theatre will be constructed by the T&D chain . . . Permits were issued in Sacramento to the Fox West Coast Theatres and to the Blumenfeld circuit. The FWC $70,000 permit was for remodeling the Hippodrome Theatre on K street, while the Blumenfeld $50,000 permit was for an addition to a store and an office at 1322 K street.



Elmer Benjamin

Elmer Benjamin, dean of west coast exchangemen, has been named manager of the Astor Pictures San Francisco exchange under F. L. Patterson.

Possibilities of a new theatre in Chico were revealed when Ben Steffen began construction of an all-purpose building in the 1800 block on the Esplanade. Steffen said he is discussing leases with a theatre company but that no definite agreement had been reached . . . Work is to begin immediately on the new 700-seat stadium-type motion picture theatre in Lakeport, according to Leo Reese, owner of the Orpheum Theatre.

Marcel Ceresa, manager of the Lindsay in Merced, and Don Nichols, manager of the Strand there, switched jobs . . . Exploding gas in the furance room of the Manor in San Mateo inflicted first degree burns on the manager, Joseph Daly.

Forty Hollywood screen personalities will be in the cast for the Friars Frolic to be presented October 22 at the Opera House by the Variety Club to help raise funds for the blind baby nursery. The show is being staged as part of the Portola festival. Among the stars scheduled to appear are Jack Benny, Al Jolson, George Jessel, Tony Martin, Kay Kyser, George Raft, the Ritz Bros., Lou Holtz, Abbott and Costello, Ronald Reagan, George Burns, Pat O'Brien, Dan Dailey and Keenan Wynn.

A new red sidewalk was laid in front of the Balboa Theatre here. Edwin Scheeline, manager, was able to resist all local pressure to imprint foot or hand prints in the fresh concrete . . . Irving M. Levin, divisional director of San Francisco Theatres, Inc., went to Los Angeles to attend the marriage of Walter Shenson, producer for M.R.S. Productions . . . W. G. McGraff, Verdi Theatre, was married to Lydia Gunnerson, Verdi statistician. McGraff and his bride were feted by the theatre staff . . . The Film Colony club resumed its monthly meetings October 7 at the Variety Club.

One of San Francisco's most historic theatres, the Bella Union, which opened first on Kearny street October 1, 1849, was reopened October 1 with a policy of silent films. The anniversary opening showed "The Thrill Hunter" with William Haines, and Charlie Chaplin's "The Count." On October 8, Chaplin's burlesque on "Carmen" is scheduled. Prior to its opening as the Bella Union, the theatre was known as the Rex and it featured Spanish and Mexican films. Before it was named the Rex, the theatre was known as the Kearney Burlesque.

The second annual Variety Club Golf tournament sponsored by Tent 32, for barkers and their guests, will be held Tuesday, October 19, at Lake Merced Golf and Country club. Prizes will be awarded for low gross, low net, second low gross, second low net, ball nearest to hole on designated par 3 hole, and the perpetual trophy for the low gross for 18 holes.

The new Galt Theatre in Galt will be opened November 1, according to Schauer and Speis, owners. The theatre will have a seating capacity of 500 . . . Leo Reese of the Orpheum, Lakeport, was on Filmrow, having recovered from a recent accident when the tail gate of his trailer fell on him and broke a kneecap . . . The Pablo Theatre in San Pablo has been sold to Clarence H. Bings and Irvin C. Warner. J. Leslie Jacobs, San Francisco theatre broker, handled the deal for Mr. and Mrs. Hogan, former owners . . . J. H. Magoon was seen on Filmrow. He is well known to the industry as he is engaged in the theatre business in the Hawaiian Islands.

Plans Complete at Porterville

PORTERVILLE, CALIF.—Plans have been completed, and bids were being taken for construction of a new theatre building here for Principal Theatres of America. The concrete block structure will be stuccoed and will cover an area of approximately 100x160 feet. Brick veneer work will be used on the front of the building, and an air conditioning system will be installed. The new showcase was designed by architect Louis E. Wilson of Los Angeles. No information as to cost of the project is yet available.

Title Becomes 'The Betrayal'

"The Man Who Stole a Dream," to be produced by Pine-Thomas for Paramount, has been switched to "The Betrayal."

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Australian GU Theatres Reports Over $600,000 Net for 1947

By WILLIAM BEECHAM
Australian Bureau BOXOFFICE

PERTH, W. A.—Norman B. Rydge, chairman of the board of directors of Greater Union Theatres Pty., Ltd., in his annual report for the year ended Dec. 31, 1947, listed the following (figures in Australian pounds): Greater Union Theatres Pty., excluding dividends from Union Theatres Investments, Ltd., 80,269; Union Theatres Investments, 42,449; Cinesound Productions, 6,102; British Empire Films, 14,003; National Theatre Supply Co. of Australasia, 4,136; Sixteen Millimetre Pty., Ltd., 1,561. The net amount available after deducting amounts attributable to outside shareholders was 134,640 pounds.

Broadly speaking the Greater Union Theatres group is interested in exhibition and distribution (British Empire Films Pty., Ltd.), studio production facilities (the Pagewood studio at Kingsford and the Cinesound studio at Waverley, both near Sydney), production of newsreels (Cinesound), film laboratories and the distribution of 16mm equipment and films.

* * *

Ealing Studios of England, which has announced that it will make more feature films in Australia, is now faced with the necessity of spending at least 25,000 pounds ($120,000 at par) to make the Pagewood studio "a proper but not an extravagant base of operations." Our contemporary, the Film Weekly, states that although the Department of Commerce gave assistance with "The Overlanders" and the minister for the army lent some help for "Eureka Stockade," "for the most part Ealing battled its way through red tape . . . and bought its experience the hard way. Ealing's way was not eased by the demands of customs, which required duty to be paid on cameras, false beards and many items not made in this country. The law may be just, but its effects are hampering."

* * *

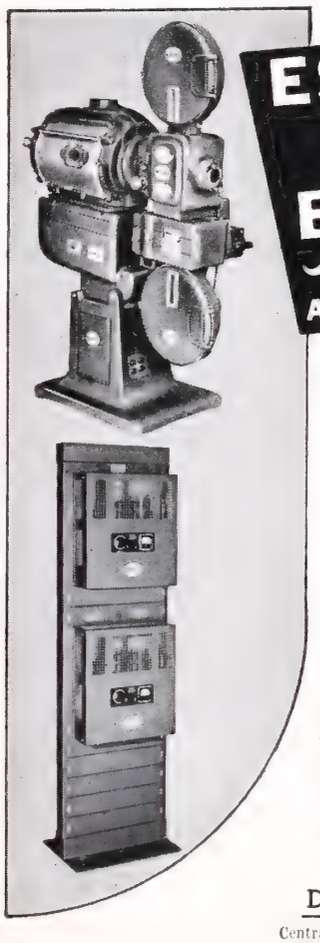
New Zealand exhibitors are complaining that business is far from what they would like it to be. Many city theatres are eliminating morning sessions, and capacity day sessions are seldom experienced.

* * *

Messrs. L. and K. Waterman, prominent exhibitors of South Australia, have just returned from a trip to the United States. L. Waterman looked over the film business in Malaya, Cairo, South Africa and Singapore, in addition to visiting Great Britain. These two showmen are not content to sit at home and run their shows on second-hand information. They prefer to go around the world and see for themselves what is being done. Little wonder that they are outstandingly successful.

* * *

The Old Vic Co., headed by Sir Laurence and Lady Olivier, made a net profit of 200,000 pounds during its tour of Australia. In the six Australian capital cities over 300,000 people paid 250,000 pounds to see the shows, and the Oliviers took 37,500 pounds as their share of the gross takings. The visit of this company also boosted business for a number of films in which the principals had previously taken part, and Australian Producer Charles Chauvel now states that Sir Laurence is taking back to England Ernestine Hill's story of explorer Matthew Flinders, "My Love Must Wait," with a view to making a film of it. Chauvel holds the film rights



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of this popular book, but is prepared to waive them in favor of a British producer, as he considers that if the story is filmed with Sir Laurence as Flinders "it will be valuable publicity for Australia."

* * *

Two American film stars have expressed their intention of visiting Australia next year. Bing Crosby says that he hopes to arrive in June, and wants to stay about three months —"long enough to do some deep-sea fishing and play a little golf." Tyrone Power says that after a tour of Europe he wants to visit Australia in July.

* * *

R. Tasker, president of the Melbourne Children's Cinema Council, will urge "a thorough investigation into the showing of children's films, and the attendance of children at films marked 'for adults only.'" He says the investigation should be conducted on the lines of the one held in Britain recently, and should be administered by an organization such as the Australian Council for Educational Research.

"Its findings should be given the widest possible publicity and not quashed by box-office opposition." (The majority of the outpourings of so-called film reformers in Australia and New Zealand get far more publicity than they deserve at the present time.) Tasker says that "a thorough shakeup and investigation along British lines is essential," and he strongly urges the production in Australia of suitable children's films.

* * *

An attempt was made recently to burn down the Theatre Royal at West Ryde in New South Wales, and when the outbreak was discovered at 1:40 in the morning firemen found strips of film laid from a storage room to the dress circle, and these were burning fiercely. A charred film spool lay on the stairs and a door at the side of the theatre was open. Police are investigating.

FC Promotes Bob Abelson To District Supervisor

LOS ANGELES—Bob Abelson, Film Classics' Los Angeles manager, has been promoted by B. G. Kranze, vice-president and general sales manager, to district manager with supervision over the Los Angeles, San Francisco, Denver and Salt Lake City offices. He succeeds Sam Wheeler, resigned. Joseph Rosenberg, salesman, has been promoted to sales supervisor of the Los Angeles exchange.

Reissue of 'San Francisco' Leads With 140 Gross in Los Angeles

LOS ANGELES—A top grosser in its initial release a dozen years ago, "San Francisco" still proved to be a strong boxoffice lure in the first week of its local reissue engagement. It outpaced other entries to rack up a healthy 140 per cent rating. Second money went to "Apartment for Peggy," carding 125 per cent, while other bills hovered around normal.

(Average is 100)

Belmont, Culver, El Rey, Orpheum, Vogue—**Bring 'Em Back Alive** (RKO), reissue; **Design for Death** (RKO) 115
Carthay Circle, Palace—**Intermezzo** (SRO); The **Crusades** (Para), reissues 110
Chinese, Loyola, State, Uptown—**Apartment for Peggy** (20th-Fox); **The Creeper** (20th-Fox) 125
Guild, Iris, Ritz, Studio City, United Artists—**One Touch of Venus** (U-I); **Closeup** (EL) 115
Downtown, Hollywood Paramounts—**Sorry, Wrong Number** (Para); **Sons of Adventure** (Rep), 2nd wk. 100
Egyptian, Los Angeles, Wilshire—**A Southern Yankee** (MGM), 2nd wk. 100
Four Music Halls—**So This Is New York** (UA), 3rd wk. 90
Pantages, Hillstreet—**Rachel and the Stranger** (RKO); **Triple Threat** (Col), 2nd wk. 110
Four Star—**San Francisco** (MGM), reissue 140
Warners Downtown, Hollywood, Wiltern—**Rope** (WB), 2nd wk. 100

'Rachel' Leads First Runs As Portland Trade Gains

PORTLAND—Grosses at the first runs were somewhat better generally. "Rachel and the Stranger," playing day-date at the Oriental and the Paramount, registered a hefty 135 per cent to lead the city. "The Babe Ruth Story," at the Playhouse for a second round, still was pulling heavily.

Broadway—**Tap Roots** (U-I); **Train to Alcatraz** (Rep), 2nd d. t. wk. 110
United Artists—**Pitfall** (UA) 95
Mayfair—**Lulu Belle** (Col); **Thunderhoof** (Col) 90
Oriental, Paramount—**Rachel and the Stranger** (RKO); **Mystery in Mexico** (RKO) 135
Orpheum—**The Dude Goes West** (Mono); **16 Fathoms Deep** (Mono) 95
Music Box—**Two Guys From Texas** (WB); **The Big Punch** (WB), 3rd d. t. wk. 90
Playhouse—**The Babe Ruth Story** (Mono); **The Music Man** (Mono), 2nd d. t. wk. 125

'Rachel' Gross High at 175 In San Francisco

SAN FRANCISCO — "Rachel and the Stranger" took top place for the week, opening at the Golden Gate Theatre with a resounding 175 per cent. Second spot honors were tied with "The Pearl" opening at the United Nations and "San Francisco," a reissue, at the Warfield, both scoring 160 per cent.

Esquire—**For the Love of Mary** (U-I); **Robin Hood of Monterey** (Mono) 75
Fox—**A Southern Yankee** (MGM); **Night Time in Nevada** (Rep) 130
Golden Gate—**Rachel and the Stranger** (RKO); **Jiggs and Maggie in Society** (Mono) 175
Orpheum—**Walk a Crooked Mile** (Col); **Triple Threat** (Col), 2nd wk. 125
Paramount—**The Babe Ruth Story** (Mono); **The Music Man** (Mono), 2nd wk. 90
St. Francis—**Olympic Games of 1948** (EL) 100
State—**My Man Godfrey** (U-I); **Pardon My Sarong** (U-I), reissues 100
United Artists—**Texas, Brooklyn and Heaven** (UA) 100
United Nations—**The Pearl** (RKO); **Mine Own Executioner** (20th-Fox) 160
Warfield—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues 160

'Two Guys' Get High Grosses In Denver With 158

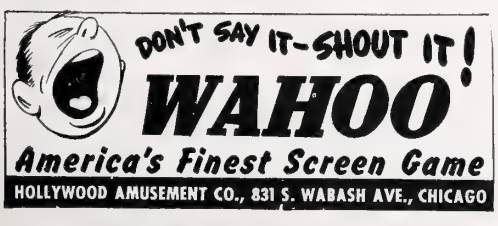
DENVER—Indian summer weather didn't seem to hurt the local first run grosses a great deal this week, as "Two Guys From Texas" topped the town with a hearty 165 at the Denver and 150 at the Webber.

Aladdin—**One Touch of Venus** (U-I); **Gentleman From Nowhere** (Col), 4th d. t. wk. 150
Denham—**Sorry, Wrong Number** (Para), 2nd wk. 105
Denver and Webber—**Two Guys From Texas** (WB); **Daredevils of the Clouds** (Rep) 158
Esquire and Paramount—**Mr. Peabody and the Mermaid** (U-I); **Night Wind** (20th-Fox) 118
Orpheum—**Return of the Badmen** (RKO); **So Well Remembered** (RKO) 90
Rialto—**Captive Wild Woman** (U-I); **Drums of the Congo** (U-I), reissues 100

'Blandings' Tops in Seattle With 150 Per Cent

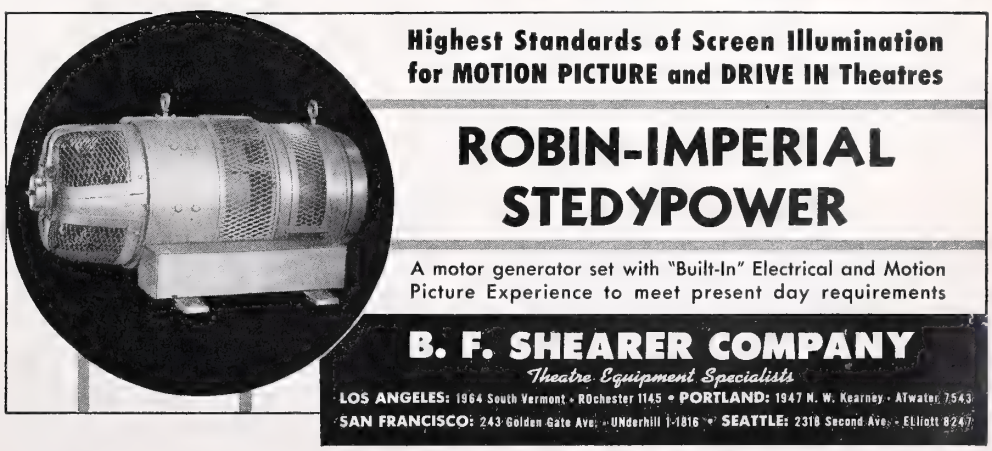
SEATTLE—Houses that did above average business narrowed to two, the Fifth Avenue, where SRO's "Mr. Blandings Builds His Dream House" hit a solid 150 in a second week, and the Orpheum, where U-I's "Feudin', Fussin' and A-Fightin'" did 120 in its opening week.

Blue Mouse—**Tap Roots** (U-I); **Who Killed "Doc" Robin** (UA), 2nd d. t. wk. 100
Fifth Avenue—**Mr. Blandings Builds His Dream House** (SR); **Money Madness** (FC), 2nd wk. 150
Liberty—**Easter Parade** (MGM), 7th wk.; **Thunderhoof** (Col), 2nd wk. 90
Music Box—**The Time of Your Life** (UA); **Devil's Cargo** (FC), 2nd d. t. wk. 100
Music Hall—**The Saxon Charm** (U-I); **Bad Sister** (U-I) 90
Orpheum—**Feudin', Fussin' and A-Fightin'** (U-I), 2nd run; **The Shanghai Chest** (Mono) 120
Palomar—**Commandos Strike at Dawn** (Col); **The Invaders** (Col), 2nd wk., reissues 90
Paramount—**So Evil, My Love** (Para); **The Gay Intruders** (20th-Fox) 80









SEATTLE

H **B. Sobottka** has the following changes among his Hamrick-Evergreen managers: Chris Casper goes from the Blue Mouse to the Coliseum, replacing Clyde Strout, who resigned; John Bardue, former assistant at the Orpheum, takes over at the Blue Mouse, while John O'Connor takes Bardue's spot at the Orpheum; Robert Turner goes in as assistant at the Music Hall; Truman Nelson goes to the Coliseum as assistant, and Nick Furfaro was promoted from merchandise man at the Paramount to assistant at the Blue Mouse.

George Borden jr. has opened his 450-seat Sea-Vue Theatre at Blaine. It is of quonset type construction and decorated in marine motif . . . Mike Barovic, Puyallup exhibitor, was on a hunting trip in Canada . . . Elaine DeMouth, secretary to George DeWaide, U-I manager, has moved into a new home which she and her husband have just completed . . . Harvey Anderson, manager of the Revilla Theatre in Ketchikan, Alaska, passed through here on his way home after a month's vacation with his wife and daughter.

Pete Higgins, Maury Saffle, Neal Walton, Wally Rucker, Paul McElhinney, Chilton Robinette and Frank Christie were named to head Filmrow's participation in the Community Chest drive . . . Homer Garvin, manager of the B. F. Shearer house in Juneau, Alaska, has resigned and is being replaced by Ted Heyder . . . Henry Stevens, one of Sterling circuit's managers, was wed to Sperline Erb.

J. Nordenberg has redecorated his Grand Theatre at Ferndale . . . Ernie Piro, UA salesman, is driving a new car . . . "Rachel and the Stranger" is reported to have had a smash opening at the Coliseum.

Wanita Maddox, who resigned from the B. F. Shearer office staff to move to Denver, was guest of feminine employes for a luncheon . . . A $5,000 damage verdict was turned in by a superior court jury here against the Auburn Avenue Theatre of Auburn in favor of a mother and baby who were injured in a fall at the theatre. The mother testified she was carrying the baby and followed what she thought were the directions of the usher and entered an unmarked door which plunged them down 12 steps to the concrete basement.

Ted and Mildred Gallanter arrived here by plane from San Francisco . . . Herman Wobber, 20th-Fox western division sales manager, was here for conferences . . . Exhibitors on Filmrow: Harry Newman, Linden; Bud Hamilton, Darrington; Ernie Thompson, Port Townsend; Joe Rosenfield, Spokane; Billy Conners, Tacoma, and W. B. McDonald, Olympia.

U-I Western Groups Meeting in Frisco

SAN FRANCISCO—A meeting of the six western Universal-International film exchanges was held here October 7, 8 at the Fairmount hotel with new product and general sales procedures discussed.

Those in attendance included W. A. Scully, vice-president and general sales manager for U-I in from New York; Charles I. Feldman, western division chief from New York; John Joseph, national director of publicity and advertising from the studios; L. J. McGinley, sales manager of Prestige Pictures which are released through U-I; Graham Kislingbury, western field publicist; Foster Blake, district manager for Los Angeles, Salt Lake City and Denver, and Barney Rose, district manager for San Francisco, Portland and Seattle.

Also present were the following branch managers: Mayer H. Monsky, Denver; C. R. Wade, Salt Lake City; Abe Swerdlow, San Francisco; James S. Hommel, Portland; L. George DeWaide, Seattle, and L. W. Marriott, Los Angeles.

Salesmen present included Frank Green and Harold Michaels from Denver; Harry Blatt, C. O. Miller, H. A. P. Frederick, Seattle; A. W. Bowman, Lon Hoss, A. W. O'Connell, Los Angeles; E. T. Bramwell, Archie Holt, Portland; C. Mock, Shirl Thayne, Jack Jamsky, Salt Lake City; Jerry Slutzky, Paul Schmuck and Dick Colbert of San Francisco.

Crosby Considers Video Outlet at Yakima, Wash.

YAKIMA, WASH.—Representing his brother Bing, Everett Crosby conferred with local chamber of commerce officials recently regarding the proposed establishment of a local television station to cost between $175,000 and $200,000 and to operate in the name of Harry L. Crosby. Everett is business manager of the vast Bing Crosby holdings.

Preliminary plans for the video outlet here call for a coaxial cable for long distance television transmission. The local station would be the pivotal unit between two other Washington state television stations included in the Crosby plans and located at Tacoma and Spokane. Plans call for location of the transmitter tower high on the Ahtanum Ridge hills on the southern edge of the city.

Long Beach Tracy Robbed Of $2,500 Cash, Jewels

LONG BEACH, CALIF..—A bandit carrying two paper bags entered the office of the Tracy Theatre at 219 East Seaside Blvd. recently and demanded that Manager Harold Simpson open the safe. Simpson thought it was a gag but the intruder, about 25, produced an automatic, then ran from the theatre with $500 in currency and $2,000 worth of jewelry.

From the BOXOFFICE Files

* * *

(Twenty Years Ago)

ANOTHER chapter in the history of the Colorado Theatre in Denver ended recently when the Bishop-Cass Investment Co., headed by E. A. Bishop, stepped out to allow the Bi-Metallic Investment Co. to repossess the theatre and assume management. It marks the advent of Horace W. Bennett, prominent Denver capitalist and principal stockholder in the Bi-Metallic, into the theatre business.

The Colorado formerly was the old Tabor Grand Opera House and well known to every exhibitor and film man in the west. It is one of the old landmarks of Denver and has itself a history as interesting and thrilling as any play or picture film.

The Bishop-Cass group took over the theatre in 1921 and renamed it the Colorado. They spent $400,000 in remodeling and making the old auditorium into one of the finest of the west and by far the finest in Denver at the time. It proved profitable till along came the Aladdin. Then a year ago the new Denver was completed. This marked the beginning of the end for the Colorado, which strove to maintain the same high-class entertainment it had always given its patrons. The high-powered competition was too much.

The Bi-Metallic now becomes owner of all the equipment as well as the property itself. Al Hagen is temporarily in charge and the theatre is still open and will likely stay open till a decision is reached on future plans.

* * *

By a vote of 127 to 133, the citizens of Morrill, Neb., voted against Sunday motion pictures . . . Ray Allison has been temporarily appointed manager of the Lincoln Theatre of Cheyenne, Wyo., owned by the Plains Theatre Co. . . . Earl Fackler has taken over the operation and management of the Kellyn Theatre of Grants, N. M., from H. C. Kellam. The theatre name has been changed to the Grant.

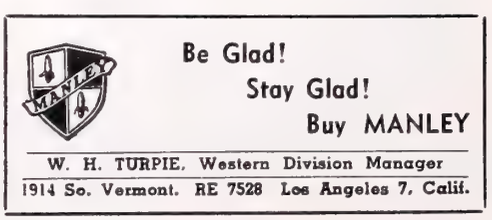
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Seen on Salt Lake City Filmrow: Joe Koehler, Idaho, Twin Falls; Mike Neilson, Grand, Logan, Utah; Joe Lindsey, Star theatres, Eureka and Payson, Utah; A. Wursten, Isis, Preston, Ida.; Mr. and Mrs. F. H. Littlejohn, Star and Lyric, Price, Utah; George Thatcher, Capitol and Lyric, Logan, Utah; J. W. Simmons, Orpheum, Oakley, Ida.; R. L. Wicker, Delta, Delta, Utah; D. M. Fields, Star, Lyman, Wyo.

Drive-In Nearly Ready

FORT COLLINS, COLO.—A 550-car drive-in is being built at a cost of $60,000 on a site south of here by the Fort Collins Drive-In Theatre Corp. Construction is expected to be completed before October 15. Officers of the corporation are Joseph La Conte, Denver, president and treasurer; Gordon A. Haynes and Leon S. Cartwright, Tooele, Utah, and Leon Ginsburg, Denver.







DENVER

Harold E. Wilson has closed the Chief at La Veta, Colo. . . . Selected Pictures has taken on distribution of Realart product in its five exchanges at Denver, Salt Lake City, Des Moines, Kansas City and Omaha . . . Lon T. Fidler, Monogram franchise owner, was spending more time at the office after recovering from a lengthy illness.

Hugh Rennie, Denver sales manager, also returned to the office following an operation . . . Mr. and Mrs. George Allan sr. of the State, North Platte, Neb., were here on their way home from a vacation in California . . . Tom Bailey went to Salt Lake City on Film Classics business.

Sebe Goodlett, National Screen Service salesman, was released from the hospital and was recovering from a serious illness at home . . . Mayer Monsky, manager, and salesman Harold Michaels and Frank Green, left for San Francisco and a U-I sales meeting.

Charles Duer, Paramount manager, spent a few days in western Colorado selling . . . Duke Dunbar, former secretary of the old Film Board of Trade is vigorously pushing his candidacy for attorney general of Colorado. He is assistant in that office.

Colorado theatre folk seen on Filmrow included Lloyd Greve, Eagle; Fred Lind, Rifle; Lou Williams, Frederick; Doyle Shelton, Pritchett; Elden Menagh, Fort Lupton, and J. H. Roberts, Fort Morgan. From Nebraska came W. L. Smith of North Platte.

Posters on Dogs, Music Plug 'Emperor Waltz'

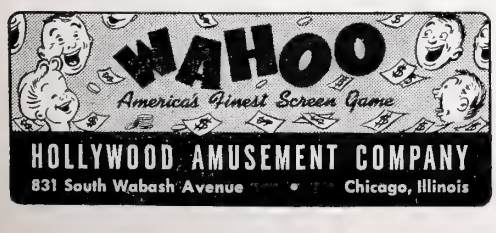
SAN FRANCISCO—With the playing of "The Emperor Waltz" at the Alexandria Theatre, Lawrence Lash of the managerial staff prepared a poster campaign emphasizing music and dogs.

Included were posters designed by Lash and Frank Duino, staff artist, which were placed in record and pet shops. Special placards treating the "traveling salesman" angle also were created for display in cafes, bars, grills and fountains.

"When the posters went into the show windows of the shops," said Lash, "we received numerous requests for additional copies from stores which we had been unable to serve. We believe the posters were a factor in stimulating the excellent business we enjoyed during the week's run."

Re-Stucco Yakima Poster Building

YAKIMA, WASH.—Re-stuccoing is a big job on the large and beautiful Spanish-type Poster building here, headquarters for the Mercy Enterprises including First National Theatres. All the flaky surface must be hand-scraped before applying the new stucco coat, which is rich cream in color.



Huge Rally Climaxes Seattle Youth Days

SEATTLE—Climaxed by a huge rally in this city's 10,000-seat Civic auditorium, and the management of the city's industries and government for one day, Salute to Youth wound up its month-long stay.

Not since war bond drive days have the theatres sparked such a successful demonstration of community spirit and cooperation. With Frank L. Newman sr., president of Evergreen Theatres, serving as state chairman for the motion picture industry, and Vic Gauntlett, Evergreen advertising manager, acting as King county chairman for the industry, the local salute went off smoothly. The Council of Social Agencies agreed to sponsor the month under Rabbi Raphael Levine.

Newspapers were wholehearted in their support. They ran editorials and fully covered special events. The evening sheet sponsored an essay contest, while the afternoon handled poster competition. Radio also was generous, giving many plugs between national breaks.

The rally at the Civic auditorium brought out the Junior Symphony orchestra, two high school bands and two choirs for entertainment. There were several speakers, including Mel Patton, Olympic 200-meter dash champion, who was flown up from Los Angeles especially for the program. The University of Washington's four-oared crew with the coxswain that conquered at London, also appeared. Thousands, both adult and youth, turned out.

On the following day, youth "managed" the city. They took over public offices, newspaper posts, management of theatres, and other enterprises.

Throughout the month, theatres, both majors and independent, decorated their houses with Youth month display. Special short subjects were run. Evergreen ran slugs not only in their larger ads but also over their one-column directories.

All who participated felt a sense of accomplishment.

Andre J. Haveles Rites; Manager of 2 Theatres

LOS ANGELES—Funeral services were held recently for Andre J. Haveles, manager of the Lyric Theatre in Monrovia and the Ritz Theatre in South Pasadena, and former manager of the United Artists Theatre in East Los Angeles. Haveles was 36 years old. A native of Connecticut, Haveles had lived here for 14 years. He is survived by his wife Rula, a daughter Andrienna, a son John, his mother Mrs. John Haveles, two sisters and a brother.

To Manage Drive-In

DENVER—Nathan L. Trapp has been named manager of the North Motorena Drive-In recently acquired by Wolfberg Theatres, Inc. Trapp more recently has been assistant manager of the West Drive-In here.

Theatre Observes Air Force Day

GREAT FALLS, MONT.—In commemoration of Air Force day, the Post Theatre recently presented two free showings of a film on research and development of air power.

LOS ANGELES

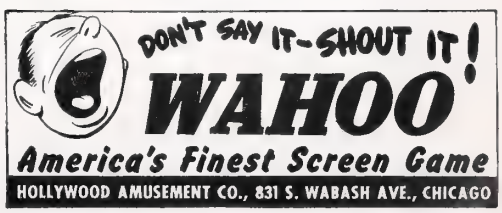
In town for a few days on business was Carroll Puciato, Realart executive from New York . . . Services were held for William P. Bernfield, 51, who died of a heart attack in San Bernardino. He is survived by his wife Hattie. He came here from Kansas City, where for many years he was active in film affairs.

Lou Clark, Fox West Coast's city manager in Long Beach, is back on the job after a two-week vacation in Canada, his first holiday in seven years . . . Off for a vacation at his June Lake cabin is Grover Smith, who operates several theatres in Glendale . . . Local chapter of the Colosseum of Motion Picture Salesmen is tossing a testimonial dinner October 18 for Ish White, who recently resigned after 31 years as a Paramount salesman.

New secretary to G. E. Galbraith of Associated Theatres, a premium firm, is Belle Mohi, sister of Ben and Sol Mohi, former theatre operators . . . Here from Gotham is P. F. Thomas, treasurer of the Altec Service Corp. . . . Mrs. Hymie Stern, mother of Ezra E. Stern, Filmrow attorney, died after a lingering illness . . . Booking and buying along the Row were Al Levoy, Crown Theatre, Pasadena; Harold Thudium of the Carmen; Harold Richmond, operator of the Civic; Harvey Levinson, Cozy Theatre; Kurt and Max Laemmle, who own the Los Feliz and Franklin; Jack Keene of the Hub; Dave Bershon, Leimert Theatre; Mort Wexler of the Linda Lea; Sidney Pink, Mayan; Chic Friedman, who operates the Normandie; M. C. Sinif of the Delmar; Morris Smith, Playhouse; Harry Hollander, Savoy, and Clarence Mullin of the World.

FWC's Ravenna and Melrose theatres in Hollywood staged a joint five-day celebration of their 23rd birthdays and managed to corral an impressive array of film and radio talent for personal appearances. On tap were such personalities as Edgar Bergen, Tom Drake, Marshall Thompson, Roddy McDowall, Forrest Matthews and Dick Haynes, disk jockey for Station KLAC . . . Bob Carnie, theatre sales representative for the United Film Service of Kansas City, is here on business . . . James Nicholson and Joe Moritz, operators of the five Academies of Proven Hits theatres, returned from a business junket to New York in connection with their television activities.

Among Filmrowites planning to attend the world series is Kroger Babb of Hygienic Productions, who planed east in his own Cessna to be a spectator at baseball's big windup for the year . . . John C. Bolte, exhibitor in the Bronx and an executive of the ITOA of New York, was a visitor at the Paramount studio during a recent southland vacation . . . Ezra Stern, Filmrow attorney, checked in from a three-week business junket which took him to New York, Chicago and Washington.



Gas Explosion Hurts Manager Joe Daly

SAN MATEO, CALIF.—Joseph Daly, manager of the Manor Theatre here, was burned severely by exploding gas in the furnace room of the Manor on a recent Saturday afternoon while hundreds of youngsters watched a western film from the theatre auditorium.

Daly was burned when he tried to relight the pilot light on the furnace with a match. He had noticed earlier that the light had gone out and had opened basement windows until he thought all gas was out of the furnace room. However, when he struck the match accumulated gas ignited burning his right forearm and hand and blowing the heavy door off the furnace.

There was no fire and smoke caused by the explosion was dissipated quickly with no panic among the youngsters attending the matinee. Daly was given emergency treatment at the scene by a county ambulance crew and sent home for further treatment.

Son of E. W. Kerr Injured In Tumble Down Steps

KNOXVILLE, IOWA—E. W. Kerr of Pine, Colo., spent several days inspecting his theatres here. While here he received word that his 4-year-old son had been injured in a fall down the basement steps at their Colorado home. Kerr was able to secure a ride on a cargo plane out of Des Moines the same day and arrived at the Denver Mercy hospital several house later. Word from Kerr later stated the child suffered a fractured skull but that his condition was favorable. While here Kerr was the guest of George D. Hart, his local manager.

Managers Switch Jobs

MERCED, CALIF.—Marcel Ceresa, manager of the Lindsay Theatre, and Don Nichols, manager of the Merced Strand Theatre, have switched jobs, a routine change.



PORTLAND

J S. Hommel, manager at U-I, Archie Holt and Edgar Bramwell left for San Francisco to attend a sales conference . . . Harold A. Lake, controller for J. J. Parker Theatres, was in Astoria for the recent American Legion convention . . . Peter Lorre was here to visit patients at the Veterans hospital, the first of a group of film personalities to provide entertainment at hospitals throughout the United States.

The Pacific International Livestock Exposition for 1948 is in Portland, with the spectacular Royal Canadian Mounted Police as one of the main attractions . . . Allen Burt of the Theatre Exchange Co. left for a deer hunting jaunt . . . Basil Bashor, owner of the theatre in Kelso, Wash., arrived from a goat hunting trip in the wilds of British Columbia and then left for the deer hunting season in Idaho.

Three Crown Productions Premieres First Film

SAN FRANCISCO—A new production company, Three Crown Productions, Inc., with studios in San Jose, presented the world premiere of its first full-length film, "Trouble at Melody Mesa," at the Victory Theatre in San Jose recently. The picture was filmed in and around the Santa Clara valley town and is the first of a series of six westerns which will be made there.

Three Crown Productions is financed by Birger E. Williamson, who has been in the photography business in San Jose for 16 years, and his partner Joe Parker, who formerly made pictuers in Hollywood. "Trouble at Melody Mesa" was shot in 14 days at a total cost of $46,000.

Columbia McKibbon Rites

LOS ANGELES—Funeral services were held recently at the Hollywood cemetery chapel for Columbia McKibbon, 52, stage and screen actress. She is survived by her husband George of the Los Angeles school board and her mother, Mrs. Lorinda Shields.

UA to Build

LOS ANGELES—To go into construction when plans have been completed is a new de luxe showcase which will be built by United Artists Theatres of California on a two-acre site in East Los Angeles.

Yates Says Industry Never Was Sounder

NORTH HOLLYWOOD—Herbert J. Yates, president of Republic, told western division sales personnel in conclave at the studio on behalf of the tenth anniversary James R. Grainger sales drive that he has "never been more optimistic about the future of Republic since the formation of the company." The company topper reassured the attending sales representatives that all rumors as to the sale of his stock in Republic are "unfounded and idle conversation" and emphasized that he has no intention of relinquishing control of the organization.

Not only Republic, but the entire industry, Yates said, has "profited by the mammoth problems confronted during the last year," and because of the "necessary reorganizations and economies effected, it will be a healthier, sounder, saner and more profitable business."

Yates planed to Chicago immediately after the session in order to preside over a similar midwestern meeting scheduled to be held in the Windy city October 6. He was accompanied by his executive aide, William Saal.

Grainger spoke to the assembled sales officials via long distance from New York.

In addition to Collins, personnel attending the two-day parley included Ralph Carmichael, San Francisco manager; George Mitchell, Portland; Tom McMahon, Salt Lake City; Gene Gerbase, Denver, and Paul McElhinney, Seattle.

The branch managers viewed a number of completed pictures and discussed Republic's recently announced 1948-49 program of 50 features, four serials and four one-reelers.

New Rawlins Elk Manager Is Cliff Bloomenrader

RAWLINS, WYO.—Clifford Bloomenrader has been named house manager for the Elk Theatre here, newly opened unit of the Fox Intermountain circuit. Bloomenrader has been with the Fox chain for the last six years.

The Elk was rebuilt from the old opera house here. A white plaster front and multicolored neon marquee were installed. The interior was newly carpeted and decorated, equipped with new sound and projection equipment and the building was generally reconstructed.

Attending the opening was Ray Davis, district manager for Fox Intermountain. Local manager for the circuit is Marvin Skinner and circuit division manager is F. H. Ricketson jr.

Fire at Vallejo Valmar

VALLEJO, CALIF.—A small fire broke out in the projection room of the Valmar Theatre here recently but flames were extinguished with nominal loss. A reel of film apparently was ignited by heat from the projector.



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Jerseyville Theatre Destroyed by Flames

JERSEYVILLE, ILL.—The Jersey Theatre, a 450-seater operated by Paul Horn as part of the Ballard, Hord & Metcalf circuit, was burned out October 2 in a fire that swept through the State street section of the downtown business district. The total estimated damage to the theatre and two stores that were destroyed and to several other business places damaged by the flames, smoke and water ranged up to $200,000.

The 500-seat Orpheum, operated by S. E. Pirtle, continues in operation.

No one was in the Jersey Theatre when the fire was discovered about 10 a. m. in the Gubser Furniture & Undertaking Co. store over the theatre. The fire soon was beyond control, proving too much for the Jerseyville fire department's two pumpers and a call was sent to other nearby towns for assistance. Equipment and fire fighters were brought in from Alton, Medora, Carrollton, Marquette State Park, Godrey and Hardin. Inman's department store on the north of the theatre was heavily damaged by smoke and water.

When the roof of the building housing the furniture store and theatre caved in, sending flames high into the air, merchants all along State street in that block began to carry their merchandise into the street. Some had their goods and chattels trucked away to other parts of the town. The roof of a nearby restaurant was damaged by the flames.

The cause of the fire was not determined. Jerseyville has a population of about 5,000.

Fire in Paulina Theatre

CHICAGO—A flash fire destroyed part of the stage and swept through the interior of the Paulina Theatre, 1339 North Paulina St., causing $10,000 damage to seats and decorations. The blaze broke out early in the morning after the theatre closed. Flames shot through roof. The house is operated by Mandel and Eisenberg.

Confection Corp. to Move To New St. Louis Office

ST. LOUIS—The Confection Cabinet Corp., which now maintains its St. Louis district office and warehouse at 2323 Locust St., will move about October 15 into a brick and concrete building at 2921 Locust St., which contains some 15,000 square feet of floor space, more than double the area in the present building.

Lester Grand, manager for the St. Louis district, said the move was necessary to care for increased business in the St. Louis district, which serves Missouri, southern Illinois, Iowa, Oklahoma, Tennessee, Louisiana and Texas. The company provides equipment for theatres and theatre vending machines.

William Baker, Republic Division Manager, Dies

CHICAGO—William Baker, 48, division manager for Republic the last 8 years and formerly with United Artists and Universal in an executive capacity, died in his home September 30. He had been seriously ill from a heart ailment six months. He is survived by his wife and two sons.

Wisconsin ITO Will Hear Top Independent Leaders

MILWAUKEE—Abram F. Myers, general counsel of national Allied; Sidney E. Samuelson, general manager of Allied of Eastern Pennsylvania; Wisconsin's own William L. Ainsworth, president of national Allied, and Truman Rembusch, president, Associated Theatre Owners of Indiana, will be among the principal speakers at the Independent Theatre Owners of Wisconsin and Upper Michigan annual convention, Ocotber 13-15, at the Hotel Schroeder here.

On the agenda for the opening business session at 1:00 p. m. Thursday (14) will be speeches by the following: Jack Kirsch, president, Allied Theatres of Illinois; Bennie Berger, Minneapolis, president, North Central Allied; Rembusch; R. M. Richey, assistant to William F. Rodgers, in charge of exhibitor relations for MGM; Leon J. Bamberger, RKO sales promotion manager; Claude Lee, Paramount director of public relations; David Palfreyman, director of the theatre service department of the Motion Picture Ass'n of America; A. W. Smith jr., general sales manager of 20th-Century-Fox; Harold J. Fitzgerald, president of Fox Wisconsin Amusement Corp., Milwaukee; A. D. Kvool, assistant to James Coston, midwestern divisional manager, Warner Theatres, and L. F. Gran, president of tandard Theatres Management.

At 7:00 p. m. Thursday, a cocktail party sponsored by E. R. Flint Co. will be held.

There's a special brunch with Charley Trampe as host, arranged under the chairmanship of Mrs. Helen Hanke. The Milwaukee Athletic club is the place for this event and the time, 12:30 p. m. Thursday.

Highlighting the Friday (15) business sessions following business manager Harry Perlewitz' report and a similar resume of the year's activity by Harold Pearson, ITO field man, these prominent industry people will talk: Ainsworth, Samuelson, Charley Niles, director of Allied Independent Theatre Owners of Iowa and Nebraska, and Abram Myers.

An open discussion and a closed meeting at which officers for the coming year will be named will complete the business sessions.

A prebanquet cocktail party will be held in the Hotel Schroeder Banquet room. An outstanding five-act floor show, featuring top flight performers, with music provided by Steve Swedish and his orchestra, and dancing will bring the 1948 convention to a close.

With the business sessions power-packed with pertinent talks and discussions of the many problems facing exhibitors today, this year's convention is expected to draw the greatest attendance in the history of Wisconsin's ITO.

Auditors Wage Law Suit Dismissed by Judge

MILWAUKEE—Judge Ryan Duffy has dismissed a suit brought by Henry J. Poplin, former auditor for Fox Wisconsin Amusement Corp., against the firm for $2,000 alleged overtime wages and $2,000 liquidated damages. Poplin contended that the overtime had piled up from May 8, 1944, to July 20, 1946. He claimed that Fox Wisconsin was engaged in interstate commerce due to the fact that films used in their theatres were shipped into Wisconsin from points outside the state.

Judge Duffy ruled:

"It is not controling whether the employer is engaged in interstate commerce. It is the work of the employes which is decisive . . . The test of determining whether an employe is engaged in interstate commerce is not whether the employe's activities affect or are indirectedly related to interstate commerce but whether they actually are in or so closely related to the movement of the commerce as to be a part of it."



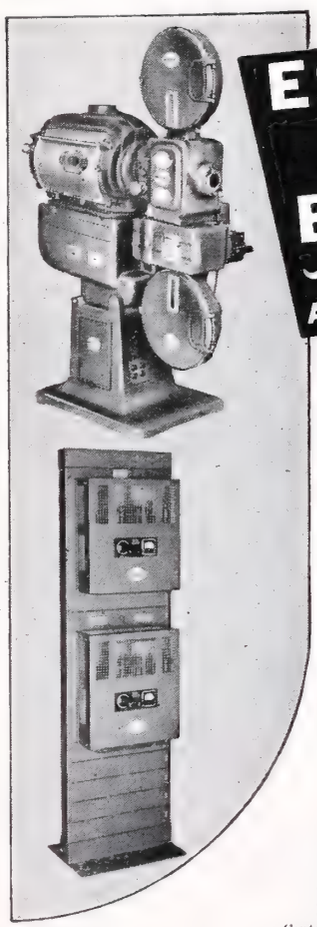
AT REALART CONVENTION—Among Realart franchise holders at the first annual convention recently were, left to right, Henri Elman, Chicago; Don Swartz, Minneapolis and Milwaukee; Herman Gorelick, St. Louis, and Lee Goldberg, Cincinnati.

MILWAUKEE

Ben Poblocki and son Barney displayed their wares at the TESMA convention in St Louis . . . Ray Smith and Vic Manhardt, local equipment purveyors, were there also . . . Charley Wellnitz, RKO shipper, was rigging his ice fishing gear for an early catch on Lake Winnebago . . . Connie Papas, Chicago, who operates the Towne with Andy Spheeris, was here . . . Barney and Dave Sherman, operators of the Douglas, Racine, purchased a local manufacturing plant.

Russ Leddy, Orpheum, Green Bay, will emcee the annual convention banquet of the Independent Theatre Owners of Wisconsin and Upper Michigan . . . Arnold Brumm, Ritz, North Milwaukee, offered the intitial gift for ladies in the "Gay Bouquet" household set. 'Twas a coffee canister . . . Joe Reynolds, manager, Oriental and Towner, attracted the kids with a back-to-school Saturday matinee with ten cartoons.

Jack Lorentz, 20th-Fox Great Lakes division manager, huddled with Joe Neger, local manager . . . Angie Provinzano of the Alamo and Mozart was nursing aching knees following an auto accident . . . The Ford, Waterford, operated by Gus Jahnke and son Rolland, was unveiled amid requests from Western Union to wire congratulations . . . Frank Buck did a personal stint at the Alhambra in a kickoff for "Bring 'Em Back Alive" . . . Casper J. Chouinard, United Artists office manager, was in Chicago.



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Clayton McLarky, Stevens Point, racked up a fairly successful season operating a portable drive-in in the area. McLarky developed an exclusive setup that imported a ramp-like effect, thus permitting good screen vision. McLarky also operated two 16mm portable units around the state last summer . . . Lila Buettner joined United Artists' secretarial staff . . . Fox Wisconsin celebrated its 21st anniversary . . . Johnny Mednikow, National Screen manager, was in the territory "Doing It for Dembow!"

Esther Ohm, United Artists cashier, returned from vacation . . . Becky Hoffman, MGM secretary, was back after a two-week tour of New York, Washington and Niagara Falls . . . Jim Gallagher, president of Gallagher Films, Green Bay and Milwaukee, was here . . . Matt Sullivan, Film Classics manager, toured the northern Wisconsin territory.

Bill Young, Selznick manager, was steamed up over the November 26 multiple opening of "The Paradine Case" at 50 Wisconsin and upper Michigan situations, with the Riverside, Milwaukee, the key house . . . Wisconsin exhibitors booking on the Row: Danny Kellisher, Sprague, Elkhorn; Erv Koenigsreiter, Greendale, Greendale; Ralph Johnson, Norway, De Forest; Barney and Dave Sherman, Douglas, Racine; Walter Baier, Fort, Fort Atkinson; Bill Ainsworth, Fond du Lac; Joe Reynolds, Oriental and Tower; Nick Berg, State, Sheboygan; Billy Pierce, Savoy; Ed Johnson, Roosevelt; Arnold Brumm, Ritz, North Milwaukee; Helen Hanke, Lyric; Clem Kraemer, Fern, Mars and Atlas.

Jack Stamaton, formerly with Fox-Wisconsin and more recently stationed on the west coast, was around town with tales of a new assignment due shortly . . . Gerry Woodke of Gallagher Films, Green Bay, was pinch-hitting at the local branch . . . Nat Marcus, Warners manager, and staff are knocking themselves out on "Every Date a Banner Date in '48" . . . Thomas Leonard, State Rhinelander, had a finance and insurance firm underwrite heralds resembling an insurance policy on "The Pirate."

Bob Gross, manager of a drive-in on Blue Mound road, garnered extra returns during nonoperating hours by permitting second-hand car merchants to display their wares from the parking area . . . Sol Gordon, Fox Wisconsin downtown district manager, actually walked three blocks recently, shattering all previous records in that department . . . Pat Unertl, former secretary to Harold J. Fitzgerald, president of Fox Wisconsin, was in Hollywood awaiting an early screen test. Pat was a winner in the recent Miss Wisconsin contest at Antlers ballroom.

Otto Danielson, projectionist, Community, Clear Lake, replaced Byron Sadler, manager . . . Sarah Orlando, National Screen biller, will be married November 6 . . . Lou Elman, RKO manager, toured the Wisconsin and upper Michigan territory . . . William Benjamin, Screen Guild manager, worked the territory.

Eric Brown of the Plymouth, has been registering some top drawer exploitation. When showing "Sitting Pretty" Brown climbed into a baby's playyard a la Clifton Webb and angled front page ink in the local newspaper . . . Louis Dieden, Fox Wisconsin auditor, formerly was a local plainclothes

(Continued on next news page)



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MILWAUKEE

(Cont. from previous news page)

man . . . Melvin Edelstein is MGMs new country booker . . . Tom Regan, Princess assistant, sprained his right arm during the marine convention.

Larry Lawrence, Milwaukee Journal Green Sheet editor, and Walter Monfried, feature writer, are doing the script for "The Packer Story," a yarn about Green Bay Packer football Coach Curley Lambeau, Monogram-Allied Artists will produce the opus, but don't expect much actual game footage . . . A 400-seat house is slated for October opening at Niagara, Wis.

Joe Reynolds, now buys and books for the Oriental and Tower, in addition to managing both . . . Len Gappa, former Fox Wisconsin purchasing department employe, is selling neon signs . . . Jim Mooney, UA auditor, departed for Minneapolis.

F. J. McWilliams, Home and Portage, Portage, still manages a few golf rounds weekly . . . John Roach, Strand manager, commutes between Cedarburg and the theatre . . . Billy Pierce, Savoy manager, has cut down his weight . . . Barney Sherman, Douglas, Racine, is training his collie for appearances at fall and winter canine shows . . . Stan Gere, Rialto, Racine, is building solid merchant public relations.

L. F. Gran, Standard Theatres, attended the TOA convention in Chicago . . . George Panka, Metro, Prairie du Chien, is sharpening his gin rummy for the ITO convention at the Schroeder, October 13-15 . . . Thurston Wayner, Telenews manager, walks that swell dog of his nightly, regardless of the hour . . . Sally Rollman, MGM secretary, was checking travel folders again.

Ralph Johnson's Norway, DeForest, is building a steady patronage . . . George Kappes, student assistant at the Princess, transferred to the Uptown.

Telecast of 'Shoe-Shine'

CHICAGO—"Shoe-Shine," the Italian made motion picture which won a special Motion Picture Academy award in 1947, was telecast by WGN-TV Monday (28).

Centralia State Reopens

CENTRALIA, ILL. — The State Theatre reopened recently after a two-month shuttering for redecorations and improvements. Vernal Elliott is manager of the 30-seater.



Hilarious Skit Features Chicago Variety Shindig

CHICAGO—There was fun and frolic aplenty at the Variety Club's annual fall shindig last week in the Sheraton hotel.



Left to right: Paul Zorien, Dick Sachsel, Moe Wells, Eddie Levin and Nat Nathanson in "The Good Old Days" skit.

Maurice Wells, veteran exhibitor and composer of many song hits of yesteryear, sponsored the affair which was attended by over 100 members and guests. Assistant Chief Barker Irving Mandel welcomed the guests, and Henri Elman, chairman of the house committee, outlined coming events for the season. The first one will be a Halloween frolic.

There was plenty of entertainment includmusic, singing and a delicious midnight buffet served at midnight. Dick Gordon, songster, came over from the Bismarck hotel to emcee the festivities and introduced many guests, including Paul Gray, humorist from Chez Paree; Arlene Foye, the singing eyedear, and others. Highlight of the evening's festivity was a skit, "The Good Old Days," staged by Wells and directed by Dick Sachsel, assisted by Eddie Levin, Nat Nathanson and Paul Zorien. Members participated in various contests with prizes going to the winners. Maurice Salkin, popcorn man, won the singing contest, singing songs of way back when.

Richmond Theatre Bldg. Sold for About $90,000

ST. LOUIS—The building containing the 600-seat Richmond Theatre at 1025 Big Bend Blvd., Richmond Heights, has changed owners for an indicated price of $90,000. Rose Harber, an investment buyer, purchased the building from financial interests that held title in the name of Jeanette Leach.

The fireproof building of two-story brick and concrete construction contains the 600-seat Richmond Theatre, which is under lease to the St. Louis Amusement Co., two stores on the first floor and offices on the second floor. It recently was remodeled and modernized at an estimated cost of $40,000.

DeLuxe Must File by October 27

CHICAGO—Judge Phillip Sullivan gave the DeLuxe Theatre until October 27 to file amended briefs in its million dollar antitrust suit against major distributors and Balaban & Katz Corp.

'Sam' Opens in Chicago To Top Percentage

CHICAGO—Cool weather and many convention visitors gave new entries a good play in Loop first runs. "Good Sam" opened to top business, leading the town with a 130 per cent gross. "Rachel and the Stranger" and "A Date With Judy" also opened to strong business. "The Babe Ruth Story" had a strong fourth week at the Rialto and "To Live in Peace" did well in its third week at the World Playhouse.

(Average Is 100)

Apollo—**Northwest Stampede** (EL) 90
Chicago—**Beyond Glory** (Para), plus stage show 105
Garrick—**Coast Guard** (Col); **Flight Lieutenant** (Col), reissues 90
Grand—**Larceny** (U-I), 2nd wk. 90
Oriental—**A Date With Judy** (MGM), plus stage show 120
Palace—**Rachel and the Stranger** (RKO); **Don't Look Now** (RKO) 110
Rialto—**The Babe Ruth Story** (Mono), 4th d. t. wk. 100
Roosevelt—**Smart Girls Don't Talk** (WB); Cerdan-Zale fight 110
State-Lake—**Walk a Crooked Mile** (Col), 2nd wk. 90
Studio—**Ingagi** (Dezel); **Ubangi** (Dezel), 4th wk. 90
United Artists—**Moonrise** (Rep) 115
Woods—**Good Sam** (RKO) 130
World Playhouse—**To Live in Peace** (Time), 3rd wk. 110

Fall Weather and Football Crimp Milwaukee Grosses

MILWAUKEE — Weekend football games and fall weather kept patrons out in the open. Most situations felt the rub. Kiddie matinee business was off all around. "Rope" held over at the Warner for another week. "Southern Yankee" also held for another stanza at the Palace, with waiting lines most of the time. Frank Buck made a personal appearance at the Alhambra with "Bring 'Em Back Alive."

Alhambra—**Bring 'Em Back Alive** (RKO), reissue; **Blonde Ice** (FC) 100
Palace—**A Southern Yankee** (MGM); **Close-Up** (EL), 2nd wk. 115
Riverside—**Race Street** (RKO); **Under California Stars** (Rep) 95
Strand—**The Invaders** (Col); **Commandos Strike at Dawn** (Col), reissues 90
Towne—**Luxury Liner** (MGM) 95
Warner—**Rope** (WB), 2nd wk. 120
Wisconsin—**Canon City** (EL); **Lady at Midnight** (EL) 100

'Will It Happen Again' Leads at Indianapolis

INDIANAPOLIS—Business last week was fair to good with a reissue, "Will It Happen Again?" making the top score. In fact, all first run houses had good business with a slight dropping off at several drive-ins, due to inclement weather.

Circle—**Mr. Peabody and the Mermaid** (U-I); **Upturned Glass** (U-I) 100
Indiana—**The Walls of Jericho** (20th-Fox); **The Checkered Coat** (20th-Fox) 100
Keith's—**Canon City** (EL); **Music Man** (Mono), 2nd d. t. wk. 100
Loew's—**A Date With Judy** (MGM); **Thunderfoot** (Col), 2nd wk. 95
Lyric—**Will It Happen Again-** (FC); **Out of the Storm** (Rep) 120

Wilmette, Ill., Theatre Remodeling Under Way

WILMETTE, ILL.—S. C. Meyers, owner of the Wilmette Theatre, began work on remodeling both the interior and exterior of the building. Plans include a porcelain enamel front, open face canopy and a new marquee. The location of the boxoffice will be changed and new lighting and carpeting will be installed. Meyers said a modern screen and sound equipment already have been installed at the Wilmette.

Reopen Remodeled Terre Haute House

TERRE HAUTE, IND.—Shannon P. Katzenbach, general manager of the Fourth Avenue Amusement circuit's five theatres here, looks back on a theatre career that started during the heydey of the legitimate stage, switched to one-reelers in the infancy of motion pictures and followed the development of screen entertainment until the present time.

He now supervises the Wabash, formerly the Hippodrome and recently reopened under its new name after a complete renovation; the Indiana, large first run house; the Grand, the Liberty and the American.

Katzenbach's first job was with the old J. Q. Buntton book store, where his duties included selling tickets for the Naylor Opera House. Later he worked at the Grand when it was a legitimate theatre, and when it severed its connections with the stage, Katzenbach purchased the Variety Theatre where the Liberty now is located. Later he bought the American and operated it for eight years. He became a member of the company which constructed the Indiana and managed that house at one time, but left there to take over the managerial reins of the Grand.

The renovated Wabash was packed for the reopening performances, with "The Walls of Jericho" on the screen. The entire building has been cleaned and redecorated, and new lighting, seats, carpeting and other equipment installed. A new glass brick front was built, which, with a new sign and lighting, makes the Wabash one of the most brilliant in this area. The front is equipped with more than 1,300 lights and 600 feet of cold cathode lighting. The office, west of the entrance, also was remodeled.

John Bennett is house manager of the Wabash. Herman Arnold is manager at the Indiana, Walter Rice at the Grand and John Wycoff at the Liberty and American.

Dismissal Motion Filed In F&M Antitrust Suit

ST. LOUIS—Several actions in law suits affecting motion picture interests have been passed to the new motion docket day of the district court for eastern Missouri. These included the motion of the defendant Republic Pictures Corp, seeking consolidation of the causes and cases of Martin W. D'Arcy and Victor G. Mossotti suits against Fanchon & Marco and several film distributors.

D'Arcy and Mossotti, both held leases on the Schubert Theatre here for a few months several years ago. Both are seeking treble damages under the federal antitrust law because of an alleged conspiracy by the defendants to prevent their obtaining desirable films and runs for the theatre.

Another motion passed was that of several defendants in the D'Arcy case seeking a summary judgment dismissing the suit.

New Sound Installed

AURORA, ILL.—A new sound system has been installed at the Paramount Theatre here, according to Manager William Langdon. The installation of the RCA equipment was made in about ten hours. The Paramount is a Great States Balaban & Katz situation, and the installation was directed by Robert Burns, head of the circuit sound department.

INDIANAPOLIS

Charles Clickner, head of the Midwest Theatre Supply Co., attended the TESMA convention in St. Louis . . . Kenneth Dotterer, 20th-Fox salesman, visited showmen in Louisville and surrounding territory . . . Robert Stevens, RKO office manager, is spending the last week of his vacation at home.

Neil Wylde is the new assistant booker at Eagle Lion . . . Mr. and Mrs. Ben Hopkins of Ger-Bar Equipment Co. attended the TESMA convention . . . Trueman Rembusch of the ATOI attended the small businessmen's congressional investigation committee meeting in South Bend . . . Eddie Ornstein, who operates the Milltown and Marengo at Marengo, Ind., and the Brandenburg at Brandenburg, Ky., has acquired the Rio in Cloverport, Ky., from Morris Blacker. The latter will continue to operate the Clay at Clay, Ky. Robert Bowman will be the manager at the Rio . . . Ted Mendelssohn, U-I manager; Herman Morgan and Frank Warren, salesmen, attended the division sales meeting in Cincinnati.

Herman Morgan, U-I salesman, is suffering from a sinus infection . . . Harley Sutton of the Hope Theatre, Hope, Ind., has acquired his son's interest in the theatre . . . The Pekin Theatre, Pekin, Ind., will go on winter schedule October 1, with only one change a week.

J. E. Watson, exploiteer for MGM with headquarters in Cincinnati, visited Loew's Theatre here to confer with Manager Boyd Sparrow . . . The Arc, Knipley, Ky., operated by Luther Knipley, was destroyed by fire . . . Charles Rich, WB district manager, was at the local branch . . . Manager Claude McKean, Warners, reports "Two Guys From Texas" was drawing big houses at the Mary Anderson in Louisville . . . Clarence Steurle, who formerly operated the Baxter in Louisville, is confined to a local hospital as the result of a heart attack.

To Direct 'Passage West'

Producer Louis Gray has set Lambert Hillyer to direct "Passage West" for Monogram release.

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CHICAGO

William Holden and his wife Brenda Marshall stopped off in Chicago for a week's round of visits to GI hospitals following the Detroit world premiere of "Apartment for Peggy," in which Holden is starred. Bill shunned publicity in his hospital appearances, but readily assisted 20th-Fox's publicist Eddie Solomon and Paramount's praiser E. V. Fitzgibbon on picture publicity for his current and forthcoming releases. For "Apartment," set for the Chicago Theatre with Mickey Rooney October 22, Holden and his wife attended a screening at 20th-Fox for GI couples which rated timely story space.

Another star, Jane Wyman, stopped off en route back to coast. She already is reaping raves for her performance in "Johnny Belinda" . . . It's nice to hear Frank Buck, the old adventurer, is back in action. Buck has been seriously ill for many months, but has recovered sufficiently to make personal appearances with his "Bring 'Em Back Alive," currently at the RKO Grand here. The film is largely responsible for saving RKO, which was deep in the red at the time. It broke boxoffice records wherever it played and put the studio in the black.

Marshall Grant, the producer, came in from Hollywood to arrange for televising of Tommy Bartlett's Welcome Traveler radio show. Grant plans to film the program daily and then sell the film to television stations around the country. He'll do likewise with a number of New York shows . . . The Ink Spots have signed for another Chicago Theatre appearance, opening November 5 with "Roadhouse" on the screen.

The Chicago Railroad fair closed last weekend. An estimated 2,500,000 people attended, 70 per cent of whom were from out-of-town and gave local show houses a good play. The fair will be repeated again next year . . . Business agent Sam Lamasky, Locals B and F Film Employes union, have given various film companies 60 days notice to reopen negotiations for new wage contracts in November.

Busy lines for current Chicago Theatre showing of "Sorry, Wrong Number," reflect the bangup campaign given this attraction here. Ed Seguin's "SEE-day" ads were very effective in the wake of phone company's recent C-day campaign for change in phone numbers . . . Abe Teitel, World Playhouse head, announces that the Italian "To Live in Peace" was still doing capacity and was to be held over for a fifth week.

Charles Spicer and Ray Haunschild, owners of the Vet Theatre, announce completion of remodeling that includes a new front, lounges, lighting effects and the installation of new "selfrising" upholstered chairs. Every feature of theatre comfort has been carried out in the modernization program . . . The Row was saddened by the death of Bill Baker, Republic division manager the last eight years . . . S. J. Gregory, Alliance theatre executive, has returned from his western vacation.

Tom Flannery, head of White Way Sign Service and chairman of the Chicago committee for the Levi Memorial hospital, Hot Springs, has started a drive for funds for the hospital which specializes in arthritis cases. Showmen in this area are cooperating with Tom in the drive.

Fred Mathews, Motiograph president, has returned from Champaign, where he attended the opening of John and Joseph Barr's Twin City Drive-In. It has a 750-car capacity and complete Motiograph equipment . . . George Bush, RKO chief booker, and wife have returned from a vacation in northern Wisconsin.

Maurice Rubin Sells Theatre Holdings

MICHIGAN CITY—Indiana-Illinois Theatres, Inc., an active partner in the Dunelake Theatre Corp here since 1934, purchased the interests of Maurice Rubin, president, in the firm.

Rubin entered the theatre business here in 1927, when he bought the Uptown. He later acquired the Lake, and in 1934 was instrumental in founding the Dunelake Corp. About ten years ago the Lido was built and added to the chain.

No major changes in the policies and management of the theatres are contemplated, according to Alex Manta, vice-president and general manager of the Indiana-Illinois firm.

Court Hearing Dates Set For 4 Antitrust Suits

CHICAGO — Judge John P. Barnes set October 24 as the hearing date for the Liberty Theatre, Michigan City, Ind., antitrust suit against Columbia and Universal. Paramount, Warners and Republic have granted first run bidding privileges to the independent house. Judge Barnes also set the Monroe Theatre antitrust suit hearing date for April 4, 1949.

Paint at Ladd, Ill., Valley

LADD, ILL.—Workmen have completed painting the marquee and entrance doors to the Valley Theatre here.

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Construction Is Begun On Fort Wayne Clyde

FORT WAYNE—Construction of the 1,800-seat Clyde Theatre was started recently in the southwest section of the city by the Helen M. Quimby Realty Co. The theatre is being named in honor of the late Clyde W. Quimby, pioneer theatre owner and operator.

Mrs. Quimby, president of the Harriston Theatre & Realty Co., now operates the Emboyd, Paramount and Palace theatres, the Quimby Auditorium and the Valencia Gardens ballroom. A. M. Strauss is the architect for the showcase, which is being built on a site purchased from Carl D. Light, realtor. Light also will handle the sale, leasing and development of shops and retail stores of a new business center being constructed in conjunction with the theatre and to be known as Quimby Village. The new business center will enable people to drive up to their theatre, stores and shops and park on the spot with freedom and safety from congested traffic.

The Quimby Village, occupying eight acres, will provide parking space for 650 cars. Plans call for establishment of a variety of retail shops, including food, drug and department stores.

MADISON

The Madison Adult Film Evaluation group will resume its monthly preview sessions October 13 . . . MGM's Louis Orlov arranged for a special invitational showing of "The Search" at the Wisconsin Union Theatre, October 4 . . . Andrew T. Hollis, 78, noted authority on visual education, died at Kenosha recently.

Trinity Lutheran church accepted 83 new members at services held in the Eastwood Theatre here recently .

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ST. LOUIS

Jack Kane, former film salesman who for the last few years has been in the night club and restaurant field, will return to motion picture business as office manager for United Artists under local Manager Bern E. Mariner . . . Charles "Chuck" Scheufler, who has been office manager, will take over new duties as city salesman and will do some traveling in southern Illinois and eastern Missouri.

Eddie Locke is leaving the UA booking staff . . . Many members of the Filmrow staffs attended funeral services for Pfc. Walter V. Lee jr., 25, former member of Film Exchange Employes Local B-1, who was killed in action in Europe . . . Jerry Lubin, an auditor for Film Classics, was here on a routine checkup . . . The St. Louis film colony learned of the death of Bill Baker, Chicago branch manager for Republic. Prior to going to Chicago, Baker worked here on the local U-I sales staff.

The Mid-Central Allied Independent Theatre Owners will hold a regional meeting at the Mark Twain hotel, Hannibal, Mo., October 20 . . . Robert Chism, porter for Ruby S'Renco's Art Theatre, lost no time in notifying his boss when he found a wallet containing $100 at the theatre. Leaving a note that he had found the purse, Robert went to the S'Renco home and gave the wallet to his boss. The purse was returned to its owner.

Janet Blair and Francis Lederer, film stars on leave from their studios, have the leading roles in "For Love or Money," the comedy by F. Hugh Herbert, which opened at the American Theatre here . . . Jacob M. Lashly, local attorney and former president of the American Bar Ass'n, has been re-elected president of the Municipal Theatre Ass'n for the 11th year. The organization sponsors seasons of light opera and musical comedy in the Municipal Theatre.

MGM was to tradescreen "No Minor Vices" at the S'Renco Art Theatre October 6 . . . Visitors on Filmrow included these from Illinois: W. M. Griffin, booker for I. W. Rodgers circuit, Cairo; Ed Clark, Massac Theatres, Inc., Metropolis; J. Bizzel jr., Dongola; Rani Pedrucci, Frisina Amusement Co., Springfield; Paul Horn and Joe Ballard, Jerseyville; Homer Hisey, State, Nashville; E. E. Rudolph, Columbia; Tommy Tobin, East St. Louis; Loren Cluster, Salem; Mrs. C. Redford, Auburn, and E. F. Clarke, Mattoon.

Other Illinois visitors included Tom Bloomer, Belleville; Ralph R. Clark, Sumner; A. Magarian, East St. Louis; Izzy Weinshienk, district manager for Publix Great States, Alton; Herman Tanner, Vandalia; Mrs. R. Steinberg and son Ben, Madison; John D. Giachetto and Jimmy Frisina, Frisina Amusement Co., Springfield; W. E. Waring jr., Cobden; Guy Paul, Winchester; Frank A. Finger, Marissa; Charley Beninati, Ritz, Carlyle; Thomas A. Baker, Bunker Hill; Grover Brinkman, Main Theatre, Okawville; Theodore and Keith Coleman, American and Uptown theatres, Mount Carmel; N. DeLuca, Alex Theatre, Chicago; George Kerasotes, Kerasotes Theatres, Springfield; E. H. Weick, Temple Theatre, Staunton, and M. Sullivan, Alex Theatres, Chicago.

Visitors from Missouri included F. V. Mercier, Perryville; J. H. Wesley, Palmyra; Pete Medley, Sikeston; R. B. Logan Charleston; C. H. Weeks and C. H. Weeks jr., Dexter; Harry E. Miller, Festus; L. A. Mercier, Fredericktown; George Carey, Stadium, Caruthersville; Dean Davis, West Plains; L. J. Williams, Union; H. J. Nash and Norman Revling, California; Harry Ferguson, Malden; R. R. Biechele, Kansas City, W. T. Zimmerman, Warrenton; Tom Edwards and Tom Edwards jr., Farmington.

Other Missourians visiting here were Rex P. Barrett, Commonwealth Amusement Co., Columbia; A. T. Rowe, Kansas City; Rowe E. Carney and Rowe E. Carney jr., Carney theatres, Rolla; William A. Collins, Collins Theatres, Inc., DeSoto; Stanley H. Durwood, Durwood Theatres, Kansas City; Earl M.

(Continued on next page)

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Orto Corp. Closes Deal On Milwaukee Houses

MILWAUKEE—Sale of the Annenberg properties here, including the Oriental and Tower theatres, to an eastern syndicate was consummated recently with Helen Eisenstein and attorney Arthur Kahr, both of New York, representing purchasers. Purchase price, based on revenue stamps attached to the deed, was approximately $1,750,000. The Oriental and Tower were sold for approximately $1,350,000, according to revenue stamps on that deed.

Orto Corp., of which Harvey B. Newins, New York, is president, purchased the theatres. Robert E. Hannegan, former postmaster general and currently president of the St. Louis Cardinals, is an Orto officer. Newins stated that the two houses would be operated by St. Cloud Amusement Corp., New Jersey, a chain running 17 houses in that state and in Pennsylvania.

As previously disclosed in BOXOFFICE, this is the initial entry of any major competition for Warner Bros. circuit and Fox Wisconsin Amusement Corp. in Wisconsin. Orto Corp. filed papers at Madison to conduct business in the state.

It was said that continued bidding by theatre chains, both from Wisconsin and other interests, had shoved the purchase price skyward.

Chicago Area Showmen Aid Rogers Hospital Drive

CHICAGO—Support for the Will Rogers Memorial hospital was urged here last week by J. Harold Stevens, Paramount; Jack Kirsch, Allied Theatres of Illinois, and W. H. Banford of MGM at a luncheon held in the Congress hotel. The meeting was attended by over 100 local exchanges and theatres.

Stevens said that coupons have been distributed to exchange and theatre employes and members of various unions affiliated with exchanges and theatres. Kirsch said that the drive is receiving all-out support by exhibitors in Chicago area and is sure it will reach a total of well over the $75,000 mark.

Prowler at Fort Wayne Eastern

FORT WAYNE—A prowler made a forced entry into the Eastern Theatre recently, but nothing was reported missing. The rear door of the theatre building was pried open to enable the intruder to work the lock.



ST. LOUIS

(Cont. from previous news page)

East, Winfield, Winfield; Jeff Jefferis, Jefferis Theatre, Piedmont; Maurice Olds, Palace and Ritz, Kennett; L. E. Pope, Fox Midwest, Kansas City; Earl Vandever, Palace and Ritz, Kennett; H. E. White, Fox Midwest, Kansas City.

Kentuckians visiting St. Louis included R. R. Kirkland, vice-president of Columbia Amusement Co., Paducah; Louis A. Arru, American Drive-In, Buechel, and Jack Fischer, Kentucky Theatre, Latonia. Arkansas exhibitors included Mrs. O. W. McCutcheon, Blytheville; Mrs. A. Freeman, Blytheville; Roy L. Cochran, JuRoy Theatre, North Little Rock, and Orris Collins, Capitol, Paragould.

Michigan visitors were Arthur W. Beard, Gratiot Drive-In, Detroit; Drexel R. Denton, Gratiot Drive-In, Frazer; Louis M. Parine, Associated Theatres, Fraser; A. Schreiber, Associated Theatres, Detroit, and Edward M. Skogen, Tel Dix Drive-In, Detroit; visiting from Tennessee were W. F. Ruffin, W. F. Ruffin jr. and Paul Harrington, Ruffin Amusement Co., Covington. Ohioans were E. T. Rummel, Cleveland, and George M. Peterson, Eastside and Westside Drive-Ins, Cleveland.

From Iowa came Harry Herman, New Hampton, and Marvin Forse, Mars, LaPorte City; C. O. Fulgham of Griffith Theatres, Oklahoma City; A. A. Moulder, Criterion Theatre, Sapulpa, and L. Wesson of Griffith circuit, were Oklahoma visitors . . . Peter Ratelet and Eue DeBerri of Paris, France, were foreign visitors . . . Others included Tom Harmeron, Anderson Drive-In, Anderson, Ind.; F. Ray Ingram, Montgomery Drive-In, Birmingham, Ala.; Mack Jackson, Jackson Theatres, Alexander City, Ala.; O. G. Lam and son, Charles H., John and Robert Lam of Lam Amusement Co., Rome, Ga.; E. M. Muller, Josephine Theatre, San Antonio, Tex.; Morris Ornoff, Norfolk Theatre, Norfolk, Va.; Robert Popham, Rome, Ga.

W. A. Prewitt jr., Associated Theatres, New Orleans; W. Steward, Everett Enterprises, Charlotte, N. C.; G. F. Tate and P. J. Tate, Tate theatres, Wilson, N. Y.; Edward Lachman, Boonton, N. J., and H. B. Worthington, Majestic Theatre, Shreveport, La.

ATOI Defers Final Action

INDIANAPOLIS—The ATO of Indiana board of directors deferred final action on the Andy Smith jr.-Bennie Berger conciliation plan. William Carroll, executive secretary, explained some elements of the plan have been approved but certain aspects are doubtful. Final action will be taken, probably at the late October meeting of the board.

Hosts Warner Club

INDIANAPOLIS—Ned Tilman, booker at Warner Bros., entertained members of the Warner club last Saturday night (25) at his home with a wiener roast served from an outdoor fireplace.

Jane Russell in 'Montana Belle'

Republic has borrowed Jane Russell from Howard Hughes to co-star with George Brent in "Montana Belle."

Columbia to Build Murray Drive-In

PADUCAH, KY.—The Columbia Amusement Co., headed by Leo F. Keiler, has announced definite plans for one 600-car drive-in and is said to have under consideration the construction of one or two others. A 600-car airer will be constructed at Murray, Ky., where the company owns and operates the 400-seat Capitol and the 800-seat Varsity. Negotiations for the site for this project are now in the final stages. Three or four locations are under consideration.

The decision to enter the drive-in field apparently resulted from the number of such projects that have been dropped into the company's business area by other interests. These opposition projects include the Kentucky Lakes Drive-In, a 600-car project owned by J. W. Lyles and associates just outside Benton, Ky.; the 500-car drive-in being opened by Lake Edwards and associates late this month; a 225-car drive-in opened last May at Kevil, Ky., by H. J. Shelby; a 600-car drive-in on Route 45 near Metropolis, Ill., to be opened by Russell Baker.

Another drive-in is contemplated by Lone Oak, Ky., interests headed by T. Gill, and another drive-in is planned between Fulton and Mayfield, Ky., and two for the vicinity of Murray, Ky. A professor on the staff of the Murray State College is said to be the promoter of one of these projects. Louisville capital is said to be behind the other. Ed Campbell is their field man, it is reported.

1,000-Car Drive-In Reported Planned at East St. Louis

EAST ST. LOUIS—It is reported in local financial and real estate circles that a 1000-car drive-in will be built here. The theatre men an finicial interests behind this project have not been made public. It is understood the project will include 1000 seats for walkees a playground for children and other modern facilities.

An 800-car drive-in recently was announced by the Bloomer Amusement Co. of nearby Belleville, Ill. The Publix Great States circuit has been operating a drive-in on St. Clair avenue just east of the East St. Louis city limits for the past few years.

It also is reported here that a large drive-in is being planned for the outskirts of Cape Girardeau Mo., and that another 1,000-car project for St. Louis county, Mo., is also under construction.

Turner-Farrar to Build Grayville, Ill., Theatre

GRAYVILLE, ILL. — The Turner-Farrar circuit, with headquarters in Harrisburg, has announced through Oscar L. Turner, that construction bids will be taken at once for a 600-seat theatre to be erected here to replace the 250-seat Premiere which was destroyed by fire on April 23.

The Turner-Farrar interests purchased a site for the new house on North street in May after reaching an understanding with Charles Brechner who it is understood will be resident manager for the circuit.

It was reported here that another southern Illinois circuit was investigating the possibilities of building a theatre in Grayville and a drive-in at Crossville.

W. R. Frank Considers Selling His Circuit

MINNEAPOLIS—The W. R. Frank circuit of 15 theatres is on the block because Frank, its head, plans to devote all of his time to production activities at Hollywood. He'll not only continue to produce for the screen, but also for television in all likelihood, he announced here.

One group of Kansas City and eastern interests has asked Frank for discussions regarding a purchase deal for the circuit. Upon his return from Hollywood this week, he was prepared to meet with a representative of the group. At this writing, however, he said, formal negotiations hadn't been started.

Frank and his associates, however, are going ahead with plans to build a new theatre at Owatonna, Minn., and drive-ins at Owatonna and Willmar, Minn.

The circut comprises:

Minneapolis—Avalon, Boulevard, Chateau, Franklin, La Salle, Park.

Owatonna—Roxy, State, Tonna.

St. Paul—Randolph, West.

Wilmar—State, Willmar.

Hutchinson—Rex, State.

Frank said that the cast of principals for his forthcoming picture, "Dan Patch," virtually has been lined up and will be announced shortly. The picture should be in full production within 30 days, he said. After it gets under way, he and his associate John Tainter Foote, well-known author, will prepare for another production to be based on the life of Greig, famous Norwegian composer.

Ralph Morgan New Head Of Mono in Kansas City

KANSAS CITY—Ralph Morgan, for the last five years a Monogram salesman, has been appointed manager of the local branch, operation of which has been taken over by the Monogram Pictures Distributors Corp., recently incorporated with a capitalization of $50,000.

Incorporators of the new company were Byron Spencer, J. T. Britt and G. M. Lively. Lon Fidler, Denver, is the holder of the Monogram franchise in this area.

No changes in branch personnel were being planned, Morgan said following notification of his appointment.

W. C. Riester Will Manage Leavenworth Theatres

SHAMOKIN, PA.—William C. Riester, manager of the Capitol Theatre here, resigned, effective October 2, to accept the position of city manager for the Durwood Theatre Corp. of Kansas City, in charge of the Leavenworth, Kas., theatres.

Riester has been connected with the Buckley Amusement Enterprises of Shamokin, as manager of the Capitol for the last nine years, with the exception of two and a half years in the armed services. Formerly he was with the Skouras Theatre Corp. of New York in several New Jersey theatres, as usher, doorman and assistant manager. He joined the Buckley circuit in 1939.

Boy to the Robert Hoffas

GRAND ISLAND, NEB.—Their first child, a boy, was born to Mr. and Mrs. Robert Hoffa. The father is manager of the Grand Theatre.

Tri-States Courtesy Drive Wins Commendation From Editors

Frank Plumlee Resigns As TEI District Head

KANSAS CITY — Frank Plumlee, district manager since last January for Theatre Enterprises, Inc., has resigned to engage in the theatre business for himself.



Frank Plumlee

The resignation will become effective October 15, when Plumlee will be succeeded by Ed Kidwell, former TEI city manager in Roswell, N. M. Theatres in 18 cities and towns in Kansas, Missouri and Nebraska are included in the Kansas City district.

In connection with the change in district managers, a regional meeting of theatre managers and partners from the three states will be held here next Tuesday, October 12.

William P. Bernfield Dies In San Bernardino, Calif.

KANSAS CITY—William P. "Bernie" Bernfield, widely known in film circles here, died following a heart attack last Tuesday (5) in San Bernardino, Calif., according to word received by former associates. Funeral services were held in Los Angeles.

At one time a checker for Warner Bros. here, Bernfield later served in the same capacity for Paramount. He also had done exploitation for United Artists, and had operated a theatre at Wathena, Kas. Several years ago he and his wife moved to California.

Carl Hoffman Is Named Manager of Ingersoll

DES MOINES—Carl Hoffman, assistant at the Des Moines Theatre, has been appointed manager of the Ingersoll, replacing Robert Wilcox, resigned. Verl McGauhey, relief manager, was named Des Moines assistant. Both are Tri-States houses.



AT FIRST REALART CONVENTION—Distributors attending the first annual Realart convention recently in New York included, left to right, Don Swartz, Minneapolis and Milwaukee, and H. V. George, Denver, Kansas City and Omaha.

DES MOINES—The current courtesy campaign by Tri-States Theatre Corp. has caused considerable comment among Iowa newspapers—all of it favorable.

Tri-States has invited department stores, restaurants and other retail firms to join in its effort to restore high standards of customer service. It is this part of the drive which was particularly applauded on the editorial pages of the Des Moines Register last week.

The Register said: "We applaud Tri-States for sparkplugging this drive. It certainly is needed—but more, we think, in other kinds of establishments than theatres—that is, so far as the theatre employes are concerned. In fact, most boxoffice girls, ushers, ticket takers and attendants are models of courtesy."

The Register said "the real problem in most movie houses is to teach the PATRONS some courtesy to each other. Some of our particular gripes are (1) the guy who elbows you off your share of the elbow rest; (2) the lazy lout who refuses to make room for you to get in or out; (3) the women directly back of you who conduct a running commentary on the picture (sometimes referred to as 'those old gasbags'); (4) the kid who keeps kicking you in the rear through the seat, and of course (5) that perennial bane of the theatres, the woman with the big hat who keeps it on."

Meanwhile, a courtesy slogan contest was conducted among the home office employes of the Tri-States organization with cash prizes offered to the six top winners. Posters and slogans on every wall in the building gave proof that the courtesy campaign was in full swing. The winning names and slogans are as follows:

First prize, $10— Lois Underwood, "Cultivate Courtesy."

Second, $5—Faye Black, "Don't Be Curt . . . Be Courteous."

Third, $2.50—Gladdene Mason, "Be Courteous Constantly."

Fourth—Norman Tilden, "Click With Courtesy."

Fifth—Norma Tilden, "Courtesy Loves Company."

Sixth—Lucille Wesp, "Courtesy Continuously."

Screen 'Search' at Omaha

OMAHA—Louis Orlove, MGM exploiteer from New Orleans, arrived for a smash campaign on "The Search," opening October 8 at the State Theatre. He set some sort of a screening record staging three in one day: 10:15 a. m. at the State Theatre for local club and civic leaders; 4.15 p. m. for the overflow of the morning crowd, and 8 p. m., 20th-Fox screening room, for the press.

Harry Gaffney to SG

KANSAS CITY—Harry Gaffney, former Monogram manager here, has become associated with Julian King as partner and general manager of the Screen Guild and King Enterprises office. Before his association with Monogram, Gaffney was with Warner Bros. for approximately 16 years.

DES MOINES

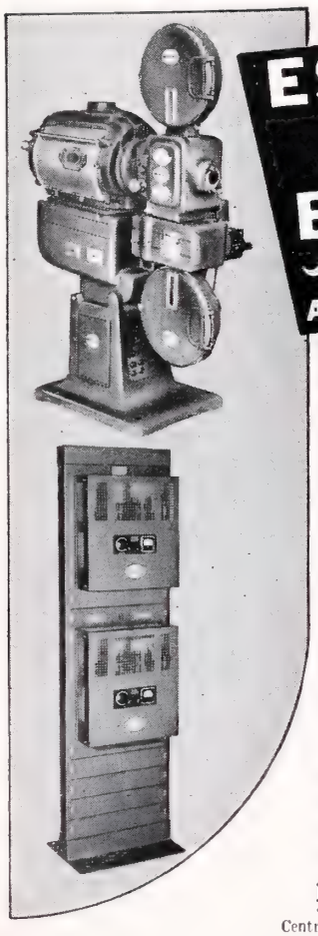
David Nelson, Republic manager, attended sales meetings in Chicago October 7-9 . . . The Republic office here is decorated for the current J. R. Granger Tenth Anniversary drive, which will extend to December 31 . . . Don Songer of the Tri-States purchasing department has accepted a commission as major in the air unit of the national guard . . . Fred Armington, MGM office manager, is confined to Iowa Lutheran hospital for treatment of an ulcer. During his absence, John Ash, traveling auditor, will remain in the Des Moines branch and take over Armington's duties.

Dora Middlesworth, Tri-States accounting department employe, was wearing a beautiful orchid last week, a birthday gift from her son Phillip. The girls in the department complimented Dora with a handkerchief shower . . . Ralph Maw, MGM district manager, was a visitor . . . Sol Yaeger, RKO salesman, is "batching" while his wife and son visit her folks in Carolina . . . William Toney, purchasing and maintenance manager for Tri-States, is on vacation with his wife, visiting his parents in Atlanta.

Margaret Rawson, Helen McGregor and Wilma Foster were all on the sick list at Metro last week . . . Helen Clarke, Republic cashier, escaped injury in an auto accident on the weekend. The car turned over, but none of its occupants were hurt.

Thirty-seven Tri-States girls had a potluck dinner and gift shower for Maxine Kern, in honor of her recent marriage to Robert Stone. A screening of MGM's "Julia Misbehaves" followed the dinner . . . Richard Gray, manager of the Eastown Theatre, Des Moines, is the father of a baby daughter, Gloria Jean, born September 27. The Grays have another daughter . . . Mike Lee, EL manager, spent several days in Dubuque.

Visitors on the Row included Richard Upton, Parnell; Lee Schmidt, Rockford, and James Yiannias, Dubuque . . . Merle Blair, manager of the Regent Theatre, Cedar Falls, and Jake Cohen, Tri-States Ottumwa partner, were home office visitors . . . Ray Nolan, RKO district manager, was also in town.



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E. E. Graham Purchases Ogden, Iowa, Theatre

OGDEN, IOWA—The Ogden Theatre has been purchased by Mr. and Mrs. E. E. Graham of Monona. The new owners recently sold a theatre in Monona. Graham has purchased a new screen, new projection machines and plans to redecorate the interior of the house.

M. W. Long Buys in Lansing

LANSING, IOWA—M. W. Long of Mason City has bought the Black Hawk Theatre here from Mrs. C. V. Schofield. Long recently sold a theatre in Lincoln, Ark.

Renovate Arrow Theatre

CHEROKEE, IOWA—The Arrow Theatre has begun a complete redecoration job, Art Downard, manager, announced. In addition to painting the walls, new carpets will be laid throughout the building. New stage drapes will be installed, the outer lobby will be papered and the restroom will be tiled. It will take about a month to complete the work.

Quiz Contest for 'Babe Ruth'

CHARLES CITY, IOWA—A Babe Ruth quiz contest is being sponsored by the Gem Theatre here in connection with the scheduled showing of "The Babe Ruth Story." Passes will be given the winners.

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KANSAS CITY

Elmer C. Rhoden, Fox Midwest Theatres president; Senn Lawler, Fox Midwest public relations head, and George S. Baker, Baker Enterprises general manager, were among Saddle and Sirloin club members who participated in an annual trail ride . . . Charles Palermo, 20th-Fox branch cashier, was vacationing . . . Lon Cox, Fox Midwest film buyer, was a patient at St. Luke's hospital.

Arthur DeStefano, National Theatre Supply Co.; L. J. Kimbriel, Missouri Theatre Supply Co.; J. W. Shreve, Shreve Theatre Supply Co.; Clyde H. Badger, Stebbins Theatre Equipment Co., and Don Davis, RCA-Victor district manager, returned from the TESMA show in St. Louis . . . Tom H. McNeil resigned from the National Theatre Supply Co. staff to enter another field of endeavor.

James Ricketts, formerly of Des Moines, joined the Screen Guild branch staff . . . J. Nathan Gould, who has sold film and managed theatres in various midwestern states, and Glen W. Dickinson, Dickinson Operating Co., bought the Star, 400-seat house in Quincy, Ill. . . . Doug Burril jr., Durwood circuit exploiteer, was marshal of the local parade sponsored in behalf of Fire Prevention week.

Marti Boyer, secretary to Earl Jameson of Exhibitors Film Delivery and Service Co., returned from a vacation in Colorado and Wyoming . . . Dorothy Murphy, Kansas-Missouri Allied unit office manager, left for a vacation in central Missouri and other midwestern regions . . . Gladys Melson, formerly with Columbia, joined the staff of the Ed Hartman motion picture booking agency.

Remodeling and redecorating of the Jayhawk, Kansas City, Kas., was in progress and expected to be completed before November 1 . . . Plans for the construction of a new building to house the Kansas Theatre, Great Bend, Kas., are under consideration . . . Rebuilding of the old opera house at Cherryvale, Kas., is expected to be completed in time to permit opening the theatre by November 15.

L. L. Pruitt and his son Lloyd, Summersville, Mo., purchased a site on Main street in Steelville, Mo., and were planning construction of a theatre . . . Approximately 1,200 school children were guests of Mr. and Mrs. G. W. Summers, operators of the Royal, Unionville, Mo., at a special free Saturday morning show presented recently in connection with the national observance of Youth Month.

Among Kansas theatre operators seen along Filmrow were Ray Miner, Miner, Moran; Arthur Pugh, Doric, Erie; Jack Sexton, Sylvia, Sylvia; G. R. Crocker, Rialto, Lyndon, and Don Burnett, State, Larned . . . Missouri showmen observed included John Travis, Carl, Carl Junction; Francis Meyers, Civic, Brookfield; Bob Moskau, Regal, St. Joseph; J. O. Lloyd, Roxy, Everton, and C. L. Fisk, Fisk, Butler.

Court Asked to Interpret Durwood-Dubinsky Pact

KANSAS CITY—A declaratory judgment defining the contract rights of both parties is sought in a suit filed in federal district court here by H. W. Dubinsky, Leavenworth, Kas., against Edward D. Durwood, president of Durwood Theatres, Inc.

A court interpretation of a contract between Dubinsky and Durwood, who are brothers, is sought in the suit. In the contract, Durwood agreed to employ Dubinsky as manager of various theatres from May 1946 until June 1949, and the latter was to receive 5 per cent of the net profit of the house managed. Dubinsky asks for an accounting of receipts and net profits and for a judgment for any amount found to be due him. The Commerce Trust Co. is named as escrow agent.

Durwood Theatres, Inc., operates the Roxy here, three houses in Leavenworth, Kas.; three in Jefferson City, and four in St. Joseph, Mo.

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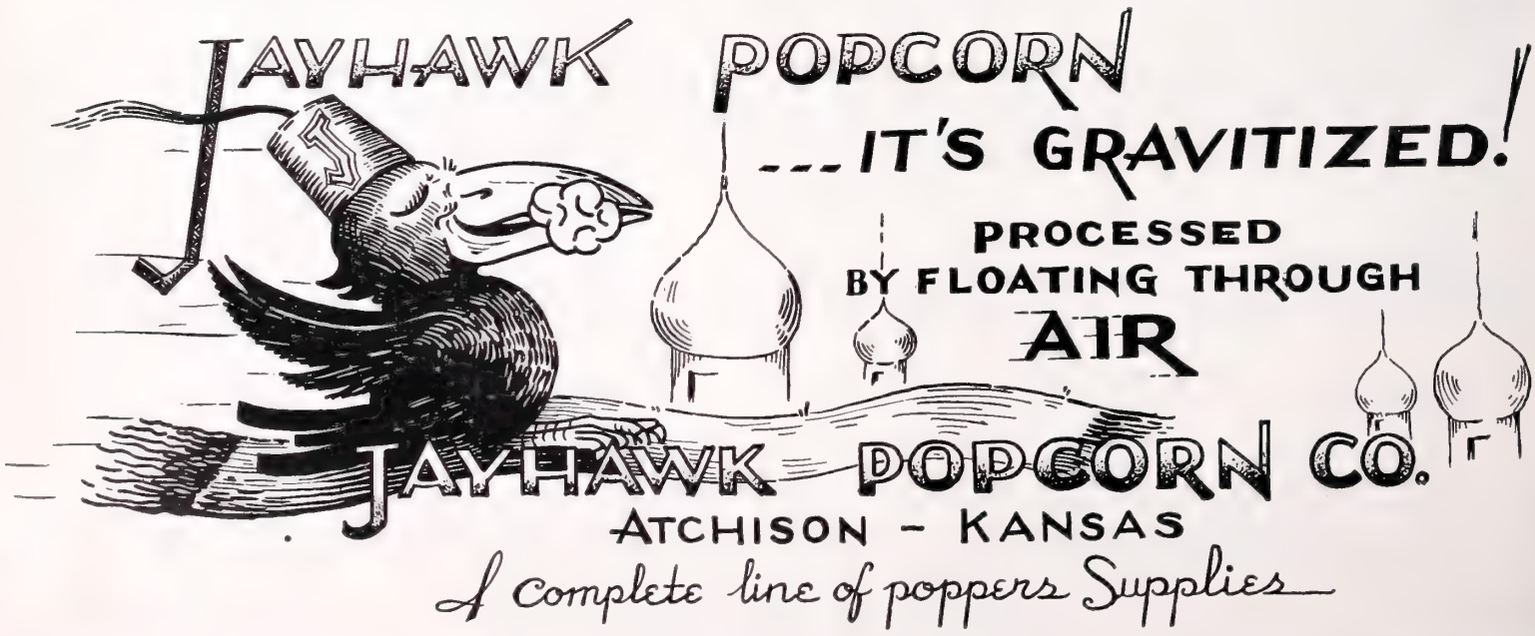
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'Wrong Number' Earns 175 in Minneapolis

MINNEAPOLIS—"Sorry, Wrong Number" gained sensational grosses at the State and led the procession by a considerable margin. Two other major entries, "One Touch of Venus" and "Bad Sister," were only so-so. Holdovers included "The Search," in its sixth week, and "A Date With Judy." Cold weather is helping grosses.

Aster—**The Checkered Coat** (20th-Fox); **French Leave** (Mono) 90
Century—**Bad Sister** (U-I) 80
Gopher—**Wallflower** (WB); **Men of Texas** (SR), reissue 85
Lyric—**Abbott and Costello Meet Frankenstein** U-I), 2nd d. t. wk. 100
Radio City—**A Date With Judy** (MGM), 2nd wk. 100
RKO-Orpheum—**One Touch of Venus** (U-I) 95
RKO-Pan—**Rachel and the Stranger** (RKO), 2nd d. t. wk. 100
State—**Sorry, Wrong Number** (Para) 175
World—**The Search** (MGM), 6th wk. 100

'Dream House' at Orpheum Sets Kansas City Pace

KANSAS CITY—Attendance at the first run houses here generally showed improvement. Strong product at the major de luxe houses registered the best returns of recent weeks. "Mr. Blandings Builds His Dream House," dualed with "The Big Punch" at the Orpheum, paced the city. "The Loves of Carmen," showing with "I Surrender Dear" at the Midland, also was hefty. "So Evil My Love" at the Paramount drew nicely.

Esquire—**The Eyes of Texas** (Rep); **Village Barn Dance** (Rep), reissu, 6 days 90
Midland—**The Loves of Carmen** (Col); **I Surrender Dear** (Col) 130
Orpheum—**Mr. Blandings Builds His Dream House** (SRO); **The Big Punch** (WB) 150
Paramount—**Eo Evil My Love** (Para) 100
Roxy—**Lulu Belle** (Col); **My Dorg Rusty** (Col) 50
Tower, Uptown, Fairway—**The Luck of the Irish** (20th-Fox) 90

'Central Park' Tops at 105 In Des Moines First Runs

DES MOINES—"Up in Central Park," showing at the Strand Theatre, drew slightly better than average crowds to win top attendance honors among downtown first runs. Other programs all rated about the same, according to theatre managers, who reported average business.

Des Moines—**Tap Roots** (U-I) 100
Paramount—**The Street With No Name** (20th-
Orpheum—**Coroner Creek** (Col); **Lulu Belle** (Col) 100
Fox); **The Winner's Circle** (20th-Fox) 100
Strand—**Up in Central Park** (U-I) 105

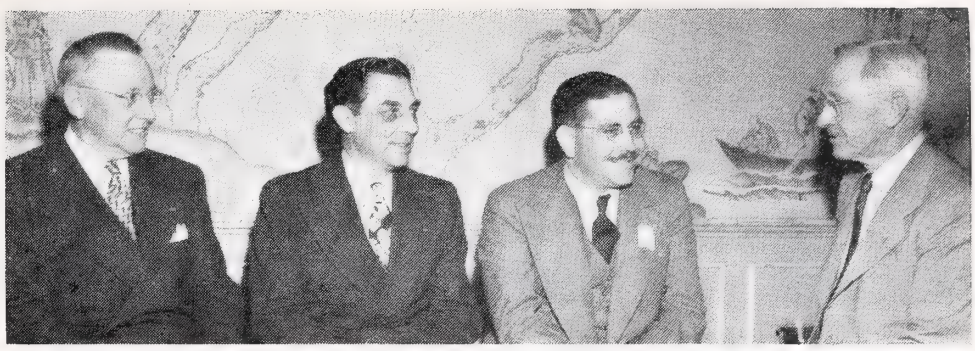
'Rachel' Gross 140 at Omaha In Second Week

OMAHA — "Rachel and the Stranger" coupled with "Train to Alcatraz" clicked at the RKO-Brandeis to top the town with a neat 140 per cent in its second week. The Orpheum came in second with "I, Jane Doe" helped along by Woody Herman's Orchestra on stage. Other grosses hung around normal as cool weather helped out.

Omaha—**Two Guys From Texas** (WB), 2nd d. t. wk.; **All-American Co-ed** (UA), reissue 95
Orpheum—**I, Jane Doe** (Rep), plus stage show 135
Paramount—**Tap Roots** (U-I) 110
RKO Brandeis—**Rachel and the Stranger** (RKO); **Train to Alcatraz** (Rep), 2nd wk. 140
State—**The Street With No Name** (20th-Fox); **Kelly the Second** (MGM), reissue 110
Town—**Song of Idaho** (Col); **The Last Mile** (World Wide), reissue; **The Crooked Circle** (World Wide), reissue 100

Wahoo Chief Reopened

WAHOO, NEB.—Jeanette Shoeneman has reopened the Chief, after a summer closing for remodeling.



NEW KMTA OFFICERS—The new officers of the Kansas-Missouri Theatre Ass'n, chosen at its recent annual convention in Kansas City, are shown in the photograph above. Left to right, Fred Meyn, Kansas City, Kas., re-elected treasurer; Elmer Bills, Salisbury, Mo., president; Dale Danielson, Russell, Kas., vice-president, and J. A. Becker, Independence, Ma., secretary.

Aids Drive for Handicapped

OMAHA—The Omaha Handicapped league opened a booth at the State Theatre of the R. D. Goldberg circuit, at which literature about employment of the handicapped was handed out. Darrell Dunham, veterans employment representative of the Nebraska Employment Service, was in charge. Officials of the league helped man the booth.

Called to Circuit Conference

LAWRENCE, KAS.—Ted Huntsman, manager of the two TEI operated houses here, was called to Kansas City recently for a conference with company officials. Huntsman was accompanied by Francis Wright of Junction City and Dave Dallas of Manhattan, TEI managers in those towns.

Car Smashes Into Theatre

KEOTA, IOWA—The Avon Theatre Bldg. here was damaged last week when a car driven by Ivan Henry struck another car and then, out of control, jumped the curb and crashed into the west corner of the theatre.

Minneapolis Demands Growing on Clearance

MINNEAPOLIS—Campaign of Twin City independent exhibitors to obtain earlier clearance is gaining momentum and achieving results. Among other houses reported having under consideration a demand for 28-day clearance is the Hopkins, located in a Minneapolis suburb. The 28-day clearance has been granted or offered to three local independent houses. The Hopkins now has 56-day availability.

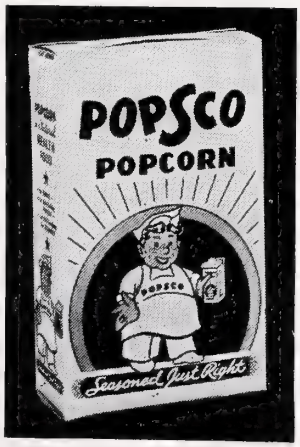
Clearance recently was reduced from 56 to 42 days for seven Twin City independent houses. Present developments follow in the wake of the supreme court's consent decree case decision.

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OMAHA

Bud Verhaege, owner of the Lyric at St. Edwards, was here to serve on a federal jury . . . L. J. McGinley of New York City, sales manager for Prestige Pictures, visited the U-I exchange . . . Hymie Novitsky, 20th-Fox salesman, underwent a throat operation recently and is doing splendidly except in the talk department . . . Mary Reed succeeded Regina Healy as Paramount biller . . . Mel Kruse, exhibitor at Pierce, Neb., has completed building a new home.

Ed Cohen, Eagle Lion manager, moved to his West Dodge acreage and now has a problem. He has two big electric brooders and wants to know how to raise chickens profitably . . . Minnie Nixon, picture report girl, resigned at Paramount. She was succeeded by Lois Brown, former ledger clerk . . . The Jewish New Year left Filmrow unusually quiet . . . Jack Kelly, divisional representative for MGM reprint, short subject and foreign import departments, arrived here from Minneapolis . . . Clyde Cooley, 20th-Fox screening room operator, returned from a vacation in Kansas City and St. Louis.

Larry Starsmoore of Colorado Springs, president of the Dent circuit, was here arranging for the Nebraska bow of "Red River" at Lincoln October 20 . . . Bill Gaddoni, MGM manager, went to Lincoln to see Pat McGee, Cooper Theatres district chief . . . Carl Johnson, Red Oak, Iowa, exhibitor, is ill and unable to see visitors . . . Twentieth Century-Fox employes had a farewell party at the Sparetime for Joy Parashus, head inspector who retired, and Shirley Childers, inspector, who resigned . . . Ferdinand Reuter is a new student booker at MGM.

The Allied organization held a regional meeting for exhibitors in the Norfolk sector during the week . . . Kay Theiler, Paramount, returned from a vacation . . . L. H. Bramson, owner of the State Theatre at Elk Point, S. D., has a new Olds . . . Peter McCormick is new booker at Columbia replacing Tom Henshaw . . . Fred Fejfar, MGM office manager-booker, vacationed at home fixing up his basement . . . Walter Yancke, city manager for Dent Theatres at Lincoln, was here on crutches. He is showing daily progress in his recovery from polio.

Arnold Shartin, Columbia office manager-booker, returned to Minneapolis to take a new job with a different company . . . Angelo Rossito, who sold papers on street corners here for years, has an important role in "The Freaks" . . . Members of the American Brotherhood saw a private preview of "The Search" at the State Theatre . . . Dorothy Linn is pinch-hitting at Columbia for several weeks . . . The RKO Brandeis is expected to join the lists of theatres offering an occasional stage show.

The new Municipal Stadium, costing a million dollars, will open October 17 as Omaha Stadium. This probably paves the way for the return of the Omaha Western league team to Council Bluffs next summer. Other big sports events and schedules are expected to dent theatre business some . . . Eleanor Horwich, Columbia, was on a vacation in Dallas and New Orleans.

Nebraska visitors along Filmrow included Mr. and Mrs. John Noffsinger, Madison; S. J. Weatherly, Snyder; Ollie Schneider, Osceola; Neil Munkress, Weeping Water; Phil March, Wayne; Phil Lannon, West Point; Rod Bailey, Ainsworth, and Jeannette Shoeneman and Pat Plumber, Wahoo. From Iowa came Eddie Kugel of Holstein, Harry Lankhorst, Hawarden, and Mrs. Archie Conkling, Griswold.

Burlesque With Strippers To Omaha Town Stage

OMAHA — Burlesque, with strippers, returned to Omaha on the stage of the Town Theatre, operated by the R. D. Goldberg circuit. Three films also were on the bill, including "Marihuana" and "Beauty Unadorned."

City Welfare Inspector Tom Knapp said he had not taken action because the show was "not absolutely vulgar." The only law violation he saw, he said, was advertising placards blocking the sidewalk. Asked if the welfare board would take a stand, Chairman H. L. Karrer said: "Frankly I don't know." Mayor Glenn Cunningham said he hadn't polled the city council on burlesque, but declared: "I'm against vulgarity."

The local press also reported that a group of burlesque reporters were in town looking at the old Krug Theatre, now a garage, as a possible location for shows.

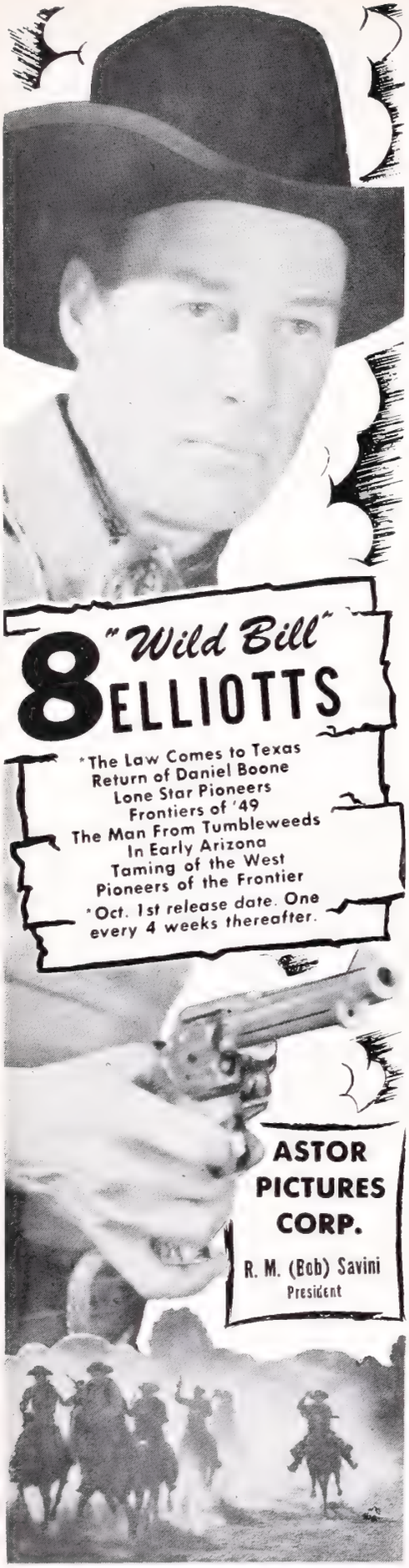
$1,000 Valuables Stolen From Fepco Owner

OMAHA—Walter M. Green, Fepco owner who lives at 96th and Dodge streets, reported to the sheriff's office the theft of more than $1,000 worth of silverware and jewelry. A complete inventory of missing items has not been taken, but valuable furs were left untouched.

Local officials are speculating that "Natty Ned" as they call the man who has been burglarizing westend homes, may have moved to the county. The sheriff's office has tabbed its burglar "Matches" because he left a book of pocket matches in each room of the Green home that he ransacked.

Omaha Zoning Change

OMAHA—A late amendment was written into a new ordinance on zoning unanimously passed by the Omaha city council. It provides that outdoor theatres be allowed in first suburban zones instead of second suburban zones. That liberalizing may open the door to Omaha's third drive-in theatre.



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Four More Drive-Ins In Northwest Area

MINNEAPOLIS—The number of drive-in construction jobs announced in the last two weeks in the Minneapolis area rose to 16 this week as four more would-be builders tossed their hats into the ring. Twelve new jobs were announced last week.

The W. R. Frank circuit said it would build drive-ins to accommodate 500 cars at both Owatonna and Willmar, Minn., where it owns and operates all of the regular theatres. Ted Mann and Charlie Rubenstein, who just opened an ozoner at Duluth, said they would build still another in that area, where Eddie Ruben also plans to build. Clarence Kaake and S. J. Blackmore, Duluth exhibitors, announced they too, would combine forces to build a new drive-in.

Independent exhibitors apparently feel that they must build drive-ins to "protect" their regular theatre investments in the areas in which they operate. But some industry leaders here believe that the way in which drive-ins are springing up may result in competitive damage to the conventional showhouses.

All of the drive-in activity in this territory has been confined to independent exhibitors. The Paramount-owned Minnesota Amusement Co. and the RKO-Theatres, which own and operate circuits, have made no moves to build drive-ins.

Pioneer to Construct Atlantic, Iowa, Airer

ATLANTIC, IOWA — A drive-in will be built at the east edge of town and will be ready for operation next spring, according to Harold D. Field, president of the Pioneer Theatre Corp. of Minneapolis, which owns the two local theatres. The company has purchased a 14-acre site north of the Atlantic cemetery on Highway 6. Atlantic will be the first small city in Iowa, exclusive of Milford, in the Lakes region, to have an open air theatre.

Two Drive-Ins Planned At Grand Island, Neb.

GRAND ISLAND, NEB.—William Miskell of Omaha, Tri-States Theatres district manager, announced that the circuit is negotiating for a drive-in here. The site has been selected and building will be done next spring. Capacity will be about 400. Cliff Sherron, former David City exhibitor, recently announced plans to build a drive-in here early next year.

Second Drive-In Projected For Marshalltown, Iowa

MARSHALLTOWN, IOWA — The S&M Theatre Co. which operates the Odeon and Casino in downtown Marshalltown, has announced plans for a drive-in to be built on Highway 30 near the city. It will cost around $100 000 and will be ready for opening April 1, it was announced by H. B. Tollette of Neenah, Wis., district manager for the company, and Don Harrington, Marshalltown, manager of the Odeon and Casino.

The S&M drive-in is the second planned for this area. It had been announced earlier that Arthur Jones of Des Moines would build a drive-in on the Highway 30 cutoff south of the city. Jones plans to spend $25,000 for a theatre to accommodate 300 autos.

Harrington said the S&M house would have a capacity of 500 autos. He said 12 acres had been leased as a site. "There will be a playground for children in front of the screen," said Harrington, "below the audience's line of vision. And there will be benches with loud speakers for the benefit of parents who are down front supervising the children."

Allied of Iowa, Nebraska Holds Regional Meets

ANAMOSA, IOWA—Two regional meetings of Allied Independent Theatre Owners of Iowa and Nebraska were held recently at Anamosa and Decorah, Iowa. Henry O. Talle, member of Congress from the second Iowa district was guest speaker at the Decorah meeting. Talle, who just returned from Rome and Berlin, promised the exhibitors that he would present any complaints on the decree to either a committee of the Congress or to the Department of Justice. He also was enthusiastic about the proposed Allied "Get Out the Vote Campaign."

NORFOLK, NEB.—A regional meeting of the Allied Independent Theatre Owners of Iowa and Nebraska was held at the Waldorf hotel here Wednesday (6) and was followed by a similar meeting at the Charles Gurney hotel in Yankton, S. D., on Thursday (7).

G. Ralph Branton Directs Des Moines Safety Body

DES MOINES—Headquarters of the new Des Moines Safety Council were opened last week in the Royal Union Bldg., it was announced by G. Ralph Branton, Tri-States general manager and chairman of the Safety Council board of directors. Branton said a secretary will be in charge of the office until a manager-secretary can be hired, which will be about November 1.

The council has been incorporated as a nonprofit organization, independent of any other group, and will welcome the cooperation of all groups and individuals interested in safety. Branton reported that the $25,000 needed to finance the activities for the first year was on hand or assured by business and industrial firms.

Reopen Armour Theatre In North Kansas City

NORTH KANSAS CITY—Following complete remodeling and redecoration, the Armour Theatre here has been reopened after having been closed approximately 30 days.

In addition to a new front, improvements to the house include new cooling and lighting systems. Completely new rest rooms and lounges have been installed. Stage equipment has been modernized.

Lobby walls were repainted light blue with red accents, while auditorium walls were finished in beige tones. The office of the manager was refinished in green.

Owned by George Harttmann, the Armour is managed by Bob Hunter. It has been operated continuously for the last 20 years.

Shut-Ins Are Show Guests

OMAHA—More than 50 "shut-ins" here had the rare privilege of seeing a motion picture one night recently. They were guests of Manager Bernard Dudgeon at the West Dodge Drive-In. The Good Fellows Charities, Inc., provided 18 autos as transportation.

From the BOXOFFICE Files

* * *

(Twenty Years Ago)

THE PLAZA THEATRE in Country Club Plaza, Kansas City, is opening this week. It was designed by Edward Tanner, in association with Boller Bros., theatre architects in Kansas City. It has seating capacity of 2,000. The decorations were brought from Spain, and Spanish architecture is the general theme.

* * *

The Royal Theatre, Publix house, will reopen in Kansas City soon with Al Jolson in "The Singing Fool," his latest Vitaphone production. The Royal has been closed for several months. A short time ago the dark houses in Kansas City included the Royal, Newman, Liberty, Orpheum, Empress and Capitol. The Newman reopened a few weeks ago; the Empress is to open Sunday with a stock company, and the Capitol has been opening intermittently. The Liberty, now owned by Loew-United Artists, is scheduled for an early reopening. The future of the Orpheum is still in doubt.

* * *

Sammy Masters is now managing the Gillham in Kansas City. Bernie Bernfield says Sammy looks like a Swiss yodeler in his green hat. Bernfield is at Liberty exchange . . . Ralph Oviatt is becoming a star salesman at National Theatre Supply Co. in Kansas City . . . A. G. Smith, manager of NTS, attended the opening of Glen Dickinson's new Uptown Theatre . . . M. C. Sinift, manager of Warner Bros. in Kansas City, who claims he has never fished, caught 18 large bass in a lake at Carrollton, Mo. recently. The experienced fishermen with him hardly got a nibble . . . Ed Burgan has started work on his new theatre at 2011 Quindaro Blvd., Kansas City, Kas. Burgan is part owner of the Tenth Street Theatre.

* * *

The Forke Theatre Brokerage Co., with offices in the World-Herald Bldg., Omaha, is the latest legitimate theatre dealer to enter the midwestern field. W. A. "Bill" Bowker, longtime showman of Iowa and Nebraska, associated with Forke, is managing the office.

* * *

Alexander Frank, manager of the York Theatre in York, Neb., has booked a number of vaudeville acts of superior merit. He is attempting to build up a vaudeville circuit . . . Orliegh Neimeyer of Bridgeport is now manager of the Rialto Theatre in Bayard, Neb., taking the place of Glenn Hughes, also formerly of Bridgeport.

* * *

The latest improvement and development on Omaha's Filmrow is the new National screening room, under management of A. R. Krake, Omaha projectionist. Screening hours are from 10 a. m. till 5 p. m., with special Sunday appointments . . . The American Theatre in Corning, Iowa, is being extensively remodeled.

* * *

Many miles of paved roads have been built this summer in Iowa, and theatre owners have benefited greatly . . . I. N. Kuhal, formerly of Corning, Iowa, has purchased the Rivoli Theatre from Fred Mayland at Seward . . . Bransen and Williams of Charter Oak, Iowa, are remodeling the Royal Theatre there.

MINNEAPOLIS

Congratulations to M. A. Levy, 20th-Fox district manager, whose branch tops the nation in the company's product delivered in the first 39 weeks of 1948.

George Grim, Minneapolis Tribune columnist, devoted much of his column, "I Like It Here," to the job that Mrs. Percil Stephenson is doing in connection with children's matinees on Saturdays and special afterschool shows at the Strand Theatre, Fairmont, Minn. Her family has operated the theatres in Fairmont for more than 35 years. "Running a theatre has turned into the biggest baby-sitting job on earth," wrote Grim, paying tribute to Mrs. Stephenson, whom he quoted as saying: "We're waist-high in kids at our Saturday matinees and special afterschool shows. I book in a western and some good short subjects, unlock the door, flatten myself against the wall and whoosh . . . in they come." The rest of the matinee, says Grim, Mrs. Stephenson and her staff have such chores as soothing some excitable child who got so worried about the hero's troubles that she adopted them as her own. A short session with Mrs. S. and a candy bar or some gum usually sends the child back ready to face any villain in the place. Mrs. Stephenson has no children of her own.

Virginia Hoffstrom is the new St. Paul Dispatch film critic, succeeding Jules L. Steele who has retired. In her first column she pointed out that there are hopeful signs for improvement in film quality for the future, "and to add to this brightness there's the fact that this future isn't far away." She cites "Mourning Becomes Electra," "Hamlet" and "Joan of Arc."

As a publicity stunt for "Sorry, Wrong Number" the Minnesota Amusement Co. here arranged a long distance telephone interview for Bob Murphy, Minneapolis Star critic, with Barbara Stanwyck, star of the picture, and, sure-enough, when the call was made they got the wrong number at first . . . Northwest Variety Club is going all-out to make a success of the Horace Heidt show and broadcast at the Auditorium here October 31. The proceeds will go to Variety's charity fund.

Mr. and Mrs. Bruce Waters, who are building a new $50,000, 325-seat theatre, the Lake, at Turtle Lake, Wis., visited Filmrow. The theatre will open October 15. Turtle Lake has had only a one-day-a-week circuit house up to now. The Lake will operate seven days a week . . . Jack Heywood, New Richmond, Wis., exhibitor, also was in town . . . Morrie Steinman, former Monogram manager and local sales manager, started as an RKO sales staff member this week, covering eastern Minnesota and western Wisconsin.

Dick Kelsey, artist from the Walt Disney studios, was in Minnesota doing research work for "The Song of Hiawatha," which will portray much of Minnesota's terrain. Tentative plans call for shooting to begin in about two years . . . Many members of the local film industry were in the record breaking opening day crowd of 57,000 that witnessed the Minnesota-Nebraska football game here last Saturday. The film industry was well represented, too, at Chicago, rooting for Minnesota against Northwestern . . . First Northwest Variety Club Saturday open house of the current fall-winter season brought out an excellent crowd. It was a "rhumba night" with a rhumba band and instruction for those who wanted to learn the dance . . . Hoagy Carmichael, in a personal appearance with his "Stardust Revue" at the Auditorium, drew a good crowd.

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Loop Operator to Protect Rights to Foreign Films

MINNEAPOLIS—The showing of foreign films to long-hair audiences at the University of Minnesota will be watched with critical eyes by Ted Mann, operator of the World Theatre, which accommodates the same type of offerings in the Loop.

The University Film society announced single-day showings of six foreign films on its fall season. Mann has already turned down two of them for showing in his house, but he will exercise his right of first choice, he said, if a film seems to have a chance in the Loop.

Previously he had pressed prior claim to "Shoe-Shine" and "Open City" in order to show them before film society could book them.

Mann pointed out that the Northrop Memorial auditorium, where films are shown, has 4,000 seats and patronage there could seriously damage the draw at his 350-seat theatre if the university got a prior right to films he wanted.

Summer Earnings High

MINNEAPOLIS—The Minneapolis Federal Reserve Bank's monthly review revealed that business generally in this territory operated close to full capacity during the summer months. Employment and payrolls in nonagricultural industries during August, last month for which figures were available, set a new all-time high and department store dollar sales continued in high volume, with urban and rural incomes at a high level, according to the report.

Forced Sales Plaintiff Still Is Unidentified

MINNEAPOLIS—North Central Allied has decided on the film company that will be sued for alleged "forcing" of pictures in violation of the consent decree case decision, but it will not disclose the name until the papers have been prepared for filing, S. D. Kane, executive secretary, asserts.

An out-of-town exhibitor's slowness in getting the necessary data to the organization's Minneapolis office has delayed the suit's preparation, according to Kane. The latter had expected the information last week.

At a NCA regional meeting at Sioux Falls, S. D., October 11 "forced selling" will be the principal discussion topic.

Dept. of Justice Decision Vindication for Berger

MINNEAPOLIS — The Department of Justice stand for theatre divorcement has been received with great satisfaction by Bennie Berger, North Central Allied president. Berger has contended for years that divorcement is essential for independent exhibitors' "well-being" and should be their principal goal. He has been fighting with every weapon at his command in the belief that producer-distributor ownership and operation of theatres is the industry's greatest "evil" as far as independent exhiibtors are concerned.

S. D. Kane, NCA's executive secretary, recently appeared before the congressional small business committee at a hearing here and asked the congressmen to sponsor theatre divorcement legislation if the consent decree case dosen't bring it about. Some prominent in North Central Allied, including Ben Friedman, however, have expressed themselves as opposed to divorcement. They have argued that independent exhibitors would be worse off in this territory, at least— if some of their own numbers, instead of the Paramount-owned Minnesota Amusement So., controlled the situation.

Ask Signing by U.S. Judge

MINNEAPOLIS—Counsel for Bennie Berger and Mrs. J. L. Jensen, exhibitors who were unsuccessfully sued by Ascap for nonpayment of its theatre music fees, have served notice on the latter, returnable October 11 before Federal Judge G. H. Nordbye, to sign the findings in the case so that judgment may be entered. The court ruled the fees illegal. With the findings signed, Ascap may serve notice of an appeal to the federal circuit court of appeals from Judge Nordbye's decision. It has not intimated yet whether it is considering such a appeal.

Club to Present Films

CLUTIER, IOWA—The Clutier Commercial club has decided to sponsor a weekly motion picture show at the town hall. The clubs owns a projection outfit which was used during the summer for free showings. A charge will be made, members said, for the fall and winter shows.

Salesman's Daughter Crowned

OMAHA—Ruth Mendelson, Central high school student and youngest daughter of Warners salesman Leon Mendelson, was crowned AZA sweetheart here.

Trade Off 15 Per Cent, Says Circuit Owner

CLEVELAND—Gross receipts in neighborhood theatres for the first eight months of 1948 are almost 15 per cent lower than receipts for the corresponding period in 1947, according to records of a local independent circuit owner, who preferred to remain anonymous.

"This shows a serious drop in theatre attendance," the exhibitor said. "It's the difference between operating in the black or in the red."

The reasons, according to this theatre analyst are the high cost of living which reduces the average family entertainment budget;the quality of average screen entertainment which has not been strong enough to break down resistance barriers; the sensational interest in baseball with record attendance of almost two and a half million, and television.

"Don't let anyone tell you that television isn't going to hurt our boxoffice," continued the exhibitor, who has been in the business some 30 years. "As soon as the channels are open in Cleveland around the middle of October, television entertainment will provide both quality and variety. In answer to the argument that people are gregarious and like to gather in public places, let me say that if only 150 out of every 1,000 persons stay at home to watch a television program, our theatres will have hard sledding.

"I agree that pictures with big boxoffice appeal always will do business. But what about the average picture? Will the television owner go to the neighborhood theatre to see a fair picture for 25 cents or 30 cents when he can stay at home and have a choice of half a dozen 'live' shows on his television set for free? Personally I do not think he will."

As for what to do about it, this exhibitor has not yet found the answer.

King J. Merriam Dies

CRAFTON, PA.—King James Merriam, ex-GI projectionist at the Chartiers Theatre, died Sunday (3) at Deshon hospital, Butler, following an illness of several months. A member of IATSE Local 171, he had served as projectionist at the William Walker theatres for a number of years, formerly being stationed at Sheraden. He is survived by his wife Edna and daughter Janet Louise.

Bill Nesbitt to Republic

PITTSBURGH—William Nesbitt has joined Republic here as booking head. Formerly with Eagle Lion and its predecessor companies, Nesbitt has succeeded Mrs. Cel Carp Abel, resigned. Ike Sweeney, Republic manager, and Nesbitt were associated together with the old Monarch Pictures exchange a number of years ago.

Exhibitor's Daughter Weds

BROWNSVILLE, PA. — Mrs. Elizabeth Kaupp Wilson, widow of Lieut. Donald E. Wilson, killed in action at St. Lo, France in July 1944, has remarried. She is the daughter of J. K. "Cuppie" Kaupp, owner of Cuppie's Drive-In on Route 40, three miles west of here.

Architect Rigaumont Asks Damage Suit Venue Shift

PITTSBURGH—Justice Horace Stone of the state supreme court took under advisement the case of Victor A. Rigaumont, architect and one of three defendants in a Meadville damage suit, who contends that he should be tried in Allegheny county. Rigaumont, architect for the Park Theatre, was included in damage suits filed against the theatre and the Navarro Construction Corp. charging them with negligence in an accident in August of last year when a large portion of the theatre ceiling caved in and killed Joseph J. Maggio and injured several other persons.

F. Joseph Thomas, representing James V. Rich and Albert Naples, who were injured, and the Maggio estate, argued the case in supreme court here. Justice Stern said he did not think Rigaumont had a case when the architect contended that he should be tried in Allegheny county where he maintains his place of business.

George Dowdell, 78, Dies; Cleveland Stagehand

CLEVELAND—George Dowdell, 78, one of Cleveland's veteran stage hands, died recently at his home here following a heart attack. Dowdell, a charter member of IATSE Local 27, worked in almost every theatre in town, including the Cleveland, home of the 10, 20 and 30-cent melodrama; the Opera House, Lyceum and Colonial, which played traveling stage shows; the Star, burlesque house; Keith's Prospect, vaudeville, and the Hanna, only legitimate theatre in the city, where he worked from the time it was built until the night he died. He is survived by his wife, one brother and a sister.

To New Post in Akron

AKRON—Vincent Lipusz, formerly with Loew's theatre in Canton, has become assistant manager of Loew's here. He comes from Cleveland, and formerly worked for Loew's there. Conrad Reining, who was assistant manager at the Palace and the Falls, Akron, is new manager at the Liberty, that city.

'Walls of Jericho' Held Over

YOUNGSTOWN—"The Walls of Jericho" was held over for an extra two-day run at the Paramount prior to "A Southern Yankee" opening.

Name Girard Showman On Lottery Charges

GIRARD, OHIO—Peter M. Wellman, who operates several theatres here and in Youngstown, was to appear in Niles, Ohio, municipal court October 6 to hear charges of operating a lottey. The lottery charges were filed in an affidavit by Reed S. Battin, Girard city solictor. Bank nights are held Monday and Thursday at the New Mock and the Wellman here, with prizes going as high as $5,000.

The Girard operation requires that persons entering the contest need not be at the theatres on bank night, but they must have admission tickets for that night. Tickets may be bought in the lobby or at various places throughout Trumbull county, and even in Youngstown, which is in Mahoning county. The purchaser gives his name and address, and this is checked with the registration file. If they are the same the patron is eligible for payment if his number is the prizewinner.

Akron Owners, Managers Name Woman President

AKRON—Akron Theatre Owners and Managers Ass'n in a recent meeting elected Mrs. Helen Smith, owner of the Majestic Theatre, as president to succeed Max M. Federhar. This is the first time a woman has ever been elected president of an exhibitor association in this area.

Mrs. Smith, in taking the helm of the Akron Theatre Owners and Managers Ass'n is following in the steps of her husband, the late Weary Smith who was prominent in industry and civic affairs until his death several years ago. In addition to operating the Majestic, Mrs. Smith has time to devote to homemaking for her son and daughter.

Among those attending the luncheon at the Mayflower hotel were Hoy L. Russell, owner of the Russel Theatre, Millersburg, who spoke on the tax situation and on Carvan, and Jack Vogel of the Vogel Construction Co., Wellsville.

Hilliard Drive-In Open

HILLIARD, PA.—Hilliard's Drive-In has been opened at Hilliard's ball park. Admission is 50 cents for adults, and children accompanying are admitted free. Five big prizes are given away at every show, according to the management.



REALART DISTRIBUTORS MEET—Among the Realart franchise holders at the recent first annual convention in New York, seated, left to right, Lee Goldberg, Cincinnati and Indianapolis; Manny Stutz, Cleveland; Jack Zide, Detroit; Milton Brauman, Pittsburgh. Standing, Bert Stearn, Pittsburgh, and Bob Snyder, Cleveland.

CLEVELAND

Cleveland will be well represented at the national Allied convention in New Orleans in November. Those who already have made train and hotel reservations are Mr. and Mrs. Ernest Schwartz, Mr. and Mrs. M. B. Horwitz, Mr. and Mrs. Myer Fine, Mr. and Mrs. Abe Kramer, Mr. and Mrs. Henry Greenberger, Mr. and Mrs. Max Lefkowich and Mr. and Mrs. Leo Greenberger. Also in the party will be Mr. and Mrs. Jerry Steel of the Apollo Theatre, Oberlin.

Alan Shaw resigned as salesman for Film Classics . . . Casper Haas is new owner of the Crown Theatre here. The theatre has been owned by a group of Co-Op bookers, who will continue to book the house . . . Gerald Kerner, Columbia booker, will have occasion to celebrate Thanksgiving day, the day he and his fiancee Frances Kozman have selected for their wedding.

Leo and Milton Yassenoff of Columbus have decided to call it a season for their Starlite Drive-In on route 30 just outside Wooster. This is the first outdoor theatre closing to be announced. Usual policy in this area is to operate through October . . . Andy Masters is repairing fire damage to his Liberty Theatre, Lowellville, and will operate the house personally when the remodeling is completed.

Marilyn Krenitz, daughter of former U-I Manager Joe Krenitz, has announced her engagement to Irving Chayds of New Haven, Conn. . . . Remodeling of the Homestead Theatre has been completed by Henry Hellriegel, building contractor who specializes in theatre work, and who now is working on the Shaw, Hayden. Both are Associated circuit houses.

The offsprings of Fred Holzworth, manager of the Hilliard Square Theatre in suburban Lakewood, have dedicated themselves to the betterment of mankind. Son Bob, a member of the navy, is completing his last year at Western Reserve School of Medicine and will receive his M. D. degree in June. Daughter Jean is taking a course in nursing.

J. E. Fontaine, SRO division manager, was here to put the finishing touches to the 26 theatre day-and-date run of "Mr. Blandings" starting October 10. Practically every 35-day house in the city will be showing the picture simultaneously . . . "How to Pitch," short subject made by Bob Feller and distributed internationally by Mannie Stutz and Bob Snyder, is in such demand that 50 prints already have been absorbed and a re-order is in the making. In Cleveland it opened at Warners' Hippodrome and on its 35 break day will be shown in every circuit house of Greater Cleveland. Snyder and Stutz own the local Realart franchise and are distributing the short through all Realart exchanges.

Lou Marks, MGM salesman now in New York taking the special executive course of instructions, post cards his Cleveland home office associates that he is too busy to write letters . . . Bookers and office managers frolicked at a clambake held at Bessie Miller's farm on the west side . . . J. Knox Strachan, Warner publicity director, is arranging pre-release premiers of "Johnny Belinda." In Youngstown, the picture's premiers will be sponsored by the Optimist club, while the McKinley Ave. Temple Men's club will sponsor its showing in Canton.

Stanley Barach, son of NSS Manager Nat Barach, has opened a steel brokerage business with offices in the Ball Bldg. Young Barach has been in this line of business since completing his GI college course. He served in the coast guard during the war . . . MGM's Capt. Voley Phifer was here October 6 with his team of huskies. They were camped in front of Loew's Ohio Theatre where "The Secret Land" is booked for a nearly showing.

Visitors included Gerald Anderson, Union Theatre, Richwood; C. E. Ortt, Ritz, Newcomerstown; Walter Steuve, owner of three theatres in Findlay; Richard Reading, manager of the Alliance theatres owned by Nate Schultz and associates, and Jerry Steel, Apollo Theatre, Oberlin.

To Reopen With Films

YOUNGSTOWN—While there is still a slight possibility the Park Theatre here will reopen with films, stage shows seem to be out permanently. That leaves the Palace Theatre and Stambaugh Auditorium as the only places here available for legitimate productions.

Drive-In Has Auto Giveaway

UNIONTOWN, PA.—Thirty-two merchants have lined up with the Starlite open air theatre, two miles north on Route 119, in an automobile giveaway promotion. Free tickets are available at the business establishments and the contest will be conducted at the drive-in theatre October 18 through October 22.

Start in East Toledo

TOLEDO—Work on a modern drive-in, located on Navarre avenue in east Toledo, has been started by Parkside Theatres, Inc., a newly chartered local firm headed by Ray Searles, Toledo greenhouse proprietor. It was expected the drive-in would be completed before the end of October.

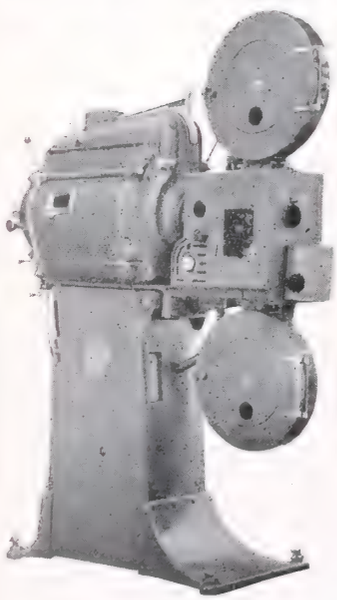
Toledo Town Hall Unopened

TOLEDO—Whether Town Hall, which operated last year with legitimate and films, will unshutter this fall still is in doubt. David Nederlander, Detroit, said the local house might open late in October.

New Carpeting at Latrobe Manos

LATROBE, PA.—Alexander Theatre Supply has installed new lounge carpeting and stair nosings at the Manos.

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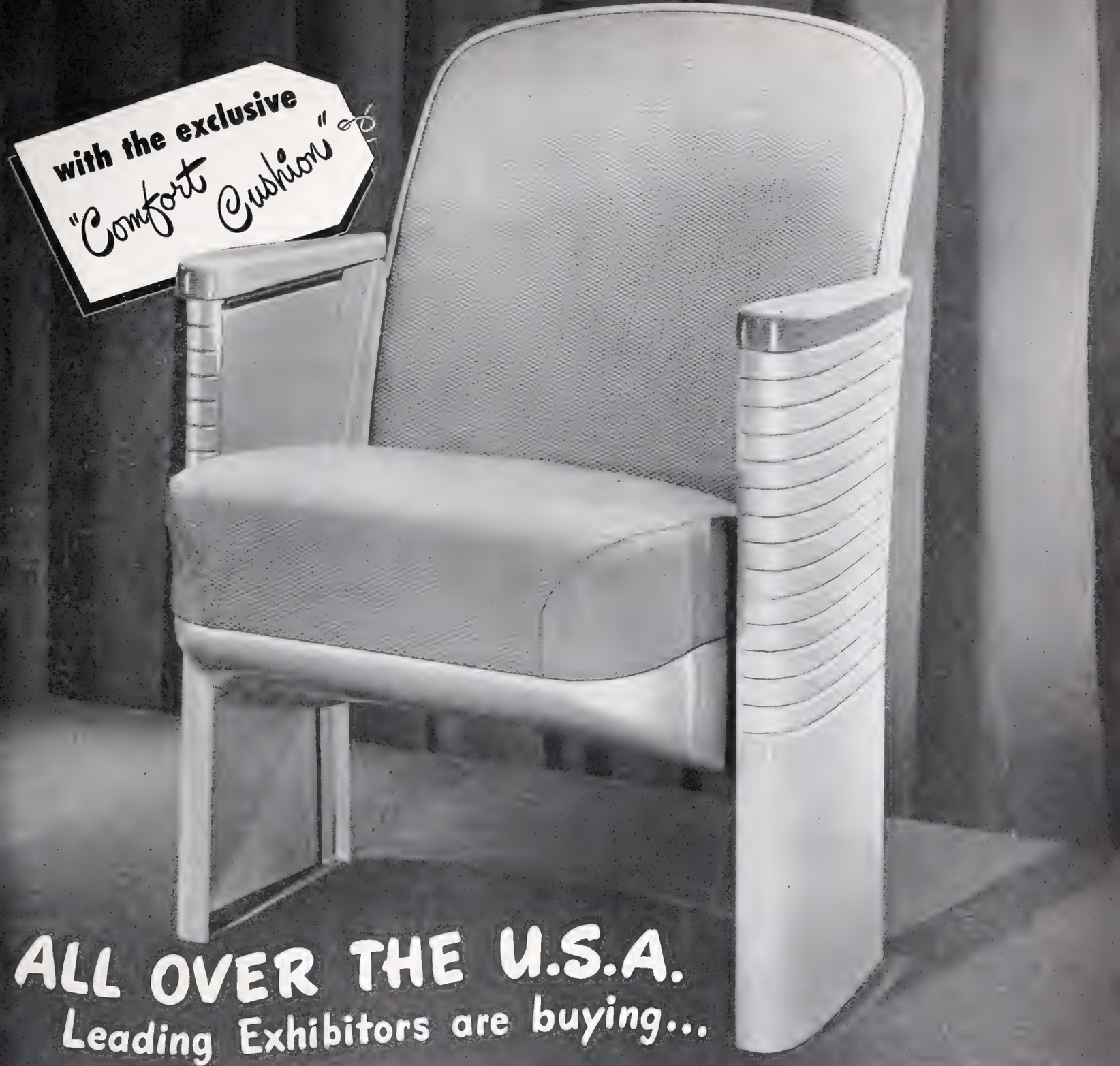
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LOUISVILLE

The management of the Sky-Aire Corydon Drive-In in Corydon, Ind., said that opening of the new enterprise, twice postponed, was reset after legal difficulties were clarified. Regulations of the state fire marshal's office and other preliminary preparations required more time than was anticipated and caused the postponements. Admissions at the airer will be 49 cents, tax included for adults, with children under 12 admitted free.

Walter Floyd, 84, former manager of the Strand Theatre here during the period when it was operated by the Shuberts, died at the Mary Pennington Convalescent home. Floyd, who retired ten years ago, made his home with his sister Mrs. Charles E. Currie. At one time he was associated with the Henry W. Savage Opera Co. and the original Merry Widow Co. . . . Col. Guthrie Crowe, Col. Henry J. Stites and Mrs. Nell G. Bordon of the Kentucky Ass'n of Theatre Owners and Katherine Overstreet of the Fourth Avenue Amusement Co. returned from the TOA convention in Chicago.

W. E. Carrell of the Falls City Theatre Equipment Co. returned from the TESMA convention in St. Louis . . . To exploit "Two Guys From Texas" at the Mary Anderson, Manager Cliff Buechel obtained one of the new parking meters, which have been a major controversy locally, and mounted it in front of the theatre with appropriate copy announcing two Louisville premiers: the new parking meter and "Two Guys From Texas."

Seen on the Row for the first time in a good many months was W. F. Roth of the Palace Theatre, Gallatin, Tenn. Visitors from Kentucky included W. Freeman Smith, Kentucky Theatre, Cadiz; Oscar Hopper, Arista, Lebanon; Mr. and Mrs. Clyde Marshall, Columbian, Columbia; J. E. Elliott jr., Lincoln, Hodgenville; W. H. Hahn, Gypsy Drive-In, Bardstown; A. N. Miles, Eminence Theatre, Eminence; George Lindsay, Lindsay, Brownsville, and C. D. Arnold, Arco, Bardstown.

The convention committee of the Kentucky Ass'n of Theatre Owners met at the Pendennis club recently to further plans for the coming KATO convention. In attendance were Col. Guthrie F. Crowe, president of the group; Nell G. Borden, secretary, and exhibitors Eddie L. Ornstein of Marengo, Ind.; J. Van Snook, LaGrange, Ky., and C. K. Arnold, Bardstown, Ky.

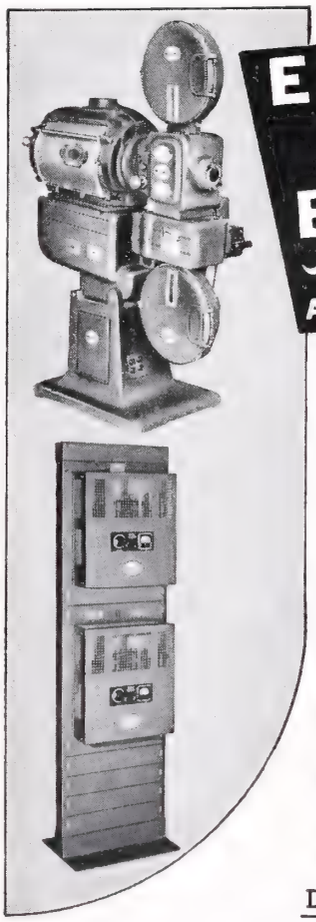
The Pioneer Theatre, Wartburg, Tenn., owned by Mr. and Mrs. Frank Heidel, was opened formally recently . . . Assistant attorney general Squire N. Williams jr. advised that the giving of money prizes in Kentucky theatres is illegal . . . In a front page editorial The Record, official publication of the Catholic Archdiocese of Louisville, condemned the Scoop Theatre policy in showing Legion of Decency class B and C listed pictures.

Two reissues returned to first run houses. "The Mikado" moved into the Scoop after having been shown originally at the Rialto back in 1939. The other reissues, "The Best Years of Our Lives," went into the Rialto at regular prices. The National presented "Mr. Peabody and the Mermaid" and "Embraceable You" opened at the Mary Anderson. Double features were billed at Loew's with "Luxury Liner" and "The Shanghai Chest," and the Strand with "Four Faces West" and "Daredevils of the Clouds." "Forever Amber" continued its Louisville engagement at the Brown after a week at the Rialto.

The roller derby which opened October 1 at the Jefferson county armory was making a strong bid for the amusement trade . . . A crowd of about 5,000 persons attended the one-night stand of Tex Beneke and his band presented recently at the armory.

Back at Indiana, Pa., Home

INDIANA, PA.—James Stewart, who participated actively in Pennsylvannia week celebrations, returned to his home here to receive his Pennsylvania Ambassador award at a block party Friday night last week. "Rope" exploitations tied in with his numerous stops on the Pennsylvania Railroad "booster train."



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'Carmen' and 'Venus' Even at Cincinnati

CINCINNATI—Grosses at the first runs were better as the result of stronger product and more favorable weather. "The Loves of Carmen" at the Albee and "One Touch of Venus" at the Palace each rang up 120 per cent and tied for top position. "Life With Fther" at the Capitol also was strong.

(Average Is 100)

Albee—**The Loves of Carmen** (Col), 2nd wk.....120
Capitol—**Life With Father** (WB).....110
Grand—**Four Feathers** (UA); **Drums** (UA), re-issues.....100
Keiths—**Larceny** (U-I).....100
Lyric—**The Babe Ruth Story** (Mono), 4 days.... split with **Timber** (U-I); **Mutiny on the Black Hawk** (U-I), 3 days, reissues.....80
Palace—**One Touch of Venus** (U-I).....120
Shubert—**Rachel and the Stranger** (RKO), 2nd d. t. wk.....100

Baseball Takes Tops; Cleveland in Slump

CLEVELAND—With baseball and the world series holding first place in general interest, theatre grosses dipped. Of the seven first run programs on parade, only two made better than average. Foremost was "Tap Roots," a big hit with 165 per cent at the Palace where it stayed for a second week. The other attraction that made the grade was "Luxury Liner" registering 125 per cent in its second week at the Stillman, on a moveover from the State.

Allen—**For the Love of Mary** (U-I).....65
Hippodrome—**The Luck of the Irish** (20th-Fox).....95
Lower Mall—**So Well Remembered** (RKO).....80
Ohio—**Olympic Games of 1948** (EL); **Mickey** (EL).....80
Palace—**Tap Roots** (U-I).....165
State—**Beyond Glory** (Para).....100
Stillman—**Luxury Liner** (MGM), 2nd d. t. wk.....125

Stage Show and 'Larceny' Get 140 in Detroit First Runs

DETROIT—Business was generally satisfactory with Tony Martin's personal appearance taking the Fox to the head of the list at 140. Other first runs pushed a lot of special promotion which began to pay off better than a few weeks back.

Adams—**Tap Roots** (U-I), 2nd wk.....110
Broadway Capitol—**The City Slicker** (UA); **The Vicious Circle** (UA).....80
Cinema—**Panic** (Tricolore).....110
Downtown—**Abbott and Costello Meet Frankenstein** (U-I); **I Wouldn't Be in Your Shoes** (Mono), 3rd wk.....85
Fox—**Larceny** (U-I), plus stage show.....140
Michigan—**Life With Father** (WB); **Embraceable You** (WB).....90
Palms-State—**The Babe Ruth Story** (Mono); **The Music Man** (Mono), 2nd wk.....105
United Artists—**Shaggy** (Para); **A Foreign Affair** (Para), 2nd wk.....100

'Irish' Tops First Run Trade At Pittsburgh Theatres

PITTSBURGH—"The Luck of the Irish" at the Harris topped the newcomers and was moved to the Senator. "So Evil My Love" at the Penn also was strong and rated a move to the Ritz. Four houses offered holdovers, with "A Date With Judy" still drawing exceptionally well.

Fulton—**Mr. Peabody and the Mermaid** (U-I).....75
Harris—**The Luck of the Irish** (20th-Fox).....110
Penn—**So Evil, My Love** (Para).....105
Ritz—**A Date With Judy** (MGM), 3rd d. t. wk.....115
Senator—**Tap Roots** (U-I), 3rd d. t. wk.....110
Stanley—**The Babe Ruth Story** (Mono), 2nd wk.....80
Warner—**Good Sam** (RKO), 3rd wk.....105

Loge 31 Names Delegates

PITTSBURGH—Pittsburgh Loge 31 has named George Tice and Floyd Klingensmith as representatives to a meeting of the Colsseum of Motion Picture Salesmen of America at Chicago, October 16, 17.



U-I MEN AT QUEEN CITY—W. A. Scully, general sales manager of U-I, is seen addressing the delegates at the southern division sales meeting held in Cincinnati September 28, 29 at the Terrace Plaza hotel. Left to right: Peter F. Rosian, district manager; F. J. A. McCarthy, southern division sales manager; A. J. O'Keefe, assistant general sales manager; Scully; E. T. Gomersall, assistant general sales manager; J. E. Garrison, district manager, St. Louis; E. J. McGinley, of Prestige Pictures, and Maurice Bergman, manager of advertising. Branch managers and salesmen of nine branches attended the meeting, after which the executives of the company left for Chicago. "Rogues' Reginment" was screened for the delegates.

DaWo Co. Is Introducing New Speaker Post Cap

TOLEDO—The DaWo Co., 145 North Erie St., maker of drive-in theatre equipment, is introducing a new product, a post cap to place on posts when removing speakers for winter storage. The product is inexpensive, lock-type of cast aluminum, and is designed to keep the insides of posts dry and protect the wires against winter weather.

David Wolf, owner of the firm, is making a survey of drive-in theatres from St. Louis to the Gulf and east to the coast, in preparation for writing a book on the improved methods of construction and operation of outdoor auto theatres. He recently returned from a similar visit to the southeast area, covering North Carolina, South Carolina, Florida, Georgia, Alabama, Kentucky and Tennessee.

E. L. Ornstein Purchases Rio at Cloverport, Ky.

CLOVERPORT, KY.—Eddie Ornstein, head of E. L. Ornstein Theatres of Marengo, Ind., purchased the Rio Theatre here and assumed control October 1. The theatre was sold by Morris Blacker, who will retain his State Theatre in Clay, Ky.

Bob Bowman of Marengo will handle the affairs of the Rio for Ornstein. Considerable remodeling and improvements are planned. The addition of the local showcase increases to four the number of theatres now in the Ornstein chain. They include the Rialto at Marengo, Ind., the State at Milltown, Ind., and the Ace at Brandenburg, Ky.

Find Body Near Theatre Billing 'Coroner Creek'

DETROIT—A body, said to have been dead only a few hours, was found recently on a vacant lot adjoining the Melody Theatre. Inkster, operated by Affiliated Theatres, with Granville Hobbs as manager.

An odd sidelight of the episode was that "Coroner Creek" was scheduled to open the next day at the theatre.

Salesman's Brother Dies

CARNEGIE, PA.—Richard Carettie, contractor, who died September 28, was a brother of Lawrence R. Carettie, RKO salesman.

Ninth 'Yet to Come' Unit Begins Four-State Tour

WILMINGTON, OHIO—Still breaking all postwar variety show records, the ninth edition of Hollywood Productions' stage revue, "The Best Is Yet to Come," began a 45-day tour here with a route of one-night playdates booked through Ohio, Indiana, Kentucky and West Virginia.

Centered around "Skitch" Henderson and his orchestra, the new show includes Little Walter, international funnyman; Crew and O'Conner, Glenn Gregory and Mickey O'Day, the Lamarrs, "Screwball" Happy Hall, and Billie Cutler. Three other acts complete the roster.

With almost 100 cities now signed to contracts, and others seeking playdates for future editions of the show, Kroger Babb, president of Hollywood Productions, is busy mapping routes for the new editions which will be on a coast-to-coast schedule by February. Due to time required for expansion of facilities to properly service the dates, Babb has decided to restrict the show to 100 or fewer playdates for November, December and January.

The eighth edition played to capacity audiences in 15 cities, all of which are booked for 11 additional playdates.

Babb is using agencies in Hollywood, New York and Chicago for booking acts, and is obtaining bands for the shows through the Music Corp. of America.

Benefit for Hospital

ASHLAND, OHIO—Two potatoes or more admitted any youngster to the annual hospital benefit Saturday, October 2 at the Ashland Theatre. The spuds were turned over to the Samaritan hospital.

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DETROIT

H L. **Rood** of the Iris booth was on the sick list, while Don Lewis jr. of the Rosedale entered the hospital for a general checkup . . . Alpis Abele replaced Nora Rusco as manager of the Art for Louis Goodman . . . Edward L. Hyman, first assistant vice-president of Paramount, was here on a general inspection tour.

Bill Shirley of Columbia has been getting the UDT staff to pass out "kisses" from "Carmen" right on the streets . . . Joseph Busic returned from an equipment conference at St. Louis . . . James F. Sharkey jr., who has been booker for 20th-Fox, switched over to selling at Eagle Lion . . . Earl Swigert and Harry Goldstein, Paramount division and district managers, respectively, were here for conferences with United Detroit, Butterfield and Co-Operative Theatres, closing a deal with the latter for eight pictures.

Gil Lubin will hold his first conclave as new commander of Theatrical post Tuesday (12) at the Old Colony . . . Jack Dickstein escaped injury in a crash which demolished his automobile . . . Frank Downey's gang at Metro all look brighter now, with new super fluorescent fixtures . . . Joseph Nagy will open his new Dawn at Sterling this week.

Rudy Schroeder, former manager of the Palmer Park, will incorporate the Aristocrat Popcorn Co. . . . Lovell H. Barker is owner of the new United Film Laboratory . . . Glenn Horton, formerly of the Dix, moved out to Columbia avenue in Berkeley.

Roland Douglas has settled in the new Melody booth, replacing William Martin, who is at Nick George's new drive-in . . . Peter Burke, projectionist at the East End, was suffering from booth suntan, exposure to the carbon when he had to feed by hand to keep the show running after the automatic feeder failed.

Emory J. Rich, former manager of the Belmont, now back from a stay in Texas, has gone into the lawn sprinkler business, but may return to show business . . . Frank Okray, former usher at the Nortown, is new manager of the Casino for John Tatu . . . John Tatu jr. is helping out weekends between courses at Detroit Tech . . . Wayne Roberts, Virginia operator, spent a week visiting relatives in Chicago.

William J. Girard, manager of the Virginia, was buying a new home . . . Eldo Burdicker of the Lancaster in River Rouge was back from a vacation at home . . . Leonard Hix, manager of the Wayne Theatre at Wayne, may be in the army soon . . . Fred Sutterfield, Wayne operator, returned from a vacation at Brighton . . . Affiliated circuit has taken over the east side Plaza from Mrs. Harold Smilay . . . Floyd Akins of the Circle was the victim of a bad cold.

Jack Tellich, operator at the Stanley, was selling his home on the west side . . . Edward Riha, owner of the Hoover, has a two-ton boulder somebody left as a doorstop in front of his house . . . Vi Porter is home after a series of throat operations at St. Joseph's Mercy hospital, Ann Arbor. Her husband Charles celebrated his 20th anniversary in the Adams booth.

Steve Kowalczyk, former assistant at the Rex, is the new manager of the Crystal, and Bill Mannie, who pinch-hit, has gone back to the Broder circuit's maintenance department, with daytime duties at the Senate . . . Lowell Stolerow, Coliseum operator, vacationed in the north country . . . Clifford Vericker, Greenwood operator, acquired a brand new recorder.

Clarence Simon, long-time manager of the Rio, is the new manager of the Allen Park for Nick George, who has taken over personal responsibility for his new Michigan Drive-In . . . Alfred Greenstein of the Jam Handy setup and William Martin of the Melody in Inkster are the booth team for the new Michigan.

Detroit Operators Pay Raised by New Contract

DETROIT—Over a month of negotiations between Detroit exhibitors and projectionists resulted in agreement upon a new two-year contract granting a general five dollar increase, retroactive to September first.

The increase applies to projectionists in all Detroit houses of 750 seats or over, and to all theatres, regardless of size, which operate upon either an all-night policy or a shift policy. In case of the smaller houses operating night shows only, the increase for the first year is three dollars, with an additional two dollars becoming effective for the second year.

The increase is especially important to projectionists in smaller houses who have been getting generally lower scales than those in the bigger theatres. Negotiations were handled for the union by a committee of 12 headed by Carl Ransdell of the Redford, with the assistance of international vice-president Roger M. Kennedy, and for exhibitors by a committee headed by Raymond J. Meurer of United Detroit Theatres and David Newman of Co-Operative Theatres of Michigan.

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West Virgina Allied Selects Cincinnati

RICHMOND, W. VA.—Fifteenth annual convention of the West Virginia Theatre Managers Ass'n will be held November 12, 13 at the Netherland Plaza hotel, Cincinnati, Wendell H. Holt, local exhibitor and president of the group, announced. Formerly the convention had been scheduled for another date at White Sulphur Springs.

Headquarters of the independent theatre owners and managers organization is maintained at 1632 Central Parkway, Cincinnati, and officers and directors are taking the West Virginia convention out of state and into Ohio this year. The Mountain state group is affiliated with Allied States Ass'n.

Rube Shor, secretary-treasurer, states that the West Virginia Theatre Managers Ass'n membership roll is 200 and that the group serves two-thirds of the state. John A. Goodno, Huntington, is convention chairman. L. E. Rogers, Welch, is vice-president, and directors include E. R. "Gene" Custer, Charleston, chairman; Fred Helwig, Charleston; Max Matz, Bluefield; E. L. Keesling, Bramwell; Ross Filson, Point Pleasant; M. E. Thalheimer, Logan; Frank Mandras, Charleston, and Louis Shore, Williamson. Ernest K. James, Charleston, is counsel.

CINCINNATI

Roy Wells of the St. Paul Theatre, Dayton, was here after returning from the Variety Club meeting in Washington . . . Sam Haber has joined the selling staff of Screen Guild Productions. He previously worked under Manager Harry Bugie at Eagle Lion and resigned there to join Bugie at SG . . . Reggie Parsons has resigned as EL office manager . . . The 20th-Fox girls surprised Peggy DeVault, telephone operator, with a baby shower and buffet supper at the office.

Visitors on the Row included Dwight Curfman, Westerville, Ohio; Leo Holleb, Zanesville, and Adeline Ward, Somerset, Ky. . . . The Overlook Theatre here has been purchased by Harold Hoffert, manager of the Terminal Theatre in the Union Station . . . Burt Goldman, son of Jack Goldman and interested with his father in operation of Cincinnati theatres, was seen recently with his young lady frined Natalie Cohen on an evening of fun at the Variety Club.

Jim Patterson, former 20th-Fox shipper, has joined the U-I booking staff . . . The Darnell Theatres, Inc., of Buffalo, of which Elmer Lux is head, will reopen the Weddington Theatre, Pikeville, Ky., November 10. The theatre has been closed for several years because of fire damage. Darnell also operates the Liberty Theatre at Pikeville . . . Grading has been started for a new drive-in near Sidney, Ohio, being constructed by the Kalee Corp., Joe Lee and Krass.

Erwin Bock, manager of the RKO Palace for the last 12 years, and Elwood Jones, manager of the RKO Capitol for six years, have exchanged posts . . . H. B. Snook of Mid-West Theatre Supply Co., notified exhibitors of the opening of a branch office in Columbus. The address is 862 W. Third Ave., and Harold Stegmiller is in charge.

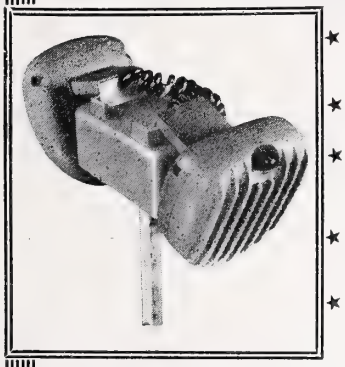
Allan Moritz, general chairman of the Cincinnati area for the Will Rogers Memorial hospital drive, called a mass meeting of film men and exhibitors recently to complete preparations for opening the drive. The goal here is $75,000.

Tom Piatt and Lyle Gault Open in St. Marys, W. Va.

ST MARYS, W. VA.—The 600-seat new Main Theatre was opened the evening of September 30 by Thomas Piatt and Lyle Gault, Parkersburg projectionists. "Mr. Blandings Builds His Dream House" was on the screen and Mayor Howard McBride, formerly of Oakdale, Pa., and Lewis Rosenlieb, superintendent of schools, spoke.

Mrs. R. J. "Riney" Hiehle, wife of the pioneer exhibitor at Parkersburg, assisted Piatt and Gault opening night, serving as cashier. Among those present were C. R. Shepard, RCA service engineer, and wife; Louis E. Hanna, Franklin Film Enterprises, Pittsburgh; Robert Amos, Cincinnati theatre equipment representative.

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PITTSBURGH

Harris Theatres celebrated Pennsylvania week by honoring the circuit's founder, the late Sen. John P. Harris, who pioneered the first all-moving picture theatre, the Nickelodeon. Special ad displays were used and newspaper carried feature stories and reproductions of the front of the old theatre on Smithfield street which Senator Harris and Harry Davis opened in 1905 . . . Jack Eckert, assistant manager at the Harris Senator until recently, now is at Camp Breckenridge, Kentucky . . . Jane Wyman was here exploiting "Johnny Belinda."

Bette Falconer, new assistant manager of the Fairmont, Fairmont, is a young woman of wide experience in the theatrical and radio fields, having been continuity writer and director of traffic at WVVW here and at WBAY, Coral Gables, Fla. Assistant to Art Pearce, who formerly was a producer and director of plays in New York, is the daughter of Dr. and Mrs. H. S. Falconer, Fairmont avenue, Fairmont, W. Va.

Mr. and Mrs. Gene DeFallo, Lumberport, and Walter Lowe, Moundsville, are among Mountain state exhibitors holding tickets for the Pitt-West Virginia grid game here October 9 . . . Max Cohen, former manager of the downtown Casino, has opened a burlesque house in Baltimore. He has been succeeded here by Rudy Kahn, according to George Jaffe, proprietor of the Casino and local showman for 38 years.

The Nixon is dated through November with announcement of the booking of "For Love or Money," with Janet Blair of Altoona, Pa., and Francis Lederer, for the week of October 25. The Nixon's four subscription plays also are filled with the booking of "Allegro" for the Christmas holidays. A feature subscription offering will be Paul Kelly in "Command Decision," opening November 15.

Leo Wayne, Paramount's new booking head here, was in Chicago recently to attend the wedding of his brother-in-law, John Mamula, assistant Allegheny county solicitor, and Desanka Trairlo, Chicago lawyer. Mamula worked on Filmrow while studying law . . . Charles Rich, Warner district manager, and Bob Folliard, RKO district manager, were visitors . . . Milton (Universal) Ripp's heir has been named Robin Meredith . . . John G. Rainey, former veteran film distributor and exhibitor who directs veterans' affairs for Pennsylvania, has been elected chairman of the State Veterans Re-employment Rights committee .

Andrew Malanos, College senior at Pitt, reports that his father, N. A. Malanos, East Pittsburgh East McKeesport exhibitor, is enjoying improved health at Atlantic City . . . Bob Leiber, Braddock exhibitor, drove his car from the Paramount to his home in Squirrel Hill the other evening. Defective wiring in the dashboard lighter caused a fire as he neared home and he pulled the car into a gas station where the flames were smothered after considerable damage and the loss of use of the machine for several days . . . Morris E. Lefko, former RKO branch manager and now district manager for the company, was a visitor from Cleveland.

Mr. and Mrs. Newton F. Williams are grandparents, their daughter, Mrs. Dora Bender of Cleveland, being the mother of Stephen Glenn, born September 24 . . . Bill Thomas, Zelienople exhibitor, was at Jamestown, N. Y., last week . . . Leo M. Conrad, manager of the Park, Meadville, sold the Variety Club charity award ticket which won the Cadillac convertible for A. Byham, Meadville undertaker.

Recent stage shows included: Jack Fina, Capitol in Wheeling; Golden Stallion, Penn in Uniontown; Ink Spots, State in Johnstown, Manos in Greenburg; Joe Barker and his Chuck Wagon Boys, Baden in Baden . . . Fred Waring and his Pennsylvanians will appear here the evening of October 27 in Syria Mosque, and at the Capitol, Wheeling, October 30 . . . The Willard magic show missed dates at the Park, Meadville, the State in Uniontown, and other theatres due to a highway accident.

Westinghouse Stratovision planes continue experimentations in long-range television broadcasting, changing from B29s to 202s . . . Pittsburgh Musical Local 60 opened its new three-story building at 709 Forbes St. . . . Sam Wheeler, formerly with old Fox Film Corp. here, resigned Film Classics duties on the west coast and returned to Washington, D. C., where he holds the Screen Guild franchise. His son Ross has been operating the exchange there.

Variety Post 589, American Legion, will install Harry MacCaden as commander at a dinner October 18 in the William Penn hotel. Perry S. Nathan of National Screen is the retiring commander. William Zeilor and Carl Dozier are vice-commanders, Robert Kimelman finance officer, C. C. Kellenberg adjutant, Joseph Misrach service officer, and Morris Berman sergeant at arms.

Jim Alexander, theatre supply dealer, is hobbling around with sciatic arthritis . . . Theatres are assembling "All Football Featurette" shows with grid shorts, "Football Highlights," "Football Finesse," "Football Fanfare," etc. . . . The Garby, Clarion, on October 21 will feature Bud Moore and his Hillsdale Hillbillies.

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Court Enjoins Boycott At El Rancho Drive-In

PITTSBURGH — AFL building trades unions were told in local federal court that they could not interfere with the construction of an outdoor theatre at Bridgeville as a part of a secondary boycott. Federal Judge Robert M. Gibson issued an injunction which would restrain the Building Trades Council and associated unions from withholding their labor at the El Rancho Drive-In because electricians represented by the United Mine Workers District 50 were employed there.

The injunction had been sought by the NLRB after a complaint from the contractor that AFL employes had stopped work because non-AFL electricians were on the job.

Judge Gibson pointed out that although the case had "no aggravating features" it was serious enough to warrant further investigation by the NLRB. Pending the outcome of the NLRB probe, no secondary boycott, which are made an unfair labor practice for unions under the Taft-Hartley act, may take place at the drive-in. The unions had argued that federal court did not have jurisdiction in the case.

SPRINGFIELD

James Castile is the new assistant manager at the Fairbanks. Ira Tanner, who has been dividing his time as assistant manager at the Ohio and Fairbanks, moved over as full-time assistant at the Ohio . . . W. W. "Woody" Owens, manager of the Majestic, and Michael H. Chakeres, city manager of the Regent-State Corp., attended a recent advertising and exploitation conference of Warner theatre managers of the Ohio region in Cleveland.

Ollie Nicklas, manager of the State, was taken to his home from City hospital. While he is on the sick list, Tommy Chakeres is pinch-hitting as manager of the State . . . Harry Chakeres, vice-president of Chakeres Theatres, Inc., now is back in his office a short time each day after an illness of several months . . . Dave Sawyer, advertising director of the Regent-State Corp., has been named promotion manager for the "Quality Square" merchants. This is an association of 22 merchants in the downtown retail shopping area.

Miss Jean Finch of the Chakeres Theatres, Inc., booking department, was back after a two-week vacation . . . Dick Wright, assistant zone manager of Warner Bros. theatres in Ohio, was here for a conference with local theatre executives . . . Michael H. Chakeres has moved into his new home on North Fountain Blvd. . . Theatre heralds were being passed out by the Regent-State Corp. at local football games telling of what is to come at their five local houses.

The Regent has been chosen for the mid-Ohio premiere of "Johnny Belinda" October 26. The Business and Professional Women's club of Springfield will sell tickets at roadshow prices on a benefit basis . . . Lucky Bazaar Night, successful Ohio Theatre Thursday night giveaway promotion stunt, begins its new autumn series October 14 and will continue for 13 weeks. Included in the 15 sponsoring merchants are clothing stores, coal dealers and a camera shop.

Louis Richmond Quits E. M. Loew Theatres

BOSTON—After 20 years as executive assistant to E. M. Loew, Louis Richmond has resigned to devote his full time to the operation and development of his chain of theatres in association with Louis Stern. Their houses are the Kenmore, Boston; Uptown, Lynn; Orpheum, Somerville; Rialto, Everett, and two bowling alleys, the North Shore Bowladrome in Danvers and the 20th Century alley in Hyde Park. Negotiations for two additional theatres, the Magnet, Dorchester, and the Mattapan, Mattapan, both owned by Kenneth Forkey, are under way with the papers expected to be signed shortly. Nuttings-on-the-Charles, a large dance hall in Waltham is another of the Richmond-Stern enterprises. New offices in a downtown building will be set up as soon as Richmond's resignation becomes effective.



LOUIS RICHMOND

A native of Springfield, Richmond entered the show business as an usher and later manager of the Jefferson Theatre in that city. He is a graduate of New York university. He married a Boston girl and they have two children. The family home is in Brookline with a summer place at Marblehead. E. M. Loew has often referred to Richmond as "his left and right hand," as he has assisted immeasurably in the growth of the E. M. Loew chain of theatres which now extends from Maine to Florida. No replacement for Richmond has been announced from the circuit.

Zoning Change Denied

HARTFORD—The town plan and zoning commission of suburban Bloomfield, Conn., has denied the application of Philip W. Maher of that town for a change from residential to business zoning on property west of Blue Hills Ave. If the zoning change had been approved, Maher had planned to erect a drive-in theatre.

Plans 500-Car Ozoner

CHARLEMONT, MASS.—Carl H. Nilman has announced plans to open a drive-in theatre, with 500-car capacity, in Charlemont. Nilman operates open-air theatres in Shelburne Falls, Mass., and Winchester, N. H.

Film Industry Officers Named by Boston Post

BOSTON—The installation of officers for the ensuing year of the Lieut. A. Vernon Macauley Post 279 of the American Legion will be held at the Hotel Somerset November 11. The following were elected to serve for one year: Commander, Lieut. Harrington B. Wyand, Boston police department; vice-commander, Douglas MacLeod, SRO salesman; junior vice-commander, Augustine Dinand; adjutant, William Romanoff, M&P booker; service officer, Cyril McGerigle, RKO head booker.

Elected to the executive committee were Harry Aronson, Rialto Theatre, Boston; Alvin G. Kenney, community service director for New England; Pat Healy, Department of Public Safety; Phil MacMahon, registry of motor vehicles; Leonard Cohen, Hub Loan Co.; Al Goldman, Joe Cifre, Inc.; Jim Tibbetts, manager, Loew's State, Boston; Edward Dobkin, formerly with MGM. Abe Barry, Columbia, is in charge of reservations.

Deny Permit for Ozoner Near Clarksburg, Mass.

CLARKSBURG, MASS.—By unanimous vote, the board of selectmen denied an application from Nelson Sweeney of Pittsfield for a permit to construct a drive-in theatre off River road.

The decision of the selectmen was reached at a meeting following a public hearing which was attended by about 50 residents, 90 per cent of whom, the selectmen estimated, lived near the proposed drive-in site.

Some 14 speakers voiced objection to the proposed theatre, and six spoke in favor of it. No vote was taken among those at the hearing to determine an expression of sentiment.

Charles Diamond Manages West Springfield Airer

SPRINGFIELD, MASS.—Another outdoor theatre has been added to the Springfield area with the opening of a drive-in in West Springfield. It is owned and operated by Drive-In Theatres, Inc., of Weymouth, and will be under the management of Charles Diamond of West Springfield.

Theatre Stages Benefit

LYNN, MASS.—A performance for the benefit of Angelo Karayiaes, local paralysis victim, recently was staged at the Capitol here by its employes, who presented him with a table model radio. The Rev. James H. Coffey of the Sacred Heart church made the presentation address.

Three Buy New Speakers

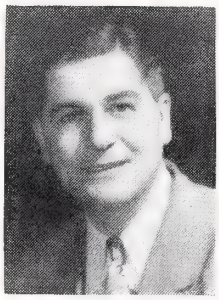
WATERBURY, CONN.—Altec Lansing Voice of the Theatre loudspeaker systems have been purchased by the following theatres: Loew's Poli Strand, Waterbury; Elm, West Hartford, and Easton, North Easton, Mass.

Veteran Doorman Dies

SPRINGFIELD—Andrew P. Fenton, a doorman at the Capitol Theatre here for many years, died of a heart attack September 23.

Lew Breyer Heads New Picture Firm

BOSTON—Lew Breyer, associated with Western Massachusetts Theatres, Inc., for seven years, has resigned to head Madison Pictures Corp. of New England, a new distributing organization with an authorized capitalization of $100,000.



Lew Breyer

Breyer is president and treasurer and controls 75 per cent of the stock. Dorothy M. Breyer is vice-president and Robert Lasher of Holyoke and Harold Rickless of Springfield, Mass., are other officers of the corporation. Offices are at 12 Winchester St., Boston.

The company has franchise rights to 40 reissues.

Breyer also is affiliated with the newly formed Ruby Film Productions which will start "Orders From Moscow" in New York shortly. The story is by John F. Keene and Breyer.

Keith at Campello, Mass., Sold on Auction Block

BOSTON—The Keith Theatre in Campello, a suburb of Brockton, was sold recently at mortgage foreclosure sale to Joseph Stanzler of Providence, who operates the Greenwich at East Greenwich, R. I.

The property, owned for the past three years by Corey P. Richmond and Maxine Richmond of Barrington, R. I., was foreclosed by Herman Rosner of Providence, mortgage holder, and was bought at public auction by Stanzler. The auction was open to the public but the price was not disclosed, although the reported figure was $19,500. The theatre, seating 600, has been closed since July 1 for the summer as customary. Stanzler plans extensive alterations and will change the name, but new policy is undecided.

New Speakers at Ozoner Which Police Had Closed

HARTFORD, CONN.—When the 300-car Rogers Corner Drive-In, operated by People Drive-In Theatre Corp., reopens it will have new in-car speakers instead of central speakers. The ozoner ran into trouble with the neighbors and state police this summer when it was termed a nuisance because of noise. Operation first was restricted, then was halted altogether.

Colonial Bldg. Changes Hands

ROCHESTER, N. H.—Lawrence Willey, well-known showman and former Hollywood film studio employe, has announced sale of the Willey block and adjoining Colonial Theatre Bldg. on South Main street to the Colonial Realty Co. of Roxbury, Mass. Extensive alterations are being made at the theatre, once operated by Willey and now run by the Interstate Theatre Corp. of Boston. Interstate also operates Rochester's other film house, the Scenic.

BOSTON

Ben Wolf, former office manager for MGM and more recently local office manager for the Sanitary Automatic Candy Co., will return to the film district to be in charge of the office force of Eagle Lion Films, effective October 11. Wolf was associated with MGM for 12 years as traveling auditor and manager of the local office. Prior to that, he was cashier of the American Union bank of New York in charge of personnel.



Ben Wolf

A special screening of Orson Welles's "MacBeth" was held one week before the world premiere at the Esquire Theatre. Jack Markle, Republic, was in charge. Paul LeRoy of New York has been named house manager of the Esquire for the run of "MacBeth." The picture opened October 7 when the Emerson College of Oratory took over the house for the benefit of the alumnae fund.

Ben Fish, representative of Samuel Goldwyn, was here for conferences with Gus Schaefer and Ross Cropper of RKO. Fish said "A Song Is Born" would be released in the New England territory in November. The Boston house has not been set officially, although the Astor seems to be the logical spot . . . Harry Reiners, eastern field supervisor for RKO, also was here to lay plans for forthcoming product with Ralph Banghart, New England field representative. Following two days here they left for a trip through the key Connecticut cities . . . Other RKO visitors were Jack Osserman of the foreign department and his wife who stopped en route to Canada for a vacation.

Jack Eames, exhibitor from New Hampshire who operates theatres in Littleton, Colebrook and Bethlehem, has been a patient at the Mary Hitchcock hospital, Hanover, but has returned to his home in Littleton . . . Walter Young has closed his Little Theatre in Alton Bay, N. H., three weeks early . . . W. O. Butler, a newcomer to the industry, is new manager of the Memorial Theatre, Winchester, N. H. Seating less than 200, the theatre was donated to the town by former Gov. Francis Murphy in memory of his mother. Another even smaller theatre in Jeffersonville, N. H., is owned by Ira Vincent who maintains that there are 175 registered voters in Jeffersonville and that he has a seat for every one of them.

The RKO Employes club, inactive during the summer, will open its fall and winter program with the start of its bowling league on Wednesday nights. It is expected that about 20 persons from the local branch will participate in the games at the new Bowladrome on Columbus avenue . . . Dorothy Scanlon is expected to return to the RKO shipping room in December following a long rest.

James Godsell, who managed Interstate's Cape Cinema in Dennis, Mass., for the summer, has returned to the staff of the Colonial, Brockton . . . Richard P. Kalagher started his managerial training in Chris Joyce's district under the supervision of Ernest Links at the Hyannis Theatre, Hyannis . . . Massachusetts Theatre Equipment Co. has installed new Century projectors at the Strand, South Boston, operated by Phil Smith; at the Arcadia, Portsmouth, N. H., operated by Morse & Rothenberg, and at the Old Colony, Plymouth, under the Interstate banner.

Al Fecke, EL sales manager, went to New Hampshire for a week's sales trip . . . Joe Rapalus, Majestic, Easthampton and Eli Glass, Majestic, West Springfield spent a day in the district. James R. Grainger, president and general sales manager for Republic, and Walter Titus, vice-president, conferred with Francis Dervin, New England manager, and visited the circuits . . . Another visitor was Henry Kamuda of the Grand, Indian Orchard, a suburb of Springfield. From New Haven, Walter Silverman, Columbia manager, and his wife and baby visited relatives, combining a business and pleasure trip.

Hartford Theatre Chain Films 'Our City' Short

HARTFORD—The Hartford Theatre circuit, according to Ernie Grecula, assistant to General Manager Al Schuman, has started shooting a 30-minute local featurette to be entitled "Our City." Three New York men, Sol Landsman, Jessie Marcus and Art Lovin, formerly with Fox Movietone News, are shooting the film. The featurette will be shown in the circuit's five neighborhood houses.

Italian Films Scheduled

NEW HAVEN—Taking advantage of New Haven's 53 per cent Italian population, Vesuvio Films has leased the Shubert for October 10-13 to play an Italian dual, "Fedora" and "Mamma."



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HARTFORD

Russ Ordway, partner in the Princess Theatre, Rockville, was out of the hospital after recovering from automobile accident injuries. Prior to going to Rockville, Ordway managed the Webb Playhouse, Wethersfield, for the Lockwood-Gordon-Rosen Theatres . . . Marjorie Smith was named secretary to Manager Fred Greenway at Loew's Poli Palace. She succeeds Matilda Nash, who resigned to devote her time to household duties.

Bob Gentner of Loew's Poli will marry Arlyne Wolferd of Hartford in a few months . . . Howie Padowitz of the Palace returned from a New Haven-New York vacation . . . Harry F. Shaw, division manager for Loew's Poli theatres, was driving a new car . . . Joe D. LaVista, former theatre manager in Buffalo, was named manager of the Crown, replacing Jim Tuffy. The house is operated by Crown Management Corp.

Wedding bells rang for Lew Mello, Loew's Poli stage manager. He married Marion Feeney of Hartford . . . Bill Gilwech of the Palace was in New York on his vacation . . . Ernie Richardson of the Poli visited northern New York during time off . . . Russ Grant of Loew's home office staff and his wife were visitors. Russ formerly worked in the Loew Hartford houses.

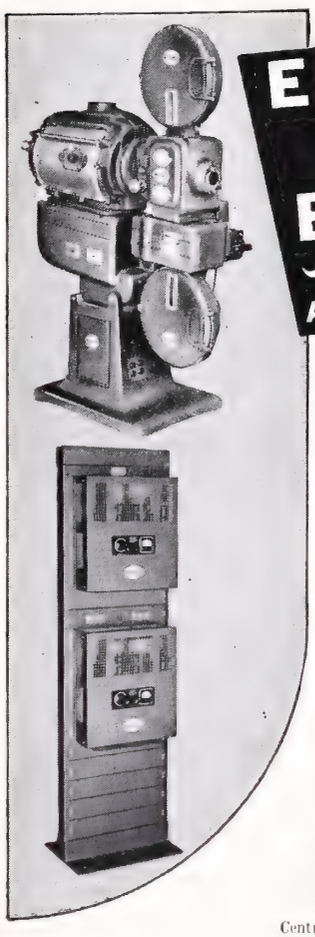
Al Michalski, formerly manager of the Warner Circle, Manchester, has gained 20 pounds at the Will Rogers Memorial hospital, Saranac Lake, according to word reaching the circuit district office here . . . Jim Cotia of the Regal was in New York on his day off . . . Judy O'Toole, daughter of the Warner district office executive secretary, will make her dancing school debut this fall.

Henry Needles and Charlie Loew of the Warner district office were in New Britain supervising renovation of the Embassy lobby . . . Eugene B. Jacobson, son of General Manager Morris Jacobson of the Strand Amusement Co., returned to Wesleyan university, Middletown, for sophomore studies . . . Arthur M. Horater is the new assistant manager at the Community Theatre, Fairfield . . . A new marquee has been installed at the Strand, Thompsonville, managed by Tom Grogan for Pete Perakos of New Britain.

Pat Bucherri, manager for the last two years of the Rialto, a Hartford Theatre circuit house, resigned to work for the federal government. His replacement is Bob Schaefer, who resigned as manager of the E. M. Loew circuit's Thompson Square Theatre, Boston . . . Joe Gittleman, student assistant manager of Loew's Poli Palace, was shifted to the Loew's Poli Strand, Waterbury, in the same capacity. He succeeds Teresa Richards, who resigned.

The Embassy, New Britain, it is reported here is getting a new lobby, including relocation of the boxoffice, advertising display frames, and rubber mats. Joe Miklos is manager of the first run house . . . I. J. Hoffman, zone manager, and engineer Cy O'Toole of the Warner New England circuit were in the territory . . . Ben Lamo of the Strand is recuperating.

Leonard Young, who was a former Broadway singer, has been named assistant manager at the E. M. Loews . . . George Landers, Hartford division manager of E. M. Loew's Theatres, was in Boston on circuit business.



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In the Heart of the Film District

FALL RIVER

Reports to police reveal that Mrs. Madeline Alexander of South Somerset and Mrs. Albertine Amaral of this city were victimized by a thief who escaped the watchful eyes of the Academy personnel. The women reported being relieved of their purses, containing a small amount of money, while attending recent performances.

Two Yamins theatres narrowly escaped serious damage and possible destruction in fires which occurred within the past fortnight. Six stores adjacent to the recently renovated Strand, managed by Norman Zalkind, suffered heavily from water, smoke and fire damage during the early afternoon. Zalkind led the theatre audience out as a precautionary measure. The Franklin Bldg., located across the street from the Embassy Theatre on Franklin street, was gutted by an early morning fire. The fire department prevented the flames from spreading to the theatre and other nearby property.

Clark Gable played his first "man who wasn't there" role here a few days ago. It all began when a gentleman bearing a striking resemblance to the Hollywood star, appeared in a downtown restaurant. An observant waitress asked, "Are you Clark Gable?" The reply was, "Yes." The ensuing dialog brought the exclusive tip that he was registered at a local hotel. The man departed. A reporter, assigned to check the hotel, elicited from a skeptical room clerk, "Is this a joke?" Then came the answer that no one by the name of Clark Gable had registered at the hotel. "I wouldn't be this calm if Gable were here," declared the hotel clerk.

Every Monday and Friday night over radio station WSAR of the Mutual network, the Nathan Yamins Theatres are presenting a new kind of radio program called "Movietime." These broadcasts bring 15 minutes of information and gossip about Hollywood productions and give the program schedules at the Yamins Theatres . . . As a feature, a little Show Biz Quiz is conducted, three questions about movies being asked and two complimentary tickets to any of the Yamins houses being awarded the first 25 local persons sending in the correct replies. Hosts on the programs are William S. Canning, Yamins' general manager, and John McAvoy, manager of the Embassy.

John J. McAvoy, Embassy manager, reviewed current Broadway plays at the first fall meeting of the Dramatic club of the Catholic Woman's club . . . The New Yorker Stock Co., which at one time was reported interested in staging live entertainment at the Embassy, has selected Temple Hall for its productions and opened its season with "Peg O' My Heart," starring Loretta Price with Shirley Spencer, Jan Ferrell and many artists who pleased capacity audiences during the summer performances at nearby Tiverton.

Cartoon carnivals are being included in Saturday and Sunday programs at the Embassy as a magnet for juvenile attendance at the matinees. Cartoon carnivals, held earlier this year, proved very successful but were suspended a few weeks ago.

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VIRAGON SALES OF BOSTON

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Jack Markle of UA Aids 'MacBeth' World Debut

BOSTON—Jack Markle has been granted a leave from United Artists in order to go over to Republic Pictures to handle the advance on the world premiere of "MacBeth," at the Esquire Oct. 7. Markle, who has been working with Steve Edwards, director of publicity for Republic, handled the roadshow engagements of "Henry V" under the UA banner. He now is established at the Esquire, where he is staffing the house in readiness for the premiere. "MacBeth" will play a similar policy to "Henry," with a two-a-day roadshow engagement at $2.40 top.

Hartford Lyric, Rialto Resume Kiddy Shows

HARTFORD—Hartford Theatres has resumed Saturday morning kiddy shows at the Lyric and Rialto. Children attending get free candy bars and popcorn. On the program were features and cartoons.

The Central, West Hartford, and the Lenox, Hartford, will resume their morning shows October 9.

Schedule 'Mr. Verdoux'

NEW HAVEN—"Monsieur Verdoux" will have its first New Haven showing at the Lincoln October 24, and it is anticipated the film will settle down for a month's stay in this small art house in the Yale University vicinity.

NEW HAVEN

Seen along Filmrow were Harold Eskin, new operator of the former Pouzzner houses in Middletown, with Herb Fenton, booker, and Ernie Doreau, manager of the houses, Salvatore Adorno, new operator of the Palace, and son Joseph; Harman Ripps, district manager for Metro; Mike Sirica of Waterbury, Tony Boscardine of Canaan, Bill Vuono of Stamford and Rocco Longo of Oakville, an infrequent visitor . . . Variety Club bids fair to play an active part socially as well as charitably in the state . . . Congratulations to Arthur Lockwood of Lockwood and Gordon, new prexy of TOA, and Al Pickus of Stratford, upped to regional vice-president.

In addition to Herman Levy, general counsel, the Connecticut contingent at the convention in Chicago included Ted Jacocks of Branford . . . Among celebrities at the Shubert pre-Broadway legitimate openings recently were Lawrence Langner, Raymond Massey and Mrs. Fredric March . . . Welcomed into new membership at Variety Tent 31 were Micky Wren of the Journal-Courier staff and Ben Spivack of Connecticut Candy Co.

Hugh Maguire, RKO office manager, and active head of the house committee of Variety, traveled to New York with officers and was assembling the furnishings for comfortable and attractive clubrooms in the new Chapel street quarters . . . Bob Kaufmann had Leo Miller of Bridgeport, Roger Connolly and Charles McQueeney of Register, Gene Cohen of the Yale University news bureau, and Lou Blank of the AP in his special screening audience for "Roadhouse." Later the same week he screened "Apartment for Peggy" for an invitational audience.

Sneak previews have been arranged for "Apartment for Peggy" at Hartford September 30, Stamford October 5, New Haven October 7 and Waterbury October 11, all at Poli houses . . . The boys and girls at Republic bannered the office and bought a birthday cake for boss Max Salzberg recently . . . Sid Swirsky attended a Realart meet in Boston. He will be an enforced bachelor when his family departs for a few months' visit to Mrs. Swirsky's mother in Florida soon.

New Haven Register carried a picture of Ben Simon, 20th-Fox manager, looking chummy with actor Richard Conte in Hollywood recently, and gave "Cry of the City" a plug . . . Bridgeport Herald carried a picture of Bob Kaufmann, exploiteer, with Mark Stevens of "The Snake Pit" and Charles Schlaifer, 20th-Fox publicity, also taken on the coast during the recent convention . . . Rita Brednick, secretary to Hugh Maguire at RKO, will be married to Edward O'Brien of New York and will join the RKO office staff in New York . . . Mrs. Selma Klashman, a newcomer from Boston, will replace Rita at the New Haven post . . . At the Dreamland, Lou Phillips has put in new carpets.

Frank Manente, manager of the Esquire, Toledo, visited in New Haven and renewed acquaintance with friends made when he was assistant at the Poli here . . . Nick Kanaris and A. Paul Tolis of the Newington have resumed manufacture of Eskimo Pies . . . Jack Brown, Paramount salesman, bought a new Pontiac . . . Walter Silverman, Columbia manager, has moved to new quarters in Short Beach.



Opening Day Changed

HARTFORD — Loew's Poli has changed opening day from Wednesday to Tuesday. Lou Cohen is manager.

To Star With Audie Murphy

Lloyd Nolan and Jane Wyatt have been set for starring roles with Audie Murphy in "Bad Boy," Monogram picture.

WORCESTER

The McEvoy Amusement Co., which operates theatres in Leominister, paid a real estate tax of $11,110 this year . . . Nate Goldberg, manager of the Plymouth, got a local angle to "Berlin Express" when he found the 709th military police battalion was in the picture. Several Worcesterites served with this unit and it was commanded by Harry L. Gustafson of this city.

When Manager George Heeley of the Marlboro in Marlboro played "Democracy's Diary," he was host to employes of the Marlboro Enterprise . . . Shelia Bromley of the Playhouse is in Groucho Marx's new Broadway play, "Time for Elizabeth" . . . Carmen Cavallero's orchestra and revue will give a performance at the Auditorium October 6 . . . Bob Portle, manager of the Elm Street, was happy that the boxing season has resumed.

Torch Bearing Runner Plugs 'Olympic Games'

NEW HAVEN—Sid Kleper, manager of the College, put on a whirlwind campaign for the "Olympic Games of 1948" which started at his theatre recently. Backed by a newspaper campaign, radio shows and special banners, the campaign went into high gear when a Grecian runner carrying a torch was loosed in the hubbub of the main stem for two days.

Newspaper coverage included a special story in the Journal-Courier tying in local participation, a break in the sports section of the same paper, in the Register Elm City Clarion column, in the Sunday Register sports section, in the Bridgeport Herald sports column, the Alpert column and front page of the same paper, art and story in the Italian newspaper and a new break in the Yale University News.

On the radio, Kleper had an Olympic star contest on four stations, WELI, WAVZ, WBIB and WNHC. A special screening was arranged for sportswriters and sportscasters and Bob Kiphuth, Yale coach, who just returned from the Olympics, and members of his group. At the army recruiting office a card crediting the army with producing Olympic materials was placed and a display of Allen Stack's clothing and medals was arranged. New Haven News trucks were bannered and newsstands sniped with 11x14 cards. Soda streamers were distributed to local fountains and 5,000 hosiery and shoe bags were imprinted.

Kleper promoted 1,000 tiny bottles of perfume from the Carroll Co. as a giveaway to the first 1,000 ladies on opening day and secured a local boys' band to play in front of the theatre for the opening. Kleper achieved a first when he planted a 40x60 commercial sing in the Yale University gym announcing the picture.

Ask Permit Revocation At Swampscott, Mass.

SWAMPSCOTT, MASS.—Seeking to block the erection of a theatre building on Humphrey street opposite Fisherman's beach, a petition was filed in superior court, Salem, by Eugene Mann, an abutter, for a writ of mandamus to compel the board of selectmen to revoke a permit issued to the Atlantic Shore Properties, Inc., Francis L. Smith, president. The group had planned to build the first local theatre on property recently purchased by the corporation.

The petition was filed by John S. McKenney, counsel for Mann, who specified that "under provisions of town bylaws, the board of selectmen is not authorized to grant a permit for the use of a building for business purposes for the whole lot." The petitioner further claimed that prior to the application for a permit, the town meeting voted to amend the zoning law.

It was further stated that the board of selectmen were petitioned to revoke the permit, but that they refused to do so. It was also alleged that between June 17, the date on which the permit was issued, and August 3, the date on which the new zoning bylaw became effective, no permit was applied for and no construction was started.

Business at Boston Led by 'Rope's' 135

BOSTON—Cool weather and an influx of conventions helped to give boxoffices a spurt, resulting in four big holdovers. "Rachel and the Stranger" at the Boston held for a third week, while "Two Guys From Texas" continued a second at the Paramount and Fenway, and "Rope" entered its second at the Metropolitan. At the Astor, where "Hamlet" stepped into its seventh week, business was reported dropping off at matinees, but the student groups were expected to pull them up. Of the new product, "Rope" was on top with "Two Guys" next in line.

(Average Is 100)

Astor—**Hamlet** (U-I), 5th wk.....130
Boston—**Rachel and the Stranger** (RKO); **Train to Alcatraz** (Rep), 2nd wk.....125
Exeter Street—**Olympic Games of 1948** (EL); **Code of Scotland Yard** (Rep), 3rd wk.....90
Memorial—**That Lady in Ermine** (20th-Fox); **Fighting Back** (Mono), 2nd wk.....100
Metropolitan—**Rope** (WB); **Joe Palooka in Winner Take All** (Mono).....135
Paramount and Fenway—**Two Guys From Texas** (WB); **Sons of Adventure** (Rep).....130
State and Orpheum—**Luxury Liner** (MGM); **Gentleman From Nowhere** (Col), 4 days, 2nd wk.....90

'Glory' and 'Wildfire' Lead Slow New Haven Grosses

NEW HAVEN—Continued fine weather dented trade at the first run boxoffices here. Dualing of "Beyond Glory" and "The Return of Wildfire" at the Paramount was the only bill which grossed better than average, and it rated a second week.

Bijou—**Count of Monte Cristo** (UA); **The Son of Monte Cristo** (UA), reissues.....70
Crown—**Escape** (20th-Fox); **Olympic Cavalcade** (UA).....100
College—**That Lady in Ermine** (20th-Fox); **The Creeper** (20th-Fox).....80
Loew-Poli—**The Luck of the Irish** (20th-Fox); **Out of the Storm** (Rep).....80
Paramount—**Beyond Glory** (Para); **The Return of Wildfire** (SG).....105
Roger Sherman—**Mr. Peabody and the Mermaid** (U-I); **Raw Deal** (EL).....75

'Carmen' and 'Rope' Lead Grosses in Hartford

HARTFORD—Business here was fair, with only "The Loves of Carmen" and "Rope" bringing in trade above average.

Allyn—**On Our Merry Way** (UA); **Jungle Goddess** (SG).....80
Center—**Corvette K-225** (Realart); **Wings Over Honolulu** (Realart), reissues.....70
E. M. Loew's—**The Loves of Carmen** (Col); **Gentleman From Nowhere** (Col).....160
Poli—**Luxury Liner** (MGM); **An Ideal Husband** (20th-Fox).....90
Palace—**Slave Ship** (20th-Fox); **Rose of Washington Square** (20th-Fox), reissues.....75
Regal—**Race Street** (RKO); **Variety Time** (RKO).....80
State—**Sixteen Fathoms Deep** (Mono), plus stage show.....100
Strand—**Rope** (WB); **Lady at Midnight** (EL), 2nd wk.....180

Higher Prices Won't Keep Fans From Good Films

From Mideast Edition

COLUMBUS—Despite the high cost of living, "people will still dig down in their pockets for motion pictures when the stars and pictures are popular enough," declared Johnny Jones, Columbus Dispatch columnist and former theatre manager, in a recent column.

"Many exhibitors are complaining that the high cost of food takes so much money out of the family budget that there isn't much left for films. Well do I remember that in the depression days, when people had even less money, the motion pictures provided recreation at a very low cost and contributed so much in peace of mind and pleasure."



AT REALART SALES MEETING—Joseph Levine, left above, and Joseph Wolf, partners in Embassy Pictures, Boston, are shown at the Realart luncheon in Brussels' restaurant following the recent sales meeting in New York, Levine is the Realart distributor in New England territory.

Television Report Sees Movies' End

From Eastern Edition

NEW YORK—The Television Research Institute reached a new high for fantastic predictions September 15 when it released the results of a survey which said motion picture theatres may be out of business in 1955 as a result of television developments.

The survey was called a "special report to members on the cinema." Members, of course, are primarily interested in developing new advertising revenue.

The institute researchers say television will reach a saturation point with 24,000,000 sets. It admits that video is at present "at the lowest level of entertainment," but says that "even with limitations it has acquired an audience that stays in the living room despite higher attractions elsewhere."

"Among video owners," the report continues, "there has already been a 20 per cent decline in cinema popularity."

Another odd finding in the report is that the low grade films now used in many television programs "will seriously affect motion picture houses."

This runs counter to the general exhibitor theory that the worse the films are on television programs, the better it is for theatres.

Tarzan Actor in 'Jungle Boy'

Johnny Sheffield, former "Boy" in the Tarzan pictures has been assigned the starring role in "Bomba, the Jungle Boy," which will be produced by Walter Mirisch for Monogram.

Redhead Distributes Red 'Carmen' Roses

NEW HAVEN—Morris Rosenthal, manager of the Loew Poli here, threw the works in tieins for the showing of "The Loves of Carmen" in a campaign which made use of every angle from Lux toilet soap to truck banners.

Rosenthal promoted a local florist for some 500 red roses to give away on opening day and began a search for a redhaired girl to act as hostess and distribute the roses. The search for the redhead brought him newspaper notice in a popular column, reading: "Oh, for the life of a theatre manager."

Rosenthal went on the air over a local radio station for 15 minutes talking about the film and especially about the loves of Carmen. Florists dreamed up a Carmen corsage and cocktail lounges and bars countered with a Carmen cocktail and cards advertising it.

On opening night Rosenthal tied in with a local dance school and presented a Spanish dance exhibition on stage, accompanied by Guy Masella and his 12-piece band. Window cards, truck banners and newsstand cards advertised the pocketbook edition of "Loves of Carmen" and tieins were used with Max Factor cosmetics and Lux soap. Candy girls at the Loew Poli wore special Carmen costumes and 75 fan magazines were distributed to the Yale Drama School for study.

Fashion editors on the radio used copy from the picture daily and women's editors also used specially prepared copy. Fifty pocketbooks and other prizes were used as giveaways for Carmen contests and special cards were placed in bus terminals, hotels and specialty men's and women's shops.

Theatremen Battle St. Petersburg Tax

From Southeast Edition

ST. PETERSBURG—Three law firms have been engaged by theatre interests here to prosecute suit to test the constitutionality of the new gross receipts amusement license tax.

A suit is being instituted by Bob Boardman, manager of the Playhouse Theatre, who has been joined by other local theatre owners and the Florida State circuit.

Cyril Hume Scripts 'Tokyo Joe'

Cyril Hume has been signed to prepare the screenplay for Columbia's "Tokyo Joe."

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STREET ADDRESS.....

TOWN..... **STATE**.....

NAME..... **POSITION**.....

NEW HAMPSHIRE

The natural color motion picture, "God of the Atom," including pictures of Nagasaki and Bikini and produced by the Moody Bible Institute of Chicago, was shown by the Rev. Albert Zeller, Moody film representative, at the First Congregational church in Concord . . . Louis DeRochemont, film producer who lives in Newington, explained new education pictures which he plans to release for distribution to foreign countries as an antidote to Communism in a talk at the fall meeting of New England Associated Press executives at Wentworth-by-the-Sea in New Castle. He gave the newspapermen a preview of one of his new productions.

An audio-visual conference for school teachers of southern New Hampshire was held October 1 at Robinson Seminary in Exeter under sponsorship of the University of New Hampshire. Speakers included Charles R. Crakes, who for the past four summers has been an instructor in audio-visual work at Northwestern University, and whose topic was "The Trends in Audio-Visual Education," and Austin Olney, director of the UNH audio-visual center, who described activities of that department in Durham.

More than 150 members of the cast and committees of the annual stage production of "The Old Homestead" at Potash Bowl in North Swanzey recently enjoyed their annual outing at the Community House. Will E. Ayers, old-time fiddler who toured with the original production of the Denman Thompson melodrama, was on hand to play several jigs . . . The new vaudeville season was started at the Palace in Manchester, with stage acts added to film attractions . . . Films produced by E. J. Rasmussen, University of New Hampshire horticulturist, and showing new developments in pest control methods and equipment, have been sent to England to be shown at agricultural meetings.

Corey Ford, author and scenarist who lives in Freedom, has the best fish story of the season. The writer, who is said to own more fishing equipment and to have fished in more parts of the world than any man in Carroll county, had caught nothing during an angling expedition with his caretaker on the Ossipee river. As they were journeying homeward in their canoe, a big bass jumped over the low bow of the canoe, coming so close that a wet fin swished across his nose, Ford declares.

Two reissues, Madeleine Carroll in "Blockade" and George Brent in "Silver Queen," were featured recently at the Palace in Manchester . . . Louis de Rochemont of Newington, well known motion picture producer, was one of the featured speakers at a dinner held in connection with the annual fall meeting of New England members of the Associated Press at Wentworth-by-the-Sea, New Castle.

The Strand in Manchester showed the Cerdan-Zale middleweight championship fight pictures one day after the battle and drew large crowds, especially from the Queen City's large French-speaking population which was eager to see the new French titleholder in action . . . Walter Young's film theatre at Oak Birch inn, Alton Bay, closed its summer season by showing "Forever Amber" for the first time in the area at regular prices. The exhibitor and his wife, who spent the summer at the inn, returned to Farmington, where Young is owner of the Strand.

When the James Stewart film, "Rope," was shown at the Scenic in Rochester, the management cautioned in its newspaper advertising that "due to the tense dramatic action in this picture, we do not recommend it for children."



PORTLAND

Eugene Geary, assistant manager at the State, vacationed in Boston . . . Marcia McDonald, new candy girl, replaced Rosalyn Raffi, who plans to enter the Maine General hospital school of nursing . . . Ice cream has been added to the luncheonette counter and the marquee has been redecorated.

Eugene Bouchard, former assistant manager for Fox West Coast, is now at the Capitol Theatre, replacing Jalotta, resigned. Manager Clements reports a new ventilating system, redecorated seats and display of banners on the marquee for each new attraction. Clements vacationed in Canada and St. George, ending up at the cottage at Highland lake.

Hartford Area Theatres Resume Shows for Kids

HARTFORD—Neighborhood and suburban theatres in the Hartford area have resumed special children's shows on Saturdays.

Hartford Theatres is offering Saturday morning film fare for youngsters at its Central, Lyric, Lenox and Rialto. The shows include an especially selected feature film along with cartoons and comedy films.

The Princess, downtown subsequent run house operated by Princess Theatre Corp., is continuing its policy of a 9:30 a. m. Saturday show for children. The Princess did not eliminate this part of its program during the summer. Martin H. Kelleher is president of the corporation.

Lockwood, Gordon & Rosen's Webb Playhouse, Wethersfield, managed by Douglas Amos, has inaugurated a new policy of showing special children's films on Saturday afternoons in place of the regular bookings. For example, the house, playing "Dream Girl" and "Bambi" on a double bill Saturday, eliminated the first film, showing the latter plus cartoons and comedies and advertising the show "for kids of all ages."

The Kournaris-Tolis Newington in Newington is offering a cartoon hour at 1 p. m., Saturdays. Manager Paul Purdy combines suitable features with cartoons and comedies.

The Astor in East Hartford has a policy similar to the Newington location, including a full hour of cartoons and serial, starting at 1:30 p. m., with the regular program. Crown Management Corp.'s Crown, Hartford, a downtown subsequent run spot, has a Saturday Big Kiddy show at 1 p. m., featuring "60 Minutes of All-Technicolor Cartoons."

Two Shulman circuit houses in the south end, the Webster and Rivoli, have Saturday 10:30 a. m. shows. The programs include a western and cartoons.

16mm in Night Clubs Worry Exhibitors

HARTFORD—The showing of 16mm motion pictures has spread extensively since the first of September, observers report.

"Before the fall months," one tradester declared, "I didn't think that the terrific expanse of 16mm showings would hurt standard operations, but now I'm beginning to change my mind."

Continuing, this man said that before more than a dozen of the bigger night clubs in the metropolitan area started showing 16mm on a regular basis, there weren't many men in the film industry thinking too seriously about the threat to potential boxoffice dollars.

Now, however, the same men seem to have changed their collective tune. They now report that 16mm features in night clubs definitely are drawing crowds that previously attended night clubs rarely or not at all.

"The newspaper ads are stressing the 16mm pictures," one man said. "And that means selling motion pictures and not night club entertainment."

The trade is worried about the turn of competitive events and are openly forecasting additional cuts in theatre business if the night club offerings continue.

"I know that the trade in some areas has been bothered with the so-called traveling, or jackrabbit, 16mm exhibitor," another trade man said. "But I never dreamed that the 16mm trade in night clubs would spring up so fast and so extensively."

LYNN

Opponents of a proposed new theatre for Swampscott have gone to court for a writ of mandamus restraining the Atlantic Properties, Inc., from building and to prevent selectmen from granting a zoning permit. Attorney John McKenney alleged that a parking area was in a residential zone, but the selectmen claimed that any arrangement that takes cars off the street is a public benefit and should be encouraged.

Seven young vaudeville stars are picked for the Stars of Tomorrow vaudeville show at the Olympia every Thursday night. After seven weeks the seven best will compete for substantial prizes.

Marblehead's Warwick will be air conditioned and improved with a new lobby in place of the two stores, new candy counters and new rest rooms. A new marquee has been erected and the remainder of the work will be done in December, when the theatre will be closed for a short time.

Rust and Blumenthal Sell to Monogram

DALLAS—Following several weeks of negotiations, Lloyd Rust and Ed Blumenthal sold their local Monogram exchange and Texas franchise to the parent company, Monogram Pictures Corp. The deal was effective at midnight, October 1.

Sol Francis, Monogram district manager, arrived shortly before that hour to take over. He had several names under consideration for the branch manager's post and was likely to disclose his selection by mid-week. Others in film business here tried hard to buy the franchise but a desire of the home office to own the Texas business outright was respected by the two Texas partners.

IN BUSINESS 30 YEARS

Both Rust and Blumenthal will take long vacations, and on return will devote some of their time to operation of four neighborhood theatres known as Gene Autry Enterprises, in which they have a substantial interest with the film and radio star. Essentially, however, they are retired, and do not intend to take any further part in film distribution with which they have been connected for over 30 years.

Before becoming a Texan in 1917, Blumenthal traveled widely representing states rights and roadshow film companies. He settled first in El Paso where his brother Sid owned a small exchange. Sid sold Ed on a bright future in Texas film business. P. K. Johnston, in charge of the Interstate circuit booking department, was then operating the Triangle Film Co. in the west Texas city and gave Ed a job on the road. During the next four years Blumenthal traveled for Robertson-Cole, FBO, RKO and Educational.

IN BUSINESS FOR SELF

When Fox took over Educational, Blumenthal went into business for himself, organizing the Amity Exchange which he operated several years. He then bought the original Monogram franchise for Texas with Claude Ezell and the late W. G. Underwood as partners. The latter two retired from the company and John Franconi bought in until Aug. 1, 1943, when Rust and Blumenthal became owners of the exchange.

Rust's film experience has been in Texas, starting in 1915. He soon became booker for the old Mutual Film Co. Two years later he joined Consolidated Film & Supply Co., becoming manager of its Houston branch in 1918. When this office closed Rust came back to Dallas as head booker for Universal Film Co.

In 1925 Rust was employed briefly by the expanding Dent Theatre Co., biggest theatre organization in Texas, which sold out to Paramount in 1929. Rust left Paramount during the depression and became associated with Underwood & Ezell as manager of the Republic exchange, then a franchise operation. When the Republic Corp. bought back all its franchises Rust stayed on until he made his deal with Blumenthal five years ago.

Starlight for San Angelo

SAN ANGELO, TEX.—R. S. Starling will build a drive-in, to be called the Starlight, on West Beauregard for opening early next spring. He owns the Twilite Drive-In here, which has been in operation several seasons.

Men Leave Churches to Battle Fire Which Razes Bremond, Tex., Texan

BREMOND, TEX.—Fire departments from four nearby towns battled a $60,000 fire for two hours here at noon Sunday (26) before subduing a blaze which destroyed the Texan Theatre, a grocery store and an appliance store.

The fire was thought to have originated in the projection room of the theatre about 11:40 a. m., and within a few minutes the high wind had whipped the blaze through both adjoining buildings.

Most Bremond men were in church services when the fire was discovered, but they shed whatever portions of their suits they could and pitched in to battle the blaze with fire hose owned by the city. Bremond has no pumper truck and only the water pressure provided by the water tower was available to fight the flames. When the local volunteers saw that their efforts would not be enough, calls were made to Hearne, Calvert, Franklin and Groesbeck.

Hearne, about 20 miles away, had a truck there in almost as many minutes. Then came crews and trucks from Franklin and Groesbeck.

Many members of the out-of-town crews came in their Sunday suits, too, because most of them, like the local fighters, were notified as they sat in church pews.

All three of the destroyed Bremond firms were owned by John Bielamowicz and his two sons, Fred and William.

Fred Bielamowicz, owner and operator of the theatre, estimated his loss at about $35,000, including $20,000 for the building and $15,000 for equipment and fixtures. William Bielamowicz said his loss of building and stock in the appliance store and radio repair shop would be about $10,000.

Their father, who operated the grocery store, judged he could not replace his stock and the building for less than $15,000.

Total insurance carried by all three of the men on buildings, stocks and fixtures was said to be $1,000. Irony of it all was that only recently an insurance policy had elapsed and plans had already been made to renew it this week.

A whispering campaign in the Baptist church first stirred local volunteers to combat the blaze. Word was received at the church by a messenger who sought keys to one of the buildings near the fire. Word was passed up and down the pews and the men left one at a time.

Finally the Rev. Ralph Powell stopped his sermon and asked what he had said to offend the congregation and was told of the downtown fire. That was the same as dismissing services.

Over at the New Hope Negro Baptist church the Rev. W. C. Daniel was preaching to his congregation when various members began to point out the window. He, too, asked what was going on. The members then told him there was a fire downtown. He grabbed his coat and led his congregation to the fire.

Cole Builds in Richmond

RICHMOND, TEX.—Mart Cole is building a new drive-in between here and Richmond on 25 acres of land he owns. Jefferson Amusement Co., associated with Cole in theatres of the two towns and in several other Cole houses, will have a fourth interest in the open-air operation.

Cole has signed up for erection of a new theatre at nearby Sugarland, which may be started by this time.



TRANSFERRING OWNERS—The entire stock of United Theatre Service Corp. of Texas has been acquired by John C. Greer, who has been general manager of the booking and buying concern for the last six months. Greer will become president and continue as general manager. John L. Franconi, who announced the deal in Dallas, organized United and is its retiring president. United now serves more than 30 theatres from its offices on the third floor of the Film Bldg. at 308 South Harwood, Dallas. Franconi will concentrate on his Screen Guild exchange. In the photo, left to right: Franconi, Greer, W. J. "Dutch" Cammer and Connie Dreher, shown transferring their stock.



DALLAS

O L. **Smith,** owner of the Alamo and Whiteway theatres, Marlow, Okla., and the Alto in Alto, Tex., was on the Row for regular business concerning the last house. He journeys to Oklahoma City for the others. He said his Marlow deal has turned out well, and he makes that place his home. He has employed Russell Smith, Alto resident and no relation, as manager there. His wife, who formerly managed the Texas house, is now taking it easy and plans a stay in Marlin before returning to Marlow. Smith came in to renew his BOXOFFICE subscription for the Oklahoma theatres. He gets it at Alto and wants his manager to continue getting it there.

C. N. Cooper, owner of the Queen and Texas at Mart, was here on his biweekly buying and booking trip. He says cotton picking in the adjacent black lands of central Texas is at its peak and that crews imported from south Texas will complete the job in two weeks. The Texas, Cooper's new A theatre, opened about a year ago. The Queen is his original theatre there and shows on the weekends.

Late visitors of the previous week were Bill McLemore of the Melrose, Waco; Ernest Rockett, Tower at Itasca; M. Mitchell, Spann in Forney; Harry Conner, Ritz in Dawson . . . Jack White, theatre promoter, drove in from the territory for contacts on the Row. His present deal is a bicycle giveaway contest. Until a few months ago he was in the army.

B. H. Haralson, former film man and theatre owner, is now representative of United Productions, which handles the Redpath-Horner chautauqua attractions. He is booking Biblical plays in big auditoriums and halls under local sponsorships. Haralson has a percentage of gross deal and believes he will have a big year in this nontheatrical venture.

J. W. Loewe, Eagle Lion manager, journeyed to Mission for a business visit with R. N. Smith and made a product deal for some dozen theatres in that south Texas circuit. EL sales manager W. E. Finch tripped in a right-angular directior to El Paso, mainly to call on International Amusement Co., controlled by Raphael Calderon. That company has the Colon and Alcazar theatres on this side of the river and the palatial new 2,000-seat Plaza in Juarez. Finch said he and the Senor talked over old times which included those days when the latter made frequent trips to the Dallas market. It is recalled that Calderon was very popular with the earlier-day film men. Besides his El Paso houses he is interested in theatres at Mexico City. Finch said he was very jolly and appeared in the best of health. Several years ago he went through a long sick spell which ended up with surgery at Mayo's.

The Town and Country restaurant, across from city hall on Commerce street a block from Filmrow, has been getting a big play from heavy eaters in the show business and from those who may want more careful handling and preparation of the merchandise they take internally. During a quick in-and-out trip there the other day were seen Doak Roberts, Lloyd Pullen, Buddy Harris, Bob O'Donnell, Raymond Willie, Vernon Adams, Wallace Walthall, Leroy Bickel, John Allen and Harry Hargreaves.

W. W. Spruce, MGM office manager, was taken to Medical Arts hospital seriously ill. The exact trouble was not generally known, however he went there with a blood clot in one leg which developed into other complications. He has been with the company 20 years . . . Jane Smith, secretary to Leroy Bickel, MGM manager, has resigned following her marriage to Edgar Cowling of Bridgeport, where they are now at home.

Lance Davis, co-owner and operator of the Ritz and Majestic in Rotan, received a big plug the other day over a Dallas statewide radio broadcast because he is a director in the Scurry county fair now or soon to be staged. Davis is a man of the soil as well as an exhibitor. He raised lots of cotton in the earlier days, operated a gin or two, and when the crop was really moving he would take only a few hours to come here in his overalls to book pictures. It is some different now as Davis made a deal with the Robb & Rowley circuit when oil activity developed in his area. With the boom during the last few years, Davis has been more active in a public relations way, such as owning and promoting better livestock, ramrodding the fair and taking a big dish in affairs of the Rotary club and Chamber of Commerce as well as church work.

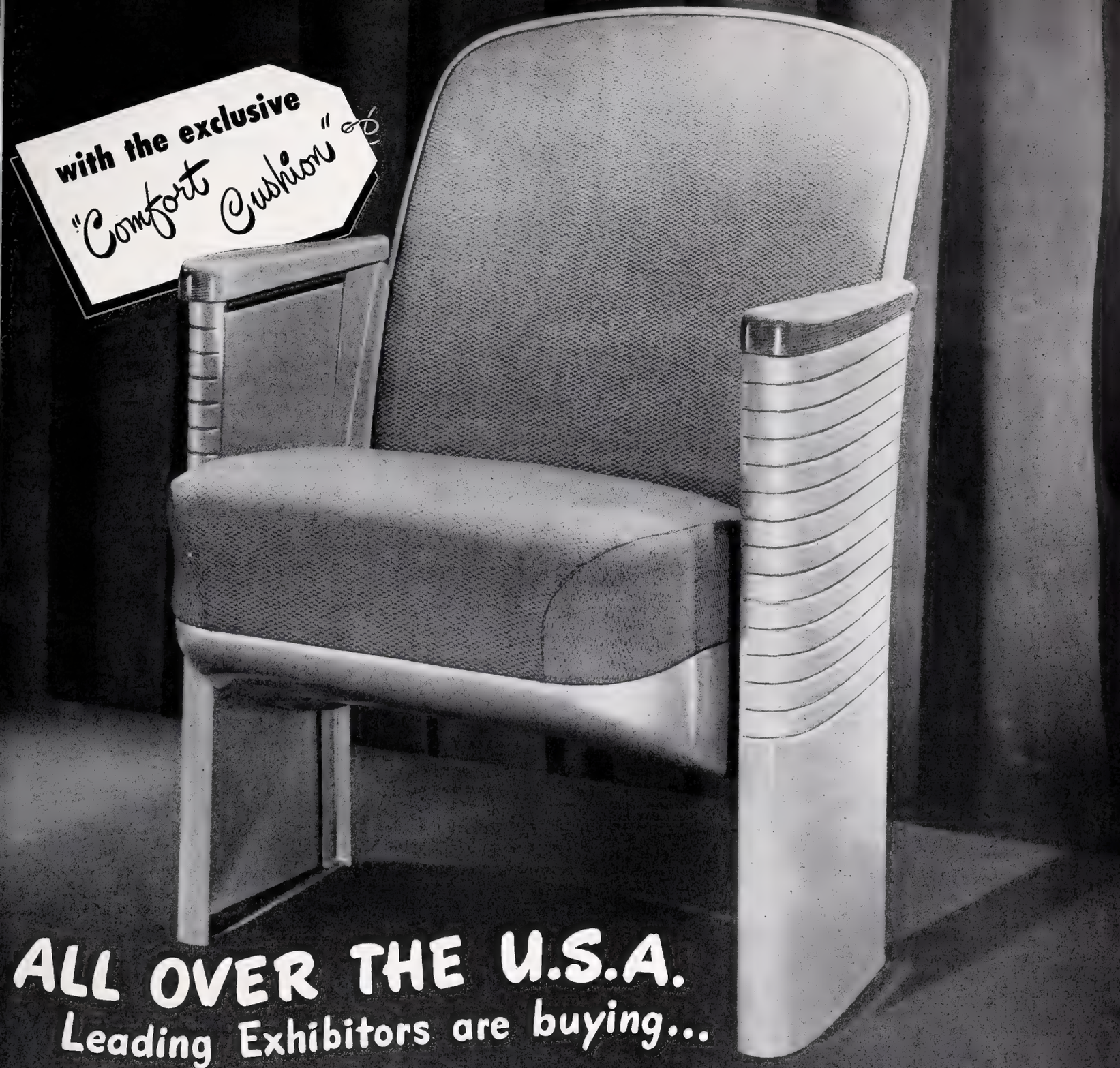
Wallace Walthall made a trip to Rosenberg for National Screen Service and sold Mart Cole a sizeable order. Wallace said he visited in Mart's home, met his wife, their 9-month-old daughter Rita and Mart's mother. The NSS home office representative said show business is in a small world, too, as he found out on this trip that the mother of Forrest Thompson, manager of the Majestic here, and Cole's mother, are sisters. The families formerly lived and grew up in west.

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First Video in Texas Isn't Impressive

DALLAS — The first television program broadcast from station WBAP-TV in Fort Worth the evening of September 29, was seen and heard here by show folk over privately owned sets, with no one being impressed with the initial performance. The current opinion is that it will be a long time before TV is sold to customers of Texas theatres and it may be a long time, they say, before TV in the home will be serious competition, if ever that does develop.

Those who saw it at the Variety Club thought it was fair to unsatisfactory because of distortion, interference and none too good light. The film was "The Scarlet Pimpernel," starring Leslie Howard and made by Alexander Korda before the war. Because of complicated electrical arrangements, the Adolphus hotel gives some interference even to radio broadcasting and reception at times. A theatre building contractor said he heard the program at his home and that it came in some better for him than others downtown had appraised it.

F. B. White's Maple Theatre was the only Dallas show that advertised a TV receiver would be in its lobby for patrons to see the first and subsequent programs. Film and theatremen have shown even less concern over possible future TV developments since they saw and heard the charter program and since the FCC has banned further licensing of stations at least for the next six months.

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Sparks Heads Rally Of Waco 40 Singers

WACO, TEX.—The annual reunion of the Forty Singers, a group of veteran Wacoites now residing in other parts of the country, was held at the Roosevelt hotel this weekend (9, 10).

The show business was scheduled for a big slice of the activities this year. Retired E. J. Sparks, who sold his theatre holdings in Florida a few years back to Paramount for several million dollars and who divides his leisure time between Asheville, N. C., and Miami, was billed for the chief barker role this time. He ordered 200 of the choicest steaks from Kansas City, then invited several of his closest friends in the industry to share his southeastern hospitality in the southwest.

Dallasites who were to attend included Bob O'Donnell, Claude Ezell, Buddy Harris, Wallace Walthall, and possibly others.

The Forty Singers are an oldtime social group, doing what their name implies. Nostalgic melodies were on the agenda this weekend.

The Sparks family are Waco natives. J. M. is in the automobile business here. Mack J. was a theatre and film executive in this state until his death a few years ago, and E. J. made theatrical history in the southeast peninsula.

Barbara Stanwyck for Ttitle Spot

The title spot in "Gambling Lady" has been assigned to Barbara Stanwyck.



AT FIRST REALART CONVENTION—John Franconi, Realart franchise holder in Dallas, is shown at the left in the above photograph with Budd Rogers, Realart vice-president in charge of sales and distribution.

Dallas Independents Start Fall Sessions

DALLAS—Half of the 30 members attended the first fall meeting of the Dallas Independent Theatre Owners Tuesday (5) in Athletic club. Lloyd Rust of Gene Autry Theatres, secretary, presided. There was no final action taken on any of the problems discussed.

Bandits Flee as Cashier Refuses to Give Up $500

HOUSTON—A spunky cashier at a Houston neighborhood theatre saved some $500 by standing her ground when three youths attempted a holdup. She was Loraine Valdez of the Ritz Theatre.

The bandits reached through the cage window and took $38.53, but when at pistol point they demanded the rest of the money, she refused, saying, "I can't give you the money. It doesn't belong to me."

Her determination cowed the youths and they fled without harming her.

One of the youths was later picked up by the police and identified by Miss Valdez.

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OKLAHOMA CITY

C. B. **"Brownie" Akers** took time off from Democratic campaign activities Monday (4) to visit his hometown of Hobart for a few days. Akers, who operates two theatres there in partnership with Griffith, has been on leave for several months to serve as campaign manager for Robert S. Kerr, former governor, now U.S. senate candidate . . . Current screen attractions: "Sorry, Wrong Number" at Criterion, "The Rope" at the Warner, "One Touch of Venus" at the Midwest, "The Loves of Carmen" at the Center, "Escape" at the Home, "Life With Father" at the Tower, and "Race Street" at the State.

Linda Darnell was slated to visit the Will Rogers Memorial hospital October 6 as part of the program "to take Hollywood to the hospitals" during October and November . . . Glen Gilmore, Bixby exhibitor, and his family were due to leave this week on a trip to Mississippi . . . Jerry Baker is a new contract clerk at EL, Wanda Shaw is a new billing clerk and Norma Burns is assistant cashier.

Changes on the Row: Jack Craig, EL salesman, has resigned to join Warners . . . Ed Ray, EL office manager, has been promoted to salesman, replacing Craig . . . Ray has eastern Oklahoma . . . Ed Harris, with U-I as booker, has gone to work for EL as office manager . . . Claude Leachman of Stillwater, a Griffith partner, was in town purchasing equipment for the new Aggie Theatre now under construction. The old Aggie burned to the ground last January. The new Aggie which will be first run, too, is expected to be completed in about six weeks.

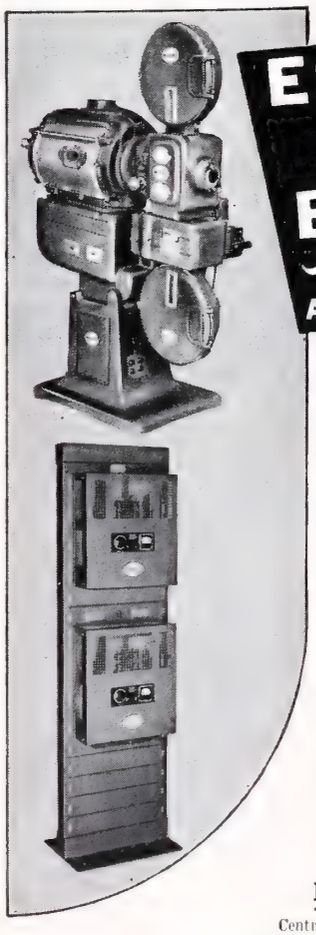
Alvin Powell, Griffith partner in Guthrie, visited the home office Monday (4) . . . Frank McCabe and C. R. Guthrie planned to attend the OU-Texas game in Dallas on October 9 . . . Also planning to attend that game was Charles Freeman, C&R general manager . . . C. F. Motley is on vacation with his family in Hot Springs . . . Griffith Theatres will open two drive-ins this month. The Hilltop at Bartlesville was scheduled to open Saturday night (9) while the Tri-City at Borger, Tex., will open October 15 . . . Among the Oklahomans attending the TOA parley in Chicago were Henry S. Griffing, C. O. Fulgham, C. F. Motley, all of Griffith Theatres, Oklahoma City, and Mr. and Mrs. A. H. "Speedy" Moulder of Sapulpa . . . In St. Louis for the TESMA meeting were Mr. and Mrs. J. Eldon Peek of Oklahoma Theatre Supply, C. O. Fulgham, Louise Wesson and Harry Lowenstein.

Jimmy Gillespie, 20th-Fox publicist, Dallas, was in town . . . The Jess Bollmans attended the OU-Texas A&M game at Norman October 2 . . . Ditto for C. O. Fulgham, C. R. Guthrie, Frank McCabe and a score of other film folk . . . Alfred Burke of New York has arrived here to direct the "Follies of '48" which will be given by the Junior League October 28 at the Warner Theatre . . . The Claude A. York jr. family spent the weekend of October 2 in Dallas with York's parents.

Lionel Hampton and his band will play at the Coliseum on the night of October 11, then moving into the Warner for a five-day stage appearance. The orchestra will open its engagement at the Warner on October 16. A musical revue is slated for the theatre during the five-day stand.

Mr. and Mrs. Jess Bollman planned to attend the OU-Texas football game in Dallas October 9 . . . The Criterion is tieing in with Sears on "Apartment for Peggy" screening the film for Sears' officials . . . The Man on the Street broadcast is still being made daily, Monday-Friday, in front of the Criterion . . . The stockholders of Associated Independent Theatre Owners Co-Op announced at a recent meeting that 90 theatres in the state were now affiliated with the group.

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S. G. Fry in Hospital; Hosts Party Just Same

TYLER, TEX.—Five Dallasites who arrived for the Festival of Roses as guests of Mr. and Mrs. S. G. Fry were received at that home by only one of the hosts. Fry was taken to the hospital on the Tuesday before for an appendix operation and asked the party go right ahead as planned.

The guests were Mr. and Mrs. P. E. Wilson, Mr. and Mrs. W. E. Finch and Mrs. Emma Hiegle. Mrs. Fry escorted them downtown for reserved seats during the rose parade of 40 floats and 25 high school bands. They returned for luncheon in the Fry home.

Before leaving, the guests detoured by the hospital to see the patient and reported he seemed on the mend. Three sons of the Fry family, Sigel, Bob and Victor, their wives and children, added familiar faces to the scene. This Rose festival gathering is traditional in this family as film and theatre friends have been invited down for many years.

The Frys own three theatres here and two in Grand Saline. Victor and Bob are actively connected with the business.

HOUSTON

Fred M. Smith, manager of Long's North Houston Theatre, says that boxoffice receipts haven't dropped nearly as much as they usually do when school starts. The chief reason, he says, is the big back-to-school show which he ran as a goodwill promoter. With merchant cooperation, Smith put on an all-cartoon show with free ice cream, bubble gum and school supplies. A police officer gave a talk on safety for parents and kiddies attending.

Ted Hills, previously associated with several Houston radio stations, has been named general manager of station KLEE . . . The Houston Little Theatre opened its drive for fall season subscriptions. The goal is 4,000. Mrs. Virgil Hancock is chairman . . . The Alley Theatre presented Clifford Odet's "Clash by Night" as its opening production October 5.

Hubert Roussel, the Houston Post's music and drama critic, left for New York to report on the "Golden Jubilee" theatre season . . . Byrd and Bingo, an air act over KATL, put on such a good boffo performance that Homer McCallon hired them for the "Red River" premiere at Loew's . . . Ellis Ford, manager of the Delman, is the father of a baby daughter named Kathleen.

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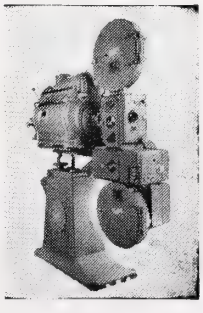


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SAN ANTONIO

Mr. Blandings Builds His Dream House" drew 12,000 San Antonians during its recent showing here . . . "The Knockout" played a midweek engagement at the Empire . . . "The Babe Ruth Story" opened big at the Majestic, with "Canon City" as runnerup at the Aztec. "The 'Sainted' Sisters" was shown at the Texas.

Lynn Smith, manager and owner of the new Lynn, Gonzales, opened that house recently with Mayor George Seydler of Gonzales cutting the ribbon officially opening the new $200,000 theatre. Jack Corgan, Dallas architect, designed the Lynn. Contracting work was handled by L. A. Willard. Seating 1,000, the new Lynn has a snack bar, rest rooms and a mezzanine lounge.

The Majestic added a new Eskimo Pie freezer to its candy concession stand . . . "Jinx Money" was shown at the Empire first run . . . "Abie's Irish Rose" went into the Hi-Ho and "An Ideal Husband" had its first San Antonio showing at the Josephine.

Horace Wright, 56, Negro night club musician, died here recently. Having served in World War I, he was buried at Fort Sam Houston cemetery . . . Eugene Muller returned from a business trip to St. Louis . . . Beulah Greene, Aztec cashier, returned from a trip to Laredo and Nuevo Laredo, Mexico, where she was official pianist for an Elks variety show in the border cities . . . Two well known outdoor showmen were here recently with the Cole Bros. circus. They were Zach Mullhall, who heads the show, and his press representative Frank J. Lee.

Michael Scott, son of Norman Schwartz, manager of the Aztec, was born September 28 . . . Bonita LaFaber is cashier at the Aztec, replacing Louise Griffin, who resigned to take a position with the Highland Park bank . . . Manager Jean Wildenstein booked "The Story of the Pope" which was to be premiered in the Municipal Auditorium theatre October 8 . . . Mrs. Lee Aronstein, wife of the Palace manager, is president of the Agudas Achim auxiliary.

Walter Tinney jr., formerly employed by Schulmann Theatres, Bryan, is the new swing shift projectionist at the Texas . . . Manuel Ayala returned from St. Louis and the TESMA exhibits . . . Martha Davis, secretary to Interstate City Manager George M. Watson, still was talking about the wonderful time she had during her recent vacation in Oklahoma City . . . Among the newsreel cameramen here to shoot footage on President Truman's recent visit were Jimmy Lederer, U-I, and Lee Orr, 20th-Fox.

Curly Williams who played in U-I's "Echo Ranch" appeared on the Radio Rodeo show Saturday morning over station WOAI . . . "Jungle Woman," an oldie, came back to the Empire for a repeat performance . . . Milt Linder, National Screen Service, Dallas, was in town . . . Eph Charninsky, president of Southern Theatre Co., attended the opening of the New Lynn in Gonzales . . . Sally Stanton, secretary in the Southern Theatre offices, took in the gridiron game at Austin.

Edna Mae and Connie Cabello, Palace cashiers, have become rabid sport fans and attend the weekly wrestling matches at the Wrestlethon . . . Visitors to the Mexican film exchanges included P. V. Williams, Roy Theatre, Munday; Paul J. Poag, Robb & Rowley city manager, Del Rio; M. F. Garcia, Azteca, Rio Grand City, accompanied by his daughter.



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RB Golden Yellow Liquid Seasoning and RB Pure Cocoanut Oil	Market Prices
Popcorn Cartons, 1¾ ounce	$8.05 per M
1,000 to 10,000	
10,000 or over	7.95 per M
½-lb. Brown Pinch Bottom Bag	1.10 per M
¾-lb. Printed Pinch Bottom Bag	1.50 per M
1-lb. Plain White Flat Bottom Bags	1.60 per M
2-lb. Glassine Bags	2.95 per M
Popcorn Cones	2.25 per M
Popcorn Salt, 24/2-lb.	$2.40 per case

2% discount cash with order or net 10

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Reissues Top Dallas Grosses With 140

DALLAS—Helped along by a bombardment of radio spot announcements, "Sorry, Wrong Number" built up a 130 per cent gross at the Majestic, just ten points behind the town leader, reissues of "The Grapes of Wrath" and "Tobacco Road" showing at the Rialto. The reissue bill built up a 140 gross. Other first runs ranged from five to ten points below the normal.

(Average Is 100)

Capitol—**Son of God's Country** (Rep); **Where Are Your Children** (Mono), reissue; split with **Sunset Carson Rides Again** (SR); **Sundown** (UA), reissue 65
Majestic—**Sorry, Wrong Number** (Para) 130
Melba—**Casbah** (U-I) 90
Palace—**The Walls of Jericho** (20th-Fox) 88
Rialto—**The Grapes of Wrath** (20th-Fox); **Tobacco Road** (20th-Fox), reissues 140
Telenews—**Bring 'Em Back Alive** (RKO), reissue 95

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BUSINESS INSURANCE
CHARLIE DEES
LINCOLN NAT'L LIFE INS. CO.
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N. Solomon Stricken At Football Game

McCOMB, MISS.—N. Solomon, owner of theatres in McComb, Summit, Natchez, Columbia, Tylertown and Yazoo City, Miss., and Baton Rouge, La., died recently at McComb while attending a football game at McComb stadium. One of the best known and liked exhibitors in this territory, Solomon settled in McComb about 35 years ago. He was a native of Syria and came to the U.S. 45 years ago. He is survived by his wife, a son Teddy, one daughter and a brother, all of McComb.

Wayne Morris Is Visitor At Veterans Hospitals

MEMPHIS—Wayne Morris, film star, flew here for a six-day tour of veterans hospitals in this area. He visited Lamar and Kennedy Veterans hospitals here and went about the wards, chatting with the men about films, the war, the weather, football and anything else they wanted to discuss.

Morris flew a carrier-based Hellcat in the Pacific theatre during the last war, downed seven Jap planes in the air and riddled a few more on the ground.

The Warner Bros. star was entertained at the Variety Club before leaving Memphis for Jackson, Miss., and Little Rock, Ark., to visit more hospitals.

Picayune, Miss., Pic Swept By Fire; Loss Is $75,000

PICAYUNE, MISS.—The Pic Theatre here, recently redecorated and equipped with new seats and machinery by owner W. L. Moseley, sustained $75,000 damage in a fire that swept the house September 27.

Flames broke out about midnight and firemen battled them for almost six hours. Moseley said the theatre would be rebuilt on the same spot.

J. L. Cartwright Speaks

JACKSONVILLE, FLA.—J. L. Cartwright, district manager for Florida State Theatres, was guest speaker at the luncheon meeting of the Beach Rotarians. Cartwright, who was introduced by John Futch, manager of the Beach Theatre, and a member of the club, spoke on "State Advertising."

Leonard at Astor Branch

CHARLOTTE—Charles J. Leonard has joined Astor Pictures exchange to assist Max Holder, sales manager. Leonard formerly was with Columbia in New Haven and Warner Bros. here.

Protest Zoning Change

WEST PALM BEACH—Proposals to allow a special zoning exception to permit construction of a drive-in at Maddock St. and Poinsetta Ave., met with violent opposition at a public hearing of the city zoning board of appeals. While a number of property owners were against the proposed theatre on the grounds that it would be a nuisance and tend to decrease property values, the applicant for the permit, George Wilby, produced a petition signed by 80 residents who did not object. The matter was taken under advisement.

Drive-In Ass'n Will Help In Nuisance Lawsuit

CHARLOTTE—The board of directors of the Drive-In Theatre Owners Ass'n, Inc., voted to aid the Sky-View Theatre in Winston-Salem, N. C., in its defense in suits filed against it by property owners. The directors said they felt aid should be given the North Carolina ozoner inasmuch as the suit might directly affect all drive-ins by setting a precedent.

The suits filed against the Sky-View claim the airer is a public nuisance and the plaintiffs are seeking $50,000 and dismantlement of the theatre. R. O. Jeffress, president of the drive-in association, presided at the meeting of the board of directors.

Film on States Rights

NEW ORLEANS—Gov. Fielding L. Wright of Mississippi on a recent visit to the New Orleans Filmrow made a short film in which he explains what the States Rights Democratic party is and what it stands for. The film is being distributed to all cooperating theatres free. Wright is the vice-presidential candidate on the States Rights ticket and appears in the short which was made for exhibition in all states.

Free Shows for Newsboys

MONTGOMERY—Free motion pictures for Montgomery Advertiser and Alabama Journal carriers were among the highlights of the observance of National Newspaperboys day October 2. White carriers saw "Mickey" at the Highland Theatre, while "Bandits of Dary Canyon" was the film for Negro carriers at the Pekin Theatre.

Substitutes for RCA Engineer

MEMPHIS—John W. Carpenter, RCA engineer, worked out of the Memphis district while regular engineer S. C. Bullington was on a vacation. Mr. and Mrs. Bullington and Mr. and Mrs. Herod Jimerson, Liberty Theatre, North Little Rock, were on a vacation in Florida.

Hint Film Censorship Case May Be Dropped

MEMPHIS — Talk in courthouse circles that the motion picture industry's fight against Memphis censorship may be dropped was reported along Filmrow.

Decision to transfer the case from chancery to circuit court, thus causing indefinite delay started reports that neither side in the lawsuit wanted to start.

The reports are that United Artists Corp. and Hal Roach Studios, Inc., which filed the chancery case, benefitted elsewhere by the banning of the comedy "Curley" from Memphis screens by the board of censors.

The censors said at the time the picture was banned because it showed white and Negro children playing together and attending the same school.

The suit challenged the constitutionality of the action by the Memphis board of censors in banning the picture. It asked for a review by the court. The suit has been on file for many months. Finally preliminary motions were set for hearing September 28 by Chancellor Creson as the first step in hearing the case.

When motion day arrived, attorneys for the industry and the censors came into court with an agreement to transfer the entire proceeding to circuit court and the transfer of records was started. Circuit court is busy now with jury cases and this case cannot be docketed for trial for several weeks.

Franklin Maury Named Coral Gables Manager

CORAL GABLES—General manager for Wometco's new luxury house, the Miracle, whose opening is a matter of weeks, will be Franklin Maury, who has been associated with the circuit for some time. Mel Haber, former assistant manager at the Lincoln, has been named house manager and will be in charge of actual operation.

Harry Kronewitz moves into the assistant's job.



AT REALART DISTRIBUTORS MEETING—Among the Realart franchise holders at the recent annual convention in New York were, left to right, Scott Lett, Charlotte; John Mangham, Atlanta, and John Franconi, Dallas.

Baby Is Born to One Miami Showman During Gale; Other Storm Jottings

MIAMI—Paramount's Al Weiss, booker and manager of the area's largest theatre, the Olympia, was the busiest man in town recently. Three important arrivals had him jumping in all directions. First a hurricane arrived in town, then his long-awaited new automobile and as a grand climax, the stork delivered a baby daughter! Born at Jackson Memorial hospital, this new headliner for the Weisses has been named Cherie Alana. Weiss survived the week.

Due to downtown underground wiring, electric power was uninterrupted in the city's business section during last week's hurricane. Paramount kept its three houses, the Paramount, Florida and Olympia, open all night, giving refuge to a number of grateful citizens. The stage show at the Olympia went right on with only a few minor hitches, this despite the fact that the storm caught the theatre just when it was changing shows.

Paramount's neighborhood houses suffered superficial damage only, and only an approximate day's suspension of business. The various staffs took the storm in stride. Blowing rains caused water to collect in the pit at the Boulevard, the personnel describing the theatre as "not a drive-in, a row-in."

Heading Paramount's advertising on "hurricane day" was this bit of comfort: "Stormy weather? You'll be snug and safe at a nearby Paramount show!" Two days later appeared: "Storm damage repaired. Fine shows as usual in all Paramount houses."

Wometco theatres experienced no serious trouble beyond wet carpets resulting from seepage of rain under doors, some outside lights blown out, but nothing that could be counted important.

The Mayfair collected a little water but nothing the management could get excited about. All houses in the circuit were closed during the main part of the blow so that employes could remain with their families.

The theatre timetable in the Herald was headed "Showings in neighborhood houses are subject to resumption of electric power." Resumption of shows in all theatres in the Greater Miami area began at once as soon as power was turned on.

Teen-Aged Manager Stunt As Youth Month Helper

BIRMINGHAM—The Strand Theatre had a new manager on a recent Saturday. And he was only 13 years old. It was all part of a National Youth month promotion staged by Fred McCallum, Strand manager.

The manager-for-a-day was Jerry Bates, a carrier for the Birmingham Post, who in his official capacity got to see all the motion pictures he wanted. Adding to the fun, he said, was the fact that he could issue all the passes he wanted to his friends and eat popcorn and snack bar wares until he was filled. The stunt rated McCallum a story in the Post and a three-column cut showing Jerry.

Managers Promote Many Contest Gifts

BIRMINGHAM — Ten handsome prizes, headed by a Crosley automobile, have been promoted by Birmingham theatre managers for a fall picture season letter contest, October 11-22. The promotion is tied in with a special theatre section to be published in the Birmingham Post on October 27.

Cecil Harwell, manager of the Ensley Theatre, got an Ensley dealer to donate the car and got another donation of a gas range. J. A. Jackson, Empire manager, promoted a Betsy Rose spinet piano, a fur coat and a $450 combination AM-FM radio and phonograph.

A minimum value of $300 each was set for the ten prizes. Others include a washer and ironer, promoted by Bill Coury, Ritz manager. Coury also is arranging a trailer which will be shown in all local theatres during the contest. Other managers working on the promotion are Francis S. Falkenburg, Alabama; Harry M. Curl, Community Theatres; John W. Douglas, assistant general manager, Acme Theatres, and Arnold Gary, College manager, representing Waters Theatres.

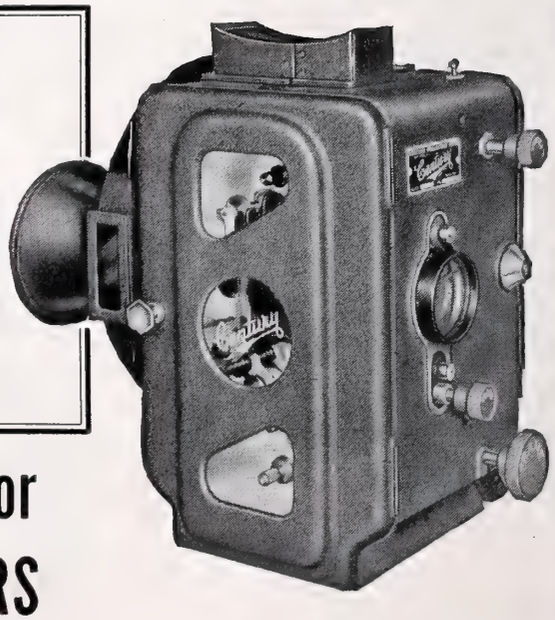
Jail Inmates See 'Canon City'

KNOXVILLE, TENN.—Prisoners in the Knox county workhouse, together with county law enforcement officers, were guests of the Tower Theatre at a special showing of "Canon City" on Saturday (2). The film opened at the Pike and Tower theatres for a regular showing on the following Thursday.

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DELTA THEATRE SUPPLY
214 S. Liberty, New Orleans 13, La.

M I A M I

Mitchell Wolfson attended the TOA convention in Chicago and on his way home planned to stop at his summer home in Asheville for a visit . . . WMIE, a new local radio station and the most powerful independent in Florida, is associated with Wometco Theatres. Mitchell Wolfson is listed as president of the operating corporation . . . Actual construction was under way on the Essex, Wometco's new theatre in Hialeah. The showcase is part of Essex Village, a new housing project. Opening date has not been set.

Television is responsible for increased interest in the University of Miami course in the study of marionettes, under the direction of Sue Hastings and Mrs. Eloise Beer. The marionettes made their video debut recently on a local broadcast . . . Bernstein's Dixie Theatre stages a special children's show every Saturday morning. Brother and sister Helen and Bernie Saffer, who provide packaged parties for small fry, also operate the Jack and Jill Birthday club, giving free entertainment for children every Saturday at the Dixie.

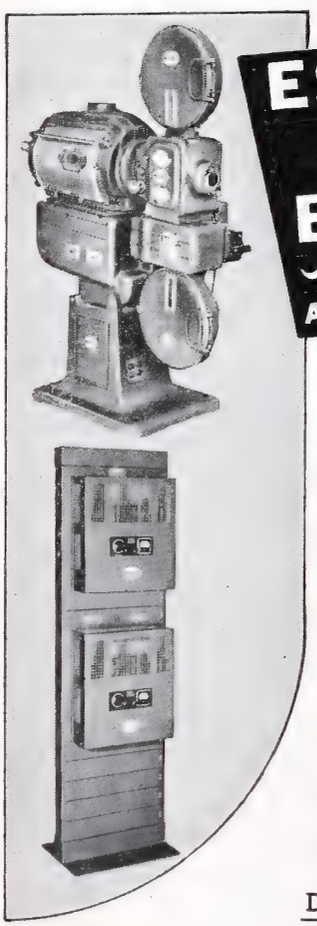
William Raymond Lynch, who died recently in Jackson, was general manager for Paramount Enterprises, Inc., here from 1937 to 1940 and for 30 yeare was identified with the S. A. Lynch Enterprises . . . "Easter Parade" was held over at Claughton's Embassy . . . The Cerdan-Zale fight pictures at Wometco's Capitol and Cameo have been featured in their advertising.

The Italian film, "Anything for a Song," and the French picture, "Shanghai Dream," were dualled at Brandt's Flamingo . . . "Air Power Is Peace Power," a full color film made for Eastern Airlines tracing the development of aviation from the Wright Bros. to rockets, was shown for the first time to Miamians recently . . . Two technical films on heat treating of metals were shown by the TIES Ass'n recently.

George Bourke believes that the Miami efficiency apartment inmate will get a big kick out of "Mr. Blandings Builds His Dream House," opening at the Paramount and Paramount's Beach theatres . . . The fall season was reflected in a Saturday matinee offering at Wometco's Plaza and Miami Beach which ballyhooed free ice cream, bubble gum, toys and school supplies.

Public telephones on all floors at the Miami was given top billing in Wometco's recent advertising . . . Wometco asks, at the top of its advertising: "Have you 'Seat-Tested' the Miami Theatre's new pushback seat?" Other slogans also have been used. Pointing out that a lot of lounges about town suggest that you "relax in your slacks" on their premises. George Bourke reports that the Miami, managed by Sonny Shephard, carries the matter a step further in current ads about its new seats. It shows a bathing beauty testing the seats in a swim suit.

General Manager George Hoover of Paramount Enterprises has returned to his desk from a northern vacation . . . Mark Chartrand, Wometco public relations man, was on a vacation in Grandview, Ind., with his wife and two children. Hal Koplin handled Chartrand's duties during his absence . . . Sidney Meyer, Wometco co-owner, was to return to Miami Beach about October 1.



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—one for theatres of 1,000 and another for theatres of 2,000 seats—the output of which may, by the addition of power amplifiers, be brought up to serve theatres up to 6,000 seats.

Your choice of any model Altec-Lansing "Voice of the Theatre" or Motiograph loudspeaker equipment.

DRIVE-IN THEATRE SOUND SYSTEMS

Central loudspeaker systems, with power output of 75 and 150 watts, and

COMPLETE IN-CAR SPEAKER EQUIPMENT

In-car or post type speaker systems with power output of 150, 250 and 500 watts, the largest of which will serve more than 1800 cars, and has emergency provision permitting operation at 40, 250 or 500 watts.

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BIRMINGHAM, ALABAMA

Suit Against Majors Dismissed in Mobile

MOBILE—An antitrust suit against major film producing and distributing companies by a neighborhood theatre here was dismissed on technical grounds by U.S. District Judge John McDuffie.

In his ruling, Judge McDuffie held he was without jurisdiction in the case, which originated in state courts. By filing an amended complaint in federal court, the theatre partners had eliminated grounds for federal jurisdiction, the judge ruled.

C. H. King, C. B. King and T. C. Collins were the complainants. They operate the Azalea Theatre in the loop section here.

Originally filed six years ago, the suit alleged that eight defendant corporations "combined and confederated to restrain freedom of trade by monopolizing the sale of motion pictures" in Mobile.

After Paramount-Richards Theatres, Inc., erected the Loop Theatre near the Azalea, it was alleged in the suit, the Azalea was unable to schedule films on terms as favorable as it had previously. A permanent injunction was asked.

Defendants were Paramount-Richards, Paramount Pictures, Vitagraph, RKO Pictures, Columbia, Saenger Theatres, Paramount Film Distributing Corp., and Warner Bros. Pictures, Inc.

Children's Series Started At Montgomery Houses

MONTGOMERY—Children's Film Library pictures will be shown at the Rogers and Pekin theatres here once each month for the next year. First of the 12 films, "Huckleberry Finn," was shown October 9.

The showings are sponsored by the American Ass'n of University Women, the Friends of the Carnegie Library and the Montgomery Confederation of Colored Women's Clubs. Proceeds will be used to buy books for children's libraries.

Season tickets for the Rogers Theatre are $5, while the showings for Negro children at the Pekin are 25 cents for each film. The films will be shown first at the Rogers and one week later at the Pekin.

Businessmen have contributed the price of film rentals. Union projectionists will donate their services and the theatres will assume routine costs in connection with the showings.

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American or Heywood Veneer Back
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NEW ORLEANS

Services for Lieut. R. B. Dixson III, son-in-law of Roy Pfeiffer who operates the Tivoli, Avenue and Istrouma theatres in Baton Rouge, were conducted in New Orleans October 1. The young pilot was killed in a plane crash at Alamagordo, N. M., where he was stationed as a test pilot for the air force . . . Mr. and Mrs. Allen Haydel, who operate the Rosso Theatre at Plaquemine, left on a two-week motor trip through Missouri and Nebraska . . . Altec Vice-President H. M. Besse and Doug Metter were at the local office.

S. J. Azar, owner of the Lincoln and Harlem theatres at Greenville, Miss., has purchased the Rex in that town from L. E. Bonner . . . Elwood Davis has replaced Lucille Sarrat as cashier at Warners . . . Donald Schiell, son of Bill Schiell, SRO manager, is anxious to follow in his father's footsteps and is learning the business from the ground up. Don recently began working with Republic as shipping clerk . . . L. D. Guidry has completed plans for the opening of his new house in Lafayette October 21.

Among exhibitors in town: W. M. Butterfield, Tech Theatre, Ruston; Nick Lamantia, Ritz, Bogalusa; L. D. Guidry, Rose, Opelousas; Frank Olah, Star, Albany; Ira Phillips, Joy, Moreauville; R. Carrollo, Arcade, Slidell; Charlie Levy, Harlem, Thibodaux; Don George, George Bros. Theatres, Shreveport; Pic Moseley, Pic, Picayune, Miss.; Jack Dowling, Haven, Brookhaven, Miss.; Dick Coor, manager of the Ogden, Baton Rouge; Gordon Ogden, Ogden and Chimes theatres, Baton Rouge, and Floyd Murphy of Exhibitors' Advertising Co., Alexandria.

The Lee Hong Theatre, Louise, Miss., has reopened . . . A vote of confidence was given Maurice J. Artigues at the last meeting of the board of directors of Allied Theatre Owners of the Gulf States. The vote followed a discussion of recent bulletins issued by the organization, which Artigues explained were not aimed at any specific persons or companies, but rather at conditions existing generally, each bulletin having been prompted by facts on record in the Allied files. A number of new members were welcomed into the organization at the recent meeting and all indications are that before convention time the group's membership will have reached 200 or more. The latest to be added to the list are Mrs. R. H. Muse, Leslie Theatre, Denham Springs, La.; H. A. Everett, Magee Theatre, Magee, Miss.; E. W. Clinton, Mono, Monticello, Miss.; C. Thomassie, Gay, Harvey, La., and Roy Lombardo, Laurel, New Orleans.

A well-balanced program of music, comedy and drama was offered theatregoers last week by downtown theatres. Falling in the first category was "Luxury Liner" at Loew's State. The Saenger presented "Two Guys From Texas," while "Tap Roots" was held for a second week at the Orpheum. "Rachel and the Stranger" played a third downtown week at the Liberty. "Anna Karenina" was the Joy feature. "Lulu Belle" was at the Center. "Blood and Sand" was showing at the Tudor and "Grapes of Wrath" at the Globe. At the Strand "King of the Gamblers" and "Trigger Men" was the double bill.

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Profits pour in from patrons who enjoy a taste thrill, when you use Wil-Kin select popcorn. It's the best obtainable, and always in prime popping condition. Fills your popper to the brim. There's no waste. Top it with tasty Wil-Kin seasoning, and put it in attractive Wil-Kin bags. Then watch the profits pour in.

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"Everything for the theatre except film"

Fair Park, Third Waters Co. Drive-Ins Slated at Birmingham, Is Opened

BIRMINGHAM—The Fair Park Drive-In, third of four open-airers projected here by Waters Theatre Co., had a successful opening here Saturday (2) despite competition from the Dixie series baseball game and a football game. The drive-in is the finest of its kind in this section of the country, Waters officials believe. The company also operates the Roebuck and Shades Mountain drive-ins. A fourth is planned.

H. M. "Si" Wages, manager of the Central Park Theatre for Waters for 12 years, is manager of the Fair Park, which is located on the Alabama state fairgrounds here. His assistant is Willie Johnson, who has been serving in a similar capacity at the Roebuck Drive-In. Mrs. Leora Moatts is cashier. Wages has been succeeded as Central Park manager by Edgar Knox, who has been a relief manager.

Projection equipment at Fair Park was installed under the supervision of Earl Walker, Alabama projectionist. Hartwell Montgomery has been transferred from Shades Mountain Drive-In as projectionist. The new projectionist at Shades Mountain is W. C. Mathews, who formerly was at Auto Movies No. 1 on the Bessemer superhighway.

New Firm Will Build Two In North Carolina

GREENSBORO, N. C.—The Skyview Theatre, Inc., newly organized theatrical concern, has announced that two new drive-ins will be erected in North Carolina. One will be located on the Rocky Mount-Nashville highway just outside the city limits of Rocky Mount and the other will be built on the Reidsville road here.

The local ozoner will be named the Sky-Vu and will cost about $125,000. It will have an 850-car capacity and is expected to be completed by next spring. Plans for the airer include a playground for children, a snack bar and a soda fountain.

The Rocky Mount ozoner will have a 348-car capacity and will feature outdoor seats for walk-ins, artificial moonlight illumination, a playground for children, a snack bar and modern rest rooms.

The Skyview concern received its charter from the state on September 10. Officers are Max Zager, president; Mrs. Max Zegar, vice-president, and Mrs. Dorothy Lawson, secretary-treasurer. Incorporators, in addition to the Zagers, include Mrs. Lawson and Sidney Stern.

City Approves New Plans At Jacksonville Beach

JACKSONVILLE—Revised plans for a second theatre for Jacksonville Beach have been approved by the city building inspector, and construction work is slated to begin within a few weeks. The new theatre, to be named the Surf, is almost a duplicate of the Edgewood in Jacksonville. It was designed along the same lines by architects Kemp, Bunch & Jackson of Jacksonville. Fred Kent of Jacksonville is owner.

The theatre will have a seating capacity of 991 and the building will measure 57x200 feet. On the first floor will be the auditorium, a lobby, powder room for ladies, a restroom for men, manager's office, ushers room, foyer and concession bar. A reflected ceiling will extend over the auditorium. The building will be air conditioned and will cost approximately $125,000.

John Futch, present manager of the Beach Theatre, also located in Jacksonville Beach, will manage the new showcase.

Martin Theatres Opens Columbus, Ga., Ozoner

COLUMBUS, GA.—Martin Theatres opened their new Rexview Drive-In here on September 22. Built by Martin, the theatre was leased to Georgia Theatre Co. for operation.

Frank Bickerstaff is manager of the theatre, which is located on a 12-acre plot and has a 668-car capacity.

Special seats are provided for those without cars. Walkin prices are 30 cents for adults and 12 cents for children. Those in cars pay a 40-cent admission, with children being admitted free.

Among those attending the opening ceremonies were William K. Jenkins, president of Georgia Theatre Co.; Roy Martin jr., head of the Martin Enterprises, and I. L. Shields.

J. R. Powell Will Build Crestview, Fla., Ozoner

CRESTVIEW, FLA.—J. R. Powell of Loxley, Ala., has purchased a tract of land on west highway on which he plans to erect a drive-in. Construction will start immediately and will involve an approximate expenditure of $15,000. This sum does not include landscaping and other improvements to the property, but will cover only the physical equipment needed to start the project.

Powell is in the lumber and sawmill business in Loxley and has numerous business interests throughout Florida.

Booneville, Miss., Jeran Opened by Roland Adams

BOONEVILLE, MISS.—"The Fuller Brush Man" was featured at the new Jeran Theatre on opening night. The new 617-seat theatre is owned by Roland Adams, who also operates the Vaughan here. Adams said that the Jeran would operate nightly, while the Vaughan would operate on weekends only. He also plans, at a later date, to run a special wire to the Jeran to carry news bulletins, so they may be flashed on the screen.

Osborne Building Corp. Plans Theatre Center

CHATTANOOGA—Plans for a $200,000 shopping center expansion on Ringgold road here will include an 850-seat theatre, according to Weldon Osborne, president of the Osborne Building Corp.

In addition to the theatre, the development includes plans for a dry cleaning concern, barber shop, drive-in restaurant, a florist shop, five stores of various types and about 3,000 feet of office space.

Show 'Barefoot Boy' for Kids

PIEDMONT, ALA.—In connection with National Youth Month, the Allison Theatre here presented a free show for children featuring "The Barefoot Boy."

New Theatre Opened In Montgomery, Ala.

MONTGOMERY, ALA.—The Highland, newest motion picture theatre here, held its formal opening September 30. The 700-seat house is located on Highland avenue in the suburban section of Oak Park.

The theatre is operated by Highland Theatres, Inc., of which W. Y. Lovelace is president and house manager. Lovelace, a resident of Montgomery 14 years, is a graduate of the University of Alabama and is a commissioned officer in the Naval Reserve. He resigned July 1 as chief of the loan division of the FHA to take over supervision of the theatre.

With the exception of doors in oak paneling, the house is constructed completely of steel and concrete, and it is equipped with a modern air conditioning unit and emergency lights operating from a gasoline generator for use in event of power failure.

The entire building is walled with acoustic tile and the ceilings are made of acoustic plaster. There is no balcony.

Other stockholders in the corporation are Kenneth Upchurch, Clyde Pearson, Dr. Carl G. Laslie, Watkins Johnson and Charles Stakeley, all of Montgomery; J. C. Hester of Pensacola, Fla., and D. F. Lovelace of Brewton, Ala. Hester, a veteran of 30 years in the theatre business, operates the Florida Theatre in Pensacola.

Francis Bocher, Pensacola, is assistant manager, and Edward Popkins is projectionist, and Miss Grace Killough is cashier. Mrs. L. D. Asbury will be on the door, while usherettes will include Betty Cone, Ruth Herron and Kitty Graydon.

October 7 Opening Set For Charlotte Center

CHARLOTTE—Plans for opening the new $250,000 Center Theatre on East Morehead street on October 7 have been announced by owner H. B. Meiselman. The Center is the most recent addition to the Meiselman circuit which includes theatres in Rockingham, Fayetteville, Wilmington and Waynesville. The circuit also has plans for first run theatres in Kinston and Asheville, as well as the 2,400-seat Radio City Theatre planned for Charlotte.

The Center has a 900-seat capacity, is air conditioned and has a smoking lounge and cry room. The brick, concrete and steel structure was decorated in light buff plaster with dark buff mosaic and green trimmings. Adjoining at the rear of the building parking space for more than 300 cars has been provided. The theatre will show first run pictures exclusively.

Biscayne Drive-In Set For November Opening

CORAL GABLES—The local construction firm of Thompson-Polizzi has been awarded the contract for buildings at the Biscayne Drive-In, being erected here by Wometco Theatres, Inc. In addition to the screen, projection booth and boxoffices, there will be a large concession building, restrooms and lounges. Contract calls for completion by November 1.

Work is progressing rapidly on the Miracle Theatre now under construction here for the same operators. This, too, is scheduled for completion in November.

Lockwood Asked to Speak At Memphis Convention

MEMPHIS—The Tristates Theatre Owners annual convention will be held at Hotel Chisca here Monday and Tuesday, October 25, 26, according to Orris Collins, Paragould, Ark., president of Tristates. The dates previously had been set tentatively but hotel arrangements were not completed until this week so the place was not known until this announcement.

Speakers for the two-day session will include Andrew Smith jr., general sales manager, 20th-Fox, New York; Robert Mochrie, RKO vice-president and general sales manager, New York; H. M. Richey, MGM public relations, New York; Sam Shain, public relations, 20th-Fox; Earl J. Hudson, Detroit exhibitor, public relations committee of the Theatre Owners of America; Ted Gamble, chairman of the board, TOA; Gael Sullivan, executive director, TOA, and Herman Levy, general counsel, TOA.

All have accepted invitations to attend and speak, Collins said. He saw most of them at the recent TOA convention in Chicago. Efforts are being made to get Arthur Lockwood, new TOA president, but he has not yet accepted.

M. A. Lightman jr., Malco official, will serve as publicity chairman for the convention and Chalmers Cullins, Memphis exhibitor, as entertainment chairman. Entertainment will stress affairs for wives of exhibitors and a fashion show is a possibility.

MEMPHIS

Arnold Savieride, Atlanta, is the new manager for Kay Films . . . Leonard Shea, manager for Eagle Lion, was in Portageville and Hayti, Mo., on business . . . Mrs. Ruby Estes, manager's secretary at Universal, was ill . . . Mrs. Ann Elgin, cashier at Universal, was called to Colorado following the death of a brother . . . Mildred Sharp, booker at 20th-Fox, and Bonnie McCarley, salesman, were to be married October 9 in Guys, Tenn. . . . Mrs. Jerry Clifton, booker for Republic, was in Oklahoma on vacation.

The Variety Club gave a dance for visiting exhibitors October 2 following the Baylor-Mississippi State football game. Mrs F. J. Kaiser, Mrs. Ralph Prichard, Mrs. Floyd Harvey, Mrs. Pete Dawson and Miss Florence Middleton were in charge of the decorations which graced the ballroom. Ed Williamson, chief barker, and Bennie Bluestein, entertainment chairman, arranged the event.

A Technicolor film depicting the history of the Memphis Belle, famous B17 bomber of World War II fame, was shown at the Midsouth fair . . . Bill Prewitt, New Orleans exhibitor, was a visitor . . . Loew's Palace and Loew's State took part in the celebration of Newspaper week by showing a short of Bob Hope in a chat with a group of newspaper boys . . . Paul Whiteman and his orchestra and soloists will be presented in a Gershwin memorial concert November 5 at Ellis Auditorium by I. W. Myers, arts patron of Memphis.

From Arkansas came F. R. Watson, New Elaine; Don Landers, Radio, Harrisburg; J. Fred Brown, Ozark at Berryville and Nevada at Prescott; J. D. Kirk, New, Tuckerman; C. R. Kreig, Fourche, Perryville; J. J. Sharum, Chandell, Walnut Ridge; Mr. and Mrs. H. L. Love, Egypt, Egypt; Roy Bolick, Kaiser, Kaiser; Mr. and Mrs. Floyd Peek, Garland, Little Rock; Henry Pickens, Lyle, Carlisle; Burris Smith, Imperial, Pocahuntas; Gordon Hutchins, State, Corning, and Johnny James, James, Cotton Plant.

Tennessee exhibitors on Filmrow included M. E. Rice jr., Rice, Brownsville; W. E. Wheatley, Sandra, Trimble; W. F. Ruffin jr., Ruffin Circuit, Covington; W. H. Gray, Ken at Kenton and Rutherford at Rutherford; G. H. Goff, Rustic, Parsons; Iral Jackson, Cameo, Collinwood, and Amelia Ellis, Mason, Mason . . . From Missouri came E. R. Cunningham, Home, Holcomb; Lyle Richmond, Missouri and Richmond, Senath, and Arnold Burch, Burch, Reeves.

Mr. and Mrs. W. T. Ellis, Ellis, Cleveland, and the following Mississippi exhibitors were seen on the row: Grady Green, Union, Crenada; R. L. Osborne, Harlem, Belzoni; M. Jourdan, Iuka; G. C. Pratt, Dixie, Fulton; Henry D. Furr jr., Booker T., Cleveland; George Darnell, Joy, Blue Mountain; Joe Wofford, Jomac and Eupora, Eupora; J. A. Thornton, Bruce, Bruce; J. Roland Adams, Von and Jeran, Booneville, and Mrs. J. C. Nobel, Roosevelt at Hollendale and Temple at Leland.

Miss Emma Cox, Osceola, Ark., staged a benefit showing of "Black Magic" for a Negro church in her home town. All proceeds from the performance October 5 at the Joy Theatre went to the church. Miss Cox, veteran exhibitor, also owns the Gem Theatre at Osceola.

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'Two Guys' Is Topper Of Atlanta Grosses

ATLANTA—Grosses at the first run houses were slightly better. "Two Guys From Texas" at the Fox was the leader.

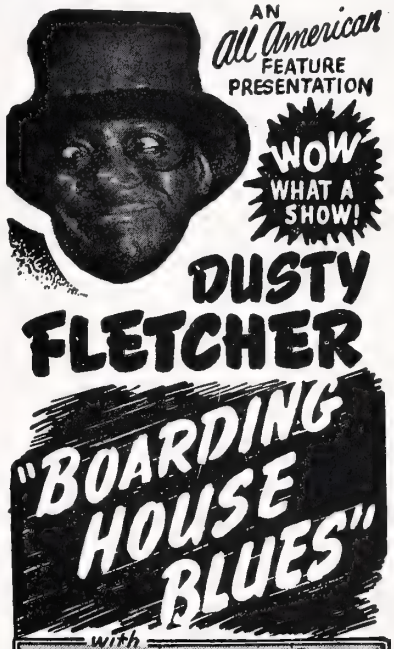
(Average Is 100)

Roxy—**Flowing Gold** (WB); **God's Country and the Woman** (WB), reissue 100
Paramount—**Feudin', Fussin' and a-Fightin'** (U-I) 105
Tower—**Mystery in Mexico** (RKO); **Back to Bataan** (RKO) 100
Loew's Grand—**Mr. Peabody and the Mermaid** (U-I) 110
Fox—**Two Guys From Texas** (WB) 115

Robert Young With Ann Sheridan

Robert Young has been signed to star with Ann Sheridan in "Carriage Entrance," an RKO film.

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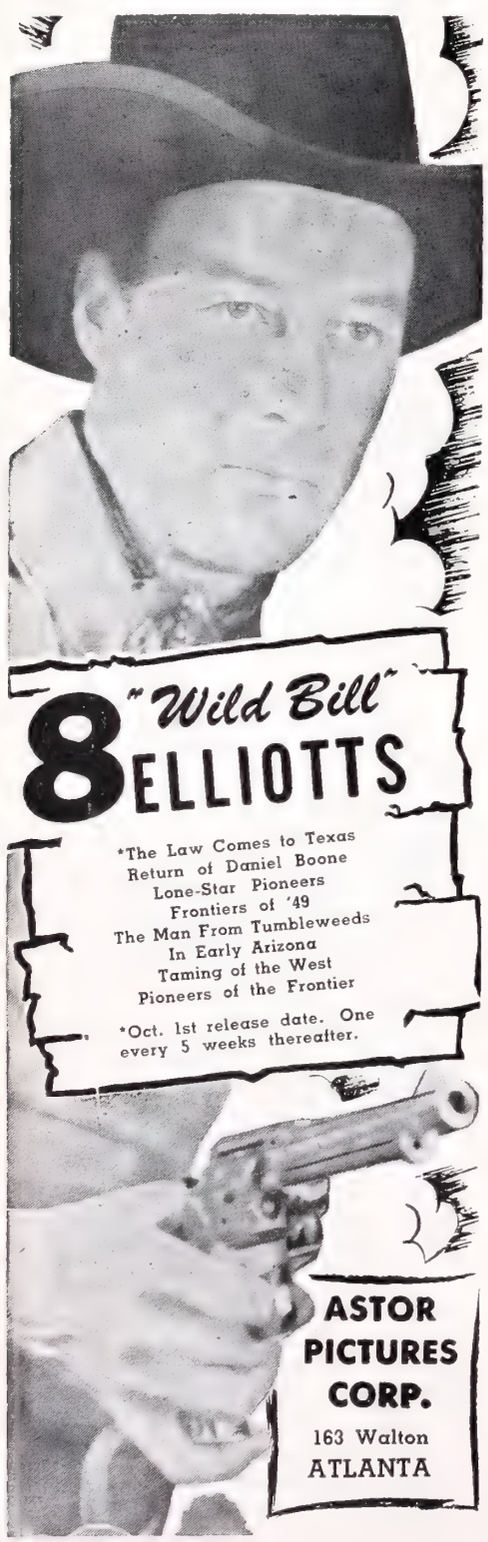
A new drive-in will be opened at Walhalla, S. C., by Paul Pless who also is part owner of the drive-in at Asheville. Theatre Equipment Co. is installing projection and sound equipment and Theatre Booking Service will handle bookings . . . Dr. Victor Brown, owner of the Viccar Theatre in Williamston, N. C., returned from Chicago and the TOA convention.

George D. Carpenter, president of Theatre Owners of North and South Carolina and general manager of the Colonial Theatres Co., Valdese, N. C., and Charlie Burgen, also of Colonial, returned by plane from the TOA convention in Chicago . . . Ben L. Strozier of Rock Hill, S. C., and H. F. Kincey of Charlotte also attended the convention.

Mr. and Mrs. Robert C. Saunders, Theatre Equipment Co., flew to St. Louis to attend the TESMA convention . . . Red Erskine of Dixie Theatre Supply and Hickey Lawing of Charlotte also went to the TESMA affair . . . Theatre Equipment Co. installed DeVry projectors and sound equipment in an outdoor theatre seating 2,500 at the marine base at Paris Island, S. C. Old equipment broke down and sale and installation of DeVry was made within a week by Lewis Saunders, assisted by Sergeant Gale who is in charge of the theatre.

Mr. and Mrs. Carl R. Bamford, Publix-Bamford Theatres, Asheville, N. C., were here recently . . . Tom Stelling, manager of the Plaza in Asheville, N. C., was on a vacation . . . Vistors on the Row included Mr. and Mrs. C. A. Dandelake, Colonial and Majestic, Tarboro, N. C.; Tom Fleming, Sylvia, York, S. C.; J. B. Harvey, Carolina, Clover, S. C.; J. E. Shew, Yadkin, Yadkinville, N. C.; Jimmie Earnhardt, Taylor, Edenton, N. C.; L. A. Linder, Linder, Williamston, S. C.; Morris Littman, Sylvan, Rutherfordton, N. C., and J. J. Booth, Palmetto, Walnut Cove, N. C.

Mr. and Mrs. O. T. Kirby of Roxboro, N. C., sent out invitations for the wedding of their daughter Anita Cathryne to Robert Thomas Morgan. The wedding will take place October 15 at the Long Memorial Methodist church.



BIRMINGHAM

R M. Ware, Alabama representative for Southeastern Theatre Equipment Co., has returned from the theatre supply convention in St. Louis. Others from the southeast who attended included Mack Jackson of Jackson Theatres at Alexander City, Ala., and Oscar Lam of Lam Amusement Co., Rome, Ga. . . . L. W. McClung, operator of the Dixie Theatre Service & Supply Co. at Albany, Ga., stopped over here on his way back from the convention. He formerly was with Altec.

J. H. Williams, husband of Mrs. Ruth M. Williams, supervisor at the Strand Theatre, died at his home here on Saturday (2) after a long illness . . . W. H. Ruddisel, manager for Kay Films at Atlanta, was a visitor . . . J. H. Black, WB salesman, was busy covering his territory in this section . . . Bill Stack has been transferred from the Empire to become assistant to Manager A. Brown Parkes at the Melba. He replaces John Widdowson, resigned . . . Leonard Allen, Paramount publicist, was here setting up a number of pictures.

Russ Morgan, former assistant manager at the Alabama, recently became the father of an auburn-haired daughter, according to word received by friends here. Russ is now doing publicity work for RKO in Seattle . . . John Cason, local projectionist, has returned from a summer in California and handled a 16mm projector at the Birmingham News exhibit at the Alabama state fair. James Miller, a relief operator here, worked on the Tennessee Coal, Iron & Railroad Co. fair exhibit.

Sam Weller, advance man for the Theatre Guild's roadshowing of "Oklahoma," was here working with Bill Coury, Ritz manager for the Birmingham run of the production.

ATLANTA

The Eagle Lion club had a real oldtime party at the home of Andy Anderson, office manager, who lives near Norcross, Ga. . . . J. R. Pierce, owner of the new drive-in near Kingsport, Tenn., has opened the 500-car airer . . . John Jenkins, head of Astor in Dallas, was here visiting . . . Indictments were issued against P. G. McGregor, lessee of the Hanger Theatre near the Atlanta airport, and B. E. Gore, operator of the house, on charges of showing obscene films.

Ed Stevens, president of Stevens Pictures, returned to his office after a trip out of the city . . . Ditto Charlie Durmeyer, president of Southern Automatic Candy Co., who said that candy business was booming.

Robert W. Tarwater, newly appointed EL local manager, checked in at his office after a visit in Alabama . . . Exhibitors visiting the Row included Sidney Laird and L. J. Duncan of West Point, Ga.; Clyde Sampler of Richards & Duncan Theatres; P. L. Taylor of the Dixie, Columbus; Mrs. Cleo Singler of the Buena Vista at Buena Vista; D. R. Regan of the Roxy, Selma, Ala., on his first visit for several weeks because of illness; Lucky Stein of Floyd and Stein theatres in Georgia and Florida; Hap Barnes, Alabama drive-in owner; Hugh Martin, president of M&M Theatres in Florida, and C. S. Pitmann of the Pitman Theatre, Gadsden, Ala.

"Life With Father" will open as a stage show here November 8 . . . C. J. Carter, owner of theatres in Florida and Georgia, has sold the Desoto in Akachula, Fla., to E. B. Williams of Mayo, Fla. . . . Eddie Foster, former Republic salesman now managing a drive-in, and Gara Meyers of Birmingham were married in Knoxville, Tenn., recently.

Other visitors on the Row included Mary Brockett of Crescent Amusement Co., Nashville, Tenn.; Nat Hancock of the Roosevelt, Jefferson, Ga.; B. A. Buzbee, Ritz Theatre, Dadeville, Ala., and E. S. Wilburn, Florida circuit owner . . . The Safety Harbor Theatre, owned by Max Leventhal, will open October 15 . . . Ralph Packman, former FC local manager, returned to Atlanta for a visit . . . Al Weiss, manager of the Olympic Theatre, Miami, is the father of a baby daughter Cherie Alana.

TAMPA

The Palace tied in with the Atlantic Coast Line railroad to herald "Berlin Express." Two reservations for the "Berlin Express" were placed in an envelope bearing the name of the railroad. The tickets had the copy of the theatre, feature and cast. Ushers situated in the center of town distributed them . . . Tampa opened "The Paradine Case" this week . . . In the matter of ballyhoo the Palace came forward with a real horse and knight riding around town to publicize "The Crusades."

Cages were seen at the Park to exploit the coming of "Man-Eater of Kumaon." The tieup was made with Florida Wildlife and Game Commission who supplied cages and animals including a panther, bear, alligators and two monkeys . . . "Abbott and Costello Meet Frankenstein" was big at the Park.

Harrison Howe Pilots New FPC Paramount

ST. JOHN—When the Halifax Paramount opens in November or December, Famous Players Canadian will have full ownership-operation of two Paramount theatres and a half interest in the F. G. Spencer Co. and the Paramounts at Campbellton, N. B., and Amherst, N. S., both completed last year.

Latest of the four Paramount building jobs was completed here and opened recently. The local house is managed by Harrison Howe and William H. Magee, who was transferred from the Capitol, just across King Square from the new location, as assistant manager.

Two other Capitol employes also are in the lineup at the Paramount. They are projectionists Monte Chase and Jimmy Whitebone. Among those attending the opening of the $600,000 Paramount were Bob Roddick of Halifax, district manager for Famous; Fred Spencer, founder and head of the Spencer circuit; Archie Mason, exhibitor at Springhill, N. S.; Morris Stein, FPC eastern division chief from Toronto, and Eric Golding, booker for MGM.

Proceeds from the opening night performance, at $1 admissions, went to the Canadian Legion charity fund.

Oldest Projectionist Hurt in Auto Crash

TORONTO—Canada's oldest active projectionist Ted Joy, 82, an employe of the Odeon Plaza, was seriously injured in a car accident in which his car was demolished. The auto was struck by a truck. Joy is believed to be recovering. Another local film man, Scotty Wallace of the Colonial, was in the hospital with eye trouble as doctors fought to save his sight.

James D. Mitchell Named Manager at FPC Capitol

ST. JOHN, N. B.—James D. Mitchell, who has been transferred to the Capitol from the Imperial, Moncton, by Famous Players, as manager of the 1,629-seat house, served in the air force for four years. He started with FPC about 15 years ago and was at the Moncton Imp about two years. Previously, he was at the Glace Bay Savoy.

Red Deer, B. C., Crescent Opened; FPC Affiliate

RED DEER, B. C.—The Crescent Theatre, built by Morris and Ernest Beattie in affiliation with Famous Players Canadian to replace the house of the same name destroyed by fire eight months ago, was reopened recently. It is a 650-seater. The Beattie brothers also operate the Capitol here.

City Ticket Tax Rejected

TORONTO—The civic board of control has rejected a measure for the inauguration of a municipal amusement tax, which would have been added to the Ontario 20 per cent levy on theatre admissions. The proposed city ticket tax was intended to reimburse the local hospitals for deficits incurred in 1946 and 1947 which were not covered by the Ontario impost.

Eight New Odeon Units Due by End of Year

Toronto—Odeon is approaching the close of its first postwar phase of theatre construction with the completion of eight units scheduled before the end of 1948. Foremost in the group, of course, is the Odeon Toronto which represents an investment of $2,250,000, to be followed shortly by the suburban Hyland and Humber theatres. This will make five new theatres in Toronto, including the Fairlawn and Danforth.

Three theatres have been opened in Montreal and one Odeon has been, or will be, built in Peterborough, Guelph, Brantford, London, St. Thomas, Fort William and Port Arthur in Ontario, while Vancouver and Victoria each have one theatre. The program comprises approximately 20 theatres.

There is considerable conjecture regarding managerial promotions to the new Odeon posts. A well-known Toronto manager is slated to take charge of an important new theatre in Ontario, believed to be the Odeon at London, for instance.

Jules Laine, Harry Dobson Are Stricken at Toronto

TORONTO—Two veteran figures of the Toronto film industry died here within a week. Jules Laine died of a heart attack at his home in his 52nd year. A native of New York City, Laine had been a resident of Canada for many years, having been identified with the establishment of Columbia Pictures of Canada, Ltd. Eventually he owned a group of theatres in Montreal which he sold several years ago to Odeon. He was active in the manufacturing business in Toronto as well. Survivors are his wife, Rose Laine, and a son Michael.

The other death was that of Harry Dobson, 54, chief projectionist of the Fairlawn in north Toronto where, prior to the opening of the theatre more than a year ago, he supervised the installation of the first Gaumont-Kalee projection equipment in the Dominion.

One of the first projectionists, Dobson was a charter member of Toronto Moving Picture Operators Local 173, of which he was the vice-president. From the days of hand-cranking he became the projectionist of the Tivoli when it was opened by the Allens. He joined the Ontario government service as a theatre inspector and later was appointed chief inspector of the theatres branch.

Toronto Eases Ban On Midnight Show

TORONTO—As a result of a campaign by Arch H. Jolley, executive secretary of the Motion Picture Theatres Ass'n, a bylaw of the local police board has been amended to permit five more midnight shows for theatres in the municipal area. The original bylaw, in effect many years, prohibited late performances except at Christmas and New Year's, and the yuletide date meant practically nothing for the exhibitors because of poor business on Christmas eve.

The police commissioners have informed Secretary Jolley: "Following representations made by you to the mayor, the board of commissioners decided to lift the restrictions insofar as certain holidays were concerned." Midnight shows are allowed on May 24, Victoria day; July 1, Dominion day; Civic holiday, the first Monday in August; Labor day, in September, and Thanksgiving day, which is observed in October. The late shows can continue to be held on Christmas eve and at New Year's.

The amendment comes as a welcome concession at a time when the local exhibitors are wrestling with the power dimout regulations which are having an effect on business. Power is available around midnight, in conjunction with holidays, despite the electricity shortage.

Secretary Jolley also was able recently to prevail upon the Ontario government to grant a percentage commission to theatres for collecting the amusement tax and to secure permission for more lighting above theatre entrances under the power restrictions in order to safeguard the theatregoing public.

Howard Knevels, 49, Dies; Former Ontario Manager

MONTREAL—Howard V. Knevels, 49, well-known manager in several Ontario cities and in 1942 manager of Loew's Theatre here, died recently at the Royal Victoria hospital following a lengthy illness.

Born at Elkhart, Ind., a son of Howard A. Knevels and Alice Emmons Knevels, he was educated there and came to Canada in 1922. He managed theatres at Toronto, Windsor, Hamilton, Halifax and Ottawa for the Famous Players Canadian Corp. Surviving are his wife, the former Marie Pare; a daughter Joan of Montreal; two sisters, Ada of Chicago and Dorothy of Detroit, and a brother, Robert E. of Windsor.

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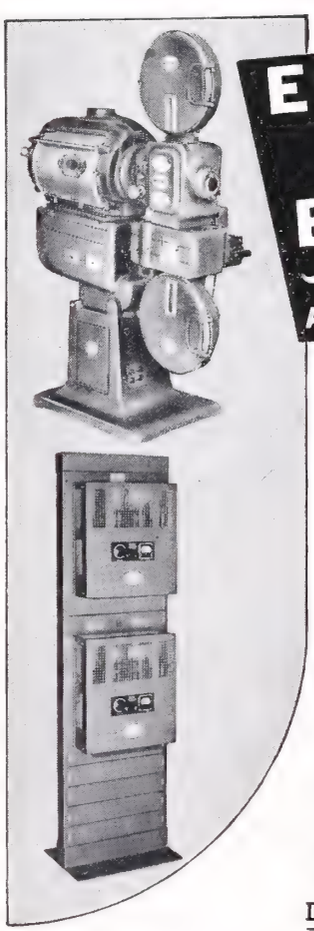
MONTREAL

A modern air conditioned theatre to seat 700 persons is being constructed at Sherbrooke, Que., by Armand Champagne, manager of the Asbestos Theatre, Asbestos, Que. . . . Owen Lightstone, district manager for Empire-Universal, returned from the U-I sales meeting in New York City. He immediately started on a five-day trip to Grand Mere, Louisville and Shawinigan Falls . . . "Big City" was scheduled to open October 8 at the Imperial . . . The MGM French dubbed pictures, "Maytime" and "Johnny Eager" did big business at the Odeon-Champlain.

Edgar Hamel left for Amos, Que., to open a Foto-Nite in the Royal Theatre . . . Mort Prevost, manager of Quebec Cinema Booking, took a fortnight holiday at his country residence in Vermont . . . Back from their vacations were Miss E. V. Brennan, booker at Warner Bros., who was at Lake Memphramagog, and Marguerite Bourgeois, revisor at Empire-Universal, whose two weeks holiday was spent at St. Jerome and St. Therese.

Tom Dowbiggin, district manager for Paramount, was encountered in an unusual milieu the other night. On the invitation of Rhona Shaw, Montreal fashion publicist, he attended the Migo Shirt Fashion show in the ballroom of the Ritz-Carlton, where he was the only film man in an audience of 400 retailers. The show, staged by Lou Heft, Inc., took the form of a Mexican Fiesta party, and was enlivened by the presence of a bevy of beauties in gay Mexican garb. Dowbiggin has his own ideas on promotion and merchandising, gained from his Filmrow experience, and suggested to press representatives that they should write up the exhibition from the standpoint that shirt manufacturing was the first Canadian industry to be so well and attractively publicized.

Exhibitors in town included Mr. and Mrs. U. H. Pelletier of the Alma Theatre, St. Joseph d'Alma, who were spending a six-week holiday here; Mr. and Mrs. A. Chouinard of the Imperial and Princess, Quebec City; Edmond Beaumont of the Francais and Classic, Quebec City, and D. St. Jacques of the Capitol, Thurso . . . Joe Allen, the original voice of "Donald Duck," is starring in person at the Esquire.



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WINNIPEG

A new amateur acting company has taken over the name of the Winnipeg Little Theatre, famed local organization of more than a decade ago . . . For its debut, the new group has chosen "Antigone," the Jean Anouill version of the Sophocles play performed on Broadway a couple of years ago with Cornell and Hardwicke . . . The Winnipeg Ballet enters a new season with a two-night show starring David Adams, a former member now with the Metropolitan Ballet of London, Eng. The Winnipeg organization was to leave shortly for a tour of eastern Canada.

The Gaiety's new first run policy seems to be clicking with most of its pictures playing at least two weeks. Latest to go into a holdup was "The Street With No Name" . . . Sam Swartz presented the Cedan-Zale fight pictures at his Rio . . . Somer James, Alliance Films manager, plans extensive showings of foreign films here. The bulk of the Alliance product, according to James, is made up of Italian pictures, with quite a few musicals included. Among early showings planned here are: "Pagliacci," with Gigli, "Before Him All Rome Trembled" and "Shoe-Shine."

Revivals were the rule here last week with the downtown houses, later runs and neighborhood houses all reaching pretty far back for their current fare. At the Garrick, Dave Rosemond reported his repeat of "Adventures of Robin Hood" was paying off, with the oldtimer going into a second week. Harry Gray has been doing good business at the Lyceum with a double made up of "Arizona and Texas." The Bijou with "Grapes of Wrath" and "Tobacco Road" on the same program, and the Deluxe playing "Alexander's Ragtime Band" gave the current week something of an antique flavor. This note was sustained by the Beacon's double of "Four Feathers" and "A Slight Case of Murder." Topping them all, the Rialto dug really far back with a lineup of old Chaplin pictures.

Win Barron, Paramount publicity head in Canada, stopped over briefly while returning to Toronto from Vancouver where he had assisted with a special show put on by Bing Crosby.

TORONTO

Jack Arthur, head office district manager for Famous Players, was made a member of the Order of the British Empire for his extensive work in organizing entertainment for Canadian military units and hospitals during the second world war . . . Marcus Loew's Theatres is reported in financial circles to be enjoying a very satisfactory year with improved liquid position and working capital. During the previous fiscal year, net earnings were $98,339, equal to $13.11 on each common share for which $4 in dividends was paid. The company operates Loew's and the Uptown here.

The wife of Harvey Hunt, Odeon's chief booker, is seriously ill in Wellesley hospital . . . Cardinal Films, headed by Harry J. Allen, made a rush job in the distribution of the Cerdan-Zale fight picture and the first run showings have registered good business . . . Famous Players has acquired the Grand in Regina from two sisters, Mrs. Christine Graham and Mrs. E. Wiseman. The house seats 947 persons and has been in the Graham family since 1924.

Arthur Silverstone, division manager, and Pete Myers, local manager, have returned from the national conference of 20th Century-Fox at Los Angeles. Pete was married just before the trip and made it a honeymoon . . . Win Barron, promotion manager for Paramount Film Service, is on a business tour of western Canadian cities through to the Pacific coast.

J. M. Franklin Seeking Inquiry Into Booking

ST. JOHN—J. M. Franklin, president of Franklin & Herschorn who has been leading a movement for investigation of alleged combines in theatre film booking, contacted a number of independent theatre owners while on a ten-day trip to Montreal, Ottawa and Toronto. He reports having found much support for a request for investigation under the Dominion combines statutes.

Franklin contends that openings of new theatres by the big chains have affected the run status of independent theatres, with long established ratings as first, second and third runs having been lost to the new houses or other chain units. He believes an investigation is required.

Film Fishing Techniques

TORONTO—National Film Board photographers and scriptwriters have completed filming of the "Technique of Fixed Reel and Thread Line Fishing" in the Alberni district of Vancouver Island. Julienne St. Georges was chief cameraman and Bill MacDonald scriptwriter, both from Ottawa headquarters of NFB. The film demonstrates a fishing technique new to America that will permit fly and lure casting in locations not suited to accepted techniques. The film will be distributed in the States by the sports film library of Field and Stream Magazine and in Canada by local film libraries of the NFB.

Again It's 'Kiss the Blood'

Universal's picture, "The Unafraid," will again have it original title, "Kiss the Blood Off My Hands."

Vancouver Business Continues Slow

VANCOUVER—Film business continued to be on the slow side in first runs here with nothing very big. "Mickey" at the Strand, "On an Island With You" at the Capitol, "Big City" at the Orpheum and "Letter From an Unknown Woman" at the Plaza showed the most strength.

Capitol—**On an Island With You** (MGM).....Average
Cinema—**Hatter's Castle** (Para); **The 'ainted' Sisters** (Para).....Fair
Orpheum—**Big City** (MGM); **Fighting Back** (20th-Fox).....Average
Plaza—**Letter From an Unknown Woman** (U-I); **Out of the Storm** (Rep).....Good
Strand—**Mickey** (EL).....Good
Vogue—**Another Part of the Forest** (U-I).....Moderate

'Babe Ruth' Follows 'Twist' At Big Odeon Toronto

TORONTO — The engagement of "Oliver Twist," first attraction at the Odeon, Toronto, came to a close at the end of the third week, to be followed by "The Babe Ruth Story" as the initial Hollywood production in the new theatre. "Life With Father" remained for a third week at regular prices at the Tivoli and Eglinton, while there were holdovers at the Uptown and Biltmore. A pair of revival features took over at the Fairlawn and Danforth for a change.

(Average Is 100)

Biltmore—**So This Is New York** (UA); **The Argyle Secrets** (Astral), 2nd wk.....85
Danforth and Fairlawn—**Life Begins at 8:30** (20th-Fox); **I Wake Up Screaming** (20th-Fox), reissues 95
Eglinton and Tivoli—**Life With Father** (WB), 3rd wk.....90
Imperial—**Race Street** (RKO).....115
Loew's—**Luxury Liner** (MGM).....115
Nortown and Victoria—**Good Sam** (RKO).....100
Odeon Toronto—**The Babe Ruth Story** (AA).....115
Shea's—**The Black Arrow** (Col).....110
Uptown—**Southern Yankee** (MGM), 2nd wk.....95

'No Name' Is Best Film Of Week at Calgary

CALGARY—Boxoffice receipts held up to average levels in both downtown and suburban houses. The best hit of the week was the action drama done in documentary style by 20th Century-Fox, "The Street With No Name," which dropped towards the last two days.

Capitol—**The Street With No Name** (20th-Fox).....Very good
Grand—**Up in Central Park** (U-I).....Good
Palace—**The Fugitive** (RKO); **The Checkered Coat** (20th-Fox), split with **Beyond Glory** (Para); **Caged Fury** (Para).....Fair

Storm Accompanies 'The Wind' in Sydney

North Sydney, N. S.—The biggest windstorm in 62 years hit North Sydney and Cape Breton island while "Gone With the Wind" was showing at the local Odeon. Outside, the rain-borne gale hit 70 miles an hour and rocked the almost new building.

John Farr, an ex-trouping ventriloquist and former owner of the Rivoli, is managing its successor. At the Strand, Sydney, E. R. Lynn, owner, and Jimmy Coleman, manager, used the hurricane as a boxoffice aid, specifically catering to performers, concessionaires and workers in the Lynch carnival, which had been flattened out. The carnival suspended operations, but resumed on a reduced scale the next night. The Strand got the carnivalites who didn't have to make repairs and who wanted to get out of the wind.

OTTAWA

Twentieth Century Theatres has acquired the independent Nelson, opened here last year on a 15-year lease, giving the circuit its fifth unit in the Canadian capital. With its acquisition, Don Watts has been transferred from the Rideau to the management of the Nelson, where he has been temporarily succeeded by Ted Smiley from the Victoria. The latter has been closed for extensive improvements after having been taken over several months ago from Donat Paquin. Under its new sponsorship the Nelson became a first run house, the first program being topped with "Northwest Outpost," followed by a week of "Lulu Belle."

J. Arthur Rank's Olympic Games feature in Technicolor was held for an extra three days at the Glebe with nice exploitation, including the attendance of the governor-general of Canada, and Barbara Ann Scott, Ottawa's Olympic figure-skating champion . . . J. Earl Lawson, president of Odeon, was prominent as a committee official at the national convention of the Progressive Conservative party, which elected George A. Drew as the new party leader.

Crawley Films of Ottawa made a complete moving picture record of the colorful Progressive Conservative political convention in the Coliseum. One of the guests at the convention reception was T. Ray Tubman, district manager of Famous Players . . . Larry Stephens of Eagle Lion of Canada, Toronto, spent some time here in advance of "Hamlet" which will open October 25 at the Glebe at $1.50 and $1.

Visitors included J. M. Franklin, promient maritimes theatre owner, and Mrs. Franklin. They formerly lived in the capital when he was manager of B. F. Keith's, now the FPC Capitol . . . Barney Sierlawski has moved to Kitchener after having been in charge of commercial art for the FPC theatres in Ottawa for years . . . The Rideau balcony has been altered to provide a section for patrons who smoke.

Commissioner S. T. Wood and officials of the Royal Canadian Mounted Police were guests of Manager Gordon Beavis at the Centre for a presentation of "Scotland Yard," a British short.

Balaban Will Address Eastern FPC Parley

NIAGARA FALLS, ONT.—Barney Balaban, Paramount president, New York, is scheduled to address the first conference of eastern managers and partners of Famous Players Canadian Corp. October 18-21 at the General Brock hotel here. Morris Stein, eastern division manager, will preside. President J. J. Fitzgibbons, Vice-President R. W. Bolstad, Ben Geldsaler, booking and buying manager, and James R. Nairn, advertising and publicity manager, will attend.

Subsequent conferences are scheduled for Winnipeg November 7-8, at Edmonton several days later and finally at Vancouver on November 16-17. Larry Bearg, western division manager, will be in charge of the western series.

These meetings are considered of prime importance because of current business trends, including a decline in theatre admissions and because of the increased competition in the Canadian theatre field.

Two Power Cuts Daily On Rotation Schedule

TORONTO—With the power situation continuing critical despite the restrictions provided by the dimout regulations, the Ontario hydro-electric comission has resorted to complete blackouts during morning and afternoon hours on a rotating zone arrangement to effect further conservation of current.

In Toronto proper there are 14 areas for which are scheduled two switchoffs daily, from Monday through Friday, with no arbitrary interruptions on Saturday or Sunday when many industrial and other business establishments are closed. The Toronto time chart, which may be put into effect at any moment, shows two power cuts at staggered hours daily for each zone from 9 a. m. to 3 p. m.

The enforcement of the switchoff schedule will bring two blackouts in a day to those theatres which have morning and afternoon performances, such as the Imperial, Loew's and the Biltmore, and one interruption for theatres which have matinee shows.

For these blackouts the exhibitors will have to make use of the battery-operated emergency lights when there is an audience in a theatre. The systems were being installed during the war for possible air-raid blackouts. They are not sufficient, however, for anything but the lighting of lobbies and stairways.

While no date has yet been announced by the commission for compulsory blackouts, the village of Port Credit, where there is one theatre, had its power turned off for a 40-minute period because local consumers had not observed the dimout rules. Similar penalties have been promised for other communities which continue to exceed the power-reduction quotas.

Chairman R. H. Saunders of the Ontario commission has warned that the power shortage will continue until 1950 at least, when new large hydro plants are scheduled to open.

Canadian Survey to Show How Family Cash Spent

OTTAWA—To find out such things as how much the average family spends on film entertainment, alcoholic beverages, gambling and the care of pets, the Canadian government has sent out crews of data-collectors in cities of more than 30,000 population and also selected rural areas. The countrywide survey is intended to check the cost-of-living index to find out if it is a true gauge for economic conditions.

VANCOUVER

Two Vancouver cameramen have had color one-reelers accepted by major companies. Wally Hamilton, now in charge of Trans-Canada Films, made "Bermuda" for 20th Century-Fox release and Douglas Sinclair shot "A Nation on Skis" in Norway, to be released by Warners . . . Sinclair married a Dutch lassie while overseas . . . Dave Souter, who recently resigned as 20th-Fox booker, has been appointed booker at the Eagle Lion-Monogram exchange, succeeding Max Sheine, promoted to the Toronto head office.

Yellow Knife, N. T., has been selected as the location site for a portion of the shooting of Regal Films' "Mrs. Mike," a story of the Northwest Mounted Police which Sam Bischoff and Edward Gross will produce as starring vehicle for Dick Powell. The story was a best-seller written by a British Columbia woman . . . Frank Doyle, a member of the State Theatre staff who breeds bees and markets honey as a sideline, now also is breeding frogs. Doyle says there is a big demand for frog legs, which bring fancy prices from local hotels and cafes.

Two former employes of the Orpheum staff, twin sisters Betty and Jean Jefferd, have quit the show business to operate Holt's coffee shop next to the Broadway at Main street and Broadway here . . . Marge Colbourne, formerly in charge of the candy counter at the Orpheum, resigned and is now in charge of the advertising department at Paramount exchange . . . Mary Crompton, Cinema cashier, quit to become a housewife . . . Sam Lambert, manager of the Hanson 16mm exchange, has left on a two-month trip visiting prairie narrow-gauge situations. Phyl Dixon will be in charge of the exchange during Lambert's absence.

Eddie Weisberg, UA booker who was away on a two-week vacation in Hollywood, received word that his father had died in Toronto and left Los Angeles via air to attend the funeral there.

Grand Theatre, Regina, Is Purchased by FPC

REGINA, SASK.—The Grand here has been bought by Famous Players for $93,000 from the Graham estate. It seats 950 and is a former vaudeville house, built about 36 years ago. FPC had a booking arrangement with the Grahams for the past 15 years. Jack Watson, manager of the Rex in Regina, also a FPC affiliate, will manage the Grand. The deal gives FPC four houses in Regina. The Odeon circuit is planning to build a de luxer here.

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St. John's Cornwall Opened by Parsons

ST. JOHN'S, N. F.—The 926-seat Cornwall Theatre, built for the Bernard D. Parsons interests here, was opened September 30. The seats were supplied by the Canadian Office & School Furniture, Ltd., and the projection equipment by Motiograph.

For the first three months the Cornwall will be managed by J. Alex MacKenzie, after which Thomas Hibbs will take over.

Although both companies are headed by Parsons, the Cornwall firm is separate from the United Movie Picture, Ltd. The latter has moved its offices into the Cornwall Bldg. A half dozen small theatres, each seating about 300, have been opened and are being operated by United Movie Pictures. The plans call for broadening out this chain until from a dozen to 15 theatres, all seating from 300 to 450, are in the group.

The original intention was to use only 16mm films and equipment, but it was found that the supply available is not of sufficiently recent production, and hence a shift was made to 35mm. The changeover has been completed at five of the locations, and was interrupted at the sixth by the New York trucking strike holding up the equipment. That lone dissenter is at Spaniard's Bay. The 35mm has been functioning at Port Aux Basgues, Long Pond, Carbonear, Placentia and Manuels. MacKenzie is manager of the UMP. All locations are at and will be at smaller centers of Newfoundland.

Parsons is a St. John's stock and bond broker who organized the Paramount about seven years ago, but met difficulty in the financing and had to call in Famous Players, who took over and completed the project.

CALGARY

Filmrow was practically barren last week with but few visitors, in briefly. Win Barron, the voice of Canada on the Paramount News, stopped off between planes for three hours. He was en route from Vancouver where he accompanied Bing Crosby and his Hollywood companions on their benevolent visit to the coast city. Win was full of yarns about the ad-libbing Bing, whom he calls a regular guy.

W. R. Carr, home office representative for Warner Bros., was a visitor at the local branch . . . Managers and salesmen from all exchanges left to sign contracts for new season business . . . Morris Saifer, Warner salesman, will have covered more than 2,000 miles by the time he returns to Calgary. He will visit Edmonton, Dawson Creek, Fort St. John and many other towns.

Jack Bermack, for the last two years with Warner Bros. in Winnipeg, joined the Calgary office staff . . . Floyd Rogers, exhibitor and horseman from Creston, B. C., was a Filmrow visitor. He said that the district is recovering from the disastrous floods which washed away topsoil last spring, and ruined fruit and grain crops.

Joe Garfin, Universal salesman, is the owner of a dog which won three awards at the recent show. The dog, a pedigreed Dalmatian, won awards for being the best puppy, the best of breed and the best dog at the show.

BOXOFFICE

The MODERN THEATRE



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OCTOBER 9, 1948

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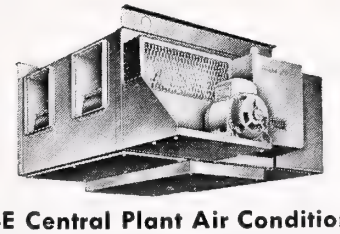
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OCTOBER 9, 1948
Vol. XV No. 11

The MODERN THEATRE

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ON THE COVER

Site of this glamorous staircase is the lobby of the Rex Theatre, latest addition to the amusement centers of Havana, Cuba. Created by Manuel Alvarez, noted Cuban designer and decorator, the theatre lobby derives its striking effect from the use of Formica Realwood in contrasting panels of primavera and red gum. Even the ticket box gets the same decorative treatment. A mirrored wall creates the illusion of vastly increased space and serves to set off the smart furniture which is a part of the decor.

OUR FEATURE theme this month is SANITARY MAINTENANCE . . . a subject that an exhibitor's best patrons hesitate to discuss with him. What smells or looks bad to them usually are obvious matters they feel he should have observed and corrected. They would rather go elsewhere than to tell him.

But we're not bashful and so take this opportunity to stress the importance not only of having the theatre look clean but of removing causes for unsanitary conditions; usually dirt accumulations and building decadence.

Good results can't be expected without a definite plan. It's well to make up a chart listing the routine for complete and regular housecleaning and to check against the chart regularly.

A thorough checkup of the entire theatre should be made each night by the manager to determine cleanliness, sanitary appearance and freedom from fire hazards. Rest rooms should be inspected hourly. Patron supplies—paper, towels, etc., must be always available. Hourly inspection of drinking fountains is another "must." The slightest evidence of an unsanitary condition around a drinking fountain or an inoperative fountain is inexcusable.

Refreshment service bars and vending machines must be cleaned daily and all muss removed. Popcorn can be blamed for attracting pests only if it is allowed to remain on the floor or accumulate in nooks and crannies.

Monthly inspection of the premises by an exterminator is advisable. Don't give vermin a chance to accumulate. Make a checkup on ventilation. Good ventilation in all parts of the house, especially the wash rooms, will eliminate the necessity of using deodorants. Inadequacies should be corrected.

Because it reflects so directly on ticket sales and the volume of refreshments served, the need for SANITARY MAINTENANCE throughout the house cannot be overemphasized.

FLOYD M. MIX, Managing Editor **HERBERT ROUSH, Sales Manager**
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Dust being removed from seats in Cooper Theatre, Brazil, Ind.



Removing popcorn from aisle carpet with Ideal vacuum cleaner.

THINNER DUST, THICKER RECEIPTS

Vacuum Cleaner Is Essential 'Tool' In Theatre Maintenance

by DAVE E. SMALLEY

THERE IS ONLY ONE efficient way, in fact only one dependable way, of removing dust and grit from floors and upholstered furniture and that is with a vacuum cleaner. Sweeping and dusting, at very best, remove only a portion of the surface accumulations and stir the rest into the air from whence it slowly settles down again.

A good vacuum cleaner picks up the dust and fine particles that come within the reach of its suction and, more than that, it draws out the imbedded portions as well. On bare, hard surface floors dust collects in cracks and on carpets the fine bits of grit sink into the pile. These bits of grit are usually sharp edged and under the pressure of foot traffic shear the pile at the base, causing early disintegration of the carpet. Only a good vacuum cleaner will remove the dust from the cracks of the bare floors and the grit from the carpets.

THREE CLASSIFICATIONS

Vacuum cleaners may be divided into three general classifications, the central or built-in system, the portable industrial type and the household variety. Since the latter is usually too small and weak for the heavy-duty needs of a theatre, one or the other of the two types is desirable.

The central or built-in system can be very expensive if installed in a building already constructed. Therefore it is customarily a part of the design when the building is built, along with the plumbing. The suction created by a powerful fan in the basement. is literally piped to various "inlets" at convenient points in the building. A long vacuum hose is connected to these inlets and the dust drawn to the collector which in most cases is located in the basement of the theatre.



Dave E. Smalley

That the built-in vacuum system has a bright future, especially in large buildings, seems rather certain, but since few existing theatres are thus equipped, and since the installation of the system in a completed building is likely to be as awkward as it is expensive, the only practicable alternative is the portable industrial vacuum cleaner. Therefore, it is to this kind of machine we shall devote our attention.

Although the mechanical principle of most portable industrial vacuum cleaners is pretty much the same, it being the creation of suction by operation of a high speed fan, there are a number of variations in the adaptation of the principle. In this article we shall not undertake to discuss the relative merits of the different adaptations, but will merely describe them.

Common to most of them is a tank on wheels, varying in capacity from five gallons to 25 gallons. Usually the wheels are swiveled casters, permitting the machine to be rolled about in any direction. Others have one swivel caster and two rigid wheels to prevent the machine from swinging sideways. A suction fan, nearly always operated by a universal motor (the type adapted for both a.c. and d.c.) creates a potential vacuum inside the tank, and the rushing in of the air to fill this vacuum carries with it all the loose particles in its path.

LONG HOSE REQUIRED

A hose, 10 to 15 feet long and reinforced with spiraling wire to prevent its collapsing from suction, is attached to one end of the tank, the other end to a light section of pipe, sometimes called a "wand." To the other end of the wand is attached the "tool" which may be a nozzle, 6 to 15 inches wide, for direct application to the surface to be cleaned. Or it may be some other type of tool, depending upon the service to be performed.

All vacuum cleaners have dust bags or traps to filter the dust—laden air entering the tank before the air escapes through the exhaust.

Variations in the different types of in-

dustrial vacuum cleaners are found in the kind of fan used, the method of trapping the dust, the kind of tools used.

EXHAUST FANS

Nearly all of the older vacuum cleaners, and some of the newer ones, employ a single-stage exhaust fan. In such cases the larger the fan the slower it needs to revolve and the less noise it makes. Usually stronger motors are used for the larger fans—sometimes up to 1½ horsepower. Small, single-stage fans must revolve very rapidly and consequently they are very noisy. The effectiveness of these two types, however, is not necessarily different. In the one we have more weight, more electricity, higher cost but less noise and, perhaps, more machine durability. In the other we have less weight, less electricity, lower cost, but more noise.

There is also the multi-stage fan which consists of two or three turbine-type fans assembled together in a single unit. This type of fan also requires high speed, but it creates considerably less noise than the single-stage fan operating at the same speed. The noise is reduced still more on some machines by diverting the filtered air through the motor—actually between the armature and the field. This is accomplished with no sacrifice of suction power, and some very powerful machines of this type, some with a water-lift as high as 50 inches, operate much more quietly than the small household machines. The multi-stage fans also permit the use of lower horsepower motors, sometimes as low as ⅓ h.p. and still maintaining a water-lift equaling that of a single-stage fan with a 1 h.p. motor.

FILTER VARIATIONS

But, if the multi-stage fan seems to create greater efficiency with less noise, it also presents greater complications of installation because the air passes through the motor. This means that all particles, moisture, etc., must be positively filtered out of the incoming air, for if any of these reach the motor the latter may be damaged. For that reason machines using multi-stage fans usually cannot be manufactured as cheaply as those with single-stage fans.

There are also variations in the filtering arrangements of different industrial vacuum cleaners. Practically all of the earlier machines and some of the more modern ones attach the dust bag on the outside. This is possible only when the single-stage fan is used. Where the multi-stage fan is used, the dust bag or air filter must be inside the tank, for the air must be filtered inside the tank before it reaches the motor. This is done very effectively with a large cloth bag looped back and forth over a metal basket, the unit being easily removed for cleaning.

There are also machines which use no dust bag at all. Some of these substitute a metal-wool pad for filtering the air, while others use a water trap. One of the latter type, recently brought on to the market, is said to empty itself by reversing the air inside the tank.

Most industrial vacuum cleaners can be used for picking up water, soap suds, etc. In the case of the machines with the inside bag, the latter is removed for "wet pickup" and replaced with an all-metal device known as a "suds shield," which prevents the water from getting into the motor. There is also a safety device which avoids the overfilling of the tank. Industrial vacuum cleaners are now being used extensively for drying scrubbed floors, for picking up spilled or flooded water, and for following up a scrubbing machine in the shampooing of carpets.

SUCTION IS IMPORTANT

As already indicated the efficiency of a good industrial vacuum cleaner depends less upon the horsepower of the motor and size of the tank than upon the suction power of the machine. The latter is indicated by what is called "water lift," referred to earlier in this article, and applies to the height the water is lifted by suction in a "U" shaped glass tube. Meters are now available for ascertaining the water lift quickly and accurately. The water lift of a good industrial vacuum cleaner should not be less than 36 inches and some of the more powerful machines now run up to 50 inches or higher.

Through tests made some time ago by an independent laboratory in a group of Pittsburgh department stores, it was found that one industrial vacuum cleaner with a 50-inch water lift removed five ounces of dirt from 100 square feet of carpeting in two minutes.



Vacuum cleaning theatre drapery with Car-Na-Var cleaner. Small nozzle is attached to extension handle adequate to reach top of drapes. Extension handle should be made up of two or three detachable sections, so it can be shortened for cleaning lower portion of the fabric.

SHOULD BE MANEUVERABLE

As for the type of vacuum cleaner best adapted for theatres, it should be one easily maneuverable, with not less than 35 feet of cable, a hose of not less than 12 feet and capable of being extended by attaching additional lengths of hose if needed.

No particular problems are presented in cleaning the lobby, foyer and broad aisles, but between and under the rows of seats, as well as the upholstered seats themselves, one must learn the knack of using the vacuum machine to advantage.

On bare floors, such as the terrazzo, tile or rubber of the lobby, the rest rooms, etc., a felt tool is attached to the large nozzle. This tool, which consists of either a felt pad entirely around the orifice of the nozzle or a "squeegee" inside the nozzle, prevents the scraping effect of one hard surface against another. If the felt tool surrounds the nozzle, better results in operation are obtained by slightly raising and lowering the wand, since this allows space under one edge of the nozzle for the proper influx of dirt-laden air.

While the vacuum cleaner has no adequate substitute for cleaning bare floors, it is indispensable for cleaning theatre carpets, upholstering, draperies, etc. For these purposes a brush is attached to the nozzle for greater efficiency. Sometimes the brush surrounds the orifice of the nozzle and sometimes it is swung like a squeegee on the inside of the orifice.

CLEANING SOUND SCREENS

For vacuum cleaning the sound screen a small nozzle (not more than 6 inches wide) is preferred and it should be fitted with a surrounding brush of long, soft bristles. This nozzle it attached to a long, light extension handle adequate to reach the top of the screen which is cleaned with easy up-and-down strokes. The extension handle should be made up of two or three detachable sections so that the handle can be shortened for the lower portion of the screen.

In cleaning the sound screen with a vacuum cleaner, careful overlapping of the strokes is essential to avoid streaks. The same brush and extension handle may be used for cleaning draperies, walls, etc.

As said before, there is a knack to learn in the vacuum cleaning of the seating areas. An inexperienced operator can get badly tangled up in the hose between the rows of seats. The proper method is to leave the machine in the aisle and begin cleaning the floor as he starts between the

rows, dragging the hose after him. He should not attempt to begin in the middle or opposite end of the row and work backwards. He should always go forward to prevent backing into the hose.

BLOWER IS USED ON LITTER

In most cases a 12-foot vacuum hose with a four or five-foot wand will reach well beyond the center of any seat section, but if greater length is needed another section of hose can be attached without sacrificing efficiency. A recent test showed only two inches of loss in water lift at the end of 132 feet of assembled vacuum hose sections. A small metal nut passed through the 132 feet of hose and clinked in the tank in 18 seconds.

If the auditorium floor is badly littered with particles too large to enter the nozzle of the vacuum cleaner, it is advisable to collect these first by utilizing the blower function of the machine. This is done by attaching the hose to the exhaust connection of the machine and turning the nozzle on its side, or by removing the nozzle and using only the wand, thereby blowing the large particles ahead. This is especially effective under the seats, to push the trash toward the front of the auditorium.

It is then necessary, of course, to go over the same area a second time to pick up the dust by suction. In a theatre large enough to justify two vacuum cleaners a second operator may follow the first one. Or, in the case of the self-emptying machine mentioned earlier in this article, suction can be changed to blowing simply by reversing a lever. The machine empties itself only when water is injected for the purpose.

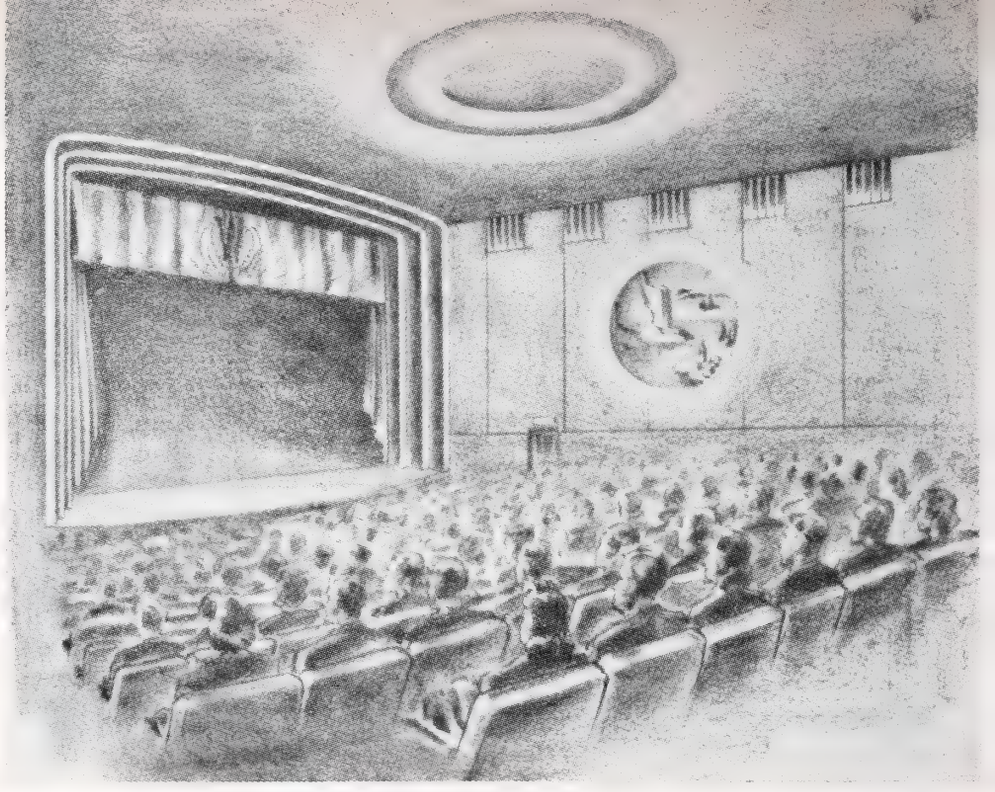
For cleaning upholstered seats, the smaller nozzle, fitted with a brush as recommended for the screen and draperies, is best adapted. It is attached directly to the hose, dispensing with the wand.

CLEANER HAS OTHER USES

Many modern-type vacuum cleaners are fitted with spraying attachments, with which deodorants and insecticides can be blown into cracks and corners where they are most effective. There's no tiresome pumping as with a hand spray. There are also many uses for a vacuum cleaner in the projection room, such as vacuuming away carbon ash caused by arc lamps, cleaning out the inside of equipment, etc.

When this writer was a boy in his middle "teens" he obtained admission to "one-night stands" and occasionally one-week repertories by helping sweep and dust a small-town opera house. Straw brooms and feather dusters raised a fog he can still see and smell and he wonders now how they ever got away with such cleaning. Truly time marches on.

Sanitation in the theatre must be implied as well as in evidence. Obvious cleaning should be the rule; yet the house should not extrude the strong odor of deodorants or disinfectants. Providing plenty of ash trays in lobbies, lounges and foyers will make it easy for people to dispose of cigaret butts and will protect your carpets.



Theatregoers feel doubly secure in auditoriums where they can breathe ultraviolet-purified air.

SURFACE AND AIR-BORNE GERMS KILLED WITH STERILAMPS

In maintaining sanitary conditions in theatres it's important not only to get rid of the bugs you can see but those you can't see as well.

For the unforeseen variety, an all-purpose germicidal unit designed for either direct irradiation with sterilizing ultraviolet or indirect room air disinfection is now available. This unit, developed by Westinghouse, is called a Sterilamp.

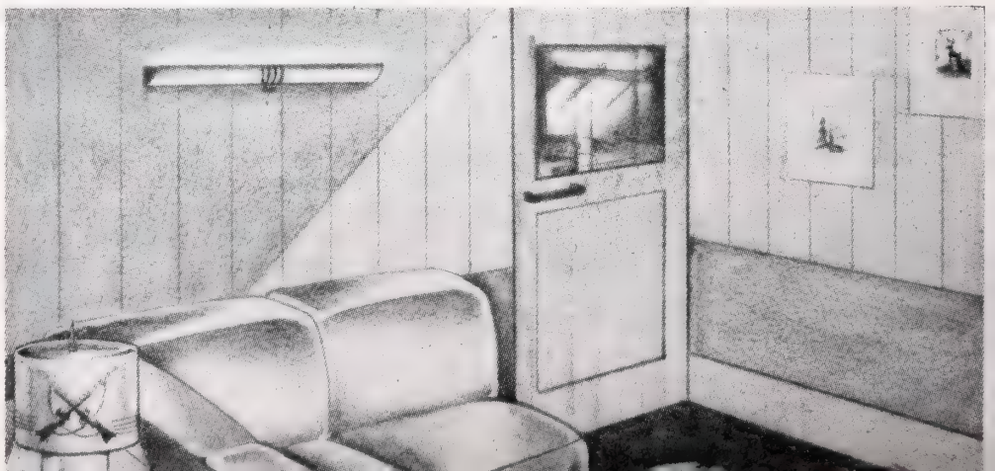
Sterilamps are long, slender tubes similar in appearance to fluorescent lamps. They are available to theatres for installation in lounges, rest rooms, lavatories, lobbies, foyers, air conditioning systems and elsewhere as required to help protect patrons from the possibility of infection from airborne or surface bacteria and germs. The lamps are customarily installed in special wall fixtures so that air circulates over them, or in air conditioning ducts where the air passes through a forest of them. The lamp is particularly effective when used for indirect irradiation to purify and disinfect the air in the upper part of the room. As the purified air hits the ceiling and walls it cools, descends and then continues the cycle of purification.

In the lavatory, special toilet-seat fixtures are available to guard against spread of bacteria on the surfaces.

Westinghouse makes a complete line of bactericidal lamps, including the hot cathode as well as the cold. The line includes eleven different sizes and wattages.

There are definite dollars and cents advantages in a theatre being able to assure its patrons that the air they breathe is as clean, pure and free from bacteria as modern science can make it.

A men's lounge adjacent to a lavatory with a Westinghouse Sterilamp fixture mounted on the wall.



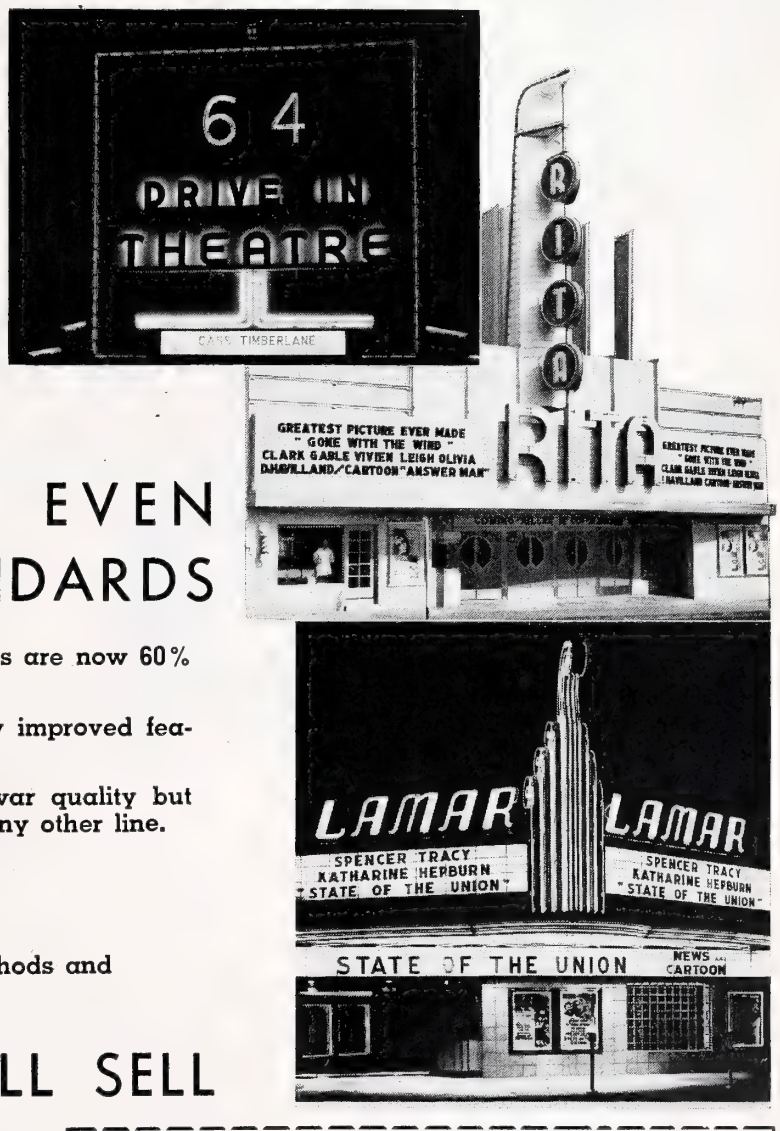
FROM
CAN OPENERS TO CARS

— almost everyone considers much of today's manufactured goods

INFERIOR TO THAT OF 1941!

There are exceptions, of course, a notable one being

WAGNER LETTERS
AND
SIGN DISPLAY EQUIPMENT



which are recognized to be

FAR SUPERIOR TO EVEN THE HIGH 1941 STANDARDS

- WAGNER Shock-proof, Translucent Plastic Letters are now 60% stronger—practically unbreakable!
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- WAGNER Aluminum Letters are not only pre-war quality but are being made in more sizes than offered by any other line.

YET

because of more efficient manufacturing methods and merchandising practices

WAGNER LETTERS STILL SELL AT 1941 PRICES!

We suggest, however, that you lose no time in filling all your requirements, for further advances in labor and materials costs are certain to necessitate increases over the present low prices.

Wagner Sign Service, Inc.
218 S. Hoyne Avenue
CHICAGO 12, ILL.

USE COUPON FOR BIG CATALOG ON EFFECTIVE SHOW SELLING EQUIPMENT

WAGNER SIGN SERVICE, INC.
218 S. Hoyne Ave., Chicago 12, Ill.

Please send big free catalog on Wagner Theatre display equipment, the largest line in the world.

Name.....

Theatre.....

Street .....

City and State .....



ILLUSTRATION TWO: Outer lobby after renovation.



ILLUSTRATION ONE: Outer lobby before renovation.

SURFACE DECORATION RE-DATES BUFFALO'S LAFAYETTE THEATRE

by HANNS R. TEICHERT*

FOR SOME TIME now we have had a gradually accumulating reaction from owners and managers of large theatres. Their main comment seemed to run along the following lines:

"This complete renovation of outdated small and medium sized theatres is all very well, but it requires a much smaller scaled operation to bring them up to date. Also, because of their less elaborate original architectural background, a new effect is apt to be very much more convincingly modern. But with theatres such as ours seating over 2,000, and 25 years old or more, well, it's a completely different problem. It's not just a matter of size. Our houses were the showpieces of their era, and the aforementioned architectural ornamentation that was their distinction then is the mark of their age and their handicap now. It takes too much remodeling to make even a small step toward a modern effect. There seems nothing else to do but just keep them as clean as possible and hope the new theatres won't cut too severely into our boxoffice receipts."

OWNERS NOT CONTENT

What these men say of their problem is true in some degree, but it does not necessarily lead to so hopeless a conclusion. And the proof of that lies in the theme of our present article . . . Basil's Lafayette Theatre of Buffalo.

Basil's Lafayette is the largest of a chain of ten theatres owned by Lafayette Theatre Bldg., Inc., of which C. J. Basil is president; B. J. Basil, vice-president, and T. J. Basil, secretary-treasurer, with G. H. Mackenna as director. It seats over 3,000 and is located in the heart of Buffalo's business district. It was built 28 years ago and its use of elaborate plaster ornamentation, pseudo - Renaissance murals, stained glass, dark woodwork, curtained doors and glaring lighting were only a few of its handicaps.



Hanns R. Teichert

But the owners and management were not content just to let this valuable property deteriorate with the years. Its location, its prestige and its many potentially good qualities made it a challenge to bring it up to date and strengthen its financially healthful life span.

To that end, Rex Davis of the Hanns R. Teichert Co. was called in to submit a plan, the results of which we hope will interest management of other houses of this type and age. Inasmuch as the solution to a problem like this seems to be of such general interest, we have decided to detail the information in two articles, of which this is the first (with the second to follow in the next issue), and to illustrate them with before-and-after pictures.

In this article, space will only permit taking up the lobby and foyer areas. A look at the first illustration shows the outer lobby as it formerly was, a very confused welter of posters superimposed over varying backgrounds of marble, mirror and plaster, with a blare of harsh lights from unshaded bulbs, and a superfluity of plaster ornamentation in dull polychrome to further confuse the effect. Our second illustration shows this lobby as it now is (with the unfortunate addition of two outside standing-posters that the photographer forgot to remove). Without these two posters, the room has a clean, crisp, modern air that is attractive even though its vibrant color is not here apparent. But let us take one of the features of this area at a time and see where all these seemingly small changes have added up to a completely new looking lobby.

IMPROVEMENT IN CEILING

Perhaps the biggest improvement is to be found in the ceiling area. Whereas the old one was stiff and out of date, besides of very dull tan tones, the new ceiling treatment is more graceful, in the best of modern taste, and infinitely more practical, inasmuch as it forms a really adequate reflecting surface and background for the fine brushed brass lighting fixture that hangs from it.

Notice the contrast between the glare shown coming directly from the old fixtures and the diffused and glareless illumination of the new. And yet also notice that the whole area appears to be less spotty in effect and generally more evenly lighted throughout, although such dated additional booster lighting as the torcheres on the extreme right and the arched mirrors reflecting the smaller ceiling lights have been eliminated.

*Theatre Decorating Specialists; Decorative Consultant to The Modern Theatre Planning Institute.



ILLUSTRATION FOUR: Modern effect in inner lobby of the Lafayette Theatre has been achieved mostly by eliminating unnecessary old detail and the application of dynamic new color treatment. Architectural changes have been held to a minimum, yet effect is that of an entirely new interior.

Notice, too, how the old ornamental plaster is not missed but that the plain deep turquoise walls bring out the rich simplicity of the black and white marble areas, giving them an extremely new feeling. The brushed brass of the lighting fixtures is repeated in the inside framing of the largest coming-attraction board, which is inset over the area formerly taken up by the arched mirrors and illuminated indirectly, while brass is also the smart door framing for the glassed area to the inner lobby. This latter feature, besides getting rid of the fuddy-duddy doors, serves to invite the patron visually into the theatre proper. Now let's see how it looks on the other side of these doors.

INNER LOBBY

Our third illustration shows the inner lobby and its former atmosphere of outdated neo-classicism. The same objections apply here that we brought up in reference to the outer lobby. Now take a look at the fourth illustration and see if you don't think it beautifully clean-lined and compelling. It is now all-of-a-piece with the first area, and as practical as it is up to the minute. Here, again, is the contrast in lighting. See how the former glaring hanging fixtures and torcheres have been replaced by general and indirect lighting.

See how dignity has been given the coming-attraction banner by scaling down the area but keeping it noticeable with a brushed brass frame. See how the area has been made more productive by the opening of a candy recess to the right rear. And those smartly modern doors that replace the fusty old dark ones are, believe it or not, the same ones, only paneled over in plywood with cutouts for accents. This inexpensive and effective idea, alone, is enough to give the whole lobby a new air inasmuch as it is such a focus for patrons' eyes as they come in. But perhaps the greatest lift in that direction is given by the changing of the decorative panels that form the feature of the upper part of the room.

So far we think you will agree that considerable change has been affected here for the better, and mostly through the elimination of unnecessary old detail and the application of a dynamic new color treatment. Architectural changes have been held to a bare minimum, yet the effect gained is that of an entirely new theatre interior.

Our next and concluding article will show you before-and-after views of Basil's Lafayette foyers and auditorium, which is an even greater study in contrasts. Perhaps a few ideas of how your property can be improved, if it is of this type and condition, will occur to you as you see what has been accomplished here. For the Basil chain is noted for its astute management, and Basil's new Lafayette is the brightest and strongest link in the chain.



ILLUSTRATION THREE: Inner lobby of the Lafayette Theatre with former atmosphere.



The joint luncheon of the TESMA-TEDA groups on Tuesday was addressed by Mayor Kaufman of St. Louis, Oscar F. Neu, president of TESMA, Ray G. Colvin, head of TEDA and Nathan Golden, U.S. Dept. of Commerce. Left to right: Nathan Golden; Mayor Aloys P. Kaufmann; Joe Holland, toastmaster; Ray Colvin; Oscar Neu, Roy Boomer, TESMA secretary.

By Way of Report:

TESMA-TEDA Convention Outstanding Success

by FLOYD MIX

THE THIRD joint convention of the Theatre Equipment and Supply Mfgs. Ass'n and the Theatre Equipment Dealers Ass'n at the Hotel Jefferson, St. Louis, September 27-30, was an outstanding success.

The show was larger in attendance and number of exhibits than any of the shows held previously. The many interesting demonstrations of theatre equipment were climaxed by a demonstration of RCA's large-screen television and the premiere showing of National Carbon's motion picture, in Technicolor, on carbon arc projection.

Exhibits included all types of equipment and phases of operation, including the very latest drive-in devices, among which was an in-car speaker unit that contained heating and cooling elements.

On Tuesday (28) a joint luncheon of the two groups in the Gold room of the Jefferson was addressed by Aloys P. Kaufmann, mayor of St. Louis. He was introduced by his former city counselor, Joseph F. Holland. Mayor Kaufmann extended a welcome to those present and left no doubt in anyone's mind that St. Louis appreciated the opportunity to be host to the joint convention.

ASSOCIATE MEMBERSHIPS OFFERED

Oscar F. Neu, president of TESMA, and Ray G. Colvin, head of TEDA, did the honors for their organizations. Nathan Golden, head of the equipment section of the theatre division, U. S. Department of Commerce, brought greetings of the department to those present.

The annual business meeting of the Theatre Equipment and Supply Mfgs. Ass'n was held in the Gold room of the Jefferson September 29. After dispensing with the usual business, a motion was made and carried to amend the bylaws whereby associate membership in TESMA will be offered to firms and individuals connected with the theatre industry who are not manufacturers, such as architects, builders, export agents, advertising agencies, financing companies, etc.

Colvin reported that many TEDA matters of importance were discussed in their business meeting and a very constructive session was held. Colvin further stated that TEDPA has been changed to TEDA. The word "protection" was removed from the organization's name. The Canadian membership of TEDA was represented by 100 per cent attendance, while the U.S. dealers were represented by a 96 per cent attendance.

The facilities of the large Gold room were taxed to the limit for the annual banquet on Wednesday night, the sale of tickets being stopped 24 hours before the banquet because of lack of space.

THURSDAY'S PROGRAM HIGHLIGHTS

Thursday's program was highlighted by the showing of the National Carbon Co.'s motion picture "Carbon Arc Projection," in Technicolor, and by RCA's progress report and demonstration of the latest in theatre television.

"Carbon Arc Projection" is the first motion picture ever produced to demonstrate the optics of motion picture projection and the carbon arc's position in the broad science of light, sight and color. The picture explains what the carbon arc is and how it operates. Optical systems used in projection equipment for harnessing the tremendous intensity of light necessary for modern motion picture screens were shown by an animated diagramatic presentation.

The National Carbon picture, which took 15 minutes to show, required one and one-half years to produce and cost $75,000.

Immediately following National Carbon's motion picture, Barton Kreuzer, manager of RCA theatre and film-recording activities, outlined the progress of research and planning for theatre television. Kreuzer said that RCA's experimental development of the new projector followed the delivery of two other types of direct projection equipment and an intermediate film system which were developed under separate joint research programs conducted by RCA with Warner Bros. and 20th Century-Fox.

Following Kreuzer's report was the demonstration of the new television projector which showed 20x25-foot pictures. The new projector, never before shown outside the development laboratories of the RCA engineering products department in Camden, N. J., is smaller, lighter in weight and more compact than any earlier video equipment.

The St. Louis demonstration was presented with the cooperation of television station KSD-TV. The program, which was telecast to the regular video audience of about 40,000 in the St. Louis area, was a special matinee edition of the program, Russ David Entertains, which is sponsored by RCA Victor dealers in St. Louis. In addition to music and vocal numbers the telecast included brief interviews by Frank Eschen, the station's director of special news events, with Oscar Neu, Nathan Golden and John F. O'Brien, manager of the RCA theatre equipment section.

SHOW THIS YEAR BEST EVER

Expressions from the manufacturers who exhibited were that the show this year was by far the best theatre equipment trade show they had ever attended. Theatre Supply dealers were equally praiseworthy in their statements.

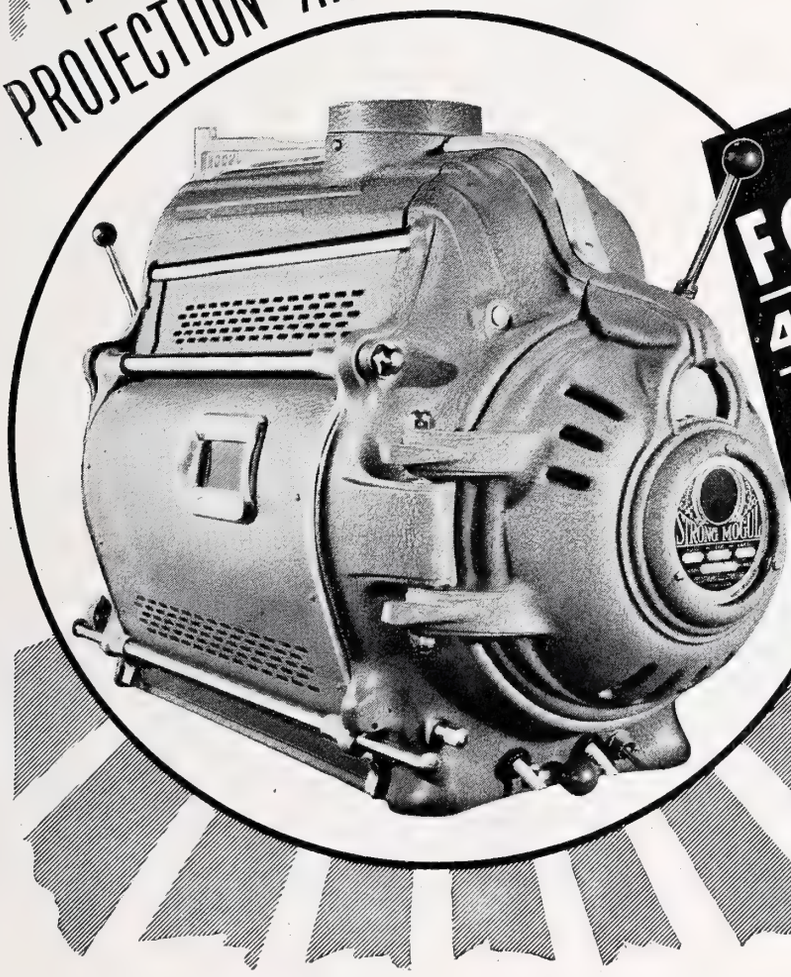
Roy Boomer, TESMA secretary-treasurer, pointed out that the record number of exhibits, delegates and convention visitors is a testimonial to the growth and advancement of TESMA during the past year.

Much credit for this year's successful convention is due to the untiring efforts of Roy Boomer and the convention committees. Members of the local St. Louis IATSE are to be complimented on the splendid cooperation given to the exhibitors in setting up the various displays.

No changes in officers were made by either TESMA or TEDA as both associations elected slates last year for two-year terms.

THE STRONG MOGUL PROJECTION ARC LAMP

70-AMPERE • 40-VOLT
FOR DRIVE-INS AND LARGE THEATRES



FOR BRILLIANT 48-FOOT AND LARGER PICTURES

with all details clearly visible 500 feet or more from the screen.

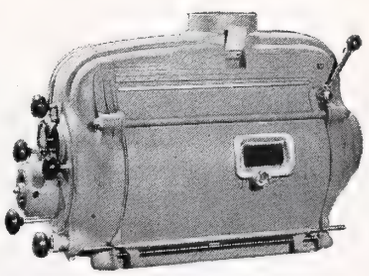
★

PROJECTS 15,000 lumens THE MAXIMUM LIGHT

that film will accept without damage!

THE STRONG UTILITY PROJECTION ARC LAMP

1 K.W. HIGH INTENSITY FOR SCREENS UP TO 18 FEET IN WIDTH



DELIVERS TWICE THE LIGHT OF LOW INTENSITY LAMPS

There are more Strong-made D.C. 1 k. w. lamps used today than all other makes of 1 k. w. lamps combined.

When the lamps are **STRONG** *the picture is bright!*

As the only lamps produced complete within one factory, Strong projection arc lamps can be so engineered as to obtain the finest screen results.

Strong lamps assure longest life, some built 25 years ago are still working every day.

USE COUPON TODAY TO OBTAIN FREE LITERATURE OR DEMONSTRATION

THE STRONG ELECTRIC CORPORATION

The World's Largest Manufacturer of Projection Arc Lamps

87 City Park Avenue Toledo 2, Ohio

( ) I would like a demonstration of Strong Lamps in my theatre, without cost or obligation.

( ) Please send free literature on the:

- ( ) Mogul Lamp
- ( ) Utility Lamp
- ( ) Strong Rectifiers
- ( ) Strong Reflectors
- ( ) Strong Arc Spotlamps

Name.....

Theatre.....

Street .....

City and State .....

GET THAT FIRE-FIGHTING EQUIPMENT READY FOR QUICK ACTION!

INVESTMENT IN fire-protection appliances should be protected by periodic inspection. The service life of portable extinguishers is lengthened and their dependability assured by regular attention.

Fire extinguishers most commonly used in theatres are of the Vaporizing Liquid, Carbon Dioxide, Soda Acid and Gas Cartridge types.

VAPORIZING LIQUID TYPE

The vaporizing liquid type fire extinguisher puts out more fires (60 per cent, estimated) than all other types combined. It is a general-purpose extinguisher and may be used when fires occur in the booth and on fires that start elsewhere in the theatre.

To properly maintain this type extinguisher, at least once a year it should be partially discharged into a clean, dry, glass receptacle to test the pump and nozzle opening. The liquid removed should be returned to the extinguisher immediately. Vaporizing extinguishers ordinarily need not be completely discharged because the liquid is non-deteriorating. They should be kept filled at all times to within one-half inch of the filler opening. The filler cap should be screwed on tight, the handle locked and the recharge tag—a necessity on every extinguisher, filled out, dated and signed by the party doing the inspecting.

CARBON DIOXIDE TYPE

The carbon dioxide extinguisher discharges a cold, white cloud of carbon dioxide, a clean, dry, inert, odorless gas which displaces oxygen and snuffs a fire. It does not damage machinery, materials or finishes and is particularly adapted for use in the booth.

Carbon dioxide extinguishers should be weighed periodically and record of the weight and date of checkup entered on the record card attached to the extinguisher. Correct full and empty weights are usually stamped right onto carbon dioxide extinguishers by the manufacturer. Extinguishers that weigh less than their full weight should be promptly recharged at the manufacturer's authorized service depots. All extinguishers should be recharged immediately after being used.

SODA-ACID TYPE

The soda-acid or wet-chemical type of extinguisher is commonly used for fires in wood, papers, textiles and other combustible materials. Its chemical contents are used primarily to produce pressure for discharge. The discharged stream is primarily water, so it is not effective on flammable liquid fires and is not safe to use on live electrical equipment. It must be kept in a nonfreezing location.

Soda-acid extinguishers should be discharged and recharged once each year. After use, the ring cap and acid bottle cage containing the bottle and lead stopple should be removed. All parts should be washed and water drained through hose and nozzle to make sure they are in good order.

For best results and safety to the operator the recharges supplied by the manufacturer should be used. Directions on package containing soda should be followed carefully. Soda should be dissolved in water of quantity specified, stirring briskly until completely dissolved. This solution is then poured into the extinguisher and enough water added to bring solution level up to watermark on inside of extinguisher. Next, the cap should be removed from acid bottle and lead stopple inserted in mouth of bottle. Acid bottle is placed in cage which is gently slid into the extinguisher. If the head gasket in the ring cap needs replacing, use gasket supplied by manufacturer, to assure correct thickness. A bit of petroleum jelly or cup grease should be put on the threads and the ring cap screwed in place, making sure that at least four threads are engaged. If the extinguisher has a manual stopple, stopple should be placed in open position before putting on or taking off the ring cap. Don't forget to record date and name on recharge tag.

GAS-CARTRIDGE TYPE

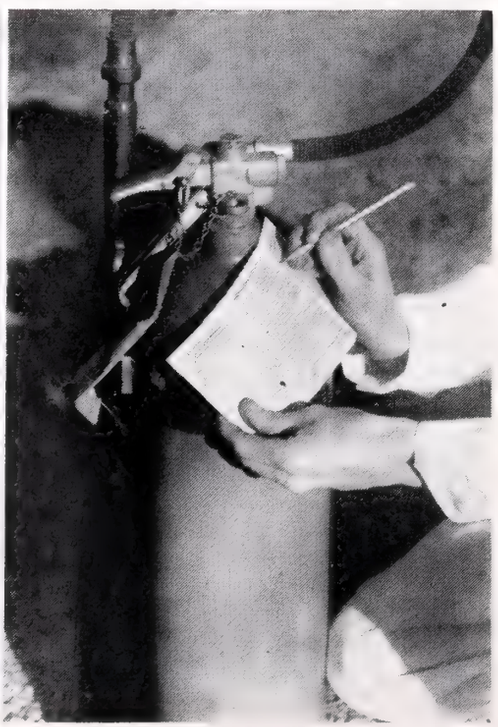
The gas cartridge extinguisher takes its name from the carbon dioxide cartridge it contains, which, when punctured, provides force for expelling a water stream. This type extinguisher gives a stronger stream than the soda-acid extinguisher, and it can be conditioned against low temperature by using an anti-freeze charge. Gas-cartridge extinguishers are intended for fires in wood, paper, textiles and other ordinary combustibles. They are not effective on flammable liquid fires and are not safe for use on fires in live electrical equipment.

Gas-cartridge extinguishers should be inspected annually. The hose and nozzle should be kept clean. Ring cap or extinguisher should be unscrewed for recharging or inspection. All parts must be handled carefully. Water should come up to, not above, the protruding watermark inside the extinguisher.

Gas cartridge should be removed from the ring cap and condition of ring-cap gasket and steel puncturing pin examined carefully. If, for any reason, a cartridge shows loss of weight, one-half ounce or more, or is damaged in any way, it should be returned to the manufacturer for reloading or exchange.

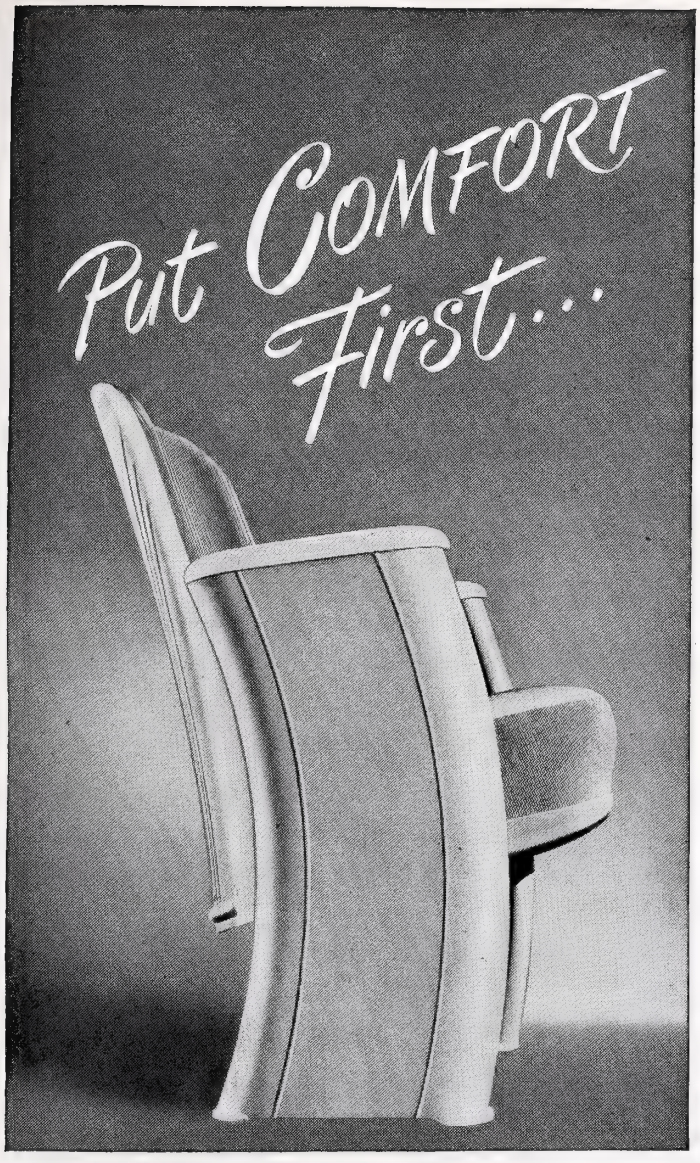
An anti-freeze ingredient in water solution will protect the extinguisher against freezing. In adding anti-freeze be sure to follow instructions on container or those furnished by extinguisher manufacturer.





Left. At least once a year vaporizing liquid type of fire extinguisher should be partially discharged to test pump and nozzle opening.

Right. Carbon dioxide extinguishers should be weighed periodically and record of weight and date of checkup entered on the record card. (Photos courtesy of Pyrene Mfg. Co.)





But make sure of all three — Comfort, Appearance, Long Service

For many years we've made a special study of the problems of theatre owners—and our current models show it in every respect. They are luxuriously comfortable. Model TC-700 shown above indicates their smart lines—and the choice of colors and fabrics will dress your house in true elegance from front to back. Their sturdy *steel* construction is positive assurance of long, trouble-free service—and you'll find a profitable pay-off in the many features that make up-keep easy and cut maintenance costs.

So make sure of all three when you re-seat or plan a new theatre. Our illustrated folder shows all current models in full color—and our own or a representative of your nearest distributor will show you at first hand how comfortable and practical theatre seating can be!



Steel for strength, steel for comfort—*plus sound design and skillful workmanship means that ease, relaxation and long life are literally built into every Heywood-Wakefield seat cushion.*

★ ★ ★

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REG. U. S. PAT. OFF

HOW CAN AIR CONDITIONING AID IN SANITARY THEATRE MAINTENANCE?

by GEORGE F. FRANTZ*

FOR A BETTER understanding of this question let's enlarge upon it and say in regards to removing (1) Dust, (2) Odors, (3) Germs. Without a doubt the greatest value lies in the ability of air conditioning systems to remove dust, but before we can determine its effectiveness in this respect there are several factors to be considered. First, is it of the evaporative or refrigeration type? Evaporative systems move large volumes of air, all of this being brought in from the outside, and they depend upon water sprays to function both the cooling means and as filters. Refrigeration systems move relatively much less air and a large portion of it is being continually recirculated, and passed through pads of suitable construction which act as filters. Naturally, when the same air is circulated over and over through a filter, the dust content can be reduced to a much greater extent than when larger quantities are used and filtered only once. A second important factor to consider is the locality.

DOWNTOWN PROBLEM IS COMPLICATED

If we are in a rural or suburban area, our problem is mainly one of windblown dust from streets and fields, together with pollen, spores and some bacteria. If our location is downtown in a large city or in a heavy industrial area, then the problem becomes more complicated because of the addition of soot, ashes, smoke, fumes and gases from a multitude of sources. The size and nature of the particles composing the dust has a great bearing on how adequately they are removed by different types of filtering. If soot is a larger factor, then water sprays will not be as effective as filter pads. Sprays will eliminate dust only inasmuch as water is capable of wetting the particles and retaining them, whereas filter pads perform a mechanical screening process which retains all particles too large to pass through, or which become attached because of the viscous coating which is applied to some types of filters. The value of both sprays and filter pads is dependent to a considerable degree upon how fast the air is moving through them, lower speeds or velocity favoring better elimination.

Inspection of filter pads or the tank of an air washer after a few days use often gives one a startling insight into the unbelievable amount of dust that is carried in the air, especially when it is realized that only half or slightly more, of the dust has been removed.



George F. Frantz

In many evaporative systems the sprays are in use only during the summer season when cooling is desired and as a result there is no provision for arresting and extracting dust when the sprays are inactive or during the heating season. Most refrigeration systems have their filter so located that they are in use during the heating as well as the cooling season. Of course, filter pads can be installed in systems using washed air. When this is done, the pads should be placed so that all incoming air must pass through them, and if forced air is used for heating, pads should also be placed in the path of the returning cold air where they can extract the dust from the air that is being constantly recirculated through them.

Aside from the benefit to patrons, the greater value of dust removal lies in its ability to prolong the life and cleanliness of the finish, furnishings and equipment.

As to removing odors from the air, neither water sprays nor filters of the average air-conditioning system are particularly effective. It is true that some odors which are natural to certain gases that may exist in some localities, may be eliminated or reduced if the gas is soluble in water, but the majority of gases or odors usually involved are not eliminated by the average system. On the other hand, washed air systems are sometimes guilty of generating and contributing obnoxious odors to the air supply. This occurs from neglect in removing and cleaning the sediment that collects in the tanks of air washers and from not maintaining a supply of fresh water. It may also occur in washers using pads when the pads remain damp for a period of time after normal use. The sediment collected in the tank or pads contains spores, seeds, and some forms of bacteria which start a growth, and as this growth decays the arising odors are discharged directly into the air, and it is for this reason that such units should be frequently cleaned.



I. M. Clean, local manager, says SANITARY Maintenance requires ETERNAL VIGILANCE. He scans every nook and cranny in his theatre every night to check on cleanliness, sanitary appearance and freedom from fire hazards.

LITTLE GERMICIDAL VALUE

The germicidal value of the average air conditioning system is probably less than that of their ability to absorb odors. We know, however, from observation that some spores, and possibly bacteria and pollen are arrested and removed by both water sprays and filter pads but to what extent and how effective is still a question that researchers are endeavoring to answer. No doubt some day, by the use of chemicals or other means, these systems will become potential factors for the sterilization of air on a large basis. The outstanding development in recent years along this line has been the practice of installing banks of ultra-violet germicidal lamps in the ventilation system in such a manner that all the air must pass within the effective range of such light sources. This arrangement is apparently satisfactory for certain types of establishments where all sources of contamination may be closely controlled.

While we are on the discussion of odor removal, we must not fail to mention one area in every theatre where suitable ventilation is of prime importance in the removal of odors. The area referred to is that of the toilets. Good exhaust ventilation for these rooms will remove odors and prevent them from invading other parts of the theatre.

*President and general manager of Frantz Service Company, Denver, Colo.



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THE BRILLIANT white light from the crater of a "National" high-intensity, positive projector carbon is just about the best box-office insurance you can get.

Why?

Because it is the brightest and most perfectly color-balanced man-made light in the world and insures that your moving pictures will be clearly seen and enjoyed by every person in the house. No matter how exciting the film plot, your patrons won't be satisfied unless they catch the full detail and color of the picture on the screen.

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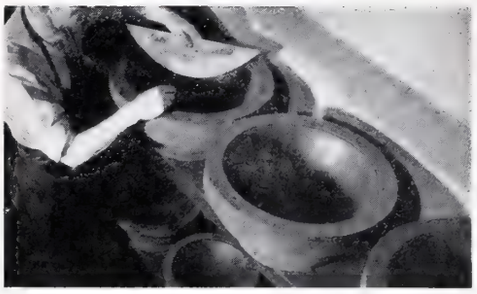
WHEN YOU BUY PROJECTOR CARBONS—BUY "NATIONAL!"

Pouring Out Reflectors

Camera trip through mirror plant of the Strong Electric Corp. at Toledo, Ohio, is impressive of the infinite and painstaking care necessary to produce modern projector-lamp reflectors.



After optical blank has been ground, polished and chemically cleaned silver is deposited on back of mirror by a continuous flow of silvering solution.



Forming molds are ground to match gauges.



Flat blank is edged and rough ground.



Vacuum sucks soft glass to mold shape.



Glass blank is dumped from the mold.



Formed glass ready for the annealing lier.



Front edge of reflector is ground flat.



Pitch holds blank in shell for polishing.



Reflector is being polished on machine.

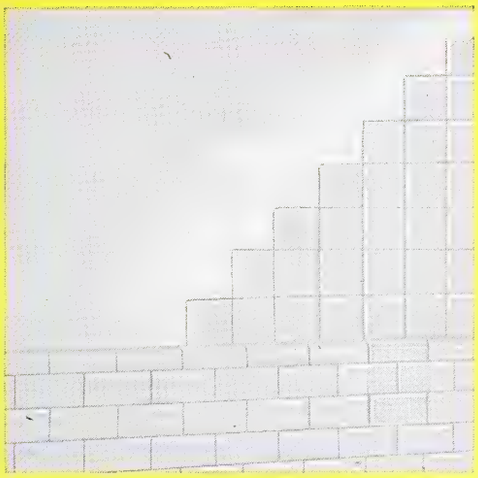


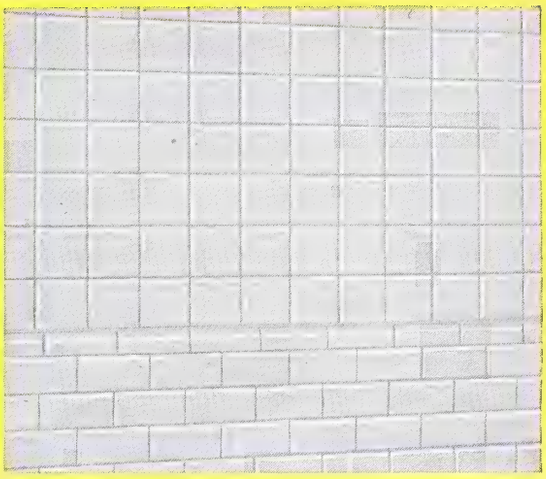
Hand finishing and inspecting optical surface.



Reflector is inspected and optically tested.







Mosaic's famous Lockart Method has been used for tile installations from coast to coast in modernizing all kinds of areas in all classes of buildings.

Now... it costs less to modernize with tile and takes less time



MOSAIC'S NEW EXCLUSIVE LOCKART METHOD CUTS YOUR TIME AND COST—

Now you can install lifetime Mosaic tile walls and floors over wood, concrete, painted plaster, plywood or metal. You cut application costs as much as 30%. You save time, money, labor. You get rooms back into service in record time.

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WALL TILE

101	121	141	161	181	201	221	241	261	281	301	304
102	122	142	162	182	202	222	242	262	282	302	244
103	123	143	163	183	203	223	243	263	283	303	104

FLOOR TILE

10 light	12 light	14 light	16 light	18 light	20 light	22 light	24 light	26 light	28 light	30 light	Red
10 dark	12 dark	14 dark	16 dark	18 dark	20 dark	22 dark	24 dark	26 dark	28 dark	30 dark	Chocolate

USE YOUR SCISSORS

to cut out these Mosaic colors in horizontal strips. Then arrange the colors to suit your decorative plans.

The new **HARMONITONE** line is 36 related colors of wall tile, *color-coordinated* with 24 floor tile colors—*all* chosen to harmonize with each other to provide a tile color range never before available!

Before modernizing, see how Mosaic tile gives beauty, utility, long life and freedom from upkeep or replacement. For more details on the Lockart Method — the new **HARMONITONE** line — other Mosaic tile products and for design help, consult the Mosaic dealer nearest you, your local Mosaic office, or write to Dept. 4-1.

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WHEN YOU MODERNIZE WITH MOSAIC TILE...YOU MODERNIZE PERMANENTLY

Here's SHOWMANSHIP

THAT PUTS MONEY IN YOUR POCKET!



THE ORIGINAL KROEHLER

*Push-Back** *Seats*

Prompt Delivery • Choice of World's Finest Fabrics • Complete Engineering Service • All-Steel Construction • Deep Full-Spring Comfort • Requires Only Ordinary Spacing • Remarkably Low Maintenance Cost • Complete Export Facility

From hundreds of leading theatres comes the overwhelming evidence: the original Kroehler PUSH-BACKS offer you real showmanship because they are

. . . attracting patrons through extra comfort and convenience features

. . . creating word-of-mouth advertising

. . . building good will

. . . providing economical and dependable service, month in and month out.

Make certain you have all these profitable advantages in your theatre by installing durable, all-steel Kroehler PUSH-BACK Seats. They're the only theatre seat combining push-back conveniences with Kroehler Lounge-Chair comfort and style!



1—Here's the normal, comfortable lounge-chair position of the Push-Back Theatre Seat.



2—Seated patrons need not stand—a gentle movement of the body slides the seat back.



3—Relax, chair slides back to normal, comfortable position—no standing up, no inconvenience.

WRITE OR WIRE ONE OF THE KROEHLER PUBLIC SEATING OFFICES LISTED BELOW. DO IT TODAY!

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206 Lexington Avenue.....New York 16, New York
2023 Jackson Street.....Dallas, Texas

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KROEHLER *Push-Back* **THEATRE SEATS**

The World's Finest Theatre Seat

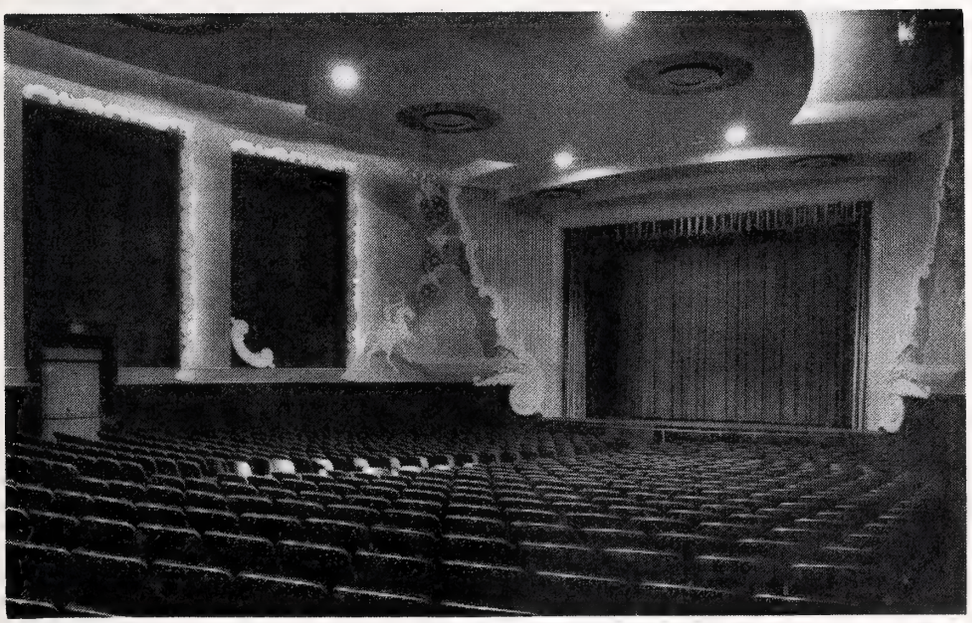


Here's the marquee of the new Daniel Webster Theatre, Nashua, N. H., known before modernization as the Tremont. Extensive changes in design and surface treatment have added not only to the attractiveness of the house but to the safety factor. Architect: M. J. DeAngelis.

'Old' TREMONT Becomes 'New' DANIEL WEBSTER

Modernizing Job Is Outstanding Architectural Achievement

AFTER



BEFORE



IT IS GENERALLY true that after twenty years a building is ready for repairs and alterations. Such was the case with the old Tremont Theatre, in Nashua, N. H., which has been completely remodeled and is now known as the Daniel Webster.

The accompanying photos show the auditorium before and after remodeling.

An important part of the work concerned the renovating of the old auditorium ceiling and sidewalls. The new walls are either curved or angular, less than one per cent of any wall being basically straight. Auditorium walls are paneled with fire-resistant glass cloth and are decorated with an abundance of molded plaster. Mural paintings are used on both sides of the proscenium arch. Appropriate cold cathode—a very soft light—emanates from hidden coves and projections. With the addition of new seats, the auditorium is designed to provide comfort and a pleasant atmosphere for patrons.

The modernizing job was supervised by M. J. DeAngelis, architect, with offices in Rochester and New York City.

A large part of the plastered surface of walls of the new Daniel Webster is curved, some violently, some gently, to prevent the monotony of sameness. Material used is essentially fireproof; even the fancy ornaments.

RADIANT HEATING System Has Outdoor Controls

Which Anticipate the Inside Requirements



New Colonial Theatre of Essexville, Mich., with red-brick facade and recessed second-story balcony with white vertical siding. Automatically controlled heat is furnished by radiant heating system with both indoor and outdoor temperature adjusters.

THE COLONIAL THEATRE, attractive showcase recently opened in Essexville, Mich., by Alfred J. Hamlin and Thomas G. Arnold, features a radiant-heating system. The installation is said to be the first in the history of the Saginaw Valley cinema.

The floor is laid out in four sections, as shown in one of the accompanying drawings. Each section is controlled by a separate block valve, which permits cutting off sections of the grids when desired. In addition, thermostats are located on each floor and there is an outdoor adjuster which anticipates the need for change in room temperature through changes in outdoor temperatures. The room thermostats compensate for conditions which are not affected by the outdoor adjuster. The architect on the job was Paul A. Brysselbout.

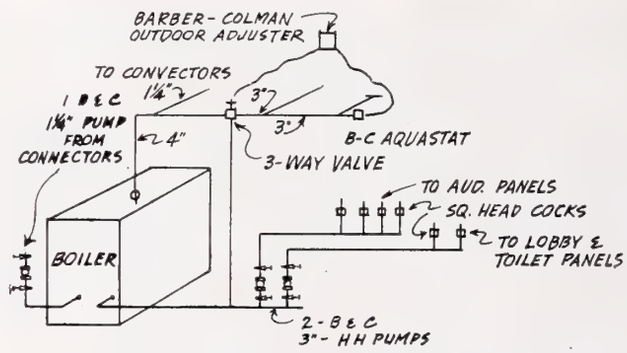
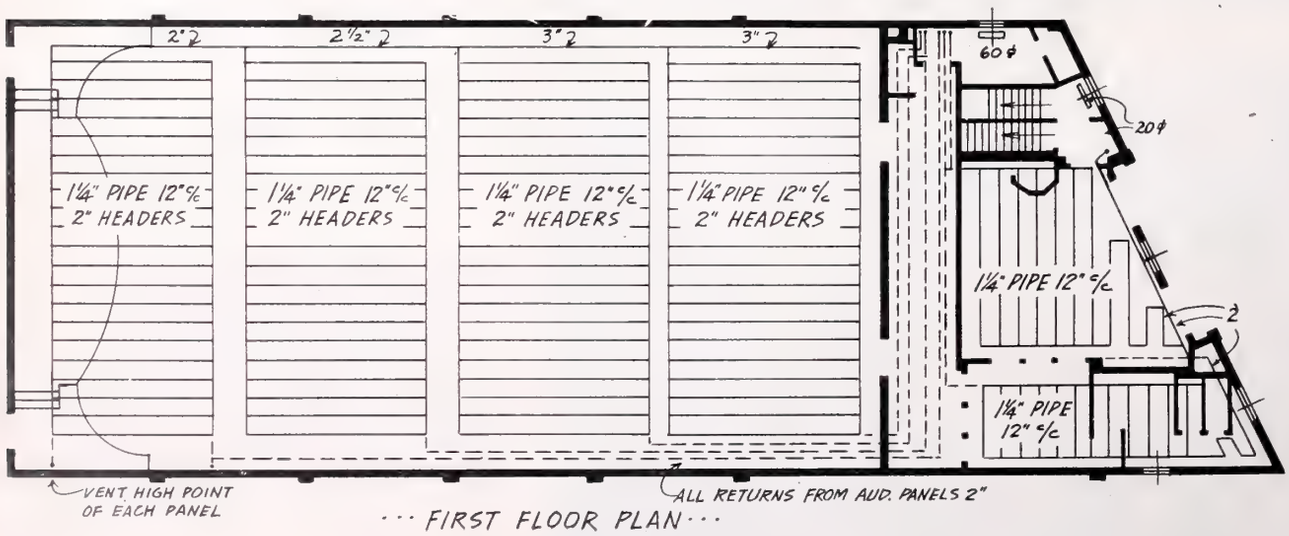


Diagram showing hookup of boiler and pipes leading to radiant heating controls and panels in theatre auditorium, lobby and toilets.



··· FIRST FLOOR PLAN ···

Radiant heating layout for the first floor. There are four sections, each of which is controlled by a separate grid valve.



Ultra-modern lobby of the Rex Theatre, newest showplace in Havana, Cuba, created by Manual Alvarez, noted Cuban decorator and designer.

They Can Do More Than

RHUMBA IN CUBA

Striking effect in Rex lobby is achieved by giant mirrored column and modern furniture set against a backdrop of Formica Realwood decorative paneling in contrasting primavera and red gum.



AMERICAN VISITORS to Havana are discovering that "Sloppy Joe's" is no longer the ne plus ultra of Cuban show places. That's a notion the Cubans have sought to dispel for some time, but it took the new Rex Theatre to help them do the job.

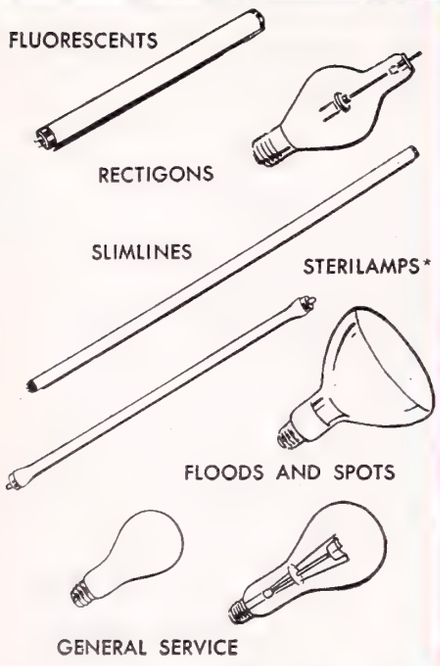
Located on teeming San Rafael street in the heart of Havana's shopping district, the Rex is really two theatres in one. The auditorium of the Rex proper is the larger of the two, seating 645 persons and featuring a general amusement bill, usually regular Hollywood fare with an occasional Spanish film or one with Spanish sub-titles. The sister theatre, called the Duplex, is slightly smaller and plays pictures of specific interest to professional and business audiences, in addition to pure entertainment features. The same bill never runs simultaneously in both theatres.

A common lobby serves both houses and it's here that ultra-modern styling makes its initial impact on the visitor. Created by Manuel Alvarez, noted Cuban decorator and designer, it is paneled from terrazzo floor to light-studded ceiling with Formica Realwood in contrasting primavera and red gum. This same decorative scheme extends to the glamorous staircase and even to the ticket box. A mirrored wall creates the illusion of vastly increased space and serves to set off the smart furniture which is part of the decor.

But modern design in this Cuban show place doesn't stop at the lobby. Interiors of both auditoriums are air conditioned, the Rex by Westinghouse and the Duplex by Carrier. Sound equipment, too, is of the latest design with Western Electric serving the Rex and RCA for the Duplex. The lobby, also air conditioned, is wired for music to entertain waiting patrons.

Three veterans of the amusement field are owners and co-managers of the Cuban enterprise. They are Jose Rovira, Carvajal and Eduardo Vives. The operating firm is known as Vives & Co., Ltd.





Now Westinghouse brings you the Circlarc . . . a functional, decorative and economical fluorescent lamp. Used singly or in multiple arrangements, the Circlarc provides a flexibility of application for unique and dramatic lighting effects for theatres.

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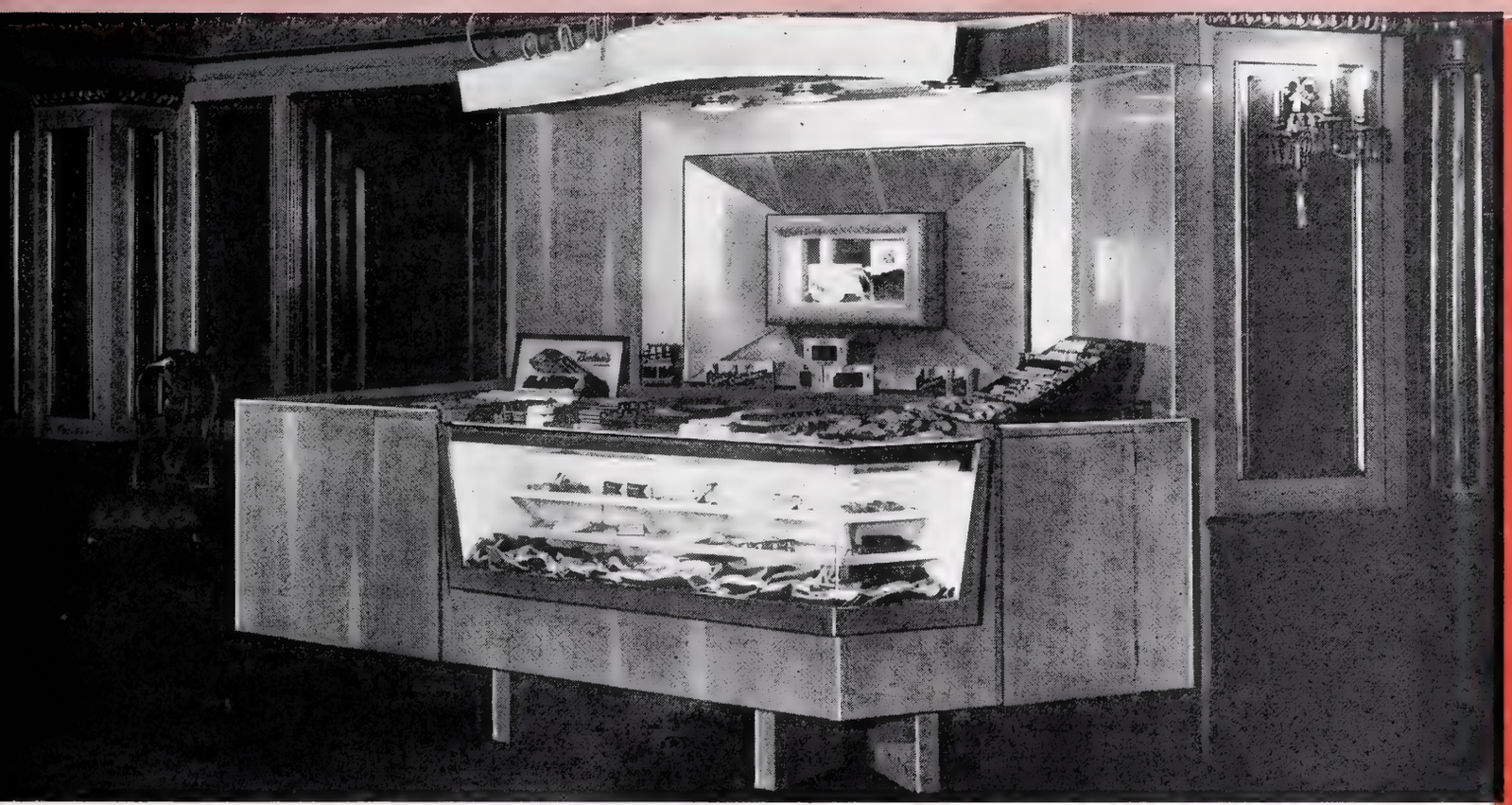
Westinghouse *lamps*

*Reg. U. S. Pat. Off.

PLANTS IN 25 CITIES OFFICES EVERYWHERE

REFRESHMENT *Service*

ADDED INCOME OPPORTUNITIES FOR PROGRESSIVE EXHIBITORS •



Candy-selling unit inside the front door of the Imperial Theatre, Toronto. Drinks are sold in automatic units in other parts of the foyer.

A PORTFOLIO OF REFRESHMENT BARS

REALIZING the importance of providing their theatres with adequate facilities for merchandising and selling refreshments, Famous Players Canadian, with headquarters in Toronto, Canada, are installing new and modern candy bars in their theatres, designed especially for the houses in which they are installed. All work is handled by their own architects, in the department of construction and maintenance, under the direction of Jules Wolfe.

The bars illustrated were recently installed in the eastern division of the Famous Players circuit and represent a variety of types from de luxe to small town operations.



Eglinton Theatre, Toronto, a de luxe suburban theatre. This attractive unit is located in the foyer facing the stairs leading to the auditorium.



Popcorn and candy unit in the foyer of the Grand Theatre, Kingston, Ont.



Recently installed candy stand in the Capitol Theatre, Brantford.



Spacious lobby of the Capitol Theatre, Ottawa, one of the larger Famous Players' houses.

Copyright by
Bill and Jean Newton



The Nortown Theatre, de luxe suburban house, has complete unit designed to form a part of the foyer. Storage space is in basement beneath stand.

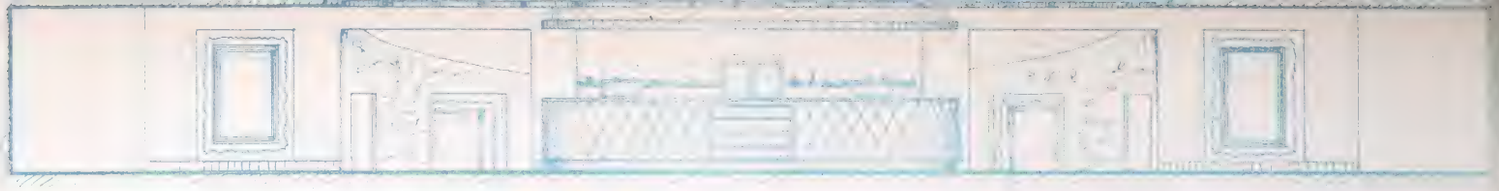
Compact unit containing popper and candy and ice cream selling displays, installed in Famous Players' Capitol Theatre, Kingston.

Below, right. One of the newer and more attractive candy bars, designed especially for the Palace Theatre, Windsor.









Sketch C. Elevation drawing of island-type concession as seen from the foyer. Exact design varies with style of theatre architecture.

'ISLAND' STAND CO MANDS ATTENTION

Architect Describes Concession for Stadium-Type House

by ***DIETZ LUSK, Jr.***
Boller & Lusk, Associated Architects

THE INCLUSION of a confection stand in the modern theatre is considered a must by the majority of exhibitors. It is the architect's job to design such a facility so that it will fill all of the requirements placed on it by a demanding public.

Both the location and design must be taken into consideration. Each type of situation requires planning and study in order to reach a desirable solution to the problem.

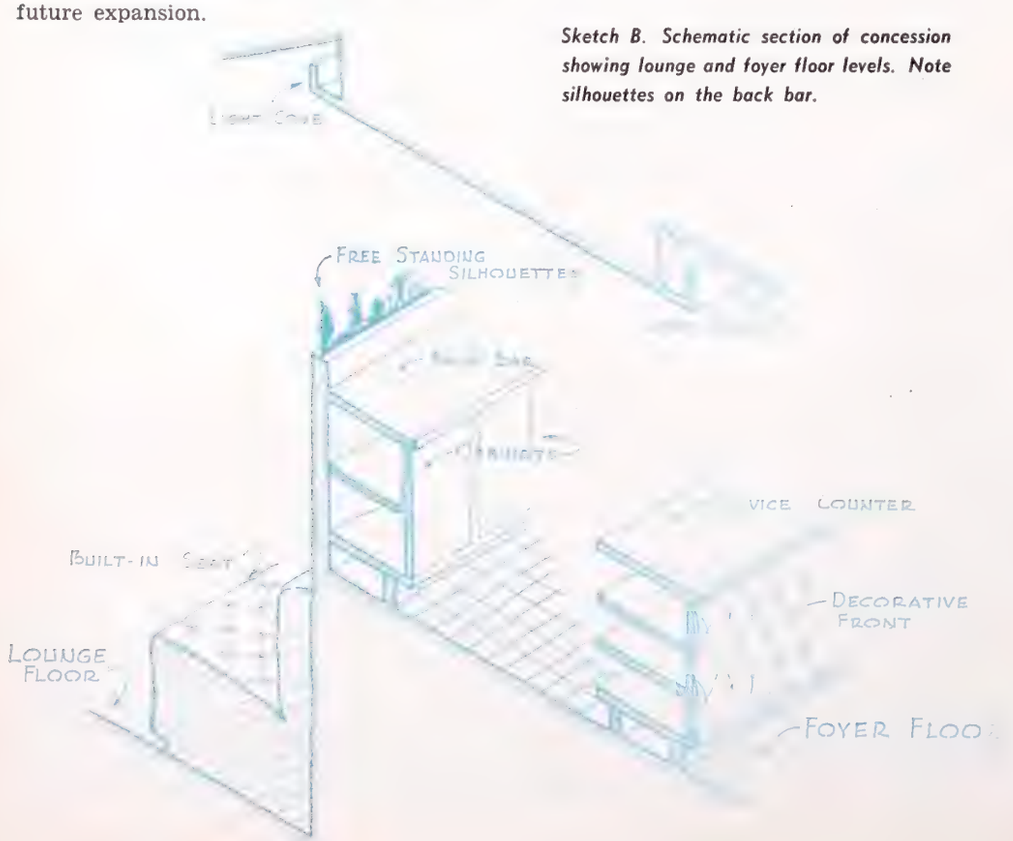
The accompanying sketches are of a concession designed for a stadium house with approximately 1,000 seating capacity. This particular arrangement has been accepted by a number of exhibitors as a very satisfactory solution to the problem.

Sketch "A," a plan of the areas adjacent to the concession, shows its centralized location with respect to the front entrance, lounge and auditorium ramps. It commands the attention of everyone entering the foyer and provides a drawing medium for confection sales.

The concession should be made large enough in the original installation to provide adequate storage of stocks to be used each day. Since it is impossible to see the ultimate growth of the concession business, consideration should be given to possible future expansion.



Sketch A. Plan of concession and adjoining areas. Prominent position commands attention of everyone entering the foyer.



Sketch B. Schematic section of concession showing lounge and foyer floor levels. Note silhouettes on the back bar.

The lowered position of the lounge shown in sketch "B" permits an interesting treatment of the back bar and gives a feeling of openness in the lounge-foyer area.

The actual design of the counter and back bar (sketch "C") varies with the style of the theatre but should in all cases blend harmoniously with the rest of the interior. Too many concessions are treated with complete disregard to good planning and design and, are often offensive to the eye which is not in accordance with good merchandising practices.

Each exhibitor has his own system of selling so that the selection and location of equipment is different in each installation. No set arrangement will satisfy all.

There are numerous ready-built counters on the market which can be worked into an indefinite number of arrangements and stylings. The high price of custom-built millwork warrants the exhibitors giving consideration to the prefabricated type of counter.

Again in making provisions for a concession, the exhibitor and architect must give careful thought to location and design. The location should be such that patrons will be automatically drawn to the concession and design so that there is room for future expansion and, so that the concession will harmonize with the rest of the theatre interior.



THE DRINCOLATOR

- Counter height to fit into your candy stand. Height 42″, width 26 1/2″, depth 28″.
- Small installation cost—just plug into wall socket and connect to city water
- In seconds, the DRINCOLATOR *carbonates, refrigerates, flavors* and *dispenses* an authentic drink of Coca Cola, Root Beer or any other two flavors desired! By simply pulling the handle, the New High Speed DRINCOLATOR can dispense 25 to 30 drinks per minute under 40 degrees.
- 500 drink capacity
- Takes less than a minute to refill DRINCOLATOR'S syrup tanks

MAKE FROM 250% TO 500% PROFIT

at 5c per cup—for each $3.60 you spend on 2 gallons of syrup and cups, you receive $12.50. Your profit: $8.90—approximately 250%

at 10c per cup—your profit $21.40—almost 500%

For full information on obtaining the Drincolator for your theaters, write to DRINCOLATOR Corporation, 342 Madison Avenue, New York 17, N. Y.

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"PAYS FOR ITSELF WHILE IT PAYS YOU"

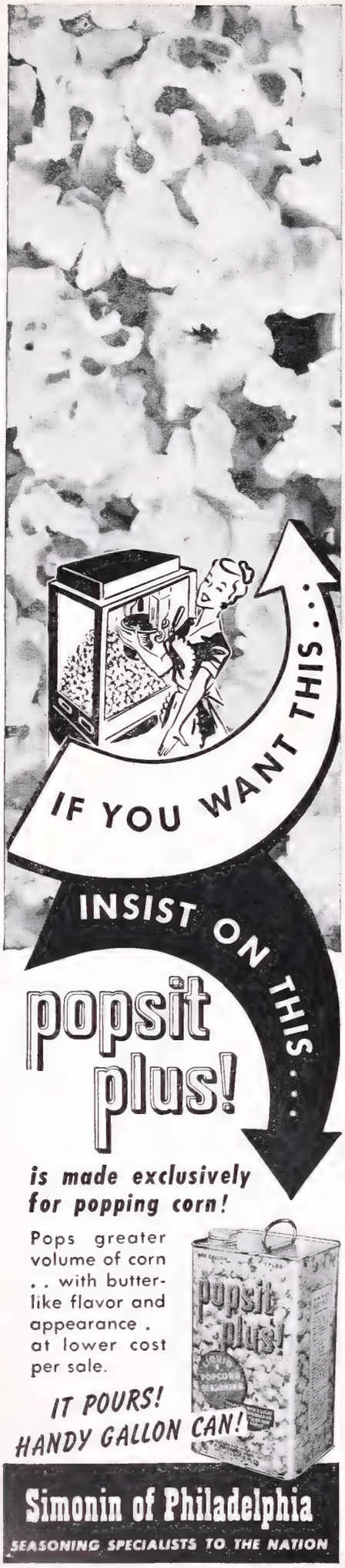
~~83%~~ *80% ~~95%~~ ~~89%~~ OF ALL MOTION PICTURE HOUSES ARE LOSING MONEY!

Only 20% of all houses satisfy the public's demand for carbonated drinks such as Coca Cola and Root Beer. The 80% who don't serve carbonated drinks are losing money. This 80% claim handling bottled beverages is too much trouble. We agree. Other theatres have automatic dispensers. BUT living clerks do 4 to 5 times more business than machines! The DRINCOLATOR is the answer to your prayers—the way to make real money!

- EVERY CHAIN THAT HAS ORDERED THE DRINCOLATOR HAS AT LEAST TRIPLED ITS ORIGINAL ORDER!
- MANY CHAINS HAVE RE-ORDERED 10 TIMES OVER!
- DO YOU LIKE MONEY? WHAT ARE YOU WAITING FOR?

*Correction, please. Approximately 20% have already installed the Drincolator.





Candy Sales Gauged By Patron Emotions

Consumption of candy by motion picture patrons has a psychological basis, according to Maurice Glockner, head of the Schine circuit concession branch. Glockner tells men coming through the Schine manager's school in Gloversville, N. Y., that film fans associate themselves with characters on the screen and as the characters turn on emotional facets, patrons tend to do the same thing.

Glockner says this burns up energy and the quickest and easiest replacement is candy. The Schine organization which has three subsidiaries in the candy-popcorn field, is credited with developing the business to a high point of efficiency.

Glockner states the percentage of candy buyers in an audience varies with location, type of house, kind of clientele, caliber of picture, age, perhaps sex and time of performance. Children are always rated as "best customers." Older women at matinees are sometimes considered the "worst."

Young couples, particularly unmarried couples, buy freely as do young men and women who come to the theatre with others of their sex. Attendants even rate the films according to candy potentialities, Glockner says. Pictures of the Abbott and Costello type are rated tops and heavy psychological dramas are the lowest for candy sales.

Goldberg Is Sales Manager Of Taylor-Hunt-Melcher



Herb Goldberg

Herb Goldberg, former owner of three Kansas City theatres and more recently a circuit executive in San Diego and Los Angeles, has been appointed general sales manager of Taylor-Hunt-Melcher Co., Los Angeles, manufacturers of Hollywood Servemaster popcorn warmers. Goldberg is now engaged in rounding out the firm's distribution organization, aiming at sales and service representation in all film exchange centers.

After attending the University of Missouri, Goldberg managed two major suburban houses in Kansas City and retained ownership of three smaller ones, even after going to California to manage theatres in Pasadena, Los Angeles, Santa Monica and San Diego. His wide experience in his own neighborhood houses and in the large second run and first run houses he has managed, gives Herb Goldberg an understanding of the concessions problems of exhibitors of all sizes and situations.



Inventor of Noiseless Bag Plans New Gimmick

Irving "Bud" Levin of the San Francisco Theatres, Inc., who won the Erskine Johnson "Oscar" for introducing noiseless popcorn bags, is planning a new gimmick. It's a special section for anxious parents who have left small children at home with babysitters. If youngsters get into serious trouble a telephone call to the theatre will be relayed to parents in the reserved seats.



NAPM's 'Greatest' Exposition In Chicago, December 13-15



J. V. Blevins

THE NATIONAL ASS'N of Popcorn Manufacturers announces a meeting and exposition to be held at the Sherman hotel, Chicago, Ill., next December 13, 14 and 15.

This will be the greatest meeting and exposition in the history of the popcorn industry, according to J. V. Blevins, chairman of the program committee. This live-wire meeting of all segments of the popcorn industry has been drawing larger attendances year after year, from all sections of the U.S. and Canada.

For the first time in the history of the industry a "Popcorn Clinic" will be staged, with actual demonstrations of improved popping and merchandising methods, use of materials and maintenance of equipment being conducted by experts. These people will be talking and actually demonstrating operations which are vital to everyone engaged in the popcorn business, says Blevins, and they will be giving solid, substantial facts and ideas that all delegates can take home and use in their operations.

In addition to the profit-building ideas and information which delegates will be given at sessions of the "Popcorn Clinic" they will again have the opportunity of visiting the big exhibit on machinery, equipment, processing, packaging and materials. The exhibition hall will have scores of displays and up-to-the-minute supplies. All available exhibit space has been sold.

From the conversations Blevins has had with popcorn people throughout the country, it is his opinion that the attendance at the coming NAPM Convention will be record-breaking. While several interesting and enjoyable social events are being planned, said Blevins, we are more concerned with the "take-home value" of the answers to current problems.

New Backbar, Mirrors Dress Up Small Stand

Use of mirrors to create an illusion of size and the addition of movable glass shelves on the back bar to increase display space, turned a small candy stand at Warners' Ritz, Albany, N. Y., into one of the larger-looking and more attractive concession spots in the city's theatres.

Tri-State Automatic Candy Corp., which built the stand in an inset in the wall of the lobby, made the changes.

Irving Fried of Buffalo, president, and George Schenk, Albany district manager, initiated the revamping.

Now Available..

ALUMINUM

POPCORN SCOOPS

Specially designed to speed up service. One scoop fills large carton or bag. Light weight with large, easy-grip, handle. Made to last a lifetime. Send check with order (No C.O.D's.) Money back guarantee!



Only $2.50 EACH

CIRCUIT DISCOUNT 10% ON ORDERS OF ½ DOZEN OR MORE

POPCORN PRODUCTS

1315 S. WABASH CHICAGO 5, ILL.

OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over ¼ Century

Now Specializing in Refreshment Service for DRIVE-IN THEATRES

SPORTSERVICE, Inc. JACOBS BROS.

HURST BLDG. BUFFALO, N. Y.



SOFT DRINKS are the High Profit Item at your LOBBY COUNTER WITH THE Carbonette

CARBONATED BEVERAGE DISPENSER

The Carbonette Theatre Model

OUTSTANDING FEATURES:

- NO BOTTLES!
- QUICK SERVICE OF ANY DRINK COMBINING SYRUP AND CARBONATED WATER.
- HIGHER PROFIT PER SALE.
- EXCLUSIVE FAUCET REGULATES MIXTURE.
- COMPACT, SPACE-SAVING, SMART APPEARANCE.
- MADE OF HIGH-POLISHED STAINLESS STEEL.
- ENTIRELY SANITARY.
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The simplified, automatic Carbonette provides a welcome and highly profitable service to theatre patrons. Your regular candy counter attendant serves cold carbonated drinks in any flavor with a flip of the handle!

Carbonation, cooling and mixing are entirely automatic. Patented faucets deliver up to 16 delicious 6-ounce drinks per minute.

It's the fastest, most efficient, most easily maintained dispenser on the market. And the moderate cost makes Carbonette practical for theatres of any size.

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BUTTER-LIKE FLAVOR!
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POPPING METHODS
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Recent field studies show that popcorn sales can be increased 15-20% by employing correct popping techniques. If you are not certain that your present popping methods are perfect, write to us for information.
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SEASONING SPECIALISTS TO THE NATION

Keep Popcorn Kettle Clean and Bright

The popcorn kettle should be removed, cleaned and scoured at least once a week and more often if necessary. Keep the kettle as clean and bright inside and out as any cooking utensil at home. All that is necessary to clean the kettle is a little elbow grease and an inclination on the part of the operator to keep it clean.

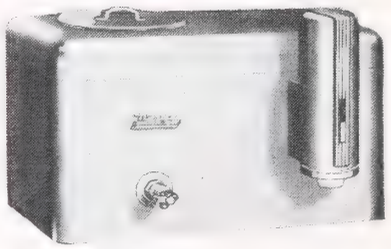
A stiff brush and good strong soap will clean out the kettle any time, even when it becomes carbonized or black. Never use lye or any chemical which might disintegrate the metal. Never let water come in contact with the heating element. When there is black in the kettle, use steel wool in the process of bringing the kettle back to original brightness. Never use a knife or steel tool in cleaning, as steel will scar the kettle, making it harder to clean.

Amateur Safecrackers Take 700 Candy Bars

When burglars entered the Agnew Theatre, Oklahoma City, recently they couldn't crack the safe, but they did clean the candy counter of 700 candy bars and took projection tools having a value of $75.

Entrance to the Agnew was gained through a skylight. Hudson said police felt the job was "amateur," and was probably done by "youngsters."

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Last but not least consider your bags and boxes. Manley, alone is doing a national advertising job to build brand name recognition for its famous HI POP, red and white, candy cane packages. Use them and you'll *sell more popcorn at your machine.* Mail the coupon below to find out how you can make the most money from popcorn . . . there's an interesting book that's yours, free, for the asking.

★ ONLY *Manley* DELIVERS THE "COMPLETE PACKAGE"

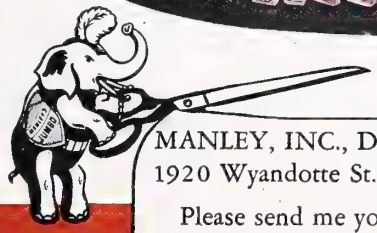
Manley MACHINES
. . . fully service-tested. Dependable. Big capacity. Built-in "eye and buy appeal."

Manley MERCHANDISE
. . . that fine HI POP Popcorn. Pure Seasoning. Special Popcorn Salt. And, famous candy cane design bags and boxes.

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				Washington, D.C.

ON CUE—easy ways for projectionists to end it all

by GRAY BARKER

THAT PROJECTIONISTS, day after day, flirt with the Happy Hunting Grounds, endangering not only themselves but thousands of ticket-buyers, too, is not a matter to be treated with levity; but preachments for safety have frequently fallen upon deaf ears, and many of today's projection booths house live occupants mostly through luck.

Before the pliers begin falling this way we pause to mention that many booths are fire traps, with employes who make the best of inadequate equipment, lack of film storage facilities, cramped quarters and the other banes to continued life on the planet. Then there are those who apparently don't give a darn.

But the management we will not attempt to educate here, and turn an accusing finger toward that green operator, the only ilk of projectionist, of course, capable of such gross infamy discussed below—or is he?

FILM FIRES

Cellulose nitrate, the stuff the base of most of your film is made of, is something akin to guncotton, I believe my chemistry prof said, and it burns like Dante's inferno when, through accident, it gets on fire.

If you have never seen a film fire of any consequence, you have no appreciation of the ferocity with which it burns. Large quantities, such as a full reel, will explode violently.

But few projectionists have been injured seriously by the fire itself. In most cases of fatalities, the fumes have done the trick. Giving you some chemistry again, burning nitrate film gives off, among other gases, nitric oxide, deadly when it reaches the lungs in concentration. While film fumes in smaller doses may not give you wings immediately, results may become evident years after, when the injury done the lungs may be fatal.

USING EXTINGUISHER

So, when a fire does occur it is imperative that you get an extinguisher into action at once—to keep a little fire from becoming a big fire, to protect your hide and your bosses' property. Make sure there are plenty of extinguishers, good extinguishers of the proper kind available to fight booth fires and that they are properly maintained.

EXPOSED FILM

If you want a nonstop ticket to immortality, one sure move is leaving any film that can be put into firetight containers, exposed in the booth. That wooden drawer, with the expertly carpentered compartments, is a swell place to leave those date strips, so easy to classify, and so easy to find hanging on nails driven into the walls. No use to close that half-full can you're preparing for shipment—the dog-gone lid is bent. Just let those bad splices you've cut out (this is at least a virtue) and those clips from trailer ends fall on the floor, along with the candy wrappers—after all, you aren't the janitor. And how about that top magazine door? If it is closed, you may miss the changeover coming up.

If you practice these policies, for shame! *Any exposed film represents a potential fire.* Elsewhere in the booth, it provides an easy path for a projector-born fire to follow; in the top magazine it is worse than ever. Fire in a projector head goes upward, but if the head is enclosed tightly, if the fire rollers are efficient, it will be localized and snuffed out by lack of air. A closed upper magazine can drown a blaze that gets that far.

HOW FIRES ORIGINATE

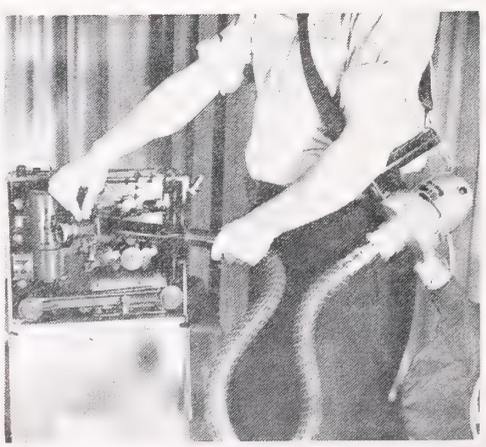
But how do these fires break out in the first place?

The old cigaret: Momentarily letting the projectors themselves clatter on in idle anticipation of their date with the Smithsonian, let it be said the old cigaret is a very common cause.

Smoking in a projection booth is an evil of great import, and should not be permitted under any circumstances.

FILM INSPECTION

While "museum piece" makes an apt synonym for some projectors, kept running for so long through the loving care of loyal projectionists, the truth is, more and more projection booths today are shining with new equipment as money, that clinked over the till during the lush war years, is taken from the bank and spent on the latest projectors, sound equipment, etc.



Equipment in the projection booth needs cleaning regularly. The photo shows a Model 66 General Electric blower with the hose and attachments on the suction side, being used to clean booth equipment.

But be not complacent, my lads, even if yours have built-in television and a robot blond, you can still have some nice fires in them. As we look into our crystal ball, a press release of 1993 informs us the new Super Complex XX projector will take any kind of film and run her through. But unfortunately this projector of the future has not yet come off the assembly line.

Mortally wounded film, with torn sprocket holes and brittle splices, very likely will go through your machines with only a few clicks. But once in a few dozen times it doesn't; you have a white screen or a black screen, and you likely are embarrassed by your bad showmanship. Your new projectors will take breaks, one after another, with no fires. But NOW AND THEN a fluke will occur which may be fatal to someone, perhaps even first person singular, if you don't watch out. It is strictly not worth the risk, so INSPECT THAT FILM.

FIRE SHUTTERS

All machines, old and new, have some kind of fire shutter designed to raise when a prescribed frames-per-second speed is reached in starting and stopping. For added protection you have a dowser arrangement for your arc lamps. Fire shutters must enjoy proper maintenance if they are to be depended upon, a matter between you and your instruction book.

OTHER SAFETY MEASURES

This harangue could go on for pages; no doubt you have in mind many other points worthy of mention. The following could be mulled over more thoroughly, but in brief here are some leftovers, nevertheless important:

1. Never lock the booth door. Being trapped is uncomfortable.
2. After threading turn the mechanism over by hand or a little spurt of the motor.
3. Check booth and equipment regularly for faulty wiring.
4. Keep all unnecessary visitors strictly outside.
5. Test your port fire shutters regularly.
6. Get well in mind your procedure to take if a fire should occur. At least two avenues of escape should be provided.
7. Automatic changeovers (installed behind the gate) give added protection.
8. Maintain fire rollers properly.

I'll go quietly, Doctor.

THE *Quiz* POT

A CAULDRON FOR COOKING UP ANSWERS TO OTHER PEOPLES' PROBLEMS

Address The MODERN THEATRE, 825 Van Brunt Blvd., Kansas City 1, Mo.

Conducted by GERALD BOEN

First Aid for Cloudy Lamp Reflectors

Several complaints of rapid reflector deterioration have been called to the attention of this department by the users of the "one kilowatt" type of lamp as well as those using the larger lamps with Suprex-type carbons. The trouble is described as a failure of the reflector silvering through its developing a white cloudy appearance.

Examination of the reflectors in several instances has revealed the condition to be deceptive, in that the cloudiness is actually on the front surface of the reflector, the image of which is reproduced by the unimpaired silvering on the back. A condition which at first thought appears to be an optical illusion readily discernible, anyone who has peered into its concave surface at close range is inclined to agree that the "seeing is believing" adage is open to question where a reflector is concerned.

There are probably hundreds of used reflectors in the country's theatres which have been retired from service because they have become "milky." Observation of several instances indicates that the cloudy condition, when it does occur, is primarily due to poor lamp ventilation which, in turn, is due to inadequate or a complete lack of forced ventilation in the projection room flues. Terrific heat plus arc gases have caused the milky appearance. If you are the possessor of a stock of such *unusable* spares, we suggest that—to prove our point—you try an abrasive such as a household scouring cleaner over a section of one of these retired reflectors. You will probably be amazed to discover that the milky appearance is removable using this method, *although the glass itself will be seriously scratched in the process and the reflector is still unusable—permanently so.*

The most desirable solution to the problem would be an improvement in projection-room ventilation, for where this condition is at its worst, ventilation is invariably poor to the extent that lamp carbon ash has filtered throughout the sound system and is hazardous to operation. However, building construction is frequently such that improved ventilation is not feasible, in which event we are obliged to cope with the situation until the happy day the building is either remodeled or razed.

We have no quarrel with the use of ordinary commercial types of alcohol-base cleaners which have proved satisfactory as a reflector (not lens) cleaner in a great many theatres the country over under normal operating conditions. But we are now concerning ourselves with instances of operating under adverse conditions which do occur frequently:

The use of Bon Ami has been recommended for normal reflector maintenance, and it has been definitely determined by the writer that the *vigorous daily application of same will prevent clouding in the aggravated cases where fluid glass cleaners or less frequent Bon Ami applications do not suffice.* This method has been thoroughly tested under severely adverse conditions and we have every confidence in its infallibility, though we stress the necessity of daily applications.

On the other hand, we know of no tried and proved method of resurrecting reflectors which have clouded up, and if anyone discovers a cleaning agent that will restore the surface to its original condition, this department will be pleased to conduct tests of same and pass the results along for the benefit of our readers. In the meantime, we heartily recommend the proverbial "ounce of prevention."

Again we hear from our faithful correspondent, Laverne Townsend, Commonwealth Amusement Corp., Hoisington, Kas., who recommends that anyone desiring to enter the field of projection do so under the tutorship of an experienced projectionist rather than to "break in" haphazardly. We are in entire agreement with you, Laverne. Those in the projection rooms are literally "playing with fire" as a means of making a living, whether experienced veterans of the booth or newcomers. Some small part of the film in current use is noninflammable, but at present the bulk of all productions are on nitrate. Many a novice has been broiled to a crisp in his attempts to crash a profession about which he knows little or nothing. Too few states have adopted licensing laws. Those which have deserve the plaudits of the industry.

Quoting Laverne: "To be able to operate, you should have some mechanical ability, a lot of common sense, and an appreciation for doing something you know is giving pleasure to people other than yourself. You should also be able to work without complaint when everyone else in town is enjoying a holiday or other local activity." *With which we also agree.*

A RESEARCH BUREAU

for MODERN THEATRE PLANNERS

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- ☐ Drive-In Equipment
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- ☐ Projectors
- ☐ Projection Lamps
- ☐ Seating
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- ☐ Sound Equipment
- ☐ Television
- ☐ Theatre Fronts
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☐ Other Subjects .....

Theatre ..... Seating Capacity .....

Address .....

City ..... State .....

Signed .....
(Owner-Manager)

Firestone

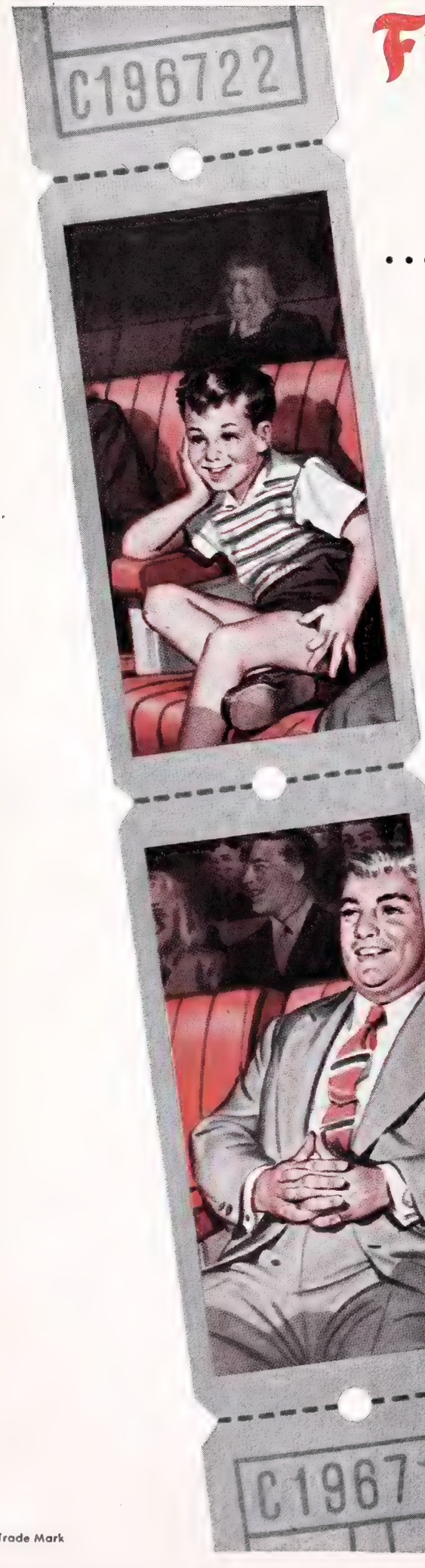
FOAMEX* *Seating*

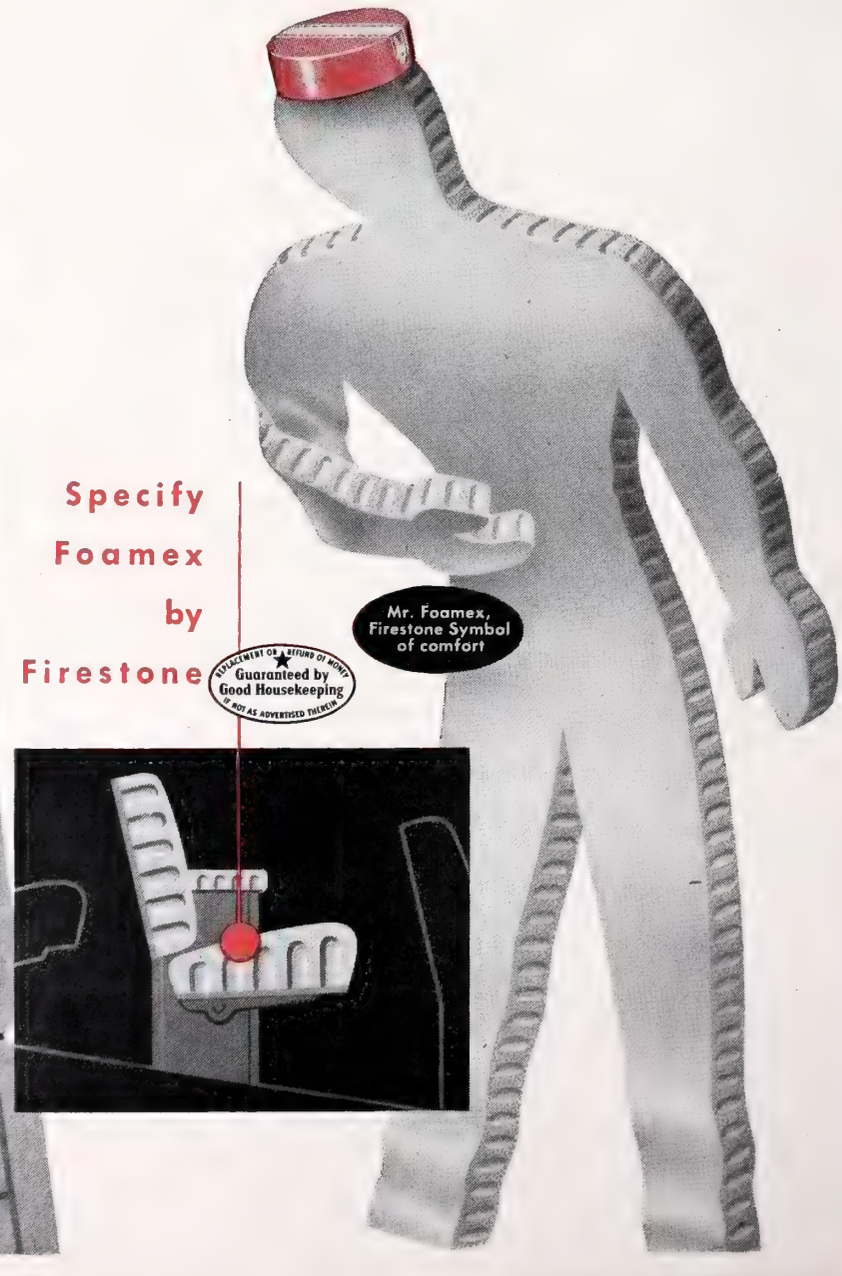
...loge luxury at balcony prices!

Now you can give your customers the most luxurious type of seating comfort imaginable at far less cost to you than ordinary, old-fashioned seats.

You can do it with Firestone *Foamex*, buoyant, cradling upholstery cushioning that will last for years and years. Once you've installed *Foamex* you can forget about reupholstering maintenance and upkeep. *Foamex* takes a pounding from heavy-weights, squirming youngsters and careless attendants—yet it won't lose its resilient comfort.

Investigate *Foamex* now—for a few seats that need repairing—or throughout the house.





Specify Foamex by Firestone

Guaranteed by Good Housekeeping

*Trade Mark

OPEN-AIR DANCING LURES PATRONS AT BATTLE CREEK OZONER

by ANNA KLINE

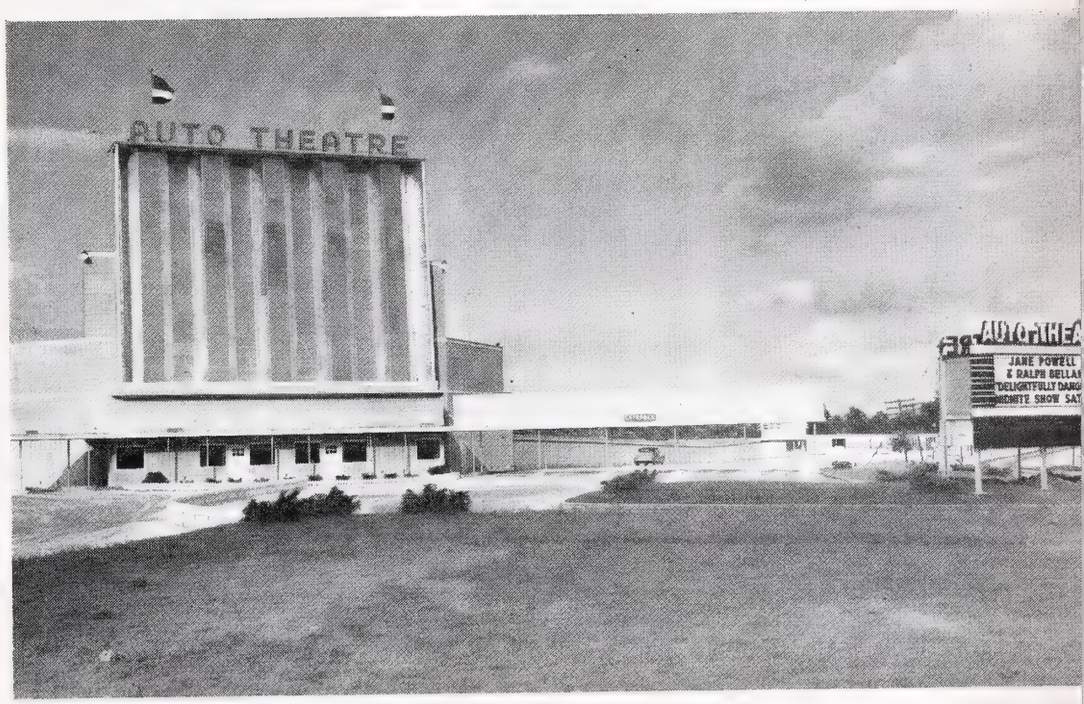
THE AUTO THEATRE of Battle Creek, Mich., which opened recently, lures not only film patrons, but also those who like open-air dancing. It boasts a 40 by 60 ft. dance floor, in addition to all the proven attractions of drive-ins, such as a de luxe concession stand and a playground for youngsters.

Those who wish to dance get their chance during the nightly intermissions between films, lasting about a half hour, with music coming from the sound booth or provided by a popular dance orchestra. Dancing is also held before the show starts each evening at 8:30 p. m. Each Saturday there are three shows, the third starting at midnight.

Built at a cost of $185,000 by Midwest Enterprises, the Auto Theatre was completely equipped by Theatre Equipment Co., Toledo. It has a projection room which is visible to patrons of the refreshment stand, who can see the modern booth equipment through a glass window. Booth equipment includes Century projectors and sound, Strong Mogul lamps and rectifiers, Kollmorgen F/1.9 lenses and a complete dual amplification system, composed of two Altec Lansing 250-watt amplifiers, two Altec Lansing 75-watt amplifiers, and switching panel. A ramp switch-box built by Theatre Equipment Co., has been installed for checking each ramp separately.

The cast-aluminum in-a-car speakers and junction boxes are furnished with theft-prevention cables and not one speaker has been lost since the ozoner opened, said Paul O. Brake, manager.

The center building includes a refreshment stand, rest rooms and projection booth. The business office is on the first floor and the manager's office on the second floor.



Front view of Battle Creek, Mich., Drive-In showing the corrugated-aluminum tower that backs up the screen, which is brilliantly illuminated at night; entrance and V-shaped road sign lighted by cold cathode neon.

The concession stand is all tile, and has two popcorn machines, heated cabinets to keep boxed popcorn warm, a steam table for hot dogs, and a drink dispenser which holds both Coca-Cola and root beer. When the spigot is turned one way, Coke comes out, and when it is turned the other way, root beer is served. Pork and beef barbecues, ice cream, potato chips and coffee are also available.

A children's playground has been equipped in the area directly in front of the big outdoor screen. This includes a merry-go-round, slides, teeters, etc. A supervisor watches the playground.

Even while the film is in progress, the drive-in is not in total darkness. Two sodium-vapor lights have been swung from 80-ft. poles to shed a glow of light which does not interfere with the show.

The Auto Theatre occupies a ground area of 20 acres and has a capacity of 840 cars. The screen is 45 ft. high and 60 ft. wide. Frank Dean of Albion was the architect.

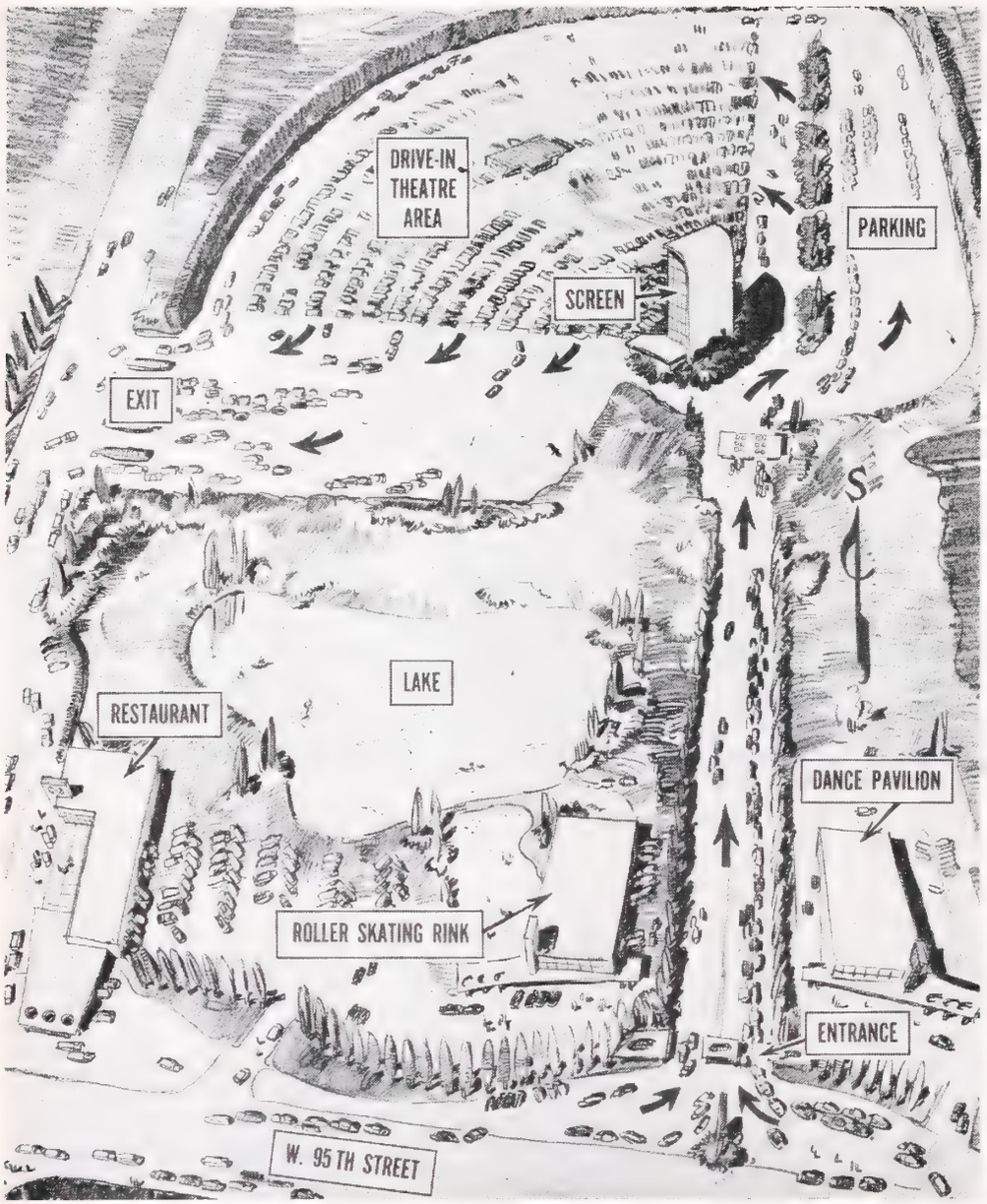
A 40 by 60-foot dance floor just outside the refreshment service stand is a feature of the Battle Creek Drive-In. Dancing is held before the show starts each evening and during half-hour intermissions between films.



Four lanes for traffic and two boxoffices facilitate handling of cars at entrance.



1,400-CAR OZONER IS FEATURE OF HUGE CHICAGO CENTER



Architectural rendering of the Starlite amusement and recreational center being constructed on the south side of Chicago. There will be a large drive-in, dance pavilion, roller skating rink, restaurant and an area devoted to winter sports.

One of the principal features of the $3,500,000 amusement and recreational center, to be known as Starlite Gardens, covering an 80-acre tract of land at 95th street and Ridgeland avenue, Chicago, will be an $850,000 drive-in with a capacity of 1,400 cars.

Other features will be a dance pavilion with an area of 30,000 square feet, a roller skating rink, restaurant and an area devoted to winter sports, such as ice skating, skiing and tobogganing.

The name for the project was derived from the use of a 100-foot steel tower to be erected in the center of the 80 acres, topped by a huge star, which with an artificial moon, will diffuse a soft illumination over the entire grounds.

Between the theatre and the restaurant, rink and dance pavilion will be a lake, surrounded by a park. Sliding room partitions on restaurant and dance pavilion will enable patrons to eat and dance under the stars.

The theatre unit is scheduled for an early opening; the entire project is expected to be in operation by the spring of 1949.

Title to the recreational center is held by Starlite Drive-In, Inc., of which Edward A. Cooper is president. Other members of the owning group are Edwin Silverman, president of Essaness Theatre Corp., which will operate the ozoner; Frank W. Schaffer, who will operate the concession building, and John P. Kilgalen, realtor of Evergreen Park. B. Leo Steiff is the architect.

New Drive-In Completes Circle Around Buffalo

Suburban Buffalo has another new drive-in, making the circle of the city almost complete. This one, on Delaware avenue in the town of Tonawanda accommodates 1,000 cars.

It is on a 35-acre tract of land. Films are flashed on a huge Stelax screen, 63x63 feet, mounted on an all-steel structure, from two RCA projectors, located in a booth 265 feet away. An RCA sound system is featured.

An illuminated walk extends down the center of the area directly to the refreshment stand and rest rooms. There are 16 parking ramps, all marked so motorists may easily find their cars. Attendants direct parking of the cars and clean the windshields.

Special Train Takes 100 to Airer Opening

Almost 100 out-of-town guests came by special train when the Skyway Outdoor Theatre on Bramwell road near Bluefield, W. Va., opened recently. The owners of the theatre, the Switows of Louisville and Matzes of Bluefield, arranged for a special L&N railroad car between Cincinnati and Bluefield.

B&L Enterprises Build Drive-Ins

B&L Enterprises of Charlotte, N. C., operated by Tom Little and Frank Beddingfield, recently announced that drive-ins will be built at Florence, S. C., and Raleigh, N. C.

The Florence ozoner will be built on a 15-acre tract near the city on the Darlington highway. It will accommodate 500 cars. The Raleigh ozoner also will accommodate 500 cars.

Huge Drive-In Center In Racetrack Area

A drive-in with a capacity of over 1,000 cars is included in a country club community center being planned for the Lincoln Fields racetrack in Will county on the south side of Chicago. The project also will include an ice skating rink, roller rink, dance pavilion, restaurant and playground for children. It is scheduled to be ready next spring.

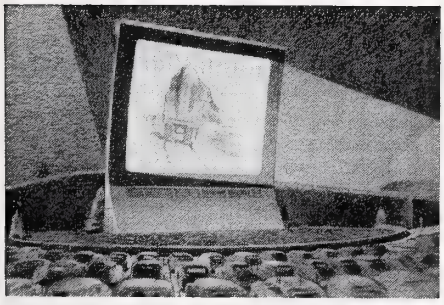
New Air Base Drive-In Open Near Jacksonville

The new Air Base Drive-In on Highway 17, has been opened one mile south of the Jacksonville, Fla., naval air station, from which it gets its name.

Designed in a modern colonial motif, with the screen facing away from the road, the ozoner has a 500-car capacity and is equipped with RCA sound. The ozoner is owned by Florida Drive-In Theatres, Inc., of which R. S. Rogers jr. is president. C. A. Clarkson, secretary and treasurer of the corporation, will serve as manager.



If you are planning or operating a Drive-In Theatre...
OUR 15 YEARS' EXPERIENCE IS AVAILABLE



This new concave screen tower, designed for faithful and more brilliant picture reproduction, has been developed for prefabrication and national distribution. It is a current example of continuing engineering study by Park-In Theatres, Inc.

As the pioneers of the drive-in theatre industry, Park-In Theatres, Inc. has developed a "know-how" in this business that can make a real contribution to your success. Our experience proves that we have actually saved many of our licensees considerably more than the total of our licensing fee over a period of years.

If you are planning a new operation in an unlicensed territory, our free engineering service can make savings of as much as two-thirds of the earth-moving cost and can provide finished working drawings for screen towers, box offices, projection booths and other essential units.

For theatres already in operation, we can be of material assistance in acquainting you with the improved lighting and screen equipment and more efficient sound systems which have been developed from our engineering research activity.

If you are not familiar with our licensing arrangements under the pioneer drive-in theatre patent*, we suggest that you communicate with us promptly. We will be happy to explain our complete service.

PARK-IN THEATRES, Inc.

840 Cooper Street **Camden, New Jersey**

*U. S. Patent 1,909,537

CAN YOU QUALIFY AS A DRIVE-IN PROJECTIONIST?

by BERT PENZIEN*

"Neither rain nor fog, nor mosquitos shall stop the projectionist from keeping the picture on the screen," would be a good slogan for drive-in projectionists.

According to an article printed recently, one of the prime requisites of a good projectionist, is to be able to find the manager. In a drive-in this is no kidding when you consider that he may be any place on 20 or more acres of ground and there are no phones on the north 20. They tried walkie-talkies but they got too heavy.

The drive-in projectionist should come equipped with the following articles: a pair of rubbers or boots, a raincoat, a flashlight, a tire jack, a tire pump, a gallon of ginger ale, some sandwiches, a shovel and some citronella. He must have good resistance to changes in the weather, a sense of humor, a fatherly way with lost children who stray into the booth, lots of patience in continually telling the cash customers where the restrooms are located, and that the sign on the door "projection booth" is not French for rest rooms.

The outdoor booth must have some air and ventilation so either the doors will be open or there will be louvers at each end. This means that if a windstorm comes up suddenly, a cloud of dust or fine gravel is liable to sweep through the booth.

My partner on the job is Dan Defenbaugh, an old indoor man, twice decorated champion mosquito fighter of Macomb county.

You'll have to excuse me now as two people are at the door and want to know what all this mysterious looking equipment is doing in the rest room.

*Gratiot Drive-In, Frazier, Mich.

Airline Auto Theatre Opened by Veterans

The Airline Auto Theatre, Winchester, Ind., built by a group of former army enlisted men, opened recently to capacity crowds. The ozoner is located three miles east of Winchester and has a 500-car capacity. The project was backed by a group of former GIs, and will be managed by Mike Make of Dayton.

Commonwealth Plans Two New Airers

The Commonwealth Amusement Corp. of Kansas City has plans for the early construction of two new drive-ins in central Missouri. One is scheduled to be built near Columbia on the road to Boonville, while the other is to serve Sedalia and vicinity.

Motorena at Denver Bought by Wolfberg

John Wolfberg, president of Wolfberg Theatres, announces the purchase of the Motorena Drive-In in north Denver, Colo. from Carvue Theatres, a Salt Lake City corporation. The purchase price was reported in excess of $200,000. Improvements planned for the ozoner include a playground for children and a free bottle-warming service. Mickey Gross is city manager for the circuit.

Break Ground at Gary

Ground has been broken on a 70-acre site near Gary, Ind. for the construction of a 1,000-car drive-in by the newly formed Tri-City Drive-In Corp. Joseph E. Finerty, former mayor of Gary, said the drive-in probably would be named the Starlight. The ozoner will be located at the corner of 5th and Cline streets and will lay within the Hammond corporate limits.

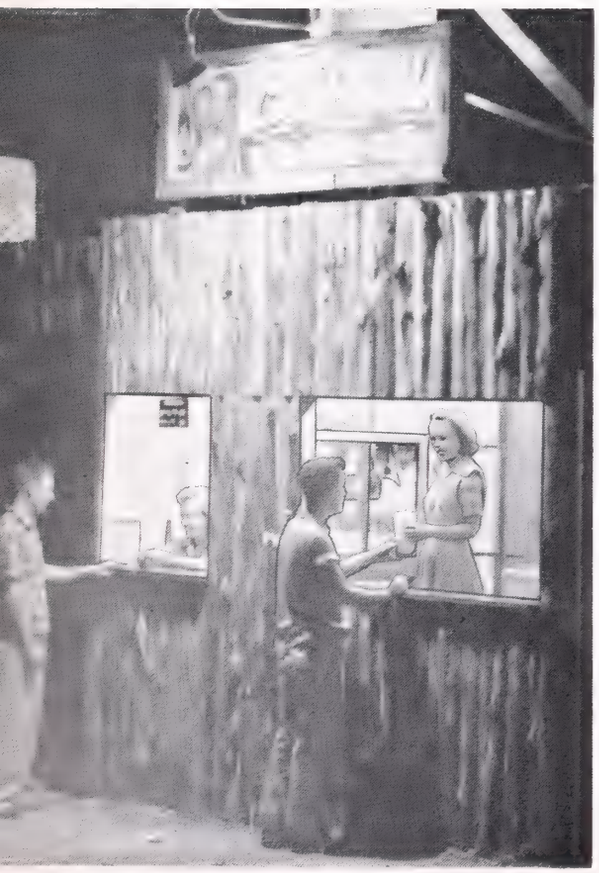
Will Open at Urbana Soon

Construction of the Twin City Drive-In now being erected on the North Market road near Urbana, Ill., is expected to be completed this month.

Framework for the 56x54-foot screen tower has been erected, and the building which will house the projection booth and the refreshment stand has been completed.

Organ at Evansville Airer

The Family Drive-In, located near Evansville, Ind., has installed a Hammond organ as an additional feature. Organ recitals will be given preceding the regular program. H. M. Coleman is manager of the ozoner.



CORRAL WALK-IN CORRALS THE PATRONS

The Corral Theatre is a new Western-style walk-in, operated in Wimberly, Tex., by the Avey Brothers. This open airer constructed mostly of red-cedar posts, seats around 200. The Corral has its boxoffice and concession stand all in one . . . a new wrinkle on the old cow's horn.



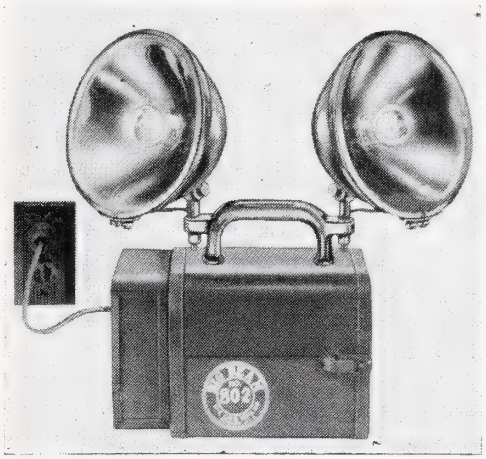
NEW EQUIPMENT & DEVELOPMENTS

'Big Beam' Auxiliary Lamp Lights When Current Fails

Here's a lamp that is ideal for auxiliary emergency lighting in the theatre when the regular current fails.

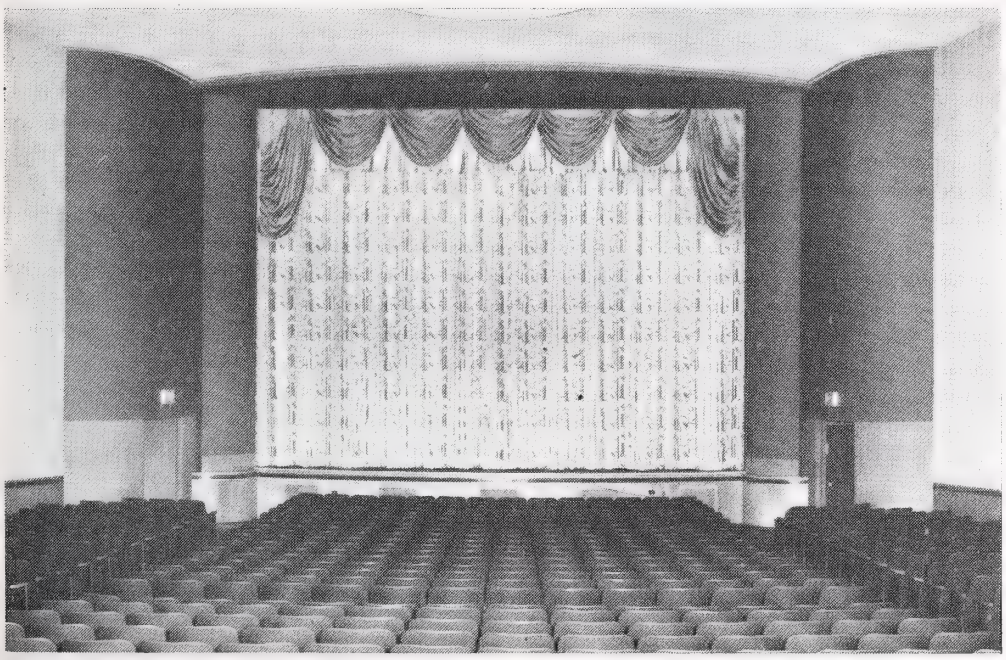
It operates on dry cells, and when connected to the lighting circuit by means of an extension cord plugged into an electrical outlet it lights instantly if the current is cut off. Properly placed, the lamp will provide sufficient emergency lighting for a theatre aisle or exit.

If desired the extension cord may be removed and placed in the space provided in the relay housing compartment located on the rear side of the lamp container. The Big Beam auxiliary lamp then becomes a regular portable electric hand lamp and can be switched on or off at will.



More information on Big Beam auxiliary lamps may be obtained by writing to the U-C Lite Mfg. Co., 1050 W. Hubbard St., Chicago 22, Ill.

DEVON USES THORTEL FIREPROOF FABRICS



Good use is made of the new Thortel Fireproof fabrics, which are woven of Fibreglas yarns, in the Devon Theatre, Philadelphia. The Devon stage curtains are silver and crimson Breeze, swag valance and wall covering crimson Grosgrain and under-valance silver Grosgrain. Installation was handled by National Drapery Studio, Philadelphia.

Thortel fireproof fabrics provide dimensional stability (won't shrink or stretch), have high-tensile strength and resistance to oils and most acids. The fabrics won't support combustion and are mildew and rotproof. The cleaning operation is simplified because dirt and stains do not readily penetrate the fabric or adhere to its smooth surface.

Additional information on Thortel fabrics may be obtained by writing to Thortel Fireproof Fabrics, 101 Park Ave., New York 17, N. Y.

Radiant's Washable Theatre Screen May Be Folded for Shipment

The Radiant Mfg. Corp. has started production on a new-type theatre screen. Called Per-Fold, the screen is a perforated professional model, incorporating several unique features.

The first of these is the screen's folding quality, which permits Per-Fold to be packaged in a shipping container one-fifth the size and one-third the weight of old type screens.

The second feature is washability. Per-Fold washes easily, eliminating the need for expensive professional cleaning. It is said to stay clean longer, too, since the porcelain-smooth vinyl plastic finish will not readily absorb dirt.

Fungus-proof, mildew-proof and flame-proof, the Per-Fold passes numerous tests for durability and safety.

Additional information on Per-Fold screen may be obtained by writing to the Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.

Pattern Designing Simplified By Fremont Tile Development

Fremont Rubber Co. announces a new development in their rubber tile which affords still greater flexibility in designing patterns. Now available are 9x9-inch tile which have been die cut so that the center may be removed and a 6x6 tile of another color inserted.

Fremont tile is available in 11 marbleized fade-resistant colors which go all the way through the tile.

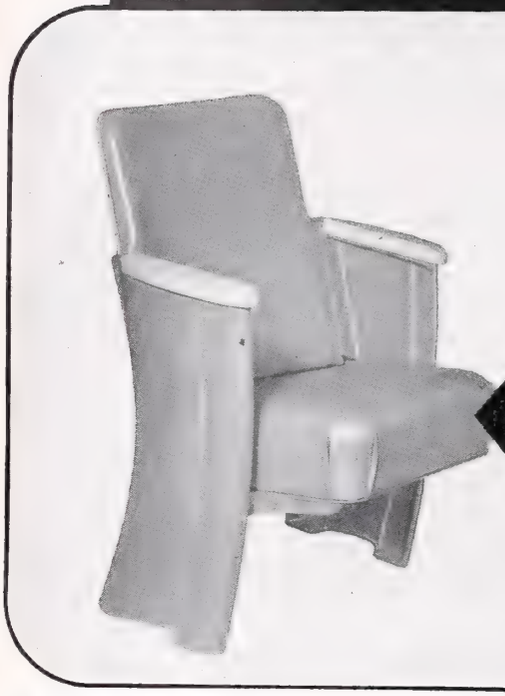
Fremont tiles are uniformly 1/8 or 3/10 inch thick and come in accurately cut 4½, 6, 9 and 12-inch squares, with feature strips ½ to 1½ inches wide and sheet border stock 36x45 inches.

A new illustrated brochure will be sent free to anyone addressing Fremont Rubber Co., 103 McPherson Highway, Fremont, Ohio.

H. L. Phillips Gets Patent On New Carbon Saver

H. L. Phillips, secretary of the motion picture projectionists Local 500, IATSE, Charleston, W. Va., has been granted a patent from the U.S. patent office for a carbon saver to be used in photoengraving, lithographic and motion picture projection arc lamps. The carbon saver is only one of several which he has on file in the patent office. Phillips manufactures other carbon savers that bear his name.

Where ? . . . . . HERE!



Zephyr Theatre Chair Manufactured by Southern Desk Co. Hickory, No. Carolina



WHAT? Boltaflex TRADE MARK ALL-PLASTIC UPHOLSTERING MATERIAL

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No, it isn't double talk. Boltaflex wins theatre owners with its unbelievable wearability . . . the way it can be washed again and again with soap and water and still look bright and new.

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• WASHABLE • PERSPIRATION-PROOF • FIRE-RESISTANT

• WON'T CRACK, CHIP OR PEEL

Choice of over 50 "blended" and two-tone colors.

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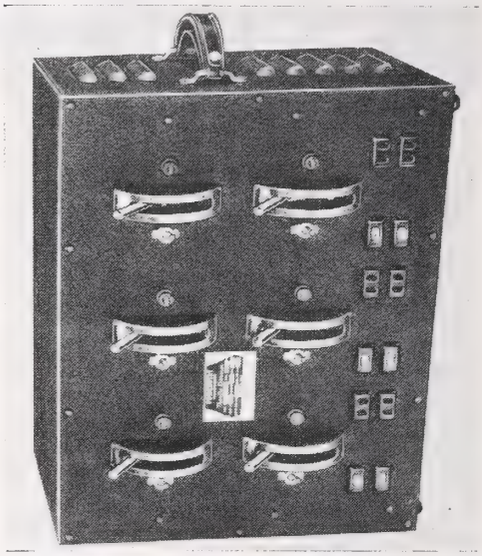
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WHEN YOU SAY BOLTAFLEX . . . YOU'VE COVERED EVERYTHING!

'Packaged' Powerstat Dimmer For Smaller Theatres

Intended for small theatres and amateur group stage lighting installations, the new "packaged" Powerstat theatre dimmer

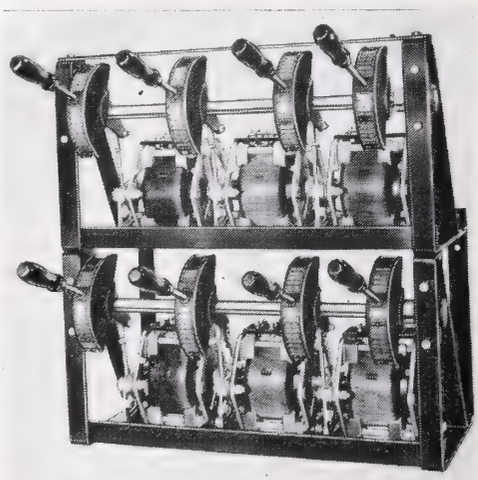


Powerstat Dimmer DBR6-850

illustrated here, was recently introduced to the trade by Superior Electric.

The unit known as the DBR6-850, consists of six 850-watt auto-transformer type dimmers mounted in an attractively finished, portable case. Operating from 115 volts, 50 or 60 cycles, each of the six circuits has an output range from zero to 850 watts. The total output for the unit is 5,100 watts. Each circuit is protected by a separate fuse, and has its own indicating light, output receptacle and on-off switch.

Another new product to be introduced by Superior Electric is a model D1700 form



Dimmer D1700 Form J2

J2 interlocking 1700-watt dimmer ready-mounted in a frame for installation in switchboard panels. The dimmers are complete with gear, gear segment, linkage, drum and handle.

Further information on Superior Electric dimmers may be obtained by writing direct to the Superior Electric Co., Bristol, Conn.

Popcorn in Air-Tight Cans Offered by National

Movie Hour brand popcorn, distributed by National Theatre Supply, is now available in ten-pound air-tight metal containers, according to a recent announcement. Advantages to the exhibitor, as pointed out by National include:



Movie Hour canned corn is sealed and stays in as perfect condition as it leaves the processing plant.

A theatre owner may buy plenty in advance—enough to care for any sudden increase in sales that might arise—and know it will be all right when needed.

It can be stored anywhere, even in a damp basement or warm furnace room.

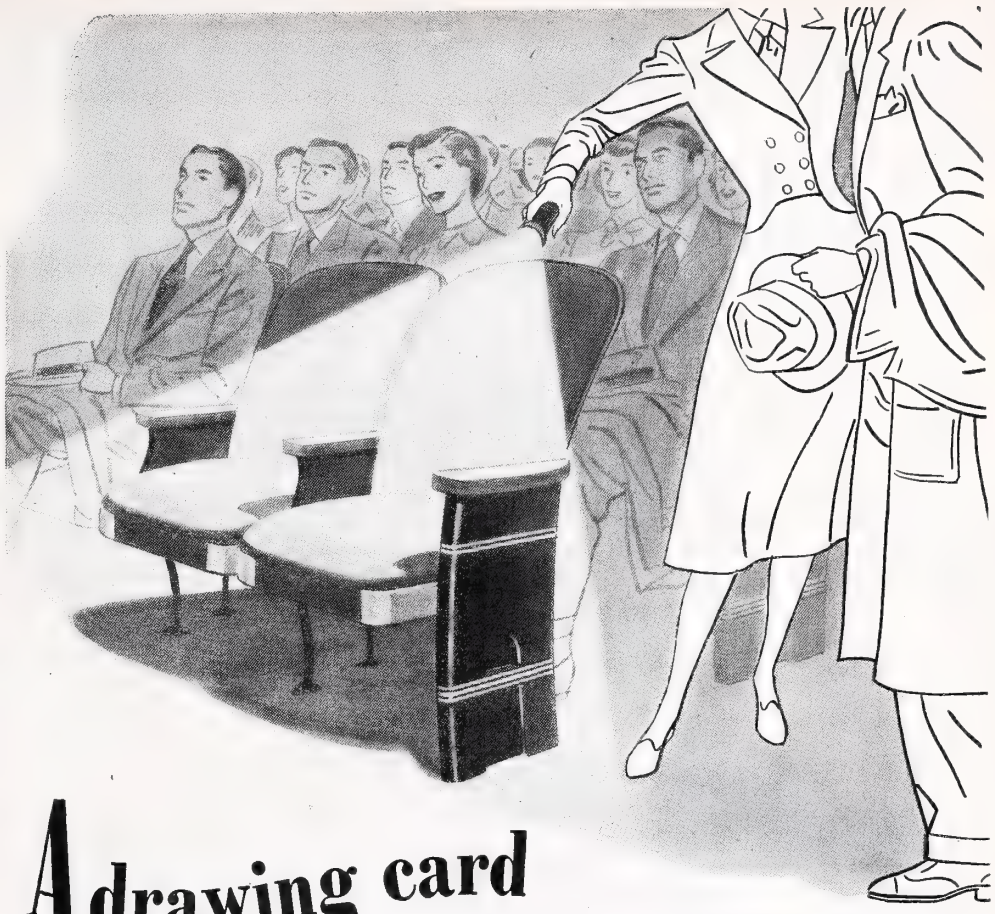
It is easy to handle. The concession girl can get a few ten-pound cans any time she needs them and does not need help.

Artificial Snow Held on Trees With New Plastic Adhesive

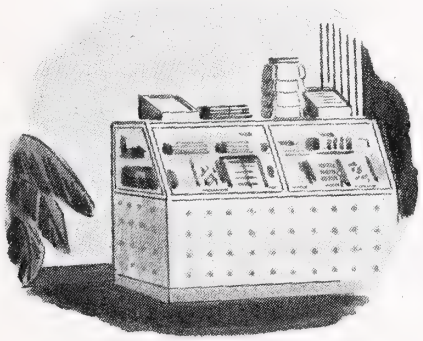
Novel and attractive effects can be obtained by the use of a new liquid plastic resin adhesive designed to adhere white or colored cotton, rayon or wool flock to irregular surfaces, such as Christmas trees



(*Continued on next page*)



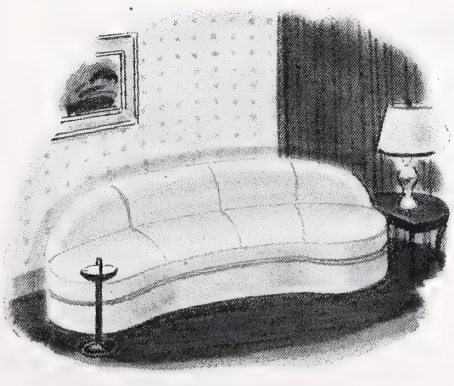
A drawing card for your theatre



Box office receipts may fall off, but the theatre operator with a modern, attractive theatre is sure to do a good business. That's why more and more theatres are being decorated with appealing, colorful Du Pont "Fabrilite."*

This vinyl plastic-coated fabric successfully combines style and economy . . . gives theatres new life and *more customers.* It comes in a variety of colors and texture effects . . . resists dirt, grease, perspiration, scuffing and flexing. It's *made* to withstand abuse. And "Fabrilite" can be washed with a damp cloth.

Anywhere this versatile material is used it adds beauty and appeal . . . for theatre seats, wall panels, confection bars, and lounge seats. E. I. du Pont de Nemours & Co. (Inc.), Fabrics Division, Empire State Bldg., New York 1, N. Y.



Du Pont Fabrilite
TRADE MARK
DU PONT
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*"FABRILITE" is Du Pont's trade mark for its vinyl plastic-coated fabric.

BETTER THINGS FOR BETTER LIVING . . .
THROUGH CHEMISTRY



New Equipment And Developments

(Continued from preceding page)

and other decorations used in theatre decoration. It is applied by hand brushing, spray guns or by dipping.

The adhesive is dilutable with water, the amount of dilution depending on the coating method used. A few seconds after application it forms a tacky film on the branches; the flock is then dusted or blown on the coated areas and the excess shaken off. When dry the adhesive holds the flock with a flexible and noncrystalizing bond. The adhesive is available in white, red, blue or green and the manufacturer is equipped to supply special colored tints on order.

The manufacturers, Paisley Products, Inc., 1770 Canalport Ave., Chicago 16, Ill. will gladly furnish additional information, upon request.

New Industrial Vacuum Cleaner Being Marketed by Breuer

A heavy-duty Tornado vacuum cleaner intended to take the place of costly built-in vacuum systems, has been announced by the Breuer Electric Mfg. Co.



Built in four sizes, powered by 2, 3, 5 and 7½ h.p. motors and explosion proof if desired, these cleaners have static water lifts ranging from 60 inches to 105 inches with air velocities from 315 m.p.h. to 480 m.p.h., moving from 200 to 360 cubic feet of air per minute. Despite the power, the units are compact and are completely portable. Low center of gravity prevents tipping.

The new cleaner incorporates many special features, including an exclusive, patented self-cleaning air filter of approximately 1,000 square inches. The filter is located in the vacuum head and may be operated by the vacuum-blowing lever even when it is running, to save cleaning time and eliminate dust and health hazards.

The unit may be changed from suction

to blowing by the movement of a single lever, and it will pick up wet or dry substances without harm to the filter or tank and without special attachments.

All sizes of Tornado heavy-duty cleaners are equipped with two intakes, and one or both can be used with either 1½ or 2-inch hose and attachments operated simultaneously.

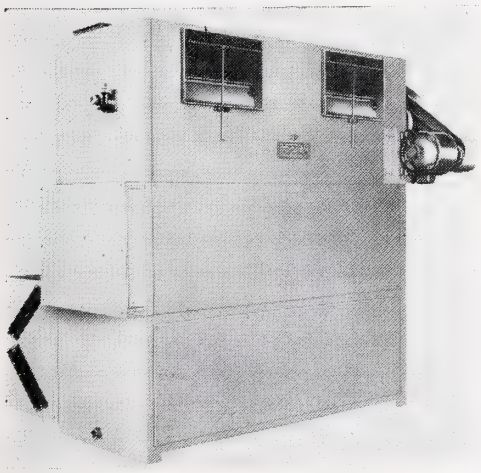
Tank capacity is 60 gallons. The tank is of heavy steel construction treated against rust and corrosion. The unit is designed so the vacuum head is raised by the movement of a single lever and the tank can be slipped easily on a standard truck for emptying.

Additional information on the new Tornado vacuum cleaner may be obtained by writing to the Breuer Electric Mfg. Co., 5100 Ravenswood Ave., Chicago 40, Ill.

Eight New Units Added To Frigidaire Line

Air conditioners of the central-system type, designed and built for matched operation with Frigidaire compressors and refrigerant control valves, have been added to the extensive air conditioning lines of Frigidaire division of General Motors. In addition to performing their customary summertime job of cooling, dehumidifying, cleaning and circulating air, these units may be equipped with heating coils and dehumidifier assembly to provide the benefits of air conditioning the year round.

Eight new units, including both vertical floor-type and suspended horizontal models, with nominal refrigerating capacities



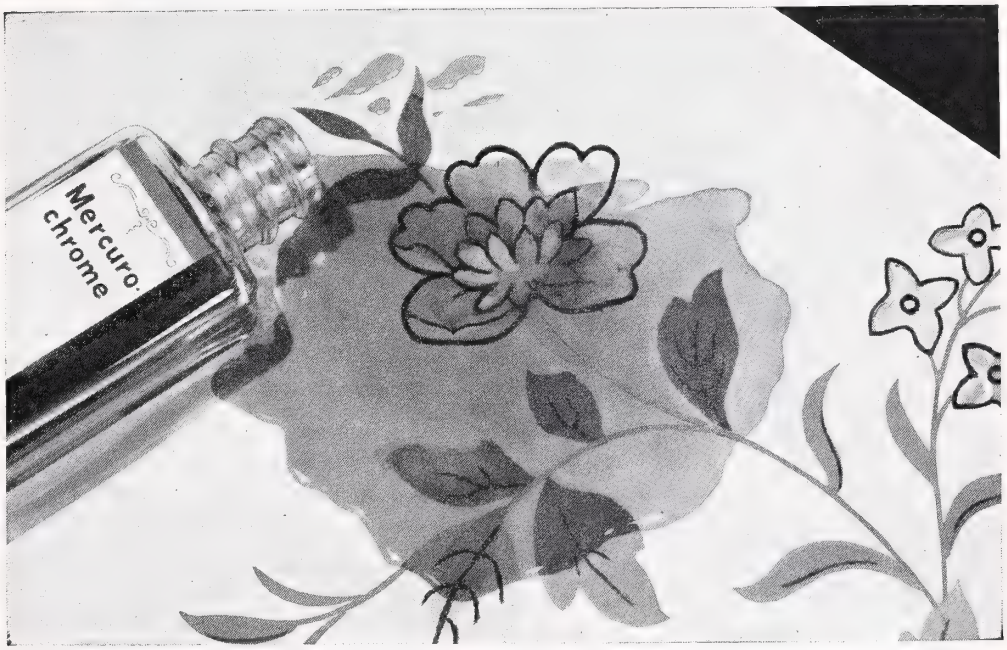
ranging from five to 40 tons and powerful enough to circulate from 2,400 to 9,000 cubic feet of air per minute, have been designed for business houses, institutions and industrial application. New models, equipped with either Freon or water-type Multipath cooling units, are available for use in hotels, restaurants, small theatres, stores of all kinds, hospitals and other similar establishments.

Both vertical and horizontal models are housed in sectional-type, steel cabinets, finished in battleship gray. Insulation with an asphaltic binder applied inside

(*Continued on next page*)

We Invite You to Accept this CHALLENGE!

***We want 10,000 Skeptics** to smear, splatter, write or even walk on Stainproof Varlar and try to mutilate the first-day beauty of this durable, washable wall covering.*



WE SAY you can splatter, smear, write or even walk on Stainproof Varlar—then wash this revolutionary wall covering sparkling-fresh with ordinary soap and water.

Just try to mutilate Varlar's fresh, stainproof beauty. Laboratory tests and actual use prove that oil, ink, grease, jam, crayon, lipstick—STAINS OF ALL KINDS—wash off Varlar quickly, easily with ordinary soap and water.

Even 25,000 washings can't damage Varlar's life-long stainproof beauty. That's because Varlar is made by an entirely new process. Has no surface coating to crack and peel. No brittle, plastic "skin" to chip or discolor. Varlar's rich, new coloring and stain resistance go *clear through,* last for life.

Theatre foyers, lounges and restrooms may now enjoy durable wall beauty of life-long wear, unsurpassed for low-cost maintenance. The constant abuses of public wear, from adults and children both, wash right off beautiful, durable Varlar stainproof wall covering. All 93 styles . . . florals, plaids, weaves, pictorials, stripes and tones . . . go up easily as wallpaper.

But don't take our word for it! We dare you to test amazing Stainproof Varlar for yourself . . . absolutely free. Splatter, smear, write or even walk on it. Then quickly, easily wash it clean with ordinary soap and water. Mail the coupon for your free test sample of Stainproof Varlar today.



It took 9 years of scientific research *to perfect Varlar! Now it's ready to revolutionize interior decorating. New use of plastics achieves full-dimensional designs . . . life-like colors never before possible.*



Styled by world's foremost artists *and wallpaper designers. Now available in 93 breathtakingly beautiful styles for every need, every color scheme . . . in weaves, plaids, stripes, florals, pictorials, two-tone tints.*

Never Before Such Enduring Beauty

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DIVISION OF UNITED WALLPAPER INC. CHICAGO

ACCEPT THIS CHALLENGE, NOW!

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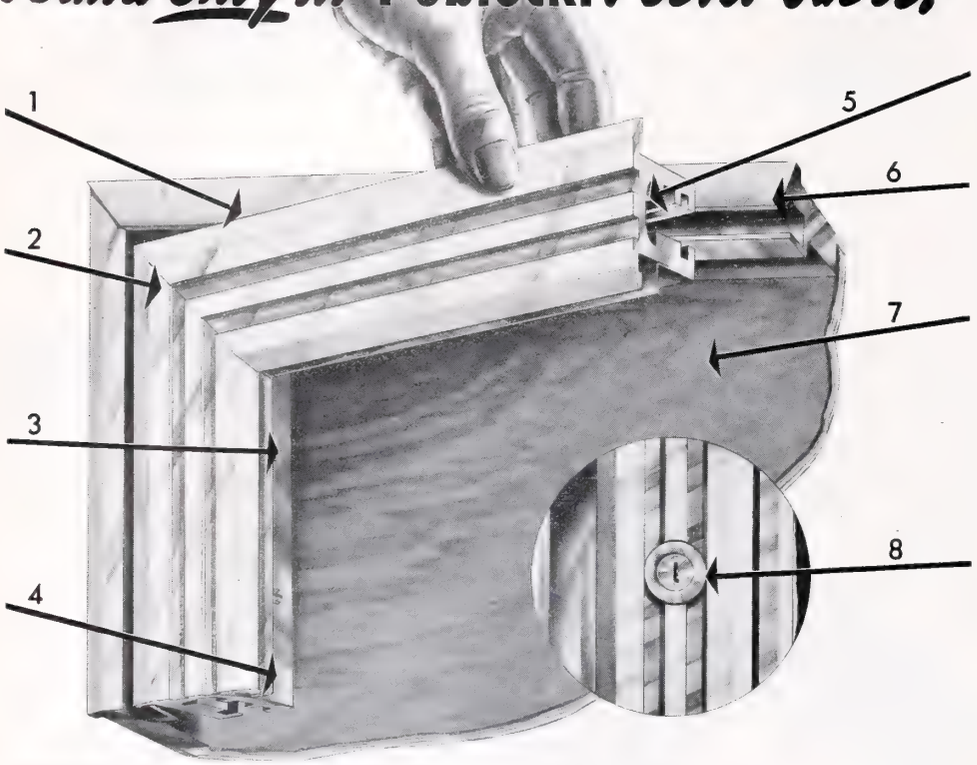
I'll take your dare! Send my free sample of Stainproof Varlar and I'll test it for myself.

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2. **INVISIBLE HINGES**— test for 400 lbs. ea.
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4. **WEATHERSTRIP**— no poster spoilage.
5. **HEAVIEST ALUMINUM DOORS AND FRAMES**— no warp, no sag.
6. **WEATHERDRIP** — positive protection.
7. **PLYWOOD BACK**— easy poster mounting.
8. **CYLINDER LOCK** — no tampering, no damage.

BUILT BETTER to LAST LONGER

A lifetime of durable, beautiful use is yours with these new Poblocki cases. Manufactured with the heaviest aluminum extrusions ever used, these cases are designed to give thorough satisfaction in every way. No other case can offer better construction or longer service, combined with these exclusive Poblocki features.

Alumilited in Lustrous Color

This war time tested finish has proven to be permanently resistant to all negative conditions. In addition, alumiliting may be done in **any color** at slight extra cost to harmonize or contrast with color themes already incorporated into a theatre front. With or without illumination.

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Pre-designed Theatre Plans

Manufactured by

Poblocki AND SONS

2159 S. KINNICKINNIC AVE. MILWAUKEE 7, WISCONSIN

New Equipment And Developments

(Continued from preceding page)

insulates the cabinet against heat transfer. This combination is sound-absorbing and reduces noise. Units are installed with a sealing compound between sections, making each completely air and water tight.

Quiet slow-speed fans operate below the critical shaft speeds, reducing vibration to a minimum. Multiblade forward-curved fans have double inlets and double-width wheels mounted in oil-lubricated sleeve bearings. The fan section may be installed to discharge conditioned air in various directions as required by individual installations. The fan, itself, is powered by an electric motor, equipped with ball bearings.

All belts, pulleys, motor and fan bearings are located outside of the fan section for convenient accessibility. A removable belt guard makes inspection and service easy. In addition there is an aileron air volume control that makes it possible to adjust the quantity of air discharged after installation.

The new conditioners come equipped with two-inch viscous filters of the throw-away type. Space is also provided for two additional two-inch filters if conditions warrant. Provision has been made for installation of permanent type filters, if desired.

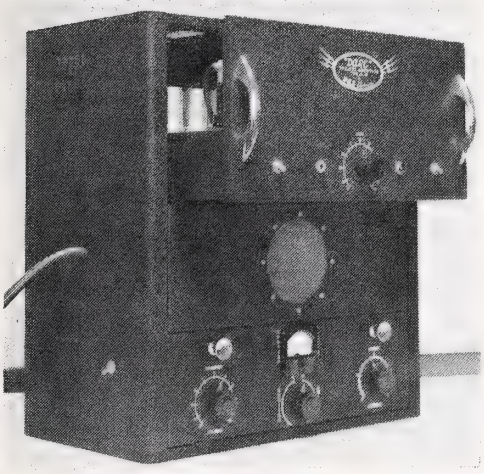
Year-around air conditioning is afforded by adding a few simple accessories. For wintertime operation there are heating coils, equipped with dual steam distributor tubes to provide uniform air temperature over the entire coil face. A humidifier assembly, built to add the proper amount of moisture to the air during winter months, can be installed in the fan section. Self-cleaning, target-type nozzles are mounted on a galvanized steel pipe, supported in a trough with a drain connection for unevaporated water.

Frigidaire is also manufacturing a complete line of condensing units, especially designed for use with this new central system air conditioning equipment. These units range from 7½ to 25 horsepower. All elements are designed for a balanced, economical operation.

DARE Type TA-22 Amplifier Available to Exhibitors

A new theatre amplifier, known as Type TA-22, was recently placed on the market by DAR Electronics. Features claimed for the amplifier include high and low frequency tone adjustments for matching acoustic conditions in the theatre, two separate photo-cell adjustments for balancing sound, adjustable a.c. exciter lamps supply, separate monitor amplifier and built-

in speaker, 100 per cent plug-in main amplifier that saves loss in time.



Additional information on amplifier TA-22 is available from DAR Electronics, Barlow, Ky.

Wheeler's Self-Powered Telephone Now in Full Production

The Wheeler telephone illustrated here requires no batteries or other power supply and is said to be very flexible in ap-



plication. The telephone system is supplied as standard for two-station, pair phone operation. It is offered for a wide variety of applications.

Additional information on the Wheeler self-powered telephone may be obtained from the Wheeler Insulated Wire Co., Inc., Waterbury, Conn.

"Built to Excel — IDEAL CHAIRS Not Just To Compete"

IDEAL SEATING COMPANY of GRAND RAPIDS

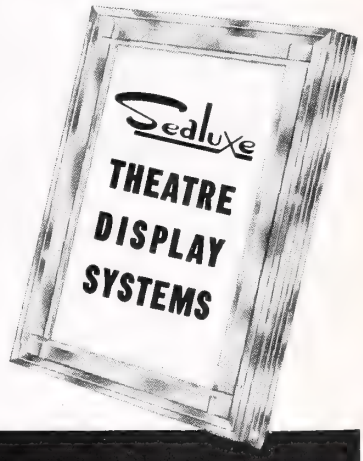


Theatres OF Distinction

THE MIAMI, Miami, Fla., is another in the ever-lengthening list of "Theatres of Distinction" that are using the beauty and showmanship of Sealuxe Theatre Display Systems to increase "boxoffice."

Your installation of a Sealuxe Theatre Display System means added profit because Sealuxe Frames are everlasting.

No wood to rot or sag—will not tarnish—require no polishing—will outlast the building—choice of finishes including colors—available in standard sizes and any special size or design—precise rigid construction.



Universal CORPORATION

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MAIL THIS COUPON FOR COPY OF NEW CATALOG

Contains complete information including illustrations of Sealuxe Poster Frames, Photo Cases, Combination Cases, Photo Frames, Accessories and Hardware.

Universal Corp.
6710 Denton Drive
Dallas 9, Texas

Will you please mail copy of your late catalog of Sealuxe Theatre Display Systems, Accessories and Hardware.

☐ I am planning to remodel.
☐ I am planning new theatre.

Theatre_____

Street No._____

City_____ State_____

MUST THE BIG THEATRE OF THE FUTURE BE A MULTI-STORIED PROJECT?

THE BIG THEATRE of the future, seating 2,000 or more patrons, will have to go up in the air. When land prices reach $2,500 a front foot as they have for desirable theatre locations in some metropolitan centers, it is much more economical to build multi-story, multi-balcony theatres.

Even in the absence of this land cost factor, an auditorium cannot be made excessively wide, because patrons get a distorted view of stage or screen. To obviate this, architects suggest two, three, or even four balconies.

Tremendous advances in acoustical engineering and in perfecting sound and projection equipment permit the theatregoer sitting seven stories above the main floor to see and hear almost as well as the patron in the fifth row. Many patrons also prefer seats in upper tiers because of the unobstructed view.

Going upward to these higher reaches of the building will increase management's problem of handling traffic. Patrons will walk down, but they do not like to climb more than one flight of stairs. If confronted by more than a single flight, many will decide to wait for seats. Result: long waiting lines with an unknown number of potential patrons scared away because they think that seats are not available.

During program breaks it is especially important that people get to their seats quickly, without becoming entangled with departing patrons. Let the newcomers miss a few minutes of the feature and it doesn't take many experiences like this to sour them on the theatre where traffic jams and delays occur.

Adequate elevator equipment therefore is a virtual necessity in the multi-story theatre. Correctly engineered, elevators can move hundreds into the balconies in a very few minutes without confusion or delay. Many larger theatres have been using elevators for years.

Two good examples are Radio City Music Hall and the Center Theatre in New York's Rockefeller Center. When these were built, Otis elevator engineers designed equipment to fit anticipated needs of each theatre. Today, more than a decade later, the traffic flow is still handled with celerity.

Not only does the Music Hall use four elevators to move patrons to and from balconies, but there are four more Otis elevators backstage to transport the Rockettes and other performers between their dressing rooms and the stage, and for the convenience of other backstage personnel.

Approximately 80 per cent of the patrons occupying the 2,584 Music Hall seats above the main floor use the elevators. Another 5 per cent use the elevators enroute to





LLOYD H. BRIDGHAM—Owner, Uptown Theatre, Dover, N. H. . . . State Theatre, Presque Isle, Maine . . . Harbor Theatre, York Harbor, Maine—says:

"Fifteen years of RCA Service in my theatres has proved to be one of my best investments."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

Adv.

lounges. The Music Hall elevators rise 78 feet, 6 inches at a speed of 300 feet per minute. Each of the eight elevators has a capacity of 33 persons or 5,000 pounds. With each car making a round trip in approximately 85 seconds, this means that the four public elevators can move more than 500 patrons from the main floor every five minutes.

The Center Theatre has two public elevators in the lobby and one backstage each of which rise 61 feet, 6 inches at a speed of 300 feet per minute. These also carry 33 persons each trip. Between 90 and 95 per cent of the patrons occupying the 1,600 balcony seats use the elevators. The cars make their round trips in 70 seconds and move 264 persons in five minutes. An unusual feature of the backstage elevator is that its floor is covered with rubber matting to protect the car from skates worn by performers in the ice shows.

Although most theatres use their elevators for two-way traffic, many limit service to up-traffic alone at rush periods, stopping at each balcony level on the way up and quickly returning to the main floor without a stop. This increases the per-minute capacity of the elevators and speeds impatient incoming people to their seats with least possible delay. Departing patrons walk down the stairs in such cases.

The big Granada theatre on Chicago's north side has also been doing this for many years. Velvet ropes steer incoming balcony patrons directly to the elevators, while other roped-off traffic lanes lead to the exits for people walking down stairs.

With more than one balcony, one elevator is usually assigned to each level. The car runs express to that level and promptly returns. When different admission prices prevail at different levels, this also eliminates possible confusion in taking ticket-holders to the wrong seating area.

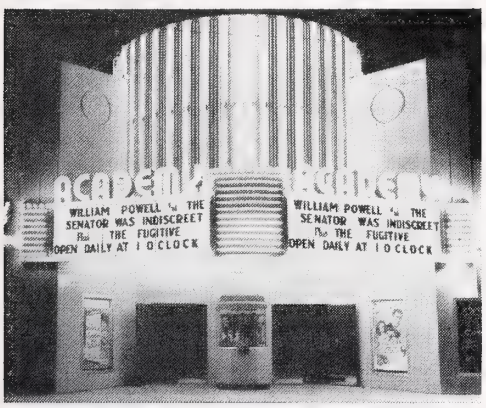
With elevators, a theatre immediately becomes a much safer house. A majority of all injuries, with resulting damage claims, are caused by falls on stairs. Anything that will lower the injury rate deserves consideration.

Vertical transportation in theatres need not be limited to elevators, since Otis engineers have developed as a postwar project a small escalator designed especially for low cost, minimum space installations. This moving stairway has a capacity of 5,000 persons an hour, is so compact that it involves no major structural changes in the building and embodies all the safety of larger, more costly escalators.

ROHM & HAAS CO. of Philadelphia announces that standard Plexiglass sheets are being stocked in Kansas City for customers in the central and southwestern states. The address of the Kansas City office is 215 W. Pershing Rd.

An Ultra-Modern House In Portland, Ore.

Setting a new style in neighborhood houses is the Academy Theatre of the



suburban Montavilla district of Portland.

Built at a cost of close to $200,000, the Academy is seen by many as a showcase of things-to-come in the exhibition field.

An extra-spacious lobby and large, comfortable cry-room are features that will be emulated in future theatre construction. Outstanding features on the exterior are the theatre's glass-tile front and marquee with rotation-type flashing Neon sign over the marquee.

Draperies, seats, lighting fixtures, projection machines and sound equipment were furnished by Western Theatre Equipment Co.

The Academy is operated by Mr. and Mrs. Al Myers of Portland who also have the Granada and the Joy Theatres in Tigard, Ore.

The Sensation of the TESMA Trade Show!



The NEW ROYAL SOUND MASTER

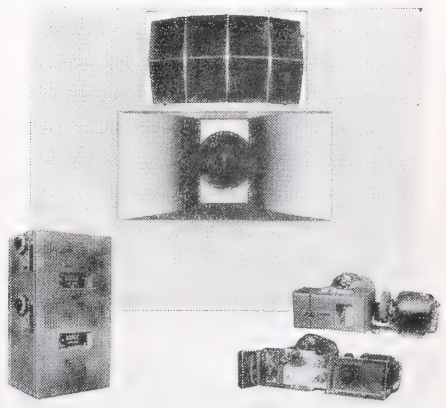
Licensed under U.S. Patents of Western Electric Co., Inc.

MODEL 8 SOUNDHEAD
and
MODEL 1800 BASE

Trade Show praise was gratifyingly high on these two outstanding additions to the ROYAL SOUNDMASTER line. Every feature of both units received the hearty praise and approval of trade show-goers. The Model 8 Soundhead—for its new streamlined beauty, its new all-steel permanently sealed gyro-filter, the large handwheel at the front of the Soundhead for convenience in threading soundhead and projector, the bright, easy-to-clean white porcelain-finished interior. The Model 1800 Base, a modern streamlined version of the already famous SOUNDMASTER Model 1500 Base, drew wide acclaim because of its unusual rigidity and its simple, easy-working alignment adjustments.

Like all ROYAL SOUNDMASTER sound and projection equipment, these two units are outstanding in quality and workmanship . . . yet low in cost.

ROYAL SOUNDMASTER Complete Sound Systems, featuring the new acoustically reinforced low frequency horn baffle, are available for every size theatre. Combinations are available with a choice of five different size horn baffles, a single or dual channel amplifier, and a pair of Model 6 or Model 8 Soundheads. Illustrated below is the Model 720, with a PD-56 Dual Channel Amplifier and two Model 6 Soundheads.



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SMPE Meets in Washington October 25-29



Loren L. Ryder

Loren L. Ryder, president of the Society of Motion Picture Engineers, announces that the 64th semiannual convention of that organization will be held at the Hotel Statler in Washington October 25 to 29, inclusive.

Dramatic achievements of the past year in theatre television and high-speed photography will be among the many scientific and technical activities in or related to the motion picture industry on which reports and demonstrations will be presented at the convention.

The convention will get under way Monday noon at a get-together luncheon in the Statler's Congressional room, at which a figure prominent in the motion picture industry will be the speaker. Social highlight of the meeting will be the society's 64th semiannual banquet in the hotel's Presidential ballroom Wednesday evening.

Anticipating a record concentration of the technical brains of the film and television industries from all production, processing, and theatre, studio, and laboratory equipment centers, according to William C. Kunzmann, convention vice-president, the society is shaping up a rich variety of papers for the nine scheduled technical sessions, as well as an unusual program of recreation and sightseeing in the nation's capital.

In a tentative program which has been completed, the scheduling of dual or simultaneous sessions has been avoided, making it unnecessary for anyone attending to choose between two sessions of possibly equal interest, and one period—morning, afternoon, or evening—has been left open each day to allow for committee meetings, sightseeing and social activities.

Committee chairmen for the convention: local arrangements, Nathan D. Golden; registration, William C. Kunzmann; papers, G. A. Chambers; luncheon and banquet, J. G. Bradley; hotel and information, J. C. Greenfield; publicity, Harold Desfor; ladies' reception, Mrs. Nathan D. Golden; membership and subscription, Lee Jones; public address equipment, W. P. Dutton; 16mm projection, R. B. Dame, and 35mm projection, H. F. Heidegger.

BEAUMONT NEWHALL, former curator of the department of photography, Museum of Modern Art, New York, has been named curator of George Eastman House, Inc. His appointment was announced by Dr. C. E. Kenneth Mees, president of the photographic institute.

GEORGE RICE, who is opening a new second-floor theatre in Shinnston, W. Va., has purchased Brenkert projectors and lamps, RCA sound system and other booth equipment and screen from the Alexander Theatre Supply.

Announcing a new **LOW-COST CLEANER!**

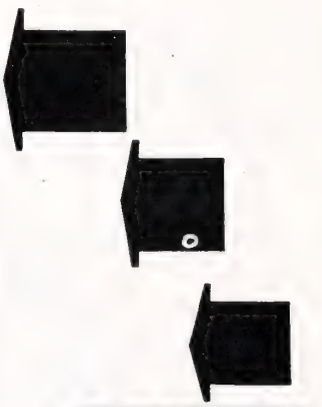


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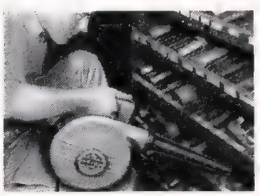
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MEDIUM-DUTY ⅔ HORSEPOWER

Same quality, design and dependability as the Heavy-Duty Model, but lighter in weight (9½ lbs.) and less powerful. Has blowing air velocity of 20,700 ft. per min.; suction air volume, 135 cfm.; waterlift, 36".

NOW — a four purpose hand-type Industrial Cleaner that actually costs less than most ordinary household vacuum cleaners! It's the perfect cleaner for all light-duty work . . . cuts your costs on scores of jobs because it does them better and faster. Continuous-duty ½ horsepower motor gives ample power for removing grit, dust and dirt from machines . . . shelves, overhead pipes, walls . . . furniture and draperies . . . for spraying and drying.

Perfectly balanced — so light in weight that even a woman can use it continuously without undue fatigue – this new IDEAL Light-Duty Cleaner is built to last for years. It has every bit of the rugged stamina that has made the higher powered IDEAL cleaners famous.

Here's why the IDEAL gives you more of everything you need in a light-duty cleaner:

• ½ horsepower • 28" waterlift • 18,000 ft. per min. air velocity at blowing nozzle • 120 cu. ft. per min. suction air volume through 1½" hose • 13,000 RPM • 8¼ lbs. net weight without cord. • Complete selection of attachments for vacuuming, blowing, spraying or drying.

Get the proof! At this low price you can't afford to be without it. Ask your wholesaler to arrange a FREE demonstration TODAY! . . . IDEAL INDUSTRIES, Inc., Sycamore, Illinois.

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MAX M. KORR—President, Max M. Korr Enterprises, Allentown, Pa.—says:

"RCA Service has proved itself to be the most economical and satisfactory way of making sure my patrons enjoy good sound reproduction."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

RISING FUEL PRICES ADD TO WORRIES OF THEATRE OWNERS

To add to the headaches that have developed for theatreowners during the past year comes the realization that operating costs will shoot upward again when the heating season starts.

Fuel prices have advanced all along the line. During the summer, fuel oil went up 4.2 per cent ,anthracite coal advanced $1.75 a ton or 8.5 per cent, and gas heating rates increased 25 per cent and more in many localities. In some cases this means that the price of 1948 heating fuel has nearly doubled in the past three years.

Unlike other businesses, theatres cannot readily increase their selling prices to narrow the gap between income and outgo. Theatre men discovered that when they tried to meet rises in labor and other costs by a slight advance in admission prices. The public stayed away in even greater numbers and the old rates were hurriedly restored, or even reduced. Attendance is below this time last year in virtually all of the 18,765 motion picture houses in the country.

The only avenue left open to meet increased heating costs this season is to save fuel; but this must not be done by sacrificing comfort, or receipts will suffer.

There are many ways a theatre can be kept comfortable while hundreds of dollar's worth of fuel are saved each year. Methods range from insulation of the building to careful operation of the heating plant and regulation of auditorium temperature.

Considerable savings results from insulation. A four-inch layer of mineral wool above the auditorium ceiling will save as much as 50 per cent of the fuel. The average is more than 30 per cent.

On the basis of today's fuel prices, a 30 per cent reduction in the amount of fuel burned means a saving of $6.40 for every ton of anthracite, $4.80 per ton of coke, and 4 cents per gallon on fuel oil.

These figures are not mere theory. They have been proved by repeated experience of building owners. Typical is the case of a two-story building in Buffalo, N. Y., similar to the structures housing hundreds of theatres throughout the country. The 60 by 100 foot roof was insulated with four inches of mineral wool and heating bills immediately dropped from $1,240 a year to $911, a saving of $329. This paid for the insulation in less than two years, the owner stated.

The United States government, which is vitally concerned with fuel saving as a means to conserve national resources, states that for every 100 square feet of roof insulated full-thick, the following maximum fuel saving can be expected in a locality with 4,600 degree-days in heating season:

Oil, 23 gallons; coal, 483 pounds; gas, 3,328 cubic feet.

The greater portion of the United States has this many or more degree-days. Local heating contractors have the figures for their communities.

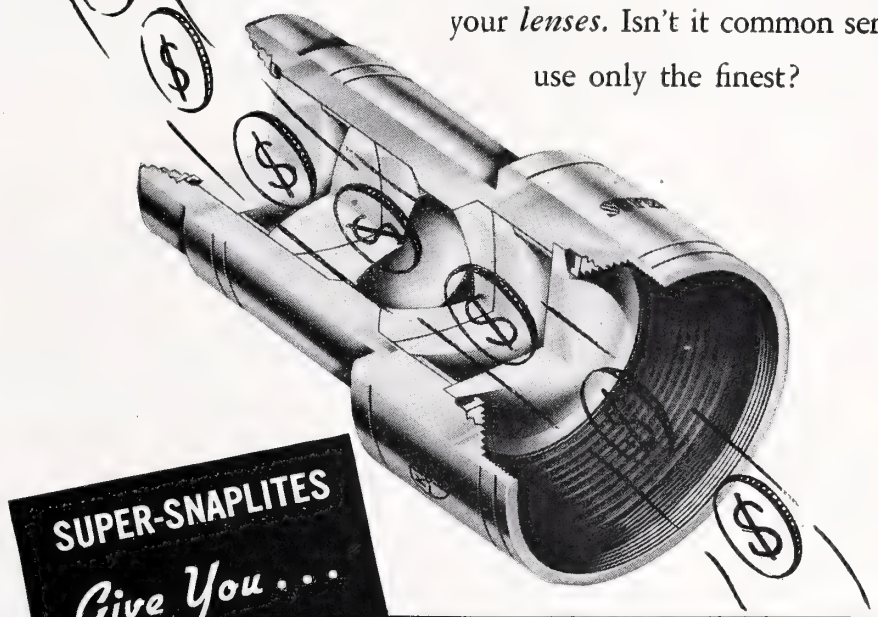
Insulation is necessary because all roofs waste heat unless a heat barrier is present. A two-inch concrete roof coated with black pitch, a type extensively used on buildings occupied by theatres, will permit the passage of 24 British thermal units of heat per hour. When four inches of mineral wool are placed between roof and ceiling, this loss drops to 6 Btu per hour. Dead air is a perfect non-conductor of heat and 90 per cent of the bulk of mineral wool insulation is air, trapped within the fibers.

Further fuel savings result from proper care and operation of the heating plant. Before the heating season starts the entire system should be inspected by an expert, cleaned, adjusted and repaired. Soot and fly-ash accumulated in furnace and chimney greatly lower the efficiency of the heating system. Cracks around the fire-pot and uninsulated furnaces, boilers, steam pipes, hot water pipes and warm air ducts waste large amounts of fuel. It is a sure

(Continued on next page)

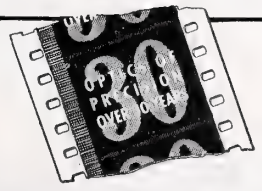
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What your patrons pay for . . . passes through your *lenses.* Isn't it common sense to use only the finest?



SUPER-SNAPLITES Give You . . .

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Get full details of all Snaplite lenses in Bulletin 204, from your local theatre supply house.

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Rising Fuel Prices

(Continued from preceding page)

sign of fuel wastage if the temperature near the furnace or boiler is 70 degrees or more.

Expert firing of the furnace should be required by theatre owners. In too many cases the janitor or other person responsible for heating plant operation disregards instructions provided by manufacturers of the equipment. Such instructions should be followed to the letter.

No matter what fuel is used, a certain amount of draft is necessary for combustion and unless all gases are consumed, fuel waste results. This can be prevented by use of automatic draft controls. Improper combustion shows up if an excessive amount of smoke issues from the chimney.

Low thermostat settings are imperative. About 20 per cent more fuel is required to maintain a temperature of 75 degrees than if the therostat is set at 70. In most theatres, a 60 or 65-degree setting is adequate. In addition to the heat output from radiators, the auditorium receives heat thrown off by the human body. This amounts to 400 Btu. per hour and with 750 persons in the theatre this totals 300,000 Btu. which is equal to burning two gallons of fuel oil.

Thermometers should be kept in various parts of the theatre and radiators shut off whenever the temperature rises above the desired level. This is necessary because a thermostat will not control temperatures except near the device.

THEATRE SOUND SERVICE EQUIPMENT—1948

by **E. S. SEELEY**
Chief Engineer, Altec Service Corp.



E. S. Seeley

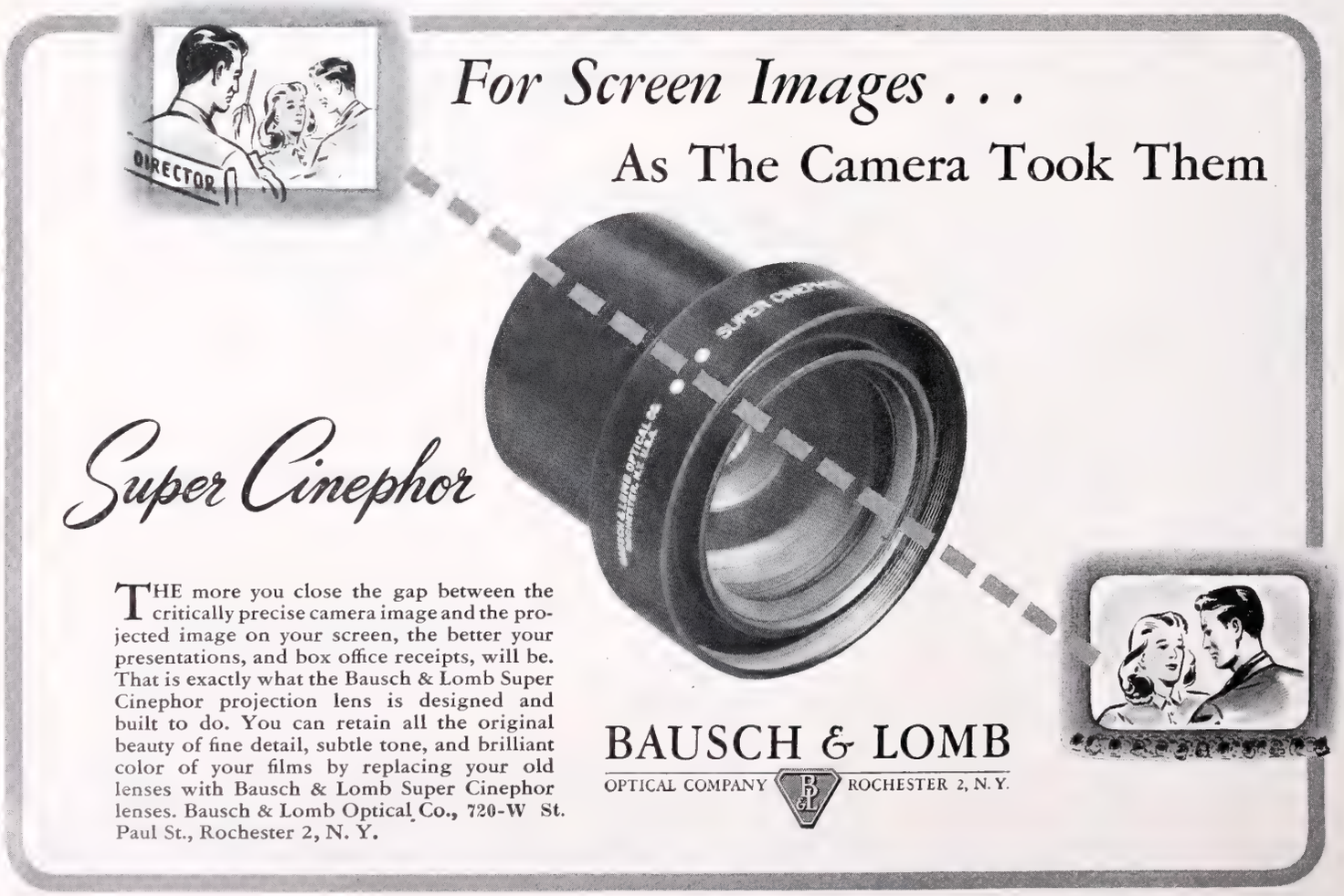
THE SERVICING of sound equipment in motion picture theatres moves continuously to a higher technical plane. The theatre's demands for better and better quality of sound are the result of constantly rising standards of quality, the steady advancement in the engineering arts and resources of servicing, and, in particular, of the tools that engineering research places in the hands of the service inspector who works in the theatres.

This constant advancement in what engineering research discovers, and makes available to the inspector, parallels the constant advances made in the arts of surgery; the surgeon, benefiting by medical research, moves forward with increasing knowledge and skill, and he, too, has constantly better tools placed at his command.

As of now, a new era has opened in the science and art of theatre sound servicing, as a result of new test instruments now in the hands of all Altec service inspectors. These new instruments represent as great an advance in the service inspector's tools as the development of radioactive isotopes, product of atoic fission, in the diagnosis and treatment of diseases.

The new test instruments were designed solely for the job of theatre sound equipment service. There are three in number. The AS-1600 ascillator provides a controllabe signal source of any audio frequency from 20 cycles to 20,000 cycles of good stability and low distortion. A precision attenuator and a panel meter are included to permit accurate measurement of gain and response of any theatre sound system or amplifier.

The AS-1900 Decabridge combines a number of measurement facilities: a resistance decade which may be set accurately to any value from 1/10 ohm to 1,000 ohms and dissipate 100 watts during the period of a measurement; a condenser bridge which measures the capacity and power factor of condensers from 100 mmf to 4,000 mf under conditions of applied d-c; facili-



ties for measuring amplifier output impedance and speaker load impedance; and other facilities useful in an extension of the well known and highly important transmission test.

The AS-1800 Service Meter is the ultimate in a multi-range all-purpose meter. It reads from 100 microvolts to 2,500 volts at very high impedance, from 1/10 of an ohm to 10,000 million ohms, and decibels down to hiterto unmeasurable levels. Readings can be made at any point in a sound system from the photocell on; by plugging an ordinnary earphone into a terminal of the meter, aural monitoring is possible at any point. These instruments, along with test films, small tools and other related appartus, are contained in a new carrying case.

The functions of the new test equipment developed by Altec engineering research actually *exceed the requirements* of present-day servicing; indeed, they *anticipate* the continued elevation of service standards that the future will bring forth in the years ahead.

Better Facilities Needed For Producing Plays

Professor Edward C. Cole, associate professor and production manager in the Yale department of drama, in a recent broadcast of Yale Interprets the News over WTIC, termed most of the theatres producing stage plays in the U.S. poorly designed and outmoded. As a result of the impact of motion pictures, radio and television, the character of both plays and audiences has changed considerably, Cole remarked, but theatres are poorly suited to them.

"Playwrights have inevitably felt the influence of the motion pictures and radio, in both of which scenes change freely and rapidly, but many modern plays are all but impossible to mount and handle on existing stages," he said. "New theatres must have provisions in both stage space and equipment for the efficient handling of multiscened plays . . . there is room for the development of a flexible, changeable proscenium, which would allow the director more variety in performance." He indicated that great advances had been made in theory and practice of stage lighting, including an all-electronic control console.

As a direct outgrowth of electronic control of sound in radio, motion pictures and recording, he said, the "new technology" of electronic production, modulation and control of sound had been developed in the legitimate theatre. This requires careful specification both of the acoustic properties of the theatre and of the installation of specific equipment.

Cole expressed the belief that many people who would go to plays, refrain because of the inconvenience, discomfort and expense compared to that of enjoying motion pictures, radio and television. "Planners of new theatres would do well to assure audiences comfortable seats, good sightlines, spacious and attractive lobbies and lounges, and, in this motorized age, ample parking facilities," he said.



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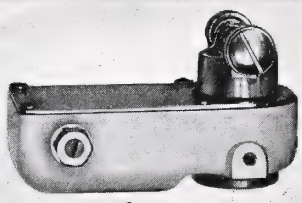
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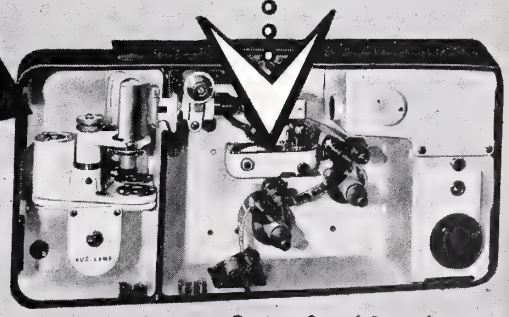


The Academy of Motion Picture Arts & Sciences recognized the value of this development in making its 1947 award to C. C. Davis of the Western Electric Co.

Only CENTURY can give you this outstanding improvement in sound reproduction.

The Award-winning Hydro Flutter Suppressor as used in the new Century sound reproducer.

Century



Improve the performance quality in your theatre — see your dealer or write for information.

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for lobbies

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for safety on wet floors

PERFORATED CORRUGATED MATTING
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VERMONT RESORT HOUSES 350-SEAT THEATRE



Two enterprising young skiing enthusiasts, Holmes Welch of Boston and John Flint of Bellows Falls, Vt., former classmates at Harvard, have completed plans for a resort center in Stowe, Vt., which will house a 350-seat theatre.

Designed by John Pierce in association with Anderson & Beckwith, Boston architects, the center is located on Smugglers Notch road in the Mt. Mansfield section. The center includes the theatre, a sporting goods store, bowling alleys, an outdoor ice skating rink, a dance hall and restaurant. The interior of the building, decorated in curly birch, is so arranged that each section can be seen from the main entrance. This results from the free use of glass partitions and the many floor levels which give the interior a rambling, old-fashioned appearance. The trim, wide-eaved building will gleam barn-red in the snow.

The theatre itself has acoustics designed by the MIT Acoustical Laboratory as well as modern ventilation and sound systems. Kroehler pushback seats have been ordered. An interesting feature of the theatre is the pitch of the floor is steeper than necessary for the 350-seat space, thus allowing ample room to expand the theatre by pushing back the rear wall should the occasion arise. The entire center will cost $230,000 and is set for an early December opening. The theatre will be operated by Welch and will have evening shows and matinees when the weather is bad. It is the forerunner of several such resort centers in popular winter and summer sports sections throughout the country.

QUICK ACTION!

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TORNADO
THEATRE BLOWER





Concentrates on the floor, in aisles, between and under seats all the force of a blast of clean, dry wind moving at 235 miles per hour.
Sweeps away instantly all boxes, candy and gum wrappers, trash and litter, dust and dirt.
Acts quickly—covers entire auditorium in brief space of time—leaves your theatre fresh and clean.
Cuts maintenance costs. Reduces time and labor. Does a better job than other methods.
Learn what other theatre owners say.

Write for Literature or Free Demonstration

BREUER ELECTRIC MFG. CO.
5132 Ravenswood Ave., Chicago 40, Ill.

Seven New England Theatres Remodeled

Remodeling of seven theatres in New England either is being started or has been completed.

Two houses belonging to the B&Q circuit were completely remodeled. The Bijou at Springfield was redecorated and a new marquee was installed, while the Union at Attleboro was completely repainted and a new ladies lounge and new lighting fixtures were installed.

Fred Markey of the Ioka at Exeter, N. H., is remodeling his theatre by making lobby changes and installing a concession stand. Peter Perakos of the Strand, Thompsonville, Conn., has installed air conditioning and remodeled the lobby and entrance.

The Uptown at Lynn, Mass., operated by the Louis Stern Enterprises, has taken over a candy store next door, breaking through a side wall to provide an entrance from the lobby. The house will reopen Labor day.

At Fall River, the Empire, owned by the Yamins circuit, has been redecorated. Another Yamins house, the Strand in Fall River, has been closed several weeks to permit complete remodeling at a cost of $175,000. It will be reopened Labor day.

Perambulator Parking Provided for Patrons

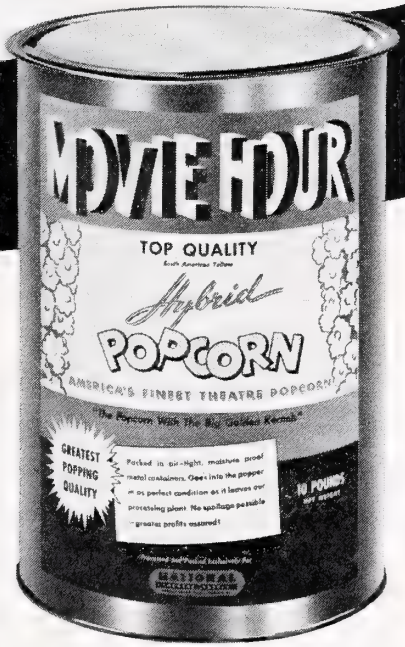
In its postwar reconstruction, the Camp Borden military training cener of Ottawa, Ont., has been given a plushy finish by the Department of National Defense. To take care of the entertainment for the permanent force soldiers and some 500 wives and families, two motion picture theatres have been built, plus indoor and outdoor swimming pools.

The two camps theatres have got something else that regular houses haven't thought of yet. That is an inside parking space to accommodate baby carriages, complete with babies, which the mamas can wheel to their seats to watch both infants and show.



N. O. Buggs, local exterminator, says that exhibitors should have their houses examined for vermin at least once a month. He's a great believer in that old proverb, "A Stitch in Time Saves Nine."

There's more PROFIT in NATIONAL'S MOVIE HOUR POPCORN



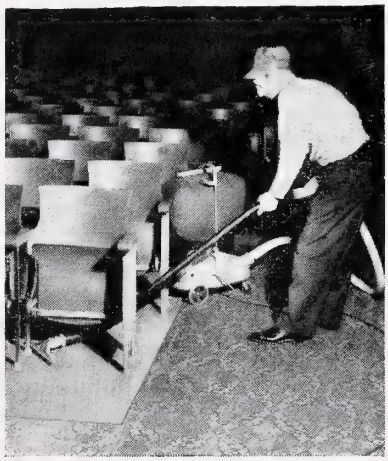
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Ask your supply dealer about the Super and its amazing tools. You can try a Super for five days free and see for yourself how easily you can save money, labor and time, and costly replacements.

Keeping your theatre clean can be an expensive, unpleasant, inefficient job unless your staff is equipped with the proper mechanical aids. The Super Specialized Theatre Cleaner is especially designed and tooled to meet all the requirements of theatre cleaning.

- A Spotlight on the handle illuminates dark places and saves house lights.
- The Blower Attachment boosts debris and popcorn boxes out from under seats and down the aisles for easy disposal.
- Sound holes are kept free of dirt, screenbright, with the special Super Screen Brush.
- The Hi-Up Tube makes it possible to reach as high as fifteen feet plus the reach of the operator, easily cleaning screen, box fronts, draperies and ornamentations.
- The Super Floor Tool goes right up to the wall, thus leaving no strip of carpet liable to moth infestation.

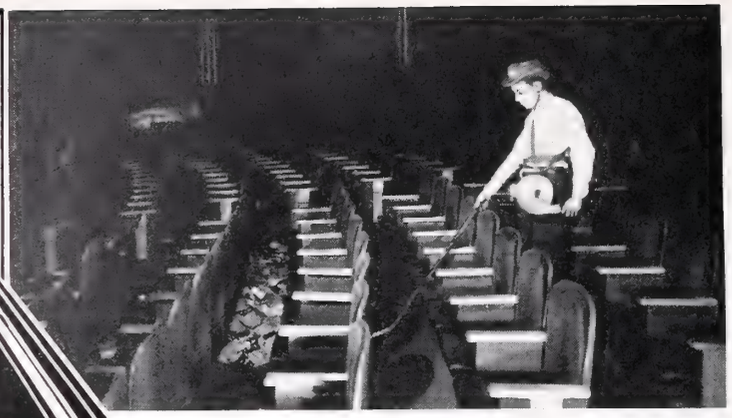
NATIONAL SUPER SERVICE COMPANY, Inc.
1941 N. 12th Street Toledo 2, Ohio

National Super Service Company of Canada
Toronto, Ont. Vancouver, B. C.

FOREST RECTIFIERS
For Every Size Theatre
FOREST MFG. CORP., 9-11 WEST PARK ST. NEWARK 2, N. J.

SEATING COMPANY IRWIN GRAND RAPIDS, MICH.
for Complete Satisfaction in Theatre Seating!

THROW AWAY YOUR BROOM . . . and make a clean sweep through your theater — *with air!* You'll find it's faster, better — cheaper, too, in the long run.



Save MAINTENANCE TIME *and money*

POWERFUL, EASY-TO-USE CLEMENTS

CADILLAC

2-SPEED COMBINATION BLOWER AND SUCTION CLEANER



A Real STAR PERFORMER!

at the Ken Theatre, Chicago
(illustrated above)

And what an important role this combination blower-suction theater cleaner can play for you, too! It *sweeps the floor with air,* blowing popcorn, candy wrappers, peanut shells, etc. 2 to 3 rows ahead of the nozzle. Ideal for keeping motors, switchboards, and equipment clean. Readily converted to a vacuum cleaner for carpets and upholstery. No cleaner to drag on floor. Worn on a Sam Browne belt. Light to carry — easy to use.

Two models available with standard cleaning attachments. Model HP, with 2-speed control, illustrated.

SINCE 1911
Specializing in the manufacture of vacuum cleaning equipment for business, home, and industry.

Write for complete description and name of your nearest supplier.

CLEMENTS MFG. CO. 6632 S. Narragansett Ave. • Chicago 38, Ill.

Hartford's Princess Is Modernized

A downtown subsequent run theatre in Connecticut's capital city, Hartford, has completed extensive renovations. The house, under the managership of Martin H. Kelleher, has a new front, advertising display frames, lobby doors, boxoffice, marquee, drapes and tapestries. The entire building has been redecorated.



The position of the theatre candy-soft drink stand has been changed. Previously located at the lobby entrance, the refreshment display is now situated outside the building and is doing business in a trafficway on the left side of the theatre. Appropriate direction signs leading to the refreshment stand are displayed throughout the theatre.

Kelleher says that the new candy-soft drink location provides more space for refreshment selling. "Many compliments," he adds, "have been made by patrons on the new service." In the past the candy stand, located just past the lobby doors, was unable to provide much service, due to limited space.

In addition to having more space, the stand now sells soft drinks and also ice cream. In the past the candy stand was serviced by the theatre doorman. The new situation provides for one attendant. During busy evening hours and on weekends, Manager Kelleher has two men working the same spot.

Kelleher is president of the Princess Theatre Corp. of Hartford which operates the film house. Other officers are Ed Kelleher and Ed Mascotti, vice-presidents; and Lillian Kelleher, secretary.

Martin Kelleher became associated with the management of the independent house in 1921. Prior to that time, he was branch manager in New Haven for many years for First National Pictures and managed theatres in Torrington, Conn., and New Haven.

At one time he was connected with Louis B. Mayer, now MGM's production head in California, in the distribution of MGM pictures in Boston.

VAN CLEFF BROTHERS, Chicago, are now marketing a tape which may be used in place of painted strips in decorating. The tape is removable, washable and reusable and is available in eight colors and three widths.

DROLL
PROCESSED CARBONS
SAVE YOU MONEY
Because
YOU BURN EVERY INCH

Available for these H.I. trims:

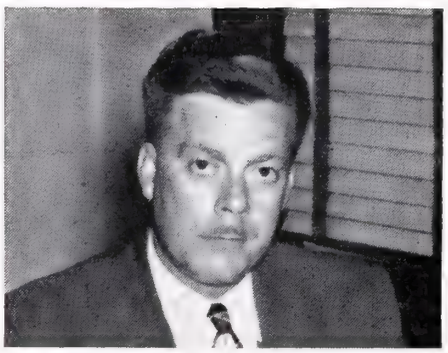
Negatives	Positives
6 mm. x 9"	7 mm. x 12" x 14"
7 mm. x 9"	8 mm. x 12" x 14"

and 13.6 mm. x 22" (machined for adapters) to provide 20 minutes more burning time.

Shipped f.o.b. Chicago at regular carbon list prices, plus $1.15 per hundred for milling, drilling and clips (on 13.6 mm. x 22", $1.50 per hundred), less 5% on carbons, 10 days.

FREE
Write today for literature.

DROLL THEATRE SUPPLY CO.
925 W. JACKSON BLVD.
CHICAGO 7, ILL.



A. J. SEXTON, JR.—General Manager, Sexton Theatre Company, Ashland, Kentucky—says:

"An RCA Service contract has proved to me the best investment any theatre owner could make for the finest engineering and mechanical upkeep of booth equipment. It is essential in any theatre."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

Every Day is SAVINGS DAY at S.O.S. CINEMA SUPPLY CORP.

You can always find your Theatre and Motion Picture Production Equipment needs at S.O.S. for less. Visit our spacious new quarters or write for the NEW Bargain Catalog now in preparation, hundreds and hundreds of good buys — Savings 25% to 40% and more. New, Used, Rebuilts. Government Surplus—All Fully Guaranteed.

602 W. 52nd ST. NEW YORK 19

about PEOPLE and PRODUCT

IRVING MACK, president of Filmack Trailers, announces the return of Harold Perlman as advertising director. Perlman had served in this capacity for Filmack previously for five years.

ABRAM SAMUELS III reports that the Amusement Industries Co. of Allentown, Pa., is equipped to serve exhibitors with new products, unpromoted products, innovations and aids toward keeping the entertainment institution an efficient operation. He will welcome inquiries from manufacturers who are interested in having their products represented by the new company.

KODAK, a word coined by George Eastman, came into being 60 years ago. The year Eastman designed his first camera he also devised the word by experimenting with letters.

R. I. PARKER is the new commercial vice-president of General Electric Co. succeeding W. O. Batchelder who is retiring after 43 years service.

ALEXANDER SMITH & SONS CARPET CO. announce the opening of the Clara Dudley workshop in White Plains, N. Y.

JAMES H. CARMINE, vice-president of distribution for Philco Corp., predicts that production of television receiver in the U.S. will reach 100,000 a month by the last quarter of 1948.

RUBE LEVINE, Chicago theatre builder and architect, has left Karline-Levine, Inc., and now will operate as R. Levine & Co., specializing in the building of drive-ins and theatres.

MRS. MARY SEMELROTH recently installed new RCA projection equipment in her five houses in Dayton, Ohio, and in the Ohio Theatre at Franklin.

STUDENTS attending Mohawk Mills carpet-laying school on the west coast have coffee and cakes every morning at 10. The coffee is made right in the classroom and the cakes are bought by the school and resold at cost to the students.

Poblockis' Golfing Is Family Affair

With the Ben Poblockis of Milwaukee—Mr. and Mrs. Poblocki and their six sons



. . . it's golf in the summer, bowling in the winter. Father Ben is shown here at the home Tuckaway County Club explaining to his interested family what makes his drives go so far—or something. The Poblockis have their own leagues both on the fairways and on the alleys. Business is a family affair too, with four sons already in dad's firm and others to be admitted when they complete their education.



Best PORTHOLE FIRE SHUTTER DROP PLATE will always drop

Made of heavy 10 gauge welded steel with no screws or soldering, the BEST Porthole Fire Shutter meets all State and City inspection laws. Grooves for 1/4" glass frame are included on all shutters. Shipped complete, ready to install.

Complete projection booth supplies are also available including mechanical controls, slide projectors, carbon savers, rewind pulleys, and copper terminal lugs.

PREVENT SMOKE
and flame from spreading into your auditorium with BEST Porthole Fire Shutters.

See your Theatre Supply Dealer or write:

The Best Devices Co. Inc.
10516 WESTERN AVE.
CLEVELAND 11, OHIO

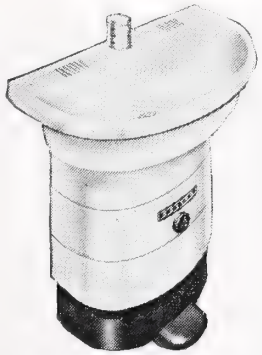
A PRACTICAL WASHFOUNTAIN FOR THEATRE WASHROOMS



ONE FIXTURE TAKES THE PLACE OF TWO

Since modern washrooms combine maximum sanitation and convenience with economy of maintenance, Bradley's new DUO-Washfountain is the natural choice.

One DUO serves two persons simultaneously, each with an ever-clean spray of running water. One DUO-Washfountain takes the place of two conventional wash basins and one sanitary sprayhead replaces four faucets. Foot-control operation keeps hands free from contagious wash-basins and faucet contacts while the self-flushing bowl reduces maintenance expense.



The DUO is the latest, most modern improvement in washroom facilities.

For equal capacity, Bradleys require fewer piping connections, thus less installation work. Water consumption and heating costs are reduced—floor and wall space saved. Bradleys are distributed through plumbing wholesalers. BRADLEY WASHFOUNTAIN CO., 2363 West Michigan Street, Milwaukee 1, Wis.

New illustrated Bulletin 464-D sent promptly on request

BRADLEY Duo Washfountains

Gallons of Good Will

You dispense good will by the gallon, *every day in the year,* when your employees and customers have quick access to OASIS Electric Water Coolers. Nearly *everyone* agrees, properly cooled water helps you think, work, and feel better. Get these low-cost benefits for *your* firm, *your* services, *your* products. Look in your classified telephone directory today for

OASIS Electric Water Coolers

The EBCO Mfg. Co.
401 West Town St.
Columbus 8, Ohio



MODELS AND SIZES FOR EVERY NEED

OASIS
ELECTRIC WATER COOLERS



PRECISION MADE PROJECTOR PARTS

Always Interchangeable

Instrument controlled precision manufacture insures that each LaVezzi part is *identical—perfect* in fit and performance. Use of finest materials, hardened and ground, assures maximum life for La Vezzi parts. *Specify for all your replacements!* Your Theatre Supply Dealer has them.

LAVEZZI MACHINE WORKS
4635 WEST LAKE STREET • CHICAGO 44, ILLINOIS



JACK CORGAN, architect, and his wife of Dallas have a baby daughter which has been named Susan. The Corgans have one other child, Clifford Jack, who is 4 years old.

C. B. CASS, Manley south Texas representative, reports that drive-in business in his territory is coming along nicely.

ALTEC SERVICE reports that sound-servicing contracts have been signed recently by 192 theatres in 38 states and the District of Columbia. Thirty-six are drive-ins.

CHET MILLER, city manager for Fox Intermountain Theatres in Sterling, Colo., tried out a plan that will be watched with interest by theatremen. Miller prepared several large sheets, with a pledge of good behavior at the top, and as the students bought their student tickets they signed their names to the pledge. Miller has put the pledge in frames in a prominent spot in the lobby and at the top in easy-to-read lettering is written, "Remember Your Pledge."

NATIONAL CABRON executives attending the recent screening of the film, "Carbon Arc Projection," a 15-minute commercial documentary shown to the trade and newspapermen at the RCA exhibit hall, included C. G. Ollinger, C. O. Kleinsmith, D. V. Joy and E. R. Geib.

ERNEST FRISELL, president of Dependable Manufacturing Co., reports that destruction of their factory in Red Oak, Iowa, will keep the firm out of production for at least a year.

AFTER DROPPING steadily, contracts for the construction of theatres across Canada jumped $530,000 in July from $200,000 in June. Estimates indicate that such contracts slumped to $2,940,000 in the first seven months of 1948, compared with $5,464,000 in the same period last year. British Columbia is ahead of 1947.

CARRIER CORP., manufacturer of air conditioning and refrigeration equipment, has borrowed $7,500,000 from the Metropolitan Life Insurance Co. on a 3⅝ per cent promissory note due Sept. 1, 1963.

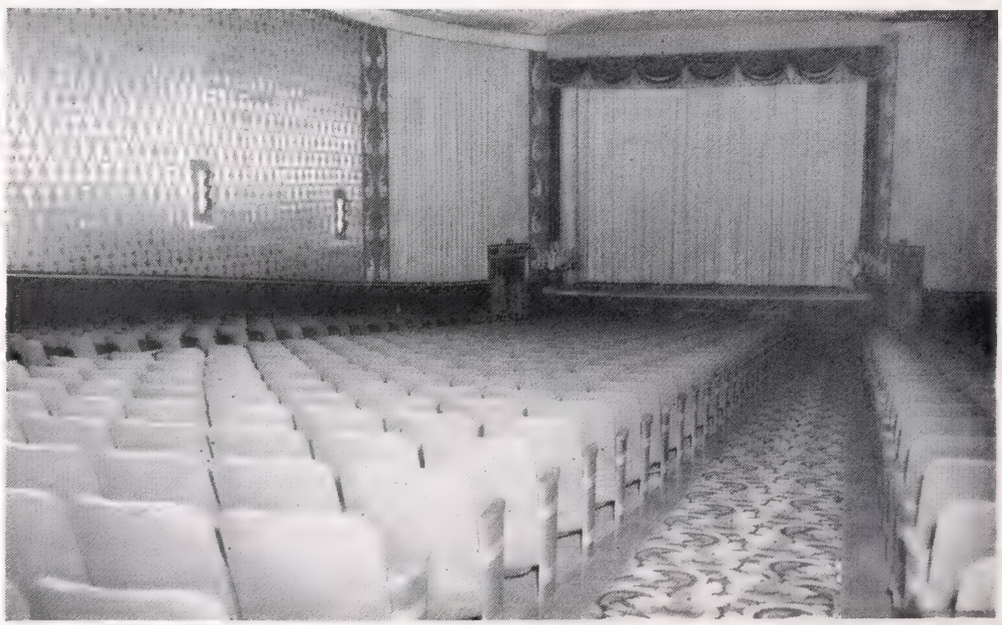
PEERLESS FILM PROCESSING CORP., 165 W. 46th St., New York, known in the motion picture industry for its vacuum-vaporating treatment which extends film life, announces its equipment has been installed in the laboratories of Byron, Inc., in Washington, D. C.

E. Z. WALTERS, Altec Service controller, is in New York from the coast.

KELLING NUT CO., processors and distributors of Double Kay salted nuts, was judged as having the best 1947 annual report of the confections industry, according to the final ratings of an independent board of judges for the Financial World annual report survey. The bronze Oscar of the industry will be presented to M. J. Kelling, president of the company, at the annual awards banquet, Hotel Pennsylvania in Ne wYork October 21.

THE KARAGHEUSIAN NEWS, house organ edited by and for the personnel of A. & M. Karagheusian, Inc., reports that the second annual employes picnic was an unqualified success. Over 1,500 persons attended.

IDEAL SEATS INSTALLED BY WILLIAMSBURG HOUSE



Illustrated here is a new installation of the 620 Chief line of Ideal chairs in the auditorium of the Lane Theatre, Williamsburg, Ky., made by Falls City Theatre Equipment Co. of Louisville for Ideal Seating Co. The seats are upholstered in a cohyde leatherette while the backs are in a patterned striped Spanish orange fabric. The metal parts are finished with an orange base trimmed with ivory.

LITERATURE

The following concerns have recently filed copies of interesting literature with the Modern Theatre Information Bureau. Readers who wish copies may obtain them promptly by addressing the firms listed:

ATHOL MFG. CO., Athol, Mass. . . . booklet entitled, "Won't You Please Sit Down? . . . on Terson," which describes the Terson line of vinyl resin-coated fabrics used for theatre seat coverings.

AMUSEMENT INDUSTRIES CO., 1035 Linden St., Allentown, Pa. . . . circulars on Johnson lightning cashier (coin changer) and Downey-Johnson portable coin counter, two products which are now being distributed by Amusement Industries.

FREMONT RUBBER CO., Fremont, Ohio . . . pamphlet on standard specifications and approved method for installing rubber-tile flooring. The purpose of the pamphlet is to describe conditions upon which architects and contractors should insist before permitting rubber tile flooring to be laid, adherence to which will assure a floor of lifetime durability.

TAYLOR-HUNT-MELCHER CO., 1908 S. Vermont Ave., Los Angeles 7, Calif. . . . circular "Hot from Hollywood," describing the new Hollywood Servemaster, a scientifically engineered piece of equipment for serving prepopped corn in refreshment service stands.

FRED MANLEY ASSOCIATES, 216 W. 12th St., Knoxville, Tenn. . . . circular describing the Tower Theatre, designed by Manley Associates. The circular is sent to prospects who inquire about the architectural service rendered by the firm.

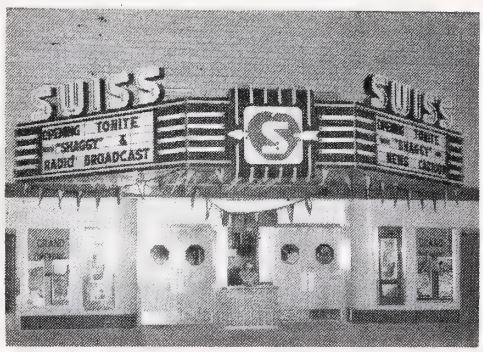
RCA, ENGINEERING PRODUCTS DEPT., Camden, N. J. . . . brochure on the new Brenkert BX60 projector, which describes the features of the projector including: automatic lubrication, wide-mesh, heavy-duty gearing, unit construction, sturdy intermittent mechanism.

HEWITT-ROBINS, INC., Buffalo, 5, N. Y. . . . literature on Hewitt Restform cushioning. A booklet on application illustrates several ways upholstering problems can be solved with the product, and gives tips on handling it.

KLIEGL BROS., 321 W. 50th St., New York 19, N. Y. . . . bulletin No. 53 on methods and equipment used in lighting television studios. It includes a typical layout for lighting of television.

Apple-and-Arrow Featured On Swiss Theatre Marquee

This is the new Swiss Theatre which opened recently in Tell City, Ind. The theatre has a glass front, peach and marine blue in color. The boxoffice is glass enclosed, lighted by Neon tubing. The triangular marquee has the familiar Apple-and-Arrow-Design of Tell City. A flasher sends the arrow through the apple at regular intervals symbolic of the apple being shot off the head of his son by the popular Swiss hero, William Tell.





with
STUB ROD CONTROL BOX

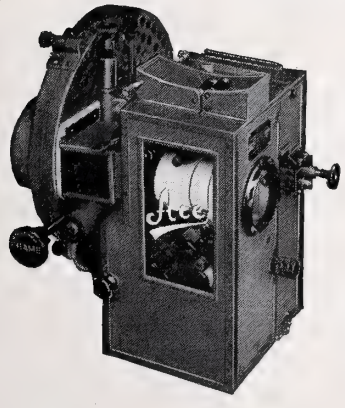
Records what happens between box office and door— every minute, every hour, every day!

Pays for itself in very short order!

AUTOMATICKET Control SYSTEMS

Covered by U. S. Pats. and Pats. Pend.
For complete information write to:
GENERAL REGISTER CORPORATION
36-20 Thirty-third Street, Long Island City 1, N.Y.
OR THE AUTHORIZED SUPPLY DEALER IN YOUR AREA.

YOUR ASSURANCE OF THE BEST!



WENZEL
"Smooth-Running"
PROJECTOR

You are assured of "Smooth-Running" performance with the Wenzel time-proven projector. Use Wenzel's precision replacement parts . . . and your present equipment will do a smoother running job.

Write for folder No. WC-19 on PRO-4 projector mechanism

WENZEL PROJECTOR COMPANY
2509-19 S. State St. Chicago 16, Ill.



For Everything in . . .
Black Light
DISCRIMINATING EXHIBITORS COME TO HEADQUARTERS!

As the oldest, most experienced technicians, engineers and producers of Black Light materials and equipment, Switzer has the know-how that assures satisfaction.

Fascinating murals and dramatic atmospheric effects are easily and inexpensively created with

"GLO-CRAFT"
PERMANENT FLUORESCENT PAINTS AND LACQUERS
and
THEATRICAL BLACK LIGHT EQUIPMENT

FREE! Write today for details on how to give your theatre distinction in decoration.

SWITZER BROTHERS, INC.
1220 HURON ROAD CLEVELAND 15, OHIO

ADLER "THIRD DIMENSION" MULTIPLE SIZE SILHOUETTE LETTERS
and Exclusive
"REMOVA-PANEL" Glass-in-Frame Units
ADLER SILHOUETTE LETTER CO.
3021 W. 36th St., Chicago 1451 B'way, N.Y.C.

Vallen
CURTAIN CONTROLS AND TRACKS
Silent • Smooth • Automatic
FREE CATALOG
VALLEN, INC. AKRON, OHIO



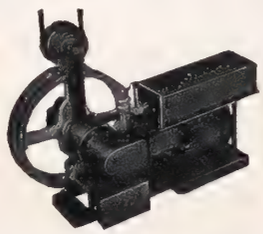
GROVER L. SMITH—Owner, Grover L. Smith Family Theatres, Glendale, Calif.—says:

"I have always used RCA Service. It's prompt, efficient and keeps my theatres operating at maximum efficiency."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

No. 1
in the U.S.A.
autodrape
CURTAIN MACHINES
First in performance by all comparisons . . . first in popularity with exhibitors.



AUTOMATIC DEVICES CO.
1035 Linden St. Allentown, Pa.
Export Office:
220 W. 42nd St., New York City
Also Manufacturers of Allentown Steel Curtain Tracks and Curtain Machines

ALERT SHOWMEN
Are Ordering
Ideal Slide-Back Chairs
see
Joe Hornstein, Inc.
630 Ninth Avenue, New York, N. Y.
714 N. E. First Avenue, Miami, Fla.

Heating and Ventilating Exposition in January

The ninth International Heating and Ventilating exposition will be held at the International amphitheatre in Chicago next January 24-28.

It is disclosed that more space has been allotted for exhibition purposes than at any previous exposition of heating, ventilating and air conditioning equipment. The exhibition is sponsored by the American Society of Heating and Ventilating Engineers in conjunction with its 55th annual meeting.

As heretofore, the exposition is under the management of the International Exposition Co. with headquarters at Grand Central Palace, New York. Charles F. Roth is manager and E. K. Stevens is associate manager.

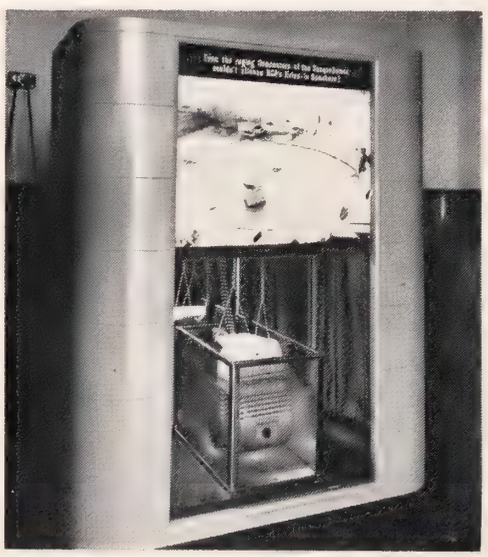
Advertising Mats Exploit New Chair Installations

The Heywood-Wakefield Company of Gardner, Mass., has made it easy for exhibitors to promote new theatre chair installations by furnishing free mats for use in daily advertising.

The mats "play up" the extra comfort angle, which exhibitors agree has definite boxoffice value. They take but little space in the over-all ads and are adapted for either one or two-column newspaper ads. There are six mats in the set.

RCA Exhibit Inspired By New York Flood

Here's the Dunking Speaker exhibit of the RCA theatre and film-recording equipment section, seen at the TESMA-TEDPA convention in St. Louis. The exhibit was designed to prove that the survival of 600 such RCA in-car speakers from a three-day immersion in floodwaters at Endwell, N. Y., last spring was no accident. Photo above tank shows inundated Tri-City Drive-In at Endwell. Special rigging on the exhibit plunges speakers into water periodically without interrupting continuous music from a record player.



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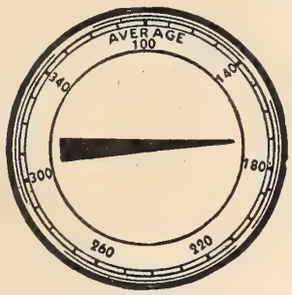
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BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Rachel and the Stranger—
San Francisco 175

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Abbott, Costello Meet Frankenstein (U-I)	130	100	125	220	110	105	150		85	150	125	150	100	115	105	120	145	190	130	200	140	135
Beyond Glory (Para)	110	100	105	130		115	170		105	80	160	110	95	160	105	110	170	100		160	125	123
Canon City (EL)	120	100	100	140	115	110	200	105	135	120	105	150				120	140	230	100	150	85	129
Checkered Coat, The (20th-Fox)	100	70					100		100	100		100	100		80					100	90	94
Counterfeiters, The (20th-Fox)	100	72					100		90	100		100	100	100	100		95			100	100	96
Date With Judy, A (MGM)	125	110	120	140	118	115	140		120	160	125	150	175	120	105	122	130	150	105	180	175	134
Docks of New Orleans (Mono)	100					85	100		90	110		100					120			100	80	98
Embraceable You (WB)			120						90			100	95		70			65	80	100	100	91
Escape (20th-Fox)				100	100				100					100	100	80		110		90		98
Forever Amber (20th-Fox)								85	90			115	100				100	95		110	90	98
Four Faces West (UA)			90	90	100	85	123		90		85	125	100	100	60	88		100	105	125	90	97
Good Sam (RKO)		118	130	150	120						190	150	96	125		120	150	80	120	175		133
Hazard (Para)	120	58	90	110	90	95	100	80	90	80	100	90		100	95	75	85	140	70	110	60	90
Hunted, The (Mono)	100		90	125			100		100			125		90	100		95			80		101
I Love Trouble (Col)	140	100	85	90	125	90	100		85	90	70	115	100	120	75		105	80	75	100	95	97
Jinx Money (Mono)	100					100	100		85	95		100	95	80	85					100	65	91
Larceny (U-I)			105	100					120	100	75	100				100		145	115	115		108
Life With Father (WB)	80	85	100	110	105		150	105	90	140	180	140	100	120	88	85	110	75	85	85	125	108
Luck of the Irish, The (20th-Fox)	110	97				90			85			115	100		80	115		75	110	110	100	99
Luxury Liner (MGM)	125	85	100	150	105											115		120				114
Mr. Peabody and the Mermaid (U-I)		110		75						100	85	150			75	101			75	120		99
Panic (Tricolore)	130		110		130				110					90	80	200						121
Pearl, The (RKO)						115						150		80		160		145		160		135
Perilous Waters (Mono)	100	100				85	100		90	105			100	90	56						70	90
Rachel and the Stranger (RKO)	130		110	120	115		160	140			170	115		125		125	145			175		136
Raw Deal (EL)	100		100	120	75				95			150	95		75	80		125	80	160	85	103
Return of Wildfire, The (SG)	100	85	100									100			100					80		94
Rope (WB)	135	122										140	125			165		155				140
Search, The (MGM)	110	105	105	110	100	105	80					150		250		115		110		105	110	120
Shaggy (Para)	100	110					80	95	100	75	85			80	55		90			100	100	89
Shanghai Chest, The (Mono)	100					85	100			85	100	100			93					100		95
So Evil, My Love (Para)	100	78	90	110			110		110			120		110	85	103		100	105	115		103
That Lady in Ermine (20th-Fox)	120	87	115	140	100		143		125		110	150	100		80	105		105	80	110	100	111
Time of Your Life, The (UA)	120	72	148		100				115	110	110					130		95	85	200	120	117
Train to Alcatraz (Rep)	100						100		85			100	100	90	100		100					97
Two Guys From Texas (WB)	130	110	100	140	165	130		95	110	150	150	140	100	110	105	80	90	115	100	140	150	121
Upturned Glass, The (U-I)	140	90	85	80	80	70	100		90	100		60	90			102				110	70	91
Walls of Jericho, The (20th-Fox)	110	100	100	110	130		125	100	120	100	100	140	100	120	80	110	100	110	115	100	100	109
Waterfront at Midnight (Para)	100	90					90				85	90		90	100		100			85	100	93
Who Killed 'Doc' Robbin? (UA)		82							90			100	100		100	95				100	100	96
Will It Happen Again? (FC)			90			110	100		95	120	110	100	120			200	100	95	65	110		109

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Adventures in Silverado (Col) — William Bishop, Gloria Henry, Forrest Tucker. This is a good enough western which pleased on Fri., Sat. at our house. Business was average. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Fuller Brush Man, The (Col)—Red Skelton, Janet Blair, Don McGuire. Only 200 laughs to a customer and they used them all. The rental was plenty high, but it came within 25 people of breaking my all time record. Plenty of strange faces came in that went out all smiles. Buy it. Played Sun., Mon., Tues. Weather: Clear and cool.—Bill M. Chambers, Sheridan Theatre, Sheridan, Mo. Small town and rural patronage. *

Lady From Shanghai, The (Col)—Rita Hayworth, Orson Welles, Everett Sloane. If your patrons are Orson Welles fans, book it. Otherwise, my clients found it slightly confusing. Business was disappointing, after having waited six months for it to reach our screen. Played Mon. through Sat. Weather: Warm.—Ernie Warren, Dual Elgin Theatre, Ottawa, Canada. General first run patronage. *

Six-Gun Law (Col)—Charles Starrett, Smiley Burnette, Nancy Saunders. None better. All I could hear was "best western ever," "what a show,' etc. The comedy, "Hot Heir," with Hugh Herbert, made it a wow. They chased me out of the booth with their laughter and it was fun to listen to the crowd roaring. That is just what the people here want—to laugh. Played Wednesday. Weather: Cool.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Thunderhoof (Col)—Preston Foster, Mary Stuart, William Bishop. Only three people, a few horses, and a desert setting in this. What a simple, inexpensive setup! The picture is okay, however, for action houses and seems to please the Fri., Sat. crowd very well.—W. D. Rasmussen, Star Theatre, Anthon, Iowa. Small town patronage. * *

EAGLE LION

Last of the Mohicans (EL)—Reissue. Randolph Scott, Binnie Barnes. In an action family house such as we operate, this picture should have fared much better at the boxoffice. It hit a new low on Tues., Wed. Ran a special coupon in the papers offering free admission of a child with a paid adult ticket for Youth Month. Even that didn't help, as very few kids took advantage of our offer.—Abe H. Kaufman, Fountain Theatre, Terre Haute, Ind. Neighborhood patronage. * * *

FILM CLASSICS

Bury Me Not on the Lone Prairie (FC)—Reissue. Johnny Mack Brown. This is a very good western made by Universal back in 1941. Business was average on it. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

METRO-GOLDWYN-MAYER

B. F.'s Daughter (MGM) — Barbara Stanwyck, Van Heflin, Charles Coburn. A pretty good picture that pleased on our best change, but we can't make the "Lion" belch with our grosses—there isn't enough left for that. We've got a few more to run. Then it's goodbye, Leo, for sure. Played Sun., Mon. Weather: Fair and hot.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

B. F.'s Daughter (MGM)—Barbara Stanwyck, Van Heflin, Charles Coburn. This is not a bad story, but it is not good. It did not attract the cash customers, and it did not build up as a good picture should. It lacked PUNCH, and that is important. Played Sun. through Tues. Weather: Fine.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. City and rural patronage. * * *

Easter Parade (MGM)—Judy Garland, Fred Astaire, Peter Lawford. I believe this is the best one Metro has had. We played it three days.—A. E. Jarboe, New Ritz Theatre, Cameron, Mo. Small town patronage. * * *

Green Years, The (MGM)—Charles Coburn, Tom Drake, Dean Stockwell. The public demanded this picture and I can't say I blame them. In my opinion everyone should play it, even if it is old. Our print was in very good shape. Although our grosses were below average we blame it on the harvest which was in full swing. Played Wed., Thurs. Weather: Good.—S. N. Holmberg, Regal Theatre, Sturgis, Sask. Small town patronage. * *

State of the Union (MGM)—Spencer Tracy, Katharine Hepburn, Van Johnson. This is a timely production that was well received by our small town. It has a great cast. Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Tenth Avenue Angel (MGM)—George Murphy, Margaret O'Brien, Angela Lansbury. A fine picture. Not big, but very, very pleasing. Little Margaret O'Brien does a good job as usual, but she shouldn't be expected to do the whole show. Played Fri., Sat. Weather: Stormy.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town patronage. * * *

Fine Spirit of Exhibitors Expressed in Letters

Letters which accompanied checks for the JIM MOTE FUND showed such a fine spirit for a fellow exhibitor who got a bad break recently that many of them bear quoting:

"Let us know from time to time how the fund is doing, because if it slacks down I'll be sending more money," writes S. N. Holmberg, Regal Theatre, Sturgis, Sask. . . . "Here's my dollar and I say if one won't do it, those of us who can kick in $10 ought to get a couple of good exhibitors like the Motes back in business in a hurry."—R. C. Walker, Rialto Theatre, Fruita, Colo.

"Find one dollar here to help Mr. and Mrs. Jim Mote with their misfortune. I just went through a tornado—I know."—T. A. Baker, Lincoln Theatre, Bunker Hill, Ill. . . . "W. H. Hoffman should have a Blue Ribbon Award for his wonderful thought of a JIM MOTE FUND. Here's by hand across the border of our two great nations."—H. J. Partridge, Lyceum Theatre, Gull Lake, Sask. .. . "A wonderful idea. Let's go, boys. Just take a dollar bill out of tonight's receipts and send it to BOXOFFICE marked JIM MOTE FUND."—Ben J. Brinck, West Point Theatre, West Point, Iowa.

Contributes Ten Dollars; Own Theatre Burned

One or the most dramatic contributions to the JIM MOTE FUND comes from Fred J. Bielamowicz of Bremond, Tex., with this letter of explanation:

"I would have sent this $10 sooner if I had known about Jim Mote's misfortune earlier but I did not get caught up on my reading until this week, due to the fact a fire destroyed my theatre on Sunday, September 26. Mr. and Mrs. Mote have my sympathy because I am another person who has the same unhappy thought about being out of show business. A dream of my lifetime, like a flower, has dried up and fallen apart."

MONOGRAM

Oklahoma Blues (Mono)—Jimmy Wakeley, "Cannonball" Taylor, Virginia Belmont. This is one of Wakeley's best westerns. Also, Cannonball has a good part in it. The hit song, "Oklahoma Blues," is good, but Wakeley only sings it once. This had better than average draw. Played Fri., Sat.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Panhandle (Mono) — Rod Cameron, Cathy Downs, Reed Hadley. This is a very good picture that was enjoyed by all. It has lots of good action in it. Played Mon., Tues. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Perilous Waters (Mono)—Don Castle, Audrey Long, Peggy Knudson. This is not particularly interest-arousing or interest-holding. It passes only on the lower half of a double bill. Played Sunday. Weather: Warm.—Rahl and Hanson, California Theatre, Kerman, Calif. Small town patronage. * * *

PARAMOUNT

Adventure Island (Para) — Rory Calhoun, Rhonda Fleming, Paul Kelly. This is a fair picture with fair Cinecolor. It had enough action to get by with a good western. Played Fri., Sat. Weather: Warm.—Rahl and Hanson, California Theatre, Kerman, Calif. Small town patronage. * * *

Big Clock, The (Para)—Ray Milland, Charles Laughton, Maureen O'Sullivan. If Paramount makes many more of these, the company had better quit. The picture smells. Played Tues., Wed.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Big Clock, The (Para)—Ray Milland, Charles Laughton, Maureen O'Sullivan. We didn't do any good with this picture on our best change and it is really pretty good mystery stuff. It cost too much to show a profit, so why run at a loss? Plenty of little pictures that cost half as much will do more business. Played Sun., Mon. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Fear in the Night (Para)—Paul Kelly, Kay Scott, DeForest Kelley. This is a very unusual picture. A murder by hypnotizing should take well. I recommend doublebilling it. Played Wed., Thurs. Weather: Fair.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Golden Earrings (Para)—Ray Milland, Marlene Dietrich, Murvyn Vye. The plus-minus rating on this fine picture was misleading. I almost rejected it. It's a good thing I didn't, as it pleased everyone. Dietrich and Milland were splendid. Played Tues., Wed.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. *

Hazard (Para)—Paulette Goddard, Macdonald Carey, Fred Clark. A good picture but it won't break any boxoffice records. Not

worth the rental that Paramount charged us for same. Played Tues., Wed., Thurs.—M. F. Bodwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. * * *

'Sainted' Sisters, The (Para)—Veronica Lake, Joan Caulfield, Barry Fitzgerald. We played this on Sun., Mon. with a Laurel and Hardy comedy and everyone seemed to like the show.—A. E. Jarboe, New Ritz Theatre, Cameron, Mo. Small town patronage. * * *

Shaggy (Para)—Brenda Joyce, George Nokes, Robert Shayne. This is a good clean picture, so take the whole family. If they care at all for animals, they will certainly love "Shaggy." Dog and horse pictures always take well here and this drew a good crowd. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. * *

RKO RADIO

Bambi (RKO)—Reissue. Disney Cartoon. This reissue is one that did business for me. Mama and papa came to bring the kids—then wanted the kids to stay so they could see it over again! Played Mon. through Sat. Weather: Fair.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Strictly rural patronage. * * *

Crossfire (RKO)—Robert Young, Robert Mitchum, Gloria Graham. This picture was well produced and an unusual type film. But it was not popular with us. It didn't do the business we wanted. Played Mon., Tues. Weather: Warm.—Harland Raukin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

Fun and Fancy Free (RKO)—Edgar Bergen, Dinah Shore, Charlie McCarthy. We double billed this one but got no business on it. It just didn't take. Played Fri., Sat. Weather: Warm.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. * * *

If You Knew Susie (RKO)—Eddie Cantor, Joan Davis, Allyn Joslyn. I thought this one was nice entertainment but it misfired for us. In the past Eddie Cantor was an attraction that would pull 'em in. Played Wed., Thurs. Weather: Fair.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

Miracle of the Bells, The (RKO)—Fred MacMurray, Valli, Frank Sinatra. I played it too late and had too much competition. Business was below average. The movie should rate among the ten best of the year. All who saw it raved about it. We need more like this. Played Sun., Mon. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

REPUBLIC

Bandits of Dark Canyon (Rep)—Allan "Rocky" Lane, Bob Steele, Linda Johnson. This is a better-than-average western. The story was interesting and the fans liked the action. Played Tuesday.—Frank Sabin, Majestice Theatre, Eureka, Mont. Small town patronage. *

Gay Ranchero, The (Rep)—Roy Rogers, Tito Guizar, Jane Frazee. Double billed this one on a weekend. They seemed to like it because they came to see it and that's just what we want. Played Fri., Sat. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

Robin Hood of Texas (Rep)—Gene Autry, Lynne Roberts, Sterling Holloway. Autry is far from being the drawing card of a few years ago. The reissues must have hurt him so much that the fans won't come out to see a new one. Had the same experience with his recent Columbia release, "The Last Round-Up." He needs Smiley Burnette very badly today.—Abe H. Kaufman, Fountain Theatre, Terre Haute, Ind. Neighborhood patronage. * * *

20th CENTURY-FOX

Homestretch, The (20th-Fox)—Cornel Wilde, Maureen O'Hara, Glenn Langan. I had seen this picture in Regina and I knew what to expect, so did not waste any time on advertising this wonderful horse picture, and did double my business for my Saturday crowd. The print and the Technicolor were in perfect shape, and brother, the comments were terrific from my patrons. By all means, if you have not already played it, do so. Played Sat., Mon. Weather: Very good.—S. N. Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

I Wonder Who's Kissing Her Now (20th-Fox) June Haver, Mark Stevens, Martha Stewart. This is a very good picture and good business. The story is the same old show business and done in the same old way. When it starts, you know the ending. The songs and color are good.—Jim Haney, Mila Theatre, Milan, Ind. Small town patronage. *

Iron Curtain, The (20th-Fox)—Dana Andrews, Gene Tierney, June Havoc. I think this story left its mark on the many adults who attended. I hope so. Played Fri., Sat., Sun.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. *

Scudda Hoo! Scudda Hay! (20th-Fox)—June Haver, Lon McCallister, Walter Brennan. A very clever title and a very entertaining picture. The picture drew well and pleased 100 per cent. The Technicolor was excellent and added a lot to the picture. Played Tues., Wed., Thurs.—M. F. Bodwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. * * *

Sitting Pretty (20th-Fox)—Robert Young, Maureen O'Hara, Clifton Webb. This is the best comedy of the year but polio held the attendance to a new low at our house. Played Fri., Sat.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

UNITED ARTISTS

Arch of Triumph (UA)—Ingrid Bergman, Charles Boyer, Charles Laughton. The only ones pleased with this long-awaited "biggy" were the Charles Boyer fans—female, of course. They missed more than the boat on this vehicle, and the patrons seemed to know it in advance. Played Mon. through Sat. Weather: Warm.—Ernie Warren, Dual Elgin Theatre, Ottawa, Canada. General first run patronage. *

Here Comes Trouble (UA)—William Tracy, Joe Sawyer, Emory Parnell. This is part two of "Laff-Time" and another typical Hal Roach comedy. If your patrons like slapstick comedy, you can't pass this one up. I'll guarantee you won't have any patrons sleeping through this one. Your audience will be kept in uproarious laughter from the start to the finish. Might as well forget about keeping order in your house—just relax. Business above average. It is family entertainment. Played Thursday only. Weather: Fair.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. *

UNIVERSAL-INTERNATIONAL

Casbah (U-I)—Yvonne DeCarlo, Tony Martin, Peter Lorre. No business and many walkouts. It is not a Sunday picture, by any means. It just means that Universal doesn't make pictures for my town.—Jim Haney, Milan Theatre, Milan, Ind. Small town patronage. *

Singapore (U-I)—Fred MacMurray, Ava Gardner, Roland Culver. This is a pretty good picture that no one raved about but no squawks, so we felt pretty good about the engagement. It ran with a western and made a good double bill on the weekend. Played Fri., Sat. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

WARNER BROS.

Always Together (WB)—Robert Hutton, Joyce Reynolds, Cecil Kellaway. This is very good and it is a plug for the movies. We had more on the second night than the first night. Don't be afraid to advertise it.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

April Showers (WB)—Jack Carson, Ann Sothern, Robert Alda. This was wonderful—the picture has everything, and Warners should be mighty proud to see their trademark on the film. The juvenile player steals the show but you'll love them all. And the music—oh, boy, it's great! Played Sun., Mon., Tues. Weather: Warm.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Voice of the Turtle, The (WB)—Ronald Reagan, Eleanore Parker, Eve Arden. This is a very poor title and does not mean a thing to most people—they don't know what kind of picture it is. If you can get them in and have a good word-of-mouth circulation, then it will do all right. The picture is an excellent comedy and very entertaining. Played Sun., Mon., Tues.—W. D. Rasmussen, Star Theatre, Anthon, Iowa. Small town patronage. * *

Wants Other Subscribers To Follow Suit

Jim Mote's ill wind blew in this good letter from subscriber L. A. Knott of the Esquire Theatre, Tieton, Wash.:

"I have read BOXOFFICE for the last two years and have enjoyed it very much, especially the EXHIBITOR HAS HIS SAY section. I have thought many times of writing a letter of appreciation or contribution, but sometimes it takes something extra special to drive a man to that much effort.

"The plight of Mr. and Mrs. Jim Mote has done just that with the loss of their theatre by fire. Here is my check for $2.00, and may the other 23,128 subscribers follow suit."

He Sends Both His Check And Insurance Advice

FROM F. G. Hodges, Kozy Theatre, Granite, Okla.:

"Have just finished reading W. H. Hoffman's appeal for a dollar from each exhibitor for the JIM MOTE FUND. I'm a strong believer in insurance, but since we can't change the fact that Mote's theatre is gone, I think that every exhibitor should take the time to sit down and write out his check for a dollar. I'm sure those that don't send the money have failed to read Hoffman's appeal.

"Would like to give three cheers to Hoffman for the interest and initiative he has shown in starting a fund that we would all like to contribute to but failed to take the trouble and time to start.

"Good luck, Jim, and when you start to rebuild, remember the insurance, as in this day and age there aren't too many men left like Hoffman to lend a helping hand. Enclosed find my check—how about the rest of you exhibitors?"

To Play Santa Claus For the Jim Motes

"Here's my check and thanks to W. H. Hoffman for the suggestion. Am looking forward to seeing a picture of the BROTHERHOOD THEATRE in the Christmas edition of BOXOFFICE."—C. J. Otts, Royse Theatre, Royse City, Tex.

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

COLUMBIA

DECEMBER 6	DECEMBER 13	DECEMBER 20	DECEMBER 27	JANUARY 3	JANUARY 10	JANUARY 17	JANUARY 2
(98) Comedy 931 IT HAD TO BE YOU Ginger Rogers Cornel Wilde Percy Waram R—Oct. 25—PG-867	11 (62) Drama 923 DEVIL SHIP Richard Lane Louise Campbell William Bishop R—Dec. 6—PG-879	18 (67) Comedy 913 BLONDIE'S ANNIVERSARY Penny Singleton Arthur Lake Larry Sims R—Dec. 27—PG-885	25 (65) Musical 951 ROSE OF SANTA ROSA Hoosier Hotshots Patricia White Eduardo Noriega R—Jan. 3—PG-888		9 (54) Western 962 SIX-GUN LAW Starrett-Burnette R—Jan. 10—PG-890 (81) Drama 932 ◎THE SWORDSMAN Larry Parks R—Oct. 25—PG-867	16 (68) Musical 907 GLAMOUR GIRL Virginia Grey Michael Duane Gene Krupa's Orch. R—Jan. 3—PG-888	23 (66) Mus-Dr MARY LOU Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895
				3 (66) Mus-Com 808 LINDA BE GOOD Marie Wilson Elyse Knox John Hubbard R—Nov. 1—PG-869	10 (91) Drama 809 T-MEN Dennis O'Keefe R—Dec. 20—PG-884	17 (71) Comedy 810 HEADING FOR HEAVEN Stuart Erwin Glenda Farrell R—Dec. 27—PG-886	24 (55) Western 8 CHECK YOUR GUNS Eddie Dean
5 (103) Drama 809 KILLER McCOY Mickey Rooney Brian Donlevy James Dunn Ann Blyth R—Nov. 1—PG-870			26 (95) Musical) 810 ◎GOOD NEWS June Allyson Peter Lawford Joan McCracken R—Dec. 6—PG-879	9 (119) Drama 813 ◎CASS TIMBERLANE Spencer Tracy Lana Turner Zachary Scott R—Nov. 8—PG-872			23 (98) Drama 8 IF WINTER COMES Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885
6 (68) Drama 626 THE CHINESE RING Roland Winters Louise Currie R—Dec. 20—PG-884		20 (58) Western 674 GUN TALK Johnny Mack Brown Virginia Christine Raymond Hatton	Reissue 27 (66) Drama 4706 BETRAYED Kim Hunter Dean Jagger Robert Mitchum	3 (68) Drama 627 SMART POLITICS June Preisser Freddie Stewart Noel Neill	10 (66) Comedy 4704 JIGGS AND MAGGIE IN SOCIETY Joe Yule Renie Riano R—Feb. 14—PG-900	17 (53) Mus-West 686 SONG OF THE DRIFTER Jimmy Wakely	
	12 (71) Drama 4706 BIG TOWN AFTER DARK Philip Reed Hillary Brooke R—Nov. 22—PG-875		25 (101) Comedy 4707 ROAD TO RIO Bing Crosby Bob Hope Dorothy Lamour R—Nov. 8—PG-871			16 (98) Drama 4708 I WALK ALONE Burt Lancaster Lizabeth Scott Wendell Corey Kirk Douglas R—Dec. 20—PG-883	
		Reissue 19 (60) Western 883 PAINTED DESERT George O'Brien Laraine Day Ray Whitley	Special 25 (128) Drama 866 ◎TYCOON John Wayne Laraine Day R—Nov. 29—PG-878	Group 2 3 (86) Drama 808 SO WELL REMEMBERED John Mills Martha Scott Patricia Roc R—Nov. 1—PG-870	Group 2 10 (60) Western 808 WILD HORSE MESA Tim Holt Nan Leslie R—Nov. 22—PG-975	Group 2 (65) Mystery 810 DICK TRACY MEETS GRUESOME Ralph Byrd Boris Karloff Ann Gwynn R—Oct. 4—PG-861	Group 2 24 (102) Drama 80 NIGHT SONG Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874
		18 (55) Mus-West 652 ◎UNDER COLORADO SKIES R—Dec. 20—PG-888 15 (59) Western 752 BANDITS OF DARK CANYON R—Dec. 13—PG-881		1 (64) Com-Dr 701 MAIN STREET KID Al Pearce Janet Martin R—Jan. 24—PG-893	10 (72) Outd'r-Mus 644 ◎GAY RANCHERO Roy Rogers Tito Guizar Andy Devine R—Jan. 10—PG-889	15 (65) Drama 702 SLIPPY McGEE Don Barry Dale Evans Tom Brown R—Jan. 31—PG-896	
	13 (42) Outd'r-Dr 4707 WHERE THE NORTH BEGINS Russell Hayden Jennifer Holt		27 (72) Drama 4706 ROAD TO THE BIG HOUSE John Shelton R—Nov. 1—PG-869	Reissue 3 (58) Western HC13 PRIDE OF THE WEST William Boyd Gabby Hayes Russell Hayden			
1 (67) M'drama 734 ROSES ARE RED Don Castle Peggy Knudsen Patricia Knight R—Nov. 8—PG-872	Reissue (84) Drama 744 TOBACCO ROAD Gene Tierney Dana Andrews	Reissue (128) Drama 745 GRAPES OF WRATH Henry Fonda Jane Darwell John Carradine	25 (99) Drama 731 DAISY KENYON Joan Crawford Dana Andrews Henry Fonda Ruth Warrick R—Nov. 29—PG-878		(140) Drama 801 ◎CAPTAIN FROM CASTLE Tyrone Power Jean Peters Cesar Romero Lee J. Cobb John Sutton R—Dec. 6—PG-880		(81) Drama 80 THE TENDER YEARS Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880
(90) Drama INTRIGUE George Raft June Havoc R—Jan. 3—PG-837				(97) Drama SLEEP, MY LOVE Claudette Colbert Robert Cummings Don Ameche R—Jan. 17—PG-892			
	(77½) Drama 632 ◎PIRATES OF MONTEREY Maria Montez Rod Cameron Phillip Reed Gale Sondergaard R—Nov. 22—PG-876	(88) Drama 626 LOST MOMENT Susan Hayward Robert Cummings R—Oct. 18—PG-866	(91) Drama 629 ◎BLACK NARCISSUS Deborah Kerr David Farrar R—July 12—PG-838	(81) Drama 633 THE SENATOR WAS INDISCREET William Powell Ella Raines Arleen Whelan R—Dec. 20—PG-883		(93) Drama 652 CAPTAIN BOYCOTT Stewart Granger Kathleen Ryan Cecil Parker R—Dec. 6—PG-880	
	Reissues 13 (93) Drama 710 JEZEBEL Bette Davis 13 (85) Drama 712 SLIGHT CASE OF MURDER Edward G. Robinson	Reissue 13 (116) Drama 709 ANTHONY ADVERSE Fredric March Olivia de Havilland	27 (101) Drama 711 ◎◎MY WILD IRISH ROSE Dennis Morgan Andrea King Arlene Dahl R—Dec. 13—PG-882		10 (78) Drama 713 ALWAYS TOGETHER Joyce Reynolds Robert Hutton R—Dec. 20—PG-884		24 (126) Drama 71 TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Buzzy Henry

(89) Mus-Com Reissue
JIMMY STEPS OUT
James Stewart
Paulette Goddard

(64) Western Reissue
WILD MUSTANG
Harry Carey

(87) Drama Reissue
LITTLE MEN
Kay Francis
Jack Oakie

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson
Pat Starling

JANUARY 31	FEBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20
(94) Drama 934 LOVE TROUBLE Tone-J. Blair —Feb. 28—PG-905	5 (68) Drama 802 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ⊙RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 920 RETURN OF THE WHISTLER Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-913
1 (85) Drama 811 THE SMUGGLERS Michael Redgrave —Jan. 17—PG-892	7 (83) Drama 812 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXAS James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 WESTWARD TRAIL Eddie Dean	27 (77) Drama 817 ⊙ENCHANTED VALLEY Allan Curtis—Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 OCTOBER MAN John Mills R—Mar 20—PG-913
	6 (99) Drama 815 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ⊙THREE DARING DAUGHTERS Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 818 ALIAS A GENTLEMAN Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895
31 (58) Western 4751 OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 SONG OF MY HEART Frank Sundstrom —Nov. 8—PG-871	7 (75) Drama 4709 FIGHTING MAD Joe Kirkwood jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudson		22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 ROCKY Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 ROSE OF THE RIO GRANDE Movita John Carroll
			20 (98) Drama 4709 ⊙ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 SAIGON Alan Ladd Veronica Lake R—Feb. 7—PG-897	
Reissue 30 (60) Western 884 LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy 811 IF YOU KNEW SUSIE R—Feb. 7—PG-897	Group 3 (61) Western 812 WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ⊙BAMBI		Special 28 (109) Com-Dr 852 ⊙THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 TROUBLE IN SUNDOWN		Special 20 (134) Comedy 868 ⊙I REMEMBER MAMA Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911
	1 (61) Comedy 703 CAMPUS HONEYMOON Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899			22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911			14 (87) Drama 705 INSIDE STORY Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918
	Reissue 7 (70) Western HC14 IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 SILVER ON THE SAGE William Boyd Gabby Hayes Russell Hayden		
	(91) Musical 802 YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 805 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 THE CHALLENGE Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 HALF PAST MIDNIGHT Kent Taylor Peggy Knudsen R—Feb. 21—PG-903
(90) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898							
	(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama 634 A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889			(96) Drama 654 ⊙JASSY Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 A DOUBLE LIFE Ronald Colman Signe Hasso Edmund O'Brien R—Jan. 3—PG-887
	7 (95) Drama 715 MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-893		21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 I BECAME A CRIMINAL Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Resisue 13 (102) Drama 718 ADVENTURES OF ROBIN HOOD Errol Flynn Olivia de Havilland	

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(74) Drama New Rel
DISCOVERY
Adm. R. E. Byrd

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(76) Drama New Rel
FOR YOU I DIE
Cathy Downs
R—Dec 27—PG-885

(77) Drama New Rel
SPIRIT OF WEST POINT
Blanchard-Davis
R—Oct. 11—PG-863

(97) Drama Reissue
HENRY THE EIGHTH
Charles Laughton
Robert Donat

(..) Drama New Rel
⊙UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
⊙MIRACULOUS JOURNEY
Rory Calhoun
Audrey Long
Virginia Grey
George Cleveland
R—Aug. 21—PG-962

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

MARCH 27	APRIL 3	APRIL 10	APRIL 17	APRIL 24	MAY 1	MAY 8	MAY 15
25 (75) Drama 902 ADVENTURES IN SILVERADO R—Mar. 13—PG-912	30 (84) Drama 936 SIGN OF THE RAM Susan Peters Alexander Knox R—Feb. 21—PG-904	8 (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-925	15 (69) Drama 909 PORT SAID Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (87) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randell R—Mar. 26—PG-914	6 (75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 9 TRAPPED BY BOSTO BLACKIE R—May 8—PG-929
25 (55) Western 966 WEST OF SONORA Starrett-Burnett R—Mar. 27—PG-916	30 (66) Mus-Com 952 SONG OF IDAHO Hoosier Hotshots R—Mar. 27—PG-916						13 (54) Western 9 WHIRLWIND RAIDER Starrett-Burnett R—May 22—PG-936
Reissues 27 (93) Drama 849 SUTTER'S GOLD Edward Arnold	3 (102) Drama 816 RUTHLESS Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 THE NOOSE HANGS HIGH Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 THE COBRA STRIKES Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 8 PRAIRIE OUTLAWS Eddie Dean
27 (86) Drama 848 SEVEN SINNERS Marlene Dietrich John Wayne							
26 (98) Comedy 819 BRIDE GOES WILD Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 B. F.'s DAUGHTER Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903		20 (92) Drama 821 SUMMER HOLIDAY Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 TARZAN'S SECRET TREASURE Weissmuller-O'Sullivan 30 (71) M'drama 823 TARZAN'S NEW YORK ADVENTURE	30 (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916		
21 (67) Drama 4708 ANGELS' ALLEY Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 OKLAHOMA BLUES Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 7 (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 CROSSED TRAILS Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 CAMPUS SLEUTH Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely	16 (56) Western 475 FRONTIER AGENT Johnny Mack Brown Raymond Hatton
26 (67) Drama 4712 MR. RECKLESS William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 UNCONQUERED Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			30 (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 471 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906
	Special 3 (120) Drama 869 MIRACLE OF THE BELLS Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907		Special 17 (128) West-Dr 870 FORT APACHE Henry Fonda R—Mar 13—PG-911	Reissue 23 (59) Western 886 TIMBER STAMPEDE		Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919	
25 (58) M'drama 706 LIGHTNIN' IN THE FOREST Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 BILL AND COO George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 CALIFORNIA FIREBRAND R—May 8—PG-928		15 (60) Western 754 BOLD FRONTIERSMAN Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 OLD LOS ANGELES William Elliot John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 25 (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R. Lowery R—May 8—PG-929		10 (60) M'drama 709 KING OF GAMBLERS Janet Martin William Wright R—May 29—PG-938 13 (60) Western 75 CARSON CITY RAIDERS Allan "Rocky" Lane
		Reissue 10 (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden				Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden	
(96) Drama 809 AN IDEAL HUSBAND Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 SITTING PRETTY Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 MEET ME AT DAWN William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 LET'S LIVE AGAIN John Emery R—Feb. 21—PG-903 (66) Drama 814 13 LEAD SOLDIERS Tom Conway		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 81 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931
			(111) Comedy LAFF-TIME William Tracy (60) Documentary KINGS OF THE OLYMPICS Bill Slater R—Mar. 6—PG-909	(120) Drama ARCH OF TRIUMPH Ingrid Bergman Charles Boyer R—Feb. 21—PG-904			
(96) Drama 651 NAKED CITY Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 BLACK BART Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 31—PG-986	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman Greta Gynt Dennis Price R—May 22—PG-936	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906
27 (94) Comedy 719 APRIL SHOWERS Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 720 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 WINTER MEETING Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien	15 (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—Apri 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr
Eng. Films
CHILDREN ON TRIAL
R—Nov. 29—PG-878

(80) Musical
Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama
Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical
Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Drama
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary
Target Films
STRANGE VICTORY
R—July 24—PG-954

MAY 22	MAY 29	JUNE 5	JUNE 12	JUNE 19	JUNE 26	JULY 3	JULY 10
	29 (87) Drama 938 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941				28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949
(66) Drama 821 ESIGNED TO DANGER ne Raymond reen Nash bert Rice —May 8—PG-929	26 (78) Drama 822 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944	
	(113) Drama 826 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland-Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107 Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938
	23 (72) Drama 4716 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	
	28 (95) Drama 4716 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4718 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (84) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106) Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon
oup 3 (68) Drama 813 RZAN AND THE MERMAIDS hnny Weissmuller nda Christian —Apr. 3—PG-917	Group 3 29 (63) Western 814 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769	
	25 (85) Drama 710 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (66) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952	
(76) Drama 4705 HE PRAIRIE nore Aubert an Baxter		Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau		
(63) Comedy 817 RTHUR TAKES OVER is Collier chard Crane ip Homeier n E. Todd —Apr. 17—PG-922	(111) Drama 820 ANNA KARENINA Vivien Leight Ralph Richardson R—May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944
				15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933
		(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKENSTEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947
	29 (110) Drama 725 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942	

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo

Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart

Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1617
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers

Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids

Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	JULY 17	JULY 24	JULY 31	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER
COLUMBIA			31 (90) S'Western 939 CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George MacReady Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 9 THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907
EAGLE LION		21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Western 8 NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950
M-G-M	(113) Com-Mus 831 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946			(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914				3 (98) Musical 9 LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962
MONOGRAM	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944		22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 472 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford
PARAMOUNT		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	30 (62) Drama 4722 BI GTOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-938		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (83) Drama 47 BEYOND GLORY Alan Ladd Donna Reed George MacReady George Coulouris Henry Travers R—July 19—PG-944
RKO RADIO	Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934		(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958	(114) .Com-Dr .96 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring Frank McHugh R—July 31—PG-956
REPUBLIC	15 (70) Outd'r-Mus 732 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953		25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		26 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden	29 (67) Out'dr-Mus 73 NIGHTIME IN NEVADA
SCREEN GUILD	Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissue 3 (62) Western HC2 HIDDEN GOLD William Boyd Russell Hayden
20TH FOX	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power Alice Faye (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Drama 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray	(70) Out'dr-Dr. 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 83 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 83 BLOOD AND SAND Tyrone Power
UNIV.-INT'L.			30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957		26 (126) West-Dr 585 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(77) Drama VICIOUS CIRCLE, TH Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939
UNITED ARTISTS	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wedell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943		(109) Drama 668 TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Jean Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 67 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967
WARNER BROS.	Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 8 TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958
MISCELLANEOUS	FOREIGN Language	(90) Myst-Dr Westport Int'l THE RAVEN R—Apr. 6—PG-917 (92) Drama Superfilm HENRY IV R—Apr. 16—PG1919	(114) Drama Mayer-Burstyn PAISAN R—Apr. 24—PG-924 (84) Opera Columbia THE LOST ONE R—Apr. 24—PG-923	(96) Musical Artkino DIE FLEDERMAUS R—May 1—PG-926 (80) Com-Dr Distinguished CONFESSIONS OF A ROGUE R—May 1—PG-926	(90) Com-Dr President ANGELINA R—May 8—PG-930 (95) Comedy Siritzky ANTOINE & ANTOINETTE R—May 8—PG-930	(90) Drama Siritzky FARREBIQUE R—May 8—PG-929 (87) Fantasy Lopert BEAUTY AND THE BEAST R—May 8—PG-929	(80) Comedy Duke Int'l VOYAGE SURPRISE R—May 22—PG-936 (100) Drama Discina Int'l THE DAMNED R—May 29—PG-938	(90) Drama Lopert ROOM UPSTAIRS Marlene Dietrich R—June 5—PG-939 (128) Drama Siritzky Int'l MARIUS R—June 19—PG-944	(100) Drama Best Films JEALOUSY R—June 19—PB-943 (130) Drama Siritzky-Int' THEY ARE NOT ANGELS R—June 26—PG-946

EPTEMBER 11	SEPTEMBER 18	SEPTEMBER 25	OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30
(66) Drama 916 NTLEMAN FROM NOWHERE rner Baxter y Baker is Van Rooten —Oct. 2—PG-973	16 (76) Western 903 BLACK EAGLE, THE STORY OF A HORSE William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91) Drama WALK A CROOKED MILE Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 SINGIN' SPURS Hoosier Hotshots	30 (70) Spec-Act TRIPLE THREAT Richard Crane Gloria Henry	7 (68) Drama I SURRENDER DEAR Gloria Jean David Street Don McGuire	14 (..) Western EL DORADO PASS	21 (59) Outd'r-Dr RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran	(110) Drama THE LOVES OF CARMEN Rita Hayworth R—Aug. 21—PG-961 30 (..) Super West THE UNTAMED BREED Sonny Tufts
(88) Documentary 902 OLYMPIC GAMES OF 1948 ll Stern, Commen. d Husing —Sept. 25—PG-971		(62) Drama 903 IN THIS CORNER Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966	Reissue (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone Reissue (117) Drama 737 MY SON, MY SON Brian Aherne	(83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961		(61) Mys-Dr 906 BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. SON OF MONTE CRISTO Louis Hayward
		24 (90) Comedy 902 A SOUTHERN YANKEE Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958		8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960		(96) Comedy NO MINOR VICES Dana Andrews Lilli Palmer Louis Jourdan	(71) Documentary THE SECRET LAND Robert Monogomery, commentator Robert Taylor Van Heflin R—Aug. 28—PG-963
(66) Musical 4721 HE MUSIC MAN ll Brito —July 24—PG-953 (65) M'drama 4802 HE PALOOKA IN WINNER TAKE ALL —Aug. 28—PG-963		(107) Biog-Dr AA10 THE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955	(87) Comedy AA8 THE DUDE GOES WEST Eddie Albert Gale Storm R—May 1—PG-926 (..) Western THE RANGERS RIDE Jimmy Wakely	3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	12 (..) Western AA11 LAST OF THE BADMEN Barry Sullivan Marjorie Reynolds 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys		24 (..) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson
		24 (89) Drama 4801 SORRY, WRONG NUMBER Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956		8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951	
(66) Mystery 822 YSTERY IN MEXICO illiam Lundigan equeline White lcardo Cortez ny Barrett —July 3—PG-948	(63) Mystery 905 BODYGUARD Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 907 DESIGN FOR DEATH R—Jan. 1—PG-893 18 (79) M'Drama 821 RACE STREET George Raft R—July 3—PG-948		(92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum Gary Gray R—Aug. 7—PG-958	(121) Drama MOURNING BECOMES ELECTRA Rosalind Russell Michael Redgrave Katina Paxinou Kirk Douglas R—Dec. 6—PG-879	(92) Western 905 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	(121) Drama MOURNING BECOMES ELECTRA Rosaline Russell Michael Redgrave Katina Paxinou Kirk Douglas R—Dec. 6—PG-879
(90) Drama 719 NGEL IN EXILE hn Carroll dele Mara arton MacLane	15 (60) Western 757 DESPERADOES OF DODGE CITY R—Sept. 11—PG-968 15 (60) Western 741 SON OF GOD'S COUNTRY R—Sept. 25—PG-971		(90) Drama 714 MOONRISE Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 ..) Western DENVER KID				30 (60) M'drama 713 CODE OF SCOTLAND YARD Oscar Homolka R—Sept. 18—PG-970
eissue 0 (72) Comedy S-5 LIRTING WIT HFATE e E. Brown everly Roberts teffi Duna		Reissues 24 (108) Comedy S-7 DUKE OF WEST POINT Louis Hayward Joan Fontaine 24 (88) Comedy S-8 MISS ANNIE ROONEY Shirley Temple					
(99) Drama 837 HE LUCK OF THE IRISH rone Power ine Baxter ecil Kellaway ee J. Cobb —Sept. 4—PG-965	(78) Drama 822 ESCAPE Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(139) Drama 838 FOREVER AMBER Linda Darnell Cornell Wilde R—Oct. 18—PG-966 (64) Mystery 839 THE CREEPER Eduardo Cinelli	(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-927
(61) Western ALSE PARADISE William Boyd		(57) Docum 586 OLYMPIC CAVALCADE Bill Stern, narrator R—Sept. 11—PG-968	1 (81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western STRANGE GAMBLE William Boyd	15 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray Madeleine Carroll Buddy Rogers Rita Johnson R—Sept. 4—PG-966		(65) Jungle Drama URUBU George Breakstone Yorke Coplen Native Cast R—Aug. 21—PG-961
(90) Comedy 672 OR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor —Sept. 4—PG-966							
		25 (80) Drama 802 ROPE James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963		9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970	

FOREIGN Language

(100) Drama Schaefer
DAY OF WRATH
R—June 26—PG-945

(92) Com-Drama Oxford Films
FRIC-FRAC
R—July 3—PG-948

(105) Drama Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary Mayer-Burystyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama Artkino
MURDERERS AMONG US

(105) Drama Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-963

(105) Drama Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

(77) Documentary Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

MISCELLANEOUS

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
947	Abbott & Costello Meet Frankenstein (83)	U-I		7- 3-48	+	+	+	+	+	±	±	7+ 2–
912	Adventures in Silverado (75)	Col.		3-13-48	±	±			±	+		4+ 3–
956	Adventures of Gallant Bess (73)	EL		7-31-48	±	±	±	±		±		5+ 5–
893	Albuquerque (90)	Para.		1-24-48	+	±	±	‡	‡	±	±	9+ 4–
895	Alias a Gentleman (78)	MGM		1-31-48	–	±	±	+	±	±		5+ 5–
906	All My Sons (94)	U-I		2-28-48	‡	+	+	‡	‡	+	‡	11+
965	An Act of Murder (91)	U-I		9- 4-48	+	+		‡	+			5+
894	Angels' Alley (67)	Mono.		1-24-48	±	±	±		–		±	4+ 5–
925	Anna Karenina (111)	20-Fox		5- 1-48	+	±		+	+	+	+	6+ 1–
924	Another Part of the Forest (107)	U-I		4-24-48	‡	+	+	+	‡	+	+	9+
969	Apartment for Peggy (96)	20-Fox		9-18-48	‡	+	+		‡			6+
913	April Showers (94)	WB		3-20-48	+	+	±	+	+	±	+	7+ 2–
904	Arch of Triumph (120)	UA		2-21-48	+	+	+	+	‡	±	+	8+ 1–
913	Are You With It? (90)	U-I		3-20-48	+	±	+	+	+	±		6+ 2–
923	Argyle Secrets, The (63)	FC		4-24-48	+	±	±		+			4+ 2–
917	Arizona Ranger, The (63)	RKO		4- 3-48	+		±	+	+	±		5+ 2–
953	Arkansas Swing (65)	Col.		7-24-48	±					±		2+ 2–
922	Arthur Takes Over (63)	20-Fox		4-17-48	+	±	±	±	+	–		5+ 4–
929	Assigned to Danger (65)	EL		5- 8-48	±	±	+		±	±	+	6+ 4–
	B											
955	Babe Ruth Story, The (107)	Mono.		7-31-48	‡	‡	‡	‡	‡	+	±	12+ 1–
942	Bad Sister (90)	U-I		6-12-48	±	–		±		±	±	4+ 5–
903	B. F.'s Daughter (108)	MGM		2-21-48	+	±	+	+	±	+		6+ 2–
969	Behind Locked Doors (61)	EL		9-18-48	+	±	±		±			4+ 3–
919	Berlin Express (86)	RKO		4-10-48	‡	+	+	‡	‡	‡	+	11+
929	Best Man Wins (75)	Col.		5- 8-48	+	±	+		±	+		5+ 2–
964	Betrayal, The (183)	Astor		8-28-38	±		–				–	1+ 2–
944	Beyond Glory (82)	Para.		6-19-48	±	±	±	±	±	+	‡	8+ 5–
915	Big City (111)	MGM		3-27-48	+	+	+	+	+	+	+	7+
904	Big Clock, The (95)	Para.		2-21-48	+	+	+	+	‡	‡	‡	10+
937	Big Punch, The (80)	WB		5-29-48	±	±	±	+	+	±	±	7+ 5–
933	Big Town Scandal (62)	Para.		5-22-48	±	±	±	+	±	±	±	7+ 6–
887	Bill and Coo (61)	Rep.		1- 3-48	+	±	+	‡	‡	‡	+	10+ 1–
875	Bishop's Wife, The (109)	RKO		11-22-47	‡	+	+	‡	‡	‡	+	11+
949	Black Arrow, The (76)	Col.		7-10-48	+	±	+		±	+	+	6+ 2–
897	Black Bart (80)	U-I		2- 7-48	±	±	+	±	+	±		6+ 4–
965	Black Eagle, The Story of a Horse (76)	Col.		9- 4-48	+				+			2+
969	Blanche Fury (93)	EL		9-18-48	–	±		+	–			2+ 3–
951	Blazing Across the Pecos (55)	Col.		7-17-48	±					±		2+ 2–
935	Blonde Ice (73)	FC		5-22-48	±		+		+		±	4+ 3–
941	Blondie's Reward (67)	Rep.		6-12-48	±		+		+	±		4+ 2–
965	Bodyguard (62)	RKO		9- 4-48	+	±	±	+	+			5+ 2–
925	Bold Frontiersman, The (60)	Rep.		5- 1-48	+		+	+	+	±	±	6+ 2–
905	Bride Goes Wild, The (MGM)			2-28-48	+	+	‡	‡		±	±	8+ 2–
936	Brothers, The (90)	U-I		5-22-48	+	±		+	–	+		4+ 2–
877	Bush Christmas (76)	U-I		11-29-47	+	±	±	+	±	‡	+	5+ 3–
	C											
899	Caged Fury (60)	Para.		2-14-48	+	±	+	+	+	+	±	7+ 2–
928	California Firebrand (63)	Rep.		5- 8-48	+		+	+	+	±	±	6+ 2–
894	Call Northside 777 (111)	20-Fox		1-24-48	‡	+	+	‡	‡	‡	‡	12+
899	Campus Honeymoon (61)	Rep.		2-14-48	+	+	±	+	±	±		6+ 3–
935	Campus Sleuth (57)	Mono.		5-22-48	–	±	±				–	2+ 4–
946	Canon City (83)	EL		6-26-48	‡	±	‡	‡	‡	+	‡	12+ 1–
939	Carson City Raiders (60)	Rep.		6- 5-48	+		+	±	±	±	±	6+ 4–
932	Casbah (94)	U-I		5-15-48	+	±	±	+	+	±	±	7+ 4–
906	Challenge, The (68)	20-Fox		2-28-48	+	±	±	±	±	+	+	7+ 4–
957	Checkered Coat, The (67)	20-Fox		8- 7-48	±	±	±		–	±	±	5+ 6–
921	Close-Up (76)	EL		4-17-48	±	±	±			±	+	5+ 4–
941	Cobra Strikes, The (62)	EL		6-12-48	±	–				±	±	3+ 4–
970	Code of Scotland Yard (60)	Rep.		9-18-48	+	±	±	‡	+			6+ 2–
	Counterfeiters, The (73)	20-Fox				±	+		±	±	±	5+ 4–
940	Coroner Creek (90)	Col.		6- 5-48	‡	+	‡	‡		+	±	9+ 1–
943	Corridor of Mirrors (96)	U-I		6-19-48	–	+			±			2+ 3–
	Crossed Trails (53)	Mono.					±				±	2+ 2–
972	Cry of the City (95)	20-Fox		9-25-48	±	+	+	+	‡			6+ 1–
	D											
884	Dangerous Years (62)	20-Fox		12-20-47	+	±	±	–	+	±	±	6+ 5–
955	Daredevils of the Clouds (60)	Rep.		7-31-48	+	±	±	+	±	±	±	7+ 5–
	Dead Don't Dream, The (..)	UA					±				±	2+ 2–
946	Dear Murderer (90)	U-I		5-22-48	±	±		±	±	±	+	6+ 5–
948	Deep Waters (85)	20-Fox		7- 3-48	‡	±	±	+	+	+	±	8+ 3–
896	Design for Death (48)	RKO		1-31-48	+			+	±	+		4+ 1–
968	Desperadoes of Dodge City (60),	Rep.		9-11-48	+		+		±			3+ 1–
926	Devil's Cargo (61)	FC		4-10-48	±		±	±	–			3+ 4–
	Discovery (74)	FC							+		+	2+
961	Docks of New Orleans (70)	Mono.		8-21-48	±	–	±	±	±		±	5+ 6–
887	Double Life, A (103)	U-I		1- 3-48	+	‡	+	‡	‡	+	‡	11+
927	Dream Girl (86)	Para.		5- 8-48	+	±	‡	±	‡	+	‡	10+ 2–
926	Dude Goes West, The (87)	Mono.		5- 1-48	+	+		+	‡	+	+	7+
	E											
928	Easter Parade (103)	MGM		5-29-48	‡	‡	‡	‡	‡	‡	‡	14+
955	Embraceable You (80)	WB		8-31-48	±	±	±		+	±	±	6+ 5–
928	Emperor Waltz, The (106)	Para.		5- 8-48	‡	‡	‡	‡	‡	‡		12+
915	Enchanted Valley, The (77)	EL		3-27-48	+	–	+			±		3+ 2–
945	End of the River (80)	U-I		6-26-48	+	±		+	+	+		5+ 1–
940	Escape (78)	20-Fox		6- 5-48	±	±		‡	–	±	+	6+ 4–
953	Eyes of Texas, The (70)	Rep.		7-24-48	±		+	±	+	±		5+ 3–
	F											
943	Feudin', Fussin and a-Fightin' (77)	U-I		6-19-48	±	±	+	‡	±	±	±	8+ 5–
931	Fighting Father Dunne (93)	RKO		5-15-48	+	‡	±	+	+	+	±	8+ 2–
966	For the Love of Mary (90)	U-I		9- 4-48	+	±	+	+	±	+	±	7+ 3–
941	Foreign Affair, A (116)	Para.		6-12-48	‡	‡	+	‡	‡	+	‡	12+
911	Fort Apache (127)	RKO		3-13-48	+	±	+	+	+	‡	‡	9+ 1–
933	Four Faces West (89)	UA		5-22-48	+	‡	+	+	+	+	±	8+ 1–
927	French Leave (64)	Mono.		5- 8-48	+	±	±		±		±	5+ 4–
874	Fugitive, The (104)	RKO		11-15-47	‡	±	±	‡	‡	+	‡	11+ 2–
932	Fuller Brush Man, The (92)	Col.		5-15-48	+	+	+	‡	‡	+	+	9+
920	Fury at Furnace Creek (88)	20-Fox		4-10-48	‡	+	+	+	+	+	+	8+
	G											
938	Gallant Legion, The (88)	Rep.		5-29-48	‡	±	+	+	+	±	±	8+ 3–
942	Gay Intruders, The (70)	20-Fox		6-12-48	+	±		+		±		4+ 2–
973	Gentleman From Nowhere (66)	Col.		10- 2-48	+	±	±		–	±	±	5+ 5–
876	Gentleman's Agreement (118)	20-Fox		11-22-47	‡	‡	‡	‡	‡	‡	‡	14+
972	Girl From Manhattan, The (81)	UA		9-25-48	–		–	±	+			2+ 3–
937	Give My Regards to Broadway (89)	20-Fox		5-29-48	‡	+	+	‡	‡	+	+	10+
	Golden Eye, The (..)	Mono.				±	±				–	2+ 3–
956	Good Sam (114)	RKO		7-31-48	‡	‡	+	‡		±	±	9+ 2–
925	Green Grass of Wyoming (89)	20-Fox		5- 1-48	‡	+	+		+	+		6+
931	Guns of Hate (61)	RKO		5-15-48	±		±	+		±		4+ 3–
	H											
851	Hal Roach Comedy Carnival (Curley and The Fabulous Joe) (112)	UA		8-30-47	±	±		‡	+	±		6+ 3–
903	Half Past Midnight (69)	20-Fox		2-21-48	‡	=	±	–	–	±		2+ 7–
950	Hamlet (155)	U-I		7-10-48	‡	‡		‡	‡	‡		10+
922	Hatter's Castle (105)	Para.		4-17-48	±	±		±		±	±	5+ 5–
911	Hawk of Powder River, The (54)	EL		3-13-48	±		–	±				2+ 3–
914	Hazard (100)	Para.		3-20-48	+	±	+	+	±	±	±	7+ 4–
929	Heart of Virginia (60)	Rep.		5- 8-48	±	±	±	±	+			5+ 4–
921	Here Comes Trouble (54)	UA		4-17-48	+	±	+	+			±	5+ 2–
909	Holiday Camp (97)	U-I		3- 6-48	+	+		±	±	+		5+ 2–
961	Hollow Triumph (83)	EL		8-21-48	+	±	+	+	+	±		6+ 2–
920	Homecoming (113)	MGM		4-10-48	‡	+	‡	+	‡	+	+	10+
898	Hunted, The (85)	Mono.		2- 7-48	+	+	–	+		+		4+ 1–
	I											
902	I Became a Criminal (78)	WB		2-14-48	–	±		‡	=	–		3+ 5–
934	I, Jane Doe (85)	Rep.		5-22-48	±	±	±	+	±	±	±	7+ 6–
911	I Remember Mama (134)	RKO		3-13-48	‡	‡	‡	‡	‡	‡		12+
975	I Surrender, Dear (68)	Col.		10- 9-48	+	±		–				2+ 2–
927	I Wouldn't Be in Your Shoes (72)	Mono.		2-14-48	±	±	±	±	±	–	±	6+ 7–
891	Ideal Husband, An (96)	20-Fox		1-17-48	+	±		±	+	+	+	6+ 2–
966	Innocent Affair, An (90)	UA		9- 4-48	+	+	±	+	+	+		6+ 1–
975	Inner Sanctum (62)	FC		10- 9-48	–				±			1+ 2–
918	Inside Story, The (87)	Rep.		4- 3-48	+	±	+		–	±		4+ 3–
966	In This Corner (63)	EL		9- 4-48	±	±	+		+			4+ 2–
931	Iron Curtain, The (87)	20-Fox		5-15-48	+	‡	‡	+	‡	±	‡	11+ 1–
962	Isn't It Romantic? (87)	Para.		8-21-48	+	–	–	+	–	+		3+ 3–
	J											
902	Jassy (96)	U-I		2-14-48	–	±		+	–	±	±	4+ 5–
935	Jinx Money (69)	Mono.		5-22-48	+	±	±		±		±	5+ 4–
963	Joe Palooka in Winner Take All (64)	Mono		8-28-48	+	±	±	+				4+ 2–
970	Johnny Belinda (102)	WB		9-18-48	‡	‡	‡	‡	‡			10+
960	Julia Misbehaves (99)	MGM		8-14-48	‡	+	+	‡	‡	‡		10+
972	Jungle Patrol (71)	20-Fox		8-25-48	+	‡	‡	+	+			7+
	K											
949	Key Largo (101)	WB		7-10-48	+	‡	+	‡	‡	‡	+	11+
969	Kidnapped (80)	Mono.		9-18-48	‡		+	+	+			5+
938	King of the Gamblers (60)	Rep.		5-29-48	‡	±	±	±			–	5+ 4–
909	King of the Olympics (60)	UA		3- 6-48	+							1+
	L											
954	Lady at Midnight (61)	EL		7-24-48	±	±	±		–	±	±	5+ 6–
921	Lady From Shanghai, The (87)	Col.		4-17-48	±	+	+		+	±	±	6+ 3–
959	Larceny (89)	U-I		8-14-48	±	+	+	+	+	+	+	7+ 1–
903	Let's Live Again (67)	20-Fox		2-21-48	+	±		+	+	–		4+ 2–
922	Letter From an Unknown Woman (87)	U-I		4-17-48	+	–		±	+	+	+	5+ 2–
924	Lightnin' in the Forest (58)	Rep.		4-24-48	±	±	+	±			±	5+ 4–
923	Lost One, The (84)	Col.		4-24-48	+		+	+	±			4+ 1–
873	Love From a Stranger (81)	EL		11-15-47	±	±	±	±	+	±	+	7+ 5–
961	Loves of Carmen, The (110)	Col.		8-21-48	+		±	‡		‡	‡	8+ 1–
965	Luck of the Irish, The (99)	20-Fox		9- 4-48	‡	±	+		+		+	6+ 1–
943	Lulu Belle (87)	Col.		6-19-48	+	±	±	±	+	±	±	7+ 5–
962	Luxury Liner (98)	MGM		8-21-48	+	+	±	+	+	‡	+	8+ 1–
	M											
911	Madonna of the Desert (60)	Rep.		3-13-48	+	±	+	±	±	±	±	7+ 5–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
945	Man-Eater of Kumaon (80)		U-I	6-26-48	+	±	±		+	+	+	6+ 2−
908	Man From Texas, The (71)		EL	6-6-48	+	±	±		±	−		4+ 4−
	Marshal of Amarillo (..)		Rep.						+	±		2+ 1−
914	Mating of Millie, The (87)		Col.	3-20-48	±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn (89)		20-Fox	3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time (76)		RKO	5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
944	Michael O'Halloran (79)		Mono.	6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey (87)		EL	6-26-48	+	±	±	±	±	+	±	7+ 5−
944	Mine Own Executioner (102)		20-Fox	6-19-48	±	±		+		+		5+ 2−
907	Miracle of the Bells, The (120)		UA	3-6-48	+	ǂ	+	ǂ	ǂ	ǂ		10+
962	Miraculous Journey (76)		FC	2-21-48	+		±	+			±	4+ 2−
970	Miss Tatlock's Millions (100)		Para.	9-18-48	+	±	+	+	ǂ			6+ 1−
917	Mr. Blandings Builds His Dream House (96)		SRO	4-3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid (89)		U-I	7-10-48	+	+	±	ǂ	±	+		7+ 2−
904	Mr. Reckless (67)		Para.	2-21-48	−	−	±	±	−	±	−	3+ 7−
918	Money Madness (73)		FC	4-3-48	±		±				−	3+ 3−
970	Moonrise (90)		Rep.	9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra (173)		RKO	12-6-47	+	±	−	ǂ	ǂ	+		7+ 2−
953	Music Man (66)		Mono.	7-24-48	±	−			±			2+ 3−
968	My Dear Secretary (94)		UA	9-11-48	ǂ	+	+	+	+			6+
925	My Dog Rusty (67)		Col.	5-1-48	±	±	±			±	±	5+ 5−
893	My Girl Tisa (95)		WB	1-24-48	+	+	+	+	±	ǂ	+	8+ 1−
948	Mystery in Mexico (66)		RKO	7-3-48	±	±	±	+		±		5+ 4−
	N											
896	Naked City, The (96)		U-I	1-31-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
876	Nicholas Nickleby (95)		U-I	11-22-47	+	±		+	'	ǂ	+	6+ 1−
951	Night Has a Thousand Eyes (81)		Para.	7-17-48	+	+	+	+		+		5+
968	Night Wind (68)		20-Fox	9-11-48	±	±		+				3+ 2−
976	No Minor Vices (96)		MGM	10-9-48	+							1+
920	Noose Hangs High, The (77)		EL	4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede (79)		EL	7-10-48	+	±	±	+	±	ǂ		7+ 3−
	O											
913	October Man, The (85)		EL	3-20-48	+	±		−	±	+	+	5+ 3−
907	Oklahoma Badlands (59)		Rep.	3-6-48	+		±	±	+			4+ 2−
921	Old Los Angeles (87)		Rep.	4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade (57)		UA	9-11-48	+			+				2+
971	Olympic Games of 1948 (88)		EL	9-25-48	+			+				2+
926	On an Island With You (107)		MGM	5-1-48	ǂ	+	+	+	ǂ	+	+	9+
964	One Touch of Venus (82)		U-I	8-28-48	+	±	±	±	+			5+ 3−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107)		UA	2-7-48	+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret (70)		EL	1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61)		Rep.	9-25-48	±	±	−	+	±			3+ 4−
	P											
895	Panhandle (84)		Mono.	1-31-48	+	+	+	ǂ	ǂ	+		8+
888	Paradine Case, The (117)		SRO	1-3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The (77)		RKO	2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
	Perilous Waters (64)		Mono.				±			±	±	3+ 3−
907	Phantom Valley (53)		Col.	3-6-48	±		±		+	−	±	3+ 4−
897	Piccadilly Incident (87)		MGM	2-7-48	±	±		±	−	+		4+ 4−
918	Pirate, The (102)		MGM	4-3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall (85)		UA	8-7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
923	Port Said (69)		Col.	4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street (78)		RKO	7-3-48	±	±	±	+		±	±	6+ 5−
958	Rachel and the Stranger (92)		RKO	8-7-28	+	+	±	+	−		ǂ	6+ 2−
959	Range Renegades (54)		Mono)	8-14-48	+						−	1+ 1−
937	Raw Deal (78)		EL	5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River (104)		UA	7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ		12+
892	Relentless (92)		Col.	1-17-48	ǂ	±	+	+	ǂ	+	+	9+ 1−
934	Return of the Badmen (90)		RKO	5-22-48	+	±	±	+	−	+		5+ 3−
912	Return of the Whistler, The (63)		Col.	3-13-48	±	±	±		−	±	±	5+ 6−
962	Return of Wildfire (81)		SG	8-21-48	+			±	+			3+ 1−
932	River Lady (78)		U-I	5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House (95)		20-Fox	10-2-48	±	+	+	+	±			5+ 2−
959	Rocky (76)		Mono.	8-14-48	±	±					±	3+ 3−
975	Rogues' Regiment (86)		U-I	10-9-48	+	±						2+ 1−
942	Romance on the High Seas (102)		WB	6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope (80)		WB	8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
	Rusty Leads the Way (..)		Col.				±		+			2+ 1−
915	Ruthless (102)		EL	3-27-48	+	±	±	+	+	+	±	7+ 3−
	S											
897	Saigon (95)		Para.	2-7-48	±	±	+	±	−	±		5+ 5−
908	'Sainted' Sisters, The (90)		Para.	3-6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88)		UA	9-11-48	±	ǂ	±	+	+	+		7+ 2−
908	Scudda Hoo! Scudda Hay! (95)		20-Fox	3-6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict (83)		Para.	9-11-48	±	±	±		±			4+ 4−
914	Search, The (104)		MGM	3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
889	Secret Beyond the Door (98)		U-I	1-10-48	±	±	±	±		±	±	6+ 6−
963	Secret Land, The (71)		MGM	8-28-48	+				+			2+
939	Secret Service Investigator (60)		Rep.	5-8-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy (71)		Para.	4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest (65)		Mono.			±	±		−		−	2+ 4−
960	Shed No Tears (70)		EL	8-14-48	±	±	±	±	±			5+ 5−
904	Sign of the Ram, The (85)		Col.	2-21-48	+	±	+	+	ǂ	+		7+ 1−
919	Silent Conflict (61)		UA	4-10-48	±		±	−	−		±	3+ 5−
928	Silver River (110)		WB	5-8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey (..)		UA				±				±	2+ 2−
906	Sitting Pretty (84)		20-Fox	2-28-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
941	Sixteen Fathoms Deep (82)		Mono.	6-12-48	±	−	±	ǂ				4+ 3−
971	Smart Girls Don't Talk (81)		WB	9-25-48	±	±	−	±				3+ 4−
912	Smart Woman (90)		Mono.	3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
933	So Evil, My Love (109)		Para.	5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia (83)		FC	9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York (79)		UA	5-15-48	+	+	+	+	+	±		6+ 1−
971	Son of God's Country (60)		Rep.	8-25-48	+		±		−			2+ 3−
964	Song Is Born, A (110)		RKO	8-28-48	+	±	+	+	ǂ	+		7+ 1−
916	Song of Idaho (66)		Col.	3-27-48	−		±		±	±		3+ 4−
	Sons of Adventure (60)		Rep.				−		±		±	2+ 3−
956	Sorry, Wrong Number (90)		Para.	7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
958	Southern Yankee, A (91)		MGM	8-7-48	+	+	+	ǂ	ǂ	+		8+
906	Speed to Spare (58)		Para.	2-28-48	−	±	±		±	±	±	5+ 6−
863	Spirit of West Point (77)		FC	10-11-47	+	±	+	ǂ	±		ǂ	8+ 2−
958	Spiritualist, The (79)		EL	8-7-48	+	±	±	±	+			5+ 3−
916	State of the Union (122)		MGM	3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
935	Stage Struck (71)		Mono.	5-22-48	−	±	±		−		±	3+ 5−
966	Station West (92)		RKO	9-4-48	±	±	+	±	+	+		6+ 3−
907	Strawberry Roan (79)		Col.	3-6-48	+		+	+	±			4+ 1−
950	Street With No Name (91)		20-Fox	7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
912	Summer Holiday (92)		MGM	3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger (76)		EL	5-29-48	±	−	±			±		3+ 4−
	T											
901	Take My Life (85)		EL	2-14-48	+	±		+	+	±		5+ 2−
947	Tap Roots (109)		U-I	7-3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids (67)		RKO	4-3-48	+	±	+	+	±	±	±	7+ 4−
856	Tawny Pipit, The (81)		U-I	9-13-47	+	+		+	±		ǂ	6+ 1−
880	Tender Years, The (81)		20-Fox	12-6-47	+	±	+	+	−	ǂ		6+ 2−
891	Tenth Avenue Angel (75)		MGM	1-17-48	−	−	−	+	−	±		5+ 5−
954	Texas, Brooklyn and Heaven (76)		UA	7-24-48	±	±	±	±	±			5+ 5−
951	That Lady in Ermine (89)		20-Fox	7-17-48	+	±	+	±	−	+	±	6+ 4−
	13 Lead Soldiers (66)		20-Fox			±	+		−	±	±	4+ 4−
900	Three Daring Daughters (115)		MGM	2-14-48	ǂ	±	+	ǂ	+	+	ǂ	10+ 1−
949	Thunderhoof (77)		Col.	7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The (67)		Rep.	7-3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109)		UA	5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The (54)		EL	3-20-48	±		±	±		±		4+ 4−
894	To the Ends of the Earth (109)		Col.	1-24-48	+	±	+	ǂ	+	ǂ	+	9+ 1−
918	To the Victor (99)		B	4-3-48	+	±	+	+	±	±	±	7+ 4−
908	Tornado Range (56)		EL	3-6-48	±		±	±				3+ 3−
951	Trail to Laredo (54)		Col.	7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz (60)		Rep.	7-17-48	−	±	±	+	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67)		Col.	5-8-48	±	±	±		±		±	5+ 5−
975	Triple Threat (70)		Col.	10-9-48	+	±	±		±		±	5+ 4−
945	Twisted Road (95)		RKO	6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
958	Two Guys From Texas (86)		WB	8-7-48	+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered (146)		Para.	10-4-47	ǂ	±	+	ǂ	ǂ	+	+	10+ 1−
931	Under California Stars (70)		Rep.	5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours (105)		20th-Fox	10-9-48	−	+	−		±			2+ 3−
940	Up in Central Park (87)		U-I	6-5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66)		UA	8-21-48	−	±	±		+			3+ 3−
	V											
958	Variety Time (59)		RKO	7-7-48	+	±	±	±	+			5+ 3−
953	Velvet Touch, The (97)		RKO	7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The (77)		UA	6-5-48	+	±	±	±	+	±	±	7+ 5−
886	Voice of the Turtle, The (103)		WB	12-27-47	ǂ	ǂ	ǂ	+	+	+	+	10+
	W											
968	Walk a Crooked Mile (89)		Col.	9-11-48	ǂ	±	+	+	+			6+ 1−
934	Wallflower (78)		WB	5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106)		20-Fox	7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight (63)		Para.	5-8-48	+	±	+	±	±	±		6+ 4−
916	West of Sonora (55)		Col.	3-27-48	±				+	+		3+ 2−
899	Western Heritage (61)		RKO	2-14-48	±		±	+	±	±		5+ 4−
	Westward Trail (58)		EL					±		±		2+ 2−
936	Whirlwind Raiders (54)		Col.	5-22-48	±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin? (55)		UA	5-8-48	±	±	±	+				4+ 4−
940	Will it Happen Again? (62)		FC	6-5-48	±							1+ 1−
957	Winner's Circle (70)		20-Fox	8-7-48	+	±			−	+		3+ 2−
919	Winter Meeting (104)		WB	4-10-48	+	−	±	±		±	+	5+ 4−
905	Woman From Tangier (66)		Col.	2-28-48	±	−	±		±	−		3+ 5−
923	Woman in White, The (109)		WB	4-24-48	+	±	+		−	+	ǂ	6+ 2−
886	Woman's Vengeance, A (96)		U-I	12-27-47	+	±	+	+	±	+	+	7+ 2−
891	Women in the Night (90)		FC	1-17-48	+		±	±			−	3+ 3−
	Y											
894	You Were Meant for Me (91)		20-Fox	1-24-48	+	+	+	ǂ	±	+	+	8+ 1−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ++ Very Good, + Good, ± Fair, − Poor, = Very Poor. © Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9423	Silly Billy (Billie Burke) (18)	1-29	±	3-20
9424	Two Nuts in a Rut (Shilling & Lane) (18)	2-19	±	4-24
9437	Eight-Ball Andy (Clyde) (17½)	3-11		....
9425	Tall, Dark and Gruesome (H. Herbert) (16)	4-15	±	5- 8
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14		....
	COLOR FAVORITES			
9605	Animal Cracker Circus (7)	2-19		....
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14		....
	COLOR PHANTASIES			
9702	Topsy Turkey (6½)	2- 5		....
9703	Short Snorts on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
9503	Flora (7)	3-18		....
1501	Pickled Puss (6½)	9- 2	±	9-18
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9655	No. 5 Feudin' and Fightin' (10½)	1- 8		....
9656	No. 6 Civilization (10)	2-12	±	4-24
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21		....
	FILM NOVELTIES			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9856	Photoplay's Gold Medal Awards (9½)	3-18		....
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	++	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	++	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (..)	9- 2		....
1852	A Day at C.B.S. (9½)	10- 7		....
	STOOGE COMEDIES			
9405	Pardon My Clutch (15)	2-26	+	3-20
9406	Squareheads of the Round Table (18)	3- 4		....
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7		....
	THRILLS OF MUSIC			
9956	Ted Weems & Orch. (10½)	3-25	±	5- 8
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28	+	10- 2
	WORLD OF SPORTS			
9805	Rodeo Thrills and Spills (9½)	1-29	+	4-24
9806	Net Marvels (9)	3-11		....
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	++	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (..)	10-14		....
	SERIALS			
9160	Tex Granger — 15 Chapters	4- 1	+	5- 8
9180	Superman (Special) — 15 Chapters	7-15	+	7-17
1120	Congo Bill — 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-933	King Size Canary (7)	12- 6	±	1- 3
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	++	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-911	Visiting Virginia (9)	11-29	+	1- 3
T-912	Cradle of a Nation (9)	12-13	+	1- 3
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	GOLD MEDAL REPRINTS (Technicolor)			
W-921	Goldilocks and the Three Bears (11)	11-22	±	1- 3
W-922	The Fishing Bear (8)	12-20	±	1- 3
W-923	The Milky Way (8)	2-14	++	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	++	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28		....
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3		....
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-971	Miracle in a Cornfield (9)	12-20	++	1- 3
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	++	2-21
K-974	My Old Town (9)	2- 7	++	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28		....
	PETE SMITH SPECIALTIES			
S-952	Surfboard Rhythm (8)	10-18	++	11- 8
S-953	What D'Ya Know (9)	11- 8	+	11- 8
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	++	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	©You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (..)	9-11		....
S-52	Pigskin Skill (..)	9-18		....
	SPECIALS			
A-802	Give Us the Earth (21)	61-21	+	7- 5
	1947-48 SEASON			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	++	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-932	The Invisible Mouse (7)	9-27	++	11- 8
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (..)	9-18		....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 3	Five Fathoms of Fun (10)	11-28		....
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	++	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (..)	10- 1		....
	NOVELTOONS (Color)			
P7-1	Santa's Surprise (9)	12- 5		....
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	++	4- 3
P7-4	We're in the Money (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	++	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (..)	10-15		....
	PACEMAKERS			
K7-2	Babies, They're Wonderful (11)	11-14	+	12-13
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (..)	10- 8		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-1	All's Fair at the Fair (8)	12-19		....
E7-2	Olive Oyl for President (6)	1-30	++	1-24
E7-3	Wigwam Whoopee (8)	2-27	++	4- 3
E7-4	Pre-Hysterical Man (7)	3-26	++	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7- 7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (..)	9- 3		....
	POPULAR SCIENCE (Magnacolor)			
J7-2	Desert Destroyers (11)	12-26		....
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	++	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	++	4-10
X7-6	Sing or Swim (8)	6-14	++	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (.., ...)	10-22		....
	SPEAKING OF ANIMALS			
Y7-2	Ain't Nature Grand (10)	11-14	±	12-13
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (..)	10-29		....
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-1	Hula Magic (10)	11- 7	±	11-29
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
74,110	Chip an' Dale (7)	11-28	++	11- 1
84,702	Clock Cleaners (reissue) (8)	12-12	++	1-24
74,111	Pluto's Blue Note (7)	12-26	++	12-27
74,112	They're Off (7)	1-23		....
84,703	Little Hiawatha (reissue) (9)	2-20	++	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	++	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	++	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	++	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trail of Donald Duck (7)	7-30		....
94,103	Cat Nap Pluto (6)	8-13		....
94,104	Inferior Decorator (7)	8-27		....
94,105	Pluto's Fledgling (7)	9-10		....
94,106	Soup's On (7)	10-15		....
	EDGAR KENNEDY COMEDIES			
83,401	Mind Over Mouse (17)	11-21	±	12-27
83,402	Brother Knows Best (17)	1- 2		....
83,403	No More Relatives (18)	1-30	+	3-13
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	FLICKER FLASHBACKS			
84,203	No. 3 (9)	1-16		....
84,204	No. 4 (9)	2-27	++	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	JAMBOREES (Reissues)			
84,405	Jerry Wald & Orch. (9)	12-26	±	1-31
84,406	Ray McKinley & Orch. (8)	1-23		....
84,407	Dick Stabile & Orch. (8)	2-20	+	3-13
	LEON ERROL COMEDIES			
83,701	Bet Your Life (14)	1-16		....
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
83,503	Corraling a School Marm (20)	11-14		....
83,504	Prairie Spooners (13)	12-19	±	3-13
	SPECIALS			
83,901	Football Highlights of 1947 (18)	2-12		....
83,601	Twenty Years of Academy Awards (19)	4- 2	++	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	++	5- 8
83,202	Pal's Adventure (..)	6-11		....
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	PATHE SPORTSCOPES			
84,304	Pin Games (8)	12-12	±	12-27
84,305	Racing Day (8)	1- 9	+	1-31
84,306	Sports Coverage (8)	2- 6		....
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	++	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20		....
	THIS IS AMERICA			
83,102	Switzerland Today (18)	12-12	++	12-27
83,103	Children's Village (19)	1-19	++	1-24
83,104	Operation White Tower (18)	2- 6	++	2-28
83,108	Crime Lab (17)	2- 8	++	6- 5
83,105	Photo Frenzy (16)	3- 5	++	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	++	5- 8
83,109	Letter to a Rebel (17)	6-25	++	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	++	8-28
83,112	Friend of the Family (16)	9-17		....

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DRIBBLE PUSS PARADE			
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
	FEMININE WORLD			
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
	MARCH OF TIME			
	Vol. 14, No. 4 Public Relations This Means You! (17)	11-28	++	11-29
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	++	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	++	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	++	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	++	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.		....
	MOVIETONE ADVENTURES			
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	⊛Jungle Closeups (8)	12-12	++	3- 6
8254	⊛Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	⊛Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	++	6- 5
8256	⊛Riddle of Rhodesia (8)	July	+	8-14
8257	⊛Bermuda (8)	Aug.	+	8-14
8258	⊛Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
	MOVIETONE SPECIALTY			
8801	Symphony of a City (11)	Sept.		....
	MOVIETONE NEWS (Released Twice Weekly)			
	SPORTS			
8352	⊛Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	⊛Playtime in Scandinavia (8)	Apr.	++	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
	TERRYTOONS (Technicolor)			
8506	Talking Magpies in the Super Salesman (7)	10-24	++	12-20
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	++	12-20
8508	The Wolf's Pardon (7)	12- 5	++	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	++	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.		....
8525	Mighty Mouse in the Mysterious Stranger (7)	Oct.		....
8526	The Talking Magpies in Free Enterprise (7)	Oct.		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ANSWER MAN SERIES			
3391	Wind, Curves and Trapdoor (8)	12-27		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	++	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23		....
	JUVENILE JURY SERIES			
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
	LANTZ CARTUNES (Technicolor—Reissues)			
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
	MUSICAL WESTERNS			
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	++	5-29
	NAME BAND MUSICALS			
3301	Alvino Rey & Orch. (15)	10-22	+	1-24
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle and His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	++	7-24
3308	Jimmy Dorsey & Orch (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
	SING AND BE HAPPY SERIES			
2385	Let's Go Latin (10)	7-21	+	8-16
2386	Kernels of Korn (10)	8-18	±	10-11
2387	Manhattan Memories (10)	8-25	+	11-15
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
	SPECIALS			
2202	Harnessed Lightning (17)	11-12		....
5555	⊛The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	++	9-27
3201	Snow Capers (19)	2-18	+	3- 6
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY VIEWS			
2348	Play and Plenty (9)	8-11	++	8-16
	1947-48 SEASON			
3341	Tropical Harmony (9)	9-29	+	11-15
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16		....
3348	Call of the Canyon (..)	10-18		....
	SERIALS			
2581-2593	Mysterious Mr. M.. 13 Chapters	7-23	+	8-18

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
	BLUE RIBBON HIT PARADE (Technicolor)			
4303	Little Pancho Vanilla (7) (reissue)	3-20		....
4304	Don't Look Now (7)	4-10		....
4305	Curious Puppy (7)	4-24		....
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
	1948-49 SEASON			
5301	An Itch in Time (7)	10-30	+	9- 4
	BUGS BUNNY SPECIALS (Technicolor)			
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
	1948-49 SEASON			
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25		....
	FEATURETTE			
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
	JOE McDOAKES COMEDIES			
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
	1948-49 SEASON			
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
	MELODY MASTERS			
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
	MEMORIES OF MELODY LANE			
4204	Let's Sing Grandfather's Favorites (10)	3-13		....
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
	MERRIE MELODIES (Color)			
3716	A Hick, a Slick and a Chick (7)	3-13	+	4-10
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2		....
4710	The Foghorn Leghorn (7)	10- 9		....
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30		....
4713	Kit for Cat (7)	11- 6		....
4714	Stupor Salesman (7)	11-20		....
4715	Riff Raffy Daffy (7)	11-27		....
	SPORTS NEWS REVIEW			
5601	Roaring Wheels (10)	10- 2	+	9- 4
	SPORTS PARADE (Technicolor)			
4505	Trip to Sportland (10)	3- 6	+	4-24
4506	Ride, Ranchero, Ride (10)	3-20	+	4-10
4507	Holiday for Sports (10)	4-17	+	5- 1
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9		....
	TECHNICOLOR ADVENTURES			
4805	Rhythm of a Big City (10)	3-27		....
4806	Living With Lions (20)	6- 5		....
	1948-49 SEASON			
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5501	Jungle Man Killers (10)	11- 6	+	9- 4
	TECHNICOLOR SPECIALS			
4004	King of the Carnival (19)	4- 3	++	4-10
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	++	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	++	9- 4
	1948-49 SEASON			
5001	Sons of Liberty (21)	11-20	+	9- 4
	WARNER-PATHE NEWS (Released Twice Weekly)			

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASTOR			
Vol. 1, No. 1	⊛Makers of Destiny (15)		±	6- 5
	REPUBLIC			
	CARTOON			
761	⊛It's a Grand Old Nag (8)	12-20	++	12-13
	SERIALS			
693	Jesse James Rides Again 13 Chapters	8- 2		....
694	The Black Widow 13 Chapters	11- 1		....
791	G-Men Never Forget 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release) 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James 13 Chapters	10-30		....
	UNITED ARTISTS			
	LANTZ CARTUNES (Technicolor)			
	The Bandmaster (7)	12-19	+	12- 6
	The Mad Hatter (7)	Feb.	±	2-14
	Banquet Busters (7)	3-12	+	2-14
	Kiddie Koncert (7)	4- 2	++	4-17
	Wacky Bye Baby (7)	7-16	±	4-24
	Pixie Picnic (7)	6-14	++	4-17
	Wet Blanket Policy (7)	8-27		....
	Playful Pelican (7)	9- 8		....
	LOEW MUSICOLOR			
	Engulfed Cathedral (7)	June	+	9-20
	Moonlight (7)	8-29	+	9-20
	Enchanted Lake (7)	10-30	+	12- 6
	Fingal's Cave (10)	3-26	±	2-14
	Liebestraum (7)	5- 7		....
	INDEPENDENTS			
	Piano Reflections (9) Sack Amusement Ent.		+	7-12
	Divorce—USA (14) Telenews		±	7-19
	Last Night We Attacked (18) Am. League for a Free Palestine		+	8- 2
	Assignment: Tel Aviv (21) United Palestine Appeal		+	9-20
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) AF Films		++	7-24
	1-A, 3-C, 4-D Spiritual Sing-a-Long (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2

SHORTS REVIEWS

Opinions on the Current Short Subjects

Art Lund, Les Brown and Tex Beneke

MGM (Musical Merry-Go-Round) 10 Mins.

Good. With Martin Block, disk jockey, as master of ceremonies, Art Lund sings "Mam'selle" to a stunning blonde and "The Sad Cowboy" with a picturesque background of cattle and cowboys. He is no Bing Crosby but his voice is pleasant. There is also the music of the Les Brown and Tex Beneke orchestras in well-chosen popular selections.

The Fabulous Fraud

MGM (Passing Parade) 11 Mins.

Good. This is the story of Anton Mesmer, a fraud as a physician but accidental discoverer of mesmerism, or hypnotism as it is more commonly known today. Some of the dramatic scenes are "cures" of a duchess who hadn't walked for years and of a blind girl. It is colorfully staged and well acted, and should appeal to audiences liking historic incident with their drama.

Frankie Carle Orchestra

MGM (Musical Merry-Go-Round) 10 Mins.

Good. Martin Block, popular radio announcer, presents Carle and his musicians in a number of melodic and snappy songs and instrumentations, among them "Sunrise Boogie" and "Oh What It Seemed to Be." This is fully up to the standard set by predecessors in the series and will be an audience-pleaser in any theatre.

Half-Pint Pygmy

MGM (Technicolor Cartoon) 7 Mins.

Good. Two half-human creatures read an advertisement offering a reward for the smallest pygmy in the world and immediately make tracks for darkest Africa. There after superhuman efforts that include encounters with lions, tigers, elephants, giraffes and other fauna, they finally capture a tiny pygmy—only to learn there is another still smaller.

Pigskin Skill

MGM (Pete Smith Specialty) 8 Mins.

Good. This Technicolor film shows members of the Los Angeles Rams demonstrating their skill in practice sessions on the gridiron. Plays from various formations are interestingly shown but the features of the film are exhibitions of unusual markmanship in kicking and forward-passing. These include punts into the coffin corner and knocking a clay pipe out of a teammate's mouth. The film has some good humor.

Big Sister Blues

Paramount (Musical Parade) 14 Mins.

Good. A vehicle for presenting three songs —"Them There Eyes," "The Secretary Song" and "I Hain't, Tain't, Ain't." The story, such as it is, concerns the reunion of a man and wife at a private school attended by their two daughters. The school mistress is responsible for preventing a separation, but in a highly improbable way. The singing is good. A Technicolor film.

The Gnu Look

Paramount (Speaking of Animals) 10 Mins.

Good. Fashions in the animal and bird kingdoms never change, so in this film the gnu remarks "I may have that gnu look but I've got the same old kisser," and the ostrich comments that it doesn't wear its plumes on its head. The theme is carried out amusingly also by a hippo, buck deer, zebra, dog, bear, sheep and mule with appropriate wisecracks.

The Mite Makes Right

Paramount (Noveltoon) 8 Mins.

Good. A modern version of Tom Thumb. This cute little fellow feels himself worthless at home because he's too small to work on the farm, so he runs away and joins a circus, becoming a star attraction. There is a striking scene when he frightens performing elephants so they swarm all over the arena, some even getting up on the trapeze. It's in Polacolor.

Readin', 'Ritin' and 'Rhythmetic

Paramount (Screen Song) 7 Mins.

Very good. A great variety of animals attend a school presided over by Madame Wise Owl. A lot of imagination went into setting up the scene, as for instance Johnny Giraffe's head must protrude through a hole in the roof and Goldie Goldfish has to study in a tank. All are very well drawn. At the end they sing "School Days," with the bouncing ball giving way to the cartoon characters. As they stamp out the words of the song, clever illustrations appear. In Polacolor.

Bachelor Blues

RKO (Leon Errol Comedy) 17 Mins.

Good. The rubber-legged Leon Errol can always be depended upon to provide some laughs with his tried-and-true antics and slapstick material. Dorothy Granger is type cast as the jealous wife and Wally Brown is also in the cast. Leon forgets his 15th wedding anniversary and later learns that his marriage certificate was never signed so he and the Mrs. are not really wed. After some mixups, they learn they can continue their marital fights in peace.

Cat Nap Pluto

RKO (Walt Disney Cartoon) 6 Mins.

Fair. The latest cartoon adventure of Pluto is only mildly amusing. Returning home to get some sleep after a night out, Pluto is greeted by Figaro, a playful kitten. Every time the Pluto sandman puts the dog to sleep, the kitten wakes him until finally the cat sandman arrives to everyone goes peacefully to sleep, even the two sandmen.

Friend of the Family

RKO (This Is America) 16 Mins.

Very good. The millions of pet enthusiasts in America, and that includes those who don't own a pet but would like to, will enjoy this short dedicated to man's best friend and other domesticated animals. There are approximately 50 million pets in the U.S. and pet shops number 10,000. The footage shows breeding farms, pet shows, dog clinics and the more than 600 societies dedicated to the welfare of wild life. In addition to dogs and cats, canaries, tropical fish and even domestic skunks occupy a prominent part in many homes.

The Trial of Donald Duck

RKO (Walt Disney Cartoon) 7 Mins.

Good. An amusing cartoon starring the obstreperous little duck. As Donald sits in the witness box, his attorney paints a picture to show how he sought shelter from the rain in an expensive restaurant which charges him a fantastic price for a cup of coffee to go with his picnic lunch. He refuses to pay the bill but is ordered to spend ten days washing dishes which he then proceeds to break.

In the Newsreels

Movietone News, No. 78: East-West Berlin crisis turned over to the UN; presidential campaign tour in California; air force show reunion featured by great show in New York; sports—Notre Dame shades Purdue; West Point; Navy; Boston Braves.

News of the Day, No. 208: Greatest UN crisis as East and West split in Berlin; political campaign; stars shine at air force show; sports—Army routs Villanova; California sinks Navy; Notre Dame tops Purdue; Braves clinch National pennant.

Paramount News, No. 11: Top performers keep them laughing at AAF reunion; last rites for Bernadotte in Sweden; nation hails return of "King" football; California vs. Navy; Notre Dame vs. Purdue; Army vs. Villanova.

Universal News, No. 182: Truman and Dewey tour west for votes; children's hands across the border; wing-ding for air vets; California and Navy; Notre Dame and Purdue.

Warner Pathe News No. 13: Truman-Dewey; UN-Berlin; air force show; Notre Dame vs. Purdue; Army vs. Villanova.

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Movietone News No. 79: Paris-UN; Soviet chiefs pay final tribute to Zhdanov; President Truman in Texas; Gov. Dewey in California; 1,000 witness Greek Holy Cross celebration; Fort Bragg; football.

News of the Day, No. 209: Democracies arraign Soviet threat to peace and urge UN to act; Moscow; Warren in N.Y.; Dewey in California; Truman in Texas; new swim suit styles in fashion spotlight; sports.

Paramount News, No. 12: Truman and Dewey; science news; UN-Paris; Italian Reds rally; funeral in Moscow; auto daredevil stunt.

Universal News, No. 183: East and West clash at UN session; new queen welcomed; Truman and Dewey round up the votes; football.

Warner Pathe News, No. 14: East-West conflict faces UN; Truman; Dewey; Warren; Togliatti; Queen Juliana; first fall fashions from France; football; rodeo; Great Events—Columbus discovers America.

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All American News, No. 310: Youth Month celebration in Brooklyn; annual Negro business exposition takes place in Chicago; amateurs compete in talent contest finals at Jacksonville, Fla.; Ezzard Charles takes ten-round decision from Jimmy Bivins.

All American News, No. 311: YMCA program aids young people at Richmond, Va.; Pittsburgh's Hill City a project of local youth; Edward R. Dudley is new envoy to Liberia; brown babies live happily in English home; sharpshooters compete in national trap and skeet meet; Amvets hold annual convention in Chicago.

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Telenews Digest, No. 39: UN assembly convenes; martial law; the case of Ilse Koch; islanders flee volcanic fire; Sweden; Cuba; Remington charges spy queen lied; cutter "Bibb" in new sea rescue; army reveals latest jets; canine capers; cranberry bounce—new dance step; new invention smooths sailing; Army trims Villanova; soapbox derby.

Hills of Home

F Drama (Technicolor)

MGM (——) **97 Minutes** **Rel. ————**

So steeped in the atmosphere of the Scottish highlands is Lassie's newest adventure that the amazingly talented canine seems even to have added a burr to her bark. The picture, as was to be expected, is a hearty, human, homespun vehicle, well-stocked with the kind of entertainment ingredients which should exert strong appeal among family audiences, the juveniles and dog-fanciers of all ages. Lassie herself is, of course, the dominating member of the cast as the faithful companion of Edmund Gwenn, only doctor in the isolated community of Glen Urtach. Throughout the development of the plot the dog is instrumental in bringing happiness to two young lovers—Tom Drake and Janet Leigh—and in aiding Gwenn and Drake to overcome the prejudice of the latter's father against his son's becoming a physician. Technicolor adds luster to the Robert Sisk production, which was directed by Fred M. Wilcox.

Edmund Gwenn, Tom Drake, Janet Leigh, Donald Crisp, Rhys Williams, Reginald Owen, Alan Napier, Lassie.

No Minor Vices

F Comedy

MGM (904) **96 Minutes** **Rel. Nov. 12, '48**

A feather-weight comedy with amusing situations as well as touches of fantasy which will delight some patrons and keep others puzzled throughout. Dana Andrews' name draw, plus the romantic appeal of Louis Jourdan, who will register with the ladies, should insure good returns except in the small towns and the action houses. The antics of Jourdan, who over-acts and muggs to his heart's content, frequently border on the wacky but they bring laugh returns loud enough to drown out some of the dialog. He plays an uninhibited artist whose alter ego voices his wicked inner thoughts while his outer self remains calm and relaxed. While the plot has many original touches, its sophisticated approach to marriage may not register with neighborhood audiences. Andrews is not at his best in comedy, but Lilli Palmer and Jane Wyatt contribute expert portrayals under Lewis Milestone's fast-paced direction.

Dana Andrews, Lilli Palmer, Louis Jourdan, Jane Wyatt, Norman Lloyd, Bernard Gorcey, Sharon McManus, Roy Roberts.

Unfaithfully Yours

F Comedy-Fantasy With Music

20th-Fox (850) **105 Minutes** **Rel. Dec. '48**

Preston Sturges' label on a motion picture almost invariably guarantees celluloid which is definitely off the beaten track. Herein, as writer-director-producer, Sturges bobs up with a film that maintains his reputation as a seeker after novelty. Such, however, is one of but few assets, which consist otherwise of a splendidly interpolated musical score and the marquee lure inherent in the names of Rex Harrison and Linda Darnell, who topline the cast. Regretfully it must be said, however, that the picture is dull, confusing, pointless and overlong. Sturges apparently never was quite clear as to whether his basic idea—that of a symphony orchestra conductor who suspects his pretty wife of stepping out on him—should be handled as slapstick, sophisticated comedy or drama. Resultantly the film has little to offer general audiences and probably will prove an exhibition problem.

Rex Harrison, Linda Darnell, Barbara Lawrence, Rudy Vallee, Kurt Kreuger, Lionel Stander, Edgar Kennedy.

Where Words Fail

F Drama With Music

Lopert Films **65 Minutes** **Rel. ————**

The first Argentinian film to be shown in America is a somber affair except for some splendid classical music interludes and ballet numbers and a delightful sequence employing the Podrecca Puppets. Despite its tragic and rather trite story, the picture has some boxoffice value generally because the explanatory narration is in English and the brief running time makes it suitable for the supporting spot in many neighborhoods. It is a good bet for the art houses. Enrique Muino, who plays the central role of a former symphony conductor now reduced to the post of night watchman for a puppet show, is a heavy-browed actor guilty of mugging and melodramatic gestures. Told in flashback fashion to a sympathetic young pianist, the tale shows the decline of the conductor after he is unwittingly responsible for his daughter's death. Directed by Hugo Fregonese. Lopert Films is at 148 West 57th St., New York City.

Enrique Muino, Italo Bertini, Linda Lorena, Dario Garzay.

Rogues' Regiment

F Melodrama

Univ.-Int'l (——) **86 Minutes** **Rel. Oct. 1, '48**

A wild thriller for the Dick Powell fans, this time the story of an American intelligence officer's search for Martin Bruner, last high-ranking Nazi official to escape punishment. The scene is laid in Saigon where Powell enlists in the Foreign Legion to track down the much wanted Nazi, member of the same regiment. For a background to the espionage work there are wild ambushes of legionnaires by the natives resisting French rule. Marta Toren, new film star, who made a hit in "Casbah," scores in the role of a woman spy and sings tunefully in cabaret scenes, and Vincent Price and Stephen McNally provide excellent characterizations of former followers of Hitler. The action is fast and furious with frequent opportunities for Powell to show himself in combat with gun and fist. The Oriental interior sets are well done. Robert Florey directed.

Dick Powell, Marta Toren, Vincent Price, Stephen McNally, Edgar Barrier, Henry Rowland, Carol Thurston.

Triple Threat

F Football Drama

Columbia (104) **70 Minutes** **Rel. Sept. 30, '48**

Released in season for added interest in the game, this drama built around professional football has special interest for action fans and for high school and college crowds. Featuring 11 professional football players, including such pros as Paul Christman, "Indian" Jack Jacobs and Sid Luckman, the story portrays convincingly a swell football player with a swelled head, Richard Crane, who learns about team work from his exasperated coaches, and about love through Gloria Jean, sister of another pro like himself. The football shots are well done, filmed with the cooperation of the National Football league, and there is one scene in which all the famous gridiron stars take part, the plays being described by leading sportcasters. A boxoffice special. Jean Yarbrough directed.

Richard Crane, Gloria Henry, Mary Stuart, John Litel, Pat Phelan, Joseph Crehan, Regina Wallace.

I Surrender Dear

F Drama With Music

Columbia (113) **68 Minutes** **Rel. Oct. 7, '48**

Featuring Gloria Jean as the daughter of a disk jockey whose popularity is waning, and who has singing ambitions of her own, this pleasant little musical drama has somewhat more than the average entertainment qualities of lower-half programmers. Representative platter spinners introduced into the story are Jack Eigen of New York, Dave Garroway of Chicago and Peter Potter of Hollywood, and a plot is woven around Gloria's success with a name band, unknown to her father, after which she helps save his program, almost wrecking her romance with the name band leader at the same time. Since the musical offerings are varied to suit differing tastes, from "Blue Danube" to the title song, and the whole thing is smoothly produced, it should satisfy those who go to shows for light diversion and are not too critical. Arthur Dreifuss directed.

Gloria Jean, David Street, Don McGuire, Alice Tyrrell, Robert Emmett Keane, Douglas Wood, Regina Wallace.

Inner Sanctum

F Mystery

Film Classics (——) **62 Minutes** **Rel. ————**

Predicated on the venerable radio program of the same name, and the debuting venture of M.R.S. Pictures, this misses by a deplorable margin what it undertook to be—a suspenseful mystery. Its fundamental weakness lies in the story, which lacked sufficient substance to be spread for a feature-length picture. Obvious attempts on the part of the producer and director to mitigate such literary shortcomings through the injection of comedy bits and extraneous dramatic situations tend only to accent the feature's lack of tempo and action. Even in the modest market at which the offering is aimed it can hope for little more than mere tolerance when booked as a supporting feature. Further, the cast is so devoid of marquee material that the film cannot add to the magnetism of any program. The thin plot concerns a murderer hiding out in a small city and the set of circumstances which ultimately trap him. Directed by Lew Landers.

Mary Beth Hughes, Charles Russell, Billy House, Dale Belding, Fritz Leiber, Nana Bryant, Lee Patrick, Roscoe Ates.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Rogues' Regiment"**

Play up in lights as a typical Dick Powell thriller that also shows Marta Toren, new star, and Vincent Price and Stephen McNally. Feature a lobby display of pictures of the Foreign Legion and of Oriental dives, and duplicate together with Oriental costumes in a store window. Have a phonograph play a genuine sing-song Oriental record or "Song of India" in the lobby. Have newspapermen interview army officials on intelligence work during and after war.

CATCHLINES:

See Dick Powell and Lovely Marta Toren as Espionage Agents in Thrilling Foreign Legion Drama . . . Dick Powell in a Jet-Powered Role as Capturer of the Last of Hitler's Gang . . . Intrigue and Murder in the Tough Foreign Legion.

Dick Powell Crowds His Luck in Nerve-Tingling Drama of the Foreign Legion, a Saigon Revolution and Disguised Nazis . . . Action! Action! Blazing Guns, Knives in the Dark, Dick Powell in a New Hit!

SELLING ANGLES: **"Triple Threat"**

Pass out facsimile football "tickets" which advertise the picture in the "State Theatre Stadium." Promote a grid star quiz in local schools, with ticket prizes. Or give free passes to the local football team and coach and ask them to hold a football rally on your stage opening night. Use grid star stills and action stills in your lobby display. Ask your local library to display books on football and make tieups with local sporting goods stores for window displays.

CATCHLINES:

Exciting Full-Length Feature Drama of a Girl and a Football Team, With the Greatest "Pro" Grid Stars of All Time! . . . A Rock-'Em, Sock-'Em Drama About a Girl and a Team . . . A Thrill Every Second With the Greatest "Pros" Ever Shown on the Screen.

Greatest Array of "Pro" Grid Talent Ever Assembled for a Feature Drama of Love and Thrills . . . He Was a Swell Football Player, and a Swell Fellow—When He Got Over His Swelled Head.

SELLING ANGLES: **"I Surrender Dear"**

There are nine tunes in this picture and music store displays of them, with stills and full credits, will help as will arrangements with local juke box operators to plug those particular tunes, especially the title song. Since disk jockeys play an important part in the plot, interest local disk jockeys in plugging the title song and other tunes used in the picture. Play recordings of the songs over your public address system during the week before the show and while it is playing.

CATCHLINES:

The Film That Beats Out Disk Jockey Jive . . . Love's in the Jiver's Seat When Top Disk Jockeys Ride the Air Waves . . . Light-Hearted Comedy of the Platter-Spinners . . . He's Hot, She's Hep, With Three Famous Disk Jockeys Swinging the Love Beat.

Off-the-Record Revelations of Love in Disk-Jockey Land . . . Romance on the Air Waves for Platter Fans . . . You'll Surrender to the Magic of Its Music, the Charm of Its Studio Chatter.

SELLING ANGLES: **"Inner Sanctum"**

There should be a pre-sold audience among mystery fans who are regular listeners to the "Inner Sanctum" radio show. Plug the picture with spot announcements on a local station if it carries that airer. Build up a lobby shadow box display featuring a squeaky door which opens and closes at regular intervals. Make tieups with libraries and bookstores on mystery and crime novels and with news dealers on pulp detective fiction.

CATCHLINES:

Thrilling . . . Chilling . . . Spellbinding . . . Packed With Adventure and Torrid Excitement . . . It's a Sensation of Suspense . . . That Will Have You Gasping for Breath at the Finish . . . A Crime Thriller That Was a Hit on the Air . . . And Even Better on the Screen.

A Tidal Wave of Intrigue and Mystery . . . Thunders Across the Screen . . . In a Fast-Paced Story of Fear . . . Suspicion . . . Violence and Thrills . . . Every Moment Is Alive With Suspense and Excitement.

SELLING ANGLES: **"The Hills of Home"**

Set up a dog house in the lobby as an advance teaser, exploiting it as Lassie's contribution to the housing shortage —and for married men who are in the dog house at home. Tie in with the local branch of the Society for the Prevention of Cruelty to Animals on a stunt such as "Adopt a Dog Week" and secure cooperation through pet stores and the city pound. To highlight a matinee performance, invite juveniles to stage a pet show—prizes to go to prettiest, most unusual, most intelligent, etc. pets.

CATCHLINES:

Lassie Meets New Adventures and Makes New Friends . . . Greater Than Ever in a Magnificent New Picture That Will Thrill Your Heart . . . The Wonder Dog Returns . . . In a Film Loaded With Wonderful Entertainment.

Nothing Like It Before . . . Lassie Is Greater Than Ever in Her Newest, Finest Picture . . . More Thrilling in Its Beauty . . . More Exciting and Human . . . With Thrills to Make Your Heart Pound . . . She's the Most Famous Dog in All the World . . . Back to Warm Your Heart.

SELLING ANGLES: **"No Minor Vices"**

In addition to Dana Andrews, one of the screen's biggest selling names, play up Louis Jourdan, already seen in "The Paradine Case" and "Letters From an Unknown Woman," to attract the ladies. Use stills of the handsome Jourdan in a frame with stills of Boyer, Gable, Tyrone Power and other screen idols. A contest among high school or college students for the best essay on "What Are the Minor Vices," can be staged with free tickets as prizes.

CATCHLINES:

Dana Andrews, America's Screen Idol, and Louis Jourdan, France's Heart Throb, Vie for the Affections of Lilli Palmer . . . Can an Artist's Model Be a Model Wife? . . . If We Could See Ourselves as Others See Us, We Would All Change Our Ways.

Louis Jourdan, France's Gift to American Women, as the Mischievous Stranger Who Moved Right In . . . Her Husband Remembered April as a Drudge, Her Lover Saw Her as an Angel.

SELLING ANGLES: **"Unfaithfully Yours"**

Make a special pitch to music lovers through emphasis on the score, which contains excerpts from such classical works as Rossini, Wagner and Tschaikovsky. At the same time stress the picture's comedy angles. Work out tieups on the luxurious clothes and furs worn in the film by Linda Darnell. Invite music students to a special preview and invite comment on the plot, which revolves around the effects of music on the mind. Use the title in tieups with florists, confectioners, etc.

CATCHLINES:

You'll Go Wild With Laughter . . . It's a Mirthquake of a Marital Mixup . . . Fun-Jammed and Filled With Glee . . . Bursting With Love and Laughter . . . A Joy-Packed Romance That Will Turn Your Chuckles Into Long, Loud Laughs . . . One Long, Gay Romantic Whirl.

If You Don't Vote This the Fastest, Funniest Comedy Hit of the Season . . . You're Just an Old Fuddy-Duddy . . . Who's Forgotten How to Laugh . . . At What Happens to a Wolf . . . A Lonely Wife . . . And a Wandering Husband.

SELLING ANGLES: **"Where Words Fail"**

The chief selling angles are the splendid musical content, with selections by Beethoven, Wagner, Bach, Chopin, Liszt and Johann Strauss, and the fact that this is the first Argentinian film shown in America. Make a tieup with a local record shop for window displays of albums of Chopin's "Fantasie Impromptu," Liszt's "Liebestraume" and Strauss' "Voices of Spring." Circularize music schools to interest piano students. An imitation puppet show, similar to the one in the film, will attract attention in the lobby.

CATCHLINES:

A Story of the Half-World of the Theatre . . . Where Words Fail, Music Begins . . . Utilizing the Arts of the Puppet Theatre, Music and Ballet in a Unique Screen.

The Glorious Music of Bach, Beethoven, Chopin, Liszt, Wagner and Johann Strauss in an Unusual Argentinian Film . . . A Treat for Music Lovers, A Delight for Ballet Enthusiasts, a Joy for the Younger Fans.

ATES: 10c per word, minimum $1.00, cash with copy. Four insertions for price of three.
LOSING DATE: Monday noon preceding publication date. Send copy and answers to Box Numbers to BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo.

CLEARING HOUSE

GENERAL EQUIPMENT—USED

Take a trip to SOS. Save your expenses and e New York. Dual Simplex Acme Arc sound rojector outfit, complete, $1,495; two unit oldseal ticket machines, rebuilt, $139.50; Simex rear shutter mechanisms, excellent, $195; her Simplexes from $69.50; Dual DeVry ESF .000 ft. with amplifier, speaker, $595; Holmes, 367.50; DeVry theatre projection outfits with w intensity lamps, $1,995; with 1KW arcs, 2,495; arclamps, rectifiers and generators at a crifice. Tell us what you want. S.O.S. Cinema upply Corp., 602 W. 52nd St., New York 19.

Variable speed pulley for your fans, air dectors, blowers, air washers. New and used. outhernair, P. O. Box 838, Atlanta, Ga.

De Vry ESF late model portable 35mm sound rojector 2,000 ft., complete with amplifier and peaker, $350. Joe Vasut, Schulenburg, Tex.

One pair of Holmes portable projectors, 35mm, omplete with sound stands, screen. Perfect conition. Verner Anderson, 111 N. Pine St., Chiago, Ill.

Practically new two Super Simplex 7s, complete with M1 9050 soundheads, Peerless "Magarc" arc lamp houses, RCA amplifier, speakers, tc. Stabilarc motor generator. C. E. Royal, ockhart, Tex.

For Sale: Changeable letter signs (2) with tters and flashers. Can be hung on any marquee. $50 ea. Oak Park Theatre, 3935 Prospect, ansas City, Mo.

RCA PG-70, sound equipment for Simplex. ood condition, $395. Write for list of other ood used equipment. Akron Theatre Supply Co., kron, O.

For Sale: Pair 1948 DeVry 35mm portable und projectors, complete. Used one month. 75 cash. State Amusement Co., Metz, W. Va.

Fifty Million candlepower searchlight and 6 ainder 90 hp. marine engine power plant, comlete, like new. Mounted on trailers with good ires. Swell for exploitation. For quick sale heap. Park Theatre, Waynesville, N. C.

For Sale: Priced for quick sale. 3½ pairs ront doors, two ft., 6x7 now in use; wood onstruction, plate glass, with complete door heck, kick plates, panic bars, door stop, rubberized. Empress Theatre, 412 West Broadway, linneapolis. Tel. Aldrich 1444.

Two complete sets of Simplex Acme projectors, Mazda lights, pedestals, 2,000 ft. magazine, mplifier and all accessories. $550 per set. One rand new set of Holmes portable projectors comlete with stands and all accessories. List price $1,560, net $1,010. Wire, write or phone Delta heatre Supply, 214 South Liberty St., New Orleans, La. Phone Raymond 5772.

Complete both equipment, Simplex projectors, amps and sound. Bargain. Write to American heatre, East Chicago, Ind.

POPCORN SUPPLIES

Home of "Rush Hour" popcorn and popcorn upplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Bee Hive for '48 is the best ever! Blevins not only gives you best popcorn but saves you money n all seasoning, bags, boxes, etc. Blevins Popcorn Co., Nashville, Tenn.

Attractively printed popcorn cartons for sale. 0c size, $6 M; 25c size, $17.50 M. Fabian ontney, 609 N. Ashland, Green Bay, Wis.

Give your popcorn that real butter flavor and olor. Economical to use. The Perfection Co., Waco, Tex.

POSITIONS WANTED

Expert projectionist, 46, 31 years experience. Diploma in radio and electronics. Boxoffice, A-3171.

Ted Waggoner wants a job! 22 years theatre experience in every department from sweepin' 'em out, to managing own small circuit. Will consider anything, anywhere with hundred buck salary. Ted E. Waggoner, Coolidge, Tex.

Experienced manager, 18 years. All phases operation. Boxoffice, A-3172.

Student manager or assistant manager, age 30, single. Manager and chief projectionist in war department theatres 18 months. Trainee 6 months, now acting assistant manager. Boxoffice, A-3173.

DRIVE-IN THEATRE EQUIPMENT

The great outdoors means great profits. Complete sound projection outfits, $1,995 up; new 500W Western Electric booster amplifiers, $650; new dual in-car speakers with junction box and transformer, $19.95; new driveway entrance and exit signs, illuminated, $18.75; burial cable, 7½c ft.; special four conductor neoprene cable, 3c ft.; Super Snaplite fl. 9 lenses increase light 25%, from $150; 40 in. weatherproof reflex orns complete, $39.75. S.O.S. Cinema Supply orp., 602 W. 52nd St., New York 19.

In-a-car speakers, No. 7600, waterproof, cast luminum cases. $16.75 per set. DaWo Co., 145 . Erie St., Toledo, Ohio.

GENERAL EQUIPMENT—NEW

Poster Cases. Stainless steel or extruded aluminum poster cases, illuminated or non-illuminated. Available in all sizes. Prompt delivery. Poblocki and Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

In-a-Car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

Phillips safety carbon savers. Ask your theatre supply dealer, or write Phillips, Box 788, Charleston 23, W. Va.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Arizona, New Mexico, west Texas. Able pay for decent value, regardless size. Guaranteed confidential. Boxoffice, A-3179.

Experienced exhibitor wishes to buy or lease theatre in small town over 1,500 population within 100 miles radius of Chicago. Exhibitor, 9945 Winston Ave., Chicago, Ill.

Wanted to buy or lease colored theatres. What have you? All replies considered and held strictly confidential. Boxoffice, A-3180.

Theatre wanted by private individual. 400 seats or more. Town of 5,000 population or more in Rocky Mountain area. All details confidential. Write direct to buyer. James Pierce, 1629 N. El Paso, Colorado Springs, Colo.

Experienced showman wants to buy or lease theatre in Los Angeles area either city or small town. Give complete details. Boxoffice, A-3181.

MISCELLANEOUS

Splendid opportunity to acquire franchise in established State Right Field in southern exchange center. Possibilities unlimited for film man with sales ability. With sufficient capital, terms can be arranged. Negotiations confidential. Reply Boxoffice, A-3052.

For theatre staffs, drive-ins, clubs, etc., name and emblem design on popular useful "T" shirts. $11 per dozen. State sizes and color. Remit check or specify C.O.D. Sportswear of America, Box 566B, So. Fallsburg, N. Y.

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336, Cambridge, Ohio.

Bingo die-cut cards, 75 or 100 number, $3 per M. Screen dial $20. Premium Prod., 351 W. 44th St., New York 18, N. Y.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

Rebuilt Reynolds blower 10,000 cfm. New variable speed drive, new belt, new bearings, new paint, $100. Reynolds Manufacturing Co., 412 Prospect N. E., Grand Rapids, Mich.

REAL ESTATE

Zoned commercial. Exclusive Chicago neighborhood. Lot 200 ft. x 125 ft. Ideal for recreation center (theatre, etc.) Owner. Boxoffice A-3166.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

THEATRES FOR SALE

Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Central Iowa 2,700 people, only theatre. $150 weekly profit plus concessions. $13,000 handles. Eastern Nebraska 1,500, only theatre. Payroll-agricultural. Building included $19,500, terms. Many others midwest from $8,000. Leak, 1109 Orchard Lane, Des Moines, Ia.

Unusual. Texas Gulf's outstanding resort. Only theatre. 60c admission. Expensive toll to opposition. Exceptional payout at $19,000. Half down. Boxoffice A-3156.

500 Seat only theatre west Texas market center 2,800. $100 weekly profit concessions (without popcorn). Outstanding return here. $64,500. Liberal terms. Leak, 3422 Qinmore, Dallas.

Arkansas river valley. Near Ozarks. 1,800 population. Latest Simplex high booth. Fine gross, yet neglected. $14,000 down. Leak, 3422 Kinmore, Dallas.

College town 16,000. Enrollment 8,000. Lovely north Texas, highly profitable by closest check. $15,000 down. Easily operated, nonunion. Leak, 3422 Kinmore, Dallas, Tex.

Best small town in west Texas. Absolutely no shoppers. Wide open for inspection. Boxoffice, A-3163.

Two theatres, one drive-in, $2,500 weekly. $65,000 down. "Joe" Joseph, 2409 Sunset, Dallas, Tex.

Oklahoma drive-in, $3,000 weekly, $175,000. "Joe" Joseph, 2409 Sunset, Dallas.

Drive-in theatre, $1,000 weekly, $35,000. "Joe" Joseph, 2409 Sunset, Dallas.

Near Dallas, family type, $6,000. "Joe" Joseph, 2409 Sunset, Dallas.

Drive-in theatres in southwest. "Joe" Joseph, 2409 Sunset, Dallas.

One owner, first time advertised. Immediate sale of first run, fully modern theatre and modern five-room apartment. Latest equipment; $500 to $600 profit monthly. Strictly fireproof. Central Indiana. 10,000 pulling power, $20,000 will handle. Death takes me to other interest. L. G. Ricketts, Elnora Theatre, Elnora, Ind.

Central Arizona. Two theatres located in small towns only three miles apart. Also one weekly run house in nearby farming community. Excellent opportunity for man and wife or partners. Ideal climate. Cash to handle. Boxoffice, A-3167.

Drive-in theatre. Located in popular summer resort area in central California. Seasonally operated. 325-car capacity. Refreshment room grosses 35% of boxoffice net after taxes. Sale price includes clear title to 6½ acres of land, also franchise under Hollingshead Patent. Exceptionally good net return on investment. For particulars and photographs write Boxoffice. A-3169.

Theatre deluxe: South central Minnesota, population approximately 850, about 300 seats. Wonderful territory in best farm district. Building brick and block, equipment excellent. Plenty of business. A surprise house. Put this on your list as a better house. Boxoffice, A-3176.

For Sale: 200 seat theatre in small agricultural and lumber town. Nearest theatre 14 miles. Monroe McCollum, Pangburn, Ark.

For colored exhibitors only. Colored theatre Arkansas cotton town. White owner can't make it pay. Write for details, Boxoffice, A-3177.

Only theatre in a thriving South Carolina mill town, McCormick, South Carolina, located close to Greenwood, South Carolina. Good profit maker located in county seat and has a brand new million dollar mill which is now being enlarged. Cash sale only considered and entertained. Write P.O. Box 330, Aiken, S. C.

High, dry, warm climate. Small southwest Texas county seat. Owner states $100 week profit subject closest check. $9,000. Terms. Leak, 3422 Kinmore, Dallas.

Experienced Showman please. Modern suburban, 600 seats, South's nicest city. Genuine opportunity for know-how. Disregard unless can personally investigate. $16,000 handles. Boxoffice, A-3178.

South central Mississippi; two theatres, town 3,000 population plus agricultural school of 1,700; all equipment practically new, with spring cushion seats; will net $10,000 to $12,000 per year; price $42,500, not including building. New and attractive theatre, central Tennessee town about 3,000; all excellent equipment; price $70,000. North Mississippi, 25 miles from Memphis; attractive theatre, town 1,200 population; all good equipment; price $35,000, including building. Mississippi delta: population 2,000; attractive building, good equipment; will show better than 25% net; reasonable cash payment. Colored theatre, North Carolina; price $830,000, including building; will show 40 to 50 per cent net on investment. For information on these and other theatres, write Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

THEATRES FOR SALE (Cont'd)

New 600 seat house, air conditioned, new Brenkert, 40 projectors. Good town, only one other theatre. Oil field and big payrolls. County seat of Union Parish. Priced to sell. Contact B. J. Green, Marion, La.

For Sale: Closing out small theatre in November. 230 good seats, Walker screen, carpet, also other items. Call, write, or come see. E. G. Gannon, Avalon Theatre, Schuyler, Neb.

HELP WANTED

Film buyer for long established small circuit in middle west. Topnotch experienced man to fit in progressive, ambitious, industrious organization. Boxoffice, A-3164.

Experienced projectionist for operating and general maintenance. Permanent. Give full details. Osage Theatre, Osage, Iowa.

Excellent opportunity for theatre manager with good background and personality. Write all details and give three references and enclose photograph in first letter. Dickinson Theatres, Mission, Kas.

Manager, Arkansas town. State salary, experience and full particulars. O. G. Wren, 118 West Second St., Little Rock, Ark.

Wanted: Projectionists and theatre managers to teach all phases of motion picture profection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Manager, with experience, able to convert former Burlesque theatre into downtown movie house. Located Ohio city over 300,000. Lifetime opportunity for active promoter. Full compensation. Boxoffice, A-3174.

Available: Position as an assistant manager and relief projectionist for one interested in theatre work. Ideal working conditions; good salary, permanent position. Please state all qualifications, background, and references in application. Boxoffice, A-3175.

Wanted: Theatre manager capable of operating Simplex machines, with knowledge of buying, booking, exploitation and bookkeeping. If you can qualify and would like to live near the River, write to Grayson Sandy, Callao, Va. State lowest starting salary.

Operator Manager for small town. Contact J. T. Ghosen, Uptown Theatre, Sedalia, Mo.

POPCORN MACHINES

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

Burch, Manley, Cretors, Advance, all electric french fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

Sale: Ten latest Manleys, some new. Make offer. Would give them away but my wife won't let me. Pop Klinkel, Albion, Mich.

Popcorn machine, Cretors Junior floor model See it in action Vic Theatre, Viola, Illinois. $150 takes it.

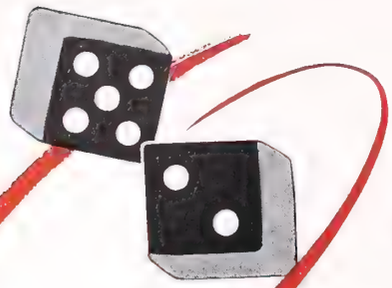
Popcorn Warmer. See the very latest. New and striking with clear plexidome top display. Ever changing, soft, rainbow lights in plastic streamlined base. Oven heat provides plenty of piping hot corn; improves taste. Convenient, fast service. Only 36 in wide. Especially designed for small theatres. Location tests show 30% increase in sales over ordinary equipment. Ready for shipment. $349. Write for photo. A. Shuper Sales Co., Dept. 204, 1130-139th S. W., Seattle, Wash.

A Break for you. Chance to get new Viking popcorn machine we can't use. Read Viking's latest ad for new features. Automatic oil feed and everything. $575 fob Sun Puft of Spokane, E. 3017 Heroy, Spokane, Wash.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

MORE CLASSIFIED ON PAGE 46



AN UNBEATABLE COMBINATION





FOR DRIVE-IN THEATRES

Simplex

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BOXOFFICE

The Pulse of the Motion Picture Industry

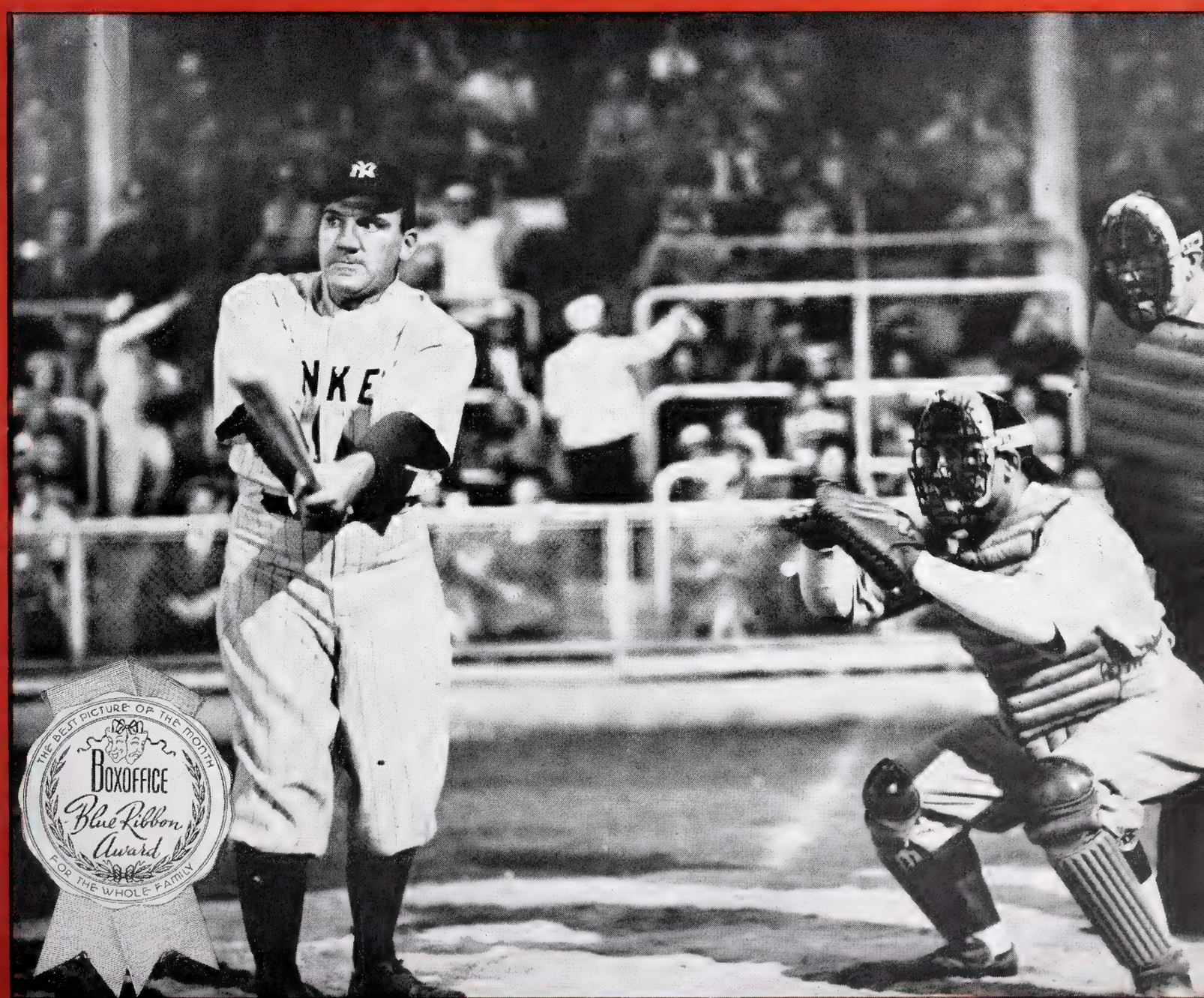
Antitrust Suit Rehearing Delayed to November 8

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Cover Story:

BLUE RIBBON AWARD GOES TO 'THE BABE RUTH STORY'

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NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

OCTOBER 16, 1948



GREER GARSON • WALTER PIDGEON in "JULIA MISBEHAVES" • PETER LAWFORD • ELIZABETH TAYLOR CESAR ROMERO • Lucile Watson • Nigel Bruce • Mary Boland • Reginald Owen Screen Play by William Ludwig, Harry Ruskin and Arthur Wimperis • Adaptation by Gina Kaus and Monckton Hoffe • Based Upon the Novel "The Nutmeg Tree" by Margery Sharp • Directed by JACK CONWAY • Produced by EVERETT RISKIN • An M-G-M Picture.

TWO BIG



M-G-M presents Alexandre Dumas' "THE THREE MUSKETEERS" starring LANA TURNER • GENE KELLY JUNE ALLYSON • VAN HEFLIN ANGELA LANSBURY • FRANK MORGAN • VINCENT PRICE KEENAN WYNN • JOHN SUTTON GIG YOUNG • Color by TECHNICOLOR • Screen Play by Robert Ardrey Directed by GEORGE SIDNEY Produced by PANDRO S. BERMAN

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METRO-COLA, THE PEP OF THE INDUSTRY!

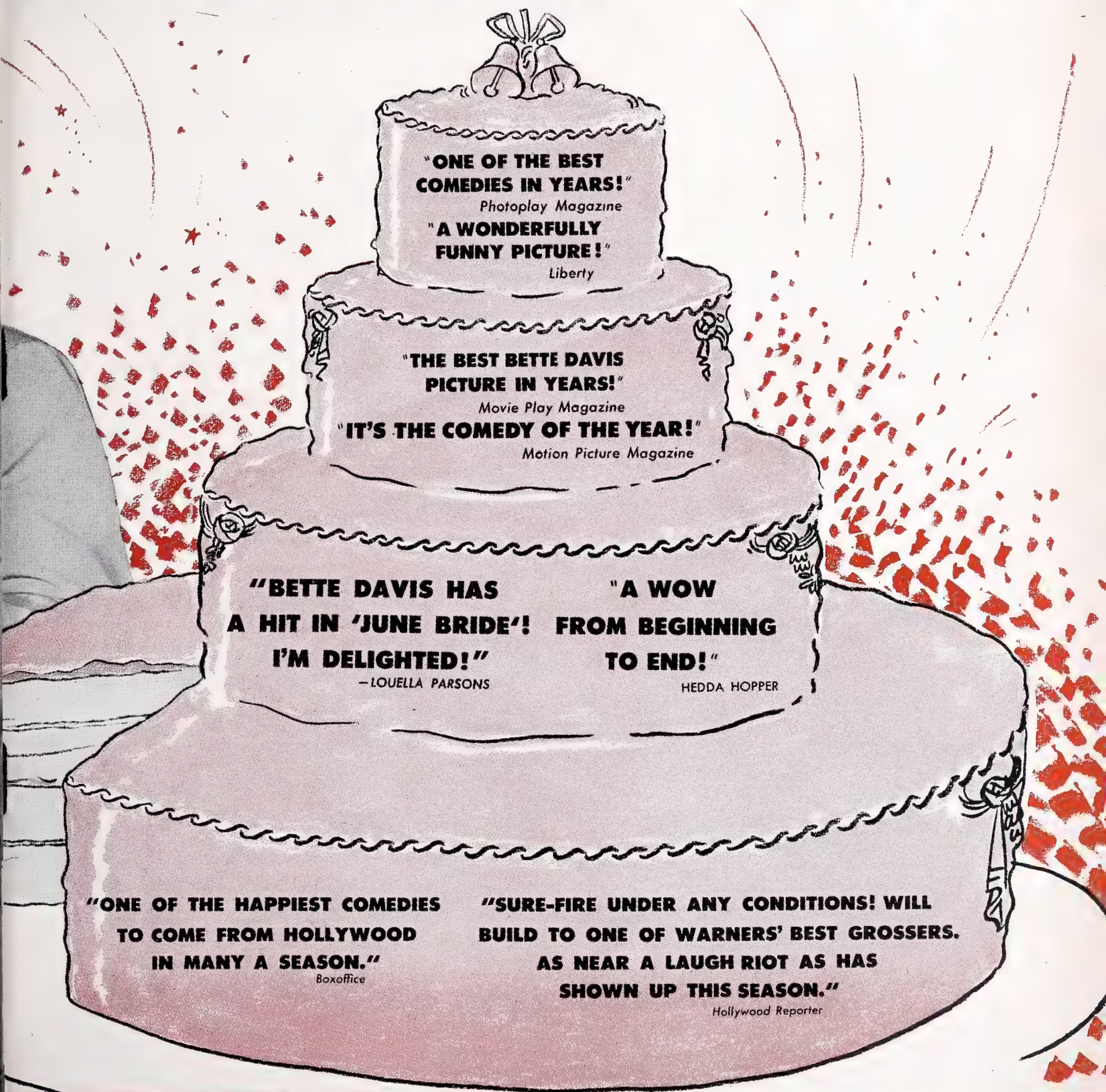
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BETTE DAVIS ★ ROBERT MONTGOMERY

R BROS.' "JUNE BRIDE"



JUNE BRIDE

with FAY BAINTER BETTY LYNN TOM TULLY

directed by BRETAIGNE WINDUST · produced by HENRY BLANKE

Screen Play by Ranald MacDougall • Based on a Play by Eileen Tighe and Graeme Lorimer

THE NATIONAL FILM WEEKLY

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Central Offices: 1327 South Wabash Ave., Chicago 5, Ill. Jonas Perlberg, Manager; Donald Maggart, Central Representative. Telephone WEBster 4745.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Telephone GLadstone 1186.

Washington Offices: 302-303 International Bldg., 1319 F St., N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

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OCTOBER 16, 1948

BOXOFFICE

REPEATING HISTORY

CULLED from the "20 Years Ago" column is the following item:

"Drastic changes are being proposed for the reduction of financial costs by motion picture producers. Group meetings of leading executives have been held in California. The following plans have been discussed and at least partially agreed upon:

"Limitation of costs on program pictures, with a maximum amount set.

"Engagement of stars on a profit-sharing basis, their pictures to be limited to two each year.

"Encouragement of new stars and new faces.

"Elimination of weekly salaries to directors, payments to be made on a picture-to-picture basis.

"Limitation of presentation costs in theatres.

"Reduction of distribution overhead, through the elimination of superfluous executives and employes.

"Emphasis upon brand names and titles, rather than the names of stars."

And in the same column was the following:

"The European boycott of American films was investigated recently by Joseph Brandt, president of Columbia Pictures. He spent three months visiting England, France, Holland, Belgium, Germany, Austria, Hungary and Czechoslovakia. Some of his conclusions: 'The political situation in Europe, so far as the motion picture industry is concerned, is in a critical stage . . . It is preposterous to go on disregarding these foreign interests . . . Probably the most far-reaching and revolutionary of the many drastic measures in the English bill are the elimination of block booking and the outlawing of all contracts which extend over a period of one year.'"

That was 20 years ago! But it sounds very much like a report from current, rather than ancient day, industry history. In view of that sage remark about history repeating itself, it is not strange that conditions of two decades ago so closely resemble those of today. But it is interesting. And another parallel is in the fact that 20 years ago the industry was undergoing a transition from silent to sound films, while today television is on the threshold.

What is encouraging in this retrospection is the fact that the industry not only survived the problems it faced two decades ago, but emerged to new heights of success. And it should not be forgotten that 20 years ago conditions were very much worse and the industry not so well fortified financially, nor nearly so strong in many other respects as it is today.

So, take heart, all ye worriers! But let's not merely sit around and wait for conditions to better themselves. Let's heave to. And take a firm hold on the oar each of us has in this "boat" and, all together, roll up our sleeves and row ourselves into calmer seas for smoother, better sailing.

The Colonel Steps Down

Col. H. A. Cole has stepped down as head of the Allied Theatre Owners of Texas. Thus has ended a long-time "one-man" affair, as the Colonel himself labels his leadership of the Texas unit. He has, however, offered to continue active participation in local and national organizational activities.

The Colonel's record of service to members of his state organization is, indeed, a long one, covering more than a quarter century. But it is not unusual for state units to have "one-man" leadership. The reason is that not many men are willing to devote the time and energy the presidency of a state unit calls for; and once such a man is found, the other members are glad to let him carry the brunt of the load.

We have not always seen eye-to-eye with the Colonel. In fact, we have vigorously disagreed with him over some of the policies which bore his endorsement or authorship. Nevertheless we would feel remiss in our duty as an impartial observer not to recognize—and commend—the loyalty with which the Colonel for so long has served his Texas colleagues in particular and Allied members in general.

* *

Pride of the Industry

From usher in a neighborhood theatre in a middle western city to head of the largest theatre in the world as well as of the world's biggest real estate development—that, in a capsule, measures the career of Gus S. Eyssell.

On the occasion of his thirtieth year in the motion picture industry, Gus this week was feted in his home town of Kansas City, where he made his start in this business. It was a proud occasion for Gus and the many friends who came from far and near to honor him. It was a proud occasion for the industry, also, to thus accent so bright a page in its record of the opportunity it holds for young men of ambition, character, ability and diligence.

The record of Gus Eyssell is a shining example from which many just beginning in this industry can take inspiration. It is evidence of the boundless limits to which one may rise from humble positions in this industry—and in this country where the democratic principle of free enterprise is permitted to flourish.

We felicitate Gus on this memorable occasion. We cannot wish him greater success, for he already is at the peak. But we do wish him continuing success in the good work he is doing, and through which he does honor to a great industry.

Ben Shlyen

Pulse Beats

Rumors Persist That RKO Will Make a Settlement

Reports are that company will make its own deal by turning most of its theatres over to a separate corporation; thus meet most of divorcement demands of government.

*

Government to Open Bids For All Ansco Patents

Total of 3,118 covering dyestuffs and many processes used in film manufacture, including color, will be made available for licensed use.

*

Trust Suit for $750,000 Filed in Boston Court

Donald Holbrook, owner of the Five Star Theatre in Holbrook, Mass., seeks damages from major distributors and a group of New England circuits on charges of monopoly.

*

Hammond, Ind. Exhibitor Files Suit in Chicago

Peter Poulos, operator of the Ace Theatre, alleges that four other theatres in his town show features before they are released to him; asks injunction against procedure.

*

Chicago Outdoor Theatre Starts Antitrust Action

North Avenue Outdoor Theatre claims being forced to close six weeks prior to normal closing date of drive-ins because of product discrimination.

*

Court Eliminates Cowdin In Stockholders' Suit

Rules Universal-International chairman did not profit by challenged transaction; remaining defendants, Nate Blumberg, W. A. Scully and Cliff Work, to ask dismissal.

*

British Exhibitors Seek Modification of Quota

Cinematograph Exhibitors Ass'n to bombard members of parliament in their home districts; a fact-finding committee of the CEA will present statistics to the lawmakers.

*

New Plea on British Quota Is Made by Eric Johnston

Sees Harold Wilson of the British board of trade and J. Arthur Rank before returning to U.S.; G. I. Woodham-Smith, Rank chief counsel, confers in New York.

*

Arthur Mayer Leaves Oct. 19 To Take Post in Germany

Will succeed Eric Pommer as head of film activities for the American military government civil affairs division in western Germany.

ANTITRUST CASE RESUMPTION POSTPONED UNTIL NOVEMBER 8

Decree Conferences Go On, But the Court Indicates It Wants Speedy Hearing

NEW YORK—The Paramount antitrust case has been postponed until Monday, November 8, and hearings will be started then unless the lawyers give Justice Augustus N. Hand plenty of advance notice on whether or not they want further postponements.

Justice Hand took judicial notice of the reports that consent decree negotiations are in progress and asked some pointed questions. When John W. Davis, Loew's, Inc., counsel, said that he might want further testimony in order to prove points raised by Assistant Attorney General Robert L. Wright in his proposals for a decree, Judge Hand showed signs of annoyance.

BRIEF HEARING OCT. 13

"The judges do not propose to hear testimony in this case the rest of their lives," he remarked.

Whitney North Seymour, of counsel for Paramount, hastened to remark that he could see no reasons for asking for further postponement.

How much progress will be made toward an agreement with the Department of Justice before November 8 remains to be seen. That date is the week following election.

Signs of lack of agreement among counsel which have popped up at times since the case started were apparent during the brief hearing held October 13. Judge Alfred C. Coxe, who replaced the late Judge John Bright, appeared on the bench with Justice Hand and Judge Henry W. Goddard.

There have been reports that some of the defendants would challenge the right of Judge Coxe to take part in a decision on the case unless the salient testimony is heard over again. This may have been what John W. Davis had in mind when he told the court that he was not ready to waive his right to call for more testimony. It was at this point that Justice Hand said the judges were not going to hear the case the rest of their lives.

BYRNES SUGGESTS DATE

The proceedings were brief. Immediately after the judges had seated themselves Justice Hand said Joseph M. Proskauer, of counsel for Warner Bros., had asked for a postponement because of Yom Kippur. Apparently this request had been delayed until a few days before.

"I am very sorry that we were not able to grant this postponement," Justice Hand began. "The date was set a long time ago, but nobody thought to remember Yom Kippur. In order to appear in this case I have found it necessary to postpone circuit court of appeals hearings. If you propose to ask for a series of postponements I am going back to the circuit court of appeals."

James F. Byrnes, former secretary of state and one of the 20th Century-Fox counsel, suggested a postponement to November 8.

Justice Hand immediately told the attorneys that if they were not going to be prepared that day they should notify him.

"Mr. Wright has raised some very important issues that require action," Justice Hand commented.

John W. Caskey, 20th Century-Fox counsel, pointed out that Edward W. Raftery, UA counsel, was in Buffalo trying a case, but said there was every reason to expect that he would be available November 8.

Davis, Byrnes, Caskey, Seymour and Wright, with a few aides, were the only lawyers to appear in the courtroom. Columbia, Universal and United Artists were not represented.

SIMPP Hearing in Detroit Delayed Until Oct. 18

DETROIT—By a rapid series of legal moves, the hearing on the question of a personal appearance here for "general examination" of the topflight producer-plaintiffs in the Society of Independent Motion Picture Producers vs. United Detroit and Cooperative Theatres case was postponed until Monday (18). The motion to demand the presence of the top producers was made by UDT, with Cooperative counsel anticipating that they would participate in the examination when it occurred.

SIMPP opposed the motion for a special examination prior to trial, although counsel admitted defendants in federal court have the right to require the presence of a plaintiff for such examination before a notary prior to trial. This issue was sustained by a New York federal court about four years ago involving PRC, when a plaintiff was ordered back from Cuba for the examination.

The SIMPP strategy, as indicated by a spokesman, would be to request that the plaintiffs be excused from the examination. Among the grounds cited were that their appearance would mean great financial loss at the studios, and that their personal testimony and knowledge of the local situation were not the legal evidence supporting the lawsuit.

It was indicated that the plaintiffs would seek to have the producers' statements taken by deposition on the coast, or in the form of interrogatories, rather than make a personal trip here.

Paradox of the situation is, that if the court on Monday orders the producers to appear, they are tentatively set for examination on the following day, which would require their sudden appearance in Detroit.

Something New Is Added:

Product Quota for Schine Proposed by Government

WASHINGTON—The Department of Justice will ask the federal court to restrict the Schine circuit from obtaining more than 60 per cent of feature pictures in any of its competitive towns during a five-year period when divestiture as ordered by the court is being undertaken.

This is the high point in the injunctive measures asked by the government, and outlined in a brief submitted to lawyers in the case late in the week.

By asking a 60 per cent limit on product, the Department of Justice is extending the principle of the cross-licensing ban to circuits. In its brief in the Paramount case, the D of J asked for a cross-licensing ban holding theatre-owning distributors to 50 per cent of the product of other defendants. Now, the government is asking for a limit on the number of pictures an important circuit can get in order to make product available for the opposition. This is something new in the government technique of forcing competition in exhibition.

The government also is asking that Schine be prohibited from getting films from distributors without independent competitors being allowed to negotiate for the same pictures on the same runs. The effect of this is to force the competitive spirit into every situation where the circuit has competition.

The brief also takes up the problem of clearance, and asks that the circuit be prohibited from obtaining unreasonable clearance, and asks the court to declare that where a dispute arises over the question of clearance, the Schine circuit must carry the burden of proof as to reasonableness.

The brief breaks up the Schine theatre holdings into a variety of lists, with separate divestiture provisions for each group.

RADIO SPEAKERS SEE FILMS, VIDEO HELPING EACH OTHER

Raibourn, Carmine, Woods Present Their Views On Town Hall Program

NEW YORK—Television will have a tremendous effect on motion pictures but "moviegoing is an established American habit and come television or high water it will continue to be a habit." That was the consensus of four of five authorities in the competing entertainment fields who discussed "How will television affect the motion pictures?" on America's Town Meeting of the Air broadcast over WJZ and 252 stations of the ABC network and telecast over WJZ-TV and ABC's eastern TV network Tuesday (12).

NO THREAT SEEN BY WOODS

The speakers were: Mark Woods, ABC president; Paul Raibourn, Paramount vice-president in charge of planning and president of Television Productions, Inc.; Walter Abel, radio, stage and screen star and chairman of the television committee of the Screen Actors Guild; Rouben Mamoulian, stage and film director, and James H. Carmine, executive vice-president of Philco Corp. George V. Denny jr. was moderator.

Woods saw no reason for the alarm of some film producers, saying the only danger is that films may try to ignore video. He saw it offering the film industry one of the greatest opportunities it has ever had, pointing out that films can use their entertainment experience to become "an important participant in the television field."

He looked forward to the development of films made especially for television. Already, he said, such films are being made "but some of them are by producers with the least experience in the field and lacking the resources necessary for an undertaking of such magnitude."

Woods visualized people attending the theatre not only because they like films "but because it gives them a chance to get out of the house, get a change of scene, meet and mingle with others. Man is a social animal. He likes his entertainment in groups, not in solitude. The little woman will want to see what the new Hollywood dress designs are, see what Greer Garson's new hairdo looks like or whether Walter Pidgeon is really twice as good looking as you. The only art that may suffer from television is the fine art of conversation."

RAIBOURN PATS PARAMOUNT

Raibourn pointed out that Paramount is not a "Johnny-come-lately" in television as it has been helping to develop it since 1937. It financed DuMont Laboratories in 1938, opened a New York television station in 1939, a Washington station in 1945 and has been operating stations in Chicago and Los Angeles since 1941.

"We recognized in 1938 the relationship between film and television," he said. "We have developed apparatus for the recording of programs on film. We have developed methods of showing that film on the theatre screen 20 seconds later. We, alone, have shown televised events on the theatre screen to regular audiences.

"We have learned that it costs the average family about $135 a year for its television entertainment. The same family pays about $40 a year for its film entertainment. We have learned that during the first few months after a television set comes into a home, radio listening practically disappears while television is on, and that all other forms of relaxation and amusement, including automobile riding and the reading of books, magazines and newspapers, decreases 20 to 30 per cent."

To point up the future of television entertainment in the theatre, Raibourn told how audiences viewing the last Louis-Walcott fight on the large Paramount screen had had a better view than people attending the fight and seeing it on small home sets.

Television in the home, he said, will be "such a marvelous instrument for making people want to see motion pictures that one wonders if it wasn't just devised for that purpose. Through a television broadcast in your home we will show you just enough of a picture to make you hungry for the rest of it. Television and the motion picture theatre will grow together, as sound radio, records and motion pictures have done in the past."

Abel, giving the actor's viewpoint, was pessimistic, asking why one should attend the theatre if he can see his films at home. Listing the principal television producers, he said they intend to "saturate" the country with television screens and cameras. On December 25 the Chicago-New York link will be joined. A network will exist between St. Louis and Milwaukee to Washington and Boston. Of the 90 channels allotted by the FCC, 14 have been given to the biggest newspapers and others to educational and religious groups, labor groups, farm groups, present radio outlets and film producers and exhibitors. All, he said, will bring films into the home.

MASS SCREENINGS STRESSED

"One fact stands out," he said. "It is that a single print of any film can be shown eventually to 40,000,000 people at once, whereas it now takes three years and 400 prints to reach only 5,000,000. If picture theatres are to be empty by 1955, as Television Research, Inc., is quoted as saying, films in television will be one of the great contributory causes."

Mamoulian, speaking for producers, said that television will flourish as a fascinating medium of communication, that it will vitally hurt and restrict radio and that it will not affect motion pictures adversely because it will depend upon them for its material.

"Motion pictures are not only an art, they are also an important social phenomenon," he said. "They mean going out, getting dressed, a festive occasion, a holiday to be enjoyed in company, like New Year's eve or your birthday. So long as civilization survives, the theatre will live. As to television, it will expand and flourish. There is room for both."

Carmine termed television the fastest growing industry in the history of the country. He saw no cause for alarm in its "temporary" effect on theatres. When the novelty of a new set wears off, people return to the theatres. Film people worried about the competition of radio but it didn't hurt much. If they will use television to advertise their stars and give brief previews of new films, new millions of Americans will be attracted to the theatre.

SPECIAL TELE FILMS NEEDED

"A second great opportunity," he said, "is the making of special films to be shown over the air. Many current features, even if available, would be unsatisfactory for this purpose. They last too long—the ideal length for television is preferably less than an hour. They have too many long shots that do not come in well on television. The lighting often is unsuited to television.

"But films especially made for television already are among the finest entertainment on the air, and the television industry is going to need many more of them. It has been estimated that by 1953 it will require three to four times as many films as Hollywood is now turning out."

Town Hall Quotes:

NEW YORK—Questions asked by the audience brought the following statements:

Abel: Hollywood artists are not interested in pricing themselves out of the television market but they do expect fair prices for engagements and will ask additional payment when their films are televised.

Mamoulian: Television is a gadget. It is not a new form of art but just a new medium as films were. But the movie industry will wind up by supplying the bulk of films to television. I agree with Russel Crouse and Peggy Wood that words are used in so many media today that they are wearing thin. It terrifies me. I feel a Niagara of verbiage falling on my head.

Carmine: It is an entirely different art.

Woods: At present money is scarce in the television industry. We will need the services of many actors, and there are some good ones on the stage, too. Most evening radio shows are programs developed by advertising agencies, and I believe the same will be true in television.

Raibourn: Television's future lies in presenting the news of the world. You don't need an ad agency for that.

Raibourn then, apparently with tongue in cheek, mentioned the cost of television installation and repairs, bringing Carmine and Woods to their feet with objections.

Gus Eyssell Gets a Tribute From Hometown Folks

By NATHAN COHEN

KANSAS CITY—Gus Eyssell, the hometown kid who made good in the Big City, the usher who became manager of the world's largest theatre to prove that there still is plenty of opportunity for the young American who has what it takes, was back in his hometown this week to take a bow.

The occasion was a testimonial dinner tendered the president of Radio City Music Hall and executive manager of Rockefeller Center by the film industry of Kansas City. The dinner in the Muehlebach hotel Thursday (14) drew 250 guests, including the presidents of two major motion picture companies and many top personalities in the production, distribution and exhibition of films.

TAKE PARTICULAR PRIDE

Kansas Citians take particular pride in the Eyssell success story, and they turned out to express it at the dinner. The Eyssells are Kansas Citians from away back. Gus Eyssell's maternal grandfather and great-grandfather came here when the town was still Westport Landing in the geography books, and his father came here as a boy. As a result, the banquet hall was filled with many of the town's distinquished citizens—civic officials, merchants, old school chums, newspapermen, former business neighbors along Main street, and a quartet of Eyssells who remain Kansas Citians. Among the guests was A. H. Tucker. He was publisher of a neighborhood weekly 30 years ago and one of his news carriers was 16-year-old Gus Eyssell. So impressed was he with young Eyssell's ability that he recommended him for a job at the then newly opened Isis Theatre and thus propelled him into the motion picture business.

A DAIS OF NOTABLES

Besides the hometown folk, the dais was filled with well-known industry personalities. Ed Sullivan, columnist of the New York Daily News, presided as emcee and among the out-of-town visitors he introduced were Ned E. Depinet, president of RKO Radio Pictures; Spyros Skouras, president of 20th Century-Fox; Charles P. Skouras, president of National Theatres; George Skouras, president of Skouras Theatres; Herman Robbins, president of National Screen Service; Charles Reagan, vice-president in charge of sales for Paramount Pictures; E. T. Gomersall, assistant to W. A. Scully, general sales manager for Universal-International; Maurice Bergman, eastern director of advertising and publicity for U-I; George Dembow, vice-president in charge of sales for NSS; Harry Michalson, short subjects sales manager for RKO; Colonel William McCraw, general counsel for Variety Clubs International; George A. Smith, western division sales manager for Paramount; Herman Beiersdorf, Dallas, division sales manager for Eagle Lion; and Walter Pidgeon, MGM star, who attended as representative of west coast studios.

Eyssell was presented with a custom-made money clip, styled in four shades of gold, shaped as a heart, studded with a diamond, and engraved with a reproduction of "The Scout," one of Kansas City's historic statues. He was in a reminiscent mood, in accepting the gift, and he recalled his early days on Filmrow here, when Walt Disney was an artist for United Film Co.; Ben Shlyen, publisher of BOXOFFICE, was publisher of the old Reel Journal; Elmer C. Rhoden, president of the Fox Midwest circuit, was selling film for A. H. Blank; and the Skouras brothers were starting on their empire-building career. He paid special tribute to Frank Newman sr., who gave him his first big opportunity, as manager of the Newman Theatre, and to Arthur Cole, dean of the KC Filmrow who guided him in his early film buying.

But, in addition to reminiscing, Eyssell also had some serious words to say.

"Whenever I hear pessimists talking about the future of our motion picture industry, I try to remember the lessons of vision and courage demonstrated by our great leaders. All of you have been bombarded, just as I have been, by cries that we are facing a crisis, that our industry is fighting for its life, that the future is grim indeed.

"The first two points are true," he said. "We are facing a crisis. We have faced crises before. We once had to cope with the transition from silent films to sound. We have had to meet the competition of radio. In their time, these were great challenges and they were accompanied by the same predictions of gloom and pessimism that we are hearing today. I only ask you to remember that we not only survived them, but grew bigger and better.

"I will grant the second point, too," he said. "We are fighting for our lives. The fact is that under our system of free enterprise every business, every day, is fighting for its life. It is that competition which gives our economy the vitality that cannot be found in the controlled and planned economies of totalitarianism. And so, I will grant you the first two points that we are facing a crisis and that we are fighting for our lives, but I will not grant you the third point of our prophets that the future is grim indeed. The future belongs to those who know their business, who have the courage, who do not expect to get something for nothing, and who realize that they must serve their community and their country."

The fact that it is now 23 years since Eyssell left Kansas City, and that he is still remembered so fondly was interpreted as a real tribute to the man. He was 23 years old when he left, and he already had been manager of the town's No. 1 theatre. He went to the west coast in 1925 when Newman became general manager for Paramount theatres in that area. Eyssell went along to manage the old Million Dollar Theatre, and the Paramount. He was in Los Angeles for five years, spent several years in Texas managing a group of Paramount theatres and in the early 1930s was transferred to New York for the same company. When the Music Hall was opened in 1934, Eyssell joined the staff as secretary. He became president in 1942 and earlier this year was elevated to the post of executive manager of the entire Rockefeller Center project.

The Eyssell family was not always so sure that young Gus should have gone into the motion picture business. It had been family tradition that the boys become pharmacists, and Gus's father and three uncles operated Kansas City drug stores. Of the quartet, only Uncle August remains, and he was at the testimonial dinner. But even he admitted, as he heard one film personality after another praise the achievements of the Radio City Music Hall chief, that maybe it was a good thing Gus went into moving pictures at that.

Divestiture Can Be Ordered in Action By Private Citizen, ITOA Claims

NEW YORK—Divestiture can be ordered in antitrust actions filed by private citizens, Milton C. Weisman, ITOA attorney said in a brief submitted October 15 to Judge Vincent Leibell of the U.S. district court. He also claimed that when violations of the antitrust law affects persons not involved in the case, the relief also should cover them, and the violations should be uprooted at the source.

His assertions were replies to those made by Robert P. Patterson, Ascap attorney, who had pointed out October 6 that no court had ever ordered divestiture in antitrust cases filed by private citizens. Only the U.S. attorney general can ask for divestiture, Patterson maintained. Judge Leibell then admitted that Patterson might be right and asked for additional briefs on divestiture. Patterson also had maintained that relief in the Ascap antitrust case should apply only to the 164 New York plaintiff theatres.

The so-called divestiture in this case would be the return of music copyrights to their owners under an order of the court preventing Ascap from continuing to act as agent for collection of performing rights fees. Weisman contends this is not divestiture, but "revestiture."

Weisman claimed that Leibell has the right to order divestiture under the provisions of the Clayton antitrust law of 1914. This law gave private citizens the right to file antitrust actions. Weisman said it specifically gives the courts the right to order the same type of relief granted in cases filed by the U.S. attorney general. He also cited the Jackson Park Case as precedent. The court ordered the defendants to restrict first runs to two weeks in the Chicago Loop area, and awarded $360,000 damages.

Momand Case Decision Reserved by 3 Judges

BOSTON—Three U.S. circuit court of appeals judges have reserved decision on the A. B. Momand case after hearing more than three hours of arguments on complicated points of law raised by previous decisions.

Jacob J. Kaplan, representing the distributors, argued that the Momand claim had been disposed of by judgments for the defendant entered in Oklahoma City in August 1944 after a trial before Judge Broaddus.

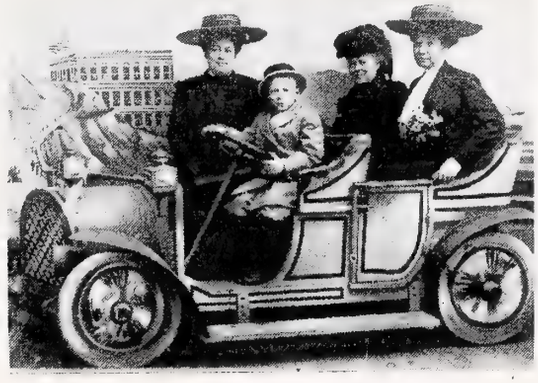
From Gus Eyssell's Scrapbook

Then ... **and Now**

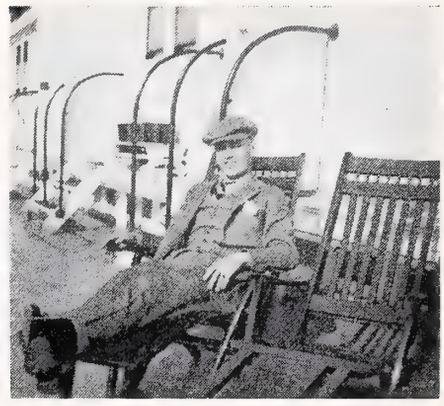


This is Radio City Music Hall, the world's largest theatre, which Eyssell directs. Eyssell joined the staff in 1934 and became the president in 1942. Early this year, he also was named executive manager of Radio City.









A quartet of snapshots from the scrapbook, including the first formal photograph at the age of two, his motor "tour" with his mother (left) at the age of five, his boat trip at the time he went into exhibition and (upper right) Eyssell in his Music Hall office, against a wall of citations for public services.



With Frank Newman, Evergreen circuit head, who gave him his first important KC job.



The year, 1925, at the Million Dollar Theatre, Los Angeles, and the Our Gang troupe.



With his mother, who also is a native Kansas Citian, in their New York apartment.







At the left, Sir Francis Evans, British consul general, presents King's medal to Eyssell for "services in cause of freedom," one of many honors; a typical opening day conference with his staff, and the kind of lineup Eyssell has frequently seen at the Music Hall—this one was at 8 a. m. At the right, the huge realty development Eyssell now manages, Rockefeller Center—a group of more than 15 buildings covering more than three square blocks, with 1,100 tenants and a working population of 34,000 daily.



Men and Events

By JAMES M. JERAULD

Ascap Case Wide Open?

THE Ascap case may be wide open again. Judge Vincent Leibell, who handed down the decision that stirred up so much excitement in exhibitor ranks a few weeks ago, now admits that perhaps he doesn't have the power to order Ascap to give up its control over performing rights beyond the 164 exhibitor plaintiffs in the case.

Robert P. Patterson, new special counsel for Ascap, pointed out to Judge Leibell that no divestiture had ever been ordered in an antitrust suit brought by private citizens. All cases where divestiture has been ordered have been brought by the Department of Justice.

Patterson and Louis D. Frohlich, another Ascap attorney, conceded to the court that it had power to order divestiture for the plaintiffs in this case. After they had done so the judge admitted his doubts about the validity of an order extending this divestiture to non-defendants.

The decision by Judge Nordbye in Minneapolis was influenced by the New York decision. The same challenge will be raised in that court.

The reasoning of each judge probably would stand up in court if the Department of Justice should decide to start an action.

In the meantime the question of whether exhibitors should resume payment of fees becomes the subject of lively discussion everywhere.

British Outlook

ONE of the results of the U.S.-British arguments about the new 45 per cent quota may be definite proof that American films outgross British films. This will come about as a result of the MPAA refusal to permit double billing of British and American films on the same programs.

Obviously there will be adequate playing time for the test. Of 2,471 theatres which applied for quota exemptions, 283 were given complete exemption and 1,353 were given exemptions running from 10 to 40 per cent.

Practically all of the theatres not controlled by J. Arthur Rank applied for exemptions and these are the theatres which will play all-American programs. Rank will have some American product, but this probably will be mixed with his own pictures. His enthusiasm for the new quota has led him to hand most of the American films to his competition.

Arbitration Plus

AT THE present moment there are three forms of arbitration—or conciliation—under discussion in the industry.

Andy W. Smith jr., general sales manager of 20th Century-Fox, started the ball rolling some months ago by suggesting informal discussions of all complaints to Benny Berger at Minneapolis. Since that time all Allied units, except one, have approved this plan, and one TOA unit has it under consideration.

At the Chicago TOA convention another conciliation plan was discussed. This one is designed to include all companies. It will start at the local level—as Smith's does—and have provision for appeals. The TOA executive committee is scheduled to act on this soon.

For weeks lawyers for various distributors have been talking about a new arbitration system for the industry. The theory of this is that any kind of complaint can be submitted in local areas, without lawyers. If either side is dissatisfied with the judgment, an appeal can be taken, and if there is still dissatisfaction either party to the dispute can take it into court. This differs from the usual pattern of American Arbitration Ass'n cases. Usually, each side agrees to abide by the decision in advance and the courts usually approve the AAA awards.

If all the principal companies—both the defendants in the antitrust case and the non-defendants—agree to support this plan, it will be presented to the three-judge statutory court for incorporation in a decree. No protest is expected from the Department of Justice.

Whether or not the TOA proposal will conflict with this is not known.

Breathing Spell

THE onward sweep of television will not become an avalanche the rest of this year and probably not next year as a result of the FCC stoppage of permits for new television stations. The FCC says it will take six or eight months for it to decide whether television should be moved into the ultra high frequencies.

If it is moved up, considerable experimenting will have to be done to see how it works.

Some of the early radio experiences are being repeated. At the start of World War I practically all engineers believed long distance transmission required long waves. Amateurs were moved down to the short waves, and the first thing the engineers knew an amateur was talking with Scotland.

Television waves are supposed to be so short they will reach only to the sight horizon, like light. That theory has already been exploded. A London radio station has complained of interference from a Chicago television program. Television sets in a number of places have picked up programs 100 miles away, and television stations supposed to be safely separated are interfering with each other.

Two Illnesses May Delay TOA Committee Meeting

NEW YORK—The illness of two members of the Theatre Owners of America executive committee may make necessary postponement of a committee meeting tentatively scheduled for next week by Arthur H. Lockwood, president.

The members are S. H. Fabian, head of Fabian Theatres and chairman of the committee, who went to the hospital for a minor operation, and Lewen Pizor, ill in Philadelphia.

Lawyer Calls Telecasts In Lobbies Illegal

NEW YORK—The practice of exhibiting television programs in motion picture theatres, taverns, hotels, dance halls and other public places without authorization can be legally stopped, according to an article by David M. Solinger, attorney in the radio and advertising fields, in the current issue of the Columbia Law Review.

The theatres concerned are those that have television receivers in foyers, mezzanines and lobbies. Authorization is usually obtained for television programs to be filmed and thrown on a large screen, as in the Paramount Theatre, New York City.

Solinger believes that the courts will decide in the near future "whether the air is free or whether a telecaster may limit, restrict and control what he originates."

Television is protected by statutory and common law copyrights, Solinger states, as well as by other common law property rights. An owner of a television receiver, he says "by performing a program in a tavern, hotel, restaurant, private auditorium or motion picture theatre has thereby infringed on the common law copyright of the creator of an original literary property in the program to the same degree as he would have infringed had he reproduced the material on his own stage with his own live video cast." Broadcasters of video programs are also protected by "equitable servitudes," such as the standard announcements to the effect that the broadcasts are for home reception, Solinger states.

UA Mid-Continent Post Goes to William Keith

NEW YORK—William T. Keith, United Artists New Orleans branch manager, has been promoted to the newly created post of mid-continent district manager by Fred Jack, western sales manager. His territory will comprise the St. Louis, Kansas City, Omaha and Denver branches.

Keith will shortly start on a trip to these exchanges to conduct meetings explaining sales policy on current UA product to the branch and field personnel.

Keith, who is 33, joined UA in January 1946 as a salesman. In June 1947 he was named acting branch manager in New Orleans and, in September 1947 he was named branch manager of the same exchange.

Vogel Wants to Forget His 39th Anniversary

New York—Sunday, October 10, was Joseph R. Vogel's 39th anniversary with Loew's, Inc. When the head of the circuit was asked to discuss highlights of his career as an exhibitor, he replied: "Will you do me a favor, forget about it!"

The record shows that he started as a part-time usher at the old Loew's Seventh Avenue Theatre at 125th street when he was 12. At the age of 26 he was managing the State. Two years later he was a home office executive. He became vice-president of Loew's, Inc., in 1941, and head of theatre operations in 1945.

SCREEN GUILD PRODUCTIONS

announce

48

Smash Box-Office Attractions
FOR THEIR 1948-49 PROGRAM

Now in Release



A Showman's Special..Geared for Big-Time Box-Office Returns!

"HARPOON"

Thrilling adventure epic of men who sail the northern seas fighting for whale and women!

Actually Filmed in the Arctic Wilds!

with the new sensational star discovery JOHN BROMFIELD

A Danches Bros. Production • Produced and Directed by Ewing Scott



Now in Release



Biggest Navy Picture in Years!

An Exploitation Natural!

SOS SUBMARINE

Suspenseful drama of 13 doomed men aboard a sunken sub...and their women who waited!

EXHIBITOR PRODUCED PICTURES

Lippert PRODUCTIONS INC.

PRACTICAL PROFITABLE PROGRESSIVE

Screen Guild proudly presents 16 New

November Release

A BIG ACTION-PACKED OUTDOOR SPECTACLE...

filmed in "easy-on-the-eyes" SEPIATONE . . . against the breath-taking beauty of the Rogue River Valley in Southern Oregon.



"LAST of the WILD HORSES"

In Glowing SEPIATONE!

With a BIG cast including

JAMES ELLISON • JANE FRAZEE • MARY BETH HUGHES

REED HADLEY • JAMES MILLICAN • DOUGLAS DUMBRILLI

OLIN HOWLIN • WILLIAM HAADE

Produced by Carl K. Hittleman • Directed by Robert L. Lippert

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In Preparation

"I SHOT JESSE JAMES"

An Exploitation Natural with the magic Boxoffice name of Jesse James!



Based on a story read by millions in American Weekly.

A THRILLING DRAMA OF AMERICA'S MOST COLORFUL OUTLAW!

Action-Adventure pictures by Lippert Productions!

Now in Release



"THE RETURN OF WILDFIRE" in SEPIA-TONE

Filmed to the thunder of Slashing Hoofbeats . . . Roaring Gunplay!
RICHARD ARLEN • PATRICIA MORISON
MARY BETH HUGHES • JAMES MILLICAN
REED HADLEY • CHRIS-PIN MARTIN

Now in Release



"JUNGLE GODDESS"

Jungle Adventure!
Thrills and Romance!
GEORGE REEVES • WANDA McKAY
ARMIDA • RALPH BYRD

November Release



"THUNDER IN THE PINES" in SEPIA-TONE

Lumberjack Action Adventure!
GEORGE REEVES • RALPH BYRD
GREG McCLURE • LYLE TALBOT
MICHAEL WHALEN • VINCE BARNETT
DENISE DARCEL • MARIAN MARTIN

December Release



"SHEP COMES HOME"

Back to warm your heart!
ROBERT LOWERY • BILLY KIMBLEY
"FLAME the DOG" • MARGA DEAN
MARTIN GARRALAGA
SHELDON LEONARD • MICHAEL WHELAN

In Preparation



"GRINGO"

"GRINGO"...
The bandit cry that started a wave of thrills and action across the border!

In Preparation



THE BLACKMAILERS

Revenge . . . lust . . . and greed lead to violence and murder— in a fast paced mystery drama.

In Preparation



GRAND CANYON in SEPIA-TONE

Exciting action set against the background grandeur, color and mystic spectacle of one of the Seven Wonders of the World!

In Preparation



"SKY LINER"

Mystery . . . Murder . . .
Suspense . . .
Above the clouds!

In Preparation



"The RETURN OF THE SAINT"

Radio's Popular Private-Eye returns to the screen. A pre-sold favorite in a master-tale of mystery!

In Preparation



"EMERGENCY WARD"

Men and women in white . . .
in an Exciting . . . Tense . . .
Romantic Melodrama!

In Preparation



"RIMFIRE" in SEPIA-TONE

Filmed to the roar of six guns . . . a thrill swept story of Western outlawry!

In Preparation



"POLICE WOMAN"

A one-woman police force challenges the underworld in an unusual fast-paced film!!

In Preparation



"ROARING WHEELS"

Hijackers . . . murder . . . and suspense ride the highways
In a coast-to-coast action thriller based on the trucking industry.

In Preparation



JAMES OLIVER CURWOOD'S "TRAIL'S END" in SEPIA-TONE

The world's most colorful Police Force—The Northwest Mounties gun for new outdoor adventure and thrills!

SCREEN GUILD SERVES EXHIBITOR

Now in Release

12 Hopalong Cassidy

Re-releases

Starring

BILL BOYD





6 PROVEN PICTURES for Re-release

Now in Release

SHIRLEY TEMPLE "MISS ANNIE ROONEY"	Joan FONTAINE · Louis HAYWAR "THE DUKE OF WEST POINT"
Barbara STANWYCK · Robert YOUNG "RUNAWAY DAUGHTER"	Adolphe MENJOU · Dolores COSTEL "KING OF THE TURF"
JIMMY DURANTE "THAT'S MY BOY"	JOE E. BROWN "FLIRTING WITH FATE"

3 BOX-OFFICE BELL RINGERS!

Now in Release



"THE PRAIRIE"

James Fenimore Cooper's GREAT AMERICAN CLASSIC. A sweeping saga of adventure and romance during the dangerous days of the birth of an E
LENORE AUBERT · ALAN BAX

January Release



"THERE IS NO ESCAPE"

The true story of Stanley Thurston . . . m criminal . . . jail breaker!

In Preparation



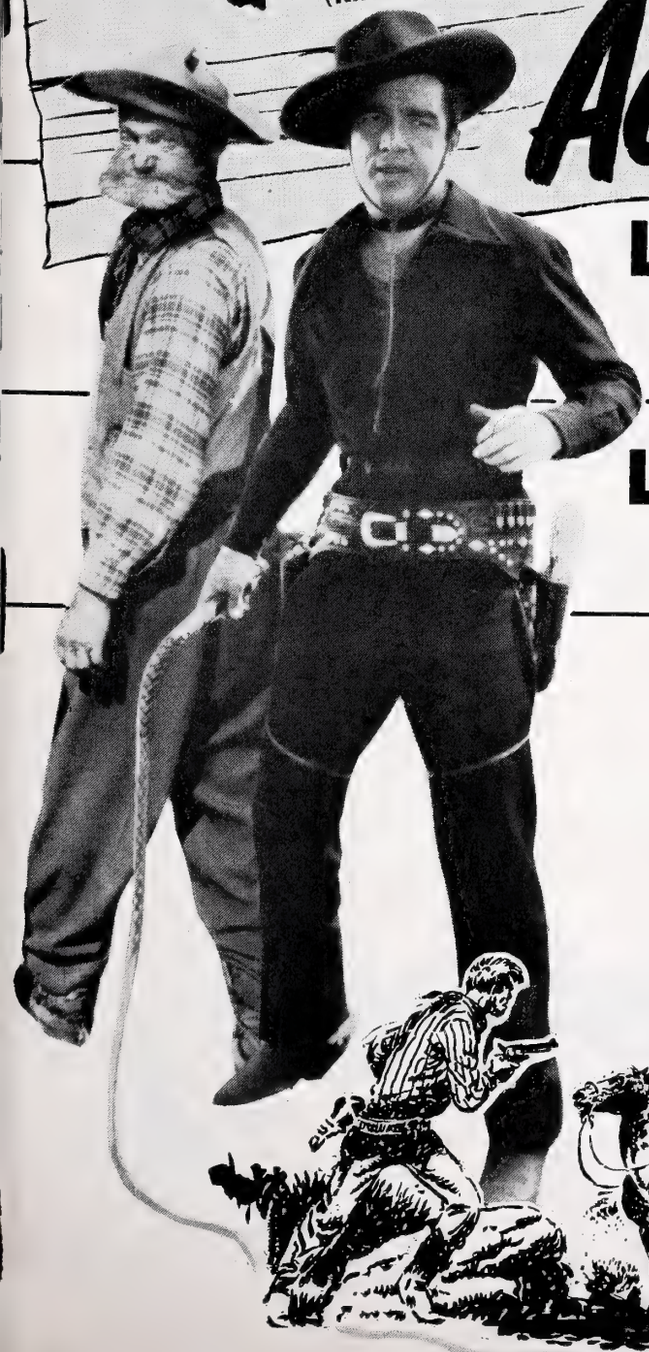
"POLICE FORCE"

20,000 men in blue . . . in a high drama pulsing with suspense and intri pounding with big city thrills . . . to bullet force!

EVERYWHERE WITH PROFITABLE PRODUCT!

6 LASH LA RUE (KING OF THE BULLWHIP) and FUZZY ST. JOHN (KING OF WESTERN COMICS)

Action Westerns



In Preparation

LASH LA RUE SPECIAL No. 1

"THE SON OF BILLY THE KID"

In Preparation

LASH LA RUE SPECIAL No. 2

"SON OF A GUNMAN"

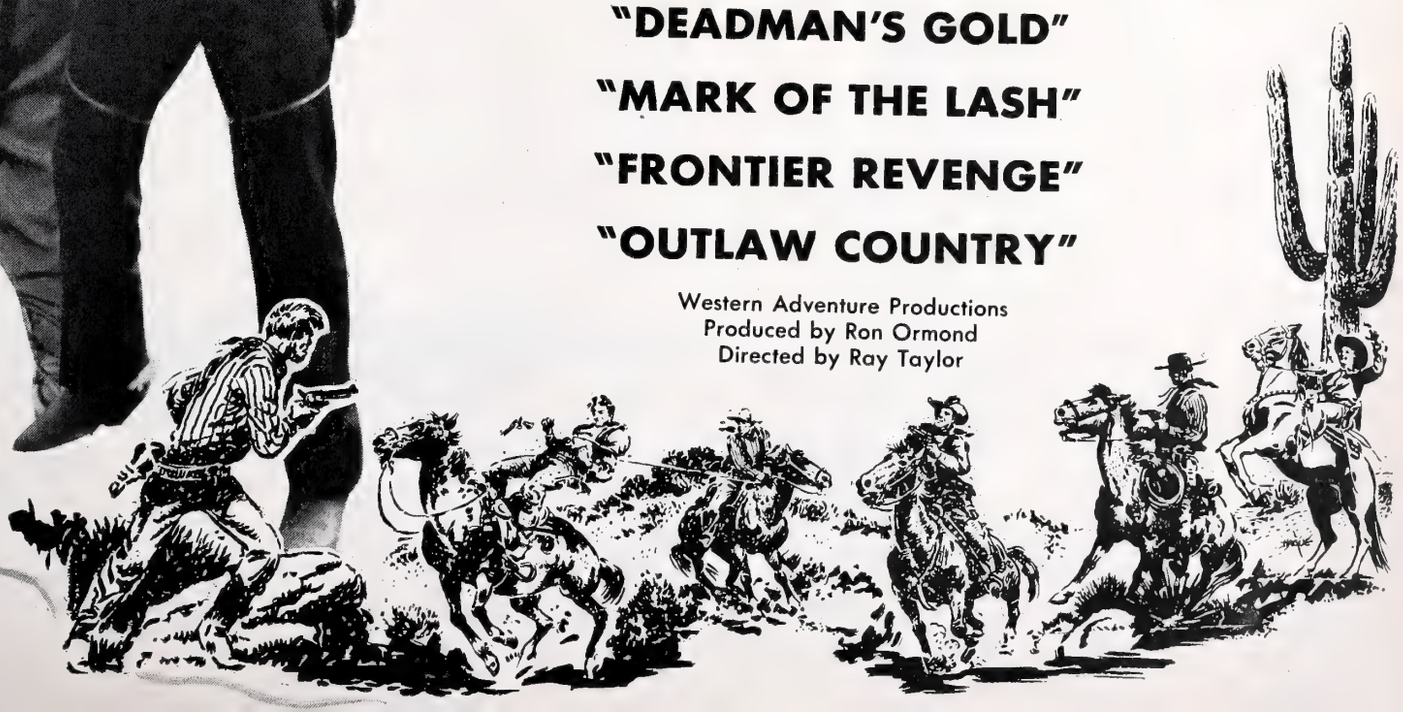
"DEADMAN'S GOLD"

"MARK OF THE LASH"

"FRONTIER REVENGE"

"OUTLAW COUNTRY"

Western Adventure Productions
Produced by Ron Ormond
Directed by Ray Taylor



The Big Box-Office and Entertainment Sensation!

Everything in a GREAT Picture . . . sterling cast . . . magnificent production . . . beautiful music!

Now in Release

ONE MAN IN LOVE WITH TWO SISTERS!

One...seductive...glamorous ...in love with his music!

The Other...tender...true ...in love with the man himself!



The MOZART STORY

The Exciting Life... Loves... and Music of the World's Greatest Composer

TOLD WITH GREAT SPECTACLE ...GREAT MUSIC!

Thrill to Mozart's
"DON GIOVANNI"
"MARRIAGE OF FIGARO"
"MAGIC FLUTE"
"ABDUCTION FROM THE SERRAGLIO"



A PATRICIAN PICTURES PRESENTATION

A Screen Guild Productions Release

World Premiere Now — Little Carnegie Theatre, New York

CALIFORNIA LEADS THE NATION IN NEW THEATRE CONSTRUCTION

Survey for Last 4 Months Reveals 93 Theatres And 26 Drive-Ins

SAN FRANCISCO—There is no question about it. California is the nation's boom state in theatre building. Approximately $20,000,000 has been poured into theatre construction in the state in the last four months. This is revealed in a survey of California theatre construction just completed by BOXOFFICE.

Reflecting the terrific population increase in the state the number of construction projects zoomed to 93 new theatres and 26 drive-ins either announced, placed under construction or opened during the June 1-October 1 period. This figure surpassed by 21 the number of similar jobs in ten other western states, where the same period found a combined total of 98 theatres and drive-ins.

SUMMER BUILDING SOARS

The huge summertime building activity in California was believed to be the peak in construction since the lifting of building restrictions last January 1. Unquestionably in this state construction jobs were far more numerous than in any other state and served as added emphasis to the state chamber of commerce figures on California population. That body estimated that since January 1 the population had risen 435,000. This figure, if correct, would place the California estimated total population at 10,483,000, an increase of 3,575,613 persons, or approximately one-third more than the 1940 official census.

Total expenditures on theatre construction reached more than $15,000,000 while drive-in construction costs totaled over $4,000,000. The total seating capacity of California theatres was increased by some 69,369 while drive-in capacity rose by 17,285 cars. Individually theatre capacity ranged from 400 to 2,000 with the average at 745 seats.

The list of openings and new projects announced since June 1 follows:

CALIFORNIA THEATRES

ARBUCKLE—A 400-seat theatre announced by W. A. Wright.

ARCADIA—The 1,400-seat Rancho under construction by James Edwards jr.

ANTIOCH—Stamm Theatre under construction.

ARTESIA—A new theatre announced by Perry McDaniel, Judy Poynter of Westlake Theatres.

AUBURN—A new theatre announced by T&D Enterprises.

BAKERSFIELD—A 689-seat theatre, costing $100,000, under construction by the Carnakis family.

BARSTOW—A 750-seater, costing $100,000, opened by W. E. Cox circuit.

BELLFLOWER—A $50,000 theatre announced by A. Hanson.

BOYES HOT SPRINGS—A 400-seater under construction by Granville McPherson.

CAMPBELL—A new theatre announced by Sunnymount Theatres, Inc.

CAPITOLA—The 500-seat Capitola, costing $70,000, opened by Arthur Meyer and Joseph Jacobs.

CASTROVILLE—A 400-seater, costing $70,000, under construction by Salvadore Alvarey.

CHESTER—A 300-seat theatre announced by L. E. Blair.

CHICO—The 975-seat El Rey Theatre opened.

CHULA VISTA—The 400-seat Star, under construction.

COMPTON—A 999-seater, costing $550,000, announced by Rector Theatres.

CORONA—An 800-seater announced by Leslie Harper.

CORONA DEL MAR—A 1,000-seat theatre announced by Ralph Wilmot and to be operated by Perkins Theatre Corp.

CORONADO—The Coronado Theatre, opened by Metzger, Srere & Associates.

COSTA MESA—A 750-seater, costing $150,000, under construction by the Griffith Co.

DANVILLE—The Village, opened by William G. Cooke.

DAVIS—An 800-seat theatre, costing $150,000, announced by Davis Theatres.

ENCINO—The $300,000 Encino, announced by Lee Theatres.

ESCALON——A 600-seater, costing $85,000, under construction by Frank Titus and the Manteca Corp.

EXETER—The Exeter Theatre, announced by C. E. Pease.

FARMERSVILLE—The 528-seat Rancho, announced by C. E. Pease.

FONTANA—The 750-seat Arrow, costing $120,000, under construction by I. H. Harris and leased to Robert Smith.

FONTANA—The 750-seat Harper, costing $100,000, announced by Ernest Harper.

GALT—A new 500-seat theatre under construction by Schauer & Spiess, expected to open November 1.

HAYWARD—An 1,105-seater under construction by Golden States Theatres.

INGLEWOOD—The 1,025-seat Granada, costing $250,000 announced by Fox West Coast; a 1,500-seater announced by W. J. Kupper jr.; the 1,200-seat Imperial Village, announced by Griffith Enterprises.

INDIO—The Aladdin Theatre, opened by Leroy Pawley.

LA HABRA HEIGHTS—The 952-seat Norwood, opened by Kelly Norwood.

LAKEPORT—A 700-seat theatre, announced by Leo Reece.

LANCASTER—The 800-seat Antelope, costing $200,000, opened.

LODI—A $150,000 theatre, announced by T&D Enterprises.

LONG BEACH—A 1,000-seater under construction.

LOS ALTOS—A new theatre announced by L. S. Whaley & Co.; and a 500-seat theatre, costing $150,000, under construction by Los Altos Theatres, Inc.

LOS ANGELES—An $85,000 theatre under construction by Southside Theatres; an 1,100-seat Southside announced by O. V. Webb; the Studio Theatre opened by Seth Perkins; a $120,000 theatre announced by Leland M. Ford; the $250,000 Baldwin Hills Theatre, announced by Baldwin Hills Co.; A $90,000 theatre in Sherman Oaks, announced by Philip Land; a 450-seater in Sherman Oaks under construction by Jack Grosman; a $95,000 theatre announced by Bruen Whittier Theatres, Inc.; the 2,000-seat Pic-Wood, costing $400,000, under construction by Griffith-Isley in West Los Angeles; a 1,250-seater in North Hollywood, under construction by Bobmick Theatres, Inc.; the 1,400-seat Westchester Paradise, announced as part of a $1,200,000 building job in Los Angeles and San Fernando by Alex Schreiber and Associated Theatres.

MADERA—The 400-seat Bass Lake, opened.

MILLBRAE—The El Camino Real Theatre, under construction.

MONTEREY PARK—A 1,400-seat theatre, costing $400,000, announced by James Edwards.

NATIONAL CITY—The Star Theatre, opened by Anton Baldessari.

OAKLAND—The Lux Theatre, opened by D. B. Levin & Louis Kaliski.

PACIFIC PALISADES—A 1,500-seater, costing $500,000, under construction by Leland M. Ford.

PALM CITY—A new theatre announced by C. E. Norcross and John Frier.

PALMDALE—The 500-seat Palm Theatre, under construction by Frank Smith.

PASADENA—A 1,000-seat theatre, announced by James Edwards jr.

PICO—A $95,000 theatre, announced by the Bruen circuit.

Quincy—The Log Cabin Theatre, announced by Ed Claeys.

SACRAMENTO—The $45,000 Lincoln, under construction by S. Nakatani and H. Muraki; the 750-seat, $100,000 theatre, announced by McMahon & Ford, builders, and leased to Fruit Ridge Manor Theatre Corp.; the 900-seat Sequoia, costing $130,000, opened by Mrs. Joseph Babich.

SAN DIEGO—The 600-seat Rio Theatre, opened by S.W. & J.B. Lowenbein.

SAN FERNANDO—The 2,000-seat Valley Plaza and the 1,200-seat Valley Village, both part of a $1,200,000 project, announced by Alex Schreiber and Associated Theatres, Inc.

SAN JOSE—The 600-seat Gay, costing $55,000, opened by Bert Kennerson.

SAN JOSE—A 1,200-seater, costing $300,000, under construction by Willow Glen Theatre Corp.

SANTA CRUZ—An $80,000 theatre announced by T&D Enterprises.

SARATOGA—A 475-seater, costing $70,000, under construction by Mason Shaw.

SEASIDE—The Del Rey Theatre, under construction.

SHARP PARK—A new theatre announced by C. R. Barley.

SOQUEL—The Osocales Theatre, a 500-seater, costing $60,000, opened by Charles Ide of Texas.

SUSANVILLE—The 600-seat Pine, under construction by T&D Enterprises.

TOBIN—The Tobin Theatre, under construction.

TORRANCE—A $52,000 theatre, announced by Grant Theatres, Inc.

TRONA—A 1,000-seater, announced by American Potash & Chemical Co.

TURLOCK—A $120,000 theatre, opened by United California Theatres.

UKIAH—The $275,000 Ukiah Theatre, opened by George Mann.

VALLEJO—The $150,000 Crescent, opened by Guy W. Meek.

VAN NUYS—The 1,000-seat Encino, costing $250,000, under construction by Lee Theatres; a new theatre announced by P. Land.

VENICE—A $150,000 theatre, announced by W. J. Kupper jr.

VISTA—The 800-seat Avo, under construction by Palomar Investment Corp.

WATSONVILLE—A 600-seat theatre, costing $100,000, under construction by the New Salinas Theatre Corp.

WILLOW GLEN—A 1,076-seater, costing $300,000, under construction by the Willow Glen Corp.

WILLOWS—A 945-seater, under construction by T&D Enterprises.

YUBA CITY—A new theatre announced by T&D Enterprises jr.

CALIFORNIA DRIVE-INS

BELL GARDENS—A 1,000-car drive-in, under construction by Pacific Drive-In Theatres, Inc.

CLEARWATER—The 500-car Roadium, opened.

COLMA—A new ozoner, announced by A. D. Hamlin jr.

DOWNEY—A new drive-in, announced by the Cummings circuit.

EL CENTRO—A $25,000 drive-in, announced by Joseph Blumenfeld & Louis Kaliski.

EL CERRITO—A $500,000, 400-car airer, under construction by the Fairmount Developing Co.

EL MONTE—A 900-car, $300,000 drive-in, announced by Pacific Drive-In Theatres, Inc.

FRESNO—A 500-car ozoner, costing $100,000, announced by Affiliated Theatres Service.

HUNTINGTON PARK—A 900-car drive-in, under construction by Pacific Drive-In Theatres, Inc.

HYNES—The 900-car Lakewood, costing $300,000, opened by Pacific Drive-In Theatres, Inc.

INGLEWOOD—A 1,000-car drive-in, under construction by Pacific Drive-In Theatres, Inc.

LOS ANGELES—The 650-car Gilmore, opened by Sero Enterprises; the Strand Drive-In, opened by Drive-In Theatres of America.

LYNWOOD—A $125,000 drive-in, announced by American Drive-In Theatres.

MILL VALLEY—The $200,000 Motor Movies, opened by Reseda Drive-In Corp.

OCEANSIDE—A new drive-in, announced by Floyd Bernard.

RIVERSIDE—The 700-car Mount Rubidoux, under construction by Roy Hunt.

SAN BERNARDINO—A $180,000 drive-in, under construction by Highland Theatre Co.

SAN DIEGO—The 500-car Campus, announced by Sam Russo.

SAN FRANCISCO—The 650-car Starlight, costing $300,000, opened by San Francisco Drive-In Corp.

SAN PEDRO—A 750-car drive-in, announced by Guttman-Mann.

SAN RAFAEL—A new theatre, opened by Blumenfeld Theatres.

VALLEJO—The 735-car Crescent, costing $150,000, opened by Crescent Drive-In Corp.

VAN NUYS—The 900-car Van Nuys, opened by Pacific Drive-In Theatres; a $100,000 drive-in announced by Paul Glick; an 800-car ozoner, announced by San Fernando Valley Amusement Co.

PHONE For The PROOF That "SORRY, WRONG

Buzz C. S. Jensen. Ask him what great singing star's Blue Ribbon Award comedy "Sorry, Wrong Number" outdrew when it opened in **SEATTLE**

Get in touch with Frank Pratt and get the name of the "road" show that "Sorry, Wrong Number's" opening topped by 28% in **PORTLAND**

Ring Tracy Barham and ask him which Wallis smash "Sorry, Wrong Number" outgrossed by 45% in its first day in **SALT LAKE CITY**

Phone Harry French for the name of the sock melodrama that "Sorry, Wrong Number" topped in its first 4 days in **MINNEAPOLIS**

Call Dave Cockrill for the name of the famous current comedy whose first 3 days' gross was topped by 22% by "Sorry, Wrong Number" in **DENVER**

Ask Harry Arthur to identify the famed hold-over hit that "Sorry, Wrong Number" topped (in 1st 4 days of 2nd week) by 60% in **LOS ANGELES**

Find out from Harry Nace the laugh hit that "Sorry, Wrong Number's" big opening day topped by almost 100% in **PHOENIX**



The Pace-Maker in

Paramount's Autumn Harvest of Hits

"Sorry, Wrong Number"•"Isn't It Romantic"•"Night Has A Thousand Ey
"Sealed Verdict"•"Miss Tatlock's Millions"•"The Paleface"



Get Jim Eshelman to tell you what Paramount Boxoffice Champion of '48 was outgrossed 27% by "Sorry, Wrong Number" in its **ROCHESTER** opening



Call Harry Royster. Ask him what current leader's opening day "Sorry, Wrong Number" doubled in **MIDDLETOWN, N.Y.**



Ask George Beattie what big-star Technicolor musical it topped by 18% in **PHILADELPHIA**

NUMBER" Is A COAST-TO-COAST Sensation!



EVERY NEW DATE'S AS GREAT AS THAT TERRIFIC N. Y. PARAMOUNT PREMIERE!

Telephone Bob O'Donnell. He'll tell you what Academy Award star's best-picture-of '48 it bettered by 31% opening day in **DALLAS**



Barbara Stanwyck
Burt Lancaster
in
"SORRY, WRONG NUMBER"

with

ANN RICHARDS · WENDELL COREY · HAROLD VERMILYEA

Directed by ANATOLE LITVAK · Produced by HAL WALLIS and ANATOLE LITVAK

Screenplay by Lucille Fletcher · Based on her famous radio play

A HAL WALLIS PRODUCTIONS, INC., PICTURE

A Paramount Release

Needed for Efficient Production:

Industry Fights to Keep Special Radio Channels

WASHINGTON—The use of radio in film production makes it possible for motion picture producers to make certain whole films and scenes which otherwise would be impossible and to make them cheaper, the FCC was told this week.

Marcus Cohn, representing the Motion Picture Research Council, Inc., asked the Federal Communications commission to allocate 12 channels for mobile radio equipment for the film industry. The FCC is preparing new rules which are less appealing to the industry.

He said radio also provides a safety factor, important when the scene of the film is in such spots as Monument Valley ("Fort Apache") or Elgin, Ariz. ("Red River"). In such remote locations, in case of injury, radio enables the calling of a doctor from a distance, when it might take an hour to race to the nearest telephone.

The cost of production on location often runs to $2,000 to $4,000 per hour, Cohn said, but "without radio communication, these costs would be multiplied many times."

In actual production, radio has been used to direct the movements of an airplane ("Easy Come, Easy Go"); a wagon train ("Arizona"); harvest combines ("Wild Harvest"); boat crews ("Golden Earrings"), and traffic ("I Remember Mama") elevated railroads ("One Woman"), he said.

Cohn said: "The motion picture industry would be greatly handicapped in continuing its service as a public service medium without the use of radio communication. This handicap would appear in the production of motion pictures and would, in fact, actually preclude the production of certain films and particular scenes in some films.

"In addition, and more importantly, the lack of radio communication in the production of films would actually create a continuing danger to life and property . . . Motion picture producers must have available to them specific frequencies for which provision is made in the commission's rules.

"In that event—and only in that event—will it be possible for the industry to continue in its great role as one of the three great media for the dissemination of new, information and entertainment."

The FCC is conducting an over-all hearing on the allocations of mobile radio frequencies to various users in many industries.

Twentieth Century-Fox, meanwhile, spelled out just what the film industry wants from the FCC, through Harold E. Mott, counsel. He said it wants 12 channels for the industry alone, not on a share basis with other industries.

They would be on a nonexclusive basis, only, he said, "requiring the sharing of these frequencies by all motion picture companies who contemplate employing radio communications in their work."

He named the frequencies desired as: 1652 Kc, 1700 Kc, 30.58 Mc; 30.66 Mc; 30.74 Mc; 30.82 Mc, 152.99 Mc; 153.11 Mc; 153.23 Mc; 153.35 Mc; 154.57 Mc; 158.31 Mc. They would be awarded under an amendment to proposed FCC rules providing the channels for "persons engaged principally in the production and distribution of motion pictures for public consumption."

Currently, the motion picture industry has about eight channels. Four studios operate their own equipment; Columbia, Warners, Paramount and 20th Century-Fox. Private carriers provide radio service for other companies.

The FCC, however, recently proposed to take away special channels for the motion picture industry. The industry could get channels, but would have to share them with other industries. The industry is battling this.

New Television Company Formed by Ralph Cohn

NEW YORK—Telespots, Inc., a new television company for the production, distribution and sales of both live and filmed product, has been formed here by Ralph Cohn, co-producer with Buddy Rogers of features for UA release. Telespots will maintain offices in New York but will produce on the west coast through arrangement with the Samuel Goldwyn, Hal Roach and General Service studios.

Telespots, which will concentrate on package commercial announcements, has already produced five series of 60-second films which have been constructed on the same basis as radio open-end transcriptions. The series: "Better Living," "Easy Does It," "Nifty Thrifties," "Telexercises" and "Minute Menus."

Associated with Cohn are: Jules Bricken, formerly in production capacities with David O. Selznick, William LeBaron and Boris Morros; Lewis Reid, formerly program manager of WOR; Sam Dembow jr., on the board of directors of United Artists and former executive vice-president of Paramount Pictures; Arthur L. Mayer, former owner of the Rialto Theatre and president of Mayer & Burstyn, importers of foreign films; Robert Gruen, industrial and theatrical designer; Allan Robbins of National Screen Service, and Samuel Spring of Spring & Eastman, television and motion picture attorneys.

Ban on Disks Continue After Talks Collapse

NEW YORK—James C. Petrillo, president of the American Federation of Musicians, and representatives of leading phonograph record companies have failed to agree on arbitration to end the union's ban on record manufacture, in effect since January 1.

A week's conferences ended October 12 with the following joint statement:

"The AFM and the industry representatives regret that the current discussions have failed to produce an agreement. No further meetings have been scheduled."

UA Asks Independents To Make Tele Films

NEW YORK—John H. Mitchell, radio sales executive and business consultant director of the new television sales department of United Artists, will encourage independent film producers to produce especially for video, "and fast." However, he said that no UA films intended for theatres will be televised before theatres have the opportunity to complete their runs on them.

Mitchell plans to base charges on films for video on the basis of the number of sets operating in a city, but means of determining the size of local markets have not yet been decided on.

Reaction to last week's UA announcement of the new department has been far stronger even than expected, Mitchell said. He is meeting daily with representatives of radio networks and individual stations and film producers. He said exact organization details won't be known for several weeks.

FCC Asks Early Decision On Para-DuMont Video

WASHINGTON—The Federal Communications commission has instructed Jack Paul Blume, who conducted the San Francisco television hearings, to report an early decision on whether Paramount has a controlling interest in DuMont television. The FCC has taken the stand that this is so within the meaning of its multiple ownership ruling, which limits five video stations to a single ownership.

To date the FCC has limited Paramount to stations under its own management in Los Angeles and Chicago and under DuMont management in New York, Pittsburgh and Washington.

Radio Giveaway Dispute Before FCC on Oct. 19

WASHINGTON—The Federal Communications commission will hold a one-day public hearing October 19 on whether or not to ban radio and television giveaway shows. It reports it has received a considerable number of letters from the public on the subject, many of them favoring a ban. Proponents will be there to argue, too.

Motion picture theatres will watch the outcome with interest, since the "something-for-nothing" shows have affected theatre attendance and in some cases have forced adoption of similar programs in theatres.

B&K Granted Tele Permit

WASHINGTON—Balaban and Katz, Paramount subsidiary, was granted a license (12) for a new experimental television relay broadcast station by the Fderal Communications commission. The relay is to operate in the Chicago area, the FCC said. The company operates a TV station there.

Okay DuMont Station

WASHINGTON—Allen B. DuMont Laboratories, Inc., was awarded this week (12) a construction permit for a new experimental television broadcast station in the area between New Haven, Conn., and Princeton, N. J.

TOA Assigns Wolfson To Tele Committee

NEW YORK—Arthur H. Lockwood, new Theatre Owners of America president, has named Mitchell Wolfson of Miami chairman of TOA's television committee, the post held last year by Lockwood. A co-chairman will be named later.

The committee will take early action on recommendations it brought before the TOA Chicago convention. The program then outlined suggested that the organization investigate the possibilities of establishing a theatre television distribution system to make available exclusively to theatres special events of wide interest.

It urged that theatre operators consider the possibility of getting into the television broadcasting station business, and that producers experiment with the use of television trailers, prior to the release of films, as part of their national publicity campaigns. In this connection it recommended that National Screen Service study the possibility of making trailers especially produced for television that could be rented by the theatres and shown on television.

The final recommendation in the four-point program is that all producing and distributing companies completely eliminate the release to television of all films of any length that are made for theatre exhibition.

Gael Sullivan Is Exploring TOA Video Possibilities

NEW YORK—Gael Sullivan, executive director of the Theatre Owners of America, returned to New York October 13 after informal talks with the Federal Communications commission in Washington. They concerned the possibility of allotment of one or more ultra-high frequency television channels for TOA operation.

He said his talks were purely exploratory since the commission has not yet decided to allow television use of the higher bands and, since the TOA could not operate as a television company under its present charter.

Samuel Hinds Dies at 73; Famed Character Actor

PASADENA, CALIF.—Samuel Hinds, character actor, died in a sanitarium here Wednesday (13) at the age of 73. Prior to moving west in 1905 he practiced law in New York and continued his law career until he was hit hard by the market crash in 1929, when he turned to theatricals. He won his first film role in 1933 and became a standout as a dignified professional-man type. He was frequently cast as a doctor.

Among more than a score of pictures, his best known were "Gabriel Over the White House," "Lady for a Day," "Little Women," "Penthouse," "Back Street," "The Shepherd of the Hills," "The Spoilers," "Week-End at the Waldorf" and "Call Northside 777."

Ascap Television Pacts Extended by Members

NEW YORK—The board of directors of the American Society of Composers, Authors and Publishers has extended the television agreement between the organization and its members until Dec. 31, 1950. The present agreement runs until Dec. 31, 1948.

Eric Johnston to Report On European Situation

NEW YORK—Eric Johnston, MPAA president, is expected to make an historic report on the European situation and an estimate on the prospects for doing business there at a meeting of MPAA directors and officers of the Producers Ass'n which will start late this month in Hollywood.

Johnston was scheduled to leave London by plane October 13, but word reached MPAA headquarters that his return had been postponed until the end of the week and possibly would be postponed further. The probability was that he was again conferring with British film interests. On his return Johnston is expected to go to the coast.

No representative of this industry has ever covered so much territory or has interviewed so many important government officials at such a critical time in the history of the business as has Johnston.

His first stop was in London August 21. He went there empowered to make any decision he wished in behalf of the industry in connection with the 45 per cent British quota which went into effect October 1. Before his departure there were reports that J. Arthur Rank's theatres intended to put American top product at the bottom of dual bills in order to insure grosses for the British product.

After a few days of conference Johnston announced American films would be sold only as complete programs. There was a rush of applications from independent theatres for quota exemptions and many were granted.

Johnston arrived in Paris September 1 in the midst of negotiations for modification of the Byrnes-Blum agreement.

While he was there a new French cabinet was named and a new agreement was set up.

On September 9 Johnston reached Stockholm and conferred with government officials. Two days later, September 11, he was in Moscow where he conferred with Foreign Minister Molotov and others. Later Johnston announced that ten American pictures a year would be sold to Russia and that assurances would be given that the pictures would not be changed for propaganda purposes. American executives were still in the dark on details of this plan late in the week. Johnston stayed in Moscow until September 20. On the 21st he arrived in Berlin.

There are a number of problems connected with American exhibition in the American, French and British sectors, chief among which is how to get back the actual expenses of shipping and showing prints there.

Johnston reached Rome September 30 and talked with various Italian officials, presumably about both production and distribution problems. American companies are very much interested in production possibilities there. He also saw Pope Pius XII.

The MPAA president next visited Belgrade, Yugoslavia, October 1-4, and conferred among others with Marshal Tito on the chances for distributing American films there. The next stop was Geneva. Three days later, October 8, he arrived in Madrid.

Johnston's Madrid arrival coincided with the banning of "Gentlemen's Agreement" (20th-Fox) by the Spanish censors. After he had talked with Generalissimo Franco it was reported that the ban would be removed after some changes in the picture.

The impression prevailed here that Johnston's visit to Madrid included objectives outside the film business. He issued a statement saying there was no reason why this country should not have full diplomatic relations with Spain. This coincided with a move to get Spain into the United Nations. Almost the same day former Postmaster General Farley issued a similar statement in Lisbon.

From Madrid Johnston went back to Paris, and then he flew to London October 12.

Joyce O'Hara, who accompanied Johnston on the trip, arrived in New York early in the week.

Marx Brothers May Make Autobiographical Film

NEW YORK—The Marx Brothers plan to make a picture of their lives, said Chico at a press conference here. It will probably be called "The Life of the Marx Brothers," and Lester Cowan may produce it, he added. Chico was certain that the title roles will not be portrayed by the Ritz Brothers.

The piano-playing member of the comedy threesome was in New York for several days to discuss plans for a television show starring himself. He returned to Hollywood Monday, October 11, to finish shooting the new Marx Brothers picture, "Love Happy," which is being produced by Cowan for UA.

Chico, Harpo and Ben Hecht, author of the film, own 50 per cent. The two brothers bought out Groucho's share. Cowan owns the other 50 per cent.

"Love Happy" is the first picture the three brothers have made together since "A Night in Casablanca" in 1946. This was a David A. Loew production released through UA. Groucho appeared in "Copacabana" (UA) without his brothers in 1947.

Chico will go to England on a personal appearance tour if his television plans fall through. He played in Australia and New Zealand earlier this year.

Hal Wallis to Negotiate New Paramount Deal

NEW YORK—Hal Wallis, who is nearing completion of his 12-picture releasing deal with Paramount, and Joseph Hazen, his partner in Hal Wallis Productions have left for the west coast to complete negotiations for a new releasing tieup with Paramount.

The new agreement is expected to be for a large number of Wallis productions, all to be made on the Paramount lot, for release over a period of several years. Wallis has completed his 11th picture under the old deal, "The Accused," starring Loretta Young and Robert Cummings, and will start work on "Bitter Harvest," the 12th feature, before the new year.


SPECTACULAR
CHICAGO-MIL
. . . straight from the pages
of the famous
SATURDAY EVENING POST
serial story
of the last frontier!
RKO
RADIO
PICTURES

RKO SHOWMANSHIP SETS WAUKEE OPENING OCT. 19-20!

Super exploitation premiere's RKO's big new first-run Western at the Palace, Chicago, and the Riverside, Milwaukee . . . Army, Militia, Legion civic groups in gigantic parades tied in with front-page newspaper sponsorship! . . . Stars and other celebrities at functions of all kinds! . . . Blanket radio and promotional coverage! . . . Red-hot hooray for the kind of openings that "The Showmanship Company" made famous!

RKO PRESENTS

DICK POWELL · JANE GREER in

Station West



with AGNES MOOREHEAD · BURL IVES

TOM POWERS · GORDON OLIVER · STEVE BRODIE

DORE SCHARY in Charge of Production

Produced by ROBERT SPARKS

Directed by SIDNEY LANFIELD

Screen Play by FRANK FENTON and WINSTON MILLER



Hear Burl Ives as the troubadour of Rock Pass!

Washington Report

By LEE GARLING

TELEVISION HAS JUST moved into two new areas. A set was installed on one of the crack Baltimore and Ohio railroad trains, and another on one of the Capital Airlines planes flying between Washington and Chicago. Officials of both the rail and airline foresaw the day when TV will be installed on all their vehicles.

* * *

THE MOTION PICTURE INDUSTRY is doing a good job in selling America abroad. So said George V. Allen, assistant secretary of state for public affairs. The industry and other private information media do 90 per cent of the job, while the government's information program does but 10 per cent, he said.

This is news to no one in the industry. To some government officials it may be. The industry will be glad to hear such sensible talk from a topkick in the state department. It may hope Allen will pass on his views to the Economic Cooperation administration. The ECA is considering guaranteeing conversion of some film company earnings into dollars.

Allen said: "I firmly believe that the government's role in the information job should remain supplemental to that done by private industry, and that it should be limited to those fields where private industry cannot or does not wish to enter."

He spoke at a meeting of the advisory commission on information. The sole member with motion picture experience is Mark May, director, Yale university's Institute of Human Relations. He has worked extensively with documentaries.

* * *

AUSTRALIANS CONSTANTLY criticize American motion pictures, but the boxoffice figures prove that they pay to see them, according to reports reaching Washington.

For the past three years more than 80 per cent of imported films were from the United States, and less than 11 per cent from Great Britain. The difference is more impressive in the light of preferential import duties accorded Great Britain's films. On a 6,000-foot film the difference would amount to about $640, the reports say.

But ask an Australian what he thinks of the 293 American films shown in 1947, and he says something like this:

"They frequently lack reality. They are full of scenes of sumptuous living for people of modest means. They show a working girl living in a luxurious apartment and with an elaborate wardrobe. They are oversentimental and contain romantic exaggerations. United States humor is not as subtle as British humor, but your comedians are good."

A sidelight on Australian censorship: The censor knocked out the word "American" in a documentary film which had said, "American science won the victory." Generally the censorship has been light, and directed at scenes of horror, although not at gangster films with the theory that crime does not pay.

* * *

THE LOCAL GOVERNMENT in Washington and theatre owners are squabbling about who should pay for police protection at certain special public events. Four District of Columbia theatres have received bills to pay for the police, but have refused to do so. Now, a three-judge tribunal has been set up to decide who should take the check.

* * *

THE DRIVE FOR reduction of excise taxes mounts. Sen. Robert A. Taft (R., O.) joined the parade. He'd reduce the tax to let loose $2 000,000,000. He said this would allow a slash in the admission tax from 20 to 10 per cent.

New 2,500-Seat B&K Loop Theatre In Chicago to Cost $2,500,000

CHICAGO—Chicago's first new large Loop playhouse in several decades, a $2,500,000, 2,500-seat structure, will be built at the northwest corner of State and Lake streets by Balaban & Katz, it was disclosed last week through purchase of the final parcel in a site acquirement begun four years ago. To be known as the Paramount, it will be the most modern motion picture theatre in the country, it was said, and the first in Chicago to have escalators.

It will take the place of the B&K Apollo Theatre in the amusement world when that house is razed to make way for the proposed ten million dollar bus station and terminal at Clark and Randolph streets. Plans are being drawn for the Paramount Theatre by Hal Perira, former Chicago architect.

The theatre site fronts 150 feet on State and 161 feet on Lake. The main entrance to the Paramount will be on State at the north end of the property. The stage and screen will be at the southwest corner of the building.

The present old improvements on the site are to be razed shortly and work on the new theatre begun with the expectation of opening in late 1949, it was said.

Although Balaban & Katz paid about $30 a square foot or $726,750 for the entire site, according to Morris Leonard, head of the real estate and legal departments of B&K, a record-breaking price was paid for the last parcel, fronting 80 feet on State and 20 feet on Lake.

It was purchased from the Otto Young estate for $281,000 or at the rate of $14,050 per front foot on Lake, $3,512 on State, and $175 per square foot.

Completion of the new Paramount will give B&K three theatres at State and Lake (State-Lake and Chicago), with a total seating capacity of 10,000.

Kreisler Ending Survey

LONDON—B. Bernard Kreisler has arrived here to conclude his postwar survey of the European film industry for Harvard university. He has visited 16 countries in a year.

New MGM Manual Out On Kiddies Shows

NEW YORK—MGM is giving wide international distribution to a working manual, "Promoting Extra Revenue Through Special Children's Shows," prepared under the supervision of David Blum, director of advertising and publicity of Loew's International. It is a companion piece to the printed brochure, "Special Children's Shows—Why and How," issued about a year ago.

The manual, which is gotten up simply and inexpensively as a practical guide for practical showmen, outlines the experience of one theatre from the very beginning of planning to the smooth running of children's shows on a regular weekly basis. It urges exhibitors to make children's shows a regular part of their practice for three reasons: additional revenue is secured from old films; the theatre is utilized at a time when it would be closed; the "movie habit" is built among today's children—tomorrow's patrons.

The manual describes the practical experience of the Metro Theatre in Bombay, India, where despite unsettled political conditions and religious problems, children's shows were instituted and a "Metro Cub Club" was organized with great success. It describes the Metro Theatre's methods in contacting and securing the cooperation of schools, the clergy and the press. Examples of posters, heralds and form letters are given and working details of club membership requirements, club pledges, birthday gifts and records, as well as exploitation tieups, are shown.

Other MGM theatres which have long been active in the children's shows field are: the Metro Theatres in Santiago and Valparaiso, Chile, and in Montevideo, Uruguay. More recently, they were established in Metro Theatres in Sao Paolo, Brazil, in Medellin, Colombia, and in Calcutta, India.

Merriman Holtz Is Named Film Forum Consultant

PORTLAND, ORE.—Merriman H. Holtz has been named consultant to the Film Forum Foundation, nonprofit, nonsectarian organization headed by the Very Rev. Charles E. McAllister, dean of St. John's cathedral of Spokane.

Dean McAllister recently completed the first three documentary films in "The Eyes of the Church" series which are being prepared for national distribution to stimulate interest and discussion in religious problems. The series is made up of "The Nuremberg Trials," "The Church in the Atomic Age" and "Quest for Tomorrow." The films are for adult discussion groups in churches, synagogues, high schools, colleges, employe groups, public libraries and community centers.

Armat's Will Filed

WASHINGTON—The late Thomas Armat sr., inventor of the motion picture projector, left a personal estate of $160,000, according to a petition for a probate of the will filed in the district court here. He died September 30 at the age of 82. The estate was left to his widow, Mrs. Mary B. Armat. The property includes real estate, including "Greystone" his home where he died, valued at $140,000, and personal property valued at $20,000. He left no debts.

. . . on its way to

Radio City Music Hall



A WONDERFUL COMEDY FROM U-I

to take its place
with the great comedy hits
of all time!

Universal International



CHARLES BICKFORD AS BROTHER MATTHIAS IS ADVISING WILLIAM BENDIX AS YOUNG "BABE" RUTH



CLAIRE TREVOR PLAYS WITH GREAT CHARM THE ROLE OF THE SHOWGIRL WHO BECAME MRS. RUTH



SYMBOLIC OF THE APPEAL THE GREAT HOME-RUN KING HAD FOR AMERICAN BASEBALL FANS

'The Babe Ruth Story' Voted September Blue Ribbon Award

By VELMA WEST SYKES

AN ALLIED ARTISTS production, "The Babe Ruth Story," released through Monogram Pictures Corp., batted a home run in the family picture field to receive the September BOXOFFICE Blue Ribbon Award from the National Screen Council. Fanning the interest of sport fans in the life of the King of Swat at a time so dramatically coincident with the death of the baseball diamond hero, the film also uses human interest and romantic episodes to add to the general audience interest. William Bendix as Babe Ruth has the dramatic assistance of the lovely, talented Claire Trevor, and the polished acting of Charles Bickford as Brother Matthias. This is the first Monogram release to win the Blue Ribbon Award since March of 1933 with Oliver Twist. The Blue Ribbon Award was very young in those days.

Among members of the cast, this gives William Bendix three Blue Ribbon pictures to his credit and Charles Bickford four. It is Claire Trevor's first Plaque, however, and William Frawley's second. On the production staff, Roy Del Ruth, who produced and directed the opus, is also a novice among Blue Ribbon winners, as is Joe Kaufman, his associate producer. This is the third triumph for Robert Considine with Blue Ribbon original stories.

Good at the Boxoffice

With 20 of the 21 key cities having reported on first run grosses in their theatres, "The Babe Ruth Story" has an average of 134 per cent, having run 11 weeks in New York at the Astor and seldom playing only one week in towns where it did not show simultaneously at several theatres. It is as much a family entertainment film as the ball games which it portrays with such thrilling skill on the screen. While the city theatres played to many patrons who had often seen "The Babe" in action, the small town and crossroads theatres will have patrons just as interested—but because they had never seen him. However the reviewer in the July 31 issue of BOXOFFICE commented: " . . . it is not fundamentally a baseball picture. Although, necessarily, the diamond is constantly present in action and atmosphere, it is often overshadowed by the film's other qualities—particularly its great warmth, down-to-earth humanness, diversity, pace and many a nostalgic touch."

Members of the National Screen Council seemed to feel that the film had qualities which were especially valuable to the American tradition and point of view. Virginia L. Ward, of the Nelson Theatre Circuit at Lexington, Ky. writes this on her ballot: " 'The Babe Ruth Story' gave a good lesson in democracy—born poor, died a national hero." . . . "One of the most cherished and beloved stories to Americans, and Bendix was great." —Brooks Bicknell, Alva (Okla.) Review-Courier.

'Great Movie of a Great Guy'

Other members scattered over the country appraised it after this fashion: "A great movie of a great guy."—Arnold Hederman, Jackson (Miss.) Clarion-Ledger . . . "Entertainment and inspiration for the whole family."—Glenn Condon, KAKC, Tulsa . . . "Definitely a family picture."—Anna Joyce Reardon, Woman's College, University of N. C., Chapel Hill.

"A very touching picture of a very human guy."—Mrs. Lawrence Delay, Springfield, (Mass.) Motion Picture Council . . . "Not only timely and enjoyable but educational and character building." — Mrs. J. K. Beretta. G.F.W.C., San Antonio.

The Cast

Babe Ruth	WILLIAM BENDIX
Claire Hodgson	CLAIRE TREVOR
Brother Matthias	CHARLES BICKFORD
Phil Conrad	SAM LEVENE
Jack Dunn	WILLIAM FRAWLEY
Night Club Singer	GERTRUDE NIESEN
Miller Huggins	FRED LIGHTNER
Western Union Boy	STANLEY CLEMENTS
Babe Ruth (as a boy)	BOBBY ELLIS
Balton	LLOYD GOUGH
Col. Ruppert	MATT BRIGGS
Dr. Menzies	PAUL CAVANAGH
Bill Carrigan	PAT FLAHERTY
The Kid	TONY TAYLOR
Coach	RICHARD LANE
Baseball Player	WARREN DOUGLAS
Mark Koenig	MARK KOENIG
Sports Announcer	HARRY WISMER
Sports Announcer	MEL ALLEN
News Announcer	H. V. KALTENBORN
Narrator	KNOX MANNING
In Person	BUCKY HARRIS, BOB MEUSEL, ZIGGY SEARS
Vocals by	GERTRUDE NIESEN, THE KING'S MEN, MITCHELL BOYCHOIR

Production Staff

Produced and Directed by	ROY DEL RUTH
Associate Producer	JOE KAUFMAN
Assistant to Producer	D. ROSS LEDERMAN
From the Book, "The Babe Ruth Story," by	BOB CONSIDINE
Screenplay by	BOB CONSIDINE and GEORGE CALLAHAN
Musical Director	EDWARD WARD
Director of Photography	PHILIP TANNURA, A.S.C.
Unit Manager	GLENN COOK
Assistant Director	MEL DELLAR
Film Editor	RICHARD HEERMANCE
Art Director	F. PAUL SYLOS
Recording Engineer	FRANK WEBSTER
Makeup	OTIS MALCOLM
Furs	WILLARD GEORGE
Fashions	LORRAINE MACLEAN
Baseball Technical Advisor	PAT FLAHERTY
Director Second Unit	D. ROSS LEDERMAN
Photographer	JAMES VAN TREES
Assistant Director	ART BLACK

AN ALLIED ARTISTS PICTURE

THE BEST PICTURE OF THE MONTH
BOXOFFICE Blue Ribbon Award
FOR THE WHOLE FAMILY

This Award is given each month by the National Screen Council on the basis of outstanding merit and suitability for family entertainment. Council membership comprises motion picture editors, radio film commentators, and representatives of better film councils, civic and educational organizations.

the BOXOFFICE

Blue Ribbon Award KIT

will sell

"The BABE RUTH STORY"

SEPTEMBER

BLUE RIBBON AWARD WINNER

and all other Box Office Blue Ribbon Award Winners!



"Cash-in" on "The Babe Ruth Story"—September BLUE RIBBON AWARD WINNER! Use the handy, adaptable exploitation extras of the BLUE RIBBON AWARD KIT to "hypo" the selling value of your lobby displays, newspaper ads, and screen! Display the colorful die-cut gummed seals and ribbons on your lobby advertising! Run the mats in your newspaper advertising! Set up the 2 Color One-Sheet in your Lobby!...AND DON'T FORGET YOUR SCREEN ...a TAILPIECE, and an NSS TRAILER tell your audience that the "Babe Ruth Story" is BLUE RIBBON ENTERTAINMENT! Make it a BLUE RIBBON HIT at your Box Office! Order your BLUE RIBBON KIT and TRAILERS TODAY!

4 3½" x 5¾" DIE CUT GUMMED SEALS

. . . attention compelling! Perfect for sniping 14x36 and 22 x 28 inserts!

8 2" X 3" DIE CUT GUMMED SEALS

. . . in striking blue-and-gold! Use them to snipe 8 x 10 and 11 x 14 stills.

6 MATS

. . . three one-column, three two-column. Ideal for borders and inserts on your newspaper ads!

2 DIE-CUT GUMMED RIBBONS

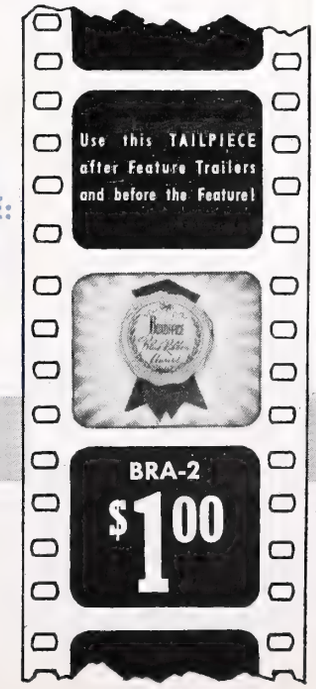
4" x 4" . . . for sniping 1-sheets, 30x40s, 40 x 60s and Banners!

ONE-SHEET

. . . attractively printed in rich blue-and-gold. Use it for sniping 24 sheets and in a lobby frame!

ACCESSORIES KIT—COMPLETE:

$1.50



Here's the Trailer!

"Winner of the BOX OFFICE Blue Ribbon Award . . . Selected by the NATIONAL SCREEN COUNCIL . . . comprised of 242 Motion Picture Editors of Newspapers and Magazines . . . 30 Radio Commentators . . . 170 Clubwomen and representatives of social, civic, Religious and Educational Organizations . . . as the BEST PICTURE OF THE MONTH for the Whole Family!"

BRA-1 . . . $3.25

Order from your nearest NSS Exchange

NATIONAL Screen SERVICE

PRIZE BABY OF THE INDUSTRY

Hollywood Report

By IVAN SPEAR

Selznick Says Hollywood 'Should Get Guts Back'

Hollywood should get its guts back.

That forthright statement came from David O. Selznick as a featured speaker at the Screen Publicists Guild's second annual "Panhandle" dinner. Selznick held baseless the charges that film costs are out of line, defended Hollywood's payment of high salaries to proven stars and, while admitting the picture-makers "have all been wasteful," contended that there is "still enough coming into the boxoffice to pay the artists and pay a profit—but we're not getting it."

DOS laid some of the blame on the film capital but also charged distributors and exhibitors are equally guilty. He suggested the formation of a committee to probe Hollywood's economics and to "stop beating the drums of retreat."

Saddest of all, according to Selznick, is the fact that out of $10,000,000 coming into the boxoffice, only a paltry $2,000,000 comes back to Hollywood. He recommended the formation of an industry forum to find out where the other $8,000,000 goes before "saying that Hollywood is at fault."

Three Story Sales in Week; War Yarn Goes to MGM

Most significant among a total of only three story transactions completed during the period was the acquisition by MGM of rights to "Battleground," a World War II yarn by Robert Pirosh, from RKO Radio. The subject had been one of Dore Schary's "pets" while he was RKO Radio's production chief, and had gone on the shelf when Howard Hughes assumed control of that company. Schary, now vice-president in charge of production at Metro, was instrumental in arranging for the purchase of "Battleground" by the Culver City studio. A story of the heroic defense of Bastogne during the Battle of the Bulge, it will topline Robert Taylor, Van Johnson, John Hodiak, Keenan Wynn and Ricardo Montalban . . . Maurice Tombragel sold his original, "Harbor Lights," to Robert L. Lippert, who will produce it for Screen Guild release . . . As the second in its "Inner Sanctum" mystery series, M. R. S. Pictures purchased "Chinese Blue," a novel by Flora and Sandy Mock. Film Classics will release.

CBS to Devote Full Hour In Praise of Filmdom

Many industry critics who have long contended the industry is in sore need of a concentrated public relations program to improve its over-all position with the public should applaud the move whereby a sister industry, radio, is all set to give filmdom a resounding pat on the back.

The result of eight months of intensive preparation, the Columbia Broadcasting System on November 3 will air an hour-long documentary about motion pictures. First of four dealing with the important media of public communication, the program will cover the whole field of film production.

Among others, special reference will be made to Samuel Goldwyn's "The Best Years of Our Lives," with Goldwyn, Director William Wyler and others associated with its filming to be portrayed by one of the largest casts of radio actors ever assembled for a single program.

Subsequent shows in the CBS series will be devoted to magazines, newspapers and radio itself.

MGM Signs Jennifer Jones For 'Madame Bovary'

Mighty Metro, which has probably the largest stable of contract Thespians of any company, nevertheless went out of its own confines to cast the leads in "Madame Bovary." It borrowed Jennifer Jones from David O. Selznick for the title role and also obtained Louis Jourdan from DOS for the co-starring spot . . . The Culver City studio also set Spencer Tracy to star in its upcoming "Robinson Crusoe" . . . Cast additions to Samuel Goldwyn's a-feudin'-and-a-fussin' hillbilly drama, "Roseanna McCoy," include Charles Bickford, Raymond Massey and Richard Basehart . . . Jimmie Davis, Louisiana's ex-governor, will return to Monogram next month to star in "American Rhythm" . . . A new member of "The Doolin Gang" at Columbia is Noah Beery jr. . . . Jim Bannon is "Red Ryder" in Equity Pictures' new sagebrush series for Eagle Lion, with "Ride, Ryder, Ride," as the first subject . . . Howard Duff will portray "Sam Bass." On the same lot Robert Preston was booked to co-star with Barbara Stanwyck in "Gambling Lady."

Directorial Assignments Handed Out to Three

Producer Edward Small has ticketed Joe Newman to pilot an untitled, high-budget western which will star George Montgomery . . . Wielding the megaphone on Columbia's "The Devil's Henchmen" will be Seymour Friedman . . . Ray Taylor is directing "Son of Billy the Kid," the new Ron Ormond production for Screen Guild.

Hollywood Group Interested In Israeli Film Production

A hands-across-the-sea gesture reaching all the way to the new state of Israel finds a group of Hollywoodians who, among them, know all there is to know about studio and picture-making operations uniting to assist that nation in the establishment of its first motion picture plant.

Sparkplug of the venture is Jehoshua Brandstatter, who has spent some weeks in the film capital setting up three committees comprising Hollywood artists, producers, directors, writers and technicians, who will assist in formulating plans for the Israel project.

Lending an advisory hand are Cy Bartlett, Charles Brackett, Eddie Cantor, Armand Deutsch, Leon Fromkess, Bert Granet, John Huston, Lewis Milestone, Edward G. Robinson, Frank Roos, Douglas Sirk, Sam Spiegel, Milton Sperling, Charles Vidor, Jerry Wald, Billy Wilder, William Wyler and Fred Zinneman. Others assisting Brandstatter are Julian Lesser, Charles Vidor, Sidney P. Solow and I. H. Prinzmetal.

Brandstatter disclosed that the new production unit, capitalized at about $800,000, will occupy 18 acres of land six miles from Tel Aviv. To encourage the new enterprise, the Israel government has exempted the company from taxes and will build roads and install a water supply and electrical power. Present plans call for the studio to produce newsreels, documentaries, shorts, educational films and, eventually, features.

Billy Wilder's 13th Year To Start at Paramount

Billy Wilder doesn't think 13 is unlucky —particularly as concerns the fact that his directorial contract at Paramount has been picked up to mark the beginning of his 13th year with that studio . . . Alex Gottlieb will vacate his production berth at Warners next month upon completion of his current assignment, "Two Guys and a Gal." Gottlieb, with the studio for six years, announced no future plans . . . Director Andre de Toth washed up his Columbia commitment and has moved to 20th Century-Fox on a seven-year megaphoning deal.

More U.S. Producers To Film Overseas

Snowballing to increasingly impressive proportions is the recently acquired predilection by American film-makers for shooting some of their projected 1948-49 output in foreign locales. Guided importantly by economic conditions under which such technique permits the liquidation of frozen funds into American dollars, the number of producers drafting plans for junkets to various European countries has risen steadily in past months.

To that list now may be added:

Mary Pickford and Charles "Buddy" Rogers—who, upon their recent return from an overseas trip, disclosed they will produce "two or three" films in Italy during the coming year. They are now searching for a story property to be released by United Atrists.

George Waggner, director-writer at Republic, who left for Italy for a stay of several weeks in and around Rome, obtaining background material and authentic data for a story idea to be developed into one of Republic's top-budgeted features on its new season's program. The plot concerns an American serviceman's postwar romance with an Italian girl. If found feasible, Republic will shoot the picture in Italy, with Waggner megaphoning as well as doing the script.

Director Fred Zinnemann, who will check out this month for Palestine to make preliminary arrangements for filming a factual picture based on actual incidents occurring in that country. Zinnemann, who directed the documentary "The Search" for MGM, produced in Germany, will take a writer with him and plans to return here shortly before Christmas to make final arrangements for lensing in Israel.

RKO to Have 16 Films For Fall and Winter

NEW YORK—RKO will have a list of 16 productions for release during the late fall and early winter season, according to Robert Mochrie, vice-president in charge of domestic distribution. The list is headed by Sierra Pictures' "Joan of Arc," starring Ingrid Bergman and produced in Technicolor by Walter Wanger, which will open at the Victoria Theatre November 11 and will start playing generally early in 1949.

The comedies are: Leo McCarey's "Good Sam," co-starring Gary Cooper and Ann Sheridan, and "Every Girl Should Be Married," co-starring Cary Grant, Franchot Tone and Diana Lynn and introducing Betsy Drake.

The comedies with music are: Samuel Goldwyn's "A Song Is Born," co-starring Danny Kaye and Virginia Mayo with Benny Goodman, Tommy Dorsey and Louis Armstrong, and Walt Disney's "So Dear to My Heart" in Technicolor.

The dramas are: "The Velvet Touch," first Independent Artists production starring Rosalind Russell, Leo Genn, Claire Trevor and Sydney Greenstreet; "Rachel and the Stranger," starring Loretta Young, William Holden and Robert Mitchum;" Race Street," starring George Raft, William Bendix and Marilyn Maxwell, all already in release, and "The Boy With the Green Hair," in Technicolor with Pat O'Brien, Robert Ryan, Barbara Hale and Dean Stockwell; "Station West," starring Dick Powell and Jane Greer; "Blood on the Moon," starring Robert Mitchum, Barbara Bel Geddes and Robert Preston; "They Live by Night," with Farley Granger and Cathy O'Donnell, and "The Window," with Barbara Hale, Bobby Driscoll and Arthur Kennedy.

Others are: "Enchantment," Samuel Goldwyn production starring David Niven, Teresa Wright, Evelyn Keyes and Farley Granger; Sol Lesser's "Tarzan's Fountain of Youth," with Lex Barker in his first appearance as Tarzan, and "Indian Agent," action drama starring Tim Holt.

Screen Guild Stockholders To Meet on October 22

HOLLYWOOD—Screen Guild Productions will hold a meeting of stockholders at the company's eastern headquarters in New York October 22, at which time the company's accomplishments during the year will be reviewed and sales policies for the 1948-49 season will be established.

Attening from here will be Robert L. Lippert, SGP president. F. A. Bateman, general sales manager, is already in Manhattan making preliminary arrangements for the stockholders' session.

Filmack Brochure Contains Ideas for Election Night

CHICAGO—Harold Perlman, advertising director of Filmack Trailers, announces that a special brochure devoted to trailer ideas for publicizing election night returns in theatres has just been published. The brochure urges exhibitors to announce election returns at various intervals through the use of radio, teletype machines, public address system, or lobby television sets.

Myers' Plan for Voters Wins General Favor

NEW YORK — General endorsement has been given Abram F. Myers' suggestion that exhibitors do everything possible to help get out the vote election day.

Secretary of Defense James F. Forrestal; Nicholas M. Schenck, president of Loew's, Inc., and Ned E. Depinet, president of RKO, were the first to notify Myers they were in favor of his idea. Similar approval was given by other company heads and circuit leaders.

Norman H. Moray, general sales manager of Warner short subjects, which includes the newsreel, said that all issues of the reel up to election day will include advice to vote in the narrations and in other ways.

Myers' first suggestion was sent out to Allied members and to company executives in the hope that theatremen could be induced to cooperate by using their screens and parts of their lobby displays.

The reply of Forrestal could be used for this purpose. It reads:

"Certainly no responsible citizen could challenge the view of your board of directors that the voters of the United States should go to the polls every time they have the opportunity to exercise their franchise. This right of free choice, like any other sinew, grows stronger the more it is used.

"Your board and your members will be rendering a public service in urging our voters to cast their ballots on November 2. The example of free men and women expressing their considered wishes about their government and the men who run it should serve as an inspiration to millions in other parts of the world where no such opportunity is given them.

Schenck wrote:

"I have before me your letter of September 30. I heartily agree with you that it is of the utmost importance that every citizen go to the polls on November 2.

"You suggest that the newsreels contain some form of admonition to the audience. This strikes me as a useful public service. I shall recommend to the News of the Day editors that the reels for the two weeks prior to election contain the item 'Don't Forget to Vote,' or words to that effect."

On the second of issue of the week Thursday (14) all newsreels carried a nine-minute subject on the life of Thomas E. Dewey, made by March of Time. Next week the reels will carry a somewhat similar subject on President Truman.

Monogram-AA Net Profit Drops, But Gross Income Tops Last Year

HOLLYWOOD—Monogram and Allied Artists reported a consolidated net loss of $497,696 for the fiscal year ending July 3, 1948, after a net tax refund of $480,414 available under the loss carryback provisions of the income tax laws.

This compares with a net profit after taxes of $375,896 for the fiscal year ending June 28, 1947.

President Steve Broidy pointed out that while the year just closed recorded new high levels in gross income, "a number of adverse conditions were present," and additionally it was necessary to absorb substantial costs incurred in organizing and launching AA's "Class A" feature program.

In his annual report to stockholders, Broidy reported gross income increased 11.5 per cent to $9,030,906, compared to 1947's $8,100,206. AA releases accounted for the rise, but their distribution, Broidy said, "coincided with a period of declining theatre attendance in this country, and increasingly difficult distribution conditions abroad."

Hence, although foreign rentals were 5.5 per cent higher, they accounted for only 21 per cent of gross income, as compared with 22.9 per cent in the preceding year. Only one AA picture was exhibited in England last year because of the ad valorem tax.

Total operating expenses in 1948 increased to $10,009,016, a 33.3 per cent gain over 1947's $7,507,938. The increase, Broidy explained, was attributable largely to the expense of marketing the first three AA pictures, including an "unusual amount of advertising and selling" expenditures. Broidy emphasized, however, that a "sharp decline in costs" has been recorded in the marketing of subsequent AA films.

The Monogram-AA topper predicted the AA program will, "over the long range," place the company's product in many theatres heretofore not played and will serve also to "widen the market for our Monogram pictures."

Discussing the foreign market, Broidy said currency and regulatory conditions are still "far from favorable." He expects a "rather sharp" decline in dollar earnings remitted from Britain, and said the company management is studying plans for making use of blocked pounds sterling to "permit ultimate realization in dollars." These plans include story purchases and production of films in England for distribution in the U.S.

Monogram-AA's consolidated current and working assets as of July 3 totaled $6,499,672. Current liabilities aggregated $4,412,120, including notes payable to banks of $2,585,000, which subsequently were reduced by $295,000.

The companies' annual meeting of stockholders will be held at the studio November 10.

A New Type of Baby Sitter Service Launched by California Theatre

RESEDA, CALIF.—A promotional venture designed to stimulate theatre attendance and at the same time render a community service has been inaugurated by Henry Kern and Bud Grensbach, operators of the recently opened Reseda Theatre.

Called "Baby Sitter, Certainly," the plan calls for registration at the theatre of available baby sitters in the area. Registrants thus join a "pool" and a directory is given free to all parents.

The prospective sitter is given a coupon book when he or she registers at the Reseda's boxoffice. Parents wishing a night out to go to the theatre call one of the registered sitters and make the necessary arrangements. When the sitter arrives a coupon is torn from the book furnished by the theatre, and the original is given to the parents.

This coupon is then taken to the theatre by the parents, who——when they purchase their admission tickets—have the coupon validated. This validated ticket is returned to the sitter when the parents return home, and is good for free admission to the theatre.

Instead of paying the sitter the full cost, the parents figure the admission price of the pass as part payment for the sitter's services, and pay the difference.

The plan was concocted for Grensbach and Kern by A. R. "Bud" Booker, Los Angeles advertising man. The scheme, it is estimated, results in an average savings of about 40 per cent to parents on the theory that if the baby sitting cost normally would be 50 cents an hour, "Baby Sitter, Certainly" cuts the rate to approximately 30 cents an hour.

Validated coupons cannot be used at the Reseda on Saturdays, Sundays or holidays.

Booker said he intends to offer the plan to other exhibitors. Subscribers will be furnished with all necessary printed matter including registration forms, coupon books, directories, ad mats, general publicity and a trailer.

Although legal counsel has advised no liability exists on the theatre's part, all material plainly indicates that "Baby Sitter, Certainly" is a free service—and that the showman assumes no liability in any manner.

SELL YOUR POPCORN THE MODERN WAY....

ALWAYS HOT WITH THE HOLLYWOOD Servemaster

TAYLOR-HUNT-MELCHER COMPANY
1908 So. Vermont Ave. • Los Angeles 7, Calif.

OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over ¼ Century

Now Specializing in Refreshment Service for DRIVE-IN THEATRES

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

FROM THE FILES OF 20 Years Ago

THE Radio Corporation of America has purchased control of the Keith-Albee-Orpheum and FBO interests. The deal means the retirement of Joseph P. Kennedy, chairman of the board of directors of KAO and FBO. He is still adviser for Pathe and it is still believed he will continue in the film business in some capacity.

* * *

Larry Semon, noted comedian of screen and stage, died on a ranch near Los Angeles. He had filed a statement of bankruptcy about six months ago, having lost his savings in film production ventures . . . Film Booking Offices will make its first all-talkie from a Gene Markey novel, "Stepping High." Production will be by Sound Studios in the east, an organization created by Joseph P. Kennedy.

4691 EXHIBITORS WHO HAVE PLAYED 'MOM AND DAD' WRITE US THAT IT IS ONE OF THE TOP TEN PROFIT PICTURES OF 1948!

It will be well worth your time to write us for full details regarding 'MOM and DAD' in your theatre. Write us now!

Jack Jossey and Kroger Babb HYGIENIC PRODUCTIONS INC. Home Offices: WILMINGTON, OHIO

PRODUCERS and DISTRIBUTORS of 'MOM AND DAD' • 'THE BEST IS YET TO COME' • 'CHASM OF SPASMS' • And in Production, 'ONE TOO MANY'

16MM ENGAGEMENTS NOW BEING BOOKED EXCLUSIVELY BY:
MAJOR FILMS CO., 1800 EAST 30TH ST., CLEVELAND, OHIO

CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent etc. Fensin Seating Co., Chicago 5.

1,600 streamlined spring cushioned full upholstered modern theatre chairs, like new. Reasonable for immediate delivery. Jesse Cole, 2565 McClellan Ave. Phone Valley 23445, Detroit, Mich.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

Theatre Chairs, 3,000. $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

Theatre chairs, projector screens, 16mm film 1,000 extra cushions. Trade your veneers on cushion chairs. Lone Star Film Co., Dallas, Tex.

Voted very finest chairs for the price. Here's quality too. 288 Andrews fully upholstered back, boxspring cushion, good as is $4.95; 350 American panel back, boxspring cushion, rebuilt, $5.25. Plenty others. Get chair bulletin 15. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

For Sale: 250 used upholstered theatre seats $3 ea. Exceptional value. Box 523, Ypsilanti, Mich.

SCHOOLS

Prepare now for a better job at higher pay and a fascinating career in the Motion Picture industry. Choose your objective and act now! Motion Picture Operator; Motion Picture Equipment Technician; Motion Picture Sound Technician; Motion Picture Television Technician; Motion Picture Theatre Manager. Residence and correspondence courses. Part time employment and housing available. Free placement service. Approved for Veteran training under GI bill. Earn up to $200 per month while attending school if you are a veteran. Act today. Don't delay. Write for illustrated brochure and application blank. National Theatre Institute, P.O. Box 5769, 1105 Camp St., Dallas, Tex.

STUDIO AND PROJECTION EQUIPMENT

Our feature productions this month. 1/12 hp 110V Synchronous motors, new, $57.50; Neumade automatic film renovators, 35mm, $159.50; combination 16/35mm, $194.50; 2,000W Fresnel spotlights with yoke, $57.50; New Cine special blimps, $295; B. Maurer variable density recording outfit, $2,275; used Auricon recording outfit, $495; Neumade 35mm filmracks, 76 in. high, $39.50; Bellhowell automatic 16/35 hot splicer, $795; Western Electric preview magazines, $395; Bodde process screens, $2.40 sq. ft., 35mm threeway sound Moviola, rebuilt, $895. Send for latest catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

MORE CLASSIFIED ON INSIDE BACK COVER

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Telephone-Time Service Tieup Tops BOXOFFICE Bonus Original Ideas



William Rush



A. C. Henderson

Charles Frost, manager of the Armview Theatre, Halifax, N. S., was awarded the BOXOFFICE Bonus for an Original Idea submitted to the Showmandiser section during September. Frost and nine other theatremen, one a second-time winner, will each receive $10 and a Citation of Honor from BOXOFFICE for promotions of an exceptional nature covering all phases of advertising and exploitation. Frost tied up to get the theatre attractions plugged on the local phone-time service through an ingenious cooperative plan.

An assistant manager, William Rush, of the Virginia Theatre, Champaign, Ill., was awarded a Bonus for a window display promoted during the vacation of his manager.

Joseph Goldberg, manager of the Fond du Lac Theatre, Fond du Lac, Wis., was honored for general all-around tieups promoted during the summer months.

The most meritorious institutional promotion during the month was submitted by Clyde Smith, Malco Theatre, Hot Springs, Ark. Smith had the local Pilot club sponsor a fall fashion show with part of the proceeds going to underprivileged children. The tieup helped improve business and relations with the citizens of the community.

A double truck newspaper co-op which rewarded the efforts of Clarence Heston, Pinto Theatre, Mountainair, N. M., in behalf of "Red River," won the approval of the BOXOFFICE staff and a Bonus as the most outstanding tieup in this phase of promotion.

The other Bonus winners were:

JOHN GRANT, Majestic, Dundas, Ont.

JOHN HINSON, Pines, Maplewood, La.

A. C. HENDERSON, Bradley, Columbus, Ga.

FRED REETH, Capitol, Madison, Wis.

REG STREETER, Forum, Los Angeles.



Charles Frost



Fred Reeth



W. Clyde Smith



John Grant



John Hinson



Reg Streeter



Clarence Heston



Joseph Goldberg

Courting Trouble

So many unusual exploitation stunts cross our desk that we have reached the point where nothing surprises us any more. That is—we thought so until we examined the mail this past week. Correspondence from two points of the country, each more than 1,000 miles from Rockefeller Center and more than 2,000 miles apart from each other, has us wondering whether our industry is moving ahead or backward.

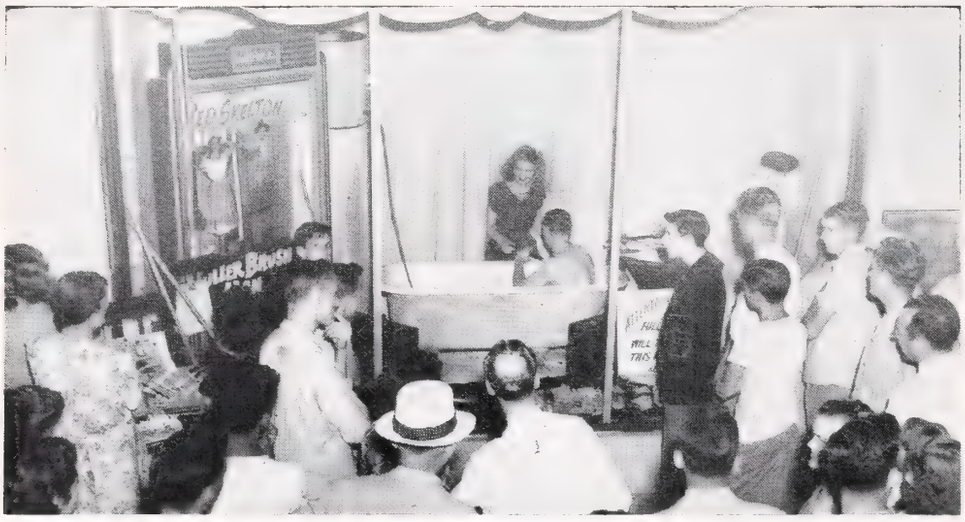
The first item is a photograph and a newspaper account of a young woman being arrested for walking down the main street of an important city, clad only in an abbreviated G-string, flesh colored bra and an expensive fur coat. The coat was carelessly tossed about the woman's shoulders, with no effort to conceal any portion of the overexposed torso. It was exactly the type of get-up which has prompted officials in many cities to ban burlesque.

The stunt was supposed to stimulate interest in a picture being exhibited at one of the local theatres. Unfortunately, the type of publicity aroused through such a stunt could in no case be welcome or desirable in a theatre catering to family trade, or in an industry which is already conscious of the need for constructive public relations.

The second incident involves a number of advertisements used to promote a drive-in theatre, accompanied by a letter from a public relations man who writes, "The . . . theatre has become an institution . . . we believe one of the contributing factors to its tremendous success has been the unconventional advertising."

(Continued on next page)

'Fuller Brush Man' Exhibits Technique With Brushes in Bathtub Ballyhoo



The motivating reason for exploitation is to attract extra theatre patrons to the box-offices. The ultimate proof of the value of exploitation is the amount of business a picture does when accompanied by a strong promotion campaign.

Andy Sullivan jr., manager of the Lucas Theatre in Savannah, Ga., points this out and expresses his elation over the fact that "The Fuller Brush Man" was so thoroughly ballyhooed in advance of playdates that it outgrossed some of the top films which have played the Lucas during the past two years.

Sullivan started his campaign with a smart window display adjoining the theatre, showing three-sheet cutouts of Red Skelton, a 40x60, and a sample of every item which the Fuller brush men vend. Then, with the help of the Fuller Brush Co., 5,000 match booklets and 2,000 comedy booklets were distributed by local salesmen.

A teaser trailer was placed on the screen. Fuller sample brushes were wrapped as gifts and delivered to newspapermen and radio disk jockeys. Tiein copy was included. This resulted in newspaper plugs and mentions over various radio outlets. Combined with all this activity was the word-of-mouth buildup the picture was getting from Fuller brush salesmen for three weeks prior to the showing.

Next, Sullivan got an idea which developed into a real topper of the campaign. He persuaded one of the local Fuller salesmen to take a bath and demonstrate each of the brushes in a window display. Sullivan promoted a bathtub, contrived to arrange for running water, and hung a sign in the window announcing what was scheduled to take place. According to the enthusiastic theatreman, people came from 20 miles around to view the stunt. The brush salesman bathed nightly thereafter, right up until opening day.

A week prior to opening, a six-foot usher, using a rubber face mask and wearing a peculiar getup with brushes protruding from every pocket, was sent out to ballyhoo the picture, carrying a sign with playdate announcements. He also handed out sample brushes to passersby.

On opening night, the first 300 women attending the performance received a free brush each, through the courtesy of the Fuller Brush Co.



Walking Book Ballyhoo Helps 'Hollow Triumph'

J. A. Jackson, manager of the Empire Theatre in Birmingham, planted a pressbook contest in the Birmingham Post to exploit "Hollow Triumph." The News and Herald also used stories and picture breaks.

Jackson built a walking book for street ballyhoo and constructed a special shadow-box in the lobby to publicize the picture two weeks in advance. A memory contest was planted on radio station WJLD for a full week prior to opening, with passes as prizes.

Three thousand "wanted" circulars were placed in private homes and distributed at the state fair on opening day. Book shop and jewelry store windows featured special displays tying in merchandise with tieup stories.

Gives 'Apache' Playbooks

Ansel Winston, manager of the RKO Coliseum in New York, arranged an early hour opening of "Fort Apache" to accommodate all the kids expected, since school still was closed. Playbooks were distributed a week in advance to all children attending the theatre and the remaining quantity distributed at local playgrounds.

Blotters Distributed, Libraries Tied Up To Sell 'Stampede'

Library tieups based on western and rodeo novels, imprinted blotters and store displays helped exploit "Northwest Stampede" for T. Kalmas, manager of the Victoria Theatre in Wheeling, W. Va.

Window tieins were made by utilizing special production stills with sporting goods stores, women's shops and book stores and Crown Cola arranged for the placement of several large posters in prominent locations.

Blotters were distributed in parked cars, at hotel writing rooms, in office buildings and through the mails. For outdoor exploitation, Kalmas used a sound truck which covered the surrounding communities as well as Wheeling.

In connection with the library tieup, arrangements were made for a special still board to be displayed with theatre copy. Still boards were also used in the theatre lobby prior to opening and moved to the bus and Baltimore and Ohio depots after the picture opened.

Change Index Numbers

Readers who are keeping a file of Showmandiser pages for a ready reference book on promotion and exploitation are asked to renumber the Showmandiser pages in the October 9 issue as follows:

Change editorial page 675 to 683.
Page 676 to 684.
Page 678 to 686.
Page 680 to 688.
Page 682 to 690.

The Index page number in the October 9 issue incorrectly start with 675 instead of 683.

Courting Trouble

(Continued from preceding page)

"Unconventional" is not, in our opinion, the correct word. It is far too conservative. One of the ads which was drawn expressly for publication in high school periodicals illustrates two couples necking in a car, with copy: "Ideal for dates." A typical newspaper ad uses as catch copy, "Listen, Lovers. It's love calling."

Before the war started the drive-in boom, operators had a problem getting the public to think of these entertainment places as suitable for family trade. Their greatest difficulty was overcoming the belief that drive-ins were outdoor necking places, which was indeed the general public impression.

The drive-ins are a component but separate part of the motion picture industry. When we start advertising that we are operating a public Lover's Lane, we are also inviting trouble from officials in all quarters, and from the public. That kind of trouble can have disastrous consequences, not only on drive-in operators but on every exhibitor, producer, distributor and every individual connected with the motion picture industry.

Chester Friedman

STANDARD PLUS ORIGINAL IDEAS SPOTLIGHT SALUTE TO YOUTH

Youth Month campaigns received for appraisal in the BOXOFFICE Bonus award of $25 and a Citation of Honor indicate a high degree of meritorious effort and results in both large cities and small communities.

While much of the promotion pattern follows the press book outline prepared by the industry's national Youth Month committee, there is also evident in the campaigns a touch of originality injected by theatre managers where their ideas fitted into local developments.

At Edinburg, Ind., Dal Schuder, manager of the Pixy Theatre, gave tangible support to the local high school student body by running a special Saturday matinee benefit show. Proceeds were turned over to the school fund for the purchase of uniforms for its band.

ENLISTS BROAD SUPPORT

Schuder enlisted the support of the Parent-Teachers Ass'n, American Legion post, Lions club and Merchants Ass'n for the program. Every student in the community sold tickets for the performance. On the day of the benefit, the school band and student body turned out in a demonstration of appreciation. The group paraded to the front of the theatre.

The result of this gesture has been to unite the ties of friendship between the students, school officials and the theatre. Schuder received numerous letters of appreciation from youngsters and citizens of Edinburg.

Leonard Utecht, manager of the Lake in Oak Park, Ill., extended his campaign all through September. After the president of the village had proclaimed Youth Month, Utecht was made chairman of Youth Month activities in Oak Park. Stories immediately were planted in all local papers and with the Chicago Sunday Tribune.

Utecht made a tiein with the National Fishing rodeo sponsored by Better Fishers, Inc., a nonprofit group of sportsmen, and arranged a fisherman's competition for local youth. A total of $300 in prizes was promoted from sympathetic businessmen. A definite time and two locations were designated for the competition and newspapers covered every angle of the promotion.

SETS UP PHOTO DISPLAY

As a tribute to the youngsters, Utecht obtained about 50 recent photographs of Oak Park children from a photographer and erected a huge display board in the Lake lobby around the theme, "Future Citizens of Oak Park." Aside from the fact that this stunt endeared the theatre to the families of the youngsters on display, Utecht observed that many persons who came to look at the exhibit remained to see the show.

Utecht used two trailers to promote Youth Month, decorated the lobby and marquee with pennants, burgees, etc., and used ad slugs in newspaper display ads throughout September.

Ansel Winston, manager of the Coliseum in New York City, used several angles to promote Youth Month. With cooperation from the Police Athletic league, an essay contest was worked in the public schools. Theatre tickets were offered for the best essays on Youth Month and the contest was publicized at the theatre and through posters displayed at each school in the neighborhood.

In honor of Air Force day during Youth Month, Winston announced a model plane building contest. He obtained air force posters to help stimulate interest and promoted prizes for the best entries which were displayed in the theatre lobby.

Boy Scouts were invited to participate in an exhibit and ceremonies marking Youth Month. A complete camping outfit was set up in the lobby with uniformed scouts in attendance to answer questions for interested patrons and to recruit new members. On September 25, a Scout troop formed in front of the Coliseum, presented the Colors in honor of Youth Month and were later guests of Winston at the regular performance.

Mildred Fitzgibbons, manager of the Roosevelt Theatre, Flushing, N. Y., used "Physical Fitness of American Boyhood Through Sports" as the keynote of her Youth Month activities. The booking of "Superman" gave her special opportunity to promote a Superboy contest which attracted wide attention and helped to focus direct interest on Youth Month.

The contest was open to youngsters between the ages of 8-13. Sam Taub, well-known radio sports commentator, and Ruby Goldstein, fight referee and former pugilist, acted as judges. Taub publicized the contest in his regular Sunday program over WMGM which originates from Jack Dempsey's restaurant in New York.

Bookings throughout Youth Month featured special shorts on sports, safety and other subjects of particular interest to children.

In cooperation with the national committee for Youth Month, BOXOFFICE will present a special BOXOFFICE Bonus of $25 to the theatremen submitting the outstanding campaign for Youth Month to the Showmandiser section. All campaigns should be addressed to the BOXOFFICE Showmandiser, 1820 Rockefeller Plaza, New York, N. Y., and should be mailed not later than midnight, October 31.

Youth Tribute Has Kids Voting To Select Theatre Executives

Two effective promotions tied in with Youth Month brought a financial return and resulted in press stories of unquestionable goodwill for Dwight Kirk, manager of the Paramount in Middletown, Ohio.

Kirk inaugurated Youth Month locally through a special Kiddy matinee at which the first chapter of the "Superman" serial was exhibited. Free ice cream was promoted for every child who attended.

Kirk's big stunt was the selection of representative theatre officials to act as manager, head usher, etc., every Saturday during Youth Month. The local newspaper cooperated by publishing a ballot and running stories of the election. Kirk used a democratic approach by having nominations during the Saturday morning show. Three parties were represented, Patriots, Royalists and Loyalists.

Radio station WPFB maintained a running commentary of the election until after the ballots were tallied. The Middletown Journal commented editorially on the opportunity provided for theatre patrons and future voters of America to participate in a political rally in true democratic style.

Spot-the-Sound Quiz Is Stage Broadcast

The State Theatre in Harrisburg, Pa., tied up with the Spot-the-Sound radio show, gleaning a lot of favorable publicity and comment.

E. G. Wollaston, manager, and assistant Spike Todorov held a Spot-the-Sound quiz from the theatre. Carl Henke, organist, played 20 songs about which questions were asked. Contestants were selected from the audience.

The presentation of prizes was made from the stage between evening showings of "That Lady in Ermine." Several thousand dollars worth of merchandise were awarded the winners, one contestant winning a season pass for two at the three local Fabian theatres.

To advertise the event, Wollaston obtained a 21-inch by four-column cooperative ad in both the Patriot and the Evening News, with the participating merchants footing the bill.

Playboy Exhibited

Two publicity minded theatremen associated with the Basil Theatres in Buffalo, Frank Kennedy and Dick Miller, tied up to display the revolutionary new motor car, the Playboy, in theatres throughout the circuit. Models of the car were exhibited in the lobbies, tied with the engagement of "The Best Years of Our Lives."

Cutout Hearts on Doors

At the Granada Theatre in Cleveland, Manager Ed Richardson pasted cutout hearts on all the front doors of the theatre, imprinted "You have 'A Date With Judy.'" This was used for a week in advance of playdate.







Experts in the art of theatre advertising provide vivid expression and originality in . . .

Ad Ideas

Above and right: Jay Wren, advertising and publicity director for Paramount-Adams Theatres, Newark, N. J.





Above: Robert Bryant, Park-In Theatre, Springfield, Mo.; left, Irv Clumb, Towne, Milwaukee.







Reproductions above, left to right, by Alice Gorham, ad-publicity director for United Detroit Theatres.

Full Page Co-Op Plus Window Tieups Plug 'Jolson Story'

Doug Keeley reports capacity business at the Orpheum in Sault Ste. Marie, Ont., with the third run engagement of "The Jolson Story." Keeley attributes the fine business to the splendid cooperation he received from businessmen and merchants who helped to exploit the showing.

A full page co-op ad broke in the local Daily Star on opening day. Each merchant incorporated a special plug for the picture in his copy. The page carried a banner streamer, "Mammy—Mammy—Look Who's at the Orpheum," and included a three-column ad with an illustration from the picture plus theatre copy.

Window displays also played an important part in the over-all campaign. These were set in music shops and men's wear and hat stores. Posters and stills were the central part of these displays with full theatre and playdate copy.

Keeley contacted all radio disk jockeys and had little difficulty in persuading them to use Jolson recordings with surprising regularity. "The Jolson Story" booking at the Orpheum also came in for frequent mention.

Youth Handiwork Display In Lobby for Youth Month

In observance of Youth Month, Ralph Lanterman, Reade circuit city manager in Long Branch, N. J., made lobby space in the Paramount Theatre available to the YMCA, Boy Scouts, Cub Scouts and Air Scouts for special exhibits and displays of their handiwork and collections.

A "Teentimer Revue" on the Paramount stage also helped to pay tribute to the youth of the community. The stage revue featured nine groups of Long Branch youngsters in a musical and dancing program, which was well publicized by the local press.

During Youth Month, the Paramount used trailers, lobby hangers and burgees to salute the future citizens of the community and used overlines in all newspaper advertising.

Police Provide Exhibit For 'No Name Street'

An exhibit of police riot guns, revolvers, straitjackets and other paraphernalia was used to stimulate interest in Manager Jack Barrett's date for "Street With No Name" at the Welmont Theatre, Montclair, N. J. The police tieup also called for talks at each performance by police officials.

During Dog Show week, Barrett found it profitable to book a short subject on dogs. He contacted officials of the Dog Protective league and invited them to see the film as his guests. The league, in turn, sent letters to its membership urging attendance.

Up Pops Next Attraction

Bill Davis, manager of the Ritz, Gainesville, Ga., makes effective use of a handset printing outfit to plug coming attractions. Each week type is set for the next show. This is imprinted on both ends of popcorn boxes. According to Davis, business and popcorn sales have increased.

Youth Premiere Marks Youth Month

In conjunction with national Youth Month, Marvin Fox, manager of the Orpheum Theatre in Seattle, staged what is believed to be the first Youth Month premiere of a feature production in this country. The feature attraction was "Northwest Stampede" and was attended exclusively by members of the Seattle Junior Safety patrol which was observing its 20th anniversary here.

Fox invited the local superintendent of schools and an official of the mayor's Youth committee to address the audience and extend congratulations for the fine record established by the patrol.

Radio station KING broadcast the event by wire recorder from the theatre lobby and interviewed some of the youthful guests concerning their patrol activities and reaction to the film.

Coloring Contest Sells 'Superman'

A coloring contest sponsored by the Parma Post helped exploit the serial, "Superman," for Gertrude Tracy, manager of the Parma (Ohio) Theatre. Youngsters were required to color a mat illustration, with promoted prizes and theatre tickets offered to winners.

A standee in the theatre lobby and special cutout displays stimulated interest in advance. Five thousand heralds were distributed announcing the first chapter. On three successive Saturdays before opening, a "Superman" jacket was awarded as door prize. The jackets were promoted from a neighborhood dealer.

To publicize the inauguration of a weekly Bank Note giveaway, Tracy promoted a Gold-Silver Bendix washing machine as top prize. She used 300 window cards, 5,000 heralds and tied up special window displays on the giveaway.



Jim Barnes, manager of the Huntington Park Theatre, Huntington Park, Calif., revived the invisible fish gag to promote interest in "Mr. Peabody and the Mermaid." It's still an attention-getter, says he.

Display for Merchant Way to Make Friends And Cut Expenses

Frequently, a little goodwill promotion has far-reaching results. When the Ontario firemen's convention was held in Dundas recently, John Grant, manager of the Majestic there, promoted a local photographer to display a sign tied in with the theatre attraction, "This Time for Keeps." Idea of the tiein was for the firemen to have souvenir photographs made, "this time for keeps." Because of this friendly gesture, the Majestic Theatre now enjoys cooperative service and reduced prices from the photographer.

To entertain the convention, Grant booked a midnight show and presented a special stage attraction recruited from local talent. During the performance, some of the visiting firemen were invited on stage to be photographed with the entertainers. The informal atmosphere made a big hit with the out-of-towners.

To exploit "Wild Harvest," Grant mailed personal letters to 500 farmers in the rural area. An attractive window display was promoted with a farm equipment dealer which drew farmers' attention to their needs and helped to focus attention on the theatre playdates.

Yo-Yo Contest Interests Youngsters in Newark

A yo-yo contest running for a four-week period had boys and girls flocking to the Roosevelt Theatre, Newark, N. J., to demonstrate their talent with this popular gadget.

Bernie Silverman, manager, tied up with the Duncan Yo-Yo Co. and promoted a galaxy of prizes, including rhinestone studded yo-yos, yo-yo sweaters and pen-and-pencil sets, all of which were placed on display in the lobby.

The kids competed on the theatre stage in singing, dancing and other talent exhibitions as well as the art of manipulating the yo-yo. Professional yo-yo instruction was a feature of the program.

Star's Outfit Displayed For 'Key Largo' Dates

Jim Barnes, manager of the Huntington Park (Calif.) Theatre, tied up with a local dress shop and promoted an attractive window display in behalf of "Key Largo." The exhibit used the original skirt-and-blouse outfit worn by Lauren Bacall during the filming of the picture. Another window display was landed with a sporting goods store, showing the two guns used in the picture. Theatre credits were prominent in both cases.

Hospital Service Tieup For MOT's 'Mrs. Conrad'

"The Case of Mrs. Conrad," March of Time release, was well exploited by Bob Anderson, manager of the Newsreel Theatre, Portland, Ore., through advance lobby displays and outdoor posters with plenty of dramatic appeal. Anderson tied up with Northwest Hospital Service which maintained a booth in the theatre lobby during the current exhibition.

Merchandising



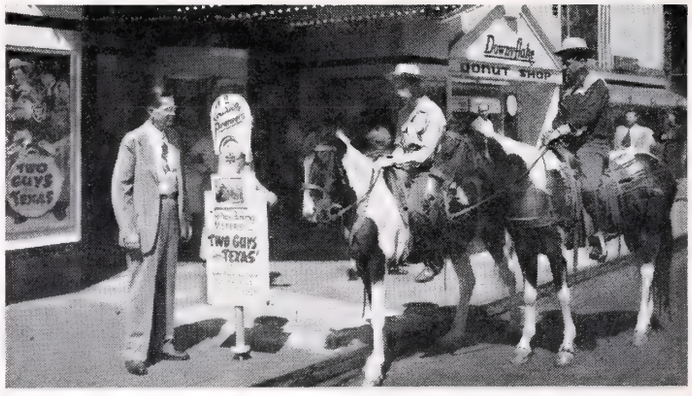
Two teen-age misses attired in sailor outfits handed out Life Savers in envelopes imprinted with a message on "Luxury Liner" for Maurice Druker, manager of the State, Cleveland.



The unique design of the Avenue Theatre, Montreal, Que., lends itself to unusual displays out front. Manager Winston Currie and artist Etienne collaborated on this colorful flash in conjunction with return engagement of "Henry V." The theatre front is glass throughout, normally giving an unobstructed view into the lobby.



George Forhan jr., recently appointed assistant manager of the Capitol, Kingston, Ont., turned in a fine job exploiting "Emperor Waltz" during the manager's vacation. Forhan developed eight windows along city's main Princess street. Tie-ups included women's shops, music and jewelry stores.



Two guys from Louisville are greeted in front of the Mary Anderson there by Manager Cliff Buechel. Stunt was inspired by "Two Guys From Texas" and the fact that city had just installed parking meters. Photo broke the local Times.



J. G. Samartano, manager of the State, Providence, R. I., used this attractive lobby display to focus attention on theatre's 20th anniversary program featuring "Hills of Home." Four-foot birthday cake was central attraction.



Sol Sorkin, manager Keith's, Flushing, N. Y., dispatched this usher to ballyhoo "Mr. Peabody and the Mermaid" at a nearby subway station. Idea of the fellow trying to catch a mermaid in a pail provoked laughter and comment.

RKO Divorcement Rumors Continue

NEW YORK—Rumors persist that RKO will make a separate settlement in the so-called Paramount antitrust case by turning most of its theatres over to a new corporation. This would be the almost complete divorcement Ass't Att'y Gen. Robert L. Wright sought in the brief he filed with the three-judge court in New York October 8.

Some time ago Gordon E. Youngman said RKO was not taking part in any negotiations for a consent decree.

Wright's brief and suggested form of decree shows RKO has a total of 178 theatres. Of these, 118 are operated jointly with other defendant companies. Twenty-two are operated with Butterfield Michigan Theatres Co. and 90 are operated with W. S. Butterfield Theatres, Inc. Both Butterfield companies are Paramount affiliates.

The three-judge court ruled that joint ownerships should be dissolved and the supreme court upheld this ruling by saying it "was plainly warranted."

The RKO board of directors met October 13, but all officers of the company refused to state what happened.

Rites for C. F. Fitzgerald, 72, Former Showman

ALBANY—Funeral services were held for Charles F. Fitzgerald, 72, former assistant manager and treasurer of Proctor's Theatre in Troy, who died following an illness.

Born in Port Schuyler, now a part of Watervliet, Fitzgerald had been a life-long resident there. He worked in the Watervliet arsenal during World War I. When he and his wife celebrated their 50th wedding anniversary in 1946, Larry Cowen, Proctor manager, entertained them at a party.

He is survived by his widow, four daughters and three sons.

Prompt Return of Rogers Books Urged at Meeting

SCHENECTADY—Prompt returns of Will Rogers Memorial hospital drive books was urged at a meeting of branch managers, salesmen and theatremen here last Monday (11).

With returns said to be slow, an intensive drive is being undertaken by branch managers and salesmen to effect complete returns of books. The climax of the campaign will be a dance November 6 at the Ten Eyck hotel, when a $2,540 automobile will be the principal prize.

Gillis Joins Monogram As Eastern Sales Head

NEW YORK—Maxwell Gillis, former eastern district manager for Republic, has been appointed eastern sales manager of Monogram, effective October 18.

He succeeds Arthur Greenblatt, now eastern sales manager of Screen Guild. Gillis was recently working for Republic out of the Philadelphia area.

Silverman Joins Republic

NEW YORK—Norman Silverman has been named Philadelphia manager for Republic, effective November 1, by James R. Grainger, executive vice-president.

Plan Testimonial Dinner For Charles A. Smakwitz

ALBANY—Plans for a dinner for Charles A. Smakwitz, new Warner zone manager and former chief barker for the local Variety Club, were made at a meeting in Tent 9 headquarters recently. The affair will be staged November 8 and will mark the kickoff of the 1948 Denial day campaign, in which Smakwitz is acting as co-chairman with Chief Barker Harry Lamont. The drive to raise funds for the Variety Albany Boys club summer camp, is one of Smakwitz's keenest interests.

Smakwitz was promoted to zone manager in charge of 25 Warner upstate theatres after serving with the circuit for almost 25 years. He succeeded C. J. Latta in the job.

Jennifer Jones to Play Juliet for the Guild

NEW YORK—The Theatre Guild has completed negotiations with David O. Selznick to release Jennifer Jones, his contract star, for a stage production of Shakespeare's "Romeo and Juliet" next season. Miss Jones has been working in the role of Juliet with Constance Collier ever since Selznick gave his permission for her to appear on the stage more than a year ago. The production, which will be entirely a Theatre Guild enterprise, will tour the eastern cities before opening on Broadway.

British Ban Hecht Films

LONDON—The Cinematograph Exhibitors Ass'n has voted to ban all pictures with which Ben Hecht has been connected. Hecht has been quoted here as saying he had "a little holiday" in his heart every time a British soldier was killed in Palestine. Films now in circulation affected by the ban are "Ride the Pink Horse," "Kiss of Death" and "The Miracle of the Bells."

RCA Victor Names Ewing

CAMDEN—Samuel E. Ewing jr. has been named general attorney for the RCA Victor division, Radio Corp. of America, by J. H. McConnell, vice-president in charge of law and finance of the division. He joined the legal department in September 1947.

Albany Area Prices Rise on Weekends

ALBANY—A Saturday, Sunday and holiday price increase has been affected in all Warner and Fabian theatres in Albany and Troy as well as in the two first run Fabian houses in Schenectady. The increase went into effect last Saturday (9).

Higher operating costs were said to have necessitated the increase. Cited were higher film rentals, new projectionists scales and advancing prices for oil, coal and other supplies.

Patron reaction to the increase varied widely as some theatres reported no audible protests and others strong opposition. Theatres where the best films ran met with no difficulty.

The pattern for the price increase was uneven on the first day when Fabian houses, which normally collected 55 cents for Saturday matinees, were reported to have continued that policy. However, it was said Fabian first runs would go to 60 cents for Saturday matinees, the admission charged at Warner first runs. After 5 p. m. the new night price of 74 cents, an increase of 9 cents over the 65-cent admission, prevailed in all Albany, Troy and Schenectady first runs. The same scale held on Columbus day.

The Madison, Warner second run, and the Delaware, Warner third run, went up about six cents, while the firm's Troy subsequent runs, the Griswold and the American, were reported to have raised admissions from 37 to 45 cents on the Saturday, Sunday and holiday basis. In all cases, however, weekday admission prices remained unchanged.

Six Committees Named

NEW YORK—Max E. Youngstein, president of Ampa, has named the chairmen and co-chairmen of six committees to serve the organization for the 1948-49 year.

They are: Charles Alicoate, Jacques Kopfstein, Ray Gallagher and Abe Dash, relief fund committee; Gordon White, delinquent dues committee; Harry Blair, publicity committee; Chester Friedman, ticket committee; Lige Brien, special events committee, and Herman Schlier, entertainment committee.



ITOA BOARD OF DIRECTORS—Pictured above are members of the newly elected board of directors of the Independent Theatre Owners Ass'n at their meeting last week. Bottom row, left to right: David Weinstock, chairman; Lou Mazze, Sam Freedman, Emanuel Hertzig, Rudy Sanders, Abe Mopper, Isidore Goldmark, Abe Leff, Sam Koenig, Irving Steiner, Maurice Brown, Benjamin Rosassy, Ray Rhonheimer, Max A. Cohen, Abe Shenk and Irving Renner. Top row: Sam Einhorn, J. Joshua Goldberg, Leon Rosenblatt, William Namenson and Henry Siegel.

Along New York's Film Row

By WALTER WALDMAN

NORMAN ELSON, head of Trans-Lux, said that renovations and repairs are being rushed on the seven theatres recently taken over by the circuit . . . Friday, October 15, work was completed on the Crest, the Bronx . . . The other theatres now having face-lifting and interior redecorating jobs are: Granada, Colony and Monroe, Manhattan; Central, Yonkers; Embassy, Dobbs Ferry, and Hastings, Hastings . . . All the theatres are being equipped with new marquees that include the name Trans-Lux. New seating, carpeting and paint jobs also are part of the program.

Sam Lefkowitz, metropolitan district manager for Warners, went on a leave-of-absence October 15 . . . Herb Pickman, field man for the New York WB exchange, visited Buffalo Thursday . . . Ruth Gottlob of the Brandt booking department has become engaged to Ralph Myers, an architectural student.

Ed Lachman, Harry Lowenstein, Irving Dollinger, Wilbur Snaper, Jack Unger and Sidney Stern represented Allied Theatre Owners of New Jersey at the recent meeting in Baltimore of the eastern regional division of Allied . . . Lachman will report on this meeting at the next membership session of the New Jersey unit during the last week of October in Newark. By that time he also plans to appoint three alternates to the three members making up the conciliation committee—Dollinger, Lou Gold and Snaper . . . There also will be a discussion of progress made by the conciliation committee on handling complaints against 20th-Fox. To date no complaints have been filed.

Frank Moscato, former buyer for the Island circuit, is busy lining up customers for his new booking office at 630 Ninth Ave. Moscato left Island recently to go into business for himself . . . Herb Nolan of the St. Cloud Amusement Corp. was a Filmrow visitor . . . Alice Thompson has changed her mind and will remain with the Skouras publicity department. She had been set to leave for California October 15.

Reade Theatres changes: Joseph Sommers, manager of the St. James, Asbury Park, has been named city manager of the Freehold, N. J., operations. Herbert Gordon replaced Sommers at the St. James . . . William Mower has been appointed assistant manager of the Broadway Theatre, Kingston.

Jack Merritt has been appointed acting manager of the Paramount Theatre, Asbury Park, for the duration of the season, which ends next month . . . Eddie Aaron, assistant general sales manager of MGM, has returned from his vacation. He spent the time in California and Montana . . . Carter Barron, head of the Washington district for MGM, was a recent New York visitor.

Steve Saunders, a civil engineer and ex-G.I., has just finished building a quonset hut theatre at Carmel, N. Y. The 440-seat house is said to be one of the first of its type in the metropolitan area. Saunders opened this week . . . Jack LaRue, the actor, visited the New York branch of NSS to look over star stills . . . Hal Bennett, NSS branch manager, and Joe Katzoff, upstate salesman, toured the Poughkeepsie area during the past week in connection with George Dembow Tribute drive.



ACCEPTS SWISS CITATION—Harry Michalson (right), short subjects sales manager for RKO, is presented a citation for excellence of "Switzerland Today," released by RKO. At the left are Simone Ziegler and Stephen Duggan, representatives of the American Society for Friendship With Switzerland.

Lou Wolff and Alex Arnswalder lined up a headliner show for the annual dinner-dance of the Motion Picture Bookers Club at the Hotel Commodore October 17 . . . Larry Storch of Bill Miller's Riviera, master of ceremonies. Others on the program are: Copsey & Ayres of the Copacabana, Franklin & Moore of the Savoy Plaza, Ross & La Pierre of Billy Rose's Diamond Horseshoe, the Ciro Remac Cuban ensemble and the bands of Ramona and the Barry Brothers. Approximately 1,000 tickets were sold.

Paramount Annual Party Draws Over 750 Guests

NEW YORK—More than 750 members and guests of the Paramount Pictures Club attended the annual dinner-dance Friday night (8) at the Waldorf-Astoria. Included among those present were Barney Balaban and Mrs. Balaban and practically all of the home office executives.

One of the features of the entertainment which followed the dinner was a half-hour fashion show staged by WPIX, the Daily News television station.

Monroe Goodman, club president, was master of ceremonies.

R. Chandler Kron Retires

ROCHESTER, N. Y.—R. Chandler Kron, manager of Eastman Kodak's insurance department, was feted at dinner by friends and business associates on his retirement after 43 years with the company.

'Julia' Opens Strong; Three Others Hold Up

NEW YORK—The Columbus day holiday bolstered some of the sagging grosses of Broadway first run houses and offset the Yom Kippur slump the following day. One new film, "Julia Misbehaves," had long waiting lines at the Radio City Music Hall over the weekend and on the holiday, but the other, "Isn't It Romantic?" was pulled after one mild week at the Paramount, the first short run there in six years. "Hamlet" again was capacity for the second week of its two-a-day run at the Park Avenue and the second week of "Red River" at the Capitol and "Johnny Belinda" at the Strand also held up well.

(Average is 100)

Astor—**The Babe Ruth Story** (Mono), 12th wk. 60
Capi'ol—**Red River** (UA), plus stage show, 2nd wk. 115
Criterion—**The Saxon Charm** (U-I), 2nd wk. 70
Globe—**Rope** (WB), 7th wk. 110
Gotham—**Hold That Ghost** (FC); **Hired Wife** (FC), reissues 100
Loew's State—**The Loves of Carmen** (Col), 6th wk. 95
Mayfair—**Rachel and the Stranger** (RKO), 4th wk. 80
Paramount—**Isn't It Romantic?** (Para), plus stage show 80
Park Avenue—**Hamlet** (U-I), 2nd wk. of two-a-day engagement 150
Radio City Music Hall—**Julia Misbehaves** (MGM), plus stage show 135
Rialto—**16 Fathoms Deep** (Mono) 105
Rivoli—**An Innocent Affair** (UA), 2nd wk. 85
Roxy—**Cry of the City** (20th-Fox), plus stage show, 2nd wk. 100
Strand—**Johnny Belinda** (WB), plus stage show, 2nd wk. 118
Sutton—**Louisiana Story** (Lopert), 3rd wk. 80

Buffalo High Gross is 138 On 'Forever Amber'

BUFFALO—A whopping week here gave fine grosses to almost all houses. "Forever Amber" drew well at the Hippodrome as did "Sorry, Wrong Number" at the Great Lakes and "Rachel and the Stranger" at the 20th-Century.

Buffalo—**An Innocent Affair** (MGM); **Montana Mike** (MGM) 85
Great Lakes—**Sorry, Wrong Number** (Para) 118
Hippodrome—**Forever Amber** (20th-Fox) 138
Lafayette—**Larceny** (U-I); **Close-Up** (U-I) 100
Teck—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues, 2nd d. t. wk. 110
20th Century—**Rachel and the Stranger** (RKO) 125

Most Baltimore Business Goes To 'Liner,' 'Carmen' and 'Peggy'

BALTIMORE—A week of cloudy and cool weather, plus the holidays, didn't help business much.

Century—**Luxury Liner** (MGM) 128
Hippodrome—**The Spiritualist** (EL) 105
Town—**Loves of Carmen** (Col) 129
New—**Apartment for Peggy** (20th-Fox) 130
Mayfair—**Moonrise** (Rep) 102
Keith's—**Larceny** (U-I) 100
Stanley—**Rope** (WB), 2nd wk. 98
Valencia—**A Southern Yankee** (MGM), 2nd wk. 122

Local 306 Asks 20% Hike For H. O. Projectionists

NEW YORK—Local 308, IATSE, has asked for a 20 per cent wage increase for home office and exchange projectionists. The two-year contract that expired September 1 provided for a $101 minimum for 28-hour, four-day week.

Approximately 80 operators employed by the major companies were covered. The 20th Century-Fox exchange recently closed its screening room and let out two projectionists.

Contract talks between union and management officials are continuing.

Adjourn Dipson Suit To Figure Damages

BUFFALO—Federal Judge John Knight adjourned until Tuesday (19) the third trial of Dipson Theatres, Inc.'s $1,708,490 anti-trust suit, to enable attorneys to prepare memoranda concerning the computation of damages.

The last witness to testify prior to the adjournment was William Smith, resident manager of the Syracuse office for James Barr & Co. auditors for Dipson. The Dipson firm charges 11 defendants, including local Shea interests and major film distributors, with conspiring to prevent five theatres from operating successfully.

NO CLAIM RECORD ON CENTURY

Smith admitted, under cross-examination by Attorney Frank G. Raichle, that no record of the assignment of any claim against the defendants by Century Theatrical Enterprises, Inc., to Dipson Theatres appears on the books on either corporation. Dipson Theatres must prove the assignment if it is to claim damage for the Century Theatre, formerly operated by Century Theatrical Enterprises.

A letter written by Nikitas D. Dipson, president of Dipson Theatres Sept. 30, 1942, was introduced into evidence by defense attorney Edward C. Raferty. Addressed to attorney Max Yellen, who succeeded Dipson as operator of the theatre, the letter was produced by subpoena.

In it, Dipson declared that he was "surprised and utterly disappointed" by Yellen's decision to take over operation of the Century and Riviera in Tonawanda. He said he had wanted to continue operating both theatres.

'LOST IN A MANEUVER'

Raferty introduced the letter to Yellen as proof of the assertion made by defense attorneys that Dipson interests lost the Century in a maneuver to get it for less rent, and not because of a conspiracy on the part of the defendants preventing Dipson from obtaining pictures.

Raichle, representing Shea, pointed out previously that the Dipson interests gave up the lease on the Century to the landlord, Yellen, with the verbal understanding he would try to rent the theatre for more than he was getting and, if he could not, would rerent it to the Dipson company for less. Yellen subsequently decided to operate the theatre himself.

Continuing the cross-examination of Andrew Gibson, secretary-treasurer of the Dipson concern, attorney Sidney B. Pfeifer questioned the witness about discrepancies between the financial report of the Century for 1944, drawn up by Dipson auditors, and the report furnished to 20th Century-Fox Corp. for the same period.

He pointed out a difference of more than $5,000 in the two reports. Gibson said that he was unable to explain why this discrepancy had occurred. He admitted reports had been prepared under his supervision.

Columbia Sets Dividend

NEW YORK—The board of directors of Columbia Pictures Corp. has declared a quarterly dividend of $1.06¼ cents a share on the $4.25 cumulative preferred stock, payable Nov. 15, 1948, to stockholders of record November 1.

B R O A D W A Y

Among film and drama critics visiting New York were Marjory Adams of the Boston Globe, Peggy Doyle of the Boston American, Mary X. Sullivan of the Boston Sunday Advertiser and Viggo Andersen of the Hartford Courant and Mrs. Andersen. The Andersens were celebrating their 19th wedding anniversary . . . Alfred Hitchcock arrived from London on his way to the coast . . . Marjorie Harker and Frank Shea of March of Time recently entertained Charles Hacker, appointed to Gus Eysell's Music Hall staff, and Chester Friedman and Sally Walton of BOXOFFICE Showmandiser section, at an Advertising Club luncheon. The occasion was Hacker's 29th birthday.

Joan Caulfield arrived from Hollywood to appear on the Lux Radio Theatre over CBS on Monday (11) with John Payne and Shelley Winters . . . Miss "Margie" McCarthy has been named manager of the Rialto. She started there eight years ago as cashier . . . Hazel Brooks, now with David O. Selznick, is here for a two-week visit . . . Louis B. Mayer, MGM executive in charge of production, in at the Waldorf-Astoria. Howard Strickling accompanied him.

Tom Rogers of the MGM publicity department is back from a vacation in Paris . . . Ralph Wheelwright, assistant to Howard Strickling, MGM studio publicity head, has gone to the coast after visiting here and in Washington . . . Phil Cowan, United Artists publicist, and Phil Gerard, Universal-International publicist, have completed their first screen play, "Tumult in Paradise." Its theme is one world . . . Si Seadler, MGM advertising head, is back from Washington where he visited his son who had an appendectomy.

Philip N. Krasne, producer, is here for talks with Gradwell L. Sears, United Artists president, and Paul Lazarus jr., executive assistant . . . Vincent Sherman, Warner Bros. director, and Ranald MacDougall, writer, are here. Sherman will go to England to direct a film at Elstree . . . June Allyson has ended a vacation in New York . . . Ralph Couser accompanied Robert Taylor here from the coast and will sail with him to England . . . Arrivals on the Nieuw Amsterdam included Philip Dorn and wife and Director Boris Morros and wife . . . Priscilla Morley, magazine cover model and wife of Henry A. Linet, Universal-International eastern advertising manager, is showing steady improvement after being hospitalized at Brooklyn Thoracic hospital.



FAMILY PORTRAIT—Walter Wanger, producer of "Joan of Arc," and his wife, Joan Bennett, arrived in New York with their three daughters, left to right, Stephanie, 4; Shelley, 3 months, and Melinda 13. The Wangers will remain in town for the opening of "Joan" at the Victoria Theatre, November 10.

Milton S. Kusell, Selznick vice-president in charge of domestic and Canadian sales, left to preside at a southern divisional sales meeting in New Orleans. Henry G. Krumm, southern division manager; Alfred Delcambre, southwest district manager, and all southern sales representatives will attend . . . Louis DeRochemont has returned from Portsmouth, N. H., and is at the Waldorf-Astoria.

Donald Henderson, 20thFox treasurer, and Lou Frick, publicist, were vacationing . . . U. B. Ross, Westrex Latin American regional manager, and E. W. McClellan jr., theatre engineering manager, went to Mexico City on sales and engineering matters . . . Robert Taylor and Sir Ralph Richardson sailed on the Queen Mary October 16 . . . Louis Lober, Warner assistant European general manager, and Mrs. Lober sailed October 15 on the Nieuw Amsterdam.

Elsa Maxwell arrived on the Queen Mary . . . A son, Douglas Ian Pader, was born October 11 to Norman H. Pader of the Republic exploitation staff and Mrs. Pader, the former Marjorie Barbara Ash of Wimbledon, England . . . A. A. Ward, vice-president of Altec Service, is here from the coast.

'Henry V' Continous Run In Two New York Houses

NEW YORK—"Henry V," the Laurence Olivier Shakespearean production released by United Artists, opened a limited engagement at the Majestic Theatre, Brooklyn, October 15.

The picture is also playing a return engagement at the Little Carnegie, Manhattan. Both engagements are on a continuous performance basis and United Artists, in cooperation with the board of education, has put in effect a reduced discount price for students for all performances.

Danny Kaye at the Astor

NEW YORK—"A Song Is Born," Danny Kaye's Technicolor musical comedy for Samuel Goldwyn, will open at the Astor Tuesday morning (19).

Better Product Foreseen

ALBANY—Max Friedman, chief of booking for Warner Theatres upstate, said this week that the lineup of fall and winter product was "much better" than that of a year ago. He characterized "Johnny Belinda" as a sure Academy award winner and said "Apartment for Peggy" was a fine film while "Road House" would "do business." Friedman also predicted that the "The Babe Ruth Story" would be "good enough for revival for ten years."

WASHINGTON

Sam Wheeler has resigned from Film Classics on the coast and will return to Washington to head Wheeler Film Co. . . . The National Theatre, last legitimate house here, shifted to motion pictures with "Red Shoes" Friday night. Receipts were to be turned over to the Women's Advertising club, sponsor of the opening. Frank Mitchell, Fred Gooch and Frank Mulloy will man the booth.

Jim and Bill Clark, Highway Express Lines, came in from Philadelphia to attend the American Trucking Ass'n meetings at the Statler hotel . . . The Mullins Open Air Theatre in Wise, Va., has closed for the season . . . Evelyn Butler, Bobby Levine's assistant, has returned to the office after undergoing a minor operation . . . Local F13 hold its first meeting of the season Monday night. Regular meeting night of October 4 was postponed because of the Jewish New Year.

Newton Keith, operator of the Keith Drive-In, Coeburn, Va., and two companions were killed when his plane crashed into the side of a mountain not far from where it took off. Keith was on his way to Washington to buy and book for his drive-in . . . The Crozet Theatre, Crozet, Va., had a fire . . . John Bailey, who rented his Hughesville Theatre, Hughesville, Md., has taken back the operation. Bailey has been ill for many months but now is in good health.

Carter Barron, Loew's division manager, went to Solomon's Island for a weekend of fishing . . . Gene Ford, stage director at Loew's Capitol, has been laid up with a cold. Gene does a fine job with the shows between halves of the Redskins games . . . Albert Mannheimer, head of exchange operations for Film Classics, was in town.

William Gehring and Howard Minsky, 20th Century-Fox home office, spent the week going over all phases of the local branch operation . . . Lou Lichtenstein, home office auditor, is finishing up his audit and soon will leave for another office . . . Little Glenda Lee, youngest daughter of branch Manager Norris, was pictured in the Sunday Star Pictorial magazine of October 10 in conjunction with the Fairfax County Bookmobile.

Filmrow girls are doing a wonderful job for the Will Rogers Memorial hospital fund project in conjunction with the Variety Club . . . Herman Purnell came in from Shelbyville and Berlin to buy and book . . . Sidney Lust's Marlboro Theatre in Upper Marlboro, Md., is featuring Family night every Friday . . . Baltimore exhibitors on the Row included Harry Vogelstein, Julius and Jack Levine, Iz Makover, George Walker and Louis Cohen.

George Ritch, president of Standard Vendors, stopped off en route to southern Virginia. Ritch is making a round of his territory the next couple of weeks. Mrs. Ritch has gone to Takoma, Wash., to visit her mother . . . Newest members of Varitey Tent 11 are Jack Groh, owner of the Broadway Open Air Theatre, Richmond; Harry B. Stearn, district manager for Darnell Theatres, Inc., Cumberland; Ervin Ornstein, purchasing agent for K-B theatres . . . The welfare awards committee will meet at 9 p. m. October 18 in the clubrooms to discuss the progress of the drive which ends November 20.



AT WASHINGTON—Jane Wyman, Warner Bros. star, visits George A. Crouch, zone manager for Warner Theatres in the Washington area. Miss Wyman is on a nationwide tour in behalf of "Johnny Belinda."

At Paramount, Barbara Donaldson is back as clerk in the accounting department . . . Booker Fred Von Langen spent his vacation traveling around the territory with salesman George Kelly, contacting exhibitors and getting sales drive dates . . . Hazel Jarosik, ledger clerk, has resigned . . . Lillian Lee underwent a tonsillectomy . . . Next tradeshowings will be "Disaster" and "The Paleface" on October 19 at 2:30 p. m. . . . Robert Fellows, Paramount producer, was here to confer with government and naval authorities and to discuss the first draft of a new picture that Paramount is planning, tentatively titled "Wings of the Navy," with John Farrow to direct.

Walsh at Canada Meet, Will Support Truman

NEW YORK—Richard F. Walsh, international president of IATSE, was fraternal delegate of the American Federation of Labor at the 63rd annual convention of the Trades and Labor Congress of Canada at Victoria, B. C., which started October 11.

Walsh, who conferred with members of the labor committee and President Truman in Washington recently, has come out in support of the Democratic candidates in the forthcoming presidential election. "On every issue, President Truman's stand is forthright and specific and in line with the policies of organized labor. His analysis of the dangers of the Taft-Hartley act has been borne out almost in detail," Walsh said.

Brad Evans in Film Debut

Stage actor Brad Evans will make his film debut in a dramatic role in Jerry Wald's "Task Force, for Warner release.

Dumbarton Theatre Sold for $103,000

WASHINGTON—The Dumbarton Theatre was sold this week for $103,000 in the district court here to the Georgetown Realty Co. acting on behalf of an undisclosed buyer. The theatre, which has 400 seats, and has used second-run films, was part of the property of the estate of the late Elmer Frain.

His relatives sought a partition in court to determine just what the sale price should be, and it was set at $87,000, subject to a higher offer.

Frank Rowe of the realty company withheld the name of the principal because, he said, the buyer is not sure whether he will operate it himself, or lease it for 25 years to several persons who have proposed that. But he felt sure it would continue as a motion picture house. It has been closed for alterations to conform to building regulations, but this is only temporary.

Tele Receiver Production Jumps 590,00 in Year

NEW YORK—This year's production of the higher-priced television receivers will be 750,000 compared with 160,000 last year, radio manufacturers said at their meeting October 6 at the Hotel Roosevelt. While radio set production will fall off 5,000,000 from the 1947 figure of 20,000,000, they predicted an increase in dollar volume of business over 1947 of $750,000,000 because of television activity.

Plans were made for a National Radio week November 14-20, a "radio-in-every-room" campaign and a "Voice of Democracy" contest for high school students.

'Musketeers' Advertised In 28 Publications

NEW YORK—MGM will advertise "The Three Musketeers," Technicolor production set for November release, in national and fan magazines representing a combined circulation of 63,740,065 and a readership coverage of approximately 223,090,228.

Six national magazines for October will carry one page ads in four colors, nine fan magazines will run single page ads in two colors, eight national magazines will have advertising copy in the "picture of the month" column and five national publications will have special copy in the "Lion's Roar" column.

The picture will open at Loew's State late this month.

Luncheon for Jane Wyman

WASHINGTON—Warner Bros. gave a luncheon for press representatives and a few others recently in honor of Jane Wyman in connection with her forthcoming film, "Johnny Belinda." Frank LaFalce, managing director of Warners' two chief theatres in Washington, arranged it.

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Elizabeth's Regent Doorman 25 Years

ELIZABETH, N. J.—Genial and dignified William F. Howard, who has rounded out a quarter of a century as a ticket-taker at the Regent Theatre here, has become a familiar figure and is as enthusiastic about his job as he was when he started. Literally millions of patrons have passed by him single file, but he is unable to name the exact figure. Sometimes, particularly on weekends, the house sells as many as 5,000 tickets a day.

Howard started at the Regent in September 1922, but he counts as time out four years during which he worked at the Ritz and the Liberty.

No movie fan, Howard says the last picture he saw was Mae West in "I'm No Angel" about ten years ago. He is a baseball fan and an ardent rooter for the Yankees. He lives with his wife at 94 Elmora Ave., Elizabeth.

Paramount Buys Another 32,500 of Its Shares

NEW YORK—Paramount purchased another 32,500 of its common shares during September, bringing the total of these purchases in recent months to 665,000 shares. During August the company bought 22,200 shares. The market value of the 665,000 shares at present is $14,000,000.

The purchases are intended to put the company into a position to meet emergencies which might arise from the antitrust case decision. At the last annual meeting of stockholders Barney Balaban, president, stated that if the company is required to dispose of many theatres it will reduce its capitalization. The shares in the treasury would make this easy.

On the other hand, if the company has to purchase theatres the stock could be used for this purpose.

Daniel R. Creato Is Named RCA Service Co. Counsel

CAMDEN, N. J.—Daniel R. Creato, who has been associated with the legal department of the RCA Victor division, Radio Corp. of America, since 1935, has been named vice-president and general counsel for the RCA Service Co., Inc., by E. C. Cahill, president. The activities of the organization have expanded since the advent of postwar television and the company now is responsible for the installation and servicing of television receivers and various types of electronic equipment for industrial, theatre and communication uses, according to Cahill.

20th-Fox Retiring Stock

NEW YORK—Twentieth Century-Fox continued its retirement of special stock issues during September. It bought 2,200 shares of its $1.50 cumulative preferred, bringing the number of outstanding shares to 158,136. The company retired 200 shares of $4.50 preferred stock. The number of shares still held is 81,131.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

Weitman Names Aides For UJA Benefit Show

NEW YORK—Barney Balaban, Nate J. Blumberg, Jack Cohn and Maj. Albert Warner have been named honorary chairmen of the producing committee of the 15th annual "Night of Stars," by Robert M. Weitman, managing director of the New York and Brooklyn Paramount, who is chairman of the committee. The proceeds of the show, which will be held at the Madison Square Garden November 15, will go to the United Jewish Appeal of Greater New York.

Weitman's co-chairmen are: Marvin H. Schenck, Louis K. Sidney, Ed Sullivan and Arthur Knorr. Members of the committee include: Don Albert, Harry Anger, Milton Berger, Maurice Bergman, F. William Boettcher, Ben A. Boyar, Paul Bracco, Leo Cohen, Alan Corelli, Russell V. Downing, John Dugan, Ernest Emerling, Zeb Epstein, Gus Eyssell, William Feinberg, Henry Frankel, Moe Gale, Joseph G. Glaser, John Goodson, Abel Green, Lester B. Isaac, Harry Kalcheim, Nat Kalcheim, Dave Katz, Ray Katz, Abe Lastfogel, Leon Leonidoff, Harry Levine, Harry Mayer, Richard McCann, John McInerny, Charles Miller, Solly Pernick, Sidney H. Piermont and Larry Puck.

Also, Sam Rauch, Thomas G. Rockwell, Frank Roehrenbeck, Harry A. Romm, Leonard Romm, Herbert I. Rosenthal, Harry Rubin, Manny Sacks, James E. Sauter, Robert K. Shapiro, Sol Shapiro, John Shubert, Michael Todd, Fred Waring, Arthur Weill, David A. Werblin, Max Wolff and Louis Yeager.

Kintner Awards Chairman

NEW YORK—Robert E. Kintner, executive vice-president of the American Broadcasting Co., and a director of the Television Broadcasters Ass'n, has been named chairman of the TBA awards committee for 1948. Awards will be presented at a December 8 luncheon at the Waldorf-Astoria.



MAX M. KORR—President, Max M. Korr Enterprises, Allentown, Pa.—says:

"RCA Service has proved itself to be the most economical and satisfactory way of making sure my patrons enjoy good sound reproduction."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

HARRISBURG

Two legitimate productions augmented the local film bills this week. At the Forum Carmen Cavallero and his orchestra presented a one-night stand October 13, and starting October 11, "Show Boat," the Rodgers-Hammerstein production, opened a week's run in the Hershey Community Theatre. Harry C. Chubb, manager, canceled films for the week.

Gerry Wollaston sneak previewed "Apartment for Peggy" on the last night of the "Loves of Carmen" run at the State. To advertise the preview he inserted a dozen two-inch ads throughout the Patriot and Evening News. For "Carmen," Wallaston and his assistant Spasia "Spike" Todorov, set up several stunts. They provided 3,000 bookmarks for distribution at the public library; arranged a tieup with Murphy's book counter to plug the Pocket Book, and imprinted menus at Murphy's luncheonette. A national ad tiein with Chesterfield cigarets unfortunately broke toward the end of the local run.

John Murphy, New York, in charge of all Loew's out-of-town houses, and Harry Moscowitz, Loew construction department head, visited the local theatre . . . Sam Gilman, manager of Loew's Aegent, took a week off to go to his home in Cleveland, timing it so he could see the three World Series games there . . . Bill Blankinship, assistant manager, returned after a trip to his home in Richmond, Va. . . . Loew's Regent has a British bride as an usherette. She is Joan Phillips.

Sam Rubin, Loew's operator, returned after a vacation . . . Albert Conrad, student assistant at the State, was to report back on the job after undergoing an appendectomy . . . Since Betty Steinmueller, former secretary at the State, resigned, Gerry Wollaston, manager, and Edgar Goth, local Fabian publicity man, have had only one stenographer . . . State resorted to a double feature bill, "Rose of Washington Square" paired with "I Wake Up Screaming."

Frederick Polangin Joins Buchanan & Co. on Coast

NEW YORK—Frederick N. Polangin, who recently resigned as eastern advertising and publicity director of Enterprise Studios, has been named director of west coast motion picture operations for Buchanan & Co., Inc., by John Hertz jr., chairman of the board. Polangin, who will headquarter in Los Angeles, succeeds Paul Radin, whose resignation was to be effective October 15,

Polangin operated his own firm specializing in motion picture accounts in Washington, D. C., prior to his Enterprise post. During the war, he helped set up the OWI Hollywood office and then was commissioned lieutenant in the U.S. navy assigned to photographic services as liaison with the War Activities committee of the motion picture industry.

Radin has been named vice-president of the advertising firm of William Kester & Co., starting October 15. He had been in charge of the Hollywood office of Buchanan & Co. for the past two and one-half years.

ALBANY

Charles A. Smakwitz, Warner Theatres zone manager; Ralph Crabill, western district manager, and Jim Faughan, upstate contact manager, conferred in Syracuse . . . Louis W. Schine, vice-president and general manager of the Schine circuit, returned to its home offices in Gloversville from Cleveland.



RALPH SOBELSON—Owner, Strand Theatres, Bangor, Pa.—writes:

"The regular check-ups by RCA Service technicians keep equipment in my theatres at top standards of performance."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

Adv.

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Hotel Walt Whitman, Camden, New Jersey or New York Office, 306 W. 44th St.

The Strand has been leased by the Civic Music Ass'n for a series of three concerts during the 1948-49 season. A fourth program will be presented at Fabian's Palace . . . Two concerts will be played by the U.S. Marine band October 23 in the state armory.

Dayton LaPointe of the Crandell, Chatham, will be a delegate to the national American Legion convention at Miami, Fla. . . . The Modern, Manchester, Vt., operated by Joseph W. Bird, is being redecorated and improved at a cost of approximately $10,000.

IATSE Local 324 met in the Labor Temple last Wednesday night (13) . . . Floyd Fitzsimmons, MGM exploiteer, visited Buffalo and Rochester in connection with showings of "Secret Land" . . . Herman L. Ripps, assistant eastern manager for MGM, was in Rochester.

The 3,600-seat Fabian's Palace reported a sell-out for the convert by the First Piano Quartet last Wednesday night (13) . . . Visitors on Filmrow included Sylvan Leff, Highland, Utica, who also buys for Hathaway's Drive-In at Hoosick Falls; Walter Wertime, Chester, Chestertown, and Dayton La Pointe, Crandell, Chatham.

Al LaFlamme, Strand manager, was complimented by a patron who said he was from Philadelphia on the cleanliness of the theatre. LaFlamme is a stickler for "cleanness from top to bottom" . . . Malcolm Atterbury will begin a 26-week season of stock at the Playhouse October 12 with "John Loves Mary." Shows will be booked for two weeks with Tuesday openings. Monday nights are sold to private organizations, while a city ordinance prohibits stage performances on Sundays. Atterbury has invested more than $200,000 in the purchase and remodeling of the Playhouse, formerly the old Capitol.

United Vending Co., which has drink machines in all Fabian houses in this area, has received 30 three-flavor units by airplane from Texas . . . Pam-O-Films of Buffalo has the rerelease rights to "The Duke of West Point," which is being booked by Warner theatres . . . Dick Struwe, former Republic and Warner salesman, is now with the Fort Orange Radio Co. as salesman.

Harry Lamont, chief barker, and Charles Smakwitz are general chairmen for the annual Denial day campaign staged by the Variety Club to raise money for the summer camp which Tent 9 operates in cooperation with the Albany Boys club. The goal this year is $15,000. Other committee members for the Thanksgiving week drive are Saul Ullman, finance; Jack Bullwinkle, distribution; Gene Teper, special events; Nate Winig, Big Brother.

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FBI Recovers Prints Circulating in Illinois

NEW YORK—The Federal Bureau of Investigation has recovered 16mm prints of 20 features of four major companies which had been circulating with spurious titles out of Springfield, Ill. The prints had been furnished to the armed services during the war years for entertainment purposes overseas.

Examples of the title changes were: "Johnny Comes Marching Home" changed to "Welcome Home, Johnny"; "Fifth Avenue Girl" to "From Rags to Riches"; "My Favorite Wife" to "Honeymoon Troubles"; "Once Upon a Honeymoon" to "Lucky Guy"; "Ghost Breakers" to "Bob's Busy Day"; "Arkansas Traveler" to "Men and Oil"; "Affairs of Annabelle" to "Take It From Me"; "Flight for Freedom" to "Destination, Japan"; "Kitty Foyle" to "Reckless Romance"; "My Favorite Spy" to "Band of Today"; "Three Sons" to "Sonny Boy"; "No, No Nanette" to "Oh, Uncle"; "Saint Takes Over" to "Gangland vs. the Law"; "Mexican Spitfire Out West" to "The Dude Cowboy"; "Devil and Miss Jones" to "The Shop Angel"; "You'll Find Out" to "A Spook's Musical Nightmare" and "Cinderella Swings It" to "Country Town Musical Jamboree."

The FBI delivered the prints to the Army Motion Picture Service in New York which turned them over to Sargoy & Stein, special counsel for the companies in copyright matter, for distribution to the copyright owners. It is not known whether criminal action will be taken as the person in Springfield who surrendered the prints has since moved to another state.

Variety Club of Albany To Elect November 8

ALBANY—The Variety Club will elect a crew of 11 canvasmen at a meeting November 8 at Tent 9 headquarters, and the crew will choose new officers within the following two weeks.

Present indications are that Saul J. Ullman, first assistant chief barker, will be elevated to chief barker.

Manager Split Suggested

ALBANY—Tristate Automatic Candy Corp. is reported on Filmrow to have suggested that managers be cut in for a small percentage of the gross, in the interests of stimulating sales, and to have met with a negative response from house operators. The percentage recommended is said to have been two and one-half. Present agreements call for a split of the proceeds, Tristate furnishing the stock and the women attendants.

Ireton Quits Renaissance

MONTREAL—Glenn Ireton, general manager of English-speaking operations with Renaissance Films Distribution, Inc., for the last few months, has left the company. Ireton, who previously had been with Warner Bros. for many years, also had served as publicity director for Canadian International Screen Productions during recent months.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them*

More Stockholders File Warner Suits

NEW YORK—Two more Warner minority stockholders, Annie Fastenberg and Kate Levine, have filed suits in U.S. district court against Warner Bros., United States Pictures, Joseph Bernhard, Robert W. Perkins, Milton Sperling, Harry M. Warner, Jack L. Warner and Morris Wolf.

Like two previous actions filed by Irving W. Mencher and Anna Kassner, also minority stockholders, the suit charges a conspiracy to benefit United States Pictures to the detriment of Warners.

Transatlantic Plans Four By Hitchcock for WB

NEW YORK—Alfred Hitchcock and Sidney Bernstein, partners in Transatlantic Pictures Corp., have completed plans for their company for the next three years. Hitchcock is under a long term contract with Transatlantic and he plans to alternate directing pictures for this company with outside companies. At least four such outside pictures will be for Warner Bros. under a contract recently negotiated.

"Under Capricorn," Transatlantic film in Technicolor, starring Ingrid Bergman, Joseph Cotten and Michael Wilding, is nearing completion in London and California. "I Confess," another Transatlantic picture in Technicolor, will be produced in Canada and California starting in December. Other productions to be directed by Hitchcock for Transatlantic are "Dark Duty," based on the novel by Margaret Wilson, and "The Spider and the Fly," spy story built around actual incidents of the last war, both in Technicolor. Transatlantic pictures to be directed by others will include "Jack Sheppard," the story of the famous English highwayman, and "Lorna Doone," based on the Blackmore novel, both in Technicolor. All will be released by Warner Bros.

New Envoy to India Talks With Officials of MPAA

NEW YORK—Loy Henderson, ambassador-designate to India, had an informal discussion of film problems with members of the MPAA at the association offices late in the week. An invitation for the conference had been issued by John G. McCarthy, associate managing director of the MPAA international division.

Henderson said he considered American films as "one of the most potent means we have of creating understanding abroad of the United States and its people."

Toddy Buys 11 Westerns

NEW YORK—Toddy Pictures Co. announced the purchase of 11 western feature negatives scheduled for national reissue releases this year by Toddy Pictures. The westerns are "Under Western Skies," "Riders of the North," "Law of the Rio Grande," "Sons of the Plains," "A Man's Country," "West of Cheyenne," "Phantom of the Desert," "Westward Bound," "Lonesome Trail," "Code of Honor" and "Beyond the Law."

N E W A R K

For several weeks the Clarion Music Shop has furnished a new intermission record each week for the Clairidge Theatre, Montclair . . . Jack Barrett, manager of the Wellmont, Montclair, invited the parents of four local boys attending West Point as guests of the theatre during the showing of "Beyond Glory" . . . The Wellmont tied in with a local music shop on "Melody Time" and "On an Island With You" using life-size posters on records and stills as window displays in each case.

The Clairidge, Montclair, is running a morning Halloween show for children in conjunction with "A Date With Judy." Prizes will be awarded for the best costumes . . . Morgan Conway, the screen's original Dick Tracy, came from Hollywood to visit his wife here . . . The lead of the Adams Theatre in dispensing with vaudeville shows because of musicians' demands has been followed by the Earle Theatre in Philadelphia . . . Jerry Rosen has been doubling his duties since Arthur Eichelbaum, Capitol assistant, resigned to enter textile business . . . William Whingates, electrician at the Capitol, returned from a month's stay at Seaside Heights.

The Branford ran a sneak preview on "Johnny Belinda" . . . Harold Widenhorn, manager, ran a cooperative campaign on "Israel Reborn," documentary short, by announcing the film in Jewish circles and newspapers. The film was shown at the Branford prior to the run in neighborhood houses . . . Weather permitting the Morris Plains Drive-In on Route 10 will remain open through November, according to Manager J. L. Ellis.

Edward Lachman, president of N. J. Allied, attended the National Allied convention in Chicago . . . In the opinion of Jack Mantell, manager of the Lyric, Newark is being affected by television and will continue to be for some time, more than other sections because of the proximity to New York. The six television sets in the Novelty Bar and Grill across the street from the Lyric are affecting theatre business . . . Mantell returned from a fishing trip to Cape May, Belmar, Wildwood and Atlantic City.

The Astor Theatre has been taken over by the Cinema Theatre Corp. and will operate on the same policy, running weekends only . . . Thomas Arrants, former assistant at the Ritz, Elizabeth, has been transferred to the Eureka, Hackensack. No replacement has been made . . . Max Goldbaum, owner of the Essex, has taken over management of the house.

J. V. Stark, manager of the Regent, was elected to the executive board of the Robert Treat Boys club at a meeting of the Newark Athletic club . . . The Regent is doing well with trading card matinees, used as a border for an attractive lobby display . . . Anna Teratino is new cashier at the Embassy . . . The theatre has scheduled an Italian show for October 25.

Joseph George, manager of the Embassy, was ill . . . David Mate, co-owner and manager, spends most of his time at the Lyric Theatre, Bound Brook . . . The theatre has started a new dinner set giveaway and in a couple of weeks will commence cutlery giveaways . . . While traveling with Gov. Earl Warren, Lou Costello paid a surprise visit to Jess Myers, manager of the Empire, and made a personal appearance at the theatre . . . The lobby at the Treat is lined with bingo games, toy pastry sets, modeling sets and other toys.

Pigtail winners who appeared on the stage at the Central October 9 received aristocrat wallets as prizes. The contest was run for children in connection with "The Big City" starring Margaret O'Brien . . . A local magician who won a wide response for his performance at the Regent also put on his acts for juvenile audiences at the Cameo, South Orange.

"My Father's House," Palestinian drama with English-speaking titles which was shown at the Hawthorne, won such a wide response that two radio police cars were obliged to handle the crowd in front of the theatre. Joseph Geller, manager, in arousing advance interest contacted synagogues, Jewish fraternal and trade organizations as well as local branches of the Hadassah, the Pioneer Women's Organization for Palestine, and the Zionists . . . The Hawthorne ran a special kiddy show as a Columbus day attraction.

SRO Holds 3rd Sales Meet In Pittsburgh Oct. 16, 17

PITTSBURGH—Sidney Deneau, assistant general sales manager of SRO, will preside over the eastern divisional sales meeting at the William Penn hotel Saturday and Sunday (16, 17). This is the third in a series of four SRO sales meetings. Deneau also presided over the first, for the midwestern division, in Chicago October 8.

Milton Kusell, vice-president in charge of domestic and Canadian sales, presided over the southern divisional sales meeting at the Jung hotel, New Orleans, October 14, 15. Henry G. Krumm, southern division manager; Alfred Delcambre, southwest district manager, and all southern sales representatives attended the two-day meet. A fourth meeting, for the western division, will be held shortly.

Others who will attend the eastern meeting are J. E. Fontaine, eastern division manager; Saul J. Krugman, Atlantic States district manager; Tom Duane, New England district manager; J. J. Oulahan, central states district manager, and all eastern sales representatives.

Heads Westrex Corp.

NEW YORK—F. R. Lack, a member of the board of directors for Westrex Corp., subsidiary of Western Electric Co., was elected president of Westrex at a meeting of the board October 13. Lack will succeed T. K. Stevenson who resigned as president and director effective December 1. G. I. Best was elected a director to fill the vacancy on the board caused by Stevenson's resignation.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

Theatre Video to Lead SMPE Opening Session

WASHINGTON — Problems of presenting television in theatres will highlight the first session of the 64th semiannual convention of the SMPE which will start October 25 at the Hotel Statler and continue through October 29.

On Tuesday morning projection problems will be discussed from several angles. The afternoon will be devoted to recording sound. More recording and some printing problems will feature the Wednesday morning session. Thursday will be devoted to 16mm printing, lenses and other technical matters, and on Friday there will be a number of papers on medical and industrial application uses for high speed photography.

The semiannual banquet will take place Wednesday night at 8 o'clock, following a cocktail party.

The theatre television discussion Monday afternoon (25) will be presided over by Loren L. Ryder. Eric Johnston was to have spoken, but he called off the engagement. Ralph B. Austrian will lead off the television discussion with a talk on "Effects of Television on Motion Picture Theatre Attendance." This will be followed by a demonstration of large-screen television by Roy Wilcox and H. J. Schlafly of 20th Century-Fox. Richard Hodgson of Paramount will describe the receiver-to-film television technique developed by Paramount. Then there will be two papers on the technical phases of this form of television use. One will be "Equipment for Television Photography," by R. V. Little jr. of RCA Victor, and the other will be "Television Recording Camera Equipment," by J. M. Wall. The session will wind up with a paper on new developments in cadmium-mercury lamps and other vapor and gas-discharge lamps, by E. W. Beggs of Westinghouse Lamp Co.

The remainder of the program follows:

MONDAY NIGHT

"Low-Cost 16mm Projector with High Quality Performance," F. C. Talley, Connecticut Telephone and Electric Co.

"Light and Optics in Motion Picture Projection," C. G. Ollinger and E. R. Geib, National Carbon Co.

"Progress Report of the National Advisory Committee for Nitrate Film-Vault Test," J. W. Cummings and others, National Archives.

"Possibilities of a Visible Music," R. K. Potter, Bell Telephone Laboratories.

"Service Training Program Overseas," E. W. McClellan jr., Westrex Corp.

"16mm Heavy-Duty Projector," E. C. Fritts, Eastman Kodak.

"Optimum Performance of High-Brightness Carbon Arcs," M. T. Jones and F. T. Bowditch, National Carbon Co.

"Influence of Carbon Cooling on the High-Current Carbon Arc and Its Mechanism," Wolfgang Finkelburg, Electrical Research and Development Laboratories.

"Air-Borne Contamination and Their Controls in the Motion Picture Field," L. S. Green.

"New Theatre Sound-Amplifier System," O. C. Johnson, Westrex Corp.

TUESDAY AFTERNOON

"Synchronous Disk Recorder for Motion Picture Production," J. L. Pettus, RCA Victor.

"Synchronous Disk-Recorder Drive," C. C. Davis, Western Electric.

Business Session, Loren L. Ryder, presiding.

"Direct Positive Variable-Area Recording with the Light Valve," L. B. Browder, Western Electric.

"Direct Positive Variable-Density Recording with the Light Valve," C. R. Keith and Vincent Pagliarulo, Western Electric.

"Studio 16mm Re-recording Machine," G. R. Crane, Western Electric.

"Precision Speed Control," A. L. Holcomb, Western Electric.

WEDNESDAY MORNING

"Recording Equipment Throughout the World," R. E. Warn, Westrex Corp.

"Increased Noise Reduction Through Use of Delay Networks in Sound Film Recording," J. R. Whitney and J. W. Thatcher, Sound Services.

"High-Quality Recording Electronic Mixer," Kurt Singer, RCA Victor.

"New De Luxe Sound-Recording Equipment and Its System Applications," F. L. Hopper and E. W. Templin, Western Electric.

"Effects of Time and Temperature on the Contact Printing of Magnetic Recording," S. W. Johnson, RCA Victor.

WEDNESDAY EVENING

Cocktail Party and Semiannual Banquet.

THURSDAY AFTERNOON

"Commercial Cine Laboratory—A Design for Economy," Allan Haines and D. P. Boyle, Pathe Laboratories.

"35mm to 16mm Sound-Reduction Printer," C. W. Clutz and J. G. Streiffert, Eastman Kodak.

"Zero-Shift Test for Determining Optimum Density in Variable-Width Sound Recording," C. H. Evans and R. C. Lovick, Eastman Kodak.

Report of the Sound Committee, L. T. Goldsmith, chairman.

"Test-Film Calibration—Proposed Standards," F. J. Pfeiff and E. S. Seeley, Altec Service Corp.

"35mm Magazine for Film Recorders," C. E. Little, RCA Victor.

"Recent Developments in Color Sensitometry," M. H. Sweet, Ansco.

"Procedure for Producing a Metallic Salt Sound Track on 16mm Ansco Color Film," John L. Forrest, Ansco.

THURSDAY EVENING

Visit to Naval Photographic Center.

"A High-Speed Telephoto Lens," F. G. Back, Research and Development Laboratory.

"New Series of 16mm Camera Lenses," Rudolph Kingslake, Eastman Kodak.

"Devices and Gadgets for Special Processes," J. A. Norling, Loucks & Norling Studios.

"Double Film Attachment and Loop Adapter Automatic Rewind for a Re-Recorder, and Push-Pull Conversion Parts for a Re-Recorder," B. F. Petty, Westrex Corp.

"Recirculation of Processing Solutions," John G. Stott, Eastman Kodak.

FRIDAY MORNING

"Design Problems in Rotating Prism Camera," J. H. Waddell, Bell Telephone Laboratories.

"Motion Picture Photography in the Ultra High Speed Range," Brian O'Brien and G. G. Milne, Institute of Optics, University of Rochester.

"Lenses for High-Speed Motion Picture Cameras," Alan A. Cook, Wollensak Optical Co.

"Methods of Analyzing High-Speed Photographs," W. S. Nivison, Recordak Corp.

FRIDAY AFTERNOON

"New Developments in X-Ray High-Speed Motion Pictures," C. M. Slack, L. F. Ehrke, C. T. Zevales and D. C. Dickson, Westinghouse Electric Corp.

"Use of High-Speed Photography in the Army Air Forces," E. Andres, Wright Field.

"High-Speed Photography in the Automotive Industry," R. O. Painter, General Motors Proving Ground.

"Application of High-Speed Photography at U.S. Ordnance Laboratory," Max Beard.

"Control Unit for the Fastax Camera," L. L. Neidenberg, Industrial Timer Corp.

Film Club Adds Members

NEW YORK—The Foreign Films Movie Club, Inc., which recommends international films and documentaries to its membership, has passed the 10,000 membership mark, Arthur Davis, president, said.

Loren Ryder Awarded Presidential Citation

NEW YORK—Loren L. Ryder, head of Paramount studio sound department and president of the SMPE, has been awarded a Presidential citation "for outstanding contribution to the war effort." Presentation of the war-navy certificate of appreciation was made on behalf of President Truman by Brig. Gen. Leroy H. Watson and Rear Adm. Paul Hendren in a ceremony at Royce Hall, University of California.

Early in the war, Ryder's office became a clearing center for technical ideas and research personnel. When he was appointed consultant to the Washington office of the national defense research committee and office of scientific research and development, he supplied men and ideas to the sound laboratory at San Diego, the cyclotron laboratory in Berkeley, the submarine laboratory in New London and the radiation laboratory at Massachusetts Institute of Technology.

MPEA Directors Discuss French Quota Problems

NEW YORK—The Motion Picture Export Ass'n directors discussed the French distributors' quota on dubbed films, which is limited to 121 features under the Franco-American agreement, at a meeting at the Harvard club October 11. The foreign managers also considered pooling their excess censorship visas for films not yet released over a four-year period.

The members also heard a further report from Irving Maas, MPEA general manager, on his recent trip to eastern Europe. Charles Mayer, MPEA managing director for Japan and Korea, who gave a talk on that territory at a meeting the previous week, answered a series of questions on Japan. Francis S. Harmon, MPEA vice-president, presided.

British Producers Argue With Unions Over Costs

LONDON—The British Board of Trade, film producers and unions are in a tangle over control of production costs that will have to be solved soon. It came about when the trade board discovered that mounting costs meant that British producers would have to count on the foreign as well as local market to show a profit.

Now the producers want figures on individual film costs they have submitted to the board to be kept secret, especially from the unions, and the unions aren't willing to negotiate without knowing the production costs. Unless there is a compromise, the trade board's inquiry into costs will come to a dead stop.

Odeon Theatres Meeting In London October 27

LONDON—J. Arthur Rank's Odeon Theatres, Ltd., will hold its annual stockholders meeting at the Dorchester hotel October 27.

The stockholders will re-elect directors and fix auditors' fees in addition to taking action on the annual report and confirmation of the cumulative preferred dividend and interim dividend on common shares.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Darryl Zanuck Named 1948 Man of the Year

HOLLYWOOD—In ceremonies to be staged December 13 at the Biltmore Bowl, Darryl F. Zanuck, 20th Century-Fox production chief, will be named Man of the Year by the Beverly Hills B'nai B'rith lodge, in recognition of his contributions to interracial understanding, his record of military service and his "creation of many notable humanitarian motion pictures." The B'nai B'rith awards committee which selected Zanuck comprises Sid Rogell, Charles Goldring, Judge Stanley Mosk and Ed Gray. The Man of the Year for 1947 was Al Jolson.

* * *

A Presidential citation for "outstanding contribution to the war effort" was made to Loren Ryder, head of the Paramount studio sound department, by Brig. Gen. Leroy H. Watson and Rear Adm. Paul Hendren on behalf of President Truman. During the war years Ryder was a consultant to the office of the national defense research committee and the office of scientific reseach and development.

* * *

With proceeds earmarked for construction of a new clubhouse, the American Legion's Paramount Post 557 will stage a Hi-Jinks frolic October 23. Since its organization the post has been without a permanent headquarters.

* * *

Eleven new volunteers have been added to the roster of players enrolled in Camp Shows—the Hollywood Coordinating Committee veterans hospital program of star visits to the war-wounded. Newcomers include James Craig, Audrey Totter, Eddie Bracken, Nina Foch and Janis Carter, Burl Ives, Lon McAllister, Edmond O'Brien, Virginia O'Brien, Danny Thomas and Marie McDonald. The players' visits are part of a two-month program, the goal of which is to dispatch a minimum of 50 name players to the 107 hospitals on the Veterans administration circuit by Thanksgiving.

PFC Hollywood Office

HOLLYWOOD—Named Hollywood directer for the Protestant Film Council, which is establishing permanent headquarters here, was Oren W. Evans, veteran industrial relations executive. He will carry out the PFC's program of assisting and encouraging filmmakers in the production of pictures with religious and other constructive themes, as well as producing its own films. Paul F. Heard is national executive director.

Writers Pick Committee For United Appeal Drive

HOLLYWOOD—To function on a studio-by-studio basis, the Screen Writers Guild has set up a special committee which will spark-plug the organization's participation in the fourth annual United Appeal campaign. The group, of which Arthur Sheekman is chairman, will function at Columbia, Eagle Lion, Metro, Paramount, RKO Radio, Republic, 20th Century-Fox, Universal-International, Warners and among freelance scriveners.

* * *

Nurses and first aid men, IATSE Local 767, scheduled a dinner dance October 16 to raise necessary money for its welfare fund. Slated to make p. a.'s were film personalities including John Garfield, Gregory Peck, George "Gabby" Hayes, Andy Devine and Alfonso Bedoya.

Mounties to Be Filmed By 20th-Fox and MGM

HOLLYWOOD—There will be no shortage of celluloid concerning the activities of Canada's justly celebrated Mounted Police if plans now being pursued by two major companies bear fruit during the 1948-49 season.

Metro has dispatched Producer Sam Marx to Ottawa, Royal Canadian Mounted Police headquarters, to uncover story material and to shoot a 16mm record of that law enforcement agency's training school activities, all of which will be developed along semi-documentary lines.

The mounties also are due to be glorified by 20th Century-Fox in an opus announced for its 1948-49 lineup. Titled "Royal Canadian Mounted Police," it is slated for production by Samuel Engel, also as a semi-documentary.

Screen Guild Leases Space At Republic for 3 Films

HOLLYWOOD—In order to provide shooting space for a portion of Screen Guild's expanded schedule, the company's president, Robert L. Lippert, has arranged a rental deal with Republic whereby three upcoming SG films will be produced on that valley lot. The pictures are: "I Shot Jesse James," "Oomo" and "Roaring Wheels."

Arrangement is the second of its type set by Republic in recent years. The company recently leased shooting space and offices to Hunt Stromberg, United Artists producer, who filmed "Too Late for Tears" there.

Wilder Signed Again

HOLLYWOOD—Beginning his 13th year on the lot, Billy Wilder has been given a renewal of his Paramount directorial ticket.

Producers Consider Video Association

HOLLYWOOD—Plans to establish the United Television Producers Ass'n, with policies and aims in the video field which would parallel those pursued in filmdom by the Motion Picture Ass'n of America, are being mapped by west coast producers of both live and film television programs. A policy of self-censorship and formation of a committee to bargain with the IATSE and other crafts concerning wage scales and working conditions are among the first actions which will be undertaken when UTPA's formative details have been completed.

Slated to attend the initial organizational meeting were representatives of video units including Jerry Fairbanks, Rudy Vallee, Hal Roach, Carl Dudley, Jack Chertok, David O. Selznick, Edgar Bergen, John Ford, Merian C. Cooper and others who are either already active in the video field or have disclosed plans for entry therein in the near future.

* * *

In the tradition of all Hollywood glamor openings, stars, klieg lights and autograph hounds were on hand when actor Victor Mature opened his new television equipment distributing company in West Los Angeles. Among the stars attending were Lizabeth Scott, Richard Widmark, Sonny Tufts and Mature himself, plugging his "Vic Mature Television" venture.

* * *

Largest video deal to be consummated in recent months, involving an outlay of more than $2,000,000, has been set by Marshall Grant-Realm Productions with the American Tobacco Co. First television film series ever contracted directly by a commercial sponsor, the commitment calls for the Grant company to turn out 156 pictures during the next three years. The series will comprise weekly half-hour shows based upon classic and modern short stories, with established Hollywood players undertaking the acting assignments.

* * *

Paul Raibourn, Paramount vice-president in charge of television, was one of five video experts who appeared on a "Town Meeting of the Air" program October 12 to discuss "How Will Television Affect Motion Pictures?" Broadcast over the ABC network, the show also featured Producer-Director Rouben Mamoulian; Walter Abel, chairman of the Screen Actors Guild's television committee; Mark Woods, ABC president, and James H. Carmine, vice-president of the Philco Corp.

STUDIO PERSONNELITIES

Cleffers

Metro

MIKLOS ROZSA will write the score for "Command Decision," which Sam Wood directed for Producer Sidney Franklin.

Loanouts

Independent

Al Rogell and Manning Post of Gibraltar Productions have borrowed GUY MADISON and CATHY O'DONNELL from David O. Selznick to play the romantic leads in "Shadow of Time."

Metro

LOUIS JOURDAN has been borrowed from David O. Selznick to co-star with Jennifer Jones in "Madame Bovary," which will be produced by Pandro Berman and directed by Vincente Minnelli. CHRISTIAN KELLEEN, Swedish screen actor, has been borrowed from Selznick to play one of the four leading men opposite Jennifer in the picture.

Universal-International

DANE CLARK checks in on loan from Warners for the top spot in Maxwell Shane's "The Amboy Dukes."

Meggers

Columbia

SEYMOUR FRIEDMAN will direct the Warner Baxter starrer, "The Devil's Henchmen," for Producer Rudolph Flothow.

NORMAN FOSTER has been set to direct "Lona Hanson," starring Rita Hayworth.

Independent

Edward Small has signed JOE NEWMAN as director for an untitled western which deals with the southwest territory and will star George Montgomery.

Metro

PANDRO S. BERMAN has been set to produce "Battleground," the story of the American defense of Bastogne, toplining Robert Taylor, Van Johnson, John Hodiak, Keenan Wynn and Ricardo Montalban.

Screen Guild

RAY TAYLOR directs the Lash La Rue-Fuzzy St. John starrer, "Son of Billy the Kid," for Producer Ron Ormond.

20th-Fox

Darryl F. Zanuck has inked JULES DASSIN to direct the Victor Mature starrer, "Thieves' Market," with Robert Bassler producing.

Options

Columbia

JOHN IRELAND is set for one of the leads in "The Doolin Gang," high-budget western being produced by Harry Joe Brown as a starring vehicle for Randolph Scott. NOAH BEERY JR. was signed for an important supporting role in the film, under the direction of Gordon Douglas for Producer Harry Joe Brown.

Character actor LLOYD CORRIGAN draws a featured part in the Arthur Lake-Penny Singleton starrer, "Blondie Hits the Jackpot," with Ed Bernds directing for Producer Ted Richmond. Child actress ANN CARTER has been inked for an important role.

JON HALL has been set for the top role in the Sam Katzman production, "The Mutineers," with Jean Yarbrough directing.

Monogram

Important roles in the Roland Winters starrer, "The Feathered Serpent," have been assigned to NILS ASTHER, MARTIN GARRALAGA, BEVERLY JONS and CAROL FORMAN. William Beaudine directs for Producer James S. Burkett.

Broadway stage star, JOEL MARSTON, was inked to a long term contract by Steve Broidy and makes his screen debut in "Bad Boy," toplining Audie Murphy, Jane Wyatt and James Gleason. DICKIE MOORE has been inked for a supporting role.

New cast assignments for the Rod Cameron-Gale Storm topliner, "Stampede," are JOHN MILIAN, TED ELLIOT, JACK PARKER, LOUISE VOLDING, JONOTHAN HALE, CHUCK ROBERTSON, STEVE CLARK and KENNE DUNCAN. Lesley Selander directs for Producers John C. Champion and Blake Edwards.

Fincl castings for Windsor Pictures' Guy Madison-Rory Calhoun starrer, "When a Man's a Man," include QUEENIE SMITH, JASON ROBARDS and GERTRUDE ASTOR.

Paramount

ROLAND CULVER, English character actor, has been cast as the Grand Duke Maximilian in the Bob Hope starrer, "Easy Does It." Alexander Hall directs for Producer Edmund Beloin.

PEDRO DE CORDOBA has been pacted for "Samson and Delilah."

STERLING HAYDEN stars with Dorothy Lamour and Dan Duryea in "The Betrayal."

HUME CRONYN has been inked for an important role in the Bing Crosby starrer, "Top o' the Morning."

RKO

WALLACE FORD has been inked for a top role in the Robert Ryan starrer, "The Set-Up." GEORGE TOBIAS and ALAN BAXTER were handed top supporting roles in the picture. Richard Goldstone produces and Robert Wise directs.

Child actor PETER MILES has been inked to play the part of Randall McCoy in Samuel Goldwyn's "Roseanna McCoy." Broadway actor RICHARD BASEHART has been signed for the role of Mounts Hatfield in the Farley Granger-Joan Evans starrer. Irving Reis directs.

SRO

RICKY SOMA, whose portrait on the cover of Life attracted David O. Selznick's attention, has been given a seven-year acting contract by that producer.

20th-Fox

TORBEN MEYER has been pacted for a character part in the Betty Grable starrer, "Beautiful Blonde From Bashful Bend," a Preston Sturges production.

United Artists

MAE MARSH and WILLIAM WRIGHT have featured roles in Producer Harry Popkin's "Impact," directed by Arthur Lubin.

Universal-International

MARJORIE MAIN and PERCY KILBRIDE, Ma and Pa Kettle in "The Egg and I," have been set for the same roles in "Ma and Pa Kettle." RICHARD LONG will again play the role of the Kettles' oldest son. Charles Lamont is slated to direct for Producer Leonard Goldstein. Brecher Productions signed LANNY REES to play William Bendix's son in "The Life of Riley."

MILBURN STONE has been inked for a featured role in the Yvonne De Carlo-Howard Duff starrer, "Calamity Jane and Sam Bass." George Sherman directs for Producer Leonard Goldstein.

Scripters

Film Classics

DON MARTIN has been engaged to write the screenplay of "Chinese Blue," novel by Flora and Sandy Mock, for MRS Productions.

Story Buys

Film Classics

MRS Pictures has acquired the screen rights to the Flora and Sandy Mock novel, "Chinese Blue," for the second of their Inner Sanctum productions.

Paramount

"An Eye for an Eye," original story by Lee Horton, has been purchased and assigned to Endre Boehm for production.

Maurice Zolotow's story of a 6-year-old who grows up among cabaret performers. "Little Boy Blue," has been purchased and assigned to Richard Berger for production. Richard English will write the screenplay.

Technically

Metro

PRESTON AMES has been set as art director on "The Great Sinner." PAUL ELBOGEN, European author and educator, has been signed as technical adviser. HAROLD KREBS has been assigned to the same picture as film editor.

HANS PETERS has been assigned as art director for "Vespers in Vienna," George Sidney directing, Jack Cummings producing.

Art director assignment on "Forsyte Saga" has been set for DANIEL CATHCART.

WILLIAM KAPLAN has been named production manager on the Technicolor musical, "Neptune's Daughter." JACK GREENWOOD has the assistant director spot.

Monogram

Paul Short has inked KARL STRUSS as head cameraman for "Bad Boy," directed by Kurt Neumann. Production crew on the production includes TED HOLSOPPLE, art director; CLARENCE MARKS, dialog director, and EARL SITAR, mixer.

Paramount

Veteran cinematographer LEE TOVER has been assigned as director of photography for the Hal Wallis production, "Bitter Victory."

RKO

Samuel Goldwyn has inked LEE GARMES to a term pact as director of photography. His first lensing assignment will be "Roseanna McCoy."

20th-Fox

LELAND FULLER has been tabbed as art director on the June Haver-Dan Dailey starrer, "You're My Everything," with Lamar Trotti producing.

United Artists

Producer Stanley Kramer has signed CLEM BEAUCHAMP as production manager on Screen Plays' "Champion," starring Kirk Douglas.

Universal-International

Assistant director assignments go to WILLIAM HOLLAND and RONNIE RONDELL for "The Life of Riley," FRED FRANK and GEORGE LOLLIER for "The Amboy Dukes," and JOHN SHERWOOD, LES WARNER and TOMMY SHAW for "Calamity Jane and Sam Bass." MILTON CARRUTH and TED KENT have been assigned as film editors on "The Life of Riley" and "The Amboy Dukes," respectively.

Producer Will Cowan has set CHARLES VAN ENGER to lens two three-reel westerns, "Sun in the Sky" and "Cheyenne Cowboy."

Warners

NORMAN STUART was named dialog director on the Michael Curtiz production, "Flamingo Road." Jerry Wald produces.

BRAD EVANS, stage actor, makes his film debut in a dramatic role in Jerry Wald's "Task Force," starring Gary Cooper and Wayne Morris. Delmar Daves directs.

DOROTHY ADAMS joins the cast of "Montana" to portray the role of Alexis Smith's housekeeper. Ray Enright is the director. FORREST TAYLOR, CREIGHTON HALE and JACK MOWER have been added to the cast of the Errol Flynn-Alexis Smith starrer.

Additions to the Joan Crawford-Zachary Scott-Sydney Greenstreet starrer, "Flamingo Road," include MORGAN FARLEY, JOHN GALLAUDET, TRESTON COFFIN, WILLIAM N. RAILEY and FRANK CADY.

KENT SMITH and JANIS PAIGE have been assigned leading roles in "Deadlock." Richard Bare directs for Producer Saul Elkins.

BILL GOODWIN celebrates his tenth anniversary on the screen by portraying a movie producer in the Dennis Morgan, Jack Carson and Doris Day starrer, "Two Guys and a Gal," with David Butler directing. FRANK CADY has been signed for a role. David Butler directs.

An important role in the Joel McCrea-Virginia Mayo starrer, "Colorado Territory," has been assigned to JAMES MITCHELL. Raoul Walsh megs for Producer Anthony Veiller.

Title Changes

Film Classics

"A Date With Murder" will be released as APPOINTMENT WITH MURDER.

Monogram

The Roland Winters starrer, "Charlie Chan in Mexico," has been retagged THE FEATHERED SERPENT.

Paramount

New title for the forthcoming Bing Crosby starrer, "Diamond in a Haystack," is TOP O' THE MORNING.

Screen Guild

ROARIN' WHEELS is the new handle for "Hell on Wheels."

Universal-International

LIVE TODAY FOR TOMORROW is the release tag for the Fredric March starrer filmed and tradeshown as "An Act of Murder."

Open Broadmoor Theatre

COLORADO SPRINGS—The Broadmoor Theatre, located in the Broadmoor hotel here, has been opened to the public. New projection and sound equipment has been installed. One performance is given nightly. The downtown price scale is in effect at the house.

Bing Seeks Tele Station

TACOMA—Bing Crosby has asked permission from the FCC to build a television broadcasting station here. Everett Crosby, his brother, says. Bing also is reported interested in Spokane and Yakima outlets.

C. D. Bell Returns to Florida

MILL VALLEY, CALIF.—Chester D. Bell has given up the managership of the Sequoia Theatre here because of the lack of housing. Bell said that since housing for his family was not available here he would return to his home in Florida.

Studio Employment Touches Low Point

HOLLYWOOD—Reflected in figures compiled by the California Labor Statistics department is concrete evidence of Hollywood's production slump and accompanying downward spiral in studio employment. The film colony employment index for August tapered off to 69.8 per cent, as compared to a normal of 100 per cent for the year 1940, and several points off the 77.2 per cent carded for July. Average weekly pay checks for August were $94.54, more than three dollars under July's average of $97.85.

Studio technicians, laborers and other employes continue to earn nearly 60 per cent more weekly than during 1940, however, the statistical report revealed, with a 159.8 average. This nevertheless is well under the all-time high recorded in August 1947 of 221 per cent.

* * *

Huddles between the IATSE and the major producers, suspended some weeks ago, concerning new contracts calling for cost-of-living wage increases, are expected to be resumed within the next few days. Charles Boren, labor liaison executive for the Ass'n of Motion Picture Producers, has returned from a vacation, and Richard Walsh, IA president, is due in shortly. Upon his arrival a date will be set for renewing the conferences.

Implementing clauses in the Taft-Hartley law, the National Labor Relations Board has handed down a cease-and-desist order allowing members of the Independent Makeup Artists and Hair Stylists Guild to function at Wilshire Pictures and Screen Features, independent production companies, without discrimination against them by the employers or pressure from the IATSE Makeup Local 706. The independent guild had filed charges with the NLRB contending that, although Local 706 had contracts with neither company, the IA group was attempting to take over jurisdiction.

Representatives of the production units, and both unions signed the stipulations which brought about the settlement.

500 Navajos Earn $12,500 For Work in AA Feature

CHINLE, ARIZ.—Five hundred destitute Navajo Indians in northeastern Arizona earned a total of $12,500 during a five-day period in September for appearing in "When a Man's a Man," which is being filmed near here by Allied Artists.

At the same time, Cecil Sandoval, Navajo war hero and holder of two Silver Stars and five Purple Hearts, was signed by Frank Melford and Julian Lesser for an important role in the film. Sandoval was discovered by Director John Rawlins.

Polio Plea by Child Star

HOLLYWOOD—For the second consecutive year Metro's Margaret O'Brien has been chosen by the National Foundation of Infantile Paralysis to make its 1949 nationwide appeal. The short, starring the child actress, will be shown in more than 17,000 theatres prior to and during the annual March of Dimes campaign.

Spearheads

By IVAN SPEAR

IN THE Hollywoodlands, where paradoxes flourish like the proverbial bay tree, now comes to light a new high in absurdity.

The Motion Picture Industry Council recently was organized for the purpose of furthering the overall public relations status of filmdom through the cooperative efforts of the top talent guilds, most of the studio unions and the major companies' executive hierarchy, all of whom banded together to plan ways and means of jointly offsetting the increasingly unfavorable viewpoint held by a substantial segment of the public as concerns the motion picture business. Dore Schary, Metro's vice-president in charge of production, is chairman of the organization, with Ronald Reagan, vice-president of the Screen Actors Guild, serving as vice-chairman. Members of the MPIC also include representatives from the Screen Directors and Screen Writers Guilds and the Hollywood AFL Film Council, which in itself comprises 21 major film unions.

There is hardly an organization or an individual connected with the MPIC that does not employ the services of one or more press agents—be they studio affiliated or of the catch-as-catch-can variety. For example, the SAG can attribute no small part of its highly-respected and influential position to the sensible and effective efforts of Buck Harris, its public relations director—who also beats the drums for the Hollywood AFL Film Council. And Schary always has been a sincere believer in press agentry, having had at his command the facilities of the respective departments of the various studios with which he has been connected and, additionally having had access to the tender activities of Handsome Henry Rogers, one of the more opulent of the free-lancers.

Yet Hollywood reporters, seeking information about the plans and activities of MPIC—an organization dedicated to furthering the industry's public relations—discover:

MPIC has no press department.

→

Casting note:

Yvonne DeCarlo is "Calamity Jane" in Universal-International's "Calamity Jane and Sam Bass." Jane Russell is "Jane" in Paramount's "The Paleface." Doris Day is "Jane" in Warners' projected "Calamity Jane."

Soon a cinematic claim to fame can be made by the actress who never delineated "Calamity Jane."

→

One of the most impressive pieces of promotional literature to come to attention in many months is that issued by Columbia to advance the commercial potential of its current "The Loves of Carmen."

Adhering to the new trend in such issues, the brochure is made to resemble a slick magazine and is titled "Movie of the Month." A 24-page affair on expensive glossy stock, it is lavishly illustrated in color, well-designed and beautifully printed, and goes even to the length of providing some interesting reading through special articles relating to the picture, the personalities connected therewith, and other cinematic tidbits.

The high cost of preparing and printing the magazine is immediately obvious—and therein is an encouraging and salubrious ray of sunshine among the clouds of near-hysterical economies. It demonstrates that one company, at least, has the courage to shoot the works when it knows that it has a thoroughly excellent picture, one with unusual commercial possibilities.

More of such courage and a few more dollars devoted to comparably effective merchandising of good pictures would be a sizable step away from the boxoffice slump from which stems the gloom engulfing all branches of the industry. And—despite public opinion to the contrary—Hollywood still is making many good films.

→

"LONDON EXPRESS WRITER SEZ RANK VERY HARD UP"

—Tradepaper headline.

Cheerio, J. Arthur, old boy—things are tough all over. The American industry, too, is dotted with bigwigs who are down to their last forty million.

→

According to Time magazine, "Fred Allen gloomily considered his next trip to Hollywood: 'Once every four years or so someone calls me up and asks me to do a picture. Four years are up and I suppose it's time . . . They've all been bad so far . . . Let's face it. I've never been any good in pictures, but if (the studio) wants to do it . . .'"

Careful perusal of tradenews of recent months fails to unearth the slightest suspicion of evidence that any film-maker is considering a feature starring Fred Allen, whose acrimonious observations anent Hollywood have always been to the forefront of smart-aleck, bite-the-hand-that-feeds-you attitudes. And, considering the entertainment and commercial values of the last feature that starred the droopy-faced comedian—spare the mark—it seems a reasonable assumption that no producer in his right mind is going to twist Allen's arm in a desperate effort to have him again face the cameras.

→

Paramount is planning to star Alan Ladd in "Dead Letter," which accords those with a low opinion of Ladd's tempo as an actor an opportunity for some pornographic paraphrasing.

Willows Job Progressing

WILLOWS, CALIF.—Mario Menconi, manager of the Rialto Theatre, said that the Berlinger Construction Co. crews had begun concrete and wall erection at the new theatre now under construction here.

Marcel Cerissa Manager

MERCED, CALIF.—Marcel Cerissa has been named manager of the Strand Theatre here to succeed Don L. Nichols, who was transferred to Lindsay to take over management of a T&D circuit house there.

London Report

By JOHN SULLIVAN

THE BIG NEWS STORY of the week has been the publication of the consolidated accounts of the J. Arthur Rank Organization. In previous years the several major companies which form the bedrock of JARO, Ltd., have rendered their accounts separately and at different times. This year, for the first time, they are published together and accompanied by a 12,000-word statement by J. Arthur Rank in the form of a report to his shareholders.

The main features of the balance sheet are that the total assets of the companies concerned are listed at $267,236,000 and that their trading profit for the year was 23,632,000 pounds. Overdrafts and bank loans to the combined companies total 52,000,000 pounds and among the figures given for assets is included an estimate of $48,000,000 for unreleased and uncompleted films. This last figure is the one which is subject to most searching scrutiny as it is obviously a very difficult thing to estimate the gross of any picture before it hits the world's screens. In the present case it seems a moderate estimate as on a quick count the producing companies have approximately 33 pictures either on the shelves of their distributors, awaiting first showing, or actually in production at the moment. This figure applies to those films which have not been seen in Britain; to this must be added some 15 more films which have been seen in England perhaps and partly released, but have not yet been shown in any overseas market. On this basis, although it may be a gamble to set these properties at a figure of $48,000,000 it should be remembered that with 1,496 cinemas under his control in various parts of the world Rank is moderately sure of getting the most out of any picture produced by one of his companies.

ONE OF THE MOST interesting features of the consolidated balance sheet is the long statement from J. Arthur Rank in which he sums up the past and probable future of many of his companies. Among the statements made therein is one which obviously reflects a new policy on the part of the organization about American release. It will be remembered that for some years past the organization has backed the production of many top-budget pictures which were aimed deliberately at the U.S. market. In some cases these films have been made by directors who have had no previous experience in that capacity. How this is changed is reflected in the statement by Rank: "Until a producer or director has proved his worth he makes our smaller pictures and as he shows his ability he has increasing opportunities to make larger and more important pictures. This policy may cause us on occasion to lose the services of a potentially valuable person who is not prepared to move forward slowly. We appreciate that we run this risk but I am satisfied that our policy leads to stability in the organization and eliminates unnecessary risks." That accounts for the big-budget picture being now almost a thing of the past and explains why only producers of proven calibre, such as Sydney Box or the Cineguild team, are making pictures at a cost in excess of $1,000,000. His views on the American market can be seen in the further quote: "We do not intend to embark upon the production of a film in which we cannot see, based on our past experience, a reasonable opportunity of recovering its cost in this market and the overseas markets which are available to us."

The distribution of the consolidated accounts was a good piece of public relations. All journalists were warned well in advance that copies of the balance sheet would be with them at 4:15 p. m. which allowed the national newspapers to have their financial experts on hand for analysis. Generally speaking, the lay press gave the accounts favorable mention, the notable exception being the Daily Express which, in pursuit of its professed anti-Rank policy played up in headlines the $52,000,000 bank loans.

Another tactic adopted by the Daily Express was to take portraits of two almost unknown starlets and print them with the caption: "Some of the visual assets of the Rank group." This was presumably because at the back of the financial statement of the consolidated accounts there was printed portraits of 80 contract artists of JARO, Ltd., and to pick two young people just starting their careers and ignore such obvious assets as Stewart Granger, Margaret Lockwood, Ann Todd and Eric Portman was a singularly biased piece of reporting. Oddly enough, one of the most favorable reviews of the accounts was that of the Daily Herald, which is the Socialist daily paper and which cannot normally be accused of being friendly towards large capitalistic concerns.

* * *

THE PRODUCTION UNIT working on "I Was a Male War Bride" which 20th Century-Fox is making in Europe with a crew provided by Alexander Korda, found itself tangled up with the air lift when the plane taking them to Germany had to circle Frankfurt airport for an hour to allow the day's delivery planes to take off. That was the only untoward incident in an otherwise perfect flight and the unit, headed by Howard Hawks, is now billeted partly in Heidelberg and partly in Mannheim and is hard at work on this picture which stars Cary Grant and Ann Sheridan. According to a note we have had from Sally Sutherland, the publicist traveling with the unit, they are being accommodated by the U.S. army and given the temporary privilege of army rations.

Before leaving England the crew was warned to bring everything needed for the production with them as nothing could be obtained in Heidelberg. This meant that $400,000 worth of equipment had to be sent over in advance or flown in with them. So far Howard Hawks has had a stretch of perfect weather, which has meant that he can work rapidly on some of the 46 setups he is due to shoot in Heidelberg itself before moving on to other locations outside the city. Latest additions to the cast have just arrived from Hollywood. They are Randy Stuart and Marion Marshall.

* * *

SAM GOLDWYN'S LATEST Danny Kaye picture to arrive in England—"The Secret Life of Walter Mitty"—opened last week with a swank premiere at the Prince of Wales Theatre on Coventry street. The guest list read like a copy of "Who's Who" and included celebrities from the spheres of diplomacy, society, the press, and the film industry. The Prince of Wales is not normally a cinema but specializes in girl shows, so presumably the deal which Bob Wolff of RKO and Val Parnell who controls the theatre have made is an appropriate one and may mean that apart from the cinema crowd some of the patrons of the live theatre may be tempted in by the Goldwyn girls.

Kaye in a comparatively short time certainly has jumped to the position of No. 1 comedian in British hearts, a job that was held for so long by Bob Hope. His fans here can be numbered literally in millions and as reported before in this column his visit over here in the flesh added immeasurably to his popularity. The combination of his singularly modest demeanor off-stage and his crazy technique on-stage endeared him to everybody.

"The Secret Life of Walter Mitty" opened to rave notices from most of the national newspapers and all of the tradepress and with RKO's extremely efficient exploitation department behind it will probably set new records.

Executive Travelers

West: Harold Mirisch, vice-president of Allied Artists, returned from a junket to Dallas, where he supervised the transfer to the company of the Texas distribution franchise for Monogram-AA product, formerly owned by Ed Blumenthal and Lloyd Rust.

* * *

East: Robert Buckner, U-I writer-producer, went to Manhattan for conferences with Lionel Shapiro, author of "Paradise Lost," which Buckner will make for U-I.

* * *

West: Director Alfred Hitchcock came in from London to begin work at Warners on the balance of his new Transatlantic Pictures film, most of which was produced in England.

* * *

East: Sol C. Siegel, 20th Century-Fox producer, will leave early next month for France and Italy to check on the progress being made in filming two pictures in those countries on which he is supervisor.

* * *

West: Samuel J. Briskin, Paramount producer, and his wife returned from a three-week business trip to New York.

* * *

West: Nate Spingold, Columbia vice-president in charge of advertising, will check in from New York early next week for huddles with President Harry Cohn on campaigns to be set up on a number of forthcoming releases.

* * *

East: Arthur Krim, president of Eagle Lion, headed for Manhattan to spend ten days or two weeks conferring with the company's eastern executives.

SAN FRANCISCO

According to W. A. Hodge, Orland olive and fig buyer, Al Pierce, Hollywood radio and film star, is considering organizing a company to build a packing plant for processing figs, olives and prunes . . . Hollywood's William Demarest was on hand to entertain at the Oakland policemen's ball . . . George Murphy, screen star, headed a trio of filmland notables who attended the Dewey-Warren campaign kickoff luncheon in Richmond recently . . . Club Wilson in Williams played host to Jimmy Durante, Mary Pickford, Robert Taylor and friends . . . Jack Berman, Hanlon theatre manager in Vallejo, turned over the use of the theatre for a special stage show for Vallejo's first company of National Police Cadets.

Don McGregor, an Oakland resident for many years, has been appointed assistant to Jack Armstrong, general manager of Carl H. Schwyn Theatres, the general offices of the Ohio theatre chain revealed from Bowling Green. McGregor worked on special assignments in the midwest for Columbia and also was affiliated with the public relations field staff of RKO . . . Don L. Nichols, manager of the Strand in Merced for the last two and a half years, left for Lindsey to take over management of the first run house of the T&D chain. Marcel Cerissa succeeded Nichols as manager of the Strand, according to Lawrence Pilegard, district manager.

The University of San Francisco Glee club appeared with Bing Crosby, Peggy Lee, William Powell and William Gargan in a benefit show in San Francisco for the Boys' Club of America . . . Walter Preddey, San Francisco theatre supply dealer, and Richard Nasser, theatre owner, purchased the real estate of the Arbuckle Theatre in Arbuckle, Calif. J. Leslie Jacobs, San Francisco theatre broker, handled the transaction.

The lobby display of the Stage Door Theatre brought about much comment. The Stage Door, an art theatre, displayed cutout letters of the opening bars of music from the film "Concert Magic" which held its world premiere at the theatre. Across the cutouts was displayed a violin. Credit goes to Manager Jack Allen . . . The lobby of the Golden Gate Theatre featured a jungle, stuffed animals and trees, with footpaths to the boxoffice and into the theatre. The film advertised was "Bring 'Em Back Alive" . . . The world premiere of "Miss Tatlock's Millions" is scheduled for the Paramount October 21.

Sherrill Corwin of Los Angeles was in town on business . . . Mel Hulling, Monogram district manager, returned from a trip to Seattle and Portland . . . Joe Cannon, cashier at Warner Bros., was on a vacation in Carmel . . . Abe Gore, Los Angeles former theatreman, was a visitor on Filmrow . . . Ike Hables of the Reel Joy in King City was on the Row saying hello to friends . . . Matt Freed, division manager for Lippert Theatres in Oregon, was here.

Juanita Flynn, secretary to Mel Klein at Columbia, returned from a vacation in Fort Worth . . . Graham Kisslingbury, U-I publicist, was on a vacation . . . Rowland Lloyd, Goldberg theatres, vacationed in Sun Valley and toured the country in his 1948 Packard.

Bob Wells, formerly with Fox West Coast as booker, has been appointed office manager for Columbia in Portland . . . Helen Kerr is back at Columbia after a long absence as assistant cashier . . . Rose Bruce was back at her desk as assistant shipper at Columbia following a long illness.

Gladys Paull, Warners contract clerk, has been elected to a second term as president of the WB club . . . Ralph Carmichael, manager at the local Republic exchange, returned from a sales meeting in Los Angeles . . . The Manor Theatre in Sacramento opened October 15 under the management of Ken Wright . . . The Madera Drive-In, owned by Henry Preciado, was scheduled to open October 15 and the Parsons Theatre in Lindsey, Calif., owned by Aubrey Parsons, will open soon. All were equipped by Western Theatre Equipment Co.

Helen Wabbe, publicist for the Golden Gate Theatre, and Min Levy, Eagle Lion, are definite about their Honolulu vacation. They are not going . . . Stu Klein, formerly of local Filmrow circles, has been placed in charge of Robert L. Lippert productions in the Los Angeles office.

LOS ANGELES

Here on vacation was Jim States, Paramount head booker in the Kansas City office . . . Sherrill Corwin and Sol Lesser, partners in the newly formed Prin-Cor United Co. operating the four local Music Hall theatres, named Norman Newman as film buyer and booker and Ed Fisher as publicity-advertising director. Newman was formerly with Principal Theatres and Fisher was associated with Loew's circuit in Cleveland.

Dick Spier's northern California division of Fox West Coast was in third spot at the end of the fourth week of National Theatres' 13th annual showmanship drive. Dick Dickson's southern California division of FWC was right behind Spier's group, in fourth place . . . World exhibition rights to D. W. Griffith's "The Birth of a Nation" have been acquired for the next five years by the newly organized National Exploitation Release Co., headed by actor John Calvert. Deal was set with Harry Aitken, president of the Epoch Producing Corp. and original associate with Griffith on production of the picture.

Lloyd Katz, Eagle Lion's San Francisco manager, was a local visitor, as was Ralph Carmichael, who manages the Republic branch in the Bay City . . . Bernard Leavitt, operator of the Elmira in Santa Monica, checked out for a vacation at La Jolla . . . Back on the job as a booker's stenographer at the Warner exchange is Beulah Adams, recovered from a long illness.

Herb Jacks, local manager for the Kroehler Seating Co., left for San Francisco on a business junket. Also heading for that northern metropolis on business was Henry Herbel, Warner western district manager . . . Booking and buying along the Row was Henry Drehr of the American Theatre in Newhall . . . James Connelly has taken over the El Segundo Theatre in El Segundo from Dave Corly . . . Jeannie Pence, Warner stenographer, was holidaying in Arizona . . . Bill Knotts, owner of the Monrovia in Monrovia, came in on a booking and buying expedition.

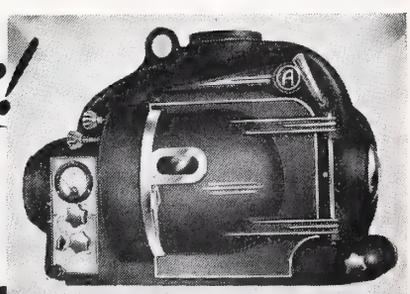
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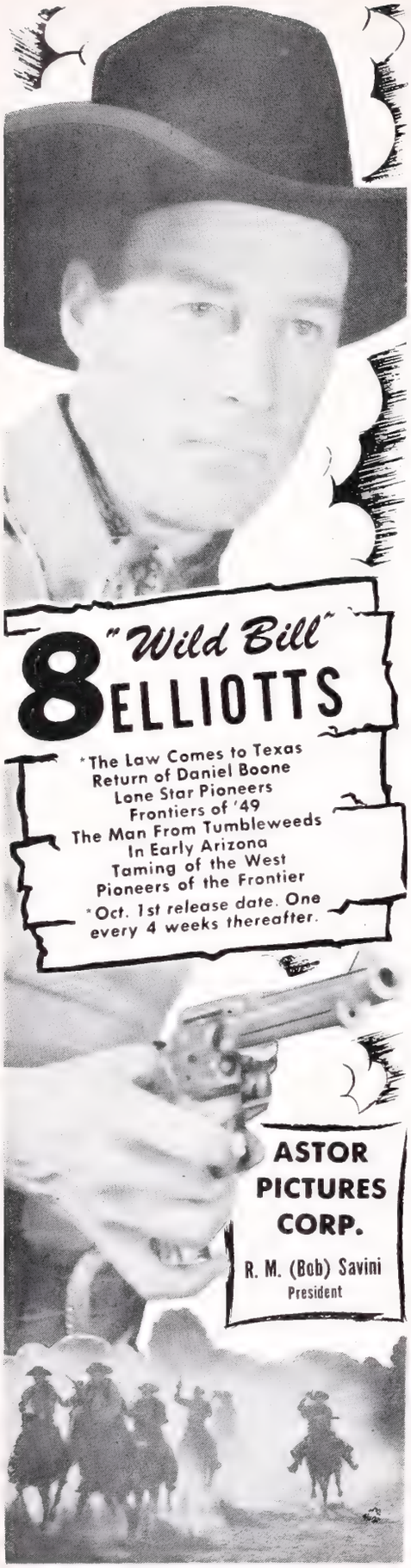
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DENVER

The old Rex Opera House at Rawlins, Wyo., closed for 27 years, has been remodeled, reseated and reopened as the Elk by Fox Intermountain Theatres. The house has 465 seats. Mel Glatz and Jack McLaren of the service department cooperated to make it one of the prettiest small theatres in the territory. Cliff Bloomenrader has been named manager by Marvin Skinner, city manager.

Tom Brennan, city manager for Fox Intermountain at Laramie, Wyo., came up with a new giveaway, appropriately enough, in the face of high prices, meat. The Fox gives away, in cooperation with a local market, ten choice 1½-pound steaks and one 15-pound standing rib roast every Wednesday night . . . C. U. "Banknight" Yeager, president of Atlas Theatres, attended the World Series.

Robert Bothwell, Aladdin manager, does a daily stint for the community chest, conducting tours to various chest agencies as a part of the campaign for funds . . . Dorothy Mendenhall is the new stenographer in the booking department at Paramount . . . Robert Quinn, Paramount Pictures exploitation man, was on a vacation.

William Prass, MGM publicity man, returned from Salt Lake City where he went to beat the drums for "A Southern Yankee" and "Julia Misbehaves" . . . Jean Gerbase, secretary of Western Service & Supply, went to the coast to vacation. While in San Francisco she will be the house guest of the Clarence Olsons. Olson, United Artists branch manager there, was former manager here.

Shirley Downing, ledger clerk for Paramount, was vacationing . . . Buck Stoner, coast district manager for 20th-Fox, spent a few days conferring with James Dugan, branch manager, and calling on some accounts . . . John Vallin, Eagle Lion field representative, spent two weeks here . . . Mrs. George McCool, wife of the office manager of the United Artists exchange, underwent an operation and afterwards went to Omaha to visit her mother and recuperate. After her recovery she and George will be off on a month's vacation.

Eagle Lion is doing over its Denver exchange. The job is a long-needed improvement, since the place has been used as an exchange since at least 1929. The remodeling will give M. R. Austin, manager, a private office, the salesmen a room, and will give the front office additional space . . . Gibraltar Enterprises will, according to President and General Manager Charles R. Gilmore, open two new theatres as well as reopen two remodel jobs by the first of the year. They include the El Paseo, with 650 seats and costing $180,000, and the Arco, 683 seats, costing $90,000, both at Santa Fe, N. M. The remodel jobs include the adding of 340 seats to make it 750 at the Teton, Powell, Wyo., cositng $68,000, and the $15,000 complete remodel job of the Grove, Gering, Neb. The latter job included new seats, decorations, projection and sound.

Gene Gerbase, branch manager for Republic, went to the Republic sales meeting in Los Angeles . . . Theatre folks seen on Filmrow included R. D. Ervin, Kremmling; John Cabot, Frederick; Fred Anderson, Eaton; Mrs. Leon Coulter, Loveland; Cecil Bohanan, Hatch, N. M., and Gayle Poland, Oak Creek, Colo.

Hollywood Top Hats Out to See 'Belinda'

HOLLYWOOD — Glamor-laden, top-hat-and-ermine-wrap premieres, once a staple part of the film colony diet, recently have been few and far between, lending added interest and spectacle to the dress-up opening of Warners' "Johnny Belinda" at the Warner Hollywood Theatre October 14. More than 200 name stars and top executives ran the gamut of hundreds of autograph-seeking fans who occupied bleachers constructed in front of the theatre especially for the occasion.

First such premiere to be held in Hollywood by Warners in more than two years, "Johnny Belinda" drew a guest list including:

Among the executive contingent, Clarence Brown, Walt Disney, Y. Frank Freeman, Barney Glazer, Jean Hersholt, Mervyn LeRoy, Hal Roach sr., Joseph Schenck, Harry Sherman, Harry M. and Jack L. Warner, Steve Trilling, Milton Sperling, Henry Blanke and Henry Koster.

Heading the roster of attending stars were Jane Wyman and Lew Ayres, who topline "Belinda," as well as Eve Arden, Edward Arnold, Lauren Bacall, Humphrey Bogart, Barbara Bates, William Bendix, Eddie Bracken, Eddie Cantor, Gary Cooper, Ronald Reagan, Edward G. Robinson and Zachary Scott, among others.

Openings of 'Hamlet' In Eight More Cities

HOLLYWOOD—Following its recent openings in Boston and New York, Laurence Olivier's production of "Hamlet," being released in the U.S. by U-I, has been booked as a roadshow attraction in eight other cities. October openings are set in Atlanta, Washington, New Haven, Los Angeles and Cleveland, while November dates have been lined up in Pittsburgh, San Francisco and Long Beach.

* * *

"A Song Is Born," the Samuel Goldwyn production for RKO, will be world-premiered at the Astor in New York October 19. The Technicolor musical comedy toplines Danny Kaye.

* * *

Paramount will pre-release "Miss Tatlock's Millions" in four key cities prior to its general release as a Thanksgiving holiday attraction. The Charles Brackett production will open in San Francisco October 21, to be followed by dates in Kansas City, Minneapolis and Detroit early in November.

* * *

Perry Lieber, RKO studio publicity chief, was slated to train out October 16 for Chicago with a troupe of film personalities including Jane Greer, Lucille Ball, Agnes Moorehead, Ellen Drew, Gordon Oliver, Guinn Williams and Jack Paar. They are scheduled to appear at the premiere of "Station West" at the Palace in the Windy City October 19.

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W. H. Thedford Named Frank Newman Aide

SEATTLE—The appointment of William H. Thedford, well-known Pacific coast showman, as assistant to the president of Evergreen Theatres, the northwest division was announced by of National Theatres, Frank L. Newman sr., Evergreen president. Thedford comes from Portland, Ore., where he was manager of Evergreen's Oregon district. Prior to that he was active in many branches of the motion picture industry, from a brief flurry at acting in Hollywood productions to executive posts with National Theatres.



William Thedford

Born in Nashville, Tenn., Thedford moved to Puyallup, Wash., in 1921. One of his first brushes with show business came when he was 16 and played a colonel in the Union army when the stage show, "Abraham Lincoln," came to one of Mike Barovic's theatres in Puyallup. In 1928, Thedford shifted to Los Angeles where he filled positions with the Henry Duffy Palyers, a stock company. From then on he devoted his efforts to theatre operation, serving in nearly every capacity, from doorman to executive. In 1938 he was named district manager for 30 Los Angeles houses under National Theatres and followed this in other executive positions until 1943 when he entered the army. He was discharged in 1945 after doing radio and public relations duty with the eighth service command at Dallas.

It was while stationed there that he met Edna Elizabeth Purnell of McKinney, Tex., whom he married last summer. They are making their home in Seattle. After military service, Thedford returned as a district manager in Los Angeles and the following year was named assistant to National Theatres' general manager for California and Arizona. In 1947 he came to Portland and his new appointment followed.



J. M. SUTTON—Partner, Galston and Sutton Theatres, Hollywood, Calif.—says:

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From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

THE NEW THEATRE in Delta, Colo., erected at a cost of $75,000 by Consolidated Theatres, Inc. of Denver, was opened recently with elaborate ceremonies. The theatre is of Egyptian architecture, gorgeously decorated and furnished and said to be the finest and best ever erected in any western city the size of Delta.

* * *

Martin Reynolds, 44, assistant manager of the Alpine Theatre in Denver, died suddenly while in Kansas City. He had gone there on account of the unexpected death of his mother and was stricken, apparently with a heart attack, while in the lobby of a hotel.

* * *

The Denver board of arbitration soon will include several new members, both exchange and exhibitor. Exchange representatives are J. T. Sheffield of Sheffield Exchanges; R. J. Garland, MGM manager, and Samuel H. Henley, Paramount manager. Burns Ellison, Federal Theatre manager, Denver, has been appointed by the local MPTO as a member of the board, succeeding Sam H. Horner, who became disqualified when he sold his theatre a short time ago.

PORTLAND

Oregon exhibitors and distributors were cooperating on the annual Shrine "Show of Shows" to be presented at the Mayfair for the benefit of the Shriners hospital for crippled children. A leading star from Hollywood and a variety of local acts will be featured. The Mayfair is being made available through the courtesy of the Hamrick-Evergreen and Mrs. J. J. Parker. The Benson and Congress hotels will be hosts to the visiting stars.

Charles Powers, manager for 20th-Fox, returned from a national sales conference at the Westwood studios . . . "Follies o' Fire" was presented by the Portland Firefighter Ass'n this week (14, 15) for the benefit of the firemen's beneficiary fund.

Allen Burt of the Theatre Exchange Co. brought back a three-point buck from the Long Creek area of eastern Oregon. Partner O. A. Petrie also brought home a buck . . . Irvin Westenskow soon will have the roof on his new Woodburn Theatre . . . Construction of the theatre being built by Mr. and Mrs. Pacine at Burns, Ore., is progressing satisfactorily.

Barn Dance Gets Big Crowd

HELENA, MONT.—The National Barn Dance played to a capacity house when it was presented at the Marlow Theatre here. Manager Dan Driscoll said local people go all-out for hillbilly shows at any time of the year.

Corwin, Lesser Buy Two More in Frisco

SAN FRANCISCO—Sol Lesser, head of Principal Pictures, and Sherrill Corwin, who recently bought out Blumenfeld's United Artists Theatre here, were to take over the Blumenfeld Orpheum and Esquire theatres Saturday (16). The announcement confirmed a previous report that Corwin, head of the Sherrill Corwin Co. of Los Angeles had purchased the two Blumenfeld houses.

Cliff Geisseman, former manager of the Golden Gate Theatre here, and following that manager of the Blumenfeld Los Angeles houses, which also were sold to Corwin recently, will manage the local showcases for the Corwin-Lesser interests.

PHOENIX

Art Picket, manager of the Orpheum, has entered St. Joseph hospital here for observation and possible surgery . . . Gene Hollis, Vista manager, as occupying the managerial spot at the Fox Alden, who filling in for the late Charles Alden, who died last month. Hollis will remain there until a replacement arrives from the coast. During his absence, the Vista is being managed by Gene Salyer, assistant.

Beverly Tyler and Coleen Gray, representing MGM and 20th-Fox respectively, were guests of the U.S. Highway 66 Ass'n during the convention in Williams. Social functions of the convention, highlighted by the appearances of the two actresses, were photographed for Photoplay magazine.

Bob McCracken, manager of the Rialto, is working out of the Paramount-Nace front office while recovering from a recent spinal operation . . . A new 200-foot well is being dug for the Orpheum, which depends on well water for its refrigeration system. The Strand and the Rialto, which are having new cooling systems installed, will not be faced with such a problem since both houses will utilize a pre-cooling device which eliminates the necessity for using well water.

Mel Anderson, sales representative for 20th-Fox, closed a deal with Paramount-Nace and Harry L. Nace theatres for current products in those situations . . . A similar deal was effected for Universal by Bill Marriott, branch manager, and Art O'Connell, sales representative, who met with Vince Murphy and Harry Nace jr. of the P-N office.



Coliseum at Seattle Leads With 'Rachel'

SEATTLE—The Coliseum, under its new first run policy, opened with a smash 200 per cent on RKO's "Rachel and the Stranger." Not far behind was Paramount's "Sorry, Wrong Number," with 190 at the Liberty. Other houses were spotty, but "Luxury Liner" had a nice 140 at the Music Hall.

(Average is 100)

Blue Mouse—**The Saxon Charm** (U-I); **Bad Sister** (U-I), 2nd d. t. wk. 75
Coliseum—**Rachel and the Stranger** (RKO); **Mystery in Mexico** (RKO) 200
Fifth Avenue—**Mr. Blandings Builds His Dream House** (SRO); **Money Madness** (FC), 3rd wk. 150
Liberty—**Sorry, Wrong Number** (Para); **Black Eagle, the Story of a Horse** (Col) 190
Music Box—**Feudin', Fussin' and A-Fightin'** (U-I); **The Shanghai Chest** (Mono), 2nd d. t. wk. 80
Music Hall—**Luxury Liner** (MGM); **Night Wind** (20th-Fox) 140
Orpheum—**Northwest Stampede** (EL); **In This Corner** (EL) 85
Palomar—**Angel in Exile** (Rep); **Eyes of Texas** (Rep) 75
Paramount—**Duel in the Sun** (SRO); **Code of Scotland Yard** (Rep) 90

'Carmen' Grosses 175 To Top Los Angeles

LOS ANGELES—Busiest turnstiles of the week were those clicking over at the two houses day-dating the new Rita Hayworth starring vehicle, "The Loves of Carmen." It topped everything in town with a 175 per cent rating, several notches above the second-place entry, "Julia Misbehaves," which wound up its first stanza with a 140 per cent average in three theatres.

Belmont, Culver, El Rey, Orpheum, Vogue—**Hollow Triumph** (EL); **The Strange Mrs. Crane** (EL) 100



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Carthay Circle, Palace—**Intermezzo** (SRO); **The Crusades** (Para), reissues, 2nd wk. 100
Chinese, Loyola, State, Uptown—**Apartment for Peggy** (20th-Fox), 2nd wk; **Night Wind** (20th-Fox) 115
Guild, Iris, Ritz, Studio City, United Artists—**The Saxon Charm** (U-I); **S.O.S. Submarine** (SG) 125
Downtown, Hollywood Paramounts—**Sorry, Wrong Number** (Para); **Sons of Adventure** (Rep), 3rd wk. 70
Egyptian, Los Angeles, Wilshire—**Julia Misbehaves** (MGM) 140
Four Music Halls—**Texas, Brooklyn and Heaven** (UA) 75
Pantages, Hillstreet—**The Loves of Carmen** (Col) 175
Four Star—**San Francisco** (MGM), reissue, 2nd wk. 100
Warners Downtown, Hollywood, Wiltern—**Rope** (WB), 3rd wk. 100

'Luxury Liner' and 'Rope' Vie For 'Frisco Honors

SAN FRANCISCO—"Luxury Liner" breezed into spotlight honors for the week with a pleasant 16 per cent at the Warfield. Chugging in right behind with 150 per cent was the opening of "Rope" at the St. Francis Theatre. The rest of local first run theatres had an average run.

Esquire—**It Happened One Night** (Col); **More Than a Secretary** (Col), reissues 100
Fox—**A Southern Yankee** (MGM); **Nightime in Nevada** (Rep), 2nd wk. 100
Golden Gate—**Rachel and the Stranger** (RKO); **Jiggs and Maggie in Society** (Mono), 2nd wk. 105
Orpheum—**Walk a Crooked Mile** (Col); **Triple Threat** (Col), 3rd wk. 110
Paramount—**The Dude Goes West** (Mono); **16 Fathoms Deep** (Mono) 110
St. Francis—**Rope** (WB) 150
State—**Blood and Sand** (20th-Fox); **Manhunt** (20th-Fox), reissues 120
United Artists—**Moonrise** (Rep); **Train to Alcatraz** (Rep) 120
United Nations—**The Pearl** (RKO); **Mine Own Executioner** (20th-Fox), 2nd wk. 110
Warfield—**Luxury Liner** (MGM); **Fighting Back** (20th-Fox) 160

Indian Summer, Football Hurt Denver Grosses

DENVER — The Indian summer weather and a heavy football schedule, with two big college football games hereabouts playing to 55,000, hurt boxoffices, even though some of them were fine.

Aladdin—**Two Guys From Texas** (WB); **Daredevils of the Clouds** (Rep), 2nd d. t. wk. 200
Broadway—**Gone With the Wind** (MGM), reissue .. 70
Denham—**Sorry, Wrong Number** (Para), 3rd wk. .. 75
Denver and Esquire—**The Luck of the Irish** (20th-Fox); **Escape** (20th-Fox) 143
Orpheum—**B. F.'s Daughter** (MGM); **Big City** (MGM) 95
Paramount—**Larceny** (U-I); **Out of the Storm** (Rep) 100
Rialto—**One Touch of Venus** (U-I); **Gentleman From Nowhere** (Col), 2nd d. t. wk. 100
Webber—**Larceny** (U-I); **Out of the Storm** (Rep) 125

'Rachel' Continues to Lead First Runs in Portland

PORTLAND—"Rachel and the Stranger" continued its lead during a second downtown week. "Sorry, Wrong Number" topped the newcomers.

Broadway—**The Time of Your Life** (UA); **Who Killed "Doc" Robbin?** (UA) 110
United Artists—**Luxury Liner** (MGM) 120
Mayfair—**Mickey** (EL); **Lady at Midnight** (EL) 90
Paramount and Oriental—**Sorry, Wrong Number** (Para); **Adventures of Casanova** (EL) 130
Orpheum—**So Evil, My Love** (Para); **Jinx Money** (Mono) 90
Music Box—**Rachel and the Stranger** (RKO); **Mystery in Mexico** (RKO), 2nd d. t. wk. 150
Playhouse—**The Babe Ruth Story** (Mono); **The Music Man** (Mono), 3rd d. t. wk. 100

Three Thefts at Carlsbad

CARLSBAD—The Fiesta Drive-In here has been the victim of a series of burglaries in which the loot ranged from $25 in the first break-in to candy and gum in the third. All the burglaries occurred within a period of two weeks. In the second burglary, entrance was gained by breaking glass out of the door at the east end of the concession stand and in the third, glass was broken out of the door at the west end of the stand.

SEATTLE

H. H. Fournier and L. L. Burnett have opened the new 450-seat B&B Theatre at Grayland . . . After an absence of three years, Margaret Colasurdo has returned to the 20th-Fox cashiering department to succeed Virginia Trolle who resigned . . . Mel Hulling, Monogram western district sales manager, arrived from San Francisco to meet with Ralph Abbett, branch head.

Lillian Gish, star of stage and screen, plays the title role in "Mrs. Carlyle," which opened at the University of Washington's Showboat Theatre. The drama is an original by Professor Glenn Hughes, head of the university's school of drama . . . Charles Powers, 20th-Fox manager in Portland, was here to meet with John Danz and William Forman . . . Don Backman, formerly active in the film industry here and now owner of a lodge on Hood canal, was on Filmrow visiting with friends.

R. J. Roskelley, operator of a theatre at Manson, has started construction of a new 150-seat house at Entiat . . . George de Waide, manager, and Harry Blatt, Carl Miller and Hap Frederick, salesmen, attended U-I's sales convention in San Francisco . . . John E. Olson, who recently purchased the Roza Theatre at Zillah from Ray Miller, visited Filmrow.

Jack Kloepper, Favorite Films northwest manager, next month will move his office and staff to 2323 Second Ave. . . . Exhibitors visiting Filmrow included Joe Lewis, Bellevue; Martin Brown, Yakima; Walter Graham, Shelton; W. B. McDonald, Olympia; Ernie Thompson, Port Townsend; Eldon Pollock jr. Mount Vernon, and Bill Conners, Tacoma.

Dick Brill, EL's northwest exploitation representative, has been transferred to New York and left for there by car . . . James Hone, secretary for Independent Theatre Owners, was on a hunting trip in the Okanogan country . . . Dorothy Brainard, U-I contract clerk, has announced her engagement to Elvin Ward of Renton . . . Paul McElhinney, Republic manager, was in Los Angeles for a sales conference.

SCTOA Members Advised To Withhold Ascap Fees

LOS ANGELES—Members of the Southern California Theatre Owners Ass'n have been advised by Paul Williams, general counsel, to withhold the quarterly fees to Ascap for public performance music rights which were payable October 1.

Williams told the SCTOA membership in a special bulletin that the nonpayment suggestion was based on advice from the Theatre Owners of America, of which SCTOA is an affiliate.

Exhibitor members of the southland organization have been asked to write Ascap at its New York headquarters explaining that the accumulated fees have been set aside in a "reserve fund" and that they will be paid over to the "proper person" if and when such a person is appointed by the court which, in a recent New York ruling, held Ascap to be guilty of monopolistic practices.

The SCTOA represents 370 theatres in this area.

Model Small Towner Is Tell City Swiss

TELL CITY, IND.—The new Swiss Theatre, opened this summer by the William Tell Theatre Co., Inc. after two years of planning and construction work, was designed as a "perfect small town theatre." Built to accommodate 499 persons the Swiss measures 40x135 feet.

The theatre front is of peach and blue structural glass running a height of 10 feet to tile brick upper construction. The marquee is wedge-shaped and is fronted by a large neon lighted apple and arrow with the letter S inside. The arrow and S flash alternately.

STORE ROOMS AT ENTRANCE

At the entrance small stores were built, one to be used for theatre offices and the other complete with a display window opening into the lobby. The ticket office is of glass brick with neon tubing for color effect. Double doors on each side of the boxoffice provide entrance into the lobby.

On the right of the lobby is the concession stand and at the foyer end is a stairway lead-in to the second floor which houses the projection room, manager's apartment, power room and closets. Two sets of double doors finished in their natural color and separated by a large mirror give access to the foyer. The subdued peach and blue decorations serve to accentuate the color of the doors and the concession bar in the lobby.

The foyer is carpeted and a drinking fountain sets between the double doors at the entrance. The rest rooms are located at either end of the foyer and the cry room is at the right. The Swiss has ample room for any attraction not requiring special scenery. It measures 16x25 feet and is equipped with flood lights, footlights, radio wire, a microphone for the house public address system, hammered gold satin screen curtain and a rose colored curtain.

PA SYSTEM IN BOOTH

The projection room is 22x12 feet and is equipped with Motigraph projectors, RCA sound and a house public address system in addition to other standard booth equipment. A Robbin Imperial generator is used and four washed air cooling systems control air distribution.

Architects for the Swiss were Warweg & Hagel, Evansville, and contractor was the Ohio Valley Co. of Tell City. Booth equipment was supplied by the Falls City Theatre Supply Co. of Louisville and drapes came from Hadden Equipment Co., Louisville. Seats were made by Kroehler Mfg. Co., Chicago, sound by RCA and the marquee by United Neon of Owensboro, Ky.

Percy Gladden Dead

BLOOMINGTON, IND.—Percy Gladden, operator of the Roxy Theatre here, died October 4 at his home. He was one of the pioneer exhibitors in Indiana and had been in poor health for several years, during which Doyle Carter, his son-in-law, has operated the theatre.

To Manage Own House

WENTZVILLE, MO.—Frank H. Reller, who acquired the American Theatre here in 1943, has assumed active management of the house. Frank Reller jr., formerly associated with his father, has moved with his wife and two children to accept a position in the east.

Harvey Blacks 235 Leads Milwaukee Union Bowlers

MILWAUKEE—Harvey Black toppled the pins in the third week's IATSE Bowling league and came up with top individual game of 235. George Mace was runnerup with 233 and C. Bunce third with 231. Mace clicked high three individual game score of 615, while Black scored 603 and Bunce, 574.

C. Millis led his team in posting highest single team marker of 894. H. Eiffert's team had 879 and H. M. Eiffert's team had 869. H. Eiffert's team racked up high three team tally of 2,546, while H. M. Eiffert's team had 2,511 and N. Bieglow's team, 2,454.

Team standings in the third week: Team 5, captained by C. Millis, 784 average; team 7, H. Eiffert, captain, 802; 4, A. Neuendorf, captain, 783-3. Other teams fighting for top honors are: Team 8, captained by J. Doctor; team 6, captained by R. Schlager; 2, captained by H. M. Eiffert; 1, led by H. Bigelow, and, 3, directed by E. Klase. Top bracket individual bowlers are: H. Black, C. Mace, E. Klase, Bob Wittmann, C. Bunce, S. Hoenig, C. Trampe, J. Trimborn, A. Neuendorf, R. Lenz, C. Millis and A. Szebe.

Arthur Stanisch Named Manager at Ottawa, Ill.

OTTAWA, ILL.—Arthur Stanisch has been named manager of the Alliance Corp. Roxy, Orpheum and Illinois theatres here, succeeding Harlan P. Croy, who resigned to become part owner and manager of a theatre in Mosinee, Wis. Stanisch, who is 23 years old, has been a theatre manager for four years, formerly associated with the Fox Wisconsin circuit in Milwaukee. He joined the Alliance organization a few weeks ago and has been at Anderson, Ind., learning the company's system of bookkeeping. Stanisch has been named winner of several national exploitation campaigns.

Youth Month Starts Late in Milwaukee

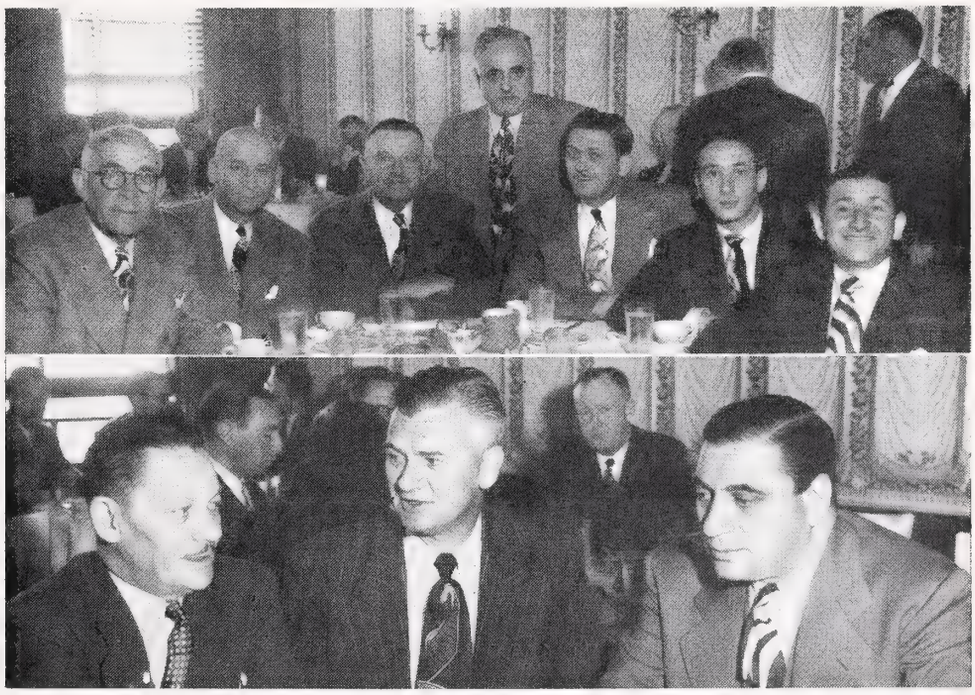
MILWAUKEE—All Fox Wisconsin houses staged gratis youth shows in a belated celebration of the Youth Month program that was canceled in September by a polio ban which kept children under 12 from all theatres.

This program started with a parade through Milwaukee's downtown area, led by Mayor Zeidler, Fire Chief Edward Wischer, Lee Foley, youth welfare chairman of the Jaycees; Rudy Koufnik, manager, Palace; Carl Moebius jr. and George Johnson, both representing Junior Achievements, Inc., with 1,500 youngsters marching from court house square to the Palace.

A juvenile delinquency short, "Children in Trouble," produced by the National Youth organization, and other films were shown at the Palace. Talks at the Palace were given by Fire Chief Edward E. Wischer, who requested youngsters to cooperate in preventing fires; Hubert E. Dax, police inspector, who advised the group to observe all traffic rules and regulations, and introductory remarks by Lieut. Michael S. Wolke, director of the police youth aid bureau, who set the scene for the films shown.

EL Manager at St. Louis Joins Delft Theatres

ST. LOUIS—Joe F. Woodward, who has been the local Eagle Lion manager since last April, resigned effective October 15 to accept the position of booker-buyer for the Delft Theatres, Inc., Marquette, Mich. His successor has not been announced. Woodward, prior to coming to St. Louis, served as the Milwaukee manager for 20th Century-Fox. Previously he was assistant manager for that company in Kansas City.



U-I REGIONAL SALES MEET—Members of the Chicago (top) and Milwaukee (bottom) U-I branch offices pictured at the recent regional sales get-together at the Blackstone hotel in Chicago. From Chicago, left to right: Ted Meyers, Max Brodsky, Bob Funk, salesmen; M. M. Gottlieb, district manager, Lou Berman, branch manager; Richard Graff and Ted Reisch, salesmen. From Milwaukee, left to right: Don McFadzen, salesman, Jack Bannan, branch manager, and D. J. Goldman, salesman.

ST. LOUIS

Harry Hynes, U-I manager has been suffering from a slight attack of the flu but is making a nice recovery . . . Brenda Rosenblatt, 9-year-old daughter of Reuben Rosenblatt, local manager for Monogram, broke her right leg for the second time within a period of three months on the opening day of school but has been attending classes via automobile. She was playing on the school's playground when a boy accidentally pushed her, causing her to fall and break the leg.

Joe Bowles, booker for Film Classics for the last four months, resigned to return to the theatre end of film business . . . The staff at Eagle Lion staged a steak barbecue picnic Sunday (10) as a farewell to Manager Joe Woodward at the Meramec Valley lodge of salesman Herman Schwarz. The affair was arranged several weeks ago before Woodward resigned to accept a post with Delft Theatres, Inc. of Wisconsin. Then it became an official farewell.

Margaret Duggan resigned as bookkeeper and stenographer for Monogram. She is Local FI treasurer . . . Agnes Moorehead, former St. Louisian and a Warner Bros. film star, has been visiting at the home of Mr. and Mrs. Jacob M. Lashly . . . Robert Merrill, Metropolitan Opera baritone, will stage a concert at the Kiel auditorium here Wednesday (27).

Bob Johnson, director of publicity and advertising for Fanchon & Marco-St. Louis Amusement Co. houses, will be married October 16 to Barbara Becker of St. Louis . . . Hoagy Carmichael and his troupe played to 3,000 in their Stardust Revue at the Kiel Auditorium.

"Sorry, Wrong Number" will get an extensive campaign in St. Louis, following on the heels of national publicity and advertising that Paramount has arranged for the film. Bob Johnson of Fanchon & Marco's advertising office, and Jim Castle, special representative for Paramount, dreamed up a campaign which included 1,100 lines of advertising in all three dailies and more than 103 spots on the local radio stations. Special feature stories also will be run in St. Louis papers.

Lester Bona, Warner manager, entered the grandfather rank when his daughter Jean, the wife of Dr. Scott G. Kramer, St. Louis physician, gave birth to a baby girl at St. John's hospital. The baby was named Leslie Jean Kramer for her grandpa and her mother . . . George Barber, owner of the Gem at Villa Grove, the Empire at Chrisman, Apple Blossom at Hardin and Strand at Tuscola, all in Illinois, was confined to his home at Villa Grove following a recent heart attack.

Exhibitors on Filmrow included Tom Baker, Bunker Hill, Ill.; Lee Norton, Sullivan, Ill.; Rani Padrucci, feature booker for the Frisina Amusement Co., Springfield, Ill.; Bill Williams, Union, Mo.; Ed Fellis, Hillsboro, Ill., and Russell Armentrout, Louisiana, Mo. . . . Warners' Lester Bona was in Rolla, Mo., conferring with the heads of the Caesar Berutt and G. Wandell circuit and "Buck" Lewis, general manager for the R. E. Carney Theatres.

Acquires 'Sheriff of Wichita'

"Sheriff of Wichita" has been acquired and assigned to Producer Gordon Kay for Republic.

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Letdown at Chicago, With 'Rope' in Lead

CHICAGO—Despite ideal fall weather and the presence of continued large numbers of visitors attending conventions and other shindigs, Loop theatres experienced a sharp letdown last week. There were only two new entries, of which the "Rope" at State-Lake got the best play. A twin bill of "Rose of Washington Square" and "Slave Ship" did only fair at the Apollo.

"To Live in Peace," at the World Playhouse, was still the top holdover, along with "Good Sam" at the Woods.

(Average Is 100)

Apollo—**Slave Ship** (20th-Fox); **Rose of Washington Square** (20th-Fox), reissues 90
Chicago—**Beyond Glory** (Para), plus stage show, 2nd wk. 90
Garrick—**Wings of the Morning** (20th-Fox); **The Raider** (English), reissues 90
Grand—**Bring 'Em Back Alive** (RKO), reissue 110
Oriental—**A Date With Judy** (MGM), plus stage show, 2nd wk. 110
Palace—**Rachel and the Stranger** (RKO); **Don't Look Now** (RKO), 2nd wk. 100
Rialto—**I Cover the War** (U-I); **Saboteur** (U-I), reissues 110
Roosevelt—**Smart Girls Don't Talk** (WB), 2nd wk. 90
State-Lake—**Rope** (WB) 120
Studio—**Ingagi** (Congo); **Ubangi** (Pizor), 5th wk., reissues 90
United Artists—**Moonrise** (Rep), 2nd wk. 95
Woods—**Good Sam** (RKO), 2nd wk. 115
World Playhouse—**To Live in Peace** (Time), 4th wk. 115

Sports and Stage Rival Films For Milwaukee Grosses

MILWAUKEE—High school, university and pro football grabbed a piece of the amusement dollar. Bookings of ace combos at night spots clipped a bit more. "Apartment for Peggy," the Wisconsin offering, and Woody Herman and band on the Riverside's stage angled the top draw.

Alhambra—**Tap Roots** (U-I); **Code of Scotland Yard** (Rep), 3rd d. t. wk. 95
Palace—**A Southern Yankee** (MGM); **Close-Up** (EL), 3rd wk. 115
Riverside—**The Dude Goes West** (Mono), plus stage show 145
Strand—**The Return of Wildfire** (SG); **Jungle Goddess** (SG) 95
Towne—**Luxury Liner** (MGM), 2nd wk. 100
Wisconsin—**Apartment for Peggy** (20th-Fox); **The Gay Intruders** (20th-Fox) 140
Warner—**Mr. Peabody and the Mermaid** (U-I); **Smart Girls Don't Talk** (WB) 130

'Babe Ruth Story' Is Leader Of Trade in Indianapolis

INDIANAPOLIS—Business was fairly good at all first run houses. "The Babe Ruth Story" at the Circle topped the list. The Lyric, with "Raw Deal" and "Mine Own Executioner," was next best.

Circle—**The Babe Ruth Story** (Mono); **The Golden Eye** (Mono) 130
Keith's—**The Walls of Jericho** (20th-Fox); **The Checkered Coat** (20th-Fox), 2nd d. t. wk. 95
Lyric—**Raw Deal** (EL); **Mine Own Executioner** (20th-Fox) 110
Loew's—**Pitfall** (UA); **Rusty Leads the Way** (Col) .. 95

CHICAGO

Actor William Holden who has been winning many friends during his stay here visiting veterans hospitals and fulfilling publicity chores for 20th-Fox's Eddie Solomon and Paramount's E. V. Fitzgibbon. He also got a kick out of meeting the two William Holdens of Balaban & Katz, one the insurance director and the other district manager, and found time to pop in on the Variety Club. Holden was appearing on two local screens in "Apartment for Peggy" and "Rachel and the Stranger."

United Artists will hold a test engagement of its "City Slicker" film, formerly named "This Is New York," at the State Theatre in Rockford, Ill., starting October 15 . . . James Booth of the Booth-Lubliner circuit, operators of the Palace in Cicero, has added a five-act vaudeville program on Saturday and Sunday. Other subsequent run houses also are considering live acts. The Stratford Theatre on the south side has been using five acts of vaudeville with great success Friday through Sunday.

Christine Limperis, secretary to S. J. Gregory of Alliance circuit, announced her engagement to Kenneth Milan of Los Angeles . . . Alyce Dubin, booker for Capitol Films for many years, celebrated her birthday as the guests of Mr. and Mrs. Henri Elman at a swank party in the Chez Paree.

Arnett Snell, houseman at the Variety Club, became poppa of a baby boy, making an even dozen, nine boys and three girls . . . Ben Lowrie, Columbia manager, went to New York for a meeting of Columbia district and branch managers . . . Sam Lamasky, business agent for IATSE Locals B and F of film employes, has called or negotiations to reopen new wage contracts in November.

Mickey Rooney changed trains here, rushing east to open a personal appearance tour that brings him back to the Chicago October 22 . . . C. P. Krielberg, Selznick executive, was a visitor at local exchange from Minneapolis . . . Chick Evens, UA exploiteer, returned from a trip in the Detroit area, where he sparked "Pitfall" . . . Ludwig Sussman, who operates the Adelphi, was hospitalized for several weeks but has recovered from his illness and left for Los Angeles to spend the winter . . . Harry Bryan has joined the Essaness circuit publicity department to handle the art work for Woods Theatre ads.

Ida Rosen, secretary to Henri Elman, was vacationing in New York . . . Bill Rudder and Sol Menick, Goldwyn praisers, were here to assist Norm Kassel, Essaness publicist, with the new Danny Kaye opus, "A Song Is Born," which will bow at Woods following the run of "Good Sam" . . . Joseph Klein, partner in New Park Theatre in North Chicago, died recently . . . The Skyhi Drive-In at Roosevelt and Butterfield has increased its car capacity since opening three months ago from 300 to 500. Further expansion is planned for next season.

Dick Sachsel, screen renovator, said farewell to his Chicago pals and left for his La Flora hotel, Miami Beach, to spend the winter . . . Tom Murphy, Rialto figure and veteran stagehand, was very ill at Mary hospital. He last was employed at Roseland's State.

Koerner Motor Service is adding more equipment for its film delivery service to central Illinois territory. Several drive-ins recently have taken on the Koerner delivery service . . . Rud Lorenz, former UA division manager now operating Wanee Theatre, Kewanee, was here for film conferences.

A. J. Balaban, executive director of the Roxy Theatre, New York, was here for a visit . . . Bill Hollander, B&K publicity-ad chief, went to New York for his annual visit with his son and daughter . . . Marshall Grant pictures received high praise from the Chicago city council for bringing "Moonrise" here . . . J. C. Cooper of the Cooper Carton Co. says his company now is turning out 5,000,000 popcorn cartons weekly and as soon as new equipment can be obtained the production will be stepped up to take care of increasing business.

Walter Jacobson, superintendent of Wagner Sign Co., while on a vacation trip to Canada was stricken with appendicitis and taken to the Soo hospital. His condition was serious and E. Wagner head of the company and his pilot Irvin Tett flew the Wagner Beechcraft plane to the Soo and will bring Jacobson back by plane as soon as he is able to travel . . . Jam Handy finished the U.S. Steel film, "Unfinished Business," which now is showing in theatres throughout the country. The RKO Palace Theatre has dated the film which tells how steel is made in the company's factories.

Renovate Chester Gem

CHESTER, ILL.—The 400-seat Gem, a Turner-Farrar theatre, which also operates the 500-seat Joy Theatre here, is being completely renovated. Awthal Fleming is manager.

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CHICAGO 5, ILL.

MILWAUKEE

Jack Frost, Selznick's Indianapolis manager, returned here as booker-salesman, assisting Bill Young, manager . . . Reports are that Fontas Georgiades will resign as manager of Delft Theatres here November 1. Joe Woodward, former Milwaukee 20th-Fox manager, is slated to succeed Georgiades . . . Bill Young, Selznick manager, attended a Chicago sales meeting . . . Johnny Schuyler, general manager for Delft, was here conferring with Fontas Georgiades . . . High cost of construction has temporarily stymied progress on L. F. Gran's new house at Geneva, Wis. . . . Mrs. Harry Riskin, wife of the 20th-Fox shipper, has been hospitalized.

Buck Herzog, Milwaukee Sentinel amusement columnist, left for an extended Hollywood stay . . . "Station West," RKO epic, gets a world premiere at the Riverside shortly, with several Hollywood greats in attendance . . . L. F. Gran's 1,200-seat Ellis, Beloit, Wis., is near completion and should open when snow falls.

Gilbert Nathanson, Minneapolis, now handling the buying and booking for St. Cloud Amusement, New Jersey, operators of the Oriental and Tower, accompanied House Manager Joe Reynolds on an initial Row jaunt . . . Paramount will tradescreen "Disaster" and "Paleface" October 19 . . . Babe Gallichio left the Cozy at Colfax and was replaced by Elmer Scott.

Manny Arnstein, manager of the canteen at 41 Outdoor, reports that patrons certainly like popcorn. Arnstein says 800 corn boxes were purveyed immediately following a recent weekend opening . . . Actor Bill Holden was here for press sessions and personals at Veterans hospital, Wood, Wis., and Resthaven, Waukesha . . . Holden also showed at the Park, Waukesha.

Irv Wirthamer, Chicago's assistant to J. J. Donohue of Paramount, and Jules Gerelick, Omaha, were in town. Both are former local Paramount employes . . . Ollie Trampe, Monogram booker, doubled in brass by taking the Green Bay Film Service run recently . . . Orville and Elton Voeks, Lake, Bailey's Harbor, are building lasting public relations with merchants . . . Harold Pearson, ITO field man, was here, then shoved off for more exhibitor contacts around the territory . . . Jack Frackman, Republic manager, attended a Chicago regional sales meeting.

Allen Usher, formerly associated with Denny Kelliher in operation of the Sprague at Elkhorn, returned from a vacation on the west coast.

Local RKO staffers, especially Walter Blaney, office manager, enjoyed cigars on Wally Heim, publicist, announcing arrival of a baby son . . . Carl Thelin's boys are busy building holiday lobby and front specialties for first runs scheduled on the festive days . . . Jack Yeo, Plaza, Burlington, was here . . . Max Krofta of the Capitol and Granada, Racine, and Abby, Milwaukee, keeps patrons happy by imparting a friendly, home-town touch.

Eddie Lipson, former MGM and Warners salesman, was here . . . Spiros Papas, brother of Connie of the Towne, was around town . . . Bill Ainsworth, Fond du Lac, was another . . . Thomas J. Watson, Blanchard, Blanchardville, garnered excellent merchant tieups and worthy publicity through his club affiliations . . . R. W. Farrington, Fort, Montfort, was preparing for the hunting season . . . Mary Powers, National Screen bookkeeper, resigned . . . Pete Peterson, Mayor Zeidler's executive secretary, formerly with Fox Wisconsin and Standard Theatres, has been cooperating with managers on picture tieups. The Youth Month observance, delayed due to the polio ban, had the Peterson touch. The celebration began with a parade and culminated in activities arranged by Rudy Koutnik, Palace manager . . . Weekly amateur shows, which were an institution at the Riverside, managed by Roy Pierce, are back.

The Towne installed a new soft drink vending unit . . . Lou Kane was here pounding drums on "Street Corner," bowing at several situations shortly . . . Harold Mirish of Hollywood, Allied Artists president, toured local houses with brother Marvin of Theatres Candy . . . Bud Campbell, former Times manager, was transferred to Delevan . . . George Rautenberg, IATSE swing man, has been ill . . . Harold Hamley, former operator of the Victor, Hartland, is covering the territory for United Film Service . . . Harold Brummel is remodeling the Fox, Fox Lake . . . "Chuck" Olson, manager of the Park, Waukesha, staged a Miss Flame contest with the Waukesha fire department and the mayor participating during Fire Prevention week . . . Art Breuchel, Tivoli projectionist, and son Bill motored west to Utah, New Mexico and Arizona, as well as Hollywood.

Carl Michel, in sales with 20th-Fox for 14 years and recently doing an Eagle Lion sales trick, resigned. Michel opened a theatre giveaway sales office in the Brumder Bldg. . . . L. F. Gran's 15-Week Progress drive has the boys working overtime. Standard Theatres district managers Butch Schlax, Kenosha; John Falco, Beloit, and John McKay, Milwaukee and Waukesha, were off to the races, with their respective managers outdoing themselves in showmanship during the drive, which winds up January 15. Jerry Beres, Princess manager, jumped out in front with advance Halloween decorations.

Kurt Liebau, Avalon projectionist, toys with the idea of migrating to a Florida drive-in for the winter . . . Jack Sullivan of Carl Thelin's, who lives at Big Cedar Lake, uncovered his shovels and foul weather gear . . . Otto Trampe, IATSE business agent, bowled 500 in his first try this season . . . Looks like both the 41 Outdoor, managed by Bill Koster, and the ozoner on Blue Mound road, managed by Bob Gross, may run later this year, weather permitting.

The Airway in Lake, under the Goderski banner, is due for unveiling within two or three weeks . . . Construction of the new house in Whitefish Bay by Ben Marcus of Marcus Theatres progressed as far as the basement when building work stopped. Materials and construction problems apparently caused the delay . . . Fox Wisconsin also is building in Whitefish Bay.

Vivian Malits joined Eagle Lion as secretary to Joe Imhof, manager . . . Larry Seidelman, former Film Classics salesman, shifted to Eagle Lion . . . Jack Lorentz, Great Lakes district manager, huddled with Joe Neger, local manager . . . Exhibitors booking on the Row included William Gohlman, Cuba, Cuba City; Sam Miller, Rialto, Gladstone, Michigan; Walter Baier, Fort, Fort Atkinson, and "Happy" Nelson, Rio, Rio, Appleton.



O. F. SULLIVAN—Owner and General Manager, Sullivan, Independent Theatres, Wichita, Kansas—says:

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Adv.

Allied Regional Meet In Hannibal on Oct. 20

HANNIBAL, MO.—Upwards of 50 motion picture theatre owner managers from eastern Missouri and central western Illinois are expected to attend the regional meeting of the Midcentral Allied Independent Theatre Owners at the Mark Twain hotel here Wednesday (20), with Henry Halloway of St. Louis, president, in charge of the gathering.

It is also anticipated that some prominent Allied leaders from out-state will address the meeting here, which is in the nature of an educational program to sell the Allied program and services to the theatre owners of this region.

President Holloway and Vice-President Jeff Jefferies of Piedmont, Mo., and perhaps Hugh Graham of St. Louis, secretary of the group, are expected to attend the National Allied gathering in New Orleans late next month. It is probable that the list of delegates may be decided at this gathering.

Purchase New Speakers

TERRE HAUTE, IND. — Altec Lansing Voice of the Theatre loudspeaker systems have been purchased by the following theatres: Hippodrome, Terre Haute; Thorp, Thorp, Wis.; Turtle Lake, Turtle Lake, Wis., and the Patio, Chicago.

Named House Manager

SALEM, IND.—Travis Hopkins has succeeded Roy Pitts as manager of the Indiana Theatre here. Pitts has been manager since December 1942. Hopkins has been a member of the theatre staff for several years.

Authorize 8-Week Run For 2 Films in Chicago

CHICAGO—Two motion pictures will be allowed to run at least eight weeks in two downtown Chicago theatres in spite of an injunction limiting showings to two weeks.

They are the English version of "Hamlet," to continue at the Apollo, and "The Snake Pit," to be run at the Garrick.

Permission was granted by U. S. District Judge Michael L. Igoe, who said he considered both films unusual.

Besides, he pointed out, neither the Apollo nor the Garrick are first run houses, and the injunction already has ended block-bookings—the practice at which it was aimed.

Universal asked that the "Hamlet" run be extended to 20 weeks. The court told Universal to apply again after it had completed eight weeks. Eight weeks was all 20th-Fox asked for "The Snake Pit."

Indiana Allied Parley To Open November 10

INDIANAPOLIS — The twenty-second annual convention of the Associated Theatre Owners of Indiana, Inc., will be held November 10, 11 at the Antlers hotel here. Speakers will include William Ainsworth, national Allied president; Charles Niles, secretary, and Abram F. Myers, general counsel.

ATOI members are being asked to choose topics for discussion during the convention, and able speakers will be scheduled to talk on the various subjects.

Dezel Renovates Office

CHICAGO—Albert Dezel Productions has had an extensive renovating job done in its branch office. Miss Kathleen Roberts has been added to the staff as assistant to Sam Kaplan, who is in charge of the booking department, and Mrs. Fan Wolf has been put in charge of the auditing department. Sol Cohen is manager.

New 35mm Still Camera

CHICAGO—Bell & Howell Co. plans to place on the market this fall a new type 35mm double-frame still camera, according to President J. H. McNabb. The camera, called the Foton, is the first of its kind to be fully automatic and will sell at $700, tax included, McNabb said. Ten years of research and over $1,000,000 were spent in developing the Foton, he stated.

Show Clean Voting Film

EAST ST. LOUIS—A motion picture, "The Fight for Honest Ballots," and the demonstration of a voting machine was featured at the first of a fall series of forum meetings sponsored by the East St. Louis Chamber of Commerce and service clubs and held at the Broadview hotel Thursday (16). The film was prepared by the Chicago joint civic committee to combat fraudulent elections.

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Regla Corp. of LaSalle Will Build Five Drive-Ins in North Illinois

LASALLE, ILL.—Regla, Inc., newly organized local theatre operating organiaztion, has revealed plans for an early start on the construction of five $150,000 drive-ins in this area. One of the drive-ins will be located in the LaSalle-Peru vicinity and the others just outside this immediate area.

E. E. Alger, head of the Alger, LaSalle and Peru Theatres, operators of a circuit of showhouses in this and other areas, is president of Regla. Russell Hurt, formerly of the Alger, L&P setup, is vice-president, and L. Frank Stewart, general manager for the circuit, is secretary-treasurer of the new corporation. These four, along with attorney J. E. Malone of LaSalle, comprise the board of directors. The corporation derives its name Regla from Alger, spelled backwards.

A Bedford, Ind., Drive-In

BEDFORD, IND.—A 35-acre tract in Englewood has been purchased by Otto Marcum, Louisville contractor and theatre owner, as a site for a 750-car drive-in, construction of which was to be started at once. The new open air theatre is expected to cost approximately $100 000, and it was hoped by Marcum that it would be ready for opening next April.

Apply for Screen Permit

CINCINNATI—Rube Shor, who is building the new drive-in on Reading road near Tennessee avenue here, has filed an application for a building permit for a steel screen tower. The cost is estimated at $25,000, and the screen will be of twin design so that the pictures can be shown simultaneously on each side. The screen will set back 1,600 feet from Reading road and the drive-in will have a capacity of 1,800 cars.

Midwest Renews Application

INDIANAPOLIS—Perry township residents in the vicinity of Southport again are opposing a move to establish an outdoor theatre on U.S. highway 31 by the Midwest Theatre, Inc., which has renewed its application before the Marion county board of zoning appeals. A similar application was withdrawn in June. The renewed application will be aired at a hearing October 19. The Perry township advisory committee to the county plan commission voted to disapprove the proposed theatre.

Midwest Theatres said it intends to build the theatre in a 16-acre tract on the west side of U.S. 31. Another outdoor theatre is operating near Greenwood, two miles south on the same highway.

Improve Urbana Drive-In

URBANA, ILL. — A $20,000 improvement program at the drive-in on North Market street here will include the addition of 130 speakers and further construction of ramps. The screen tower also will be developed further.

Airer Holds Benefit Show

CHICAGO—A sellout benefit showing of "Tap Roots" was held recently at the Twin Open-Air Theatre at 87th and Cicero. Proceeds were donated to the village of Oak Lawn to be used for construction of a municipal swimming pool, according to N. S. Barger, proprietor of the airer. Cooperating with Barger was a committee headed by Mayor Larson, the American Legion, the chamber of commerce and the Lions club.

Chicago Star-View Opens

CHICAGO—The Chicago area's newest outdoor theatre, the Star-View, was scheduled to open Friday (15). It was made ready in record time, six weeks, and is the sixth drive-in near Chicago. The Star-View is owned and operated by two Chicago ex-GIs, John and George Recklas, and their father Harry, former operator of the Ramova. It is four miles east of Elgin at highways 20 and 59. It was designed by architect George M. Petersen of Cleveland.

Mass for War Victim

ST. LOUIS—Requiem mass was sung at St. Anthony's Catholic church Saturday (2) for Pfc. Walter V. Lee jr., who lost his life at Wiltz, Germany, January 5, 1945. He was the only member of the Film Exchange Employes Local B1 of St. Louis to lose his life in action with the armed forces during World War II. He had been a shipping clerk for 20th-Fox and previously had been with National Screen.

Rebuild Closed Theatre

INDIANAPOLIS—The Cozy Theatre here, recently closed by the state fire marshal and city officials, is being rebuilt by the Marcus Enterprises following renewal of the owners' lease on the structure. The interior of the building is being made fireproof, and a new ticket booth is being constructed. New seating and booth equipment are to be installed.

Old Church Becomes Theatre

MUNDELEIN, ILL. — The old Congregational church building here has become a motion picture theatre in a deal in which Harry E. Rouse, owner of the building, leased it to Charles Bresley of Diamond Lake for theatre purposes. The building is expected to have a capacity of 100 persons.

Shelly Winter in Indianapolis

INDIANAPOLIS—Shelly Winter, actress, appeared in person at the Circle Theatre in conjunction with the opening of her latest picture, "Larceny."

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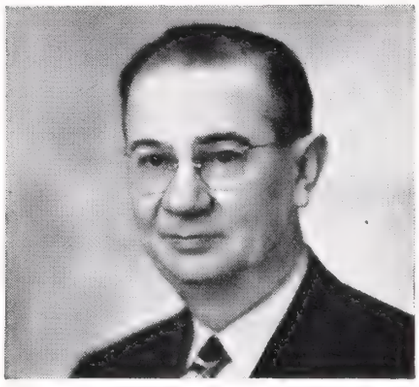
INDIANAPOLIS

Claude McKean, Warner manager, and Jules Lapidus, general sales manager, called at the Gregory circuit office in Chicago . . . Moe Esserman, former manager at the Indiana Theatre here, has joined the U-I sales organization . . . Mrs. Gretchen Fureman has been added to the Allied Caravan staff in the ATIO headquarters here . . . Roy Barnett has reopened the Gala Theatre at Sacramento, Ky.

Gordon Craddock, manager at Eagle Lion, has purchased one of the first six new Lustron houses to be sold in the nation. It is all metal and delivery is promised for early November. Craddock first saw the all-metal house at a display at the Indiana state fair and was so impressed with it he decided to make immediate purchase . . . Harry Asperger and Eugene Swank of Indianapolis are building a new drive-in near Frankfort for opening next spring. The Midwest Theatre Supply Co. is providing complete RCA equipment for the place.

Roy Rogers and Dale Evans were visitors at the 20th-Fox screening room Friday afternoon (1) when one of their latest pictures was previewed . . . Albert Yohe, formerly of Chicago, has been appointed manager at the Ritz Theatre here by the Marcus Enterprises . . . Mary Jane Larson replaces Jane Beard as secretary at Monogram. The latter has joined the Cantor Theatres as booker.

Edwin Brauer, his wife and family were the guests of Mr. and Mrs. Roy Rogers at a dinner Sunday at the Marott hotel. Included in the party were members of the Sage Brushes band, headed by Foy Willing.



HOMER F. STROWIG—Owner and Manager, Plaza and Lyric Theatres, Abilene, Kansas—says:

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Adv.

Theatres Are Asked to Bar Kids During School

INDIANAPOLIS—The police juvenile aid department is appealing to theatre managers not to sell tickets to children during school hours. Some downtown theatres checked by policewomen are "packed" with boys and girls during school hours, said Sgt. Forest Higgs, head of the department. "If we picked them all up for truancy we would have a line several city blocks long," he said.

Higgs asserted the police plan to run youngsters out of theatres that have been used as "hideouts and loafing places" by high school and grade school pupils. One policewoman reported that she entered one downtown theatre and "found what looked like a big football rally."

New Filmrow Structure Started in Indianapolis

INDIANAPOLIS—William R. Jenkins, president of the Sun Realty Co., is constructing a one-story building on North Illinois street opposite Filmrow to house approximately six film companies. The building will cover 9,400 square feet and cost approximately $100,000. Orville Wise is the contractor. The structure will be equipped with storage vaults for film. The front will be of Bedford stone and brick.

Jack Dowd New SRO Head

INDIANAPOLIS—Jack Dowd has resigned as salesman at Warners and accepted the position as branch manager for Selznick Releasing Organization. Jack Frost, SRO manager, returns to the Milwaukee office as manager.

Chancery Will Decide Book Examining Right

CHICAGO—Louis Kahn, attorney representing major distributors in the Alger percentage suits, has withdrawn his petition for dismissal of hearings before federal Chancery Master Joseph Elward on October 11. Judge William Campbell, referred the matter to Chancery, and asked Elward to determine whether or not majors should have the right to examine books if a pact violates the anti-trust act. Many percentage films carry special "sign-ins."

Kahn said in view of the crowded condition of Judge Campbell's calendar he would ask Elward to rule on whether or not distributors had the right to probe exhibitor's books.

Six Video Applications Pending in St. Louis

ST. LOUIS—The FCC decision to temporarily suspend approval of any more television stations so that it can "polish" the televizing already authorized affects several pending applications from the St. Louis area. They include the St. Louis Star-Times, Globe-Domocrat Publishing Co.; Thomas Patrick, Inc.; St Louis University; New England Television Co.; Twentieth Century-Fox Film Corp., and the Evangelical Lutheran Synod of Missouri, Ohio and other states.

The dawn Monday found officials of KSD-TV anxiously awaiting the outcome of the game in Boston to decide whether the Boston Red Sox or the Cleveland Indians were the American League champions of 1948. KSD-TV planned to televize Cleveland contests through the National Broadcasting Co. Midwest Television network. Television rights to the world series games have been pooled among NBC, CBS, ABC, Mutual and Dumont networks.

Dezel-Salzberg Will Open Indianapolis Exchange

INDIANAPOLIS—Albert Dezel of Detroit and Edward J. Salzberg of Cincinnati have applied for a charter to operate a film exchange here under the name of Favorite Films Exchange. Space has been acquired and shipping will be handled by National Carriers. Dezel expects to open the exchange within 30 days for distribution of Favorite Films, Masterpiece Productions, Madison and others.

To Continue Free Kid Shows

CREVE COEUR, MO.—Free motion pictures for children on Friday nights will be continued and expanded during the winter by the Creve Coeur post of the American Legion, if a suitable hall can be found. Summer outdoor shows were started in this community, which has no regular theatre, to combat juvenile delinquency.

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'Station West' Bow Slated for Oct. 19

CHICAGO—A worthy cause and a host of wonderful people promise to make the world premiere of "Station West" one of the biggest local theatre events of the year. RKO's western thriller, starring Dick Powell and Jane Greer, will be given its first public screening at the RKO Palace October 19.

Four stars from the cast, plus big names of radio and stage, will head a premiere extravaganza which is expected to surpass the four-hour, star-spangled presentation at the world premiere of "Fort Apache" here last March. Frank Smith, RKO division manager, said all proceeds from the premiere will go to the Herald-American Benefit fund.

The event comes just two months before the distribution from that fund of cash Christmas gifts to patients in veterans administration and service hospital in the Chicago area. Ambulances, special buses and other equipment for use of hospitalized veterans here also have been purchased with the fund.

Prices for the performance are scaled at $2.40, $3.60 and $6.00, including tax.

Proposed Levy Would Hit Only One Amusement

MORTON GROVE, ILL. — The Morton Grove village board has taken under consideration a proposal for a 4 per cent admissions tax which would affect only one business, the drive-in, which village trustees termed a "nuisance." According to trustee Reiter, the 4 per cent tax would apply only to theatres and would bring an estimated $15,000 a year into city coffers.

The drive-in now pays a $300 license fee and village treasurer Frank Herring asked attorney Henry Wells whether the village by passing the levy might not "be buying itself a lawsuit." Wells said that as long as the percentage of tax is kept low enough to be reasonable, he did not believe it would matter. Reiter said the levy would not be classified as indiscriminate taxing since "other communities are doing it," and added that the drive-in now is paying a lower tax than the taverns.

Harold Sorrels Manages Jacksonville Majestic

JACKSONVILLE, ILL.—The Majestic Theatre, 520-seat unit of the Fox Midwest circuit, reopened recently after being dark during the late summer. Harold Sorrels, former assistant at the Illinois, was named acting manager at the Majestic, while Delbert Stoddard took the assistant managership of the Illinois. The Majestic is operating at nights Monday through Friday with matinees on both Saturday and Sunday.

Only 'He' Is Rejected

CHICAGO—The motion picture board of the police department, reviewed 111 pictures (434,000 feet of film) last month, made 19 cuts and rejected Jewel's "He." Classified for adult showing were Teitel's "Night of Love," and 20th-Fox's "Cry of the City." Warners' "Rope," was given the go signal for adults only.

War Theory Debunked: Daylight Time Useless

From Canadian Edition

Toronto—At the close of the daylight saving time period September 26 there were proposals that the municipalities in Ontario should authorize "summer time" throughout the winter as a power-saving measure during the electricity shortage.

Inquiries brought the statement from the Ontario hydroelectric commission that daylight saving would bring little or no economy in power consumption and the clocks might as well be returned to Eastern Standard time. Then people wanted to know why daylight saving had been enforced on a continuous basis as an economy measure all during the last war. There was no answer and another theory has been debunked.

St. Louis Shubert Starts Radio Show Over CBS

ST. LOUIS—The Shubert Theatre in an arrangement with radio station KMOX, the local CBS outlet, recently inaugurated a 2½ hour stage show that included the KMOX four-star revue. The show was broadcast direct from the theatre and was fed to CBS.

Similar stage shows will be repeated every Saturday night.

Admission prices were increased to 90 cents and in addition to the stage show patrons saw the theatre's regular films "Gung Ho" and "Eagle Squadron." The admission for the late film show, which did not include the stage acts, was 63 cents.

The initial stage show included the KMOX Quiz club, with cash prizes being awarded to contestants selected from the theatre audience, Hillybilly Hayride, Tomorrow's Talent, an aggregation of amateurs and the Mississippi Ministrels.

J. L. Holland Buys Center

LA CENTER, KY.—The 250-seat Center here has been sold by D. B. Stout to James N. Holland of La Center. Stout, who had operated the Center eight years, still owns and operates the Arlee, Arlington, Ky.; the Uptown, Cairo, Ill.; the Nox, Karnak, Ill., and the Wick, Wickliffe, Ky.

Film Stills on Display

ST. LOUIS—An exhibition of motion picture stills and posters prepared by the Better Films Council of Greater St. Louis and dealing with the subject: "What Motion Pictures Can Do to Promote Peace" was placed on display recently at the public library. The 27 posters included in the show were prepared by local high school students. Mrs. E. C. Burnett, library extension chairman of the council, arranged the exhibit.

Bloomington Work Near End

BLOOMINGTON, IND.—A $40,000 remodeling program is nearing completition at the Harris Grand Theatre here, according to Ernest Coovert, manager. Changes include a new stainless steel front, new poster cases, a streamlined marquee with plastic letters, and a new boxoffice. The foyer has been redecorated, and rest rooms and lounges have been enlarged, and the auditorium has been repainted.

Grant Films Acclaimed By Council in Chicago

CHICAGO — The city council recently passed a unanimous resolution praising Marshall Grant Productions, local film producers, for its first film "Moonrise" and for its plans to produce "The Loop," a story of Chicago.

The resolution was introduced by Alderman A. H. Cohen of the fourth ward and said of "The Loop," that "such a picture can be of tremendous value in appraising the world of our true quality, life and power.

"Be it, therefore, resolved," the resolution continued, "that the people of Chicago, through their representatives assembled in the city council, hereby commend and congratulate Marshall Grant Pictures and extend to their personnel appreciation for their present achievements and future plans.

William D. Saltiel, former city attorney, is chairman of the board of directors for Grant Pictures. Other prominent Chicagoans in the company include David Copeland, vice-president of General American Transportation Corp; Richard Rosenwald, nephew of the late Julius Rosenwald; Maxwell Abbell, real estate executives; Peter Torosian and Henry Hofman.

Argue Metropolis Case In Appellate Court Soon

CHICAGO—U.S. circuit court of appeals will hear arguments October 27 on the $2,000,000 Metropolis Theatre Corp. suit to invalidate a 97-year lease on the ground on which the Oriental Theatre stands. Walter Bacharach, attorney for Metropolis, will be opposed by several attorneys representing the Essaness circuit, operators of the Oriental, Eddie Silverman, president of Essaness, and the Continental National bank of Chicago.

Sales Volume Decreases

ST. LOUIS—The department store dollar volume of sales in the St. Louis Federal Reserve district during the past week dropped 3 per cent compared with the corresponding week last year. The country as a whole, however, shows an increase of slightly less than 1 per cent. However, because of the increased prices it was apparent that the actual volume of goods passing across store counters was much behind the total sold last year. Other districts that showed declines in dollar volumes last week were Chicago, 2 per cent; Kansas City, 7 per cent, and Atlanta, Ga., three per cent.

Buy Batavia, Ill., House

BATAVIA, ILL.—Valos Bros. Enterprises, operators of houses in Chicago, Hinsdale, Wheaton and DeKalb, have bought the Capitol Theatre here from Joseph Burke, who has operated it for approximately ten years.



New Bay State Minimum Pay Causes Some Circuits to Weed Out Ushers

From New England Edition

BOSTON—The decision of the minimum wage commission of Massachusetts to schedule a minimum wage scale of 55 cents an hour for all ushers has had various reactions from circuits throughout the state.

A spokesman for the E. M. Loew circuit, operating 32 theatres in the state including two drive-ins, explained that each situation will be handled differently. There are five first run houses in key cities which will remain unchanged, as ushers are paid the minimum wage at present, but in the smaller spots commanding smaller admissions, he pointed out that the new scale might improve the situation.

WEED OUT 'DEADWOOD'

With more competent help, managers can cut down the number of ushers, thus weeding out the "deadwood." The turnover of the usher staff has always been an irksome one, he went on, and it is a known fact that the turnover is greater during an inflationary period when there are higher paid jobs awaiting transitory workers. He said less than 5 per cent of his ushers are promoted to assistant managers and then on up the ladder, as the group is made up of students and local boys who wish to pick up a little extra cash, with no eye on the theatre as a career.

At Interstate Theatres, a circuit operating 18 Massachusetts houses, it was made known that the circuit will go along for a while until an equitable plan can be worked out. But because the raise in ushers' salaries can be oppressive, some means of usher depletion will be put into effect which will not hamper adequate service to patrons. James Mahoney, general manager of the circuit, has prepared a complete chart showing that with the increase, ushers in the smaller spots would receive raises of over 100 per cent while in the first run key cities the increase would amount to 10 to 20 per cent.

NO M&P DECISION

A spokesman for M&P Theatres, the circuit operating the largest number of theatres in the state, said that the company is still in discussion about the problem and that it had not been decided whether to appeal to superior court on the matter.

Since the decision was made known, the Nathan Yamins circuit, operating six houses in Fall River, is planning drastic curtailment of its usher staff. In these houses, the depletion has already started and will continue until it will be cut down to the barest minimum. However, Yamins is installing increased lighting facilities in all his houses for easier seating of patrons.

Spokesmen for Warner Theatres, which operates 13 theatres in the state, said that the circuit gradually will deplete the usher staff to a minimum. Each manager will work out a suitable schedule, he said, by keeping only the most competent help.

The B&Q Theatres, with 12 Massachusetts houses, has made no plans for drastic changes, preferring to go along on its regular schedule.



WHO'S WILLIAM HOLDEN? — Film star William Holden dropped in at the Chicago Theatre and walked into two more William Holdens, Balaban & Katz executives of the same name but no relation. B&K publicist Ed Seguin framed the meeting of the three William Holdens for news pictures crediting the Hollywood Holden's new picture "Apartment for Peggy," due October 22 at Chicago.

Special Section for Kids

INDIANAPOLIS—Frank Paul, manager at the Lyric here, has set up a special section in the theatre where unaccompanied youngsters will be rounded up and seated. A capable supervisor has been appointed to keep an eye on all childrden entering the theatre and see that they occupy the section.

Worden to C. E. Millard

WORDEN, ILL.—The Worden Theatre, a 250-seater, has changed ownership again, having been sold by H. J. Hauss to C. E. Millard of St. Louis, a newcomer to the film exhibition field.

'Children on Trial' Shown

CHICAGO—The British News Letter in cooperation with Chicago area British groups sponsored a recent showing of the film, "Children on Trial," in Anderson's hall. The picture is a study of juvenile delinquency and the methods used by the approved schools in Britain. James V. Bennett, director of the bureau of prisons with the U.S. Department of Justice, has endorsed the film.

Video Antenna Considered

CHICAGO—A petition of Balaban & Katz Corp. for authority to erect a radio antenna tower on top of a 482-foot building at 33 N. LaSalle St. will be considered by the city zoning board of appeals. The tower would extend 203 feet above the building, according to the petition.

Installs New Projection Lamps

SULLIVAN, IND. — New projection lamps have been installed at the Lyric Theatre here. Dick Tricker is manager of the house.

$600,000 FPC Theatre Open in St. John, N. B.

From Canadian Edition

ST. JOHN—The new 1,392-seat Paramount, which reportedly cost Famous Players Canadian some $600,000, was opened formally recently bringing the first queues to the north side of King square. Tickets were sold for $1 each for auditorium seats and the loge was reserved for invited guests.

The Paramount is the third theatre owned by FPC facing on King square. The circuit also owns the Capitol on the south side of the square, and has a half interest in the Strand on the west side.

Proceeds from the Paramount opening were donated to a benevolent fund of the local Canadian Legion post. Harrison Howe, manager of the Capitol, was the emcee on opening night and introduced the provincial lieutenant governor, the mayor and the president of the Canadian Legion post.

TELEGRAM IS READ

A telegram from President John J. Fitzgibbons, sent from FPC headquarters in Toronto, was read to the audience. Morris Stein, eastern division manager, represented the executive at the opening. Also present was Robert S. Roddick, Halifax, district manager.

Paramount donated use of the picture, "A Foreign Affair," for opening night and the provincial government waived the collection of the usual amusement tax.

Major innovation in the Paramount is that smoking is permitted in the loge section where special equipment has been provided. This is the first maritime theatre to contain space especially for smokers.

The Paramount also is the first maritime theatre to offer Kroehler pushback seats. The building measures 75x150 feet and replaces several wooden and brick hotels. Solid brick and brick tile were used for the walls and the roof was buttressed by heavy steel trusses and columns. The aditorium and loge were built of reinforced concrete and the front was constructed of face brick trimmed in stainless steel and panels of cadet blue vitrolite. Doors are of armor plate glass with chrome trim and terrazzo tile covers the lobby and foyer floor. A concession bar is included on the foyer as are the rest rooms and the manager's office.

Leo Kosta Back in Chicago

CHICAGO—Leo G. Kosta, 33, former assistant manager of the State-Lake Theatre on Chicago's Loop, was returned by police from Asheville, N. C., to face charges of embezzlement of more than $50,000 from the theatre. Officials of Balaban & Katz, owner of the theatre, charged that Kosta embezzled the money from 1944 to 1948 by conspiring with a ticket cashier to resell tickets after they had been collected for admission. Kosta was siezed in Asheville, September 5. Several days later the theatre company filed suit in circuit court for an injunction to restrain the former assistant manager from withdrawing funds from two banks and a safe deposit company.

Buy Theatre Interests

HOPE, IND.—Mr. and Mrs. Harley A. Sutton have purchased the interests of their son and daughter-in-law, Mr. and Mrs. William L. Sutton, in the Hope Theatre here.

Pioneer Adds 3 More Drive-In Projects

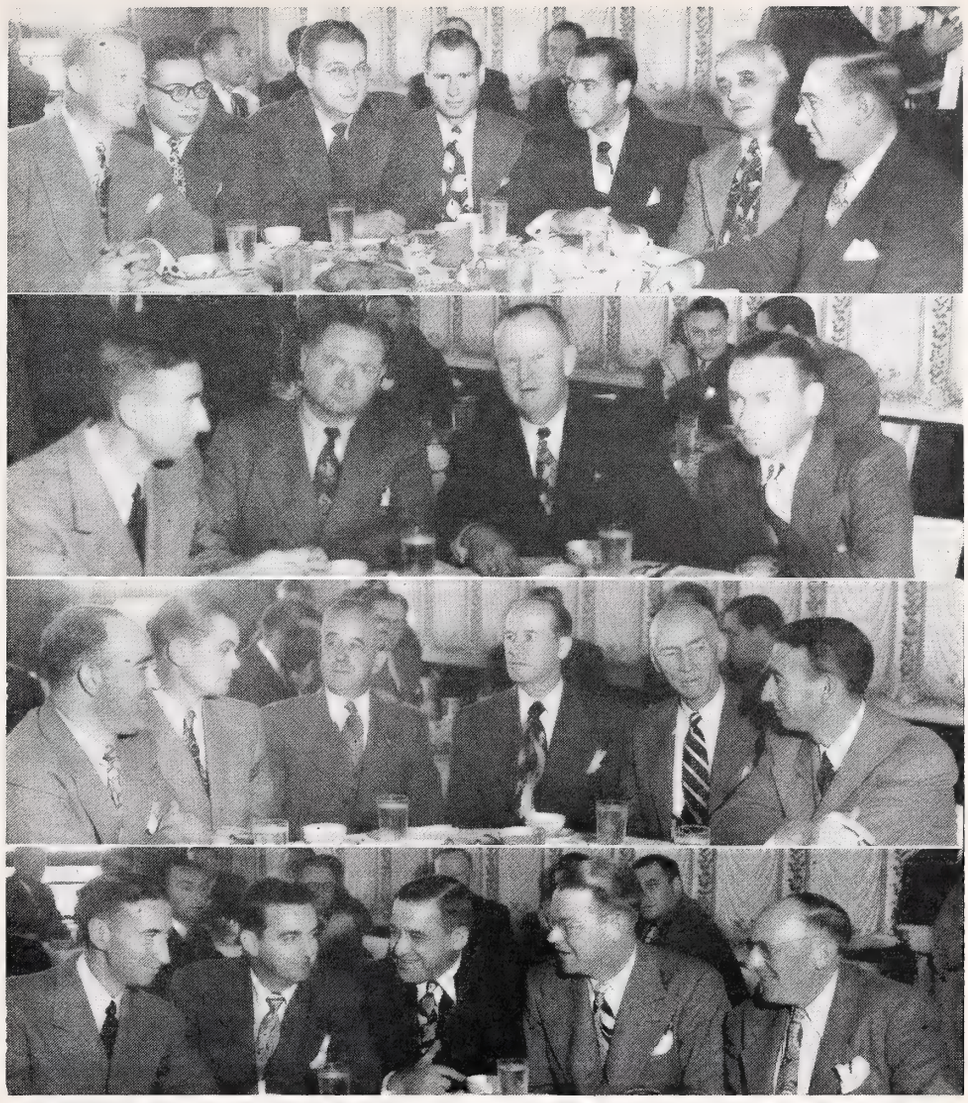
DES MOINES—Plans for construction of three more drive-ins in Iowa have been announced by the Pioneer Theatre Corp. of Minneapolis. The outdoor houses will be built at Webster City, Carroll and Storm Lake.

They bring to eight the number of Iowa drive-ins for which Pioneer has told plans in the last few weeks. Other sites are at Atlantic, Cherokee, Clarinda, Perry and Spencer. All drive-ins will be similar in architecture, known as the atmospheric ranch type. Architect's plans already have been drawn.

Announcement of purchase of ground for the theatres and plans to have all eight ready by next spring was made by Harold D. Field, president of Pioneer and chief of Minnesota Entertainment Enterprises Corp. Minnesota Entertainment operates two large drive-ins in the Twin-City area and has three more in the planning stage. Pioneer also operates standard theatres in ten Iowa towns.

The Webster City drive-in will be located on a 15-acre tract on the western edge of the town where Pioneer owns the Webster and Isis theatres. Percy Long is Webster City manager and will help direct erection of the new theatre. The Carroll outdoor will be three miles east of the city on highway 30. Ten acres have been bought for the site. The theatre will accommodate about 500 cars. Pioneer operates the Carroll and State at Carroll.

Storm Lake's site has not yet been announced. Pioneer operates three theatres in Storm Lake. At Cherokee, the site has been purchased and surveying work is under way. The theatre will be north of the intersection of highways 59 and 5 on the road to Larrabee. The land acquired is 747x800 feet. The drive-in will be able to take care of 500 cars.



U-I STAFFERS IN CHICAGO—Members of the U-I sales staffs from Minneapolis, Omaha, Kansas City and Des Moines are pictured above attending the company's regional sales meeting at the Hotel Blackstone in Chicago. From Minneapolis (top), left to right: R. J. Helmerson, salesman; unidentified; L. J. Miller, manager; K. C. Adams and M. P. Halloran, salesmen; M. M. Gottlieb, district manager, and W. W. Buckleman, salesman. From Omaha (second panel), left to right: Foster Blake, district manager; I. M. Weiner, salesman; H. B. Johnson, branch manager, and B. Bornbaum, salesman.

From Kansas City (third), left to right: M. Relder, William Kubitzi and Tom Taylor, salesmen; Jack Langan, branch manager; Ralph Morrow, salesman, and Foster Blake, district manager. From Des Moines (bottom), left to right: Foster Blake; W. A. Fursee, salesman; Lou Levy, branch manager; R. G. Olson and M. P. Echenberg, salesmen.

Nelson Gallery of Art Opens New Film Season

KANSAS CITY—The William Rockhill Nelson Gallery of Art, in cooperation with Fox Midwest Theatres, Inc., launched its 1948-49 season of motion pictures this week with showings of "The Life of an American Fireman," made in 1903, and "Male and Female," produced by Cecil B. DeMille in 1919.

Films included in the series are shown Fridays at 7:30 p. m. and succeeding Sundays at 3 p. m. Other programs to be shown include "The Last of the Line" (1914) and "Civilization" (1916), October 29 and 31; "Way Down East" (1920), December 3 and 5; "The Covered Wagon" (1923), January 7 and 9; "The Big Parade" (1925), January 21 and 23; "Don Q, Son of Zorro" (1925), February 11 and 13; "Beau Geste" (1926), February 18 and 20; "All Quiet on the Western Front" (1930), February 25 and 27; "Duck Soup" (1933), March 18 and 20, and "Lives of a Bengal Lancer" (1935), April 1 and 3.

Nora Springs, Iowa, Fox Bought by Earl Stanton

NORA SPRINGS, IOWA—Mr. and Mrs. Earl Stanton of Hayfield, Minn., have bought the Fox Theatre here from O. A. Merkel of Mason City. Merkel had been operating the theatre since last April when he took over the management from his son Norman. Stanton, postmaster at Hayfield for 14 years, operated the Hayfield Theatre, too. More recently he has been in the grain and feed business there.

Confers With Collegians

MANHATTAN, KAS.—Dave Dallas, city manager for TEI, met recently with members and faculty advisers of the Student Self Governing Ass'n of Kansas State College to complete plans to handle several items, among them the "crashing" of theatres after football rallies and pep meetings. In a later conference Dallas met with the members of the college's inter-fraternity council. Dallas says that these get-togethers with the college students, an annual affair, are of great value in building up goodwill and cooperation.

Two New Theatre Firms Launched in Missouri

KANSAS CITY—Certificates of incorporation have been issued by the secretary of state to two new enterprises in the theatre business here.

Graham-Parkhurst Theatres, Inc., 100 Waltower building, was authorized to deal generally in theatres and drive-ins. Incorporators were J. T. Graham, C. M. Parkhurst and A. L. Parkhurst. Issuance of 100 shares of no par value stock was authorized. Readey & Bagby, attorneys, handled the details of the incorporation.

Spiros Enterprises, Inc., 903 Waltower building, was incorporated to carry on a general theatrical and amusement business. Authority to issue 50,000 shares of $1 par value stock was issued. R. Spivak, E. Ross and D. Ross were listed as incorporators. Harry Sheskin was the attorney who handled legal phases of the incorporation.

Four Central States Theatres Improved

AMES, IOWA—A huge rejuvenation program has been completed at the city's four theatres—the Collegian, Capitol, New Ames and Varsity. One of the innovations, the idea of Joe Gerbrach, manager of the theatres, is already being planned for use in dozens of other theatres in the Central States circuit.

It's a white strip which has been painted down each aisle on either side of the carpet and similar strips marking the exit paths. The strips show up in the dark and are of benefit in helping patrons to their seats. A safety measure, the plan has been commended by the fire inspector here. Other improvements include:

NEW HEATING PLANT

The Capitol was completely redecorated, new lenses, a new plastic screen and a new heating plant were installed. The outside of the Capitol is in brick red and copper red with cream and white on the canopy. Inside, the lobby is done in salmon, blue and silver with room accessories in brown. The auditorium walls are in rose beige.

The Collegian, built in 1937, was retouched here and there and a new candy counter added. Gerbrach says that one of every three patrons makes a purchase at the candy bar.

The Varsity has had its floors and restrooms redone and the canopy redecorated Improvements have been made to the acoustics and the projection equipment.

The New Ames is resplendent in a scarlet and wine front. Inside, the lobby has been redecorated and new carpeting laid. The stage and proscenium arch have been repainted.

Gerbrach is now observing his 36th year in the theatre business in Ames. He started here in 1912 and has been responsible for the film fare of thousands of Iowa State College students from all over the country as well as that of the local citizens.

AMES STAFF TOTALS 66

Working with him in one of Ames' largest businesses are 66 men and women. Several changes in the staff have been announced by Gerbrach. Richard Day has been named assistant manager of the Ames Operating Co. Formerly he spent 15 years as chief operator for the four theatres. Emory Lewis has been hired as assistant manager at the Collegian; Robert Amme is chief operator there. He has been with the organization three years. Theodore Myhre, who has been with the company for three years as a student and part-time operator, is chief operator at the Varsity.



OMAHA

Latest figures show Nebraska was the third hardest hit state in the Union from polio cases. County hospital still has 120 cases, as polio continues to dampen theatre business . . . Appeals on tax valuations, including those involving theatres, are coming up in district court . . . Joe Scott, 20th-Fox manager, rated a Sunday feature and picture on his Hollywood trip in the local press.

The RKO Brandeis is celebrating a 15th anniversary, just a couple of months before its first manager, Will Singer, resigned. Pinky McIlvaine, the assistant, and Louis Cotter, publicity chief, have been with the house since it opened. Under this staff, the theatre changed from a never-do-well to one of the most profitable for its size in the Midwest.

Ted Mack, once resident master of ceremonies for the Paramount Theatre here, now is heard over ABC . . . Judd Holdren, local Community Playhouse graduate, has completed some advertising agency assignments in pictures and is returning to Hollywood . . . Charles Lorenz, MGM head shipper, who is celebrating 30 years with this company, will return to work soon. He is up and around recuperating from a hospital illness.

Manager Don Shane of the Paramount and exploiteer Jim Castle didn't spare publicity for "Sorry, Wrong Number." In the local newspaper they used 1,200 lines of advertising. There were more than 100 spot radio announcements plus free interview platters of Burt Lancaster and Barbara Stanwyck on all local stations. Contests, theatre passes, gags and news blurbs helped.

Harriet Miller, former concession supervisor for R. D. Goldberg Theatres, has recovered from a recent major operation. She is now associated with Tri-States Theatre Corp. as student manager at the Paramount Theatre in Omaha.

Plan Children's Programs At Capitol in Ames, Iowa

AMES, IOWA—Plans for additional children's programs at the Capitol Theatre here were made by Joe Gerbrach, manager, in cooperation with the Ames Children's Movie council which will pick the films from a list supplied by the Children's Film Library.

First in the series of carefully selected pictures is "Alice in Wonderland." It will be shown November 6 along with a Gene Autry western and an animal picture. Admission will be at a nonprofit rate of 10 cents for children up to 12 and 25 cents for those over 12.

Other children's programs will be shown in February and May. Gerbrach was praised by Mrs. Lillian Feinberg of the program committee for his help in securing good films for the showings.

New Heat Unit at Sosna

MANHATTAN, KAS.—The Sosna Theatre, TEI's campus showcase, will have a new heating unit soon. The work, including the relocation of radiators, is almost complete.

Sam Epstein, Omaha, Killed at Crossing

OMAHA—An auto-train crash here took the lives of Sam Epstein, 61, theatre chain owner, and Morris Burstein, 50, chemical company owner. Both were prominent in Jewish and community activities.



Sam Epstein

Epstein headed the Epstein Theatre Co., which operates six suburban houses. He was a former chief barker and longtime treasurer of the Omaha Variety Club. He also headed state war bond drives in the theatre industry. He also was treasurer of the Beth Israel synagogue building fund, a member of the board of commissioners of the United Orthodox Congregations, a director of the Federation for Jewish Service and a past president of B'nai Israel synagogue.

Survivors include his wife Rose, a daughter; a son Jack, who was associated with him in business, and five brothers including Louis, his associate for 40 years.

Gardening Added to Duty Of Drive-In Managers

OMAHA—William Miskell, Tri-States Theatres district chief, commenting in the local press, said the opening of drive-in theatres added another requirement to the duties of the manager.

"Now," said Miskell, "showmen have to be gardeners, too." Miskell said his circuit was following the policy of installing best possible equipment and that it expects to make year-to-year improvements and changes.

He described the drive-ins as a "godsend to the elderly, ill and crippled people and the shut-ins who seldom had a change to see a picture.

"We find that folks enjoy very much bringing the pets and coming themselves in informal attire. There is still more new and improved equipment purchased and due to arrived at any time. A tremendous number of shrubs remain to be set out and much seeding is to be done this fall. We'll keep going as long as the temperature continues fairly mild," he added.

South Dakota Exhibitors Pledge Support to NCA

SIOUX FALLS, S. D.—Meeting here this week, South Dakota exhibitors pledged their support to Bennie Berger and S. D. Kane, North Central Allied president and executive director, in the organization's present fights against alleged forced buying and compulsory percentage.

The South Dakota exhibitors also promised to back up North Central Allied in a campaign to obtain legislation to accomplish complete theatre divorcement, if it isn't brought about by the Department of Justice in the consent decree case. Federal legislation will be sought if that contingency arises, said Berger who, with Kane, was the principal speaker at the meeting.

Paramount Makes 28-Day Offers, Too

MINNEAPOLIS—Paramount, along with all other companies, has followed the lead of 20th-Fox and MGM in offering 28-day availability, in place of the former 56, to a select few independent exhibitors in different areas of the city. This is the same availability that the Paramount circuit's (Minnesota Amusement Co.) Uptown has enjoyed exclusively among neighborhood houses here up to recently.

The two independent houses that thus far have made 28-day deals are the Fishers' Campus and the Lebedoffs' Homewood. The Volk brothers turned it down for their Nile. The Engler brothers have notified distributors that they are demanding the 28-day availability for their Hopkins, local suburban house, and it is expected this will be granted to them.

A number of independent and circuit houses here have had their availability cut from 56 to 42 days and more are said to be in line for similar reductions.

Paramount's "A Foreign Affair" is now playing the Campus, Homewood and Uptown on 28-day availability deals. Universal has made similar deals for its "Tap Roots."

Ascap Moves to Appeal Judge Nordbye Ruling

MINNEAPOLIS—Indicating its intention to appeal from Federal Judge G. H. Nordbye's ruling that the Ascap theatre music fee is illegal, Ascap requested and received a continuance to October 18 to file objections to the court's findings and conclusions. The appearance had been scheduled for the purpose of signing the findings and conclusions which had been prepared by L. B. Schwartz and S. P. Helpern, counsel for Bennie Berger and Mrs. J. L. Jensen, exhibitors whom Ascap had sued for nonpayment of the theatre music fee.

The continuance postponed the entering of judgment for the defendants. The entering would have automatically followed the signing of the findings. Filing of objections to the findings and conclusions paves the way for Ascap to carry the case to the federal circuit court of appeals.

At Omaha Hearings

OCHEYDAN, IOWA—V. Allan Monjar, co-owner of the Mound Theatre here, was one of several Iowa theatremen to appear before the congressional small business committee investigating monopolistic practices at meetings in Omaha last week. Alvin C. Myric of Lake Park, owner of the State Theatre there, also was a witness. Myrick is president of the Iowa-Nebraska Allied Independent Theatre Owners.

Others to Be Watched

MINNEAPOLIS—Although its grievance committee was only constituted to take up complaints against 20th-Fox, the only company that has agreed thus far to the mediation plan, North Central Allied in its current bulletin asks members to report grievances against any distributor. There have been no complaints against 20th-Fox for the committee to hear.

MINNEAPOLIS

The Colosseum of film salesmen here was represented at the national meeting in Chicago by delegates Harry Levy, Pat Halloran, Don Anderson and Paul Weiss. The meeting was called to formulate salary and working condition demands . . . Jerry Silvers, Cannon Falls, Minn., exhibitor, charged with assaulting James Dalton, a fellow citizen, will go on trial during the present district court session at Red Wing, Minn.

W. R. Frank says that none of the offers made so far for the theatre circuit which he heads is acceptable. Frank wants to get out of the exhibiting field to devote himself to picture producing in Hollywood . . . North Central Allied reports a goodly number of exhibitors already have signified their intention to attend the national Allied convention at New Orleans November 29-December 1. Declaring this will be "an inspiring convention with a lot of fun tossed in as an extra attraction," it urges every member able to make the trip to do so.

Virginia Hoffstrom, St. Paul Dispatch critic, gave high praise to "Driven to Kill," the short being shown in many Twin city theatres under the Minneapolis and St. Paul Safety councils. She calls it "a worth-while lesson for autoists." "So far informative short subjects have been left pretty well alone, forgotten and neglected," wrote Miss Hoffstrom. "Yet, with a little assistance, they might very well become painless dispensers of general information."

University of Minnesota Film society is offering the Italian picture, "Volpone" . . . Bloomington, local suburb, has raised its theatre license to $300 annually, the highest of any rural community in the state. At present the suburb has only a drive-in, but a permit has been granted for the construction of a regular film showhouse.

The city council license committee again deferred action on an application of Mrs. Roy Secrest, who formerly had the Princess, local neighborhood house, for a license in another section of the city . . . W. R. Frank returned to Hollywood to get production under way for his forthcoming "Dan Patch." Signed for the cast, he said before his departure, are Zachary Scott, Ruth Warwick, Percy Kilbride and Charlotte Greenwood.

Frank Mantzke, treasurer, presided at a convention of Home Theatre circuit house managers here. Sessions were given over to a discussion of forthcoming film product and showmanship plans . . . Bob Murphy, Sunday Tribune critic, went all-out in his column last Sunday to boost the Horace Heidt performance and broadcast scheduled for the Auditorium here October 31. It's being sponsored by the Twin City Variety Club and proceeds will go to its charity fund.

Among members of the local film colony who attended the Minnesota-Northwestern football game in Chicago last Saturday were Ben Blotcky, Charlie Rubenstein, Sol Fisher, W. R. Frank, Will Perper, Sol Torodor and Bill Levy . . . Walter Hoffman, 20th-Fox exploiteer, is working around the territory on "Apartment for Peggy," one of the big Skouras drive attractions . . . Jim Flaherty, formerly with Paramount and Film Classics in Chicago, now is a member of the United Artists sales staff, covering North Dakota. Dean Lutz has been moved from that territory to southern Minnesota.

Cliff Davis, new in the film business, has joined the Monogram sales staff, replacing Morrie Steinman who resigned to join the RKO sales staff . . . Jack Jorgenson, formerly with a large local department store, is learning the film salesmanship ropes at MGM.

Three Shows a Week at Early

EARLY, IOWA—Three shows a week will be held at the Early Theatre during the winter months, according to A. W. Schramm, owner. The theatre has had two showings during the summer. Films will be on Sunday and Monday, Wednesday and Thursday and Friday and Saturday.

Redecorate Sarcoxie, Mo., House

SARCOXIE, MO.—Redecoration of the Avalon Theatre here, operated by Mrs. Olive Travis, has been completed. New upholstered seats and lighting fixtures have been installed in the house, and new carpeting has been laid.



HOWARD K. PRIESS—General Manager, Highway Theatre, Chicago, Illinois—declares:

"We have enjoyed the most dependable service for the past many years from RCA, and have always found their service to be tops."

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Adv.

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KANSAS CITY

Spyros Skouras, 20th-Fox president, Charles P. Skouras, National Theatres Corp., president, and George Skouras, Skouras Theatres Corp., president, were among notables here to attend the testimonial dinner honoring Gus Eyssell, Radio City Music Hall president and Rockefeller Center executive manager. Walter Pidgeon, film star, also was a special guest at the fete.

Frank Buck, big game hunter, was here one day for personal appearances in connection with showings of "Bring 'Em Back Alive" at the Roxy Theatre . . . Don Davis, RCA-Victor district manager, left for Denver and other cities in the Rocky mountain states . . . R. R. Thompson, SRO branch manager, returned from a special two-day sales meeting in Chicago.

Ed Kidwell, formerly of Roswell, N. M., and recently appointed to succeed Frank Plumlee as district manager for Theatre Enterprises, Inc., arrived to assume his new duties . . . Arthur de Stafano, National Theatre Supply Co. branch manager, left for Dallas . . . Lon Cox, Fox Midwest Theatres film buyer, returned to his home from St. Luke's hospital.

Thousands of Kansas Citians visited the local Blandings dream house . . . Duke Ellington and his orchestra appeared in concert at the Municipal auditorium . . . The Kimo Theatre, southside neighborhood house operated by Dickinson, Inc., played "Torment" and "Passionelle" as the third of a series of foreign language film bills to be shown there this fall and winter.

Mabel Warren, former Paramount branch staff member, subsequently secretary for the Kansas City Film Board of Trade and more recently with the U.S. internal revenue department at Dallas, was a visitor on Filmrow . . . Dorothy Murphy, Kansas-Missouri Allied unit office manager, returned from a vacation spent in central Missouri and other midwestern localities.

Installation of a new glass block front was completed at the Gem, Baldwin City, Kas., operated by J. W. Spielman . . . Elmer Gettler is manager of the new Tribune, Tribune, Kas., operated by Mrs. Frank Kucera . . . Waldron Theatres of Oklahoma and Texas will operate the opera house at Cherryvale, Kas., now being rebuilt at a cost of approximately $30,000.

The Peoples, operated by Theatre Enterprises, Inc., at Pleasant Hill, Mo., recently was reopened following complete redecoration and installation of a new screen and new projection and sound equipment . . . Victor Klarsfeld, manager of the Rialto, Cape Girardeau, Mo., sponsored special events in observance of the eighth anniversary of its opening.

Among Kansas theatre operators seen on Filmrow were Herb Stutz, Plaza, Clyde; Fred Davis, Cozy, Girard; Roy Dunnick, Madrid, Atchison, and Paul Ricketts, Charm, Holyrood . . . Also observed were these Missouri showmen: C. A. Jones, Gem, Breckenridge; Harold Porta, Community, Humansville; W. E. Cullen, Cozy, Wheaton, and Joe Ghosen, Uptown, Sedalia.



V. A. WILKINSON—Owner, Ritz Theatre, Comanche, Oklahoma—says:

"You can't beat RCA when it comes to Service. Anything I say will not be enough in praise of their service organization."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

Fred Hoenscheidt Visits

JUNCTION CITY, KAS.—Fred Hoenscheidt from the Dallas office of TEI called on Francis Wright, city manager for the circuit here.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

REVIVAL of the old Allied States Ass'n was effected in Kalamazoo, Mich., at the annual convention. W. A. Steffes of Minneapolis was elected president. A drive will be put on to raise $100,000 for the national treasury and a nationwide drive started for new members. Steffes was president of the Allied when it "died" almost two years ago, after being promised certain things by the national organization. Promises were made that a "big man" would be selected to head the group.

* * *

The Gay Theatre in Wayne, Neb., owned and operated by Elmer E. Gailey, opened recently with "The Fleet's In," starring Clara Bow. Gailey also owns the Crystal in Wayne . . . O. C. Lehman and S. D. Robinson, prominent businessmen of Sibley, Iowa, have taken over the Royal Theatre there for $18,500. Lehman is a hardware merchant and Robinson is in the clothing business.

* * *

The new Rialto at Alliance, Neb., opened recently. It seats 400 and will be run in connection with the Imperial, a 1,000-seater, now showing de luxe productions and stage shows . . . The Gehling Theatre at Falls City, Neb., opened recently to enormous patronage.

* * *

Harry Weisberg, president of the Central States Theatres, spent several days in Omaha last week, during which time he disposed of his theatre holdings in South Omaha.

* * *

The Orpheum Theatre in Kansas City was to open with a stock company. A notable cast of well-known players will appear in the plays and a visiting star system will be inaugurated. The Orpheum was not reopened this season because of losses acquired during the past three years. Senior Orpheum vaudeville will play the Mainstreet Theatre.

* * *

Sam Blair, Belleville, Kas., will install sound equipment in his new theatre. This is said to be the smallest town in the U.S. to have talking and sound pictures. The population is listed as 2,271 . . . While workmen were excavating for the foundation of Sam Blair's theatre, they brought up a cowboy boot, a human jawbone and a few ribs. Blair denies it is a publicity stunt.

Smith ALL WOOL PILE

CARPETS

Alexander Smith-Crestwood

Masland - Wilton

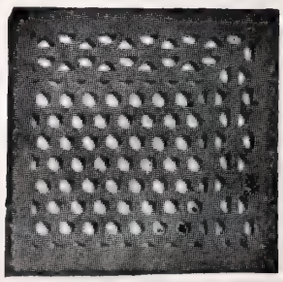
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'Wrong Number' Rings Bell in Kansas City

KANSAS CITY—Typical fall weather and strong product combined to keel grosses at the first runs level with those of recent weeks. "Sorry, Wrong Number," showing at the Paramount, rang up a husky 130 per cent to lead the city. "An Innocent Affair," paired with "Triple Threat" at the Midland, also displayed boxoffice strength. Following a rousing opening week at the Orpheum, where it was teamed with "The Big Punch," "Mr. Blandings Builds His Dream House" rounded out a nice second stanza.

(Average is 100)

Esquire—**Flowing Gold** (WB); **God's Country and the Woman** (WB), reissues 80
Midland—**An Innocent Affair** (UA); **Triple Threat** (Col) 115
Orpheum—**Mr. Blandings Builds His Dream House** (RKO); **The Big Punch** (WB), 2nd wk..... 105
Paramount—**Sorry, Wrong Number** (Para) 130
Roxy—**Lulu Belle** (Col); **My Dog Rusty** (Col), 2nd wk. 40
Tower, Uptown, Fairway—**Cry of the City** (20th-Fox), 6 days 85

Football Squeezes Minneapolis Grosses

MINNEAPOLIS—With only one outstanding newcomer, "The Paradine Case," and the football scene shifting to Chicago where Minnesota played Northwestern and lured an estimated 7,000 localites over the week-end, grossed again sagged downtown. "Race Street," "Isn't It Romantic?" and "Embraceable You," other major entries, came through only moderately well. One of the two holdovers, "Sorry, Wrong Number," continued to click strongly.

Aster—**Daredevils of the Clouds** (Rep); **Mutiny on the Blackhawk** (SR), reissue..... 90
Century—**Embraceable You** (WB) 70
Gopher—**Man-Eater of Kumaon** (U-I); **Give Us Wings** (U-I), reissue 80
Lyric—**Sorry, Wrong Number** (Para), 2nd wk..... 120
Radio City—**The Paradine Case** (SRO) 100
RKO-Orpheum—**Race Street** (RKO)..... 95
RKO-Pan—**Phantom of the Opera** (FC); **Ala Baba** (FC), reissues 90
State—**Isn't It Romantic?** (Para) 85
World—**One Touch of Venus** (U-I), 2nd wk..... 80

'A Southern Yankee' Best Des Moines Earner

DES MOINES—Red Skelton in "A Southern Yankee," showing on a double bill at the Paramount Theatre, was top attendance-drawer here last week.

Des Moines—**Sorry, Wrong Number** (Para)..... 100
Orpheum—**Race Street** (RKO); **Variety Time** (RKO) 100
Paramount—**A Southern Yankee** (MGM); **The Hunted** (Mono) 110
Strand—**Deep Waters** (20th-Fox) 100

Omaha Business Generally Dull During Week

OMAHA—It was a generally dull week with two holdovers and one reissue bill. Weather continued cool and fair.

Omaha—**Frontier Marshal** (20th-Fox); **Belle Starr** (20th-Fox), reissues 90
Orpheum—**Deep Waters** (20th-Fox); **Daredevil of the Clouds** (Rep)..... 105
Paramount—**Tap Roots** (UA), 2nd wk..... 100
RKO Brandeis—**The Black Arrow** (Col); **The Big Punch** (WB) 80
State—**The Street With No Name** (20th-Fox); **Kelly the Second** (MGM), 2nd wk..... 90
Town—**Sing Your Way Home** (RKO); **Lawless Border** (SPE), reissues..... 95

Fall From Theatre Is Fatal

RUSSELL, KAS.—A ten-foot fall from a ladder while he was working on the Dream Theatre here proved fatal to Lige Collicot. Collicot's head struck a concrete sidewalk and he never regained consciousness.

Theatre Screen Helps Police Nab Suspect

Omaha—Here's the new and easy way of nabbing your suspect—if he or she is willing to cooperate. Omaha police were on the lookout for a woman who did too much charging and not enough paying at local stores. They also believed she and her husband might be responsible for some other troubles.

Getting a tip she was attending a matinee at a downtown theatre, the police flashed her name on the screen saying she was wanted at the boxoffice.

She found the police waiting there on arrival.

Film Miniature Houses For Paramount Short

SIOUX CITY, IOWA—A Hollywood cameraman who has traveled one and one-half million miles over the world found himself at home making pictures of the toy town created by Maude Ellen Lynch at her home here. James B. Shackelford is making another in a series of shorts on unusual occupations with his subject the miniature houses made by Miss Lynch. They contain houses of all nations and are made from materials gathered all over the world.

"They're natural and authentic," Shackelford said. "Some of them make me homesick for places I've been." The pictures, made for Jerry Fairbanks, Inc., will be given worldwide release through Paramount Pictures. Miss Lynch began making her houses in 1936. She also has a wishing well with waters from over the world and a bottle with sand from nearly every nation.

Install New Equipment At Woodward, Iowa

WOODWARD, IOWA—New projection machines and sound equipment have been installed at the Sun Theatre here. Mrs. Lorena Hanson, owner, also announced an improvement program which will include a new canopy and new lighting throughout the building, as well as new carpeting and the addition of 30 seats on each side of the balcony.

Theatre Helps Art Series

MANHATTAN, KAS.—The Manhattan Artist Series, a noncommercial, cultural program, sponsored by a number of civic leaders, has the full support of Dave Dallas, local theatre manager. Dallas was appointed to the committee in charge and was guest speaker at a kickoff dinner at the Country club. There were more than a hundred present for the dinner. Dallas promised complimentary tickets to his theatres for the two teams selling the most tickets for the seasonal series. The first artist to appear here will be James Melton.

Juvenile Cases Continue Lower

OMAHA—Figures back up the experience of Omaha theatre managers recently in the juvenile delinquency department. District court records show 1,130 cases of all kinds so far this year as compared with 1,400 for the same period a year ago. Omaha's juvenile delinquency rate has declined steadily since the end of the war.

New Officers of KMTA Hold Initial Meeting

KANSAS CITY—The new officers and directors of the Kansas-Missouri Theatre Ass'n, elected during the final session of its recent annual convention, gathered for their first regular monthly business meeting last Thursday (14) at the Phillips hotel here.

Elmer Bills, Salisbury, Mo., is president of the association; Dale Danielson, Russell, Kas., is vice-president; J. A. Becker, Independence, Mo., is secretary, and Fred Meyn, Kansas City, Kas., is treasurer.

The next monthly meeting of the officers and directors tentatively is scheduled for Thursday, November 18, at the Phillips hotel.

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MULTIPLE OCCASION—This was quite an occasion for the Omaha MGM employes. A dinner at the American Legion club honored these events: Farewell party for Manager G. E. "Jerry" McGlynn, promoted several months ago to head the Des Moines office; the welcome for new Manager Bill Gaddoni and Mrs. Gaddoni; the 30th anniversary with MGM for head shipper Charles Lorenz. Home office auditor John Ash was an out-of-town guest.

Left to right, seated: John Ash, Mrs. McGlynn, McGlynn, Gaddoni, Mrs. Gaddoni, Charles Lorenz. Second row: Jennie Stokes, L'Marce Tegtmeier, Helen Kennison, Genevieve Fejfar, Elaine Kuklin, Marious Sorenson, Lucille Sorenson, Rich Wilson, Marg Wilson, Bob Smith, Virginia Nedley, Bill Nedley, Fred Feijar, Agnes Tomaisiewicz, Midge Merwald. Back row: Ferd Reuter, Wayne Kennison, Eddie Kuklin, Dick Bruno, Anita Bruno, Lorraine Waldman, Evelyn Cannon, Milo Cannon, Cecil Wolbach, Dorothy Kosiut.

DES MOINES

Walter Hoffman, 20th-Fox exploiteer, was here lining up advance publicity for "Apartment for Peggy" . . . Fred Armington, MGM office manager, returned home from a local hospital . . . The Metro office staff gave a farewell dinner at Walnut Woods for Betty Ahrends, who left for New Orleans last weekend.

Hats were off to Harold Lyons for his promotional work for "Sorry, Wrong Number" . . . Beulah Pine was crowned queen of the fall festival at Mount Pleasant recently. Mrs. Pine, an assistant in the Temple Theatre office, received 64,850 votes. She received a fur coat as her award . . . Elma Chacey, former Tri-States Theatre Corp. employe, was married recently to Howard McLeod of Elberton.

Earl Helvig, MGM shipper, was spending his two-week vacation at home . . . Filmrowers were grieved to learn of the deaths of Helen Hanson's sister, and C. N. Kite's mother. Helen is cashier for Metro and Kite is in the Tri-States accounting department . . . Merle Blair, Cedar Falls, Iowa, partner in Tri-States, and Ralph Blank of the Omaha office were visitors in the home offices here.

Winifred Moore, former Tri-States employe, is filling in on the switchboard . . . Jack Lorentz, central sales manager for 20th-Fox, was a visitor . . . Phyllis Whistler Reynolds and her husband spent the weekend at Waterville, Minn., on a fishing trip . . . Charlotte Elmets, Monogram, was on the sick list . . . John Roth, recent AIB graduate, is a new booker for Universal . . . Henry Peterson, RKO booker, entertained the PTA at his son's grade school last week by playing the piano for their "fun night" . . . Dallas Keesler and Marilyn Gibson, NSS, have returned from vacations.

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Airer Moves Indoors for Winter

FREDRICKSBURG, IOWA—An open-air theatre which operated here during the summer has done such good business that it has been decided to move projection equipment indoors and continue showings during the winter. The shows will be every Wednesday night.

Pigtails Win Free Admission

BRITT, IOWA—Admission to "Summer Holiday" at the Britt here was free to all patrons wearing pigtails. Altogether, 167 girls and women showed up with hair in pigtails.

Films on Safety Started In Many Iowa Theatres

DES MOINES—A campaign to educate Iowa filmgoers in highway safety by means of one-minute films has been started by the state public safety department. About 300 prints of eight safety subjects are appearing before the theatregoing public with the cooperation of Iowa theatres. The highway patrol handles delivery of the films.

Each brief film appears under the slogan: "Boost Iowa to the safest state in 1948." One film shows graphically why motorists should not go whizzing past a halted school bus. A passing car just misses a child in the film. Another shows a narrow escape resulting from cars passing on a hill.

One reports that 80 children under 14 years were killed in motor vehicle accidents in Iowa during 1947 and the first half of 1948. The eight subjects, so far produced and being shown, cover: the importance of automobile inspection; children; night driving (you can not drive safely over 55 miles an hour at night); speeding; habitual law violators; the importance of having a drivers license law; pedestrian traffic, and information showing driving is more hazardous now than a year ago because of an increase in traffic.

Iowa Houses Get Support For Courtesy Campaign

OSKALOOSA, IOWA—The better business committee of the Oskaloosa Chamber of Commerce has joined in the current Tri-States Theatre Corp. courtesy campaign, with the hope of making Oskaloosa the most courteous city in Iowa.

A search is being made by the Staak and Pierce theatres for the most courteous employe or employer of any retail firm in the city. Two women, unknown to store employes, will shop, visit and browse around in stores. Daily they will select one person who was the most courteous.

The names of the winners and the establishments will be published in the theatre ads and the entire personnel will be invited to the theatre of their choice as guests of the two Tri-States houses.

Variety Gives Heidt Show

DES MOINES—Horace Heidt and his Musical Knights will appear at the KRNT Radio Theatre here November 2 for a Variety Club benefit show. The Variety Club has announced that Des Moines talent will be featured on the show with five acts from the area to be selected. Net proceeds from the show, which will be co-sponsored by the KRNT Theatre, will be given to Raymond Blank Memorial hospital and Mercy hospital. Bill Emard, talent scout for Horace Heidt, is coming to the city for auditions. Prizes will be awarded the winning acts and some of the local talent may be featured later on Heidt's Sunday night radio program.

Free Show for Crippled

WATERLOO, IOWA—Free movies were held at the Starlite Drive-In last week for handicapped children. Transportation was furnished by members of the Waterloo and Cedar Falls Kiwanis clubs. Theatre owners Stephen A. Oellerich and Philip E. Winslow said the invitation included handicapped adults as well as children.

Ask to See Higher Bids, NCA Tells Exhibitors

MINNEAPOLIS—Conceding that competitive bidding has not been outlawed by the consent decree case decision, North Central Allied has warned members "who are foolish enough to bite on this bidding hook" to demand of distributors "the right to see the bid of the fellow trying to buy the product away from you."

It has declared to members that "any company which is acting in good faith (if, indeed, any of them are) is morally bound to let you see that bid . . . If they don't let you see the bid, you may rest assured that you are getting the run-around and are just being jacked up to a higher film rental level."

Church Begins Third Year Of Services in Theatre

MANHATTAN, KAS. — Through the courtesy of Theatre Enterprises, Inc., the Methodist church here recently began its third year of Sunday morning services at the Sosna Theatre.

Due to the great increase in the student body this year, and the distance from the campus to the downtown church, the theatre management cooperated with the Methodist congregation in making use of the theatre possible weekly.

The weekly services begin regularly at 10 a. m. and are finished before the beginning of the matinee performances at the house.

Asks Tax Scheme Reports

MINNEAPOLIS — North Central Allied warned independent exhibitors that local officials are casting greedy eyes on theatres as sources of additional revenue, and asks vigilance and cooperation to prevent license fee boosts as well as local or state admission tax enactments. Exhibitors hearing reports of proposed theatre or license taxes are asked to notify the body so that immediate steps can be taken to combat the proposals.

Wrong Number!

OMAHA—When Manager Donald Shane of the Paramount Theatre planned a promotion of "Sorry, Wrong Number" he got an early call from Omaha officials. The Paramount had posted placards urging Omahans to call a certain number for an important message. A call brought the reply: "Sorry, wrong number, says Barbara Stanwyck." City officials said Paramount did not have permission to post the signs.

Terril Is Ten Years Old

TERRIL, IOWA—The Terril Theatre is observing its tenth anniversary under the management of Mr. and Mrs. Adrian Krieger. A free show was given as a "thank you" to Terril patrons. A new sound system is being installed during the anniversary celebration.

Children's Council Picks 'Alice'

AMES, IOWA—The Ames Children's Film Council has selected "Alice in Wonderland" for the first in a series of Junior Town programs. The picture will be shown at the Capitol Theatre through the cooperation of Joe Gerbrach, manager. Gerbrach is donating a block of tickets for outstanding students of several schools.

Wisconsin Group Intends to Build 11 Drive-Ins; New Iowa Projects

BURLINGTON, IOWA—Purchase of 40 acres of land for a drive-in has been announced by Jerome Greenebaum, district manager for Central States Theatre Corp. Greenbaum said the property is located on West Burlington avenue outside the city limits. The company hopes to begin construction and grading this fall, but operation will not begin until spring. The area is a part of the Jesse Granaman farm. Spurred by the increasing popularity of outdoor theatres, Central States attempted this summer to locate on Roosevelt avenue. Permission to build, however, was denied by the city plan and zone commission on the basis of the existing zoning ordinance.

Oppose More Twin City Drive-Ins

MINNEAPOLIS — Opposition is being whipped up in several suburbs here to the construction of drive-ins. On the heels of the suit brought by 18 Crystal suburb residents to prevent Clem Jaunich from building a drive-in in their community, a number of St. Louis Park residents have banded together to try to stop the Minnesota Entertainment Enterprises from erecting a drive-in in their area. They've petitioned the council to refuse the license.

At the same time drive-in theatre construction plans continue at a dizzy pace. Shelly Grengs, Eau Claire, Wis., exhibitor, heads a group that will build 11 such theatres in Wisconsin.

Glen A. Cooper Biulding

HAYS, KAS.—Construction of a drive-in theatre has been started on a site on Route 40, one mile east of here by Glen A. Cooper, who operates ozoners at Dodge City and Garden City. The new open air theatre is expected to be completed and ready to open early next spring.

A-Muse-U Improved

MUSCATINE, IOWA—Completely remodeled and redecorated, the A-Muse-U Theatre has reopened here after being closed several weeks for the repairs. The entire front has been refinished and a new marquee installed. A new carpet has been laid, the stage has been remodeled and a new screen put in. The balcony has been enlarged and the stairway improved. C. J. Jamison is the owner.

Work to Begin on Spencer Drive-In

SPENCER, IOWA—Work was scheduled to begin this fall on Spencer's new 400-car drive-in north of the city limits near highways 71 and 18. Gordon McKinnon, manager of the airer, said grading and foundation work would be done this season and the project would be completed next spring.

Plan to Build at Hays

HAYS, KAS.—John A. Cooper of Dodge City and Wade H. Renick of Garden City have purchased a site on highway 40 west of here and plan to erect a drive-in at a cost of $65,000, exclusive of land. Cooper and Renick operate drive-ins at Dodge City and Garden City.

To Start Brick Work at Collins

COLLINS, IOWA—Construction of the new Collins Community Theatre has begun. Pouring of concrete for the footings is in progress and laying of the brick walls will be started immediately.

Remodel Wampas Theatre

KEOSAUQUA, IOWA—Remodeling of the Wampas Theatre here is nearing completion. New carpeting has been laid, new seats installed and a modern powder room and lounge has been added. Mrs. Joe Newbold is the owner and is assisted in the operation of the theatre by her mother, Mrs. I. Therme.

Fort Dodge Rialto Improved

FORT DODGE, IOWA—Remodeling of the exterior and installation of a new marquee has been completed at the Rialto Theatre here. The manager is Jess Day.

Herbert Hensen to Remodel

WALTHILL, NEB.—Herbert Hensen will do some remodeling and put in new equipment at the Sun Theatre here.

Legion Closed for Remodeling

HARTFORD, S. D.—The Legion Theatre here has been closed for remodeling.

Dakota Theatre Leased

WAGNER, S. D.—Mrs. Lloyd Scobell has sold the Elbs Theatre here and leased the building to Andy Eleeson, an RKO salesman out of Sioux Falls, S. D.

New Game for Theatres

DES MOINES—Lucky Seat, a new theatre attendance stimulator, is being launched nationally by King Enterprises, Inc., which holds exclusive rights to the game.

Policy Change at Lamont

LAMONT, IOWA—The management of the Lamont Theatre has announced that it will return to the policy of two changes a week during the winter. Showings will be on Saturday and Sunday and Wednesday and Thursday. Bank nights will be Wednesday and Thursday.

New Policy at Dunlap Royal

DUNLAP, IOWA—Three changes a week instead of two is the new policy for the Royal Theatre here, according to Manager J. P. Broderick. Changes will be on Sunday, Wednesday and Friday. Broderick leased the Royal in July.

On Omaha Welfare Board

OMAHA—Mayor Glenn Cunningham has named a new city welfare board including one representative of the film industry; namely, Harry A. Taylor, theatre and ballroom manager.

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To put it succinctly (and our couple of subscription salesmen won't mind this statement of truth), most of the subscription-selling for BOXOFFICE has been (and still is being) done by the book itself. It has mostly been a case of one exhibitor telling another, and that has been going on continuously from coast to coast — until there now are very few exhibitors, large or small, who are not subscribers to the industry's top trade paper.

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West Pa. Allied Picks Late February Date

PITTSBURGH — Twenty-eighth annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania has been scheduled for the William Penn hotel February 21, 22. Local Allied directors named William Finkel to handle arrangements and select committees.

Andy Smith jr., 20th-Fox general sales manager, will attend the next meeting of directors of local Allied exhibitors to present his plan of voluntary conciliation. The system was adopted recently by North Central Allied. Morris M. Finkel, president of the western Pennsylvania organization of independent theatre owners, said the session will be held in the Allied quarters on Filmrow November 5.

Approximately 90 exhibitors, all Allied members attended a special meeting in the William Penn hotel to hear Abram F. Myers, general counsel, in his first appearance-report here in three years. A general resume of the government's antitrust law was given and other subjects were discussed in a question-and-answer period.

M. A. Rosenberg, former local and national Allied president, introduced Myers. The Allied members approved a resolution passed by the local organization's directors October 1, opposing the Pennsylvania "tax anything" act. In part, the resolution reads:

"HARMFUL TO THE STATE"

"The Pennsylvania assembly, during the 1947 session, enacted and Governor Duff approved a law . . . which permits all municipal borough and township taxing authorities the right to levy on their own district, a tax on anything not being taxed by the commonwealth. The rights under this act have been used discriminatorily and with diversification by the various taxing authorities to the point that the rights under this act have become detrimental to the economic welfare of the commonwealth because it not only attacks free enterprise, but the wage earner as well."

Allied MPTO of Western Pennsylvania is unanimously on record opposing any renewal or continuance of this act or any new legislation that would grant a similar authority. The membership will call to the attention of the members of the 1949 Pennsylvania assembly the fallacies of such carte blanche authority given so many different taxing bodies. The resolution was presented by President Finkel and Fred A. Beedle, board chairman.

ROSENBERG ACTIVE AGAIN

Rosenberg went to Washington this weekend to attend a two-day session of the executive committee Saturday and Sunday (16, 17). Plans for the New Orleans convention are being completed and other business is being considered.

Rosenberg, "on the ball again" after several years of lesser activity and leadership following an illness, is chairman of the board of directors of the western Pennsylvania organization of independent theatre owners. He has served as national and local Allied president. He and Mrs. Rosenberg will vacation in Atlantic City following the executive board meetings in Washington. They will be in New Ordeans several days in advance of the national convention which opens November 29.

Reservations from this area for those who will attend the National Allied convention in New Orleans include: Mr. and Mrs. Morris M. Finkel, Pittsburgh; Mr. and Mrs. Bart Dattola and daughter Laura, New Kensinston; Mr. and Mrs. William G. Serrao, Arnold; Mr. and Mrs. M. A. Rosenberg, McKees Rocks; Werner "Fuzzy" Lund, Carmichaels; Anthony P. and William Antonoplos, East Pittsburgh and Turtle Creek; Mr. and Mrs. Fred J. Herrington, Pittsburgh; Mr. and Mrs. F. E. Hasley, East Pittsburgh; Mr. and Mrs. L. A. Farmer, Greensburg; Mr. and Mrs. Theodore Grance, Everett; Mrs. Matthews, Everett; Mr. and Mrs. T. J. Hickes, Saxton; Mr. and Mrs. J. G. Carruthers, Grove City; Theodore Mikolowsky, Masontown, and Norman Chussitt and his sister Mrs. Rosella Kraus, McKees Rocks.

Bud Sommers Promoted To District Manager

RICHMOND, KY.—Henry "Bud" Sommers, district manager for Schine Theatres in Richmond, Paris and Maysville, has been named district manager for all Schine houses in Kentucky with the exception of those in Louiseville. Sommers will retain his headquarters here and has announced the advancement of two local managers.

Ken Carter, manager of the State, has been named manager of the Madison and Ben Tureman, assistant at the Madison, was named to manage the State.

In other Schine circuit changes, Victor Wintle, assistant manager of circuit houses in Paris, was transferred to Middlesboro as manager of the three theatres there, and Hubert Borne was transferred to Paris from Middlesboro.

David Brown Quits UA

PITTSBURGH—David Brown has resigned from United Artists here. Veteran of the local motion picture industry and one of the original founders of the Variety Club, he was associated with UA for 13 years as booker, office manager and, in recent years, as sales representative. Brown has no definite plans for the future.

County Outlaws Bingo

SHARON, PA.—Bingo and games of chance have been banned in Mercer county, on the Ohio state border, by District Attorney John R. Boland. Bingo games operated by churches or welfare agencies in Sharon and Farrell, Pa., are affected by the ban, which also bans selling of chances on automobiles and other merchandise.

Michigan ATO Picking 17 District Directors

DETROIT — Exceptionally strong interest has marked the first several regional meetings being conducted by Allied Theatres of Michigan in various key cities over the state to put the new reorganization plan into effect in the 17 districts. The meetings are being scheduled and arranged by Business Manager Charles W. Snyder.

The first meeting was held at Imlay City as a joint session with a Rotary club-sponsored luncheon. Robert Schuckert of Caro was elected a member of the Allied board at this session, and Marry Hobolth, longtime board member, was elected alternate for this, the Seventh district.

E. C. Johnson of the Washington Theatre in Bay City was elected to the board for the Tenth district in a meeting at the Midland Country club sponsored by exhibitor William Cassidy of Midland. Lee Ward of Mount Pleasant was elected alternate.

Glenn Wallace of Scottville was host for the Ninth district meeting at Emerson Lake. Wallace was elected to the board, with Don Iverson of Lake City as alternate.

Other meetings: October 7, Fourth district, at Paw Paw; October 8, Fifth district, Morton hotel, Grand Rapids; October 13, Second district, Monroe.

Philipsburg, Pa., Showman Marries Army Nurse

BALTIMORE—Austin Interrante, operator of the Rowland Theatre, Philipsburg, Pa., and former 20th Century-Fox salesman from the Pittsburgh branch, and Pauleen Anton of Johnstown, Pa., were married here October 15 at the Huntingdon Baptist church.

The bride is a graduate of Temple University School of Nursing, Philadelphia, and during World War II was a member of the nurses corps in Europe. Since the termination of the war she resumed duties with the veterans administration and for the last year and a half has been assistant director of nurses at the Perry Point, Md., VA hospital.

Immediately after the 4 p. m. ceremony, the couple enjoyed a wedding dinner at the home of the bridegroom's brother, Dr. Nickolas Interrante, Baltimore. Following a brief honeymoon, Austin and his bride will reside at the Hotel Philips, Philipsburg.



U-I DETROITERS AT SALES CONFAB—Members of the U-I Detroit sales staff are pictured attending the company's regional sales meeting at the Blackstone hotel in Chicago. Left to right: Norman Silver and Milton Zimmerman, salesmen; Ben Robbins, branch manager, and William Waldholz, salesman.

DETROIT

Robert Lenox, formerly with Columbia, is the new booker at 20th-Fox. James Sharkey, whom he replaces, suffered a blackened eye on almost his last day before becoming a salesman . . . Shirley Sitomer, 20th-Fox booking clerk, is resigning . . . Rumors say our old friend Helen Rose also is leaving 20th-Fox . . . Joe Lee, 20th-Fox manager, is a steady customer for those Friday suppers over at Schwartz's.

Gus Wandrei of the Adams has moved out to Berkley . . . Marilyn Harr, wife of Frank Harr, office manager for Film Classics, has joined the Allied Films staff . . . Jack Zide is leader of the western division in the Realart drive.

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Chester Woodward of the Avenue is convalescing after his fall downstairs at the house, which resulted in a double fracture of one arm and collarbone injuries. Mrs. Leodora Woodward is planning to close her display business here following her mother's death, and move to the south . . . William Kus of Confection Cabinet is going into business for himself as Bill's Popcorn Repair Service . . . James Day has left the National to work for WXYZ-TV full time, and William Swistak has switched over from the midnight to the swing shift so he can get some sleep.

Eddie Murphy, Paramount, veteran of Reel Row, is moving into the Palmer Park district . . . The name of the new house at Whitmore Lake is to remain the Lee in honor of the late Lee Carrow, not the Lake as formerly reported . . . Bob Lindtedt, salesman for United Film Service, has moved from Scottsburg, Ind., to Louisville.

George McArthur has installed Century projectors, plus a special Holmes 16mm projector that will toss off a 12x16-foot picture at a hundred feet in the swank Cranbrook School . . . Ray W. Bonner, operator at the Alden, is the father of a baby boy, his sixth child . . . Ben Zimner, former RKO salesman, is another proud father of a new son . . . Paula Drew, in town for the premiere of "Magnolia Alley," was a visitor at the Jam Hanady studios.

Edgar Douville of the Linwood LaSalle, and his wife, professionally known as Bea Vester, will head for Miami in December to vacation and inspect her line of chorines, currently working through the south . . . Ken MacFarlane, operator at the Grand in Highland Park, opened a photographic studio on the side and completed three colorful murals, all outdoor scenes, on the booth walls . . . Harry Owen, his partner, has been convalescing following an operation, and is due back soon . . . Walter Rosmys, formerly of the East End, has been subbing for Owen.

John A. Campbell, vice-president of Jam Handy, was host to the Greater Detroit Motion Picture Council Friday in a tour of the studios . . . Bud Harris, owner of the Keego, Lake and Drayton theatres in Oakland county, returned from an extended summer vacation with his family at Torch Lake . . . New owners of the Chic Theatre are Harry and Ruth Balk and Joseph and Mary Guterman.

'Peggy' Stars in Detroit

DETROIT—"Apartment for Peggy," 20th Century-Fox Technicolor comedy-drama, opened at the Fox Theatre September 30 with William Holden and Edmund Gwenn, the stars; George Seaton, the director and writer of the play, and Colleen Townsend, actress, appearing on the stage. A department store tied in by showing a modest budget apartment.

Free Pass After 8 Shows

READING, MICH.—Walter Campbell, owner of the local theatre, began a new theatre club offer recently, offering to each adult attending eight straight features at the theatre, a free pass for the ninth show.

Nightingale Club Opens Detroit Bowling Season

DETROIT—Nightingale club has opened its 1948-49 bowling season with team standings as follows:

	Won	Lost
Natioanl Theatre Supply	4	0
Projectionists Local 199	4	0
Lorenzen's Flower Shop	4	0
Altec Sound Service	4	0
National Carbon Co.	0	4
Brenkert Projectors	0	4
Ernie Forbes Theatre Supply	0	4
McArthur Theatre Equipment	0	4

Opening day was bad for all the boys with the new wood that the Palmer Park Recreation put up to shoot at. Carl Beals, with his new ball, was top man along with Matt Haskin who got the only 200 game.

Ronald Lewis had to give up his bowling as he entered the hospital for an operation. Harold Welch replaced Lewis as captain of the Lorenzen's Flower Shop.

Members of the Nightingale club who are not bowling are urged to bowl for health as well as fun. Contact Akins at OR-7276.

The girls of the club are in a huddle about their bowling as Mrs. Huebner, Mrs. R. Light, Mrs. Cox, Mrs. Larsen and a few more girls got their heads together.

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CADILLAC 5524-5524

Monessen, Pa., Deluxer Will Open Next Month; Other Building News

MONESSEN, PA.—The de luxe Manos will open during the second week of November, according to executives of the Monessen Amusement Co. Michael Manos, president of the Manos enterprises, plans a "perfect" inaugural and from all reports the opening will top all past openings staged by the showman. An elaborate program is planned and there will be a giant newspaper cooperative advertising display campaign. Bernard Buchheit, assistant to Manos, and George Purcell, booking executive, are assisting in preparing for the opening.

Victor A. Rigaumont was architect for the building.

El Rancho, Inc., Opens Airer

BRIDGEVILLE, PA.—Owners and operators of the El Rancho Drive-In, opened here this week, will have a short season of two or three weeks. The drive-in was constructed by the Dill Co. of Latrobe and equipment was furnished by Atlas Theatre Supply. El Rancho, Inc., owners of the theatre, lists officers as Romeo Chiappini, John A. Robb and Gust A. Katsilas. Car capacity is 650.

A. P. Way Plans New Drive-In

DUBOIS, PA.—A. P. Way, showman for 52 years and operator of a poster printing and advertising display company here, has printed and posted 24-sheets announcing that a Hi-Way Drive-In will be opened near here early next spring. Site of the outdoor theatre, which the DuBois exhibitor will own and operate, is posted with two 24-sheet boards.

Plan Aberdeen Drive-In

ABERDEEN, KY.—Henry M. Walker jr. and John R. Poe jr., young Maysville businessmen and brothers-in-law, have revealed plans for the immediate construction of a new 450-car drive-in on the A. P. highway near the Aberdeen village limits. Construction was scheduled to start soon and plans called for completion by January 1 with tentative opening date set at April 1.

Both Walker and Poe are veterans of World War II. Walker is connected with the Maysville stock yards, of which his father is co-owner, and Poe is local agent for the American Surety Co.

Starts Nicholasville, Ky., Park

NICHOLASVILLE, KY.—Charles Behlen, owner of the Park Theatre now under construction here, said he hoped to have preliminary work finished on the theatre before winter weather sets in. Behlen said he hoped to complete the structure by next summer. The theatre will be of steel and concrete block construction and will seat 700 persons, including a gallery for colored patrons. It is being built on the site of the old St. Nicholas hotel which was razed in 1944. Robert Short Construction Co. of Lexington has the construction contract.

Zoning Action Deferred

LOUISVILLE—The city planning and zoning commission has again deferred action on the American Drive-In Theatre Co.'s request to build a drive-in on Crittenden drive near the Southern railway. According to the chairman of the commission, more information is needed on traffic conditions.

The site selected for the drive-in is in the general area now under consideration for a new state fairgrounds. Previously Mayor Farnsley asked the commission to delay action on the project because the site was being considered for use as an overpass in a new highway program.

McLaughlin Oil Co. Builds

DETROIT—New 40x122-foot structure is being erected at Dexter for the McLaughlin Oil Co., to house a 450-seat motion picture theatre. House will be of cinder block construction with a brick and porcelain enamel front. Heating will be an oil forced air system with complete air conditioning.

To Build in Portland, Mich.

PORTLAND, MICH.—John Kortes and his sons Howard and Russell have completed plans for erecting a new theatre on Maple street here. The house will seat more than 500 persons. Start on the house was planned for 1946 but building restrictions held up plans. Since then new plans have been drawn and construction is due to start immediately.

Open Reese, Mich., House

REESE, MICH.—The 400-seat Reese Theatre here, recently completed at a cost of approximately $75,000, has been opened. Built by Martin Orian of Saginaw, the theatre is equipped with Brenkert BX-60 projectors, a cry room, automatic stage curtains and complete air conditioning.

Start Bardstown Melody

BARDSTOWN, KY. — The local Crystal Theatre passed into oblivion here after 36 years of operation, as construction work began on the new Melody Theatre, being erected on the site by C. D. Arnold and Pope Sisco, owners of the local Arco. The new Melody will be adjacent to the Arco and is expected to be open in November.

The old Crystal was opened in 1912 by George T. Mann, the late B. B. Sisco and Guy Stansbury.

Work Begins in Bridgeport, W. Va.

BRIDGEPORT, W. VA.—Foundation work was completed and concrete block construction was started on a new theatre being built on Main street here for Carleton C. Pierce. Seating capacity will be 400 and Joseph Feeney, operator of the Latona, a block away from the new theatre, will manage the new houses under a long term lease. The Latona will be closed. Feeney also operates the Strand at Monongah.

Charles E. Warner, Clarksburg area exhibitor, owned the property site of the new theatre and when he decided to construct the Skyline Drive-In sold the lot to Pierce for a new theatre.

Start Toledo Drive-In

TOLEDO—Construction has begun on the drive-in being built by Parkside Theatres, Inc., on Navarre Ave., East Toledo, between Lallendorf road and Wynn road.

Dezel Exchange Acquires Bill Elliott Westerns

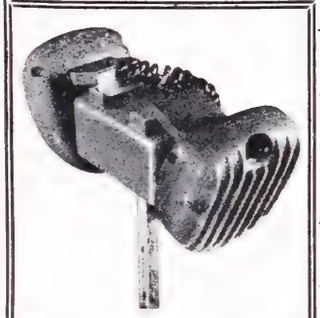
DETROIT—Albert Dezel Productions, Inc., has acquired a series of eight Bill Elliot features from Bob Savini of Astor Films, New York, for their exchanges in Cincinnati and St. Louis.

Edward Salzberg of the Cincinnati branch reports that this product has already been booked by many accounts in Kentucky and West Virginia. John Walsh of the St. Louis exchange closed a deal with the St. Louis Amusement Co. to play the series of reissues over the entire circuit.

Free Shows for Old Duds

DETROIT—Practical aid to the current public school clothing drive is being given by Ray Schreiber, head of the Midwest circuit. Schreiber is admitting youngsters to the theatres free for the donation of a bundle of clothing. To make sure the kids don't just pick up some old clothes at home and turn them in to see a free show, parents must accompany them to the house.

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Film Bigwigs Attend Series in Cleveland

CLEVELAND—Motion pictures moved into second place this week, while baseball took over in a big way. Many offices closed at noon on Friday and Saturday. School children were given permission to attend the games. The foreign situation, the election, the high cost of living, all were forgotten while bosses and employes gathered around radios or television sets to keep pace with the world series. Large television screens were set up in the Central Armory and admission was free to the general public. This service was sponsored by leading industrialists.

Many top film stars and officials were here as part of the 80,000 people who daily filled the Stadium to cheer their favorite team. Bob Hope, George Raft, Lou Costello and Bud Abbott were among the stars. Leonard Goldstein, former Universal producer and brother of Robert Goldstein, an Indian stockholder; William Goetz, Harry Goetz, John Beck, Jerry Bressler, Harry Sokolov and Jack Votion represented the front office staff. Also here were Jack Osserman of the RKO foreign department, his assistant Mark Spiegel, and E. Howe, circuit owner of London, England.

Of the well-known exhibitors to attend the series were Louis Schine of Gloversville and his legal advisor, John May; Leo Jones, Upper Sandusky, and Ed Biggio, Steubenville. Charlie Albert, onetime local Warner Theatres booker and now owner of a drive-in in Texas, "happened" to be visiting his uncle, Warner Zone Manager Nat Wolf. Ray Brown, Warner Theatres district manager with headquarters in Springfield, could not find lodgings any nearer than Lorain.

Conspicuous by their absence were Jack Benny, who had to cancel his date to see the games with RKO Palace Manager Max Mink, and Bing Crosby, who reported that he could not leave the coast at this time.

Information Service By Allied of Michigan

DETROIT—Allied Theatres of Michigan is establishing an information service under the direction of business manager Charles W. Snyder. Functions of the service are to screen various products and services offered for sale or rental to exhibitors so they might be evaluated. On applications members may receive information on such investigations, to include comparative cost data on competitive products. Exchange of information on sale or lease of theatres is available, and theatre equipment is a secondary feature of the service.

Stage Show on Thursday

INDIANA, PA.—"Talentime" is featured on the stage of the Manos Thursday evenings.

CLEVELAND

Filmrow was practically a morgue as exhibitors saved their traveling money for the world series, and work slowed down to a walk, with everybody huddled around radios . . . Fred Meyer, U-I division sales manager, was here conferring with District Manager Peter Dana and local Manager Lester Zucker on production releases, policies and deals.

Bob Wile was here to handle publicity and exploitation on "Hamlet," opening at Loew's Ohio October 29 under a roadshow, reserved-seat policy. Admissions are scaled at 90 cents to $1.80 for matinees and from $1.20 to $2.40 for evenings, tax included . . . Steve Andrews, MGM shipper and his wife Mary, MGM inspector, are grandparents for the second time . . . Ervin Jacobs, a member of the MGM Pittsburgh sales force, was here pinch-hitting for Lou Marks, who was deep in the executive training course in the home office.

RKO exchange is operating without benefit of two of its employes. Gordon Campbell, assistant booker, and Peggy Steiner, cashier, with their respective "better halves," drove to Jacksonville for two-week vacations . . . Jack Osserman of the RKO foreign department, here on a pleasure trip, was given the glad hand all up and down Filmrow. Jack used to be local Universal branch manager . . . Joe Minsky, Mansfield, former Eagle Lion district manager, has opened his second Army and Navy store in Mansfield. The other one is in Alliance.

Nat L. Lefton, an important cog in the local distribution wheel until his retirement several years ago, took in the world series during a stopover from his Michigan summer home en route to his winter home in Venice, Fla. He attended the game with his son and daughter-in-law, Gilbert and Lee Lefton . . . J. S. Jossey of Hygienic Productions went to Forsyth, Ga., to be present at his mother's birthday celebration.

Gladys Villeret resigned as bookkeeper for Oliver Theatre Supply Co. Mrs. Emily Fritchle, wife of the manager, is holding down the job until a replacement is appointed . . . Variety Club is featuring Sunday dinners for the first time in its history. Full course meals are being served from 3:30 p. m. on . . . Milton A. Mooney, head of Cooperative Theatres of Ohio, was in New York on buying deals.

Harry Goldstein, Paramount district manager, did not go to the baseball games, although he had World Series tickets. They were for the 1920 games, last ones played in Cleveland until this year. Johnny Himmelein dug them out of his memory book . . . Associated circuit will have a "snazzy" office when the carpenters and decorators get through with it. The private offices are almost completed and work has started in the outer offices.

Liberty Theatre, Akron, playing a foreign film policy, is on the up and up with its patrons. It recently advertised its attraction as "'The Damned,' French Thriller With English Titles" . . . The new 800-seat Linda Theatre, Akron, is scheduled to open November 18. Located in Goodyear Heights, the $225,000 de luxe neighborhood house will be operated by owners Ernest and Lino Alessio. Ohio Theatre Service will buy and book for the house.

George Bailey, MGM city booker, has stopped house hunting. After suffering three evictions when houses were sold over his head, he finally bought one of his own. It's located in Mayfield Heights . . . Charles Bell, MGM auditor, was spending several weeks here.

Cleveland Critics Rate Jane Wyman as Top Star

CLEVELAND—Jane Wyman is the unanimous choice of Cleveland film critics for this year's Oscar for the best performance by a woman star. She won on two counts, for her performance in "Johnny Belinda," and as hostess at a press luncheon and cocktail party where she talked with newspaper representatives of Cleveland, Akron, Canton and Youngstown, without reservation or affectation. The Warner star, accompanied by Lucia Perrigo of the Warner Chicago office, is making a quick cross country personal appearance tour.

While "off duty" here, Miss Wyman, who is something of a painter herself, visited the Cleveland Art Museum to see the $54,000,000 collection of German paintings now on exhibition. Nat Wolf, Warner Ohio zone manager, and J. Knox Strachen, publicity director, were in charge of arrangements for Miss Wyman's one-day Cleveland visit.



TETE-A-TETE ON "BELINDA"—Jane Wyman tells Elsie Loeb, BOXOFFICE representative at Cleveland, how much she enjoyed making "Johnny Belinda." Miss Wyman was guest of honer at a cocktail party given at the Carter hotel by Nat Wolf, Ohio zone manager for Warner Theatres. The star spent a full day in Cleveland.



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PITTSBURGH

Lou Hanna observed his third anniversary as operator of Acme Distributing Co . . . The Skyway Drive-In at Butler has discontinued Sunday midnight shows . . . Hollidaysburg borough council has held over its pinball and jukebox tax ordinance which would require an annual license of $120 for each device . . . Ken Baker, Washington, Pa., film advertising representative and operator of a drive-in near Cumberland, and his partner G. Roy Sutherland, were charged with operating an opera house on Sunday in violation of blue laws. Circuit Judge Oliver H. Bruce jr. held that the theatre was not an opera house; that religious worship had not been disturbed; that good order was not violated and that precepts of morality were not offended.

Franklin Film Enterprises office was being remodeled this week with installation of asphalt tile floors, new lighting system and rubber stair mats . . . Larkfield Drive-In near Grove City has eliminated Sunday midnight exhibitions . . . Pittsburgh Playhouse again will present a new play for the first time on any stage. Opening November 12 will be "Shorty," written by Margaret and Joseph Yablonski, husband-and-wife team of Clarksville, Pa. . . . Donn Wermuth, former Warner circuit theatre manager who has had 20 years of advertising experience, opened an ad agency in the Professional building, Fairmount, W. Va. . . . Ann Garnick and Lois Bech resigned from Republic exchange.

Howard Crombie, Monogram sales representative, was in Boston to celebrate with his wife their silver wedding anniversary . . . James Hendel and John Zomnir of the local EL office were in New York for conferences . . . A. P. Way, DuBois exhibitor, was here for physical checkups . . . Janet, daughter of Harris Manager Sam DeFazio, recuperated at home after an appendectomy in Mercy hospital . . . Mrs. Louis Wheeler, mother of Hymie and Eddie of Filmrow, will go to Washington October 24.

Anthony P. Antonoplos, local exhibitor, flew to Tucson, Ariz., to visit his wife and son Peter who have been vacationing there for more than a month. Tony's cousin George Diamos is an exhibitor there. His brother Milton is in charge of the theatres at East Pittsburgh and Turtle Creek . . . Sam Shain, former trade paper editor now connected with 20th-Fox, was here for several days.

Russ and Dotty Zebra are parents of a son David Russell born in Magee hospital. Russ is associated with the Lou Hanna-Franklin Anderson enterprises as booker . . . Joe Volpe's Rainbow Gardens Drive-In at McKeesport, presents three shows nightly . . . Basil Rathbone, appearing on the stage here, stated that he is convinced that television will hurt the film houses and aid the legitimate theatres . . . Harry Bernstein, Columbia exploiteer, came here from Boston to work on "Walk a Crooked Mile," which will have a 43-theatre area premiere within a week . . . Jimmy Alexander jr. has withdrawn from the theatre supply business owned and operated by his father and Sam Fineberg and is employed by the Edwin L. Wiegand Electric Equipment Mfg. Co.

Stanley Dudelson, RKO salesman who resides in Monessen, is looking for a Pittsburgh apartment for his family . . . John Lipsie, Blairsville exhibitor, is scheduled to check into the Cleveland Clinic for an operation . . . Sam Fineberg is back on the job after two recent trips to Phoenix . . . Jerry Castelli of the Park, Library, who has outdoor theatre interests, now has his own two-motor plane and is flying high.

James H. Alexander is a grandpop for the fifth time, his daughter Virginia Zoe Coots having given birth to a daughter Virginia Lynn . . . Theatre supply dealer now has two grandsons and three granddaughters . . . Members of the Filmrow Bowling League are inviting friends to join them at a roller skating party in the Flamingo Roller Palace, East Liberty, Monday (25) . . . Eddie Wheeler, Monogram salesman, arranged with the Post-Gazette to list bookings on "The Babe Ruth Story" in conjunction with the morning newspaper's sale of Babe Ruth memorial coins at 25 cents each, proceeds to go to the Children's Welfare fund of the Babe Ruth foundation.

Lois Hajduk, EL, and Beatrice Glumac, Amce employe, have resigned . . . Harvey Emmerman, Erie exhibitor, attended world series games in Cleveland . . . Variety Club will stage its annual election of officers October 25 . . . M. P. Harwood, Warner auditor, and V. L. Mauro, student auditor, were at work at the local office.

Miriam Weinberger, RKO telephone operator, reports her grandmother died this week . . . Herman Beiersdorf, former 20th-Fox manager and now EL southwestern division manager, was a Filmrow visitor en route from New York . . . Ken Blakely, North East exhibitor, has been successful with his operation of the Ripley Inn at Ripley, N. Y., which he acquired early this year . . . Hazel Gerneth, Paramount inspector, was married recently . . . Rev. Msgr. Nicholas H. Wegner, successor to the late Father E. J. Flanagan as head of Boys Town, Neb., will be the principal speaker at the October 18 banquet of the American Legion Variety Post 589.

George Jaffe's Casino, downtown, has a new neon name sign and new neon marquee trim . . . A whistling contest was featured on the stage of the Penn, New Castle, in conjunction with a recent Saturday cartoon carnival.

Charles Szewczyk jr., son of the Boswell exhibitor, will be in the next graduating class at Notre Dame . . . The Boswell exhibitor, on his first visit here in many months, said he was serving his second term as Boswell school director . . . Doug Beck, RKO exploiteer at Philadelphia and former local representative for the company, handled bookings for Jimmy Stewart on the Pennsylvania week tour . . . The Kent at Arnold played the Italian film, "The King's Jesters."

Loew's Penn had a special tieup with KQV on a telephone award show exploiting "Sorry, Wrong Number." Giveaways included a radio-phonograph, ironer, washer, table radios, vacuum cleaner, ironette, portable radio, pop-up toaster and others . . . The Fulton sneak previewed "Apartment for Peggy" . . . The Liberty, New Kensington, presented a cooking and baking school on stage last week. Gifts included a de luxe range . . . Regis Toomey, film actor, was here for his uncle's funeral.

First snow of winter fell east of Elkins, W. Va. . . . The first 200 women attending the opening of "Loves of Carmen at the J. P. Harris were given a Carmen rose.

Donald Kovach is the new clerk at Eli E. Kaufman's Pittsburgh Poster Exchange . . .



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Arthur Morrone, Superior Supply; Sam Fineberg and Leo Isaacs, Alexander Theatre Supply, and Mr. and Mrs. Gordon Gibson, Atlas Theatre Supply, attended the convention of dealers and manufacturers in St. Louis. Fineberg, who returned here from the convention after visiting his family in Phoenix for several weeks, flew back to Phoenix when word arrived that an infant nephew had died of suffocation in a baby crib . . . Mrs. T. B. Morris, sister of Franklin Anderson and Mrs. Louis (Roberta) Hanna, has returned to her home in Milwaukee. She was here for the arrival of Robert Allan, second son of the Hannas, born September 16.

Anita, daughter of Mr. and Mrs. Paul Krumenacker, and Capt. Gerry Algier, recently returned home after long service abroad, will be married at Holy Innocents church, Sheraden, October 16, the Warner exchange manager and Mrs. Krumenacker has announced.

Joseph Dattola has enrolled at Duquesne university. He is the younger of the sons of the Elmer Dattola srs. of Springdale . . . The Butler Eagle featured articles on Joan Chandler, Butler stage and screen lovely who is featured in "Rope." Miss Chandler (Mrs. David McKay) is the daughter of Mr. and Mrs. W. Carl Cheeseman, 225 North McKean street, Butler . . . Cambria, Johnstown, exhibited exclusive pictures of the dedication of Johnstown's new airport.

Richard Kepler, who directs publicity for the Meadville Park Theatre Corp., was a Filmrow visitor. He is taking the GI theatre management course . . . Mrs. Bert M. Stearn, wife of the Co-op head, was at Shadyside hospital for a checkup . . . S. Innocenti, Belle Vernon and the Bart Dattola family, New Kensington, are among exhibitors holding tickets for "La Traviata" at Syria Mosque October 16.

Three stage shows will be presented in Fairmont this winter with the Exchange club and the Junior Woman's club sponsoring. They are "All My Sons," "But Not Goodbye" and "John Loves Mary" . . . "Snow White and the Seven Dwarfs," musical stage show, is being presented in the area.

Two firemen were injured and damage of $500 was caused by a fire in the two-story brick Grand Theatre Bldg., Hazelwood.





COLUMBUS

Alhambra, north side neighborhood house, has been purchased by Mrs. Peggy Ann Bennett from the Capitol Theatre. She plans to spend $10,000 in remodeling and redecorating, including a new marquee and sign and a redesigned front. The theatre will go into four changes weekly . . . Don Queen, assistant at the art World, has entered premedical studies at Ohio State University. The first week of "Shoe-Shine" at the World was so well attended that Manager Charles Sugarman anticipated a second week of this prize Italian film. It received unanimous critical approval.

Jack Jossey and Kroger Babb of the Hygenic organization at Wilmington are bringing in the first stage attraction of the Hartman season, "The Best Is Yet to Come," starring Skitch Henderson and his orchestra. The show will be presented three times daily October 22-24 at prices only slightly higher than film first run houses and is expected to give downtown houses competition . . . John Hardgrove, supervisor for Academy Theatres, again has been chosen to direct the annual Firemen's Minstrels at the Hartman. John's young daughter Gracie will have a featured dance spot in the show, as in previous years.

Columbus soon may have a city censor board for obscene literature offered for sale at newsstands following complaints against comic books and other material. Mayor James Rhodes will ask the city council for an ordinance setting up the board. The city has no authority to censor films, since Ohio has a state censor board.

George Anagnost, former chief barker of the Columbus Variety Club, Tent 2, is closing his Greystone Skateland and returning to his home town of Dayton. He will devote his whole time to his roller skate manufacturing business. The Greystone will not be opened this fall . . . P. J. Wood, secretary of the Independent Theatre Owners of Ohio, and Martin Smith, Toledo, ITO president, will be delegates to the national Allied convention in New Orleans. Wood has returned after a trip to Gloversville, Schenectady and New York City.

Mr. and Mrs. Al Sugarman, H&S Theatres, have returned after a vacation in Hot Springs, Ark. . . . Manager Walter Kessler of Loew's Ohio was host to a group of wives of GI trailer camp students of Ohio State University at opening of "Apartment for Peggy," which is concerned with GI students and their housing problems . . . WHKC is erecting a new 550-foot tower with a 70-foot aerial at its transmitter on Obetz road . . . Samuel T. Wilson, Dispatch theatre editor, is on a brief vacation, with Tod Raper taking over his duties . . . Mrs. Mary McGavran Koebel, Journal theatre editor, is back after a honeymoon in Canada.

Christine Pelger Buys Park at Munhall, Pa.

MUNHALL, PA.—Christine Pelger has acquired the Park Theatre from Robert Stahl, son of John E. Stahl, veteran Homestead exhibitor, who has operated the house on Saturday and Sunday only for the last year. Miss Pelger will inaugurate a seven-day schedule. W. D. Finn, Pitt student, has been named house manager.



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CINCINNATI

Robert Epps, operator of the Classic Theatre, Dayton, and his wife were in Columbus when Epps' mother died . . . New air conditioning equipment has been completed in the State Theatre, Central avenue, managed by Fred Bein . . . William Gehring, assistant general sales manager for Fox, and his wife and Mr. and Mrs. Maury Shure of New York were here for the wedding of Mrs. Shure's daughter. Shure was an RKO theatre manager here prior to going to New York to become business manager for the radio team of Easy Aces.

Lou Seibert, salesman for Screen Guild, has recovered from injuries suffered in an automobile accident and is on the road again . . . Lee Goldberg is pleased with results of the Realart unit, "Corvett K-225," and "I Cover the War," which ran at the RKO Lyric recently . . . Harry Bugie, SG manager, and Edward Salzberg, newly appointed district manager, has concluded deals with Schine for theatres in Cincinnati and Cleveland territories. In addition, Salzberg will add the Indianapolis territory to his district . . . Dolly Dick has joined Popular Pictures as stenographer and contract clerk.

Rose Nordman, assistant cashier for Columbia, has returned to work after a tonsilectomy . . . Lev Bugie, manager for Film Classics, and his staff are pulling to come "in the money" in the current Joseph Bernhard drive, which extends to December 3 . . . Raymond McCloud of the Rex Theatre, Chapmansville, W. Va., is having new sound and projection equipment installed in his theatre by National Theatre Supply . . . The office of 20th-Fox has had a new paint and cleanup job. The girls are especially pleased with the recreation room which has been arranged and furnished for their convenience.

The local Altec Service office has added the following new accounts: Rex Theatre, Wheeling; Publix circuit houses; Cadiz (Ky.) Theatre, owned by Andy Anderson and Freeman Smith; the Starlite Drive-In, Owensboro, Ky., owned by Andy Anderson; Donald Lobaugh Auditorium, Grove City, Pa.; Lyric Theatre, Lexington, Ky., Edward Campbell; Skyhi Drive-In, Cranberry, Pa., a new operation of the Kayton Amusement Co.; Kingman Auto Theatre, Delware, Ohio, Ray Watts; Wabash Theatre, Terre Haute, owned by Fourth Avenue Amusement Co., Louisville; Emlen Theatre, Emlenton, Pa., John L. Barr, and Alamo Theatre, Grundy, Va., C. E. Smith.

The Variety Club will hold a general membership meeting Monday (18) when recommendations and suggestions will be solicited from members to get activities moving for the 1948-49 season. Allan Moritz, national delegate to the midwinter meeting held in Washington in September, will relay important matters discussed there. A buffet supper will be served prior to the meeting.

Bruce F. Lowe of Cincinnati was appointed regional manager for the Cincinnati office of the motion picture arbitration tribunal, John Eastman jr., director of the American Arbitration Ass'n at New York reported . . . Udelle Taylor, booker's secretary for 20th-Fox, is flashing a sparkler on her left hand. The wedding is scheduled for November 6 . . . Another Filmrow wedding is that of Robert Coleman, RKO booker, who will take the vows October 16, with Mary Anne Zimmerman. After the wedding at the St. Monica cathedral, a reception will be held at the Cincinnati club. The couple plans a honeymoon in Florida.

F. B. Newborn is the new manager for Altec Service Co. here, having been transferred from Seattle, Wash. The local office hasn't had a manager for several months and M. G. Thomas, district manager, has been carrying on. Thomas attended the opening of the new Mountainair Drive-In, Glen Jean, W. Va., recently. E. J. Buffa and W. A. Pattison are co-owners of the house.

A number of West Virginia exhibitors spent several days here recently. They were W. A. Thalheimer of Logan; Mannie and Louis Shore of Williamson; Lester Rosenfeld of Charleston, who recently opened the new Hi-Lawn Theatre in St. Albans, W. Va., and M. C. Burwell, Burwell Theatre, Parkersburg . . . Fred Krimm, Dayton, is convalescing at home after suffering minor injuries in an auto accident . . . "Dizzy" Nesbitt, former Cincinnati film salesman now with U-I in Detroit, was in town attending the southern division sales meeting of U-I . . . Tom Henderson, Paramount booker, is the father of a baby boy, his second.

Leo and Milton Yassenoff, Columbus, operating the Academy circuit, are opening a new house in that city in about 30 days. It will be called the Lane . . . Mark Cummins, operator of the Acme Auto Theatre, Stockton, Ohio, and the Blue Grass Drive-In, Georgetown, Ky., will award trophy cups to high school football heroes. The youths, their coaches and families will be honored guests at the Acme Theatre free of charge any night during the week after the selecions are announced. According to Cummins: "High school athletes and their families should receive as much public notice as professional athletes. I'd like to do what I can to let them know their community is interested in them."

Betty Morrell is a new clerk in the MGM office . . . Harry Sheeran, sales manager for MGM, celebrated his 20th anniversary with the company and the force made the occasion a festive one by having a big cake and ice cream. Sheeran is expecting a 20-year pin from the company . . . Jane Powell, MGM singing star, is filling a week's engagement at the Albee Theatre here. She thrilled the office personnel by making an appearance there to meet everyone personally.

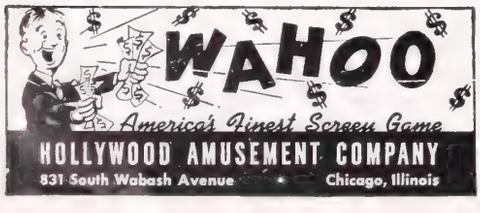


A. J. SEXTON, JR.—General Manager, Sexton Theatre Company, Ashland, Kentucky—says:

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Adv.



Kroger Babb Presents Scoreboard to School

WILMINGTON, OHIO—At elaborate ceremonies Wilmington high school was presented a $7,500 electrical scoreboard by Kroger Babb, president of Hygienic Productions, Inc. scoreboard last spring after a storm destroyed the old wooden, handoperated board.

After raising over $600 by voluntary contributions last May at Hygienic's "open house" at its home offices, Babb instituted a series of sports dances at the school auditorium to raise additional funds. Dick Jurgens and his band were brought in for the first dance; Buddy Moreno's orchestra played for the second and Tex Beneke and his band came in for the third.

Babb had "spiked" the ticket sale for the third dance by offering a week's all-expense trip to Hollywood to the high school student selling the most tickets. He has also made the same offer for the fourth affair, scheduled for the first week in November, at which Harry James and his band will furnish the music.

Toledo University Club To Offer Film Series

TOLEDO—The Motion Picture club of the University of Todelo will offer 13 films this season, starting October 28, to be shown over an eight-month period in the 300-seat Doermann Theatre at the university. Emphasis, as in former years, will be on quality rather than on recent issue, and films will be both foreign and American made.

Morlin Bell, adviser of the club, said the films will demonstrate high points in cinema development and experimentation or be typical of a certain era of production. Membership to the club is open to the public. The club is not operated as a commercial venture, dues being only enough to cover costs.

Still Short in Taxes

ALTOONA, PA.—With the heaviest payments of business privilege, license tax, amusement tax and other tax sources of revenue already received during the first seven months of the year, the city still is approximately $197,000 short of its total estimated annual revenue in these taxes. The city collected for the first eight months of the year a total of $178,000 from its license and business privilege tax ordinances, including the amusement tax.

Ascap and Taxes Topic for KATO

LOUISVILLE—The program for the Kentucky Ass'n of Theatre Owners annual convention to be held at the Seelbach hotel here October 27, 28 has been announced as follows.

Wednesday—Registration, mezzanine, beginning at 9 a. m.; directors luncheon at noon; business session, 2 p. m. until 5 p. m.; Smorgasbord and "Howdy" party beginning at 6:30; KATO derby, 8:30 p. m.

Thursday—Closed business meeting, 9:30 a. m.; business luncheon, 12:30 p. m.; William Carrell's cocktail party, 3:30 p. m.; banquet, floor show and dancing, 7:30 p. m.

At the business sessions and other meetings the Association plans to have prominent celebrities from the industry and government agencies. Invited as guest speakers are Gov. Earle Clements and Revenue Commissioner Clyde Reeves from Kentucky; Ted Gamble and Gael Sullivan of TOA; Eric Johnston and Arthur DeBra of Motion Picture Ass'n of America, and Bob O'Donnell, chief barker of the Variety Clubs International. Gamble, Sullivan and DeBra have accepted and the association states it has excellent prospects of obtaining all, or most of the others.

It is planned to have informative discussions concerning Ascap, federal and state taxes, exhibitor and distributor relationships, censorship, television, municipal taxation and local option as to Sunday closing.

Withdraw Lottery Charge Against Ohio Operator

NILES, OHIO—An affidavit charging Peter M. Wellman, Girard and Youngstown theatre operator, with "operating a lottery known as bank night," was withdrawn by Reed S. Battin, Girard city solicitor, three days before a scheduled hearing.

After acting municipal Judge Walter F. MacQueen had issued a bench warrant for the appearance of Wellman, he allowed withdrawal of the affidavit, declaring that the muncipial court "cannot be used as a leverage to enforce payment of a claim where there is a legal question of its validity."

In asking withdrawal of the affidavit, Battin declared that it named Wellman personally as the defendant instead of the corporation which operates the theatre sponsoring bank night. The solicitor acted as private counsel for a bank night winner who originally had not been paid in full because of a technicality in registration.

Favorite Films Registers

DETROIT—The Favorite Films title has been registered by Charles A. Garner, veteran independent distributor specializing in the 16mm field. He plans to incorporate for operation in Michigan under this name. Offices are to be located in the Film Exchange Bldg.



LOUISVILLE

Fewer building permits were issued here last month than in September 1947, it was revealed this week, but value of those issued was greater . . . Word has been received that Norm Pullem has resigned as assistant manager at Loew's here to accept a position in a record shop . . . Also reported to be bowing out as assistant manager is Nelson Miller of the Strand. Miller has resigned to become a theatre supply salesman.

M. H. Sparks, co-owner of the Strand at Edmonton, and the Vet's Theatre at Tompkinsville, has a new car . . . F. X. Merkley, owner of the Rialto, Columbia, attended a meeting of the American Red Cross here. Merkley is Adair county chairman for the group . . . The new Melody Theatre at Bardstown, under construction by Pope Sisco and C. D. Arnold, should be ready for formal opening about November 1, according to C. K. Arnold, resident manager.

Exhibitors seen on the Row from Kentucky included J. F. Burnette, Gypsy Drive-In, Bardstown; Louis Phumphrey, Sanders, Campbellsville; M. H. Sparks, Strand, Edmonton; J. Van Snook, Griffeth, LaGrange; James Howe, Richland, Carrollton; L. B. Fuqua, Kentucky, Eddyville; Morris Smith, Valley, Taylorsville; Luther Knifley, Art, Knifley; Lewis Baker, Star, West Point; C. K. Arnold, Arco, Bardstown, and Robert Enoch, State and Grand, Elizabeth. From Indiana came Mr. and Mrs. E. L. Ornstein of Ornstein Theatres, Marengo.

Stopping over here on their way home from the TESMA-TEDPA convention in St. Louis were Jim and Jeanne Elderkin of the Forest Mfg. Co., Newark, N. J. . . . There was an over abundance of selections for fans this week as all downtown first runs brought in new programs. Heading the list was "The Babe Ruth Story" on a single bill at the Strand . . . The National took a breather from stage shows and brought in a double feature, coupling "River Lady" and "Jassy."

Ruffin Opens New Ritz

HICKMAN, KY.—The Ruffin Amusement Co.'s new Ritz Theatre, replacing the old Ritz which burned more than a year ago, was reopened recently with W. J. Morrison as manager. The theatre was designed by Speight & Hibbs, Clarksville architects, and construction work was handled by Ed Hughes of Dickson, Tenn., theatre building specialists.

Travelogs to Pittsburgh

PITTSBURGH—Burton Holmes, who made travelogs famous throughout the world, will come here for his 55th annual season, opening his new travelog series November 5 at Carnegie Music Hall. Each successive week thereafter for four weeks he will lecture with his new pictures.

Redecorate Bedford Royal

BEDFORD, KY.—The Royal Theatre here has been remodeled extensively with the installation of new seats, a new screen, complete interior redecoration and a new stucco job on the outside.

'Girls' With Band Hit 200 at Cincinnati

CINCINNATI—The Albee paced the city by a wide margin, with "Smart Girls Don't Talk" on the screen and Horace Heidt and his band on the stage. Other first runs generally were average.

(Average Is 100)

Albee—**Smart Girls Don't Talk** (WB), plus stage show 200
Capitol—**Life With Father** (WB), 2nd wk. 90
Grand—**Ruthless** (EL) 100
Keiths—**Larceny** (U-I), 2nd wk. 85
Lyric—**One Touch of Venus** (U-I), 4 days; split with **Corvette K-225** (U-I); **I Cover the War** U-I), reissues, 3 days 100
Palace—**Race Street** (RKO) 130
Shubert—**The Loves of Carmen** (Col), 3rd d. t. wk. 110

'Peggy' Grosses Only 125 As Detroit Slumps

DETROIT—Local show business took an unexplained slump during the last week or so, with the weather getting most of the blame. Heavy exploitation of special events, such as the world premiere of "Apartment for Peggy" at the Fox, failed to draw as well as anticipated.

Adams—**Tap Roots** (U-I), 3rd wk. 105
Broadway Capitol—**Texas, Brooklyn and Heaven** (UA); **Urubu, the Story of Vulture People** (UA) .. 80
Cinema—**Panic** (Tricolore); **Shoe-Shine** (Lopert), 2nd wk. 75
Downtown—**Nanook of the North** (Royal), reissue; **The Search** (MGM) 65
Fox—**Apartment for Peggy** (20th-Fox) 125
Michigan—**The Loves of Carmen** (Col); **Triple Theatre** (Col) 110
Palms-State—**Pitfall** (UA); **Strawberry Roan** (Col) .. 100
United Artists—**The Velvet Touch** (RKO); **Variety Time** (RKO) 90

'Rope' High at Cleveland With 155 Per Cent

CLEVELAND—"Rope" was a big success at the Hippodrome where, in its first week, it rolled up a high of 155 per cent and gained a holdover for a second week. Art fans supported "Life and Loves of Tschkaiovsky" at the Lower Mall, which registered 120 per cent. With weather clear and cool, downtown theatres made a general par showing, which, considering the baseball fever, was good.

Allen—**Forever Amber** (20th-Fox) 105
Hippodrome—**Rope** (WB) 155
Lower Mall—**Life and Loves of Tschaikovsky** (Classic Pictures) 120
Ohio—**Beyond Glory** (Para), 2nd d. t. wk. 100
Palace—**Tap Roots** (U-I), 2nd wk. 100
State—**An Innocent Affair** (UA) 95
Stillman—**So Evil, My Love** (Para) 100

Hearings Are Postponed

LOUISVILLE—The congressional subcommittee hearing on monopoly, originally scheduled for October 5 has been postponed indefinitely. According to a newspaper report, Walter C. Ploeser, Republican chairman of the house committee on small business, wired officials here that the committee would be unable to conduct the hearing now "because of the pressure of the election campaign." He was reported as saying the hearing could not be held "at least after election." At least one important local figure representing the theatre industry had planned to be on hand for the hearing.



Fear Spreads Behind Iron Curtain Like Pall, U.S. Exhibitor Reports

WHEELING, W. VA. — Michael Halm, South Wheeling exhibitor, returned from a nine-month tour of Europe, much of which was spent behind the Iron Curtain. Fresh in his mind was harrowing tales of experiences in Red-dominated areas. He managed to bring back a collection of art objects, including miniature wood carvings obtained in the famous town of Oberammergau, Germany, as well as paintings and original stained glass portraits which were placed on exhibit here for the benefit of the nuns and pupils of St. Joseph's academy.

Owner of the Marsh Theatre here and a distributor of Polish films, Halm reports that an atmosphere of fear and general persecution hangs over Hungary and that conditions are indescribable. He said: "Moscow has gained a foothold in so many places that the people are simply heartsick. They are cowed beyond imagination. I found fear, fear, fear. The spirit of dejection hangs like a pall over friends and acquaintances." For instance, he states that a motion picture equipment expert who had a very good business now sits across the street on a curbstone staring into space, his mind affected. His establishment had been 'nationalized.'

"To add to the confusion, one doesn't know who is friend or foe. The Russians are everywhere, but somehow they are not recognizable. One thing is sure, the hearts of the masses are not behind the conditions. The people are merely led around like serfs by a small group of invaders and traitors," Halm reports. Germany, he said, is a land of despair. But the people appear to hold no malice toward the American occupants. Russians forced him off the Orient express and stopped his traveling a number of times, but he managed to "get around" in the Hungarian sections he wished to visit. He was viewed with suspicion at all time, Halm added.

Baby Sitters Provided At Yellow Springs, Ohio

YELLOW SPRINGS, OHIO—Vernon Berg, owner of the Little Theatre here, has installed a novel service to his patrons. Now, husbands and wives can go to the same show together instead of one going to a late show and the other to an early show. Berg will furnish patrons a list of baby sitters, 15 Bryan high school girls who will sit for 25 cents an hour for theatre patrons. Under the arrangement, Berg will admit the baby sitters to the theatre the next evening without charge.

Drive-In Owner to Visit Arizona

WEST BROWNSVILLE, PA.— J. K. "Cuppie" Kaupp, owner of Cuppie's Drive-In on Route 40, will vacation in Arizona at the end of the outdoor theatre season.



Covington, Ky., Firm Buys Interests in Drive-In

BOWLING GREEN, KY.—L. B. Powell, president of the Sunset Drive-In here, has sold his interest in the firm to three Covington theatre operators, W. R. Macklin, L. B. Wilson and Tom E. Hill. Mr. and Mrs. Robert Smith also sold their interests to the Covington men, but J. T. Flowers retained his interest and will act as executive vice-president and manager under the new setup.

The Covington men operate the Florence Drive-In in the Cincinnati metropolitan area and own three downtown Covington theatres. Macklin will serve as president of the local corporation and Hill as secretary. Flowers said extensive improvements were planned for the drive-in next season. He said they would include additional space for automobiles, a children's playground, landscaping and improved lighting. Improvements to the rest rooms and concession stands also are contemplated.

Playhouse Will Build

PITTSBURGH—With the opening of the 15th season of the Pittsburgh Playhouse, announcement was made of plans for the erection of a million-dollar civic theatre on two acres of property one block east of the present Playhouse. Broad plans for raising funds will be announced by J. K. B. Hare of the chamber of commerce. The new structure's auditorium will seat 750, double the present capacity, and an attractive restaurant will be a feature.

Install Type E Simplex

DETROIT — The following installations have been made by Altec Service Corp., according to J. I. Mather, manager:

Loma Theatre, Coloma, Mich.; Mrs. C. C. Alquire, owner; Ethel Kilmark, manager; Simplex type E.

Dawn Theatre, Sterling, Mich.; Joe Magy; Simplex type E.

Rock, Mich., House Opened

ROCK, MICH.—The new Rocket Theatre here, construction of which was started late last summer, has opened its doors. Built of cement blocks, the new house is equipped with late model lighting, projection and sound equipment. Emil DeBacker, former champion potato grower, is the owner and operator of the theatre.

Dattolas to Vacation

NEW KENSINGTON, PA.—Mr. and Mrs. Bart Dattola and daughter Laura will vacation in Mexico following the Allied exhibitor convention in New Orleans November 29-December 1.

New Promotion at Oil City

OIL CITY, PA.—Latonia here inaugurated a new promotion known as Pot of Silver, with "100 surprises every week," featured matinee and evening on Wednesday and Thursday.

Says Taxes Not True Guide to Patronage

DETROIT—Taking issue with government admissions tax statistics which showed a 3 per cent drop in motion picture theatre attendance, E. R. "Dick" Holtz, president of the Century Theatre Co., recently said theatre experience indicated that business was down at least 20 per cent from a year ago.

Holtz said he did not believe that government figures were wrong but that "tax figures reflect a gain in some other branch of the amusement business, not in motion picture theatres.

"We have said for a few years that the tax receipts are made up with 85 per cent from the theatres. That is not true today. There has been an increase, I feel, in some other fields, baseball, football, hockey and others which makes that percentage untrue.

"It is unfair," Holtz continued, "when a film salesman talks prices to us and points to the report that business is off only 3 per cent as proof that we can afford high or increased rentals. The government figures are not wrong, but they reflect a change in that 85 per cent composition. For instance, the current Berlin Masterpieces collection drew 150,000 persons in Detroit alone. This is something recent that will be reflected in some distortion of the figure for this period.

"It would be difficult," he continued, "to get the government to make any change in its methods of reporting returns. For a long time, the figures were fairly close as far as the picture industry was concerned, but since it is no longer true, writers and others must be careful not to make the wrong inferences which will be unfair to the industry."

Safety Shows Scheduled On Cleveland Screens

CLEVELAND—In cooperation with Mayor Thomas Burke's traffic safety education committee, members of the Cleveland Motion Picture Exhibitors Ass'n will show a ten-minute trailer entitled "Driven to Kill" for one change of program, starting November 3. Theatres have been notified of their play-dates and prints will be delivered. Upon completion of showing, exhibitors are asked to return the subject to the Central shipping room so that the booking schedule may be maintained without interruption. A bulletin announcing civic cooperation is being issued by Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Ass'n.

Seek Local Taxing Change

CHARLESTON, W. VA.—Financial difficulties of municipalities were discussed at a special governor's committee session here. Under consideration to relieve West Virginia political subdivisions of financing problems is removal of modification of restrictions on municipal taxing power.



Second Detroit House Changes Run Status

DETROIT—The Harper Theatre, east side house operated by Wisper & Wetsman circuit, is shifting from key to second run operation this week. This is the second house to make this move up the ladder in the past month, with the Woods, operated by United Detroit Theatres, as the leader. Previously, the second run setup had remained unchanged here for about seven years.

The change of run by the Harper may be to some extent a by-product of the government's view on disaffiliation, inasmuch as the second run situation here has long been predominantly in the hands of affiliated circuits. Local opinion does not view the move as resulting from the local SIMPP suit, inasmuch as the Harper is a member of Co-operative Theatres, one of the principal defendants. The result of the move will be a continued sharing of dominance in the second run category between Co-op and the other chief defendant, United Detroit Theatres.

Two Theatres in Detroit Returned to Circuits

DETROIT—Two local theatre deals of recent months have been reversed, and the theatres have reverted to their earlier circuit owners, according to William M. Clark of the Clark Theatre Service, who booked both houses. The east side Rose has been given up by Harry Pertner, following an experiment with an ambitious vaudeville policy, and the house was returned to Arnold Wisper, now head of Auto City Theatres, and David Newman, counsel for Cooperative Theatres.

The west side Alvin, taken over recently by John Pantages, a nephew of the famed west coast theatre magnate, and Thomas Ricchio, has reverted to the J&J Theatres, headed by Edward and Milton Jacobson.

Farmington, Mich., House Observes Anniversary

FARMINGTON, MICH.—The Civic Theatre here recently rounded out its eighth year of operation, and a full week of special events was planned by Eddie Hohler, manager, to mark the observance.

During the eight years of its existence, the theatre has sponsored a bowling team, presented special Boy Scout and Girl Scout benefit shows, and engaged in bond selling campaigns as civic and community activities.

Eight Teams in League

PITTSBURGH—Eight teams are in action this season in the Local 171 Bowling league which meets each Tuesday midnight at the Kenyon Theatre alleys in the north side. Team captains are B. Swatchick, Henry Link jr., Henry Link sr., Paul Ferry, Aaron Hopkins, Mike Orris, Modesta Capalbo and William McElhatten. High scorer to date is Swatchick, 177 pins in one game, and Henry Link jr., 450 pins in three games. League president is Earl Biesecker.

Theatre Under New Management

RIVESVILLE, W. VA.—Mrs. Nell Jackson has acquired and is operating the Rex Theatre here.

From the BOXOFFICE Files

* * *

(Twenty Years Ago)

THE FIRST run picture situation in Detroit is controlled by John H. Kunsky, while in the state it is controlled by the Butterfield circuit, reports Michigan Film Review. Detroit is credited with 1,378,900 population. Battle Creek, 47,200; Bay City, 49,000; Grand Rapids, 164,200.

* * *

T. Jagmin and Vincent V. Chalmers, theatre architects, have established an office in Detroit . . . The largest floral piece at the opening of the new Fox Theatre stood over ten feet high and was the most beautiful of all the pieces sent. It must have cost Jake Schreiber of the Blackstone Theatre, Detroit, a small fortune, says the reporter, who adds that Jake has a dear friend in the Fox organization and he does enjoy making other persons happy. You've heard of the fellow who'd give the shirt off his back—that's Jake all over—when it comes to his friends. He gets more kick out of making others happy than he does in receiving gifts and favors, and never overlooks the fellow who does him a good turn.

* * *

Tom Ealand, for many years general manager in Detroit for Charles H. Miles and later manager of the Regent in Grand Rapids, is now manager of Broad Theatre in Columbus, Ohio.

* * *

Business contiues to be off in neighborhood houses in the Detroit area. One house put on a giveaway of 50 pairs of women's hose and the place was jammed, on a Monday night . . . First motion pictures of the devastation wrought by the hurricane in Puerto Rico was shown by the Fox in Detroit.

* * *

The new Fisher Theatre in Detroit, seating 2,871, to open within a month, is in the Mayan type of architecture. Every detail of decoration, drapery, even the seats, tells some story of the ancient Mayas, apparently of Oriental stock, who settled in Yucatan and other parts of Central America early in the seventh century. Legend has it that they reached America by way of the mythical lost continent, Atlantis, which is supposed to have disappeared beneath the Atlantic ocean.

* * *

Sound equipment is to be installed in the Adams Theatre, a Kunsky holding. It is the only one of five downtown Kunsky houses not wired.

Special Show at Arista In Behalf of Fire Safety

LEBANON, KY.—Oscar Hopper, owner and manager of the Arista Theatre here, recently put on a special morning show in conjunction with the local police and fire departments emphasizing safety features in both police and fire fields. A total of 13 cartoons and short subjects were used for the show, as were safety films showing phases of both police and fire safety work.

In addition, talks from the stage were made by Hopper, the chiefs of the fire and police departments, and favors were given to a number of those attending the showing. Hopper reduced admission prices considerably, charging only enough to cover the expense of the venture.

Favorite Films to Open Exchange in Indianapolis

DETROIT—Albert Dezel of Detroit and Edward J. Salzberg of Cincinnati have applied for a charter in Indianapolis to operate a film exchange under the name of the Favorite Films Exchange.

Office space already has been rented and shipping facilities have been arranged through the local representative of National Carriers. According to Dezel, the exchange will be opened within the next 30 days. Product to be distributed through the new exchange will include Favorite Films, Masterpiece Productions, Madison and other independent features, serials and westerns owned by Albert Dezel Productions, Inc.

Because of difficulty in obtaining shipping facilities, many of the accounts in this exchange area have been served out of the Chicago branch for the last five years. Opening of the new exchange will make it possible to have complete coverage of all the theatres in the Indianapolis exchange area.

Names of the manager and personnel of the new exchange will be announced soon.

TOC Adds 4 Reda Houses

CINCINNATI—Rex A. Carr, general manager of Theatre Owners Corp., local booking and buying service, announced that his firm had taken over booking and buying for the following theatres, owned by Don Reda: The Reda theatres in East Jenkins, London, and Pineville, Ky., and the Pastime Theatre in Vicco, Ky. TOC also will book and buy for the Bell Theatre, Pineville, Ky., owned by Grant Howard, and the Overlook here, owned by Harold Hoffert, Carr, said.

His Ad Calls Music Lovers

STATE COLLEGE, PA.—William H. Warrington, manager of the State, addressed a newspaper display advertisement "To all music lovers." He called attention to a revival of "100 Men and a Girl" which was booked for the State.

Fireworks Display at Drive-In

WASHINGTON, PA.—A mammoth fireworks display was featured October 11 at the Starlite Open Air Drive-In. The display included multiple-break shells and parachute bombshells which illuminated the scene for miles.

'Hamlet' to Cleveland, Ohio

CLEVELAND—Orville Crouch, Loew Theatres district manager, received word that the British-made "Hamlet," starring Lawrence Olivier, will go into the Ohio Theatre the last week in October for an extended run.

Starts Dollar a Car Deal

CLAYSVILLE, PA.—The Sunset Auto Theatre at Sunset Beach reduced admissions to $1 per car regardless of the number of occupants.



SPRINGFIELD

Gala opening of the new Celina Theatre in Celina, Ohio, will be December 15, according to Frank Collins, general manager of the Chakeres Theatres, Inc. Now being built by the Chakeres-Dwyer Amusement Co., the new Celina will have a seating capacity of 1,000. Drew Everson of New York City is the architect.

Woodrow Owens, manager of the Majestic, has been appointed theatre chairman for the current Community Chest drive . . . The Regent, State and Majestic aired the World Series games from their respective marquees . . . Mrs. John Strong, wife of the chief operator at the State, died recently . . . Ollie Nicklas, manager of the State, was back on the job after several weeks illness.

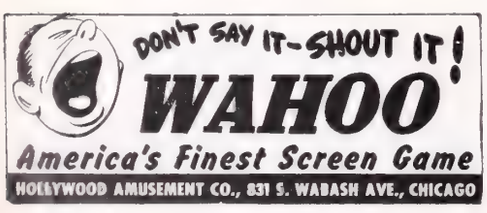
Chakeres Theatres signed a contract with radio station WLW, Cincinnati, for the "Midwestern Hay Ride" show to play the Chakeres circuit . . . L. F. Weinsz, contact manager of the Regent-State Corp., was on a vacation in Milwaukee . . . While Ed Paul, manager of the Logan Theatre, Logan, Ohio, was on the sick list, Dwight East, manager of the Princess in Springfield, pinch hit for him. Leroy Border is temporarily heading the Princess . . . Ben Hathaway, assistant manager of the Fairborn Theatre at Fairfield, Ohio, is managing the Cliftona at Circleville, Ohio, while Marie Wilkin, regular manager, is ill.

A capacity house greeted the Skitch Henderson "Best Is Yet to Come" show at the Fairbanks October 8. Ten vaudeville acts and two films completed the bill . . . About everyone in the city was humming the tune "Feudin', Fussin' and a-Fightin' " while the film by that name was doing record business at the Majestic. Manager "Woody" Owens had a loud speaker rigged up on the marquee and kept the popular record going almost constantly during the film's stay. The show was held over for three days.

All five Chakeres-Warners theatres were decorated with cardboard pumpkins carrying a theme line, "Chakeres-Warners Fall Harvest of Movie Hits." The stunt is part of a promotion to stimulate autumn business. The pumpkins are hanging from marquees, around boxoffices and in the lobbies . . . Plans were completed for the annual Regent Theatre high school football rally set October 14. The rally will precede the Mansfield game the next day. The student body, band, cheer leaders, team and coaches will parade from the high school to the theatre, where pep talks will be given from the stage.

Stassen at Wheeling Theatre

WHEELING, W. VA.—The Young Republican club sponsored the appearance of Harold Stassen, former Minnesota governor who now heads the University of Pennsylvania, at the Virginia Theatre recently.



400 Deaf Children Flee Brookline Theatre Fire

PITTSBURGH—About 400 children of the DePaul Institute for the Deaf were given a second opportunity to see "The Locked Door," locally produced film which shows their activities, after the initial performance was interrupted by fire. Alerted by lip reading and fingertip "hearing," the 400 were led safely from the Boulevard Theatre, Brookline, when fire broke out in the subbasement. A cartoon had been exhibited and the film which shows their struggle to overcome hearing and speech handicaps was on view when a theatre janitor reported he had lost control of a rubbish fire in the furnace room. Father Raymond Doherty, superintendent of the institute, and a group of nuns spread the alarm and ordered the children to evacuate. The children quickly filed through the exits into the street where they watched firemen extinguish the $300 blaze. "The Locked Door" was produced by Meridian Films and is being distributed by the Franklin Film Enterprises.

TOLEDO

Madeleine Carroll, film star, will head the cast of :"Goodbye, My Fancy," booked to play one week at the Town Hall beginning November 8 . . . "Rachel and the Stranger" was moved to the Palace for a third week, after having grossed nicely at the Rivoli and the Pantheon.

The Paramount, largest house in Toledo, reduced its before-1 p. m. prices to 40 cents . . . Wayne King and his orchestra will play a one-night engagement October 17 at the Arena . . . Paul Whiteman and his orchestra will be heard in concert October 26 at the Paramount.

Detroit East Side Art Begins 7-Day Policy

DETROIT—Louis Goodman is switching his East Side Art Theatre to a seven-day operation. Currently operating on an exclusive foreign language policy, the additional four days will be devoted to Italian films, Monday through Thursday. German films will continue to be shown Friday, Saturday and Sunday the same policy adhered to during the past year. Manager Alois Abele is directing an exploitation campaign in various foreign language media and communities.

To Play Foreign Films

STATE COLLEGE, PA.—The International Film club has arranged for the showing of foreign films at least once a week at the Cathaum. The initial feature was "The Welldigger's Daughter."

Open at Ecorse, Mich.

ECORSE, MICH.—Following the completion of construction work which was started nearly a year ago, the new Harbor Theatre here has been opened. The house was built and is managed by Andrew Bzovi.

Give Cars in WB Drive

PITTSBURGH—Warner theatres are staging automobile award contests in conjunction with managers' showmanship drive.

YOUNGSTOWN

All downtown theatres cooperated in the local observance of Fire Prevention week, showing special trailers . . . The Youngstown Optimist club will sponsor a special showing of "Johnny Belinda" at the Warner Theatre on October 19, with proceeds to be used in operating the Optimist Boys camp . . . The next stage show booked for the Palace, featuring Ray Anthony and his orchestra and the King Cole trio, will open November 1.

Construction of the new Belmont Theatre being erected by Peter M. Wellman here is expected to be completed soon. One of the outstanding features of the house will be an elaborate electric fountain with special color effects . . . Bank nights still are being sponsored at the Home and Wilson theatres, Monday and Thursday nights at the former and Wednesday and Saturday nights at the latter.

Rice at Shinnston, W. Va., Opens Over Drug Store

SHINNSTON, W. VA.—The new Rice Theatre, just opened here by George Rice of the Rice-Rexall pharmacy, will feature MGM and Paramount product. Second floor theatre admission is 15 and 35 cents, with evening shows Monday through Friday and Saturday and Sunday matinees and evening exhibitions. Three changes of program a week were announced.

The Rice was built of concrete blocks, steel, wood and slate and fire escapes were built leading from the auditorium to street level. The building was under construction for several years and a market on street level was opened last year. The Rice has RCA projection and sound, furnished by Alexander Theatre Supply of Pittsburgh. Seats were furnished by the West Virginia Seating Co., Huntington.

Open Fiberglas Division For West Coast States

TOLEDO — The Owens-Corning Fiberglas Corp. has established a Pacific coast division to handle construction, manufacturing and sales operations of the company in the coastal area and neighboring western states, with L. R. Kessler as general manager and W. C. Winterhalter as sales manager.

Kessler has been in charge of preliminary development work looking toward the new Pacific coast division since he joined Owens-Corning Fiberglas in 1946. Winterhalter has been manager of the Fiberglas branch sales offices on the west coast.

Film Aids Celebration

BRADFORD, PA.—In commemoration of Pennsylvania week, Paramount's "Unconquered" played a return engagement at the New Bradford. Some of the background scenes were photographed in nearby Cook's forest and along the Clarion river.

Outdoor Theatre to Open

NEW MARTINSVILLE, W. VA.—A 200-car drive-in will be opened near here soon by Howard Clegg, New Martinsville. Another auto park theatre is under construction here for James Work, Pine Grove exhibitor.

Mike Tomasino Quits Active Exhibition

NEW HAVEN—Thirty-five years ago Mike Tomasino arrived in New Haven from Italy, prepared to like the new life and the new people, and hoping to capitalize on his knack with the mechanics of the new motion picture machines. The very day of his arrival he obtained a job as operator at the old Studio Theatre on Chapel street, where Strickler's department store is now located.



Mike Tomasino

Having looked around, however, he saw prospects for improvement of his position in no time at all, and by 1915, he was able to acquire the old 500-seat Majestic on Oak street, which he operated until 1932, when it was razed by the Blakeslee interests. Meantime in 1922, he had added the White Way to his operations, and ten years later, the Victory. The Park and Cameo, West Haven, were subsequently added, and for a few years, he also operated the Alhambra, Waterbury.

Last week Tomasino disclosed he had leased his theatres to Fred Dandio of the State and Tony Terrazino of the Forest and Fairmount, and that he would retire from the business after a long and active career. He plans to visit his son Angelo, who is a film exchange manager in Rome, and probably his daughter Gloria, who is fulfilling a teaching fellowship in Paris, and indulge in more of the wanderlust which necessarily was held in check by attention to a tough business and an interesting, growing family.

Tomasino has received several expressions of regret on his bowing out from leading executives in the business, and from the folk all along the line on Meadow street, and he in his turn grows sentimental about the long line of friends he has made in the film family, the grand old times the boys had in the Jesters, the film outings, the new Variety Club. The best wishes of the district go to this pioneer exhibitor, as well as to the new operators of his theatres.

Ben Segal Named Manager Of Theatre in New York

NEW HAVEN—Benjamin H. Segal, manager of the Shubert Theatre, also has been appointed general manager of the Hollywood Warner in New York, now being converted to a legitimate house to be known as the Mark Hellinger. Segal will spend alternate days in New York.

Safety Group Praises Manager

WETHERSFIELD, CONN.—The Safety commission has complimented Douglas Amos, manager of the Webb Playhouse, Wethersfield, on "the handling of car parking at the theatre."

Close Riverside Park Airer

HARTFORD—Ed Carroll, operator of the Riverside Park Drive-In, has closed the location for the season.

Mickey Daly Considers Return to Exhibition

HARTFORD—Mickey Daly, for over 20 years in exhibition in Connecticut, may resume an active role in the industry soon.

Daly, who recently leased the Daily Theatre, Hartford, and Plainfield in Plainfield to the Community Amusement Corp. of Hartford for 20 years, is busy with real estate interests held by his sister and himself in Hartford.

He asserted, however, that he is considering seriously an active return to motion picture exhibition. At present, he is still interested in one theatre property, the Capitol at Lowell, Mass., managed by Eddie Sockowlosky.

Daly would not divulge information concerning what property or properties he would take over in the event of a return to Hartford area exhibition. Some years ago Daly operated the Windsor at Windsor, Bristol at Bristol, Rialto at New Britain, and the Crown at Hartford, among other situations. He gave up all these properties some time ago.

The Community Amusement Corp. has redecorated the Daly in Hartford. Under terms of the 20-year leases on both the local and Plainfield theatres, CAC has option to renew leases for 20 additional years in 1968.

Morton L. Katz of Metro Joins B&Q as Booker

NEW HAVEN—Morton L. Katz, for the last 11 years MGM salesman in this territory, resigned, effective November 1, to become Connecticut booker for B&Q Theatres of Boston, which operates the Eastwood in East Hartford, State in Jewett City, Palace in New Britain and Strand in Thompsonville in this state addition to theatres in Massachusetts. Samuel Seletsky, who has been booking for both the Massachusetts and Connecticut theatres will confine his activities to the former. B&Q theatres will construct a theatre in Bridgeport in the neighborhood of the Barnum, and another in the Black Rock district.

To Reseat Hartford Colonial

HARTFORD—Hartford Theatres plans to install new seats in the circuit flagship house, the Colonial, on Farmington avenue.

World Series Crowds Boost Night Trade

BOSTON—The world series baseball games drew thousands of visitors. Matinee grosses at downtown first run theatres were off considerably, but night trade helped to even the score. "The Loves of Carmen," showing with "Rusty Leads the Way" day-date at the Orpheum and the State, topped the city. "The Brothers" at the Exeter, and dualing of "Good Sam" and "Winner's Circle" at the Memorial, also were strong.

(Average Is 100)

Astor—**Hamlet** (U-I), 7th wk., roadshow....110
Boston—**Rachel and the Stranger** (RKO); **Train to Alcatraz** (Rep), 3rd wk....100
Exeter Street—**The Brothers** (U-I)....120
Memorial—**Good Sam** (RKO); **Winner's Circle** (20th-Fox)....120
Metropolitan—**Rope** (WB); **Winner Take All** (Mono), 2nd wk....100
Paramount and Fenway—**Two Guys From Texas** (WB); **Sons of Adventure** (Rep), 2nd wk....100
State and Orpheum—**Loves of Carmen** (Col); **Rusty Leads the Way** (Col)....130

'Carmen' and 'Rope' Grosses High in New Haven

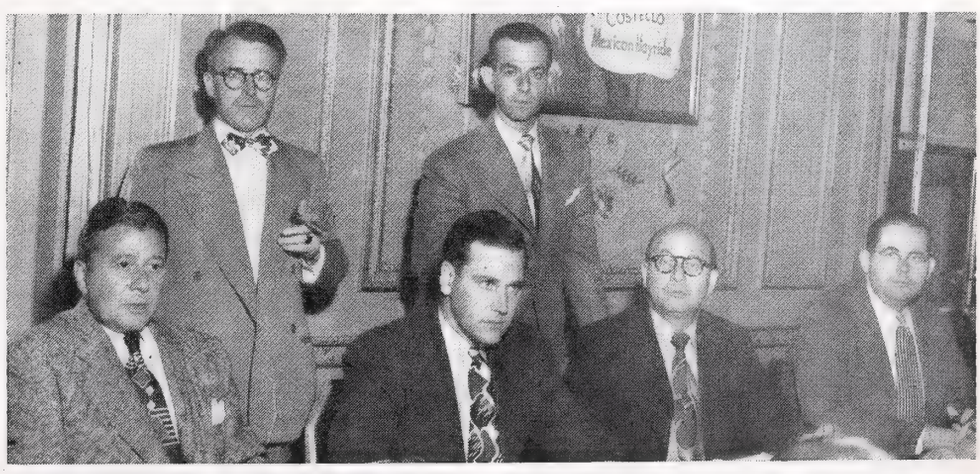
NEW HAVEN—Business looked up at the downtowns, students and weekend visitors helping considerably. After-game business late Saturday night was good.

Bijou—**Saboteur** (U-I); **I Cover the War** (U-I), reissues....105
College—**The Hairy Ape** (UA); **Wolf Man** (U-I), reissues....100
Crown—**Hellzapoppin'** (U-I); **Argentine Nights** (U-I), reissues....100
Loew Poli—**The Loves of Carmen** (Col); **Adventures in Silverado** (Col)....115
Paramount—**Beyond Glory** (Para); **Return of Wildfire** (SG), 2nd wk....60
Roger Sherman—**Rope** (WB); **Joe Palooka in Winner Take All** (Mono)....108

'Race Street' Garners 175 Gross In Second Hartford Week

HARTFORD—Business was much improved in local first runs, with "Race Street, "Loves of Carmen" and "Luxury Liner" holding for two weeks.

Allyn—**Moonrise** (Rep); **Sons of Adventure** (Rep)..100
Center—**Buck Privates** (Realart), reissues....110
E. M. Loew's—**Loves of Carmen** (Col); **Gentleman From Nowhere** (Col), 2nd wk....160
Poli—**The Saxon Charm** (U-I); **Escape** (20th-Fox)....140
Palace—**Luxury Liner** (MGM); **An Ideal Husband** (20th-Fox), 2nd wk....75
Regal—**Race Street** (RKO); **Variety Time** (RKO), 2nd wk....175
State—**The Dude Goes West** (AA), plus stage show....85
Strand—**Fighting Father Dunne** (RKO); **Smart Girls Don't Talk** (WB)....70



AT U-I SESSIONS—The Boston exchange delegation to the recent U-I sales meeting in New York is pictured above. Left to right: Manager E. Meyer Feltman and salesmen Judson Parker, Fred Shohet and Joseph Kelly. Standing are Mike Moriarty and Kenneth Mann.

BOSTON

When M. A. Moriabto of Boston took over the Deering Theatre, Deering, Me., a suburb of Portland, he changed its policy to foreign, educational and classic films, playing first run Universal-Prestige films. He also renamed the theatre the Doll House . . . Mrs. Winnie Bogle, who runs the Fairlee, Fairlee, Vt., and the Colonial, Bradford, Vt., sold out an insurance business to devote full time to the operation of the two theatres.

The Community Theatre, Brandon, Vt., formerly owned by Joe Wilson and later by N. Wasilkowski, was sold to Homer Sheats of New York who recently purchased the Village Theatre, Canaan, N. H. The Community is located in the town hall of Brandon and seats 450 . . . Mr. and Mrs. Chester Currie of the Darlton, Pawtucket, R. I., are parents of their first child, a girl born at Providence.

Although still in its formative stage, Boston Loge 16 of the Colosseum of Motion Picture Salesmen of America has been set up. Saul Levin of EL has been elected president and Jerry Callahan of Monogram is treasurer. Both men will attend the first national convention of the Colosseum in Chicago October 16, 17. On their return, a local meeting will be called to go over the business brought up at the national congress. So far 38 salesmen have voiced their approval of the Boston group.

Clinton Payne, owner of the Leroy, Pawtucket, R. I., has been confined to his home by illness . . . Neal Hubbard, Lakeside, Lakeport, N. H., was here, as was Bill Canning, general manager for the Yamins theatres in Fall River . . . Mark Silver, UA assistant eastern sales manager, spent a day with John Dervin, local manager . . . Tom Duane, SRO local boss, went to New Haven for a few days.

Harry Segal of Harry's Snack Bar, popular Filmrow restaurant, installed a television set for the World Series. It was loaned to him by Eddie Comi of Massachusetts Theatre Equipment . . . Harry Welch, completely recovered from his recent throat illness, was in town from Penacook, N. H., with his assistant Mrs. Marguerite Farnsworth, who handles booking and advertising for his upstate theatres.

Interstate circuit held its annual managers get-together at the Shangri-la restaurant for cocktails and luncheon and followed by a baseball game at Fenway Park. E. Harold Stoneman, president, Jim Mahoney, general manager, and Ted Fleisher, head booker, hosted the affair . . . John Dervin, UA manager, arranged a trade screening of "Red River," which is dated for Loew's State and Orpheum October 28. Phil Engel, UA publicist, and the Loew's staff of Charles Kurtzman, Jim Shanahan, Bob Manson, Jim Tibbetts and Jack Mercer are planning a strong advance campaign for the film.

Veteran theatreman Joe Meckleberg, formerly manager of the Roxbury, Roxbury, has recovered from a recent illness which had hospitalized him at the New Bedford hospital.

Polio Closes Simsbury Eno

SIMSBURY, CONN.—The Eno Memorial Theatre was closed last week because of a second case of infantile paralysis in the town. Health Officer Owen L. Murphy requested all residents to "avoid congregating until danger of any possible spread of the illness is past."

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WORCESTER

Harold Maloney, manager of Loew's Poli, was host to members of the Holy Cross College football squad . . . Guy Palmerton, manager of the Whalom, has been ill at his Fitchburg home with an abscess of the jaw . . . Bill Hebert, head of Goldwyn publicity on the west coast, has returned there after visiting his mother here.

Loew's Poli and the Elm Street switched from Wednesday openings to Tuesday premieres in line with the new policy of the Loew's, Inc., circuit . . . While watching "Beyond Glory," Manager Leo Lajoie of the Capitol recognized a bit player as Jackie Searle, once a juvenile star . . . William Erwin, formerly of the Playhouse, appeared on a Rosalind Russell broadcast from Hollywood.

Stanley Redmond, manager of the Strand in Southbridge, injured his right hand when he slipped on stairs backstage at the theatre. X-rays were taken at Harrington hospital . . . Mike Powers is back at the Plymouth after being out three weeks on account of illness . . . Nate Goldberg, manager of the Plymouth, saw the Boston Braves clinch the National league championship.

A. Arthur Price, who came in ahead of "The Babe Ruth Story" at the Warner, snaggled a lot of newspaper space, including a full sports column by Ed Scannell in the Evening Gazette . . . Roger P. Kavanaugh, son of Roger Kavanaugh of the Elm Street, is engaged to Frances M. Sweeney of Framingham, where the couple will be married next summer.

Leo McCarthy, usher at the Plymouth, was a pneumonia patient at City hospital . . . John Sliwoski is the new projectionist at the Capitol. He formerly was a stagehand at the Plymouth . . . Louis Gregory, stage manager of the Plymouth, spent his fortnight's vacation at Henry's . . . Leo Lajoie, manager of the Capitol, reports a holdover on "Beyond Glory" . . . Tom Cummins has been substituting at the Plymouth.

Leo Lajoie, manager of the Capitol, was called for jury duty. Phyllis Standish resigned from the Elm Street and returned to Florida to resume her studies at Florida State College . . . Frank Manente, manager of the Esquire in Toledo and formerly assistant manager of the Poli here, dropped into town on a visit.

Harold Maloney, manager of Loew's Poli, had the Syracuse University football squad as guests the night before their game with Holy Cross . . . John O'Hare and Natalie Core, both of the Playhouse, were married in Englewood, N. J., at the home of the bride's sister . . . Mischa Auer, planning to tour this winter in "Twentieth Century," has offered a role to Frank Lyon of Worcester.

Johnny Murphy returned to the job at Loews' Poli after a three-week illness . . . Nat Goldberg, manager of the Plymouth, had members of the Organized Seabees Co. in to see the revival of "The Fighting Seabees."

Joan Caulfield, who made a personal appearance this summer at the Whalom in Fitchburg, wants to return next summer. She has written Manager Guy Palmerton, suggesting she bring along James Stewart in "The Philadelphia Story" . . . Mary Roche, Worcester girl who served as ingenue in Mae West's last film, is the mother of a daughter in Hollywood.

Additions to the Poli's staff include Robert Raleigh, Louis LaFountain, Philip McCabe and James Hersen . . . Purchase of the Rialto in Leominster and property from the McEvoy Amusement Co. was made by the Leominster Recreation Center, with the price of sale indicated as $70,000. The property, which has not been used for theatre purposes for several years, will become a civic recreation center.

John Matthews, manager of the Warner, returned to his desk after an illness of three weeks, two of which he spent in the hospital. James McCarthy and Mary Rafferty substituted for him . . . Mrs. Lucy Cortis of the Poli underwent an operation in City hospital . . . Carmen Cavallaro, the band leader, was here for a concert revue at the Auditorium.

Prior to the opening of "The Babe Ruth Story" at the Warner, several hundred orphans attended a preview. A luncheon followed at Putnam & Thurston's, with Mayor Sullivan and other notables present. Jumping Joe Dugan, a teammate of Ruth with the Yankees, spoke . . . Bob Portle, manager of the Elm Street, held over "The Loves of Carmen" . . . Mrs. Naomi Wheeler has been substituting at the Poli.

Worcester Bans 'Rope'; Censors Okay 'Carmen'

WORCESTER, MASS.—The censorship fires burned brightly here last week as the censor board, in its advisory capacity to the police department, turned in an adverse report on "Rope," resulting in a local ban on the film. Manager John Matthews of the Warner, where "Rope" was to have played, obtained "Johnny Belinda" as a substitute.

In the meantme it was learned that the censors also voted against "The Loves of Carmen," but that the vote was ignored by the police department, which allowed the picture to go on as scheduled at Loew's Poli.

It was reported the censor board had called a meeting to discuss whether to disband because their views had been ignored by the police. Last spring they voted in favor of "Black Narcissus," but the film was banned by the police.

The censor board, which serves without pay, companies representatives of civic, religious and fraternal associations.





NEW HAMPSHIRE

A new magazine, the New Hampshire Listener, to be devoted not only to news about radio artists but also to stage and screen stars who visit the area, has been started in Manchester by Paul Sheldon, well-known Town Crier on station WMUR there, and a staff of associate editors . . . Lizabeth Blake, radio and film actress, had a leading role in George Bernard Shaw's "Pygmalion," presented at Practical Arts Auditorium in Manchester under sponsorship of Bektash Temple Shriners.

Gloria Jean Reed, a professional dancer in Portsmouth, and John J. Sullivan, son of Mrs. Nellie Sullivan of Malden, Mass., will be married this fall, it has been announced by her parents, Mr. and Mrs. Reginald P. Reed of Portsmouth . . . Lawrence L. Willey, former owner of the Colonial in Rochester, has been named director of the American Woolen Co. band in Dover for the remainder of this year and 1949.

The Exeter Players opened their 11th season with the presentation of "The Admirable Crichton." The group will appear in "Angel Street" on November 11, 12. Proceeds from the productions will be used for charitable purposes.

The film, "Playtown, U.S.A.," was shown at the opening of a series of health and physical education workshops for teachers in the public schools of Nashua under supervision of the state board of education . . . The Dartmouth College lecture series in Dartmouth Hall, Hanover, will include a discussion January 18 of "Today's Theatre," by Norris Houghton, director of Theatre, Inc., of New York.

To Play Jolson's Father

The role of Jolson's father in the Columbia picture, "Jolson Sings Again," will be taken by Ludwig Donath.



CLIFFORD BOYD — Managing Director, Academy of Music, Northampton, Mass.—writes:

"We've appreciated top performance continuously in our theatre since taking RCA Service. It is a good business investment."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

NEW HAVEN

The Variety Club swings into the new season after the successful conclusion of its first dance venture. Radio, newspaper, booth in front of the city hall, sound truck, and other stunts were engineered in behalf of club activities by Lou Brown, publicist; Harry Shaw, entertainment chairman, and Barney Pitkin, chief barker. Furniture has been carefully selected and ordered for the new quarters, says house committee chairman Hugh Maguire, and everything will be shipshape in a few weeks.

Press and radio representatives saw "The Secret Land" at 10 a. m., October 11, at the Loew Poli. On Navy day Admiral Byrd's Eskimo huskies will come in by truck here and in Bridgeport for a tieup ballyhoo. The submarine screening of the film came off successfully in New London, with Harry Rosenblatt, Harry Shaw and Lou Brown in attendance from New Haven, after which the boys experienced their first underwater gin rummy game.

Al Kane, Paramount district manager, was in town for a few days for a sales meeting . . . With a little over a month to go, Henry Germaine, Dick Carroll and the local boys hope to wind up in first place in Paramount's 36th and Greatest Year drive . . . Bob Kaufmann arranged a screening of "Cry of the City" for the police and juvenile delinquency department, press and radio representatives at the 20th-Fox screening room . . . At the district managers meeting at the office of I. J. Hoffman were Max Melincoff, Henry Needles and John Hesse.

Bridgeport Lyric reopened after a dark summer with a three-day run of "Shoe-Shine." Sam Shubouf is the manager . . . Elliott Forman, MGM exploiteer in from New York, visited Springfield, Hartford, New Haven and Bridgeport . . . Booth union members will meet October 21 at the Trades Council hall . . . Hugh Maguire, RKO office manager, was off several days with a severe cold . . . Warners went "Superman" serial in a big way at the Capitol, Danbury, where stores, newspaper and other tieups were arranged . . . The Saturday-Sunday serial also was introduced at Warners Gem, Willimantic, and Rialto, South Norwalk.

Ted and Joe Markoff are negotiating for permit to run motion pictures at the University of Connecticut, Storrs . . . Edward Lord, operator of the Lord Theatre, Norwich, fell and broke both wrists and blackened an eye while engaged in building operations for his new bowling alleys . . . Madeline DeCerbo resigned from the Columbia switchboard after four years.

Oliver Bishop of the arbitration board is having difficulty finding dates convenient for all in the scheduling of many overdue hearings . . . Bill Schulman of Realart Pix was in town working with Bill Brown on "Ali Baba" and "Phantom of the Opera."

Film Folk at Funeral For David Stoneman

BOSTON—A large group of New England exhibitors, distributors and industry friends turned out for the funeral services of David Stoneman, 71, lawyer and veteran theatreman who died at the Pratt Diagnostic clinic after a cerebral hemorrhage.

He was the father of E. Harold Stoneman, president of Interstate Theatres Corp., and was a leader in Jewish philanthropies. He was named president of the New England division of the American Jewish Congress last year and was national chairman of the AJC commission on law and social action. Last January 28 he celebrated his 50th year as a member of the Boston bar. Stoneman donated a $25,000 scholarship to Boston University last year. He was a trustee of Suffolk University and chairman of it finance committee in 1944.

Officers of the AJC issued the following tribute to Stoneman: "The passing of our beloved leader leaves a void in the never-ending struggle for human freedom and civil rights which will be difficult to fill. During his many years of leadership, he taught everyone of us that no man can be so busy with personal pursuits so as not to find time for service to his fellowmen. David Stoneman fought for the causes he deemed just, honorable and necessary without fear, without favor and without consideration as to the sacrifices involved."

Ann Blyth With Bing Crosby

Paramount has borrowed Ann Blyth from Universal to play opposite Bing Crosby in "Diamond in a Haystack."



LLOYD H. BRIDGHAM—Owner, Uptown Theatre, Dover, N. H. . . . State Theatre, Presque Isle, Maine . . . Harbor Theatre, York Harbor, Maine—says:

"Fifteen years of RCA Service in my theatres has proved to be one of my best investments."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

Adv.



HARTFORD

Mrs. Jesse Clark, wife of the Paramount Theatres district manager in Jacksonville, Fla., was here visiting her brother-in-law and sister, Mr. and Mrs. Walter Lloyd of the Allyn Theatre . . . Jim Cotia of the Regal was in Boston . . . William Lewis, Palace projectionist, returned to his duties following a long stay at the Hartford hospital. Bob MacDonald was relief manager . . . Howard Padowitz of the Palace purchased a 1942 Ford to replace the midget auto he had for a number of years.

Mickey Rooney was booked for a vaudeville date at the State, Hartford, starting October 22 . . . Salvatore Cantania is new projectionist at E. M. Loew's . . . Lou Cohen and Norm Levinson of the Poli sneak-previewed "Apartment for Peggy" . . . A kiddy theatre party was sponsored at the Bristol, Bristol, by the Columbus Republican club . . . The restrooms at the Webb, Wethersfield, have been redecorated. That Lockwood-Gordon-Rosen house, managed by Doug Amos, will resume foreign film showings on Tuesdays and Wednesdays, starting October 19.

Al Lessow of the Poli, Waterbury, and Harry Shaw of the Poli division office were among visiting Loew men . . . Flavia Sloat, for many years a cashier at the Allyn, is married and living in Unionville, Conn. . . . Edmund Jagielski, son of the Allyn doorman, entered Boston University . . . Arnold Van Lear, Paramount, huddled with Walter Lloyd on "Sorry, Wrong Number" ballyhoo.

Steve Perakos, son of Peter Perakos, Connecticut theatre operator, is a recent graduate of Boston University's law school and soon will take Connecticut bar exams . . . Harriet Budaj is new cashier at the Crown . . . Harry Bernstein, Columbia ballyhoo man, was in Hartford and Bridgeport in the interests of "Loves of Carmen."

Kathleen Finnegan, assistant manager at E. M. Loew's Court Square, Springfield, has resigned to be married . . . Lawson Daniels, manager of the circuit's Regent, Worcester, resigned to become a projectionist. . Rosen replaced him . . . Richard Landers, son of the circuit's Hartford division manager, resumed his studies at Suffield, Conn., Academy.

Construction has been progressing steadily on the E. M. Loew drive-in, on Norwich-New Haven road. E. M. Loew, circuit head, recently visited the site . . . The Children's Museum of Hartford will sponsor six motion picture showings from the latter October to the early April at the Bushnell Memorial, at $2.40 top. Films booked are "Till the Clouds Roll By," "Miracle on 34th Street," "Road to Rio," "Sitting Pretty," "Song of Love" and "State of the Union."

The two summer film theatres in Sound View, the Strand, operated by Glackin & LeWitt, and New Colony, operated by Tom Grasso of Windsor Locks and Herb Jaffee of New Britain, have closed for the season . . . The Crown has a new Encyclopedia deal. Jim Duffy is manager there for Crown Management Corp.

Directs 'Little Women' Music

Musical director for "Little Women," a Metro picture, will be Adolph Deutsch.

Unfair Business Quiz Under Way in Houston

DALLAS—Col. H. A. Cole, representing Allied Theatre Owners of Texas, and a number of independent exhibitors were in Houston this week to testify before a congressional committee investigating alleged unfair and monopolistic trade practices. Among those present were J. R. Euler, Tristates Theatres circuit; Hans Smith, Irving; R. B. Weatherall, Huntsville, and Rubin Frels, Victoria. Phil Isley, newly elected Allied president, did not make the trip, asking Cole to go in his place.

Representative William H. Stevenson of Wisconsin presided at the sessions of the small business committee. An early report reaching here was that E. B. Germany, multimillioinaire oil operator and president of the Lone Star Steel Co. at Daingerfield, testified concerning his problems in getting materials to operate that plant. Grocers, independent gasoline filling stations and exhibitors were next in line to present their grievances.

The committee is holding nationwide public hearings.

Henry Sorenson in Deal With 3 Manufacturers

DALLAS—Henry Sorenson of Modern Theatre Equipment Co., who returned recently from the TESMA convention in St. Louis, reported that he had made exclusive distribution arrangements with three manufacturers to distribute their products in Texas. Sorenson said the products were Tol Pak electric drinking fountain, prefabricated screen towers from Elizabeth Iron Works of Elizabeth, N. J., and the new Binyle plastic screen, made by Radiant Manufacturing Corp.

Sorenson said complete information would be made available on the items soon. Samples of the fountain and the screen were to be put on display in the Modern Theatre Equipment Co. offices immediately.

Mrs. D. B. Swabb Suffers Loss of Arm After Crash

AFTON, OKLA.—Mrs. D. B. Swabb, wife of the owner of the Ritz Theatre here, had her left arm amputated at the shoulder as the result of an automobile accident in which she was injured. Mrs. Swabb was driving her 1948 Ford along a country highway when it apparently left the road and turned over, pinning her beneath it. Mrs. Swabb is the sister of Earnest Smith, owners of the Depew Theatre in Depew, Okla.

Drive-In Permit Renewed At Corpus Christi, Tex.

CORPUS CHRISTI, TEX.—A permit for the construction of a $40,000 drive-in theatre at 4044 South Port Ave., by Underwood & Ezell Drive-In Theatre Corp., has been renewed by the city engineering department. The permit originally was granted more than a year ago and had expired, according to Lloyd Clarkson, head of the building permit division. Work already has been started on the drive-in.

Dallas Majestic, Erected in 1921, Reopens Following Renovation



At the top, the Majestic Theatre as it appeared when first opened in Dallas in 1921. At the bottom, the front of the new Majestic after remodeling and renovation just completed by Interstate circuit.

DALLAS—Except for the Fortieth Anniversary celebration of Interstate circuit in 1946, the reopening of the new look Majestic Theatre here on October 7, was regarded as the smoothest bit of showmanship seen in this area for ten years. Crowds in the street and in the theatre were as big as those at any previous similar occasion. The house never closed during its three-month front-to-back remodeling, and, although grosses during the period were lower, the feat alone was remarkable in the eyes of the trade.

A red carpet on the sidewalk and outer lobby floor was evidence that an important first night was at hand. Hollywood searchlights in the sky demanded the same attention. There were no long, tiresome speeches. A well-planned trailer announced the theatre's official opening and its rededication to Dallas. Then the picture, "A Southern Yankee," began.

The New Majestic has pushback seats, new decoration, lighting and drapes, new carpets and a standout candy counter in the foyer's center. Out front are the most impressive changes, where the biggest sign in town was brought up to date with fluorescent treatment and other modernistic touches. The 90-foot wide marquee was altered and most of the front light comes from this streamlined section which bears out sign letters in a variety of sizes.

Highlight of the opening campaign were six-page special newspaper sections in both the Dallas News and Times-Herald that spoke well for the circuit in these days when news columns run tight because of a surplus of advertising and a tight newsprint market.

Frank Orlando Starz, the circuit's publicity and advertising director, was responsible for the execution of both of these sections. Karl Hoblitzelle's photograph and story was the leadoff for reviewing Interstate circuit as an amusement and civic minded institution. As president of the circuit, his life was retold from Swiss ancestry, his St. Louis birthplace, his connection with the world's fair there and his coming to Texas.

His first Majestic here was an old opera house. It burned several years later. The second was also an old opera house, both serving to house big time vaudeville and occasional stage plays. This second house was in use until the new Majestic was opened in 1921. It is still basically unchanged as to sight lines, acoustics, foyer and lobby arrangements, all held to be sound for present day exhibition.

Vice-president R. J. O'Donnell came next for a review of his life as did assistant General Manager Raymond Willie, City Manager James O. Cherry, Majestic Manager Forrest Thompson and Starz, all presented as key men in Interstate circuit affairs. The New Majestic has the uncontested berth of flagship in the convoy of 160 Interstate circuit theatres in Texas.

'Rachel' Tops Dallas With Score of 120

DALLAS—The first week of the Texas state fair, with a quarter of a million persons attending the opening day, dampened receipts at first run theatres. The A houses, however, remained a little above average. The Robert Mitchum picture, "Rachel and the Stranger," led the parade with 120.

(Average Is 100)

Capitol—**Range Renegades** (Mono); **Open Secret** (EL), split with **Cross Trails** (Mono); **Assigned to Danger** (EL) 95
Majestic—**A Southern Yankee** (MGM) 110
Melba—**So Evil, My Love** (Para) 90
Palace—**Rachel and the Stranger** (RKO) 120
Rialto—**Belle Starr** (20th-Fox), reissue; **Return of Wildfire** (SG), 4 days 100
Telenews—**Triple Threat** (Col) 75
Tower—**Sorry, Wrong Number** (Para), 2nd wk 95

Hillbilly Records Click

LEONARD, TEX.—John L. Shivers, projectionist in L. B. Crow's Leonard Theatre, has gone in for hillbilly music to take up spare time and for possible extra added revenue. At his Len-Tex studio, Shivers makes records with guitar players and singers from adjoining corrals, and they are widely played on juke boxes in this area, with part of the royalty going to Veterans of Foreign Wars. He also books them in northeast Texas theatres. One of the more recent records is "I Am Only a Star in Old Glory." Songs from the local studio are being published in Hollywood through Broadcast Music, Inc.

Pies and Popcorn Hold Top Theatre Billing

From Midwest Edition

Minneapolis—Instances of exhibitors advertising other "attractions" instead of their film offerings are coming to light.

It may be that the Grant Theatre, Eveleth, Minn., thinks it doesn't make much difference what the individual screen offering is for, it uses its marquee, not to inform the public of the picture playing at the house, but to stress that "seasoned" popcorn is for sale. The marquee proclaims: "Hot Seasoned Popcorn on Sale Here."

The elaborate local Boulevard Twins, combination restaurant and motion picture theatre owned and operated by the W. R. Funk group, apparently figures that its pies are more of a lure than its pictures. The Twins devotes all except a very small portion of its large amusement display ads to tell how good its pies are—the amount of butter and eggs used. The only mention of the screen offering is its name at the very bottom of the ads.

'Ruth' Shown Free to Kids

DENTON, TEX.—"The Babe Ruth Story" was shown free to children at the Texas Theatre here in a tieup between Manager J. P. Harrison and Ben Ivey of the local Ford agency.

L. D. Brown, Brownwood, Acquires Plaza There

BROWNWOOD, TEX.—L. D. Brown, owner of the Queen and Ritz theatres here, has purchased the Plaza from Joy Houck of New Orleans and Dallas. Brown, a veteran film man of the silent years, turned over buying and booking to Ind-Ex Booking Service at Dallas.

R. A. Weller of the Texas, first independently operated house to open in this city, recently closed it down to Thursday, Friday and Saturday showings.

Remodel El Paso Houses

EL PASO—Remodeling of the Wigwam and Pershing theatres here has been started by Interstate Theatres, operator of the two houses. A new front and marquee will be installed at the Wigwam, the name of which will be changed to the State. Capacity of the Pershing will be increased to 800 seats by an addition at the rear of the building. John Paxton is manager of Interstate Theatres, Inc.

New Simplex Installations

DALLAS—The Rio Theatre at Mission, Tex., has installed new Simplex mechanisms, Peerless lamps, Hertner transverter, Simplex sound and a Walker screen. The new drive-in at Odessa, Tex., made similar installations of Simplex equipment, including National In-Car speakers and hy-candescent lamps.

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From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

THE historic Crystal Theatre in Dallas is being dismantled. It was launched by George Jorgensen when motion pictures were new, and his brother Walter was associated with him as the first manager of the house. Then W. G. Nevils came along with the Washington, a magnificent theatre with a front in classical art and about twice as wide as the Crystal. Nevils was kidded about it and was told that when it was turned into a livery stable it would afford entrance to the largest vehicles.

But the Washington front did the work, and much business was pulled in. The Crystal management got busy and expanded their front to match that of the Washington. An imported organist played the $10,000 Wurlitzer pipe organ, considered a whale of an instrument at the time.

Both houses prospered and paid good dividends. Even after the bigger houses came in, the Crystal did well because of its strategic location on Theatre Row on Elm street. Its experience inspired the building of the million-dollar theatres that thrive in Dallas today.

* * *

After previous efforts to wedge Sunday shows into Texarkana, the Saenger Amusement Co. is now sailing along with scant opposition. Shows start at 2 p. m. and are continuous on Sundays. An interesting plan to get that extra profit on Sunday has been developed in Little Rock by Ed Rowley of Robb & Rowley. Even the city commission there was bitter toward the movement, but hostilities waned when Rowley offered to donate a share of the receipts to worthy charities.

* * *

The Pantages Theatre in Dallas is being remodeled. It has been in the comparative shotgun class for several years, with vaudeville. It will have its name changed to the Ritz, along with its atmosphere and standing. The entire contract, including actual remodeling of the building and art work, fixtures and displays, is being done by the King Scenic & Theatre Supply Co., with W. B. King in active charge of the work.

* * *

Plans to render financial aid to storm sufferers in Florida and the West Indies are under way in the Oklahoma area. The quota for the territory is $8,000. W. G. Spearman, president of the MPTO, presided at a meeting of committee workers with Red Cross executives.

* * *

The Oklahoman Theatre at Hobart opened recently as a gala event, with attendance of notables from many distant points. Charles Mahone is owner.

* * *

Within a year, all theatres in Oklahoma City will be equipped for sound, according to official pronouncements. Throughout the state, as well, the "new craze" of sound equipment is taking hold and many exhibitors are taking advantage of the air of expectancy on the part of the public by improving their theatres in other ways. Improved highways are making possible quick travel from towns and communities where there are no theatres.

* * *

The Wonderland Theatre, Vian, Okla., is being reopened by F. D. Cason . . . The Rex Theatre at Maud has been purchased by Tol Teeters, who has assumed management . . . Floyd Parker has sold his Rex Theatre at Wink, Tex., to the Griffith Amusement Co. of Oklahoma City . . . G. L. Harrison, an educator of McCurtain, has bought the Rialto there from W. D. Tarkington . . . Berry and Cauble opened the Strand Theatre at Muskogee after the house was dark a year. Cauble has been operating the Gayety at Tulsa for some time.

* * *

Seen on Oklahoma City Filmrow: W. F. Morris, Favorite, Lindsay; Hiram Dunkin, Dunkin, Cushing; P. N. Wilson, Colliersville, Tenn.; Mrs. W. H. Boureman, Earle, Ark.; Glenn Smith, Star, Sand Springs.



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DALLAS

Pat McGee of Cooper Foundation Theatres, Denver, and his wife Marie were here for the Texas-OU game and were guests part of the time at the Wallace Walthalls . . . From Oklahoma City came Jess Bowman, technical engineer for Cooper interests; Charley Freeman, general manager of the C&R circuit, and Horace Falls, operator of a string of houses since leaving Griffith Amusement Co. two years ago.

Mrs. Geraldine Miller, secretary to P. K. Johnston of the Interstate circuit buying and booking department, has been on a vacation . . . Two western film players, Wanda McKay and Jimmy Wakely, were honored at a party in the Baker hotel by state fair of Texas officials, press and radio representatives. Host was Col. V. B. Likens, sponsor of the Flying L. Rodeo in which the film stars are appearing at the fair. Both also were feted at South Dallas Kiwanis and Salesmanship club luncheons. Then they went to Lloyd Rust's Kessler Theatre for an early afternoon appearance.

Mrs. Clarence Echols, president of the Dallas Motion Picture Reviewing Board, has been in Hollywood visiting the studios to see films in production and to screen late releases with official reviewers of the west coast. She planned to do research in film libraries for material to be used in talks to various women's organizations here later in the year.

Final audit of ten weeks of the Starlight operetta in the Fair Park Casino, disclosed a total deficit of $27,000. Current opinion was the performances had more star and production value than ever before and attendance at every performance was greater. The joker was that several full houses were lost due to rainy weather.

The Jimmy Durante show at the state fair is being labeled by critics as highly successful and a "stupendous" affair. He was termed "one of the great clowns of our day." The Harry James Music Makers were the other half of the act. The top film stars drew SRO crowds. Six other acts of music, dancing and acrobatics made up the two-hour show . . . More favorable reports came at midweek from the bedside of W. W. Spruce, MGM office manager who has been in a critical condition in Medical Arts hospital with a blood clotting complication in his left leg. Doctors worked feverishly to build up his strength so that he could stand amputation as the only hope to save his life. The operation was performed several days ago, and Spruce has rallied. Film folk who know him were expressing every hope that he will pull through.

Cranfill H. Cox, former operator of the Crystal in Gilmer, was one of the boosters who put the yam sweet potato on the map in that part of east Texas. On a radio announcement during an agricultural program at the state fair, Cox was given due credit for helping to organize the East Texas Yamboree celebration, of which he has served as a director for the past several years. Cranfill Cox jr. has been operating the Crystal for some time now and is doing the same sort of public spirited promotion pursued by his father.

Others here for the Texas-Oklahoma game were Ralph Warner, Oklahoma City; Dale Willson, Elgin; Ralph Drury, Tulsa; Paul Townsend and Frank McCabe, Oklahoma City, and J. Wood Fain, Woodville.

Visitors on the Row included J. E. Douglas and his wife of the Buccaroo Theatre, Breckenridge; R. M. Freed, State, in Royse City; W. H. Dunbar, Reno, at Vidor near Beaumont . . . The Varsity is showing classic films each week on Thursday and Friday. Recent examples were "Les Miserables" and "The Fugitive" . . . Newsreel shots of the activities at the reopening of the Majestic Theatre were shown this week in Interstate circuit's six top neighborhood theatres here.

Phil Isley returned from Hollywood where he went to speed completion of the new Picwood Theatre, 1,600-seater which should have its formal opening soon. He plans to return there for the occasion. Isley has two other neighborhood deluxers in the Hollywood area, the Meralta and Lankershim,



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10,000 or over	7.95 per M	Popcorn Cones	2.25 per M
½-lb. Brown Pinch Bottom Bag	1.10 per M	Popcorn Salt, 24/2-lb.	$2.40 per case

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each with 1,000 seats. H. J. Griffith also has an interest in these houses.

Ed F. Brady, owner of the Palace and Rivoli theatres at San Benito, was here for the dual purpose of seeing the Texas-Oklahoma football game and completing arrangements for remodeling of the Rivoli. Ed said he had engaged the same artisans that gave the Majestic here its new look.

Brady said he played more and better golf now with Ed Green of Texas Theatre Service Co. doing his buying and booking. Recently Brady was third with a low score of 65 in the Lower Rio Grande golf tournament.

ANYONE LOSE KEY RING?

Dallas—Some Texas exhibitor has been locked out at 12 places since he left his key ring September 29 at the cashier's window in the MGM exchange. C. G. Swenson, the cashier, said he is almost sure the date is correct and that an exhibitor left them. He said it finally came to him that BOXOFFICE was the field that could get the keys and their inconvenienced owner together again. The owner is asked to contact Swenson at the MGM exchange here and doors now sealed will again be opened to him.

Jake Webb of the Bantex Theatre at Bandera was here on a film business trip ahead of the fair crowds and returned home before the biggest traffic congestion in this city's history . . . Mrs. Earnest Forsythe of the Don Gordon in Houston was a recent shopper . . . Louis Dreisbach, booker in the J. G. Long office here, married Jo Ann Mitchell in Oak Lawn Methodist church. The couple left on a Shreveport honeymoon.

W. D. "Boots" Smith, in charge of the painting now going on at the Robb & Rowley Theatres general office, was a projectionist 17 years at Winsboro before he switched jobs. He last worked there for B. R. McLendon, who owns the State, but previous to that served three other owners. Boots then moved to Orange, where he was an electrical inspector during the war and soon after became a painter. He doesn't have set plans to get back in the show business but he thinks about it.

John Blocker and partner, J. S. Sands, who opened their new 500-car Falls Drive-In at Wichita Falls last Friday, were here on their first booking trip for the venture . . . M. S. White, well-known showman and businessman, keeps busy looking after the construction of his new Plaza Theatre here on McKinney near Haskell. He thinks the opening will be about Christmas.

Dan Hulse jr., Forrest High senior who is already making strides toward becoming a news cameraman, now has a full-size professional camera and dares anything unusual to happen. A number of shots taken by him have appeared in BOXOFFICE.

S. L. Oakley, general manager of Jefferson Amusement Co. at Beaumont, is back on the job fully recovered after a recent sick spell . . . James Dorman, manager of the Ideal in Fort Worth, was in town on his 24th birthday on his way to visit his mother at Pleasant Grove, on the outskirts of this city. His wife and 9-month-old son Mike already were at the ice cream and cake scene. Dorman formerly worked here for National Theatre Supply. He said he was glad that yeggs seem to wait until he is transferred from a theatre before they rob its safe. They knocked off the Azle Theatre safe in Cowtown just after he left there for the Ideal. They had already broken into the strongbox there.



MRS. L. R. ROBERTSON—Owner, Lucas Theatre, Dallas, and Pix Theatre, Fort Worth, Texas—says:

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OKLAHOMA CITY

A new radio show is being broadcast from the front of the State Theatre. Station KTOK is carrying the program, Kurbstone Kollege, which is aired Tuesday, Thursday and Saturday of each week at 1 p. m. Prizes are offered on the show.

The closing date for the Blandings Dream House here has been extended for the third time. It will close on October 17, according to the Northside Civic club which is sponsoring the showing to raise funds for a 42-acre children's park. The closing date was extended in order that it might be open through the Oklahoma Lumbermen's Ass'n convention here. More than 23,000 persons have visited this house since it opened August 1 and about $11,000 has been raised.

Only a few dates remain open on the Auditorium's winter season booking schedule, according to Jimmy Burge, manager. Burge said he is assured of the biggest October of all time.

The President's two-day visit to Oklahoma, September 28-29, was filmed and is to be shown in some 400 theatres. The travalog, entitled "President in Oklahoma," was to be shown first in theatres along President Truman's route. The state Democratic headquarters had the visit recorded on film by L. A. Chatham of Tulsa.



GLEN D. THOMPSON, Oklahoma City, Okla.—Owner and operator of 15 theatres located throughout Oklahoma—writes:

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Three Oklahoma City Houses on Air Shows

OKLAHOMA CITY—The Don Estes KTOK radio show, which emanated from the Criterion for many months, now is heard daily at 6:15 p. m. from the Tower stage.

The Criterion has a new radio show, Merl Lindsay and his Western Swing broadcast, heard at 12 noon on KBYE, Monday through Friday.

Featured with the Lindsay program is Hit the Pay day, in which many valuable prizes are given the audience lisenters, including a round trip to Hollywood. On the last Wednesday in each month, designated as Jack Pot day, a radio, deep-freeze refrigerator or kitchen range are given in addition to the regular prizes.

Another C&R house, the Plaza, has the KOMA Knothole Gang radio show each Saturday at 10 a. m. The kids see a screen bill, see and hear the broadcast which features a sports guest and have chances at prizes, all for 10 cents. Curt Gowdy conducts this program.

New Valley Seats 1,000

EL PASO, TEX.—The new Valley Theatre, a 1,000-seat suburban house, was opened here recently by the West Texas Amusement Co., owned by Cesle C. Dues, former Crawford Theatre operator; Henry Sorenson and Everett Collins, Dallas, and Gene Hendon, manager of the new Valley. The house was built of brick and reinforced tile and features an unloading zone for passengers plus three large parking lots. J. E. Morgan & Sons were contractors.

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Houston Loew's State Has 21st Birthday

HOUSTON—Loew's State Theatre here, the only Loew's theatre in Texas, celebrated its 21st birthday recently with two persons left of the original crew which was with the theatre when it opened in the fall of 1927. They are Homer McCallon, president manager, and John "Red" Tally, projectionist.

The formal opening of the theatre 21 years ago was a little on the serious side and was delayed for several weeks by the death of Marcus Loew. Jesse Jones, who was principal speaker for the occasion, told the attending crowd that he had brought the biggest and best showhouse to Houston.

"We have spent 21 years trying to uphold that buildup," said McCallon.

LAST OF BIG DOWNTOWNERS

Loew's was the last of the four big downtown theatres to open, following, by eight months, the opening of the Metropolitan. Until the Majestic was built in San Antonio, Loew's was the biggest theatre in the southwest, according to McCallon.

When Loew's first opened, the policies were much the same as the opposition, except that instead of stage shows Loew's had vaudeville and featured such acts as Fanchon & Marco, who rose from dancing partners to theatrical producers.

Later vaudeville was dropped for an all picture policy and occasional personal appearances. The appearance most remembered was that of the late James Corbett, former heavyweight champion of the world, who was in his late sixties when he came to Houston.

FEATURED VAUDEVILLE, TOO

"We also played Edgar Bergen and Charlie McCarthy in person when they were No. 3 on the bill and Milton Berle when he was just a fresh kid breaking into vaudeville 18 or 19 years ago," McCallon recalled.

He listed a number of what he considered the biggest pictures ever made including Gilbert and Garbo in "Love," Norma Shearer and Leslie Howard in "Smiling Through" and others but said he believed that "Ben Hur" was the best picture ever made by MGM.

Loew's State is proud of the Louis XV and XIV period furniture adorning the lobbies and mezzanine. The furnishings were imported over 100 years ago and are real museum pieces.

To celebrate its 21st anniversary, "Date With Judy" was featured. "This was chosen," said McCallon, "because of the wide range of admirers from children to oldsters."

Sack Gets Video Rights To 'Texas' One-Reelers

DALLAS—Sack Television Enterprises has acquired exclusive world television and all nontheatrical rights to This Is Texas series of one-reel topical films, produced by Nationwide Pictures, Inc., of Dallas. The deal was closed between H. K. Carrington, president of Nationwide, and Alfred N. Sack and covers six one-reelers per year for a five-year period.

Four of the 1948 group already have been completed and are titled "This Is Texas," "Invisible Rivers," "Swords and Ploughshares" and "Bells of Texas." Two more, "Texoma Holiday" and "Town and Country," a dude ranch subject, are in production.



MATCHING GIRTHS—Bob Warner of Dallas, rotund Manley, Inc., executive, met a showman who could match, if not exceed, him in girth when both attended the recent Theatre Owners of America meeting in Chicago. Left to right: Ted Jacocks, hefty theatremen from Branford, Conn.; Maurice Loewenstein, TOA director from Oklahoma, and Warner.

Cities Seek Revenues To Meet Higher Costs

EL PASO, TEX.—Some 400 delegates to the League of Texas Municipalities three-day convention here mapped out a 12-point program of suggestions to be presented to the state legislature with an eye to finding new city revenues to pay higher operating costs. Only one of the suggestions had direct bearing on show business. Instead of suggesting an additional state admissions tax the league called for "a city admission tax on shows and other entertainment tickets, when the federal tax is repealed." At an earlier meeting the word repealed was not specified. A city tax on tickets was suggested when the wartime 10 per cent additional federal tax is lifted. Paul Hamburger of Houston is president of the league.

$7,000 Damage at Aubrey

AUBREY, TEX. — Approximately $7,000 damage was caused to a local theatre, owned and operated by Mr. and Mrs. Roy Stone, when flames swept through it recently.

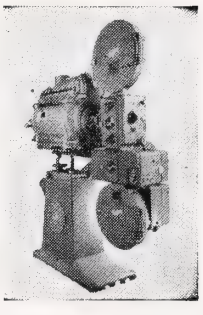
Pioneer, Inc., Dissolved

PLAINVIEW, TEX.—Dissolution of incorporation has been granted Pioneer Theatres, Inc.

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(Retail or Wholesale at Terms to Suit)



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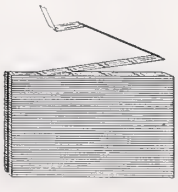
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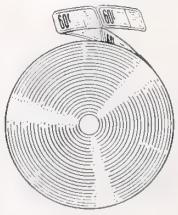
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SAN ANTONIO

The Majestic and Broadway theatres had the first local showings of the special football picture of the SMU-Texas Tech game played in Austin the day before . . . Quick work on the part of George Gibson, Joy popcorn attendant, saved Mrs. Annie Sanford, ticket-taker at that theatre, $12.50. The doorlady had left the ticket box to answer the phone and a purse-snatcher made off with her pocketbook. The popcorn man gave chase and captured the culprit on the street in back of the theatre.

The Horace Heidt stage show was a sell-out at the Auditorium Sunday (10) . . . Showing along the Rialto: "Rope" was at the Aztec, "Julia Misbehaves" at the Majestic and "Thunderhoof," Empire . . . "Her Husband's Affairs" opened a three-day run at the Texas . . . Sympathy to Mrs. Effie "Buster" Bulwer, doorlady at the Majestic, on the death of her mother, Mrs. E. E. Schott . . . "Drums" returned to the Empire for a weekend engagement.

William Demarest, Hollywood actor, appeared in person at Brooke army medical center under the auspices of the Veteran's Hospital Shows, Inc. . . . Visitors to the Clasa-Mohme and Aztec film exchanges included Arnaldo Ramirez, Mission, Rio; Miguel Delgado, Nacional, Crystal City; Julian Suarez, S&S Theatres, Midland and Odessa, and Amador Candelas, Austin.

Lucille Duncan, cashier at the State, reported the theft of $100 from the ticket office last week. Officers still were looking for the robber and the money . . . Alan Young, film and radio actor, appeared at Brooke General hospital here, to entertain patients . . . Bill Tank, 64, who was engaged in show business, died at Southton recently. He was a native of Davenport, Iowa.

Bill Hussung turning in a nice job as production manager for "The Women," the Little Theatre's season opener at the San Pedro Playhouse . . . Polack's indoor circus is billed for a full week's run in the Municipal auditorium starting November 1, under the sponsorship of the Alzafar Shrine Temple here. The show has been appearing here regularly every fall since the close of World War II.

The Texas played Red River Dave's new Universal western short, "Hidden Valley Days" . . . "Christmas Eve" opened a four-day engagement at the Texas . . . "In Old Los Angeles" had its first suburban showing at the Josephine . . . Manager Maurice Cleaves of the Texas has booked the road-show "Burlesque" which goes on the boards here November 1.

Baseball and football enthusiasm was at fever heat with pictures second place among local amusement fans . . . Zaragosa Amusement Co. is readying the new Alameda for opening in December. Seating 2,500, the new house will be a Spanish-language house . . . Richard Wick, assistant manager and treasurer at the Palace, and Sallie Stanton of the Southern Theatre Co. staff, are loyal football enthusiasts.

Directs 'Secret Garden' Art

The art direction for "The Secret Garden," a Metro film, has been assigned to Urie McCleary.

Several Dallas Theatres To Charninsky Control

SAN ANTONIO—The downtown subsequent run Prince, a vaudeville house in the early days, is having its face lifted in an improvement program directed by Eph Charninsky, head of Southern Theatres. Several weeks ago a group of six or eight theatres here operated by Interstate circuit, were turned back to the owners, Underwood & Ezell. The Empire and Palace downtown, as well as the Harlandale, Highland Park and Star in the neighborhoods, were in the group. Charninsky was a partner in those houses and was their general manager for years. He now heads the group under the Southern Theatres name, although they still come under jurisdiction of the Underwood & Ezell office in Dallas.

Theatres Become Refuge From Mosquito Attack

BAYTOWN, TEX.—Baytown's film houses were used recently as shelters from an aerial attack of mosquitoes which literally took over the city.

Fishermen were forced to abandon their fun when the heaviest invasion of mosquitoes in the history of the town remained unabated despite the use of insecticides and spray guns. Five local theatres were packed with refugees and patrons of drive-ins had to keep their car windows closed.

The invasion was attributed to high tides and the recent hurricane in Louisiana.

Lay Roof at Seagoville

SEAGOVILLE, TEX.—The roof is being laid on Charles Weisenberg's new 600-seat Sylvia in this small town 20 miles southeast of Dallas. Wood framework to support a V-shaped marquee and a two-way attraction sign was being completed. The all-brick theatre fronts on the main highway to Kaufman. On the same highway at the midway point toward Dallas is Weisenberg's sign designating the Kaufman Pike drive-in which will be started later in the fall just after the Sylvia opens.

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CONCILIATION PLAN SCHEDULED FOR TRISTATES CONSIDERATION

Memphis Meeting May Be First Regional Group to Act on Project

MEMPHIS—Television, taxes, public relations, censorship and conciliation will be among subjects to be discussed by Arkansas, Mississippi and Tennessee exhibitors during the Tristates Theatre Owners convention at the Chisca hotel here October 25, 26.

The Memphis gathering of the motion picture industry, with exhibitors and distributors in attendance, may become the first regional meeting of theatre owners to take action on the conciliation system on an exchange basis since the TOA convention in Chicago.

Recommendations that conciliation systems on an exchange area basis be established as a step towards eliminating exhibitor-distributor litigation undoubtedly will be discussed, since one of the speakers will be Andy Smith jr., 20th-Fox general sales manager, who invited the national TOA to participate in the company's conciliation plan as instituted in Minneapolis by North Central Allied.

CENSOR BINFORD INVITED

Censorship, for which Memphis has gained a national reputation due to the banning of many pictures from its screens by the Memphis Board of Censors, will be a topic at convention sessions. An invitation has been extended to Lloyd T. Binford, chairman of the Memphis Board of Censors, to speak during the conclave.

Television not only will be discussed but also demonstrated as Paramount is planning to bring a television film from New York for a demonstration before the Tristates delegates.

Taxes and public relations are matters which exhibitors have requested President Orris Collins, Paragould, Ark., head of Tristates, to introduce for discussion.

Chalmers Cullins, Memphis, is planning entertainment, while M. A. Lightman jr. is directing publicity, and many details are being supervised by Bill Ruffin jr., Covington, Tenn.

The tentative program follows:

SUNDAY, OCTOBER 24

1:30 p. m.- Board of directors meeting.
6:30 p. m.—Cocktail party.
8:00 p. m.—Board of directors and officers dinner.

MONDAY, OCTOBER 25

9:00 a. m.—Registration.
10:00 a. m.—Morning business session.
12:30 p. m.—Luncheon and style show.
2:30 p. m.—Afternoon business session.
7:00 p. m.—Cocktail party and dinner.

TUESDAY, OCTOBER 26

10:00 a. m.—Morning business session.
12:30 p. m.—Luncheon.
1:00 p. m.—Tour of city for ladies.
2:30 p. m.—Final business session.
6:30 p. m.—Cocktail hour.
8:00 p. m.—Banquet and dance.

Speakers will include Herman Levy, general counsel of TOA; Gael Sullivan, TOA executive director; Ted Gamble, chairman of the TOA board; Andy Smith jr., 20th-Fox; Robert Mochrie, RKO; H. M. Richey, MGM; Sam Shain, 20th-Fox; Earl J. Hudson, TOA public relations committeeman; Ed Fabian, son of Si Fabian; Guthrie Crowe, president of the Kentucky Theatre Owners Ass'n; Arthur Lockwood, president of TOA; Herman Hunt, of the TOA Board of Directors, and Dave Palfreyman, MPAA, Washington, D. C.

Atlanta Police Evacuate 200 When Theatre Burns

ATLANTA—Two Atlanta policemen found it hard sledding to evacuate more than 500 engrossed patrons from the Little Five Points Theatre recently. The officers, P. T. Giles and G. T. Bennett, discovered flames at the theatre and turned in a fire alarm on their patrol car radio. Then they rushed into the building to direct the evacuation.

Giles walked down one aisle and his partner took the other, both asking that the patrons "leave the building immediately."

"We virtually had to yank several of the youthful patrons from their seats," Bennett said, "but we were afraid we would cause a panic if we told them the house was on fire."

"The Michigan Kid," an outdoor adventure film, was being shown. Estimated damage to the Little Five Points was $2,000. The fire was believed to have originated in an exhaust fan.

Gainesville, Fla., Theatre Has 20th Anniversary

GAINESVILLE, FLA.—The Florida Theatre has been observing its 20th anniversary with a series of special presentations arranged by W. Ed Roberts, manager of the house for the last 18 years. The Florida, built by the old Publix-Saenger-Sparks Theatres, now is operated by Florida State Theatres.

Really Works Matinee In Drive-In Theatre

Birmingham—"Working a matinee in a drive-in theatre" is a standing jest among projectionists all over the country. But Ralph A. Root, business agent for MPPMO Local 236, recently was called upon to assign an operator to just such work. It wasn't for a motion picture, however.

It seems that a local radio evangelist wanted to hold a meeting at the new Fair Park Drive-In. He wanted to utilize a public address system, fed into the theatre's in-car speakers. A projectionist would have to be on hand to monitor the sound.

Root promptly assigned Hartwell Montgomery, regular projectionist, to handle the job.

Montgomery Theatres Boycott Newspapers

MONTGOMERY, ALA.—In an attempt to obtain better space location for their advertising in the local newspapers the Wilby Theatres of Montgomery stopped all newspaper advertising in the daily papers except on Sunday.

The newspaper situation here consists of the morning Montgomery Advertiser and the afternoon Alabama Journal, both published by the same interests. Local businessmen have complained about many advertising policies of the papers and the theatre action represents another protest.

Several months ago the papers added a four-page tabloid to their standard size papers. At first the tabloid was used exclusively for classified advertising, but recently the classifieds have been moved into the main section and the tabloid has contained the comics and theatre advertising.

According to William Wolfson, manager of the Wilby theatres, the Advertiser-Journal has refused to place his advertising anywhere except in the tabloid. Three weeks ago all theatre advertising was discontinued in these papers except on Sunday when there is no tabloid.

The theatres are continuing their advertising in the weekly Montgomery Examiner. They also have a nightly roundup of theatre news on radio stations WAPX and WSFA Wolfson reports that the decrease in newspaper advertising "has had absolutely no effect upon attendance." He also stated that this might be a permanent advertising policy, even though the papers should change their policy.

Safety Harbor Theatre To Reopen October 22

SAFETY HARBOR, FLA.—October 22 has been set as the opening date for the Harbor Theatre, owned by M. Leaventhal of New York and now being remodeled and refurnished. The projection booth has been enlarged to provide more working space. New carpets were to be placed in the aisles and comfortable new seats are on order. The stage is being rebuilt and will provide more space and the front of the theatre is being remodeled. New sound and projection equipment also will be installed. It is estimated that the cost of repairs and alterations will approximate $5,000. Eddie Smith, son-in-law of Leaventhal, will serve as manager.

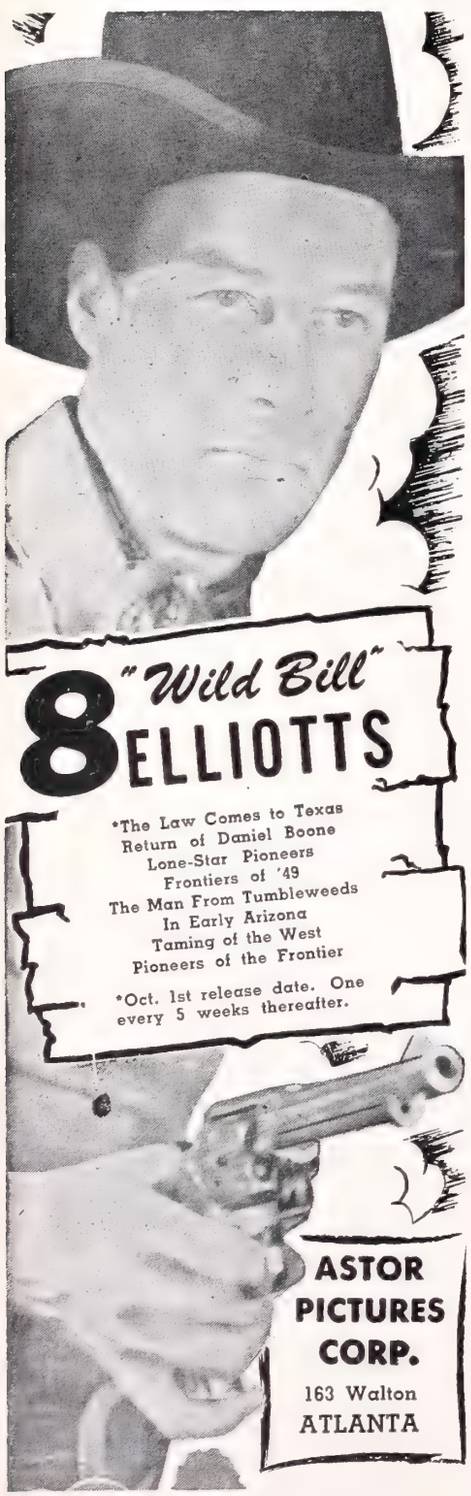
Screen Youth Film at Lakeland

LAKELAND, FLA.—Juvenile delinquency in its most dramatic aspects was the theme of a picture, "Report for Action," shown privately at the Polk Theatre. An invitation was sent to all Lakeland adults interested in juvenile delinquency. Robert Anderson, city manager of Florida State Theatres, was responsible for the showing.

ATLANTA

H. T. Spears, general manager of the Bailey Theatres with headquarters here, said his company had taken over the Lincoln, Carver and Central theatres in Tampa . . . UA Manager Johnnie Bachman said "Red River" was scheduled for opening at Loew's Grand here October 29, and Loew's Vendome, Nashville, Tenn., October 28 . . . Harry F. Meadow, who handled sales on "Henry V" and Jack Frost of the booking department have been named salesmen for UA. Allen Rainwater, former head shipper, and Jim Corbett, moved to the booking department.

UA Western Division Manager Fred Jack visited the local office on his way to New York . . . Robert Sadler was added to the UA shipping department . . . Sidney Laird, booker for the Al-Dun theatres in West Point and other Georgia cities, was here booking . . . Jack Barrett and his wife returned to their home in Lakeland after a sales meeting with Branch Manager Jimmy Hobbs of Monogram.



New officers of the Film Council of Atlanta were installed recently at a dinner at the Belmont Steak House. The new committee started work on its new project, the council-sponsored Georgia Audio-Visual Aid week program October 25-30 . . . Bob Cannon, Lake City, Fla., exhibitor, was here on a business-pleasure trip . . . Jack Coltraine, sales representative for Wil-Kin Theatre Supply Co., returned from the opening of the new Waters Fair Park Drive-In near Birmingham.

The Grove Park Theatre, owned by W. Welch, has installed 500 new seats . . . W. H. Rudisell, branch manager for Kay Exchanges, left on a Florida trip . . . Ike Katz of the same firm left for a visit to the New Orleans and Memphis offices . . . President William "Snake" Richardson of Astor screened that company's first Bill Elliott western . . . Kate Loftin of 20th-Fox returned from a trip to Florida and Cuba.

Walter Morris, Pike, Lee and Tower, Knoxville, Tenn.; Louis Worthington, Drive-In, Bessemer, Ala., and Forman Rogers, Montgomery, were in the city booking . . . W. B. King, owner of the Houston Theatre, Dotham, Ala., was a recent visitor at Moore & Wilson Enterprises . . . George Nunesser, Monogram salesman in New Orleans, and J. E. McLeory, Charlotte representative of the same company, were here visiting.

Norman Colquhon recently was named branch manager for FC in Dallas. He was formerly manager for EL here . . . Ralph Peckman, who will handle Realart Pictures, said he hopes to open his Jacksonville office soon . . . Butler Gore said he would open the Hanger Theatre at Hapeville, Ga., again soon.

L. A. Stein of Floyd & Stein circuit in Georgia and Florida returned to Jacksonville after a visit here . . . Visitors on the Row included C. A. Johnson, Emory Theatre, Center, Ala., and Mr. and Mrs. H. Edwards. Edwards is Georgia Theatres manager at Savannah.

Nat Williams, president of Interstate Enterprises of Thomasville, Ga., says work will begin soon on the new drive-in near Quincy, Fla. . . . Paul Wilson and his force returned from the 20th-Fox sales meeting in Hollywood . . . Tommy Read, city manager for Georgia Theatres, says Eddy Arnold will open a week's engagement at the Fox October 28 . . . Manager Mel Brown of the Peachtree Art Theatre said prices for the special showing of "Hamlet" will be $1.20 to $2.40.

H. Denning, district manager for Dixie Drive-Ins in Savannah, Jacksonville and Orlando, Fla., was visiting headquarters here . . . Jack Elwell, general manager for the same concern, returned from a visit to Havana, Cuba . . . Jimmy Frew, U-I local manager, and Ralph McCoy, FC branch manager, returned to their desks after visits from the city . . . The Ritz Theatre in Fernandina, Fla., has been closed by owner C. E. Beach.

The Republic staff held a party recently at Adams Park . . . Robert Tarwater, EL local boss, announced the appointment of Don Bluffington as salesman for Alabama . . . Mrs. Kay Harrison was added to the EL office force . . . District manager Grover Parsons was laid up with a bad leg.

Winter Haven, Fla., Ritz Pays Damages to Youth

WINTER HAVEN, FLA.—The Ritz Theatre was ordered to pay 11-year-old Herschel Cameron $172.50 in damages for injuries allegedly received when he was locked in the theatre following a show July 4. Suit was filed in the name of the boy's father, James Cameron, and asked $1,000 damages. The bill alleged negligence on the part of theatre employes. The compromise offer of $122.50 for medical expenses and $150 for personal injuries was accepted.

Free Pass in Dania Ads

DANIA, FLA.—Every copy of some issues of the Dania Press contains a free pass to the drive-in on West Broward Blvd., between Fort Lauderdale and Dania. The full page of the newspaper containing the pass must be presented at the gate. The pass is good for only one admission. All other occupants of the car, excepting children under 12, are required to pay regular price.

Caged Animals Attract

TAMPA—Four cages of beasts, including a Florida panther, bear, alligators, monkey and baboon, were exhibited in front of the Park Theatre to focus attention on the premiere opening of "Man-Eater of Kumaon." The animals were furnished by the Bonita Springs zoo. Officers of the Florida State Game and Fresh Water commission are stationed at the cages every hour of the day.

Sunday Shows Legalized

TABOR CITY, N. C.—Sunday motion picture shows were legalized here last week by a vote of two to one as city commissioners finally disposed of the controversial issue. Foes and proponents of the question clashed openly at the meeting in September and the matter was held over for further consideration.

Install New Sound at Bearden

BEARDEN, ARK.—The New Theatre here, owned and operated by Louis Brazile, has installed new sound equipment and made other improvements.

Features Serials
KAY FILM EXCHANGES
Westerns Comedies
KAY FILM EXCHANGES
300 W. Third St. CHARLOTTE, N. C.
410 So. Second St. MEMPHIS, TENN.
163 Walton Street, N. W. ATLANTA, GA.

Drive-In Owners Take Quarrel to Courts

GADSDEN, ALA.—A $100,000 suit, growing out of complications surrounding operation of the drive-in in East Gadsden, has been filed in circuit court here by B. W. Wright and Rosalee H. Wright against A. B. Reese, Inez Reese and Dwight Lee. Wright is president of the corporation operating the drive-in and the others are stockholders.

It was charged that the defendants had "falsely and maliciously" accused him and Mrs. Wright in a suit in circuit court of "withholding funds" from the auto theatre. This implied, Wright charged, that the plaintiffs were guilty of embezzlement.

Wright contended that while he was out of the city the stockholders had a receiver, Ted East, seize control of the drive-in. East, formerly a ramp boy at the theatre, is still operating it, Wright said. Settlement of that phase of the dispute is now in federal court. No decision was handed down in a recent federal court hearing.

In commenting on his suit, Wright said that the defendants had, "through their false testimony before the grand jury," caused him to be indicted for embezzlement. At the time they made their charges to the grand jury, he charged, the books of the business were in the hands of a public accountant. He added that they testified without having seen the books or without knowledge of the business accounts on the books.

Films Council Elects

MEMPHIS—Better Films Council, which sponsors four kiddy matinees each Saturday afternoon in neighborhood houses and recommends pictures for children and family audiences, has elected Mrs. W. Wright Mitchell, president, succeeding Mrs. Carrington Jones. Mrs. Carruthers Love was re-elected vice-president and Marguerite H. Brandeau, corresponding secretary.

Uses Weekly Radio Quiz Show

PALM BEACH—The Paramount Theatre has begun a weekly radio quiz entitled Who's Talking? with a jackpot award that is increased $100 a week. Merchandise prizes also are awarded. The program is broadcast over a local radio station and is sponsored by the Outside Venetian Blind Co. The show is a syndicated transcribed production distributed by Hal Tate Radio Productions of Chicago.

Show 'Going to Blazes'

TAMPA—Florida Theatre manager Donald Holcomb was host to citizen members of the Fire Prevention week committee at a showing of "Going to Blazes." The film presented facts and figures that the committee plans to use in the Fire Prevention week safety campaign.

DO YOU NEED

BUYING? BOOKING? PAYING?
SUPPLIES? EQUIPMENT?

We Can Help In All!

WILSON-MOORE ENTERPRISES, INC.

89 Cone Street, N. W. Atlanta 3, Ga.

Auburn, Ala., Admission Levy Starts October 17

AUBURN, ALA.—Adult admission prices at Auburn's two theatres will rise from 32 to 35 cents on October 17 due to a new municipal amusement tax. The tax, voted in by the city commission, provides a tax of 1 cent on each 10 cents admission or fraction thereof.

The tax was voted over the protests of local theatre owners. Charles Flowers and George Deavours, managers respectively of the War Eagle and Tiger theatres, told the commission that the new tax would affect their business adversely. G. H. Wright, commission president, estimated that the tax would increase the municipal revenue about $1,000 monthly. It was explained that the additional revenue was necessary to provide expanded services demanded by citizens.

It was asserted that amusements were chosen for the tax, not in discrimination, but as a luxury item, and a tax reaching persons receiving municipal services but paying no taxes.

Welfare Groups See 'Report'

ST. PETERSBURG—Personnel from all youth welfare groups, the Ministerial Ass'n, Juvenile Welfare board, Community Chest agencies and others directly or indirectly connected with the conduct of youth activities, were guests of the Cameo Theatre management at a special showing of "Report for Action." Following the showing there was a discussion of local application of points brought out in the picture. A second showing of the picture was given later at the Harlem Theatre for colored youth leaders.

Three Stage Shows at Princess

NASHVILLE, TENN.—Three big stage shows were presented at the Princess Theatre recently, including the premiere broadcast of a new coast-to-coast network radio program, "Home Town Reunion," starring Eddy Arnold. A barbershop quartet contest also was featured.

From the BOXOFFICE Files

(Twenty Years Ago)

WHILE C. K. Castleberry, owner of the Star Theatre in Moorhead, Miss., was spending his honeymoon in Memphis, he received word the theatre was destroyed by fire. He plans to build a new and larger house soon . . . R. J. Ingram, Liberty Specialty manager in Dallas, arrived in Memphis this week to take over the exchange office.

* * *

Dave Rayes of the First National sales force in the Memphis territory has joined the FBO staff and will operate in Arkansas . . . J. F. Norman, owner of the Amusu, Fordyce, Ark., and the Best, England, Ark., is rebuilding the Best, destroyed by fire three months ago.

* * *

Seen on Memphis Filmrow: W. E. Malin, Lura, Augusta, Ark.; B. H. Oliver, Mingo, Armory, Miss.; W. F. Ruffin, Covington Amusement Co. (owner of the Palace, Covington, Tenn., and the Palace, Newbern, Tenn.); Scott Alexander, with theatres at Bradford, Sharon and Bruceton, Tenn.; E. L. Drake, Gem and Palace, Jackson, Tenn.; Mrs. J. D. Pitner, Dixie, Ripley, Miss.

* * *

C. G. Burton, Memphis FBO exchange office staff, became the father of a baby girl recently . . . P. M. Baker, FBO manager in Memphis, attended a regional sales conference in Washington . . . L. B. Remy, southern district manager for Fox, was in Memphis last week.

* * *

Four loop theatres in Memphis and two neighborhood houses raised $5,138.14 for storm sufferers in Florida and Puerto Rico. Members of exchanges along Filmrow contributed $75, collected by Mrs. Alma A. Walton, secretary of the Film Board of Trade.

* * *

W. H. Robinson's Liberty at Brownsville, Tenn., narrowly escaped serious damage recently when an adjacent building burned, was a loss of more than $75,000.



MEMPHIS

Joe Simon, manager of the Ritz, was in Oklahoma City for his annual visit with Merle Evans, director of Ringling Bros.-Barnum & Bailey circus band. Simon was for many years manager of the band and this time of year he usually slips away for a visit with his old friends . . . Better Films Council reports the four Saturday afternoon kiddy matinee, staged at the Airway, Rosemary, Peabody and Memphian theatres, are doing good business.

Four pretty college coeds at Memphis State were interviewed and photographed by the Commercial Appeal on "what's your best technique in flirting?" They all gave different answers but agreed "just doing what comes naturally," was the best. Each received a pair of free tickets to see "An Innocent Affair," opening at Loew's State. They agreed after seeing the picture they didn't learn anything new about flirting but enjoyed comparing techniques. Ben Parker, amusements editor, conducted the interviews.

Ritz Theatre, Malvern, Ark., which was closed for remodeling and repairs some time ago, was reopened October 7, Alton Sims of Robb & Rowley Theatres, Inc., owner, said . . . J. C. Fisher sold the Hoxie Theatre, Hoxie, Ark., and the Rex Theatre, Newport, Ark., to S. W. Landcaster. Fisher and Landcaster were in Memphis shopping and booking on Filmrow.

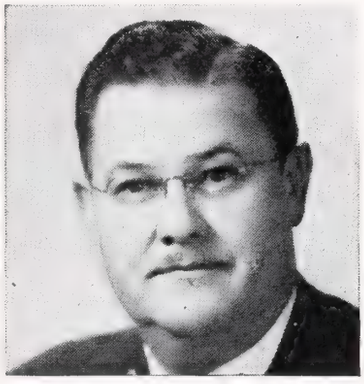
Bob Kilgore, Paramount head booker, has gone back on the road for his company as a salesman . . . Mrs. Betty Harris has joined Paramount as assistant cashier . . . Ruby Estes, branch manager's secretary, Universal, was ill . . . Margaret Irby, general clerk, Universal, was promoted to biller. Jean Russell, a newcomer to Filmrow, is the new general clerk . . . Ann Eligin, cashier, Universal, returned from Denver where she was called by the death of her brother.

Jim Hutchcraft has opened a new theatre, the Reelfoot, at Samburg, Tenn., where fishermen gather from all over the country to fish in famous Reelfoot Lake, which was formed many years ago by an earthquake . . . Leonard Shea, branch manager for Eagle Lion, has been in Little Rock on company business . . . Marianne Yarbrough, assistant cashier at RKO, was married to William D. Bartlett jr., Stratton-Warren Hardware Co. . . . Mrs. Jerry Clifton, booker for RKO, returned from a vacation in Oklahoma.

John Mohrstadt, Mohrstadt circuit, Hayti; Lyle Richmond, Missouri and Richmond, Senath, and Nathan Reiss, Missouri, Campbell, were among Missouri exhibitors in town this week . . . From Mississippi came Howard Langford, Folly, Marks; Bob Lee, Dixie, Potts Camp; H. D. Bowers, Pix, Kosciusko; Jack Watson, Palace, Tunica; W. A. Rush, Houston, Houston; Mrs. S. J. Azar, Harlem, Lincoln and Ritz, Greenville, and B. F. Liddon, Colosseum, Corinth.

J. H. Morrow, Drive-In, Hamilton, Ala., was booking on the Row . . . Arkansas led the shopping parade with the following exhibitors in town: Bruce Young, Crittenden, West Memphis; Paul Myers, Belinda, McCrory; John Staples, Carolyn and Franklin, Piggott; John Keller, Joiner, Joiner; Sam Kirby, Nabor, Little Rock; Mr. and Mrs. Charles Lane, Lane circuit, Saffell; Mrs. Clyde Rice, Ritz, Reno; Moses Sliman, Lux, Luxora; Roy Bolick, Kaiser, Kaiser; Alvin Tipton, Tipton circuit, Monette; P. W. Shannon, Switch, Paul's Switch, Ark., and Zell James, Maxie, Truman.

From Tennessee came W. H. Gray, Ken at Kenton and Rutherford at Rutherford; G. H. Goff, Rustic, Parsons; Louise Mask, Luez, Bolivar; C. D. McAllister Grand, Grand Junction, and Owney Ellis, Mason, Mason.



ROY L. COCHRAN—Owner and Manager, Juroy Theatre, North Little Rock, Arkansas—says:

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Wilson, Ark., Girl Chosen National Teen Queen

MEMPHIS—Patricia Campbell, 15, willowy brown-eyed high school girl of Wilson, Ark., who on August 23 was chosen mid-south Teen Queen in a contest of Loew's State Theatre, is the Teen Queen of the United States.

Miss Campbell won over 300 other entrants in a contest conducted by the State and the Press-Scimitar in connection with the showing of the picture, "A Date With Judy," at the State.

Manager Bill Kemp has just been notified that Miss Campbell, whose picture was sent in for national judging, won the national title over entrants from 22 other cities where similar newspaper-theatre contests were held in connection with the picture.

As a reward Miss Campbell and her mother, Mrs. J. K. Neely, will fly to New York November 4 for three days of festivities. There her picture will be made for the cover of Calling All Girls, a teenage magazine. It will be published in February. Goldsmith's cooperated in the contest by taking the official picture for national judging and is furnishing her wardrobe for the trip. It will be her first airplane ride and her first trip to New York.

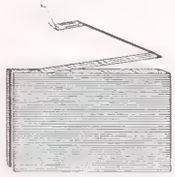
Stanley Lee Group Plans Lake Forest, Fla., Theatre

JACKSONVILLE, FLA.—A 600-seat theatre will be erected immediately at Lake Forest for H. Stanley Lee and associates, Cecil Cohen and Terrell Watson. The group has other interests throughout the state. Russell Seymour is architect.

Install Simplex Equipment

MEMPHIS—The New Theatre in West Memphis, Ark., has installed new Simplex projector mechanism, Peerless lamps, Hertner transverter, Simplex sound and a Walker screen. At Elkmont, Ala., the Elk Theatre also made similar installations of Simplex equipment.

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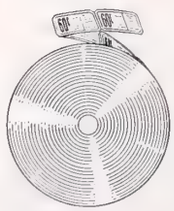


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NEW ORLEANS

The official opening of Gentilich Caterers, formerly the Filmrow Grill, was held recently. Long a favorite of Filmrow visitors and employes while it was operated by Mary and Mike Pisciatto, the building has been completely renovated. The new owner is Lee Boullion . . . Sack Amusement Enterprises, which formerly had offices on the fourth floor of the Film Bldg., has moved to the third floor of that building where they will share office space with Altec Service Corp. . . . The reopening of the Rex Theatre, Foley, Ala., by D. L. Barnet, scheduled for the week of October 9, has been postponed.

Fred "Red" Meyers has joined Screen Guild Productions of Louisiana. Meyers has been in film business for a year and a half, his only previous connection being with Eagle Lion in Memphis. Meyers will cover the Louisiana territory for Screen Guild . . . Maurice J. Artigues and Abe Berenson, Gulf States Allied executives, were in Washington to attend a meeting of the executive committee of National Allied October 16, 17 at the Statler hotel.



Fred "Red" Meyers

"The Saxon Charm" headed the list of attractions at downtown theatres, playing at Loew's State. The Saenger presented "Moonrise," while "One Touch of Venus" was offered by the Orpheum and "Tap Roots" continued at the Liberty. "Deep Waters" was showing at the Joy, and the Center offered "Abbott and Costello Meet Frankenstein." "The Babe Ruth Story" was at the Tudor and the Globe presented "Belle Starr." The Strand's double bill was "Road to Utopia" and "Sunset Trail" and the Rio's, "Love and Learn" and "Apache Rose."

Two approaching marriages on the Row were announced this week. Lillie Mae Blanchet of the Dixie Films clerical force will be married to Eddie McMillan on December 18 and Lorraine Guiffre will marry Henry Gerald Guice on November 6. Lorraine is a member of Eagle Lion's office force, where her father "Toto" Guiffre is shipping clerk.

R. C. Renfroe opened his Ren Drive-In Theatre at McComb, Miss., October 9 . . . The Park Theatre, Houma, La., a 1,300-seat house operated by the Lepeyrouse estate, opened October 8. Attending from Filmrow were Mr. and Mrs. John Ellzey, Mr. and Mrs. J. G. Broggi, Cy Bridges, George Pabst, Bill Cobb and Alton Dureau. Broggi Booking Co. will handle buying and booking for the house.

Jake H. Lutzer, southern division manager for Film Classics, visited the local office from Dallas . . . Bill Cobb, Exhibitors Poster Service, is driving a '49 Cadillac which he recently purchased . . . Buying and booking for the Dan Theatre, Breaux Bridge, La., has been assumed by Independence Booking Co.

Visitors to the Row included Charles Waterall and father of the Waterall circuit in Alabama and Mississippi; Charlie Levy, Harlem Theatre, Thibodaux, La.; Al Randall, Centreville and Woodville, Miss.; Michael Versen, Morgan City, La.; Jack O'Quinn, Kaplan, La., and Edwin Jenner of the drive-in at Laurel, Miss.

Jimmie Beard has been promoted to manager of the Rio Theatre, New Orleans, from assistant manager . . . Mary Gaingrosso, daughter of Paul Gaingrosso, who recently purchased the Rio from Joy Theatres, Inc., assumes the position of assistant manager. Gaingrosso has remodeled the front and interior, installing new lighting and air conditioning and renovated the balcony where new seats have been installed.

Florida Stretched a Law For Filming 'Mr. Peabody'

MIAMI—Dick Lowe of the Daily News says an unprecedented example of cooperation on the part of Florida state was set during the filming of "Mr. Peabody and the Mermaid," water scenes at Weekiwachee Spring. It seems that the activities of the U-I filmmakers scared all the real fish away from the spring. But, reasoned producer Nunnally Johnson, how realistic would their mermaid look if there were no fish in the water around her?

The problem then was to catch some fish down the river and bring them back to the spring, but Florida has a law against trapping fish, except for scientific purposes. So Ben Morgan, director of Florida's Game and Fresh Water Fish Commission, ruled that such a procedure would be in the interests of science, and under the supervision of Thomas Kirk, a wild life officer, the film company managed to get the fish back to the scene of operations.

The picture, with the fish, recently opened at the Miami and Lincoln theatres.

Ministers See 'Crusades' At Palace in Tampa

TAMPA—Ministers, their wives and lay leaders of their churches were guests of Florida State Theatres at a morning preview of "The Crusaders" at the Palace Theatre, where the film soon will start a regular showing. Other Palace guests at a later preview included some 800 boys and girls from the school patrols of Tampa and surrounding towns.

The program for the children was sponsored jointly by the Citizens Safety Council and the Tampa Motor club. The young traffic officers also heard talks by Marvin Holloway, manager of the motor club, and Sgt. Hector Ginesta of the city traffic department and Ray Benedict of the county traffic bureau.

Cameo at St. Petersburg Closed for Remodeling

ST. PETERSBURG—An extensive remodeling and redecorating program is planned at the Cameo Theatre on Central avenue. The theatre has been closed and is expected to remain dark for at least two months. Frank H. Bell, district manager for Florida State Theatres, states that the amount of work necessary to put the Cameo in first class condition will not be known until job contract estimates have been returned.

MIAMI

George C. Hoover, general manager for Paramount Enterprises here, heads a group of ten workers in the Mercy hospital memorial campaign for $1,500,000 . . . John Garfield will play the role of Benny Leonard in a forthcoming film, it is reported, if a deal on which William Leonard is working goes through.

About 25 boys and girls will hit the newsreels here when they compete in the cake-eating contest at the Food fair.

Dick Lowe of the Daily News takes issue with film producers who build up a picture's reputation out of proportion to its real value. Seeing certain films, he says, is often ballyhooed into being virtually a civic duty. He cites the case of "Larceny," recently shown here and said by its producers to be a "must see" because it exposes various swindlers who prey on war widows. Though a film which many may enjoy, Lowe thinks it probable that the plot will have no meaning to 999 war widows out of 1,000.

Claughton's new Trail advertises: "We suggest that you take your favorite wife to see our favorite comedy, 'My Favorite Wife.'" One reason customers like this new house is because of the ample parking space provided in the rear . . . While Miami prepared for another hurricane, Wometco advertised "Hurricane Pictures in News Today" at eight of its houses . . . The Miami Theatre stressed "Spanish-speaking attendance—another Wometco service" in its recent newspaper copy.

Four local youngsters had their wishes come true recently. They were granted by the "I Wish" editor of the Daily News. One boy who "wished" to report an "I Wish" story got the assignment to write up the appearance on Paramount's Olympia stage of three teenagers who had "wished" to play with Les Rhode's band. One young "wisher" had for some time been an ardent admirer of the Olympia's music maestro and had ambitions to play a solo on his trumpet under Rhode's direction. He was a hit with the evening audiences. It was the first time any of the children had ever appeared on any stage. Rhode and his young musicians were pictured prominently in the newspaper.

A free variety show for children was held Saturday morning at the Olympia. A local department store arranged the feature in honor of its 51st anniversary. Seats were reserved for children of the National Cardiac home. Dade county welfare department, and underprivileged children. They were picked up and delivered to their homes after the performance.

"Four Faces West," which opened at the Miami and Lincoln theatres, had excellent local reviews . . . The Paramount and Beach theatres featured three-column ads on "Luxury Liner" . . . Claughton provided special children's matinees Saturday with free candy, surprise features and cartoons . . . J. Myer Schine, theatre owner and owner of the Roney Plaza hotel in Miami Beach, lost a recent $76,950 lawsuit, decided by the state supreme court in Johnstown, N. Y. The suit grew out of a traffic accident.

Paramount to Screen 2 Films

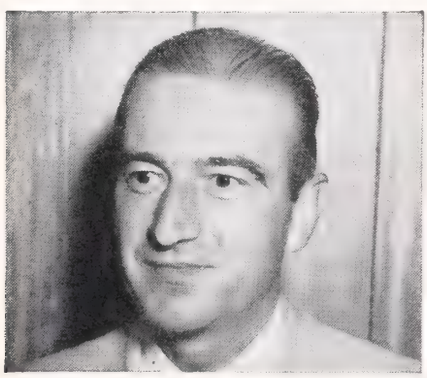
MEMPHIS — Paramount will tradescreen "Disaster" at 10:30 a. m. October 19 and "Paleface" at 2:30 p. m. the same day.

Another Drive-In Begun at Memphis; $100,000 Theatre for Jacksonville

MEMPHIS—A new 750-car drive-in, with seats for 150 pedestrians, will be built on a 20-acre tract leased by H. H. Roth from the owners of the Memphis Baseball club, Frank Longinotti, Ed Barry and Thompson Prothro. The new drive-in, largest in this area and closest to downtown Memphis, will be named the Park Avenue and will be ready for an early spring opening, Roth said.

Ground now is being graded for 13 level parking ramps on the location, part of a 31-acre park on Park avenue between Haynes and Pendleton. Roth said the area would be landscaped and that individual car speakers would be used. The screen will be 65x75 feet and concession stands will be erected. Roth said the large screen was planned so that the theatre could be enlarged to 1,000 cars at a later date.

Claude Northern, architect, and associate Tom Windrom are drawing the plans for the drive-in. Roth now owns a theatre at Cape Girardeau, Mo., but this is his first venture in Memphis. He was exposed to motion pictures in their earliest days when his uncle G. M. "Broncho Billy" Anderson was one of the first producers and stars.



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Wilby to Build in Montgomery

MONTGOMERY—A drive-in will be erected here, according to William Wolfson, manager for R. B. Wilby and Associates here. The Wilby company operates the Paramount, Empire, Charles, Strand and Clover theatres in Montgomery. Land has been purchased on the Mobile-Selma highway just outside of the city limits from the Montgomery Investment Corp. Work will begin shortly on the project, and it is expected that the theatre will be ready for operation early in 1949. This will be the second drive-in in this area, the other being an independent.

$100,000 Jacksonville Project

JACKSONVILLE, FLA.—A permit has been issued to H. Stanley Lee to erect a theatre at Lem Turner road and 59th street. Plans are being prepared by Russell Seymour, a Jacksonville architect. The building will be "L" shaped, with one wing housing the theatre and the other providing space for several stores. An off-street parking area will be provided. Estimated cost of the theatre has been placed at $100,000.

Remodel Camden Strand

CAMDEN, ARK.—Plans were under way here this week for construction of a new theatre at the corner of South Adams and Jackson streets. Another local house, the Strand, also on South Adams, just underwent many improvements, including a new marquee. Malco Theatres, Inc., are owners of the Strand.

To Build at Grantville, Ga.

GRANTVILLE, GA.—Plans for the erection of a new theatre here by an undisclosed firm were revealed in the Grantville Gazette recently.

Opens Rexview at Columbus

COLUMBUS, GA.—The Georgia Theatre Co. has opened its Rexview Drive-In on the site of the old Rexview golf course between River road and Hamilton avenue. Frank Bickerstaff is manager of the 668-car drive-in which encompasses a 12-acre plot. The theatre was constructed by the Martin Theatre Co. and leased to Georgia Theatres for operation.

New Sandersville Theatre

SANDERSVILLE—Construction work is near completion on a new theatre being erected here by T. .J Bret of Riddleville. The theatre is located on the site of the first brick school building constructed here some 50 years ago.

Florence Shoals Opening Delay

FLORENCE, ALA.—The opening of the Shoals Theatre here has been postponed until October 25 by the Muscle Shoals circuit because of unforeseen delay in delivery of equipment and materials. The theatre originally was scheduled for a September 30 opening.

Hanceville Opening November 1

HANCEVILLE, ALA.—Earl Kretzschmar, owner of the new Hanceville Theatre now being erected here, said he hoped to have the theatre open by November 1. The building measures 40x120 feet and will be equipped for showing first run films. Kretzschmar owns the other local theatre in the Mitchell building.

Buy Drive-In Equipment

MEMPHIS—B. F. Liddon and Frank Simmons, Corinth, Miss., were here recently buying equipment for a new drive-in which will be opened in the spring five miles from Corinth.

Projects in Carolinas

CHARLOTTE—Ben Allen is building a drive-in between Wendell and Zebulon, N. C., to be called the Wen-Lon. Allen, who was connected with the J. Francis White Theatres and later the Sykes Booking Agency, will move to Raleigh the latter part of this month, where he operates the Car-Ral Drive-In.

Van Mungo of baseball fame is building a 550-seat theatre in his home town of Pageland, S. C. It will be called the Ball Theatre and will open October 25.

Council Okay Expected

KNOXVILLE, TENN.—City council approval is expected for the George L. Denton circuit to build a new $75,000 theatre on North Central street at Oklahoma avenue. The City Planning Commission already has approved a petition to rezone the area from apartment to commercial classification. Most property owners in the area favor the change, city hall officials said.

Denton said that he plans to start work on the new theatre as soon as the city council gives its approval. He expects the new building to be ready about four months after actual construction begins.

Sunday Shows Started

SULLIGENT, ALA.—Sunday shows were started at the Strand Theatre here on October 3. Afternoon shows only, starting at 1:30 p. m., were scheduled.

Manager Back From Vacation

AUBURNDALE, FLA.—Mrs. Agnes Shearhouse has returned to Auburndale to resume her duties as manager of the Park Theatre after a vacation.

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CHARLOTTE

National Newspaperboy day was celebrated here Saturday by Observer carriers at a party given for them at the new Center Theatre on East Morehead street . . . Members of student councils of Charlotte's five white senior and junior high schools attended Saturday's Youth Day program at the Carolina Theatre. The students elected from their ranks a mayor, city councilmen, police chief, fire chief and manager of the Carolina Theatre. Following this election they were guests of the theatre at a special showing of "Abbott and Costello Meet Frankenstein." The program was sponsored by the Carolina Theatre and the Charlotte News. Newspaperboys of the News were also present and elected a publisher, general manager, advertising manager, circulation manager, executive editor, managing editor, city editor and state editor. The student elections formed the city's celebration of Youth Month, planned for September but postponed because of the polio situation.

Visitors on the Row: Fin Davis, Mimosa, Morganton; O. T. Kirby, Palace, Roxboro; Roy P. Rosser, Temple, Sanford; Van Mungo, Ball, Pageland; Morris Littman, Sylvan, Rutherfordton; Ben L. Strozier, Stevenson, Rock Hill; J. B. Jones, Carolina, McColl; Dick Eason, Carolina, Hickory; Harry E. Buchanan, Carolina, Hendersonville.

Members of Variety and their wives were resting this week after their hard work all last week at the Southern States fair where the club had a beautiful exhibit which included a six-room, ranch-type house completely furnished. The home was given away Saturday night to H. D. Chisholm of Asheboro, N. C. Donations received are to be used to establish a children's clinic in Charlotte.

"Snow White and the Seven Dwarfs" will be the first presentation of the Children's Theatre Council, which will open its 1948-49 season Saturday (23) at the Carolina Theatre. The Kingsland Marionettes of New York will present the show.

L. A. Linder of Linder Theatres, Williamston, has opened the Pendleton Theatre in Pendleton, S. C. It's the first for Pendleton . . . Robert Finlayson is traveling for Republic in the South Carolina and western North Carolina territory.

The crew of the Charlotte Variety Club held its monthly meeting at the home of Chief Barker Roy L. Smart recently. The meeting was preceded by a buffet supper . . . Cy Dillon, manager for Republic, upon being informed by Herbert J. Yates sr. of the Jimmy Grainger Playdate drive, which will end December 31, started an active campaign to place the Charlotte office among the toppers.

Everett Enterprises purchased the Majestic Theatre in Fort Mill from J. R. Patterson. Previously, Everett acquired the Center, giving them both theatres in the town . . . Worth Stewart and Perry Reavis jr. of Everett Enterprises flew from the TOA convention in Chicago to the TESMA convention in St. Louis.

'Feathered Serpent' Is New Title

Monogram's "Charlie Chan in Mexico" has been retagged "The Feathered Serpent."



LOYALTY PIN AWARD—At a special meeting of the MGMers at Charlotte, N. C., Alice Wilkins was awarded the MGM ten-year loyalty pin. Pictured above is Branch Manager Jack ReVille making the formal presentation to Mrs. Wilkins.

'Number' Grosses 108 To Lead at Atlanta

ATLANTA—Top quality pictures moved into the local first runs to bring grosses up to average and above. High spot of the week was at the Fox where "Sorry, Wrong Number" netted 108 per cent.

(Average is 100)

Fox—**Sorry, Wrong Number** (Para).....108
Loew's Grand—**Luxury Liner** (MGM).....103
Paramount—**So Evil, My Love** (Para).....98
Roxy—**Two Guys From Texas** (WB), 2nd d. t. wk.....100
Tower—**New Orleans** (U-I); **For You I Die** (FC).....101

Theatre in Hapeville, Ga., Raided for Second Time

HAPEVILLE, GA.—While city officials cooperated with the state building inspector in an investigation of an alleged fire hazard at the Hanger Theatre near the Atlanta airport, A. L. Henson, attorney for the theatre owner and manager, said he would seek an injunction restraining the city from interfering with the showing of "This Nude World" and other sex pictures at the theatre.

Meanwhile city officials raided the theatre for the second time and attorneys for the city said they had an action pending against two former owners to sell the theatre for unpaid 1947 taxes.

The mayor and city council were to consider the alleged fire hazard at the theatre at a meeting early this month.

In the second raid within two weeks three men were arrested and the police also seized the films in question.

Those arrested were B. G. McGregor, Manager B. E. Gore and James Pullen, operator. McGregor said he had leased the Hanger and then sublet it to Gore. Both Gore and McGregor were held on $2,000 bail and Pullen on $1,000 bond.

New Charlotte Center Theatre Is Opened

CHARLOTTE—The Center, new $250,000 theatre on East Morehead street, was opened recently with the new U-I picture, "The Saxon Charm." The theatre, which contains 900 seats, is the newest link in the H. B. Meiselman chain. It is under the management of George Forgy, formerly connected with the Florida State Theatres. Forgy's assistant is Tom Carr who came here from Iowa. They will work directly under Al Burks, general manager of the theatre chain.

MacDill Field Theatre Is Air Force Deluxer

TAMPA—When in September 1941 the theatre building for exclusive use of the entertainment unit on MacDill Field was opened, it was considered one of the finest in the air force. At that time Col. Harry H. Young, the base commander, said: "The MacDill opera house leaves the sandlots and enters the big leagues. Last year we had a tent which served double duty as a chapel and a theatre. Then we persuaded the quartermaster to let us use one of his buildings. Then we moved into the recreation hall. Each of these steps was an improvement. Opening of this house tonight is the biggest improvement."

Now, theatre manager Sgt. James P. Nolan says that the opening of the new MacDill Theatre again "is the biggest improvement." Nolan says he plans to make it the most beautiful theatre in the air force. "That," said he, "is our goal."

The new theatre has neon lights, powder room, smoking room, and other improvements.

Women Will Captain Two Wilby Teams

BIRMINGHAM—The only two women managers in the Alabama-Tennessee district will captain teams from their respective states in Wilby-Kincey's annual fall drive.

Tennessee managers, meeting October 5 at Knoxville, named Mrs. Georgia Samuel, manager of Knoxville's Paramount, as their team captain. Alabama managers, meeting October 7 at Birmingham, named Mrs. Mary Abbott of the Calhoun at Anniston as their leader.

R. B. Wilby and R. M. Kennedy, district manager, conducted the two meetings.

The annual fall campaign for improved theatre operation will be a five-week drive which will include both Halloween and Thanksgiving holidays.

The circuit will give both teams a party in Atlanta around Christmas. The losing team will arrange the party and also will present gifts to the winning team.

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BIRMINGHAM

Frank V. Merritt, general manager of Acme Theatres, and Harry M. Curl, general manager for Community Theatres, have returned from Atlanta where they attended the funeral of Mrs. H. M. Lyon, wife of the RKO branch manager. Curl recently held a business meeting and luncheon for his managers at the Downtown club. They included Billy Hampton, Tarrant City; J. M. Lackey, North Birmingham; T. J. Bain, Avondale; Ray Stegall, East Lake, and L. A. Holcomb, Woodlawn.

Keith Bain, RKO publicist, was here setting up a campaign on "A Song Is Born" . . . Lamar Weaver has been named assistant to Manager J. A. Jackson at the Empire, succeeding Bill Stack, who transferred to the Melba . . . Walter Erwin of Tampa has been named doorman at the Melba, succeeding Ira Salter who resigned.

Nancy Roy Raine, daughter of Sam Raine, Bessemer Theatre owner, will be married October 25 at St. Aloysius Catholic church in Bessemer to Sam Bernard Maple. Numerous social events have been given in honor of Miss Raine . . . Mrs. Earl Bladorn, Empire cashier, has been taken to her home after having been hospitalized here. Mrs. Carol Burks has been relief cashier.

Frank Mankin, Royal projectionist and secretary of the MPMO local, spent his vacation attending the state convention of the Order of Eastern Star in Montgomery and visiting in Panama City, Fla. . . . "The Babe Ruth Story," moved over to the Strand after a week at the Ritz, was the only film to remain on downtown screens the week of October 7 . . . Ernest L. Smith, who is business agent for the MPMO local in Biloxi and Gulfport, Miss., is here attending a two-week Organized Reserve and National Guard school. Smith, a lieutenant colonel in the guard, is projectionist at the Paramount in Biloxi.

Two moveovers and two holdovers were on downtown screens for the week starting September 30. "Good Sam" went into a fifth downtown week, entering a second week at the Galax after three weeks at the Empire. "Rachel and the Stranger" held for a second week at the Melba. "Abbott and Costello Meet Frankenstein" moved to the Lyric after a week at the Alabama, while "Forever Amber" at popular prices dittoed at the Strand from the Ritz.

Charles Mizell, Wilby-Kincey auditor, was in town . . . Fred Winters, an usher at the Ritz before the war, visited here with Bill Coury, Ritz manager, and Fred McCallum, Strand manager. He was on his way to Caracas, Venezuela, to become a branch manager for Standard Brands . . . Joe Lackey, North Birmingham manager for Community Theatres, took his third Masonic degree recently. Bob Tarwater, EL branch manager in Atlanta, took his first degree here while on a recent visit.

Inked as Head Cameraman

Karl Struss has been inked as head cameraman for "Bad Boy," a Monogram picture.

Roofing Holds Up Finish Of Dade City, Fla., Pasco

DADE CITY, FLA.—Johnny Jones, manager of the Crescent Theatre, hopes to have the new Pasco Theatre ready and in operation by Thanksgiving. Contractors Himrod & Bostick said the structure is complete except for the roof. When that can go on is uncertain. Jones states that projection and other equipment has arrived and is being stored until the building is roofed.

Two Arkansas Theatres Sold to W. S. Lancaster

MEMPHIS—Two theatres in Arkansas, the Rex at Newport and the Hoxie at Hoxie, have been sold by J. C. Fisher to W. S. Lancaster, a newcomer to show business. Lancaster will book in Memphis.

Jake R. Engles, 58, Dies

BATESVILLE, ARK.—Jake R. Engles, 58-year-old former owner of the Melba Theatre, died October 8. At one time he was affiliated with the Commonwealth Theatre chain.

Paint Lake Butler, Fla., House

LAKE BUTLER, FLA.—The Lake Theatre is being readied for the winter season with new paint, both inside and out. Some extra attention is being given the marquee. Harry Dale is manager.

Ricky Soma Given Contract

Ricky Soma whose portrait on the cover of Life attracted David O. Selznick has been given a seven-year contract by the producer.

If It's Good Promotion . . .

some one will report it in . . . BOXOFFICE

Fresh from the scenes of the activities each week come constant reports of merchandising of films. Most of these are ideas you can use for your own promotion. All of them are interesting and most of them are profitable in other similar circumstances. Make full use of these practical ideas by practical showmen, many of whom you may know.

Motion pictures lend themselves ideally to good advertising. The public interest is high. Capitalize on the interest that already exists and increase your attendance with proved ideas.

Big Heart Fund Gain From Hockey Game

TORONTO—Variety Tent 28 reaped a substantial sum for its heart fund by sponsoring the all-star professional hockey game in Maple Leaf Gardens Tuesday night (12). A sellout crowd of close to 17,000 fans saw the game.

Morris Stein, chairman of the fund, expected an additional $20,000 from the benefit match, thus sending the accumulated amount to well over $100,000 for the construction and maintenance of Variety Village, a vocational school on the outskirts of the city, which is to be operated in cooperation with the Ontario Society for Crippled Children. The sports event was arranged by Conny Smythe, managing director of the Gardens, and its National Hockey league club, who is an active member of the Variety Tent. J. J. Fitzgibbons, president of Famous Players Canadian Corp., is chief barker.

'Duel' in Quick Move

OTTAWA—Because the feature is graded as adult entertainment by the Ontario Board of Moving Picture Censors, a unique booking arrangement was made for "Duel in the Sun" at two Famous Players' theatres at Kingston. After completing an engagement on Friday night at the Capitol, the picture was transferred to the Grand for an immediate further run. The Saturday opening at the Grand could not get under way until 5 p. m. on account of the juvenile attendance at the matinee. For the latter, the program consisted of "Eyes of Texas" and "Stage Struck."

U.S. Army Band in Ottawa

OTTAWA—The concluding feature of Army week throughout Canada was the appearance on the stage of the local Capitol, a Famous Players unit, of the U.S. army band of 85 pieces for a goodwill concert Sunday evening (26), for which free admission tickets were issued. The American band returned to Washington after participating in Canada's greatest recruiting campaign in peace time.

Auction From Stages

HALIFAX, N. S.—The Casino and Vogue theatres were used in a "Bucks for Bidding" merchandising splurge by retail firms located on Gottingen street. Each theatre was used for one morning, opening at 9, first at the Casino and the next day at the adjoining Vogue. A wide variety of items were auctioned and total value was set at $2,500.

Remodel St. John Mayfair

ST. JOHN—Night and day operations prevailed for the remodeling of the entrance of the Mayfair. A new wooden front was covered with zurite, a corrugated aluminum, with which the new boxoffice also was surfaced. Asphalt will cover the tiled area at the sidewalk junction since the tile becomes slippery when wet.

Odeon Books Thrill Show

TORONTO—Odeon circut and several affiliates in eastern Canada have contracted for 42 playdates for Hygienic Productions' midnight spook show, "Chasm of Spasms." The route will open at or near Toronto late in October, according to Kroger Babb, Hygienic's president.

Odeon Official Answers Quebec Mother's Query

MONTREAL—T. Bowyer of Odeon Theatres in answer to a Montreal mother, who urged production of special films for children, said recently: "Our company for several years has provided for the younger generation in our theatres from coast to coast, weekly programs of selected films, including a large number specially made by our organization for that particular purpose.

"These performances," Bowyer continued, "are in the form of club meetings and also include various features designed to assist in promoting better citizenship. For practical reasons they are necessarily held on Saturday mornings instead of in the afternoons, but it is felt that they provide a real solution to the problem presented by children viewing motion pictures which are actually produced for the entertainment of adults.

"These film clubs are being operated at present in three of our Toronto theatres and additional clubs will be formed as soon as possible."

Children under 16 are not permitted to enter motion picture theatres in Quebec province, whether accompanied by adults or not, although on rare occasions an exception has been made by the provincial government, notably in the case of "Snow White and the Seven Dwarfs." As a general rule, however, children can witness films only in parish church halls or out-of-doors.

Harry Cohen Helps Blind With Fund Appeal Film

CALGARY—Harry Cohen, operating the suburban Plaza and Crescent theatres here, has released details of a land deal with the city involving lots he bought from the land committee. Of the 12 purchased, he sold five corner locations to the local officials of the Canadian Blind Institute, another five to a Canadian chain grocery and retained two lots with the intention of building a theatre in the thickly populated residential community.

In his sale of the grocery chain Cohen retained use of the parking lot the chain will include in its building plans. Cohen has been helpful to the Canadian Blind Institute in the distribution of a five-minute reel picturing the architect's blueprint and an appeal for a building front. First distribution in South Alberta covers 74 theatres.

Halifax Fence Feud May Enter Courts

HALIFAX, N. S.—A fence between the Odeon Casino and the Franklin & Herschorn Vogue, threatened by Odeon last spring, materialized recently and then, just as suddenly, was taken down. The steel pipe fence divided an arearway about 15 feet wide and 150 feet deep, which had been unfenced about 25 years.

The cause of the removal of the fence was a court injunction secured by Franklin & Herschorn on the ground that no fence could be erected legally since there had been no division for a quarter century. The areaway had been left open for the Community, predecessor for the Vogue, and for the Casino, recently given an interior remodeling.

Indications are that a court hearing on the injunction will be held soon. The fence would limit the exit and delivery space of the Vogue, on the Casino side, to about five feet, and prevent vehicles from using either Vogue or Casino space.

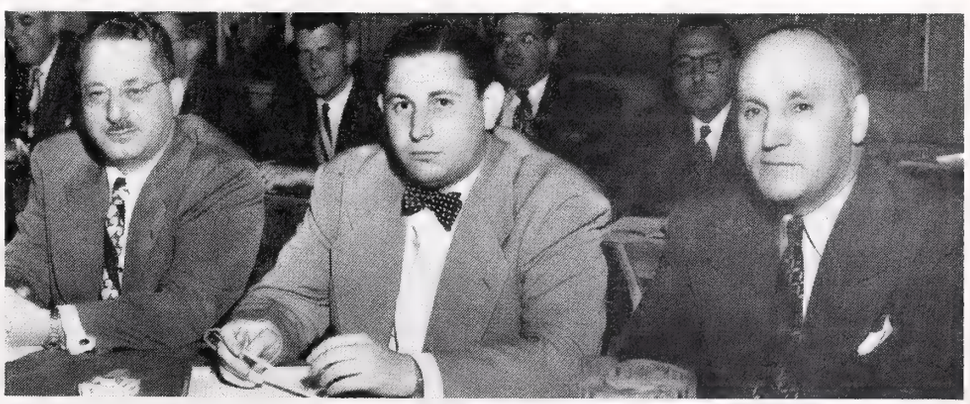
F&H charged that Odeon, through Abe Garson, maritime manager for that chain, requested $2,500 a year rental for use of the alley between the two theatre buildings. F&H refusing to pay the sum.

S. E. McDowell Elected Head of Film Councils

KINGSTON, ONT.—S. E. McDowell of Cornwall was elected president of the Federation of Film Councils of Eastern Ontario at an annual meeting here. He succeeds Dr. H. W. Curran of Queen's University. Other officers chosen included R. H. Macklim, Belleville, vice-president, and Miss K. Haley, Kingston, secretary-treasurer. Directors are Miss K. L. Keech, Picton; M. Sine, Foxboro; H. Knight, Prescott; R. Bennett, Oshawa, and R. Ward, Peterborough.

Thieves Foiled in 2nd Try

HANTSPORT, N. S.—A second safe cracking job this year at the local York realized the thieves nothing all the way. There was no cash in the safe when it was opened. Documents were tossed around and the candy bar in the lobby was ransacked but still no cash was available. The thieves took none of the sweets. Owen Gertridge, manager of the Walker chain house, reported the early morning break.



AT U-I SESSIONS—At the recent U-I sales meeting in New York were the following from Canada, shown above, left to right: Mark Plottel, Toronto; O. Lightstone, Montreal, and M. J. Isman, assistant general sales manager for Empire-Universal, Toronto.

VANCOUVER

Louis Bromfield, American author and Pulitzer prize winner, was a visitor . . . Other visitors included Frank Vaughn, Canadian sales manager for Monogram; Edward Bickle jr., of the Cumberland-Courtney-Campbell River Theatres, and Les Campbell, Castle, Castlegar, B. C. . . . The Loughead Theatre Co., registered under the British Columbia act with a capitalization of $100,000, will build a drive-in near the city limits here.

Betty Lynds, formerly at the Odeon-Plaza, now is in the boxoffice at the State . . . Norma Degman, recently arrived from London, also is in the State boxoffice . . . Agnes Gray, former cashier at the Odeon-Hastings, now is assistant manager . . . Gloria Cairns of the Odeon-Hastings, will be married soon to Robert Black, now in the U.S. navy . . . Mr. and Mrs. C. Plummer, former operators of the Northland in Flin Flon, Manitoba, were among passengers killed in an airplane crash near Fountain City, Wis.

A protest against the increasing number of films with crime and horror themes was registered by the British Columbia Parent-Teacher Federation. The organization endorsed "Mickey," "Oliver Twist," "A Date With Judy" and "Green Grass of Wyoming" . . . Al Laubernstein, former assistant booker at the 20th-Fox exchange in Winnipeg, was promoted to booker at the Vancouver branch, succeeding Dave Soutar, now booker at the EL-Monogram office here . . . The Orpheum began its customary fall season of monthly cartoon shows for children.

Lorraine Brown of the Plaza staff soon will be married to Reggie Tisseur . . . Increasing rivalry between the Famous Players and Odeon chains is indicated by the amount of display advertising appearing in the Vancouver daily newspapers. George Clark of Famous Players and Gordon Munroe of Odeon are preparing the advertisements.

The Odeon-Fraser, 690-seat suburban house, is to be closed for extensive remodeling . . . Jimmy McAllister, former Odeon manager and now advance man for the Royal Canadian Shows, was back after a successful season . . . Lloyd Muir, RKO exploiteer, was in Seattle . . . Agnes Gray, Odeon-Hastings assistant manager, was vacationing in Los Angeles . . . Jimmy Davie, RKO branch manager, and Earl Dalgleish, WB branch head, were visiting British Columbia exhibitors.

The Film Exchange Employes Bowling league is off to a good start. Fred Stone of Soveriegn Films was appointed president, and Mary Sansum of Columbia secretary-treasurer . . . The FPC Orpheum Theatre staff gave a party for Frank MacKenzie, assistant manager, to celebrate his promotion to the Victoria Theatre as manager.

Walter Dawson, former manager of the Odeon Paradise and well known in the coast show business, died at the age of 55 . . . Arthur Silverstone, Canadian division manager for 20th Century-Fox, stopped off here briefly on his way back from the recent sales conference in Los Angeles. He planned to check the Calgary and Winnipeg branches on his way east to Toronto . . . Guy Graham, veteran British Columbia exhibitor who sold his Park Theatre at White Rock, was in town looking up his many friends in show business.

Jack Richards, 73, projectionist at the Kitsilano Theatre, was sick. Many members of the Projectionist Local 348 have been trying for years to have a pension fund set up to retire operators at the age of 65. There are many projectionists here over that age, some in the 80-year group . . . The United Church Council in session here voiced concern over the present trend for wideopen Sundays. Many British Columbia groups favor Sabbath shows and sporting events and amendment of the antique Lord's day act. Newspapers are full of letters and articles in favor of a change. In a national survey, British Columbia polled 70 per cent for Sunday shows, 83 per cent for Sunday sports. However, many local showmen are opposed to Sunday motion pictures.

Bing Crosby made himself solid with officials of Sunset Memorial Center when he refused to accept any transportation expenses for the trip the crooner and his gang made to Vancouver. His offering will add a further $2,000 to the net proceeds of the show to aid juveniles. When offered the money Bing said, "You can't put your fund over the top that way." The show grossed around $35,000.

Films expertly directed by educators and doctors will be the chief medium used by British Columbia's Department of Education in teaching school children "the facts of life." Educational leaders have decided to hold preview showings of the films among the parent and trustee groups to get their reaction before introducing the new course in the schools . . . Harold Hirst, former operator of a "studio" here, was sentenced to 15 months by a county court judge for making films "tending to corrupt morals." Forty-four reels were seized by police. They were rented to male patrons at $5 a reel per night.

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Toronto Sneaks Popular

TORONTO—So successful have sneak showings become here that the Famous Players' Capitol in the north end is putting on a "First Nighters' Preview" for new pictures every Thursday night at 8:15. Only one performance of the unannounced feature is presented for the evening and the special admission price is 66 cents including tax.

Bill Austin Edits 'Bad Boy'

Bill Austin has been inked by Producer Paul Short to edit "Bad Boy" for Monogram.

'Father' Continues Long Toronto Run

TORONTO—The popular "Life With Father" continued for a third week at the Eglinton and Tivoli while another long-distance picture, "So This Is New York," was in its third week at the Biltmore. After one week of "The Babe Ruth Story," the screen at the Odeon Toronto was taken over by "Blanche Fury."

(Average Is 100)

Bil'more—**So This Is New York** (UA); **The Argyle Secrets** (Astral), 2nd wk. 85
Donforth and Fairlawn—**Broken Journey** (EL) 100
Eglinton and Tivoli—**Life With Father** (WB), 4th wk. 90
Imperial—**Sorry, Wrong Number** (Para) 120
Loew's—**Luxury Liner** (MGM), 2nd wk. 105
Nortown and Victoria—**Good Sam** (RKO), 2nd wk. 95
Odeon—**Blanche Fury** (EL) 105
Shea's—**The Luck of the Irish** (20th-Fox) 115
Uptown—**One Touch of Venus** (U-I) 115

'Hamlet' and 'Oliver Twist' High in Vancouver

VANCOUVER—Trade at the first runs was much better as families returned from summer vacations. "Hamlet," being roadshown at the Park, and "Oliver Twist" at the Vogue, were the toppers. "Two Guys From Texas" was pulling heavily at the Capitol, while "Mickey" continued to draw in a second week at the Strand.

Capitol—**Two Guys From Texas** (WB) ..... Good
Cinema—**The Fuller Brush Man** (Col); **Best Man Wins** (Col) ..... Good
Orpheum—**Anna Karenina** (20th-Fox); **Wallflower** (WB) ..... Average
Park—**Hamlet** (EL), roadshow ..... Excellent
Plaza—**Four Faces West** (UA); **Stage Struck** (Mono) ..... Good
State—**The Thirteen** (Artkino); **Cossack Golota** (Artkino) ..... Good
Strand—**Mickey** (EL), 2nd wk. ..... Very good
Vogue—**Oliver Twist** (EL) ..... Excellent

Higher Grosses in Calgary With Good Promotion

CALGARY—As the season advanced indications were that good showmanship, descriptive advertising copy and top attractions were paying off at the boxoffice. Good advertising plus word of mouth praise built up "Easter Parade" at the Capitol for the best local business.

Capitol—**Easter Parade** (MGM) ..... Excellent
Grand—**Coroner Creek** (Col) ..... Good
Grand—**I Love Trouble** (Col); **Mary Lou** (Col) ..... Very good
Palace—**Mr. Blandings Builds His Dream House** (SRO) ..... Good

Film Council of Ottawa Plans Its New Season

OTTAWA—The board of directors of the Ottawa Film Council met recently with President Roger Saint-Denis to draw up a program of activities for the coming season. Both sections, French and English, will hold screenings in Governors' Hall at the public library about twice a month. The French section was to start its screenings October 6 with Col. C. A. J. Miller and Jean Beaudoin in charge of the previews.

Council member associations, who numbered more than 100 last year, once more will be able to rent projectors from the recreation commission center at Lansdowne Park. However, efforts will be made by the council executive to acquire its own pro jection equipment. A committee was set up to contact some of the service clubs. The training of operators will begin during October, and it is expected courses will be given at the YWCA at the University of Ottawa.

New Theatres Opened In Northern Alberta

CALGARY—In the northern part of Alberta above Edmonton, a theatre, named the Athabasca, has been built by R. E. Hall in competition to the Parker Theatre there.

Another Alberta construction job recently completed was that of the Lux Theatre in Two Hills, the first 35mm theatre to be opened in that thriving farming center. The Lux was built and is owned by Walter Dowhaniuk, former operator of the suburban Garry in Calgary, which he sold last year.

Adam Kaminski, former owner of the Elks Theatre at Okotoks, is building two theatres at Lamount and Andrew, Alberta, near Edmonton. The Midway Theatre at Rosedale, B. C., was sold recently to W. Kurylo by S. Hutzkal.

At Bowness, a village near Calgary, the Bow has been leased to Tillie and John Booth. The Bow had been closed recently leaving only the Rex with daily showings. Bowness is located seven miles from Calgary but has street car service to local theatres.

Crew Shoots Farm Scenes In Alberta Districts

CALGARY—A camera crew has been at work in the northern farming districts of Alberta, shooting scenes for a series of economic and geographical shorts being produced by Louis DeRochemont for United World Films, a subsidiary of Universal Pictures.

After finishing scenes on various farms, the crew will move to the Alberta oil fields. Shots of ranches south of Calgary and Edmonton will be included in the films.

The pictures are the outcome of an idea voiced by J. Arthur Rank, famous British producer, who said he believed the best way to teach geography was by visual methods.

Warren K. Master is unit manager, John Barnwell is director, George O. Smith is cameraman, and L. V. Duncan is assistant.

FORT WILLIAM

Charlie Bahrynowski, manager of the Orpheum, has been doing double duty this past month. Besides his FPC duties he has been working for the government as a juror.

Business at the Lakehead has picked up quite a bit now that the holiday season is over. The Orpheum held "The Bride Goes Wild" for six days, which is unusual for this theatre. The Capitol opened very well with "Easter Parade" and it went the full week. Since the Royal has had its new look put on the front in the way of a new marquee, business has picked up considerably.

The new Odeon's upright sign is completed and the boarding which was erected during construction has been taken down . . . Laddie Simkinen, assistant at the Royal, has left, his position being filled by Darcy McCart . . . The manager of the Fort William Odeon attended the last meeting of the Lakehead Exhibitors Ass'n as a guest. It is his intention of joining this organization when the theatre is opened.

Charlie Dilley, manager of the Colonial in Port Arthur, was a representative at the Progressive Conservative Ass'n convention at Toronto.

S T. J O H N

Astral Pictures, Toronto, is seeking a location in St. John for a maritimes and Newfoundland exchange. Astraleers in Toronto are reported to be eager to break into the eastern lineup for distribution. Lack of facilities has been a major handicap . . . Operators of carnivals touring the maritimes are peeved at Bill Lynch of Halifax, who has been cutting into their routes and business with three units of his tent outfit. Originally, Lynch concentrated on one. Adding a second several years ago, and this year presenting a third.

When Syd Wyman, manager of the Yarmouth Community, found he had the maritime premiere of "Anna Karenina," he promoted theatre parties for the distaffers, both afternoons and nights. Issuing special advertising in local papers and on the screen, he suggested advance arrangements for seat sections, tickets and times. The picture was single billed for three days . . . Doubles aren't limited to films. Les Sprague, coowner of the Gaiety, Fairville, N. B., a two-picture house, is projectionist at the Empire, St. John, also showing double bills. The Empire is operated by Demerson & Vassis. Sprague's partner in the Gaiety is Tom O'Rourke, owner of the Minto, N. B., Gaiety.

Mayor Gee Ahern of Halifax offered two reasons why Betty Jean Ferguson, (Miss Canada and Miss Halifax) failed to place at Atlantic City. They are that the orchestra let her down and she was upset by the late arrival of her gown . . . A new touring carnival providing opposition for theatres in eastern Nova Scotia is the Chad Shows.

Modernization of the entrance and lobby at the local Mayfair has been completed. It involved removal of the boxoffice, which had been at the middle of the entrance bordering the sidewalk. A new boxoffice of wood, glass and metal trim has been built at the right. The lighting has been improved and a new permanent floor was laid . . . There has been an unconfirmed report locally that one of the two-story brick buildings on the site of the planned new Odeon Theatre has been damaged by dynamiting on the next lot for a garage excavation.

About five months ago the car of Mitchell Franklin was taken from in front of his main floor office in the Mayfair. It was recovered about two hours later and the driver was arrested. Franklin interceded for him in court and had a two-year prison sentence cut to five months by agreeing to service as unofficial probation officer for the young man. When the young man was released recently he headed for the theatre chain executive's office and asked for a job. Franklin found him one in a few days at a mill.

The only weekdays minus matinees at the Acadia, Wolfville, N. S., are Mondays and Wednesdays. To cater to Acadia University students, the afternoon show, Tuesdays, Thursdays and Fridays, starts at 3:40. The Saturday one begins at 2.30. Bills are shifted three times weekly. Acadia pupils are prominent among the patronage of the Acadia, which replaced the Orpheum in 1947, and is in the Famous-Spencer chain . . . Aubie Sprague, projectionist and brother and ex-partner of Les at the Fairvile Gaiety, was defeated in elections for county council.

The stork made its third appearance at the Mitchell Franklins recently, delivering a second son. The family lineup now consists of two boys and one girl. Grandfather is Joe Franklin, president of Franklin & Herschorn.

Joe LeBlanc, owner of the Shediac Capitol and mayor of that town, was foreman of a coroner's jury investigating the death of a pedestrian who was hit by a car. The victim also was named LeBlanc but was no relation to the exhibitor . . . Maurice Elman, manager of the Alliance exchange, is moving from one reissue dualer to another with boxoffice response on "Congrilla" and "Borneo" to "Jack London" and "Man With Nine Lives." Elman, while at Toronto on film business recently, took time out to attend the annual meeting of the Dominion chess organization. He's one of the best chessers in the maritimes, and checks in strongly at checkers, too.

Many Owl Shows Offered On Thanksgiving Day Eve

TORONTO—Many local theatres presented their first Sunday midnight shows in a long time as a prelude to Thanksgiving day Monday (11). As the time was short after the board of police commissioners had eased the ban on midnighters, most of the theatres put on an extra performance of current programs.

The Odeon Danforth introduced a different double bill for the late show, comprising "Embraceable You" and "Heartaches," the week's regular attraction being "Broken Journey." Midnight shows were general in all cities and larger towns during the holiday weekend but there was little in the way of upping of prices, as most exhibitors are becoming wary about a raise in admission charges for special occasions.

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MONTREAL

James L. Smith, president of Alliance Films, Ltd., was a visitor. He was accompanied by Ray Lewis, also of Alliance. They described the opening of the new Downtown Theatre in Toronto, at which "Let's Live a Little," starring Hedy Lamarr and Robert Cummings, was given its world premiere. Alliance shortly will release "The Life of Joe Louis," Lena Horne in "Boogie Woogie Dream," and several operas including "L'Elisir" and "Don Giovanni."



Noel Anfousse

Noel Anfousse, local stage equipment and curtain manufacturer, has in recent weeks completed work at the Avenue, Van Horne, Ritz, Bellevue, Lux, Cartier, Regent theatres in Montreal, several Quebec theatres and others throughout the Dominion.

William Lester, United Amusement Corp. general manager, is a team captain for the annual Welfare Federation drive . . . Tom Trow, operator of the Imperial, Three Rivers, was in the Jewish General hospital for a checkup . . . Jack Rohrer, Toronto Peerless Films manager, was a visitor . . . Arthur Hrisch, Consolidated Theatres president, left for New York, where his wife is ill at a hospital.

Roger Lalonde, owner of the Colonial, Plessisville, visited Filmrow . . . Orville Fruitman, Columbia Pictures booker, visited in New York . . . June Gordon, RKO biller, returned from a vacation in Florida . . . Denyse Poirer, former Warner Bros. stenographer, now is secretary to Mort Prevost, manager of Quebec Cinema Booking Co. . . . Archie Cohen, Warner Bros. salesman, was back from the Quebec mining centers.

Newfoundlander Sees Distribution Benefit

ST. JOHN, N.B. — The confederation of Newfoundland with the Dominion of Canada will benefit the task of motion picture distribution and exhibition on the island, believes Derek Marshall, managing director of Motion Picture Supplies, Ltd., in St. John's, N.F. M.P.S. was formed in 1944 to succeed another service and supply company Marshall had organized in 1939.

"While we have been engaged chiefly in the equipment and maintenance field, we feel there is a job of organization to be done in the distribution of films on Newfoundland, and we now will be able to perform this service," Marshall said. Here on a trade trip, Marshall renewed his subscription to BOXOFFICE for three years and remarked that he always recommended that exhibitor customers subscribe to the magazine.

Takes a Lead in 'Gambling Lady'

Stephen McNally will take one of the male leads opposite Barbara Stanwyck in "Gambling Lady," to be produced by Michel Kraike for U-I.

Film Star at Debut Of New Downtown

TORONTO—Robert Cummings, star of "Let's Live a Little," did several unscheduled retakes on arriving at the airport in Malton for a personal appearance at the opening of the 20th Century Theatres' Downtown Theatre Saturday night (9). At the controls of his own plane, Cummings made a very informal landing on the runway and, after the customary checking by immigration officials, was about to park his machine when news cameramen asked him to do another arrival. So, with his wife, he did another stint for the savings bond drive and prepared to leave for the hotel in Toronto.

Next to appear on the scene were the newsreel men and Cummings & Co. packed into the plane once more to do a third landing with Win Barron of Canadian Paramount News shortening his arrival, complete with autograph seekers. The Cummings party actually arrived at 3:45 p. m. but it was not until 5 o'clock that the group left the airport for the city and a waiting press conference.

Cummings was accorded a reception at the city hall, attended a Rotary club luncheon, took a couple of turns on the radio, was at the football game in Varsity Stadium, visited a couple of hospitals and finally reached the new theatre where he was greeted by an opening-night crowd of dignitaries. On Sunday he flew to St. Louis, Mo., thence to New Orleans and was scheduled to report to Paramount in Hollywood to start a new picture on October 13.

TORONTO

The first local popular-price run of "Henry V" at Allen's Hollywood was held for a second week on both the north and south auditoriums of the theatre . . . The Canadian Drive-In at St. Catharines is sponsoring a radio program, Seeing Stars, over Station CKB three nights weekly for the balance of the season . . . Herman Homenick, 66, a patron at the Pylon on College street, was seized with a heart attack and died before a doctor reached the theatre.

The Canadian air force band found it necessary to cancel a Sunday concert engagement at the Famous Players' Algoma at Sault Ste. Marie, and the Kinsmen club, the sponsoring organization, issued a public apology to ticket purchasers for whom another attraction is being arranged . . . The Odeon Danforth has been added to the list of theatres which are featuring organists, the artist being Colin Corbett who appaered at Shea's in past years.

The Royal at Aurora has been acquired by National Theatre Services, of which Sam Fingold is president . . . The Brant at Brantford has reorganized its Famous Players Movie club for the winter and the reopening program for Saturday morning included a Bugs Bunny cartoon festival, the first chapter of "Adventures of Frank and Jesse James," amateur stage show and a radio broadcast.

George Beeston, personal representative of Paul L. Nathanson, has been visiting the west coast in connection with developments for Nathanson's theatre interests.

CALGARY

E. A. Zorn, prairie supervisor for Famous Players Canadian, also spent a day here before proceeding to Edmonton and back to his Winnipeg office. While here he okayed a slight rise in admission prices, adopted at both FPC and Odeon units. While in Edmonton, he was to arrange for the regional convention of the FPC Alberta managers and the head officials early in November. Officials expected to attend include J. J. Fitzgibbons, president; R. A. Bolstad, vice-president; J. Nairn, publicity director, and Larry Bearg, director of theatres.

A film salesman reports a new complaint by the farmers, who have had a most suitable harvest season and weather. To a farmer on a community theatre board the salesman hoped he was pleased with the harvest—feeling that for once there could be no complaint. But the salesman was told that such a suitable season of rain and sunshine at the proper times makes crops so good they took too much out of the land. Salesman gave up.

Cy Brown has been transferred from the Empire-Universal booking desk to the road. As salesman, he will visit the many faraway points with whose names he has long been familiar—Peace River, Dawson Creek, the End of Steel and the Alaska highway, across the rolling prairies with the vast fields of grain, through the badlands of the mining valley of Drumheller, the oil fields with their boom towns, cross the Rockies through the Kicking Horse and the Crow's Nest passes, up through the mining towns of the mountains into the verdant orchards of the Rockies' east slope. All these sights at first will entrance, but soon the long miles just mean getting somewhere with hope the road holds up, and the tires hold out.

The Palace Theatre, whose frontage now is being renovated, is increasing its prices and permitting smoking in the balcony. Thus the last of the downtown theatres has given in to the smokers . . . "Forever Amber" will open here at regular prices October 22.

John Grierson Suggests Scotch Crown Film Unit

EDINBURGH—Suggestion that a Scottish film unit be established, mooted at the International Festival of Music and Drama by John Grierson, did not enthuse Scottish film producers. No official attitude has been indicated yet but it is known that Scottish producers have long agitated for a greater share in production work for government purposes when Scottish subjects are involved.

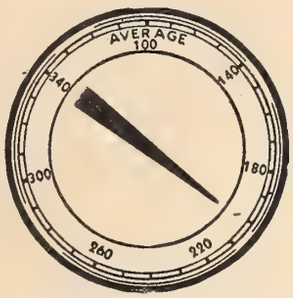
It is argued that the Scottish companies have demonstrated their technical and creative capacity. There is a strong feeling that even if a Scottish unit were established to undertake crown work, the personnel might tend to be of English origin. There is, on the other hand, every enthusiasm for increased production of Scottish films by the crown or any other backer, but the problem to date in Scotland has been to encourage Scottish industrialists to spend money on films. If the government is to spend money in this direction, the existing film production unit should, it is believed, be at least given every opportunity to earn part of that money.

BookinGuide

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Rachel and the Stranger—
Seattle 200

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Babe Ruth Story, The (Mono)	150	100	150	140	150	110	153	125	130	130	150	140	140	115	110	150	135	135	135	150	120	134
Beyond Glory (Para)	110	100	105	130	100	115	170		105	80	160	110	95	160	105	110	170	100		160	125	122
Big Punch, The (WB)	90	85	90	95	80	95		100	90	100	100	100	100		100		80	95	85	100	100	94
Black Arrow, The (Col)		91	105	125	105			100	100			110	100			85	80	115	95	140	95	103
Canon City (EL)	120	100	100	140	115	110	200	105	135	120	105	150	100			120	140	230	100	150	85	128
Casbah (U-I)	165	90	120	100	110	90	100		100	80		140	140	85	88	112	100	110	90	140	90	108
Coroner Creek (Col)	95	86	85	110	85	110	125	100	110		125	140	90					100	90	100	135	105
Deep Waters (20th-Fox)	130	105	90	140	110		123		80	105	90	125	100		103	75	105	90	105	130	90	105
Design for Death (RKO)			110			90						115		80		80						95
Dude Goes West, The (Mono)			95	90			130					125	120				95		80	110		106
Duel in the Sun (SRO)	95	85	105	130	85			100	95	120	110		100	120	100	100	125	80	85	125	90	103
Embraceable You (WB)		120	120						90			100	95		70			65	80	100	100	94
Forever Amber (20th-Fox)					105			85	90			115	100				100	95		110	90	99
French Leave (Mono)	100	75			80	100		100	80	75	100	100	90	90						105		91
Gallant Legion, The (Rep)	100		90		100		160								60	50			70	90	120	93
Good Sam (RKO)	120	118	130	150	120						190	150	96	125		120	150	80	120	175		132
Lady at Midnight (EL)	100											100	100							90	100	98
Loves of Carmen, The (Col)	130	112		200					110		130				115	150						135
Luck of the Irish, The (20th-Fox)	110	97			95	90			85		90	115	100		80	115		75	110	110	100	98
Lulu Belle (Col)		100	110		70			100			50	75	90			85		90		90	90	86
Luxury Liner (MGM)	125	85	100	150	105								95			115		120		160	140	120
Mine Own Executioner (20th-Fox)					150	95				100				90						100		107
Mr. Blandings Builds Dream House (SRO)	130	160	95	140		110	150	85	100	125	120	140	100	175	100	110	125	110	110	180	160	126
Mr. Peabody and the Mermaid (U-I)		110		75			118			100	85	150	130		75	101			75	120		104
My Dog Rusty (Col)		90				85		85	100		50	100	100		40		90			100	100	85
Northwest Stampede (EL)	110		90						90			125									85	100
Olympic Games of 1948 (EL)	130				80							100				105				100		103
One Touch of Venus (U-I)				120	110		147					115		95				120				118
Pitfall (UA)	110	114	110		115				100	95	125	150			103	120		80		140		114
Rachel and the Stranger (RKO)	130		110	120	115		160	140			170	115		125		125	145	115		175	200	139
Raw Deal (EL)	100		100	120	75				95	110		150	95		75	80		125	80	160	85	104
Return of the Badmen (RKO)	120	75	100	130	100	120	90		110		120	150	95	120	70	100	105	90	90	135	80	105
Rope (WB)	135	122	120		155							140	125		108	165		155		150		138
Smart Woman (Mono)	100		90				100		100	95		90		110			100	50	70		100	91
So Evil, My Love (Para)	100	78	90	110	100		110		110		100	120		110	85	103		100	105	115	80	101
So Well Remembered (RKO)	100		110	130	80	80	90	120	85		100	110	100	90		112	110	80		100		100
Sorry, Wrong Number (Para)						130	150					160		175		120		165			190	156
Street With No Name, The (20th-Fox)	130	90	140	120	175		135	100	130	100	115	200	100	150	100	150	110	150	125	200	125	132
Tap Roots (U-I)	130	110	100	140	165	100	147	100	125	120	120	140	100	130	113	140	110	190	90	150	130	126
Velvet Touch, The (RKO)		97	100	110	110			100	90		120			95		103	95		110	135		105
Wallflower (WB)	100	90	90	95	100	100		100	100	100		100	100	85	88	98	90	85	80	120	125	97

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Arizona (Col)—Jean Arthur, William Holden, Warren William. This is a good picture that everyone enjoyed. We did, too, after our visit this year to Arizona. Played Mon., Tues. Weather: Cool.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

Blondie's Anniversary (Col)—Arthur Lake, Penny Singleton, Larry Simms. We always find Blondie has popular appeal on weekends. The kids turned out for this and brought their parents. It was well received with a satisfactory boxoffice. Played Fri., Sat. Weather: Fair. —Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Blondie in the Dough (Col)—Arthur Lake, Penny Singleton, Larry Simms. I just recently started playing Columbia, so this was my first Blondie, but I think my patrons are going to enjoy having them again. I know my boxoffice was justifiable so that is one way to test the merits of a movie. Columbia sells this product right so you can't lose too much. Business was average. Played Thursday only. Weather: Stormy.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. *

Devil Ship (Col) — Richard Lane, Louise Campbell, William Bishop. This is a good action picture, the right length, and moves along to keep the weekend double satisfying. It is a story of the ship that takes the bad boys out to Alcatraz. Played Fri., Sat. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Phantom Valley (Col)—Charles Starrett, Smiley Burnette, Virginia Hunter. The same usual Smiley Burnette-Durango Kid western, with plenty of good music and no complaints. A little short for the price paid. Average attendance—still busy with threshing season. Played Wednesday. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Prince of Thieves (Col)—Jon Hall, Patricia Morison, Adele Jergens. This is an excellent title that the picture failed to support. It is certainly not in the same class as "The Bandit of Sherwood Forest" from the same studio. Played six days, Mon. through Sat. Weather: Mild.—Ernie Warren, Dual Elgin Theatre, Ottawa, Canada. General first run patronage. *

Song of Idaho (Col) — Hoosier Hotshots, Kirby Grant, June Vincent. This is a good small town musical with hillbilly music. Business was good with us on it. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

To the Ends of the Earth (Col)—Dick Powell, Signe Hasso, Maylia. This is a fair action picture but it failed to do business. Probably it was too old when I played it, but on second thought, Dick Powell never draws any business here. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

FILM CLASSICS

Blockheads (FC) — Reissue. Stan Laurel, Oliver Hardy, Patricia Ellis. We bought several of these Laurel and Hardy reissues with faint heart and tongue-in-cheek, but lo and behold, we packed them in! Human nature doesn't change from year to year, and what they liked ten years ago, they like today. Played Tuesday.—Marcella Smith, Vinton Theatre, MacArthur, Ohio. Small town patronage. * * *

Devil's Cargo (FC)—John Calvert, Rochelle Hudson, Roscoe Karnes. Doubled this with "Lone Rider and the Bandit" but the show was boring and business very much below average. Played Fri., Sat. Weather: Warm.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

METRO-GOLDWYN-MAYER

B. F.'s Daughter (MGM)—Barbara Stanwyck, Van Heflin, Charles Coburn. The title kept them away, just as I thought it would. The stars all turn in good performances but there weren't enough present to appreciate the picture. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

Big City (MGM)—Margaret O'Brien, Robert Preston, Danny Thomas. We did better business with this little programmer than with either "Cass Timberlane" or "State of the Union." A very good little picture with a mediocre cast that seemed to please — no squawks. The supers of Metro just don't click here. Played Sun., Mon. Weather: Fair and hot.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Bride Goes Wild, The (MGM)—Van Johnson, June Allyson, Butch Jenkins. This proved to be a splendid attraction, proving to us that people come to the theatre to be entertained. This was a fine comedy, and that is what the cash customers like. Played Sun. through Wed. Weather: Splendid.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. City and rural patronage. * * *

Easter Parade (MGM)—Judy Garland, Fred Astaire, Peter Lawford. This is a good show with beautiful color and music. Business was no good, due to a polio epidemic here. Played Sun., Mon. Weather: Perfect.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Summer Holiday (MGM)—Mickey Rooney, Gloria DeHaven, Walter Huston. This picture had wonderful possibilities—a great cast, an outstanding title, and Technicolor. Results here in Gray, a complete flop. I'm not narrow-minded nor is this small town, but the scenes between Mickey Rooney and Marilyn Maxwell in the bar were ridiculous and disgusting. If it was meant to be funny, it wasn't. I'm afraid scenes like this hurt the small town exhibitor and tend to leave a bad taste and bad opinion of the public about him. Several of the bigger so-called films tend to dwell too much on drinking. If any more films similar to this one come out, where a teen-age boy gets drunk in a bar room, I will certainly see that it doesn't play here. Why Mickey Rooney, one of Hollywood's most versatile actors, allowed himself to be cast in such trash is beyond me. My first-night patrons advised others not to attend and I also sanctioned it. Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

This Man's Navy (MGM)—Reissue. Wallace Beery, Tom Drake, James Gleason. This feature did above average business for us. There was no bad comment. Beery is getting to be a real drawing card here. Played Sat., Sun., Mon. Weather: Good.—S. N. Holmberg, Regal Theatre, Sturgis, Sask. Small town patronage. * * *

Three Daring Daughters (MGM)—Jeannette MacDonald, Jose Iturbi, Jane Powell. Nicely colored, good cast, but we have never been able to sell the sopranos to our patrons. Just put one of them in a trailer, trying to hit high "C," and there goes the business. If you have a music town, this is the picture you want. We don't have. Played Sun., Mon. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

MONOGRAM

Black Gold (Mono)—Anthony Quinn, Katherine DeMille, Elyse Knox. I really don't know when I have ever played a picture that was so well liked by everyone that came to our show here. It was a perfect picture for a small town. The sound was good but we had a bad print in the last reel. I personally counted 78 splices in the last 200 feet of the reel. It made a very abrupt end to the feature but the people did not mind it. Play it. You can't go wrong on it, no matter what kind of an audience you have. Played Sat., Mon. Weather: Rain that stopped the harvest. —Sam Holmberg, Regal Theatre, Sturgus, Sask. * *

PARAMOUNT

Caged Fury (Para)—Richard Denning, Sheila Ryan, Buster Crabbe. This is a dandy circus picture with plenty of action and thrills of the Big Top. I have played so-called specials that were not nearly as good for my situation. Played Fri., Sat. Weather: Fair.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Desert Fury (Para)—John Hodiak, Lizabeth Scott, Burt Lancaster. Although we got this quite late, it did good Sunday business. It received many good comments, particularly on Mary Astor. Some said they came to see her and others said they didn't realize she was in the picture and thought she did an excellent job. Played Sunday. Weather: Warm.—Rahl and Hanson, California Theatre, Kerman, Calif. Small town patronage. * * *

Dream Girl (Para)—Betty Hutton, Macdonald Carey, Patric Knowles. This is terrible. I can't understand why anyone would ever turn out a picture like this one. Betty Hutton has always been boxoffice for us but this one won't increase her popularity any. By all means pass it up if you can, and you'll never be sorry.—M. F. Bodwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. * * *

Emperor Waltz, The (Para)—Bing Crosby, Joan Fontaine, Roland Culver. Bing had better improve on the stories he picks or you will have to dig in the mines for dough at the boxoffice. This show was almost the worst in color I ever played. A case of a blue blood in the old country looking for a suitable mate for her dog! There was not even a good song in the whole affair—another lemon for Paramount. Played Sun., Mon.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Emperor Waltz, The (Para)—Bing Crosby, Joan Fontaine, Roland Culver. I'm enclosing a postal card which was sent to me while this picture was playing at this theatre. It was quite cleverly written and I thought maybe you would like to publish it: "Advertise 'The Emperor Waltz' as/or 'The Romance of Two Dogs.' It certainly is a greater dog story than the story of a waltz. Joan Fontaine was great as a dog matchmaker. Bing should be ashamed to have gotten mixed up in such a 'romance.'—One Who Has Seen It." . . . If you have seen the picture, I believe you will agree with this card—Robert Krueger, Uptown Theatre, Sioux City, Iowa. Family patronage. *

Hazard (Para)—Paulette Goddard, Macdonald Carey, Fred Clark. We did average business on this but it wasn't enough to pay Paramount and our house expenses. A good enough picture but the boys are just too

proud of their records to sell them so we can show a profit. Played Tues. through Thurs. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Jungle Flight (Para)—Robert Lowery, Ann Savage, Barton McLane. This is very good and was liked by all. Also ran the two-reel Technicolor "Smooth Sailin' " and both exceptionally good. They make a fine program throughout. Want more like "Jungle Flight" but would like it in Technicolor next time. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

'Sainted' Sisters, The (Para)—Veronica Lake, Joan Caulfield, Barry Fitzgerald. We did just fair midweek business on this one. Played Wed., Thurs. Weather: Warm.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

Speed to Spare (Para)—Richard Arlen, Jean Rogers, Richard Travis. Doubled this with "Western Heritage" (RKO) and it held up its end of the program. Lots of action in it. Played Tues., Wed.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Unconquered (Para)—Gary Cooper, Paulette Goddard, Howard DaSilva. When Gary Cooper heads a cast it is always good. Then add Paulette Goddard and, folks, you've got a picture that is tops. This one is a dilly and beautiful to look at, and, oh, gosh, what a peach of a story! Played Sun., Mon., Tues. Weather: Fair.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

RKO RADIO

Farmer's Daughter, The (RKO)—Loretta Young, Joseph Cotten, Ethel Barrymore. This is good and business with it was some above average. It was enjoyed by most, although some of our dyed-in-the-wool western fans twisted in their seats.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Strictly rural patronage. * * *

Fighting Father Dunne (RKO)—Pat O'Brien, Darryl Hickman, Una O'Connor. This is another "Boys Town" but not in receipts. You'll like this one and if you can get it sold, the patrons will sing its praises. A good Catholic community should be a natural for the picture and it will please them all. We didn't kill 'em with it, though. Played Sun., Mon. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Fun and Fancy Free (RKO)—Edgar Bergen, Dinah Shore, Charlie McCarthy. This is another Disney that didn't go over. Very few Disney pictures have proved popular with us. "Song of the South" was the only one. Played Fri., Sat. Weather: Warm.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

I Remember Mama (RKO)—Irene Dunne, Barbara Bel Geddes, Oscar Homolka. This is no doubt a good picture for a big town but here it was 134 minutes of Norwegian dialect and no action and the audience did not care for it. It is a story of a poor family trying to make dad's check go around each week, after which the star says: "Dot is goot; ve don't have to go to der bank." One woman who saw it here said, "I didn't like it because it was too much like home." Business was poor. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Miracle of the Bells, The (RKO)—Fred MacMurray, Frank Sinatra, Valli. This is a good show that failed here and it should have gone over, as we have a large Catholic patronage. Played Fri., Sat.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Up-to-Date Data on the JIM MOTE FUND

WITH CONTRIBUTIONS from 24 states and from Canada, the JIM MOTE FUND has grown into three figures in the short time since W. H. Hoffman of the Lamar Theatre, Arthur, Ill., proposed it in the September 18 issue of BOXOFFICE. Texas still leads, not only in the number of contributors but in the amount, and perhaps it is state pride which prompts this appeal from William Svendsen of the New Grand Theatre at Dawson, Minn.:

"Enclosed find check for $5 for the JIM MOTE FUND . . . We are way up north here in the middle of Minnesota and I hope every exhibitor in this state will get out his checkbook so folks can see how many good-hearted exhibitors we have."

Up in New England there was this reaction from A. E. Shepard jr., assistant to the general manager of the Essex Square Theatre, Inc., at Essex, Conn.:

"Enclosed find $4, one dollar from each of our three theatres and one from myself personally. Congratulations to W. H. Hoffman for a grand idea, and to all your subscribers for proving that neighbors don't necessarily have to live right next door. We want to show Jim Mote that he has some neighbors in New England who want to see him back in the business he loves and are proud to do our share."

Several contributors had further suggestions such as these:

"If we cannot get Jim back in show business this way, how about donating popcorn sales one night?"—Sam F. Ewing, Fay Theatre, Fayette, Miss.

"I notice most of the contributions are from small towns. Let's hear from some of the big towns. After all, our small town shows are feeders for the big town."—E. M. Freiburger, Paramount Theatre, Dewey, Okla.

"I'm sending an extra dollar for being late in mailing my check."—Wiley T. Booth, Wolfe City, Tex.

Out of the Past (RKO)—Robert Mitchum, Jane Greer, Kirk Douglas. No sensational business on Mitchum. We were playing this on the days when the Mitchum "dope" story made headlines in the newspapers. This kind of publicity doesn't help the industry any more. I think it is detrimental to business. Played Wed., Thurs. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town patronage. * * *

Race Street (RKO)—George Raft, William Bendix, Marilyn Maxwell. George Raft took his part okay but this story is familiar and consequently the suspense is lacking. To sum it all up I am neither for it nor against it. I'm neutral. Played Wed., Thurs.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * * *

Western Heritage (RKO)—Tim Holt, Nan Leslie, Richard Martin. This is just another western to me but Tim Holt has really caught on in this place. They love him—bless 'em. Richard Martin's humor spices all the Tim Holt pictures. Played Fri., Sat. Weather: Cool and fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. *

REPUBLIC

Bill and Coo (Rep)—George Burton's lovebirds. I thought only kids would come to see this, but several adults came too and they enjoyed it. The birds are excellent and put on a good show. If you can get this on a double feature, you've got something. Played Wed., Thurs.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Village Barn Dance (Rep)—Reissue. Richard Cromwell, Doris Day. For the small town with a rural area for patronage, here is a natural, a real tonic for sagging boxoffice. Why can't they make more like this for people who like plain, homey type of entertainment they can understand and enjoy. It has comedy supplied mainly by Vera Vague, lots of the barn dance type of music, and believe me, it pleases in a situation like mine. Played Wed., Thurs. —W. D. Rasmussen, Star Theatre, Anthon, Iowa. Small town patronage. * *

SRO

Duel in the Sun (SRO)—Gregory Peck, Jennifer Jones, Joseph Cotten. As good as any outdoor picture we ever ran, with a swell cast, good story and good color photography. We ran this at advanced admission to a better gross than regular prices. Checked, but didn't pay and they lost some rental trying to hog the gate. Played Tues. through Thurs. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

20th CENTURY-FOX

Captain From Castile (20th-Fox) — Tyrone Power, Jean Peters, Cesar Romero. This is a good picture that had lots of money spent on it, but we failed to do extra business. Played Mon., Tues. Weather: Fair.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Challenge, The (20th-Fox) — Tom Conway, June Vincent, Richard Stapley. Our patrons don't go for this English stuff. We had many walkouts and many unfavorable comments. This type of merchandise does not go over in a rural community. Played Fri., Sat.—M. F. Bodwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. * * *

Fury at Furnace Creek (20th-Fox)—Victor Mature, Coleen Gray, Glenn Langan. This is a good average western that I paid percentage for and did a fair business. The picture should be sold flat at double-feature prices. A Hopalong Cassidy will do just as much business and please better.—Jim Haney, Milan Theatre, Milan, Ind. Small town patronage. *

Green Grass of Wyoming (20th-Fox)—Peggy Cummins, Charles Coburn, Lloyd Nolan. This is certainly a natural for the middle west. A good story, combined with excellent color to make a very pleasing outdoor picture. Played Sun., Mon. Weather: Good.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

Homestretch, The (20th-Fox)—Cornel Wilde, Maureen O'Hara, Glenn Langan. This is a first class racing picture in superb color. Cornel Wilde, James Gleason and the horses put it over. Played Tues., Wed., Thurs. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. *

UNITED ARTISTS

Copacabana (UA)—Groucho Marx, Carmen Miranda, Steve Cochran. This is a good musical comedy that was well received, and more like it will go well here. Average business on account of the weather still being warm. Played Sat., Sun.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Ramrod (UA)—Veronica Lake, Joel McCrea, Donald Crisp. A fine picture and just what we need here. Too bad the film was so bad, at times no sound on account of the sound track being worn so much. Must have better film or no use showing the UA product. Played Sat., Sun. Weather: Mild.—W. H. Swan, Audi-

(Continued on page 14)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is nation release date. Production number is at right. Number in parentheses is running time, furnished by home office of distributor; checkup with local exchanges is recommende R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFI Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	DECEMBER 13	DECEMBER 20	DECEMBER 27	JANUARY 3	JANUARY 10	JANUARY 17	JANUARY 24	JANUARY
COLUMBIA	11 (62) Drama 923 DEVIL SHIP Richard Lane Louise Campbell William Bishop R—Dec. 6—PG-879	18 (67) Comedy 913 BLONDIE'S ANNIVERSARY Penny Singleton Arthur Lake Larry Sims R—Dec. 27—PG-885	25 (65) Musical 951 ROSE OF SANTA ROSA Hoosier Hotshots Patricia White Eduardo Noriega R—Jan. 3—PG-888		9 (54) Western 962 SIX-GUN LAW Starrett-Burnette R—Jan. 10—PG-890 (81) Drama 932 ◎THE SWORDSMAN Larry Parks R—Oct. 25—PG-867	16 (68) Musical 907 GLAMOUR GIRL Virginia Grey Michael Duane Gene Krupa's Orch. R—Jan. 3—PG-888	23 (66) Mus-Dr 906 MARY LOU Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895	(94) Drama I LOVE TROUBLE F. Tone-J. Blair R—Feb. 28—PG-9 (72) Drama ◎PRINCE OF THI J. Hall—P. Moriso R—Dec. 6—PG-87
EAGLE LION				3 (66) Mus-Com 808 LINDA BE GOOD Marie Wilson Elyse Knox John Hubbard R—Nov. 1—PG-869	10 (91) Drama 809 T-MEN Dennis O'Keefe R—Dec. 20—PG-884	17 (71) Comedy 810 HEADING FOR HEAVEN Stuart Erwin Glenda Farrell R—Dec. 27—PG-886	24 (55) Western 853 CHECK YOUR GUNS Eddie Dean	31 (85) Drama ◎THE SMUGGLER Michael Redgrave R—Jan. 17—PG-89
M-G-M			26 (95) Musical) 810 ◎GOOD NEWS June Allyson Peter Lawford Joan McCracken R—Dec. 6—PG-879	9 (119) Drama 813 ◎CASS TIMBERLASE Spencer Tracy Lana Turner Zachary Scott R—Nov. 8—PG-872			23 (98) Drama 814 IF WINTER COMES Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885	
MONOGRAM		20 (58) Western 674 GUN TALK Johnny Mack Brown Virginia Christine Raymond Hatton	Reissue 27 (66) Drama 4706 BETRAYED Kim Hunter Dean Jagger Robert Mitchum	3 (68) Drama 627 SMART POLITICS June Preisser Freddie Stewart Noel Neill	10 (66) Comedy 4704 JIGGS AND MAGGIE IN SOCIETY Joe Yule Renie Riano R—Feb. 14—PG-900	17 (53) Mus-West 686 SONG OF THE DRIFTER Jimmy Wakely		31 (58) Western OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama SONG OF MY HEAR Frank Sundstrom R—Nov. 8—PG-871
PARAMOUNT	12 (71) Drama 4706 BIG TOWN AFTER DARK Philip Reed Hillary Brooke R—Nov. 22—PG-875		25 (101) Comedy 4707 ROAD TO RIO Bing Crosby Bob Hope Dorothy Lamour R—Nov. 8—PG-871			16 (98) Drama 4708 I WALK ALONE Burt Lancaster Lizabeth Scott Wendell Corey Kirk Douglas R—Dec. 20—PG-883		
REPUBLIC		Reissue 19 (60) Western 883 PAINTED DESERT George O'Brien Laraine Day Ray Whitley	Special 25 (128) Drama 866 ◎TYCOON John Wayne Laraine Day R—Nov. 29—PG-878	Group 2 3 (86) Drama 808 SO WELL REMEMBERED John Mills Martha Scott Patricia Roc R—Nov. 1—PG-870	Group 2 10 (60) Western 808 WILD HORSE MESA Tim Holt Nan Leslie R—Nov. 22—PG-975	Group 2 (65) Mystery 810 DICK TRACY MEETS GRUESOME Ralph Byrd Boris Karloff Ann Gwynn R—Oct. 4—PG-861	Group 2 24 (102) Drama 806 NIGHT SONG Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874	Reissue 30 (60) Western LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy IF YOU KNEW SUS R—Feb. 7—PG-897
SCREEN GUILD		18 (55) Mus-West 652 ◎UNDER COLORADO SKIES R—Dec. 20—PG-888 15 (59) Western 752 BANDITS OF DARK CANYON R—Dec. 13—PG-881		1 (64) Com-Dr 701 MAIN STREET KID Al Pearce Janet Martin R—Jan. 24—PG-893	10 (72) Outd'r-Mus 644 ◎GAY RANCHERO Roy Rogers Tito Guizar Andy Devine R—Jan. 10—PG-889	15 (65) Drama 702 SLIPPY McGEE Don Barry Dale Evans Tom Brown R—Jan. 31—PG-896		
20TH-FOX	13 (42) Outd'r-Dr 4707 WHERE THE NORTH BEGINS Russell Hayden Jennifer Holt		27 (72) Drama 4706 ROAD TO THE BIG HOUSE John Shelton R—Nov. 1—PG-869	Reissue 3 (58) Western HC13 PRIDE OF THE WEST William Boyd Gabby Hayes Russell Hayden				
UNITED ARTISTS	Reissue (84) Drama 744 TOBACCO ROAD Gene Tierney Dana Andrews	Reissue (128) Drama 745 GRAPES OF WRATH Henry Fonda Jane Darwell John Carradine	25 (99) Drama 731 DAISY KENYON Joan Crawford Dana Andrews Henry Fonda Ruth Warrick R—Nov. 29—PG-878		(140) Drama 801 ◎CAPTAIN FROM CASTLE Tyrone Power Jean Peters Cesar Romero Lee J. Cobb John Sutton R—Dec. 6—PG-880		(81) Drama 803 THE TENDER YEARS Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880	
UNIV.-INT'L				(97) Drama SLEEP, MY LOVE Claudette Colbert Robert Cummings Don Ameche R—Jan. 17—PG-892				(90) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898
WARNER BROS.	(77½) Drama 63 ◎PIRATES OF MONTEREY Maria Montez Rod Cameron Phillip Reed Gale Sondergaard R—Nov. 22—PG-876	(88) Drama 626 LOST MOMENT Susan Hayward Robert Cummings R—Oct. 18—PG-866	(91) Drama 629 ◎BLACK NARCISSUS Deborah Kerr David Farrar R—July 12—PG-838	(81) Drama 633 THE SENATOR WAS INDISCREET William Powell Ella Raines Arleen Whelan R—Dec. 20—PG-883		(93) Drama 652 CAPTAIN BOYCOTT Stewart Granger Kathleen Ryan Cecil Parker R—Dec. 6—PG-880		
MISCELLANEOUS	Reissues 13 (93) Drama 710 JEZEBEL Bette Davis 13 (85) Drama 712 SLIGHT CASE OF MURDER Edward G. Robinson	Reissue 13 (116) Drama 709 ANTHONY ADVERSE Fredric March Olivia de Havilland	27 (101) Drama 711 ◎◎MY WILD IRISH ROSE Dennis Morgan Andrea King Arlene Dahl R—Dec. 13—PG-882		10 (78) Drama 713 ALWAYS TOGETHER Joyce Reynolds Robert Hutton R—Dec. 20—PG-884		24 (126) Drama 714 TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890	

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Buzzy Henry

(89) Mus-Com Reissue
JIMMY STEPS OUT
James Stewart
Paulette Goddard

(64) Western Reissue
WILD MUSTANG
Harry Carey

(87) Drama Reissue
LITTLE MEN
Kay Francis
Jack Oakie

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson
Pat Starling

EBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20	MARCH 27
(68) Drama 802 CK OF THE ESPERUS ard Parker ir Buchanan dicia White Feb. 14—PG-899	12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ©RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 920 RETURN OF THE WHISTLER Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama 902 ADVENTURES IN SILVERADO R—Mar. 13—PG-912 25 (55) Western 966 WEST OF SONORA Starrett-Burnett R—Mar. 27—PG-916
(83) Drama 812 /ENTURES OF ASANOVA ro de Cordova an Bey lle Bremer Feb. 28—PG-865		21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXAS James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 WESTWARD TRAIL Eddie Dean	27 (77) Drama 817 ©ENCHANTED VALLEY Allan Curtis—Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 OCTOBER MAN John Mills R—Mar 20—PG-913	Reissues 27 (93) Drama 849 SUTTER'S GOLD Edward Arnold 27 (86) Drama 848 SEVEN SINNERS Marlene Dietrich John Wayne
(99) Drama 815 H WALL ert Taylor rey Totter ert Marshall Dec. 20—PG-883		20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ©THREE DARING DAUGHTERS Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 818 ALIAS A GENTLEMAN Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy 819 BRIDE GOES WILD Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905
(75) Drama 4709 HTING MAD Kirkwood jr. e Knox n Errol Feb. 7—PG-898	14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudson		22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 ROCKY Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 ROSE OF THE RIO GRANDE Movita John Carroll	21 (67) Drama 4708 ANGELS' ALLEY Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894
		20 (90) Drama 4709 ©ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 SAIGON Alan Ladd Veronica Lake R—Feb. 7—PG-897		26 (67) Drama 4712 MR. RECKLESS William Eythe Barbara Britton R—Feb. 21—PG-904
up 3 61) Western 81 STERN HERITAGE Holt Feb. 14—PG-899	Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ©BAMBI		Special 28 (109) Com-Dr 852 ©THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 TROUBLE IN SUNDOWN		Special 20 (134) Comedy 868 ©I REMEMBER MAMA Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar 13—PG-911	
(61) Comedy 703 MPUS HONEYMOON ard Crane Wilde Wilde Hackett Feb. 14—PG-899			22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911			14 (87) Drama 705 INSIDE STORY Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr 3—PG-918	25 (68) M'drama 706 LIGHTNIN' IN THE FOREST Lynne Roberts Warren Douglas R—Apr. 24—PG-924
ssue (70) Western HC14 OLD MEXICO lliam Boyd bby Hayes ssell Hayden		21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 SILVER ON THE SAGE William Boyd Gabby Hayes Russell Hayden			
(91) Musical 802 U WERE MEANT FOR ME anne Crain n Dailey car Levant Jan. 24—PG-894	(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 80 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 THE CHALLENGE Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 HALF PAST MIDNIGHT Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama 809 ©AN IDEAL HUSBAND Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891
(97) Com-Dr OLIDAY CAMP ora Robson ennis Price azel Court ck Warner Mar. 6—PG-910	14 (96) Drama 634 A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889			(96) Drama 654 ©JASSY Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 A DOUBLE LIFE Ronald Colman Signe Hasso Edmund O'Brien R—Jan. 3—PG-887	(96) Drama 651 NAKED CITY Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896
(95) Drama 71 Y GIRL TISA lli Palmer m Wanamaker Jan. 24—PG-893		21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 I BECAME A CRIMINAL Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Resisue 13 (102) Drama 718 ADVENTURES OF ROBIN HOOD Errol Flynn Olivia de Havilland		27 (94) Comedy 719 APRIL SHOWERS Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(74) Drama New Rel
DISCOVERY
Adm. R. E. Byrd

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(76) Drama New Rel
FOR YOU I DIE
Cathy Downs
R—Dec 27—PG-885

(77) Drama New Rel
SPIRIT OF WEST POINT
Blanchard-Davis
R—Oct. 11—PG-863

(97) Drama Reissue
HENRY THE EIGHTH
Charles Laughton
Robert Donat

(..) Drama New Rel
©UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
©MIRACULOUS JOURNEY
R—Aug 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

APRIL 3	APRIL 10	APRIL 17	APRIL 24	MAY 1	MAY 8	MAY 15	MAY 22
30 (84) Drama 936 SIGN OF THE RAM Susan Peters Alexander Knox R—Feb. 21—PG-904 30 (66) Mus-Com 952 SONG OF IDAHO Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-926	15 (69) Drama 905 PORT SAID Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (87) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randell R—Mar. 20—PG-914	6 (75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 TRAPPED BY BOSTON BLACKIE R—May 8—PG-929 13 (54) Western 963 WHIRLWIND RAIDERS Starrett-Burnett R—May 22—PG-936	
3 (102) Drama 816 RUTHLESS Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 THE NOOSE HANGS HIGH Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 THE COBRA STRIKES Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 PRAIRIE OUTLAWS Eddie Dean	19 (66) Drama ASSIGNED TO DAN Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929
3 (108) Drama 820 B. F.'s DAUGHTER Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903		20 (92) Drama 821 SUMMER HOLIDAY Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 TARZAN'S SECRET TREASURE Weissmuller-O'Sullivan 30 (71) M'drama 823 TARZAN'S NEW YORK ADVENTURE	30 (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916			
28 (56) Western 4761 OKLAHOMA BLUES Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 7 (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 CROSSED TRAILS Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 CAMPUS SLEUTH Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely	16 (56) Western 4756 FRONTIER AGENT Johnny Mack Brown Raymond Hatton	
2 (146) Drama 4725 UNCONQUERED Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			30 (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 4715 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906	
Special 3 (120) Drama 869 MIRACLE OF THE BELLS Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907		Special 17 (128) West-Dr 870 FORT APACHE Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 TIMBER STAMPEDE		Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 22 (68) Drama 8 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917
1 (61) Novelty 728 BILL AND COO George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 CALIFORNIA FIRE-BRAND R—May 8—PG-928		15 (66) Western 754 BOLD FRONTIERSMAN Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 OLD LOS ANGELES William Elliot John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 25 (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R. Lowery R—May 8—PG-929		10 (60) M'drama 709 KING OF GAMBLERS Janet Martin R—May 29—PG-938 13 (60) Western 755 CARSON CITY RAIDERS Allan "Rocky" Lane R—June 5—PG-939	
	Reissue 10 (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden				Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden		21 (76) Drama 47 THE PRAIRIE Lenore Aubert Alan Baxter
(84) Comedy 810 SITTING PRETTY Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 MEET ME AT DAWN William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 LET'S LIVE AGAIN John Emery R—Feb. 21—PG-903 (66) Drama 814 13 LEAD SOLDIERS Tom Conway		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 8 ARTHUR TAKES OVE Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922
		(111) Comedy LAFF-TIME William Tracy (60) Documentary KINGS OF THE OLYMPICS Bill Slater R—Mar. 6—PG-909	(120) Drama ARCH OF TRIUMPH Ingrid Bergman Charles Boyer R—Feb. 21—PG-904				
(80) Drama 653 BLACK BART Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 31—PG-986	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman Greta Gynt Dennis Price R—May 22—PG-936	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906	
	10 (101) Drama 720 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 WINTER MEETING Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien	15 (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923	

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-786

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—April 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr
Eng. Films
CHILDREN ON TRIAL
R—Nov 29—PG-878

(80) Musical
Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama
Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical
Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC

(70) Alexander Dran
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary
Target Films
STRANGE VICTORY
R—July 24—PG-954

MAY 29	JUNE 5	JUNE 12	JUNE 19	JUNE 26	JULY 3	JULY 10	JULY 17
(87) Drama 938 …Y FROM HANGHAI …Hayworth …n Welles …ett Sloane …n Anders …Apr. 17—PG-921	[3] (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941				[28] (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 [1] (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	[8] (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949	
(78) Drama 822 …W DEAL …nis O'Keefe …re Trevor …sha Hunt …May 29—PG-937	[2] (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	[9] (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	[17] (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	[23] (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	[30] (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944		
113) Drama 826 MECOMING …k Gable …a Turner …Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland-Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107 Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946
(72) Drama 4716 …OULDN'T BE IN …OUR SHOES …Castle …se Knox …is Toomey …May 8—PG-927		[6] (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	[13] (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	[20] (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	[27] (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	[4] (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	[11] (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland
(95) Drama 4716 …ZARD …lette Goddard …donald Carey …Mar. 20—PG-914		[11] (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	[18] (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	[25] (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	[2] (106) Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue [9] (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon	
…up 5 (63) Western 814 …IZONA RANGER …n Holt …k Holt …n Leslie …Apr 3—PG-917	Reissue Group 5 [5] (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 [19] (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	[26] (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special [3] (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 [17] (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934
(85) Drama 710 JANE DOE …th Hussey …n Carroll …ra Ralston …May 22—PG-934	[31] (66) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		[16] (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		[28] (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		[15] (70) Outd'r-Mus 732 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953
	Reissue [4] (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) [11] (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue [25] (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau			Reissue [16] (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello
(111) Drama 820 …NA KARENINA …rien Leight …lph Richardson …May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948
			[15] (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	[25] (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		[9] (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933	
	(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKENSTEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wedell Corey R—June 26—PG-945
(110) Drama 725 …LVER RIVER …n Sheridan …rol Flynn …homas Mitchell …May 8—PG-928		[12] (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		[26] (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	[3] (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues [17] (82) Drama 730 FLOWING GOLD Garfield-O'Brien [17] (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent

REALART (Reissue)

Nov. (69) Drama 1139 — TIGHT SHOES — Broderick Crawford, Leo Carrillo
Nov. (77) Comedy 1217 — BUTCH MINDS THE BABY — Virginia Bruce, Broderick Crawford
Dec. (71) Drama 623 — THE INVISIBLE MAN — Claude Rains, Clara Stuart
Dec. (81) Drama 1029 — INVISIBLE MAN RETURNS — Vincent Price, Sir Cedric Hardwicke
Dec. (91) Drama 1270 — PITTSBURGH — John Wayne, Marlene Dietrich
Dec. (87) Drama 1017 — GREEN HELL — Douglas Fairbanks jr., Joan Bennett
Jan. (74) Drama 1266 — SIN TOWN — Constance Bennett, Broderick Crawford
Jan. (80) Myst-Dr 1295 — SON OF DRACULA — Lon Chaney, Louise Allbritton
Jan. (67) Myst-Dr 1212 — GHOST OF FRANKENSTEIN — Lon Chaney, Evelyn Ankers
Feb. (78) Drama 924 — THE STORM — Charles Bickford, Preston Foster
Feb. (61) Myst-Dr 1246 — MUMMY'S TOMB — Dick Foran, Lon Chaney
Feb. (65) Myst-Dr 1344 — MUMMY'S GHOST — Lon Chaney, Ramsay Ames
Mar. (83) Drama 917 — LITTLE TOUGH GUY — Little Tough Guys, Dead End Kids
Mar. (73) Drama 929 — LITTLE TOUGH GUYS IN SOCIETY — Little Tough Guys

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FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

JULY 24	JULY 31	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER 4	SEPTEMBER
	31 (90) S'Western 939 Ⓒ CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George MacReady Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 Ⓒ THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973
21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Western 830 Ⓒ NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary Ⓒ OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-97
		(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914				3 (98) Musical 901 Ⓒ LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962	
18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Ailene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944		22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 47 THE MUSIC MAN Phil Brito R—July 24—PG-953 (65) M'drama 48 JOE PALOOKA IN WINNER TAKE A R—Aug. 28—PG-963
23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (83) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George MacReady George Coulouris Henry Travers R—July 19—PG-944	
Special 24 (75) Musical 991 Ⓒ MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934		(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958	(114) .Com-Dr .962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring Frank McHugh R—July 31—PG-956	11 (66) Mystery 8 MYSTERY IN MEXIC William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948
	25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		26 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden	29 (67) Out'dr-Mus 733 Ⓒ NIGHTIME IN NEVADA	3 (90) Drama 7 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane
Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S FLIRTING WITH FAT Joe E. Brown 10 (60) Western DEAD MAN'S GOLD Lash Larue Fuzzy St. John
(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power Alice Faye (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Drama 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 Ⓒ THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 82 IGHTING BACK aul Langton ary Gray	(70) Out'dr-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 8 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965
	30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957			(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd
(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943		(109) Drama 668 Ⓒ TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 6 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966
	31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 Ⓒ LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 801 Ⓒ TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958	

FOREIGN Language

(92) Drama Superfilm HENRY IV R—Apr. 10—PG1919	(84) Opera Columbia THE LOST ONE R—Apr. 24—PG-923	(80) Com-Dr Distinguished CONFESSIONS OF A ROGUE R—May 1—PG-926	(95) Comedy Siritzky ANTOINE & ANTOINETTE R—May 8—PG-930	(87) Fantasy Lopert BEAUTY AND THE BEAST R—May 8—PG-929	(100) Drama Discina Int'l THE DAMNED R—May 29—PG-938	(128) Drama Siritzky Int'l MARIUS R—June 19—PG-944	(130) Drama Siritzky-Int' THEY ARE NOT ANGELS R—June 26—PG-946
(114) Drama Mayer-Burstyn PAISAN R—Apr. 24—PG-924	(96) Musical Artkino Ⓒ DIE FLEDERMAUS R—May 1—PG-926	(90) C om-Dr President ANGELINA R—May 8—PG-930	(90) Drama Siritzky FARREBIQUE R—May 8—PG-929	(80) Comedy Duke Int'l VOYAGE SURPRISE R—May 22—PG-936	(90) Drama Lopert ROOM UPSTAIRS Marlene Dietrich R—June 5—PG-939	(100) Drama Best Films JEALOUSY R—June 19—PB-943	(100) Drama Schaefer DAY OF WRATH R—June 26—PG-945

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:PTEMBER 18	SEPTEMBER 25	OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30	NOVEMBER 6
(76) Western 903 .CK EAGLE, THE TORY OF A HORSE iam Bishop inia Patton ion Jones Sept. 4—PG-965	(91) Drama WALK A CROOKED MILE Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 SINGIN' SPURS Hoosier Hotshots	30 (70) Spec-Act TRIPLE THREAT Richard Crane Gloria Henry R—Oct. 9—PG-975	7 (68) Drama I SURRENDER DEAR Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (..) Western EL DORADO PASS	21 (59) Outd'r-Dr RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran	(110) Drama ⊙THE LOVES OF CARMEN Rita Hayworth R—Aug. 21—PG-961	(79) Super West ⊙THE UNTAMED BREED Sunny Tufts
	(62) Drama 903 IN THIS CORNER Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966	Reissues (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone (117) Drama 737 MY SON, MY SON Brian Aherne	(83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961		(61) Mys-Dr 906 BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. SON OF MONTE CRISTO Louis Hayward	
	24 (90) Comedy 902 A SOUTHERN YANKEE Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958		8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960			(71) Documentary THE SECRET LAND Robert Monogomery, commentator Robert Taylor Van Heflin R—Aug. 28—PG-963	
	(107) Biog-Dr AA10 THE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955	(87) Comedy AA8 THE DUDE GOES WES Eddie Albert Gale Storm R—May 1—PG-926 (..) Western THE RANGERS RIDE Jimmy Wakely	3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	12 (..) Western AA11 LAST OF THE BADMEN Barry Sullivan Marjorie Reynolds 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys		24 (..) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson	31 (..) Drama INCIDENT Jane Frazee Harry Lewis
	24 (89) Drama 4801 SORRY, WRONG NUMBER Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956		8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 4804 SEALED VERDICT Ray Milland Florence Marly
(63) Mystery 905 YGUARD rence Tierney cilla Lane ip Reed e Brodie Sept. 4—PG-965	Special (48) Docum 907 DESIGN FOR DEATH R—Jan. 1—PG-893 18 (79) M'Drama 821 RACE STREET George Raft R—July 3—PG-948		(92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum Gary Gray R—Aug. 7—PG-958		(92) Western 905 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	(121) Drama MOURNING BECOMES ELECTRA Rosaline Russell Michael Redgrave Katina Paxinou Kirk Douglas R—Dec. 6—PG-879	
(60) Western 757 SPERADOES OF ODGE CITY Sept. 11—PG-968 (60) Western 741 OF GOD'S OUNTRY Sept. 25—PG-971		1 (90) Drama 714 MOONRISE Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 (..) Western DENVER KID				24 (60) M'drama 713 CODE OF SCOTLAND YARD Oscar Homolka R—Sept. 18—PG-970	
(69) Documentary SUBMARINE (81) Drama RPOON Bromfield ce Louis	Reissues 24 (108) Comedy S-7 DUKE OF WEST POINT Louis Hayward Joan Fontaine 24 (88) Comedy S-8 MISS ANNIE ROONEY Shirley Temple		8 (93) Drama THE MOZART STORY Hans Holt Winnie Markus Irene von Meydendorff	15 (60) Western MARK OF THE LASH Lash Larue Fuzzy St. John	22 (64) Western STAGECOACH WAR William Boyd Russell Hayden		
(78) Drama 822 APE Harrison gy Cummins liam Hartnell mal Wooland June 5—PG-940	(139) Drama 838 FOREVER AMBER Linda Darnell Cornell Wilde R—Oct. 18—PG-866 (64) Mystery 839 THE CREEPER Eduardo Cinelli	(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-927	
(126) West-D- 585 D RIVER n Wayne tgomery Clift ter Brennan nne Dru July 17—PG-952	(57) Docum 586 OLYMPIC CAVALCADE Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama URUBU George Breakstone Yorke Coplen R—Aug. 21—PG-961	1 (81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western STRANGE GAMBLE William Boyd	15 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray Madeleine Carroll Buddy Rogers Rita Johnson R—Sept. 4—PG-966			
	25 (80) Drama 802 ⊙ROPE James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963		9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970		

Language

(92) Com-Drama Oxford Films
FRIC-FRAC
R—July 3—PG-948

(105) Drama Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary Mayer-Burystyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama Artkino
MURDERERS AMONG US

(105) Drama Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-963

(105) Drama Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

(77) Documentary Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

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P. G.	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
947	Abbott & Costello Meet Frankenstein (83)	U-I		7- 3-48	+	+	+	+	+	±	±	7+ 2–
912	Adventures in Silverado (75)	Col.		3-13-48	±	±			±	+		4+ 3–
956	Adventures of Gallant Bess (73)	EL		7-31-48	±	±	±	±		±		5+ 5–
893	Albuquerque (90)	Para.		1-24-48	+	±	±	∓	∓	±	±	9+ 4–
895	Alias a Gentleman (78)	MGM		1-31-48	–	±	±	+	±	±		5+ 5–
906	All My Sons (94)	U-I		2-28-48	∓	+	+	∓	∓	+	∓	11+
965	An Act of Murder (91)	U-I		9- 4-48	+	+		∓	+			5+
894	Angels' Alley (67)	Mono.		1-24-48	±	±	±		–		±	4+ 5–
925	Anna Karenina (111)	20-Fox		5- 1-48	+	±		+	+	+	+	6+ 1–
924	Another Part of the Forest (107)	U-I		4-24-48	∓	+	+	+	∓	+	+	9+
969	Apartment for Peggy (96)	20-Fox		9-18-48	∓	+	+		∓			6+
978	Appointment With Murder (67)	FC		10-16-48	±			±	±			3+ 3–
913	April Showers (94)	WB		3-20-48	+	+	±	+	+	±	+	7+ 2–
904	Arch of Triumph (120)	UA		2-21-48	+	+	+	+	∓	±	+	8+ 1–
913	Are You With It? (90)	U-I		3-20-48	+	±	+	+	+	±		6+ 2–
923	Argyle Secrets, The (63)	FC		4-24-48	+	±	±		+			4+ 2–
917	Arizona Ranger, The (63)	RKO		4- 3-48	+		±	+	+	±		5+ 2–
953	Arkansas Swing (65)	Col.		7-24-48	±					±		2+ 2–
922	Arthur Takes Over (63)	20-Fox		4-17-48	+	±	±	±	+	–		5+ 4–
929	Assigned to Danger (65)	EL		5- 8-48	±	±	+		±	±	+	6+ 4–
	B											
955	Babe Ruth Story, The (107)	Mono.		7-31-48	∓	∓	∓	∓	∓	+	±	12+ 1–
942	Bad Sister (90)	U-I		6-12-48	±	–		±		±	±	4+ 5–
903	B. F.'s Daughter (108)	MGM		2-21-48	+	±	+	+	±	+		6+ 2–
969	Behind Locked Doors (61)	EL		9-18-48	+	±	±		±			4+ 3–
919	Berlin Express (86)	RKO		4-10-48	∓	+	+	∓	∓	∓	+	11+
929	Best Man Wins (75)	Col.		5- 8-48	+	±	+		±	+		5+ 2–
964	Betrayal, The (183)	Astor		8-28-38	±		–				–	1+ 2–
944	Beyond Glory (82)	Para.		6-19-48	±	±	±	±	±	+	∓	8+ 5–
915	Big City (111)	MGM		3-27-48	+	+	+	+	+	+	+	7+
904	Big Clock, The (95)	Para.		2-21-48	+	+	+	+	∓	∓	∓	10+
937	Big Punch, The (80)	WB		5-29-48	±	±	±	+	+	±	±	7+ 5–
933	Big Town Scandal (62)	Para.		5-22-48	±	±	±	+	±	±	±	7+ 6–
887	Bill and Coo (61)	Rep.		1- 3-48	+	±	+	∓	∓	∓	+	10+ 1–
875	Bishop's Wife, The (109)	RKO		11-22-47	∓	+	+	∓	∓	∓	+	11+
949	Black Arrow, The (76)	Col.		7-10-48	+	±	+		±	+	+	6+ 2–
897	Black Bart (80)	U-I		2- 7-48	±	±	+	±	+	±		6+ 4–
965	Black Eagle, The Story of a Horse (76)	Col.		9- 4-48	+				+			2+
969	Blanche Fury (93)	EL		9-18-48	–	±		+	–			2+ 3–
951	Blazing Across the Pecos (55)	Col.		7-17-48	±					±		2+ 2–
935	Blonde Ice (73)	FC		5-22-48	±		+		+		±	4+ 3–
941	Blondie's Reward (67)	Rep.		6-12-48	±		+		+	±		4+ 2–
965	Bodyguard (62)	RKO		9- 4-48	+	±	±	+	+			5+ 2–
925	Bold Frontiersman, The (60)	Rep.		5- 1-48	+		+	+	+	±	±	6+ 2–
905	Bride Goes Wild, The (MGM)			2-28-48	+	+	∓	∓		±	±	8+ 2–
936	Brothers, The (90)	U-I		5-22-48	+	±		+	–	+		4+ 2–
877	Bush Christmas (76)	U-I		11-29-47	+	±	±	+	±	∓	+	5+ 3–
	C											
899	Caged Fury (60)	Para.		2-14-48	+	±	+	+	+	+	±	7+ 2–
928	California Firebrand (63)	Rep.		5- 8-48	+		+	+	+	±	±	6+ 2–
894	Call Northside 777 (111)	20-Fox		1-24-48	∓	+	+	∓	∓	∓	∓	12+
935	Campus Sleuth (57)	Mono.		5-22-48	–	±	±				–	2+ 4–
946	Canon City (83)	EL		6-26-48	∓	±	∓	∓	∓	+	∓	12+ 1–
939	Carson City Raiders (60)	Rep.		6- 5-48	+		+	±	±	±	±	6+ 4–
932	Casbah (94)	U-I		5-15-48	+	±	±	+	+	±	±	7+ 4–
906	Challenge, The (68)	20-Fox		2-28-48	+	±	±	±	±	+	+	7+ 4–
957	Checkered Coat, The (67)	20-Fox		8- 7-48	±	±	±		–	±	±	5+ 6–
921	Close-Up (76)	EL		4-17-48	±	±	±		±	±	+	6+ 5–
941	Cobra Strikes, The (62)	EL		6-12-48	±	–				±	±	3+ 4–
970	Code of Scotland Yard (60)	Rep.		9-18-48	+	±	±	∓	+			6+ 2–
	Counterfeiters, The (73)	20-Fox				±	+		±	±	±	5+ 4–
940	Coroner Creek (90)	Col.		6- 5-48	∓	+	∓	∓		+	±	9+ 1–
943	Corridor of Mirrors (96)	U-I		6-19-48	–	+			±			2+ 3–
	Creeper, The (63)	20th-Fox					±		–	–		1+ 3–
	Crossed Trails (53)	Mono.					±		±		±	3+ 3–
972	Cry of the City (95)	20-Fox		9-25-48	±	+	+	+	∓		+	7+ 1–
	D											
955	Daredevils of the Clouds (60)	Rep.		7-31-48	+	±	±	+	±	±	±	7+ 5–
	Dead Don't Dream, The (..)	UA					±				±	2+ 2–
946	Dear Murderer (90)	U-I		5-22-48	±	±		±	±	±	+	6+ 5–
948	Deep Waters (85)	20-Fox		7- 3-48	∓	±	±	+	+	+	±	8+ 3–
896	Design for Death (48)	RKO		1-31-48	+			+	±	+		4+ 1–
968	Desperadoes of Dodge City (60),	Rep.		9-11-48	+		+		±			3+ 1–
926	Devil's Cargo (61)	FC		4-10-48	±		±	±	–			3+ 4–
	Discovery (74)	FC							+		+	2+
961	Docks of New Orleans (70)	Mono.		8-21-48	±	–	±	±	±		±	5+ 6–
887	Double Life, A (103)	U-I		1- 3-48	+	∓	+	∓	∓	+	∓	11+
927	Dream Girl (86)	Para.		5- 8-48	+	±	∓	±	∓	+	∓	10+ 2–
926	Dude Goes West, The (87)	Mono.		5- 1-48	+	+		+	∓	+	+	7+
	E											
928	Easter Parade (103)	MGM		5-29-48	∓	∓	∓	∓	∓	∓	∓	14+
955	Embraceable You (80)	WB		8-31-48	±	±	±		+	±	±	6+ 5–
928	Emperor Waltz, The (106)	Para.		5- 8-48	∓	∓	∓	∓	∓	∓		12+
915	Enchanted Valley, The (77)	EL		3-27-48	+	–	+			±		3+ 2–
945	End of the River (80)	U-I		6-26-48	+	±		+	+	+		5+ 1–
940	Escape (78)	20-Fox		6- 5-48	±	±		∓	–	±	+	6+ 4–
953	Eyes of Texas, The (70)	Rep.		7-24-48	±		+	±	+	±		5+ 3–
	F											
943	Feudin', Fussin and a-Fightin' (77)	U-I		6-19-48	±	±	+	∓	±	±	±	8+ 5–
931	Fighting Father Dunne (93)	RKO		5-15-48	+	∓	±	+	+	+	±	8+ 2–
966	For the Love of Mary (90)	U-I		9- 4-48	+	±	+	+	±	+	±	7+ 3–
941	Foreign Affair, A (116)	Para.		6-12-48	∓	∓	+	∓	∓	+	∓	12+
911	Fort Apache (127)	RKO		3-13-48	+	±	+	+	+	∓	∓	9+ 1–
933	Four Faces West (89)	UA		5-22-48	+	∓	+	+	+	+	±	8+ 1–
927	French Leave (64)	Mono.		5- 8-48	+	±	±		±		±	5+ 4–
932	Fuller Brush Man, The (92)	Col.		5-15-48	+	+	+	∓	∓	+	+	9+
920	Fury at Furnace Creek (88)	20-Fox		4-10-48	∓	+	+	+	+	+	+	8+
	G											
938	Gallant Legion, The (88)	Rep.		5-29-48	∓	±	+	+	+	±	±	8+ 3–
942	Gay Intruders, The (70)	20-Fox		6-12-48	+	±		+		±		4+ 2–
973	Gentleman From Nowhere (66)	Col.		10- 2-48	+	±	±		–	±	±	5+ 5–
876	Gentleman's Agreement (118)	20-Fox		11-22-47	∓	∓	∓	∓	∓	∓	∓	14+
972	Girl From Manhattan, The (81)	UA		9-25-48	–		–	±	+			2+ 3–
937	Give My Regards to Broadway (89)	20-Fox		5-29-48	∓	+	+	∓	∓	+	+	10+
	Golden Eye, The (69)	Mono.				±	±				–	2+ 3–
956	Good Sam (114)	RKO		7-31-48	∓	∓	+	∓		±	±	9+ 2–
925	Green Grass of Wyoming (89)	20-Fox		5- 1-48	∓	+	+		+	+		6+
931	Guns of Hate (61)	RKO		5-15-48	±		±	+		±		4+ 3–
	H											
851	Hal Roach Comedy Carnival (Curley and The Fabulous Joe) (112)	UA		8-30-47	±	±		∓	+	±		6+ 3–
903	Half Past Midnight (69)	20-Fox		2-21-48	∓	=	±	–	–	±		2+ 7–
950	Hamlet (155)	U-I		7-10-48	∓	∓		∓	∓	∓	∓	12+
922	Hatter's Castle (105)	Para.		4-17-48	±	±		±		±	±	5+ 5–
911	Hawk of Powder River, The (54)	EL		3-13-48	±		–	±				2+ 3–
914	Hazard (100)	Para.		3-20-48	+	±	+	+	±	±	±	7+ 4–
929	Heart of Virginia (60)	Rep.		5- 8-48	±	±	±	±	+			5+ 4–
921	Here Comes Trouble (54)	UA		4-17-48	+	±	+	+			±	5+ 2–
976	Hills of Home (97)	MGM		10- 9-48	+	±	+	+				4+ 1–
961	Hollow Triumph (83)	EL		8-21-48	+	±	+	+	+	±		6+ 2–
920	Homecoming (113)	MGM		4-10-48	∓	+	∓	+	∓	+	+	10+
898	Hunted, The (85)	Mono.		2- 7-48	+	+	–	+		+		4+ 1–
	I											
902	I Became a Criminal (78)	WB		2-14-48	–	±		∓	=	–		3+ 5–
934	I, Jane Doe (85)	Rep.		5-22-48	±	±	±	+	±	±	±	7+ 6–
911	I Remember Mama (134)	RKO		3-13-48	∓	∓	∓	∓	∓	∓		12+
975	I Surrender, Dear (68)	Col.		10- 9-48	+	±		–				2+ 2–
927	I Wouldn't Be in Your Shoes (72)	Mono.		2-14-48	±	±	±	±	±	–	±	6+ 7–
891	Ideal Husband, An (96)	20-Fox		1-17-48	+	±		±	+	+	+	6+ 2–
966	Innocent Affair, An (90)	UA		9- 4-48	+	+	±	+	+	+	±	7+ 2–
975	Inner Sanctum (62)	FC		10- 9-48	–				±			1+ 2–
918	Inside Story, The (87)	Rep.		4- 3-48	+	±	+		–	±		4+ 3–
966	In This Corner (63)	EL		9- 4-48	±	±	+		+			4+ 2–
931	Iron Curtain, The (87)	20-Fox		5-15-48	+	∓	∓	+	∓	±	∓	11+ 1–
962	Isn't It Romantic? (87)	Para.		8-21-48	+	–	–	+	–	+		3+ 3–
	J											
902	Jassy (96)	U-I		2-14-48	–	±		+	–	±	±	4+ 5–
935	Jinx Money (69)	Mono.		5-22-48	+	±	±		±		±	5+ 4–
963	Joe Palooka in Winner Take All (64)	Mono		8-28-48	+	±	±	+				4+ 2–
970	Johnny Belinda (102)	WB		9-18-48	∓	∓	∓	∓	∓		+	11+
960	Julia Misbehaves (99)	MGM		8-14-48	∓	+	+	∓	∓	∓		10+
972	Jungle Patrol (71)	20-Fox		8-25-48	+	∓	∓	+	+			7+
	K											
949	Key Largo (101)	WB		7-10-48	+	∓	+	∓	∓	∓	+	11+
969	Kidnapped (80)	Mono.		9-18-48	∓		+	+	+			5+
938	King of the Gamblers (60)	Rep.		5-29-48	∓	±	±	±			–	5+ 4–
909	King of the Olympics (60)	UA		3- 6-48	+							1+
978	Kiss the Blood Off My Hands (79)	U-I		10-16-48	∓							2+
	L											
954	Lady at Midnight (61)	EL		7-24-48	±	±	±		–	±	±	5+ 6–
921	Lady From Shanghai, The (87)	Col.		4-17-48	±	+	+		+	±	±	6+ 3–
959	Larceny (89)	U-I		8-14-48	±	+	+	+	+	+	+	7+ 1–
903	Let's Live Again (67)	20-Fox		2-21-48	+	±		+	+	–		4+ 2–
922	Letter From an Unknown Woman (87)	U-I		4-17-48	+	–		±	+	+	+	5+ 2–
924	Lightnin' in the Forest (58)	Rep.		4-24-48	±	±	+	±			±	5+ 4–
923	Lost One, The (84)	Col.		4-24-48	+		+	+	±			4+ 1–
873	Love From a Stranger (81)	EL		11-15-47	±	±	±	±	+	±	+	7+ 5–
961	Loves of Carmen, The (110)	Col.		8-21-48	+		±	∓		∓	∓	8+ 1–
965	Luck of the Irish, The (99)	20-Fox		9- 4-48	∓	±	+		+		+	6+ 1–
943	Lulu Belle (87)	Col.		6-19-48	+	±	±	±	+	±	±	7+ 5–
962	Luxury Liner (98)	MGM		8-21-48	+	+	±	+	+	∓	+	8+ 1–
	M											
977	Macbeth (107)	Rep.		10-16-48	±							1+ 1–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
911	Madonna of the Desert (60)	Rep...		3-13-48	+	±	+	±	±	±	±	7+ 5−
945	Man-Eater of Kumaon (80)	U-I....		6-26-48	+	±	±		+	+	+	6+ 2−
908	Man From Texas, The (71)	EL....		3- 6-48	+	±	±		±	−		4+ 4−
	Marshal of Amarillo (..)	Rep.....							+	±		2+ 1−
914	Mating of Millie, The (87)	Col.....		3-20-48	±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn (89)	20-Fox....		3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time (76)	RKO.....		5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
944	Michael O'Halloran (79)	Mono.....		6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey (87)	EL.....		6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend (73)	EL...		10-16-48	±							1+ 1−
944	Mine Own Executioner (102)	20-Fox		6-19-48	±	±		+		+		5+ 2−
907	Miracle of the Bells, The (120)	UA		3- 6-48	+	ǂ	+	ǂ	ǂ	ǂ		10+
962	Miraculous Journey (76)	FC.....		2-21-48	+		±	+			±	4+ 2−
970	Miss Tatlock's Millions (100)	Para.		9-18-48	+	±	+	+	ǂ			6+ 1−
917	Mr. Blandings Builds His Dream House (96)	SRO		4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid (89)	U-I		7-10-48	+	+	±	ǂ	±	+		7+ 2−
904	Mr. Reckless (67)	Para.....		2-21-48	−	−	±	±	−	±	−	3+ 7−
918	Money Madness (73)	FC.....		4- 3-48	±		±				−	3+ 3−
970	Moonrise (90)	Rep.....		9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra (173) RKO	.....		12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
953	Music Man (66)	Mono.....		7-24-48	±	−			±			2+ 3−
968	My Dear Secretary (94)	UA.....		9-11-48	ǂ	+	+	+	+			6+
925	My Dog Rusty (67)	Col.....		5- 1-48	±	±	±			±	±	5+ 5−
948	Mystery in Mexico (66)	RKO.....		7- 3-48	±	±	±	+		±		5+ 4−
	N											
896	Naked City, The (96)	U-I.....		1-31-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
876	Nicholas Nickleby (95)	U-I.....		11-22-47	+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes (81)	Para.		7-17-48	+	+	+	+		+		5+
968	Night Wind (68)	20-Fox.....		9-11-48	±	±		+				3+ 2−
976	No Minor Vices (96)	MGM.....		10- 9-48	+	±		ǂ	+			5+ 1−
920	Noose Hangs High, The (77)	EL....		4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede (79)	EL.....		7-10-48	+	±	±	+	±	ǂ		7+ 3−
	O											
913	October Man, The (85)	EL.....		3-20-48	+	±		−	±	+	+	5+ 3−
907	Oklahoma Badlands (59)	Rep.....		3- 6-48	+		±	±	+			4+ 2−
921	Old Los Angeles (87)	Rep.....		4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade (57)	UA.....		9-11-48	+			+				2+
971	Olympic Games of 1948 (88)	EL..		9-25-48	+			+				2+
926	On an Island With You (107)	MGM		5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
964	One Touch of Venus (82)	U-I.....		8-28-48	+	±	±	±	+			5+ 3−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107)	UA.....		2- 7-48	+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret (70)	EL.....		1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61)	Rep.....		9-25-48	±	±	−	+	±			3+ 4−
	P											
895	Panhandle (84)	Mono.....		1-31-48	+	+	+	ǂ	ǂ	+		8+
888	Paradine Case, The (117)	SRO....		1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The (77)	RKO.....		2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
907	Phantom Valley (53)	Col.....		3- 6-48	±		±		+	−	±	3+ 4−
897	Piccadilly Incident (87)	MGM.....		2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The (102)	MGM.....		4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall (85)	UA.....		8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
923	Port Said (69)	Col.....		4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street (78)	RKO.....		7- 3-48	±	±	±	+		±	±	6+ 5−
958	Rachel and the Stranger (92)	RKO..		8- 7-28	+	+	±	+	−		ǂ	6+ 2−
959	Range Renegades (54)	Mono).....		8-14-48	+						−	1+ 1−
937	Raw Deal (78)	EL.....		5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River (104)	UA.....		7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
892	Relentless (92)	Col.....		1-17-48	ǂ	±	+	+	ǂ	+	+	9+ 1−
934	Return of the Badmen (90)	RKO...		5-22-48	+	±	±	+	−	+		5+ 3−
912	Return of the Whistler, The (63)	Col.		3-13-48	±	±	±		−	±	±	5+ 6−
962	Return of Wildfire (81)	SG.....		8-21-48	+			±	+			3+ 1−
932	River Lady (78)	U-I.....		5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House (95)	20-Fox.....		10- 2-48	±	+	+	+	±			5+ 2−
959	Rocky (76)	Mono.....		8-14-48	±	±					±	3+ 3−
975	Rogues' Regiment (86)	U-I.....		10- 9-48	+	±	±	+	ǂ			6+ 2−
942	Romance on the High Seas (102)	WB		6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope (80)	WB.....		8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977	Rusty Leads the Way (59)	Col.....		10-16-48	±							1+ 1−
915	Ruthless (102)	EL.....		3-27-48	+	±	±	+	+	+	±	7+ 3−
	S											
897	Saigon (95)	Para.		2- 7-48	±	±	+	±	−	±		5+ 5−
908	'Sainted' Sisters, The (90)	Para....		3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88)	UA.....		9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
908	Scudda Hoo! Scudda Hay! (95) 20-Fox	.....		3- 6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict (83)	Para.....		9-11-48	±	±	±		±			4+ 4−
914	Search, The (104)	MGM.....		3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
889	Secret Beyond the Door (98)	U-I...		1-10-48	±	±	±	±		±	±	6+ 6−
963	Secret Land, The (71)	MGM.....		8-28-48	+				+			2+
939	Secret Service Investigator (60)	Rep.		5-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy (71)	Para.....		4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest (65)	Mono.....				±	±		−		−	2+ 4−
960	Shed No Tears (70)	EL.....		8-14-48	±	±	±	±	±			5+ 5−
904	Sign of the Ram, The (85)	Col.....		2-21-48	+	±	+	+	ǂ	+		7+ 1−
919	Silent Conflict (61)	UA.....		4-10-48	±		±	−	−		±	3+ 5−
928	Silver River (110)	WB.....		5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey (..)	UA.....					±				±	2+ 2−
906	Sitting Pretty (84)	20-Fox.....		2-28-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
941	Sixteen Fathoms Deep (82)	Mono...		6-12-48	±	−	±	ǂ				4+ 3−
971	Smart Girls Don't Talk (81)	WB..		9-25-48	±	±	−	±				3+ 4−
912	Smart Woman (90)	Mono.....		3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
	Smuggler's Cove (..)	Mono.....				±					±	2+ 2−
933	So Evil, My Love (109)	Para.....		5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia (83)	FC.....		9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York (79)	UA....		5-15-48	+	+	+	+	+	±		6+ 1−
971	Son of God's Country (60)	Rep.....		8-25-48	+		±		−			2+ 3−
964	Song Is Born, A (110)	RKO.....		8-28-48	+	±	+	+	ǂ	+		7+ 1−
916	Song of Idaho (66)	Col.....		3-27-48	−		±		±	±		3+ 4−
	Sons of Adventure (60)	Rep.....					−		±		±	2+ 3−
956	Sorry, Wrong Number (90)	Para....		7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977	S.O.S. Submarine (71)	SG.....		10-16-48	±				+			2+ 1−
958	Southern Yankee, A (91)	MGM....		8- 7-48	+	+	+	ǂ	ǂ	+		8+
906	Speed to Spare (58)	Para.....		2-28-48	−	±	±			±	±	5+ 6−
863	Spirit of West Point (77)	FC.....		10-11-47	+	±	+	ǂ	ǂ	±		8+ 2−
958	Spiritualist, The (79)	EL.....		8- 7-48	+	±	±	±	+			5+ 3−
916	State of the Union (122)	MGM....		3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
935	Stage Struck (71)	Mono.....		5-22-48	−	±	±		−		±	3+ 5−
966	Station West (92)	RKO.....		9- 4-48	±	±	+	±	+	+		6+ 3−
907	Strawberry Roan (79)	Col.....		3- 6-48	+		+	+	±			4+ 1−
950	Street With No Name (91)	20-Fox..		7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
912	Summer Holiday (92)	MGM.....		3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger (76)	EL.....		5-29-48	±	−	±			±		3+ 4−
	T											
901	Take My Life (85)	EL.....		2-14-48	+	±		+	+	±		5+ 2−
947	Tap Roots (109)	U-I.....		7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids (67)	RKO		4- 3-48	+	±	+	+	±	±	±	7+ 4−
856	Tawny Pipit, The (81)	U-I.....		9-13-47	+	+		+	±		ǂ	6+ 1−
880	Tender Years, The (81)	20-Fox....		12- 6-47	+	±	+	+	−	ǂ		6+ 2−
891	Tenth Avenue Angel (75)	MGM....		1-17-48	−	−	−	+	−	±		5+ 5−
954	Texas, Brooklyn and Heaven (76)	UA		7-24-48	±	±	±	±	±		−	5+ 6−
951	That Lady in Ermine (89)	20-Fox..		7-17-48	+	±	+	±	−	+	±	6+ 4−
	13 Lead Soldiers (66)	20-Fox.....				±	+		−	±	±	4+ 4−
900	Three Daring Daughters (115)	MGM		2-14-48	ǂ	±	+	ǂ	+	+	ǂ	10+ 1−
978	Three Musketeers, The (125)	MGM..		10-16-48	ǂ							2+
949	Thunderhoof (77)	Col.....		7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The (67)	Rep.....		7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109)	UA..		5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The (54)	EL.....		3-20-48	±		±	±		±		4+ 4−
894	To the Ends of the Earth (109)	Col.		1-24-48	+	±	+	ǂ	+	ǂ	+	9+ 1−
918	To the Victor (99)	B:.....		4- 3-48	+	±	+	+	±	±	±	7+ 4−
908	Tornado Range (56)	EL.....		3- 6-48	±		±	±				3+ 3−
951	Trail to Laredo (54)	Col.....		7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz (60)	Rep.....		7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67)	Col.		5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat (70)	Col.....		10- 9-48	+	±	±		±		±	5+ 4−
945	Twisted Road (95)	RKO.....		6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
958	Two Guys From Texas (86)	WB....		8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered (146)	Para.....		10- 4-47	ǂ	±	+	ǂ	ǂ	+	+	10+ 1−
931	Under California Stars (70)	Rep...		5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours (105)	20th-Fox..		10- 9-48	−	+	−	ǂ	±			4+ 3−
940	Up in Central Park (87)	U-I.....		6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66)	UA		8-21-48	−	±	±		+			3+ 3−
	V											
958	Variety Time (59)	RKO.....		7- 7-48	+	±	±	±	+			5+ 3−
953	Velvet Touch, The (97)	RKO.....		7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The (77)	UA.....		6- 5-48	+	±	±	±	+	±	±	7+ 5−
886	Voice of the Turtle, The (103)	WB..		12-27-47	ǂ	ǂ	ǂ	+	+	+	+	10+
	W											
968	Walk a Crooked Mile (89)	Col.....		9-11-48	ǂ	±	+	+	+			6+ 1−
934	Wallflower (78)	WB.....		5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106)	20-Fox		7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight (63)	Para...		5- 8-48	+	±	+	±	±	±		6+ 4−
916	West of Sonora (55)	Col.....		3-27-48	±				+	+		3+ 2−
	Westward Trail (58)	EL.....						±		±		2+ 2−
936	Whirlwind Raiders (54)	Col.....		5-22-48	±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin? (55)	UA..		5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again? (62)	FC....		6- 5-48	±							1+ 1−
957	Winner's Circle (70)	20-Fox.....		8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting (104)	WB.....		4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The (109)	WB...		4-24-48	+	±	+		−	+	ǂ	6+ 2−
886	Woman's Vengeance, A (96)	U-I...		12-27-47	+	±	+	+	±	+	+	7+ 2−
891	Women in the Night (90)	FC.....		1-17-48	+		±	±			−	3+ 3−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ++ Very Good, + Good, ± Fair, − Poor, = Very Poor. © Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9423	Silly Billy (Billie Burke) (18)	1-29	±	3-20
9424	Two Nuts in a Rut (Shilling & Lane) (18)	2-19	±	4-24
9437	Eight-Ball Andy (Clyde) (17½)	3-11		....
9425	Tall, Dark and Gruesome (H. Herbert) (16)	4-15	±	5- 8
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
	COLOR FAVORITES			
9605	Animal Cracker Circus (7)	2-19		....
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
	COLOR PHANTASIES			
9702	Topsy Turkey (6½)	2- 5		....
9703	Short Snorts on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
9503	Flora (7)	3-18		....
1501	Pickled Puss (6½)	9- 2	±	9-18
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9655	No. 5 Feudin' and Fightin' (10½)	1- 8		....
9656	No. 6 Civilization (10)	2-12	±	4-24
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21		....
	FILM NOVELTIES			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9856	Photoplay's Gold Medal Awards (9½)	3-18		....
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	++	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	++	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
	STOOGE COMEDIES			
9405	Pardon My Clutch (15)	2-26	+	3-20
9406	Squareheads of the Round Table (18)	3- 4		....
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
	THRILLS OF MUSIC			
9956	Ted Weems & Orch. (10½)	3-25	±	5- 8
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28		....
	WORLD OF SPORTS			
9805	Rodeo Thrills and Spills (9½)	1-29	+	4-24
9806	Net Marvels (9)	3-11		....
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	++	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
	SERIALS			
9160	Tex Granger — 15 Chapters	4- 1	+	5- 8
9180	Superman (Special) — 15 Chapters	7-15	+	7-17
1120	Congo Bill — 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-933	King Size Canary (7)	12- 6	±	1- 3
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	++	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-911	Visiting Virginia (9)	11-29	+	1- 3
T-912	Cradle of a Nation (9)	12-13	+	1- 3
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	GOLD MEDAL REPRINTS (Technicolor)			
W-921	Goldilocks and the Three Bears (11)	11-22	±	1- 3
W-922	The Fishing Bear (8)	12-20	±	1- 3
W-923	The Milky Way (8)	2-14	++	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	++	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-971	Miracle in a Cornfield (9)	12-20	++	1- 3
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	++	2-21
K-974	My Old Town (9)	2- 7	++	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	PETE SMITH SPECIALTIES			
S-952	Surfboard Rhythm (8)	10-18	++	11- 8
S-953	What D'Ya Know (9)	11- 8	+	11- 8
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	++	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	©You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
	SPECIALS			
A-802	Give Us the Earth (21)	1-21	+	7- 5
	1947-48 SEASON			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	++	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-932	The Invisible Mouse (7)	9-27	++	11- 8
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 3	Five Fathoms of Fun (10)	11-28		....
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	++	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
	NOVELTOONS (Color)			
P7-1	Santa's Surprise (9)	12- 5		....
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	++	4- 3
P7-4	We're in the Money (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	++	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
	PACEMAKERS			
K7-2	Babies, They're Wonderful (11)	11-14	+	12-13
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (..)	10- 8		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-1	All's Fair at the Fair (8)	12-19		....
E7-2	Olive Oyl for President (6)	1-30	++	1-24
E7-3	Wigwam Whoopee (8)	2-27	++	4- 3
E7-4	Pre-Hysterical Man (7)	3-26	++	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7- 7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (..)	9- 3		....
	POPULAR SCIENCE (Magnacolor)			
J7-2	Desert Destroyers (11)	12-26		....
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	++	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	++	4-10
X7-6	Sing or Swim (8)	6-14	++	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	++	10- 9
	SPEAKING OF ANIMALS			
Y7-2	Ain't Nature Grand (10)	11-14	±	12-13
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-1	Hula Magic (10)	11- 7	±	11-29
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
74,110	Chip an' Dale (7)	11-28	++	11- 1
84,702	Clock Cleaners (reissue) (8)	12-12	++	1-24
74,111	Pluto's Blue Note (7)	12-26	++	12-27
74,112	They're Off (7)	1-23		....
84,703	Little Hiawatha (reissue) (9)	2-20	++	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	++	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	++	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	++	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	++	10-16
94,105	Pluto's Fledgling (7)	9-10		....
94,106	Soup's On (7)	10-15		....
	EDGAR KENNEDY COMEDIES			
83,401	Mind Over Mouse (17)	11-21	±	12-27
83,402	Brother Knows Best (17)	1- 2		....
83,403	No More Relatives (18)	1-30	+	3-13
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	FLICKER FLASHBACKS			
84,203	No. 3 (9)	1-16		....
84,204	No. 4 (9)	2-27	++	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	JAMBOREES (Reissues)			
84,405	Jerry Wald & Orch. (9)	12-26	±	1-31
84,406	Ray McKinley & Orch. (8)	1-23		....
84,407	Dick Stabile & Orch. (8)	2-20	+	3-13
	LEON ERROL COMEDIES			
83,701	Bet Your Life (14)	1-16		....
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
83,503	Corraling a School Marm (20)	11-14		....
83,504	Prairie Spooners (13)	12-19	±	3-13
	SPECIALS			
83,901	Football Highlights of 1947 (18)	2-12		....
83,601	Twenty Years of Academy Awards (19)	4- 2	++	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	++	5- 8
83,202	Pal's Adventure (..)	6-11		....
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	PATHE SPORTSCOPES			
84,304	Pin Games (8)	12-12	±	12-27
84,305	Racing Day (8)	1- 9	+	1-31
84,306	Sports Coverage (8)	2- 6		....
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20		....
	THIS IS AMERICA			
83,102	Switzerland Today (18)	12-12	++	12-27
83,103	Children's Village (19)	1-19	++	1-24
83,104	Operation White Tower (18)	2- 6	++	2-28
83,108	Crime Lab (17)	2- 8	++	6- 5
83,105	Photo Frenzy (16)	3- 5	++	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	++	5- 8
83,109	Letter to a Rebel (17)	6-25	++	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	++	8-28
83,112	Friend of the Family (16)	9-17	++	10- 9

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DRIBBLE PUSS PARADE			
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
	FEMININE WORLD			
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
	MARCH OF TIME			
	Vol. 14, No. 4 Public Relations This Means You! (17)	11-28	‡	11-29
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	‡	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	‡	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	‡	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	‡	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.	‡	10-16
	MOVIETONE ADVENTURES			
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	◎Jungle Closeups (8)	12-12	‡	3- 6
8254	◎Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	◎Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	‡	6- 5
8256	◎Riddle of Rhodesia (8)	July	+	8-14
8257	◎Bermuda (8)	Aug.	+	8-14
8258	◎Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
	MOVIETONE SPECIALTY			
8801	Symphony of a City (11)	Sept.		....
	MOVIETONE NEWS (Released Twice Weekly)			
	SPORTS			
8352	◎Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	◎Playtime in Scandinavia (8)	Apr.	‡	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
	TERRYTOONS (Technicolor)			
8506	Talking Magpies in the Super Salesman (7)	10-24	‡	12-20
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	‡	12-20
8505	The Wolf's Pardon (7)	12- 5	‡	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	‡	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.		....
8525	Mighty Mouse in the Mysterious Stranger (7)	Oct.		....
8526	The Talking Magpies in Free Enterprise (7)	Oct.		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ANSWER MAN SERIES			
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	‡	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23		....
	JUVENILE JURY SERIES			
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
	LANTZ CARTUNES (Technicolor—Reissues)			
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
	MUSICAL WESTERNS			
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	‡	5-29
	NAME BAND MUSICALS			
3301	Alvino Rey & Orch. (15)	10-22	+	1-24
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle nd His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	‡	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
	SING AND BE HAPPY SERIES			
2385	Let's Go Latin (10)	7-21	+	8-16
2386	Kernels of Korn (10)	8-18	±	10-11
2387	Manhattan Memories (10)	8-25	+	11-15
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
	SPECIALS			
2202	Harnessed Lightning (17)	11-12		....
5555	◎The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	‡	9-27
3201	Snow Capers (19)	2-18	+	3- 6
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY VIEWS			
2348	Play and Plenty (9)	8-11	‡	8-16
	1947-48 SEASON			
3341	Tropical Harmony (9)	9-29	+	11-15
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16		....
3348	Call of the Canyon (..)	10-18		....
	SERIALS			
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-12

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
	BLUE RIBBON HIT PARADE (Technicolor)			
4303	Little Pancho Vanilla (7) (reissue)	3-20		....
4304	Don't Look Now (7)	4-10		....
4305	Curious Puppy (7)	4-24		....
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
	1948-49 SEASON			
5301	An Itch in Time (7)	10-30	+	9- 4
	BUGS BUNNY SPECIALS (Technicolor)			
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
	1948-49 SEASON			
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25		....
	FEATURETTE			
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
	JOE McDOAKES COMEDIES			
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
	1948-49 SEASON			
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
	MELODY MASTERS			
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
	MEMORIES OF MELODY LANE			
4204	Let's Sing Grandfather's Favorites (10)	3-13		....
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
	MERRIE MELODIES (Color)			
3716	A Hick, a Slick and a Chick (7)	3-13	+	4-10
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2		....
4710	The Foghorn Leghorn (7)	10- 9		....
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30		....
4713	Kit for Cat (7)	11- 6		....
4714	Stupor Salesman (7)	11-20		....
4715	Riff Raffy Daffy (7)	11-27		....
	SPORTS NEWS REVIEW			
5601	Roaring Wheels (10)	10- 2	+	9- 4
	SPORTS PARADE (Technicolor)			
4505	Trip to Sportland (10)	3- 6	+	4-24
4506	Ride, Ranchero, Ride (10)	3-20	+	4-10
4507	Holiday for Sports (10)	4-17	+	5- 1
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9		....
	TECHNICOLOR ADVENTURES			
4805	Rhythm of a Big City (10)	3-27		....
4806	Living With Lions (20)	6- 5		....
	1948-49 SEASON			
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5501	Jungle Man Killers (10)	11- 6	+	9- 4
	TECHNICOLOR SPECIALS			
4004	King of the Carnival (19)	4- 3	‡	4-10
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	‡	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	‡	9- 4
	1948-49 SEASON			
5001	Sons of Liberty (21)	11-20	+	9- 4
	WARNER-PATHE NEWS (Released Twice Weekly)			

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASTOR			
Vol. 1, No. 1	◎Makers of Destiny (15)		±	6- 5
	REPUBLIC			
	CARTOON			
761	◎It's a Grand Old Nag (8)	12-20	‡	12-13
	SERIALS			
693	Jesse James Rides Again... 13 Chapters	8- 2		....
694	The Black Widow... 13 Chapters	11- 1		....
791	G-Men Never Forget... 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted... 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release)... 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James... 13 Chapters	10-30		....
	UNITED ARTISTS			
	LANTZ CARTUNES (Technicolor)			
	The Bandmaster (7)	12-19	+	12- 6
	The Mad Hatter (7)	Feb.	±	2-14
	Banquet Busters (7)	3-12	+	2-14
	Kiddie Koncert (7)	4- 2	‡	4-17
	Wacky Bye Baby (7)	7-16	±	4-24
	Pixie Picnic (7)	6-14	‡	4-17
	Wet Blanket Policy (7)	8-27		....
	Playful Pelican (7)	9- 8		....
	LOEW MUSICOLOR			
	Engulfed Cathedral (7)	June	+	9-20
	Moonlight (7)	8-29	+	9-20
	Enchanted Lake (7)	10-30	+	12- 6
	Fingal's Cave (10)	3-26	±	2-14
	Liebestraum (7)	5- 7		....
	INDEPENDENTS			
	Piano Reflections (9) Sack Amusement Ent.		+	7-12
	Divorce—USA (14) Telenews		±	7-19
	Last Night We Attacked (18) Am. League for a Free Palestine		+	8- 2
	Assignment: Tel Aviv (21) United Palestine Appeal		+	9-20
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) AF Films		‡	7-24
	1-A, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2

Acrobatic Babies

Columbia (World of Sports) 9½ Mins.

Good. Audiences, particularly women, will be amazed to see how one Ralph Smith at Miami teaches youngsters gymnastics to develop their bodies. One of the boys is only 17 months old, but shows remarkable strength and physical coordination as Smith balances him in different positions. Especially interesting are exhibitions on the trampoline, a tightly-drawn canvas affair on which the children bounce high into the air and turn somersaults.

Go Chase Yourself

Columbia (All-Star) 17 Mins.

Good. Andy Clyde as a professor of criminology at a girls' school is called on to capture a mysterious "nightshirt bandit" who steals everything from a parrot to lingerie. In the midst of his detective work he realizes he has been responsible while sleepwalking. He runs wildly among frightened co-eds to recapture evidence against himself retrieved by a terrier who evidently enjoys the whole proceeding.

Hollywood Holiday

(Screen Snapshots—Series 28)

Columbia 9 Mins.

Good. Glenn Ford, Eleanor Powell, Sonny and Mrs. Tufts and Charles Ruggles are seen on vacation at the Double Arrow ranch in western Montana. They go in a bit for athletics, show their skill with rod and reel and pay a visit to a local Indian tribe. This will be especially interesting to theatregoers who have a genuine interest in members of the film colony.

A Lass in Alaska

Columbia (Vera Vague Laff Tour) 10½ Mins.

Good. The first of a new Vera Vague series, packed with as many gags as a Bob Hope radio show. If those that follow are as good, the series should be popular with exhibitors. Vera addresses a meeting of clubwomen about her visit to India but gets mixed up and talks about Alaska instead. Typically, she is far more interested in the males she meets north of Seattle than in scenery and customs, making this an unusual travelog.

I'm a Monkey's Uncle

Columbia (The Three Stooges) 16 Mins.

Good. As absurd, fast-moving and full of conkings on the head as any of these comedies. The characters are cavemen for a change, hunting, fishing and cooking over an open fire, winning sweethearts by applications of clubs and fighting off an invading tribe by improvising a catapult that features a skunk for a missile. Their followers will like it.

Swing, Monkey, Swing

Columbia (Color Favorites) 8 Mins.

Good. Monkeyland specializes in swing music in this melodious Technicolor. The simians go in for orchestrations, choruses and dancing to the tune of "The St. Louis Blues," rendering many variations on the always popular song. It is well drawn and the work of the musicians is excellent. A sure audience-pleaser.

Old Rockin' Chair Tom

MGM (Tom & Jerry Cartoon) 7 Mins.

Good. Tom Cat is up against it in this Technicolor film when the mistress decides he has grown too old to keep the mouse from annoying her and imports another, younger cat. The new cat, Lightning, rids the house of both Tom and Jerry, the mouse, who then pool their wits to drive out Lightning, and succeed in a highly humorous fashion.

Why Is It?

MGM (Pete Smith Specialty) 8 Mins.

Good. Pete poses the question why things always go wrong when one is in a hurry. In this case, an alarm clock fails, shoe laces break, razor cuts appear on the face and a whole comedy of errors occurs when the man tries to catch an early train and that job he is after. It's good, real-life humor that should be appreciated by any man—and quite a few women.

Battle for Germany

20th-Fox (March of Time) 18 Mins.

Very good. This film highlights the most talked-about subject in the world today—the dispute of the western powers and Soviet Russia over control of Berlin. It shows the great airlift, the increase of production in the Ruhr mines, purchases of food and clothing with the new currency and Russian, English, French and American troops on guard. Of special interest are glimpses into the life of a typical German family which is still Nazi at heart.

Inferior Decorator

RKO (Walt Disney Cartoon) 7 Mins.

Very good. A delightful and mischievous new character, a little bumble bee, adds merriment to this amusing Donald Duck cartoon in color. The bee interrupts Donald in his paperhanging by making a dive into one of the flower designs on the wallpaper. Donald gets the bee stuck in the glue pot so the insect gets revenge by calling in reinforcements from the nearest hive.

Highlights of the United Nations Year

Siritzky Int'l 10 Mins.

(United Nations Screen Magazine)

Good. This interesting documentary film reports on the UN activities from September 1947 to September 1948. Produced by the films and visual information division of the UN department of public information, this shows many personalities whose names are familiar in the news, including Trygve Lie, the late Count Folke Bernadotte and Andrei Gromyko of the USSR. The film opens with key points of UN decisions regarding Palestine partition and also shows architects designing the new UN headquarters.

Exhibitor Has His Say

(Continued from page 3)

torium Theatre, Roscoe, S. D. Rural patronage. * * *

Red River (UA)—John Wayne, Montgomery Clift, Joanne Dru. This is a very fine picture and good acting. The new stars went over well and comments were good. This had better than average draw and is a picture you will be proud to show.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

UNIVERSAL-INTERNATIONAL

South of Tahiti (U-I)—Brian Donlevy, Brod Crawford. Plenty of entertainment and a great deal to exploit. Even though it has played this theatre three times, business was average. The South Seas haven't been used as a setting for some time now, except in reissues. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

WARNER BROS.

April Showers (WB)—Jack Carson, Ann Sothern, Robert Alda. We didn't do average business with this picture, which is a good musical. Ordinarily this type goes big but our business is suffering from absenteeism of patrons, and we haven't had a drawing card all summer. Played Sun., Mon. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Pursued (WB)—Robert Mitchum, Teresa Wright, Judith Anderson. I was very much disappointed in the turn out for this outdoor action picture. Even a Sun., Mon. preferred date didn't help interest patrons. Warners have certainly been slipping as far as box-office pictures are concerned with our house. Weather: Nice.—Abe H. Kaufman, Fountain Theatre, Terre Haute, Ind. Neighborhood patronage. * * *

Wallflower (WB)—Joyce Reynolds, Robert Hutton, Janis Paige. Here is a picture that has everything—action, comedy and very clever dialog. One of the best to come from Warner Bros. so far this season. It can be played on any day of the week. Played Sun., Mon.—M. F. Bodwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. * * *

In the Newsreels

Movietone News, No. 80: Truman and Dewey Presidential campaigns; four Americans and British naval attache are rescued; Ganges river overflows; Cleveland wins the pennant in the playoff; Army-Lafayette; Penn-Dartmouth; Michigan-Oregon.

News of the Day, No. 210: West presses case against Soviet in UN; campaign snapshots; new look in bathing suits; Cleveland wins pennant in the playoff; Harvard wins in upset; Michigan beats Oregon.

Paramount News, No. 13: World Series fever; President Truman's Washington homecoming; GI's insurance sends Jap ex-pilot to U.S. college; horse of the year; Northwest-Purdue; North Carolina-Georgia.

Universal News, No. 184: Presidential campaign rolls into high gear; strike; bathing suits; Michigan 14, Oregon 0; Penn 26, Dartmouth 13; North Carolina 21, Georgia 14.

Warner Pathe News, No. 15: Candidates end first big tours; U.S. leaders open charity drive; British fleet maneuvers; strange diet of Charles Chase; west coast swim styles; Cleveland wins pennant; Oregon-Michigan; Harvard-Columbia.

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Movietone News, No. 81: Russian action in Berlin crisis on trial at UN; hurricane hits Cuba; coast guard rescue; all golden horses display fine form at Springfield; Braves win first game, Cleveland wins second game, football; auto racing.

News of the Day, No. 211: World series special; hurricane hits Havana; Sir Stafford Cripps hails ERP; Truman renews campaign; spectacular crash marks Grand Prix; Notre Dame.

Paramount News, No. 14: Coast guard saves 23 on Keys; report on Palestine; world series.

Universal News, No. 185: Campaign—President Truman pledges himself to peace; storms; rodeo-Texas; world series; Boston and Cleveland split first two games.

Warner Pathe News, No. 16: Plane rescue; UN news; operation vittle; people in the news; world series; Great Americans—John Adams.

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Telenews Digest, No. 40: East-West issues laid before UN; Bernadotte funeral; Soviet honors for Zhdanov; Reds parade on Togliatti's return; anti-U.S. riots; France; Cuba, Italy; England; the campaign—round No. 1 ends; amateur artists; Washington; New York; Cleveland wins playoff; Penn whips Dartmouth; SMU beats Texas Tech.

The Three Musketeers

F Drama (Technicolor)

MGM (906) **125 Minutes** **Rel. Nov. 26, '48**

Unquestionably a smash hit. This MGM Technicolor of Alexander Dumas' classic has everything—fast action, emotional appeal, suspense, outstanding acting, a wealth of humor and striking backgrounds gorgeously photographed. Lana Turner as Lady de Winter, Gene Kelly as D'Artagnan, June Allyson as Constance, Van Heflin as Athos, Vincent Price as Richelieu and all the others in the great cast are superb. Kelly, in the part formerly played by Douglas Fairbanks, performs all the acrobatics which audiences loved in the old film and even adds a few. The sword play and horseback riding is frequent and furious. A number of twists in the fine direction by George Sidney of a screenplay expertly written by Robert Ardrey give the film a somewhat more humorous treatment than its predecessor had. Robert Planck earns special mention as director of photography, and Herbert Stothart for arranging the musical score.

Lana Turner, Gene Kelly, June Allyson, Van Heflin, Angela Lansbury, Frank Morgan, Vincent Price, Keenan Wynn.

Kiss the Blood Off My Hands

F Melodrama

Univ.-Int'l (681) **79 Minutes** **Rel. Nov. '48**

This first Harold Hecht-Norma production scores a bullseye with an exciting, romantic and plausible story against striking backgrounds of bomb-shattered London after the war. The acting is of a high order, especially by Joan Fontaine as the girl who loves a tempestuous youth with a criminal record, Burt Lancaster as the youth and Robert Newton as a despicable black marketeer who gets them into his power. From the opening when a man dies from a blow of the youth's fist to the end when the youth and girl decide to face justice, there is continuous action brought about by the youth's readiness to resort to violence in escaping both from the police and the gangsters. Lancaster succeeds in winning sympathy for the type of character he plays, and makes understandable the girl's love for him. There is no glorifying of crime. Norman Foster directed.

Joan Fontaine, Burt Lancaster, Robert Newton, Lewis L. Russell, Aminta Dyne, Grizelda Hervey, Jay Novello.

Appointment With Murder

F Mystery

Film Classics (——) **67 Minutes** **Rel. Nov. '48**

Second in the recently revived "Falcon" series wherein John Calvert toplines as the suave and debonair adventurer and crime-buster, this struggles under the handicap of a rather static and confused script and consequently doesn't ever manage to generate much in the way of genuine excitement. Most of the footage is devoted to an academic discourse as to whether two stolen paintings are really old masters or merely modern copies. So devious does this discussion become that, at the finale when Calvert puts the finger on the guilty parties, spectators are very likely to find themselves still puzzling over the plot and climax. On the credit side are a battery of creditable performances, good production values and a running time that renders the subject convenient for bookings on the lower half of dual programs. Jack Bernhard produced and directed.

John Calvert, Catherine Craig, Jack Reitzen, Lyle Talbot, Peter Brocco, Ben Velden, Robert Conte, Jay Griffith.

When Love Calls

F Melodrama

Superfilm **105 Minutes** **Rel. Oct. 8, '48**

After a promising opening that presents good acting in glamorous surroundings and excellent operatic music, this PEG film from the Scalera studios becomes a hodgepodge. Absurdity follows absurdity until it is a question whether Director Camillo Mastrocinque was striving to produce melodrama or comedy. The film will bring laughs, but the laughs won't be complimentary. It is unfortunate that Gino Bechi and Silvana Pampanini, the attractive and competent leads, had to struggle with such a banal plot. The story concerns the love affairs and jealousy of two opera stars. It flops when it introduces some incredible bandits who waste a lot of footage trying to murder the hero. They pursue him from place to place and he adopts disguises to escape until it becomes boring. The English subtitles show the usual translation difficulties. Editing would help considerably.

Gino Bechi, Silvana Pampanini, Aroldo Tieri, Lilliane Laine, Carlo Romano, Gino Saltamerenda.

Macbeth

F Tragedy

Republic (——) **107 Minutes** **Rel. ————**

In evaluating the commercial possibilities of this feature it is not a case of its excellence—or the lack thereof—as a Shakespearean presentation. Assuming that Orson Welles, who produced, directed and starred, did a creditable job in his efforts to bring to the screen the tragic story of the murdering Scot and his ambition-crazed wife, even then individual showmen must decide whether or not there are in their respective fields enough appreciative patrons to support the offering. Under the best of conditions the film must be intensively and shrewdly merchandized to a boxoffice success. The celebrated Wellesian touch employed unorthodox camera angles and somber backgrounds to accentuate the inherently severe aura of the original and, as an asset, gave the subject scope and spectacle through fully resorting to the screen's advantage over the stage.

Orson Welles, Jeannette Nolan, Allan Napier, Roddy McDowall, Edgar Barrier, Dan O'Herlihy.

Million Dollar Weekend

F Action Drama

Eagle Lion (908) **73 Minutes** **Rel. Nov. '48**

The splendid photographic shots of Honolulu's beaches, hotels and winding roads and San Francisco's airport and inclined streets give this action film an authentic flavor but fail to compensate for an implausible plot. Although Gene Raymond and Francis Lederer have fair name draw, the programmer is best suited to lesser action houses or as second feature in neighborhood spots. Raymond, who also directed and has an interest in Masque Productions, the producing firm, obviously cut corners in order to trim the budget. Except for a realistic fistic encounter in the climax and an auto chase along Hawaiian roads, much of the footage is composed of dialog closeups of the three leads. Stephanie Paull, who recently changed her name from Osa Massen, does a good acting job as a young widow trying to escape from a blackmailer, played in suave fashion by Lederer.

Gene Raymond, Stephanie Paull, Francis Lederer, Patricia Shay, Robert Warwick, Royal Hawaiian Serenaders.

Rusty Leads the Way

F Drama

Columbia (111) **59 Minutes** **Rel. Oct. 21, '48**

While this is something more of a tear-jerker than other Rusty pictures, it should please those who enjoy seeing Danny Mitchell (Ted Donaldson) and Rusty go through a series of adventures in a kind of growing-up process. Acting honors should go to Sharyn Moffett, however, as the little blind girl who becomes Danny's and Rusty's problem when she moves next door. There is much of interest in the picture such as the training of a Seeing-Eye dog for the little girl, who cannot reconcile herself to her fate, and is complicating things for everybody, especially for her mother. There is considerable moralizing in this as in the other Rusty pictures but Danny is no prig and this has much more to offer the neighborhood house than the crime action thrillers, and is also better for the lower half in dual houses. Will Jason directed.

Ted Donaldson, Sharyn Moffett, John Litel, Ann Doran, Paula Raymond, Peggy Converse, Harry Hayden.

S. O. S. Submarine

F Documentary

Screen Guild (4803) **71 Minutes** **Rel. Oct. '48**

Filmed by the Italian prewar navy, this documentary which details the thrilling-in-spots rescue of a damaged submarine will prove interesting to most customers and engrossing to that limited number of possible ticket buyers who have done service in undersea craft. The subject matter and the fact that there isn't a known name in the cast mitigate completely against the film's asserting any drawing power, but as a supporting feature—and that's the booking spot at which it is obviously aimed—it will offend no one, most especially if booked as a companion piece to a strong topliner. A praiseworthy job technically, the picture's most notable asset is the adroit manner in which English dialog was dubbed to replace the original Italian. Also rating attention and a bow are the performances, which in most instances are naturally impressive. Directed by F. De Robertis.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Macbeth"**

Orson Welles is the name to exploit via the marquee and in your lobby and advertising art. Make a play for the patronage of drama students, educators, women's clubs, literary organizations and local schools by staging special matinee performances. You should be able to persuade the public library to cooperate by setting up a special display of Shakespeare's works, with "Macbeth" as the center piece. Plant stills from the film on the library's bulletin board to dress up the layout.

CATCHLINES:

The Immortal Shakespeare's Most Celebrated Play . . . Comes to the Screen as a Magnificent Spectacle of Human Passions . . . Enthrallingly Told . . . Masterfully Portrayed . . . Triumphant Screen Entertainment.

A Literary Classic Becomes a Gem of Enduring Film Entertainment . . . The Picture That Will Live Forever in the Annals of Screen History . . . Unforgettable in Its Dramatic Sweep and Power.

SELLING ANGLES: **"Million Dollar Weekend"**

Of the three leads, Gene Raymond recently returned to the screen in "The Locket" and "Assigned to Danger" while Francis Lederer is best remembered for "Confessions of a Nazi Spy" and more recently "Voice in the Wind" and "The Madonna's Secret." Mention that Stephanie Paull is the new name for Osa Massen, who was featured in "The Master Race," "Jack London" and countless others. Make a tieup with a travel agency and use displays of stills of Hawaii and San Francisco backgrounds.

CATCHLINES:

Excitement, Suspense and Adventure Take to the Air . . . Three With Guilty Secrets That Were Barriers to Friendship . . . An Adventure Story Starring the Glamorous Beauty, Stephanie Paull, Formerly Known as Osa Massen.

Three on a Weekend That Promised Adventure But Brought Thrills and Romance . . . A Million Dollar Weekend That Bought Them a Thousand Thrills . . . Love Took to the Air and Brought Them Down to Earth.

SELLING ANGLES: **"Rusty Leads the Way"**

Using a suggested still, sponsor a drawing contest in the local school art classes, for the best drawing of Rusty. Get pet shops and grocery stores handling dog food to use displays with captions such as: "Rusty Leads the Way to Blank's Dog Foods." Also ask the pet shops and small animal hospitals to use stills of Rusty in various poses. Ask a local veterinarian to conduct a "dog quiz" for children the first night of the show, giving a season pass to all Rusty pictures to the winner. Display books in Braille in the lobby.

CATCHLINES:

Rusty Gangs Up With a Guide Dog to Win the Fight of Two Kids to Be Happy . . . A Guide Dog Sees Into a Little Girl's Heart Better Than a Townful of Humans . . . A Boy's Best Friend and a Little Blind Girl's Only Hope.

Amazing Adventures With a Gallant Guide Dog . . . Rusty Shows People How to Act Human! . . . If You're Looking for Heart-Tugs and Chuckles, See This Story of a Dog With a Heart . . . Not Just Another Dog Picture, but Full of Human Interest.

SELLING ANGLES: **"S. O. S. Submarine"**

Call attention in your advertising and exploitation to the fact that this was filmed in Italy with full cooperation of that country's navy. If you can locate a diving suit, use it as a lobby centerpiece or in street ballyhoo. Dress theatre attendants as bluejackets and dress the lobby in nautical attire, including life preservers, ship models, etc. If there are any veterans in your community who were members of the undersea service during the war, invite them to turn out for the first night's showing as your guests.

CATCHLINES:

There's Spine-Tingling Adventure . . . Terrifying Thrills . . . At the Bottom of the Sea . . . It's a Tension-Packed Tale of Men Trapped in a Nightmare of Undersea Terror . . . And Every Word Is True.

The Sea Casts Up a Thrilling Tale of Conflict and Adventure . . . A Story of Courageous Men Who Battled Against Nearly Hopeless Odds . . . Trapped at the Bottom of the Sea . . . Engulfed in a Prison From Which There Is No Escape.

SELLING ANGLES: **"The Three Musketeers"**

Pull the exploitation stops wide open on this one. In ads and lobby displays compare Kelly's dashing performance with that of Fairbanks, emphasize Turner's evil beauty and gorgeous gowns, rave over the acting of Allyson and Price. Dress a horseback rider like D'Artagnan. Work out beauty salon tieups. Offer prizes to students for essays on the novel. Give a selected group of civic leaders, including newspaper reviewers, a special preview with refreshments.

CATCHLINES:

Lana Turner, Gene Kelly, June Allyson and Vincent Price Love, Cheat and Kill in Gripping New Dramatization of Dumas' "Three Musketeers" . . . Filmdom's Greatest Hit—Lana Turner, Gene Kelly and June Allyson in a Stirring Revival of the Immortal "Three Musketeers."

For Breathtaking Thrills and Heart Throbs Don't Miss Lana Turner, Gene Kelly and June Allyson in the Masterpiece, "Three Musketeers" . . . A Constellation of Stars in an Outstanding Epic of the Screen.

SELLING ANGLES: **"Kiss the Blood Off My Hands"**

Invite the police to a special showing and have the chief issue a public statement on the futility of attempting to evade justice. In advertising and lobby displays warn girls of falling in love with strange young men. Play up Joan Fontaine and Burt Lancaster as two youngsters in love in the midst of deadly peril. Book stores should display the novel by Gerald Butler on which the film is based.

CATCHLINES:

She Loved a Gangster to Her Sorrow . . . Love Triumphs in a Drama of the Underworld . . . Joan Fontaine and Burt Lancaster in a Story of Love and Blood . . . She Fell in Love Before She Knew He Was a Criminal . . . How Long Can a Girl in Love Be Forgiving? . . . His Life of Crime Compromised Her But She Still Loved Him . . . He Mastered Men With His Fists . . . She Taught Him Mercy . . . He Fled From Murder Into Her Arms.

SELLING ANGLES: **"Appointment With Murder"**

Much of the action takes place in and around an art gallery. Try for tieups with a local art gallery, planting stills from the film wherein a couple of "old masters" are prominently displayed. Use the title in promoting a city-wide safe-driving campaign, securing police cooperation and working around the slogan: "Drive Carefully—the Minute You Speed You've Got an 'Appointment With Murder.'" Organize a "Falcon Juvenile Detective Club" for the kids, with membership badges, a secret password and the like.

CATCHLINES:

It's a Double Double-Cross . . . With the Falcon Playing His Most Dangerous Game . . . Pitting His Wits and His Courage Against a Beautiful Woman . . . And a Gang of International Crooks.

Fiction's Famous Sleuth . . . The Falcon . . . Is Back Again to Thrill You . . . In a Story Where Adventure Leads to Murder . . . He Plays a Daring Game . . . Where One False Move Means Death . . . Or Worse.

SELLING ANGLES: **"When Love Calls"**

Both stars are handsome and know how to act, so they could be played up in advertising and lobby displays as comers. Some patronage could be drawn by emphasizing that here is an incredible foreign film with a lot of unintended laughs in it. Italians who won't have to rely on the English subtitles will get more entertainment out of it than others. The singing of operatic arias can be praised.

CATCHLINES:

Two Beautiful Italian Stars Sing Arias Gloriously . . . Don't Ask to Be Murdered For You May Change Your Mind . . . The Fires of Jealousy Nearly Cost Them Their Lives . . . Come and Laugh at an Incredible Foreign Film . . . Italy Presents Two Coming Stars with the Opera as a Background . . . He Made a Deal with Death He Regretted . . . Italian Bandits with a Lust to Kill Pursue Two Great Operatic Stars . . . Jealous Love Leads Almost to the Grave.

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CLEARING HOUSE

GENERAL EQUIPMENT—USED

Take a trip to SOS. Save your expenses and see New York. Dual Simplex Acme Arc sound projector outfit, complete, $1,495; two unit Goldseal ticket machines, rebuilt, $139.50; Simplex rear shutter mechanisms, excellent, $195; other Simplexes from $69.50; Dual DeVry ESF 2,000 ft. with amplifier, speaker, $595; Holmes, $667.50; DeVry theatre projection outfits with low intensity lamps, $1,995; with 1KW arcs, $2,495; arclamps, rectifiers and generators at a sacrifice. Tell us what you want. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Variable speed pulley for your fans, air deflectors, blowers, air washers. New and used. Southernair, P. O. Box 838, Atlanta, Ga.

De Vry ESF late model portable 35mm sound projector 2,000 ft., complete with amplifier and speaker, $350. Joe Vasut, Schulenburg, Tex.

One pair of Holmes portable projectors, 35mm, complete with sound stands, screen. Perfect condition. Verner Anderson, 111 N. Pine St., Chicago, Ill.

Practically new two Super Simplex 7s, complete with M1 9050 soundheads, Peerless "Magnarc" arc lamp houses, RCA amplifier, speakers, etc. Stabilarc motor generator. C. E. Royal, Lockhart, Tex.

RCA PG-70, sound equipment for Simplex. Good condition, $395. Write for list of other good used equipment. Akron Theatre Supply Co., Akron, O.

For Sale: Pair 1948 DeVry 35mm portable sound projectors, complete. Used one month. $975 cash. State Amusement Co., Metz, W. Va.

Fifty Million candlepower searchlight and 6 cylinder 90 hp. marine engine power plant, complete, like new. Mounted on trailers with good tires. Swell for exploitation. For quick sale cheap. Park Theatre, Waynesville, N. C.

Two complete sets of Simplex Acme projectors, Mazda lights, pedestals, 2,000 ft. magazine, amplifier and all accessories. $550 per set. One brand new set of Holmes portable projectors complete with stands and all accessories. List price $1,560, net $1,010. Wire, write or phone Delta Theatre Supply, 214 South Liberty St., New Orleans, La. Phone Raymond 5772.

Complete both equipment, Simplex projectors, lamps and sound. Bargain. Write to American Theatre, East Chicago, Ind.

Two 35mm portable projectors with sound. Wurlitzer commercial record player. All in good condition. Arrington Theatre, New Haven, Ind.

200 latest type RCA in-a-car speakers complete with coil cords and junction box assemblies. Installed for short period and never used. Will sell at remarkable saving. Guaranteed in perfect condition. In Kansas City territory. Boxoffice, A-3182.

Fine pair late model Simplex with rear shutters, double bearing movements, Ultraphone sound system, completely overhauled. Also 650 fine used spring upholstered opera chairs in first class condition. Write for latest catalog. Movie Supply Co., 1318 S. Wabash Ave., Chicago 5, Ill.

Pair Powers heads, 6B bases, upper and lower magazines, Ultraphone soundheads, Motiograph low lamps. Kni-tron 30 amp. portable rectifiers. Reasonable. Frank Winters, Bradford, Ill.

Pair Powers complete with soundheads and lamps. $175. 5007 W. 4th, Tulsa, Okla.

Will Trade: Pair Simplex 35mm portable sound projectors, serial No. 296 type spsi complete with sound and stands, now operating, perfect condition for: pair non portable projectors, complete with sound, lamphouses and stands. Must be in perfect condition. Simplex preferred. Will consider selling. Boxoffice, A-3183.

HELP WANTED

Film buyer for long established small circuit in middle west. Topnotch experienced man to fit in progressive, ambitious, industrious organization. Boxoffice, A-3164.

Experienced projectionist for operating and general maintenance. Permanent. Give full details. Osage Theatre, Osage, Iowa.

Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Manager, with experience, able to convert former Burlesque theatre into downtown movie house. Located Ohio city over 300,000. Lifetime opportunity for active promoter. Full compensation. Boxoffice, A-3174.

Wanted: Experienced manager, good situation. Include photo, qualifications, salary expected first letter. Located in Illinois. Boxoffice, A-3192.

Wanted: Operator. Seven days a week. Permanent job for right man. Palace Theatre, Boise City, Okla.

GENERAL EQUIPMENT—NEW

Poster Cases. Stainless steel or extruded aluminum poster cases, illuminated or non-illuminated. Available in all sizes. Prompt delivery. Poblocki and Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

In-a-Car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

Phillips safety carbon savers. Ask your theatre supply dealer, or write Phillips, Box 788, Charleston 23, W. Va.

Junction box covers of waterproof material to fit most sound systems, 15c ea. At your dealer or send for complete information. Ringold Theatre Equipment Co., Grand Rapids 2, Mich.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Arizona, New Mexico, west Texas. Able pay for decent value, regardless size. Guaranteed confidential. Boxoffice, A-3179.

Experienced exhibitor wishes to buy or lease theatre in small town over 1,500 population within 100 miles radius of Chicago. Exhibitor, 9945 Winston Ave., Chicago, Ill.

Wanted to buy or lease colored theatres. What have you? All replies considered and held strictly confidential. Boxoffice, A-3180.

Experienced showman wants to buy or lease theatre in Los Angeles area either city or small town. Give complete details. Boxoffice, A-3181.

Will buy or lease profitable midwest theatre. Boxoffice, A-3185.

Experienced showman would like to lease small town theatre in eastern Pennsylvania or New Jersey. Reply Boxoffice, A-3186.

MISCELLANEOUS

Space to sublet: Main floor location, ample room for displays. Suitable for popcorn and premium representative. Phone and secretary available. Apply John Walsh, Mgr., Albert Dezel, Inc., 3206 Olive St., St. Louis, Mo.

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336, Cambridge, Ohio.

Bingo die-cut cards, 75 or 100 number, $3 per M. Screen dial $20. Premium Prod., 351 W. 44th St., New York 18, N. Y.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

Rebuilt Reynolds blower 10,000 cfm. New variable speed drive, new belt, new bearings, new paint, $100. Reynolds Manufacturing Co., 412 Prospect N. E., Grand Rapids, Mich.

REAL ESTATE

Zoned commercial. Exclusive Chicago neighborhood. Lot 200 ft. x 125 ft. Ideal for recreation center (theatre, etc.) Owner. Boxoffice A-3166.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

THEATRES FOR SALE

Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

College town 16,000. Enrollment 8,000. Lovely north Texas, highly profitable by closest check. $15,000 down. Easily operated, nonunion. Leak, 3422 Kinmore, Dallas, Tex.

Best small town in west Texas. Absolutely no shoppers. Wide open for inspection. Boxoffice, A-3163.

Two theatres, one drive-in, $2,500 weekly. $65,000 down. "Joe" Joseph, 2409 Sunset, Dallas, Tex.

Oklahoma drive-in, $3,000 weekly, $175,000. "Joe" Joseph, 2409 Sunset, Dallas.

Drive-in theatre, $1,000 weekly, $35,000. "Joe" Joseph, 2409 Sunset, Dallas.

Near Dallas, family type, $6,000. "Joe" Joseph, 2409 Sunset, Dallas.

Drive-in theatres in southwest. "Joe" Joseph, 2409 Sunset, Dallas.

One owner, first time advertised. Immediate sale of first run, fully modern theatre and modern five-room apartment. Latest equipment; $500 to $600 profit monthly. Strictly fireproof. Central Indiana. 10,000 pulling power, $20,000 will handle. Death takes me to other interest. L. G. Ricketts, Elnora Theatre, Elnora, Ind.

Central Arizona. Two theatres located in small towns only three miles apart. Also one weekly run house in nearby farming community. Excellent opportunity for man and wife or partners. Ideal climate. Cash to handle. Boxoffice, A-3167.

Drive-in theatre. Located in popular summer resort area in central California. Seasonally operated. 325-car capacity. Refreshment room grosses 35% of boxoffice net after taxes. Sale price includes clear title to 6½ acres of land, also franchise under Hollingshead Patent. Exceptionally good net return on investment. For particulars and photographs write Boxoffice, A-3169.

For colored exhibitors only. Colored theatre Arkansas cotton town. White owner can't make it pay. Write for details, Boxoffice, A-3177.

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Directed by JEAN NEGULESCO

Produced by EDWARD CHODOROV



GREGORY PECK · ANNE BAXTER · RICHARD WIDMARK

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Directed by WILLIAM A. WELLMAN

Produced by LAMAR TROTTI



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COLOR BY TECHNICOLOR

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Produced by WILLIAM PERLBERG



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The Pulse of the Motion Picture Industry

BOXOFFICE

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BOXOFFICE

THE CHANGING PATTERN

WHETHER or not there is a consent decree in the case of the U.S. vs. Paramount, et al, and whatever the details to come out of it, this much is certain: the whole pattern of theatre operation will be changed. And, from the transformation that will take place, there will come new methods of doing business, affecting virtually all of the industry.

The government appears to be aware of the contentions cited from time to time that the breaking up of the major company circuits would only transfer their force of power to independent chains. This is evidenced by the severity of the demands made by the Department of Justice in its "recommendations" for divestiture in the Schine case, details of which are reported in the news pages of this issue. Rather far-reaching is the order, it may as yet be called that, calling for divestiture of realty holdings acquired with a view to erecting theatre properties on them.

Of prime importance also is the government's stipulation that puts a limit on product buying by the chains, whether major affiliates or independents. If this, as well as the cross-licensing ban, modified from the original recommendation which the lower court did not uphold, should become effective, divestiture may be expected to go far beyond the original intention of merely divorcing exhibition from distribution. That it would give independent exhibitors access to considerable product goes without saying. Further, it is expected this move would create more first run outlets and, with the speeding up of clearances which seems to be moving along, this possibility is looked upon with favor even in production-distribution circles, let alone by exhibitors.

Speculation is rife within the industry at the present time, more so than usual, as to who will acquire what in the divestiture proceedings which are now looked upon as a certainty. But there is nothing certain in a court case. And, while the government's demands are considered most extreme, even in the views of non-defendants, there are some who view them as merely laying the groundwork for "bargaining" which those same observers anticipate. If they are right, there will be an early conclusion of this ten-years-in-court case. If they are wrong, the final outcome will be delayed another two or three years. The next few weeks should tell the story.

★ ★

Foresight vs. Hindsight

Emphasis is given to the importance of trade screenings in a picture report received from an exhibitor subscriber. In

his comment, Lloyd Hutchins of Siloam Springs, Ark., who heads the Hutchins Amusement Co., says, "Business was terrible, but the few I did get in said it was one of the best pictures they had seen in months. If I had seen it before I played it, I could have sold it, even in my small places."

Doubtless there are countless other similar experiences resulting from improper attention paid by exhibitors to the opportunity afforded them by trade screenings. It was at the instance of exhibitors that trade screenings by the major companies became mandatory through court order. That provision of the 1940 consent decree still is being carried out by the distributors; and even companies not subject to this ruling, regularly screen their product in exchange cities. Even where this is not done, exhibitors can see pictures in advance of their own showings at first-run theatres in exchange centers or nearby key towns.

Aside from giving consideration to the trouble and expense to which distributors go in providing exhibitors the opportunity to see the pictures they wish to buy—or may already have bought—exhibitors should feel it essential to their own best interests to see as many pictures as possible. They can thus see for themselves what it is they have to offer their patrons. They can better evaluate their stock in trade, plan better campaigns and promotions and resultantly improve business on pictures which otherwise may flop. We have expressed this thought before, but it is worth repeating in view of Mr. Hutchins' comment.

★ ★

"Bread and Butter"

It is refreshing to observe the candor with which Robert L. Lippert, president of Screen Guild Productions, declared that his company is not striving to become another MGM but will continue to produce pictures of moderate cost aimed to fill the vacancy in the B market. No doubt it was the better part of business judgment that prompted Mr. Lippert's remarks, for as an exhibitor with 61 theatres in the west, he is well aware of the need for good quality, low-cost product.

B pictures cannot be dispensed with entirely, and they should not be. Mr. Lippert's associates who operate some 500 theatres will attest to that and, if pressed, will readily admit that B stands for "bread" and also for "butter" in their experience. Aside from that they are the means through which future stars are discovered and developed.

Ben Shlyen

Pulse Beats

Expect Polacolor Soon For Feature Pictures

Three-color process, developed by Polaroid Corp., has been used for short subjects only, but company now expects to handle 3,000,000 feet a month.

★

Predicts Half of the U.S. With Tele by Yearend

Joseph B. Elliott, vice-president in charge of RCA Victor's home instrument department, says one-third of the population already lives within television areas.

★

Sarnoff Sees Theatres Getting Films by Air

Transmission of films from a single master negative by means of a new television apparatus called Ultrafax is forecast by the president and board chairman of RCA.

★

Famous Players-Canadian Reveals Video Plans

At meeting of theatre partners, J. J. Fitzgibbons says circuit has filed application for tele station in Toronto, and will definitely plan for large-screen projection.

★

B&K Asks Extended Run For 'Johnny Belinda'

Petitions Judge Igoe in federal court for right to play film for four weeks; court previously had granted extended runs to "The Snake Pit" and "Hamlet"; decree limit is two weeks.

★

Film Deal With Soviet To Run for Five Years

It is understood that pact arranged by Eric Johnston calls for payment of $50,000 for each of the initial 20 features to be shipped by U.S. through "iron curtain."

★

Colosseum Salesmen Set Members' Benefit Plan

Each of the 1,100 members to be assessed five dollars on the occasion of the death of a salesmen-member, making available $5,000 to be given to the widow or next of kin.

★

Julian Brylawski Elected Washington MPTO Chief

District of Columbia exhibitor named to post for 27th consecutive term; Sidney Lust is named to TOA board, Fred Kogod, vice-president; Harry Bachman, secretary; Roland Robbins, treasurer.

★

Elissa Landi Is Dead After Long Illness

Actress-novelist appeared in such films as "The Sign of the Cross," "The Warrior's Husband," and "The Count of Monte Cristo" before her retirement four years ago.

VIRTUAL END OF SCHINE CHAIN IS PROPOSED BY GOVERNMENT

Sale of 175 Theatres In Six States Is Asked In D of J Brief

BUFFALO—Virtual dissolution of the Schine circuit is asked by the Department of Justice in its brief submitted this week to Judge John Knight of district federal court here. The brief calls for the most drastic injunctive measures yet proposed by the government in monopoly suits brought against theatre circuits.

The government is asking for divestiture of 175 theatres in New York, Ohio, Kentucky, Maryland, Delaware and Virginia which the brief contends were either acquired or operated in violation of some regulations of the antitrust laws. The government would trim down the circuit it characterizes as "the largest independent chain in the United States" to a group of less than a dozen theatres.

89 THEATRES IN NEW YORK

The divestiture provisions of the proposed decree would deprive the circuit of 89 theatres in 40 New York towns; 48 theatres in 17 Ohio communities; 21 theatres in 8 Kentucky towns; three theatres in two Delaware communities and two theatres in one Virginia community. It would wipe out all 10 Schine theatres in Rochester, all theatres in the Cleveland exchange area, and every theatre in the Albany exchange area—the circuit's home base.

The government reveals the Schine empire as considerably larger than previously supposed. Trade directories have heretofore assigned 147 theatres to the circuit. Some of the theatres listed by the Department of Justice are not included in the directory of United States theatres published earlier in the year by the Motion Picture Ass'n of America. The government, in estimating the size of the circuit, said that Schine has spent $10,948,100 for theatre acquisitions and capital improvements, $6,509,100 for land, and $4,439,000 for additions and improvements.

In addition to the divestiture provisions of the decree, Philip Marcus, special assistant to the attorney general, and his aides, Herbert Bergson and George L. Grobe, adopt some of the picture-licensing strategy asked by the government in the Paramount suit.

RESTRICTIONS ARE LISTED

Here are some of the injunctive restrictions asked:

1. That Schine be enjoined for five years from licensing more than 60 per cent of the feature films released by the major distributors in any season for first run exhibition in towns where the circuit has competition.

2. That the circuit be enjoined from obtaining any feature film in any town where a competitor has not been given an opportunity to negotiate for the picture on the same run. It will be considered that this provision has been complied with if Schine secures a statement from the distributor that Schine's competition has been given an opportunity to negotiate for the same film on the same run.

3. The circuit is prohibited from licensing pictures on a selective basis in towns where it has competition, unless it receives assurance from the distributor that the competitor has had an opportunity to license on a similar basis.

4. The circuit is enjoined from cutting admission prices for the "purpose of eliminating, preventing or restricting competition of independent competitors."

5. Schine is enjoined from attempting to control admission prices charged by others through agreements with distributors.

6. The government asks that the circuit be enjoined from including in licensing deals with distributors provisions which allow for large privileges in the selection and elimination of films; allowing for deductions in film rentals if double bills are played; allowing overage and underage; excluding foreign films; allowing option of playing a picture on a flat or percentage basis; allowing deductions for the cost of bank nights; allowing reversion figures whereby agreed film rentals might become less if the gross is less than contemplated; and from securing rebates not procurable by independents.

7. The circuit is enjoined from receiving any clearance against theatres not in substantial competition.

8. The circuit is required to carry the burden of proof when any clearance granted Schine is attacked as not legal under provisions of the decree.

NO MASTER AGREEMENTS

9. The circuit is not to enter into any master agreement or film franchise, nor may it condition the licensing of films in any situation outside of Buffalo upon the licensing of films in any other situation.

10. The circuit will be required to license its pictures through the branch office for the area in which a theatre is located "if this is the ordinary way in which pictures are licensed for other theatres in the territory." This means top Schine officials will not be permitted to deal directly with top level sales executives of the distributors at the home offices.

11. That, in addition to the 175 theatres listed for divestiture, the circuit be ordered to sell all unimproved lands available for theatre purposes; and that a list of such holdings be filed with the attorney general within 30 days after entry of the judgment.

The government gives eight reasons for asking dissolution of the various theatres. As many as six of the eight reasons are given for some of the theatres on the list. Sales of theatres, under the decree, would be made through a trustee appointed as an agent of the court. It would be up to the circuit and the government to agree upon a trustee but, in the event they fail to agree, the court will make the appointment.

Schine will be unable to make any further acquisitions of theatres, unless it is shown that the additional holdings will not unreasonably restrain competition.

FEW THEATRES REMAIN

While the government listed theatres to be divested, it did not name those which the circuit may keep. Checking the government list against Schine properties listed in the MPAA directory, the divestiture of 175 theatres would leave the circuit operating only the following theatres:

Syracuse, N. Y.—James, Eckel, Paramount and RKO Keith; Benham, Ky.—Benham Theatre; Cumberland, Ky.—Nova Theatre; Cumberland, Md.—Liberty Theatre.

To support its demands for such sweeping corrective measures, the government presented figures to substantiate its claims that the Schine circuit had attempted to grow through monopoly. The brief points out that the circuit has a monopoly in 49 towns and owns the only theatre in 20 towns; that in 24 towns where it had had competition, this competition no longer exists; that in 26 towns

$6 Million Suit Filed In Salt Lake City

Salt Lake City—The Lawrence interests, operating two Salt Lake City theatres and one in Provo, Utah, this week filed a $6,000,000 antitrust suit against five major distributing companies charging discrimination in leasing of film product in the area.

The suit was filed in United States district court in San Francisco by Joseph L. Lawrence, Gertrude B. Lawrence, D. K. Edwards, Harry H. Hall and James W. Latimer against Paramount, Warners, 20th Century-Fox, Columbia and Universal and Leonard H. Goldenson as executive vice-president of Paramount theatres. Paramount operates four first run theatres in Salt Lake City in opposition to Lawrence through its affiliate, Intermountain Theatres, Inc.

The complaint alleges that prior to 1941 all theatres in the Salt Lake City area were owned or controlled by Paramount, that subsequently the plaintiffs leased the Uptown and Rialto theatres in Salt Lake City and the Academy in Provo, and that Paramount, allegedly, has refused to sell its product to the independent group. The complaint also alleges that Paramount has pressured other distributors into denying product to them.

Another Suit Is Filed In Chicago Courts

Chicago—The antitrust suits in the Chicago district pile on. This week, the Tiffin Theatre Corp., operating the 2,000-seat Tiffin in northwest Chicago, filed an $860,000 treble damage suit against the major distributors, Balaban & Katz, and Publix Great States Theatres, Inc. Allegations of antitrust violations are similar to those in the Jackson Park suit, except that the charges involve the distribution of films in northwest Chicago instead of the south side.

D of J Lists 8 Reasons for Divestiture

BUFFALO—How far the Department of Justice will go in demanding divestiture of theatres in a contested case is shown in the proposed decree submitted to Judge John Knight in the Schine case.

The brief submitted by the Department of Justice lists the history of the acquisition of every theatre in the circuit and the methods of operation.

Eight reasons for divestiture are listed as follows:

1. All theatres acquired by Schine with the intent to control all first runs in a locality:

Forty-eight houses are listed in this group as follows: New York, 37; Kentucky, 9; Ohio, 16; Delaware, 2, Virginia 1.

2. All theatres acquired from an owner or operator unable to get adequate product on competitive terms:

Twenty-four houses—9 in New York, 12 in Ohio and 3 in Kentucky.

3. All theatres acquired by Schine in which former operator agreed not to compete with Schine:

Twenty-two houses as follows: New York, 12; Ohio, 4; Kentucky, 6.

4. All theatres acquired as fruits of conspiracy through expenditure of money in acquisition which was derived from operations of defendants and their subsidiaries in pursuance of conspiracy:

Ninety houses — New York, 50; Ohio, 22; Kentucky, 12; Maryland, 5; Delaware, 1.

5. All theatres used to create or maintain a "pool":

Twelve houses as follows: New York, 8; Ohio, 4.

6. All theatres held jointly by Schine with an existing or potential competitor other than theatres pooled by Schine or another:

Nineteen houses—New York, 4; Ohio, 11; Kentucky, 4.

7. All theatres which the record shows were combined in master agreements or franchises:

One hundred thirty-five houses: New York, 68; Ohio, 38; Maryland, 8; Kentucky, 19; Delaware, 2.

8. All theatres which the record shows were used in competitive towns to unreasonably restrict the competition of competitors:

Fifty-three houses as follows: New York, 32; Ohio, 11; Kentucky, 9; Maryland, 1. The complete list of theatres follows:

NEW YORK

Amsterdam:
Regent
Rialto
Strand
Orpheum

Auburn:
Auburn
Jefferson
Palace

Bath:
Babcock

Ballston Spa
Capitol

Buffalo:
Granada
Riverside

Canandaigua:
Playhouse
Lake

Carthage:
Strand
State

Corning:
Fox
State
Palace

Cortland:
Cortland
State
Temple

Dolgeville
Strand

East Rochester
Rialto

Fairport:
Fairport
Temple
Rialto

Geneva:
Geneva
Regent
Temple

Glens Falls:
Rialto
Empire

Gloversville:
Glove
Hippodrome

Granville:
Ritz

Hamilton:
State

Herkimer:
Liberty
Richmond

Hudson Falls:
Strand

Ilion:
Capitol
Temple

Little Falls:
Hippodrome
Rialto

Lockport:
Rialto
Hi-Art
Palace

Malone:
Malone
Plaza

Massena:
Massena
Rialto
Strand

Mechanicville
State

Newark:
Capitol
Crescent

Norwich:
Colonia

Ogdensburg:
Strand
Pontiac

Oneonta:
Oneonta
Palace
Strand

Oswego:
Strand
Capitol
Oswego
Richardson
State
Bourbon

Penn Yan:
Elmwood

Perry:
Auditorium

Rochester:
Madison
Munroe
Liberty
West End
Cameo
Grand
Riviera
State
Dixie
Lake

Salamanca:
Andrews
Salamanca

Saranac Lake:
Pontiac

Seneca Falls:
Strand
Seneca

Syracuse:
Empire
Palace

Tupper Lake:
State

Watertown:
Avon
Olympic
Palace

Whitehall:
Capitol

OHIO

Ashland:
Palace
Ohio
Opera House
Ashland

Athens:
Athena
Court
Ohio

Bellefontaine:
Holland
Strand
Opera House

Bucyrus:
Bucyrus
Southern
State

Delaware:
Strand
Star

Fostoria:
Civic
Roxy
State
Colonia

Kent:
Opera House
Kent

Medina:
Princess
Temple
Medina

Milford:
Plaza

Mount Vernon:
Vine
Vernon
Memorial
Lyric

Maysville:
Russell
Washington

Norwalk:
Forum
Moose
Norwalk
Capitol

Piqua:
Piqua
Miami
Bijou
Ohio

Ravenna:
Ravenna
Ohio

Shelby:
Castamba

Tiffin:
Ritz
Grand
Tiffin

Van Wert:
Van Wert
Strand

Wooster:
Wooster
Opera House
Wayne

KENTUCKY

Corbin:
Kentucky
Hippodrome
Vic

Harlan:
Margie
Grand

Lexington:
Ben Ali
Kentucky
State
Strand
Opera House
Ada Meade
Hollywood

Middlesboro:
Manring
Brownie

Paris:
Bourbon
Paris

Richmond:
Madison
State

Pikeville:
Liberty

MARYLAND

Cambridge:
Arcade
State
Grand

Cumberland:
Strand

Easton:
Avalon
Music Hall

Federalsburg:
Federal

Hurlock:
Hurlock

St. Michaels:
Marada

Salisbury:
Arcade
Wicomico
Ritz

DELAWARE

Laurel:
Waller
New Waller

Milford:
Plaza

VIRGINIA

Appalachia:
Appalachian
State

the circuit had had a first run monopoly at a time when it had competition; that in every competitive town, except Buffalo and Rochester where the majors operated theatres, Schine has had all or a majority of first run of the majors' product, and that in eight towns where it had competition, the circuit monopolized second run or first neighborhood runs.

The government pointed out that the circuit was able to monopolize first run product in some towns where the physical facilities of the competition were superior.

The Department of Justice brief runs 318 pages and includes a town by town examination of the Schine holdings and methods of operations. It is probably the most exhaustive study ever published on the operations of a theatre circuit, in which behind-the-scene deals involving the buying and selling and leasing of theatres and pictures are so minutely detailed.

The decree proposed by the government is far more drastic than the one which was handed down by the court in March 1946 and which Schine appealed to the supreme court. That decree stipulated that the circuit sell its interests in all but one theatre in each of 34 towns in New York, Ohio and Kentucky, and gave the circuit the privilege of selecting the theatre to be retained. In four of the towns, the circuit was permitted to retain two theatres.

Just what steps to oppose the government demands will be taken by Schine were not revealed immediately. S. Willard McKay, counsel for Schine, would make no comment on the brief. He has 60 days in which to submit a decree of his own. The Schine case was returned to the district court May 3 after the supreme court reviewed the appeal filed by the circuit. The high court set aside the decree on the ground that the court had not made a thorough study of methods used in acquiring theatres, and that the holdings should be re-examined.

Named Telenews Head

NEW YORK—William P. Montague jr., formerly news editor of Paramount News, has been named news editor of Telenews Newsreels by John H. Tobin, general manager of Telenews Productions, Inc. Montague was editor of European newsreels produced by OWI during the war and, more recently, was Metro editor in London and Paris.

Will Hays Asked to Decide On Remittance Dispute

NEW YORK—Will H. Hays will rule on a dispute among eight of the companies involving $1,572,138.79 which is part of the sum France has agreed to pay the American film industry under the recently negotiated U.S.-French film pact.

The companies are Paramount, United Artists, 20th Century-Fox, Warner, Loew's, Columbia, Universal-International and RKO. The dispute between them arose from an alleged agreement made by them in New York to use gross billings in France during the period ending June 30, 1947, as the basis for the division of dollar remittances. It also arose from the insistence of the French government that the payments be made to the companies in proportion to the cash on hand the same date.

The matter became dormant as the result of French failure to send dollar remittances under the Blum-Byrnes accord. Now, under the new pact, the first dollar remittance has been received, necessitating a final decision on the issue.

Ascap Attorney Opposes Action Now by Leibell

NEW YORK—Robert F. Patterson, attorney for Ascap, not only challenges the authority of Judge Leibell to order the organization to give up its control over performing rights to music recorded on films; he also questions the propriety of any action by this court at this time.

In a brief presented to the court with suggestions for a modified decree Patterson points out that the Ascap consent decree of 1941 was left open. The court retained jurisdiction so the attorney general could apply for any changes required by the public interest.

Patterson also calls the court's attention to the fact that a pending Department of Justice suit against Ascap, in which answers have been made, challenges Ascap's handling of foreign copyrights.

He repeats his assertion that any decision handed down by Leibell should be limited to an injunction in favor of the plaintiffs in the case—164 theatre operators connected with the ITOA.

The case has become a subject of national discussion since Judge Leibell ruled on July 19 that Ascap should not only stop acting as licensing agent for music composers and publishers, but should also return the copyright assignments to their owners so that film producers could negotiate for the recording and the public performance rights at the same time.

It took a sensational turn October 8 when oral arguments were heard on points of law and a suggested form of decree. At that time Patterson told the court that in 42 years no court had rendered a decision under the Sherman antitrust law or the Clayton act that involved anyone outside the plaintiffs or defendants. He insisted that where the public interest was involved antitrust suits were always brought by the Department of Justice.

Judge Leibell admitted Patterson might be right.

Since that time Milton Weisman, attorney for the plaintiffs in this case, has submitted a brief maintaining that the court can act in the public interest and go beyond the mere granting of an injunction to protest the plaintiffs from damages. He quoted from the Clayton act to support this contention.

The latest brief from Patterson is in reply to this. Now the case has reached the point where Judge Leibell will write his decision, unless he decides to call for further argument.

Patterson contended that if Judge Leibell grants an injunction restraining Ascap from collecting from the plaintiffs the protection will be adequate.

Ascap was not on trial in regard to its relations with anyone other than users of performing rights to music recorded on film, Patterson points out.

The present method of collecting fees, he insists, were stipulated in the consent decree of 1941, and in this case the court is "concerned only with the threat of injury to the plaintiffs."

He quotes the supreme court in support of this argument.

Patterson declares that extension of the judgment in this case beyond the plaintiffs would cause "confusion and loss," and would upset established business customs.

The supreme court avoided this in the Paramount case, he points out, by ruling against competitive bidding.

See No Court Delay For New Evidence

NEW YORK—Attorneys for the Big Five decided during the week that they would not need an additional postponement in order to prepare and introduce new evidence in the Paramount case.

Whatever additional material they may plan to present will be ready for the hearings scheduled by the three-judge statutory court November 8. Justice Augustus N. Hand had reluctantly postponed the case after a brief hearing October 13 with the understanding that the lawyers should give him plenty of advance notice if they should decide to ask for another delay in order to present new evidence. He also said the judges did not intend to spend the rest of their lives hearing testimony in this case.

John W. Davis, attorney for Loew's, said October 13 that he might want to introduce further testimony based on the Department of Justice proposals for divestiture and establishment of film quota restrictions for theatres in closed situations.

Attorneys for RKO, Warners, Paramount and 20th Century-Fox met in Davis' office Monday, October 18, to discuss plans for introducing new evidence. They are still undecided about introducing additional material. If they do, their evidence will attempt to show that many of the theatres listed by the Department of Justice were acquired and operated in compliance with the antitrust laws.

The supreme court decision of May 3 stated there was insufficient evidence introduced during the trial of 1945 to show which theatres had been acquired and operated illegally. The court added that divorcement could be ordered only after sufficient evidence pointing to monopoly had been submitted.

The Big Five claim that the Department of Justice has not presented this evidence and therefore has no grounds for its divestiture proposals.

This issue will be threshed out at the hearings next month.

Clearances in Small Cit es Cut By One Firm 180 to 60 Days

NEW YORK—One of the majors has reduced the average clearance in cities and towns under 70,000 from 120-180 days to the present range of 45-60 days during the past three and a half years.

A sales executive of this company said the first sharp change in national clearances was made following a series of regional conferences held by him and a company attorney with exhibitors early in 1945.

It was difficult to persuade some exhibitors to give up excessive favorable clearance, he said. After a few of the larger circuits agreed to reductions, a number of smaller operators went along with the new policy.

Clearance reductions are still being made in situations where conditions call for a change. This sales official pointed out that the average clearance after first run in cities over 100,000 ranges from 28 to 35 days.

He said that the sensible way to handle clearance problems is to give careful study to each situation and to current changes that might affect the earning capacities of the theatre involved. These changes would be new housing developments, population shifts and theatre renovations.

The solution is not massed day-and-date openings, he declared. If the theatres are competitive, he said, neither the distributor nor exhibitor gains by massed openings.

AAA Repeats Defense In St. Louis Case

WASHINGTON—An American Arbitration Ass'n brief arguing against a long-standing clearance complaint of independent St. Louis exhibitors was filed with the U.S. supreme court October 18. It is the same brief originally filed in district court by the AAA in 1943, which was later upheld by the St. Louis circuit court of appeals.

The exhibitors, led by Harry C. Arthur, are appealing the decision of the St. Louis court.

Want Theatre Enterprises As Griffith Co-Defendant

DALLAS—Action has been started by the government to make Theatre Enterprises, Inc., Dallas, a defendant in the antitrust case against Griffith Amusement Co.

Robert E. Shelton, U.S. district attorney in Oklahoma City, Saturday asked Federal Judge Edgar S. Vaught for an order making the Dallas concern a co-defendant in the suit which has been pending in federal courts since April 28, 1939.

Shelton filed the motion on the ground the Dallas concern has become owner of all the interests of the late R. E. Griffith and the Westex Theatres, Inc. October 25 is the date selected by Judge Vaught to hear the motion.

The antitrust suit was first tried May 7, 1945. On Oct. 24, 1946, Judge Vaught dismissed it on the ground there was no violation of the antitrust law. The U.S. supreme court on May 3, 1948, reversed the decision and sent the case back to Judge Vaught with instructions to determine the effects of the violation of the antitrust laws.



Jack Oakie · June Havoc · Richard Arlen · James Gleason

Directed by **Walter Lang** Produced by **George Jessel**

Screen Play by LAMAR TROTTI · Adaptation by Elizabeth Reinhardt · From a Play by George Manker Watters and Arthur Hopkins · Lyrics and Music: "By The Way"·"What Did I Do?" by Mack Gordon and Josef Myrow

Dances Staged by Seymour Felix and Kenny Williams



BETTY GRABLE

DAN DAILEY

JACK OAKIE

JUNE HAVOC

THE NAMES YOU SEE IN LIGHTS BELONG TO PEOPLE!

You may have wondered where your favorite stars get the deep feeling and warmth to put over a song or a dance or a love scene so that it remains your fondest memory for years

"When My Baby Smiles At Me" tells you. They get it from their own lives. It is distilled out of their own experiences in what they proudly call "the profession." They get it from the heart because they are real people.

Although I have seen many back-stage stories on the screen, none, in my opinion, has presented show people to the public with such realness, human-ness, tenderness and warmth as "When My Baby Smiles At Me."

Naturally, I am prejudiced. But I know show business. I also know audiences. You, too, have a heart. It will be touched by this picture.

George Jessel

MAGNIFICENTLY PRODUCED BY 20th CENTURY-FOX

TO GIVE EVERY BOXOFFICE A LIFT

20th CENTURY-FOX

is putting smiles on the faces of showmen everywhere with...



The Walls Of Jericho



That Lady In Ermine

TECHNICOLOR



The Luck Of The Irish



First Time At Regular Prices

Forever Amber

TECHNICOLOR



Apartment For Peggy

TECHNICOLOR



Cry Of The City

and coming!



Road House



Yellow Sky



Unfaithfully Yours



The Snake Pit

'Joan of Arc' Should Rank Among All-Time Great

By JAMES M. JERAULD

THIS is a magnificent picture, and it ought to be one of the outstanding financial successes of this generation. There are those in the trade who now predict "Joan of Arc" will be one of the four great pictures produced to date in this country and will take its place with "The Birth of a Nation," "The Covered Wagon" and "Gone With the Wind," which coincidentally also was directed by Victor Fleming who held the directorial reins on "Joan." Fleming can count this as his top achievement, as can Producer Walter Wanger.

"Joan" is unquestionably a remarkable film. In these days of uncertainty and discouraging outlook it may satisfy a world hunger for inspiration based on unwavering faith. The Maid of Orleans led an army, expelled invaders from France and crowned a king. Then she was betrayed, tried by cynical churchmen, bribed by the English and burned at the stake.

The first half of the film is the period of her inspiring leadership—faith triumphant; the second half is a portrayal of refined torture that leaves audiences limp—literally. The film runs for two hours and 25 minutes.

Ingrid Bergman gives an extraordinary performance as Joan. The characterization is completely real and convincing. The rising tide of her success brings her to a spectacular battle in which a castle is captured and the English defeated.

Even in the midst of the Technicolored pictorial splendor of this medieval sequence the camera never loses touch with the principal characters. The calm intervals serve to build up the drama of the spectacle.

Again, when the Dauphin (Jose Ferrer) is crowned king in a cathedral, there is a spectacle of outstanding beauty with enough intimate touches to maintain the suspense. Ferrer merits a word for a fine job of acting as the weakling king who accepts a bribe and turns Joan over to his enemies.

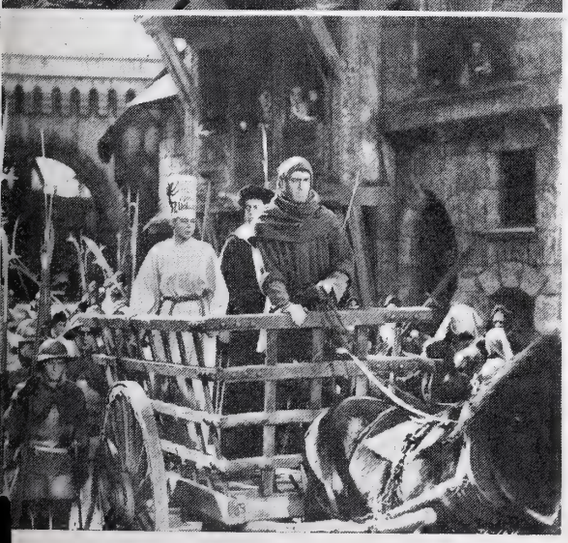
The remainder of the picture is faith betrayed. Scene after scene shows an archbishop and prelates trying to force the girl into a confession of witchcraft and heresy. There is no relief in this tension. It is expertly handled. Through it all Miss Bergman maintains a hypnotic grip on the audience. Even the burning at the stake, instead of being merely horrible, is so effective as drama that it fills the beholder with mixed feelings of pity for the victim and disgust that anything like it could have happened even in the remote Middle Ages.

There are a number of distinguished performances, one of them being the despicable Bishop of Beauvais played by Francis L. Sullivan. Cecil Kellaway, Ward Bond, J. Carrol Naish, George Coulouris and Gene Lockhart also register indelibly.

And the wise showman will readily recognize how much there is in the picture that lends itself to dignified, yet productive exploitation. In the forefront thereof is its scope and spectacle, the magnitude of which has seldom, if ever, been surpassed. Scene after scene is so tremendous in range and in details as to make them breath-taking. Two outstanding examples will suffice to illustrate: The battle at the walls of besieged Orleans, when the armor-clad Joan leads the Dauphin's inspired army to victory; and the resultant coronation of Charles as King of France.

The picture will open November 11 at the Victoria Theatre, New York, and will be roadshown as carefully and as slowly as was "Henry V."





Left: In the above scene Joan is addressing the French troops and telling them they must be rid of their women camp followers and forego gambling and swearing if they expect God to be with them in their battles. The bottom scene depicts Joan in a rickety tumbril, in which she is taken through the streets of Rouen to the market place to be burned at the stake.



Top: Battle scene showing Joan of Arc (Ingrid Bergman) leading her French soldiers into bloody combat against British invaders.

"JOAN OF ARC"

A Sierra Pictures Production
Color by Technicolor

Released by RKO Radio

Running Time: 145 Minutes

The Cast:

Joan	Ingrid Bergman
Dauphin	Jose Ferrer
Cauchon	Francis L. Sullivan
John of Luxembourg	J. Carrol Naish
La Hire	Ward Bond
Father Massieu	Shepperd Strudwick
Jean LeMaistre (Vice-Inquisitor)	Cecil Kellaway
Father Pasquerel	Hurd Hatfield
George da la Tremouille	Gene Lockhart
Duke of Alecon	John Emery
Robert de Baudricourt	George Coulouris
St. Severe	John Ireland
Jean de Metz	Richard Derr
Durand Laxart	Roman Bohnen
Jacques D'Arc	Robert Barrat
Isabelle D'Arc	Selena Royle
Catherine Le Royer	Irene Rich
Duke of Alecon	John Emery
Jean Dunois	Leif Erickson
Constable of Clervaus	George Zucco

The Credits:

Producer	Walter Wanger
Director	Victor Fleming
Based on the stage play, "Joan of Arc," by	Maxwell Anderson
Screenplay	Maxwell Anderson and Andrew Solt
Cinematographer	Joe Valentine, ASC.
Technicolor director	Natalie Kalmus
Music	Hugo Friedhofer
Musical director	Emil Newman
Art director	Richard Day
Costumes	Herschel McCoy and Dorothy Jeakins
Film Editor	Frank Sullivan
Associate director	Slavko Vorkapich
Sound engineer	William Randall
Assistant director	Eddie Salven
Unit publicity writer	Frederick Banker


INTO THE
CIMARRON COUNTRY
CAME A NEW
OUTLAW QUEEN
MORE EXCITING
THAN BELLE
STARR
HERSELF!

GEORGE MONTGOMERY · ROD CAMERON

and RUTH ROMAN as

BELLE STARR'S DAUGHTER

with WALLACE FORD · CHARLES KEMPER · WILLIAM PHIPPS · EDITH KING

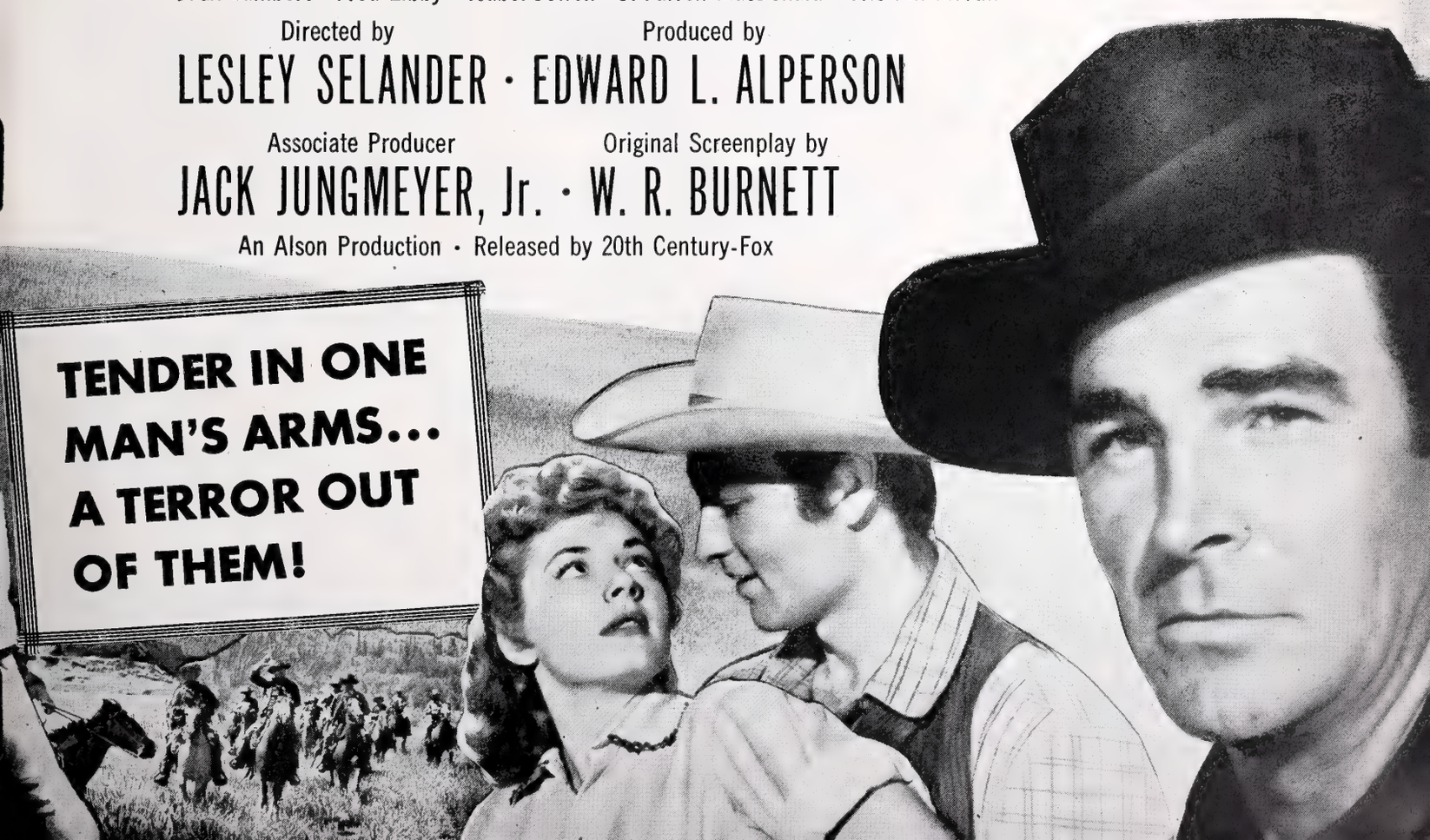
Jack Lambert · Fred Libby · Isabel Jewell · J. Farrell MacDonald · Cris-Pin Martin

Directed by
LESLEY SELANDER · EDWARD L. ALPERSON

Associate Producer
JACK JUNGMEYER, Jr. · Original Screenplay by W. R. BURNETT

An Alson Production · Released by 20th Century-Fox

TENDER IN ONE MAN'S ARMS... A TERROR OUT OF THEM!



Men and Events

By JAMES M. JERAULD

Divorcement Outlook

IT MAY take two or three years to bring about any substantial separation of distribution and exhibition, but the chances are it won't take more than a fraction of that time to agree on some formula for separation.

When Justice Augustus N. Hand told the few lawyers who appeared in court October 13 that he didn't intend to spend the rest of his life listening to testimony in the antitrust case he was reminding attorneys that the three-judge bench was an expediting court.

Some of the defendants consider the case practically settled insofar as they are concerned. Columbia and Universal-International hope film franchises will be allowed and they are reported ready to agree to arbitration. These two companies and United Artists have already stopped the formula deals and other things enjoined by the court.

RKO is reported to be ready to give up its share in the 136 theatres it operates jointly with other defendants. This would leave it with 42 houses.

Warner Bros., Paramount, 20th Century-Fox and Loew's, Inc., remain with important theatre holdings. It was John W. Davis of Loew counsel who told the court he might want more testimony and was informed that the court wasn't going to spend the rest of its life hearing testimony.

In the meantime there are reports that the Department of Justice and the circuit owners are not too far apart on moves to agree on a formula for theatre holdings and disposals.

More Ascap Opinion

ABRAM F. MYERS contributed an interesting new slant to the Ascap fee discussion when he said he had not expected that Judge Leibell in New York could issue an injunction applicable outside the jurisdiction of this particular court. This makes no difference, Myers points out, because if Ascap sues for performing rights fees elsewhere the defense would immediately cite the precedents in the New York and Minneapolis cases and probably would win on this basis.

On the other hand, if Ascap assigns the copyrights back to their owners, the owners probably could force a resumption of payments directly to them, several lawyers agree. They make no predictions on how long this litigation would continue.

Political Tightrope

RADIO has a neat way of being nonpartisan in its coverage of a national political campaign; it simply devotes the same amount of free time to each of the leading candidates. Any further time the parties want they pay for.

It is not so simple with the newsreels. Ordinarily they use the time yardstick for straight news coverage on the theory the public wants it this way, but there is no time for sale in most theatres. Exhibitors pay for the newsreels.

For the first time in the industry's history all reels were maneuvered into a situation where they devoted practically the entire footage of two issues to politics. One subject, the life story of Thomas E. Dewey, was made by March of Time three months ago at the expense of the Republican National committee. The other, on Truman, was rushed together from old newsreel footage after it was decided that the Dewey subject was going to be sent out.

Surprisingly, there was very little criticism from theatre audiences or exhibitors. The newsreel editors had predicted protests from both.

After the theatres had played the Dewey reel without charge, the Republican National committee, through Batten, Barton, Durstine & Osborn, began buying television time for the showing of the subject. The first station to use it was WATV, Newark.

'Joan of Arc'

IN COMING months "Joan of Arc" probably will stir up more discussion than any picture since "The Birth of a Nation." Its basic theme is faith. All pictures based on triumphant faith, or redemption through faith, have been successful since "The Miracle Man."

In this picture faith is triumphant up to the point where Joan (Ingrid Bergman) is betrayed to her enemies by a bribed king. It is a magnificent, inspiring spectacle. Nothing to equal it has ever been put on the screen.

After the betrayal the trial takes up the remaining half of the picture. Joan is subjected to persistent mental and physical torture up to the burning at the stake that leaves the spectator limp. It's powerful drama, skillfully presented with no letdown in suspense, and continuously fascinating pictorially, but it has explosive elements.

The church disowned its corrupt representatives when it canonized Joan as a saint, but no picture has ever before been made which presents a large group of priests as venal hypocrites. It may be history, but it took courage to do it on the screen, especially in these days when villains have been denationalized.

David A. O'Malley Dies; Long in Film Business

NEW YORK—David A. O'Malley, advertising and publicity director of Columbia Pictures International Corp., died October 16 in St. Clare's hospital after a brief illness. He is survived by his wife, Pauline Killen O'Malley, and a brother, Thomas O'Malley. Funeral services were held October 19 at Norwood, Mass.

O'Malley originally started with the C.B.C. Film Sales Corp. and since 1934 had been with Columbia. He was a member of the Ampa, serving as treasurer in 1942 and as vice-president in 1945.

TOA Starts Campaign To Cut Carrier Cost

NEW YORK—The Theatre Owners of America has started a campaign to reduce the the cost to the exhibitor of transporting film. This program was discussed at the recent Chicago convention.

Letters have been sent to the presidents of leading railroads urging them to establish a baggage rate on film shipments. They are now covered by the more expensive express rates. There also have been discussions with bus line officials on the possibility of joint action before the Interstate Commerce Commission to induce the commission to modify safety regulations which prohibit transportation of film on passenger buses. Petitions have been sent to trucking companies asking for lower and uniform rates on film shipments. A request has been made to the U.S. postmaster general asking for special handling of film shipments in railroad post-offices. In addition, the TOA has made a study of the film shipment rate structure with an eye toward intervening in the pending antitrust suit against Railway Express Agency.

Gael Sullivan, TOA executive director, said that he has received an encouraging reply from L. O. Head, president of Railway Express, to his request for the restoration of the half-rate charge on films returned to exchanges. The half-rate charge was eliminated in 1946 and full rate imposed. Head told Sullivan that he has asked the Railway Express traffic department to study the situation and report whether or not it would be advisable to restore the old rates.

Sullivan had pointed out that after the full rate was imposed the Railway Express lost some of its film business. He also had hinted that exhibitors would use, when possible, competing carriers if the rates were not reduced.

October 29 is the date now set for the executive committee meeting that had to be postponed because of illnesses. Both S. H. Fabian, head of Fabian Theatre, and committee chairman, and Lewen Pizor of Philadelphia are making rapid recoveries.

No date has been set for the first meeting of the TOA television committee, of which Mitchell Wolfson of Miami was named chairman by President Arthur H. Lockwood. A co-chairman is yet to be chosen.

New Orleans Horse Race To Honor Allied Meet

NEW ORLEANS—A feature horse race, the Allied Theatre Owners Purse, has been scheduled by the Fair Grounds race track here for November 30. The trophy to the winning horse and jockey will be presented by Mrs. William L. Ainsworth and other wives of Allied leaders present at the National Allied convention to be held here on November 29, 30 and December 1.

Convention reservations are coming rapidly, W. A. Prewitt jr., convention chairman, reports. Groups in different parts of the country are chartering planes and special trains. One exhibitor group representing New England, New Jersey and Philadelphia is considering making the trip here in a special plane.

The INSIDE STORY of how

A HIT IS BORN



HOLLYWOOD is saying that Producer Charles Brackett's "Lost Weekend" Oscar is going to crack his bronze laughing at the top-Brackett comedy, "MISS TATLOCK'S MILLIONS." Even before release, Paramount knows Hollywood's excitement is shared by the rest of the country, for we've put "MISS TATLOCK'S MILLIONS" thru more tests than a new king-size cigarette and all this exhaustive testing proves that *everybody* laughs to exhaustion.....

The men who know the boxoffice best—the exhibitors who attended the trade show—set the gale going. The first coast preview audience all but wrecked the electronic graph-fader with 365 roars registered in 100 minutes. But instead of limiting the proof to one theatre preview, we held 32, right across the nation in every key spot, and the comment cards stacked up 98.4% praise which we believe comes pretty close to a record.



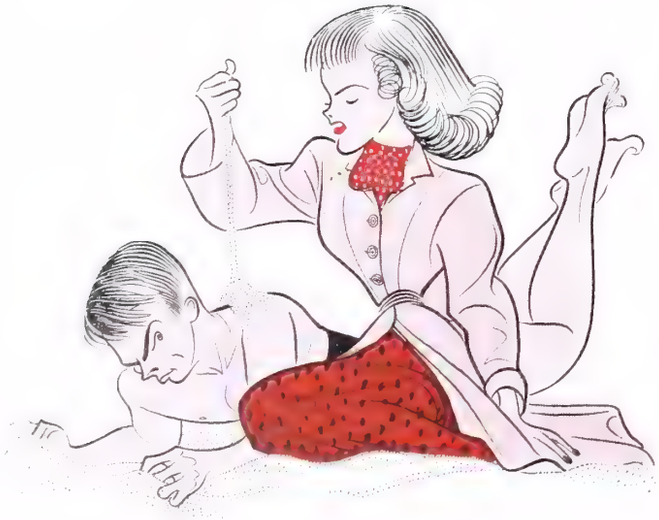


There isn't space here to detail every report—but the projectionist in Cleveland increased sound-volume to maximum to make the dialogue audible.

The house staff in New Orleans asked to have the picture run again after closing so they could sit down and enjoy it—and the management obliged.

In Memphis the raves hit 100% in the most amazing reaction since "Dear Ruth."

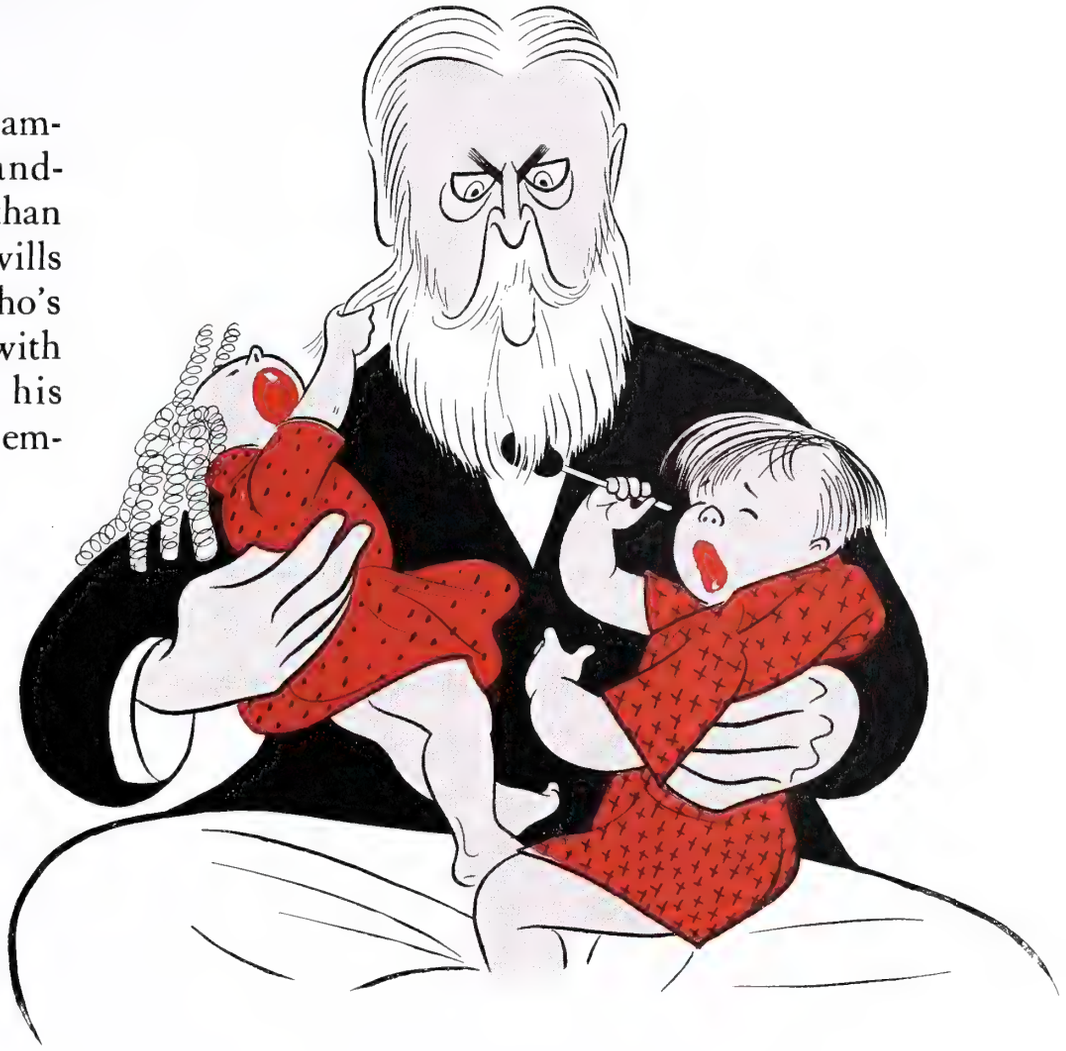
Everywhere from Boston to San Francisco audience comments like "Best picture I've seen in years"—"Wonderful entertainment"—"Best of '48" poured in, confirming Variety's sage observation that "slapstick is having its day" with a laugh-hungry public.



The trade-press got a first look at "MISS TATLOCK'S MILLIONS" and William Wilkerson, publisher of the Hollywood Reporter, wired: "I don't remember ever having seen a comedy that hit with such laughs." Magazine critics saw it and Modern Screen went immediately on record that it's "the comedy that's got everything."



It's the story of a streamlined Cinderella whose grandfather banks more gold-dust than is buried at Fort Knox—and wills it all to her nit-wit brother who's been shipped off to Hawaii with Barry Fitzgerald, hired as his guardian-angel so he won't embarrass his swanky relatives.







When Barry hears all the pennies from heaven that are falling back home, he planes in from Waikiki and hires a Hollywood stunt-man to pose as the Tatlock heir and Cinderella's brother. You guessed it—Cindie and the imposter hit it off like something hotter than a brother-and-sister act.

The Great Impersonation is pulled by John Lund in the big, juicy role that takes him to the very top after that romantic performance in "A Foreign Affair." The gal of his dreams—and yours—is Wanda Hendrix who from now on gets that first-row marquee spot you recognized she earned when she "rode the pink horse."



Pre-tested by Paramount's Bureau of Boxoffice Standards, it all comes out 100% unadulterated ENTERTAINMENT... not a molecule of "message"... not a thing but the laughter the public is after.



JOHN LUND
WANDA HENDRIX
BARRY FITZGERALD
MONTY WOOLLEY

"Miss Tatlock's Millions"

with
ILKA CHASE
ROBERT STACK
DOROTHY STICKNEY
ELIZABETH PATTERSON

Produced by
CHARLES BRACKETT
Directed by
RICHARD HAYDN

Screenplay by Charles Brackett and Richard L. Breen · Suggested by a play by Jacques Deval

The Thanksgiving Fun-Feast in

Paramount's Autumn Harvest of Hits

"Sorry, Wrong Number"
"Night Has A Thousand Eyes"
"Isn't It Romantic"—"Sealed Verdict"
"Miss Tatlock's Millions"—"The Paleface"

PRINTED IN U.S.A.

First Labor Contract For Salesmen Signed

NEW YORK—The 11 principal distributors have signed the first union contract covering salesmen. The two-year pact was signed during the past week with representatives of the Colosseum of Motion Picture Salesmen, which was certified July 21 by the NLRB as collective bargaining agent for approximately 1,000 distribution employes.

The companies approved the agreement after the union had acted at its first national convention in Chicago October 17.

The contract contains the following provisions:

1—Wage increases of $10 per week, retroactive to July 21.

2—Minimum scale of $70 after one year's employment.

3—Re-negotiation of wage and expense provisions after one year.

4—Maintenance of membership shops if a majority of salesmen approve this provision at an NLRB election to be held before the end of October.

5—Expenses: Country salesmen will receive 7½ cents per mile for the use of their automobiles; city salesmen will receive $3.50 per day for their cars. Allowances of city salesmen now receiving more than $3.50 will not be reduced.

Eight dollars per day will be allowed for hotel and meal expenses, retroactive to September 19.

6—Vacations: one week with pay for those employed six months to one year, and two weeks with pay for those employed one year or more.

7—Arbitration and grievance machinery to handle shop disputes and interpretations of contract.

The agreement was negotiated by a management committee headed by C. J. Scollard of Paramount, with Harry Buckley of United Artists, Joseph McMahan of Republic and Charles O'Brien of MGM. Burton A. Zorn acted as committee attorney. The Colosseum committee was headed by Mel Keller of Warners, with Frank Flaherty of Columbia and N. Provencher of United Artists as members. David Beznor was committee attorney.

Film Salesmen Group Elect M. L. Keller President

CHICAGO—Delegates to the Colosseum of Film Salesmen's first national convention held here October 16-18 elected M. L. Keller of Warner Bros. in Portland, Ore., as president. Other officers elected by the 120 delegates included Pat Halloran of Warner Bros. in Minneapolis, first vice-president; B. Tice of Columbia, Pittsburgh, second vice-president; N. Provencher, United Artists, Milwaukee, secretary, and N. Winn of MGM, Atlanta, treasurer.

Republic Pays Dividend

HOLLYWOOD—Republic Pictures Corp and its subsidiaries earned a $62,577 net profit for the 39 weeks ending July 24. The net is equivalent to a dividend of 15 cents a share on 400,000 shares of outstanding preferred stock.

SG to Employ Field Force To Sell Action Product

NEW YORK—Screen Guild Productions, which has a program of 48 action pictures, including 18 reissues for its 1948-49 program, will employ 11 special salesmen; at a cost of $100,000, to help the 31 franchise holders to get a more thorough small town coverage of the country, according to Robert L. Lippert, president. The move was approved and the salesmen's operations were discussed and planned at a meeting of the SG board of directors in New York Friday and Saturday, October 22, 23.



Robert L. Lippert

Lippert, who was named SG president in July 1948, is personally producing 16 features for the 1948-49 program. Of these, seven are completed and will be delivered by November and four more will go into production before the end of 1948. Stories and financing for the other five are already set and the pictures will be finished by the end of March, Lippert said. He is planning to make 26 SG features for 1949-50.

Francis White, SG franchise holder, who made a series of six Lash LaRue-Fuzzy St. John westerns for the current program in conjunction with another franchise-holder, John Mangham, has already completed them all. A total of 34 of the Screen Guild list have either been shipped or completed and all 48 will be in the exchanges by the end of April, according to Lippert. The average new Screen Guild release now gets 10,000 playdates and one of the recent action pictures had close to 12,000 playdates, 138 of these from the E. V. Richards jr. houses.

Lippert, who made his first picture, "Wildfire," the first feature to be produced in Cinecolor, in 1944, said that the film industry "needs new blood." Of the 11 special salesmen who will start operations in November, several will be former bookers who are being trained to become small town salesmen, he said.

Lippert now controls 61 theatres in northern California and southern Oregon, including the recently acquired Redwood circuit of 21 houses. The 31 Screen Guild franchise holders control a total of 500 theatres, he said.

Speaking as an exhibitor, Lippert said he believes that the film industry has only scraped one-fifth of the potential movie audience. This is proven by the fact that the recently opened drive-ins in his territory have attracted new audiences and have not affected business in his theatres.

Unlike Republic and Monogram, which are showing a tendency to produce more A pictures, Screen Guild is not "striving to become another MGM" but will continue to produce features in the moderate-cost niche, Lippert said. His pictures rarely exceed the $100,000 production cost and are aimed to fill the vacancy in the B market.

Lippert had a few vitriolic remarks to make about some of the Hollywood major companies which are cutting down on minor employes' salaries while they retain their high-salaried executives and stars. The agents "have Hollywood by the throat" by keeping actors' salaries up, according to Lippert who mentioned that one actor boasted that he would rather appear in a $2,000,000 flop from a major than in a $500,000 hit from a lesser company. He pointed out that while it was often difficult for the smaller producing companies "to come out ahead," the majors make money on their $2,000,000 product because of their theatre-owning connections. However, Lippert mentioned that Arthur H. Lockwood, recently named president of TOA, is also vice-president of Screen Guild.

Although Screen Guild has no immediate plans for selling its product to television, Lippert is of the opinion that "television will become a serious competitor to films in a few years." "Harpoon," a feature made in Alaska, opened October 20 in New Bedford, Mass., with a benefit performance sponsored by the local Standard-Times for the local whaling society. "The Mozart Story," a picture made in Vienna which cost SG only $10,000 to buy but another $80,000 to dub into English in Hollywood, is a "class" film which may be a problem to the salesman accustomed to SG action product. "Mozart" is set to open at the Little Carnegie, New York City, following the run of "Henry V." Lippert, who arrived in New York October 18, expected to return to the coast following the directors' meeting.

Reinhardt Forms Own Production Unit

HOLLYWOOD—Wolfgang Reinhardt, a producer for Enterprise since the formation of that company by Charles Einfeld and David L. Loew, has hung out his own shingle with the formation of Midwest Productions, with three properties in preparation.

Daniel E. Field, midwestern exhibitor, is associated with Reinhardt in the new company.

In his departure from Enterprise—which recently suspended all production activities for an "indefinite" period—Reinhardt took with him film rights to an untitled story concerning the career of Elaine Townsend, who operates the government gambling concession in Havana, Cuba, being scripted by Virginia Kellog. This will be Midwest's first production.

Reinhardt and Field also are developing Frank Burt's original on the problems of a coach with professionalism in college football, and "Owens Valley," by Hans Jacoby, dramatizing the struggle for water between inhabitants of that area and the city of Los Angeles.

Beating publicity tom-toms for the new unit is Bill Blowitz, who is also publicity-advertising representative for Enterprise.

Hollywood Report

By IVAN SPEAR

Two Story Sales for Week; 1 to Paramount, 1 to U-I

On the verge of total collapse during the period was the story market, with purveyors of literary material successful in disposing of only two subjects—both, incidentally, in the lighter vein. To Paramount went "Little Boy Blue," magazine story by Maurice Zolotow, which has been assigned to Richard Berger for production, with Richard English to do the script. Betty Hutton will have the starring role as a nightclub entertainer with a six-year-old son. Always on the move, she insists the child be with her at all times, and he is virtually raised in a succession of cabarets . . . Universal-International went for "Occupation: Housewife," an original by Fanya Foss Lawrence. It deals with a husband who assumes all the domestic chores, including the care of a baby, while his wife continues her career.

Royal Command Performance Will Include Danny Kaye

The cat that looked at the queen has nothing on Danny Kaye, who has been invited by the British royal family to appear as star of the Royal Command Variety Performance at the Palladium Theatre in London November 1 for the benefit of the Variety Artists' Benevolent Fund. It's said to be the first time in British history that an American star has been extended such an invitation.

The schedule on Kaye's current film, "Happy Times," has been rearranged at Warners to permit the comic to accept the invitation. He will make the 12,000-mile round trip by air.

Another Foreign-Made Film For Columbia Schedule

Columbia is adding another foreign-made film to its schedule of releases for the 1948-49 season. The newcomer is "Little World, Hello," to star the veteran nightclub and vaudeville entertainer, Jimmy Savo, and will be co-produced by Savo, Perry Charles and Gregor Rabinovitch, with a spring starting date in Rome.

Rabinovitch recently completed production in Italy of another one for Columbia, "Eternal Melody."

Basil Wrangel has been booked to direct the Savo vehicle, now being scripted by Jo Pagano.

Howard C. Brown to Make Two in Color for AA

Apparently not content to rest on its laurels after the recent disclosure that its projected 61-picture program for 1948-49 would be largest in company history, Monogram-Allied Artists is supplementing that already ambitious schedule by closing deals for additional product.

The first of such commitments for pictures to be made by outside producers has been set with Howard C. Brown, who will turn out two pictures during 1949 for release under the AA banner. Both will be produced outside the U.S., with the initialer, "Forever to Remain," set for filming in Uruguay and "Gunawarra" scheduled to be made in Australia. "Forever" is from a story by Martin Justice, while B. T. Sheil wrote the latter. They will be made in color.

RKO Definitely to Produce 'I Married a Communist'

Varying reports over the last several months as to the status productionwise of "I Married a Communist" on the RKO Radio docket were finally and definitely ended when one of the studio's big wheels—Sid Rogell of the three-man executive committee running the lot under Howard Hughes' supervision—made it clear that there is no question of the property's being shelved.

On the other hand, the original yarn by George W. George and George Slavin is "considered one of the studio's most important properties" by Hughes, Rogell declared. A mid-November start has been scheduled and Art Cohn and James Edward Grant are nearing completion of their screenplay. John Cromwell is set to direct and Jack Gross will hold the production reins.

U-I Starting a Sequel To 'The Egg and I'

Chances are she didn't dream of such a thing happening when Betty MacDonald penned her best-selling "The Egg and I"—but Universal-International did so well, in a financial way, with the screen version thereof that it is proceeding with plans to make a sequel.

It's to be called "Ma and Pa Kettle," and will reunite Marjorie Main and Percy Kilbride as the characters they created in the original subject. Richard Long, who was the Kettle's oldest son in "The Egg and I," is also docketed for the same role. An original by Herbert Margolis and Louis Morheim, "Ma and Pa Kettle" will be produced by Leonard Goldstein and megged by Charles Lamont.

Seven-Year Contract For Lassie at MGM

What with options on human Thespians dropping all over the place during the current economy hysteria, a lot of actors are revising their opinions concerning the advantages of a dog's life.

Especially if the dog is Lassie.

The talented collie which has been on a year-to-year ticket at MGM for the last four years has now affixed her paw print to a new seven-year contract which will assure her a plentiful supply of dog biscuit, flea powder and other canine necessities.

Lassie's next picture—her sixth—will be "Greyfriars' Bobby," from the story by Eleanor Atkinson. It will be produced by Robert Sisk.

Rooney Ready to Make His Own Production

Metro's mighty mite—Mickey Rooney—is building a fire under his recently-announced plans to plunge into production on his own, a venture which he is permitted to undertake under terms of the new long-term ticket to which Leo the Lion signed him some weeks ago. In association with Sam Stiefel, Rooney has begun preparations for filming "Thunderbird," a story of the midget automobile racing business, and has begun lining up a staff. Arthur Edeson, veteran lenser, has been set to photograph the opus, and the screenplay is being developed by Arthur Caesar.

Mickey will, of course, have the starring role. So far, he and Partner Stiefel haven't set a release.

Pandro Berman to Produce 'Battleground' for MGM

"Battleground," the World War II story recently acquired from RKO by MGM and earmarked as one of Leo's most ambitious projects for the 1948-49 season, will be produced for the Culver City studio by Pandro S. Berman . . . Dual chores as scripter and producer were handed Karl Tunberg at Universal-International on "Marriage by Proxy," which Tunberg authored . . . Norman Foster will direct Rita Hayworth's next Columbia starrer, "Lona Hanson" . . . William Beaudine is set to meg "Tuna Clipper," upcoming Roddy McDowall vehicle at Monogram . . . Jules Dessin moves to 20th Century-Fox to wield the megaphone on "Thieves' Market," semidocumentary which Robert Bassler will produce . . . Megging assignments on sagebrushers include Ray Taylor to Screen Guild's "Son of a Gunman" and Les Selander to RKO Radio's "Stagecoach Kid" . . . Don Martin is developing the screenplay for "Chinese Blue," mystery yarn by Flora and Sandy Mock, set as the second "Inner Sanctum" feature to be produced by M. R. S. Pictures for release through Film Classics.

Audrey Totter on Loanout; Also Christian Kelleen

In these troubled times when acting assignments are becoming less and less easy to find, it is noteworthy to report the booking of one player for two films. The busy young lady in this instance is MGM's Audrey Totter—who first goes on loan to RKO Radio for the femme lead in "The Set-Up" and will then return to her home lot for "Vespers in Vienna" . . . Another loanout finds the David O. Selznick importation from Sweden, Christian Kelleen, going to MGM for one of the leads in "Madame Bovary" . . . Marking their first film appearance together, William Holden and Rita Hayworth will co-star in Columbia's "Lona Hanson" . . . Joel Marston, Broadway stage star, has been handed a long-term Allied Artists contract and will make his film bow in "Bad Boy" . . . Monogram meantime inked Johnny Sheffield and Peggy Ann Garner for the leads in "Bomba, the Jungle Boy" . . . Kent Smith, Janis Paige, Robert Douglas and Viveca Lindfors are set for Warners' "Deadlock."

M-G-M TRADE SHOWS

"SAN FRANCISCO"

CLARK GABLE • JEANETTE MacDONALD SPENCER TRACY in "SAN FRANCISCO" with Jack Holt • Jessie Ralph • Ted Healy • A W. S. VAN DYKE Production • Produced by John Emerson and Bernard H. Hyman • A Metro-Goldwyn-Mayer Masterpiece Reprint.

"A NIGHT AT THE OPERA"

MARX BROTHERS (Groucho-Chico-Harpo) in "A NIGHT AT THE OPERA" with Kitty Carlisle • Allan Jones • Screen Play by George S. Kaufman and Morrie Ryskind • Directed by SAM WOOD • A Metro-Goldwyn-Mayer Masterpiece Reprint.

"THE KISSING BANDIT"

M-G-M presents FRANK SINATRA KATHRYN GRAYSON in "THE KISSING BANDIT" • J. Carrol Naish • Mildred Natwick Mikhail Rasumny • Billy Gilbert • Sono Osato • with Dance Specialties by Ricardo Montalban • Ann Miller • Cyd Charisse • Color by TECHNICOLOR • Original Screen Play by Isobel Lennart and John Briard Harding Directed by LASLO BENEDEK • Produced by JOE PASTERNAK • An M-G-M Picture.

"3 GODFATHERS"

John Ford's Legend of the Southwest! John Ford and Merian C. Cooper present "3 GODFATHERS" • Color by TECHNICOLOR • Starring JOHN WAYNE • PEDRO ARMENDARIZ • And Introducing HARRY CAREY, Jr., • with Ward Bond • Mae Marsh Jane Darwell • Ben Johnson • Screen Play by Laurence Stallings and Frank S. Nugent • From the story by Peter B. Kyne • Directed by JOHN FORD • Produced by ARGOSY PICTURES CORPORATION • An M-G-M Picture.

CITY	PLACE	ADDRESS	SAN FRANCISCO		A NIGHT AT THE OPERA		THE KISSING BANDIT		3 GODFATHERS	
ALBANY	20th-Fox Screen Room	1052 Broadway	11/3	8 P.M.	11/8	8 P.M.	11/16	8 P.M.	11/30	8 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N.W.	11/3	2 P.M.	11/8	2 P.M.	11/16	10 A.M.	11/30	10 A.M.
BOSTON	M-G-M Screen Room	46 Church Street	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	11/3	1:30 P.M.	11/8	1:30 P.M.	11/16	1:30 P.M.	11/30	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
CINCINNATI	RKO Screen Room	16 East Sixth Street	11/3	8 P.M.	11/8	8 P.M.	11/16	8 P.M.	11/30	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	11/3	1 P.M.	11/8	1 P.M.	11/16	1 P.M.	11/30	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	11/3	10:30 A.M.	11/8	2:30 P.M.	11/16	2:30 P.M.	11/30	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	11/3	1 P.M.	11/8	1 P.M.	11/16	1 P.M.	11/30	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	11/3	1:30 P.M.	11/8	1:30 P.M.	11/16	1:30 P.M.	11/30	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	11/3	1 P.M.	11/8	1 P.M.	11/16	1 P.M.	11/30	1 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	11/3	1:30 P.M.	11/8	1:30 P.M.	11/16	1:30 P.M.	11/30	1:30 P.M.
LOS ANGELES	20th-Fox Screen Room	2019 S. Vermont Ave.	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	11/3	10 A.M.	11/8	10 A.M.	11/16	10 A.M.	11/30	10 A.M.
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Av.	11/3	1:30 P.M.	11/8	1:30 P.M.	11/16	1:30 P.M.	11/30	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	11/3	1:30 P.M.	11/8	1:30 P.M.	11/16	1:30 P.M.	11/30	1:30 P.M.
NEW YORK-N. J.	M-G-M Screen Room	630 Ninth Avenue	11/1	10:30 A.M.	11/8	10:30 A.M.	11/16	9:30 A.M.	11/29	10:30 A.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	11/3	1 P.M.	11/8	1 P.M.	11/16	1 P.M.	11/30	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	11/3	1:30 P.M.	11/8	1:30 P.M.	11/16	1:30 P.M.	11/30	1:30 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	11/3	11 A.M.	11/8	11 A.M.	11/16	11 A.M.	11/30	11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N.W. Kearney St.	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	11/3	1 P.M.	11/8	1 P.M.	11/16	1 P.M.	11/30	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	11/3	1 P.M.	11/8	1 P.M.	11/16	1 P.M.	11/30	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	11/3	1:30 P.M.	11/8	1:30 P.M.	11/16	1:30 P.M.	11/30	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	11/3	1 P.M.	11/8	1 P.M.	11/16	1 P.M.	11/30	1 P.M.
WASHINGTON	20th-Fox Screen Room	932 New Jersey, N.W.	11/3	2 P.M.	11/8	2 P.M.	11/16	2 P.M.	11/30	2 P.M.

TOA to Fit Small Towns Into Public Relations

NEW YORK—The Theatre Owners of America executive committee will discuss ways of making an industrywide public relations program acceptable to small town exhibitors when it meets here October 29.

Several programs are now under discussion, including the $2,000,000 plan submitted by Paul MacNamara, advertising and publicity director for David O. Selznick, at the TOA convention last month and endorsed by the membership.

Small town exhibitors want a program to improve industry public relations, but they want a program that will permit them to participate on a local level.

A number of these exhibitors have criticized MacNamara's program because they feel it will subordinate their needs and benefit theatres in larger cities.

Specifically they are opposed to the plan on the following grounds: It proposes to spend $615,000 worth of newspaper advertising in 15 key cities. The exhibitors point out the ads will have little effect on public opinion outside these cities. They suggest that ad mats be shipped to them for insertion in local newspapers where their patrons and potential patrons can read the copy. They have the same criticism against the proposal to spend $450,000 on a 39-week national network radio program. The exhibitors believe the money would be more wisely spent on local programs.

They generally approve the proposal to spend $600,000 on national magazine advertising, but are critical of the suggestion that some of this money be spent on so-called highbrow publications. MacNamara had suggested the Atlantic Monthly and Harper's in addition to Life, Cosmopolitan, Collier's and the Saturday Evening Post. One exhibitor replied that no more than two copies of the highbrow publications are sold in his town each month.

Republic Schedule to Stay, Yates Tells Sales Heads

NEW YORK—Republic will maintain its 1948-49 production schedule in anticipation of increased theatre business, said Herbert J. Yates, president. He made this statement at the windup of the recent two-day sales session at the New York Athletic club.

The recently-announced schedule calls for 34 features, 16 outdoor action dramas and westerns, four serials and four one-reel novelties.

An optimistic note was voiced at the sales meeting. Edward L. Walton and Walter L. Titus jr., sales executives and co-captains of the J. R. "Jimmy" Grainger Tenth Anniversary Drive submitted reports indicating "the greatest number of playdates in Republic history" will be signed during the drive.

Improved theatre business was noted in reports made by eastern, southern, midwestern and western branch managers. Small town situations were showing strong increase, Yates said.

Kenneth Bellman Joins Rawnsley In British Independent Frame Plan

LONDON—David Rawnsley, who was responsible for all the research on the Independent Frame system of film production, has been joined in his company, Television Film Production, Ltd., by Kenneth Bellman who was formerly personal assistant to John Davis. The objects of the company are to extend the facilities of Independent Frame system to producers outside of the J. Arthur Rank group.

Some years back David Rawnsley persuaded Rank that production costs, already high, were likely to go higher and that some more intelligent method of production must be adopted if costs were to be decreased. With Rank's backing Rawnsley was appointed director of research and given a staff to concentrate on developing his system. The name Independent Frame was given to the process because the system is based on the fact that a complete framework of the finished film is built up before the picture goes on the floor. By this means it is claimed that floor work can be cut to a minimum and, judging by the speed of the second I. F. film "Warning to Wantons," which is now at work at Pinewood, this claim can be substantiated. This film should be completed in six weeks' studio work against the usual 16 weeks and the estimated saving runs as high as $250,000.

Last January David Rawnsley left the Rank organization to form Television Film Productions, Ltd., the object of which is to act as consultant to film producers and to studio architects. Although he has left Rank he remains under contract to him as a consultant. According to the terms of his contract he was at liberty to share the rights of the process, developed during his years with Rank, which is reputed to have cost nearly $4,000,000.

The latest development of the process, and one which undoubtedly will interest film producers, is the shooting of a film by the use of television. At time of writing a short film is being made under conditions of secrecy at Rank's Denham studios using this method. The ultimate development of the process will mean that the director of the film will sit at a console, similar to a recording console, and watch the shooting of the film from a distance, through a television screen. All wipes, dissolves and other opticals will be manipulated from this screen and the picture will be edited by the director as it is shot. The great point about this method is that it will be possible to televise to the public the same film at the time of shooting.

Although it is impossible to confirm at the moment, there is a strong suggestion here that this latter development is being shown interest by the British government which controls radio and television in this country through the British Broadcasting Corp.

Mochrie Sees 'Joan' Benefiting Trade

NEW YORK—Robert Mochrie, vice-president and general sales manager of RKO, told



Walter Wanger (left) and Robert Mochrie are seen in this photo as hosts at a luncheon in New York for trade paper publishers and editors.

a group of trade paper editors at a luncheon last week that he thought "Joan of Arc," Sierra production which his company will distribute, will be a tremendous factor in improving industry public relations.

"After all," he said, "the industry's public relations are improved or damaged by what appears on the screen."

Speaking with the utmost seriousness, he compared "Joan" with some of the historic pictures of the past, including "Birth of a Nation," "The Covered Wagon" and "Gone With the Wind."

Sierra Pictures, Inc., is made up of Walter Wanger, Victor Fleming and Ingrid Bergman. They put up their own money and a $3,500,000 loan from the Bankers Trust Co. to make this Technicolor production.

Wanger said he expected it to outgross "Gone With the Wind" and said he had received an offer for the Italian rights that was "fantastic."

"If this picture goes over as we expect it to do," he stated, "it will be a milestone in the history of the business. It will benefit all companies and the industry generally, and it will be an inspiration for serious-minded, independent producers to venture into new production fields."

The picture cost $4,500,000, according to Wanger, with an overhead limited to seven per cent.

The Victoria Theatre has been rebuilt "to fit the picture," Mochrie said. Experience with it in this theatre will be used in setting up other special roadshow engagements. These will not be hurried.

20th-Fox Sets Third Event For Skouras Sales Drive

NEW YORK—Twentieth Century-Fox will open "When My Baby Smiles at Me" at the Fox Theatre, San Francisco, November 3, as the third opening during the Spyros P. Skouras 35th Anniversary Celebration, according to Charles J. Schlaifer, director of advertising and publicity.

The others are: "Apartment for Peggy," which opened in Detroit September 30, and "The Snake Pit," which will open at the Rivoli Theatre, New York, November 4.

Rodney Bush, exploitation manager, left New York October 18 to pave the way for the San Francisco opening.

Steve Broidy Names Three Sales Chiefs

HOLLYWOOD—To implement the sale of Monogram-Allied Artists' announced 61-picture schedule for 1948-49, the sales force has been realigned by President Steve Broidy with the appointment of three veteran distribution executives. L. E. Goldhammer becomes western district manager. Formerly vice-president and general manager for Film Classics, he will have direct supervision of the Chicago, Milwaukee, Minneapolis and Indianapolis branches, and will also supervise Sol Francis, who handle Denver, Kansas City, Salt Lake City, Omaha, Des Moines and St. Louis.

Named southern district chief was Jim Pritchard, formerly with Universal-International in Dallas. He will supervise the Dallas and Oklahoma City exchanges and will team with Arthur C. Bromberg in supervising the Atlanta, Memphis, New Orleans and Charlotte offices.

Maxwell Gillis, former eastern district manager for Republic, assumes supervision of the New York, Albany, Buffalo, Washington and Philadelphia exchange. Other eastern exchanges will be under the direct supervision of M. R. Goldstein, Monogram-AA sales manager.

MPEA Approves Deals By Johnston Abroad

WASHINGTON—Eric Johnston, president of the Motion Picture Ass'n of America, who returned from an extended tour of Europe October 17, told newsmen here October 19 that under agreements made with Russia that country will buy American films in blocks of 20 from lists of titles of 100 each to be submitted by the Motion Picture Export Ass'n, and will pay for them in dollars. The films cannot be used for re-export, he said.

Johnston also told of a deal with Yugoslavia which involves purchases in blocks of 25 films on a royalty basis. Both deals, he said, were approved by the MPEA at a meeting in New York the night of October 18. The organization will meet again soon to consider ratification of a similar agreement with Czechoslovakia.

The MPEA lists of films will be drawn up by its selection committee and then reviewed by the president and foreign sales manager of each member company. The first list will be completed very soon, he said.

Johnston expects the Italian government to release frozen lira soon. In reviewing the situation in England, he said that sales by independents will not change the MPEA dual program policy. Speaking of his visit to Spain, he said he went there because 20th Century-Fox wanted to have the ban raised on "Gentleman's Agreement." He added that he was opposed to all dictatorships but he favored diplomatic recognition of Spain as of "any established government."

'Broadway Story' to Paramount

NEW YORK—Pioneer Pictures has sold "Broadway Story," an original script by Charles Lederer, to Paramount. Ralph Cohn, Pioneer president, said the sale was due to "increased casting and producing difficulties" in the east. Paramount will produce it on the coast and probably star Betty Hutton in the film.

UA Won't Try to Control Film Sales in England

NEW YORK—United Artists will continue its policy of selling to all English exhibitors. The company has not laid down any restrictions on sale of UA product and has established closer relations with J. Arthur Rank, Arthur W. Kelly, executive vice-president of UA, said October 20.

He was reporting on a business tour of Europe, begun August 28 and ended October 17, that included visits to England, France, Switzerland, Italy, Belgium, Holland, Denmark and Sweden. Most of his report dealt with the involved situation in England, though he also told of a crisis in film affairs in France.

BUYERS' MARKET CREATED

Kelly said that most of UA's producers belong to the Society of Independent Motion Picture Producers and do not subscribe to the policies laid down by Eric Johnston, head of the Motion Picture Ass'n of America, who has ruled that American films cannot play with British films on British screens and must be bought in entire program lots.

Surplus product over there has created a buyers' market that Rank intends to take full advantage of, Kelly said, adding that the situation means lower normal tops for U.S. films.

Kelly discussed two UA sales. "Red River," because of its length, is in no danger of being shown on a double bill, he said. "The Girl From Manhattan" will be billed as the main feature by British exhibitors, with "London Town" in the second spot. The first will play the Odeon circuit and the second the Gaumont British circuit. He has also sold "On Our Merry Way" to Rank.

These are the only Rank commitments to UA and Kelly is going ahead with plans to sell direct to independent exhibitors away from Rank in the provinces, but not in London, where Rank has control. Making a profitable deal with provincial theatres controlled by Rank, he said, is difficult because of the Rank policy of limiting a film's playing time to one week. All franchise deals in England are limited to six months, so the independents hesitate to book far in advance because of the quota, he said.

FRENCH STATUS CRITICAL

Boxoffice receipts on U.S. films are good, as business isn't off as much over there as here, and it is still possible to gross a couple of thousand pounds with a film if a circuit tieup is obtained, but the yearly turnover of each American firm selling there is likely to go down.

In the matter of American production in England, Rank is ready to cooperate with UA and would make the Islington studio available, but getting studio space is difficult, since the British want to fill the 45 per cent quota alloted to their product. UA will study the situation, Kelly said, and may confer with Rank regarding what types of films he would want. Just one UA film is planned for British Empire release at the moment and that because of prior commitment. It is "The Magistrate," a period film.

The situation in France, Kelly said, is critical because of quota restrictions under the new agreement. The number of films allowed all U.S. distributors, including independents, is 121, of which UA's share is 11, but others than UA are selling UA films there and the authorities are charging them against the UA allotment. Two UA films, "Mr. Ace" and "Delightfully Dangerous," have already been sold there by UA, and it is possible, Kelly said, that competing sales of UA films might make impossible any further sales under the quota. Britain, which has been distributing about 30 a year there, now has a quota of 11, is running into the same difficulties and also is protesting.

UA has no production plans for France. However, Leopold Schlossberg, who has completed "Just a Big, Simple Girl" for worldwide release through UA, will go to Canada to do "A Man Scans His Past" in both English and French versions.

In Holland the industry is fully regulated. There are no franchises and each film must be tradeshown. The government sets the terms for distribution and each film is treated according to its own merit.

Kelly found a lot of product available there. Paramount and others, he said, have flooded the market, and UA has good representation. It may be possible to convert 50 per cent of income into dollars, with the other 50 per cent frozen with restrictions. He mentioned a previously announced five-year distribution deal with F. L. D. Strengholt, head of N. V. Filmverhuurkantoor Nederland, which operates 45 theatres.

WOMAN HEAD FOR SWISS

In Switzerland, UA is experimenting with having a woman head up its organization. She is Mrs. Pia Marchand, who has been with UA since 1934 and who took over upon the departure of Paul Rappaport to Selznick. Georges Neuffer, a salesman employed there since 1933, has been moved up to sales manager.

Italy, Kelly said, is "alive" with American producers because films can be made cheaply there in picturesque locales, but not too effectively, he felt, because the sound equipment is not good. UA has no production plans there.

Asked about Ireland, Kelly said the Patrick Farrell family of exhibitors and business men will soon start building the first Irish film studio. It will be a small one, to cost about 100,000 pounds, will be located outside of Dublin and will do the life of Tom Moore.

All in all, Kelly is not optimistic about the European situation so far as American interests are concerned. He will leave next week for the coast.

'He Walked by Night' Set For November Release

NEW YORK—Eagle Lion will release "He Walked by Night," starring Richard Basehart and Scott Brady, in November in addition to the previously-announced "Let's Live a Little," starring Hedy Lamarr and Robert Cummings, and "Million Dollar Weekend," starring Gene Raymond, Stephanie Paull and Francis Lederer.

Now Available for Showings
REGULAR PRICES!

–The picture that thousands paid $2.40 top to see in its road show engagements in New York and in selected cities throughout America!...



Opens first popular-price run on Broadway at
BRANDT'S MAYFAIR THEATRE

.....and here's the type of newspaper ads ready to help you hit!

THE MOST SINISTER TRIANGLE IN DRAMATIC HISTORY!



... Mother and daughter in love with the same man . . . rivals in ruthlessness even to *murder!*

RKO presents
ROSALIND RUSSELL
MICHAEL REDGRAVE
RAYMOND MASSEY • KATINA PAXINOU
LEO GENN • KIRK DOUGLAS
in
EUGENE O'NEILL'S
"*MOURNING BECOMES ELECTRA*"
with NANCY COLEMAN • HENRY HULL
Produced and Directed by DUDLEY NICHOLS

Recommended in LIFE • LOOK NEWSWEEK COSMOPOLITAN LIBERTY, REDBOOK

Mother and Daughter Rivals in Love!

... Murder, suicide... blind hate and passionate evil cursing the proudest family on the hill!





All the super thrills of a great stage drama come to life on the screen!

RKO RADIO PICTURES

"Sustains an assault on the emotions as no other movie has ever done."
—*Life Magazine*

"Film of stature and power... must be seen."
—*Newsweek*

"Will certainly stir you."
—*Cosmopolitan*

"Eligible for top honors."
—*Liberty Magazine*

"Represents a brave advance."
—*Look Magazine*

"Recommended for good entertainment."
—*Redbook Magazine*

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ROSALIND RUSSELL
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DUDLEY NICHOLS



RKO RADIO PICTURES



At the left, four top industry personalities in a moment of joviality just before entering the banquet hall. Left to right are Charles Reagan, vice-president in charge of distribution for Paramount; Charles Skouras, president of National Theatres; Ned E. Depinet, president of RKO Radio; and Spyros Skouras, president of 20th Century-Fox. In the photo below, Ben Shlyen (right), publisher of BOXOFFICE, makes the gift presentation to Gus Eyssell.



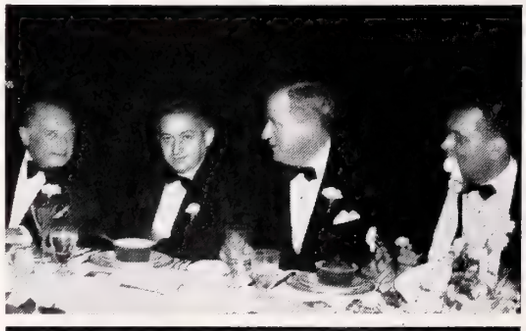


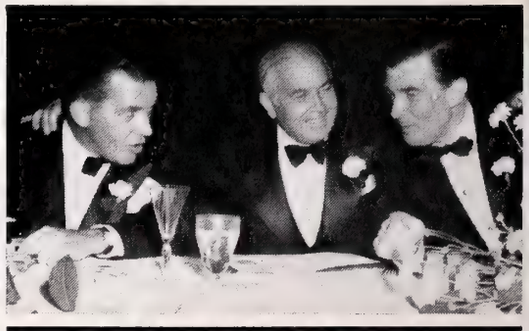
This money clip, presented to Eyssell, was custom-designed by Charles L. Tivol of Kansas City. The Scout is a famous Kansas City statue. Tivol used 14K, 18K and 24K gold and platinum, plus a diamond in the horse's eye.

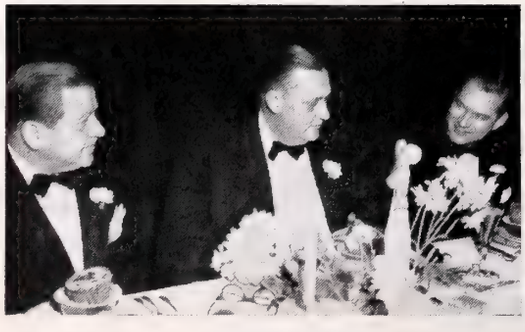
COVER LINES: Mayor William Kemp of Kansas City (left) chats with (L to R) Arthur Cole, dean of KC's Filmrow; Elmer Rhoden, chairman of the dinner committee; and Gus Eyssell.

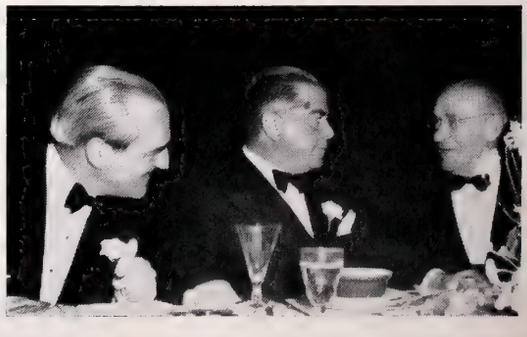
At the Gus Eyssell Dinner

THE INDUSTRY is still talking about the testimonial dinner tendered Gus S. Eyssell, president of Radio City Music Hall and executive manager of Rockefeller Center, in Kansas city last week. The Kansas City steaks, lobster, and other foods served on the occasion, the presence of so many industry toppers, the turnout of civic leaders to help honor a hometown boy who made good, were combined to make it an outstanding affair. Four scenes are shown in the photos below. Left to right, in the upper panel are Herman Robbins, president of National Screen Service; Maurice Bergman, eastern director of advertising and publicity, Universal-International; Col. William McCraw, executive director of Variety Clubs; Arthur M. Wirtz, producer of the Center Theatre ice shows; Ed Sullivan, New York columnist; Spyros Skouras, president of 20th Century-Fox; and Walter Pidgeon, MGM star; Lower panel—Ben Shlyen, publisher of BOXOFFICE; E. T. Gomersall, assistant sales manager for U-I; Charles Reagan, Paramount's distribution chief; Ned E. Depinet, RKO Radio president; Charles Skouras, president of National Theatres; and Frank Newman, president of the Evergreen circuit.









Mr. Exhibitor: HERE'S YOUR BOX-OFFICE SCORE CARD FROM REPUBLIC!

	Box-Office Guarantee	Mass Appeal Entertainment	Proven Titles Star Names	Exploitation Angles
"JANE DOE" starring RUTH HUSSEY · JOHN CARROLL · VERA RALSTON	✓	✓	✓	✓
"MOONRISE" A FRANK BORZAGE Production starring DANE CLARK · GAIL RUSSELL · ETHEL BARRYMORE	✓	✓	✓	✓
JOHN STEINBECK'S "THE RED PONY" A CHARLES K. FELDMAN Presentation A LEWIS MILESTONE Production starring MYRNA LOY · ROBERT MITCHUM · Color by TECHNICOLOR	✓	✓	✓	✓
"MACBETH" A CHARLES K. FELDMAN Presentation A MERCURY Production starring ORSON WELLES and Great Cast!	✓	✓	✓	✓
"DRUMS Along the AMAZON" starring George BRENT · Vera RALSTON · Brian AHERNE · Constance BENNETT	✓	✓	✓	✓
"ANGEL IN EXILE" starring JOHN CARROLL · ADELE MARA with THOMAS GOMEZ	✓	✓	✓	✓
"THE PLUNDERERS" IN TRUCOLOR starring ROD CAMERON · ILONA MASSEY · ADRIAN BOOTH · FORREST TUCKER	✓	✓	✓	✓
"THE LAST BANDIT" IN TRUCOLOR starring WILLIAM ELLIOTT · ADRIAN BOOTH · FORREST TUCKER	✓	✓	✓	✓
ROY ROGERS TRUCOLOR WESTERNS	✓	✓	✓	✓
4 SUPER SERIALS · 20 VARIETY FEATURES · 14 ACTION WESTERNS	✓	✓	✓	✓
Total	100%	100%	100%	100%

Join us in honoring JIMMY GRAINGER'S 10th ANNIVERSARY DRIVE!

SEPT. 27th to DEC. 31st

Washington Report

By LEE GARLING

THE AFFAIRS OF Robert Mitchum and others bringing notoriety to Hollywood and some of its stars, promise to hit the news once again when National Allied holds its 1948 convention in New Orleans.

A special bulletin from Allied's Washington office, said that the executive committee is devising a method of "disciplining" stars who misbehave. There are bugs to be worked out of it, and then the idea will be presented to the convention, said the document.

The chief thing to be done, said the bulletin, is for the studios to get tough with stars who misbehave. Right now, studios, with thousands or millions of dollars invested in stars, tend to take another view.

In the words of the bulletin, presumably written by Abram F. Myers, Allied's board chairman and general counsel, the misconduct of a Hollywood star, when revealed, becomes "a nationwide scandal." As a result, he said, "his employer has on hand one or more films featuring that star and, therefore, feels it necessary to defend such misconduct instead of penalizing it.

"Thus, the public looks in vain for stern action by the industry's reputed czar and, instead, hears only of frantic calls for Jerry Giesler."

The statement then went off on the theme that stars are responsible to the public.

"Some method," it concluded, "must be devised for the disciplining of the erring stars instead of condoning their misdeeds. And this must be done by the motion picture industry itself, if it is to retain the confidence of the American people."

* * *

THE NATIONAL THEATRE reopened in Washington as one of the most expensive motion picture houses in the country. It had been a legitimate theatre until recently, when the management closed up rather than decide the touchy issue of whether to admit Negroes.

The new owner, Marcus Heiman, head of the United Booking Office, remodeled the theatre, and opened it as a motion picture house October 15. The feature was "The Red Shoes," a romance of a young dancer whose shoes bewitched her into dancing without being able to stop. A J. Arthur Rank production, it's based on a Hans Christian Andersen story.

The orchestra price on the first night was $4.80. After that it dropped to $2.40. The new owner said the theatre will specialize in "class" productions, and have a "class character." He said the price might be lower for subsequent films, but that it was particularly high for this one because it was treated as a roadshow with reserved seats, and but two showings daily.

It was the American premiere for the film. Among those attending were these Eagle Lion film executives: William J. Heineman, vice-president and general sales manager; Jack Schlaifer, assistant general sales manager; Max E. Youngstein, vice-president in charge of advertising, publicity and exploitation; Bryan Foy, Eagle Lion producer; Fred Stein, special sales representative; Leon Brandt, exploitation manager; Max Miller, mideastern exploitation representative; Fred Rohrs, Eagle Lion Washington branch manager. Also, Jerry Dale of the J. Arthur Rank Organization; James Maloney, chief of the U. S. Secret Service; Admiral John Gingrich of the Atomic Energy commission: William Kurtz, official of the National Theatre Corp.; Commissioner and Mrs. John Russell Young of the District of Columbia; Commissioner and Mrs. Gordon Young, and Commissioner and Mrs. Guy Mason.

* * *

THE CHAMBER OF COMMERCE is carrying on an investigation among numerous types of industries in order to obtain comprehensive data on all types of employer costs for benefit programs, both compulsory and voluntary, as well as the costs of numerous practices which constitute payments for period of not working. It is believed the data, available in a few months, will answer a number of unknowns in this field. And it is hoped it will encourage better record keeping, better allocations of costs, and that the Bureau of Labor Statistics will take more account of these growing outlays in reporting wage earnings per hour of actual time worked."

Teare in New Radio Job

CAMDEN—Ralph A. Teare, assistant manager of the research and development section of the Radio Corp. of America engineering products department, has been named manager of the film recording group. He joined the RCA Victor division in 1942 at its Indianapolis plant.

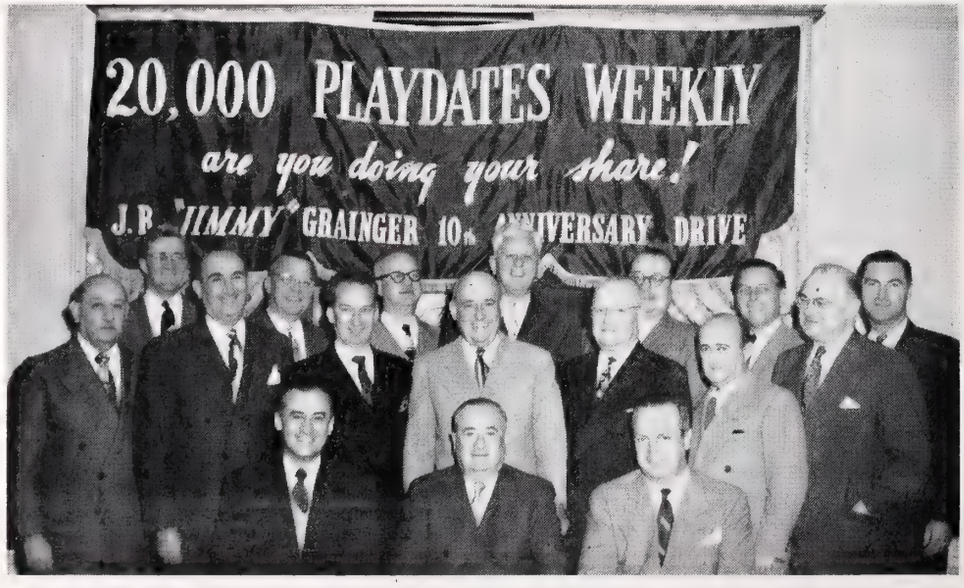
Radio Lawyers Fight To Save Giveaways

WASHINGTON — Representatives of the radio industry have challenged the proposal that the Federal Communications commission regulate the broadcasting of giveaway programs by means of rules which would outlaw many of them as lotteries. Ten radio lawyers appeared before the commission at an all-day hearing October 19 to argue that the FCC lacks authority to issue the proposed rules and that the giveaways, which hand out an estimated $2,500,000 yearly in prizes, are not lotteries.

Bruce Bromley, attorney for the American Broadcasting Co., which puts on the "Stop the Music" show, argued that Congress intended that violations of the law banning lotteries on the radio would be prosecuted by the Department of Justice and that this authority was not delegated to the FCC. He also warned the commission that promulgating such rules would constitute a restraint upon radio program material and an impairment of freedom of speech.

Julius Brauner, attorney for the Columbia Broadcasting Co., and Don Petty, general counsel of the National Ass'n of Broadcasters, also testified that the FCC lacked the authority to write the regulations.

However, Paul A. Porter, former FCC chairman and price administrator, who represented the Maryland Broadcasting Co., operators of WITH, Baltimore, called the "money shows" a "cancerous growth in American broadcasting." Porter said that the commission not only has the authority to regulate them but "it also has a plain duty to take action."



REPUBLIC GROUP IN CHICAGO—The J. R. (Jimmy) Grainger 10th Anniversary Drive was the keynote of the Republic regional sales meeting held October 8, 9 at the Blackstone hotel in Chicago. Shown above, seated, is Grainger, flanked by the co-captains of the drive—Edward L. Walton, assistant general sales manager, and Walter L. Titus, division manager.

Standing are Nat Steinberg, St. Louis branch manager; John Curtin, assistant to Grainger; J. G. Frackman, Milwaukee; E. H. Brauer, Indianapolis; David Hunt, Oklahoma City; Sam Seplowin, Detroit; Robert F. Withers, Kansas City; Dave Nelson, Des Moines; Harry Lefholtz, Omaha; L. V. Seicshnaydre, New Orleans; Nat Wyse, Memphis; J. E. Loeffler, Minneapolis; A. H. Fischer, Chicago, and J. J. Houlihan, Dallas.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Youth Bonus

Youth Month campaigns from all over the country are flooding the mail, indicating that while some theatremen failed to keep faith with the industry and their future patrons, others were making an important contribution to public welfare and theatre grosses.

From the evidence received so far, it appears that many exhibitors observed Youth Month by directing attention to their regular screen attractions by some manner or means, in the form of a tribute to the youngsters.

That is the spirit which should be manifest throughout the year by all theatremen.

Campaigns and ideas for Youth Month can be mailed to the New York address of BOXOFFICE. Those received at the Showmandiser Section postmarked no later than October 31 are eligible for a special BOXOFFICE Bonus of $25 and a Citation of Honor. The winner will be announced November 13.

* * *

A subscriber writes to ask if anyone has ever discovered a way to keep autumn leaves out of theatre lobbies.

This is the time of year when even Mother Nature expresses her fascination for motion pictures by brushing every leaf in the community right up to the theatre entrtance.

A poet would no doubt write sweet lyrics about the windy gusts which eddy the leaves in never ending whirlpools around the theatre boxoffice. To theatremen, autumn leaves are a nuisance.

There is a sure way to keep the entrance clear in the fall. The moment a leaf is torn loose from its branch, have someone around to pick it up.

That will do the trick.

* * *

On the more serious side, old Mother Nature has a bad habit of depositing leaves on theatre roofs and marquees. Damage resulting from a combination of a rainstorm and leaves which are not promptly removed can be very unfunny.

Chester Friedman

Metro Cub Club in India Is Model For Loew International Theatres

Kid clubs, which were started by American theatremen, adopted by British showmen and have become popular with kids everywhere, very shortly will begin to have special significance for youngsters in every foreign country where MGM is represented either by theatres or an exchange center.

David Blum, vice-president in charge of international publicity, recently prepared a working manual which is being dispatched to every corner of the globe as an important step in its exhibitor-public relations plan. The pamphlet is titled, "Promoting Extra Theatre Revenue Through Special Children's Shows."



Upper photo: E. F. O'Connor, director of MGM activities in the Far East, awards talent trophy to a young member of the Metro Cub club in Bombay. Lower, youngsters who observed a birthday are treated to cake on theatre stage.

PAMPHLET DESCRIBES CLUBS

There have been Metro Cub clubs in successful operation for more than a year through most of the South American countries where Metro Theatres are operated. As a guide for exhibitors abroad, the pamphlet contains detailed information covering the highly successful and most recent Cub clubs which were begun early this year in Bombay and Calcutta.

Credit for the Bombay innovation, according to Blum, is due to the concerted efforts of D. P. Butani, MGM publicity director for India; Lee Kamern, his assistant in charge of theatre operations; Homi Hydrawalla, manager of the Metro Theatre, and Hydrawalla's assistants, Edward Alva and Joseph Roderick.

The objectives and activities of the Bombay Cub club offer some interesting angles for comparison with kid clubs on the home front.

MEMBERSHIP IS LIMITED

The club has already won full support and cooperation from schools, the clergy, the press and government authorities, who recognize that in addition to providing films especially suitable for youngsters, the club encourages obedience, good attendance in school, diligent study, patriotism, opportunity to develop individual talent for dancing, singing, elocution and many other factors for proper child development.

Membership in the Bombay club is limited to children up to high school age. Adults are admitted to the children shows only if accompanied by a child, although one price prevails for all. Meetings and performances were begun on an alternate Saturday morning basis at an hour when the theatre was not in operation. The popularity of the club and the speed with which membership swelled rapidly to over 2,000 require weekly meetings now. These are held alternately on Thursdays and Saturdays each week in order to accommodate the free school time of the various Indian sects.

Club pins are given to every child who attends two consecutive meetings. The pins are in demand and are treasured by the youngsters.

Members whose birthdays occur between meetings receive a greeting form from the theatre, and invitation for free admission and recognition on the stage. The kids are serenaded by the club members. A birthday cake provided by a local merchant is cut by the youngest member on the stage and divided among the celebrants.

An accurate record of birthdates is kept at the theatre. At each meeting, volunteer members participate in dancing, singing and elocution contests on the stage, and winners received engraved loving cups donated by business men.

Feature release which are shown at each meeting are selected with special care. The Lassie and Tarzan series released by MGM in previous years are favorites with the members. So are the classics like "David Copperfield," "Wizard of Oz," "The Yearling" and

(Continued on following page)

METRO CUB CLUB



Sister act entertains members of the Metro Cub club in India.

(Continued from preceding page)

"Captains Courageous," and several Andy Hardy and Abbott and Costello features.

An extensive publicity and exploitation campaign preceded the formation of the Metro Cub club. Handbills, distributed at schools and in homes, outlined the aims and activities; additional notices were mailed to school heads and teachers; displays in the theatre lobby and in windows helped to stimulate interest, and the press cooperated admirably.

If any proof were necessary to demonstrate the value of such clubs abroad, the attendance average of more than 1,000 at each meeting will suffice. The club membership of more than 2,000 is growing steadily.

Strong Window Promotion For 'Date With Judy'

Window tieups with drug stores, shoes, hat and women's wear shops were extensively engaged by Bob Portle, manager of the Elm Street Theatre, Worcester, Mass., to exploit "A Date With Judy." The tieups were all geared to production stills and national hookups. All local five and dime stores plugged music hits from the film production with theatre copy. Portle contacted orchestra leaders at several night spots and promoted announcements of the playdates.

Guessing Contest Aids 'Triple Threat' Bally

A score-guessing contest open to Marquette university students on the outcome of the football game with St. Louis returned over 1,500 entries and helped to exploit "Triple Threat" for Manager Rudy Koutnik of the Palace Theatre in Milwaukee. Koutnik offered a football as prize for the student coming closest to the exact score. School officials permitted him to post a large sign on the bulletin board with full details including the playdates of "Triple Threat."

Stage Show, Two-Car Giveaway Tops Merchant Celebration in Flushing

The big radio giveaways had nothing on the flock of prizes taken home by lucky shoppers who patronized local business establishments on Flushing day, traditionally observed by the Flushing, N. Y., Merchants Ass'n. The fact that Sol Sorkin, manager of the RKO Flushing Theatre, had an inside track with the association and played a major role in the annual celebration had a lot to do with the general success of the promotion.

It was Sorkin who suggested that bargains were not enough to guarantee large scale support. It was his idea that persuaded the business group to give away two new Ford cars and for each sponsor to contribute not one, but two valuable gifts as part of the general tieup.

The drawing took place on the Flushing stage, naturally, and to give the event an extra touch of festivity, a stage show was booked in support of the feature.

The general theme of Flushing day is the big bargains offered by the local stores to draw shoppers from the immediate community and from the surrounding area.

The Long Island Star Journal and the New York City dailies began to run advance notices a week in advance. The car and prize giveaway and the theatre came in for prominent mention. 100,000 giant-size heralds were distributed in stores and Sorkin got the merchants to dress up their interior and exterior premises with pennants, burgees and streamers plugging Flushing day.

For ballyhoo, a truck trailer carrying the two cars traveled a wide area with banners announcing the giveaway. The theatre name,



location, drawing data and the stage and screen attractions were included in all signs. Another stunt which attracted wide attention was the release of 10,000 helium-filled balloons imprinted with Flushing day copy, to which were attached a number of merchandise gift orders and theatre passes.

Because of Sorkin's active participation in the promotion, the entire stunt set the theatre budget back only for the cost of a trailer and a 40x60.

Newspaper space cost the theatre nothing and included excellent representation in full page ads which broke the Star Journal on three successive days prior to the night of the giveaway and stage presentation.

Three-Way Contest Aids 'Sam' in Denver Orpheum

William Hastings, manager of the Orpheum Theatre, Denver, tied up with the Rocky Mountain News and a local jeweler to promote a "Good Sam" contest prior to the opening.

Newspaper readers were invited to submit their personal candidates for Denver's "Good Sam." The paper published a daily entry blank and sponsors of each entry who made the "finals" were given free theatre tickets.

The winner and the sponsor each had a choice of a $100 diamond ring or watch. Other valuable prizes were given to the second and third candidates who received the greatest number of votes and to the original sponsor of each.

Curvacious Co-Op Ad Has 'Pitfall' Illustration

Milton Kaufman, manager of Loew's Theatre, Norfolk, Va., sold the local Pontiac dealer a three-column newspaper co-op to help exploit his booking of "Pitfall." Ad was headed "Dangerous Curves" and was illustrated by a two-column scene from the film showing Lizabeth Scott in a curvacious pose. Copy also included mention of the "Pitfall" engagement at Loew's.

Lobby Contest Plugs Date for 'Key Largo'

A lobby display on "Melody Time" helped publicize the playdates at the Coliseum Theatre in New York for Manager Ansil Winston. Winston placed an automatic record player in the center of the display which entertained patrons with the six song hits heard in the film.

For "Key Largo," a recording by star Humphrey Bogart was promoted from the film exchange in which Bogart was interviewed on the picture.

The recording was played at faster than normal speed to disguise the voice and patrons were invited to guess the identity of the star and his latest screen vehicle. Guest tickets were offered as prizes to those who properly identified Bogart and "Key Largo."

Uses Convict Ballyhoo

Ushers dressed in convict prison uniforms ballyhooed "Canon City" for Tom Phelan, manager of the Strand Theatre, Plainfield, N. J. A special prison front was constructed and the staff was dressed in prison garb a week before opening.

SHOWMEN DISPLAY INGENUITY IN YOUTH MONTH PROMOTIONS

Lineup of Shows Promoted By Jesse White Honors Georgia Youngsters

Youth Month had special significance in Manchester, Ga., because Jesse White, manager of the President Theatre, had the initiative and foresight to enlist the cooperation of school authorities, the clergy, merchants and Chamber of Commerce in a program of special youth activities.

In advertising Youth Month, White used window cards, heralds, banners, the house program, newspaper underlines and ads, counter and table cards, window stickers, banner strips and special lobby displays in addition to a trailer.

SCHOOL HEAD PARTICIPATES

The evening performance on September 2 was started with special stage ceremonies in which the superintendent of schools explained Youth Month to the audience and urged the cooperation of adults in making the event memorable to the youngsters.

A full page newspaper ad sponsored by the merchants of Manchester with the entire month's program of activities was published in the Manchester Mercury. The Chamber of Commerce announced an essay contest open to all school students on the topic, "Youth Looks at the Youth Problem."

An oratorical contest sponsored by the American Legion post had its climax on the stage of the President Theatre when winners were announced and introduced. The evening's program included two films, "Report for Action" and "Make Way for Youth," and was highlighted by prayers and brief talks by clergymen. As the audience left the theatre, each person was handed a coupon which was exchangeable for a free cola drink.

MERCHANTS GIVE PRIZES

An amateur show on the President stage with prizes donated by the merchants was dedicated to the youth of the community.

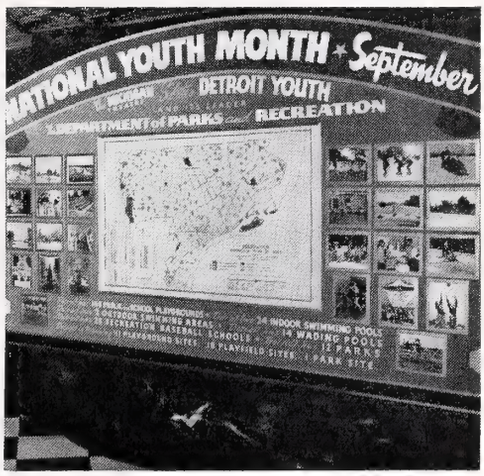
White arranged for the personal appearance of "Little Beaver," screen and comic strip personality, as a tribute to the youngsters. He arranged for a special free theatre show for all grade school students through the seventh grade under the sponsorship of a local motor concern. The latter also ran a full page announcement of the show in the Mercury.

During the entire month, sympathetic businessmen carried Salute to Youth slugs in their regular advertising. The program of activities was concluded September 30 with a parade headed by the high school band and cheer leaders.

Good Display at Odeon

Keith Wilson succeeded in calling attention to some of the big attractions booked at the Odeon Theatre, Brampton, Ont., through a novel foyer display.

A number of boxes and crates were placed on a huge air-inflated life raft with a sign announcing: "We've got a raft of entertainment lined up for you in October."



State and City Co-Op For Detroit Houses

Backed by a gubernatorial proclamation in honor of Youth Month and with support from a special committee appointed by the mayor of Detroit, all theatres affiliated with United Detroit Theatres actively participated in a city-wide campaign to focus attention on national Youth Month.

The UDT campaign was handled by Alice Gorham, circuit publicity and advertising director, and was coordinated with a general plan to highlight the fine work of the department of parks and recreation.

Displays were erected in all downtown and neighborhood theatres showing the locations of all playgrounds and some of the youth activities in actual operation.

Theatres were decorated with pennants, burgees and signs, ads were underlined, co-op ads promoted and special stories planted with newspaper columnists and radio commentators.

Prescription for Health

Ed Pyne, manager of the 105th Street Theatre in Cleveland, decorated the lobby with huge cutout posters to publicize "That Lady in Ermine." The cutouts were spotted above eye level and at the corners of the lobby colorful banners carried title, star names and dates.

Pyne had prescription-type heralds imprinted to exploit "Good Sam." These were prescribed by Dr. E. A. Pyne and called for one dose of "Good Sam" for happiness and entertainment.

Parade for New Product

A street parade inaugurated the new season product at Loew's Poli Theatre in Hartford. Lou Cohen, manager, had a large float constructed, listing coming hits, which was the central attraction in the parade. Uniformed ushers, bannered cars and marine corps jeeps took part in the demonstration.

Dog Parade Tops Program In St. Louis Subsequent For Youth Cinema Club

Culminating a month of special activities in conjunction with Youth Month, Fred Boemer, manager of the Wellston Theatre, St. Louis, promoted a Pooch parade September 28 under the sponsorship of the Wellston Journal, a community publication.

The Wellston Theatre Youth Cinema club and all boys and girls in the area were invited to participate in the procession and to bring their dogs with them.

Judging of winners and awarding of prizes took place in front of the Wellston Theatre, ultimate destination of the parade which was led by Brad Harrison of radio station KSTL. The St. Louis office championship drum and bugle corps, Boy and Girl Scout contingents also paraded.

More than 60 dogs participated in the activities with their young owners. Banners and signs carried by the paraders were lettered with such messages as: "The Youth of Today—Our Citizens of Tomorrow" . . . "Our Youth Is Our Future" and "America Looks to Its Youth."

Other signs announced coming attractions at the Wellston and the current day's show which included "The Biscuit Eater," a popular dog feature and selected short subjects.

Prizes for the contestants were promoted from a local pet shop by Boemer. The parade brought favorable publicity to the theatre and the Youth Cinema club.

Youth Month Gets Tiein With 'Babe Ruth Story'

Chuck Olson, manager of the Park Theatre, Waukesha, Wis., tied his engagement of "The Babe Ruth Story" to his Youth Month campaign with excellent results.

An essay contest, "What Babe Ruth Did Most for the Youth of America," was the highlight of the campaign. A bicycle promoted from a friendly merchant was the prize and was awarded from the stage by the mayor to the girl who submitted the best essay.

Olson held a preview of the picture for officials of various groups interested in juvenile delinquency which was attended by 167 youths from a corrective school.

Two-Page Co-Op Ads Aid 'Blandings' in Arkansas

Loris Stanton, manager of the Uark Theatre, Fayetteville, Ark., promoted almost two complete pages of cooperative advertising to exploit "Mr. Blandings Builds His Dream House." Each cooperating merchant provided a special display for the "dream house" which was set up in the lounge of the Uark. The merchant ads carried complete tiein copy and theatre playdates.

Rubber-Stamped Bags Give Economical Lift To Granada Bookings

Rubber stamping the name of his coming attractions and playdates on merchants' grocery and hosiery bags is one of the economical exploitation devices which have proved helpful in promoting atractions for Ralph Tiede, manager of the Granada Theatre, Napanee, Ont.

A rubber stamp is made for each big attraction and a pass usually gains access to the merchant's supply of bags.

Tiede usually varies this stunt by ordering novelty heralds which are inserted in packages by the cooperative businessmen from time to time. Counterfeit $10 bills were overimprinted to exploit "T-Men" recently, and the merchants gave these out with change to customers.

For ballyhoo, Tiede recently had a man dressed in outlandish costume with brushes protruding from his pockets, walking around the shopping section with a sample case on which were lettered with the theatre name and dates for "The Fuller Brush Man."

"Red Stallion" was ballyhooed with a pony cart driven by two youngsters, and for "Blue Skies" an usher walked about town on sunny afternoons carrying an umbrella with the theatre message.

Two Double-Truck Co-Ops In Week for 'Blandings'

Phil Rapp, manager of the State, Schenectady, N. Y., was not content with promoting a double-truck cooperative ad in conjunction with "Mr. Blandings Builds His Dream House." The energetic theatreman duplicated the feat a few days later.

Rapp believes that this is the first time two double truck pages of newspaper ads have appeared in the same week to exploit a single picture in Schenectady.

The entire campaign was put on without additional cost to the theatre.

Promoted for 'Mickey'

Department store tieups based on teenage clothing and the Emerson radio deal were highlights of the "Mickey" campaign put on by Hudson Edwards for its day-and-date engagement at the Avon and Victory theatres in Savannah, Ga.

Edwards tied in with Levy's department store for the ads and window displays and set additional co-ops with Mingledorfers on the radio tieup.

Kress' five and dime store devoted a full window to a display of "Mickey" books, and accessories from the film production.

Ten merchants paid for a full-page newspaper co-op ad on "Sitting Pretty" through the good offices of Lee Zwiebel, manager of the Sierra Theatre, Susanville, Calif. Copy in each of the ads was tied to the picture title, and the direct center of the page was devoted to the theatre ad. It featured a large cut of Clifton Webb and the baby with a cereal bowl on his head, captioned "Psychologists Fear Baby-Sitter Revolt."



Recent display ads which combine original as well as press book ideas on pictures which brought profitable returns at the boxoffice, according to J. C. Sperdakos, assistant advertising director for United Amusement Theatres, Montreal, Quebec. The ads were used in all UA houses in the province.

Roy Rogers' Hat in Ring

Mrs. Pat Murphy, owner-manager of the Queen Theatre, Halliday, Tex., took advantage of Roy Rogers' popularity with local theatre patrons to put over a prestige stunt in connection with the showing of "Gay Ranchero."

Through the cooperation of the western star, his manager and Republic studios, one of Rogers' ten-gallon hats and four personally autographed photos were awarded as door prizes at the opening performance. According to Mrs. Murphy, Rogers now amounts to a national hero in Halliday.

Tieup for 'Tap Roots'

The Detroit opening at the Adams Theatre of "Tap Roots" was exploited by publicist Doris Moss by a tieup with the marine recruiting office, based on the "Plant your 'Tap Roots' in the Marine Corps" angle, with costumed girls carrying banners announcing the playdates.

Theatre and Radio Tieup Exchanges Time, Talent

To stimulate interest in two days a week vaudeville at the Broadway Theatre, Kingston, N. Y., Manager Bob Case worked out a cooperative deal with radio station WKNY in which one act, selected for its radio appeal, puts on a 15-minute broadcast following the first performance each week. In return for the services of the performer, the station contributes the time gratis.

$550 Promoted as Prizes To Bathing Cutie Winners

Dick Tretler, manager of the Huntington (N. Y.) Theatre, promoted $550 in prizes from local businessmen to reward winners of the Bathing Beauty contest finals staged recently. The president of the Huntington Chamber of Commerce presented the winners their awards on the stage.

Emerson Radio Tieup Nets 'Mickey' Co-Op Ads and Windows

The Emerson Radio tieup was worked from several angles by A. B. Cravey, manager of the Visulite Theatre, Charlotte, N. C., in his campaign for "Mickey."

Ivey's department store used a half-page co-op ad plugging the film and Emerson radios, plus a full window display, and devoted another window to a display of teen-age clothes with "Mickey" copy and the playdates.

More than 70 free radio plugs were obtained from disk jockeys who played the "Father Goose" record and inserted theatre credits.

The Capitol record distributor arranged for several window displays featuring records, song sheets and material from the picture.

A local bakery used a large co-op ad tied in with the star of the production in addition to heralds carrying the same copy and bannered its delivery trucks with signs announcing the playdates.

The mailing list of a department store dealing exclusively with teen-age patrons was borrowed and circularized. Women's club officials, teachers and PTA groups in addition to incumbent officers of all sororities in Charlotte were invited to an advance screening. For advance and current attention, a record player was hooked up in the lobby for continuous plugging of the "Father Goose" record and albums of Victor Herbert and Sigmund Romberg compositions.

Teen Queen Contest Fashion Show Draw Crowds for 'Date With Judy'

A Teen Queen contest sponsored by the Stewart department store contributed valuable publicity in connection with the engagement of "Date With Judy" at the Century Theatre in Baltimore.

Jack Sidney, publicist for Loew Theatres in the city, arranged the tieup which was launched at a Teen Fashion show Wednesday before opening. The store and three Loew theatres distributed entry blanks with details of the contest which was staged at the Century. All Loew houses used trailers to stimulate entries and free plugs were obtained over three Baltimore radio stations. The store devoted a battery of windows to teen-age wardrobe and picture accessories and took large newspaper co-ops.

Sidney contacted American Airlines and promoted free flight trips as a giveaway on a new jet-assisted plane. The airline company distributed 20,000 announcements slips, consecutively numbered, with copy on one side announcing the guest flights and "Date With Judy."

News trucks servicing the area carried placards announcing the Teen Queen contest with theatre playdates, star and title credits in bold lettering.

Disk jockeys gave special attention to two tunes heard in the film production following an advance screening. A large display which occupied the entire theatre foyer for more than a week in advance of opening featured a date book and an invitation to patrons to sign their names for "A Date With Judy."

Hay Wagon Ballyhoo

As part of his exploitation for "Summer Holiday," Robert Martino, manager of the Capitol Theatre in Rouyn, Quebec, obtained a four-wheel balloon tire wagon covered with hay, on which he placed seven simulated suitcases made out of beaverboard. Picture title, star names and playdate copy were painted on each suitcase and on each side of the wagon. He then borrowed a car, attached the wagon to it, and drove it around town for three hours on the Saturday before opening.

Teen-Age Ballyhoo Sells 'Rebellious Daughters'

Olin Evans, manager of the Broadway, Reidsville, N. C., had two attractive teen-age girls drive around the main shopping section in an open roadster to exploit "Rebellious Daughters." Three-sheet cutouts with theatre playdates were posted on each side of the car. Evans also used a novel herald which advised theatre patrons to be sure and see "Mom and Dad" at the Rockingham Theatre.

COLUMBIA PICTURES
ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES
ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING

GLENN FORD
TERRY MOORE
in
THE RETURN OF OCTOBER
Color by TECHNICOLOR
with
Albert SHARPE · James GLEASON
Dame May WHITTY · Henry O'NEILL
Screenplay by Melvin Frank and Norman Panama
Story by Connie Lee and Karen DeWolf
Directed by JOSEPH H. LEWIS
Produced by RUDOLPH MATÉ

LARRY PARKS · MARGUERITE CHAPMAN
in
THE GALLANT BLADE
in CINECOLOR
with
Victor JORY · George MACREADY
Screenplay by Walter Ferris and Morton Grant
Directed by HENRY LEVIN
Produced by IRVING STARR

THE UNTAMED BREED
in CINECOLOR
starring
SONNY TUFTS · BARBARA BRITTON
GEORGE "GABBY" HAYES
with
Edgar BUCHANAN · William BISHOP
Screenplay by Tom Reed
Based upon a SATURDAY EVENING POST story by Eli Colter
Directed by CHARLES LAMONT
Produced by HARRY JOE BROWN

Merchandise Tieups In Store Windows



At right, Life magazine fashion ads lead to a full window in the Brandeis store in Omaha. Larry Caplane, manager of the Brandeis Theatre, hooked this tiein to exploit "Rachel and the Stranger."

At left, the Jenkins Music Co. in Kansas City used this attractive music display which helped to promote "Two Guys From Texas" for M. D. Cohn at the Paramount.

Right, Jim McCarthy, manager of the Warner in Memphis, developed "costume" tieup for "Two Guys From Texas" with Levy's store in the heart of the shopping section.



Teen-age styles and "Date With Judy" provide convenient angle for tieup with Cincinnati smart shop by RKO publicist Nate Wise. Capitol playdates were included.

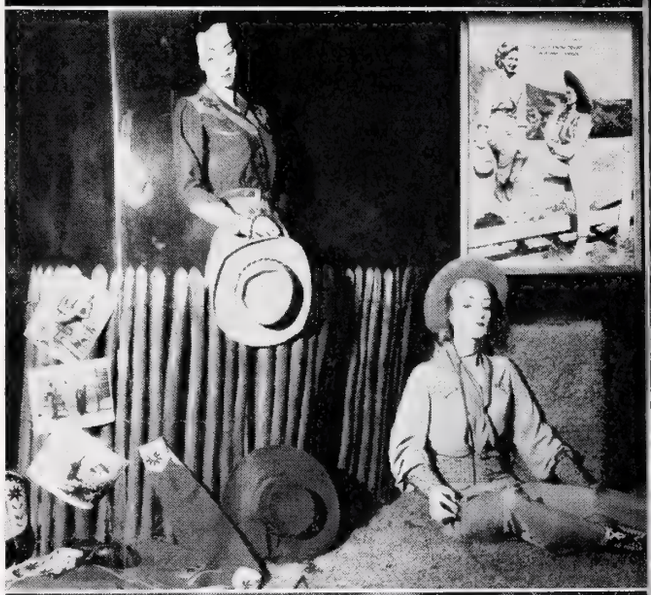


Right, convict handicraft in window display exploited "Canon City" for Jim Gladfelter at the Hippodrome, Baltimore.

At left, airlines prove cooperative with windows for C. B. Taylor, ad-publicity head for Shea's Theatres in Buffalo.

Production still blow-up, right, gave Les Pollock, manager of Loew's, Rochester, this attractive display for "Paradine Case," in downtown jewelry shop.









Murray Studio Gives 'Carmen' Exhibition On Stage of Poli



All avenues of exploitation were engaged to promote "The Loves of Carmen" by Morris Rosenthal, manager of the Poli Theatre, New Haven, Conn.

An attractive young woman dressed in Carmen costume delivered a Carmen doll to the editors of all daily newspapers. Rosenthal tied up with the Arthur Murray dance studio to put on an exhibition of tango, rhumba and samba dancing, accompanied by an orchestra from one of the popular New Haven night clubs. The dancers and band were combined and featured in a stage show on opening night.

The Sherwin Williams Co. ran a six-column ad and included theatre copy. Local stores were also supplied with window cards and they use special winow displays. One hundred cards for imprinting were obtained from the New Haven news agency which handles the pocket size books. Those were distributed to dealers, and banners were provided for eight news trucks which servcie the area.

Two weeks in advance, candy girls and cashiers wore attractive Carmen costumes. A pretty usherette, also in costume, was placed on the floor to act as hostess and directress at peak hours.

Rosenthal arranged for tent cards in restaurants and girlls, featuring a Carmen coctail. All five-and-dime stores featured Carmen sundaes, with 30x40s and streamers displayed to call attention to the concoction.

Gamble-Desmond, local department store which handles the Carmen dolls, used a three-column by 20-inch display ad plugging the toy, with generous mention of the theatre playdates.

Radio promotion included a three-day contest over WELI in addition to fashion breaks by the station's fashion editor; the women's editor of WNBC also plugged the picture through fashion tieups; and Rosenthal was interviewed on a 15-minute movie program devoted to a discussion of "The Loves of Carmen."

Promoted Spots on Radio Double 'City' Air Time

Promoted air time for "The Naked City" at the Plains Theatre, Roswell, N. M., was equal to the number of bought spot announcements, according to Manager Ken Solomon. A false front, constructed of litho cutouts, stills and copy in metalic lettering made an attractive current flash. Heralds were distributed, and Solomon used a sound truck to ballyhoo the playdates.

Radio Audience Invited To 'Pitfall' Contest

Listeners to radio station WTOD in Toledo were invited to write the title "Pitfall" as many times as possible on a post card, in a contest set up by Abe Ludacer, manager of the Valentine. Passes were awarded to five persons who succeeded in getting the word on the card the greatest number of times.

Other radio promotion included the Book Review program on station WTOL and the Breakfast program which held a discussion on "How to Avoid 'Pitfalls.'" Both were generous with picture and playdate plugs.

Advance newspaper stories and art were planted in the Times, Blade, Union Journal, Legal News, Campus Collegian and Jewish Times. Window displays, a tieup with the public library for a poster display, and a lobby 40x60 used a week prior to opening completed the campaign.

Clever Throwaway Teases For 'On Island' in Beloit

A novel throwaway devised by John Falco, manager of the Majestic, Beloit, Wis., created unusual comment for "On an Island With You."

Cards 3x10 inches were imprinted with a dominating illustration of Esther Williams in a bathing suit. Part of the torso was covered with a bit of colorful cloth stapled at the top. Curious persons who lifted the piece of material found the Majestic starting date in small type. The bottom of the card carried the usual theatre message.

For "Mr. Blandings Builds His Dream House," Falco promoted a double truck newspaper ad from local merchants and a half page co-op from the Beloit Associated General Contractors.

Window Tieups Promote 'Part of the Forest'

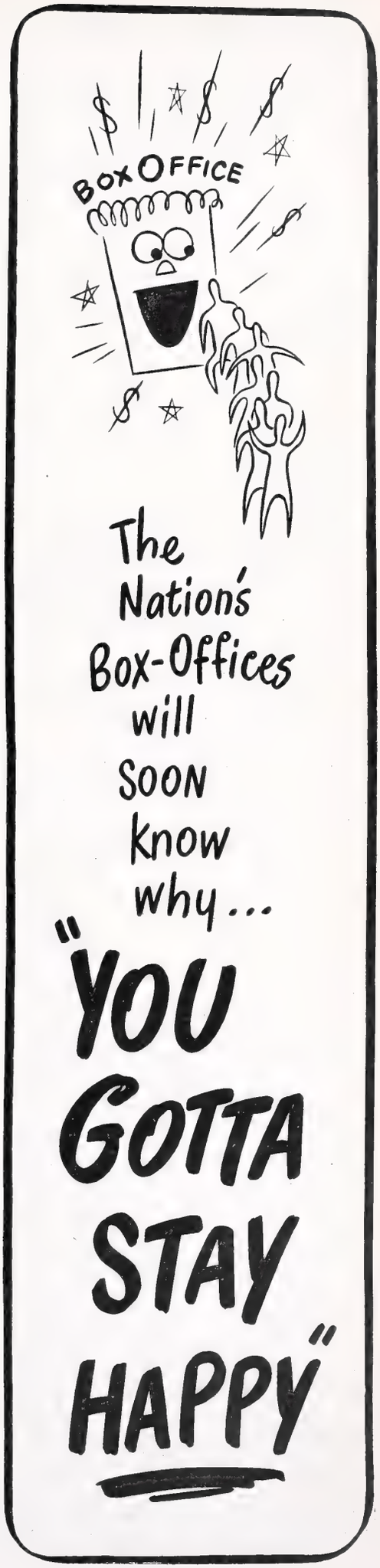
Window displays played a major role in the campaign to exploit "Another Part of the Forest" for Jack Demos, manager of the Lex, Chicago. Attractive displays were arranged with cleaning establishments, beauty shops, restaurants and soda fountains. Lobby promotion included special displays and cutouts. Ads and readers in the local papers publicized the engagement in addition to the usual theatre channels.

Herald Forecasts Tall Stranger for 'Rachel'

A novelty herald to exploit "Rachel and the Stranger" was used by Frank Boyle, publicist for the RKO Keith Theatre in Lowell, Mass. The circular was folded in half and the cover was headed, "Your Fortune!" followed by "A tall dark stranger is coming into your life. For further and thrilling particulars, turn this page." The heralds were distributed in beauty salons, barber shops, train and bus stations, waiting rooms, etc.

Sets 'Melody' Tieups

Neighborhood music and toy shops were contacted for window displays on "Melody Time" by Ansel Winston, manager of the Coliseum in New York. The displays, set up a week prior to opening, featured recordings from the film, books and Disney toys, supplemented with colored 11x14s and credit cards.



Oldtimers vs. Local Baseball Players Aid 'Ruth Story'

Men who played baseball against Babe Ruth when he appeared in an exhibition game in Kingston, N. Y., in the late 1920s were rounded up by Bob Case, city manager for Walter Reade Theatres, as part of the exploitation for "The Babe Ruth Story."

Case, assisted by Walter Kirchofer, manager of the Kingston Theatre, tied in with the local minor league baseball team and arranged for a game between them and the "oldtimers." He put up a small cash prize for those players on either team who hit homers, and before the game started the veteran players were introduced and presented souvenir baseballs.

The Kingston ball club plugged the film repeatedly over the public address system, and displayed a large cutout of a baseball, lettered with picture title and playdate, near the entrance to the ball park.

At the Paramount Theatre in Asbury Park, N. J., Manager Joe Sommers built a special front for this attraction and dressed all his ushers in baseball uniforms. He invited members of the winning team in the local softball league to attend the theatre on opening night of the picture and presented them a Babe Ruth trophy.

Lobby Contest Exploits 'Street With No Name'

A lobby contest on "The Street With No Name" was conducted by Ed Pyne, manager of Keith's 105th Street Theatre, Cleveland. A 40x60 announced that free tickets would be awarded to the first 25 persons who could correctly identify famous streets such as: 1. The busiest street in the world is . . . 2. Britain's prime minister lives on . . . 3. The Gay White Way is . . ., etc. An usherette sitting at a table supplied questionnaire blanks and accepted replies.

Litho Posters and Stills Make 'Ermine' Displays

An attention-getting set-piece built from one, three and six-sheets was used by Eddie Moroz, manager of the Strand Theatre, Perth Amboy, N. J., as advance lobby exploitation for "That Lady in Ermine." The display stood almost 12 feet high and was elaborately decorated with action stills from the film production and metallic covered cutout letters.

Uses Convict Ballyhoo

An usher dressed in convict clothes walked the streets of Saratoga Springs, N. Y., to help Jerry Segal, manager of the Congress Theatre, exploit "Canon City." Segal also displayed a 40x60 out front with news clippings of the actual jailbreak at Canon City and stills.

Has 'Deep Water' Tieup

Harry Rose, manager of the Majestic in Bridgeport, Conn., tied up with Fairfield County News which handles the Pocket Book edition of "Deep Waters," for bannering of the newspaper trucks with theatre and playdate copy in advance and during the run.

Pick the Right Star and Win Passes To See 'On an Island With You'

Tiff Cook, manager of the Capitol Theatre, Toronto, tried a new angle for a contest and found the effort paid off with extra interest by patrons during the engagement of "On an Island With You."

A ten-foot display was built in the lobby showing the stars of the picture against an island background. Copy invited patrons to select a star from a list furnished on the board, whom they would most prefer to take on an island.

Periodically, one of the names was written down on a slip of paper by the doorman. If a patron selected the same star, he was presented with a pass to see the picture as guest of the management. Whenever a winning selection was made, the doorman immediately changed his selection to avoid having the teen-age crowd pass the word on to their friends.

Cook reports that 22 pair of tickets were handed out in seven days prior to opening. The customers liked the idea and the picture received a good advance buildup as a result of word-of-mouth conversation.

The names of 36 Metro stars appeared on the display, shown in the adajacent column. Other players were listed under two headings, one "For the Guys," and the other "For the Girls."



Hunts 'Dream Girl' So He Can Sleep Peacefully

A street ballyhoo to exploit "Dream Girl" was used by Arnold Gates, manager of the Stillman in Cleveland, with good results. He sent one of his ushers out to amble around town, wearing the mask of an old man and garbed in garish pajamas, skull cap and false feet. The sign he bore read, "I can't sleep until I See 'Dream Girl' at, etc., etc." The fellow turned out to be quite a clown and attracted a lot of attention as he wandered around the downtown area, visiting department stores, restaurants and soda fountains.

Carriers See 'Ruth Story'

Ted Harris, manager of the State in Hartford, garnered valuable newspaper space for "The Babe Ruth Story" by inviting 1,000 newspaper carriers to a special screening of the picture. Harris also invited a busload of young patients from the Children's Home and Hospital in Newington.

Army Tieup on 'Glory'

Charles B. Taylor, publicity director for Shea's Theatres, tied up with the army recruiting office to exploit "Beyond Glory" at the Buffalo (N. Y.) Theatre. One-sheet posters using tiein copy, title, cast and playdates were posted on government boards throughout western New York state.

Windows Sell 'Veil'

Window tieups were beneficially employed by Lily Watt, manager of the Florida Cinema, Kings Park, Glasgow in Scotland, to exploit the rebooking of "The Seventh Veil." Music shops proved especially cooperative, using accessories from the picture and theatre playdates before and during the engagement.

'Challenger' Shows Promoted in Omaha

Atmospheric fronts have been getting special attention recently from Johnny Matis, publicity manager for the R. D. Goldberg Enterprises in Omaha and Ben Magzamin, manager of the local State Theatre.

For two "Tarzan" features, the theatremen drove down to the river front and gathered wild willows for foliage decorations. Cutout posters and title cutouts were profusely displayed along with scene stills. Flanking both sides of the entrance were shields and spears used by the jungle inhabitants. The colorful front attracted extra ticket sales during the run.

A "challenger program" is booked occasionally and promoted by challenging the public to prove that it is not the best show in town. These programs are well exploited through newspaper and radio advertising.

Theatre Float Precedes Jaycee Parade Beauties

J. W. Amos, publicist for the Rockingham Theatre in Reidsville, N. C., promoted goodwill on "The Fuller Brush Man" by means of a vehicular float entered in a parade which highlighted the Junior Chamber of Commerce's annual Harvest Jubilee.

The float represented a giant pushbroom. with a sign reading: "He cleans the way for the queens." The float was placed ahead of several convertible cars carrying 14 visiting bathing beauties. One-sheets announcing the playdates were mounted on both sides.

Amos reports that 15,000 persons saw the parade, and business was considerably up during the run of the picture.

Four MGM Trainees Win Promotions

NEW YORK—Four of the six MGM field men who completed the first four-week executive training course which ended October 15 have been promoted by William F. Rodgers, vice-president and general sales manager.

They are: Russell Gaus, who has been promoted from Los Angeles salesman to Oklahoma City manager succeeding the late Charles D. Lyne; Louis J. Weber, salesman at Dallas, who has been made assistant branch manager at the same office; Ansley B. Padgett, who has been promoted from assistant branch manager at Atlanta to manager under Charles E. Kessnich, district manager, and Philip F. Gravitz, office manager-booker at New Haven, who becomes salesman under Harry Rosenblatt, manager.

Gaus joined MGM as salesman at Oklahoma City in 1935. Weber came to the company as a contract clerk in Memphis in 1931. Padgett's first job with MGM was assistant poster clerk in Atlanta in 1936 and Gravitz was messenger for the New York-New Jersey exchange in 1930.

These four, with Michael Ford of Chicago and Louis Marks of Cleveland returned to their respective field headquarters following a final meeting with Rodgers. During their stay in New York, the six visited 58 executives of the Loew-MGM home office and affiliated enterprises and took a special speaking course with Dale Carnegie.

Toddy Buys 11 Westerns And Two Negro Films

NEW YORK—Toddy Pictures Co. has purchased for national release 11 westerns that will have their first reissue release this year. They are "Under Western Skies," "Riders of the North," "Law of the Rio Grande," "Sons of the Plains," "A Man's Country," "West of Cheyenne," "Phantom of the Desert," "Westward Bound," "Lonesome Trail," "Code of Honor" and "Beyond the Law." Also announced is the closing of a deal with the Goldmax Production Co. for national distribution of two Negro comedy features, "Come On, Cowboy" and "She's Too Mean for Me," both starring Mantan Moreland.

Zionist Groups Oppose British Films Boycott

LONDON—Eric Johnston, MPAA president, has made public a statement about the proposed boycott of British films by the Sons of Liberty Boycott Committee and a letter from Dr. Abba Hillel Silver, chairman of the American Zionist Emergency Council, disclaiming any responsibility by organized Zionist groups for the boycott in the U.S.

In a reply to N. J. Blumberg, president of Universal-International, Dr. Silver plainly states that the official Zionist organization in America does not sponsor nor does it approve or support the boycott sponsored by the Sons of Liberty.



Clarence Kaimann,
president,
Kaimann Theatres, Inc.,
St. Louis, Mo., says:

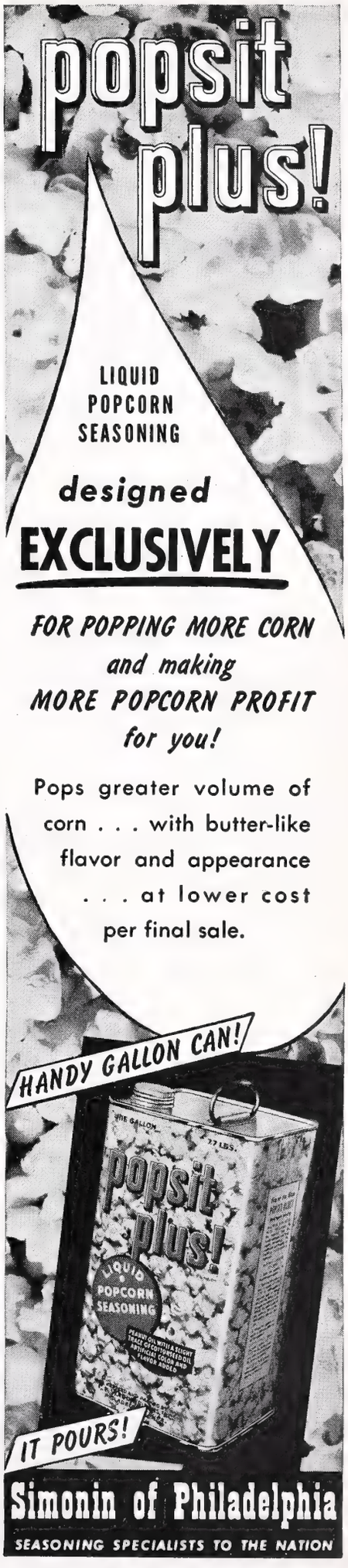
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"Not one out of a thousand of our patrons even remotely realizes the investment we have made to give them high quality sound and complete listening satisfaction. To safeguard that investment, the Altec engineer's regular visits to our theatres are a good investment in themselves, and we are aware that we are getting even more than his personal know-how. We know the value to us of the constant Altec research work in improving methods to make our equipment do a better job of entertainment, and operate economically. We think of Altec as a friend of our box office."

Altec Service, known for its "service over and above the contract," is a vital ingredient of your theatre's ability to meet successfully the competition of other forms of entertainment. An Altec Service contract is the soundest long-term investment an exhibitor can make today.

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THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY



FROM THE FILES OF *20 Years Ago*

GABRIEL L. HESS, general attorney for the copyright protection bureau, has issued a statement that unauthorized holdover of a film constitutes a violation of the U.S. copyright law, and makes the offender liable to prison sentences, fine or both, and to damages. His views are not shared by George P. Aarons, secretary of the eastern Pennsylvania exhibitor association.

* * *

Lou B. Metzger has been appointed Universal general manager, with M. Van Praag succeeding him as general sales manager and E. H. Goldstein as treasurer . . . Allied States Ass'n, W. A. Steffes, Minneapolis manager, recently revived, will attack arbitrary allocation of product as an unfair trade practice.

* * *

Charles Chaplin's "City Lights" will be fully synchronized and there will be sequences in dialog. Chaplin will not permit his tramp character to talk; he will depend wholly on pantomime. He took six months to write his story.

* * *

At the annual convention of the MPTO in Toronto, R. F. Woodhull advised exhibitors to oppose legislation which might require exhibitors to pay a tribute to music societies in foreign countries. In regard to sound pictures, Woodhull said the organization was doing all it could to get the most complete information but advised exhibitors not to become stampeded on the subject.

* * *

Mary Pickford has received more than 400 models of bobbed hair styles in response to her offer of $1,000 for one that would be suitable for her use in her forthcoming all-talkie, "Coquette."

'Joan' Photo Book Ready

NEW YORK—A book of photograph reproductions from Sierra Productions' "Joan of Arc," together with accompanying excerpts of text from the screenplay, will be published by William Sloan Associates October 25. The picture, which is being released by RKO, will open at the Victoria Theatre November 11.

Disney Extends Alliance With Kamen 7 Years

HOLLYWOOD — Rights to license the manufacture of products bearing the imprint or image of famous Walt Disney characters including Mickey Mouse, Donald Duck, Pluto and others have been renewed on an exclusive seven-year contract by Disney with Kay Kamen Enterprises.

The Kamen organization supervises the manufacture of more than 2,000 articles ranging from toys and breakfast foods to soap, wallpaper, watches and record albums, all exploiting Disney's pen-and-ink creations.

Starting in the U.S. in 1932, the Kamen-Disney alliance rapidly expanded to include licensing in other countries. Now the business has reached such proportions that Kamen will confine his territory to the Americas, with the rest of the world covered by local Disney-owned companies and agents.

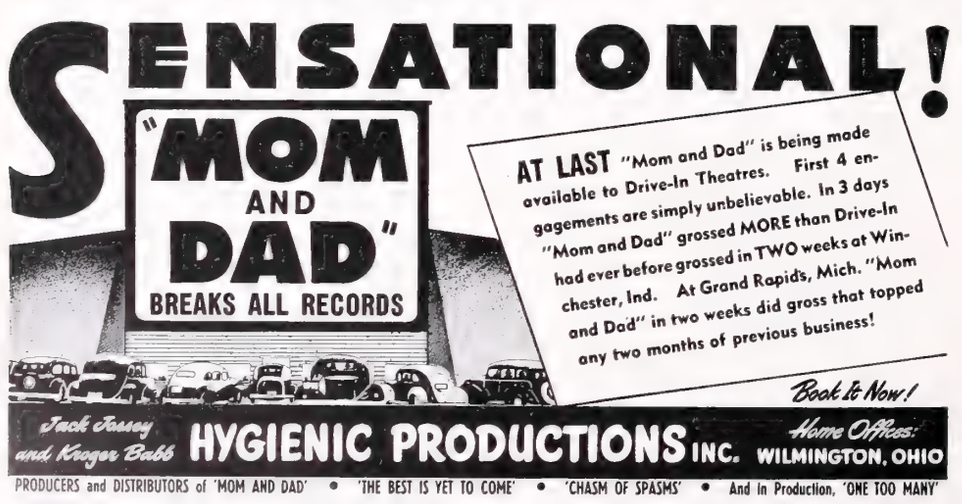
'Hamlet' Gets 21 Pages In Three Life Issues

NEW YORK—Life magazine has given J. Arthur Rank's "Hamlet" its third major break by devoting nine pages to a profile on Sir Laurence Olivier in the current issue. While the picture was in production, Life ran a three-page spread on Olivier directing the film. Just before the picture opened, Life gave the production 11 pages and an Olivier cover.

The value of the cover and 21 pages on "Hamlet" would run past the $350,000 mark if taken in paid advertising space, according to the J. Arthur Rank organization.







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CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent etc. Fensin Seating Co., Chicago 5.

1,600 streamlined spring cushioned full upholstered modern theatre chairs, like new. Reasonable for immediate delivery. Jesse Cole, 2565 McClellan Ave. Phone Valley 23445, Detroit, Mich.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

Voted very finest chairs for the price. Here's quality too. 288 Andrews fully upholstered back, boxspring cushion, good as is $4.95; 350 American panel back, boxspring cushion, rebuilt, $5.25. Plenty others. Get chair bulletin 15. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

For Sale: Used chairs, good condition, reasonable. Write Boxoffice, 1327 S. Wabash Ave., Chicago 5, Ill.

New and used theatre chairs, carpeting, leatherette. LaSalle Recreations, Ltd., Vancouver, B. C.

SCHOOLS

Prepare now for a better job at higher pay and a fascinating career in the Motion Picture industry. Choose your objective and act now! Motion Picture Operator; Motion Picture Equipment Technician; Motion Picture Sound Technician; Motion Picture Television Technician; Motion Picture Theatre Manager. Residence and correspondence courses. Part time employment and housing available. Free placement service. Approved for Veteran training under GI bill. Earn up to $290 per month while attending school if you are a veteran. Act today. Don't delay. Write for illustrated brochure and application blank. National Theatre Institute, P.O. Box 5769, 1105 Camp St., Dallas, Tex.

STUDIO AND PRODUCTION EQUIPMENT

Our feature productions this month. 1/12 hp 110V Synchronous motors, new, $57.50; Neumade automatic film renovators, 35mm, $159.50; combination 16/35mm, $194.50; 2,000W Fresnel spotlights with yoke, $57.50; New Cine special blimps, $295; B. Maurer variable density recording outfit, $2,275; used Auricon recording outfit, $495; Neumade 35mm filmracks, 76 in. high, $39.50; Bellhowell automatic 16/35 hot splicer, $795; Western Electric preview magazines, $395; Bodde process screens, $2.40 sq. ft., 35mm threeway sound Moviola, rebuilt, $895. Send for latest catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

MORE CLASSIFIED ON INSIDE BACK COVER

Defense Asks Dipson Case Be Dismissed

BUFFALO—Defense attorneys representing Buffalo Theatres, Inc., and major film distributors presented arguments in federal court here to support their move to have the $1,708,490 antitrust suit brought against them by Dipson Theatres, Inc., dismissed.

First to make a formal motion that the case be dismissed was Attorney Frank G. Raichle, who represents Buffalo Theatres, Inc., operator of Shea houses, as well as Paramount Pictures, Inc. and Loew's, Inc., major stockholders in the Buffalo corporation.

Raichle, as did attorneys for the major distributors, based his argument for dismissal on the contention that the Dipson interests have failed to prove their charge that an alleged conspiracy prevented them from operating five film houses with any success.

Raichle told the court that Dipson has failed to present any evidence of "anything except normal competition" and has not proved the fact of damage. He argued that there was never any legal assignment of Century Theatrical Enterprises, Inc. to Dipson Theatres, Inc., and Dipson, therefore, has no right to sue on behalf of the Century.

Raichle claimed that the Century Theatre and the Riviera in Tonawanda were operated by Century Theatrical Enterprises, Inc., and that no action of the defendants caused the corporation to give up leases on the two theatres.

A lengthy argument also was presented by Attorney Sydney B. Pfeifer, representing RKO and 20th-Fox corporations. Pfeifer claimed that the plaintiff has not established proof of a conspiracy, has not established it was damaged in any way and has not established "any basis on which the court can calculate damage."

Presentation of evidence in the case began five weeks ago and was resumed last Tuesday (19) after a ten-day recess. Dipson is asking damages for the Ridge and the Bailey in Lackawanna as well as the Century and the Riviera in Tonawanda.

Hughes-UA Film Transfer Still Awaiting Action

NEW YORK—Gradwell Sears, president of United Artists, told a board meeting October 20 that a proposed exchange of films with Howard Hughes of RKO has not yet materialized. Sears had said some time ago that he would return three Hughes films made for UA release when Hughes delivered three others in their place. The films to be returned are "The Outlaw," "Vendetta" and "Mad Wednesday."

Arthur W. Kelly, executive vice-president, reported on his European trip, described elsewhere in BOXOFFICE, and the meeting discussed organization of a television department.

Pagnol Film Set for N. Y.

NEW YORK—"Cesar," third film in the Marcel Pagnol trilogy starring the late Raimu, will open at the Elysee Theatre following the current run of "Ruy Blas." The first two in the trilogy, "Marius" and "Fanny," were also shown at the Elysee.

Astor Courtesy Campaign Dresses Up Warshauer

New York—Sam Warshauer is now wearing striped pants, a black double-breasted jacket, a pearl-grey tie, starched collar and white shirt. This has been the official costume for Astor Theatre managers since the new courtesy campaign went into effect with the run of "A Song Is Born."

The Astor staff of 50, from Managing Director Lawrence Greib down to the newest porter, is determined to make the famed showcase a paragon of politeness. During the last few weeks all but two members of the old service staff have been let out and a new crew hired. Most of the men are over five feet, ten inches tall. The usherettes are pretty.

Every few weeks a panel of Astor managers headed by House Manager Leonard Lauer, with Warshauer, Gene Monaco, Jack Cusak, Helen Adorm and Charles Whitney, chief of service, will select ushers, usherettes and cashiers who are outstandingly courteous. These employes will receive theatre tickets to Broadway shows.

Schary Due in New York Nov. 15 for H. O. Talks

NEW YORK—Dore Schary, vice-president in charge of production for MGM, will pay his second visit to the company home office here since he joined the studio last summer.

He is expected to arrive November 15 for conferences with sales and story executives. William F. Rodgers, vice-president in charge of distribution, will discuss new product with Schary, and will then leave for Hollywood for additional studio conferences.

When Schary was in New York in August he said MGM will set no advance limit on costs of its major pictures. The company will economize only on the better preparation of scripts, he added.

Cincinnati Branch Wins Monogram Sales Drive

NEW YORK—The Cincinnati exchange of Monogram won first prize in the recent Allied Artists and Monogram billings drive, which ended July 30. The results of the drive were made known last week by Steve Broidy, president. The drive started April 2.

The Cincinnati office won $1,500; Milwaukee won second place money, $1,000; Oklahoma City, third, $750; San Francisco, fourth, $500, and Atlanta, fifth, $250.

Three prizes for individual performances went to Nate Levin, Boston; Ben Graham, Dallas, and Hal Jordan, Atlanta.

Cohn Expands Tele Plans

NEW YORK—Ralph Cohn has expanded plans for television films. He hopes to produce full-length films as well as live programs for air shows and will acquire a staff of motion picture and radio producers and writers.

Korda and Selznick Confer

NEW YORK—Alexander Korda, British producer, has arrived in New York to confer with David O. Selznick for making films in Great Britain and for distribution of joint product in this country.

UMPTO Meeting Votes Conciliation Plan

PHILADELPHIA—Establishment of conciliation procedure along the lines of the Andy Smith plan to be followed in dealings with all distributors was approved at a meeting here October 18 of the United Motion Picture Theatre Owners of Pennsylvania, southern New Jersey and Delaware, affiliated with the Theatre Owners of America. One hundred and sixty-nine theatres were represented.

After talks by Lewen Pizor, president, and Robert Coyne of the TOA executive committee, the following exhibitors were named to the conciliation committee: Abe Sablowsky, William Hissner and Fred Osterstock, with David Yaffee, Mike Egnal and Melvin Fox as alternates. The committee can add two additional members if advisable.

The UMPTO, which has not been active recently, in the future will meet six times a year, Pizor said. Nominations of officers will be made at the next executive committee meeting and a legal advisory committee will be set up.

Catherine M. Rickert Gets Youth Month Essay Award

NEW YORK—Catherine M. Rickert, 15-year-old high school student of Guys Mills, Pa., who won a four-year scholarship in the University of Denver for her "Youth Month" essay, "What Youth Means to the Future of America," received the award Saturday, October 23, in an NBC studio, Rockefeller Center. She also was given a $500 maintenance fund.

If she has not sufficient credits to enter college or is too young, the funds will be held until she is ready to take advantage of them.

Dean McCoy of the University of Denver and Gael Sullivan, executive director of the TOA, took part in the ceremony. The maintenance fund was given by Atwater Kent. The contest was handled on the Frank Merriwell programs of NBC.

Schlaifer's Mother Dies At Home in Nebraska

OMAHA—Mrs. Ziril Schlaifer, 76, mother of Charles Schlaifer, 20th Century-Fox advertising and publicity director, died October 19 as the result of heart attacks suffered October 15 and 18. Her son had left New York by plane and was at the bedside. His father, A. Schlaifer, a pioneer Omahan, died August 10.

Mrs. Schlaifer leaves four other sons, Israel of Detroit, Leo of Sioux City, Nathan of Las Vegas, and Morrie of Omaha. Interment took place at the Golden Hill cemetery here.

Leonidoff to Stage Event

NEW YORK—Leon Leonidoff, senior producer of the Radio City Music Hall, will supervise the decorations of the Sert Room of the Waldorf-Astoria, stage the show and direct special ceremonies for the ninth annual dinner of the Motion Picture Pioneers November 17.

BROADWAY

Louis B. Mayer, MGM studio production head, and Howard Strickling, in charge of studio publicity, have returned to the coast . . . J. Robert Harris, son of Joseph Harris, board chairman of Realart, became the father of a son, John William, October 15 . . . Bryan Foy, Eagle Lion producer, has come here for conferences with home office executives . . . Rudy Berger, MGM southern sales manager, is back at his Washington headquarters . . . Turhan Bey, star of Eagle Lion's "Spiritualist," and Robert Condon, Eagle Lion writer, left October 16 for the coast.

Ron Randell, Columbia leading man, and Elaine Maltzman were married October 14 at New Canaan, Conn. The bride plans a New York stage debut this fall . . . Harry Shaw, Loew's Poli New England zone manager, came to town for home office talks . . . Carroll Puciato, general manager of Realart, has returned from coast meetings . . . Maurice B. Harris, veteran exploiteer, has rejoined Universal-International to promote "You Gotta Stay Happy" . . . Hans Peters, MGM studio art director, has gone back to the coast.

Ellen Cherlin has resigned from Columbia's publicity force and was to be married to Samuel Walotsky Saturday (23). After a honeymoon in Canada they will live in Cleveland where the bridegroom is a fruit concern executive . . . Moe Silver, Warner Pittsburgh zone manager, and Harry Feinstein, his assistant, were in town . . . Fred C. Quimby, head of MGM shorts production, has ended a ten-day visit here . . . Mark Warnow came here to promote the song, "Portrait of Jennie," which he is publishing in connection with the Selznick film of the same name.

B. G. Kranze, sales head of Film Classics, left for visits to Buffalo, Cleveland, Chicago, Kansas City, Detroit, Pittsburgh, Boston, New Haven and Albany to discuss sales plans for five FC films with zone heads and exhibitors. He is due back early in November . . . David Horne, Film Classics foreign sales manager, left for Havana . . . Howard Dietz, MGM vice-president and director of advertising, publicity and exploitation, went to the coast for studio conferences . . . E. Z. Walters, Altec Service controller, has returned to the coast.

Grady Sutton, featured in United Artists' "My Dear Secretary," arrived October 18 from Hollywood and left the next day for a vacation in Florida . . . Arlene Dahl, MGM star, is here from the coast.

William C. Gehring, assistant general sales manager of 20th Century-Fox, went to Boston to conduct a sales survey . . . Silas F. Seadler of MGM addressed the Critics' Circle of the Foreign Language Press during the week.

Arthur Hornblow jr., MGM producer, has flown to London and will join Eddie Mannix in Italy to complete plans for filming "Quo Vadis" . . . Peter Lawford has left for the coast after a vacation here . . . Robert Mochrie, RKO vice-president in charge of domestic distribution, left to address the Tri-States Theatres convention in Memphis . . . Shirley Frankel, secretary to Samuel Schneider, Warners vice-president, entered French hospital for surgery . . . Sam Marx, MGM production executive, is here from the coast . . . Van Heflin returned to the coast late in the week.

Burt Lancaster, producer-star, Harold Hecht, producer, and Al Horwits, Universal-International eastern publicity manager, are on a tour of ten cities to publicize "Kiss the Blood Off My Hands." The cities are Baltimore, Philadelphia, Pittsburgh, Cleveland, Rochester, Buffalo, Cincinnati, Chicago, Memphis and Atlanta . . . Sam Shain, exhibitor relations director of 20th Century-Fox's distribution department, left for Des Moines . . . Ray Milland and Mrs. Milland have arrived from Hollywood for a two-week stay during which there will be radio appearances.

Moe Kerman, Favorite Films Corp. president, went to the coast on a short business trip . . . J. H. Seidelman, Universal-International vice-president in charge of foreign distribution, arrived on the Queen Elizabeth.



RALPH SOBELSON—Owner, Strand Theatres, Bangor, Pa.—writes:

"The regular check-ups by RCA Service technicians keep equipment in my theatres at top standards of performance."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

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Actor Unions Discussing Eventual Consolidation

NEW YORK—A committee representing the various actor unions in the east has been negotiating during the past few weeks toward an eventual merger and consolidation into one union, according to Alfred Harding, editor of Equity Magazine. The organizations involved in the merger are Actors Equity Ass'n, Chorus Equity, American Federation of Radio Artists and American Guild of Musical Artists.

Plans are being discussed for a single organization with one membership card, a governing body to determine matters of over-all policy and various subordinate councils to deal with policies of the various unions.

After the committee submits its report, the plan must be submitted to the various councils and boards and then must be approved by the members by a referendum vote. These final details may take several months, according to Harding.

Emanuel Frisch to Head Campaign for Palestine

NEW YORK—Emanuel Frisch, treasurer of Randforce Theatres, has been named chairman of the industry's participation in the campaign of the American Red Mogen David (Jewish Red Cross) to raise $200,000 for medical aid to Palestine. The campaign will be climaxed by a $100-a-plate dinner at the Waldorf-Astoria hotel November 22.

Those who attended a meeting October 19 in the office of Malcolm Kingsberg, RKO Theatres president, were: Harry Brandt, ITOA president; Leo Brecher, MMPTA head; Joseph Vogel, Loew's,; Harry Goldberg, Warner Bros.; Sol Strausberg, Interboro; William White, Skouras; Robert Weitman, Paramount Theatre; Sam Rosen, Fabian; Moe Seider, Prudential; Fred J. Schwartz, Century; Ed Rugoff, Rugoff & Becker; Walter Reade jr., Reade Theatres; Julius Joelson, J. J. Theatres, and Charles Hacker, Radio City Music Hall.

Many November Openings For 'Kiss the Blood'

NEW YORK—"Kiss the Blood Off My Hands," Universal-International film, will open in 70 eastern theatres during the week of October 30 and 230 others during the rest of November. Full-page advertisements will be run in Sunday papers in key cities, including Philadelphia, Cleveland, Pittsburgh and Buffalo. Burt Lancaster, who stars with Joan Fontaine, will make a number of personal appearances.

Family Club at 20th-Fox Holds Night Club Party

NEW YORK—The annual night club party of the 20th Century-Fox Family club was held October 19 at the Iceland restaurant with 500 executives, employes and guests attending. Lou Lehr was master of ceremonies. The championship softball team, winner of the midtown Variety League, received the league pennant and individual trophies. Theatre and night club stars appeared. Bob Warsk of the foreign department headed the ticket committee.





He keeps the action in character...

THE STAR makes his getaway. In his wake "confusion" reigns . . .

This background action, however, is far from helter-skelter; the assistant director has controlled it carefully to keep it characteristic of the scene.

But handling supporting actors is only one of many ways the assistant director daily demonstrates his sense of the dramatic and his organizing skill. He is liaison man between his director and the cast and crews. He prepares shooting schedules . . . assigns calls . . . anticipates every need that might arise.

Thus the difference between efficient picture making and a film that goes beyond its schedule and budget often rests with him. Yet heavy as his responsibility is, it's lightened not a little by the faithful performance of a "partner" in efficiency—the famous Eastman family of motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

Along New York's Film Row

By WALTER WALDMAN

HARRY FELLERMAN of Universal-International and Lee Mayer of Warners have presented a report to members of the Colosseum of Motion Picture Salesmen on the recent national convention of the union in Chicago last weekend. The two salesmen were delegates from the metropolitan area.

MGM and Loew's Items: Elliott Foreman has again extended his local exploitation activities beyond the New York area. He is now in Chicago to set up a campaign for "The Secret Land." Elliott is working with a team of sled dogs . . . Joel Levy, out-of-town booker for Loew's, has returned from a vacation at Atlantic City . . . Jay Eisenberg, liaison man between the sales and legal departments, spent the week in Detroit on business.

The ninth annual dinner-dance of the Motion Picture Bookers' Club drew approximately 1,200 members and guests to the Hotel Commodore last Sunday night, October 17 . . . The guest list included the following distribution executives: B. G. Kranze of Film Classics, Ray Moon and Seymour Florin of 20th-Fox, Sol Trauner and Irving Wormser of Columbia, David Levy of Universal-International, Charles Boasberg of RKO, Clarence Eiseman of Warners, Edward Mullen of United Artists, Seymour Schussel of Eagle Lion, Frank Shea of March of Time and Paul Terry of Terrytoons.

The exhibition field was represented by: Eugene Picker of Loew's, Sam Blaskey of Warner Bros.' Newark office, Emanuel Frisch of Randforce, Leon Rosenblatt of Rosenblatt-Welt, Ben Weinstock of Raybond, David Snaper of the Snaper circuit, Edward Lachman of Allied Theatre Owners of New Jersey, Maurice Miller of the TOA of New Jersey, Henry Brown of Lakewood Amusement, Norman Arenwald of the Leo Brecher Theatres, Jack Harris of the Walter Reade Theatres, Morris Smolen of the Raritan circuit, Rudy Kuehn of Alden, Jim Gravany of the Fowler Theatre, Keensberg, N. J., George Stamatis of the Lyric and Apollo theatres, Brooklyn; Jules Liggett of Liggett-Steifel Booking Service, Irving Pinsker of the Island Circuit, Ed Seider of Prudential, Clem Perry of Rugoff & Becker and Bernard Brooks of Fabian.

Steve Strassberg is the new father at Republic. His wife Gertrude gave birth to a 7½-pound boy at the Jewish Memorial hospital October 17. He has been named Richard Eric . . . The MGM clan—Virginia, Eddie and Charles Aarons—celebrated their mother's 82nd birthday during the week with a party at the Hotel Masters . . . Achille "Kelley" Petrocelli of the 20th-Fox filmroom has returned from his honeymoon . . . Alex Arnswalder headed the exchange delegation at the annual Fox Family club dinner-dance at the Iceland restaurant October 19 . . . The New York exchange made its best showing to date last week in the Spyros P. Skouras 35th anniversary drive.

The Paramount 36th anniversary drive has passed the halfway mark with the New York branch in 12th place. Henry Sattler's staff holds second place for group A—8 shorts sales and fourth place for Paramount News sales. Henry Randel's eastern district leads all other districts for shorts and Paramount News sales . . . Saul Solomon of Exclusive Pictures has bought the re-issue rights to "Isle of Destiny" (RKO).

Willis Kent, the producer, was a Filmrow visitor. So was Paul Reynaud of the Douglas Playhouse, Yonkers . . . The RKO booking offices have been renovated and painted . . . Eagle Lion also will do a remodeling job for its booking and sales offices.

Sylvia Scharfman has been appointed acting manager of Loew's Post Road, the Bronx. She was formerly assistant manager of Loew's Paradise. Miss Scharfman has been with the circuit for more than ten years. She started as a cashier . . . Loew's now has six women managers. The others are: Mrs. Bessie Dove of the Criterion, Mrs. Dorothy Solomon of the Kameo, Grace Niles of the Plaza, Mrs. Louise Leonard of the Sheridan, and Mollie Stickles of Loew's Poli, Meriden, Conn. . . . There are 35 women assistant managers on the circuit.

Harold Martz supervised the 18th anniversary celebration of the Paramount Theatre, Plainfield, October 18. On Oct. 18, 1930, the house was converted into a motion picture outlet by Paramount. Walter Reade sr. took it over shortly afterwards. During the 1920s it functioned as a legitimate theatre. It had originally served as a club house for the Elks . . . Ray Martin and Richard Gains, original projectionists in 1930, are still on the job.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them*

New Jersey Complaints Before Grievance Body

NEW YORK—The grievance committee set up by the Allied Theatre Owners of New Jersey to handle complaints against 20th Century-Fox is now screening several.

Under the terms of the agreement made last month with Andy Smith jr., general sales manager, only justified complaints will be passed on to the local branch manager. The three-man committee, consisting of Irving Dollinger, Wilbur Snaper and Lou Gold, decides whether or not complaints are justified. This is the same grievance system that has been operating in Minneapolis since the beginning of July.

The committee will consider all complaints except those promoting personal film deals. It is reported the current complaints cover clearances.

The New Jersey committee will report to the unit membership at the next general meeting to be held at the Newark Athletic club during the first week of November.

'Peggy' Leads B'way; 'Julia' Also Big

NEW YORK—"Apartment for Peggy," which is aided by a strong stage show, led the Broadway first run field in its first week at the Roxy. Not far behind was "Julia Misbehaves," in its second big week at the Radio City Music Hall, and "Hamlet," which continued to sell out for all performances in its third week of a two-a-day run at the Park Avenue.

Three other newcomers, "Night Has a Thousand Eyes" at the Paramount, "Walk a Crooked Mile" at the Criterion, and "Mourning Becomes Electra," in its first popular price engagement at the Mayfair, had slightly above average opening weeks.

(Average Is 100)

Astor—**The Babe Ruth Story** (Mono), 13th wk. 40
Capitol—**Red River** (UA), plus stage show, 3rd wk. 100
Criterion—**Walk a Crooked Mile** (Col) 105
Globe—**Rope** (WB), 8th wk. 100
Gotham—**Hired Wife** (U-I); **Hold That Ghost** (U-I), reissues, 2nd wk. 75
Loew's State—**The Loves of Carmen** (Col), 7th wk. 85
Mayfair—**Mourning Becomes Electra** (RKO), 1st wk. of popular price run 105
Paramount—**Night Has a Thousand Eyes** (Para), plus stage show 105
Park Avenue—**Hamlet** (U-I), 3rd wk. of two-a-day 150
Radio City Music Hall—**Julia Misbehaves** (MGM), plus stage show, 2nd wk. 125
Rialto—**16 Fathoms Deep** (Mono), 2nd wk. 85
Rivoli—**The Gallant Blade** (Col) 95
Roxy—**Apartment for Peggy** (20th-Fox), plus stage show 125
Strand—**Johnny Belinda** (WB), plus stage show, 3rd wk. 110
Sutton—**Louisiana Story** (Lopert), 4th wk. 75

'Johnny Belinda' Gets 170; High in Quaker City

PHILADELPHIA—"Johnny Belinda" at the Mastbaum in its second week still pulled top dollar here.

Aldine—**Mr. Peabody and the Mermaid** (U-I) 95
Arcadia—**Hope** (WB), 2nd run 100
Boyd—**The Loves of Carmen** (Col), 3rd d. t. wk. 145
Earle—**Rachel and the Stranger** (RKO), 3rd wk. (4 days) 90
Fox—**Apartment for Peggy** ((20th-Fox), 3rd wk. 100
Goldman—**Sorry, Wrong Number** (Para), 4th wk. 60
Karlton—**The Saxon Charm** (U-I), 2nd wk. 75
Keith—**Luck of the Irish** (20th-Fox), 2nd run 50
Mastbaum—**Johnny Belinda** (WB), 2nd wk. 170
Stanley—**Red River** (UA), 3rd wk. 100
Stanton—**Smart Girls Don't Talk** (WB); **The Gallant Legion** (Rep) 90

'Smart Girls' and Stage Show Gross 206 in Buffalo

BUFFALO—Aided by a stage show, "Smart Girls Don't Talk" hit twice average at the Buffalo to lead the week's grosses. "Walk a Crooked Mile" and "Triple Threat" were strong at the Lafayette. Weather was cold and rainy and there was a slight snowfall.

Buffalo—**Smart Girls Don't Talk** (WB), stage show, advanced prices 206
Great Lakes—**Sorry, Wrong Number** (Para), 2nd wk. 90
Hippodrome—**Angels With Dirty Faces** (WB); **They Drive by Night** (WB), reissues 92
Lafayette—**Walk a Crooked Mile** (Col); **Triple Threat** (Col) 118
Teck—**Hatter's Castle** (Para); **The Stork Club** (MGM), reissue 100
20th Century—**Rachel and the Stranger** (RKO), 2nd wk. 97

Business Off in Baltimore; 'Belinda' Gross 115

BALTIMORE—Week of fair, cool weather and average attractions had the local managers gasping at the unexplained absence of patrons. "Johnny Belinda" at Stanley was tops with 115 and Mickey Rooney on stage at the Hippodrome was second best.

Century—**The Saxon Charm** (U-I) 98
Stanley—**Johnny Belinda** (WB) 115
Hippodrome—**Mystery in Mexico** (RKO), plus stage show 110
Keith's—**For the Love of Mary** (U-I) 90

'Shoes' Opening Benefits Soldiers', Sailors' Club

NEW YORK—Ingrid Bergman, Gene Tierney, Robert R. and Mrs. Young, Mrs. William Randolph Hearst, John Jacob and Mrs. Astor and Elizabeth Arden were among screen and stage stars, industry leaders and military and society figures who attended the opening of "The Red Shoes" at the Bijou Theatre October 21. All proceeds of the opening, which was sponsored by the Soldiers', Sailors' and Airmen's club, went to further the club's activities in furnishing recreational facilities to members of the armed forces on leave in New York. The showing was followed by a Red Shoes Ball in the Hotel Plaza.

City Investing Co., which operates the Bijou, as well as the Astor and Victoria, put in a new screen, new projection equipment and new seats and utilized VitaVision three-dimensional displays for the Bijou lobby.

"The Red Shoes" will open at the Majestic Theatre, Boston, November 18 and is now playing at the National, Washington, D. C. All engagements are on a reserved-seat, two-a-day basis.

Elissa Landi, 43, Dies; Screen and Stage Star

KINGSTON, N. Y.—Elissa Landi, 43, actress and novelist, died October 21 in a hospital here following an operation for cancer.

Miss Landi, who was reputed to be a distant relative of Austrian royalty, was born in Venice and privately educated in London, where she began her stage career in 1924. She made her stage debut in "A Farewell to Arms" in 1930.

She starred in many pictures for the old Fox Film Corp., United Artists and Paramount, including "The Sign on the Door," "Always Goodbye," "The Yellow Ticket," "A Passport to Hell," "Warrior's Husband," "Enter Madame," "The Sign of the Cross," which was reissued in 1946, and "The Count of Monte Cristo," currently reissued by Eagle Lion and playing at the Gotham Theatre on Broadway. In 1943 she made a comeback in "Corregidor," a PRC production.

In 1938 she settled on a 135-acre farm in Ulster county. Her second husband, Curtiss Kinney Thomas, author, survives.

NLRB Sets November Date For Republic IATSE Unit

NEW YORK—John J. Carmody, National Labor Relations Board examiner, has set November 3 as the date for an election among Republic home office workers to decide whether or not they want IATSE Local H63 to represent them for collective bargaining purposes. Local H63 claims to have won "a definite majority" among Republic workers away from SOPEG, the CIO union, which has failed to comply with the non-Communist affidavit provisions of the Taft-Hartley act. SOPEG contracts with the film companies expired September 27.

Those attending the NLRB hearing were: James Rogers, IATSE international organizer; Joseph Conlon, H63 organizer, and J. E. McMahon, Republic secretary.

Negotiators for Local H63 were scheduled to meet with Harry Buckley, United Artists secretary, Thursday (Oct. 21) to open negotiations on a contract for the newly certified H63 unit of UA.

WASHINGTON

Linda Darnell, 20th Century-Fox star, came to town to entertain the boys at Walter Reed hospital . . . National Screen Service has moved its headquarters to Ninth and L streets N. W. and office employes were absorbed by other exchanges on Filmrow. Helen Rosenthal is with 20th-Fox, Beatrice Richardson with MGM, Rosalie Satterwhite with Columbia and Leona Weedon with RKO.

Hazel Aiken and her husband came in from Covington, Va., to book for the Strand, Visulite and Collins theatres. While here they took in the Redskins-Eagles game on Sunday and saw all the latest motion pictures on F street . . . Senator Bernard Gonder, who owns the Maryland Theatre in Oakland, the Grand in Friendsville and the National in Grantsville, Md., is planning a theatre in the Odd Fellows hall. He will close his theatre in Grantsville and will transfer equipment to the new showcase, which will seat 300.

Variety Club notes: Chief Barker Frank Boucher held a meeting of team captains and lieutenants of the Welfare Awards committee in the Cabinet room in the Willard hotel. Favorable reports were received from all in attendance and the meeting was addressed by Fred Kogod, chairman of the Welfare committee. Refreshments were served in the clubrooms after the meeting . . . Robert L. Friend, WMAL-TV performer and television film producer, is newest club member. James S. Carberry also was installed as a new member at the meeting . . . Next big affair of Tent 11 will be the annual dinner dance at the Statler hotel November 20. Frank Boucher, chief barker, and Carter T. Barron and Sam Galanty, co-chairmen of the Ways and Means committee, promised a superlative event.

Barbara Klein, daughter of 20th-Fox salesman Fred Klein celebrated her 11th birthday with daddy buying out Hecht's Girl Scout department . . . "Tommy" Barlow is the new E-50 clerk at Fox . . . Bill Michalson went to Roanoke, Va., to set up sneak previews on "Apartment for Peggy" in the Grandin and Lee theatres . . . Booker Jack Kohler went to New York to see his family.

UA shipper Tommy Taylor still is confined to Doctor's hospital suffering from an eye ailment . . . Local F-13 held an executive board meeting . . . The Sam Wheelers returned from Los Angeles on Tuesday and Sam left for New York on Wednesday . . . District Theatres will reopen its Globe Theatre, Richmond, Va., November 7. Theatre will open each day at 6 p. m. except Saturday and Sunday when it will open for matinee performances.

Kenneth Steckline is the new student assistant at Loew's Capitol . . . Gene Ford has a telephone extension at his bedside and is making frequent use of it. Gene will be laid up for several more weeks, although he swears he feels as "fit as a fiddle" right now and is anxious to get back on the job again . . . Carter Barron was out of town for several days.

At Paramount, Lillian Lee was recovering from a tonsilectomy . . . Branch Manager Al Benson represented Paramount at the wedding in Baltimore of the daughter of J. Lawrence Schanberger of Keith's Theatre . . . Frank Savage is the new shipper in Jimmy Byrnes' department . . . "Sorry, Wrong Number" proved to be the right number for Richmond, the week's engagement there at Fabian's Colonial Theatre having been extended to ten days.

Sam Galanty, Columbia district manager, was making a swing of his territory . . . Herndon Edmond, assistant to 20th-Fox division manager Jack Lorenz, spent part of his vacation renewing old friendships in Washington. He was accompanied by his wife Lorraine.

Recent theatre closings include the Ritchie at Cascade Md.; the Stanley at Stanley, Va.; the Mullins Open Air at Wise, Va., and the Winchester Drive-In at Winchester, Va. . . . Ward Plaugher has opened the Sylvia Theatre, Franconia, Va. House seats 340 and Millard Huffman is the projectionist.

In Cumberland, Md., Kenneth R. Baker, manager of the Potomac Drive-In, gave a benefit show with the proceeds donated to the Allegany County League for Crippled Children . . . Harley Davison was here booking for his rapidly growing chain . . . Newt Carskadon, Piedmont and Keyser, W. Va., made a trip to Johns Hopkins hospital for treatments recently, accompanied by his wife and a nurse . . . Peggy LeCompte has resigned from MGM.

Republic office manager Al Landgraf took off to practice up in his golf game . . . Ivan Rosenbaum and Alex Ravdin came in from Richmond to book for the Neighborhood Theatres . . . Agnes Clements has resigned from Paramount and Harriett Mossberg has resigned from Warners.

Kendall Presides at Meet Of Loyal Legion Order

NEW YORK—Messmore Kendall, president of the Capitol Theatre and captain of the New York commandery of the Military Order of the Loyal Legion of the U.S., presided at the 63rd annual banquet and meeting at the Waldorf-Astoria hotel October 19.

The legion, which was organized immediately following the assassination of President Lincoln in 1865, is composed of officers of the Union army who served during the Civil War and their lineal descendants. A business meeting was held at Federal hall in the subtreasury building October 20 and Mrs. Messmore Kendall entertained the wives of the officers at a luncheon in her apartment atop the Capitol Theatre.

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BALTIMORE

Jules Girden, Imperial Theatre, Brunswick, Md., has recovered from an infected foot . . . Buck Stover, Stover circuit, Alexandria, Va., was visiting here . . . Mr. and Mrs. Morris Oletsky, Windsor Theatre, visited in New York . . . Dusman Co. has installed a new screen at the Victory . . . Berlo Co. installed a new ice cream vending stand at the Monroe . . . Local exhibitors seen enjoying the sport of kings at Laurel included I. Makover of New Albert, Jack Levine of Irvington and Izzy Rappaport of the Rappaport circuit . . . Harry Meyerberg's new Hilltop Theatre scheduled for a December opening is being decorated by the Paramount Decorating Co.

Mickey Rooney, doing a week's public appearance at Izzy Rappaport's Hippodrome, entertained the children at Kernan's hospital . . . Barry Goldman has had a two-way radio installed in his plane so he can get lost on the beam . . . Howard Minsky, 20th-Fox division manager, was visiting in the territory . . . A great number of Baltimore exhibitors attended the trade screening of "Hills of Home" in Washington . . . Sam Goldberg, formerly of the Imperial, Brunswick, Md., left for his new home in Miami . . . Milton Schwaber expects to open his new Dundalk theatre, the Colgate, around the first of the year . . . Lou Gaertner has the walls of his New Carlton Theatre up . . . Windsor Theatre is remodeling the front . . . Tom Baldridge, MGM exploiteer was here ahead of "The Secret Land" . . . Ward Besanson is the new Eagle Lion salesman . . . Jim Gladfelter, former Hippodrome manager, is the new manager of the Schwaber circuit Homewood.

Captain Volney Phifer was here with MGM's traveling exhibit of husky dogs from "The Secret Land" . . . Tenth Annual Banquet of Tent 19 Variety Club is scheduled for the Sheraton-Belvedere hotel on Saturday, November 6, with tickets at $10 per person.

General election of the Variety Club board is scheduled for Friday, November 5 . . . Mark Silver, eastern sales manager for United Artists, hurt his arm while opening his car door . . . Eddie Eich, Valencia operator, has taken a leave of absence for a few weeks to work the projection machines for the Maryland Jockey club at Laurel and Pimlico . . . Arthur Eich, former New Theatre operator, is at the Highland . . . Eastern regional members of Allied met in Baltimore at MPTO of Maryland headquarters, with Meyer Leventhal, eastern regional vice-president, presiding.

Special preview screening of "The Secret Land" was held by the navy and Loew's Century Theatre at the War Memorial Bldg. In attendance were newspaper, radio and high naval officials of the Maryland territory. Members of the Navy League Ass'n of Commerce and civic dignitaries also attended . . . Arthur Tress, Valencia, has recovered from a slashed arm and is back at work.

NSS Acquires Tooker Co.

NEW YORK—National Screen Service has acquired the Tooker Lithograph Co. equipment and leasehold and plans purchase of new equipment for modernization of the plant and increase in capacity.

A Testimonial Fete For C. A. Smakwitz

ALBANY—The Variety Club will tender a testimonial dinner honoring Charles A. Smakwitz, recently promoted to zone manager of Warner theatres in the Albany and Buffalo districts, November 15 at the Colony Country club.

Approximately 150 persons are expected to attend the fete, reservations for which are being listed by Nate Winig. Chief Barker Harry Lamont said that Murray Weiss, district supervisor of Variety Clubs, is expected to be a speaker at the dinner.

Neil Hellman is chairman of the arrangements committee, and honorary members of the group include Mayor Erastus Corning II, Judge John Boyd Thacher, Fred I. Archibald, Times-Union publisher; George O. Williams, Times-Union managing editor; Alexander J. McDonald, Knickerbocker News general manager, and Gerald Salisbury, Knickerbocker News managing editor.

The committee headed by Hellman and Winig includes Saul J. Ullman, Jack Bullwinkle, Jerry Atkin, Gene Lowe, Eddie Ruff, Fred Sliter, Sol Rubenstein, Leo Rosen and Al Kellert.

Warner Club Delegates Re-Elect Stuart Aarons

NEW YORK—Stuart H. Aarons was re-elected president of the National Warner Club at the annual meeting here last week. Delegates from nine cities attended the business session at the home office and a luncheon at the Hotel Astor.

Other officers elected were: Robert McGuire, vice-president; Bernard Rosenzweig, vice-president in charge of membership; Harry Mayer, vice-president in charge of social activities; Ruth Weisberg, vice-president in charge of welfare; Fred Stengl, vice-president in charge of claims; Robert Salomons, treasurer; Sam Wolowitz, assistant treasurer, and Joseph D. Karp, secretary.

Aarons headed the New York delegation. The out-of-town delegates were: Eileen Bird, Albany; Karl E. Heyl, Chicago; Marjorie Strieb, Cleveland; Wallace Makowski, Philadelphia; Paul Kleber, Pittsburgh; Wade Skinner, Washington; Francis Flood, New Haven, and A. Manfredonia, Newark.

Republic Holds Meeting For Regional Branch Men

NEW YORK—J. R. Grainger, Republic executive vice-president in charge of sales and distribution, presided at a two-day regional sales meeting at the New York Athletic club October 14, 15. Herbert J. Yates, president, spoke at the closing afternoon session. Edward L. Walton, assistant general sales manager, and Walter L. Titus jr., division manager, who are co-captains of the current Grainger Tenth Anniversary Drive, assisted.

Branch managers who attended were Frank Dervin, Boston; I. T. Sweeney, Pittsburgh; Merritt Davis, Atlanta; J. H. Dillon, Charlotte; Harold Laird, Tampa; George H. Kirby, Cincinnati; Irwin H. Pollard, Cleveland; Jake Flax, Washington; Arthur Newman, Albany; Jerome Lewis, New Haven; Leon A. Herman, Buffalo, and William Murphy, New York.

ALBANY

Harry Lazarus closed the Pittsfield, Mass., drive-in for the season . . . Edgar Briggs, operator of the Briggs ozoner at Dalton, Mass., also closed . . . The Kallet airer between Utica and Rome will be closed October 31 . . . Herman L. Ripps, assistant eastern division manager for Metro, and Jack Goldberg, branch manager, visited the Schine circuit offices in Gloversville.

Jim Faughan, contact manager for Warner Theatres upstate, returned to his desk after brief hospitalization for observation . . . Fred Meyer, U-I eastern division manager, and Dave Miller, district manager, were here for conferences with Gene Vogel, branch manager . . . John E. Delehanty jr., former assistant manager of the Colonial and now with the Times-Union, was married to Beverly Joan Delaney.

The Palace, a Fabian theatre, and the Strand, a Warner house, were used for sessions of the eastern zone convention of the New York State Teachers Ass'n . . . Ray Smith Anniversary week will be observed November 6-13, honoring the Warner branch manager . . . The new 1,500-seat theatre under construction in Amsterdam is expected to be ready for opening about January 1.

Film Pioneers to Induct 18 New Members Nov. 17

NEW YORK—The executive committee of the Motion Picture Pioneers has approved 18 membership applications. The approved applicants, plus others to be approved in the near future, will be inducted at the ninth annual dinner to be held by the Pioneers at the Waldorf-Astoria hotel November 17, said Jack Cohn, president of the organization.

The 18 recently approved were: Louis Davidoff, Warners; Max A. Goldbaum, New York exhibitor; Paul J. Greenhalgh, publishing; Monroe W. Greenthal, Monroe Greenthal Co.; Miles L. Hurley, New Mexican exhibitor; David Kerman, Astor Film Exchange; Irving Mack, Filmack Corp.; Irwin Margulies, New York exhibitor; Sidney Meyer, Wometco Theatres; David E. Milgram Affiliated Theatres; Georgie Price, actor; Ed Rosenbaum, public relations; Henry G. Segal, Eagle Lion; John M. Sheperd, Miami Theatre; J. Ellis Shipman, Warners; David Snaper, David Snaper Theatres; Terry Turner, RKO, and Lester H. Wurtele, Columbia.

'Belinda,' 'Kiss' Honored By Nat'l Review Board

NEW YORK—"Johnny Belinda" (WB) and "Kiss the Blood Off My Hands" (U-I) have been given selected features rating by the National Board of Review in the weekly guide to selected pictures.

Short subjects given special mention are: "The Bowling Alley Cat," "Cape Breton Island," "Chicago, the Beautiful," "Football Thrills," "Martin Block's Merry-Go-Round," "The Milky Way," "Souvenir of Death" and "You Can't Win," all MGM, and "Songs of the Seasons" (U-I).

RICHMOND

The Philadelphia Symphony Orchestra was heard in concert at the Mosque recently under the sponsorship of the Civic Musical Ass'n. The association had attractive display frames installed at the Mosque to advertise forthcoming attractions . . . Frank Silveri is the new assistant at the National replacing Howard Griffen who resigned due to the pressure of his school work.

"The Secret Land" and "Corvette K-225" open at the National October 21. The program was arranged to tie in with Navy day. A preview showing of "The Secret Land" was held at the Lee October 16 . . . Completion of work at the State is anticipated by Managers George Roberts and Stewart Tucker. Work includes a new stone front and a new marquee and in the lobby of the theatre a candy and popcorn stand.

The WRVA Theatre is scheduled to resume occasional showing of motion pictures between legitimate bookings . . . The death of Dewey Alderhold, known professionally as "Slim Idaho," saddened the theatres barn dance troupe. Slim was killed in a motorcycle accident. He had been under contract to Monogram before he joined the Old Dominion Barn Dance troupe in June 1947 . . . Ober Boyd, manager at the Capitol, is waiting anxiously for his new home in Lakeside to be completed.

'Joan' Opener Proceeds Set for N. Y. Hospitals

NEW YORK—The proceeds from the special opening November 10 of "Joan of Arc" at the Victoria Theatre will be turned over to the United Hospital fund.

The performance will mark the reopening of the theatre which is now being remodeled and enlarged.

Mrs. Vincent Astor is chairman of the benefit committee of the UHF, sponsor of the event. The fund is seeking $3,000,000 in its current campaign to help its 86 member hospitals in Greater New York.

Robert W. Dowling, president of City Investing Co., operator of the Victoria, donated the house for the November 10 performance. The film will begin its pre-release New York run November 11.

Tickets for the benefit have been priced at $3 to $10 and may be bought from Jessie Fanshaw, 136 East 64th St.

Advertising Promotion Set by Fan Magazines

NEW YORK—The Ass'n of Screen Magazine Publishers has started a campaign to promote the advertising possibilities of its 11-member fan publications.

In a sales letter and promotion piece sent to exhibitors in 83 cities and to coast executives, the association states that its magazines reach 20,000,000 readers who are regular film patrons. It contends these patrons are the people who start word-of-mouth advertising and influence the occasional customer.

The promotion piece urges the exhibitors to plan their bookings from film ads carried by the member magazines—Modern Screen Motion Picture, Movie Story, Movie Life, Movie Star Parade, Movieland, Photoplay, Screen Guide, Screenland, Screen Stories and Silver Screen.

Altec, RCA Sound Men Win Weekly Pay Boost

NEW YORK—IATSE has won a weekly pay increase of $10.40 for Altec Service Co. and RCA sound service men throughout the country, according to Richard F. Walsh, international president. In addition the sound men will receive increased automobile allowances ranging from 16 to 88 per cent. The salary and auto increases are provided under the terms of new, two-year contracts, retroactive to Aug. 22, 1948.

The contracts contain union shop clauses and recognize that IATSE is the exclusive bargaining agent for all sound men in the motion picture and theatrical field including film television and theatrical television work. The automobile allowances follow the Runzheimer Plan, recommended by the American Automobile Ass'n, providing for a weekly sum of $7.80, to which is added three and one-half cents per mile.

Negotiations for the contracts, which were signed October 21, were started last June and suspended during the period of the IATSE convention at Cleveland in August. A committee composed of William P. Raoul, IATSE general secretary-treasurer; Thomas J. Shea, assistant international president, and Joseph D. Basson, international representative, represented IATSE. G. L. Carrington represented Altec and E. C. Cahill represented RCA.

UDT to Serve Subpoenas On Detroit Exchanges

DETROIT—United Detroit Theatres has obtained subpoenas to be served on the branch offices here for United Artists, RKO, and Eagle Lion, ordering them to produce certain booking records which the circuit wants to examine in connection with the suit recently filed by the Society of Independent Motion Picture Producers. The three companies distribute productions mentioned by the SIMPP in its complaint.

Because of this move, and other arguments in court, federal judge Arthur Koscinski granted postponement until October 28 to allow UDT additional time to file briefs in its effort to bring the producer-plaintiffs on from Hollywood to testify. The position of the plaintiffs is that information asked for by UDT should be obtained from sales chiefs in New York and not from producers who have no personal knowledge of distribution. They also ask that depositions be taken in Hollywood instead of disrupting production schedules by forcing producers to make the trip to Detroit.

Mrs. America to Promote 'You Gotta Stay Happy'

NEW YORK—Mrs. Ray Strohmeir of Philadelphia, chosen Mrs. America last month, and her husband, a licensed airplane pilot, will fly to Cincinnati October 25 on the first leg of a ten-city air tour to promote "You Gotta Stay Happy," Universal-International film.

The other cities to be visited will be Chicago, Detroit, Cleveland, Pittsburgh, Washington, D. C., Baltimore, Philadelphia, New York and Boston. Mutual Broadcasting System radio stations in each city will cooperate in the promotion. The film will open early in November at the Radio City Music Hall.

PHILADELPHIA

Burt Lancaster, film star, and Harold Hecht, producer, were visitors here . . . The Variety Club entertained at a cocktail party preceding opening of a drive in behalf of its camp for handicapped children. Special guests included Mickey Rooney, film star, here for the opening of "Finian's Rainbow," the cast of which includes Joe Yule, father of the MGM star.

Eli Ginsberg, Monogram; Jack McFadden, RKO, and Joe Schaeffer, Republic, attended the Colosseum meeting in Chicago . . . Lou Formato, MGM branch manager, was in a local hospital for a checkup . . . Max Gillis, formerly Republic branch manager, now is eastern division sales manager for Monogram. Norman Silverman, formerly a Republic salesman and more recently with SRO, succeeds Gillis as branch manager.

The Motion Picture Associates will meet October 25 to elect new officers . . . Variety Tent 13 will meet November 1, when new officers will be elected . . . Moving of the Washington, D. C., office of National Screen Service to Philadelphia has been completed . . . Abe Sablosky, Fred Osterstock and Bud Hessner are members of a new UMPTO conciliation committee appointed recently.

'Fairy Gold' for 20th-Fox

"Fairy Gold" by Gerald Kersch has been purchased as a Walter Morosco production and is being scripted by Wanda Tuchock for 20th-Fox.



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Jack Glenn Elected as Chairman Of National Tele Film Council

NEW YORK—Jack Glenn, executive director of the March of Time, was elected chairman of the board of directors of the National Television Film Council at the first meeting of the board October 14.

Melvin Gold, council president, presided at the meeting which was also attended by Burt Balaban, vice-president; Robert H. Wormhoudt, secretary, and Gus Ober, Irwin Shane, Rosalind Kossoff, Myron Mills, Irving Leos and Glenn.

The board discussed plans for expediting the ratification of the proposed standard exhibition contract, the projected television-film clearance bureau, a catalog of films and yearly television film awards. The installation of officers will be presented to the membership at the next general meeting as a proposed November function.

WRGB to Use Features From All Video Chains

SCHENECTADY—The General Electric Co. announced that its television station, WRGB, would supplement National Broadcasting Co. network programs with features from the American, Columbia and DuMont networks. The additional features from the various networks will give WRGB virtually every type of show. WRGB has been carrying NBC programs from New York, Boston, Philadelphia and Washington by means of a micro-relay system.

WRGB, which has been enlarging its studios and improving its facilities for some months, expects to begin neighborhood remote pickups on or about December 1. By that time, new mobile equipment will have been delivered. WRGB, in operation for six years, is the only television outlet in the capital district.

Tobacco Firm to Sponsor Television Film Series

HOLLYWOOD—The American Tobacco will sponsor a series of 26 television films called "The World's Greatest Novels," according to N. W. Ayer & Son, Inc., advertising representatives for the tobacco firm. The estimated cost of the series, including station time, will be approximately $900,000.

The series will be launched January 4 on the NBC eastern network with Guy De Maupassant's "The Necklace," which has been completed at a cost of only $6,000 because the story was in public domain. The films, which will run 20 to 25 minutes each, will be shown in every city that has a television station. They will be the first commercially sponsored film series made specifically for television, according to the advertising agency.

RCA to Show Tele Lobby Projector at SMPE Meet

CAMDEN—The Radio Corp. of America life-size television projector which shows a 6x8-foot picture and may be used in theatre lobbies will be shown at the semiannual convention of the Society of Motion Picture Engineers at the Hotel Statler, Washington, D. C., October 25-29.

Also featured will be a new portable magnetic recording channel and a new unidirectional microphone in the RCA exhibition of its entire line of film recording equipment.

ANA Meeting to Discuss Future of Television

NEW YORK—The fall meeting of the Association of National Advertisers will open Monday, October 25, at the Waldorf-Astoria and continue for two more days. Speakers on future of television Tuesday evening will be Niles Trammell of NBC, Frank Stanton of CBS, Howard Chapin of General Foods, Pat Weaver of Young & Rubicam and J. R. Poppele, president of the Television Broadcasters Ass'n. This meeting will be held in a CBS radio theatre.

Brazil Amends U.S. Rentals To 42 Per Cent of Take

NEW YORK—The Brazilian Central Price Control committee has amended its regulations to provide that the average of film rentals shall not exceed 42 per cent of net boxoffice receipts of the year, according to a cable received from Gerald M. Mayer, managing director of the international division of the MPAA.

Under the new text of Article 13, Order 58, no deductions from boxoffice receipts are allowed an exhibitor other than those agreed upon in contracts.

Mayer, who flew to Brazil October 1 to confer with officials of the Brazilian government on the lifting of some of the regulations which the MPAA felt were unfair to the American industry left Rio October 21 by plane for New York.

Truman Newsreel Shown To Democratic Leaders

NEW YORK—"The Truman Story," a ten-minute dramatization of the life of the President produced by Universal-International for all five newsreel companies, was previewed for Democratic officials at the Universal Bldg., October 18. The film appeared in all newsreels October 20.

The reel opens with Truman taking the Presidential oath April 25, 1945. Scenes of his Missouri birthplace are followed by newsreel shots of Truman as an artillery officer in World War I, his return to Missouri and his subsequent political activities. Senator J. Howard McGrath, Democratic national chairman; Edward J. Flynn, former chairman and national committeeman, and Paul E. Fitzpatrick, state chairman, attended the private showing.

Police Honor Moskowitz

NEW YORK—Charles C. Moskowitz, vice-president and treasurer of Loew's, Inc., has been made an honorary deputy police commissioner. He has long been active on behalf of the Police Athletic league.

Moskowitz was sworn in in the presence of Police Commissioner Arthur W. Wallander and Mayor William O'Dwyer.

Elect Eugene Gregg Westrex Unit Head

NEW YORK—Eugene S. Gregg, vice-president and manager of the Westrex Corp., has been elected president of the 12 American subsidiaries operating in foreign countries succeeding T. K. Stevenson, resigned. Gregg continues as director of these subsidiaries.

F. R. Lack has been elected a director of these subsidiaries to fill the vacancies in the boards of directors caused by Stevenson's resignation. In addition, the directors have elected officers to succeed Gregg as vice-president of ten of the 12 subsidiaries. F. H. Hotchkiss, now Westrex regional manager of western Europe and vice-president of Western Electric Co. of France, was elected vice-president of Alpine Western Electric Co.; Western Electric Co. of Italy and Westrex Co., Iberica. U. B. Ross, now the Westrex regional manager of South America and vice-president of Western Electric Co., Andean, was elected vice-president of Western Electric Co., Inc. of Argentina; Westrex Co. of Brazil; Western Electric Co., Caribbean, and Westrex Co. of Mexico. H. B. Allinsmith, now the Westrex regional manager of the Far East, was elected vice-president of Western Electric Co. of Asia; Western Electric Co. of India and Western Electric Co., Near East. All changes will become effective December 1.

Westrex also has subsidiaries abroad incorporated and operating in England, Sweden, Denmark, Holland, New Zealand and Australia.

Film Workers in Italy To Strike for a Union

ROME—Between 1,600 and 1,800 Italian employes of six United States film renting companies were scheduled to walk out during the week unless an agreement to organized a union was reached. The companies involved are: RKO, MGM, 20th Century-Fox, Warner Bros., Universal and Paramount.

The employes want the union to discuss a contract on a national basis. No question of pay is involved. Meanwhile, motion picture operators were called out on strike October 15, but the union orders were widely disregarded.

Goldsmith to Aid Eckman In London Assignment

NEW YORK—Charles Goldsmith, assistant to Morton A. Spring, first vice-president of Loew's International Corp., shortly will take over a six-month assignment in London as special assistant to Sam Eckman jr., chairman of the board and managing director of MGM, Ltd., of Great Britain.

Goldsmith has been coordinating MGM film activities in the United Kingdom under Spring. During his absence his duties will be handled by Seymour Mayer, who is relinquishing his position as 16mm sales manager.

Vermont Exhibitor Sues

BOSTON—Joseph P. Wilson of Brandon, Vt. has filed an antitrust suit in Boston, claiming he could not get product as a result of a competitor's conspiracy with major distribution companies.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Film Group of AFL Hits Reissue Policy

HOLLYWOOD—A stinging slap at the reissue policy and a strong appeal to producers to boost their output of new product was contained in a resolution passed by the Hollywood AFL Film council, composed of almost every AFL union and guild in the studios. Charging that reissues are unfair to the public, detrimental to the boxoffice and responsible for "disastrous unemployment for thousands of permanent workers who are the backbone of the motion picture production industry," the council members instructed Chairman Roy E. Brewer to appoint a committee to implement the resolution and to discuss the entire matter with the producers.

Picture-makers were blasted for "failure . . . to produce sufficient new, quality films to meet boxoffice demands, thereby tending to discourage theatre attendance and consequently endangering the position of motion pictures as the pre-eminent entertainment in our country."

The council did not, however, condemn the practice of occasionally reissuing a "great masterpiece of motion picture art," but emphasized that the "abuse and overuse" of reissues "must be corrected for the good of our entire industry."

It called upon producers to embark on a three-point program:

1. "To discard their fears and uncertainties regarding the future."

2. "To have faith in and play ball with the American public."

3. "To immediately embark on a normal program of producing enough good pictures so that no theatre will be forced to exhibit an old, mediocre picture."

Production executives were urged to limit the number of reissues in any one year to a "small percentage" of the new product released during the period—"the amount of such percentage to be decided after thorough study of the whole problem."

* * *

Members of the Screen Writers Guild's executive board voted at a regular meeting to launch a thorough investigation into the circumstances surrounding the recently-announced decision of some 8,000 British exhibitors, members of the Cinematograph Exhibitors Ass'n, to ban any picture with which Writer Ben Hecht has been associated. The CEA action condemned Hecht for his allegedly pro-Israel, anti-British attitude. The SWG will, after giving the matter study, decide whether or not it will sponsor any counter-action against the CEA boycott.



'JOHNNY' MAKES BOW—Jane Wyman accepts the congratulations of Harry M. Warner, president of Warner Bros., on her performance in "Johnny Belinda" at the Warner Hollywood Theatre, where the film made its bow. This was the first full-dress premiere to be staged in the film capital by Warners in more than two years.

United Appeal Drive Off to Good Start

HOLLYWOOD—With pledges totaling more than $118,000 already received, the industry's fourth annual United Appeal is off to an apparently healthy start, according to figures compiled at the end of the drive's first week. Heading the list of advance-gift donors, with 51 pledges aggregating $31,645, is Paramount, followed in order by Samuel Goldwyn, five pledges, $21,650; Metro, eight for $16,700; RKO Radio, 16 for $10,175; Universal-International, 13 for $8,562.50; 20th Century-Fox, eight for $5,900; Columbia, 18 for $4,340; Monogram, 17 for $3,097.50; Eagle Lion, eight for $2,025; Disney, seven for $1,955; Selznick, three for $725, and Republic, five for $650. Not yet reporting were Warners, United Artists, Technicolor and allied industries.

Meantime both the Screen Directors and Screen Actors Guilds set up special committees to function at major and independent studios on behalf of the appeal. Roy M. Brewer, IATSE executive, is chairman of this year's campaign.

To Filmack Stock Meeting

CHICAGO—Joseph Mack, head of Filmack Trailers Los Angeles plant, arrived for the annual stockholders meeting. He also was to confer with his father Irving Mack, Filmack president.

Lorre Lauds Bradley For Hospital Setup

HOLLYWOOD—High praise for the organization set up by the government to handle Hollywood personalities visiting war wounded in veterans administration hospitals was brought back to the film colony by Peter Lorre when the character actor, returning from a junket around the hospital circuit, met with members of the Hollywood Coordinating committee to report on his trip. Lorre said the manner in which the jaunts have been set up are "a generation ahead of wartime," and lauded General Omar Bradley, veterans administration director, for doing "an amazing job."

At the same session Marco Wolff, chairman of the HCC's hospital program committee, reported 31 personalities have been scheduled for routes, with 18 on tour or already returned. Added to the roster were Dane Clark, James Craig, Nina Foch and Gloria Henry.

* * *

Metro is doing its bit to spur interest in the navy's cadet training program during the period from October 22 to October 27 in the Los Angeles area by inviting all men signing up for training to be its guests at the Los Angeles Theatre, where "The Secret Land," documentary about the Admiral Richard E. Byrd expedition to the South Pole, will be playing. Metro edited and is distributing the film.

Fred Seelig, Publicist Opens Offices in Rome

HOLLYWOOD—Fred Seelig, independent publicist, has opened public relations and publicity offices in Rome, Italy, with Stephen Barclay in charge.

Barclay is completing negotiations with the Italian government on appointment of Seelig as American press representative for the Italian film industry. The Rome office also will service both American and Italian players, independent producing companies, and film executives on visits to and from the United States.

Seelig is publicity and advertising director for Equity Pictures, Inc.

Equity Signs Widder

HOLLYWOOD—Equity Pictures signed Lincoln Widder as production manager on the series of pictures it is making for Eagle Lion release. Widder functioned in a similar capacity with the Gene Autry production unit at Columbia and prior to that was with Republic.

Spearheads

By IVAN SPEAR

IN A COMMUNITY where rugged individualism usually is considered a desirable asset—almost to a point of fetishism—teamwork, most especially successful teamwork, is always a noteworthy and refreshing departure from routine. That's why the producing-scrivening-directing combination comprised of 20th Century-Fox's William Perlberg and George Seaton rates a passing nod.

Perlberg and Seaton have been associates in the business of manufacturing motion pictures for the past nine years—and it is apparent that through those years their respective talents have been blended more and more successfully in the making of product which has borne the stamp of intelligence, taste and commercial potentialities.

After years of turning out screenplays for comedies, Seaton was switched to drama when, at Perlberg's insistence, 20th Century-Fox brass assigned Seaton to "The Song of Bernadette." Then followed such successes as "Coney Island" and "The Eve of St. Mark," written by Seaton and produced by Perlberg. The former was upped to writer-director status on "Billy Rose's Diamond Horseshoe" and functioned in those capacities on other Perlberg productions including "Junior Miss," "Miracle on 34th Street" (for which Seaton won an Academy award as scripter) and the current "Apartment for Peggy."

A quick review of Cinemania's great and near-great reveals that the only comparable team currently operating is that of Charles Brackett and Billy Wilder, whose efforts on behalf of Paramount have supplied that company with an impressive percentage of its recent best pictures. Witness: "The Lost Weekend," "The Emperor Waltz," "A Foreign Affair."

If the results attained through the pairing of Perlberg and Seaton, Brackett and Wilder can be accepted as criterion, obvious is the conclusion that more similar combinations may be at least a partial answer to the problem posed by too many mediocre pictures and resultant decline in grosses.

→

In these troublous times when money is getting tighter and tighter, oddly at variance with that condition is the title of MGM's new Wallace Beery starrer, "Big Jack."

→

Lo! the poor, battered public relations of the motion picture industry!

Whenever the widely heralded drive to improve them just begins to raise its timid head, it is clipped right on the chin. Three such blows were delivered in one recent day:

1. Veronica Lake's mother sued her for nonsupport, claiming to be an indigent and alleging that the slinky blonde actress welshed on an agreement through which she regularly was to pay an established amount for her mother's support.

2. Director Busby Berkeley was tossed into the pokey on a drunk-driving charge.

3. And that chronic problem-child among the Thespians, Lawrence Tierney, ran afoul of the constabulary of Catalina Island, where he was thrown into durance vile on a drunk-and-disorderly rap.

The head of the Motion Picture Industry Council—that's the outfit dedicated to improving filmdom's over-all public relations—certainly is bloody. Whether or not it is also unbowed, subsequent developments will reveal.

→

Considering the advance buildup accorded the picture and the many indications of its probable excellence, modest indeed was the manner in which "Joan of Arc" was unveiled for the trade press by RKO Radio's Praise Pundit Perry Lieber. The long-awaited Ingrid Bergman starrer was shown for the information and edification of the film appraisers in a projection room at the studio.

Understandably, the reviewers had anticipated a little less than a premiere junket to Paris, in which event Lieber could have been burned at the stake as an added attraction.

→

There's an inescapable note of irony in Alex Evelove's breathless disclosure that to the recent west coast premiere of "Johnny Belinda" the Brudern Warner had invited "37 actresses who have given the finest performances of all time in the opinion of the nation's drama editors."

The list included such names as Mary Astor, Geraldine Fitzgerald, Kay Francis, Ida Lupino and Olivia de Havilland.

All of them were, at one time or another, under contract to Warners and have since departed.

→

From Blurber-in-Chief George Brown comes intelligence that the major prize of the new jackpot on the "Stop the Music" radio program will be the entire bedroom in which Barbara Stanwyck appears in "Sorry, Wrong Number," the Hal Wallis production for Paramount. The award will include all the furniture and fittings of the sumptuous setting, right down to every lamp and lampshade, and the beautiful negligee worn by Miss Stanwyck. In fact, everything goes with the deal except the fateful telephone itself.

Does it or does it not include La Stanwyck?

Film Best for Video Up at ATAS Meeting

HOLLYWOOD—Types of film best suited to the production of video subjects was discussed by five television film experts at a meeting of the Academy of Television Arts and Sciences. The Academy's film committee, headed by Edward Nassour, reported on its just-completed study and tests of film shot, developed and printed under a variety of conditions. Commentators included Dr. Norwood Simmons, Eastman Kodak; Sid Solow, chairman of the Pacific coast section of the Society of Motion Picture Engineers; Loren Ryder, SMPE president and head of Paramount's studio sound department; and Fred Albin of RCA.

* * *

Despite reports to the contrary to the effect that NBC and Fairbanks Productions were seeking to realize a 100 per cent immediate profit on the recently-completed "Public Prosecutor" video film series, Fairbanks pointed to "prohibitive" production costs and emphasized that neither he nor NBC "can possibly make a profit." In fact, the producer contended, the high labor market and other unforeseen costs have resulted in a decision to revise original plans, which had called for continued filming of the series. To date 26 20-minute programs have been completed. Fairbanks added that—although budgets were kept to about one-third of the average for theatrical filming—video advertisers are "unable to spend such sums for the new medium at this time . . . All producers of such films and the networks are taking a loss to get the new medium under way. There will be a chance for profits only after Hollywood guilds set up scales that television can afford."

Mono. Executive Named University Trustee

LOS ANGELES—W. Ray Johnston, chairman of the board of Monogram Pictures Corp., has been named to the board of trustees of West Coast university, according to Ralph Hemphill, president of the university.

Johnston, prominent in film circles for many years, joined five industrialists representing five different California industries in active direction of the growing Los Angeles educational institute.

New Church Forum Short

SPOKANE — Dean Charles E. McAllister, known as a United Airlines 100,000-miler, returned from a ten-day conference with RKO, in which he discussed the making of a third film of his series of forum discussion shorts called "In the Eyes of the Church." It is entitled "Quest for Tomorrow" and debates the question of whether the UN can succeed. During his stay in New York he made his headquarters at the Motion Picture Producers' Ass'n.

To Build in East Los Angeles

LOS ANGELES—United Artists Theatres of California has bought a two-acre site fronting on Atlantic boulevard in the Bella Vista area of East Los Angeles, on which it will build a theatre, with ample off-street parking space for automobiles. Architects have not been announced, but have been retained, according to J. R. McDonough, vice-president of the theatre chain.

Benefit at Salt Lake Capitol

SALT LAKE CITY—A special midnight showing of "How Green Was My Valley" at the Capital Theatre was sponsored by the Junior Chamber of Commerce. Proceeds went to Jaycee youth activities for the coming year. Both the theatre and the film were donated by the Intermountain Theatres, Inc.

More Westerns to Sarecky

HOLLYWOOD—Monogram has named Barney A. Sarecky to handle production reins on its new western series starring Whip Wilson, rodeo champion who is scheduled for six films on the 1948-49 program. Sarecky will continue to produce the Johnny Mack Brown series.





He keeps the action in character...

THE STAR makes his getaway. In his wake "confusion" reigns . . .

This background action, however, is far from helter-skelter; the assistant director has controlled it carefully to keep it characteristic of the scene.

But handling supporting actors is only one of many ways the assistant director daily demonstrates his sense of the dramatic and his organizing skill. He is liaison man between his director and the cast and crews. He prepares shooting schedules . . . assigns calls . . . anticipates every need that might arise.

Thus the difference between efficient picture making and a film that goes beyond its schedule and budget often rests with him. Yet heavy as his responsibility is, it's lightened not a little by the faithful performance of a "partner" in efficiency—the famous Eastman family of motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

STUDIO PERSONNELITIES

Blurbers

Eagle Lion

JOHN STRAUSS has been appointed publicity director for Equity Pictures, the independent unit of which Harry H. Thomas is president. Strauss formerly was in the publicity departments of Warners, Columbia and Enterprise. He succeeds Fred Seelig in the new spot.

RKO

Producer Samuel Goldwyn has set AL O'CAMP as a member of his field exploitation staff, working under supervision of William Hebert, studio advertising-publicity chief. O'Camp was former west coast field representative for RKO and more recently functioned in the same capacity in Mexico and South America.

Cleffers

Metro

BRONISLAW KAPER has been assigned to do the music for "Forsyte Saga." ANDRE PREVIN has been assigned to score Gottfried Reinhardt's production, "Big Jack."

Paramount

JOHNNY BURKE and JAMES VAN HEUSEN have been inked to write two songs for the forthcoming Bing Crosby starrer, "Top O' the Morning."

Loanouts

RKO

Borrowed from Metro, AUDREY TOTTER will co-star with Robert Ryan in "The Set-Up." She is the only femme in a cast of 71 males.

Meggers

Monogram

Producer Lindsley Parsons has set WILLIAM BEAUDINE to direct the Roddy McDowall starrer, "Tuna Clipper."

Producers Julian Lesser and Frank Melford have inked JOHN RAWLINS to direct the next Windsor production, "The Harvester."

BARNEY GERARD has set "Jiggs and Maggie at the Races" as his next production in the series starring Joe Yule and Renie Riano.

RKO

LEW LANDERS has been set to meg the Tim Holt starrer, "Stagecoach Kid," for Producer Herman Schlom.

Screen Guild

RAY TAYLOR will meg Western Adventure Pictures' Lash LaRue-Fuzzy St. John starrer, "Son of a Gunman," with Ron Ormond producing.

Options

Columbia

WILLIAM HOLDEN will co-star with Rita Hayworth in S. Sylvan Simon's production, "Lona Hanson," under the direction of Norman Foster.

New York stage actor ROBERT OSTERLOH has been booked for the Randolph Scott starrer, "Wild Bill Doolin." CHARLES KEMPER has been signed for a supporting role in the picture being directed by Gordon Douglas for Producer Harry Joe Brown.

ADELE JERGENS has been set to co-star with Jon Hall in "The Mutineers."

A top featured spot goes to MARY BETH HUGHES in "The Devil's Henchmen," starring Warner Baxter. Seymour Friedman directs for Producer Rudolph Flothow. MIKE MAZURKI has been pacted for a heavy role.

Independent

Producer Sam Baerwitz has inked BARBARA BILLINGSLY and STEVE BRODIE to play the feminine lead and chief heavy respectively in Belsam Productions' "Triple Cross," toplining Tom Conway.

GEORGE O'BRIEN and RUTH CLIFFORD joined the cast of Argosy's "She Wore a Yellow Ribbon."

Metro

AUDREY TOTTER will play opposite Peter Lawford in "Vespers in Vienna," to be directed by George Sidney for Producer Cary Wilson.

JUNE BOOTH and WALTER RODE have been signed to play bride and groom in "The Great Sinner," starring Gregory Peck and Ava Gardner.

Monogram

Producer Walter Mirisch has set JOHNNY SHEFFIELD and PEGGY ANN GARNER for the starring roles in "Bomba, the Jungle Boy," with Ford Beebe directing. Other castings include ONSLOW STEVENS, CHARLES IRWIN, SMOKI WHITFIELD and MARTIN WILKINS.

RHYS WILLIAMS has been inked for an important spot in the Lloyd Nolan, Jane Wyatt and Audie Murphy starrer, "Bad Boy," with Kurt Neumann directing for Producer Paul Short. Important supporting roles have been set for GEORGE BEBAN FLORENCE AUER and SELENA ROYLE.

Paramount

CAROLE MATHEWS has been cast for a supporting role in "Bitter Victory." GEORGE REEVES was inked for the Hal Wallis picture, toplining Robert Cummings, Lizabeth Scott, Diana Lynn and Eve Arden, with William Dieterle directing.

DEAN WHITE joins the cast of "A Mask for Lucretia," starring Paulette Goddard, John Lund and Macdonald Carey. Mitchell Leisen directs for Producer Richard Maibaum.

RKO

JEFF DONNELL has been signed for the feminine lead opposite Tim Holt in "Stagecoach Kid." Others added to Producer Herman Schlom's cast are RICHARD BRAY and JOSEPH SAWYER. Lew Landers directs. CAROL HUGHES has been signed for the second feminine lead.

JAMES EDWARDS, Negro stage actor, has been handed a top spot with Robert Ryan in "The Set-Up."

Republic

EDDY WALLER has been signed for the chief comedy characterization in "Sheriff of Wichita," forthcoming Allan "Rocky" Lane western. R. G. Springsteen directs and Gordon Kay is the producer. LYN WILDE has been signed for the femme lead.

ROY BARCROFT has been assigned the chief heavy role in the Allan "Rocky" Lane starrer, "Sheriff of Wichita."

United Artists

Stanley Kramer has inked MARILYN MAXWELL for the feminine lead opposite Kirk Douglas in Screen Plays' "Champion." Mark Robson directs.

PHILIP AHN has been signed for a Chinese character role in Harry M. Popkin's "Impact," starring Brian Donlevy and Ella Raines. Arthur Lubin directs.

Universal-International

ESTHER DALE and ISABELLE O'MADIGAN, who portrayed Mrs. Hicks and her mother in "The Egg and I," have been signed for the same roles in the sequel, "Ma and Pa Kettle," with Marjorie Main and Percy Kilbride in the title roles. HELENA CARTER has been set for the romantic lead opposite Richard Long.

MARC LAWRENCE and ANN DORAN have been signed for featured roles in Producer Leonard Goldstein's "Calamity Jane and Sam Bass."

Radio comedienne SARA BERNER has been pacted for a comedy lead in "The Amboy Dukes."

Warners

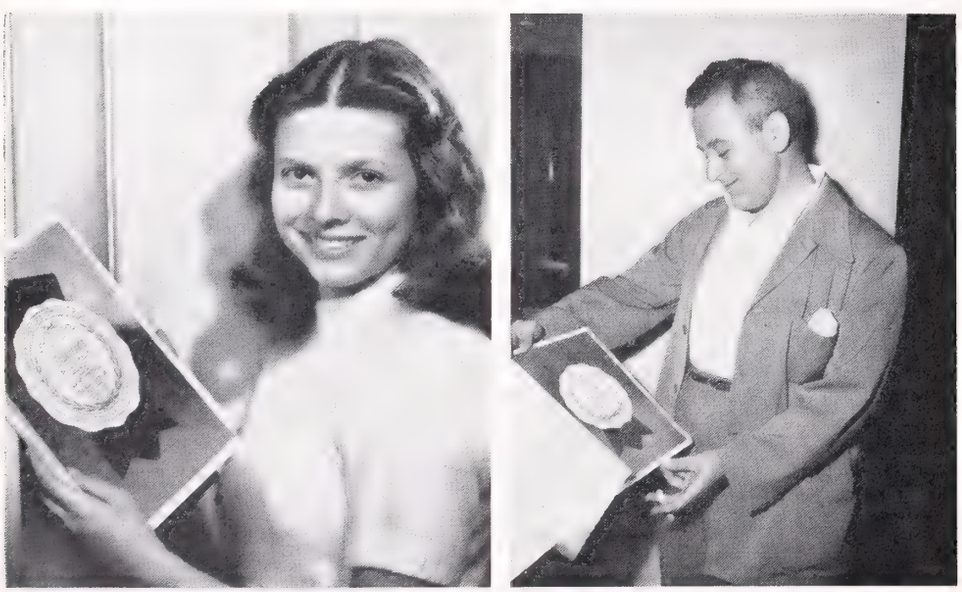
HARRY WOODS has been set for an important spot in "Colorado Territory." Added to the cast are PAUL KRUGER and HELENE HILL.

RHYS WILLIAMS has been secured for an important role in the Danny Kaye starrer, "Happy Times," directed by Henry Koster and produced by Jerry Wald.

Femme lead opposite Gary Cooper in "Task Force" has been assigned to PAT NEAL. Delmer Daves directs for Producer Jerry Wald. JULIE LONDON has been signed to a long term contract and cast in the Gary Cooper starrer. WALTER BRENNAN portrays an officer friend of Cooper's in the same picture. RAY MONTGOMERY dons the garb of a sailor for his role.

VIVECA LINDFORS has been set to star opposite Kent Smith, Janis Paige and Robert Douglas in "Deadlock," with Richard Bare directing for Producer Saul Elkins. ROBERT DOUGLAS joins Kent Smith and Janis Paige in the leading roles.

CAROL BREWSTER joins the cast of the Joan Crawford starrer, "Flamingo Road."



BLUE RIBBON RECIPIENTS—Blue Ribbon Awards, presented by BOXOFFICE, were in order when the National Screen Council voted Producer Samuel Goldwyn's "The Best Years of Our Lives" the best picture going into general release in August 1948. Distributed by RKO Radio, the highly-praised film was given roadshow treatment during the 1947-48 season. Shown at left with the Blue Ribbon Award she earned for her role in the picture is Cathy O'Donnell, now under contract to David O. Selznick. At right is Director William Wyler, presently filming "The Heiress" at Paramount.

Scripters

Metro

HELEN DEUTSCH has been set to script H. Rider Haggard's novel, "King Solomon's Mines."

SYD BOEHM will script "Scene of the Crime," from an original by August Vollmer.

DOROTHY COOPER and JERRY DAVIS have been assigned to develop the Joe Pasternak production, "Royal Hawaiian."

RKO

WALTER REISCH is doing a polish job on "Secrets," the upcoming Samuel Goldwyn production, which will co-star Dana Andrews and Teresa Wright.

Republic

NAMAN HALL is doing a script polish job on the George Brent-Jane Russell co-starrer, "Montana Belle."

Universal-International

KARL TUNBERG was assigned to write the screenplay for and produce his own original story, "Marriage by Proxy," a sophisticated comedy laid in New England and the South Seas.

Story Buys

Metro

John Klorer's suspense murder yarn, "Tension," has been purchased. Robert Sisk will produce.

Technically

Metro

WALTER STROHM and JOE RUTTENBERG have been set as unit manager and cameraman, respectively, on "Forsyte Saga." DANIEL B. CATHCART has been assigned as unit art director for the Leon Gordon production.

Cameraman on Jack Cummings' production of "The Stratton Story" will be HAROLD ROSSON.

JACK GERTSMAN has the assistant director stint

on "The Secret Garden," directed by Fred M. Wilcox and produced by Clarence Brown.

CHARLES ROSHER will lens "Neptune's Daughter," which Edward Buzzell directs for Producer Jack Cummings. JACK GREENWOOD has been named assistant director on the forthcoming musical.

Monogram

Production crew assigned to "Bomba, the Jungle Boy" includes MELVILLE SHYER, assistant; WILLIAM SICKNER, camera; TOM LAMBERT, sound, and ROY LIVINGSTON, cutter.

Paramount

WILLIAM MULL was named assistant production manager on the forthcoming Bob Hope starrer, "Easy Does It." HAL CLIFTON and LEN HENDRY have been assigned as dialog directors on the forthcoming picture which Alexander Hall directs for Producer Edmund Beloin. ALVIN GANZER has been assigned as assistant director.

CHARLES B. LANG JR., director of photography, had his option lifted for another year.

OSCAR RUDOLPH has been assigned as first assistant director for "Top O' the Morning."

DR. FREDERICK WILLIAM LOOMIS, author of the original on which "Bitter Victory" is based, has been signed as technical advisor on that film. RUDY McKOOL draws the dialog director assignment.

Screen Guild

Lensman on Ron Ormond's "Son of a Gunman" will be ERNEST MILLER. HUGH WINN has been assigned to do the editing and WALTER GREEN will handle the music.

20th-Fox

Cameraman LLOYD AHERN had his option picked up for another year.

Dance director on "You're My Everything" will be NICK CASTLE.

United Artists

Cameraman FRANZ PLANER was signed by Screenplays, Inc., for the lens work on "Champion."

Producer Edward Nassour has inked JOE GILPIN as production manager on the Abbott and Costello starrer, "Africa Screams."

Warners

ROBERT BURKS and WILFRED M. CLINE have been assigned to handle the photography on "Task Force."

Title Changes

Columbia

New tag on the Randolph Scott starrer, "The Doolin Gang," is WILD BILL DOOLIN.

Warners

The Viveca Lindfors-Kent Smith starrer, "Deadlock," has been retagged THIS SIDE OF THE LAW.

Dinner to Honor Schary

HOLLYWOOD—Dore Schary, vice-president in charge of production at Metro, was named "Our Man of the Year" by the Wilshire Juniors, women's auxiliary of Mt. Sinai hospital and clinic. Chosen for his "outstanding philanthropic work on behalf of the sick, aged and underprivileged," Schary will be honored at a testimonial dinner to be staged November 1 by the auxiliary at the Cocoanut Grove.

Reissue Housing Film

HOLLYWOOD—"Johnny Doesn't Live Here Any More," produced by the King Brothers in 1944, will be reissued by Monogram on its 1948-49 schedule. The topical subject, dealing with the housing problem, stars Simone Simon, James Ellison, William Terry and Robert Mitchum.

Ray Milland Back to Para

HOLLYWOOD—Suspended some weeks ago for refusing to accept a role in "A Mask for Lucretia," Ray Milland goes back on salary at Paramount with a co-starring part opposite Betty Hutton in the upcoming "A Broadway Story." John Farrow will meg the Robert Fellows production.

Krasne Rents Whole Wild West Town For Production of Western Series

NEW YORK——At a time when producers are seeking reductions in costs without sacrifice in quality, Philip N. Krasne, maker of westerns for United Artists release, has come up with something out of the ordinary. He has obtained the franchise to an entire town in California mountain and desert terrain and already is moving production there from Hollywood. Every activity in the town will be related to the making of Krasne westerns.

VARIED SCENIC LOCATION

The town is Pioneertown. It is located in the San Bernardino mountains 125 miles southeast of Hollywood and 30 miles from Palm Springs, and is 4,500 feet above sea level.

Krasne talked about it enthusiastically at luncheon October 15 at Toots Shor's restaurant. On the outskirts, he said, are varied scenic formations. Snow-capped mountains, green valleys and desert area as all within easy reach. But that is only part of the story.

Pioneertown came into being a year and a half ago when a development company began making a resort area out of it, putting up 27 buildings including a hotel, corral, residences and various business places, all of railroad ties. The population at the time Krasne came into the picture was 350.

SAVES ON COSTS

Krasne's "best guess" is that by centralizing production there and using local resources, he can save one-third of what he has been spending on his westerns, and he will use the saving to put more production on the screen. He estimates that each of the 24 westerns he is making for United Artists, at the rate of eight a year, will average $100,000 in cost and take 13 days' shooting time. Incidentally, he said that for the present at least he will produce only with theatre use in mind. There are no television plans in his portfolio.

Krasne has built a sound stage in the town, equipped with all necessary apparatus. He has bought $150,000 worth of sets from Enterprise Studios and has fitted them in among the original rough buildings along the main street in such a way as to make a complete western village. So that there will be no interference with production, all other work in the town will stop at his bidding, and automobiles, including those of tourists, will be allowed use only of back streets.

Krasne enumerated some of the production advantages of Pioneertown over Hollywood so far as westerns are concerned. Among them are the lodging of key personnel in the town, including principal players and extras, and technicians such as electricians, thus saving transportation costs. He estimated that while an extra in Hollywood may be paid only $16.50 a day, other expenses incident to his employment, such as food and transportation, bring the cost to around $50 a day.

LOCAL CITIZENS IN CAST

He will save a considerable sum, too, he said, on renting horses, obtaining them from a local riding academy and thus avoiding the expense of renting them in Hollywood and then taking them on location in three or four large rented vans.

Local business people will provide the clothes, make-up, etc., required and will appear before the cameras. One of them, he said, will be a striking character, Cactus Jim, who presides over the Red Dog saloon. The wardrobe man will be the owner of the local cleaning and dyeing establishment. Local capital with Krasne's assistance is building a theatre which, besides showing films on an entertainment basis, will be a place where he can develop his film and see the rushes.

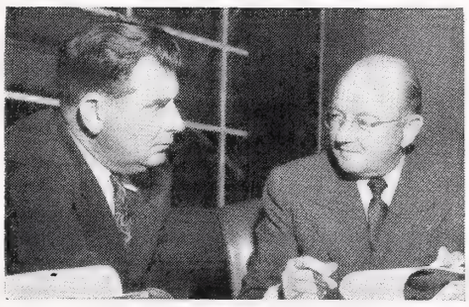
But one of the advantages that seemed to interest Krasne most is the fact that airplanes detour the region because of tricky mountain down draughts, thus eliminating what he said is one of the most irritating and expensive aspects of outdoor shooting —airplane noises. Producers in the Hollywood belt, he said, lose one-third of their shooting time because of sound interference from the sky.

NO SALARY CUTS

Lowering of production costs for the sake of his pocketbook is not Krasne's main objective. Budgets and personnel, he said, will not be slashed but the money saved will go to enrich the pictures. These again will have a full complement of actors and locale, particularly in the use of extras whose number has been reduced recently because of other than salary costs.

"High salaries," said Krasne, "are not the main cost of making a film. It will not be necessary for me to reduce anyone's pay. The extra who got $16.50 in Hollywood will get $16.50 in Pioneertown. I'll save on incidental expenses. So there will be no union objections."

Krasne already has negotiated with other producers for their use of Pioneertown as soon as his own Cisco Kid schedule will permit. He has completed "The Valiant Hombre" and "Gay Amigo" and will begin work on the third in the series in a month. He said there is no general industrial significance in his departure from Hollywood.



COLOR TECHNICIANS, LENSERS MEET—Charles G. Clarke (left), president of the American Society of Cinematographers, chats with A. Pam Blumenthal, board chairman of Cinecolor, at a recent meeting at which ASC members were hosted by Cinecolor at the latter's Burbank plant. More than 100 lensers gathered for a buffet dinner, after which latest developments in Cinecolor film were screened. Program was the second in a series planned by the color company for various production guilds.

London Report

By JOHN SULLIVAN

AT THE GENERAL COUNCIL meeting of the Cinema Exhibitors' Ass'n held in London last week a resolution was unanimously passed by the delegates that exhibitors in England should be asked not to play any films with which Ben Hecht was connected. As a result of this, letters were sent from the CEA to distributors advising them of the resolution and asking them to withdraw such pictures from circulation. The three latest films at present in circulation in Great Britain are "Kiss of Death," "The Miracle of the Bells" and "Ride the Pink Horse." This may be taken as an indication of the anger which Hecht arouses in the minds of the English. For some time, suggestions have been made in trade and lay newspapers that this action should be taken and in the case of the three films mentioned distributors had actually removed Hecht's name from the credit titles. Such action did not, of course, have the effect of hiding his connection since many of the national press film critics read the American trade papers and are aware of his screen play credits.

It should not be assumed that there is any political significance in this move. It is rather a feeling of irritation on the part of the exhibitors themselves and it should be remembered, too, that of the 3,500 independent cinema owners who make up part of the membership of the CEA, a very large proportion are Jewish and most of the strongest protests against Hecht come from British Jews.

* * *

OPENING LAST WEEK at the Odeon, Marble Arch, is the latest Two Cities Film "Woman-Hater," produced by William Sistrom, directed by Terence Young and starring Stewart Granger and Edwige Feuillere.

This is the first attempt by Granger at a modern comedy and marks a courageous experiment. For some time he has been starred in heavy drama and although his popularity at the boxoffice apparently remains unchanged there have been constant adverse criticisms of his work which, in our opinion, is due rather to bad casting than to Granger himself.

The present picture is not technically as good as it might be. Although the photography and settings are up to standard, the script itself shows signs of a lack of care in construction, the whole subject is treated so light-heartedly that it disarms criticism. The story deals with young Lord Datchett who believes that a French film star's repeated statements that she hates men and wants to be alone are just publicity. He offers her the hospitality of his country house, but stays on there under an assumed name in an attempt to disprove her publicity legend. After a series of misunderstandings the couple falls into the conventional clinch at the end.

It should be remembered that producers in England have built up what might be described as a Granger legend. He is tall and very well built and most of his publicity is based on the "he-man" angle. A constant succession of stills goes out to papers showing. Granger on horseback, Granger boxing and so on. It is noteworthy, therefore, that in "Woman-Hater" he himself debunks the Granger legend in several sequences. We see him being thrown from his horse and falling face downwards in a pool of mud; being knocked out by the mast of a small boat and towed to the shore by the girl he is attempting to rescue, and so on.

He shows throughout a fine sense of comedy and he is very ably abetted by Edwige Feuillere, the French actress who came to England to make this film, and by Ronald Squire, who plays his butler, and Jeanne de Casalis in her character as the maid of the French film star. In our opinion, this is a first-class boxoffice picture for England and trimmed by about ten minutes should do good business in the U.S.

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A DEAL HAS BEEN THRASHED out between the general purposes committee of the CEA and Rank's General Film Distributors, whereby their booking terms have been made more suitable for the independent exhibitor. Under the new agreement which has not yet been ratified the percentage for a complete program, which will include second feature or an allowance for this, has been fixed on a sliding scale with breaks at 45, 40 and 33⅓ per cent with 50 per cent being the maximum for a full program.

A last-minute hitch developed when the president of the CEA—B. T. Davis—wrote to Sir Arthur Jarratt, managing director of British Lion which distributes the Korda product, and told him that he was holding over contracts with British Lion until the Rank agreement had been signed. Sir Arthur Jarratt was justifiably annoyed at this and protested that he was not bound by the actions of any other distributor and that if this was intended to apply to all distributors of British product it was a matter to be handled at top level by the British Film Producers Ass'n. At time of writing, however, it seems that the trouble has now been resolved.

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STARTING NEXT WEEK at Alfred Shipman's Riverside Studios is the N. A. Bronsten production, "Spotlight," which is based on a story by Alec Coppel. For some time Bronsten has been engaged in script conferences with the director of the film, Ed Ward Dmytryk, who has been in England for some months. The announcement of Dmytryk's appointment as director of the film was made quite recently and was probably delayed for reasons of policy.

Although Bronsten's previous production, "Silent Dust," is being distributed by Associated British the new picture will be handled by British Lion which means, of course, that it will presumably get an ABC booking just the same.

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SO FAR MORE THAN A DOZEN applications have been made to the Film Finance Corp. for the loan of government money to make a film and James Lawrie—the man appointed by the government to administer the corporation—has given some details of how he will work. First, the company does not intend to provide the whole amount for a picture or group of pictures. What it hopes to do is to give other backers confidence by making up the sum necessary. Then the distributor who borrows the money must make an estimate beforehand of the probable earnings of the picture both in the home market and the overseas market, and while the money is on loan the company will check that it is being used wisely. The money will be loaned at a minimum of 4 per cent interest, the company taking a mortgage on the picture.

* * *

ALFRED HITCHCOCK has completed "Under Capricorn," which he has been making at MGM British studios in a total of 55 shooting days. This is a very fine record for England and, indeed, for any other country for the total running time of the picture is nearly two hours and it is filmed in Technicolor.

With a five-day week operating in England the schedule, therefore, runs 11 weeks and a very ordinary black and white production at most studios here takes 13 weeks, with the better pictures running to 16 and the "epics" to 26. Now that the picture is completed, Alfred Hitchcock has returned to the U.S.A., Ingrid Bergman has left for Sweden and Joseph Cotten for Vienna, where he is making "The Third Man" with Carol Reed directing.

Scophony, Ltd., Denies Antitrust Accusations

NEW YORK—Scophony, Ltd., British defendant in the Scophony television patents antitrust suit, has denied U.S. charges in its reply filed here with the district court. The company, along with Paramount, General Precision Equipment Corp. and Scophony Corp. of America, has been accused of participating in illegal licensing agreements with its co-defendants.

The suit was filed in December 1945. The other companies denied the charges in the spring of 1946. Scophony, Ltd., however, won a district court dismissal from the case on the grounds it was a foreign corporation not doing business in the U.S. Last April the supreme court overruled this decision on appeal by the Department of Justice. Scophony once again became a defendant and had to file a reply to the charges.

Consent decree negotiations among the defendants and the Department of Justice are still in progress. Latest reports said they were being held up by refusal of Scophony, Ltd., to accept some of the terms.

Arthur Levey, president of SCA, has agreed to drop his $1,500,000 triple damage and $270,000 damage cross complaints against Paramount and General Precision, but not against Scophony, Ltd. This is one of the terms of the consent degree conditioned upon transfer of SCA stock held by Paramount and GP in SCA to Levey.

George Weltner to Visit Italy, London, Paris

NEW YORK—George Weltner, president of Paramount International, who sailed for Europe October 15, plans to visit every large city in Italy for survey purposes. Weltner, who plans to spend six to eight weeks overseas, will also visit London, Paris and Switzerland.

'Station West' Actors To Chicago Opening

HOLLYWOOD—Replete with such appurtenances as personal appearances by film luminaries, a torchlight parade and a mammoth stage show, RKO's Dick Powell starrer, "Station West," was given world premiere treatment October 19 at the Palace Theatre in Chicago. Making the trek from Hollywood for the event were Jane Greer, Lucille Ball, Agnes Moorehead, Guinn "Big Boy" Williams, Gordon Oliver and Jack Paar. First night's receipts went to a benefit fund for the Chicago Herald-American.

Following the premiere the players journeyed to Milwaukee for the picture's opening at the Riverside Theatre October 20. Perry Lieber, RKO studio publicity director, accompanied the Thespians on the midwestern junket.

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Paramount's "Miss Tatlock's Millions" was given its world premiere October 21 at the Paramount Theatre in San Francisco. The opening was highlighted by personal appearances by William Holden, William Demarest, Mary Hatcher and Vivian Blaine.

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"Harpoon," produced and directed by Ewing Scott and being distributed by Screen Guild, was given its world premiere October 20 at the Olympia Theatre in New Bedford, Mass. John Bromfield, star of the film, made a personal appearance in conjunction with the opening.

Sebe Goodlett, 53: Dies; Star NSS Salesman

DENVER—Sebe Goodlett, 53, salesman for National Screen Service, and one of the best known men in the industry, died October 14 at his home here after an illness of about a month.

Goodlett was with National Screen Service 18 years as a salesman, during six of which he traveled throughout the nation before moving to Denver to take a territory that extends from Canada to Mexico. In both 1945 and 1946 Goodlett was named as the outstanding salesman of the company.

He is survived by his mother, Mrs. Alice Goodlett. His wife died seven years ago. Funeral services were held here, and burial was in Georgetown, Tex., his birthplace, where 30 years ago he entered the exhibition field.

Postpone 'Annie' Filming

HOLLYWOOD—Metro has reshuffled its schedule of upcoming Judy Garland starrers, with "Annie Get Your Gun," originally slated to roll next month, indefinitely postponed. Instead, Miss Garland will have the topline in "Good Old Summertime," Technicolor musical to start in November, with Van Johnson as co-star. The Joe Pasternak production will be megged by Robert Z. Leonard.

Producers, SPG to Meet

HOLLYWOOD—Representatives of the major producers will meet with the Screen Publicists Guild next week, resuming conferences on the SPG's request for a new working agreement. Negotiations have been tabled for several weeks while Charles Boren, labor liaison executive for the producers' association, has been on vacation.

Executive Travelers

East: Dore Schary, vice-president in charge of production at Metro, will head for New York early next month for discussions with the company's eastern executives concerning film-making plans for the 1948-49 season. Meantime Louis B. Mayer and Howard Strickling, studio publicity chief, returned from a junket to Manhattan, where Mayer huddled with Nicholas M. Schenck, president of Loew's, Inc.

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East: Joseph H. Moskowitz, eastern studio representative for 20th Century-Fox, pulled out for Gotham after a two-week stay at the studio.

* * *

East: Leon Goldberg, RKO Radio studio manager, headed for New York for home office conferences with President Ned E. Depinet and other officials.

* * *

East: Bryan Foy, Eagle Lion producer, left on a trip to Washington, D. C., New York and Montreal. Foy is gathering material for an untitled documentary soon to go before the cameras.

* * *

East: A. Pam Blumenthal, board chairman of Film Classics and Cinecolor, left for New York for conferences with Joseph Bernhard, president of the two companies. Blumenthal expected to be away for ten days or two weeks.

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East: Loren L. Ryder, president of the Society of Motion Picture Engineers and head of the Paramount studio sound department, left for Washington, D. C., to preside at the SMPE's 64th semiannual convention, to be held October 25-29.

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West: Sidney Buchman, Columbia producer, returned from a week's trip to Manhattan and has resumed preparations for gunning his next film.

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East: Producer Harry Sherman headed for New York for discussions with executives of various major companies concerning plans for distributing a new series of films which Sherman has in preparatory stages.

* * *

West: Spyros Skouras, president of 20th Century-Fox, planed in from Gotham for studio huddles with Darryl F. Zanuck, Joseph M. Schenck and other company toppers.

* * *

East: Sidney Solow, general manager of Consolidated Film Laboratories, planed for Washington, D. C., to attend the semi-annual convention of the Society of Motion Picture Engineers. Solow is chairman of the SMPE's Pacific coast section.

Lubee Named Manager

WILMINGTON, CALIF.—Kenneth Lubee has been named manager of the Fox Avalon Theatre here succeeding Harry Bushmiaer, who was transferred to the Fox Strand at San Pedro. Lubee formerly was assistant at the Fox Grand here and more recently was house manager at the Crest in Long Beach.

Police, Manager Startle Each Other in Search

COLORADO SPRINGS—The police and the manager of the Ute Theatre had a few exciting moments recently before they discovered, to their mutual satisfaction, that they were alarmed about nothing. Officer Robert Larsen, checking his business area, found the door to the Ute open six inches. He called headquarters for reinforcements, and, joined by another officer, made his way into the theatre.

Meanwhile, inside the showcase, Manager Ivan E. Hoig was making a final check by flashlight before going home. He heard the officers enter and started toward them, the flashlight beaming. They met in the middle of the theatre and identified themselves before any commotion started.

Drive-In Theatre and Cafe Opened by Tony Colosmo

ANAHEIM, CALIF.—The Don Juan Drive-in Theatre restaurant, unique among west coast airers, was opened here recently by owner Tony Colosmo. The theatre-restaurant combination has accommodations for 1,000 persons on the two-acre site and incorporates a conventional dining room, a conventional drive-in and a special drive-in theatre area where a large staff of carhops serve the customer while he is watching a free motion picture.



T. F. MURPHY—Secretary, Hubbard and Murphy Theatres, Raton—Clayton, New Mexico—writes:

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To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.



Australia's 1,600 Theatres Yield $9,600,000 Annually to the U.S.

By WILLIAM BEECHAM
Australian Bureau BOXOFFICE

PERTH, W. A.—A recent survey shows that there are now some 1,600 picture theatres in Australia, yielding approximately 17,000,000 pounds in revenue each year, of which about 2,000,000 pounds, $9,600,000 at par, goes to the United States. About 5 per cent of these theatres are in the capital cities, some 29 per cent are located in suburbs and the remaining 66 per cent are in rural areas. In addition there are over 50 touring exhibitors traveling the various states.

* * *

The film industry throughout Australia has been deeply shocked by the death of Mrs. Norman B. Rydge, wife of the managing director of Greater Union Theatres, Ltd., and her 5-year-old son. Both were found dead recently in the gas-filled laundry of their luxurious home at Vaucluse (Sydney). Sympathy to Rydge, who has won a high regard here for his ability and courtesy.

* * *

With all the talk from so-called "experts" on the type of films which children prefer, a recent quiz conducted in Perth showed that all children questioned liked "horror" films, and that girls enjoyed them equally as much as boys. Other favorites were cowboy and pirate pictures. Yet "authorities" still persist in saying that youngsters like educational pictures.

* * *

"The Iron Curtain" still is responsible for a number of Communist disturbances here. At the Capitol Theatre, Melbourne, recently, about a dozen men distributed pamphlets attacking Hollywood to a crowd leaving the theatre. The men were escorted from the theatre by police although no arrests were made. Members of left-wing organizations in Sydney recently protested to Ernest Turnbull, managing director for Hoyts Theatres, but they were told that the film would be screened in the normal way. In Queensland, the Communist-dominated Brisbane Trades and Labor Council has advised members and families of trades unions to boycott the film completely.

* * *

In New South Wales, cinemas are open on the afternoon and night of Anzac day, and it is expected that Queensland exhibitors will try to obtain permission to do likewise in that state next year. But in western Australia, the Returned Servicemen's league, which is in charge of Anzac day functions, decided at its recent annual congress that no sports or entertainments would be held on Anzac day, 1949. Some 250 delegates, representing about 20,000 members, voted on the question and the decision carried by only three votes.

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"The Gay Mrs. Trexel," which was banned in Sydney eight years ago, has now been released for public screening.

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Union Theatres (Victoria), Ltd., owners of the States Theatre, Melbourne, reported a net of 7,655 pounds for the year, compared with the 7,598 pounds for the previous 12 months. Rents were stationary at 20,800 pounds for the fifth consecutive year, but expenses were lowered from 13,202 pounds to 13,145 pounds.

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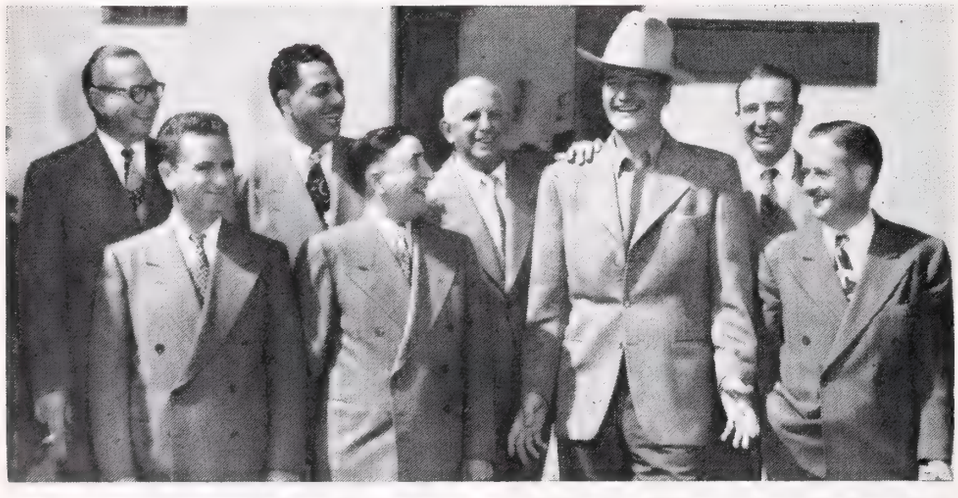
"Always Another Dawn," produced by the McCreadie Bros., received its initial screening recently at the Embassy Theatre, Sydney. Some 200 ratings from H.M.A.S. Australia marched through the city streets to the theatre and rear admirals Moore and Farncombe were among the guests present. The film will be released to the trade within a few weeks.

* * *

For the year commencing Jan. 1, 1949, the minimum proportion of Australian quota films which must be acquired by an Australian distributor for the purpose of his business, and made available for distribution during the year, has been fixed at 3 per cent. The minimum proportion of Australian quota films which must be exhibited by an Australian exhibitor during the year has been fixed at 2½ per cent. The minimum proportion of British quota films which must be exhibited by an Australian exhibitor in the year commencing July 1, 1949, has been fixed at 15 per cent.

* * *

Publicity men here often find the going hard. Recently, in the Melbourne police court a man was fined 1 pound for having carried an advertising board contrary to a bylaw. Evidence disclosed that he was mounted on stilts, and was wearing a black gown with hood and mask. He carried boards bearing the wording: "Frankenstein is Dead, But His Ghost Lives On." A constable stated that "the man appeared to frighten children."



REPUBLIC MEETING AT STUDIO—During a recent Republic sales meeting at the company's studio to begin the tenth anniversary sales drive honoring J. R. "Jimmy" Grainger, executive vice-president in charge of sales and distribution, the men posed for this picture with Herbert J. Yates, president of Republic, and John Wayne, one of the studio's top stars currently appearing in "Wake of the Red Witch." Rear, from left to right: Ralph Carmichael, San Francisco; George Mitchell, Portland; Yates; Earl Collins, Los Angeles. Front row: Thomas McMahon, Salt Lake City; Gene Gerbase, Denver; Wayne; Paul McElhinney, Seattle.

Fete Ish White, Salesman, Retiring After 32 Years

LOS ANGELES—Retiring after 32 years with Paramount, Ish White, veteran film salesman, was guest of honor at a testimonial dinner given him by the local Colosseum of Motion Picture Salesmen and Tent 25, Variety Club of Southern California. The affair was held at the Rodger Young auditorium.

Emcee was Bob Quinn, radio artist, while Billy Sobelman, southland exhibitor, entertained with songs, impersonations and stories. Presentation of a token of appreciation and goodwill—two $100 government bonds—was made to White by Dave Bershon.

In his "thank you" speech White recalled the days of the early silents, the first sound films and the development through the years of the present talking picture.

Industry veterans in attendance to pay their respects to White included Betsy Bogart, Irving Carlin, Johnny Young, Frank Grant, Chet Black, Bernie Lustig, Guy Gunderson and many other exhibitors and exchange workers.

Screen Guild Franchise Bought by R. O. Wilson

PORTLAND, WASH.—R. O. Wilson has announced the purchase of an interest in the Oregon and Washington franchise of Screen Guild Productions. Mort Bramson and Wilson will operate Portland and Seattle offices of Screen Guild Productions. Wilson has been active in motion picture distribution in this area for 19 years, four of them as a salesman for 20th Century-Fox, a year as an exhibitor in Lewiston, Ida., four years as salesman for U-I and ten years as branch manager here, also for Universal Pictures.

'Best Years' Goes to Six Houses for Regular Run

LOS ANGELES—In keeping with Samuel Goldwyn's decision to sell away from National Theatres due to inability to reach satisfactory terms, "The Best Years of Our Lives" has been booked into the four local Music Halls and the Pan-Pacific Theatre for its regular priced run. The picture also is set for the United Artists in San Francisco. The houses are operated by Sherrill Corwin and Sol Lesser.

"Lives" will open in the six spots either over the Christmas or New Year's holidays.

SCTOA Establishes Conciliation Plan

LOS ANGELES — Conciliation machinery for the benefit of members of the Southern California Theatre Owners Ass'n has now been set up and exhibitors on the SCTOA roster who have "meritorious complaints" are strongly urged to make use of the program.

Drafted by Harry Vinnicof, independent circuit owner here, the conciliation plan was recently given unanimous approval by the Theatre Owners of America, of which the SCTOA is an affiliate.

In a bulletin to the SCTOA membership, Paul Williams, general counsel for the organization, emphasized that "in order to effectively carry out the program as laid out for the benefit of our members, it is imperative that any member who has a meritorious complaint is urged and should have no hesitation in presenting same to the association in writing."

Williams hailed the machinery as "a practical plan conceived in the interest of exhibitors."

Members of the SCTOA's conciliation and grievance committee include Williams, Vinnicof, George Bowser, B. J. Leavitt, Gus Metzger and Russell Rogers, with Dick Dickson, Arnold Schaak, Bill Srere, Sidney Wieder and Cecil Vinnicof as alternates. The plan calls for the filing with the SCTOA of a written statement of alleged grievances against a producer, distributor or another exhibitor. The committee then studies the complaint, determines whether or not it is meritorious, and, if in the committee's opinion there is a basis for action, proceeds to make an appointment with representatives of the producer, distributor or exhibitor to canvass the situation thoroughly and attempt to adjust and eliminate the causes of complaint.

Williams emphasized that in filing any complaint, "the fundamental and underlying purpose that should be adhered to and agreed upon by both sides" is that all disputes should be considered "in a spirit of fairness and open-mindedness."

Adult Night Set Aside At Vacaville Theatre

VACAVILLE, CALIF.—Dom I s a b e l l a, owner and manager of the local theatre, has recognized adult tastes in motion pictures by setting aside Wednesday night as adult night. Isabella emphasized that the adult night did not mean pictures were off color, but rather that they were pictures adults might enjoy because of their greater experience with life. Some of the films he classified as adult entertainment were "Another Port of the Forest," "Deep Valley," "Berlin Express" and "Letter From an Unknown Woman."

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'Red River' Gets 200 To Top Los Angeles

LOS ANGELES—Business ran the gamut from the sublime to the near ridiculous among first run houses, with patronage ranging all the way from a smashing 200 per cent on "Red River" to a meagre 55 per cent on "Isn't It Romantic?" Second money went to "Johnny Belinda," which, off to a flying start with a formal world premiere, netted 175 per cent in its first stanza.

(Average is 100)

Belmont, Culver, El Rey, Orpheum, Vogue—**Sofia** (FC); **Miraculous Journey** (FC) 90
Chinese, Loyola, State, Uptown—**Cry of the City** (20th-Fox); **Smuggler's Cove** (Mono) 130
Guild, Iris, Ritz, Studio City, United Artists—**The Saxon Charm** (U-I); **S.O.S. Submarine** (SG), 2nd wk. 90
Downtown, Hollywood Paramounts—**Isn't It Romantic?** (Para) 55
Egyptian, Wilshire, Los Angeles—**Julia Misbehaves** (MGM), 2nd wk. 100
Four Music Halls, Pan-Pacific—**Red River** (UA) 200
Pantages, Hillstreet—**The Loves of Carmen** (Col), 2nd wk. 100
Warners Downtown, Hollywood, Wiltern—**Johnny Belinda** (WB) 175

'Peggy' Gross High at 160 In San Francisco

SAN FRANCISCO — Tops for the week went to the Fox Theatre with the opening of "Apartment for Peggy" with a loud 160 per cent. Second spot honors were split between the Paramount and the State, both with 150 per cent, for openings of "Sorry, Wrong Number."

Esquire—**Sofia** (FC); **Miraculous Journey** (FC) 80
Fox—**Apartment for Peggy** (20th-Fox); **Night Wind** (20th-Fox) 160
Golden Gate—**Bring 'Em Back Alive** (RKO), reissue; **Design for Death** (RKO) 100
Orpheum—**The Saxon Charm** (U-I); **The Gentleman From Nowhere** (Col) 125
Paramount and State—**Sorry, Wrong Number** (Para) 150
St. Francis—**Rope** (WB), 2nd wk. 125
United Artists—**Moonrise** (Rep); **Train to Alcatraz** (Rep), 2nd wk. 120
United Nations—**The Mozart Story** (SG) 120
Warfield—**Luxury Liner** (MGM); **Fighting Back** (20th-Fox), 2nd wk. 120



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Second Week of 'Rachel' 170 To Lead in Seattle

SEATTLE—There was much rejoicing here as six theatres hit 100 per cent or better. The leader was "Rachel and the Stranger" with 170 in its second week at the Coliseum. Tops among the newcomers was "Rope" with 150 at the Orpheum.

Blue Mouse—**Mr. Blandings Builds His Dream House** (SRO); **Shed No Tears** (EL), 4th d. t.wk. 120
Coliseum—**Rachel and the Stranger** (RKO); **Mystery in Mexico** (RKO), 2nd wk. 170
Fifth Avenue—**Pitfall** (UA); **Close-Up** (EL) 75
Liberty—**Sorry, Wrong Number** (Para); **Black Eagle, the Story of a Horse** (Col), 2nd wk. 90
Music Box—**Duel in the Sun** (SRO); **Code of Scotland Yard** (Rep), 2nd d. t. wk. 100
Music Hall—**Luxury Liner** (MGM); **Night Wind** (20th-Fox), 2nd wk. 150
Orpheum—**Rope** (WB); **Behind Locked Doors** (EL) 150
Palomar—**The Crusades** (Para), reissue 80
Paramount—**The Loves of Carmen** (Col); **The Gentleman From Nowhere** (Col) 125

Gross of 160 for 'Peggy' At Portland Orpheum

PORTLAND—"Apartment for Peggy," bowing in at the Orpheum here, grabbed first place in the week's grosses with a neat 150 per cent, while "Rachel and the Stranger" in its third week ran a close second at 140.

Broadway—**Summer Holiday** (MGM); **Gay Ranchero** (Rep) 110
Mayfair—**Flying Tigers** (Rep); **Flame of the Barbary Coast** (Rep) 100
Music Box—**Rachel and the Stranger** (RKO); **Mystery in Mexico** (RKO), 3rd d. t. wk. 140
Orpheum—**Apartment for Peggy** (20th-Fox); **Escape** (20th-Fox) 150
Paramount—**Race Street** (RKO); **Guns of Hate** (RKO) 90
Playhouse—**Sorry, Wrong Number** (Para); **Adventures of Casanova** (EL), 2nd d. t. wk. 120
United Artists—**Luxury Liner** (MGM) 120

'Good Sam' Scores 140 To Lead Denver Trade

DENVER—"Good Sam," showing at the Orpheum, had no trouble in copping top percentage as well as top money, and rated a holdover.

Aladdin—**Forever Amber** (20th-Fox) 150
Broadway—**Lost Week-End** (Para); **Sun Valley Serenade** (20th-Fox) 65
Denham—**Dream Girl** (Para) 95
Denver and Esquire—**Arch of Triumph** (UA); **Music Man** (Mono) 115
Orpheum—**Good Sam** (RKO) 140
Paramount and Webber—**Black Arrow** (Col); **Lulu Belle** (Col) 128
Rialto—**Two Guys From Texas** (WB); **Daredevils of the Clouds** (Rep), 5th d. t. wk. 125

San Francisco Is Fourth In Monogram-AA Drive

SAN FRANCISCO—Fourth prize in Monogram-Allied Artists' recent Billings drive, which ended July 30, went to the San Francisco exchange, which was awarded $500. First prize of $1,500 went to Cincinnati, with Milwaukee placing second and receiving $1,000; third, Oklahoma City, $750; and fifth, Atlanta, $250.

Special School Shows

SPOKANE, WASH.—Tickets for five special school performances of the Black Hills production of "The Passion Play" at the Post Theatre October 29-November 4, will be given to Spokane schools on a proportionate basis.

Two Week Run Ends With Ban on 'Rope'

SEATTLE—After playing 13 days at Hamrick-Evergreen circuit's Orpheum Theatre, "Rope" was banned from further showings here by the city censor board. Bernard Reiter, chairman of the board, said the closure was ordered after a number of complaints had been received from civic organizations. He said the main objections were that it was not made clear in the picture that the guilty were punished for their crimes and that it was not a proper picture for "children and impressionable adults."

Ordinarily, "Rope" probably would have finished out its full two-week run and then moved to either the Blue Mouse or the Music Box. Asked to explain why the picture was allowed to run for nearly two weeks before being stopped, Reiter said:

"Once in a while a picture sneaks through, but through no fault of either the censor board or the theatre management. The board had had no negative reports on the picture before it arrived here. In fact, the Legion of Decency gave it a class A rating. The picture had been running here for some time before the majority of members of the board had had a chance to see it and before we started getting complaints."

H. B. Sobottka, Hamrick-Evergreen spokesman, said the theatres would abide by the board's decision. The last picture to run into censor trouble here was David O. Selznick's "Duel in the Sun," which was banned and then rescinded by a full vote of the nine-man board. Prior to that UA's "The Outlaw" was turned down. That order still stands and it has not been shown here.

Free Kiddy Show Staged For Fire Prevention Week

BILLINGS—Billings Jaycees and the Billings Insurance Ass'n cooperated in sponsoring a free kiddy show in observance of Fire Prevention week.

Children were urged to collect combustible trash and leave it in front of the Fox Theatre, and to present a coupon from a city paper at either the Fox or the Babcock theatre for admission to the free show.

A quiz program preceded films with prizes for contestants giving the best answers to fire prevention questions.

Theatre Gutted by Fire; Loss Totals $75,000

SPANISH FORKS, UTAH — The Angelus Theatre here, only local motion picture house, was completely destroyed by fire last Tuesday (12). The loss on building and equipment was estimated at approximately $75,000. Thirty-seven years old but recently remodeled and redecorated, the Angelus was owned by Mrs. Hannah Swenson and her son Jack. Gene Braithwaite was manager.

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DENVER

Kenneth MacKaig, United Artists branch manager, went to Kansas City for sales talks with Fred Jack, western general sales manager . . . Harold Wirthwein, assistant to the division manager, was here for conferences with C. J. Duer, Paramount branch manager . . . C. J. Feldman, western sales manager, and Foster Blake, district manager, Universal, were in town for conferences with Mayer Monsky, branch manager, and calling on major accounts.

Ralph Ayer and E. Frank Roberts, executives of the Cooper Foundation Theatres, Lincoln, Neb., and their wives went to Boulder, Colo., for the Nebraska-Colorado football game . . . Harold Dunn, Valentine, Neb., was in Denver and visited friends along Filmrow for the first time in years. His theatre, formerly serviced from here, is now serviced from Omaha.

Among those going to the Allied convention in New Orleans will be Mr. and Mrs. John Wolfberg, Denver; Mr. and Mrs. Harris Wolfberg, Denver; Mr. and Mrs. Joe Ashby, Denver; Walter Ibold, Denver; Robert Patrick, Denver; Mr. and Mrs. Robert Smith, Steamboat Springs; Mr. and Mrs Neal Beezley, Burlington, and Mr. and Mrs. Fred Lind, Rifle, Colo.; Mr. and Mrs. Lloyd Kerby, Worland, Wyo.; Mr. and Mrs. J. M. Key, Albuquerque; Mr. and Mrs. Martin Butler, Albuquerque, and John Bohana, Hatch, N. M.

Out-of-town exhibitors seen on Filmrow included John Steele, Limon; Mr. and Mrs. Fred Lind, Rifle; Elden Menagj, Fort Lupton; Neal Beezley, Burlington; Kenneth Powell, Wray; Mr. and Mrs. Fred Hall, Akron; Mr. and Mrs. Bernie Newman, Walsh; Clarence Martin, Hugo, Colo.; Clarence Chidley, Casper, Wyo., and Robert Kehr, Agalala, Neb.

PORTLAND

R O. Wilson, long associated with film distribution in the Portland area, bought an interest in the Oregon and Washington franchise of Screen Guild Productions. Wilson and Mort Bramson will operate the Seattle and Portland offices . . . Paul Aghietti, former partner in the Star Theatre in Portland, returned to San Francisco leaving Mitchell Lewis as sole operator of the Star.

Charley Maggard added seats to his Kalama, Wash., theatre to replace those damaged by flood waters . . . Joe Bradt, owner of the Aero Theatre, is back on the job after an extended vacation which took him and Mrs. Bradt through several Midwestern states . . . Theatre Exchange Co. reported increased interest in theatre properties despite approaching elections, unsettled international conditions and local strikes.

Bandit Attacks Manager

LOS ANGELES—Richard Patterson, manager of the Brentwood Theatre, was sitting at his desk in the office, when a bandit came in and hit him over the head with a gun and escaped with five money bags containing $306, it was reported by police. Patterson, who was struck from behind, did not see his assailant.

Two Theatres at Seattle Shifted to Second Run

SEATTLE—A second major change in downtown first run policy in as many weeks found the Sterling circuit shifting its Palomar and Roosevelt theatres from first to second run. The change followed by two weeks Evergreen's turning the Coliseum from second to first run, leaving only William Edris' Liberty as downtown first run opposition to Evergreen's Paramount, Music Hall, Orpheum, Fifth Avenue, Coliseum, Music Box and Blue Mouse.

There was no announcement from Sterling, owned by John Danz, about the change at the Palomar and Roosevelt, and no indication as to whether it was permanent. The 1,300-seat Palomar is one of Seattle's pioneer houses, having played vaudeville for years before going to films about two years ago. The 800-seat Roosevelt is comparatively new and prior to its latest move played second run, first run and moveovers from the Palomar. Sterling also has the Winter Garden, second run, and the Colonial, Florence, Circle and Rivoli, subsequent runs, in the downtown area. In addition it operates the Uptown in the residential district, which plays foreign product, plus eight neighborhood houses and other situations in surrounding towns.

Lone Gunman Gets $300 At Orpheum in Phoenix

PHOENIX—A lone gunman held up the Orpheum Theatre last Sunday night (17) and escaped with about $300, marking the second time within three months that the house has been robbed.

Sunday's robbery occurred shortly after 10 p. m., when the ticket office was being closed for the night. The cashier had just handed the cash box to assistant manager Ellis Hapner when the gunman walked up and forced him to turn over the money. The holdup man made his getaway in a car parked near the theatre.

On July 21 a youthful bandit slugged Hapner and escaped with more than $2,000. He was later captured in Los Angeles and is now awaiting trial in Phoenix.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

A E. "Dick" Dickson of Denver has been held in the county jail since July 8 on a charge of shooting to death Herbert Powell, 19-year-old Denver youth. Dickson found Powell in his home on his return after midnight. The trial is to come up in November.

* * *

Allied States Ass'n, revived recently in the Kalamazoo convention, demands that all exhibitors have the right to bid on product in competitive situations. An attack will be made on arbitrary allocation, according to W. A. Steffes, president of the organization. Dues are to be assessed on the point system employed by distributors in the division of the country, with the basic amount $500 a point. Under the system, a unit in a 5 per cent territory would pay $2,500 to Allied.

SALT LAKE CITY

Hall Baetz, district manager for Fox-Intermountain, returned from a trip to Montana. While there he attended a birthday party for Don Sheedy, Fox city manager in Billings. Other industry personnel attending were Mr. and Mrs. Les Newkirk of Sheridan, Wyo.; Mr. and Mrs. Bob Anderson of Butte, Mr. and Mrs. Bill Steege of Great Falls, Mr. and Mrs. John Denman of Pocatello, Mr. and Mrs. Stewart North, former theatre people in Billings, and Mr. and Mrs. Lloyd Hagaman of Billings . . . Prior to his business trip, Baetz and Fox-Intermountain were hosts to the annual meeting of the Utah division of the American Cancer society.

A city sales tax or an amusement tax for Salt Lake City seemed to be a burning question with Mayor Earl J. Glade pushing for a city-wide improvement program and recommending an amusement tax. A subcommittee on the council for state, county and city affairs recommended an amusement tax in event the federal tax is repealed or reduced.

The Centre Theatre, managed by C. Clare Woods, boasts one of the brightest fronts in the city since installation of white neon under the circular modernistic marquee. The new lighting adds to the effect of the 90-foot tower, a local landmark since the theatre's opening in 1937 . . . Charles M. Pincus went to San Francisco for a vacation, but has remained because of illness. He was expected back this week, but may not return to his post at the Utah Theatre until next week, at least a month after he originally planned on being back. Meanwhile, his assistant, Del Lesser, is holding down the fort.

Visiting stars added Hollywood glamor to Utah spots with Marie Windsor, native of Marysvale, Utah, now an MGM starlet, heading the list. Others included Dane Clark and George O'Brien, both of whom stopped off at veterans' hospitals . . . U-I did Utah a favor by shooting a current picture in Utah. The picture, "Adventures of Sam Bass," is now being made near Kanab, where Universal shot "Red Canyon." Yvonne De Carlo and Howard Duff are in the state to appear in the film.

Harold Wirthwein, assistant division manager for Paramount, made a routine visit to the Salt Lake office, as did Bob Quinn, field representative for the company . . . Frank H. Smith will attend a branch managers' meeting in San Francisco next month . . . Howard DeWeese recently resigned from Republic to become salesman for Monogram.

Salt Lake playgoers, who in the past have wondered why big-time shows haven't been billed here for more than one day, received a partial answer this week. "Carousel" played at the Capitol to houses in which back rows and side-of-the-house seats were not sold.

L. L. Rhoades to Manage Ruidoso, N. M., Theatres

RUIDOSO, N. M.—Lawrence L. Rhoades, formerly of Roswell, has been named manager of the Pueblo and Apache theatres here for Theatre Enterprises, Inc. Rhoades has been with the company for a year and a half and replaced Cliff Mann who returned to Deming, N. M.

SEATTLE

Frank L. Newman sr., president of Evergreen Theatres, was one of the guests of honor at a dinner in Kansas City honoring Gus Eyssell, executive manager of Rockefeller Center and president of Radio City Music Hall . . . Jack Engerman, Sterling circuit advertising manager, was in San Francisco for a two-week vacation . . . Edna Simons, owner and operator of theatres in Montana, came through on her way to Missoula after a visit in California . . . George de Waide, Harry Blatt, Carl Miller and Hap Frederick, all of the local U-I exchange, returned from a San Francisco sales conference . . . Lloyd Muir, RKO exploitation representative in Vancouver, B. C., and Russ Morgan, who holds the same post in Washington and Oregon, got together with their families for a weekend in the Canadian city.

Murry Lafayette, 20th-Fox exploiteer, held a screening for several University of Washington veterans and their wives as a plug for "Apartment for Peggy." The preview resulted in some nice plugs in the university daily paper . . . Jimmy Bonholzer, former manager of the Bijou in Aberdeen, has been named assistant at the Palomar . . . Larry Brown, doorman at the Fifth Avenue, was formerly a vocalist with Blue Baron's orchestra.

A Woody Woodpecker matinee for the small fry was held at the Orpheum in Spokane. James Keefe, manager, said it turned out very well . . . George de Waide, U-I manager, hosted a farewell dinner for Carl Miller, salesman, who was transferred to Los Angeles.

Slats Wilson, who resigned recently as Portland manager for U-I, has bought in with Mort Bramson in Screen Guild . . . Dan Redden at the Paramount has booked a Shiver Shudder show for the Friday midnight before Halloween. The program has two horror features . . . Dick Sager, RKO salesman, was in Chicago for the Colosseum, national film salesman organization . . . Fay Hoke has succeeded Barbara Williams, who resigned, in the U-I cashier department.

L. J. McGinley, general sales manager for Prestige Pictures and well-known former branch manager here for U-I, was ill in a San Francisco hospital . . . Marvin Fox, manager of the Orpheum, celebrated his 21st anniversary in show business the same week that his theatre marked its 21st birthday . . . Exhibitors on Filmrow included Mrs. Charles O'Connell, Black Diamond; Earl Stierwait, McCleary; Carroll Barney, Arlington; Frank Willard, Parkland, and Eddie Snow, Mount Vernon.

Gamble Extends Circuit

PORTLAND—Ted Gamble Theatres has added two new Oregon theatres. They are an 800-seat house at Baker, to be completed in about 30 days, and a 500-seater at Lebanon, now being built and scheduled to open in March.

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To Build $250,000 House At Porterville, Calif.

PORTERVILLE, CALIF. — Construction of a new theatre, to be erected at Mill and Second streets, Porterville, for Principal Theatres of America, will begin immediately, it was revealed here. The company operates three other theatres in Porterville.

The new showhouse, which will cost approximately $250,000, was designed by architect Lewis Eugene Wilson of Los Angeles, will be erected by L. Hanson & Son, Fresno contractors, and is described by Everett Howell, local manager for Principal Theatres, as a de luxe structure. It will seat 1,200 persons.

Site Chosen at Lynwood

LYNWOOD, CALIF.—A six-acre site at the intersection of Imperial highway and Fernwood avenue has been selected for the construction of a $500,000 drive-in by Pacific Drive-In Theatres, Inc. of Los Angeles. Construction of the drive-in will mark the first for the Lynwood-Compton area.

The site on which the drive-in will be built is owned by Western Gear Works Co., and negotiations now are under way for a final lease arrangement. Temporary leases already have been agreed upon. The drive-in circuit said it hoped to complete the structure by the end of the year.

Remodel Santa Rosa Pecos

SANTA ROSA, N. M.—The Pecos Theatre here, recently purchased by Lester Dollison, Texas and New Mexico theatre owner, is undergoing extensive repairs and remodeling. Dollison purchased the Pecos from Max Gugelman and Max Wortheim several weeks ago. He also owns the Studio Theatre in Vaughn.

Natural Stage at Drive-In

SAN BERNARDINO, CALIF.—A. G. and George E. Mitzel recently opened the 700-car Mount Vernon Motor-In here. The Mitzels also own drive-ins in Portland, Ore., and in Los Angeles. The Mount Vernon airer, the owners said, boasted a natural stage, an innovation in drive-in construction.

SAN FRANCISCO

Rotus Harvey of Westland Theatres was in Reno on a tour of his houses . . . Roy Harvey, Grove, Walnut Grove, was a visitor . . . E. I. Rubin, Inter-State Popcorn Co. branch manager, returned from Los Angeles . . . Wesley Rosenthal of the B. F. Shearer Co., was recuperating after a recent illness.

Herbert Kaufman, SRO district manager, returned from Seattle . . . Claire Gabiati is the new secretary at SRO . . . Gladys O'Donnell joined the SRO staff as biller . . . Al Dunn will continue as manager of the Orpheum, recently sold by the Blumenfeld circuit to Sherwill Corwin . . . Jack Barnett was appointed assistant manager at the United Artists Theatre.

William Holden, Mona Freeman, Mary Hatcher and William Demarest made personal appearances at the premiere of "Miss Tatlock's Millions" at the Paramount . . . The El Camino Theatre, San Rafael, features a regular Saturday night swing session . . .

LOS ANGELES

Spencer Leve, Fox West Coast district manager, is back on the job after a vacation . . . Lou Berman has resigned as a member of Eagle Lion's local sales staff. Berman hasn't announced a new connection as yet . . . Tommy Tobin's Aloha Theatre has instituted a new policy whereby film fare will be supplemented by stage shows.

Lee Grunden, booker for Roy Dickson's Cooperative Theatres, and Gary Temple, secretary to W. E. Callaway at United Artists, both motored to Wyoming on their vacations . . . Visiting the local U-I office was Charles Feldman, western district manager.

Harry Nace jr. of the Paramount-Nace circuit in Arizona flew in from Phoenix for booking and buying huddles . . . Dick Spier's northern California division of Fox West Coast is still in third spot in the fifth week of National Theatres' 13th annual showmanship drive. Right behind him in fourth position is Dick Dickson's southern California division of FWC.

Booking and buying: Bill Knotts of the Monrovia in Monrovia; Roy LeMucci, who operates houses in Bakersfield . . . Constance Auer, secretary to Robert H. Poole at the ITO of Southern California, checked out on a vacation.

Earl Johnson, who has been associated with Roy Dickson in the operation of Cooperative Theatres for the past several years, leaves the organization November 1. He will set up offices on the Row to handle booking and buying for the Griffith-Isley circuit. Also leaving Cooperative is Lee Grunden, booker, who will join the new Johnson setup . . . Reeves Espy of the 101 Drive-In, Ventura, made one of his infrequent visits to the Row.

Walter E. Branson, RKO western division sales manager, came in from New York for huddles with Samuel Goldwyn, J. H. McIntyre, RKO district chief, and Harry Cohen, local branch manager, on bookings for two Goldwyn films.

RCA Sales Meet Oct. 25-27

HOLLYWOOD—A three-day sales meeting for all west coast distributors of RCA sound products will be held in the RCA regional offices here October 25-27.

The entire RCA sound products line will be shown during the regional meeting. R. A. Von DeLinde, field sales manager for the sound and visual products section, will be in charge of the sessions.

Boulder Motorena Opens

BOULDER, COLO.—The $85,000, 666-car Motorena Drive-In, built here by the Boulder Drive-In Theatre Corp., opened recently to a capacity crowd. The drive-in is located three miles east of the city limits, and has a 52x48-foot screen, moonlight illumination, in-car speakers and a concession stand. R. W. Koenig is manager.

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Milwaukee ITO Speakers Stress Need for Unity

MILWAUKEE—Speakers at the Independent Theatre Owners of Wisconsin and Upper Michigan convention held at the Hotel Schroeder here, October 13-15, stressed the need for unity and better public relations in the film industry. Discussions at the three-day meet also included talks on television and its relationship to the industry.

Jack Kirsch, president, Allied Theatres of Illinois, Inc., said:

"Every person in the industry must stick together . . . must unite. Your organization needs the efforts of every independent exhibitor more today than any previous time in history. Your organization is what the rank and file make it. Leaders alone can not solve all industry problems. Unite now or you are ruined."

TRACES PAST HISTORY

Sidney Samuelson, general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., traced the long struggle of exhibitors to improve industry conditions and said:

"Close your ranks or you face collapse. Support Allied. Develop a broad statewide and national viewpoint on industry matters. Do this now before it is too late. Stop the constant bickering among yourselves and with distribution. Work for the betterment of the industry as a unit. The future of successful operation of your business depends on co-operation of all industry branches."

A. W. Smith jr. general sales manager for 20th-Fox, reviewed progress in developing closer unity in exhibition and distribution under the Smith-Berger plan. He pointed out that since the plan went into effect in Minneapolis there had been a marked improvement noted in relations with most exhibitor-distributor difficulties settled immediately.

Charles Niles, director for Allied Independent Theatre Owners of Iowa-Nebraska, Inc., indicated that the Smith-Berger plan was an advanced step in cementing exhibitor-distributor relations. Niles pointed out that this plan or a similar plan was the answer to this exhibitor problem.

BERGER SPEAKS AGAIN

Benjamin Berger, president of North Central Allied Independent Theatre Owners, Inc., in his second appearance on the convention floor, voiced the view that the Smith-Berger plan might not be the complete answer to exhibitor-distributor difficulties but certainly was a move in the right direction.

Berger advised a return to showmanship and expenditure of more time and effort in exploiting pictures. He said that producers are making and will continue to produce lower-budget pictures due to rising costs of production; that exhibitors must realize this and follow through in exploiting these pictures.

David Palfreyman, MPAA director of theatre service and trade relations, pointed out that industry public relations was a full time job, not one that could receive attention as an immediate need for them became evident. He said that the industry must deserve good public relations before they can become effective and stressed the value of the current move toward producing public relations films on the industry as an effective method of correcting false impressions.

Mike Simon, assistant to H. M. Richey in charge of exhibitor relations for Loew's, Inc., said the exhibitor should fight against bad Hollywood publicity; that exhibitors should personally contact the editor of their daily papers when such misinformation was printed and urge the press to correct false impressions implanted in the minds of the public.

REVIEW YEAR'S WORK

Leon Bamberger advised operators to cement relations with their patrons; to use the boxoffice as a goodwill builder and to return to showmanship and exploit all pictures, not just ride along on heavy preselling through saturated national advertising of high budget class A films.

Sigmund Goldberg, ITO vice-president, reviewed the progress of the state association during the year relative to taxes, 16mm operation in the territory, checker problems, Ascap, building codes and other exhibitor problems. Goldberg indicated that though an opinion had been handed down by Wisconsin's attorney general requiring checkers to have a private detective's license, the matter was not settled. He also reported that a state Caravan service had been developed and was used as a supplement to the national Caravan service.

Speaking on television and its relation to the motion picture industry, Trueman Rembusch indicated the problem could best be governed by boxoffice results. He declared that the exhibitor should assume an attitude of watchful waiting until television can program its show with a quality insuring that the audience will forget they are watching television and become interested in the entertainment offered.

Harry Perlewitz, ITO field man, reviewed his activities since the last convention, informing that the ITO had been active on matters such as the proposed Milwaukee theatre admission tax, building code relative to certain proposed restrictions on vending; that labor conditions were peaceful following the negotiation of a four-year contract covering theatre maintenance employes, formerly functioning on a one-year contract basis; that good public relations for the ITO had been worked out and developed and participation in all charity drives had been a major function.

38 NEW MEMBERS

Harold Pearson, another ITO field man, reported on activities in contacting new and established members; that 38 new members had been signed; that the future of the ITO regardless of existing, troubled conditions was optimistic.

F. J. McWilliams, Madison, proposed an amendment to the ITO by-laws that was voted on and passed, that Charles Trampe due to his outstanding efforts in time, work and financial help provided the ITO during rough times, be permitted to hold office in the ITO or become a board member. A resolution was passed changing the organization's name to Independent Theatre Owners of Wisconsin, dropping the Upper Michigan part of the name, because the exhibitors in that area were now serviced by the Michigan Allied affiliate.



ITO CONVENTIONERS RELAX—Pictured above are three of the many theatre and film executives attending the ITO of Wisconsin and Upper Michigan convention in Milwaukee last week. Left to right: William L. Ainsworth, Fond du Lac, president of Allied States Ass'n of Motion Picture Exhibitors; A. W. Smith jr., New York, general sales manager for 20th Century-Fox Film Corp., and Sigmund Goldberg, Wausau, vice-president of Independent Theatre Owners of Wisconsin and Upper Michigan.

Another resolution was passed raising the dues from 15 cents to 20 cents per seat to meet rising costs of ITO operation.

New officers elected were: president, John P. Adler, Marshfield; vice-president, F. J. McWilliams, Madison; secretary, Arnold Brumm, Milwaukee; treasurer, Edward Johnson, Milwaukee. New board members elected were: Zone 1A—Edward Johnson, Mrs. Helen Hanke, Arnold Brumm; Zone 1—Charles Trampe; 2—Floyd Albert, Mount Horeb; 3—George Panke, Prairie du Chien; 4—L. V. Bergtold, Westby; 5—Russell Leddy, Green Bay; 6—Eric Brown, Plymouth; 7—John Hanus, Antigo; 8—Sigmund Goldberg, Wausau; 9—John P. Adler, Marshfield, and director-at-large, F. J. McWilliams, Madison.

Allied president, William Ainsworth, Fond du Lac, commenting on the ITO of Wisconsin's pace in the national group, said: "You are one of the most important units in National Allied. The way is open for all of you to become officials in National Allied. Keep a broad viewpoint on industry affairs. Allied looks for and needs your support."

A pre-banquet cocktail party at the Schroeder hotel was highlighted by the personal appearance of Janet Blair and Francis Lederer of Hollywood, who were doing a legitimate show at the Davidson. The banquet, attracting about 600 industry people and guests, was emceed by Russ Leddy of Green Bay. Maylor Zeidler and other civic and industry executives gave brief talks. A floor show and dancing wrapped up the 1948 convention. The 1949 event will again be staged in Milwaukee.

Among the several hundred registrants were Mr. and Mrs. J. P. Adler, Marshfield; Elizabeth Adler, Marshfield; Mr. and Mrs. William Ainsworth, Fond du Lac; Mr. and Mrs. Vic Manhardt, Milwaukee; Mr. and Mrs. Floyd Albert, Mount Horeb; C. C. Alexander, Alexander Film Co., Chicago; Cliff H.

(Continued on next page)

Milwaukee Convention Briefs

C. C. Alexander, general district manager, Alexander Film Co., was a busy man at his firm's cocktail party at the Schroeder. Just about everybody was there and the affair was voted outstanding . . . Sam Levinsohn, owner of the Chicago Used Chair Mart, was around convention hall greeting old friends . . . Joseph Berenson of National Theatre Advertising Co., Chicago, was introducing his new theatre giveaway, a table model television set requiring no aerial.

An open house cocktail party provided by the E. R. Flint Carpet Co., at their new, modern display quarters attracted most of the industry people, who sat around on carpet rolls and had some fun . . . Mike Chesnik and Angie Provinzano of the Alamo and Mozart represented the south side . . . Among the showmen and showgals at the Flint affair were Meyer Kahn, 20th-Fox salesman; Lou Elman, RKO manager; George Edgerton, 20th-Fox office manager and salesman, and his wife; Mr. and Mrs. Joe Malits, Eighth Street Theatre; Matt Sullivan, Film Classics manager; Harvey Black, Warner screen room projectionist.

Others included Joe Imhof, Eagle Lion manager; Sol Gordon, Fox Wisconsin downtown district manager; Mr. and Mrs. Barney Sherman, Douglas, Racine; Mr. and Mrs. Winnie DeLorenzo, Independent Film Exchange; Mike Simon, New York, MGM exhibitor contact man; Gene Kilberg, Merchandising and Supurdisplay; Harry Olshan and Dave Chapman, Columbia; Mr. and Mrs. Arnold Brumm, Ritz, North Milwaukee; Mr. and Mrs. Sig Goldberg, Hollywood, Wausau; Mr. and Mrs. Harold Pearson; Morey Anderson and R. Baker, RKO salesmen; Art Sontag, Film Classics salesman, and Leon Bamberger, New York, RKO public relations head.

Ben Poblocki greeted the boys at his booth in convention hall, with tales about this season's golf. The Poblocki display caught constant groups of exhibitors . . . Vic Manhardt of Vic Manhardt Co. had them watching the new drive-in speaker immersed in water to display working ability in foul weather. Manhardt also displayed life-size television with RCA and had them watching 7x9-foot screen images.

Andy Smith, 20th-Fox general sales manager, and Andy Shain of the firm's public relations department were busy around the Schroeder lobby with off-the-record talks on new product . . . Jack Lorentz, 20th-Fox western division manager, greeted old friends and talked about days when he managed the Milwaukee branch.

Russ Leddy, Orpheum, Green Bay, who emceed the banquet activities, was nursing a cold . . . Mike Simon and Vincent Flynn of MGM distributed lion paper weights to all exhibitors . . . Walter Blaney, RKO office manager, did likewise with playing cards.

Largest attendance was registered at the prebanquet cocktail party in Hotel Schroeder banquet room. Harry Olshan, Columbia manager, conveyed Janet Blair and Francis Lederer of Hollywood around for introductions . . . Former Fox Wisconsin Manager Erv Discher, now operating the Capitol Pladium, was there with his wife and mother . . . This party was sponsored by several of the firms in trades allied with the industry . . . Augie Berkholtz, Westby, Westby, had quite a time functioning as doorman.

Top acts in the banquet floor show were preceded by a few brief talks from Mayor Zeidler and industry figures. Stev Swedish and his band came up with music for the show and the dancing that followed.

Sterling Hayden as Co-Star

Co-star with Dorothy Lamour and Dan Duryea in Paramount's "The Betrayal" will be Sterling Hayden.



J. P. ADLER—President, Adler Theatre Company, Inc., Marshfield, Wisconsin—says:

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Adv.

Ownership Is Changed

AURORA, ILL.—The Valos brothers have assumed ownership of the Capitol Theatre here after buying out Joseph Burke, exhibitor for more than 20 years. The theatre recently was remodeled and refurnished. William Valos of Geneva is associated with his brothers Alexander and George of Chicago in the company. They operate the Egyptain and Fargo theatres in DeKalb and theatres in Geneva, Wheaton, West Chicago and Hinsdale.

New Sound at Okawville

OKAWVILLE, ILL. — A new Motiograph high fidelity sound system has been installed in the Main Theatre, a 300-seater, owned by Grover Brinkman. The changeover was made by Altec-Lansing engineers who worked all one night and part of the next day so as not to interrupt the shows.

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ITO Convention

(Continued from preceding page)

Baker and James G. Baker, Peerless, Milwaukee; Mrs. Cil Baldwin, Chick Baldwin and Mrs. Mark Baldwin, Gem, Gillette; Harry A. Ball, RCA, Madison; Leon Bamberger, RKO, New York; Benny Berger, Minneapolis; Mr. and Mrs. L. V. Bergtold, Westby, Westby; M. Bell, Milwaukee; Miss Beller, Woods, Woodruff; Mr. and Mrs. Arnold Brumm, Ritz, North Milwaukee; C. W. Brismaster, Alexander Film Co., Bergland, Mich.

Mr. and Mrs. Eric Brown, Plymouth, Plymouth; C. A. Bunce, RCA, Milwaukee; C. C. Bush, Alexander Film Co., Dixon, Ill.; Harold Callaway, LaFarge, LaFarge; M. T. Chesnick, Alamo and Mozart, Milwaukee; C. J. Chouinard, UA manager, Milwaukee; Ann Clark, Lyric, Milwaukee; Nick Coston, Standard Theatres, Milwaukee; H. P. Croy, Mosinee, Mosinee; Les Dannenberg, National Screen, Milwaukee; Johnny Mednikow, National Screen, Milwaukee; L. G. Edelen, United Film Co., Kansas City; Melvin Edelstein, MGM, Milwaukee.

R. W. Farrington, Fort, Montfort; Fred Fast, Highway, Hustisford; Frank Fischer, National Screen, Milwaukee; Mr. and Mrs. H. Frederick, Woods, Woodruff; J. J. Goderski, Howell, Milwaukee; Mr. and Mrs. S. J. Goldberg, Hollywood, Wausau; Evelyn Gutenberg, Grand, Milwaukee; N. Habersat, Merillan; Harold Hamley, United Film Co., Milwaukee; Mrs. Helen Hanke, Lyric, Milwaukee; John Hanus, Home, Antigo; Frank Hellstrom, Badger, Wittenberg; Dorene Herbst, Baileys Harbor; Charles Herbst jr., RCA, Milwaukee; Mr. and Mrs. A. Honthaner, Comet, Milwaukee.

E. N. Howe, Vic Manhardt Co., Milwaukee; C. M. Hulvert, Gem, Cornell; Ed Johnson, Roosevelt, Milwaukee; Mr. and Mrs. Richard Kelly, Badger, Reedsburg; Mr. and Mrs. Clement Kraemer, Fern, Atlas, Mars, Milwaukee; Fred Krueger, Ogden, Milwaukee; George Langheinrich and Paul Langheinrich, Burleigh, Milwaukee; A. M. LaPorte, Franklin and Park, Milwaukee; A. H. Learned, LaBelle, Oconomowoc; R. Leddy, Orpheum, Green Bay; Mr. and Mrs. Fred Leinhardt, New Glarus, New Glarus; Aug Lindner, Mosinee, Mosinee; Lee Macklin, Grand and Mermac, New London; Sid Margoles, Milwaukee.

Rance Mason, Thomas Theatres, Iron Mountain, Mich.; Harry Melcher, M&E Theatres, Milwaukee; M. M. Miller, May, Mayville; Mark Morgan, M&E Theatres, Milwaukee; F. J. McWilliams, Home and Portage, Portage; Charles Niles, Anamosa, Iowa; Jack Otten, Alexander Film Co., Beaver Dam, Wis.; David Palfreyman, Affiliated Theatres, Washington; George Panka, Metro, Praire du Chien; Mr. and Mrs. C. J. Papas and Mr. and Mrs. S. J. Papas, Towne, Milwaukee; Mr. and Mrs. Harry Perlewitz, Milwaukee; Mr. and Mrs. Harold Pearson, Schofield, Wis.

Mr. and Mrs. A. M. Spheeris, Towne, Milwaukee; W. J. Pierce, Savoy, Milwaukee; Barney Poblocki, Poblocki & Sons, Milwaukee; Irene Preston, ITO, Milwaukee; A. Provinzano, Alamo & Mozart, Milwaukee; J. J. Putzear, Merrillan, Merrillan; LeRoy Roberts, Consolidated Movie studios, South Bend; Mr. and Mrs. Ed Schwalbe, Rivoli, LaCrosse; Sidney Samuelson, Philadelphia, Pa.; Odeal Secor, Majestic and Pearl, LePere; B. Sherman, Douglas, Racine; Mrs. A. Silliman, Avalon, Milwaukee; Mr. and Mrs. C. V. Taylor, C. V. Taylor Construction Co., Milwaukee.

Charley Trampe, Milwaukee; Otto Trampe, IATSE business manager, Milwaukee; Orville Voeks, Lake, Baileys Harbor; Mr. and Mrs. Eddie Vollendorf, Theatre Service, Milwaukee; T. J. Watson, Blanchard, Blanchardville; C. W. Wettstein and N. C. Coleman, Coleman; Trueman Rembusch, Indiana; Dick Sashsel and Leo Sashsel, Original Renu Screen Service, Chicago; Benny Berger, Minneapolis; Donna Borchert, Sturgeon Bay, Sturgeon Bay; Frank Ebert, See-More, Seymore; Jack Kirsch, Chicago; Janet Blair, Hollywood, and Francis Lederer, Hollywood.

Charles Trampe arranged a women's brunch at Milwaukee Athletic club under the chairmanship of Mrs. Helene Hanke, that proved to be a memorable event for the ladies.

Harry Goldman Joins EL

CHICAGO—Harry Goldman, city salesman for Warner Bros. for 10 years, has resigned to accept the position of branch manager for Eagle Lion, effective at once. He succeeds Clarence Phillips, who has been with PRC and Eagle Lion for the last three years.

Manager to New Post

CHICAGO—Herman Jensen, former manager of the Northcenter Theatre, now is in charge of the Davis Theatre at Lincoln and Wilson streets. The Davis is an Essaness showcase.

ST. LOUIS

Rembusch Is Speaker At Hannibal Meeting

HANNIBAL, MO.—Trueman Rembusch of Indianapolis, treasurer of Allied States Ass'n of Motion Picture Exhibitors, and Charles Niles of Des Moines, secretary of the national organization, were to be guest speakers at a regional meeting of the Mid-Central Allied Independent Theatre Owners at the Mark Twain hotel here Wednesday (20).

Rembusch also is a member of Allied's Caravan committee and president of the Associated Theatre Owners of Indiana, Inc., while Niles is a member of the board of directors of the Allied-Independent Theatre Owners of Iowa-Nebraska, Inc.

Henry Halloway of St. Louis county, Mo., is president of Mid-Central, which has jurisdiction over eastern Missouri and southern Illinois and other sections of the St. Louis film trade territory.

Variety Gives Equipment For New Playground

INDIANAPOLIS—The kids of Tyndall Towne received a new playground recently and got a real-life view of the film idol, Roy Rogers, special guest at the dedication. The playground equipment, including everything but a swimming pool, was given the settlement by the Variety Clubs of Indianapolis. Since the town is beyond Indianapolis corporate limits, city funds could not be used and the local showmen's organization stepped into the gap.

House Is Remodeled

BENSENVILLE, ILL.—The Center Theatre here, owned by C. J. Brumfield, has been extensively remodeled and improved with installations of all new equipment, air conditioning, seats and redecorations. The improvement program took most of the summer to complete.

RKO has apparently abandoned plans to make and distribute a short subject that would feature the St. Louis university basketball team which won the national invitational title at Madison Square Garden last spring. Word that the plans probably will be canceled were received by Coach E. F. Hickey of St. Louis university . . . Joseph Cucuru, 4515 Louisiana avenue, St. Louis, found that crime does not pay when he was fined $30 and court costs after he pleaded guilty before Police Magistrate Joseph H. Garrett, Jennings, Mo., to charges of stealing two in-a-car speakers from drive-in theatres owned by Fred Wehrenberg.

The 400-seat Kay Theatre, St. Francisville, Ill., owned by Max Krutsinger, has been drawing good business since its opening on October 7 . . . William T. Keith, new mid-continent district manager for United Artists, was a visitor. He formerly was the New Orleans branch manager and was promoted to the newly created post early this month. His territory includes the St. Louis, Kansas City, Omaha and Denver offices.

Maury Edgar has resigned from the Eagle Lion sales staff to devote his time to farming. He owns a 300-acre farm near Arcola, Ill. . . . Morton S. Gottlieb, partner in the Mid-States Theatre Supply, and Mrs. Gottlieb left October 16 for a vacation in Baltimore, Md. They also plan to visit Washington, D. C., Philadelphia, New York City, Buffalo and Cleveland . . . Paul Musser, Casey, Ill., left October 15 for a California vacation.

C. D. Hill, Columbia Pictures manager, was in Springfield, Ill. . . . Joe Woodward, who recently resigned as local manager for Eagle Lion to become booker and assistant buyer for Delft Theatres, Inc., Marquette, Mich., will make his headquarters in Milwaukee, where he formerly was manager for 20th-Fox. He will serve under John B. Schuyler, general manager and buyer for the Delft circuit . . . Ernest Gribble, new Dallas branch manager for Eagle Lion, was here October 15 to confer with Herman Beiersdorf, division manager for the company, here to select a new St. Louis manager.

Out-of-town exhibitors seen along Filmrow included Forrest and Bud Pirtle, sons of Sam Pirtle, Pirtle Amusement Co., Jerseyville; Paul Musser, Casey; Theodore Coleman, Mount Carmel; Earl East, Winfield, and Izzy Weinshank, Alton, Ill., and Val Mercier, Perryville, and Bill Williams, Union, Mo. . . . Hall Walsh, Warner Bros. prairie district manager, was in Des Moines, Iowa.

E. T. Gommersall, assistant to vice-president and general sales manager William A. Scully of U-I, and J. E. Garrison, district manager, conducted a meeting of St. Louis district U-I salesmen at the Chase hotel on October 15, 16. Harry Hynes is the St. Louis branch manager.

St. Louis Variety Club To Sponsor Heidt Show

ST. LOUIS—Tommy James, president of the Variety Club of St. Louis, says the club will sponsor Horace Heidt and his three-hour show at the Kiel Auditorium November 12. The house will be scaled from $1.27 to $3.81 and net proceeds will be turned over to the Variety Club's Heart fund. It is hoped that the show will gross $8,000. At the Variety Club's luncheon meeting, J. C. Faris, director of customers' relations for the Union Electric Co. of Missouri, will be guest speaker. His subject will be: "Good Public Relations Pay Dividends."

Named Theatre Manager

TOULON, ILL.—Jerry Allen, formerly of Bemidji, Minn., has been named manager of the Stark Theatre here, owned and operated by the Bailey Enterprises. Allen replaces Loyd Sauder.

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CHICAGO

The Colosseum of Film Salesmen held its first national convention here October 16-18 at the Sheraton hotel. Frank Flaherty of the Columbia sales department and president of the Chicago unit presided and over 80 delegates from key cities attended. They also were guests at Variety Club over the weekend . . . WGN-TV televised the press reception for Hollywood stars here for the world premiere of "Station West" at the RKO Palace. Bob Hickey and Wally Heim, RKO exploiteers, and Frank Smith and Lou Mayer of RKO Theatres were on hand to greet the visiting stars at a cocktail party in the Sarah Siddon Walk of the Ambassador hotel, and to introduce them to the press, civic leaders and other guests.

"Easter Parade," which had five swell weeks at the downtown Woods, is doing very well at 16 neighborhoods, playing day and date . . . "Tap Roots," after two weeks in the Loop, is doing fine at some 20 neighborhood theatres . . . Gilbert and Sullivan's Technicolor musical, "The Mikado," brought out the music lovers in a big way to the Surf Theatre . . . Leo MacCarthy, producer, was in from Hollywood for a visit en route to N. Y. . . . Sol Cohen of Dezel Productions reports the combination show, "History Made at Night" and "You Only Live Once," has been booked at B&K's Apollo.

Members of Variety Club who made donations to LaRabida Jackson Park sanitarium, as a memorium to the late William Baker, included Mr. and Mrs. Henry Stickelmaier, Walter Immerman, Harry Lustgarten, Dave Wallerstein, Charles Cottle, William Hollander and a donation from Balaban & Katz Corp. . . . Eddie Solomon, 20th-Fox exploiteer, invited every O'Shaugnessy in the Chicago area to attend a screening of the film, "The Luck of the Irish." Ben Kaufman, projectionist, explained the mysteries of the projection machines to those present.

Irving Gandel, co-owner of the North Avenue Drive-In, suffered facial and chest bruises when his car was side-swiped as he returned from the World Series in Cleveland . . . Theatre managers, plagued with complaints from patrons about the failure of women to remove headgear, tried all of the usual "Please remove your hat" trailers and finally scored with this one: Elderly Ladies Need Not Go to the Trouble of Removing Their Hats" . . . Jimmy Wichlac, recently of the Luna Theatre staff, has enlisted in the army and is stationed in Kansas. Nick Butera of the Southern Theatre, Oak Park, is stationed at the air force base in San Antonio, Tex. Nick also enlisted in the air corps medical division . . . Len Utecht, Cook county chairman of the Sister Kenny drive, has taken to the airways every Monday night to promote interest in the drive.

Edwin Silverman, Essaness Theatre circuit president, went to Los Angeles for a visit . . . Aaron Bartelstein, 17, son of Albert Bartelstein, circuit operator, was injured seriously with five other Austin high school students as they returned from a high school dance when their car collided with a truck . . . H. Sandelman of Broder circuit, Detroit, and his wife were visitors.

Len Utecht, manager of the Lake Theatre, Oak Park, fell at an Essaness managers outing recently, injuring his collar bone and shoulder . . . Edna Adams, secretary for Lublinger & Booth circuit, was back at her desk after a vacation . . . Corin Simon, daughter of Mr. and Mrs. Al Simon, will wed Bill Frankel of Fairfield, Ill., next June. Miss Simon is an honor student at the University of Illinois.

Ann Marsters, Herald-American motion picture critic just back from California, will be wed to Sable LaVigna, dance master, Oct. 23 . . . Mrs. Spencer Tracy, wife of the film star, lectured on "The Deaf Child From the Parents Point of View" at Northwestern university October 17. She described the work of the John Tracy clinic for deaf and hard-of-hearing in Los Angeles. The clinic is named for the Tracy's young son, deaf since birth.

Lee James Hruby jr., assistant at the Four-Star, was doing double duty in school work and at the theatre . . . Harold Russell, handless veteran who played in "The Best Years of Our Lives," was here to participate in an open house meeting of the Anti-Defamation league October 21 . . . Julius Edinson, EL central states exploiteer, returned from a visit with his folks in Toronto . . . L. S. Berger, Minneapolis exhibitor, was a guest at Variety Club . . . George Weinberg of Warner Bros. sales department was feeling okay again after a stay in the hospital.

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New Drive-In Planned At East St. Louis, Ill.

EAST ST. LOUIS, ILL.—A 1,000-car drive-in, to be known as the Mounds Auto Park Theatre, will be constructed and operated on a 40-acre tract on highway 40 between East St. Louis and Collinsville, Ill., by The Pimes Co., which has been formed by a number of prominent East St. Louis business men.

The contract to design and supervise the construction of the drive-in and other facilities has been awarded to W. H. Mills & Son, while equipment will be provided by Mid-States Theatre Supply Co. W. H. Mills & Son designed and supervised the construction of three big drive-ins in the St. Louis area during the past year, including the 66 Park-In and Ronnee's Drive-In, both of which now are owned by Fred Wehrenberg, and the North Drive-In, owned by Wehrenberg, his son-in-law Paul Krueger, and Clarence and Francis Kaimann.

No official estimate of the cost of the Mounds has been made. In addition to a large sized screen structure, projection booth, concession building and rest rooms, the project also will include a playground and recreational facilities for children, in-car speakers, a seating section and perhaps a restaurant building and a refreshment patio.

Juke Box Tax Invalidated

JEFFERSON CITY, MO.—The Missouri supreme court has held invalid a Trenton, Mo., ordinance imposing a tax on juke boxes. It ruled that the measure was intended solely to produce revenue and was not a proper exercise of the municipality's police power. The tax was $30 on each coin-operated music machine. A municipal tax of that kind is not specifically authorized by state law, the court ruled. William Moots, who rented five juke boxes, brought the suit to test the validity of the ordinance. The circuit court for Grundy county enjoined the city from enforcing the tax. The city then appealed to the supreme court. Moots contended his constitutional rights were violated by the ordinance.

B&K to Appeals Court

CHICAGO—Thomas McConnell, in Chicago district appeals court, has asked that a motion against a four-week playing time for "The Emperor Waltz" at B&K Chicago Theatre be dropped. The lawyer said Judge Michael I. Igoe of the federal district court had admitted he did not have jurisdiction to amend the Jackson Park decree to allow two-weeks extension.

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CHICAGO 5, ILL.

'Number' Gross Leads Chicago With 115

CHICAGO—Fine fall weather and many civic events plus Columbus day festivities were stimulants for Loop houses. Standout was "Sorry, Wrong Number," plus a stage show headed by Connie Haines and Al Bernie, giving the Chicago a good first week. Other new entries, "A Southern Yankee" at the Roosevelt, and a couple of twin bills at the Apollo and Garrick, did average business. "A Date With Judy" plus Louis Armstrong and band on stage gave the Oriental a nice third week and the "Rope" did excellent in a second week at State-Lake.

(Average Is 100)

Apollo—**Slave Ship** (20th-Fox); **Rose of Washington Square** (20th-Fox), reissues....100
Chicago—**Sorry, Wrong Number** (Para), plus stage show....115
Garrick—**Count of Monte Cristo** (UA); **Son of Monte Cristo** (UA), reissues....100
Grand—**Mr. Peabody and the Mermaid** (U-I)....90
Oriental—**A Date With Judy** (MGM), plus stage show, 3rd wk....110
Palace—**One Touch of Venus** (U-I)....95
Rialto—**I Cover the War** (U-I); **Saboteur** (U-I), 2nd wk., reissues....105
Roosevelt—**A Southern Yankee** (MGM)....100
State-Lake—**Rope** (WB), 2nd wk....110
Studio—**Ingagi** (Dezel); **Ubangi** (Dezel), 6th wk....95
United Artists—**Escape** (20th-Fox)....90
Woods—**Good Sam** (RKO), 3rd wk....90
World Playhouse—**To Live in Peace** (Time), 5th wk....110

'Peggy' Scores 135 to Top First Runs in Milwaukee

MILWAUKEE—Trade at the first runs continued at a brisk pace. "Apartment for Peggy," showing with "The Gay Intruders" at the Wisconsin, topped the city and rated a holdover. Sammy Kaye and his orchestra boosted "Mickey" at the Riverside to a healthy total.

Alhambra—**Rope** (WB), 3rd d. t. wk; **Music Man** (Mono)....115
Palace—**Walk a Crooked Mile** (Col); **Triple Threat** (Col)....125
Riverside—**Mickey** (EL), plus stage show....125
Strand—**Sahara** (Col); **Destroyer** (Col), reissues....90
Towne—**Dream Girl** (Para)....115
Warner—**Larceny** (U-I); **The Gallant Legion** (Rep)..100
Wisconsin—**Apartment for Peggy** (20th-Fox); **The Gay Intruders** (20th-Fox), 2nd wk....135

'Father Dunne' Grosses 150 To Top Indianapolis

INDIANAPOLIS—First run and moveover houses here had a fair to good week. "The Babe Ruth Story" at Keith's did a full week on a moveover and grossed 110. Top honors went to "Fighting Father Dunne" at the Lyric with 150 per cent while "Forever Amber" was a disappointment at the Circle.

Circle—**Forever Amber** (20th-Fox)....90
Indiana—**One Touch of Venus** (U-I); **Sword of the Avenger** (EL)....100
Keith's—**The Babe Ruth Story** (Mono), 2nd d. t. wk; **The Golden Eye** (Mono)....110
Loew's—**Coroner Creek** (Col); **Lulu Belle** (Col)....110
Lyric—**Fighting Father Dunne** (RKO); **Mystery in Mexico** (RKO)....150

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Morality Squad Ends Run Of Alleged Obscene Film

ST. LOUIS—The 17th week of the run of "Test Tube Babies" at the 400-seat World Theatre here ended abruptly October 14 when the St. Louis police department's morality squad arrested H. Paul Stroud, owner of the house; two ticket sellers, one ticket taker, two union projectionists and a boy who was selling copies of a book titled "The Art of Love" during intermissions.

Six officers led by Lieut. Jake Joseph, head of the squad, participated in the raid. Joseph said that the raid was the result of complaints from citizens that the motion picture was obscene. He acted on orders from Prosecuting Attorney William C. Lochmoeller, who viewed the film after receiving reports on it from Joseph.

Those arrested in addition to Stroud were listed as his wife, Mrs. Alvina Stroud; Warner Williams and Wilbur Routszong, projectionists; Mrs. Phoebe Davis, cashier; her husband, Fred C. Davis, ticket taker, and the youth who was turned over to his parents. He said he was not employed by Stroud.

The arresting officers reported that the audience included six teen-age boys and girls, although a sign on the marquee said: "Adults Only." The police, in addition to confiscating the film, also took several copies of the book as evidence. All the adults who were arrested were released on bond.

Chicago Films Council Will Open New Season

CHICAGO—The Better Films Council of Chicago will open its 1948-49 season Wednesday (27) at 1 p. m. at the Illinois Federation of Women's clubs headquarters, 30 W. Washington St. District presidents and motion picture chairmen will be guests and Mrs. L. S. Van Schoyck will speak on "What the Better Films Council can mean to you." Estelle Steinbach of the Fox Wisconsin Amusement Corp. will address the group on "The Power of the Film."

Mrs. Joseph R. Chess, president, also is motion picture chairman of the General Federation of Women's Clubs. New officers include Mrs. William H. Hernon, first vice-president; Mrs. Charles O. Elson, second vice-president; Mrs. John F. Rogers, third vice-president; Mrs. B. Frank Buttsbach, treasurer; Mrs. William D. Meister, secretary; Mrs. Raymond Harper, program chairman; Mrs. Charles L. Duax, social chairman, and Mrs. Charles Holton, director.

Damage to $100,000 In Jerseyville Fire

JERSEYVILLE, ILL.—Paul E. Horn, Fred and Joseph Ballard of Jerseyville and Clyde Metcalf of Edwardsville, Ill., owners of the Jersey Theatre which was heavily damaged by fire October 2, are withholding future plans pending a final decision on the condition of the building. The checkup will decide how much of the old building can be retained in any reconstruction program.

The building, in addition to the theatre, included a second floor, leased to the Gubser Furniture store. The fire, which did total damage well in excess of $100,000, originated in the furniture store. The projection machines and sound equipment were removed but suffered some damage and the screen was destroyed.

Arthur Kennedy in Major Role

Arthur Kennedy has been inked for a major role in United Artists' "Two Late for Tears" to be produced by Hunt Stromberg.

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Midwest Circuit Renews Drive-In Application

INDIANAPOLIS—A renewed application by Midwest Theatres, Inc. for a building permit for a drive-in on Highway 31, a mile south of Southport road, met with opposition from Perry township residents for the second time in recent months.

The circuit originally applied for the permit last spring but withdrew it before the violent opposition of residents. The renewed application was to be aired this week (19) at a meeting of the Marion county board of zoning appeals.

Earlier the Perry township advisory committee to the county plan commission voted to disapprove the theatre. Midwest, in its application, said it intended to build the airer on a 16-acre tract on the west side of the highway. Another outdoor theatre is operating near Greenwood, two miles south on the same highway.

Edwardsville, Ill., Owner Sues Picketing Unions

EDWARDSVILLE, ILL.—Charging malicious conduct by trade union members picketing the Rio Theatre in Cottage Hills, Ill., Leo J. Pavish and several relatives filed suit in the Madison county circuit court naming as defendants the Alton Building & Construction Trades Council, a number of local affiliates and their business agents.

The petition charged that the conduct of the pickets in front of the Rio was for improper and illegal purposes. Circuit Judge Edward F. Bareis set hearing on the case for October 24. The plaintiff charged that while the theatre has accommodations for 600 persons, attendance has not exceeded 200 at any time since opening day. He said that at times attendance has been as low as 15 persons with the average only 85. The theatre was closed in Setpember due to polio.

Delft Cuts Power Usage To Help in Emergency

MARQUETTE, MICH.—J. B. Schuyler, general manager for Delft Theatres, said that his company had cut power consumption in the Delft and Nordic theatre canopies, marquees and display cases "to a minimum" in a voluntary attempt to help out during the power emergency.

Delft officials said an average saving of more than 3 kilowatts an hour was made by the move. In a letter to civic officials, Schyler explained that the theatres had cut power consumption voluntarily and offered to find a workable solution for further theatre power reductions should the need arise.

Organizational Changes Made by Essaness Corp.

CHICAGO——Essaness Theatres Corp. revealed some organizational changes. Ralph G. Smitha has been appointed general manager of theatre operations, in addition to his job as an officer in the firm. Clarence E. Miller is treasurer of the corporation in charge of real estate, labor and public relations. Harold E. Gerry is secretary of the corporation in charge of accounting and finance and Edwin Silverman, president, and Emil Stern, general manager, will continue in the capacity of advisors.

Att'y General Rules Giveaways Illegal

From Midwest Edition

MOBERLY, MO.—Local theatre interests were disappointed when J. E. Taylor, attorney general, ruled recently that two prize contests for motion picture theatres were lotteries and therefore illegal.

Samuel E. Semple, Randolph county prosecuting attorney, asked for the opinion. In one contest Semple outlined, a member of the audience called to the stage by chance selection is asked to identify a prominent Moberly man or woman on the strength of a single clue. If correct the participant wins a cash award. If wrong, the prize is passed over until another contestant tries the following week. The other plan was the familar merchant "giveaway," in which local business men give theatre tickets with every purchase. On the night of the drawing, held in the theatre, the person whose stub is drawn from a box wins a radio or some other item of merchandise.

The attorney general's office held that both contests contained the elements of a lottery—a consideration, a prize and a chance. It was cited that Missouri supreme court decisions hold that bank nights are also lotteries.

Today Newsreel Theatre Robbed in Chicago

CHICAGO—The usual heavy Loop crowd at night proved an avenue of escape for a bandit who took $100 from Today Newsreel Theatre in Chicago's Loop recently. Ticket taker Carl May heard the theatre cashier scream that she had been robbed. He seized a stick and started after the bandit but was hampered by the crowd and finally lost the man at Dearborn and Madison streets. The cashier said the bandit came up to the cage with his hand in his pocket as though he had a gun and demanded the receipts.

Plans to Build Unchanged By Manta Stock Purchase

MICHIGAN CITY, IND.—Alex Manta's purchase of the controlling stock in the company which operates three local theatres was reported this week as having no affect on the firm's plans to build an $800,000 drive-in near here. Manta, East Chicago owner and vice-president and general manager of the Indiana-Illinois Theatres, Inc., acquired controlling stock in the Dunelake Theatre Corp., operators of the Tivoli, Lido and Uptown.

Appoint Republic Head

CHICAGO — James R. Grainger, vice-president in charge of distribution for Republic, announced the appointment of Abe Fischer as Republic branch manager here. Fischer became acting manager when the late William Baker relinquished the post because of illness.

Ready at Newcastle in Spring

NEWCASTLE, IND. — A 700-car drive-in theatre is being built by the Skydrome Theatre Co. on Route 3 near here. Construction is expected to be completed early next spring. Officers of the company are Marc Wolf, president; Ted Mendelssohn, vice-president, and Mannie Marcus, secretary and treasurer.

New Curbs Probable In Ontario Dimout

From Canadian Edition

TORONTO—As yet the Ontario hydro-electric power commission is not satisfied. The commission put into effect its own dimout regulations for the conservation of power for a period expected to last until well into 1949 spring season for all electricity consumers in the Province. There was quick response to the official order calling for a ban on outdoor illumination and a reduction in interior lighting, but Chairman Robert H. Saunders of the Provincial body has complained that the saving is not sufficient.

Saunders has promised increased restrictions within a short time, and some concern is being felt by business interests, including theatre owners, that further prohibitions will prove to be permanently harmful in everyday operations.

In spite of a series of threats, however, the commission has granted special privileges to various organizations in the consumption of electricity. For instance, the fall fairs and annual exhibitions are being allowed full use of power for their scheduled events. Baseball and football leagues have also been permitted to use flood-lighting for their night fixtures, including diamond playoffs.

In the meantime, the theatre fronts in all cities and towns of Ontario have been darkened in observance of the blackout rules. Interior lighting is also reduced.

Commission Chairman Saunders has announced that the dimout regulations call for fines of $200 to $500 for infractions of the dimout rules following a first warning.

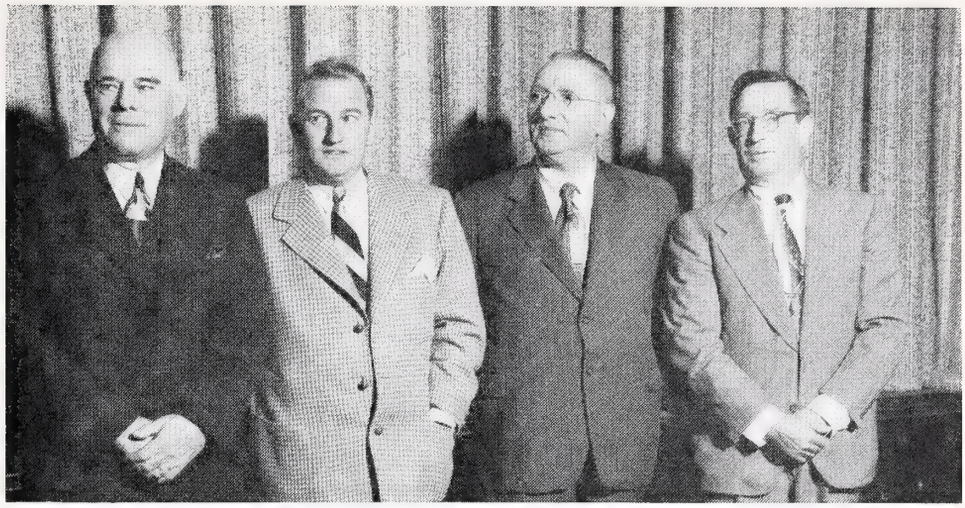
Theatre Owners Gird To Oppose Drive-Ins

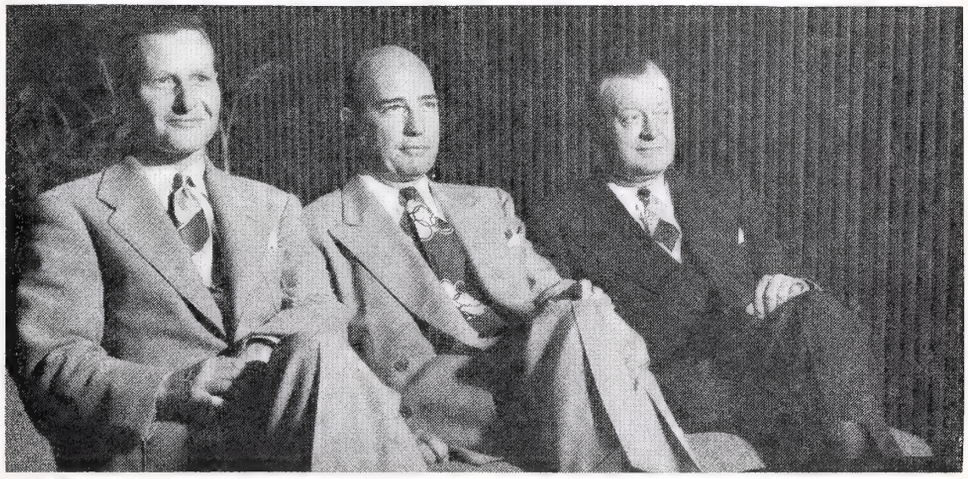
From Midwest Edition

MINNEAPOLIS—Alarmed at nearby drive-in competition springing up in many areas, owners of regular theatres here and in the suburbs are engaged in campaigns to whip up opposition to licenses for the projects. They are lending their financial and other support to residents' moves to keep out the drive-ins on the grounds that they create traffic hazards, cause juvenile delinquency and lower property valuations.

After the village council disregarded residents' protests and issued a drive-in license to Clem Jaunich, Delano, Minn., exhibitor, at Crystal, Minneapolis suburb, Sidney and William Volk, who have a regular theatre near the Jaunich site, indicated they may drop plans for another new 1,000-seat house which they have planned for the area. Opposing residents announce, however, they will fight the rezoning for the Jaunich license, and the license itself in the courts. A restraining order will be sought.

The Volks are members of the Minnesota Entertainment Enterprises, a group of prominent Twin City exhibitors, organized, among other purposes, to sew up the Twin City area for drive-ins. The MEE now has two drive-ins in operation, one under construction and the other planned in the Twin City area. Since they bought the Bloomington Drive-In from a Memphis group, Jaunich is the first "outsider" to invade the Minneapolis-St. Paul area.





SHOWN HERE are the St. Louis and Indianapolis delegations at the Universal-International sales meeting held recently in Cincinnati. At the top are the St. Louis branch managers, left to right: Joseph Sarfaty, Harry Hynes jr., salesmen; Harry Hynes sr., branch manager, and Samuel Nesbitt, salesman. In the lower photo, left to right, is the Indianapolis group: Herman Morgan, Ted Mendelssohn and Frank Warren, salesmen.

INDIANAPOLIS

Jack G. Dowd, former salesman for Warner Bros., is the new manager of the Selznick Distributing Organization exchange here. Down served in World War II . . . Max Roth, division manager for Film Classics, visited the local branch . . . Norman Linz, a former salesman in this area, has joined the sales organization for Film Classics and will cover the southern Indiana territory . . . Edwin Brauer, manager for Republic, attended the J. R. "Jimmy" Grainger 10th Anniversary Playdate drive at the Blackstone hotel in Chicago.



Jack G. Dowd

Albert Blankenbaker, operator of the Pastime Theatre, Richmond, Ind., is redecorating the front of his house. Before taking over the Pastime, he was connected with Warner Bros. in sales . . . Abe Gelman, Columbia salesman and a Filmrow baseball enthusiast, attended the World Series games in Cleveland . . . J. Perry Meek, head of Dollar Enterprises, Inc., has taken over the Avalon Theatre from Earl Bell . . . Mary Williams, formerly with the MGM inspection department, has joined the Columbia inspection group . . . Robert Arvin, head shipper at Columbia, spent his vacation seeing the sights of New York City.

Francis Bateman, general sales manager for Screen Guild in Los Angeles, and Harry Lorsh, Chicago, spent three days here conferring with Larry Jacobs, branch manager. While here they called on the trade and inspected the progress of the new building which will house the local exchange.

Herman Morgan, salesman at U-I, will be the guest speaker at the regular monthly meeting of Windfall, Ind., Lyons club. He will discuss the merits and possibilities of the motion picture industry . . . Fletcher Brewer, operator of the State Theatre, Windfall, Ind., has installed new Western Electric sound.

Mr. and Mrs. James Durham have opened the new 400-seat New Lakeland at New Webster, Ind. . . . The Chateau Theatre, Greencastle, Ind., has been closed since May. The house was acquired by Harry Vonderschmitt, and was formerly operated by W. C. Reckley. With only one theatre in the college town, conditions are reported crowded and the student body at Depauw university caused an overflow of patrons.

Ice Skating Rink Addition Planned At New Memphis Summer Airer

From Southeast Edition

MEMPHIS — The new 670-car Summer Drive-In, which has just been finished on Summer avenue two miles east of Memphis city limits, was opened Tuesday night. The $175,000 drive-in, to which a $70,000 ice skating rink will be added next year, will be rivaled in the south only by an 880-car drive-in in Dallas, according to Kemmons Wilson and John R. Reid, principal incorporators.

"River Lady" was picked as the opening film for the new outdoor theatre. The first night brought an almost packed park.

For the first time in this section, Summer Drive-In will introduce concession signals, a light on the speaker posts.

Reid and Wilson are supervising personally the final painting of the entrance, brilliant with two and a half miles of neon tubing, and the spreading of gravel on the 14-ramp, 12-acre layout. Only a power line, promised promptly, delayed the opening until next week.

A half million tons of dirt was moved, Reid said, in grading for drainage. The rough terrain was terraced into a series of curving ramps so that there will be no puddles for bogging down.

Although the drive-in season will end about November 15 in this section, the outdoor spot is being rushed so that cars can pack down a good gravel roadbed for asphalting next spring.

For the skating rink, a large circular area immediately in front of the 54x60-foot screen has been designated. It will be paved and laced with copper coils for freezing water with which it will be flooded. Inability to get the ice-making machinery has postponed the rink until next year.

Every ramp of the theatre has an electric box at the end with the number of the ramp and a sign that will tell customers when that particular ramp is full. New type speakers are on rubberized cords long enough to extend across a car.

Lou Weaver, manager of Airway Theatre, also owned and operated by Wilson, will handle the booking and buying of pictures. "We are dickering for pictures with the same availability as the de luxe neighborhood theatres are now getting," Weaver said. "We will show films as soon after the first run as bookings will permit."

A special lens was ground to throw the light 40 feet from projection booth to screen. It is 490 feet from the screen to the last ramp.

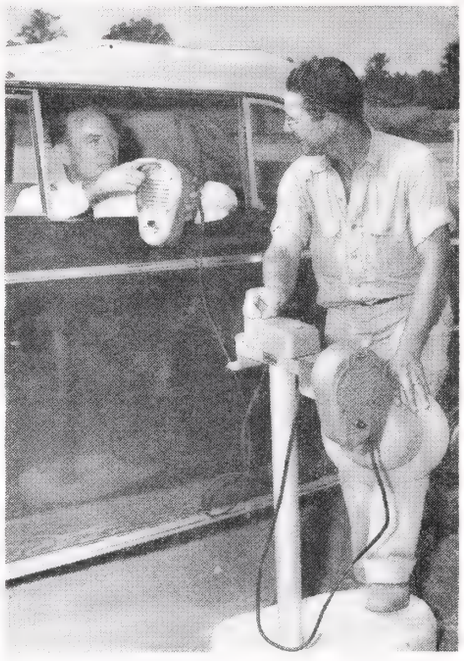
The screen was set at an angle away from the setting sun so that the showings could be started early.

Projection booth, concession stands and rest rooms are all in one modern building.

"The layout is perfect," said George L. Williams of Tri-State Theatre Service, who obtained the equipment for Summer Drive-In. "It is equal to anything—anywhere."

Some eight and three-fourths miles of insulated wiring is buried underground in the theatre in addition to land-covered wire for ramp lights.

Reid, Wilson and their associates own 22 acres, across from the Palms, night spot, and are using only 12 of it now. They plan to enlarge the theatre to a capacity of 1,000 cars if it appears justifiable.



Concession light, to which John Reid (right), Summer Drive-In co-owner, is pointing, glows red when switch on the speaker, held by booker Lou Weaver, is flipped. Long cord on speaker permits it to be taken inside car and hung on the seat back, rear view mirror, steering wheel or window. Push-cart boys, two to a ramp, watch red signals to offer service.

Spanish Film Showings Help Labor Problems

From Southwest Edition

LUBBOCK, TEX.—An important assist in easing one of the more difficult labor problems of a large farming area is credited to a motion picture theatre operator. At the same time, he has been and is doing his considerable bit toward the promotion of goodwill and understanding between the Mexicans and people of the U.S.

The motion picture man has contributed to these desirable ends simply by the provision of the type of films in the type of houses that appeal to a large segment of Spanish-speaking labor which migrates to the South Plains of Texas for the cotton and grain sorghum harvests each fall. The South Plains, paradoxically, are in northwest Texas, directly south of the Texas Panhandle bordering the New Mexico line.

The problem in this large region was quite serious until a few years ago. Estimates are that 50,000 to 60,000 Spanish-speaking persons come to the area each autumn to help with the harvest. Opportunities for entertainment were few. Naturally the laborers became dissatisfied. That's where the motion picture man stepped into the picture.

One of the pioneers was Wallace B. Blankenship, who operates Wallace Theatres, Inc. He has a chain of 16 fulltime houses in northwest Texas. In addition, he has become the largest area operator of seasonal houses for the Spanish-speaking trade.

Tri-States Courtesy Gets Good Publicity

From Midwest Edition

DES MOINES—The current courtesy campaign by Tri-States Theatre Corp. has caused considerable comment among Iowa newspapers—all of it favorable.

Tri-States has invited department stores, restaurants and other retail firms to join in its effort to restore high standards of customer service. It is this part of the drive which was particularly applauded on the editorial pages of the Des Moines Register last week.

The Register said: "We applaud Tri-States for sparkplugging this drive. It certainly is needed—but more, we think, in other kinds of establishments than theatres—that is, so far as the theatre employes are concerned. In fact, most boxoffice girls, ushers, ticket takers and attendants are models of courtesy."

The Register said "the real problem in most movie houses is to teach the PATRONS some courtesy to each other. Some of our particular gripes are (1) the guy who elbows you off your share of the elbow rest; (2) the lazy lout who refuses to make room for you to get in or out; (3) the women directly back of you who conduct a running commentary on the picture (sometimes referred to as 'those old gasbags'); (4) the kid who keeps kicking you in the rear through the seat, and of course (5) that perennial bane of the theatres, the woman with the big hat who keeps it on."

Meanwhile, a courtesy slogan contest was conducted among the home office employes of the Tri-States organization with cash prizes offered to the six top winners.

New Gate Crasher Wrinkle Makes Use of Car Trunks

From Southeast Edition

ATLANTA—A new wrinkle has been added to the gate-crasher's handbook on Atlanta theatres. Teenagers have been slipping past the tickettakers of the local ozoner by the simple expedient of hiding in auto trunks.

Walt Meir, manager of the Dixie Drive-In, says that despite sweltering hot weather, "there still are a few youngsters who will risk an uncomfortable ride in order to see a free show."

"Last week," Weir continued, "an old jalopy came rolling by with the rear end sagging down. The driver appeared to be the lone occupant, however, a muffled sneeze gave us the tip that someone was in the trunk. We followed the car and stood directly in back of it and started a long conversation.

"Finally, we opened the door and a perspiring fat boy emerged. We gave him a good scolding, a cool drink of water and let him see the show. He had earned them all."

All gate crashing techniques are not so simple, nor so harmless. At the downtown theatres most of the schemes are known to the managers.

Denny Denman, manager of the Fox, says that one of the most tried out methods is quite simple. Usually it's tried by a gang of boys. One lad will buy a ticket, enter the theatre, unlock the exit doors and admit the rest of the crowd.

Another gag, pulled surprisingly by adults, is the lady-and-baby stunt. Manager Boyd Fry of Loew's Grand says a woman and child would brush by the ticket taker, explaining that her husband was purchasing the tickets.

Tri-States to Build Three Ozoners

DES MOINES—Three new de luxe drive-ins will be added to the Tri-States Theatres circuit, it was revealed recently by A. H. Blank and G. Ralph Branton, company president and general manager, respectively.

The new theatres will be constructed in Cedar Rapids, Ottumwa and Grand Island. The Cedar Rapids Drive-In will be located west of the city at the intersection of Highways 30 and 149, one of the busiest thoroughfares in that part of the state. The Ottumwa Drive-In will be located on the navy air base and in Grand Island the theatre will be on the northwest edge of the city.

William Toney, company maintenance head, and construction engineers have surveyed the locations and report that grading is already under way and plans are swiftly forming to complete constructions for early openings next spring in all situations.

Moville, Iowa, Gem Sold

MOVILLE, IOWA—Frank Scott of Sioux City, Iowa, purchased the Gem Theatre here from G. M. Ryle. The change becomes effective November 4.

Theatre in Memorial Hall

FARLEY, IOWA—The R&J Amusement Co. of Cedar Rapids has opened a theatre here in the Memorial Bldg. Shows will be at 8 p. m. each Saturday and Sunday.

FLAV-O-NUT

PURE VEGETABLE OIL POPCORN SEASONING

Super-Refined pure vegetable oil, long recognized as the ideal popcorn seasoning, with vegetable color. Makes better popcorn for bigger sales and profits, and saves on cleaning and maintenance.

HYBRID POPCORN

Top Quality - Indiana Grown

Absolutely highest grade. "POPSCO" Purdue Brand. Amazing expansion. Tender, tasty, flaky.

$11.90 Per 100 Pounds

SPECIAL on POPCORN BOXES

1½ Ounce Size. Modified 10c Seller. Per thousand..... $6.95

$7.15 2 Ounce Size. Regular 10c Seller. Per thousand

All Prices FOB Kansas City and subject to change.

RUBE MELCHER

POPPERS SUPPLY CO.

114 W. 18th Street Kansas City 8, Mo.

28-Day Clearance Asked For Hopkins Theatre

MINNEAPOLIS—Minneapolis suburban exhibitors demanding 28-day clearance increased this week as Engler brothers, owners of the Hopkins, asked for the 28-day availability in place of the present 42 days. However, it was indicated they may have to bid competitively for it.

The reason in the Engler brothers' case is that the Minnesota Amusement Co. takes the position that the suburban Hopkins is competitive with its Uptown here which has had the 28-day availability for years. If its position is upheld, competitive bidding between the Uptown and Hopkins would be in order. The Englers argue the two theatres aren't competitive. They want the 28 days, but they aren't prepared to bid competitively against the Uptown.

Mans & O'Reilly, owners of the suburban Richfield, also have written to the exchanges regarding 28-day availability. The St. Louis Park, de luxe suburban house, now having 42-day availability, the same as the Hopkins and Richfield, still is surveying the situation and, as yet, has made no more.

Variety Heart Hospital Ground Breaking Set

MINNEAPOLIS—Ground will be broken next month for the Twin City Variety Club's heart hospital to be built on the University of Minnesota campus. The club has raised over $300,000 for the 80-bed hospital to cost $731,195, completely equipped. It will raise $178,464 more.

Application has been made for $243,731 in federal funds and no difficulty is anticipated in obtaining the sum. The hospital project won the national Variety Clubs' reward last year for the organization's outstanding philanthropy. It will be the second hospital in the world devoted exclusively to heart treatment and study. The other is in Mexico City.

Minneapolis Cedar Open; New Neighborhood House

MINNEAPOLIS — This city's first new neighborhood theatre in many years opens October 27. It's the Cedar, owned and operated by Monroe Shapiro, former night club operator, and Bennie Berger, circuit owner. Shapiro got the permit for the new house despite a city council policy not to permit additional theatre construction here.

Grand Junction Theatre Sold to S. D. Rolke

GRAND JUNCTION, IOWA—S. D. Rolke, former superintendent of schools at Rippey, has purchased the Grand here from Fred Thacker, who had operated the house since August 1947. He plans to continue living in quarters over the theatre. The sale included projectors, equipment and building.

Salesmen Buy Theatres

MINNEAPOLIS—Local film salesmen in increasing numbers are entering the exhibition field. Frank Eisenberg of United Artists has just bought the Lake Theatre, Washburn, Wis. In recent months Bill Cameron of MGM and Joe Prill of United Artists purchased theatres in small towns of the territory.

Drive-In Circuits Boom in Midwest

MINNEAPOLIS—Entire circuits of drive-ins spread as a potentiality this week as Harold Field of Minneapolis, owner of a large Iowa circuit of regular theatres, announced plans for a chain practically on a par with the regular showcases. Field said he would start immediately the construction of drive-ins in eight of the ten Iowa towns where he now has conventional houses.

Field said he would begin building at once at Spencer, Cherokee, Storm Lake, Webster City, Carroll, Atlantic, Perry and Columbia. Later, he said, he will also build drive-ins in the other two towns, Jefferson and Sac City.

Gordon McKinnon, a veteran Field employe, will head the entirely new and separate organization of drive-ins. Contracts for the grading and surfacing already have been let to the Park Construction Co. of Minneapolis and work will get under way within the next few weeks so that the drive-ins can be in operation next spring. Each will accommodate 500 cars and cost from $75,000 to $80,000.

Minnesota Entertainment Enterprises, comprising prominent Twin City independent exhibitors, including Field, now has a circuit of four drive-ins in the Twin City area, already built or under construction, with more planned.

Ted Mann and Charlie Rubenstein, Field in association with Eddie Ruben and Clem Jaunich, the W. R. Frank group, Ruben with Joe Floyd and a Ralph Green group are among the territory's independent exhibitors, mostly of Minneapolis, launching drive-in circuits. So is a syndicate headed by Ted Karatz, Minneapolis sound equipment manufacturer, as well as Roy McMinn and Clarence Kaake, Duluth and Superior exhibitors, and L. G. Roesner and Al Smith of the Colonial Amusement Co., Winona, Minn.



O. F. SULLIVAN—Owner and General Manager, Sullivan, Independent Theatres, Wichita, Kansas—says:

"Efficient service with sound equipment is a most important factor. For 15 years I have considered the punctual and efficient RCA Service a most important business insurance."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

DES MOINES

Ted Mendenhall, United Artists salesman, and Carl Olson, EL salesman, have returned from the Colosseum of Motion Picture Salesmen meeting in Chicago . . . Foster Blake, U-I district manager, and C. J. Feldman, division manager, were here . . . R. L. Long, Warner Bros. traveling auditor, is working at the local exchange . . . Clark Baker, Columbia manager, entered the hospital for observation.

Bill Johnson, Monogram salesman, broke his foot in an accident involving storm windows . . . Marilyn Torode is new stenographer at EL . . . Herman Beiersdorf, EL division manager, spent a few days in the local exchange . . . Among the visitors on the Row were Ed Nordhus, McGregor; A. J. Neumayer, Breda; Don Brown, Strawberry Point; H. V. Bruner, Pomeroy, and Leonard Caplan, Waterloo.

Margaret Neiman, Tri-States secretary, attended the Iowa State homecoming in Ames . . . Marie Frye, Tri-States merchandising manager, and District Manager A. G. Stolte, visited Cedar Falls, Waterloo, Oskaloosa, Newton and Ottumwa . . . Paramount's traveling auditor J. B. McGovern was working in the city, and Division Manager George Smith also spent a few days at the local exchange.

Fred Armington, MGM office manager, returned to his desk after several weeks' illness . . . Jake Schlank has severed connections with King Enterprises, but has not announced future plans . . . Louis Orlove, special advertising representative for MGM, spent the week in Des Moines lining up promotion for "The Search."

Lucille Wesp, A. H. Blank's secretary, and Norma Tilden, advertising assistant, spent the weekend in Kalona, Iowa, visiting Norma's mother . . . Dale McFarland, Tri-States booking and buying manager, went to Sioux City on a business trip . . . Betty Ptomey, formerly of the Tri-States merchandising department, returned to Des Moines from Washington and was a visitor in the home office . . . Lola Bruce and Evora Goff, both of Tri-States, drove to Kansas City to visit Mrs. Bruce's daughter . . . Barbara Rogers Anthony, A. G. Stolte's secretary, and her husband, visted Jamaica, Iowa.

Remembering the "Courtsey Campaign" now in progress among Tri-States employes, Frank Comstock, doorman of the Victory, Sioux City, went out of his way last week. Finding a bunch of keys on the sidewalk near the theatre with the license number of the car on the chain, Comstock walked up and down several block, trying to find the owner of the lost keys. Locating the car, he left a note on the windshield, telling the owner that he could pick up his missing keys at the Victory.

COMPLETELY NEW
HORKY'S CAFE
Bigger and Better Than Ever
— Featuring 'Delish' Steaks
1202 High St. Des Moines, Iowa
"Where Filmrow Friends Gather"
Open Daily at 4 p. m.



COMING!
The Theatre's Newest Entertainment and Business Stimulator
"LUCKY SEAT"
Copyright 1948
NOT A LOTTERY!
NO COUPONS! NOTHING TO SIGN!
Write
KING ENTERPRISES, Inc.
1203 High Street Des Moines, Iowa

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

ROGER MILLER of National Screen Service, in the Omaha territory till last May, has returned to Omaha and will operate from that city . . . Coin Entertainment Cooperative, owner of the Sun in Clarinda, Iowa, has bought a store building in that city to be remodeled into a modern theatre.

* * *

Nick Amos, longtime salesman for Security Pictures Corp. in Omaha, is again with Fontenelle Pictures, Inc., owned by Max and Penn Wintroub. Amos has been selling for Tiffany-Stahl . . . Work is progressing rapidly on the new Masonic temple at Auburn, Neb., the lower floor of which will be operated by the Booth Bros. of Nebraska City. It is rumored the Booths contemplate a chain for that section of the state.

* * *

The new Uptown Theatre at Junction City, Kas., one of the Glen W. Dickinson theatres, has been opened . . . Leon Robertson of the Midland, Pittsburg, Kas., announced the house will be closed for the installation of Vitaphone and Movietone.

* * *

Virginia Cherrill, Kansas City girl, has been chosen by Charlie Chaplin as the leading woman in his next film, "City Lights" . . . C. C. Perry, manager of the Newman, Kansas City, says Al Jolson's "The Singing Fool" has broken all house boxoffice records.

* * *

The Royal, Kansas City Publix house, has reopened under a policy of first run synchronized and talking pictures, with Vitaphone and Movietone sound equipment. L. J. Finskie, former associate manager of the Alabama, Birmingham, is the new manager.

* * *

N. J. May and W. R. Schmidt plan to build a theatre in Sharon, Kas. . . . The Peoples Theatre in Chanute, Kas., reopened recently after extensive redecorating and remodeling. Sound equipment will be installed in November.

MINNEAPOLIS

William Demarest and Mona Freeman will appear at Radio City for two days, October 29, 30, in connection with the local premiere of "Miss Tatlock's Millions." Bill Holden and other members of the cast also may come in for the occasion . . . A. A. Shubert, RKO manager of exchange operations, was a visitor . . . J. J. Donahue, Paramount division manager, was in town . . . Gene Meredith, Warner Bros.' chief accountant, was on a vacation at Miami, Fla., attending the American Legion convention there as a Minneapolis delegate.

Eddie Stoller, United Artists manager, returned from a sales meeting in Chicago . . . Exhibitors visiting Filmrow included Fred Schnee, Litchfield, Minn., and Leo Allender, Northome, Minn. . . . Herb Greenblatt, RKO district manager, was in town . . . William Emmard held auditions at the Northwest Variety Club for local amateurs to appear in the Horace Heidt show at the Auditorium October 31 under the club's sponsorship and for its charity fund's benefit.

Two United Artists pictures, "Pitfall" and "Time of Your Life," were set by the Minnesota Amusement Co. "Pitfall" goes into State here November 11 and into the Riviera, St. Paul, the following week. "Time of Your Life" gets an October 28 opening at the local State and St. Paul Paramount and then plays the circuit . . . Ben Marcus, Columbia district manager, was a visitor . . . Among those on hand for the Northwest Variety Club's last Saturday night open house were Dorothy Lewis, star of the Hotel Nicollet Minnesota Terrace ice show; Billy Vine, comedian from Curly's night club, and Joe Turner, Negro pianist.

Bennie Berger, North Central Allied president, says that 20 of the territory's independent exhibitors already have made reservations to attend the national Allied States' convention at New Orleans, November 29-December 1, and he's expecting an even larger delegation from here . . . L. B. Schwartz and S. P. Halpern, counsel for Bennie Berger and Mrs. J. L. Jensen, filed an answer this week to the objections of Ascap attorneys to their findings, preliminary to the formal entering of judgment in favor of the defendant exhibitors who were unsuccessfully sued for nonpayment of the Ascap theatre fee which Federal Judge G. H. Nordbye held illegal. Ascap has indicated it will appeal the decision . . . "Hy" Chapman, Columbia district manager, attended a sales conference in Kansas City.

Fay Dressell, RKO manager, was happy over the big business chalked up by "Good Sam" at its first neighborhood showing at the Uptown . . . Mickey Rooney will come to Minneapolis for a personal appearance at the Auditorium with his Hollywood show November 6. Still another screen star, Nelson Eddy, also will appear at the Auditorium for a concert October 26.

Harold Marks to Waterloo

CAMBRIDGE, IOWA—Harold Marks, who formerly operated a theatre and the Jack Sprat store here, has sold both businesses and moved to Waterloo to take over the management of the Waterloo Theatre.

'Julia' Grosses 150 To Lead Twin City

MINNEAPOLIS—Two newcomers, "Julia Misbehaves" and "The Loves of Carmen" were strong boxoffice performers here, while "Canon City," another fresh entry, did moderately well at the State. Holdovers were "Sorry, Wrong Number" in its third week and "The Paradine Case" and "Race Street" in their second. "The Jolson Story," brought back by the World, did fairly well.

(Average is 100)

Aster—**Fighting Back** (20th-Fox); **The Man From Texas** (EL) 90
Century—**The Paradine Case** (SRO), 2nd d. t. wk....100
Gopher—**The Big Punch** (WB); **God's Country and the Woman** (WB), reissue 85
Lyric—**Sorry, Wrong Number** (Para), 3rd d. t. wk....100
Radio City—**Julia Misbehaves** (MGM) 150
RKO-Orpheum—**The Loves of Carmen** (Col)..... 135
RKO-Pan—**Tower of London** (U-I); **Man Who Reclaimed His Head** (U-I), reissues 125
State—**Canon City** (EL) 90
World—**The Jolson Story** (Col), reissue..... 90

Kansas City Grosses Drop; 'Liner' Tops First Runs

KANSAS CITY—Grosses at the first run houses here were under levels of other recent weeks. The annual American Royal Live Stock and Horse Show drew heavily, and legitimate attractions fared nicely. "Luxury Liner," paired with "Big City" at the Midland, was the leader. Dualing at the Esquire of two reissues, "Swamp Water" and "Stanley and Livingstone," showed unexpected power. "Sorry, Wrong Number," in a second round at the Paramount, still was potent.

Esquire—**Swamp Water** (20th-Fox); **Stanley and Livingstone** (20th-Fox), reissues 105
Midland—**Luxury Liner** (MGM); **Big City** (MGM)....115
Orpheum—**Race Street** (RKO); **Campus Sleuth** (Mono) 100
Paramount—**Sorry, Wrong Number** (Para), 2nd wk. 100
Roxy—**Bring 'Em Back Alive** (RKO), reissue; **Scared to Death** (SG)..... 85
Tower, Uptown, Fairway—**One Touch of Venus** (U-I) 100

Drop in Des Moines Trade; 'Carmen' Is Best Grosser

DES MOINES—Trade at the de luxe houses here was off generally. "The Loves of Carmen," showing with "Lightnin' in the Forest" at the Orpheum, was the only bill grossing better than average.

Des Moines—**That Lady in Ermine** (20th-Fox)..... 85
Orpheum—**The Loves of Carmen** (Col); **Lightnin' in the Forest** (Rep) 140
Paramount—**Larceny** (U-I); **Are You With It?** (U-I) 90
Strand—**Letter From an Unknown Woman** (U-I)..... 75

'Wrong Number' Grosses 130 To Lead Trade in Omaha

OMAHA—"Sorry, Wrong Number" proved itself a popular number with Omaha theatregoers at the Paramount. "The Search" and "Jinx Money" also drew well.

Omaha—**Tap Roots** (U-I), 2nd d. t. wk.; **Stage Struck** (Mono) 105
Orpheum—**The Woman in White** (WB), plus stage show 110
Paramount—**Sorry, Wrong Number** (Para)..... 130
RKO Brandeis—**Coroner Creek** (Col); **Lulu Belle** (Col) 115
State—**The Search** (MGM); **Jinx Money** (Mono)..... 125

Kenneth Eitrem to RKO

MINNEAPOLIS—Kenneth Eitrem has resigned as Paramount booker to become an RKO salesman at Sioux Falls, S. D. Bert Zats has been promoted at Paramount from billing clerk to booker to fill the vacancy.

O M A H A

As a feature of the Tri-States Theatres fall drive, local Manager William Miskell is bringing in an outstate manager to serve as drive captain. Ira Crane, Fairbury, came in with the idea of after-football game shows in smaller cities. Next came Don Allen, Sioux City manager, followed by Marvin Graybill, Capitol manager at Sioux City. This week it is Wally Kemp, city manager at Grand Island . . . Pinky McIlvaine, assistant manager at the RKO-Brandeis, was on a vacation in Boston. He stopped at Chicago to see Will Singer who resigned recently as manager of the Brandeis.

Fire destroyed the Portal Theatre, Thurman, Iowa . . . Sammy Deutsche, U-I office manager-booker, seems to know all about night telephone rates between here and Hollywood . . . Local Filmrow employes are pitching in on the drive for the Will Rogers Memorial sanitarium . . . Nate Reese, exhibitor at Campbell, Mo., was here visiting his father . . . Jean Heather, former Omahan, has the lead in "Red Stallion in the Rockies" . . . Mr. and Mrs. Harold Dunn, owners of the Jewell Theatre at Valentine, Neb., returned from a California trip.

Most of Filmrow attended funeral services for Sam Epstein, local circuit owner . . . Harold Johnson, U-I branch manager, spent a week in South Dakota . . . J. B. McGovern, Paramount auditor from New York City, was here . . . Leon Mendelson, Warner Bros. salesman, and Paul Fine, Columbia salesman, represented the Omaha group at the Colosseum meeting in Chicago . . . J. C. VanHouse has closed the Sun Theatre at Kenesaw, Neb. . . . Mrs. I. M. Weiner, wife of the U-I salesman, hurried to Denver after the sudden illness of her father.

"Desert Song" will be on the Omaha Theatre stage November 24 . . . Manager Larry Caplain has scheduled a Halloween show Saturday night, October 30. There will be two ghost pictures and donuts and cider served on the side . . . Among Filmrow visitors were Frank Good, Red Oak, Iowa; Al Weubben, Parkston, S. D.; Arnold Mierendierks, Pender; Oliver Schneider, Osceola; Howard Brookings, Oakland, Iowa . . . Fred Waring will give two shows at the Orpheum Theatre here November 12.

J. L. Waybill, exhibitor at Wall Lake, Iowa, went to Golden, Colo., to return the body of his brother who was killed in an accident . . . Bill Miskell headed for Des Moines for a company meeting . . . Horace Heidt will broadcast from the Ak-Sar-Ben Coliseum October 24. Tri-States District Manager William Miskell is the father of a new son, William II. Miskell has two daughters.

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Theatre Ruins Removal Asked by City Council

MARSHALLTOWN, IOWA—C. E. Cramer, owner of property formerly occupied by the Capitol Theatre here, has been asked by the city to take steps to remove the ruins of the theatre. The Capitol was hit by fire May 25, 1946, and only the walls were left standing. Since that time, some work has been done to remove the remaining structure but the front of the building has remained boarded up.

Cramer was sent a letter by the city's attorney after action by the city council several weeks ago. The letter said, in part, "The city has granted considerable indulgence in the matter of the ruins which continue to remain upon this location. It seems apparent that the remaining structure is such an unsightly nuisance that it should no longer be permitted to remain and you are therefore notified that such structure as is now located upon these premises must be removed forthwith, or the matter will be referred to the city council to have the condition abated as a nuisance and consequently to have the remaining structure removed at your expense."

Berger Will Carry Fight On Percentage to Meet

MINNEAPOLIS — Bennie Berger, North Central Allied president, has announced he'll carry the fight against MGM's present compulsory percentage on two of its current releases to the national Allied States convention at New Orleans November 29. Berger said he believed MGM should retain its sliding scale policy or, at least, eliminate the compulsory percentage in the smaller and suburban situations, and in situations where percentage is called for it should sell on a sliding scale "so that the exhibitors may pay all their legitimate expenses before being called upon to pay any of their profits to it."

MGM is asking 40 per cent for "Easter Parade" and "A Date With Judy," instead of selling them on a sliding scale.

Hower Builds Drive-In In Worthington, Minn.

WORTHINGTON, MINN.—Gaylord Hower is building a new 350-car drive-in scheduled to open here in the spring with in-car speakers. Western Theatre Supply Co. of Omaha was awarded the construction contract.

16mm Film Shown Kids

MANHATTAN, KAS.—The first fall program of this city's recreation program for children was held last week in the Community House. Activities were under the direction of volunteer workers from the Kansas State college YWCA. Following acrobatic stunts and paper craft instruction two films were shown, "Here Comes the Circus" and "Mr. Jack Frost," both 16mm sound pictures.

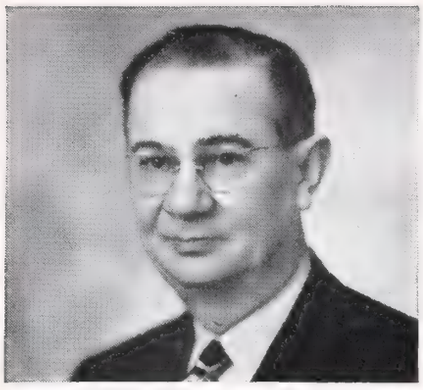
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KANSAS CITY

With Walter Pidgeon and Jack Haley, film stars, among visiting personalities who attended the 50th annual American Royal Livestock and Horse show, the coronation ball and other events attracted many from the film industry locally. Linda Baker, daughter of George Baker of A. F. Baker Enterprises, won several awards with her horsemanship in competitive horse show events.

Paul Connett, RCA Service Co. manager, was a patient at St. Luke's hospital . . . Homer Blackwell, formerly associated with National Screen Service, opened a home furnishings store in Abilene, Kas. . . . Walter Kirkham, Commonwealth Theatres booker, was back at work following a vacation in Minnesota . . . More than 10,000 Kansas Citians visited the local Blandings dream house.

Doug Burrill, Durwood circuit exploiteer, sustained a broken ankle in a fall while attending a football game at Columbia, Mo. . . . Arthur de Stefano, National Theatre Supply Co. branch manager, returned from Dallas . . . "Marius," foreign language film featuring Raimu, opened at the Kimo . . . Remodeling of the Jayhawk, Kansas City, Kas., was in progress.

E. G. Fox, Hutchinson, Kas., recently purchased a tract of land near Coffeyville, Kas., as the site for a 500-car drive-in theatre which is expected to be ready for opening next spring . . . The lobby of the Turon, Turon, Kas., is being remodeled under the supervision of H. E. Newton, manager . . . Mr. and Mrs. Lloyd R. Taylor, Hoxie, Kas., have purchased the Trenton, Trenton, Neb.

A new front is being installed at the Acme, Maysville, Mo., owned and operated by R. H. Meek . . . Mo-Kan Theatres, operator of the Mozark, Springfield, Mo., recently purchased several lots there to complete ownership of a site for a new theatre . . . The balcony of the Royal, Unionville, Mo., operated by Mr. and Mrs. G. W. Summers, is being remodeled to provide additional seating.

Kansas theatre owners and operators seen on Filmrow included J. V. Pizinger, Mac, McPherson; Gordon Holiday, Paramount, La Crosse; Elmer Bills, Lyric, Salisbury, and H. B. Doering, Peoples, Garnett . . . Missouri showmen here included F. G. Weary, Farris, Richmond; R. G. Davison, Binney, Pattonsburg; C. P. Shaner, Dixie, Odessa, and Mrs. Glen Maskau, Regal, St. Joseph.

To Appoint New KMTA Grievance Committee

KANSAS CITY—Personnel of a five-member grievance committee, to be established as a conciliatory measure, will be appointed by Elmer Bills, president of the Kansas-Missouri Theatre Ass'n, at a meeting of its officers and directors November 18 at the Phillips hotel here.

Decision to organize a grievance committee was reached at a meeting of KMTA officers and directors here October 14, but appointments to the new group were delayed by Bills in order to insure selection of representative exhibitors among its personnel.

Stars in Kansas City For American Royal

KANSAS CITY—Walter Pidgeon and Jack Haley, film stars, were among visiting personalities who were special guests at performances of the 50th annual American Royal Livestock and Horse show here this week.

Coming to Kansas City originally as a guest of honor at the testimonial dinner recently tendered to Gus Eyssell by the film industry locally, Pidgeon remained several days to appear during the annual American Royal coronation ball and subsequent performances.

Haley, who is appearing in "Inside U.S.A." in New York, flew here to inspect the string of nine Herefords entered by him in the American Royal. The film, stage and radio comedian owns and operates a 600-acre ranch near Escondido, Calif.

The string exhibited by Haley here first was shown last July at Del Mar, Calif., where it won blue ribbons in all classes entered. Following the show here, the Herefords will be entered at similar exhibitions in San Francisco and subsequently in Denver, Colo., and Ogden, Utah.

Plan 500-Car Drive-In Near Clarinda, Iowa

CLARINDA, IOWA—Plans for Clarinda's drive-in theatre were made public by Herman Field, manager of the Clarinda and Rialto theatres and an associate of the Pioneer Theatre Corp. of Minneapolis. Field said the site of the new theatre will be at the east edge of the city on routes 71 and 2. Entrance will be across from the waterworks building, and the ozoner will accommodate 500 cars. The Clarinda drive-in is one of eight planned in Iowa by Pioneer and its associates.

MGM Club to Dance

KANSAS CITY—Tickets are on sale for the MGM Employes club dance to be held Saturday night, November 6 at the St. James Center, 3936 Troost Ave. The price is 50 cents a person and tickets may be purchased from any employe at MGM. Tim Witcher and Woody Walker are in charge of arrangements.

R. W. Brown Has Open House

NEOLA, IOWA—R. W. Brown, owner of the Phoenix Theatre here, held open house, celebrating 39 years in business.

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Jane Powell Boosts 'Bodyguard' to 250

CINCINNATI—Business at the first run houses was spotty. A stage show featuring Jane Powell in person boosted "Bodyguard" at the Albee to a sizzling 250 per cent. "A Southern Yankee" at the Capitol earned a second round. "Sorry, Wrong Number" at Keith's and "The Luck of the Irish" at the Palace also were holdovers.

(Average is 100)

Albee—**Bodyguard** (RKO), plus stage show with Jane Powell 250
Capitol—**A Southern Yankee** (MGM) 130
Grand—**Embraceable You** (WB) 90
Keith's—**Sorry, Wrong Number** (Para) 110
Lyric—**The Loves of Carmen** (Col), 4th d. t. wk., 4 days, split with **Destroyer** (Col); **Sahara** (Col), reissues, 3 days 100
Palace—**The Luck of the Irish** (20th-Fox) 110
Shubert—**Race Street** (RKO), 2nd d. t. wk 90

'Carmen' Gets 165 in Cleveland Despite Tough Competition

CLEVELAND—Despite the toughest possible competition, most local theatres came through with average and better grosses. For three days, the World Series games drew a crowd of 80,000 people daily, "The Ice-Capades" played a sellout engagement at the Arena, U.S. Steel's Radio Theatre of the Aid had a record 10,000 audience at its Sunday night broadcast in the Auditorium and the Cleveland Art Museum packed them in with the Berlin art exhibit. In spite of this competition, "The Loves of Carmen" was out in front with an unusually high 165 per cent at the RKO Palace, while "Race Street" at the RKO Allen did a neat 115 per cent. Second week of "Rope" at the Hippodrome did better-than-average first-week business.

Allen—**Race Street** (RKO) 115
Hippodrome—**Rope** (WB), 2nd wk. 105
Lower Mall—**Fanny** (Sritsky) 100
Ohio—**An Innocent Affair** (UA), 2nd d. t. wk. 100
Palace—**The Loves of Carmen** (Col) 165
State—**Sorry, Wrong Number** (Para) 95
Stillman—**Mr. Peabody and the Mermaid** (U-I) 75

Grosses Better in Detroit; 'Carmen' Paces Motor City

DETROIT—A slight upturn in grosses generally was noted at the first run houses. Strong product was getting credit for the increase. "The Loves of Carmen," paired with "Triple Threat" at the Michigan, was the leader. "Rope," showing with "Mystery in Mexico" at the United Artists, also drew heavily.

Adams—**Tap Roots** (U-I), 4th wk. 110
Broadway Capitol—**Captain Boycott** (U-I); **Mr. Peabody and the Mermaid** (U-I) 90
Cinema—**The Eternal Return** (SR); **Our Mr. Shakespeare** (SR) 80
Downtown—**Lulu Belle** (Col); **Gentleman From Nowhere** (Col) 85
Fox—**Apartment for Peggy** (20th-Fox), 2nd wk. 110
Michigan—**The Loves of Carmen** (Col); **Triple Threat** (Col), 2nd wk. 120
Palms-State—**Strawberry Roan** (Col); **Pitfall** (UA), 2nd wk. 100
United Artists—**Rope** (WB); **Mystery in Mexico** (RKO) 115

'Rachel' Grosses 150, Tops in Pittsburgh

PITTSBURGH—"Rachel and the Stranger" was a winner among first runs here, grossing a neat 150 per cent in its first week. Others that were strong enough to win holdovers included "The Loves of Carmen" with 115 at the Harris and "Rope" with 110 at the Stanley.

Fulton—**The Savon Charm** (U-I) 60
Harris—**The Loves of Carmen** (Col) 115
Penn—**Luxury Liner** (MGM) 90
Ritz—**Pitfall** (UA), 2nd d. t. wk. 110
Senator—**Sahara** (Col); **Destroyer** (Col), reissues 110
Stanley—**Rope** (WB) 110
Warner—**Rachel and the Stranger** (RKO) 150

Bank Night Continued Despite Indictment

HUNTINGTON, W. VA.—The Greater Huntington Theatre Corp., A. B. Hyman, president, and another officer, under indictment on a misdemeanor charge of violating West Virginia lottery laws as a result of bank nights, continued the giveaway at local theatres. Hyman, veteran exhibitor, stated:

"We have, for approximately 12 years, had a giveaway day, and no responsible law enforcement officer has ever said this practice was a lottery. On the contrary, competent counsel has advised us that our practice is not a lottery, and various courts have held to the same effect. We believe in law enforcement and will not wilfully violate any law. Yet we alone have been indicted and charged with operating a lottery. We indignantly deny this and feel confident that our position will be sustained in court."

Henry Bieberson Jr. Dies; Former Theatre Operator

DELAWARE, OHIO—Henry Bieberson jr., 68, former owner of the Strand Theatre here, died October 11 in Jane Case hospital from a heart ailment. He moved to Delaware in 1916 and purchased the Strand, which he sold in 1936 and retired. He was a member and the first president of the Delaware Rotary club, and he also was a member of the Elks, Moose, and Masonic lodges. A nephew, Carl Goetz, New York, survives. Burial was in Wheeling, W. Va.

Marsh Theatre Reopens

WHEELING, W. VA.—Michael Halm, recently returned from a nine-month visit in Europe, has reopened the Marsh Theatre in South Wheeling. The theatre had been operated under lease for a year by George Prostinak, who returned to the radio and sound business here a month or so ago.

Gorrel Chain Grows With 6th Addition

CLEVELAND—Sam P. Gorrel, who spent the first 20 years of his career in the distribution of motion pictures and switched to exhibition some five years ago, is establishing an important independent circuit. On November 1 he takes over the Detroit Theatre, marking the sixth in his growing chain. The Detroit Theatre will be operated by the Detroit Enterprises, Inc., headed by Gorrel who already has begun an extensive modernization program. The Detroit formerly belonged to the Associated Theatres circuit.

The six theatres in the Gorrel operated chain are the Southern, Cleveland, acquired about a year ago from Hyman Kaplan; the Tipp, Tippecanoe, Ohio; the Brad, Bradford, and two theatres in Orville, the Orr, de luxe house which Gorrel and associates built two years ago and the Grand. Previously, Gorrel was local Republic branch manager and before that with the old Standard Film Service owned by Harry Charnas and Nat Lefton.

Bookers and Salesmen's Month for Paramount

CLEVELAND—Paramount has established November as Bookers and Salesmen's month, giving the exhibitor an opportunity to express to these little publicized members of the industry their appreciation for past favors.

A booker's job is one of the least romantic in the industry. He deals exclusively with titles and dates. Take, for instance, Art Young. He's been in the picture business for the past 41 years, 35 of them as a booker. For 28 years he was with Universal in Buffalo, Albany, Philadelphia and Cleveland. He has been one of Paramount's three bookers for the last seven years. His booking companions are Howard Roth and Irwin Sears.



AT U-I CONFERENCE—Here are members of the Universal-International sales staff in Cincinnati attending the company's sales meeting in Cincinnati. Left to right: (Standing) Frank Schreiber, salesman; Irving Sochin, branch manager; William Blum, salesman; Stuart Jacobson, salesman. (Seated) Howard Roudebus, office manager; Albert Kolkmeyer and George B. Gomersall, salesmen.

PITTSBURGH

Frank X. Reller, a newcomer, joined the local United Artists sales staff, succeeding Dave Brown, who resigned. He will take over the West Virginia area. Reller formerly was connected with Loew's in St. Louis . . . Theodore Mikolowsky, pioneer exhibitor, was ill at his home in Masontown . . . M. McLaughlin of Monessen may reopen the Newell at Newell.

Ike Sweeney, Republic manager, was back at work after attending an eastern district meeting of the company in New York . . . Jimmy Sippey, Screen Guild salesman, brought his family home from Miami and his three-year-old daughter again is hospitalized here . . . Jimmy O'Keefe, formerly of Filmrow, forwarded a post card from Lima, Ohio . . . Sylvia Karlton, young daughter of the Karl Kalmensons of Pittsburgh, is touring with the Rogers and Hammerstein musical "Allegro," which will be the Christmas treat at the Nixon.

Steve Manas, proprietor of the Victoria, Wheeling, reported that his black sedan was stolen from its parking place near the theatre . . . Doors and windows of the 20th Fox-NTS-UA building have been newly painted . . . Mrs. Leonard Pearlman, wife of the Warner salesman, was being treated for a thyroid condition at Cleveland Clinic . . . The Wheeling Symphony orchestra opened its 20th season October 21 at the Virginia Theatre.

George Tice, Columbia, and Floyd Klingensmith, Republic, were in Chicago attending the convention of the Colosseum of Motion Picture Salesmen of America as representatives of Pittsburgh Loge 31 . . . Art Levy, Columbia manager, lined up more than 45 area premieres for "Walk a Crooked Mile" . . . Mrs. Martha Horlick has succeeded Mrs. Dolly Ragan, who resigned duties as bookers' stenographer at the Paramount exchange. The new girl at the office is Mimi Friedman . . . Jack Sogg, Cleveland MGM manager, was here conferring with John J. Maloney, central division manager.

The Pennsylvania state chamber of commerce denies that it proposes a state income or sales tax, although in its 32-page analysis of the state tax structure it upheld the desirability of "some type of broad-based tax" and the only type of broad-based taxes mentioned were the sales and income levies . . . Meanwhile, the Erie council has passed a one per cent income tax . . . The Greenville council passed a three-mill levy on incomes and a 10-mill tax will go into effect January 1 . . . The Mercer council is discussing a wage tax . . . The Greenburg council has opposed a wage tax.

More than 1,600 television-minded dealers of the tri-state area, attending a convention of RCA-Victor distributors at the William Penn hotel, were told that television is "just around the corner" and that the local DuMont station should be ready for testing within three weeks. The DuMont station will have no studio but will telecast through mobile equipment.

Among those in attendance at the opening of the El Rancho drive-in theatre, Bridgeville, October 12, were M. G. Thomas, F. Cochlin, W. Lyzotte, Altec representatives; Lou Hanna, Franklin-Acme; Gordon Gibson, Jim Vazzana, Atlas Theatre Supply; Andy and Mario Battiston, drive-in exhibitors . . . A roadshow engagement of "Hamlet" will open November 3 at Loew's Ritz, admission to be 90 cents to $1.80 for matinees, and $1.20 to $2.40 nights, according to Vince Aldert, manager . . . Andy Battiston played his own "Citizen Saint" for several evenings at Super 30 Drive-In Theatre, Irwin . . . The John S. Stahls, Homestead exhibitors, expect a visit from the stork within two months . . . The Nixon booking of "Command Decision" was canceled . . . The Eagle Lion office has a quiz box, and employes are invited to write suggestions for improvement of service.

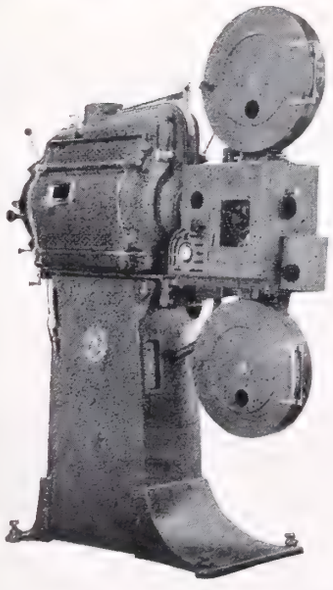
Mr. and Mrs. Guy Oglietti, Leechburg exhibitors who returned recently from a two-month visit in Italy, will bring back the body of their son, who was killed in the war and buried near Rome, for reburial here next month. . . . With Milt Broudy covering the main line and some city accounts for El, Dan Myers, a new salesman, has been assigned to the West Virgina area . . . The State, State College, in a tieup with a florist, presented 200 carnations to ladies attending "A Date With Judy" opening . . . The Majestic, Butler, announced new low admission prices . . . The Circle, New Kensington, paid for a full three-column ad in the Daily Dispatch, to congratulate Spyros Skouras on his 35th anniversary in show business.

Sidney E. Samuelson, Allied leader at Philadelphia, was here conferring with Morris M. Finkel and Fred J. Herrington on legislative matters, particularly the Pennsylvania law which permits political subdivisions to tax anything not taxed by the Commonwealth . . . Wahneta Gardner, MGM booker, is leading the Filmrow Bowling League, having the best scores for single games and for three games . . . Mannie Goodman, EL home office representative, was here, as was Rufus Blair of Paramount studio's publicity department . . . Burt Lancaster was here to exploit "Kiss the Blood Off My Hands."

Jim Vazzana, Atlas Theatre Supply sales engineer, has been ailing for some weeks with old war wounds and injuries kicking up . . . Parents of Alice Jahns, MGM bookkeeper, celebrated their golden wedding anniversary . . . Art Levy, Columbia manager, has a new Oldsmobile convertible . . . YWCA's Y-Teen department staged a fashion show at the State, Altoona . . . Reta Boyle, new telephone operator at the Columbia exchange, is the daughter of Orlando "Slam" Boyle, 20th-Fox's booker.

Mrs. W. Carl Cheeseman, mother of Joan Chandler, was presented with an orchid when she arrived at the Butler, Butler, to see her daughter in "Rope." Bert Wild, manager of the theatre, and Leyland Bortmas made the presentation . . . Manos, Uniontown, has resumed Children's Film library shows on Saturday mornings . . . Joseph L. Fecheck staged a very successful contest in opening the "Superman" serial at the Menlo, Charleroi. There were more than 500 entries and the theatre made three cash awards and 25 guest tickets were given to winners.

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city and Pittsburgh. He comes here several times each month to give personal attention to campaigns, newspaper and radio advertising and tieups. Watty Watson, former MGM exploiteer for Cincinnati and Pittsburgh, is handling Cincinnati and Indianapolis.

The former Elizabeth Wilson, manager of Cuppie's Drive-In in West Brownsville, is the bride of J. E. Stone . . . Melvin Edelstein, UA booker here prior to World War II, has joined the MGM booking department at Milwaukee . . . The annual Variety American Legion Post 589 banquet October 18 at the William Penn hotel, honored Perry S. Nathan, retiring commander, and his successor Harry E. MacCadden. A special event was the presentation of the National Distinquished Service Certificate to Gene Urban, president of the musicians union here . . . Art Price, UA exploiteer, was here in connection with the release of "An Innocent Affair."

John D. Walsh, manager of the Fulton, is having the theatre's ladies powder room wallpapered . . . American Arbitration Ass'n for the motion picture industry hasn't had an exhibitor complaint for four months at any branch office. The Pittsburgh office hasn't had a complaint in nearly eight years.

Dominick Serrao Dies At New Kensington, Pa.

NEW KENSINGTON, PA.—Dominick Serrao, 63, exhibitor and theatre contractor-builder, died suddenly in his home here, October 17, after a heart attack. Serrao had been less active in exhibition during recent years and the last theatre which he erected was the Roxy in Ford City which opened in April last year.

Surviving are his wife Susina, three sons, William G., A. Fred and Rocco; a daughter, Mrs. F. A. Viggiano, and several grandchildren. Bill and Fred operate the Circle, New Kensington, and the Kent, Arnold, and Rocco operates the Roxy, Ford City. Services were conducted Wednesday morning with requiem high mass sung at St. Peter's church. Interment was in Greenwood Memorial cemetery.

Femme Leads in 'A Man's a Man'

Femme leads in Windsor Productions' "When a Man's a Man" for Monogram release have been given to Cathy Downs and Carole Mathews.

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CINCINNATI

George Kirby, Republic branch manager, returned from New York, where he attended an annual sales meeting . . . The Tamlers of Indianapolis opened their new 700-car drive-in near Fountaintown, Ind., on October 17. They are planning to open another ozoner next year . . . William Stabler, former exhibitor in New Vienna, Ohio, and now operating a drive-in near Connersville, Ind., expects to build two additional airers next year.

Harris Dudelson, Eagle Lion branch manager, attended a sales meeting in New York . . . George Rappold of the Ideal, Columbus, was recovering from a recent illness . . . Rosemary Torbeck, secretary to Jack Keegan of Northio Theatres, resigned. She will be married November 13 . . . J. J. Oulahan, district manager, and W. G. Carmichael, branch manager of Eagle Lion, attended a sales meeting in Pittsburgh.

Variety Tent 3 will give a Halloween party Saturday, October 30 . . . George Fetick is buying and booking for the Music Hall, Newport, Ky. . . . Hugh MacKenzie was in Chicago in connection with the premiere of "Station West" . . . Sante Macci, operator of the Wayne, Greenville, and his brother opened a restaurant near their theatre . . . Lawrence Lahmann, owner of the Lahmann Trucking Service, and his wife became the parents of a daughter. Mrs. Lahmann formerly was Rita Iori, cashier at Eagle Lion.

The Colosseum of Film Salesmen met October 18, when delegates headed by Pete Niland, president, reported on activities during the recent meeting in Chicago. Frank Sally, national treasurer of the Colosseum, died following a heart attack during the Chicago meeting . . . William Howard and Matty Polon, both of New York, were visitors at the local RKO theatre offices.

Visitors on Filmrow included Frank Mandros, Charlestown, W. Va.; Ted Minsky, Warner Bros., office, Cleveland; Bill Settos, Liberty, Springfield, Ohio; M. K. Murphy, Corlee, Cumberland, Ky.; Vernon Berg, Little, Yellow Springs, Ohio, and C. E. Harvey, Pan, New Buffalo, Ohio.

'Search' Recommended

OIL CITY, PA.—In connection with the exhibition of "The Search," Herman Stahl, manager of the Lyric here, published a 24-inch advertisement in the Oil City Blizzard. The display was in the form of a letter to him from Edwin H. Griffith, director of the western Pennsylvania region for the National Conference of Christians and Jews, Inc., highly recommending the MGM release which he describes as "a great study of both the good and evil in human nature" and which "should be seen by all who call themselves good citizens."

Gould Remodels Arcadia

PITTSBURGH—Extensive renovations and remodeling are in progress at the northside Arcadia and Sam Gould, owner-manager for nearly thirty years, states that this is the only major structural change in the history of the house. Lobby and foyer are being entirely remodeled and new materials, fixtures and equipments are being installed.

SRO Representatives Meet in Pittsburgh

PITTSBURGH—Selznick Releasing Organization eastern division representatives met here October 15, 16 in the William Penn hotel for discussion of product and policy. J. E. Fontaine, eastern division manager from Washington, was in charge of the sessions. Present for the regional meetings were:

Sidney G. Deneau, assistant general sales manager, New York; J. J. Oulahan, district manager, Cleveland; Saul J. Krugman, district manager, Philadelphia; Thomas F. Duane, district manager, Boston; E. C. Murphy, Detroit; Leonard Mishkind, Cleveland; W. G. Carmichael, Cincinnati; Norman Silverman, Philadelphia; Elmer W. McKinley, Washington; G. Schuyler Beattie, Albany; William P. Rosenow, Buffalo; Clayton Eastman, New Haven; Douglas MacLeod, Boston; James R. Velde and Robert W. Munn, Pittsburgh.

Harry E. Kafen Purchases Pittsburgh Sky Theatre

PITTSBURGH—Harry E. Kafen has purchased the northside Sky from Paul Becker effective November 1. The Sky is the old Ohio, having been renovated last year and renamed when Becker took up the lease. Vincent J. Corso of Star Distributing Agency will supervise management and booking for the Sky.



ADOLPH FARKAS—Part Owner and General Manager, Lyric and Rialto Theatres, Johnstown, Penna. —writes:

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Adv.



LOUISVILLE

According to an opinion rendered by Ass't Att'y Gen. Squire N. Williams jr., visits of a deputy state fire marshal to a theatre should be limited to times when he is on duty and actually inspecting the place. The opinion was given to J. Ashlin Logan, attorney at Winchester, Ky., who complained in behalf of a theatre operator there that a deputy was overzealous. It was the belief of the operator that the deputy occupied a free seat too often, but said the deputy claimed he had an eye out for possible fire hazards.

Construction has begun on the new drive-in to be located at Cane Run road and Miller's Lane in the Louisville suburbs. From present indications the theatre will not be ready for opening until next season . . . Work also is progressing on the new drive-in under construction on Preston Street road near Louisville. This, too, looks like a next season opener.

Harry M. Palmer, who was long associated with the motion picture industry with Switow Amusement Co., Publix Pictures and Lee Goldberg Film Distributor, says he misses the contacts he made during his years in the industry. Harry now is executive secretary of the chamber of commerce at Seymour, Ind.

George Jaeggers, manager of the Switow Amusement Co. Elks Theatre at New Albany, Ind., has resumed duties at the theatre following an extensive vacation tour of the west and west coast. During his absence the management of the Elks was handled by Guy Roehm, who also supervised operation of the Indiana . . . Mrs. Clark Bennett, co-owner of the Valley Theatre, Taylorsville, Ky., has been confined to St. Joseph's hospital here because of illness.

Kentucky exhibitors seen on the Row recently included Edgar Barnett, Gala, Sacramento; Edwin St. Clair, St. Clair, Lebanon Junction; A. N. Miles, Eminence, Eminence; W. H. Hahn Gypsy Drive-In, Bardstown; Oscar Hopper, Arista, Lebanon; G. D. Saylor, Wallins, Wallins Creek; Bob Enoch, State and Grand, Elizabethtown; Ralph Cundiff, Allen, Liberty; Clyde Marshall, Columbian, Columbia, and Clark Bennett, Valley Theatre, Taylorsville. From Indiana came Don Steinkamp, French Lick Amusement Co., French Lick.

Also on the Row for a rare visit were Mr. and Mrs. L. W. Bevel of Harriman, Tenn. . . . The Gypsy Drive-In, constructed on the outskirts of Bardstown, Ky., for W. H. Hahn and J. F. Burnette, officially was opened recently. With provisions for 400 cars, the Gypsy is equipped with Motiograph AA projection and sound equipment, individual speakers, concession lights, Strong Mogul high intensity projection lamps and rectifiers. Superlite coated lens and Best Fire shutters. All projection equipment was furnished and installed by the Falls City Theatre Equipment Co. of Louisville. While the theatre was a little late in opening and will have a comparatively short run, the owners intend to get an early start for the next season.

The Palace Theatre, Gallatin, Tenn., owned and managed by W. F. Roth, is celebrating its 35th anniversary with a Gala Anniversary week. Special festivities have been arranged with programs selected for the occasion . . . In a double wedding celebration, Mr. and Mrs. Robert T. Enoch of Elizabethtown, Ky., celebrated their 11th wedding anniversary on the same day Mr. and Mrs. F. Wilhelmi, Anchorage, Ky., parents of Mrs. Enoch, celebrated their golden anniversary. The joint celebration took place at the home of Mr. and Mrs. Enoch in Elizabethtown. Enoch heads the Elizabethtown Amusement Co., which controls the State and Grand theatres there, and the new Starlight Drive-In, now under construction.

According to an announcement made by Gene Lutes, Kentucky manager for Chakeres Theatres, Inc., Springfield, Ohio, the Chakeres chain has taken over operation of the Mills and Trail theatres at Morehead, Ky. The theatres were acquired from W. R. Shafer of Shafer Theatres, also of Morehead, who still operates theatres in other sections of the state.

With the Strand and Mary Anderson holding over their current programs, and the Brown taking over the attractions of the Rialto for a second week, there still was a variety of product at Louisville first runs. The Strand continued its run of "The Babe Ruth Story" for an additional five days. The theatre then will close for two days so that the Grand Masonic lodge of Kentucky can occupy the auditorium for its annual conclave. The Mary Anderson held "Rope" for a further run, while the Brown took "Feudin', Fussin' and a-Fightin'" and "Out of the Storm" from the Rialto for another week's run. In with new product on double bills were Loew's with "An Innocent Affair" and "I Wouldn't Be in Your Shoes," the Rialto with "Rachel and the Stranger" and "The Gay Intruders" and the National with "Man-Eater of Kumaon" and "The Adventuress." The Scoop with a singleton featured the French production, "Marius."

Stella Pellette Dies

DETROIT—Mrs. Stella Pellette, at one time in the theatrical business in Mobile, Ala., died suddenly. She was the sister of Jack M. Smukler, operator at the Beverly Theatre here. Members of Local 199 who served as pall bearers were J. M. Gross, Harry Berns, Max Kolin, Walter Rickens, C. S. Basher and W. E. Hartge. Mrs. Pellette is survived by her husband, a son Jackie, three brothers, Bernie, Louis and Jack Smuckler and three sisters, Mrs. Bobbie Hill, Mrs. Flo Monroe and Mrs. Lydia Hart. Interment was in Oak View cemetery at Royal Oak, Mich.

Foreign Film for Students

OBERLIN, OHIO—Jerome Steel, owner of the Apollo Theatre, which caters largely to Oberlin College students, has inaugurated a two-matinee-a-week policy with playing time allotted to foreign films. Steel reports that the response has been enthusiastic.

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'Mr. Blandings' Aids Homeless Family

TOLEDO—When a gas explosion destroyed the almost completed dwelling of Elwood Yeack, making him and his family homeless, ten West Toledo Parent-Teacher Ass'n groups went into action.

A special midnight show was sponsored by the Parent-Teacher groups at the Colony Theatre, and members sold more than 5,000 tickets for the benefit performance.

The film shown, suggested by Jack Lykes, Colony manager, was "Mr. Blandings Builds His Dream House."

Variety Stages Benefit

TOLEDO—Variety Club Tent 30 in Toledo held a midnight benefit show recently in the 3,400-seat Paramount, featuring Mandrake the Magician on the stage, and a screening of 20th Century-Fox's "Road House." To promote interest in the show, proceeds of which went to the Variety Club's Heart fund for underprivileged children, Mandrake drove around the downtown streets the previous afternoon blindfolded, with a police officer at his side ready to give him a ticket for traffic violations. Before the perormance, in front of the theatre, Mandrake was nailed into a wooden box and escaped from it within 90 seconds.

Travel Films Compete

CLEVELAND—Motion picture theatres will have Sunday competition for the second successive year with resumption of the "Round the World" series of travel pictures which William J. Flinn is presenting in Masonic Auditorium. First program presents "Singapore Joe" Fisher in an illustrated lecture on "America's Western Wonders," Sunday (24). Twenty Sunday programs are announced, including Commander Donald MacMillan, arctic explorer; Count Byron de Prorok, author; Sasha Sieme, the Brazilian "Tiger Man," and Lieut. Col. John D. Craig, photography officer of the Bikini atom bomb tests.

New 16mm Screening Room

CLEVELAND—Major Films, national distributors of the 16mm edition of "Mom and Dad" and territorial distributors of an extensive library of entertainment films, announced that it has a completely equipped screen room available for rental at its new location. This is the only 16mm screen room available in the city since Joe Leavitt closed his Independent Screen Room in the Film Bldg.

Standish, Mich., Dawn Opens

STANDISH, MICH.—The 412-seat Dawn Theatre here was opened recently by owner James Nagy despite incompleted work on the front of the structure. The auditorium was completed but work on the front remaining to be done included installation of a marquee and decoration of the front. Free parking space was provided near the theatre.

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CLEVELAND

Eddie Richardson was busy celebrating the 21st birthday of Loew's Granada Theatre where he is manager. The Granada, still one of the de luxe theatres on the west side, opened on October 15, 1927. The screen attraction then was MGM's "Big Parade." Its anniversary screen attraction was MGM's "Luxury Liner" . . . Al Sunshine of Advanads will follow the exhibitor conventions. Later this month he will attend the Kentucky exhibitors' meeting in Louisville, and then he will go on to White Sulphur Springs for the West Virginia exhibitors' meeting.

After baseball season, out-of-town exhibitors began to drift back to Filmrow. Spotted last week were Joe Shagrin, Youngstown; Leo Jones, Upper Sandusky, and George Manos, Toronto . . . Katherine Pajunas took over as secretary to M. H. Fritchle of Oliver Theatre Supply Co., succeeding Gladys Villeret, who resigned.

Anne Vickers, secretary to MGM branch manager, is in Fort Lauderdale, Fla., on a vacation visit to former MGMer Marie Mack Hentges who recently built a home there . . . U-I exchange was operated with a reduced crew while Lillian Behn, switchboard operator, and Dolores Smith, assistant cashier, were on the sick list.

Roy Gross, Cleveland and Bedford theatre owner, is considering a California vacation . . . Lou Marks returned to his MGM desk after completing a four-week executive training course in the company's home office . . . Jules Livingston, Republic city sales manager, is in charge of the Variety Club's newly inaugurated duplicate bridge tournaments.

Gale Reyka, Ohio Theatre Service secretary, is recovering from an operation. Bobby Brown pinch-hit in her absence . . . Rickie Labowitch, secretary for the Cleveland Motion Picture Exhibitors Ass'n, spent the week shopping in New York . . . Major Films, now located at 1800 East 30th St., is expanding its 16mm film service after adding new product to its library, including the World Series games on 16mm. Paul Bonaiuto left on an extended trip through the midwest to book the 16mm edition of "Mom and Dad" while his partner Herman Deutschman looke after the local 16mm accounts.

Leonard Mishkind, SRO branch manager, attended a division meeting in Pittsburgh . . . P. L. Tanner of Film Transit sold his house and moved into one of the new South Moreland boulevard apartments . . . Bob Wile, managing the "Hamlet" road show opening October 29 at Loew's Ohio Theatre, got the cooperation of the Cleveland public library which set up elaborate displays in all departments and issued 20,000 bookmarks through all of its branches.

Columbia is now more than ever convinced that it pays to advertise. "The Loves of Carmen" did outstanding business at the Palace as a direct result of added newspaper advertising space used locally as well as extensive national magazine advertising. It was held over a second week after registering a high 165 per cent in its first week.

To Direct 'Rainmaker'

Producer Peter Scully has slated Jean Yarbrough to direct "The Rainmaker" for Monogram.

Radio Tops for Leisure

COLUMBUS—P. J. Wood, ITOO secretary, reports that according to a book manufacturing institute survey, adults devote 49 per cent of their leisure time to radio programs, 21 per cent to newspapers, 11 per cent to magazines and 8 per cent to books. Buried in the remaining 11 per cent are sports, card playing, old-fashioned conversation, and, last of all, motion pictures.



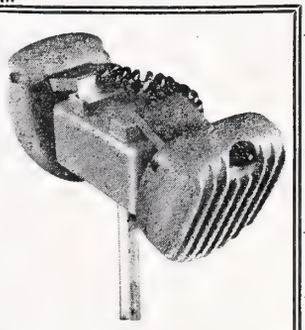
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Admission Increased For Free Car Giveaway

UNIONTOWN, PA.—Dozens of merchants gave free tickets on a new '49 Mercury sedan which was to be awarded October 22 at the Starlite Open Air Drive-In. Those attending the outdoor theatre Monday through Thursday evening were given proxy cards to sign and there was no advance in price these evenings. Admission of October 22 was announced at 75 cents, taxes included. Children under 16 were not eligible to win.

Frank Raspa's Team Wins

RIVESVILLE, W. VA.—Frank Raspa, owner of the State Theatre here, is a member of the Fairmont Cristoforo Colombo lodge's champion bocci team, which defeated the Sons of Columbus lodge of Connellsville, Pa., recently. Raspa's youngest son Sam, the first 18-year-old in Marion county to volunteer for a year's service, was home on furlough from Camp Hood, Tex., and his sons Nick and Ralph entered Fairmont State College as a senior and junior, respectively. Ralph was named business manager of the college paper.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

THE BUTTERFIELD-MICHIGAN circuit has added the Robinhood Theatre in Grand Haven, and shortly after the first of the year will take over the Fuller in Kalamazoo . . . S. J. Stebbins, managing director of the new Fox Theatre in Detroit, will stay in the motor city permanently. He intended to divide his time between Detroit and Washington but the Fox assignment requires all his time. He supervises all the stage productions. The Fox is still doing capacity business, the receipts hitting about $70,000 a week.

* * *

In the recent fire which destroyed the boat wells at the foot of Waterworks Park, Detroit, Ben Cohen of the Colonial and other Detroit houses, lost his $25,000 cabin speed boat. He has placed his order for another boat, to be ready in the spring.

Bicycles to Kids on Mondays

IRWIN, PA.—Super 30 Drive-In began awarding a bicycle to juveniles in attendance each Monday evening.

Lorenzen Team Leads Nightingale League

DETROIT—Lorenzen's Flower Shop holds the lead in the Nightingale club bowling league. Team standings are:

	Won	Lost
Lorenzen's Flower Shop	8	0
Projectionists Local 199	7	1
National Theatre Supply	5	3
Altec Sound Service	4	4
National Carbon Co.	4	4
McArthur Theatre Equipment	3	5
Brenkert Projectors	1	7
Ernie Forbes Theatre Supply	0	8

Matt Haskin still is the only bowler to get a 200 game in the week. Gilbert Light had a nice 198 game. Ray Gagnon made the 4-7-10 and so did Carl Beals. These boys are sharp.

National Carbon Team had an 840 game for the high single for the league.

Here's one for the record book. Harold Welch, captain of the Lorenzen's Flower Shop team, rolled 141-141-141 for 423 in league play. This is his first time as a captain.

Ice-Capades to Return

PITTSBURGH—Johnny Harris' "Ice-Capades of 1949" will play a return engagement here in The Gardens, December 1-7. The week had formerly been allotted to Cincinnati. This is the first time the great ice extravaganza has played a repeat booking here or elsewhere. As usual, the new edition, Harris' ninth annual show on ice, was world premiered here last month.

Public Relations Trailers

COLUMBUS—An excellent series of public relations trailers is now available to exhibitors on either an outright purchase or rental basis from United Film Service of New Orleans, Ohio, ITO Secretary P. J. Wood announced recently. The 13-subject series may be purchased outright for $52.00 or leased on reasonable terms. Among the titles are: "What Grandpa Missed," "What Makes Movies Move," "This Is Your Theatre" and "Your Children Are Safe in This Theatre."

Open Jenkins, Ky., Theatre

JENKINS, KY.—Mitchell Ladd has opened a new theatre here in a building which he constructed to house a theatre, restaurant, garage, filling station and a number of upstairs apartments.

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Detroit May Raze Monroe To Build Parking Garage

DETROIT—The city's plans to construct a municipal parking garage may result in the demolition of the downtown Monroe Theatre, owned by Harry Lewiston. The house is one of the oldest Detroit theatre structures left.

Takes Speed Boat Prizes

MILLHEIM, PA.—Drew E. Kolb, manager of the Municipal, has enjoyed a healthful season with his speed boat on the Susquehanna river. He copped seconds and thirds in competition at Lock Haven. Kolb, who was named president of the Millheim recreation board two months ago, and Mrs. Kolb recently adopted an infant boy.

Pays Sunday Film Fine

ALTOONA, PA.—A fine of $50 and costs was imposed by Justice of the Peace John C. Rinn of Lakemont against the management of the local drive-in for the unlawful showing of Sunday films in Logan township. The fine is the 27th in as many weeks.

Groceries a Giveaway

WARREN, PA.—Old Time Country Store Night is presented Wednesday evenings at Warner's Columbia, with ten heaping baskets of groceries, total value $100, being offered by courtesy of four local merchants.

Buys Drive-In Equipment

BUCKHANNON, W. VA.—Garland West has purchased projectors, sound, lamps and speakers for the drive-in which he has under construction here. West also is proprietor of the Colonial here.

Attends Convention

MEADVILLE, PA.—Dr. R. B. Herrick, operator of drive-in theatres, attended sessions of district 7, Pennsylvania Osteopathic Ass'n, held in Erie.

Weather Reduces Operations

UNIONTOWN, PA.—The local drive-in was the first of the outdoor amusement locations to "feel the weather." Operations were reduced to Saturday and Sunday nights only.

Operations Cut at Main

EAST PITTSBURGH—F. E. Hasley's Main on Bessemer Terrace now is operating only on Saturdays and Sundays. The Terrace remains in daily operation for the present.

War Casualty Returned Home

ALTOONA, PA.—Reinterment was being arranged for the body of Pfc. W. "Jess" Ackerman, well-known theatre manager here, who was killed in action in the ETO.

Theatre Rally Opens Campaign

ALTOONA, PA.—Community Chest appeal opened recently at a retail-employe Red Feather rally in the State Theatre. The campaign meeting lasted 45-minutes.

Gives Seven Radio Sets

UNIONTOWN, PA.—The State here offered seven complete radio combinations, each valued at $70 as a patronage stimulator.

COLUMBUS

A **bulletin** was sent to members of the Independent Theatre Owners of Ohio by Secretary P. J. Wood warning them they may be involved legally if they sign contracts with Ascap or pay any money to the organization. In view of two federal court decisions against Ascap, Wood advised members to ignore invoices and dunning notices sent by Ascap.

Theatremen here are watching with interest the latest move in the battle to prevent the state from acquiring the 524-acre site for a new state fairgrounds on Ackerman road. Rand P. Hollenback, publisher of the Clintonville Booster, filed a taxpayers' suit in Franklin county common pleas court asking that the court declare unconstitutional the act creating the Ohio Fairgrounds Commission. He also asked an injunction against release of funds for the site, claiming the site was chosen without public notice and hearings.

Frank Bruner and Ward Farrar, United Artists representatives, were here arranging a campaign on "Red River" . . . The local Rialto is being brightened by the opening of the new Hour Glass bar in the Deshler-Wallick hotel, a stone's throw from the Palace and Broad . . . Theatremen who have been wanting better engraving service welcomed the opening of a new commercial engraving plant located in the Ohio State Journal building. It is named the Journal Commercial Engraving Co.

Armistice Day Fireworks

PITTSBURGH—Outdoor Theatres, Inc., will stage monster fireworks displays Armistice day at the Super 30 and Super Castle drive-ins near Irwin and New Castle respectively. Andy Battiston, former vice-president of Outdoor Theatres, now is supervising operator and managerial advisor for the ozoners.

Drive-In Fireworks Show

CARMICHAELS, PA.—Louis Stuler and Durward Coe, owners and operators of the Sky-View Drive-In here, presented a giant fireworks display.

Daughter to Vandergrifts

FAIRMONT, W. VA.—Mr. and Mrs. Bruce E. Vandergrift are parents of a daughter, born October 11. Vandergrift is projectionist at the Lee Theatre here.

Hatfield-McCoy Travesty Is Benefit for Police

PARKERSBURG, W. VA.—Those Hatfields and McCoys are still a' feudin' in the West Virginia mountains. They staged a come-back here under police sponsorship, so everything's on the law-and-order side. A travesty upon the famous feud was presented for two evenings at the Burwell Theatre as a benefit for the Parkersburg police department's pension benefit fund. Produced originally on Billy Bryant's showboat and written by Captain Billy and his wife Josephine, the show was presented under the supervision of the Majestic Producing Co. of Point Pleasant.

Bowlers Will Skate

PITTSBURGH—Filmrow Bowling league members and friends will enjoy an evening of roller skating Monday (25) at the Flamingo Roller Palace, East Liberty, managed by Julius Navari, brother of Rudy and Sam Navari, local exhibitors.

Books for West Tarentum

WEST TARENTUM, PA.—Thomas Zaimes, who acquired the Penn from Joseph Zana, will be represented for film licensing and booking by Vincent J. Corso, manager of Star Distributing Agency, Pittsburgh.

Delayed in Pennsylvania

PITTSBURGH — Local Allied convention again has been set back and new dates are expected to be announced for next February. William Finkel is to appoint convention committees.

Wishes Pigskinners Luck

NEW KENSINGTON, PA.—Circle Theatre used advertising space in the Daily Dispatch to extend good luck to the Ken Hi football team and the grid coach.

Cartoon Circus at Opera House

CLARKSBURG, W. VA.—Moore's Opera House presented a Saturday morning Cartoon Circus and gave bubble gum to all children in attendance.

Union Men Run 16mm for City

ARNOLD, PA.—The city of Arnold employes IATSE Local 444 each Wednesday evening to present free 16mm motion picture exhibitions at city park.

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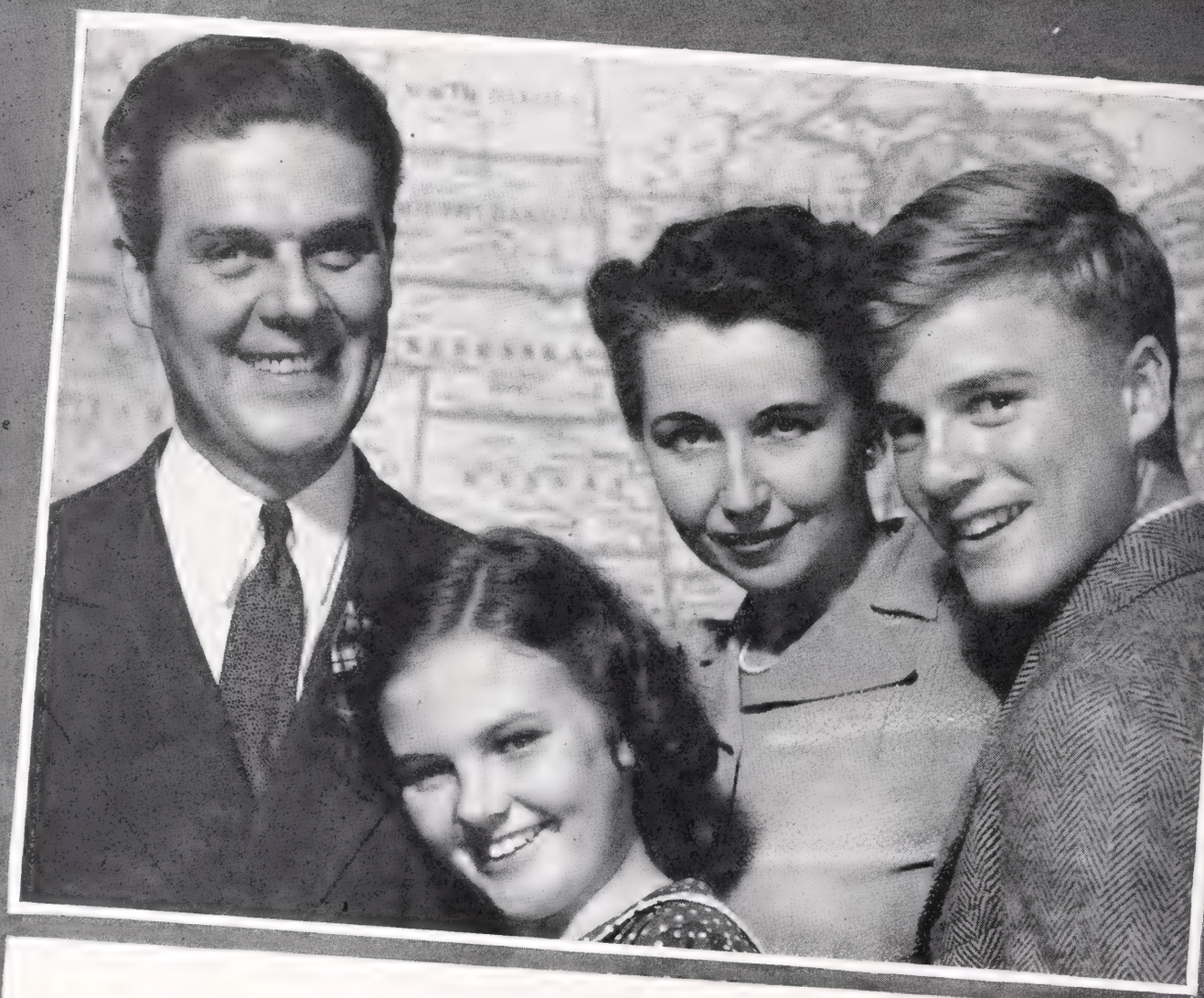
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SHOWMANDISER Section

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New Haven White Way Sold to New Company

NEW HAVEN—Fred Dandio has resigned from National Theatre Supply Co. to take over active management of the 628-seat White Way, which he acquired under a 20-year lease, with the Victory from Mike Tomasino. Tony Terrazano of the Fairmount and Forest Theatre also is interested in the deal, and a corporation will be formed.

Forest Theatre Corp. has purchased the 600-seat Park, Allingtown, which it previously leased but kept dark. This was part of the same transaction, which permitted Mike Tomasino to retire from active business.

Al Perinetti, new to film business, has been appointed manager of the Victory under the new regime and Warren Gould, former manager of the Victory for Tomasino, has been named manager of the State, which Dandio has been operating for the last few years.

According to Dandio, no major changes will be made in the newly acquired Victory and White Way for at least a year. Policy has been changed at the Victory, which formerly closed two days a week, and now runs full time, with matinees Saturday and Sunday. A new policy of setting aside certain days of the week for foreign films also may be tried at the Victory.

Bristol Property Sold

BRISTOL, CONN.—Judge William L. Cafferty of probate court has approved the sale of Main street property owned by the Dr. Benjamin B. Robbins estate. The property is located at 47 Main St., and is assessed at $22,585. The property runs from the Warner Cameo Theatre Bldg. to the property of Vetrano Bros. The application for the sale was made by Mrs. Edna Robbins, executor, through her attorney, Thomas J. O'Donnell. It was not disclosed to whom the property will be transferred.

Connie Gordon Returns

HARTFORD—Connie Gordon, daughter of the Jack W. Gordons of Gordon's Entertainment Bureau, local booking office, has returned to her home here following a four-month tour of Europe and North Africa. Pending permanent future plans, she will be associated with her parents in the operation of the Gordon office.

LYNN

Beyond Glory" opened for a week at the Paramount after being ushered in by a publicity stunt by Manager James Davis, which blocked traffic in front of the theatre. High ranking army officers and Mayor Stuart Tarr were interviewed by broadcaster Bill Bradley with a loud speaker of the army's public address mobile system as army searchlights illuminated the sky. The speeches were preceded by a parade of the battery E engineers of the National Guard, with a police motorcycle escort and the army band from the Murphy general hospital, Waltham, under the leadership of Warrant Officer Parkerson.

Manager George Lougee of Lynn's Olympia frosted the cake for his sister-in-law's wedding.

Community Corp Renames, Remodels Hartford Daly

HARTFORD—The Community Amusement Corp., operator of the Daly Theatre here, has changed the theatre name to the Star and extensively renovated the interior. The box-office location has been moved from the outer lobby to the inner lobby and the auditorium has been redecorated.

Hartford Theatre circuit has reseated the Colonial, circuit flagship house. The 1,200-seater did not discontinue any showings during the installation, however, with all work done at night after closing time. Ernie Grecula, assistant to Al Schuman, general manager, supervised installation with Charlie White, Colonial stage manager.

Carl Zeitz Home Robbed

FALL RIVER—Jewelry and other valuables worth more than $1,000 were stolen recently from the home of Manager Carl Zeitz of the Academy Theatre. Entrance was gained by breaking into the garage and forcing open two other doors. Zeitz discovered the break upon his return from the theatre. Stolen articles included a motion picture camera, a woman's diamond and ruby-studded wrist watch valued at $500, unset topaz jewels, table lighters and a wedding ring.

Assistant in Hospital

HARTFORD—William Dougherty, Webb, Wethersfield, Conn., assistant manager, was in Hartford hospital recuperating from serious injuries sustained in an auto accident which occurred in front of the theatre.

Managers in Hartford

HARTFORD—Sid Kleper, manager of Loew's Poli College, New Haven; Harry Shaw, division manager for Poli-New England Theatres, were among local visitors.

Usherettes at Newington

NEWINGTON, CONN. — The Newington Theatre, a Nick Kounaris-Paul Tolis house managed by Paul Purdy, has switched from ushers to usherettes. The new aides are Joyce Bengtson, Alice Sepaniak, Helen Carey.

Levy Advises Waiting On Bidding Decree

HARTFORD—Under the heading of "Buying and Booking Combines," Herman M. Levy, executive secretary of MPTO of Connecticut, in a recent bulletin to members declared:

"After the decision in the New York case of U.S. versus Paramount, when competitive biding was ordered as a complusory method of licensing pictures, there was considerable doubt as to whether buying and booking combines could operate legally because it appeared that they could not, as a practical matter, function without violating several aspects of competitive bidding. This is what the court said in its decision:

" 'It should be added that in our opinion there can be no objection to operating, booking, or film buying through agents, provided the agent is not also acting in respect to theatres owned by other exhibitors, independent or affiliated, and provided that in case the agent is buying films for its principal he does this through the bidding system, theatre by theatre.'

"On appeal, of course, the supreme court discarded competitive bidding. Whether or not, in view of this, the lower court would have expressed itself similarly is not known. The supreme court case and the two Ascap decisions were based substantially on the philosophy that you may not condition one copyright upon another. Without all of the facts of such a combine it is not possible to determine whether it will or will not be held illegal."

Continuing, he said: "And even knowing the facts, it is not possible validly to predict the attitude of the courts at this time. The legal patterns and limits of activity of buying and booking combines have not yet been determined. We shall have to await further word and clarification from the courts."

Wins Yale Award

NEW HAVEN—Leonard L. Levy, law associate of Herman M. Levy, TOA general counsel (no relative), has received the $100 Nathan Burkan Memorial Prize for his study, "Copyright and the Motion Picture." The award was made by the Yale Law School and Ascap. Copyright attorneys throughout the country participated in the contest for the prize.



LOEW FAREWELL PARTY—Show above are some of the 200 people who attended a party in honor of Sam Horwitz, Loew's Poli, Hartford assistant manager, who was promoted to the Loew home office publicity staff in New York. In the photo: Frank Morin, Regal; Jim Cotia, Regal, both Hartford; Al Lessow, Poli, Waterbury; Norman Levinson, from Poli-College, New Haven, successor to Horwitz here; Howard Padowitz, Palace, Hartford; Jim McCarthy, Strand, Hartford; Larry Gendron, Palace; Lou Cohen, Poli; George Landers, division manager, E. M. Loew circuit; the guest of honor; Mike Piccirillo, Center; Dick Genter, Poli; Walter Lloyd, Allyn, and Lou Kaplan, State Music Co. At piano—Fred Greenway, Palace.

BOSTON

Don Jacocks jr., former booker at UA, has resigned and taken his family to New Jersey where he will enter the television field . . . Helena Grecco, inspector at Regal Films, was married to Joseph Nutaccio of Jamaica Plain. A reception was held at the Beacon House, Brookline . . . Ernie Warren of the Warren, Whitman, reported a small fire at the theatre, probably caused by a carelessly thrown cigaret. Firemen quickly extinguished the flames and only the evening show was canceled.

The Empire, Salem, is going into its regular winter policy of five vaudeville acts and one feature film for Thursday, Friday and Saturday . . . The Allen Theatre at Lowell, the Conniston Theatre at Newport, N. H., and the Lawler Theatre at Greenfield have started Goodwill awards, handled by Roy E. Heffner at 22 Church St.

Al Lourie, Adams, Dorchester, and William Yeager, Plymouth, Leominster, have joined Independent Exhibitors, Inc. of New England . . . Toby Tabachnick, formerly with Universal, has joined the contract department of Affiliated Theatres Corp. . . . Louis Richmond and Louis Stern have taken new offices at the Hotel Bradford . . . Fred Stein of the New York office of EL, who is in charge of special feature films for the company, was here conferring with local managers Tom Donaldson and Harry Segal. Eleanor Silverman, formerly with Monogram, joined the EL cashier's department under Grace Sullivan.

A drive within a drive has started at Eagle Lion in connection with the Bill Heineman national sales campaign October 15-December 2. Eddie Renick, captain of the New England drive, ordered a huge 40x60 poster showing Tom Donaldson and Harry Segal, local managers, being pushed over the top by salesmen Al Fecke, Renick, Irving Shiffman and Saul Levin, with a caption beneath saying "Dates—Dates—More Dates."

The Moosehead Theatre, Greenville, Me., owned by Ted Hathaway, and the Playhouse, Newport, Me., owned by Harold Marong, have joined Affiliated Theatres Corp., making a total of 83 theatres under the Affiliated banner . . . The Tremont Street lobby of the Keith-Memorial here is being remodeled and enlarged. A new candy counter will be placed there with a soft-drink bottle machine, a three-drink dispenser and a hot coffee automatic dispenser.

More than 600 patrons, mostly children, remained in their seats at a Watertown Square Theatre matinee while smoke from a shed fire at the rear of the theatre seeped in through the ventilators. John McConville, manager, told the children to stay in their seats as the fire was in a shed outside the building. Firemen extinguished the blaze and damage was slight.

Frank Lydon, Hamilton, Dorchester, and a former president of Independent Exhibitors, represented that group at the eastern regional convention at Baltimore. He will give a full report at the next regular meeting of the local group . . . Nate Levin, president of the Motion Picture Salesmen's Club of New England, has arranged an accident and health policy with a local insurance company to benefit members. This is the first time that such a plan has been put before the members.

Reservations for the national Allied convention to be held in New Orleans starting November 30 are being accepted at Independent Exhibitors. Those planning to make the long trek include Leonard Goldberg, Meyer Stanzler, Ray Feeley, Nathan Yamins, Leslie Bendslev, Leon Task, Arthur Howard, Jim Guarino, Ted Rosenblatt and Chester Currie.

Randolph, Me., will have its first motion picture theatre when Louis Score of Portland erects a new building on Water street to house 450 patrons. The theatre will be equipped with new RCA sound and will be constructed by the McKee Construction Co. of Pittston . . . Sam Horenstein, Manley's New England representative, is recuperating from a recent operation. He is expected back in his office by the middle of November. The Porter Square Amusement Co. has purchased a new Manley popcorn unit. The machine will be used for the Porter Square Theatre and confectionery store owned by Harold Markell . . . Joe Hochberg's wife is in the Baker Memorial hospital recovering from a recent operation.

Max Levinson of the Levinson circuit and Larry Laskey of E. M. Loew's have been appointed co-chairmen of the New England group for the motion picture industry of the Combined Jewish Appeal drive. The tentative date for the annual dinner is set for November 1 at the Hotel Bradford when nationally known speakers will appear. Louis Golden of Boston is the general chairman for the territory for the entire drive. A large group is expected to attend the dinner to spearhead the drive which is now in progress.

Although the Boston Garden has received a record offer from Station WNAC for the exclusive rights to televise all sports events held in the North Station arena for the next five years, officials have not yet agreed to the five-year contract. They are expected to close a deal for a shorter term. Professional hockey, always a sellout, is one of the big prizes sought by WNAC.

After doing a mighty fine job as hostess at the Warner Bros. party for actress Jane Wyman, Joan Mansfield, Art Moger's secretary, succumbed to the removal of two wisdom teeth which kept her out of the office for three days . . . Bill Toomey, foreman for Film Exchange Transfer Co. and his wife recently celebrated their 25th wedding anniversary. Their 19-year-old son Paul will enter the army shortly. Bill is an active member of the Macauley Post.

The new owners of the Olympic Theatre, Cambridge, have renamed the house the Rex. It recently joined Affiliated Theatres for buying and booking.

NEW HAVEN

The Variety Club will sponsor a Halloween dinner party at its new quarters October 29 . . . Ralph Pasho of the Gem, Naugatuck, flew to St. Louis for the TESMA show . . . Carl Goe, Warner exchange manager, was ill with laryngitis . . . Joe Faith of Unionville returned from Europe . . . Mickey Katainik of Metro was ill several days.

Phil Gravitz, Metro office manager, is back from an executive training course in New York . . . H. Vego Anderson, dramatic editor of the Hartford Courant, was here for the Columbia-Yale game as guest of the Harry Shaws . . . Among those at the Shubert opening of "Light Up the Sky" were Billy Rose, Eleanor Holm, Julia Haydon, G. J. Nathan, and H. I. Phillips of the New York Sun . . . Thelma Jaffe of Metro is proud of her brother, Sid, now with WNHC . . . Harry Shaw was in New York for a Loew division managers meeting.

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Adv.

Three New Theatres Nearing Completion

HARTFORD—Completion dates not too far off on at least three motion picture houses in this area.

Perakos Theatres of New Britain is building a 1,100-seat theatre on New Britain avenue in the Elmwood section of West Hartford, with completion expected by November. The house, yet unnamed, is part of an extensive business development under supervision of J. George Schilke, West Hartford realtor.

A 1,400-seat theatre is being erected in Norwich by Bergman Bros. Loew's Poli New England Theatres, which operate the Broadway, Norwich, will operate the new theatre.

The Nick Kounaris-Paul Tolis-George Ulysses interests of Newington and New Britain have completed the foundation and south wall of a 1,000-seat theatre on South Broad street, Meriden, near the Wallingford town line. The theatre will be air conditioned. Completion date is uncertain.

The E. M. Loew's circuit is continuing with construction of a 600-car drive-in on the Norwich-New London highway. Completion date is uncertain.

The Fruge Construction Co., Bridgeport, is well along in erection of two standard 1,000-seat theatres in Bridgeport. Tom Fruge is president of the concern. Completion date is unknown as yet.

MPTO Treasurer Visits

HARTFORD—Ted Jacocks of Branford, treasurer of the MPTO of Connecticut, was a recent visitor.

W O R C E S T E R

John Matthews, manager of the Warner, attended the Jane Wyman reception in Boston . . . Ken Prickett and Elliot Foreman, MGM publicists, dropped in to see Harold Maloney, manager of Loew's Poli . . . Anna Dunn of the Warner returned from a week's stay in New York City.

Smoke from the boiler room of Loew's Poli was drawn into the auditorium by ventilating fans while 2,000 persons were watching "Loves of Carmen." Some patrons thought there was a fire and began to leave but cooler heads quieted the crowd, and Manager Harold Maloney said not many left the building. He explained to the crowd that the smoke was caused when the boilers were operated for the first time this season.

Mary Sheehan and Mary Rafferty of the Warner were on a week's vacation . . . "Command Decision" played a one-night stand at the Auditorium to a fair crowd . . . Guy Palmerton, manager of the Whalom in Fitchburg, went to New York City . . . Loew's Poli sneak previewed "Apartment for Peggy" . . . Leon Babard of Hyannis joined the Strand in Southbridge.

Preliminary work for the new theatre in Southbridge has been started. Martin Krasowsky has begun razing two houses on Main street to make way for the business block that will also house a theatre.

Stanley Redmond, manager of the Strand in Southbridge who fell several weeks ago and injured his hands, was taken to Harrington hospital . . . The Southbridge house collected on the publicity appearing in Worcester theatres about the banning of "Rope." It was the first theatre in the Worcester area to screen the picture.

Harry Shaw and Lee Rosenberg of New Haven were visitors at Loew's Poli . . . The probate court is conducting an investigation into the alleged shortage of $30,000 in the estate of James J. Finnegan. One of the witnesses is his son, John P. Finnegan, formerly of the Elm Street . . . Bruce Brighton of the Playhouse has gone to Atlanta, Ga.

Improvements at Loew's Poli include redecorating of the booth, new carpeting on the stairs and upholstering of furniture in the rest rooms . . . Manager Bob Portle of the Elm Street held over "Luxury Liner" . . . Nate Goldberg of the Plymouth still is bemoaning the outcome of the World Series.



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FALL RIVER

The Yamins Theatres cooperated with Fall River merchants in the annual Fall River bargain days, by showing trailers and offering free transportation to suburban patrons who desired to come to the center to do their shopping and attend a show. Valuable merchandise awards, provided by merchants, were presented to theatre patrons . . . A new fountain service has been installed at the Empire Theatre. The dispenser is part of the section of the lobby devoted to concessions.

Through arrangement with a local distributor, a television set has been set up in the lobby of the Durfee Theatre, where Paul Slayer is manager . . . A new boiler has been installed at the Park Theatre . . . Paul Slayer, Durfee manager, and William S. Canning have been named directors of the new Police Athletic Ass'n, which is planning programs for the youth of the community. Slayer was one of the volunteers who participated in a Tag day for the benefit of the new organization.

Color has been inaugurated with the full-page advertising which Yamins Theatres takes weekly in the local press. A large shamrock, in green, appeared recently in the Durfee Theatre ad plugging "The Luck of the Irish" . . . Vaudeville, one day a week with afternoon and evening performances, will be inaugurated shortly at the Empire Theatre, through an arrangement with the Ross Frisco firm of Boston.

Upwards of 500 answers were received weekly in connection with the motion picture quiz shows which are being conducted on Mondays and Wednesdays over WSAR by the Yamins Theatres . . . Worthwhile charities or community projects also are publicized either by William S. Canning or John A. McAvoy, masters of ceremonies, during the shows which give highlights of motion pictures either playing or to be shown at the Yamins houses. The first 25 persons answering the questions receive free admission tickets to any Yamins theatre.

John A. McAvoy, Embassy manager, was a recent speaker before the Clover club which he entertained with a discussion of motion pictures . . . Robert Lawton and Albert Brown are new on the Capitol staff . . . Rita Levesque is new relief cashier at the Capitol.



LLOYD H. BRIDGHAM—Owner, Uptown Theatre, Dover, N. H. . . . State Theatre, Presque Isle, Maine . . . Harbor Theatre, York Harbor, Maine—says:

"Fifteen years of RCA Service in my theatres has proved to be one of my best investments."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

Adv.



HARTFORD

Jim Cotia of the Warner Regal flew to Cleveland to see one game of the World Series . . . Ed Kelleher of the Princess saw one of the World Series games in Boston . . . Joe W. Mansfield, regional exploitation man for E-L, was here on "Mickey" and "Canon City" . . . Ethel Smith, cashier at the Princess for the last eight years, has resigned. Shirley Janas replaces her . . . Henry Germaine, branch manager for Paramount in New Haven, was a Hartford visitor.

The third season of specially selected and chaperoned Saturday morning motion picture programs for children at the Central, West Hartford, will start on November 6, under sponsorship of the West Hartford Parent-Teacher Council's audio-visual aids committee. The Central is part of the Hartford Theatre circuit, and the manager is Hugh J. Campbell . . . Warren Hills, formerly with the M&P Allyn, Hartford, now working for a local business concern, says he will leave for a new home at Clearwater, Fla., some time in January . . . Adolph Johnson and Seymour Levine, theatre premium deal representatives, were here on business.

Local 84, IATSE, will hold its annual elec- in December, with installation of new officers slated for January . . . Elliott Forman, MGM exploitation representative, was here in conjunction with "The Secret Land" . . . Bob Kaufman, 20th-Fox exploiteer, was boosting "Apartment for Peggy" . . . Division Manager George E. Landers of E. M. Loew's Theatres was in Boston . . . Stephanie Simon is the new cashier and Mary Veronese the new candy girl at E. M. Loew's.

Leonard Young, house manager at the E. M. Loew's, flew to New York on his day off last week . . . Steve Perakos, son of the Perakos circuit head, probably will take his Connecticut state bar examinations in December. He recently was graduated from the law school of Boston University . . . Johnnie Pavone of Monogram and Bill Hutchins of National Theatre Supply were in the city . . . Celia Lee Whorf, who recently resigned as cashier at the Webb, Wethersfield, entered the University of Connecticut. She's a niece of Hollywood actor-director Richard Whorf.

'Number' Grosses 130 In Slow Boston Week

BOSTON—The 'crowds in town for the world series did not help downtown theatres. "Sorry, Wrong Number," at the Metropolitan took most of the business.

(Average Is 100)

Astor—**Hamlet** (U-I), 8th wk.....100
Boston—**Four Faces West** (UA); **Bad Sister** (U-I).....100
Exeter Street—**The Brothers** (U-I), 2nd wk.....85
Memorial—**Good Sam** (RKO); **The Winner's Circle** (20th-Fox), 2nd wk.....90
Metropolitan—**Sorry, Wrong Number** (Para); **The Golden Eye** (Mono).....130
Paramount and Fenway—**Isn't It Romantic?** (Para); **Escape** (20th-Fox).....100
State and Orpheum—**Loves of Carmen** (Col); **Rusty Leads the Way** (Col), 2nd wk.....90

New Haven Grosses Average As Football Takes Crowds

NEW HAVEN—While a pleasant Saturday afternoon sent patrons to the Yale-Columbia football game and left theatres empty, late weekend business was good.

Bijou—**Urubu, the Story of Vulture People** (UA); **Eyes of Texas** (Rep).....75
College—**Loves of Carmen** (Col); **Adventures of Silverado** (Col), 2nd d. t. wk.....100
Loew Poli—**Luxury Liner** (MGM); **Madonna of the Desert** (Rep).....100
Paramount—**Sorry, Wrong Number** (Para); **I Surrender, Dear** (Col).....110
Roger Sherman—**Rope** (WB); **Joe Palooka in Winner Take All** (Mono), 3 days, holdover, split with **Rachel and the Stranger** (RKO); **Variety Time** (RKO), 4 days.....100

'Sorry, Wrong Number' Leads First Runs in Hartford

HARTFORD—"Sorry, Wrong Number" and "Cry of the City" were the leaders locally. The only downtown holdover was "The Loves of Carmen."

Allyn—**Sorry, Wrong Number** (Para); **The Eyes of Texas** (Rep).....240
Center—**King's Row** (WB); **Next Time We Love** (U-I).....85
E. M. Loew's—**The Loves of Carmen** (Col); **Gentleman From Nowhere** (Col), 3rd wk.....150
Poli—**Cry of the City** (20th-Fox); **Night Wind** (20th-Fox).....200
Palace—**Lady in Ermine** (20th-Fox); **End of the River** (U-I).....75
Regal—**Canon City** (EL); **Mickey** (EL).....80
State—**Winner Take All** (Mono), plus stage show..70
Strand—**Pitfall** (UA); **Adventures of Gallant Bess** (EL).....125

NEW HAMPSHIRE

Vaughan Monroe and his orchestra drew a large crowd to the Carousel ballroom at Bedford Grove, near Manchester, on October 15 . . . Lawrence L. Willey, former owner of the Colonial in Rochester, was a member of a committee which arranged for a Republican campaign rally there October 15 . . . The uses of films and recorders in modern education were demonstrated by Walter E. Scott, bandmaster of Dover high school, at a recent luncheon meeting of the Dover Kiwanis Club.

The Rye Players opened their 1948-49 season by presenting the melodrama, "Love Rides the Rails," at the Atlantic Air Academy Playhouse in Rye for the benefit of the Rye cooperative nursery and kindergarten . . . The department of secondary teachers, National Education Ass'n, selected Franklin high school as the "pilot school" for audio-visual education in New Hampshire. The school will receive a film strip projector, films, filmstrips, record albums and encyclopedias, and will act as demonstration center for the area.

Distributors Charged With Discrimination

OKLAHOMA CITY — Film distributors were charged by several Oklahoma and Kansas theatre operators with discrimination against small houses and independents during a house small-business committee hearing here.

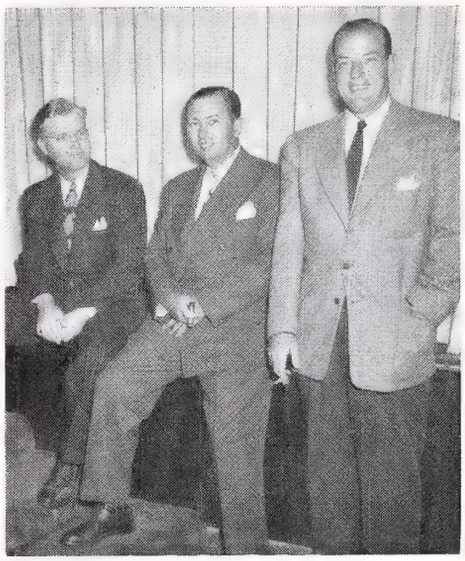
Charles E. Dierker, representing the Home Theatre here, said that the house had been unable to obtain enough first run product to meet its needs. Some distributors refuse to accept bids on product, he declared, and others will not reveal the amounts of successful bids.

Dierker said that when he once asked why a bid he had made on certain product had not been accepted, he was told by a distributor that "it is none of your business."

O. F. Sullivan, operator of theatres and drive-ins in several Oklahoma and Kansas cities, declared that the large distributors accept less for product from certain small town situations in order to obtain business from the large chains.

Robert B. Busch, manager of the Uptown and Villa theatre here, said that the large chains were getting preferential treatment from the distributors because of larger buying power. He also charged that distributors were in a position to dictate admission prices by withholding product unless specified scales were met.





AT U-I CONFERENCE—Shown here are the Dallas and Oklahoma City Universal-International delegations to the company's sales conference held recently in Cincinnati. The top photo, left to right, shows the Dallas group: John L. Fagan, Mark Holstein, salesmen; James Prichard, branch manager; Walter Lovelace, E. M. Olsmith, Carsie Miller, salesmen. The lower photo is of the Oklahoma City group. Left to right: Hi Martin, branch manager, Charles Hudgens and Raoul J. DeLier, salesmen.

Arthur Lockwood to Talk At Annual TOO Conclave

OKLAHOMA CITY—Arthur Lockwood, recently elected president of TOA, will be one of the principal speakers during the annual TOO convention here December 6, 7 at the Skirvin hotel.

Lockwood, who is executive vice-president of Screen Guild Productions and treasurer of Lockwood-Gordon Enterprises which operates 14 theatres, has accepted an invitation to attend the conclave.

Other speakers to be heard during the convention will include H. M. Richey, MGM, and Leon Bamberger, RKO, both of New York, according to Morris Loewenstein, TOO president.

Teen-Age Robber Subdued By Venus, Tex., Exhibitors

VENUS, TEX. — A frightened 14-year-old schoolboy held up and robbed three people, owners of the Venus Theatre, but finally lost out. James Stanford, Venus manager, and his wife had gone to their car ready to go home following the night's run. His father J. M. Stanford came along a few paces behind with the receipts and was getting into the front seat when the boy ran up and shoved a gun in the elder Stanford's back, ordering him to get in the back seat. The boy didn't see the other two already in the car. Stanford told the boy he was outnumbered and grabbed the gun while his son jumped out to lend a hand. The youth was turned over to the sheriff. Venus is located between Midlothian and Alvarado.

John Marcum to Manage Oklahoma City Liberty

OKLAHOMA CITY—John Marcom, assistant manager at the Warner Theatre here for the last few years, has been named manager of the Liberty Theatre, succeeding Joe Hill who moved into the managerial post for the new Sooner, recently opened by the Warner Theatres circuit. Charles Praskus has been promoted to replace Marcum at the Warner, according to M. D. Brazee, general manager for the circuit here.

Remodel R&R Offices

DALLAS—The Robb & Rowley United Theatre home office, now undergoing extensive remodeling, will be completed within the next few weeks. Booking and accounting departments have been enlarged and a private office for E. H. Rowley, circuit president, is being built in the back of the building. Offices for John Rowley, Hank Robb and Don Douglas also are being outfitted.

Oklahoma Show Sales Tax Increase During August

OKLAHOMA CITY—The Oklahoma Tax commission reported that theatres and tent shows showed a 6.12 per cent increase in sales taxes during last August, in comparison to the same month of the previous year. Other amusements and athletic events registered a gain of 7.24 per cent. Theatres and tent shows recorded a 11.43 per cent increase in use taxes for the same period. Other amusements and athletic events showed a gain of 392.48 per cent.

Four From Dallas Speak At Variety Inaugural

HOUSTON—The Variety Club of Houston, designated as Tent 34, became a separate and official unit of Variety Clubs International at recent ceremonies in the Rice hotel here. John Paul Goodwin, chief barker, and all regular officers and directors remain in office.

International Chief Barker Bob O'Donnell read the inaugural and those men traveling from Dallas to speak at the event included Dallas Chief Barker Julius Schepps, William O'Donnell, Bill McGraw and Harold Schwarz.

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DALLAS

Miss Winnell Coats, secretary to F. W. Allen, National Screen Service branch manager, was back from her vacation . . . Miss Nona Kuykendall, secretary to district manager Doak Roberts at Warners, also was back at work after a vacation . . . The Ralph Donnells, senior and junior, of the Texas at St. Jo, were here to attend the state fair and especially the big show on skates, "Icecapades." The state fair, incidentally, is having its biggest and greatest year. In one week a million people went through the gates. Its previous total attendance record was a million.

Seen early in the week on Filmrow for fast booking trips were P. V. Williams, Munday; Tom Hooser, Seymour; Wallace Rucker, Round Rock; C. H. Cox jr., Gilmer; D. E. Smith, Bertram; H. L. Gilliam, Ardmore, and R. B. Kirbow, Rhome . . . Ed Newman made his first booking trip to the market in connection with his new 550-car Westview drive-in theatre opened last Friday night in Waco. The airer is on the western outskirts of the city and faces the highway leading to Brownwood, where he has operated the Sunset drive-in theatre for the last two seasons.

Col. Frank Merrill of the U.S. air corps reserves has been called back to duty for a brief time to become acquainted with new types of U.S. air transports and weapons. He flew big planes during the last war and since then has been a partner with Howard Hiegel in owning and operating the Avon Theatre . . . J. E. Luckett, familiarly known in show business as Uncle Joe" and manager of the White Theatre for the last several years, is on vacation with his wife in Chicago.

Paul S. Wilson and Marvin Doris, both of district manager Harry Balance's office in Atlanta, were in Dallas giving pep talks on a new sales drive coming up . . . Grover McDonnell, former Monogram salesman, has joined the 20th-Fox sales staff and will travel the goat hills territory of central west Texas . . . L. E. Nulley, cashier at National Screen Service, was moved up to the job of east Texas salesman, succeeding William E. "Bill" Mick, who resigned recently. Homer Bankhead, veteran of the merchant marine and graduate of North Texas State Teachers College at Denton, came in to take on the cashier's duties.

W. S. Miller, sales manager in the Dallas exchange of 20th-Fox, and his wife were back from a vacation trip to Nevada and Los Angeles. He said it was their first real vacation in several years. At Albuquerque they saw Jack McCollum, partner with the late Bob Montgomery in theatres at Wichita Falls. The Millers looked over the wonders of Grand Canyon, stopped briefly at Griffith's Last Frontier hotel at Los Vegas. They tried to look up Burt King, owner of a motel there but he was in Reno on business. The Millers went on to Los Angeles but not near the studios.

A testimonial dinner will be tendered Bob O'Donnell, international chief barker of Variety clubs, December 4 in the Crystal ballroom of the Baker hotel. Variety Club officials from all parts of the nation and

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various foreign countries will attend . . . Charles E. Darden, popcorn executive, sold his farm home near Garland and has moved himself and family into Dallas.

Dick Fullham, formerly of Denver, has joined the Eagle Lion sales staff and will travel in San Antonio territory . . . Billye Maxey, formerly at Republic, now is in the accounting department at the Warner exchange . . . Olive Bonner, Warner Bros., returned from a vacation . . . W. W. Spruce, MGM office manager, was recovering from an illness at Medical Arts hospital.

New officers and directors will be elected by the Variety Club of Texas at a meeting November 1. A buffet supper will be served at 6 p. m., and balloting will start at 7 p. m. An international canvasman and two delegates to the 1949 convention will be chosen . . . Seymour S. Klein and Sidney Davis from Hollywood were here to make screen tests of promising Dallas talent.

Among Texas exhibitors here booking and buying were Joe Hackney, Canton; J. D. Guest, Hubbard; Audrey Cox, Lamesa; Temple Summers, Glenrose, and George Western, A. M. Dale and B. Leon Littlefield, who are opening a new drive-in near Falfurrias. Western formerly was an RCA and WE engineer and formerly operated a theatre at Jayton. Dale and Littlefield are residents of Alice.

Bill Stanford, assistant at the Palace in Grapevine, was over recently to pick up advertising and do other market chores for that theatre. He lives in Fort Worth which is only a few miles from Grapevine. Bill stopped in to get his name on the BOXOFFICE mailing list for a year.

Football Films Rival

DALLAS—Two football pictures of contests between teams of the southwest conference were on screens of competitive groups of pictures during the week. Interstate circuit had the Telenews reel made of the TCU vs. A&M game which was shown at the Telenews, Majestic and Palace downtown and in the Village, Esquire, Lakewood and Varsity in the neighborhoods.

Six de luxe independent neighborhood houses banned together in getting a reel of the SMU-Rice game played at Houston, which Gordon McLendon, son of B. R. McLendon, owner of the Casa Linda Theatre, narrated. The other five houses were Phil Isley's Granada and Crest; Hanley & McClain's Arcadia; McDaniel & White's Maple and Adelman and Sachs Delman.

Hearings Ended Early

DALLAS—A scheduled appearance of Texas independent theatre owners before a Congressional committee in Houston investigating unfair and monopolistic business practices did not materialize. Col. H. A. Cole, who made the trip representing Allied Theatre Owners of Texas, said he did not appear before the committee which had changed its schedule and finished hearings before he arrived. Other independent exhibitors who planned to testify also arrived too late.

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Absolutely highest grade. "POPSCO" Purdue Brand. Amazing expansion. Tender, tasty, flaky.

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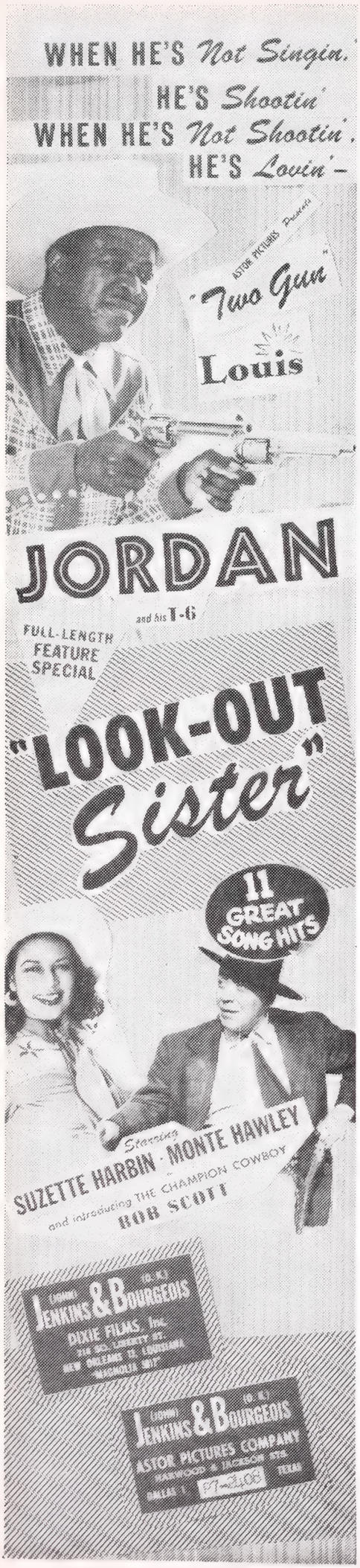
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OKLAHOMA CITY

John S. Allen, assistant sales manager for MGM in the southern division, was a recent visitor. He was seen dining with M. D. Brazee and Paul Townsend of the Warner Theatre circuit in the Black hotel's Empire room . . . Brazee recently returned from a business trip to Chicago . . . Emma Joy Brantley of MGM was married recently to Richard Witten, accountant for a Tulsa oil firm. Mrs. Witten resigned effective October 22 to move to Tulsa. She was local branch manager's secretary.

Ross McCausland, who came here a few months ago to manage the Center, will leave November 1 to return to the Telenews Theatre in Denver . . . Howard Federer of the Center and State theatres was in Dallas on business. He was accompanied by his wife . . . Lieut. Phillip Keough, former manager of the Center Theatre here, now back in the air corps and stationed at Biloxi, Miss., was here visiting friends.

The Center Theatre recently was host to the University of Oklahoma football team . . . Adolphe Menjou was in the state recently to participate in the century of progress Indian centennial at Muskogee. He became the first "chief" of the combined "Five Civilized" tribes during a colorful ceremony and was given the Indian name, Piomengo, meaning Prophet Chief. At nearby Tahlequah, Menjou again was accorded Indian honors when he was taken into the Keetoowahs, exclusive Cherokee full-blood society.

Mr. and Mrs. Morris Loewenstein, who just returned from a vacation in the east, entertained at the Oklahoma club recently in honor of Mr. and Mrs. Herman Hunt of Cincinnati, who came here to visit Dave Hunt, Republic branch manager . . . Dave just returned from a regional sales meeting in Chicago . . . Dick Powell of Hollywood stopped overnight here recently en route to his home state, Arkansas, to see the University of Arkansas play a southwest conference football game.

A 16mm film was made of the operations rehabilitating a wornout quarter section into

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JACK A. DICHARRY — Owner, Lincoln Theatre, New Orleans, La. —writes:

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Adv.

ARE YOU PLANNING A DRIVE-IN THEATRE FOR SPRING OPENING?

If so now is the time to purchase your projection and sound equipment.

Southwestern Theatre Equipment Co.

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a demonstration farm recently and more than one million persons are expected to see the film in schools, farm meetings, theatres and other gatherings.

Alan Young, radio and film star, was to visit the Will Rogers Veterans hospital here October 20. Linda Darnell spent three days there October 6 . . . The visit of Gov. Thomas E. Dewey to Oklahoma on October 13 was filmed, as was the recent visit of President Harry S. Truman . . . Kurbstone Kollege is being broadcast Tuesdays, Thursdays and Saturdays from in front of the State Theatre over KTOK . . . The "Made in Oklahoma" show opened Tuesday (12) in the Municipal auditorium, with more than 300 products on display. Exhibits ranged from packaged pecans to oil drilling rigs.

Tim Holt, El Centro, Calif., western film player and rodeo artist, was a visitor here. He recently completed "Gun Runners" for RKO . . . The new 1,100-seat Sooner Theatre was opened here, with Joe Hill as manager . . . Pollack Bros. circus was to play at the Municipal auditorium October 20-23.

William Allison and Benny Blackwell are new salesmen at National Theatre Supply . . . Bob Smith, Independent Poster Service, was convalescing after a recent illness . . . D. F. McCroskey has established Mack Enterprises, distributing roadshow products, at 606 West Grand . . . Variety Club Tent 22 will hold its annual election early in December.

Robert Curran, one of the owners of the Home and the Colorcraft Poster Service, attended the Oklahoma-Texas football game at Dallas . . . Frank Barnett, formerly at the State, now is treasurer at the Home . . . Chuck Keeling of the Criterion and Corle Pierce of the Home attended the Oklahoma-Kansas State grid game in Norman . . . Howard Wortham, formerly with National Theatre Supply, now is chief projectionist at the new Sooner.

Manley at State Fair

DALLAS—Manley, Inc. had a swift moving popcorn exhibit at the State Fair of Texas to help make a million Texans extra popcorn conscious. Over 500 samples an hour were handed out. Ray Beall, public relations director, arranged the show with machines and a display of supplies the company handles. Buck Rogers of the local Filmrow office was on hand with several attendants.

Vice-President P. A. "Bob" Warner was out to check the activity. He just returned from New York, Washington, Chicago and Kansas City. He attended a Variety meeting in New York, the TOA convention in Washington, and company confabs in all four cities.

Griffith Opens Drive-In at Bartlesville

BARTLESVILLE, OKLA.—The new Hill Top Drive-In here, a Griffith Bros. showcase located three miles east of the city on the Nowata road, was to be opened October 8. The ozoner accommodates 500 cars and cost an estimated $130,000.

Acquire Rights to 'Chinese Blue'

MRS Pictures has acquired the screen rights to "Chinese Blue" for Film Classics release.

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From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

IT SEEMS probable that Texas will join the revived Allied States Ass'n headed by Al Steffes, Minneapolis. Col. H. A. Cole, president of the MPTO of Texas, is in accord with the movement . . . The Palace Theatre at Slaton, Tex., an Oskar Korn house, showed motion pictures for the first time recently. John M. Wise is manager . . . A. V. Philbin, formerly with MGM in St. Louis, was installed last week as Dallas manager to relieve Leroy Bickel.

* * *

The ministers of Texarkana are campaigning against Sunday shows. Amusement interests, however, do not expect any general organized hindrances to their Sunday operations. In answer to a published statement by one of the ministers asking the names of other cities the size of Texarkana where pictures are shown on Sunday, many telegrams were received. Theatres are open on Sundays in Temple, Austin, Dallas, Houston, Galveston, El Paso, Amarillo, Wichita Falls, Breckenridge, Ranger, Eastland, McAllen, Harlingen, Mercedes and other cities.

* * *

Truly B. Wildman has been appointed to supervise sales for Vitaphone in the entire southwest . . . George W. Thornton of Buffalo Engineering Co. registered for a display of the Carrier air washer at the Texas state fair . . . Ed Brady of San Benito sold his Brownsville show interest to John Fanning and associates.

* * *

A. M. Avery and R. D. Bower have joined

'Good Sam' Rings Up 120 to Top Dallas

DALLAS—Gary Cooper and the Capitol westerns were above average at first run theatres, while five other houses were below. Majestic patrons frequently were heard to express their satisfaction after seeing "Good Sam." The "Mummy" double bill at the Rialto was up, but the other twin bill of the split pulled the average down. The state fair of Texas was stiff competition for the week.

(Average Is 100)

Majestic—**Good Sam** (RKO)	120
Palace—**Luxury Liner** (MGM)	90
Melba—**Man-Eater of Kumaon** (U-I)	75
Tower—**Another Part of the Forest** (U-I)	70
Telenews—**Bad Sister** (U-I)	65
Rialto—**Merrily We Live** (MGM); **Tight Shoes** (U-I), split with **The Mummy's Ghost** (U-I); **The Mummy's Tomb** (U-I), reissues	80
Capitol—**West of the Divide** (Mono); **The Daring Young Man** (Col), reissues; split with **Hawk of Powder River** (SR); **Stagecoach** (UA), reissue	110

First National sales force in Dallas, where Leslie Wilkes is manager . . . On Dallas Filmrow recently: R. L. Jones, Happy Hour and Liberty, Sanger, Tex.; H. A. Gilliland, Crescent, Pampa; H. H. Hoke, Taylor; R. W. Simpson, Paducah; A. V. Wade, Gainesville; M. R. Williams, Texon; A. J. Bohls, Taylor; L. D. Brown, Brownwood; Roy Mitchell, Plainview; C. J. Bailey, Nocoma and St. Jo.

* * *

The Park Theatre at Frankston has been sold by Cook Bros. to Theo M. Magee of Poyner . . . Dr. William Webb of Fort Worth has opened his new theatre in Odell, Tex. Mrs. Webb is in charge.

* * *

President W. Z. Spearman of the MPTO of Oklahoma declined to comment on the Allied States Ass'n,, headed by Al Steffes. There is considerable sentiment in favor of alliance by the Oklahoma group.

* * *

The new theatre in Capitol Hill, Oklahoma City, is named Dandy for Dandy bread, which is made by the owner of the property on which the house is being erected . . . The Campus, a new photoplay house at Norman, opened recently, and the new Sooner Theatre, member of the Griffith chain, is to open soon, making the fifth house in Norman.

* * *

On Oklahoma City Filmrow: S. B. Callahan, Arrow, Broken Bow; C. O. Murphroee, Princess, Bristow; M. A. Meacham, Princess, Binger; A. M. Abbott, Ki-He-Kah, Pawhuska; H. H. Unger, Paden, Paden; Bill H. Jensen, Majestic, Allen.

* * *

L. C. Moore of Helena has sold his Palace there to Mrs. Ester Newport . . . G. R. Parks has sold his Ray at Bowlegs to J. O. Templeton . . . Glenn D. Thompson of the Kozy Thomson Theatres at Healdton reported the Kozy was destroyed by fire.



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Popcorn Cartons,
1¾ ounce ..... $8.05 per M
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½-lb. Brown Pinch Bottom Bag ..... 1.10 per M

¾-lb. Printed Pinch Bottom Bag ..... 1.50 per M

1-lb. Plain White Flat Bottom Bags ..... 1.60 per M

2-lb. Glassine Bags ..... 2.95 per M

Popcorn Cones ..... 2.25 per M

Popcorn Salt,
24/2-lb. ..... $2.40 per case

2% discount cash with order or net 10

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SAN ANTONIO

A new concession stand is being added at the Fredericksburg Drive-In, managed by Harry Cleaves . . . Douglas and Kathryn Largen visited the Texas State fair . . . Mrs. Venita King Hale, Houston, was a visitor here. Her husband, Edward Hale, is manager of the Shepherd Drive-In there.

Louis and Jimmie Santkino, former theatremen here, are planning to build a new drive-in near Corpus Christi . . . Walt Tinney jr. now is projectionist at the Josephine Theatre . . . Lone Star Drive-In Theatres of Corpus Christi planned construction of two new ozoners near here.

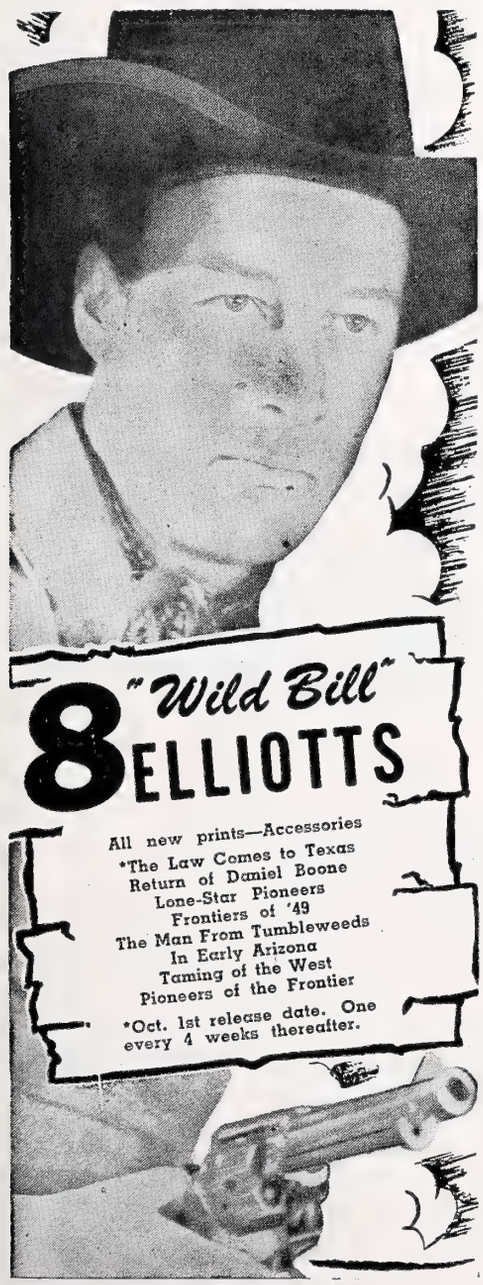
Tito Guizar, Mexican singer and film star, was to appear in concert October 25 at the Municipal Auditorium . . . Ruben Frels of the Frels Theatre, Victoria, was a visitor . . . T. J. Jackson opened the new Alhambra, Falfurrias . . . The Sack Amusement Enterprises bought and will distribute "Pretty Women," starring Red River Dave.

Visitors on Filmrow included Jose Carabaza, Carabaza Film Exchange, Laredo; Francisco Trevino, Ideal, Pearsall; Clyde Vaught, Presidio, Presidio, and Jose Garcia, National, Asherton . . . "Carousel" will open at the Texan on December 16.

One of the most convenient parking lots adjacent to the Texas Theatre is being completed to enable patrons to enjoy greater parking facilities in the downtown theatrical district. This same parking privilege will be granted to Alameda theatregoers when that new house is completed this year.

Double Duty for Drive-In

BRYAN, TEX.—Jack Farr of the Skyway Drive-In between Bryan and College Station has found a new use for his outdoor showplace in the daytime. Every Wednesday at 1:30 p. m. he conducts a used car auction sale for sellers and buyers. Farr gets a set fee for business consummated and he thinks the new arrangement, while profitable, also will create a lot of advertising for his ozoner.



8 "Wild Bill" ELLIOTTS

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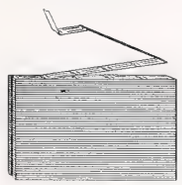
To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

New Short Is 'Love on Iceberg'

"Love on an Iceberg" is the title of an upcoming short of Columbia's series, Laugh Tours.

TICKETS

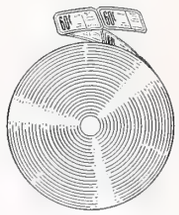


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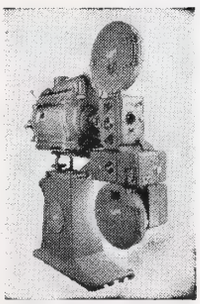


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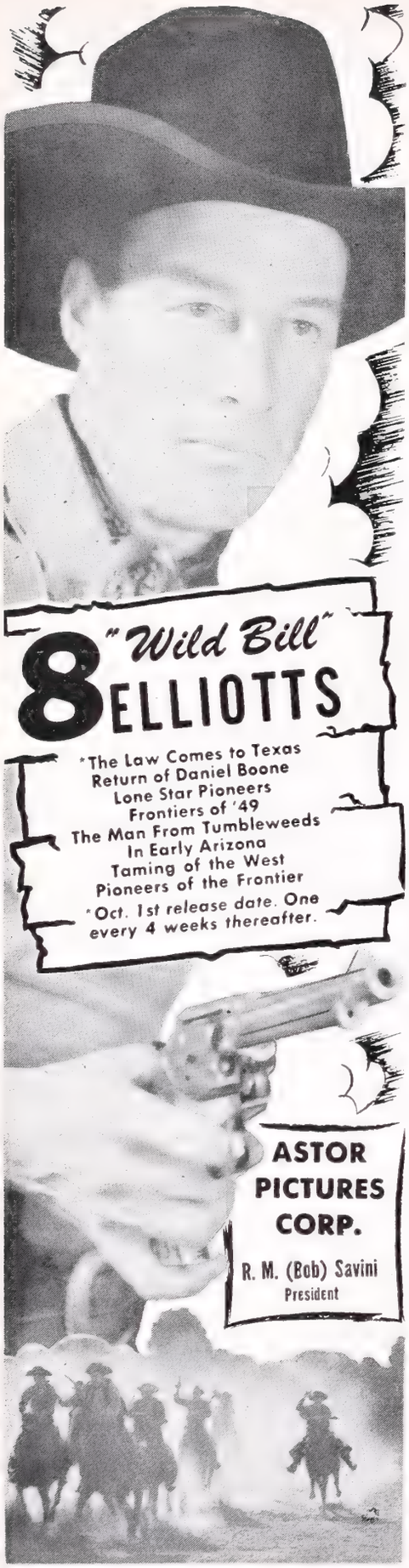
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Circuit's Fan Magazine In Increased Demand

DALLAS—Interstate circuit's fan magazine, "Showtime," gotten out on trial for its Dallas theatres, has grown by leaps and bounds in popularity during its brief span of five monthly issues. Thousands af people here and in surrounding towns signed slips requesting that the sheet be mailed to them. Requests also were made for mailing in 22 different states and in Canada and Alaska. Current events concerning the private lives of top film stars and promotional matter on new pictures soon to show, plus a lot of photographs, make up the magazine.

First Theatre in Abilene

DALLAS—H. T. Hodge, veteran independent exhibitor and general manager of the H&H Theatre Co. in Abilene, wrote to give further details as to his theatre holdings and his recent purchase of full interest in the 11 houses in his group. Hodge said he opened his first theatre in Abilene in 1913 and not in Merkel as a previous story related. He owned or operated one to four theatres in Abilene for 14 years and sold out to Dent Theatres in 1927. During this time he acquired theatres in Merkel, Stamford, Ballinger and Winters. In 1938 he built a theatre in Odessa and now has three there. Until recently he had been associated with Griffith interests for 12 years, he said.

Blue Ridge, Tex., Rita Sold

BLUE RIDGE, TEX.—The Rita Theatre here was sold recently by J. D. Bickley to P. E. Webb of Austwell. L. D. Montgomery of Oakwood negotiated the deal.

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EL and Mono Name New Dallas Heads

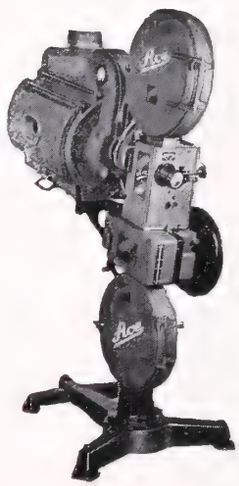
DALLAS—Switches in branch management at two Dallas exchanges brought James E. Gribble, south Texas representative for Eagle Lion, back to Dallas to take the branch manager's chair, succeeding J. W. Loewe, who resigned to enter business for himself. Gribble was with 20th-Fox for a number of years in the Houston territory. During the war he was in the army and returned to 20th-Fox at the end of hostilities. He went with EL when H. Biersdorf, his former boss, became district manager for the company.

James A. Prichard was named both district and branch manager for Monogram, succeeding Lloyd Rust. Prichard had been branch manager for U-I for the past two years. His successor there has not yet been announced. The Monogram vacancy came when Rust and Ed Blumenthal sold their Texas franchise back to Monogram and retired from the business.

Santa Fe Opening Near

SANTA FE—The new Santa Fe Theatre here, construction of which is nearing completion, is expected to be ready for opening about November 10. Located on Cerrillos road, the 877-seat house is built of steel and concrete. It will have a 40-foot stage, indirect lighting and air conditioning. Don Beers will manage the theatre.

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Owner Charges Union On Taft-Hartley Act

MEMPHIS—John T. Lester, owner of the Park Theatre here, has filed charges against the Motion Picture Operators union with the National Labor Relations board. He accuses the union of "restraining or coercing or attempting to restrain or coerce" his son J. R. Lester, employed at the Park as projector operator, "in the exercise of his rights as guaranteed by section 7 of the National Labor Relations act." Section 7, known as the Taft-Hartley bill, guarantees the right of employes to join or not to join unions as they see fit.

Newell Fowler, attorney for Lester, said that "the union refused to admit Lester's son to membership," and now "they want the man's father to fire him and give the job to a union member."

Fowler charged the reason the union refused to admit young Lester, despite the fact that he had eight years experience as an operator and was well qualified, was because it "was a closed union and they want to take care of their own members."

Attorneys do not know whether the NLRB will take the case or whether it will feel that it has jurisdiction over such cases since it is the first one to come up in Memphis. "It is a close question and we are trying it for size," said Fowler.

The trouble arose when the union placed pickets in front of the Park Theatre because young Lester did not belong to the union. Lester and his father said he was a licensed operator, had operated a projector in the army, and had been refused membership in the union.

Carver at Lake City, Fla. Open for Negro Patrons

LAKE CITY, FLA.—The newly completed Carver Theatre on East Washington street has been opened with a number of prominent white citizens taking part in the ceremonies. This theatre was built exclusively for colored patrons and will seat 400 persons. More than twice that number tried to gain admission on the opening night, when Mayor Hagan and others spoke. The theatre is owner by Anderson & Hudson, well-known business men.

The building is of concrete and steel and the theatre will be managed by O. L. Musselwhite.

Jack Burkett Will Open Temporary Theatre

MOORE HAVEN, FLA.—Ever since the Glades Theatre burned about two months ago, cinema loving citizens have had to go to nearby towns to find amusement. Jack Burkett, operator of the old theatre, has just about completed a temporary stand near the old location, and promises that within a very short time he will be showing first run offerings. Meanwhile he is going ahead with plans for a new 550-seat theatre.

Manager in Radio Debut

JACKSONVILLE, FLA.—Archie Adams, manager of the Edgewood Theatre, made his radio debut in a program sponsored by station WJAX.

Tri-States Meeting Opens In Memphis October 25

MEMPHIS—A live television exhibition at the Strand Theatre, a fashion show for the ladies and their husbands, three cocktail parties and a tour of the city are just a few of the entertainment items which have been added to the program for the Tri-States Theatre Owners convention here Monday and Tuesday, October 25, 26.

Judging from advance reservations, between 300 and 400 exhibitors from all parts of the midsouth will attend the two-day convention at the Hotel Chisca. Nationally famous speakers and up-to-the-minute topics of current problems are on the schedule of business sessions.

Taxes, public relations, conciliation, censorship and the ever increasing popular Saturday afternoon pastime, kiddy matinees, will be discussed officially.

Mrs. L. S. Akers, founder of the Better Films Council of Memphis, which sponsors four weekly kiddy matinees in Memphis theatres and which recommends pictures for children and family audiences, has accepted an invitation to address the convention. She will discuss the council's program and its kiddy matinees.

Andy Smith jr., 20th-Fox general sales manager, is expected to advocate convention approval of the establishment of a conciliation system on an exchange area basis as a step towards eliminating exhibitor-distributor litigation and misunderstanding. Lloyd T. Binford, chairman of Memphis Board of Censors, may speak on censorship.

The following program has been announced by Orris Collins, Paragould, Ark., president of Tri-States, who worked it out with Chalmers Cullins, Memphis, entertainment chairman; Bill Ruffin, Covington, Tenn., secretary, and M. A. Lightman jr., publicity director for the convention.

Sunday

1:30 p. m.—Board of directors meeting.
6:30 p. m.—Cocktail party.

Monday

9:00 a. m.—Registration at Hotel Chisca.
10:00 a. m.—Morning business session.
12:30 p. m.—Luncheon and style show.
2:30 p. m.—Afternoon business session.
7:00 p. m.—Cocktail party and dinner.

Tuesday

9:00 a. m.—Paramount television demonstration at the Strand Theatre.
Screening of "This Is Your Theatre," TOA-sponsored picture, at Strand following the television demonstration.
10:30 a. m.—Morning business session at Hotel Chisca.
12:30 p. m.—Luncheon.
1:30 p. m.—Tour of the city.
2:30 p. m.—Final business session. Election of officers.
6:30 p. m.—Cocktail hour.
8:00 p. m.—President's banquet and dance.

Speakers for the two days include Herman Levy, general counsel for TOA; Henry Reeve, president of the Texas Theatre Owners; Herman Hunt, Cincinnati chain operator; Mrs. L. S. Akers, Better Films Council; Gael Sullivan, TOA director; Ted Gamble, chairman of TOA board; Andy Smith jr.; Robert Mochrie, RKO; H. M. Richey, MGM; Sam Shain, 20th-Fox; Guthrie Crowe, president of Kentucky Theatre Owners Ass'n; Arthur Lockwood, president of TOA; Dave Palfreyman, MPAA, Washington, and Lloyd T. Binford, chairman of the Memphis Board of Censors.



Andrew W. Smith jr.



Herman Levy



Arthur Lockwood



Ted Gamble



Henry Reeve



David Palfreyman

J. C. Lowery Is Manager

DeFUNIAK SPRINGS, FLA.—A change in management at the Ritz Theatre brings James C. Lowery of Manchester, Ga., an experienced operator who has been in the show business for a number of years. Roberta Ramsey, who has been manager of the theatre for almost ten years, resigned in order to enter the florist business with her sister. She will make her home in Atmore, Ala.

Charter Theatre Firm

COLUMBIA, S. C.—MKB Enterprises, Inc., of Sumter, S. C., has been chartered by the secretary of state to operate motion picture theatres. Capital stock was given as $5,000 and George R. Britton was listed as president.

ATLANTA

The new drive-in on Stewart avenue, which was scheduled to open last June, will not be ready for opening until spring . . . H. E. Spears, general manager for Bailey's Theatre, returned from a flying trip to Cleveland made in his own plane . . . Robert Harris has taken over from E. Merson of Morristown, Tenn., the White Pine Theatre in White Pine and the Bull's Gap Theatre in Bull's Gap, Tenn.

Ralph McCoy of Film Classics left to visit in Florida . . . Lex Benton, president of Benton Film Express, checked in at his office after a trip to New York . . . Georgia Theatres installed an all-new booth at the Roxy, making operators B. A. Deloach, Price Foster, Ralph Oldknow and Hugh Autry mighty happy.

Charlie Fortson, general sales manager for Wil-Kin Theatre Supply Co., said Harold L. Williams has been named salesman for Georgia, Paul K. Dawes will cover Tennessee, James W. Daly will take over in Alabama and Jack Coltraine will specialize in drapery sales and installation . . . C. P. Cohen, Florida theatre owner, has announced the sale of the Lincoln in Key West, Fla., to A. W. Castre.

Grover Parsons, southern district manager for EL, and R. J. Ingram, southern district manager for Columbia, returned from sales meetings in New York . . . Robert Savini, president of Astor Pictures of New York, stopped through on his way back to New York from Hollywood . . . Oscar Howell, Capital City Supply Co., returned to his office after visiting in the city.

Visitors on the Row included Harry Whitestone and Ralph Johnson, the Georgia tent showmen; Sam Reine, Frolic Theatre, Bessemer, Ala.; H. L. Bobo, Norwood Theatre, Florence, Ala.; Frank Merritt and Harry Curry, Acme Theatre, Birmingham; C. J. Carter, Ritz Theatre, Jacksonville, Fla., who revealed he had closed the Ritz in Folkston, Ga.; A. L. Bishop, general manager for the Dixie at Columbia; Nat Williams, Interstate Enterprises, Thomasville, Ga., and Johnnie Harroll, buyer for Martin Theatre in Columbus.

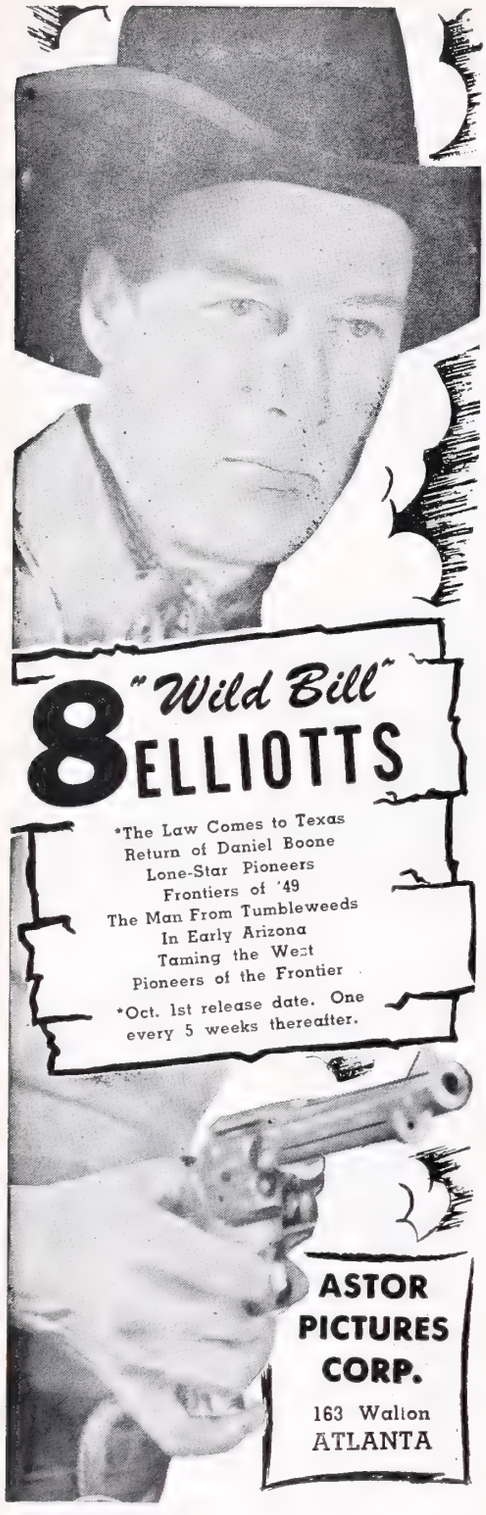
Fred LeVine, manager of the Ponce DeLeon Theatre, has been named booker for the Bach Theatres, replacing Charlie King, now with Exhibitors Service . . . Mrs. Daisy Mel Sherman, formerly with Martin Booking Co., now is with Monogram Southern . . . Joe Hackel, general manager for the Ritz Theatre Co., Jacksonville, celebrated his 70th birthday . . . W. H. Parrott jr., general manager for Cherokee Amusement Co., has closed the Leach Theatre in La Follette, Tenn.

Henry Krumm, southern district manager for SRO, celebrated his birthday recently . . . W. F. Roth, owner of the Palace at Gallatin, Tenn., is celebrating his 35th anniversary in the industry . . . Irwinton's first theatre was opened on October 12 by Mr. and Mrs. Lee Pennington of Gordon and Mr. and Mrs. G. Fred Everett of Irwinton . . . E. H. Moon has sold the Valley Theatre in New Hope, Ala., to L. M. Speake . . . Mr. and Mrs. Harlow Merriday of New Palatka, Fla., Pete Rosian, southern district manager, and J. F. H. McCarty of U-I were recent visitors . . . Ben Hill, UA publicity chief, returned from Texas.

Memphis Crosstown Site To Get Malco Theatre

MEMPHIS—A second motion picture operator is making a big investment in Memphis' rapidly growing crosstown section. E. R. Gillette announced plans for construction of a 200x70-foot building to be divided into 14 retail businesses.

M. A. Lightman sr., head of Malco Theatres, Inc., had previously built a large group of filling stations and stores in the same section. Lightman has now in architect's hands plans for a first run theatre seating more than 900 persons to be built on the vacant lot next to his stores.



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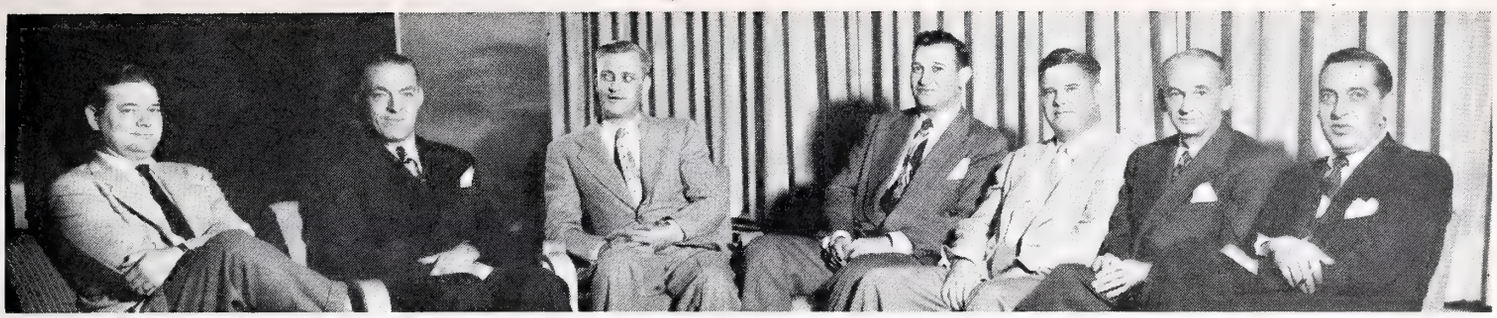
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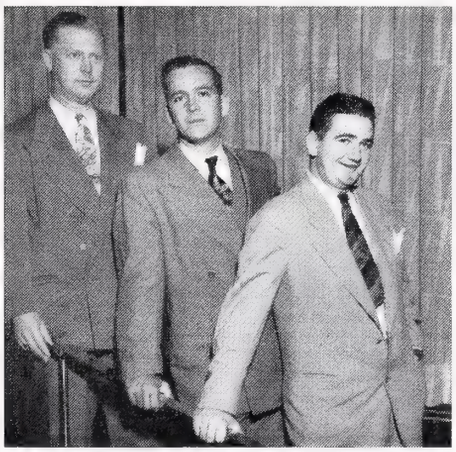
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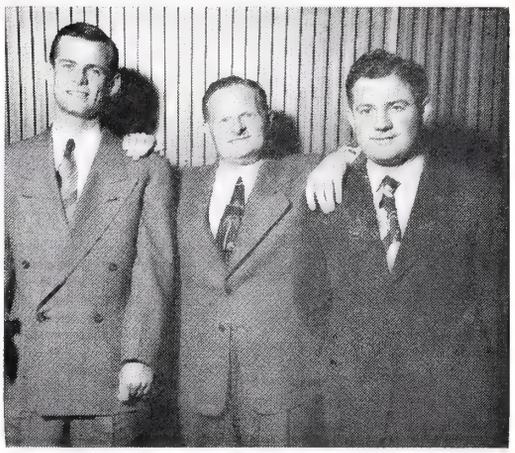
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AT UNIVERSAL-INTERNATIONAL MEETING—Here are several groups of Universal-International salespeople who attended U-I conferences in Cincinnati recently. In the top photo, left to right, is the Atlanta delegation: W. K. Laird, salesman; James V. Frew, branch manager; Buford Styles, Samuel Oshry, Tom T. Miller, Edgar O'Neill and J. B. Tomlinson, salesmen. In the lower photo, left to right: Charlotte office—T. E. Bailey, Raleigh T. Good, W. McClure, salesmen, and James Greenleaf, branch manager; center photo, the Memphis exchange—R. P. Dawson, branch manager; Robert Wilkinson and Richard Settoon, salesmen; right photo, the New Orleans delegation—Thomas Dunn jr., salesman; Charles Ost, branch manager, and Frederick Wolff, salesman.

Grosses at Average; 'Rachel' Leads at 101

ATLANTA—Other activities forced theatre grosses below par here as only "Rachel and the Stranger" managed to beat average by 1 per cent. Other entries dropped from 1 to 4 points below the normal.

(Average Is 100)

Fox—**Rachel and the Stranger** (RKO)	101
Loew's Grand—**An Innocent Affair** (UA)	99
Paramount—**Northwest Stampede** (EL)	96
Roxy—**Sorry, Wrong Number** (Para)	98
Tower—**Tower of London** (SG)	99

A. M. Foxworthy Manages Tarpon Springs Royal

TARPON SPRINGS, FLA.—A. M. Foxworthy, who has been associated with the motion picture industry for the last decade, has taken over management of the Royal Theatre. He has been assistant manager of the Florida Theatre in Sebring. Foxworthy replaces Harold Hayes who has been transferred to the Florida Theatre at Haines City.

Sunday Ban Would Outlaw Sports, Club Events, Too

HOLLY SPRINGS, MISS.—Sunday motion pictures remain legal in the Marshall county seat in spite of two efforts to have them outlawed. The latest move came last week when a group of citizens presented a petition to the mayor and board of aldermen calling for a special election to outlaw Sunday shows.

Under a new Mississippi law an election must be called to vote for or against Sunday films when a petition is signed by 20 per cent of the qualified voters of a township, city or county. When a hearing was held on the petition, it developed that if the election was held and the voters were in a majority against Sunday showings, they would also outlaw Sunday baseball, tennis, golf, swimming and Garden club activities.

Numbers of persons who had signed the petition began to withdraw their names and after a recess at the hearing it was decided to withdraw the petition. An earlier petition along the same lines was withdrawn.

So Holly Springs still has legal motion pictures, said Leon Roundtree, owner of Holly Theatre.

Joy Houck Plans to Build New Home at Shreveport

SHREVEPORT, LA.—Joy Houck, president of Joy Theatres, Inc., a chain of 90 theatres in Louisiana, Arkansas, Texas, Mississippi and Alabama, was a weekend visitor. Houck's home at present is in New Orleans but he said that he contemplates moving here and expects to build a suburban home on Mooringsport road, a short distance from the city.

Preview 'Secret Land'

JACKSONVILLE—It was a real Hollywood premiere that was staged at the NATTC Auditorium for the preview of "The Secret Land." A number of well-known naval officials were present including Rear Admiral Ernest W. Litch, Lieut. Comdr. James C. McCoy, Capt. A. I. Malstrom and Comdr. John D. Shea. "The Secret Land" will be exhibited simultaneously in 79 key United States cities on Navy day.

H. H. Davis Says Business Is Good in Joy Theatres

SHREVEPORT, LA.—H. H. Davis, manager of the Joy for the last six months, came here from Waco, Tex., where he managed the Grand Theatre, another of the Joy circuit. He formerly lived here and was employed by the American Railways Express Co. He says he is highly pleased with the business being done at the Joy. Davis reports that business being done by circuit theatres in Monroe, Rayville, Arcadia and Ruston in north Louisiana, and in Melville, Marksville and Alexandria in the central part of the state has been good.

Opening of Tampa Theatre Awaits Arrival of Seats

TAMPA—When the new theatre being erected by George Buchanan is completed and opened to the public, there will be an old fashioned Country Store night once a week. Local merchants are tying in with the theatre management to provide merchandise.

As soon as the seats are delivered and installed the theatre will be made ready for use.

Remodel Ritz Theatre

THOMASTON, GA.—Renovation of the Ritz Theatre here includes erection of a new marquee, new location for the boxoffice, enlarged lobby and foyer space, new restrooms and lounges, a new screen and new seats. Interior redecorations included painting and new draperies.

Many New Ozoners in Southeast

Gulf Winds Drive-In Open; Owned by O. W. Philpott

ST. PETERSBURG — The beautiful new Gulf Winds Drive-In at St. Petersburg has been opened by owner O. W. Philpott. The screen measures 40x30 feet and an arrangement was made whereby the hard-of-hearing may place the individual speaker adjacent to their hearing aids for better sound.

The Gulf Winds was built on a tract secured by a 15-year lease. The main building, housing business offices, ticket booths and concessions, have a frontage of 80 feet and a depth of 120 feet and is of pastel green masonry. Adjoining it is the screen pedestal of white masonry towering more than 40 feet in height.

Space is provided for more than 100 cars. Hayward Bevill of Clearwater has been named manager of the new theatre and Mary Calvin is in charge of offices and ticket sales. Miss Calvin has been with the Philpott organization for some time.

Two complete shows will be offered nightly and children under 12, when accompanied by adults, will be admitted free.

Philpott has another outdoor theatre near Clearwater, and another in Winter Haven.

Wilby-Kincey Buys Site For 500-Car Drive-In

MONTGOMERY, ALA.—Wilby-Kincey has purchased a site for a drive-in theatre here and work will begin at an early date, according to William N. Wolfson, city manager for the circuit.

The site of the theatre is on route 31-80, east of the Mobile-Selma-Birmingham cutoff junction.

The purchase price of the property was not revealed by Wolfson, who said an architect is now drawing plans for the drive-in. The theatre will accommodate from 500 to 600 cars.

To Install Laundermat At Sanford, Fla., Drive-In

SANFORD, FLA.—The 700-car Prairie Lake Drive-In, owned by J. R. Parlow and L. H. Andrews, has been opened on a schedule of three showings nightly, with a midnight performance on Saturday.

Andrews and Parlow were with Universal for years.

The Prairie Lake is located at Altamonte Springs on the Spring Lake road near the Sanford-Orlando highway and includes a playground for children.

This new $100,000 airer also plans to install a laundermat so that a bundle of laundry can be washed while the show is going on and be ready to take home when the owner is ready to leave.

Set Marietta, Ga., Opening

MARIETTA, GA.—Opening date for the Martin Theatre circuit drive-in to be built on Roswell road near here, has been set tentatively for January. The circuit said construction was slated to get under way immediately on the $75,000 drive-in.

Speeches at Rexview Opening

COLUMBUS, GA.—Local attorney Bentley H. Chappell addressed the overflow crowd attending the opening of the Rexview Drive-In here recently. Many local officials participated in the ceremonies.

Russellville, Ala., Roxy Construction Begins

RUSSELLVILLE, ALA.—Ground was broken recently on the new $200,000 Roxy Theatre here and completion was expected in about eight months. The Rockwood Amusement Co., Nashville, is owner of the new theatre. Lee Gault is local manager for Rockwood, which also owns the Lyric here.

Gault said the new house would be of block construction with a brick veneer finish on both sides. Seating capacity will be approximately 825.

Lake Assistant Speaks

LAKE WORTH, FLA.—Mrs. Mary Gerwe, assistant manager of the Lake Theatre, was guest speaker on a program presented by the Angelus Music club. She discussed "Music in the Movies," tracing the history of music from the days when a piano furnished musical setting for the silent picture to the present day when high class orchestras furnish the background.

J. E. Livingston Dies

TAMPA—Joseph Edward Livingston, 71, manager of the Rex Theatre, died suddenly at his home. He had lived in Tampa for almost a half century and was widely known in show business. For many years he was associated with the Raulerson Road Shows. He is survived by his widow Mrs. Gussie Livingston.

Fireball Contest for Redheads

LAKELAND, FLA.—Local redheads are being urged to enter a Fireball contest sponsored by the Junior Chamber of Commerce and Bob Anderson, manager of the Polk Theatre. The Fireball Queen will be crowned on the stage of the theatre as part of the national observance of Fire Prevention week. A number of awards will be contributed by local merchants. The only stipulation, aside from the fact that she must have red hair, is that she be over 18. She can be married or single.

Summer Screen Trade Spotty in Shreveport

SHREVEPORT, LA.—A survey revealed that the theatre business here during the summer ranged from very good to bad. Some managers, particularly in suburban houses, reported they broke about even on summer receipts while others said business ranged from fair to poor.

Harry Glover, manager of the Star, a Negro film house, said that his business had been so bad that if it had not been for the Sunday influx of non-native patrons he probably would have had to close. At the other Negro film house, the Ritz, business was reported as "fair."

M. V. McAfee, manager of the Don, which has been in operation about 16 months, said business had been good at that showcase. Summertime activity was good at the downtown Strand, Majestic and Saenger theatres, owned and operated by Paramount-Richards Theatres. However, local managers gave out no information. The Strand is a first run house, the Majestic a holdover theatre, and the Saenger, a third run.

The downtown Joy, one of 90 theatres operated by Joy Houck's organization, has done exceptionally good business. Prices there are 9 cents for children, 39 cents for adults. Thomas E. McElroy, one of the owners of the Broadmoor, located about four miles from the downtown section, said business there had been just fair. He said he feared the Louisiana state fair which opened here October 23 and continues through November 1 may hurt business somewhat. Prices there are 14 cents for children, 36 and 45 for adults. Business at other suburbans, owned by Paramount-Richards, the Venus, Rex, Centenary, West End and Drive-In, also was fair.

The Lake Theatre, a suburban, and the Davis, located in Bossier City, opposite Shreveport, and owned by Don George Theatre interests, did fairly good business but M. V. McAfee, manager of the Don, said business was off since the opening of school as basketball, football and other sports took their share of the entertainment patronage.

Install Altec Lansing Speakers

WINSTON SALEM, N. C.—Altec Lansing Voice of the Theatre loudspeaker systems have been purchased by the following theatres: Carolina, Winston Salem; Main, Granite Falls; New, Boiling Springs; Embassy, Hickory; Avon, Lenoir; Andrews, Bishopville, S. C.; New Boynton, Boynton, Fla.; Uark, Fayetteville, Ark.; Ritz, Malvern, Ark.; Scott, Waldron, Ark.; Harlem, Americus, Ga.; Princess, Shelbyville Tenn.; Palmer, Palmer, Tenn. and Rosemont, Hartford, Ala.

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Reissue of 'Angels' Banned in Memphis

MEMPHIS — The Memphis and Shelby county board of censors has banned a scheduled return engagement of "Angels With Dirty Faces," a reissued film which had been booked to follow the current feature, "Johnny Belinda," at the Warner Theatre.

Shown in Memphis ten years ago, the film failed to pass a current review of the board. The theatre will show instead a return date of "Wild Bill Hickok," dualed with "They Drive by Night."

This is the second film scheduled for showing at the Warner that the censors have banned in recent weeks. The other was "Rope." Avery Blakeney, attorney, and secretary-member of the board of censors, announced the banning, and said:

"It is a gangster picture starring James Cagney as one of the arch-criminals. He is the ideal and hero of the Dead End Kids, who also star in the picture. It is a sordid story of crime, murder, double-crossing and a contempt for law and law enforcing officials.

"This is a crime picture of the worst sort, and all such pictures should be suppressed or banned. The picture is immoral and inimical to the public welfare. It is the further opinion of the board that such pictures contribute to and encourage juvenile delinquency."

Lloyd T. Binford is chairman of the board of censors and Mrs. Sid A. Law, housewife and club woman, is the other member.

NEW ORLEANS

Joel Bluestone, Film Classics, and Edgar Shinn, Paramount, attended the Colosseum meeting in Chicago . . . John Jenkins, Astor Pictures, Dallas, visited the Dixie Film offices . . . Nicholas Schiro bought the Pix, former Joy Theatres house . . . Bill Keith, former UA manager, left for Kansas City, where he will be UA district manager.

Mrs. Norman Ordenaux, Lake, Lake Arthur, was recuperating from a recent operation . . . Jack O'Quinn, Joy, Kaplan, left for a hunting trip to the Dakotas . . . The Royal, Winona, Miss., owned by A. L. Royal, recently was destroyed by fire . . . Mrs. Camilla Best, assistant in the audio-visual department of the Orleans parish school board, spoke to the New Orleans Better Film group.

Alabama, Louisiana and Mississippi theatre owners and operators who attended the recent Tulane-Mississippi football game included Ricardo Montiel, Downtown, Mobile, Ala.; Bill Terrell, Joy, Roseland; Tom McElroy, Broadmoor, Shreveport; Charles Levy, Harlem, Thibodaux; Floyd Murphy, Exhibitors Advertising Co., Alexandria, La., and George H. Campbell, New Ren, Yazoo City; Ed Delahney, Pike, Magnolia, and Ed Ortte, Ortte, Miss.

Conducted by Milton Kusell, sales manager, and Henry G. Krumm, southern division manager, the SRO southern division meeting was attended by A. J. Delcanbre, southwest district manager; W. C. Hames, Atlanta; S. Zimmerman, S. Willbur and W. Slaughter, Dallas; N. T. Towler, Atlanta; L. Pitts, Oklahoma City; C. Rounsaville, Memphis; S. Hinson, Charlotte, and William Shiell, New Orleans.

Miami Film Production Unit Set-Up To Make Shorts and Video Films

MIAMI—Miami, once the scene of both large and small motion picture production ventures, is trying out the idea again. In March, Fred F. Frink, a Miamian with a bent for promotion, and Harold M. Walker, a veteran of many years behind Hollywood cameras, met, and since the two main requirements in successful film making are production and promotion, they regarded each other with growing interest. The result was the opening of Ball Films with studios downtown.

TO PRODUCE SHORTS

Establishing the studios wasn't a simple project, its directors don't mind admitting. Their first job was to find a suitable location. Secondly, they had to import backdrops and other facilities from Hollywood to help make production possible. The third project was to have a main office and to hire a top crew to do the job. Jack Hayes, former New York and Washington theatrical artist, was chosen to head the art department and Allen F. Matthews, ex-newspaperman, to head the script department.

The objective of the film company isn't to enter into a competitive field with the so-called "national film capital"—not yet anyway. Their present plans are to produce picture shorts, using Miami models only, and to film Miami industrial concerns, educational shots at the Miami university and local high schools and sports activities that take place in the Orange Bowl stadium, such as the New Year's football game, polo, the Christmas and New Year's pageants. These films won't be shown only in Florida. They'll be sent all over the U.S.

FILM NEW UNIVERSITY

The most recent task undertaken by the group is the filming of the new University of Miami. The picture will open with quick flashes of Miami followed by a somewhat dramatic scene at the Orange Bowl stadium.

Walker, in charge of the technical side of the firm, declares the producing of a 15-minute short often takes from four weeks to six months of shooting after the picture outline has been completed. As for news and sporting events, they have equipment to release the film six to seven hours after the event.

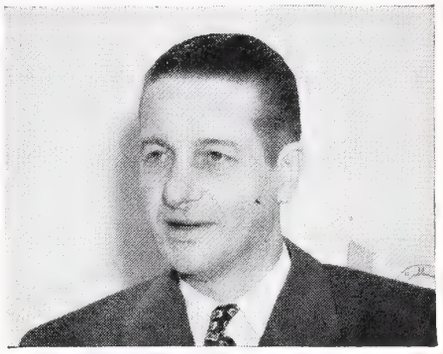
Already the firm has offers to service the television stations now racing to get on the air. Here's how the studio will aid the introduction of television. When a "live" show is not being televised, the station can project a film short or commercial. Going deeper into the television possibilities, the company can cover high school and college football games, civic gatherings, arrivals of celebrated personalities and major local news events.

The Ball studio, not quite ready for the "big stuff," has been more or less experimenting since its establishment. The current films are designed to stimulate local business and although picture production ventures in Miami have flopped in the past, these two are determined not to let it happen again.

Since Miami is a progressive city, Frink and Walker are convinced they have a fertile business field ahead of them. They believe film making can become a big business here.

Educator as Technical Adviser

Paul Elbogen, European author and educator, has been signed as technical adviser on "The Great Sinner," a Metro picture.



E. J. HALEY—President, Booker T Theatres, Raleigh, North Carolina —writes:

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THEATRE.....

STREET ADDRESS.....

TOWN..... **STATE**.....

NAME..... **POSITION**.....

MEMPHIS

Malco Theatres, Inc., has announced that the Ozark Theatre at Fayetteville, Ark., closed for 16 weeks for repairs and remodeling, will have a grand opening Monday (25). Loris Stanton, who was transferred from Clarksville to Fayetteville by Malco in July, will be in charge. Stanton is Malco city manager at Fayetteville . . . Ward Duane Crow, assistant manager at Loew's State here, and Dorothy Mae Osborn were married recently at Temple Baptist church with Dr. V. E. Boston, pastor, officiating. Crow was formerly a newspaperman, connected with The Press-Scimitar.

Ike Katz of Kay Film Exchange, Atlanta, visited the local exchange . . . Ben Cammack, Dallas district manager, was a visitor at RKO's . . . Ed Williamson, local manager for Warner Bros. and chief barker of the Memphis Variety Club, has been ill at home with an infected ear resulting from a bad cold . . . Republic employes held their annual fall outing in Riverside Park and the Warner club, composed of Warner Bros. employes, held a dinner-dance at Variety Club.

Neil B. Blount, manager for Monarch Theatre Supply Co., made a business trip to New Orleans and Little Rock. G. W. Jones, Little Rock exhibitor, came to Memphis to see Blount . . . Billy Stevens, contract clerk. is a new employe at Paramount . . . Nat Wyse, branch manager for Republic, returned from a regional meeting in Chicago.

Helen Traubel, famous Met soprano, gave her first concert in Memphis recently . . . Marguerite McClelland of Memphis will star in "Romeo and Juliet" at Ellis Auditorium October 23 . . . Two terrific first run openings the same week in Memphis were recorded by Warner with "Johnny Belinda," and Loew's State with "Apartment for Peggy." Other first run houses had good attendance, too. Malco showed "Abbott and Costello Meet Frankenstein." Loew's Palace had "The Velvet Touch." Ritz showed "The Count of Monte Cristo," and Strand had a double feature.

Don Catlin, lecturer, showed his motion pictures and lectured two nights at Goodwyn Institute . . . Joe Simon, manager of the Ritz, returned from his annual visit with his old friend, Merle Evans, band leader for Ringling Bros., Barnum and Bailey circus in Oklahoma City. The big tent will pitch in Memphis November 2.

Charles A. McElravy, managing director for Ellis Auditorium, who managed the three old Majestic theatres here in the early days of his career, celebrated his 24th anniversary in his present job this week . . . Orris Collins, Paragould, Ark., exhibitor, and Bill Ruffin jr., Covington, Tenn., chain operator, have almost become permanent citizens of Memphis for the past few days. As president of the Tri-States Theatre Owners, Collins has been arranging all details for the annual convention October 25, 26 at Hotel Chisca. And as secretary of Tri-States, Ruffin has been right in there pitching, too.

Howard Waugh, former zone manager for Warners in Memphis and now connected with United Artists with headquarters in Miami, was here on business . . . Construction work has been started on the new $75,000 Astor which Walter Parham is building in Memphis . . . Jimmie Gillespie, 20th-Fox publicity man in Dallas, was here on business.

Variety Club, The Press-Scimitar and radio station WMC are about ready to launch a sectional promotion in Memphis in a campaign to raise funds for the Cyntha Milk fund, which provides milk for undernourished babies, and Mothers Milk bank. Weekly radio programs will be broadcast and prizes will be stupendous, backers promise. Theatres in this territory will plug the show with trailers.

Five states were represented on Filmrow by visiting exhibitors. H. A. Ligon, Keth, Leighton, was here from Alabama; Nathan Reiss, Missouri, Campbell; C. A. Gilliland, Semo at Steele and Cooter at Cooter; Mr. and Mrs. Jimmie Seay, Grand at Cardwell and at Arbyrd; Lyle Richmond, Richmond and Missouri at Senath, and W. B. McFarland, Missouri, Hornersville, were representatives from Missouri.

M. E. Rice jr., Rice, Brownsville; W. O. Taylor, Uptown, Dresden; W. F. Ruffin sr., Covington; B. T. Willis, Munford, Munford, and Louise Mask, Luez, Bolivar, were here from Tennessee . . . From Mississippi came Joe Wofford, Jomac and Eupora, Eupora; J. A. Thornton, Bruce, Bruce; Ben Jackson, Delta, Ruleville; J. H. Moore, Ritz, Crenshaw; C. J. Shaw, Globe, Shaw; Fitz Farris, Harlem, Clarksdale; C. E. Eudy, Ackerman, Ackerman; J. R. Dams, Jeran and Von, Booneville; Mrs C. H. Collier, Globe, Drew; J. F. Adams, Tate, Coldwater, and J. A. Owen, Amory, Amory.

Arkansas exhibitors on Filmrow included Burris Smith, Imperial, Pocahontas; G. W. Jones, Busby-Jones, Little Rock; Roy Bolick, Kaiser, Kaiser; C. W. Tipton and his son, Pinky Tipton, New, Caraway, Manila and Monette; Mr. and Mrs. Floyd Peek, Garland, Little Rock; K. H. Kinney, Hays and Beale Street, Hughes; Sam Kirby, Nabor, Little Rock; Herod Jimerson, Liberty, North Little Rock; Paul Myers, Belinda, McCrory; Gordon Hutchins, State, Corning; Pat Fleming, Gail, Round Pond; W. C. Newberry, Royal, Light, and Roy Cochran, Juroy, North Little Rock.

Grand Ole Opry will be in Memphis Sunday (24) for two shows but the star of the show, Roy Acuff, will be missing. Roy, Republican nominee for governor of Tennessee, is busy with his campaign for the November 2 election . . . "Our Hearts Were Young and Gay" will be the Little Theatre's first offering of the season, opening October 25.

"The New Tobaccoland," a film short which shows from planting to packaging how Chesterfield cigarets are made, is part of Malco's current offering. A spokesman for Malco said he considered the film entertaining and educational. Managers of Loew's State, Loew's Palace and Warner said they had no such films booked or contemplated, that their companies have a strict policy against commercial films.

De Soto Theatre in Memphis is closed again. First time the historic theatre near the site where De Soto is supposed to have discovered the Mississippi river closed was because of high operation costs. Then W. L. Sawner, a union railroad man, who had operated projectors in the navy, bought the theatre and operated his own machine. The union started picketing the show and business fell off. He closed and after a conference with attorneys reopened. The union did not picket this time but business fell off anyway. So Sawner has closed again . . . S. J. Azar has purchased the Rex Theatre, Greenville, Miss., from L. E. Bonner.



LUKE STEIN — Owner, Stein Theatres, Jacksonville, Florida— declares:

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Lend Theatre for Benefits

DeFUNIAK SPRINGS, FLA.—Use of the Lake Shore Theatre for benefits or other such programs by neighborhood civic organizations or church groups has been made available by owners Mr. and Mrs. James Hendrix. There is no large auditorium other than that offered in the theatre.

Fuller Brushes in Lobby

LAKE WORTH, FLA.—Malcom Estes, manager of the Lake Worth Theatre, tied up with Arthur F. Boyer, local representative of the Fuller Brush Co., in promoting "The Fuller Brush Man." The Lobby of the Lake Theatre was decorated with a complete line of Fuller brushes.

Screen Film for P.T.A.

BARTOW, FLA.—Teachers and officials of the Bartow Parent-Teacher Ass'n were guests of Jack Cameron, manager of the Ritz Theatre, during the showing of the film, "Children in Trouble," sponsored by the New York State Youth Ass'n.

MIAMI

District Manager Jack Fink and State Theatre Manager Flynn Stubblefield truly live up to the house slogan, "Always Open." When other members of the staff were delayed due to the recent hurricane, Stubblefield pinch-hit in the BO while Fink tore the tickets . . . Mitchell Wolfson, co-owner of Wometco, wrote a column for the September issue of Contact, house organ, commending all personnel for their fine cooperation during the recent hurricane.

"Arch of Triumph," which world-premiered at Paramount's Colony Theatre in Miami Beach last spring, opened at the Florida and Sheridan in its first popular priced engagement in the area . . . Twenty-five local youngsters soon will see themselves in the newsreels as a result of a cake-eating contest in which they participated. Don Lanning was master of ceremonies while Fox Movietone, Paramount and NBC Television ground away.

The FCC announced that a hearing will be held here October 25 on the application of WTVJ to set aside an order revoking its permit for a television station. Testimony will be taken by Commissioner Paul A. Walker. When the application was granted stockholders were listed as Robert G. Venn, president and general manager; Edward N. Claughton and attorney E. J. Nelson, vice-president and secretary, respectively. The capital was $214,000. Later, according to the FCC, both Nelson and Claughton withdrew, the latter relinquishing his share to Wometco Theatres.

George Bourke in the Herald says that the radio experts are giving don't-quote-me opinions that Miami television is still a long way off. At least one radio shop is returning its stock of sets to the manufacturer. Dealers estimated that there have been 800 sets sold here. One restaurateur says he has been offered a $1,500 set, installed, with no payments due until television is an actuality. WTVJ officials say that they could be on the air "in two weeks" if they had a permit.

Bernstein's Dixie had a Luggage nite recently . . . End-of-the-hurricane note was sounded in Paramount's heading "They're back again as usual, good weather and fine Paramount shows" . . . A box at the bottom of the Miami and Lincoln theatre ad for the opening of "The Loves of Carmen" read: "FREE! Ticket for one dance lesson at Arthur Murray studio to everyone at Miami and Lincoln, 7 p. m. to 10 p. m." On hand at the theatres also was Thomas Salinas to give a dance lesson analysis of terpsichorean problems. Salinas is associated with Arthur Murray who has created a new dance, "the Carmen Flamenco," inspired by the picture. The free dance lessons were part of the promotion sendoff cooked up at Sonny Shepherd's and Ed May's houses.

Ed May, manager of the Lincoln, developed special interest in "White Collar Girl," March of Time release, by sending special letters to all members of local women's professional clubs. Society editors as well as women's page editors used special features and art layouts to boost the film. Two department stores cooperated with window displays and newspaper ads built around wearing apparel for the picture with full theatre credit. Both stores also distributed small announcement cards in pay envelopes, and displayed 11x14 cards in elevators and on counters. Radio plugs were promoted over five stations. An advance trailer, lobby display and marquee copy helped to exploit the playdates.

Dana Bradford, manager of the Grove Theatre, startled Coconut Grove residents by sending out young Bob Waddell rigged up with a bushy beard and an array of brushes hung all over his shirt front. The back of his shirt read: "I'm the Original Fuller Brush Man on My Way to See 'The Fuller Brush Man,' with Red Skelton, at the Grove Theatre Tonight at 9:30 and Sunday, Monday, Tuesday." Bob's man-about-town swagger around neighborhood streets gave onlookers a good laugh and put them in mood for the picture.

Model Small Towner Is Tell City Swiss

From Central Edition

TELL CITY, IND.—The new Swiss Theatre, opened this summer by the William Tell Theatre Co., Inc. after two years of planning and construction work, was designed as a "perfect small town theatre." Built to accommodate 499 persons the Swiss measures 40x135 feet.

The theatre front is of peach and blue structural glass running a height of 10 feet to tile brick upper construction. The marquee is wedge-shaped and is fronted by a large neon lighted apple and arrow with the letter S inside. The arrow and S flash alternately.

At the entrance small stores were built, one to be used for theatre offices and the other complete with a display window opening into the lobby. The ticket office is of glass brick with neon tubing for color effect. Double doors on each side of the boxoffice provide entrance into the lobby.

On the right of the lobby is the concession stand and at the foyer end is a stairway leading to the second floor which houses the projection room, manager's apartment, power room and closets. Two sets of double doors finished in their natural color and separated by a large mirror give access to the foyer. The subdued peach and blue decorations serve to accentuate the color of the doors and the concession bar in the lobby.

The foyer is carpeted and a drinking fountain sets between the double doors at the entrance. The rest rooms are located at either end of the foyer and the cry room is at the right. The Swiss has ample room for any attraction not requiring special scenery. It measures 16x25 feet and is equipped with flood lights, footlights, radio wire, a microphone for the house public address system, hammered gold satin screen curtain and a rose colored curtain.

The projection room is 22x12 feet and is equipped with Motigraph projectors, RCA sound and a house public address system in addition to other standard booth equipment. A Robbin Imperial generator is used and four washed air cooling systems control air distribution.

Architects for the Swiss were Warweg & Hagel, Evansville, and contractor was the Ohio Valley Co. of Tell City. Booth equipment was supplied by the Falls City Theatre Supply Co. of Louisville and drapes came from Hadden Equipment Co., Louisville. Seats were made by Kroehler Mfg. Co., Chicago, sound by RCA and the marquee by United Neon of Owensboro, Ky.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

KING VIDOR, Hollywood director, was in Memphis to start filming "Hallelujah," an epic of Negro and plantation life during Civil War days. The new film makes lavish use of Negro spirituals and folksongs in the synchronized sound background for the screen action. J. F. Willingham, MGM manager, entertained Vidor during his stay.

* * *

Memphis censors have approved Universal's "Uncle Tom's Cabin," Manager A. B. Morrison of the Pantages has announced. "There is nothing in the picture to offend anyone," Mrs. M. V. Smith of the censor board said. Of special interest to local citizens are the steamboat scenes, which were filmed on the Mississippi near Memphis.

* * *

The Memphis exchange of MGM ranked second in national sales volume this year, J. F. Willingham, manager, reported . . . Warners' new all-talking film, "The Terror," has broken all house attendance records at Loew's Palace, Memphis' largest cinema house.

* * *

Construction has been started on the Arkansas Amusement Co.'s new theatre in Eldorado, Ark., at the southwest corner of Cedar and Jefferson streets . . . C. E. Alexander has sold the Royal, Marvel, Ark., to Anderson and Lazenby, its former owners . . . Mrs. Grace Ciaramiatre has replaced H. J. Boswell as manager of the National in Memphis, which reopened after a six-month shutdown.

* * *

The Ritz, only Memphis theatre with a cry room, has been relinquished by the Ballas Amusement Co., and will be operated by M. Kaplan . . . A record crowd attended the opening of the Capitol, Milan, Tenn.

* * *

Visitors on Memphis Filmrow: B. M. Herron, Martin, Tenn.; Guy D. Amos, Princess, Lexington, Tenn.; Mrs. S. B. Follis, Alamo, Alamo, Tenn.; F. G. Craddock, Craddock's, Russellville, Ala.; M. A. Lightman of Arkansas Amusement Enterprises, El Dorado; A. S. Alexander, New Palace, Bradford, Tenn., and houses at Dresden, Gleason and Sharon, Tenn.; Mr. and Mrs. S. W. Berry of the Ruleville, Ruleville, Miss., and the Drew, Drew, Miss.

Theatres Start Radio Giveaways

PALM BEACH—Local theatres have entered the giveaway field with the Fairmount starting a weekly quiz over the West Palm Beach station WIRK on Tuesday nights. The show is called "Who's Talking?" In addition to merchandise prizes there is a jackpot which is increased by $100 weekly.

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1. Hertner horizontal generator, 80-160 amps 85 volts rheostats for Suprex operation, including meter and voltage regulator panel. Guaranteed condition. Ideal for drive-in or large theatre. A buy at present day prices for $700. 2. Western Electric sound equipment, serviced and guaranteed condition. Wide range apertures, motor generator, Brown & Brockmeyer motors, 75 watts of audio, 41, 42 and two 43 amplifiers modified. Ideal for Drive-in or large theatre, $900. 3. Cincinnati Time recorder sound equipment, overhauled and guaranteed condition. Two Scott Ballantyne amplifiers. Excellent for small theatre, $350. Public Chair Installation Co., 318 Film Bldg. 2108 Payne Ave., Cleveland, Ohio.

Complete portable 35mm sound projection outfit. Two 35mm Holmes lamp sound projectors with 2m. ft. magazines. Amplifier and speaker in case, $750. 8x10 Dallite beaded, roll-up type screen in waterproof carrying case with screen tripods, $75. Write, wire, phone, Jeanne Moore, 15 E. Ohio St., Chicago 11, Ill. Superior 8222.

For Sale: Two complete Simplex projectors, consisting of changeovers, lenses, magazines and two General Electric copper oxide rectifiers. Good condition. Inquire American Theatre, 3621 Main St., East Chicago, Ind.

Bargain prices. Low intensity lamps, rectifiers, motor generator sets, rheostats, sound heads, amplifiers, speakers, one synchrolite portable 35mm projector, sound. Pair Freddey DC HI lamps and rectifiers. Many other items. Let us know your needs. Stebbins Theatre Equipment Co., 1804 Wyandotte St., Kansas City 8, Mo.

Strong, low intensity arc lamps with rectifiers, 24/30 amps, $100 pr. Joyland Theatre, 614 So. State St., Chicago 5, Ill.

Army surplus: DeVry, Holmes, Simplex-Acme, write for prices. Gold seal 2 unit ticket machines, $175. Simplex 3 unit $195.50; hand operated 2 unit $100, all completely rebuilt and guaranteed: Golde ticket boxes, $7.50. Simplex mechanisms, genuine rear shutters, double bearing, spiral gears, completely rebuilt, $70. Powers, $109.50. Liberal trades. Thousands other bargains. Star Cinema Supply Co., 420 [illegible], New York 19, N. Y.

For Sale: Two Simplex mach[illegible] sound equipment. RKO Pic[illegible], Ind.

Heavy Duty blo[illegible] 15,000 cfm to 50,000 cfm. Air [illegible] sizes. Hydraulic drives two and four [illegible] and controls. Immediate delivery. De[illegible] National Engineering and Mfg. Co., [illegible] St., Kansas City, Mo.

First $500 each. Two Powers mec[illegible] motors, stands, magazines, lenses, [illegible] soundheads, two Mazda lamphouses, m[illegible] lators, Jensen speaker and horn. G[illegible] condition. Complete equipment except [illegible] Extra head. E. B. Wacaster, Ozark, Ark.

A rare bargain: Two completely re[illegible] projectors with mechanisms having ne[illegible] ters and double bearing movements, [illegible] and shock-proof gears, fine point pi[illegible] 16 in magazines, with late type Wes[illegible] sound equipment complete. Two ne[illegible] high intensity Suprex lamps, two [illegible] tube 45 amp rectifiers for above [illegible] projection lenses. A complete pro ect[illegible] equipment, fully guaranteed for the [illegible] $2,575. Theatre Equipment & Sup[illegible] N. Seventh St., Milwaukee 3, Wis.

Servicing booklets. Amplifiers, spe[illegible] heads. $1. Any equipment. Wesley [illegible] neer, 575 Enid, Okla.

Pair high intensity Ashcraft lamps [illegible] sound system, motor generator for [illegible] lamps. Oaksun Theatre, 6817 Roo[illegible] Read, Berwyn, Ill.

Pair Simplex Acme projectors, sound [illegible] bases, lon intensity lamps, automat[illegible] covers. All in excellent condition ready [illegible] in up to 1,000-seat theatre. $2,500. Sunmess Jarvis Theatre, Binghamton, N[illegible]

Complete booth equipment including [illegible] Electric 46C sound system with Univer[illegible] Simplex standard mechanisms, rewind t[illegible] cabinet, hand rewind, Brenkert Ecomatic [illegible] with rectifiers. Good condition, going for $2[illegible] f.o.b. Huntsville. Avon Amusement Co., Box 31[illegible] ville, Texas. Phone 157.

Complete booth equipment. Simplex [illegible] jector, Peerless "Magnacs," Simplex [illegible] sound. Everything but rectifiers. New [illegible] H. Sunoko, 901 High St., Portsmouth, [illegible]

12 in. Jensen P M speaker. Used [illegible] condition new. Price $15. Write Coleman [illegible] Coleman, Wis.

THEATRE TICKETS

Prompt Service—Special printed [illegible] 1m 6.00, 10,000, $9.95, 2 [illegible] Each change in admission price inclu[illegible] in color, $2.50 extra, double numb[illegible] Shipping charges paid to 1,000 miles [illegible] with order. Kansas City Ticket Co., [illegible] 1819 Central, Kansas City, Mo.

SIGNS

Easy Way to Paint signs. Use [illegible] patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free sample. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

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Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 6, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

3,000 Heywood chairs, complete, box spring cushions. Also 8,000 Andrews and American seats, late model complete for slope or level floor. Upholstering done by experts at your theatre or send to us. One day service. Ace Chair & Carpet, Inc., 1428 So. Wabash Ave., Chicago 5. Phone WEBster 3932 or HARrison 4219.

Leatherette: Standard run, first quality, assorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1163 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cush[illegible] part full upholstered back and part In[illegible] back, with spring edge and box spr[illegible] 1,000 veneer chairs, 800 good [illegible] cushions and hinges. Wri[illegible] graphs. Immediate de[illegible] many you need. We export g[illegible] Jesse Cole, 2565 McClellan Av[illegible] Detroit, Mich.

Sewn [illegible] covers and sewn slip covers, [illegible] for all brands seats. Fred's Thea[illegible] Vina, Ala.

Clearance: 175 all veneer A-1 condition, $2 ea. 400 Heywood box spring panel back, $2.50 ea. [illegible] Supply Co., 1046 Broadway, A[illegible]

Velour covered backs box spring cushion [illegible] condition, $2 ea. Lease expired, m[illegible] Contact Mrs. Kelin, Albany 5-50[illegible]

1,000 Heywood Wakefield dun[illegible] box spring cushion chairs, excell[illegible] $4.95 rebuilt $7.95. 40 General full uph[illegible] red back, box-tion rebuilt $7.95. 600 veneers, ex[illegible] Wire for $.05. Cinema [illegible] W. 42nd New York 18.

2,000 good used all [illegible] chairs. [illegible] These choice [illegible] quantity. Av[illegible] Chairs [illegible] Oklahoma. Wri[illegible] and price [illegible] St.

GENERAL EQUIPMENT—NEW

[illegible] 10x65 [illegible] ss size [illegible] Jen-B Poblocki & Sons, 215[illegible] Milwaukee 7, Wis.

Projectors: Kidde Lite ten pound type, [illegible] use, $46 [illegible] % Freight [illegible] on four or more. [illegible] guaranteed. Theatre Supply, [illegible]46 Broadway, [illegible]

AIR CONDITIONING

I have 150 used brass 2½ to 3 gal [illegible] spray nozzles at $1 ea. Also have [illegible] Rainbow Mist spray nozzles, [illegible] Water broken fine misty spray [illegible] capacity, 750 nozzles, ⅜ in capacity [illegible] gal per minute 450 nozzles, ¾ in [illegible] gal per minute. Will sell all these nozzles 80c ea. while they last. [illegible] once. Also I have some Textrope [illegible] Randall Bearings, belts and dri[illegible] Peterson, R2, Clinton, Mo.

BUSINESS STIMULATORS

Theatre Exhibitor: Do you need a stimulant one night a week? Play Screeno. The first screen game and still the leader because Screeno cannot be controlled. Screeno slides are operated by air and not affected by electric current, therefore cannot get out of order. Finest Bogus Bristol die cut cards supplied with equipment. Give seating capacity, secure attractive price. Screeno Amusement Co., Orleans-Huron Bldg., Chicago 10. Phone DELaware 5953.

Bingo Cards, 100 or 75 number, $2.75 per M lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products, 324 W. 44th St., New York City.

THEATRES FOR SALE

Theatre: Oregon county seat town. Owner says cleared $500 last month after paying manager's salary and all expenses. Nice new place to live included in deal. $16,000 cash will handle. Theatre: About one hour's drive from metropolitan Portland. An easy living can be made by most anyone here. Situated in the heart of one of the most scenic spots in America. $15,000 includes modern building. Theatre: County seat town of 2,500 population. Owner selling on account of other interests. Easy terms with only $5,000 down. Theatre: Portland suburban. New booth equipment, good district. $32,500 full price. Might consider some terms. Write us for information on these and many other good theatre buys. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

Build double-parking drive-over ramp drive-[illegible] theatres under franchise patent No. 2,102,[illegible] re-issue No. 22,756. Patent applicati[illegible] 301,713. Gives up to 30% more seatin[illegible] without additional cost. Louis Jos[illegible] chitect, 628 M&M Bldg., Houston. [illegible] Architects Bldg., Los Angeles 13.

Only theatre grossing town [illegible] Southern New Mexico. Excellent build[illegible] Simplex high lamps. Exceptional [illegible] hunting, fishing. Thorough investigat[illegible] to qualified prospects. $35,250 [illegible] cash down. Exclusive with Arthur [illegible] Kinmore, Dallas, Tex.

County [illegible] Kansas. Only theatre, good equip[illegible] Selling approximately one-[illegible] 10,000 down. No brokers. B-2705, [illegible]825 Van Brunt Blvd., Kansas City 1, Mo.

[illegible] Theatres, latest equipment. One in county, one air-conditioned, no competition, $100,00[illegible] Box 471, Summerville, S. C.

Suburban, near Chicago. Simplex Western E[illegible] tric, 625 Heywood seats, $41,500 terms. Oth[illegible] Sabreide Theatre Brokers, 624 S. Mich., [illegible] cago, Ill.

Indiana city over 100,000. Brick building, [illegible] sub-rentals, Hi-Simplex, over 600 seats, owner [illegible] tiring, $70,000 down. Sabreide Theatre Bro[illegible] 624 S. Mich., Chicago, Ill.

Three theatr[illegible] Virginia, two in W. Va. [illegible] nice home [illegible] selling all together. B[illegible] woffice, [illegible] Brunt [illegible] Kansas C[illegible]

Lease [illegible]e: 400-600 s[illegible] with option t[illegible] New York city or vicinity. Sell all first [illegible] 2,000 Fox Bldg., Detroit, Mich.

[illegible] theatre th[illegible] does show a [illegible] for your tim[illegible] $15,000 cash fo[illegible] 11 country town [illegible] population) central Ohio, center of [illegible] populated rich farming area. Community [illegible] brick building (not new and not a palace) [illegible] on good veneer. Simplex, new lamps [illegible] ing and new popcorn machine. Op[illegible] of three and four days per week estab[illegible] Many theatres [illegible] owner [illegible] Tax and [illegible] $14,000 with [illegible] terms open to [illegible] ried [illegible] to your time and [illegible] ness go back [illegible] and are definitely [illegible] Many theatres [illegible] better than [illegible] Kansas City 1, Mo.

Theatres in the [illegible]thwest [illegible] frontier offers more living [illegible] business [illegible] abilities than [illegible] Write us [illegible] your inquiries. [illegible] Inquiries [illegible] mail rolls, in[illegible] southwest this summer, [illegible] best routes, make hotel reservations [illegible] full-time theatre salesmen will be [illegible] service upon your arrival to personally conf[illegible] your inspection of the theatre of your choice [illegible] any many listings which to choose [illegible] every section of [illegible] red area. Contact [illegible] low and take advantage of our exclusive [illegible] brokerage service. [illegible] Weitzner Bldg., Portland [illegible]

[illegible] 50 mile [illegible] annually and newly equipped [illegible] More information given [illegible] able person. Box F, Boxoffice, 86 [illegible] Wm St., Pittsburgh 19, Pa.

Theatres in Pittsburgh territory 400 seats, including building, $44,000, 361 seats, $38,000 565 seats, $75,000, three theatres in Ohio town grossing over $400,000, $628,000. Theatre Brokers, 1711 Blvd. of Allies, Pittsburgh, Pa.

Theatres exclusively Southwest Oklahoma good town, equipment business, Super Simplex, 365 seats $11,500 down. Illness. Also southwest Oklahoma brick building, highly equipped, $250 weekly gross and badly neglected. $7,500 down. Also high's profitable drive in theatre city 55,000 $20,000 down. Also six small towns under $7,000 down. Many others. Arthur Leak, 3422 Kinmore, Dallas, Texas.

New 420-seat theatre in northeastern Wisconsin excellent territory in fast growing town, doing good business, price $60,000. Half down. Complete with new Simplex E-7 projectors and 4 star A-15 sound system, Peerless magnarc lamps. Write B-2717, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

For Rent In one of the fastest growing towns in famous Ozone belt near New Orleans, building suitable for theatre. B-2718, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES FOR SALE

300 upholstered seat theatre, 40x80 brick building, in town of 800. Foundry located here. Nearest theatre 15 miles. Will sell reasonable if taken soon. Miles Velhartichy, Kensington, Kas.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence. Ind[illegible] References. Arthur Leak, Theatres Exch[illegible] 3422 Kinmore, Dallas, Tex.

Veteran [illegible]n for theatres in Indiana, Kentucky, [illegible]hio. Box 172, Linton, Ind.

Small [illegible]ble theatre wanted. Send details Box [illegible]een Arrow, Okla.

[illegible] cash for theatre, good town, 2,000 population, [illegible] preferred, will consider competition. [illegible] theatre. C. P. Knudsen, [illegible]110 St. Joe Ave., Hastings, Neb.

Wa[illegible] or lease small theatre in town of 1,000 [illegible] central Florida preferred. Give fullest [illegible]rs in confidence. B-2720, Boxoffice, 825 [illegible]unt Blvd., Kansas City 1, Mo.

[illegible],000 will buy or lease your theatre. Will [illegible] to $150,000 for the lease or purchase of theatre, regardless of climate or territory. [illegible] reply will be contacted personally by our [illegible]entative. B-2716, Boxoffice, 825 Van Brunt [illegible] Kansas City 1, Mo.

[illegible]dividual interested in theatre business. Will [illegible] building and equipment. Missouri territory [illegible]ired. Give details. P. O. Box 246, Independence, Mo.

HELP WANTED

Splendid opening for the right man. Field executive and office man for Independent Theatre owners in Wisconsin & Upper Michigan. Must [illegible]e theatre or sales experience in the motion [illegible]ture business. Apply Room 414, 709 N. 11th [illegible], Milwaukee, Wis.

Wanted: Manager for permanent position for [illegible]ound run theatre in city of 25,000 in Illinois [illegible]e qualifications, salary expected, age, married, [illegible]pshot in first letter. B-2710, Boxoffice, 825 [illegible]n Brunt Blvd., Kansas City 1, Mo.

Wanted: Experienced theatre manager for permanent position. State age, experience, references, [illegible]ried or single. Hudson Theatres Co., Richmond, Ind.

POSITIONS WANTED

Man with ten years experience candy and popcorn concessions in theatres desires employment [illegible]th the theatre circuit. Go anywhere. B-2712, [illegible]ffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Available after August 1. Would prefer small town. Can give recommendations from present employer. B-2721, Boxoffice, 825 Van [illegible]unt Blvd., Kansas City 1, Mo.

MISCELLANEOUS

Glazit with Glazore. Cleans and glazes lacquered, enameled, varnished surfaces, metals, tile, [illegible], marble. Pints $1.50. Distributors wanted. [illegible]re for particulars. Harry S. Gans, 326 W. 44th, New York 18.

POPCORN MACHINES

[illegible]rch—Manley—Cretors—Advances— All electric [illegible]rench fry types. Karmelkorn Equipment, 120 [illegible]stead, Chicago 6, Ill.

[illegible]uilt Popcorn Machines for sale. Fully guaranteed. Price from $150. CONSOLIDATED CONCESSIONS, 1314 S. Wabash, Chicago 5, Ill.

[illegible]s national headquarters for popcorn [illegible]. Silver Stars, Super Stars, Corn Cribs. [illegible]Types taken in trade. Blevins Popcorn Co., Nash[illegible], Tenn.

[illegible] bargains used popcorn machines. Burch, Cretors, [illegible]nce, guaranteed. Poppers Supply, Box 838, [illegible], Ga.

[illegible]orn machines. All models. Prunty [illegible]Co., 620 N. 2nd St., St. Louis 2, Mo.

For S[illegible] King DeLuxe popcorn machine used less [illegible]year. Looks like new. Follett Theatre, Follett, [illegible]

THEATRE PRINTING

Window Cards, 3-sheets, photo offset house programs, heralds, passes, etc. Cato Show Printing Co., Cato, New York, or Tribune Press, Fowler, Ind.

POPCORN SUPPLIES

Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Increase Popcorn Sales and profits. Today hundreds of theatres are using our stunning Heyglass heating and selling counters. Eliminate waste carpet damage and fire hazards. $225 gives you de luxe popcorn merchandising. A few choice territories still open to distributors and dealers. H. M. McLaren Specialties, 3625 W. 26th Ave., Denver 11, Colo.

Every Week this page does a fine job of selling, locating, serving. Try it and see!

MGM Withdraws Plans For Mountie Picture

OTTAWA—Following a conference with Canadian government officials here, Sam Marx, MGM producer from Hollywood, announced that his company had "withdrawn" plans for making a feature film dealing with the Royal Canadian Mounted Police. Marx explained that another Hollywood company, 20th Century-Fox, already had made a considerable investment in a mountie feature. Marx intimated that MGM was dropping its proposed picture because of the obvious duplication of theme but would consider other Canadian story material of which there was a wide range.

Present in Ottawa at the time of the Marx visit was J. J. Fitzgibbons, president of Famous Players Canadian Corp., Toronto, who has been acting as a liaison officer for the Motion Picture Ass'n of America in the Canadian Co-Operative Project under which film production is being encouraged in the Dominion to effect a saving in foreign exchange.

It was brought out in connection with the Marx conference that a third producer, Max King, had been a visitor in Ottawa to discuss plans for a mountie picture. It was recalled that Bryan Foy, producer of "Northwest Stampede," had visited the Canadian capital several months ago to explore the possibility of making a feature based on the Mounties. Representatives of 20th Century-Fox have visited Ottawa on several occasions recently to prepare for its picture.

James Hardiman Manages New London, Ont., Odeon

LONDON, ONT.—The latest theatre to be opened in the Dominion by Canadian Odeon was the Odeon-London, 243 Dundas St. East, here, where President J. Earl Lawson and officers of the chain were hosts to a distinguished opening night audience on October 22.

Following the inauguration, the guests attended a reception in the Wedgewood Room at Hotel London where they met newly appointed Manager James Hardiman, former manager of the Danforth in Toronto which opened some months ago. Hardiman, who recently paid a holiday visit to his home in England, is being succeeded at the Danforth by Dick Waring, former assistant manager at Trenton, Ont.

The next Odeon opening in southern Ontario is expected to be the Hyland in Toronto next month when the opening attraction will be "Hamlet" in its first local run.

'Cycle of Life' Shown

TORONTO—Another film feature dealing with the sex subject has made its appearance in Ontario. The picture, "The Cycle of Life," is being presented by Leslie Hamilton who is also the lecturer, and performances are being conducted in auditoriums and halls before segregated audiences. The school board at St. Catharines has turned down an application from Hamilton for the showing of the film in the schools of that city. Also in circulation in regular theatres are "Mom and Dad," "Damaged Goods" and "Sins of the Fathers," the latter a Canadian-made feature.

City Council Meetings Offer Competition

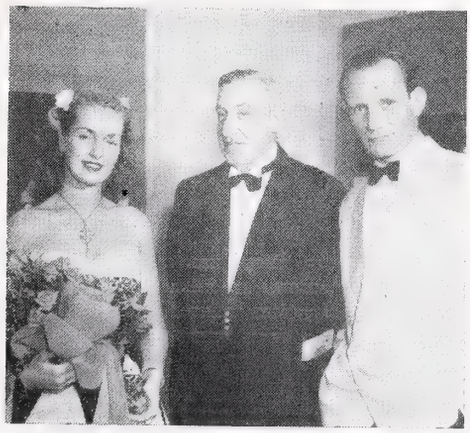
Halifax, N. S.—Something new in competition for theatres has been established by the city council in the city hall chambers. Until very recently practically nobody attended council meetings. Now the meetings are attracting standing room only crowds, with even standing room difficult to get. The draw at city hall is not based on new enthusiasm for city affairs but to the comedy angle which has been accented by the city fathers. Some of the aldermen and the mayor are unintentional comedians. One of them comes to the meetings with a music rack, bearing his speech scripts, quotes Shakespeare, the Scriptures, Robert W. Service, poetry and prose, and there are threats of fisticuffs plus frequent hot verbal exchanges.

FPC Will Build $300,000 Theatre at Nanaimo, B. C.

NANAIMO, B. C.—The city council has approved a plan by which Famous Players will build a third theatre at a cost of $300,000. The new playhouse will seat 1,000 and is expected to be in operation in 1949. FPC controls the only two theatres in town, the Capitol and Strand, with a combined seating capacity of 1,263. The population of the Vancouver Island mining and lumber center is around 12,000. Odeon circuit has bought property here but, to date, has not announced plans for building a theatre.

Book 3 With Downtown

TORONTO—Three suburban theatres here have been linked in booking combination with the newly opened Downtown, ace 20th Century Theatres showcase. The playdate lineup got under way with the presentation of "Let's Live a Little" which was actually the world premiere of that picture. The units comprise the Glendale, which was opened last year in the north end, the Scarboro in the distant east end and the State in the western section of the city.



ODEON TORONTO GUESTS—Howard Boothe, British Columbia district manager for Odeon Theatres, is pictured at the debut of the new Odeon-Toronto theatre with Patricia Roc and Trevor Howard, J. Arthur Rank stars, who came from England for the opening of the new showcase.

Private Power Used For Toronto Opening

TORONTO—The corner of Yonge and Dundas streets here stood out with unusual brilliance in the darkened city when the 20th Century Downtown opened with the world premiere of "Let's Live a Little." With Toronto in the midst of a permanent dimout the bright lights were easily explained. The company set up a private generator for illumination and not one watt of Hydro-Electric current was used for the occasion.

The Downtown, which seats 1,050, has an all-glass entrance while, inside, there are sweeping curtains which stretch from the screen to half way back in the auditorium. These curtains, as well as all the draperies, are of fiberglass. The theatre front is topped with a huge name sign but when it will be put into use depends on the dimout regulations.

The architects were Kaplan & Sprachman while the Dalton Engineering & Construction Co. was the general contractor. Simplex projectors were installed by General Theatre Supply Co. and the glass and stainless steel were from Canadian Plate & Window Glass Co. The Canadian Theatre Chair Co. installed pushback seats and the fiberglass curtains were designed by Guaranty Silk Dyeing & Finishing Co.

20th Century Managers To Meet November 3

TORONTO—Following the sixth annual meeting of the Motion Picture Theatres Ass'n on October 26 in the King Edward hotel here under the chairmanship of President H. C. D. Main, there will be the annual gathering of the managerial clan of 20th Century Theatres at Toronto on November 3. The managers of the 60-odd theatres in this circuit, which is affiliated with Famous Players, will take part in discussions of policy, theatre operation and exploitation under the direction of N. A. Taylor, Raoul Auerbach, Meyer Axler and other executives.

The annual conference of managers and partners in eastern Canada of Famous Players Canadian Corp. took place October 18-20 in the General Brock hotel, Niagara Falls, Ont., with Morris Stein, eastern division manager, in general charge of roundtable deliberations. A number of officials left Toronto on Sunday (17) for Niagara Falls to prepare for the opening of the meeting which was held behind closed doors. A later banquet was an invitational function for executive representatives of the industry.

Rites for Jules Laine, 51, Pioneer Theatre Operator

TORONTO—Funeral services were held here for Jules Laine, 51, pioneer motion picture theatre operator who died following a heart attack. Burial was in Holy Blossom cemetery.

Born in Brooklyn, N. Y., Laine had been a resident of Toronto about 25 years. A chain of theatres which Laine had operated jointly with Ben Garson was sold to Odeon Theatres of Canada. Laine was secretary and treasurer of the Stark Electronic Instrument Co. He was a member of the Canadian Motion Picture Pioneers.

He is survived by his widow Rose, and a son Michael.

VANCOUVER

Two new theatres recently opened in the Richmond section of Lulu Island a few miles from here have found the going pretty grim. Flood conditions last spring ruined many farms which are the chief support of the zone. One of the new theatres is advertised for sale . . . Evidence of the fact that Vancouver is stage and music conscious was found in attendance records for road-show attractions, symphony concerts and local talent shows. Theatre business, however, has gone down several notches despite the high quality of product offered at the downtowners here.

Vancouver theatregoers saw their favorite celebrity Bing Crosby frolicking around the home town. Newsreels at the first runs not only gave a short of the crooner's visit, entitled "Bing Goes Bang in Vancouver," but also pictures the Canadian Open Golf championship held on a Vancouver golf course . . . A new service for patrons at the Cascades Drive-In here are rain visors for cars assuring clear vision during the show even in a rain storm.

Visitors here were Al Perry, Canadian general manager for Empire-Universal; Bill Carr, home office auditor for Warner Bros.; John Greenfield, Eagle Lion-Monogram field representative from Toronto, checking the local branch, and Pete Barnes of Foto-Nite, Toronto, booking and buying for three British Columbia theatres at Langley, West Vancouver and Brighouse. Most film exchange managers were busy covering the territory.

Ted Joy, veteran projectionist at the Odeon-Plaza, has been released from the hospital following recovery from serious injuries received in a recent auto accident . . . Vancouver robbers must have been reading the boxoffice reports of big business being done at the Park Theatre on "Hamlet." They broke into the theatre and tried to blow the safe to get at the big dough but without any success, police said . . . A modern community-owned theatre will be constructed at Salmon Arm, B. C., as the first step in a program designed to provide the city and district with an ice arena and sports center. Theatre will be of quonset type with a seating capacity of 425. Kelly Hayter, well-known theatre operator, is manager. The new house will replace the old Rex and is expected to be completed early next year. Population of Salmon Arm district is around 2,000.

Howard Boothe, district manager for Odeon, and Frank Gow, FPC head for British Columbia, were visitors to Vancouver Island theatres. They reported business below average in Victoria . . . Hymie Singer of the State here also is back from a Victoria visit to his Rio Theatre. He reports it will close for a short period for improvements.

The British Columbia motion picture censor's office, now in the court house here, will make its headquarters in a new government building in downtown Vancouver which should be ready by the first of 1949. Jack Hughes is chief censor . . . W. Marks, Canadian general manager for Selznick Releasing Organization, was here looking up local circuits and theatremen. Marks reports that "Duel in the Sun" and "Mr. Blandings Builds His Dream House" are doing top business in all key towns in the Dominion. "Blandings" plays its first run Vancouver showing at the Strand next week.

President Richard Walsh, who was in Victoria to attend the Canadian Trades and Labor Congress as the IATSE representative, stopped off here and addressed the projectionists and stagehand members of his locals. O. M. Jacobson, Pacific coast secretary from Tacoma, and Bill Covert, vice-president from Toronto, were here with Walsh . . . The British Columbia government has started a compulsory health insurance plan slated to go into effect next year. Labor and other groups are strongly in favor of the plan.

Exhibitors are glad that the many autumn community and county fairs, horse races and games of chance are over. They diverted plenty of money from theatre boxoffices, particularly in small situations . . . Jack Randall, Strand Theatre manager, put over an excellent publicity campaign for the showing of "Apartment for Peggy." Window displays were obtained in all leading downtown real estate offices by utilizing the title, "We may not have an 'Apartment for Peggy' but we do have a choice selection of fine homes." He used a rubber stamp on over 6,000 of the Hilker Attractions mailing list envelopes which went out opening day. The rubber stamp was put to further use as four of the major downtown restaurants permitted the Strand to rubber stamp their napkins and serviettes. The picture was held over.

Toronto Odeon, Nortown Show Video in Lobbies

TORONTO—Another early link between television and Toronto theatres was registered recently when both the new Odeon-Toronto and the Famous Players' Nortown provided daily telecasts in their lobbies as an adjunct to regular screen performances.

The Nortown is continuing to use a TV receiver inside the theatre entrance and has erected a peramnent aerial on the theatre roof.

Present programs come from Station WBEN at Buffalo, N. Y., and reception is quite good despite the fact that Toronto is on the fringe of the range of the American studio. Television broadcasting is not yet permitted in the Dominion because the Canadian Broadcasting Corp. has not issued the necessary licenses, although they are promised this month.

Meanwhile, the Canadian General Electric Co. here has started production of G-E television receivers which have been demonstrated here. This company has said that Ontario residents can pick up visual programs from the TV transmitters in Buffalo and Detroit, Mich., adding that other such studios will be opened at Toledo, Cleveland, Erie and Rochester, all on the U.S. side of the international line.

'Digger' O'Dell Takes That Part

John Brown, who is the friendly undertaker, "Digger" O'Dell, in the radio show, "The Life of Riley," will take that part in Universal's picture of the same title.

Lift to Production Of Films in Canada

OTTAWA—Visits by two widely known motion picture officials may lend impetus to proposed production of American films in Canada, thus assisting the Dominion government in the conservation of American dollars.

Sam Marks, Hollywood, MGM producer, was here to explore possibilities of filming a feature-length production based on the Royal Canadian Mounted Police.

J. J. Fitzgibbons, Toronto, president of the Famous Players Canadian Corp., also was a visitor here. He has been active on behalf of the MPAA in efforts to expand film production in Canada.

Both officials were expected to confer with Dominion governmental officials regarding film production possibilities in various parts of Canada.

Power Cutoff Is Warning To Business at Toronto

TORONTO—The hydroelectric commission turned off all electricity here for three-quarters of an hour on the morning of October 8 as a stern warning that commercial users were not exercising proper economy during the present dimout to meet the power shortage. The theatres in the downtown district which operate from 9:30 a. m. were affected by the switchoff but, so far, there has been no compulsory blackout during the afternoon hours when many matinee performances would be halted.

Chairman Robert H. Saunders of the commission declared power restrictions would be tightened to reduce further marquee and other exterior lighting for entrances and exits. He said canopy lighting would be cut by one-half to the equivalent of one watt per square foot of area.

At a meeting of businessmen in the suburban Palace Theatre to discuss the power crisis, Manager Charlie Querrie opposed the switchoffs twice daily in the Toronto district because of the disruption of routine activities. He urged a delay in the opening of business establishments until 10 a. m. as an alternative to the commission's schedule of blackouts.

Leslie Kemp Stays

TORONTO—Leslie H. Kemp, architect from England, has decided to settle here, declaring "I am confident there is scope in this country in regard to cinema design and reconstruction work in particular." Kemp came here for the J. Arthur Rank Organization to supervise the Odeon building program following the death last year of Jay I. English, and was in charge of the completion of the Odeon Toronto. Pointing out that the prospects in Britain were negligible in view of prevailing building restrictions, he has opened an office for himself at 453A Eglinton Ave. West. He has specialized in theatre designing for the past 25 years.

'Lost One' Gets 5th Week

TORONTO—The International Cinema is enjoying a good run with "The Lost One" which has appealed to the class clientele of this neighborhood unit of 20th Century Theatres to the extent that it was held for a fifth week.

Preview for Children Held at Ottawa Centre

OTTAWA—Manager Gordon Beavis of the Ottawa Centre employed a new thought when he arranged the first preview for children for a feature-length picture. In announcing the first pre-release showing for juveniles, Beavis noted that "Parents admitted if accompanied by a child."

The picture was "The Babe Ruth Story" and the screening took place in advance of regular engagement, with added inducements in the form of gifts, including 24 Babe Ruth baseball bats and Babe Ruth rubber balloons. The performance had a tiein with station CFRA whose sports director, Tom Foley, made the presentation of the main prizes on the stage. The stunt drew an audience of 1,048 persons.

20th Century Elevates Columbia at St. Thomas

ST. THOMAS, ONT.—Increased local competition through an Odeon project here was evidenced in the recent announcement by 20th Century Theatres that the local Columbia had been elevated to first run status. The Columbia had been closed for several years but was reopened last June. The new policy commenced with the engagement of "The Black Arrow." Manager Holly Fuller of the Columbia announced an increase in prices to meet the greater rental cost for better pictures. The scale ranges from the matinee juvenile admission of 14 cents to the adult evening charge of 42 cents.

MONTREAL

William Trow, president of the Montreal Poster Exchange, gave a weekend party for members of his staff at his summer home at Notre Dame de Laus. Invited guests included Grattan Kiely, Montreal manager for Warner Bros. . . . Tom Trow, owner of the Imperial at Three Rivers, was out of the hospital following an illness . . . Filmrow was quiet on Yom Kippur . . . Gaudry Belisle, from the educational film department of the provincial government, Quebec, visited the local office of the Rank organization.

Ted Atkinson, manager of Cardinal Films, reported big business throughout the province on the Cerdan-Zale fight pictures . . . Mort Prevost, manager of Quebec Cinema Booking, was back from Vermont . . . Mrs. R. Bonnell, cashier for Eagle Lion, returned from Voncouver, where she spent two weeks . . . Molly Foreman, Montreal manager of Alliance Films, visited at Weinerville near Ste. Agathe.

Exhibitors in town included: Armand Gingras, Canada Theatre, Levis; Romeo Couillard, Tache, Montmagny; Guy Bachand, Rex, Sherbrooke, and Charles Magnan, Laurier, Victoriaville . . . O. R. Hanson was in town on business from Toronto . . . Francoise Michaud, of the selling staff of J. Arthur Rank, made a successful selling trip to Ottawa and Quebec . . . Owen Lightstone, Montreal manager of Empire Universal, and Herbie Mathers, manager of Production de Luxe Francaise, were on a selling trip in the eastern townships.

William Tabah, a director of Confederation Amusements, Ltd., has resigned as assistant general manager of that company . . . Robert Grant, assistant to Mel Johnston, director of the advertising department of United Amusement Corp., has resigned and will be replaced by Lawrence Sheehan . . . John Levitt of Columbia was on a selling expedition to the eastern townships of Quebec, and Archie Cohen, salesman for Warner Bros., was on business in the northern Quebec mining district.

Art Exhibit Shown

ST. JOHN—Wall space in the foyer of the new Paramount has been assigned to an exhibit of art by residents of this area. A section of the wall has been made available for showing paintings, and indications are that later pen, pencil and crayon sketches will be given an opportunity for showing. Plans call for changing the art every two or three weeks and giving representation in the theatre's art gallery to all artists of this district. This is the first maritime theatre to present an art gallery aimed at encouraging local talent and bringing their work to public attention.

The art being shown on the Paramount wall has attracted much interest from patrons of the new Famous Players house. The gallery will be continued by Famous Players.

Dane Clark for Top Spot

Dane Clark has checked in on a loan from Warners for the top spot in Universal's "The Amboy Dukes."

If It's Good Promotion . . .

some one will report it in . . . BOXOFFICE

Fresh from the scenes of the activities each week come constant reports of merchandising of films. Most of these are ideas you can use for your own promotion. All of them are interesting and most of them are profitable in other similar circumstances. Make full use of these practical ideas by practical showmen, many of whom you may know.

Motion pictures lend themselves ideally to good advertising. The public interest is high. Capitalize on the interest that already exists and increase your attendance with proved ideas.

ST. JOHN

The front of the Capitol, Springhill, N. S., is being revamped by Archie Mason, owner, who plans to install a fountain and bar in the lobby. The front changes include new doors, boxoffice, flooring, marquee and sign . . . The head offices of the B&L Theatres, in the old Oddfellows Bldg. have been renovated and refixtured. The offices, former exchange base for several distributing companies, are on the street floor.

It looks like the screen supply for the new Cornwall in St. John's, N. F., will be chiefly from British Pathe via International for first run, and Empire-Universal and 20th-Fox for second run. In all cases it will be furnished by the St. John, N. B., exchanges. The same pictures will tour the new United Movie Pictures chain, of which Bernie Parsons is promoter, as well as the Cornwall. However, the Cornwall seats 926 and the six houses in the small-town UMP lineup seat from 300 to 400. They are located at Placentia, Spaniard's Bay, Manuels, Long Pond, Carbonear, and Port aux Basques.

Bill "Jake" Whitebone of St. John assisted the entertainment field for 35 years as skater, billposter, theatre manager, carnival operator and concessioner, magician and a touring vaudeville show sponsor, says he is arranging a tour of maritime theatres and halls for the indoor season with a combo of vaudeville and films in which his son Russell, ventriloquist and acrobat, and himself are featured. The father and son played maritime fairs and halls during the fall.

An old likeness of Herman McArthur, St. John, wearing a straw kelly, wing collar and glowing black tie and taken 33 years ago, revived memories along Filmrow. When the picture was taken, McArthur was manager of the General Film exchange in St. John. Now, he's office manager and sales supervisor for RKO here. He was forced, about two years ago, to give up the managership of that branch because of illness, but was able to continue on greatly reduced tempo . . . Motion Picture Supplies, St. John's, is promoting and widening sales of electronic supplies through Newfoundland. Derek Marshall is head of MPS.

Bingo is ringing the bell as theatre opposition at St. John's. One promoter of nightly bingo is offering $350 in cash per night plus a weekly drawing for a piano. The admission is $1 for 27 games. The prize for the first game is $50 and for the last game each night, $100 . . . Alfred C. Fuller, who has been cooperating with exhibitors in promoting patronage for "The Fuller Brush Man," has developed into a citrus fruit grower at his Yarmouth summer home. A tree in the garden is showing a number of ripe fruits . . . A. H. Pickard has been playing one-night stands in maritime halls with a film on British women at war.

Toronto Loew's Installs Private Power Plant

TORONTO—With the prospect of a power shortage and recurring blackouts in Ontario for another two years, Loew's in Toronto is the first important theatre to install an independent power plant of sufficient capacity to provide electricity for projection purposes as well as house lighting and front illumination.

The generating unit was established following the announcement of daily switchoffs in current by the Hydro-Electric Commission as a conservation move for the fall and winter months. Loew's turned on its own power in conjunction with the engagement of "The Paradine Case," the announcement being made that performances would not be interrupted because of the blackouts. Shows get under way each weekday in this theatre at 9:30 a. m. Thus far, the total power cutoffs occurred during the morning, but there was the promise that blackouts would become necessary during the afternoon.

Because of the interruptions, some theatres in Ontario have printed pass-out checks for distribution among patrons who may ask for a refund. These emergency tickets are good for admission for a subsequent show within a time limit.

Theatre Fires Increase

OTTAWA—A report of the Dominion Fire Prevention Bureau shows that 49 theatre fires occurred during 1947 in Canada with a total property loss of $151,077. This compares with 39 theatre fires and a loss total of $176,178 in 1946.

Although the number of theatre fires increased last year, the total is relatively small when compared with the all-country record of 59,531 fires in 1947 with an aggregate property loss of ore than $57,000,000.

Apply for Video Licenses

MONTREAL—Preparing for the advent of television in Canada, two Montreal radio stations, CFCF and CKAC, have applied for television broadcasting licenses. Four Toronto stations are also applicants. Spokesmen for the stations will appear before the board of governors of the Canadian Broadcasting Corporation in Ottawa late this month.

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TORONTO

The financial report on the hockey benefit match at Maple Leaf Gardens under the auspices of the Toronto Variety Tent showed that the club's Heart Fund was enriched by $18,396.25 for the Variety vocational school for crippled children. The fund now has reached the $138,000 mark for the construction of the institution which already is under way . . . When the Toronto Downtown was opened, Manager Martin Simpson invited the first lady customer, Estelle Ross, to cut the ribbon across the entrance when Mayor Hiram McCallum was unable to officiate. Now they are trying to trace Estelle so she can be presented with a season pass as a special memento.

After playing three weeks as the opening attraction at the Odeon-Toronto, "Oliver Twist" is making the rounds of Odeon units in the smaller Ontario cities for one-week runs. These started at the Kent, Windsor; Odeon, Peterborough; the Palace, St. Catharines, and the Odeon, Kingston, all on single bills . . . Olsen and Johnson netted $10,000 profit for 14 performances of their nightly grandstand show at the recent Canadian National Exhibition, it is officially reported. The percentage take of the comedy team was reduced considerably by giveaways for which they were responsible, the gifts including 14 automobiles. The gross for the 14 nights was $390,496.

Mrs. J. R. Nairn, wife of the Famous Players advertising manager, attended a Red Cross dinner in Ottawa on Friday night, October 15, then drove back to Toronto the next day in time for an executive meeting of the National Women's Press club of which she is secretary. Mrs. Nairn is an Ontario division official of the Red Cross . . . Visitors from St. Catharines were Manager Vern Hudson of the Capitol and Manager Roy Miller of the Lincoln, both of whom are members of the Toronto Variety Tent. Simon Meretsky, Windsor exhibitor, also visited Toronto Filmrow, as did Harry Reiners of the RKO home office publicity staff.

International Film Distributors, Ltd., Dave Griesdorf's film exchange for Eagle Lion of Hollywood product, has moved its head office from 277 Victoria St. to the Prince George hotel at King and York streets. Cardinal Films, Ltd., headed by H. J. Allen, has moved from 21 Dundas Square to the Herman building at Gerrard and Bay streets.

'Handel' Back Again

TORONTO—Once again "The Great Mr. Handel" played a return engagement of one week at the Royal Alexandra, local legitimate theatre, indirectly paying a tribute to Ben Cronk who, as exploitation manager for Empire-Universal, literally made something out of it. Several years ago the feature was practically sidetracked with exhibitors showing more than caution in considering it for booking. Cronk, who is now in the southwestern states for a prolonged vacation with his wife, finally got behind the picture with a special campaign with the result that it has become a perennial attraction at the Royal Alexandra and has had success elsewhere as a picture that appeals to music lovers.

'Hamlet' and 'Twist' Tops in Vancouver

VANCOUVER—"Hamlet" at the Park and "Oliver Twist" at the Vogue still were the big news in local grosses as both held over for a third week. All first runs did over average as midnight shows and the Thanksgiving weekend helped out. Showing plenty of strength were "Key Largo" at the Orpheum, "Apartment for Peggy" at the Strand and "Easter Parade" at the Capitol, all holding for a second session.

Capitol—**Easter Parade** (MGM).....Good
Cinema—**Fighting Father Dunne** (RKO); **Berlin Express** (RKO), ...Good
Orpheum—**Key Largo** (WB).....Very good
Park—**Hamlet** (JARO), roadshow, 2nd wk.....Excellent
Paradise—**Bedtime Story** (UA); **Housekeeper's Daughter** (UA), reissues.....Good
Plaza—**XIV Olympiad** (JARO).....Average
Strand—**Apartment for Peggy** (20th-Fox).....Good
Vogue—**Oliver Twist** (JARO), 2nd wk.....Excellent

'Romantic' Leads With 115 In Toronto Grosses

TORONTO—The first run theatres here settled down to routine following a week which enjoyed the flurry of the Thanksgiving day holiday and midnight shows. Most popular picture appeared to be "Isn't It Romantic?" at the Tivoli and Eglinton. There were holdovers at four theatres including a third week of "Good Sam" at the Victoria and Nortown. "Blanche Fury" continued a second week at the new Odeon as did "Sorry, Wrong Number" at the Imperial.

(Average Is 100)

Biltmore—**Raw Deal** (EL).....90
Danforth and Fairlawn—**Embraceable You** (WB); **Heartaches** (EL) 90
Eglinton and Tivoli—**Isn't It Romantic?** (Para).....115
Imperial—**Sorry, Wrong Number** (Para), 2nd wk...100
Loew's—**The Paradine Case** (SRO).....105
Nortown and Victoria—**Good Sam** (RKO), 3rd wk... 90
Odeon—**Blanche Fury** (EL), 2nd wk.....90
Shea's—**Night Has a Thousand Eyes** (Para).....105
Uptown—**The Saxon Charm** (U-I).....105

Upswing Noted in Grosses At Calgary First Runs

CALGARY—A pleasing upswing was noted in grosses at both downtown and suburban houses, evidence that the fall season was well under way. "Easter Parade" was held over for six days after playing to above average business. Another good attraction was "Big City," which brought Margaret O'Brien back in the good graces of feminine fans. More disappointing was the political satire, "The Senator Was Indiscreet," with much of the senatorial barbs misfiring with western Canadians. Backlog of good pictures held for fall showing should keep theatre cashiers busy.

Capitol—**Easter Parade** (MGM).....Very good
Grand—**The Senator Was Indiscreet** (U-I).....Poor
Palace—**Big City** (MGM); **Winner's Circle** (20th-Fox) .....Very good

'Hamlet' in Bow Tie Bows

TORONTO—Eagle Lion Films of Canada reports the local first run of "Hamlet" will open Odeon's new Hyland at Yonge and St. Clair avenue, November 22. Admission will be $1 and $1.50. The Olivier production started its fourth week October 11 at the Kent in Montreal where it received its Canadian premiere. The film will open October 25 at the Ottawa Glebe under the auspices of the Save the Children Fund with all seats at $2. The opening night at the Park in Vancouver was sponsored by the women's committee of the Vancouver Symphony orchestra, which was also a white-tie affair.

Tele Threat and Slipping Grosses Bring Back Talk of Stage Shows

TORONTO—The whisper in the upper brackets of local theatre circles is that stage presentations are on their way for a number of reasons. One factor is the threatened opposition of television which shortly may make its appearance in the Dominion through the granting of TV licenses by the Canadian Broadcasting Corp., the government-control body.

There is a downward trend in attendance, as indicated by official figures, while it has also been pointed out that good screen attractions are becoming relatively scarce, perhaps through reduced studio budgets. Our Toronto authority said: "Some theatres are going to find themselves on the short end of the film supply, so to compensate for lack of film strength and to compete with their neighbors, they'll add a stage show. When the folks flock to one stage show, the neighbor will try it and so the whole business will start rolling."

Another development is the increase in the number of high-class theatres, mostly constructed by circuits. This means more spirited demand for film product as well as increased rivalry for patronage.

Discussing the situation in the Toronto Globe and Mail, film critic Roly Young described the average theatre audience as "dead." "Screen entertainment in the dark, with attention focused on one small screen area, has a hypnotic influence," he commented. "A comedy wakens up the film audience but the electric difference between an average stage show audience and a straight film one would show the film folk how much more genuine interest can be aroused by a theatrical performance that is not completely mechanical."

Benefit of Confederation Is Emphasized by Dealer

ST. JOHN—In clarifying a previous statement that joining Canada would be beneficial to Newfoundland film and theatre trade, Derek Marshall, managing director of Motion Pictures Supplies, Ltd., declared that his reference to the benefits of confederation to the theatre business was the customs duty now collected on all films now exported from St. John exchanges.

"Under confederation, customs duty will not be collected," Marshall said. "If Newfoundland is to drive its finances in the manner used by the nine other provinces, monthly tax returns must be made, and undoubtedly a censorship fee will be imposed.

"The equipment field will not be changed to any great extent, because major items must be imported from the United States. Prices generally will be higher, however, due to federal excise and provincial sales taxes. Shipping and insurance costs also must be included.

"Through arrangements with Canadian principals, Canadian retail prices on most items have been maintained, with sales taxes deleted. All imports were from the United States, and Newfoundland and Canadian customs rates basically are the same."

Membership Is Expanded By Famous Family Club

HALIFAX, N. S.—As a result of a reorganization, the Famous Family club of Halifax is open to members of theatre staffs other than those of Famous Players. A singular phase is that when the semiannual dinner of the club was held recently, special speaker was Pat Dwyer, manager of the Family Theatre, Halifax, a Franklin & Herschorn showcase.

The club was founded three years ago by Freeman Skinner, manager of the FPC Orpheus, who will pilot its successor, the Paramount, now being completed. Since the founding, the club has devoted most of its attention to improving conditions for boys and girls in the Protestant and Catholic institutions for the orphans.

At the twice yearly dinner, Skinner presented to Rev. J. Mills, director of the Catholic Boys club here, a silver plaque and an honorary membership in the Family club for his cooperation. Father Mills eulogized the Family club for the great work it has done for children in the shelters of Halifax.

Walker Books Vaudeville

HALIFAX—Cape Breton semipro vaudeville recently was begun one night a week at the Strand, Sydney, by owner E. R. Lynn and Manager Jimmy Coleman. Malcolm Walker routed vaudeville through all the links in Walker-Affiliated Theatres. Nova Scotian semipros claim they can stimulate boxoffice at film theatres in the province. Package units will be toured for three days at each theatre. The mother house is the Gaiety, Halifax, where Walker has used stage entertainment sporadically with pictures.

MPAA Children's Library Will Start in Canada

TORONTO—The Children's Film Library was to be inaugurated in Canada by Mrs. Marjorie Dawson, chairman of the National Children's Film Library committee of the MPAA, who will demonstarte the procedures established by her group in the United States to major distributors here. Mrs. Dawson also will give an actual demonstration of the Wiggle Test, which she originated, when a feature film will be shown to a group of children from eight to 12 years of age.

Among those scheduled to attend the meeting are John J. Fitzgibbons, president of Famous Players Canadian; Edwin H. Wells, secretary of the Canadian Motion Picture Distributors Ass'n; Henry L. Nathanson, MGM Canadian sales manager; Arthur Silverstone, 20th Century-Fox Dominion general sales manager; Haskell Masters, general manager for Warner Bros.; Alfred W. Perry, president and general manager of Empire Universal; Gordon Lightstone, general manager of Paramount Film Service; Harvey Harnick, general manager of Columbia of Canada; L. M. Devaney, general manager, RKO Distributing Corp., and Oscar Hansen, Canadian general manager for Allied Artists. Muriel Ward, Mrs. Dawson's assistant, accompanied her to Canada.

OTTAWA

Arrangements have been made by Frank Gallop, manager of the Ottawa Glebe, for special prices for high school groups at matinee performances of "Hamlet," which will open here October 25. For 700 or more students attending in a body from each school the admission will be reduced from $1 to 50 cents. A 25 per cent reduction is being offered for groups of 50 students or more up to 700 . . . Johnny Galvin, manager of the old Family on Queen street a score of years ago, died recently in Miami, Fla. He is survived by his wife, two sisters and a niece, all of Miami, where he was in business.

The Biltmore at Kingston, Ont., had an outstanding comedy double bill with features which have had extended runs as single attractions in other cities. The program, which played for one week, consisted of "The Mating of Millie" and "The Fuller Brush Man" . . . Don Gaul, Odeon head office supervisor at Toronto, visited Ottawa to inspect progress on the construction of the Odeon, scheduled to open at the end of the year.

Famous Players Canadian and the Palace Amusement Co. have completed a deal for the erection of a 900-seat theatre at Cornwall, Ont. The Palace company, headed by Clarence G. Markell, already operates two theatres in Cornwall, the Palace and Capitol, on a partnership basis. Odeon has the Roxy there . . . The suburban 20th Century Victoria in Ottawa is scheduled to reopen early in November after extensive alterations. Ted Smyllie will resume management . . . The rumor spread around town that Brian Donlevy of Hollywood was here, having been seen on the main business thoroughfare. Reporters couldn't find him.

Manager Claude Hunter of the Odeon at Peterborough has organized an amateur stage show every Monday night under the sponsorship of Ostrander's jewelry store. Auditions are conducted at the theatre on Sunday afternoon for the following night's program . . . Barbara Ann Scott, Ottawa's Olympic figure-skating champion, has been booked for her professional debut at the Roxy, New York. Her contract calls for a five-week engagement.

Manager Ernie Warren of the Elgin secured a nifty tieup in advance of "The Loves of Carmen" through the publication of the serial story, based on the film, in the Ottawa Citizen . . . Thanksgiving day brought another highly popular cartoon carnival for juveniles at the Famous Players' Capitol and Regent. These holiday morning programs, consisting of ten cartoons, were originally put on at the Capitol three or four times a year but they made such a hit that the overflow crowd had to be accommodated at the nearby Regent and eventually both theatres run the same bill twice during the morning at 9 and 10:45 o'clock.

Following the transfer of Don Watts from the Rideau to the Nelson after the latter had been acquired by 20th Century Theatres, Barney Simmons of the Marks in Oshawa has been appointed manager of the Rideau. Gilbert White, formerly on the staff of the Ottawa Elgin, has been promoted to assistant manager of the Nelson . . . Practically all of the regular and drive-in theatres of the Ottawa district staged a lively Sunday midnight show as a prelude to the Thanksgiving day holiday. Police regulations forbid the holding of late performances except on holiday dates.

The Leslie Bell Singers, famous all-girl choir, has been booked for regular weekly radio programs on the Canadian Broadcasting Corp. network following the release of their moving picture, "It's Fun to Sing," which was produced by the National Film Board in Ottawa . . . The National Film Society has revived its monthly Sunday performances at the Glebe, the first program for the season being topped by "Shoe-Shine," a noteworthy Italian picture.

Lauritz Melchior, featured tenor in MGM pictures, has been booked for an early concert engagement in the Auditorium.

The National Film Board has started a series of monthly performances at the National Research Council auditorium here, one group consisting of English-language pictures and another series for French films of Canadian, British and French origin.

Many Theatres Built In Canada Since 1945

MONTREAL—Since Canada removed its building restrictions in December 1945, a total of 195 new theatres have been erected in the Dominion, including eight drive-ins.

According to a survey conducted by the Canadian Film Weekly, 99 theatres now are under construction, and plans for 102 additional houses now are being considered.

Approximately 80,000 seats have been added to theatre accommodations throughout the Dominion as the result of remodeling projects, the survey revealed.

Empire at Botwood, N. F., Reseated and Remodeled

HALIFAX—Roy Petrie, owner and manager of the Empire at Botwood, N. F., and his wife, who assists him, visited their son, a student at Dalhousie university. Petrie reports he is remodeling his theatre, reseating it and enlarging the seating space from 200 to about 350. The Petries were piloted about the Halifax-Dartmouth theatres by Gerry Hoyt, maritime Empire-Universal manager.

Seeks Estate Tax Cut

HALIFAX—Some concessions were indicated following a huddle at Ottawa recently between tax officials and Peter Herschorn, secretary of Franklin & Herschorn. Under discussion was a request for reduced taxation on the estate of the late Myer Herschorn, long vice-president of F&H, and father of Peter. The son is executor of the estate, and was assisted at Ottawa by a Halifax auditor. The theatreman was accompanied by his wife on the motor trip which included stops at Toronto, Montreal and St. John.

Swedish Actor in 'Madame Bovary'

Metro is borrowing the Swedish screen actor, Christian Kelleen, from David O. Selznick to play one of the four leading men opposite Jennifer Jones in "Madame Bovary."

CALGARY

A W. Perry, Empire Universal general sales manager, and M. J. Isman, assistant manager, spent several days here . . . Peter Ubertino, here booking for the Gayety Theatre, Brooks, said that sugar beet crops in that area had been unusually good this fall.

Hugh Elliott, RKO salesman, returned from Alberta and reported that business prospects in the forming areas were excellent . . . The Elite Theatre, Wainwright, is being remodeled at a cost of approximately $20,000.

The RKO exchange was flooded with requests for dates on "Rachel and the Stranger" . . . A new theatre, still unnamed, is being erected in Camrose by the local milling company . . . Both "Easter Parade" and "A Date With Judy" pulled very good business in Edmonton.

Theatres are being built in Lamont and Andrew by Adam Kaminski. Here buying theatre equipment and booking films, Kaminski reported that searches for oil in these communities had brought new life to the communities.

Allied Exhibitors Seek New Maritime Members

ST. JOHN—For the first time in the history of Allied Exhibitors, that organization will hold a meeting outside Nova Scotia. Definite arrangements have been made by Pat Dwyer, manager of the Family, Halifax, and secretary-treasurer for Allied, for the 1948 annual convention to be held November 10 in the Admiral Beatty hotel here. F. Gordon Spencer, general manager of F. G. Spencer Co., will be in charge of advance details.

Holding the yearly assembly in St. John is the first practical step in a campaign to broaden the scope of Allied to embrace New Brunswick and Prince Edward Island. Newfoundland also should be included as it will become the fourth maritime province in late winter or early spring. From the outset Allied has been limited to Nova Scotia with practically all meetings held in Halifax. At the 1947 annual convention in Halifax, decision was made to cover New Brunswick and Prince Edward Island, as well as Nova Scotia. The St. John meeting is expected to attract a number of theatremen from various parts of New Brunswick and P.E.I.. A membership drive is projected in both provinces.

Blind Organist to Windsor, Ont.

MONTREAL—Ronnie Matthews, Canada's blind organist who rose to fame playing at the Empress Theatre on Sherbrook Street in Notre Dame de Grace, has accepted a position at Rowson's in Windsor, Ont. Matthews first began his career at the Empress two years ago and since that time has had many offers for positions in other cities. He had turned them down preferring to remain in Montreal until the latest offer from Windsor, which he described as a theatre-radio combination.

Starring Role in 'High Heaven'

Farley Granger has been ticketed for a starring role in "Earth and High Heaven," to be produced by Samuel Goldwyn for RKO.

Five St. Louis Theatres Resume Youth Shows

From Central Edition

ST. LOUIS—The Youth Cinema club matinees has been resumed at five Fanchon & Marco theatres beginning daily at 2 p. m., and continue each Saturday throughout the fall and winter in cooperation with the Better Films Council of Greater St. Louis. The theatres: Shady Oak, Hanley road and Forsythe boulevard, Clayton; Pageant, 5851 Delmar Blvd.; Manchester, 4247 Manchester Ave.; Maffitt, Vandeventer near St. Louis avenue, and the Wellston, 6226 Easton Ave.

Enrollments in the clubs are being accepted at the theatres. Each week members of various women's organizations affiliated with the council assist in the over-all supervision of the clubs, while members of the club aid the theatre managements by acting as doormen, cashiers and ushers. The club members also receive special cards from the club on their birthdays, permitting the holder and one guest to see the following week's performance as guests.

Harry C. Arthur, head of the Fanchon & Marco organization, has given his wholehearted support to the Youth Cinema club, an international movement which was started by Mrs. A. R. Burt, founder and honorary president of the Better Films Council of Greater St. Louis.

Pay Exhibitors Tribute For Showmanship

From Central Edition

CHICAGO—According to Irving Mack, president of Filmack Trailers, the nation's exhibitors are still as exploitation minded as ever. Recent comments by several sales executives to the effect that exhibitors are laying down on their advertising and publicity efforts in Mack's opinion are not as bad as they would make it seem.

The trailer executive believes that the old fight of distributors attempting to persuade exhibitors to increase newspaper advertising will always be in evidence. It's just the natural thing to do, says Mack. He says that hundreds of different trailer requests representing novel ideas and promotional stunts to help sell their attractions are received daily from theatre managers in practically all sections of the country.

A recent example proves that exhibitors also are publicizing short subjects as well as feature attractions. Mack states that many exhibitors requested special trailers to publicize the return showing of the early Disney cartoon, "The Three Little Pigs."

Chancery Will Decide Book Examining Right

From Central Edition

CHICAGO—Louis Kahn, attorney representing major distributors in the Alger percentage suits, has withdrawn his petition for dismissal of hearings before federal Chancery Master Joseph Elward on October 11. Judge William Campbell, referred the matter to Chancery, and asked Elward to determine whether or not majors should have the right to examine books if a pact violates the anti-trust act. Many percentage films carry special "sign-ins."

Kahn said in view of the crowded condition of Judge Campbell's calendar he would ask Elward to rule on whether or not distributors had the right to probe exhibitors' books.

Pastor's Slap at 'Movies' Receives Quick Challenge in Indiana

From Central Edition

TERRE HAUTE, IND.—A loosely worded statement by a local pastor in which he claimed motion pictures are one of the causes of juvenile delinquency brought a quick challenge from Abe H. Kaufman, secretary of the Terre Haute Theatres Ass'n. The Rev. Fintan G. Walker of St. Patrick's church had claimed "the lurid and indecent movie" ranked beside undesirable comic books as a disturber of youth morality. The statement was published in the local newspaper in connection with a proposed city ordinance to regulate the sale of comic books.

Kaufman, in a letter published on the first page of the Tribune, condemned the Walker statement as unfair and challenged the pastor to name any indecent motion picture shown in Terre Haute.

"For every one he might name," Kaufman declared, "I'll furnish 100 or more titles of fine, clean motion pictures.

"We don't claim perfection for our industry and while there may be an occasional picture released that fails to meet Reverend Walker and some others' approval, we wish to be judged by the majority of our pictures, and not by an exceptional one or two in years.

"When it's realized that each year more than 300 feature pictures are made, and if in a couple of years a few controversial ones such as 'The Outlaw,' 'Dual in the Sun' or 'Forever Amber' are produced, we believe it is definitely unfair and un-American for any one to condemn our industry by those few pictures.

"I heartily endorse any action that will eliminate undesirable comic themes, which might cause our community juvenile problems, and I'm sure that all of us in the motion picture industry in Terre Haute share with me in this statement.

Kaufman emphasized the good that the theatre industry has done in civic and national life.

"No charity appeal," he wrote, "ever finds us in the theatre business unwilling to cooperate. We go 'all out' for such important programs as Community Chest, Red Cross, infantile paralysis and others . . . The terrific job our industry did in World War II was unexcelled in entertaining and helping to keep up the morale of our boys and girls all over the world . . . and what few people know, said entertainment was furnished free in Europe, Asia, Africa, despite the great expense to the motion picture industry.

"Further we consider ourselves a fine medium for the city's good, a civic asset and a vital part of the community's business and social life," Kaufman concluded.

TORONTO

Jack Bellamy, International Film branch manager of St. John, was a visitor . . . The annual meeting of the Motion Picture Theatres Ass'n of Ontario will be Tuesday, October 26, at the King Edward hotel . . . Local theatres were aiding in the sale of tickets for the Christmas carnival for children to be sponsored by the Lions club.

"The Great Mr. Handel" played at the Royal Alexandra Theatre . . . Charles Quarrie, Palace Theatre manager, spoke at a meeting of local merchants on dimouts . . . Ken Cashman was a patient at the Toronto general hospital . . . S. Alexander MacKay, educational consultant for Associated Screen News, spoke at a meeting of the Winnipeg Advertising and Sales club.

Douglas Walter of the Ace, Toronto, has been appointed assistant to Martin Simpson, the manager of the new Downtown, which was opened October 9 by 20th Century Theatres. Walter has been succeeded as assistant manager at the Ace by David Sutton, doorman at the Bedford in the north end . . . Max Sheine, formerly of Vancouver, has taken up his duties as office manager and city salesman at the local branch of Eagle Lion. Sheine won the British Empire Medal for his wartime service with the Canadian air force.

Following the acquisition of the theatre at Aylmer, Ont., by Theatre Holding Corp., the name has been changed from Capitol to Strand . . . The Odeon at Kingston did nicely with a special run of "The Barber of Seville," which is released in Canada by Alliance Films . . . Rabbi Abraham Feinberg of Holy Blossom temple has recommended to Eagle Lion of Canada that patronage for "Oliver Twist" be restricted to adult audiences, but the Ontario censor board did not grade the picture as adult entertainment and the distributor cannot assume the responsibility, it is understood.

Meetings Scheduled For FPC in 4 Cities

WINNIPEG—Famous Players Canadian is preparing for its annual series of partnership and staff meetings in western Canada, November 7, 8, starting here and to be followed by regional meets at Edmonton and Calgary, for Alberta personnel and the concluding one for British Columbia in Vancouver November 16, 17. Executives to attend from Toronto will include Larry Bearg, western division manager; J. J. Fitzgibbons, president; Rube Bolstad, vice-president; Ben Geldsaler, head booker, and Jim Nairn, advertising and publicity director for the Canadian chain.

Role in 'Charlie Chan' Film

Producer James B. Burkett has inked Robert Livingston for an important role in the Monogram picture, "Charlie Chan in Mexico."

Claughtons' Trail Is Opened in Miami

From Southeast Edition

MIAMI—Claughton Theatres, Inc., of which Mrs. Edward N. Claughton is president, opened its fourth Greater Miami motion picture theatre September 1. A fifth house will be ready for a December opening and construction has started on a sixth.

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Very truly yours,

C. L. Freeman

Our subscription manager was recently asked: "Who sells all those new subscriptions you keep adding every year? You seem to have so very little in the way of a subscription sales force!"

The answer didn't require a word to be spoken. The inquirer was a home office film executive who happened to be visiting at our Kansas City headquarters. He was simply handed mail that came in with subscriptions that same day. For example, the letter above from an exhibitor, which accompanied a three-year new subscription order.

To put it succinctly (and our couple of subscription salesmen won't mind this statement of truth), most of the subscription-selling for BOXOFFICE has been (and still is being) done by the book itself. It has mostly been a case of one exhibitor telling another, and that has been going on continuously from coast to coast — until there now are very few exhibitors, large or small, who are not subscribers to the industry's top trade paper.

No other film trade paper has EVER had anything like the paid readership enjoyed by BOXOFFICE today. *Net paid circulation now 23,556.*

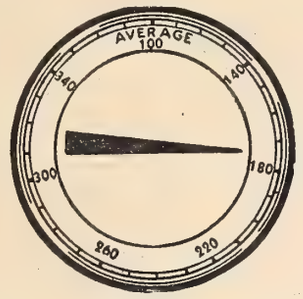
BOXOFFICE

The NATIONAL Film Weekly with All of Your LOCAL News

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

The Loves of Carmen—
Los Angeles 175
Cleveland 165

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Apartment for Peggy (20th-Fox)									125			125	140					130		160		136
B. F.'s Daughter (MGM)	90	85	95	110	100	75	95	90	80	90	110	140	100	115	100	110	95	110		130	90	101
Bad Sister (U-I)	100		90		100				100			100		80		75				95	90	92
Big City (MGM)		75	100	90	75	70	95		100	120		150		120	90	100	115	110		100	100	101
Captain Boycott (U-I)	125	100	90						90			110	90			95				75	100	97
Coroner Creek (Col)	95	86	85	110	85	110	125	100	110	110	125	140	90				115	100	90	100	135	106
Deep Waters (20th-Fox)	130	105	90	140	110		123	100	80	105	90	125	100		103	75	105	90	105	130	90	105
Design for Death (RKO)			110			90						115		80		80				100		96
Embraceable You (WB)		120	120						90			100	95	70	70			65	80	100	100	92
Escape (20th-Fox)	100		90	100	100		100		100					100	100	80		110		90		97
Fighting Back (20th-Fox)	100	87					100		90	100			100							100		97
Fighting Father Dunne (RKO)	90	80	95	90		85		100	115	150	130	100		100	70	92	105	80	110	120	120	102
Forever Amber (20th-Fox)		138			105			85	90	90		115	100				100	95		110	90	102
Four Faces West (UA)	100		90	90	100	85	123		90		85	125	100	100	60	88		100	105	125	90	97
Larceny (U-I)		100	105	100			113		120	100	75	100				100		145	115	115		107
Loves of Carmen, The (Col)	130	112		200	165				110		130	175			115	150			115			140
Luck of the Irish, The (20th-Fox)	110	97		110	95	90	143		85		90	115	100		80	115		75	110	110	100	102
Luxury Liner (MGM)	125	85	100	150	105								95		100	115		120	90	160	140	115
Madonna of the Desert (Rep)	100	90				105	98		100	100		100	100		100					100		99
Mickey (EL)			90		80			95	105		80	90				80	100			120		93
Mr. Peabody and the Mermaid (U-I)		110	90	75	75		118		90	100	85	150	130		75	101			75	120		100
One Touch of Venus (U-I)			95	120	110		147			100		115		95				120				113
Paradine Case, The (SRO)	250*	135	115	140	120	100				115	135	175*		100	110	110		120	120	160		134
Race Street (RKO)				130	115			100					95	95		105		150				113
Rachel and the Stranger (RKO)	130	126	110	120	115	120	160	140			170	115		125	100	125	145	115	150	175	200	136
Return of Wildfire, The (SG)	100	85	100			100						100	95		100					80		95
Rope (WB)	135	122	120		155				115			140	125		108	165		155	110	150		133
Ruthless (EL)	115	97	90	100	100	110			100	100	100	125	100	75	70	110	90	130		120	60	100
Saxon Charm, The (U-I)				95								125				105			60	125	90	100
16 Fathoms Deep (Mono)	125		90									125				105				100		109
So Evil, My Love (Para)	100	78	90	110	100	90	110		110		100	120		110	85	103		100	105	115	80	100
Sorry, Wrong Number (Para)	130	118	115	110	95	130	150	100			130	160		175	110	120	130	165		150	190	134
Southern Yankee, A (MGM)			100	130		110		110				125	100							130		115
Texas, Brooklyn and Heaven (UA)						100			80			75							80	100		87
Triple Threat (Col)						75			100		100	100								100		95
Two Guys From Texas (WB)	130	110	100	140	165	130	158	95	110	150	150	140	100	110	105	80	90	115	100	140	150	122
Under California Stars (Rep)						95					80		95	100	95					90		93
Up in Central Park (U-I)	110	98	90	120	65		100	105	90	95	90	150	100	90	115	100	165	70	85	95	80	101
Walls of Jericho, The (20th-Fox)	110	100	100	110	130	88	125	100	120	100	100	140	100	120	80	110	100	110	115	100	100	108
Winner's Circle, The (20th-Fox)	100	100					134	100		100		100	100		100		100			100	100	103
Woman in White, The (WB)	120	88	85	100	85	100	113		120	95		125	120			98	100	80	65	115	120	102

* Playing at advanced prices.

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Fuller Brush Man, The (Col)—Red Skelton, Janet Blair, Don McGuire. Not nearly the draw here I thought it would be. Some of it was extremely silly, but the last reel was real slapstick, in which they threw in everything. Red Skelton would never be a mortgage-lifter for me. Played Thurs, Fri., Sat. Weather: Ideal.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ★★★

Fuller Brush Man, The (Col)—Red Skelton, Janet Blair, Don McGuire. Give this extended playing time, advertise it well, and you'll never regret it. Played Mon., Tues., Wed. Weather: Cool.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. ★★★

Her Husband's Affairs (Col)—Lucille Ball, Franchot Tone, Edward Everett Horton. This is a completely screwball comedy which drew less than average attendance. Funny in spots, ridiculous in others. It would do better on a double bill than alone. Played Wed., Thurs. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. ★

Phantom Valley (Col)—Charles Starrett, Smiley Burnette, Virginia Hunter. This is a very good western that moved right along and our patrons got quite a kick out of the action, music and comedy. It drew average or better business on our action night. Played Fri., Sat. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

Prince of Thieves (Col)—Jon Hall, Patricia Morison, Adele Jergens. This one really fooled me. I expected a dull Sun., Mon. and instead it turned out fine. The kids loved Robin Hood's sword play and enough of the adults showed up to make it worth while. Played Sun., Mon. Weather: Cool and fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. ★

Son of Rusty, The (Col)—Ted Donaldson, Stephen Dunne, Ann Doran. This is a very good picture but it only drew kids and I'd have to have more kids in town to make it pay out—or else charge more. The best way out of that situation is to have a western. Played Wednesday. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ★★★

To the Ends of the Earth (Col)—Dick Powell, Signe Hasso, Maylia. This completely satisfied my slightly below average attendance. A very interesting and eye-opening story that kept them on the edge of their seats. Played Sun., Mon. Weather: Fair.—Bill M. Chambers, Sheridan Theatre, Sheridan, Mo. Small town and rural patronage. ★

Whirlwind Raiders (Col)—Charles Starrett, Smiley Burnette, Nancy Saunders. This is a good western with plenty of action which pleased the Fri., Sat. trade. It should do well in small towns and action houses. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ★★★

EAGLE LION

Noose Hangs High, The (EL)—Bud Abbott, Lou Costello, Cathy Downs. Plenty of laughs in this, another triumph for A&C. Don't be afraid to play this comedy now, just when everyone seem to need a laugh. Played one week, Mon. through Sat., and could have held it a second week. Weather: Hot.—Ernie Warren, Dual Elgin Theatre, Ottawa, Canada. General first run patronage. ★

FILM CLASSICS

Cowboy and the Lady, The (FC)—Reissue. Gary Cooper, Merle Oberon. I swore that when I used up the reissues that I had under contract that there would be no more here. I dreaded running this oldie but finally booked it with my tongue in my cheek and a prayer on my lips. Boy, I forgot how good this one was, but lucky for me, my patrons must have better memories because I had the best Sunday in eight months, and the other two days held up fair. If you haven't used this happy hit in the last few years, pull a clinker and make yourself some cabbage. Played Sun., Mon., Tues.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. ★★★

Women in the Night (FC)—Tala Birell, William Henry, Virginia Christine. This did below average business for a below-average picture made by exhibitor-producer Louis Ansell. I'm afraid I expected something better with an exhibitor producing a film! Played Tues., Wed. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. ★★★

METRO-GOLDWYN-MAYER

B. F.'s Daughter (MGM)—Barbara Stanwyck, Van Heflin, Charles Coburn. This is a fair picture which did average business on a midweek date. Do not expect too much of it. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ★★★

Homecoming (MGM)—Clark Gable, Lana Turner, Anne Baxter. This did fair business for us in spite of a softball tournament. If Gable keeps up at the pace he set in this one, he will be tops again. Played Sun., Mon.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ★★★

Romance of Rosy Ridge, The (MGM)—Van Johnson, Thomas Mitchell, Janet Leigh. Here's a crowd-pleaser. Van and the cast give a fine performance. This is laid in the Ozarks following the Civil War. Don't fail to show it. Played Fri., Sat., Sun. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage.



Jim Mote and Family
Sterling, Okla.

Jimmy, 14, has received the American Legion Medal for heroism the night of the fire that destroyed their theatre.

Cecil Kellaway Adds $25 To the JIM MOTE FUND

THAT actors are interested in exhibitors, and that they read EXHIBITOR HAS HIS SAY, is shown by this note from Cecil Kellaway:

"While I am not an exhibitor, my business is motion pictures. So please accept the enclosed check for $25, just in case 24 others might have missed seeing the appeal."

That is generous, indeed, and greatly appreciated!

State of the Union (MGM)—Spencer Tracy, Katharine Hepburn, Van Johnston. Definitely not for a small town. Politics is a subject which is of interest to few (though it should be). There is a lot of truth in the picture but all too few appreciated it and it barely met expenses. Many walkouts and bad comments, but the few who did like it, really liked it. Played Sun., Mon. Weather: Cool.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. ★

State of the Union (MGM)—Spencer Tracy, Katharine Hepburn, Van Johnson. I am mighty proud to have run this picture, and even the Democrats can't complain about any innuendos in this show as it is impartial. Tracy was splendid and Katharine Hepburn was equally good. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ★★★

Tarzan's New Adventure (MGM)—Reissue. Johnny Weissmuller, Maureen O'Sullivan, John Sheffield. This reissue did more business than most of the current product. You can't miss with it, so play it. Played Fri., Sat.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ★★★

Tenth Avenue Angel (MGM)—Margaret O'Brien, Angela Lansbury, George Murphy. This is a nice little picture but the story was weak, and we did a weak business on it. Margaret O'Brien deserves a better story. Played Thurs. through Sat. Weather: Very fine.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. City and rural patronage. ★★★

PARAMOUNT

Big Town Scandal (Para)—Philip Reed, Hillary Brooke, Stanley Clements. We doubled this with "The Return of Rin Tin Tin" (EL), which is a good dog picture, and enjoyed above average business. This makes a popular bill for Wed., Thurs.—Harland Rankin, Beau Theatre, Belle River, Ont. General patronage. ★★★

Duffy's Tavern (Para)—Ed Gardner, Bing Crosby, Betty Hutton. This is another one we played late and for all its 32 stars, not one was able to draw a crowd here. The few that came liked the picture and that's something, but it didn't pay expenses. Played Wed., Thurs. Weather: Warm.—Rahl and Hanson, California Theatre, Kerman, Calif. Small town patronage. ★★★

Emperor Waltz, The (Para)—Bing Crosby, Joan Fontaine, Roland Culver. This is a most ridiculous film for Bing Crosby. He wasn't the star—the dogs were the top billings. Any

more pictures like this and Bing won't rank in the first ten boxoffice attractions. My patrons pay to hear Bing sing and they received a let-down. Joan Fontaine's accent was very hard to understand but it made as much sense as the dogs barking!—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

Saigon (Para)—Alan Ladd, Veronica Lake, Donald Dick. This is a very good story and acting. The picture did quite well despite the fact it was an adult crowd. Played Tues., Wed. Weather: Cool.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ***

Saigon (Para)—Alan Ladd, Veronica Lake, Donald Dick. This is a pretty good picture that didn't do any good for us, even with the Louis-Walcott fight pictures, and we barely grossed expenses. Ladd is okay but we have only had one picture that really did business and that was "Random Harvest." Played Tues., Thurs. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ***

Unconquered, The (Para)—Gary Cooper, Paulette Goddard, Howard DaSilva. Everybody seemed to like this. Lots of favorable comments. Goddard and Cooper make a good team. DaSilva is certainly a good actor. Everybody hated him. Played Sun., Mon. Weather: Nice.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. ***

RKO RADIO

Arizona Ranger (RKO)—Tim Holt, Jack Hilt, Nan Leslie. Here is a western that really moves from the start and it goes from there. You can't go wrong with this picture on your weekend change. Papa Holt gets around and is still a pretty good actor. Some nice photography, good cast, and worth running. Played Fri., Sat. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ***

Best Years of Our Lives (RKO)—Myrna Loy, Fredric March, Dana Andrews. After playing two weeks of rotten pictures this was truly welcomed—a little lengthy but we had an intermission which was a great help, and it also increased our canteen sales. (That's killing two birds with one stone). This seems to be a typical picture for all towns, and it should be seen by everyone who wanted to rehabilitate GIs.—James C. Balkcom jr., Gray Theatre, Gray Ga. Small town patronage. ***

Dick Tracy Meets Gruesome (RKO)—Boris Karloff, Ralph Byrd, Ann Gwynne. This is a very good picture for a double bill. We did not need to advertise it, as the title guarantees good boxoffice receipts. Be sure to buy it. Played Tuesday. Weather: Nice.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. ***

Fighting Father Dunne (RKO)—Pat O'Brien, Darryl Hickman, Una O'Connor. I saw this one at the Spot Theatre here in Siloam Springs on my day off. It is tops in everything and even drew a few tears. I guess the rest were enjoying it as you could have heard a pin drop almost any time during the show, which is a sure sign. It was played Sun., Mon., Tues. Weather: Fair.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Strictly rural patronage. ***

Fort Apache (RKO)—John Wayne, Henry Fonda, Shirley Temple. This is a swell western which has plenty of action, length and star power and a good story. Play it and enjoy the good business to which it is entitled. Played Sun., Mon.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Magic Town (RKO)—Jimmy Stewart, Jane Wyman, Kent Smith. Ben Brinck's report on this picture interested me. He said he had plenty of walkouts. I've run some pretty poor features this last six months with hardly a walkout, yet on this one they walked out almost faster than they walked in. Why? Personally I thought it was a pretty good comedy—not up to Jimmy's usual, but better than average—and they walked on two of us. I'm wondering if the use of a national poll to make a million wasn't too vague for farmers to understand. I'd say, don't expect much on this one. Played Sun., Mon.—R. C. Walker, Rialto Theatre, Fruita, Col. Rural patronage. ***

Melody Time (RKO)—Disney cartoons and Roy Rogers, Ethel Smith, Buddy Clark. This feature cartoon pleased quite generally. The last skit (Pecos Bill) was the best part of the picture by far. Played Sun., Mon. Weather: Good.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ***

Western Heritage (RKO) — Tim Holt, Nan Leslie, Richard Martin. The Zane Grey stories do okay here. This one is above average of these. Played Tues., Wed.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ***

REPUBLIC

California Firebrand (Rep) — Monte Hale, Adrian Booth, Paul Hurst. This is about the best we've had from this star this year. The color was good, the action plentiful, and the music agreeable. You'll play a lot of them worse than this one on your weekend double, so set it and cash in. Played Fri., Sat. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ***

Driftwood (Rep)—Ruth Warrick, Walter Brennan, Dean Jagger. Never have I pleased an audience like I did with this one. It was like pulling teeth to get them out to see it, but, boy, how they raved about it once they'd been here! If you haven't played this one, here is a small town natural that has everything. Invite every preacher in town and they'll help get their congregations out to see the kind of picture they approve of. Played Sun., Mon., Tues.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. ***

Eyes of Texas (Rep)—Roy Rogers, Lynn Roberts, Andy Devine. This is another good Rogers picture. Trigger and the dog, Lobo, almost stole the show. Comments were good. Played Fri., Sat.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ***

Fabulous Texan, The (Rep)—William Elliott, John Carroll, Catherine McLeod. We've had many extra good westerns from Republic and this is one of them. The story is plausible and the acting good. Get it. Played Tues., Wed. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. *

Gay Ranchero, The (Rep)—Roy Rogers, Tito Guizar, Jane Frazee. The Rogers pictures are getting a little bit "classy" for the little people. Tito Guizar's singing is grand, but not appreciated by western fans. We gave away Roy Rogers' personal Stetson hat and several personally autographed pictures of Roy and Trigger, which drew a good crowd, but not what we expected, at that. Played Fri., Sat. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. *

Old Los Angeles (Rep)—William Elliott, John Carroll, Catherine McLeod. This is the second "William Elliott" which was sold as a top attraction and didn't attract at all. William Elliott should go back to "Wild Bill" or "Red Ryder" and Republic should stick to producing second features. (Correction: They have stuck to second features but they won't admit it). Played Sunday. Weather: Warm.—Rahl and Hanson, California Theatre, Kerman, Calif. Small town patronage. ***

Under Colorado Skies (Rep)—Monte Hale, Adrian Booth, Paul Hurst. This is our first Monte Hale picture in several months and we could notice considerable improvement in this star's acting, etc. Personally I thought it a very good western and Trucolor helped it a lot. Double featured it with "The Challenge" (20th-Fox). Played Fri., Sat. Weather: Fair and warm.—M. F. Bodwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. ***

SRO

Duel in the Sun (SRO)—Gregory Peck, Jennifer Jones, Joseph Cotten. I would not touch this while it was being roadshowed at advanced admissions but waited patiently until I could give it to my patrons at a price they could afford to pay. My boxoffice was gratifying in every respect. This is truly a masterful production—superb acting, photography and direction. It will stand out as one of the screen masterpieces of all times. You won't go wrong on this in any situation. Played Tues., Wed. Weather: Fair and warm.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. *

20th CENTURY-FOX

Foxes of Harrow, The (20th-Fox)—Rex Harrison, Maureen O'Hara, Richard Haydn. This wasn't as good as the book and business didn't materialize. It is not a small town picture. Played Mon., Tues., Wed. Weather:

(Continued on page 14)

Jim Mote Writes Appreciation

W H. Hoffman of the Lamar Theatre at Arthur, Ill. and the one who suggested in these columns that BOXOFFICE subscribers put the Jim Motes back in business, now knows how it feels to make an unselfish effort to help someone who has had bad luck. He has forwarded this recent letter received from Jim so others will know how Jim feels about the way people are responding:

"When we wrote to BOXOFFICE about the fire, we certainly didn't mean to play on anyone's sympathy, but to let friends know of our loss," Mote explains. "I'm sure it sounded foolish (and perhaps it was) to carry no insurance on our theatre, but we're in a small town with a very low water supply and no fire-fighting equipment.

"You can't imagine our feelings when we unexpectedly ran across your article in the September 18 issue; that people you've never met, whom you know nothing about, are interested in you! Whether anything ever comes of it or not, even if yours is the only dollar sent in, you'll never know how much we appreciate your thoughtfulness."

Such a fine spirit has been shown and so many good letters have come in that if the original goal is not reached, the Motes will always remember their friends among BOXOFFICE subscribers. The letters and contributors' names will be mailed to the family around December 1, with the check for the amount received, so those who are planning to contribute should do so before that date.

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	DECEMBER 20	DECEMBER 27	JANUARY 3	JANUARY 10	JANUARY 17	JANUARY 24	JANUARY 31	FEBRUARY 7
COLUMBIA	18 (67) Comedy 913 BLONDIE'S ANNIVERSARY Penny Singleton Arthur Lake Larry Sims R—Dec. 27—PG-885	25 (65) Musical 951 ROSE OF SANTA ROSA Hoosier Hotshots Patricia White Eduardo Noriega R—Jan. 3—PG-888		9 (54) Western 962 SIX-GUN LAW Starrett-Burnette R—Jan. 10—PG-890 (81) Drama 932 ◎THE SWORDSMAN Larry Parks R—Oct. 25—PG-867	16 (68) Musical 907 GLAMOUR GIRL Virginia Grey Michael Duane Gene Krupa's Orch. R—Jan. 3—PG-888	23 (66) Mus-Dr 906 MARY LOU Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895	(94) Drama 934 I LOVE TROUBLE F. Tone-J. Blair R—Feb. 28—PG-905 (72) Drama 933 ◎PRINCE OF THIEVES J. Hall—P. Morison R—Dec. 6—PG-879	5 (68) Drama 8 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899
M-G-M			3 (66) Mus-Com 808 LINDA BE GOOD Marie Wilson Elyse Knox John Hubbard R—Nov. 1—PG-869	10 (91) Drama 809 T-MEN Dennis O'Keefe R—Dec. 20—PG-884	17 (71) Comedy 810 HEADING FOR HEAVEN Stuart Erwin Glenda Farrell R—Dec. 27—PG-886	24 (55) Western 853 CHECK YOUR GUNS Eddie Dean	31 (85) Drama 811 ◎THE SMUGGLERS Michael Redgrave R—Jan. 17—PG-892	7 (83) Drama 8 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865
MONOGRAM		26 (95) Musical) 810 ◎GOOD NEWS June Allyson Peter Lawford Joan McCracken R—Dec. 6—PG-879	9 (119) Drama 813 ◎CASS TIMBERLASE Spencer Tracy Lana Turner Zachary Scott R—Nov. 8—PG-872			23 (98) Drama 814 IF WINTER COMES Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885		6 (99) Drama 8 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883
PARAMOUNT	20 (58) Western 674 GUN TALK Johnny Mack Brown Virginia Christine Raymond Hatton	Reissue 27 (66) Drama 4706 BETRAYED Kim Hunter Dean Jagger Robert Mitchum	3 (68) Drama 627 SMART POLITICS June Preisser Freddie Stewart Noel Neill	10 (66) Comedy 4704 JIGGS AND MAGGIE IN SOCIETY Joe Yule Renie Riano R—Feb. 14—PG-900	17 (53) Mus-West 686 SONG OF THE DRIFTER Jimmy Wakely		31 (58) Western 4751 OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 SONG OF MY HEART Frank Sundstrom R—Nov. 8—PG-871	7 (75) Drama 47 FIGHTING MAD Joe Kirkwood jr. Elyse Knox Leon Errol R—Feb. 7—PG-898
		25 (101) Comedy 4707 ROAD TO RIO Bing Crosby Bob Hope Dorothy Lamour R—Nov. 8—PG-871			16 (98) Drama 4708 I WALK ALONE Burt Lancaster Lizabeth Scott Wendell Corey Kirk Douglas R—Dec. 20—PG-883			
REPUBLIC	Reissue 19 (60) Western 883 PAINTED DESERT George O'Brien Laraine Day Ray Whitley	Special 25 (128) Drama 866 ◎TYCOON John Wayne Laraine Day R—Nov. 29—PG-878	Group 2 3 (86) Drama 808 SO WELL REMEMBERED John Mills Martha Scott Patricia Roc R—Nov. 1—PG-870	Group 2 10 (60) Western 808 WILD HORSE MESA Tim Holt Nan Leslie R—Nov. 22—PG-975	Group 2 (65) Mystery 810 DICK TRACY MEETS GRUESOME Ralph Byrd Boris Karloff Ann Gwynn R—Oct. 4—PG-861	Group 2 24 (102) Drama 806 NIGHT SONG Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874	Reissue 30 (60) Western 884 LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy 811 IF YOU KNEW SUSIE R—Feb. 7—PG-897	Group 3 (61) Western 8 WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899
RKO RADIO	18 (55) Mus-West 652 ◎UNDER COLORADO SKIES R—Dec. 20—PG-888 15 (59) Western 752 BANDITS OF DARK CANYON R—Dec. 13—PG-881		1 (64) Com-Dr 701 MAIN STREET KID Al Pearce Janet Martin R—Jan. 24—PG-893	10 (72) Outd'r-Mus 644 ◎GAY RANCHERO Roy Rogers Tito Guizar Andy Devine R—Jan. 10—PG-889	15 (65) Drama 702 SLIPPY McGEE Don Barry Dale Evans Tom Brown R—Jan. 31—PG-896			1 (61) Comedy 7 CAMPUS HONEYMOO Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899
		27 (72) Drama 4706 ROAD TO THE BIG HOUSE John Shelton R—Nov. 1—PG-869	Reissue 3 (58) Western HC13 PRIDE OF THE WEST William Boyd Gabby Hayes Russell Hayden					Reissue 7 (70) Western HC IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden
SCREEN GUILD	Reissue (128) Drama 745 GRAPES OF WRATH Henry Fonda Jane Darwell John Carradine	25 (99) Drama 731 DAISY KENYON Joan Crawford Dana Andrews Henry Fonda Ruth Warrick R—Nov. 29—PG-878		(140) Drama 801 ◎CAPTAIN FROM CASTLE Tyrone Power Jean Peters Cesar Romero Lee J. Cobb John Sutton R—Dec. 6—PG-880		(81) Drama 803 THE TENDER YEARS Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880		(91) Musical YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894
20TH-FOX			(97) Drama SLEEP, MY LOVE Claudette Colbert Robert Cummings Don Ameche R—Jan. 17—PG-892				(90) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898	
UNITED ARTISTS	(88) Drama 626 LOST MOMENT Susan Hayward Robert Cummings R—Oct. 18—PG-866	(91) Drama 629 ◎BLACK NARCISSUS Deborah Kerr David Farrar R—July 12—PG-838	(81) Drama 633 THE SENATOR WAS INDISCREET William Powell Ella Raines Arleen Whelan R—Dec. 20—PG-883		(93) Drama 652 CAPTAIN BOYCOTT Stewart Granger Kathleen Ryan Cecil Parker R—Dec. 6—PG-880			(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910
UNIV.-INT'L.						24 (126) Drama 714 TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890		
WARNER BROS.	Reissue 13 (116) Drama 709 ANTHONY ADVERSE Fredric March Olivia de Havilland	27 (101) Drama 711 ◎◎MY WILD IRISH ROSE Dennis Morgan Andrea King Arlene Dahl R—Dec. 13—PG-882		10 (78) Drama 713 ALWAYS TOGETHER Joyce Reynolds Robert Hutton R—Dec. 20—PG-884				7 (95) Drama MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-893
MISCELLANEOUS	ASTOR (64) Western New Rel DEADLINE Sunset Carson Pat Starling (62) Western New Rel FIGHTING MUSTANG Sunset Carson Pat Starling	(70) Comedy reissue LI'L ABNER Martha O'Driscoll Edgar Kennedy (57) Musical Reissue ROAD TO HOLLYWOOD Bing Crosby R—Mar. 1—PG-796	(86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire (60) Western New Rel WESTERN TERROR Dave "Tex" O'Brien Buzzy Henry	(89) Mus-Com Reissue JIMMY STEPS OUT James Stewart Paulette Goddard (64) Western Reissue WILD MUSTANG Harry Carey	(87) Drama Reissue LITTLE MEN Kay Francis Jack Oakie (60) Western Reissue THE LAW COMES TO TEXAS "Wild Bill" Elliott	(67) Mus-Com New Rel LOOK OUT SISTER Louis Jordan (66) Western New Rel SUNSET CARSON RIDES AGAIN Sunset Carson Pat Starling	

FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20	MARCH 27	APRIL 3
12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ©RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 920 RETURN OF THE WHISTLER Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama 902 ADVENTURES IN SILVERADO R—Mar. 13—PG-912 25 (55) Western 966 WEST OF SONORA Starrett-Burnett R—Mar. 27—PG-916	30 (84) Drama 936 SIGN OF THE RAM Susan Peters Alexander Knox R—Feb. 21—PG-904 30 (66) Mus-Com 952 SONG OF IDAHO Hoosier Hotshots R—Mar. 27—PG-916
	21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXAS James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 WESTWARD TRAIL Eddie Dean	27 (77) Drama 817 ©ENCHANTED VALLEY Allan Curtis—Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 OCTOBER MAN John Mills R—Mar. 20—PG-913	Reissues 27 (93) Drama 849 SUTTER'S GOLD Edward Arnold 27 (86) Drama 848 SEVEN SINNERS Marlene Dietrich John Wayne	3 (102) Drama 816 RUTHLESS Zachary Scott Louis Hayward R—Mar. 27—PG-915
	20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ©THREE DARING DAUGHTERS Jeanette MacDonald José Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 818 ALIAS A GENTLEMAN Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy 819 BRIDE GOES WILD Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 B. F.'s DAUGHTER Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903
14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudson		22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 470 ROCKY Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 ROSE OF THE RIO GRANDE Movita John Carroll	21 (67) Drama 4708 ANGELS' ALLEY Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 OKLAHOMA BLUES Jimmy Wakely Virginia Belmont
	20 (90) Drama 4709 ©ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 SAIGON Alan Ladd Veronica Lake R—Feb. 7—PG-897		26 (67) Drama 4712 MR. RECKLESS William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 ©UNCONQUERED Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862
Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ©BAMBI		Special 28 (109) Com-Dr 852 ©THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 TROUBLE IN SUNDOWN		Special 20 (134) Comedy 868 ©I REMEMBER MAMA Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911		Special 3 (120) Drama 869 MIRACLE OF THE BELLS Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907
		22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911			14 (87) Drama 705 INSIDE STORY Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama 706 LIGHTNIN' IN THE FOREST Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 ©BILL AND COO George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 ©CALIFORNIA FIRE-BRAND R—May 8—PG-928
	21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 SILVER ON THE SAGE William Boyd Gabby Hayes Russell Hayden				
(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines —Dec. 20—PG-884		(111) Drama 805 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 THE CHALLENGE Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 HALF PAST MIDNIGHT Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama 809 ©AN IDEAL HUSBAND Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 SITTING PRETTY Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906
1 (96) Drama 634 WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy —Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889			(96) Drama 654 ©JASSY Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 A DOUBLE LIFE Ronald Colman Signe Hasso Edmund O'Brien R—Jan. 3—PG-887	(96) Drama 651 NAKED CITY Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 ©BLACK BART Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 31—PG-986
	21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 I BECAME A CRIMINAL Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Resisue 13 (102) Drama 718 ADVENTURES OF ROBIN HOOD Errol Flynn Olivia de Havilland		27 (94) Comedy 719 APRIL SHOWERS Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913	

CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(74) Drama New Rel
DISCOVERY
Adm. R. E. Byrd

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Taia Birell
William Henry
R—Jan. 17—PG-891

(76) Drama New Rel
FOR YOU I DIE
Cathy Downs
R—Dec 27—PG-885

(97) Drama Reissue
HENRY THE EIGHTH
Charles Laughton
Robert Donat

(..) Drama New Rel
©UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
©MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	APRIL 10	APRIL 17	APRIL 24	MAY 1	MAY 8	MAY 15	MAY 22	MAY 29
COLUMBIA	8 (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-925	16 (69) Drama 909 PORT SAID Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (87) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	6 75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 TRAPPED BY BOSTON BLACKIE R—May 8—PG-929 13 (54) Western 963 WHIRLWIND RAIDERS Starrett-Burnett R—May 22—PG-936		29 (87) Drama 9 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921
EAGLE LION	10 (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 THE NOOSE HANGS HIGH Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 THE COBRA STRIKES Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 PRAIRIE OUTLAWS Eddie Dean	19 (66) Drama 821 ASSIGNED TO DANGER Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 82 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937
M-G-M		20 (92) Drama 821 SUMMER HOLIDAY Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 TARZAN'S SECRET TREASURE Weissmuller-O'Sullivan 30 (71) M'drama 823 TARZAN'S NEW YORK ADVENTURE	30 (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916				(113) Drama 82 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920
MONOGRAM	4 (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 7 (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 CROSSED TRAILS Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 CAMPUS SLEUTH Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely	16 (56) Western 4756 FRONTIER AGENT Johnny Mack Brown Raymond Hatton		23 (72) Drama 471 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927
PARAMOUNT	9 (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			30 (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 4715 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906		28 (95) Drama 471 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914
RKO RADIO		Special 17 (128) West-Dr 870 FORT APACHE Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 TIMBER STAMPEDE		Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 22 (68) Drama 813 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 81 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917
REPUBLIC		15 (60) Western 754 BOLD FRONTIERSMAN Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 OLD LOS ANGELES William Elliott John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 25 (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R Lowery R—May 8—PG-929		10 (60) M'drama 709 KING OF GAMBLERS Janet Martin R—May 29—PG-938 13 (60) Western 755 CARSON CITY RAIDERS Allan "Rocky" Lane R—June 5—PG-939		25 (85) Drama 71 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934
SCREEN GUILD	Reissue 10 (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden				Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden		21 (76) Drama 4705 THE PRAIRIE Lenore Aubert Alan Baxter	
20TH-FOX	(95) Drama 811 SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 MEET ME AT DAWN William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 LET'S LIVE AGAIN John Emery R—Feb. 21—PG-903 (66) Drama 814 13 LEAD SOLDIERS Tom Conway		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 ARTHUR TAKES OVER Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 82 ANNA KARENINA Vivien Leigh Ralph Richardson R—May 1—PG-925
UNITED ARTISTS		(111) Comedy LAFF-TIME William Tracy (60) Documentary KINGS OF THE OLYMPICS Bill Slater R—Mar. 6—PG-909	(120) Drama ARCH OF TRIUMPH Ingrid Bergman Charles Boyer R—Feb. 21—PG-904					
UNIV.-INT'L.	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman Greta Gynt Dennis Price R—May 22—PG-936	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906		
WARNER BROS.	10 (101) Drama 720 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 WINTER MEETING Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien	15 (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923		29 (110) Drama 72 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—April 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr Eng. Films
CHILDREN ON TRIAL
R—Nov. 29—PG-878
(80) Musical Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama Eng. Films
SHOWTIME
R—June 12—PG-942
(72) Musical Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Dran
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary Target Films
STRANGE VICTORY
R—July 24—PG-954

JUNE 5	JUNE 12	JUNE 19	JUNE 26	JULY 3	JULY 10	JULY 17	JULY 24
3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941				28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949		
2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944			21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960
(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland-Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107 Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946	
	6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (68) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton
	11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106 Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927
Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934
31 (66) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		15 (70) Outd'r-Mus 732 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953	
Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau			Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young
(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957
		15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933		
(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Lady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKENSTEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wedell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943
	12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent	

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo

Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart

Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers

Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids

Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH-FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

JULY 31	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER 4	SEPTEMBER 11	SEPTEMBER 18
31 (90) S'Western 939 CORONER CREEK Randolph Scott R—June 5—PG-946 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George MacReady Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973	16 (76) Western 90 BLACK EAGLE, THE STORY OF A HORS William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965
	5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Western 830 NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary 902 OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971	
	(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914				3 (98) Musical 901 LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962		
25 (82) Drama 4801 16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944		22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953 (65) M'drama 4802 JOE PALOOKA IN WINNER TAKE ALL R—Aug. 28—PG-963	
30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George MacReady George Coulouris Henry Travers R—July 19—PG-944		
	(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958	(114) .Com-Dr .962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring Frank McHugh R—July 31—PG-956	11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948	(63) Mystery 90 BODYGUARD Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965
25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden	29 (67) Out'dr-Mus 733 NIGHTIME IN NEVADA	8 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane	16 (60) Western 75 DESPERADOES OF DODGE CITY R—Sept. 11—PG-968 15 (60) Western 74 SON OF GOD'S COUNTRY R—Sept. 25—PG-971
Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown 10 (60) Western DEAD MAN'S GOLD Lash Larue Fuzzy St. John	17 (69) Documentary SOS SUBMARINE R—Oct. 16—PG-977 24 (81) Drama HARPOON John Bromfield Alyce Louis
Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power Alice Faye (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Drama 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray	(70) Out'dr-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965	(78) Drama 82 ESCAPE Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940
30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 18 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957			(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd	26 (126) West-D- 58 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952
	(109) Drama 668 TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966	
31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-850	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 601 TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958		

FOREIGN Language

(114) Drama Mayer-Burstyn
PAISAN
R—Apr. 24—PG-924

(84) Opera Columbia
THE LOST ONE
R—Apr. 24—PG-923

(96) Musical Artkino
DIE FLEDERMAUS
R—May 1—PG-926

(80) Com-Dr Distinguished
CONFESSIONS OF A ROGUE
R—May 1—PG-926

(90) Com-Dr President
ANGELINA
R—May 8—PG-930

(95) Comedy Siritzky
ANTOINE & ANTOINETTE
R—May 8—PG-930

(90) Drama Siritzky
FARREBIQUE
R—May 8—PG-929

(87) Fantasy Lopert
BEAUTY AND THE BEAST
R—May 8—PG-929

(80) Comedy Duke Int'l
VOYAGE SURPRISE
R—May 22—PG-936

(100) Drama Discina Int'l
THE DAMNED
R—May 29—PG-938

(90) Drama Lopert
ROOM UPSTAIRS
Marlene Dietrich
R—June 5—PG-939

(128) Drama Siritzky Int'l
MARIUS
R—June 19—PG-944

(100) Drama Best Films
JEALOUSY
R—June 19—PB-943

(130) Drama Siritzky-Int'l
THEY ARE NOT ANGELS
R—June 26—PG-946

(100) Drama Schaefer
DAY OF WRATH
R—June 26—PG-945

(92) Com-Drama Oxford Films
FRIC-FRAC
R—July 3—PG-948

SEPTEMBER 25	OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30	NOVEMBER 6	NOVEMBER 13
(91) Drama VALK A CROOKED MILE ennis O'Keefe —Sept. 11—PG-968	30 (70) Spec-Act 954 TRIPLE THREAT Richard Crane Gloria Henry R—Oct. 9—PG-975	7 (68) Drama I SURRENDER DEAR Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (..) Western EL DORADO PASS Charles Starrett Smiley Burnette Elena Verdugo	21 (59) Outd'r-Dr 111 RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977	(110) Drama ⊙THE LOVES OF CARMEN Rita Hayworth Glenn Ford Ron Randell Victor Jory R—Aug. 21—PG-961	(79) Super West ⊙THE UNTAMED BREED Sunny Tufts Barbara Britton George "Gabby" Hayes	11 (75) Drama LEATHER GLOVES Cameron Mitchell Virginia Grey Jane Nigh Sam Levene
(62) Drama 903 N THIS CORNER cott Brady nnabel Shaw immy Millican —Sept. 4—PG-966	Reissues (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone (117) Drama 737 MY SON, MY SON Brian Aherne	(83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961		(61) Mys-Dr 906 BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. SON OF MONTE CRISTO Louis Hayward		
4 (90) Comedy 902 SOUTHERN YANKEE ed Skelton rline Dahl rian Donlevy —Aug. 7—PG-958		8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960			(71) Documentary THE SECRET LAND Robert Monogomery, commentator Robert Taylor Van Heflin R—Aug. 28—PG-963		12 (96) Comedy 904 NO MINOR VICES Dana Andrews Lilli Palmer Jane Wyatt Louis Jourdan R—Oct. 9—PG-976
(107) Biog-Dr AA10 ⊙THE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine —July 31—PG-955	(87) Comedy AA8 THE DUDE GOES WEST Eddie Albert Gale Storm R—May 1—PG-926 (..) Western THE RANGERS RIDE Jimmy Wakely	3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	12 (..) Western AA11 LAST OF THE BADMEN Barry Sullivan Marjorie Reynolds 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys		24 (..) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson	31 (..) Drama INCIDENT Jane Frazee Harry Lewis	
4 (89) Drama 4801 ORRY, WRONG NUMBER arbara Stanwyck urt Lancaster nn Richards endell Corey —July 31—PG-956		8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 4804 SEALED VERDICT Ray Milland Florence Marly	
pecial (48) Docum 907 ESIGN FOR DEATH —Jan. 1—PG-893		(92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum Gary Gray R—Aug. 7—PG-958		(121) Drama MOURNING BECOMES ELECTRA Rosaline Russell Michael Redgrave Katina Paxinou Kirk Douglas R—Dec. 6—PG-879	(92) Western 905 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966		
3 (79) M'Drama 821 ACE STREET eorge Raft —July 3—PG-948	1 (90) Drama 714 MOONRISE Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 (..) Western DENVER KID				24 (60) M'drama 713 CODE OF SCOTLAND YARD Oscar Homolka R—Sept. 18—PG-970		
eissues 4 (108) Comedy S-7 UKE OF WEST POINT uris Hayward ean Fontaine		8 (93) Drama THE MOZART STORY Hans Holt Winnie Markus Irene von Meydendorff	15 (60) Western MARK OF THE LASH Lash Larue Fuzzy St. John	22 (64) Western STAGECOACH WAR William Boyd Russell Hayden			12 (82) Western LAST OF THE WILD HORSES James Ellison Jane Frazee Mary Beth Hughes
4 (88) Comedy S-8 ISS ANNIE ROONEY irley Temple							
(139) Drama 838 OREVER AMBER inda Darnell ornell Wilde —Oct. 18—PG-866	(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-927	(70) Drama JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(95) Drama 844 ROAD HOUSE Ida Lupino Cornel Wilde Richard Widmark Celeste Holm R—Oct. 2—PG-974
(64) Mystery 839 HE CREEPER duardo Cinelli							
(57) Docum 586 LYMPIC CAVALCADE ill Stern, narrator —Sept. 11—PG-968	1 (81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western STRANGE GAMBLE William Boyd	15 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray Madeleine Carroll Buddy Rogers Rita Johnson R—Sept. 4—PG-966			5 (94) Comedy 595 MY DEAR SECRETARY Laraine Day Kirk Douglas Keenan Wynn Rudy Vallee R—Sept. 11—PG-968	
(65) Jungle Drama RUBU eorge Breakstone orke Coplen —Aug. 21—PG-961						(79) Drama 681 KISS THE BLOOD OFF MY HANDS Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978	(86) M'drama ROGUES' REGIMENT Dick Powell Marta Toren Vincent Price Stephen McNally R—Oct. 9—PG-975
5 (80) Drama 802 ROPE ames Stewart ohn Dall arley Granger onstance Collier —Aug. 28—PG-963		9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970			13 (97) Comedy 805 JUNE BRIDE Bette Davis Robert Montgomery Fay Bainter Betty Lynn Tom Tully

FOREIGN Language

(105) Drama Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary Mayer-Burystyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama Artkino
MURDERERS AMONG US

(105) Drama Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-963

(105) Drama Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

(77) Documentary Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978

MISCELLANEOUS

WARNER BROS. · UNIV.-INT'L · UNITED ARTISTS · 20TH FOX · SCREEN GUILD · RKO RADIO · REPUBLIC · PARAMOUNT · MONOGRAM · M-G-M · EAGLE LION · COLUMBIA

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
947		Abbott & Costello Meet Frankenstein (83)	U-I		7- 3-48	+	+	+	+	+	±	±	7+ 2—
912		Adventures in Silverado (75)	Col.		3-13-48	±	±			±	+		4+ 3—
956		Adventures of Gallant Bess (73)	EL		7-31-48	±	±	±	±		±		5+ 5—
895		Alias a Gentleman (78)	MGM		1-31-48	—	±	±	+	±	±		5+ 5—
906		All My Sons (94)	U-I		2-28-48	‡	+	+	‡	‡	+	‡	11+
965		An Act of Murder (91)	U-I		9- 4-48	+	+		‡	+			5+
894		Angels' Alley (67)	Mono		1-24-48	±	±	±		—		±	4+ 5—
925		Anna Karenina (111)	20-Fox		5- 1-48	+	±		+	+	+	+	6+ 1—
924		Another Part of the Forest (107)	U-I		4-24-48	‡	+	+	+	‡	+	+	9+
969		Apartment for Peggy (96)	20-Fox		9-18-48	‡	+	+		‡			6+
978		Appointment With Murder (67)	FC		10-16-48	±		±	±	±			4+ 4—
913		April Showers (94)	WB		3-20-48	+	+	±	+	+	±	+	7+ 2—
904		Arch of Triumph (120)	UA		2-21-48	+	+	+	+	‡	±	+	8+ 1—
913		Are You With It? (90)	U-I		3-20-48	+	±	+	+	+	±		6+ 2—
923		Argyle Secrets, The (63)	FC		4-24-48	+	±	±		+			4+ 2—
917		Arizona Ranger, The (63)	RKO		4- 3-48	+		±	+	+	±		5+ 2—
953		Arkansas Swing (65)	Col.		7-24-48	±					±		2+ 2—
922		Arthur Takes Over (63)	20-Fox		4-17-48	+	±	±	±	+	—		5+ 4—
929		Assigned to Danger (65)	EL		5- 8-48	±	±	+		±	±	+	6+ 4—
		B											
955		Babe Ruth Story, The (107)	Mono		7-31-48	‡	‡	‡	‡	‡	+	±	12+ 1—
942		Bad Sister (90)	U-I		6-12-48	±	—		±		±	±	4+ 5—
903		B. F.'s Daughter (108)	MGM		2-21-48	+	±	+	+	±	+		6+ 2—
969		Behind Locked Doors (61)	EL		9-18-48	+	±	±		±			4+ 3—
919		Berlin Express (86)	RKO		4-10-48	‡	+	+	‡	‡	‡	+	11+
929		Best Man Wins (75)	Col.		5- 8-48	+	±	+		±	+		5+ 2—
964		Betrayal, The (183)	Astor		8-28-48	±		—				—	1+ 2—
944		Beyond Glory (82)	Para.		6-19-48	±	±	±	±	±	+	‡	8+ 5—
915		Big City (111)	MGM		3-27-48	+	+	+	+	+	+	+	7+
904		Big Clock, The (95)	Para.		2-21-48	+	+	+	+	‡	‡	‡	10+
937		Big Punch, The (80)	WB		5-29-48	±	±	±	+	+	±	±	7+ 5—
933		Big Town Scandal (62)	Para.		5-22-48	±	±	±	+	±	±	±	7+ 6—
887		Bill and Coo (61)	Rep.		1- 3-48	+	±	+	‡	‡	‡	+	10+ 1—
875		Bishop's Wife, The (109)	RKO		11-22-47	‡	+	+	‡	‡	‡	+	11+
949		Black Arrow, The (76)	Col.		7-10-48	+	±	+		±	+	+	6+ 2—
897		Black Bart (80)	U-I		2- 7-48	±	±	+	±	+	±		6+ 4—
965		Black Eagle, The Story of a Horse (76)	Col.		9- 4-48	+							1+
		Back Trail (..)	Mono					—				±	1+ 2—
969		Blanche Fury (93)	EL		9-18-48	—	±		+	—			2+ 3—
951		Blazing Across the Pecos (55)	Col.		7-17-48	±				+	±		3+ 2—
935		Blonde Ice (73)	FC		5-22-48	±		+		+		±	4+ 3—
941		Blondie's Reward (67)	Rep.		6-12-48	±		+		+	±		4+ 2—
965		Bodyguard (62)	RKO		9- 4-48	+	±	±	+	+			5+ 2—
925		Bold Frontiersman, The (60)	Rep.		5- 1-48	+		+	+	+	±	±	6+ 2—
905		Bride Goes Wild, The (MGM)			2-28-48	+	+	‡	‡		±	±	8+ 2—
936		Brothers, The (90)	U-I		5-22-48	+	±		+	—	+		4+ 2—
877		Bush Christmas (76)	U-I		11-29-47	+	±	±	+	±	‡	+	5+ 3—
		C											
899		Caged Fury (60)	Para.		2-14-48	+	±	+	+	+	+	±	7+ 2—
928		California Firebrand (63)	Rep.		5- 8-48	+		+	+	+	±	±	6+ 2—
894		Call Northside 777 (111)	20-Fox		1-24-48	‡	+	+	‡	‡	‡	‡	12+
935		Campus Sleuth (57)	Mono		5-22-48	—	±	±				—	2+ 4—
946		Canon City (83)	EL		6-26-48	‡	±	‡	‡	‡	+	‡	12+ 1—
939		Carson City Raiders (60)	Rep.		6- 5-48	+		+	±	±	±	±	6+ 4—
932		Casbah (94)	U-I		5-15-48	+	±	±	+	+	±	±	7+ 4—
906		Challenge, The (68)	20-Fox		2-28-48	+	±	±	±	±	+	+	7+ 4—
957		Checkered Coat, The (67)	20-Fox		8- 7-48	±	±	±		—	±	±	5+ 6—
921		Close-Up (76)	EL		4-17-48	±	±	±		±	±	+	6+ 5—
941		Cobra Strikes, The (62)	EL		6-12-48	±	—				±	±	3+ 4—
970		Code of Scotland Yard (60)	Rep.		9-18-48	+	±	±	‡	+			6+ 2—
		Counterfeiters, The (73)	20-Fox				±	+		±	±	±	5+ 4—
940		Coroner Creek (90)	Col.		6- 5-48	‡	+	‡	‡		+	±	9+ 1—
943		Corridor of Mirrors (96)	U-I		6-19-48	—	+			±			2+ 3—
		Creeper, The (63)	20th-Fox				—	±		—	—	±	2+ 5—
		Crossed Trails (53)	Mono					±		±		±	3+ 3—
972		Cry of the City (95)	20-Fox		9-25-48	±	+	+	+	‡		+	7+ 1—
		D											
955		Daredevils of the Clouds (60)	Rep.		7-31-48	+	±	±	+	±	±	±	7+ 5—
		Dead Don't Dream, The (..)	UA					±				±	2+ 2—
946		Dear Murderer (90)	U-I		5-22-48	±	±		±	±	±	+	6+ 5—
948		Deep Waters (85)	20-Fox		7- 3-48	‡	±	±	+	+	+	±	8+ 3—
896		Design for Death (48)	RKO		1-31-48	+			+	±	+		4+ 1—
968		Desperadoes of Dodge City (60),	Rep.		9-11-48	+		+		±			3+ 1—
926		Devil's Cargo (61)	FC		4-10-48	±		±	±	—			3+ 4—
980		Disaster (60)	Para.		10-23-48	±							1+ 1—
		Discovery (74)	FC							+		+	2+
961		Docks of New Orleans (70)	Mono		8-21-48	±	—	±	±	±		±	5+ 6—
887		Double Life, A (103)	U-I		1- 3-48	+	‡	+	‡	‡	+	‡	11+
927		Dream Girl (86)	Para.		5- 8-48	+	±	‡	±	‡	+	‡	10+ 2—
926		Dude Goes West, The (87)	Mono		5- 1-48	+	+		+	‡	+	+	7+
		E											
928		Easter Parade (103)	MGM		5-29-48	‡	‡	‡	‡	‡	‡	‡	14+
955		Embraceable You (80)	WB		8-31-48	±	±	±		+	±	±	6+ 5—
928		Emperor Waltz, The (106)	Para.		5- 8-48	‡	‡	‡	‡	‡	‡		12+
915		Enchanted Valley, The (77)	EL		3-27-48	+	—	+			±		3+ 2—
945		End of the River (80)	U-I		6-26-48	+	±		+	+	+		5+ 1—
940		Escape (78)	20-Fox		6- 5-48	±	±		‡	—	±	+	6+ 4—
953		Eyes of Texas, The (70)	Rep.		7-24-48	±		+	±	+	±		5+ 3—
		F											
943		Feudin', Fussin and a-Fightin' (77)	U-I		6-19-48	±	±	+	‡	±	±	±	8+ 5—
931		Fighting Father Dunne (93)	RKO		5-15-48	+	‡	±	+	+	+	±	8+ 2—
966		For the Love of Mary (90)	U-I		9- 4-48	+	±	+	+	±	+	±	7+ 3—
941		Foreign Affair, A (116)	Para.		6-12-48	‡	‡	+	‡	‡	+	‡	12+
911		Fort Apache (127)	RKO		3-13-48	+	±	+	+	+	‡	‡	9+ 1—
933		Four Faces West (89)	UA		5-22-48	+	‡	+	+	+	+	±	8+ 1—
927		French Leave (64)	Mono		5- 8-48	+	±	±		±		±	5+ 4—
932		Fuller Brush Man, The (92)	Col.		5-15-48	+	+	+	‡	‡	+	+	9+
920		Fury at Furnace Creek (88)	20-Fox		4-10-48	‡	+	+	+	+	+	+	8+
		G											
979		Gallant Blade, The (..)	Col.		10-23-48	+	±	+		±		±	5+ 3—
938		Gallant Legion, The (88)	Rep.		5-29-48	‡	±	+	+	+	±	±	8+ 3—
942		Gay Intruders, The (70)	20-Fox		6-12-48	+	±		+		±		4+ 2—
973		Gentleman From Nowhere (66)	Col.		10- 2-48	+	±	±		—	±	±	5+ 5—
876		Gentleman's Agreement (118)	20-Fox		11-22-47	‡	‡	‡	‡	‡	‡	‡	14+
972		Girl From Manhattan, The (81)	UA		9-25-48	—		—	±	+			2+ 3—
937		Give My Regards to Broadway (89)	20-Fox		5-29-48	‡	+	+	‡	‡	+	+	10+
		Golden Eye, The (69)	Mono				±	±				—	2+ 3—
956		Good Sam (114)	RKO		7-31-48	‡	‡	+	‡		±	±	9+ 2—
925		Green Grass of Wyoming (89)	20-Fox		5- 1-48	‡	+	+		+	+		6+
931		Guns of Hate (61)	RKO		5-15-48	±		±	+		±		4+ 3—
		H											
851		Hal Roach Comedy Carnival (Curley and The Fabulous Joe) (112)	UA		8-30-47	±	±		‡	+	±		6+ 3—
903		Half Past Midnight (69)	20-Fox		2-21-48	‡	=	±	—	—	±		2+ 7—
950		Hamlet (155)	U-I		7-10-48	‡	‡		‡	‡	‡	‡	12+
922		Hatter's Castle (105)	Para.		4-17-48	±	±		±		±	±	5+ 5—
911		Hawk of Powder River, The (54)	EL		3-13-48	±		—	±				2+ 3—
914		Hazard (100)	Para.		3-20-48	+	±	+	+	±	±	±	7+ 4—
929		Heart of Virginia (60)	Rep.		5- 8-48	±	±	±	±	+			5+ 4—
921		Here Comes Trouble (54)	UA		4-17-48	+	±	+	+			±	5+ 2—
976		Hills of Home (97)	MGM		10- 9-48	+	±	+	+	‡			6+ 1—
961		Hollow Triumph (83)	EL		8-21-48	+	±	+	+	+	±		6+ 2—
920		Homecoming (113)	MGM		4-10-48	‡	+	‡	+	‡	+	+	10+
898		Hunted, The (85)	Mono		2- 7-48	+	+	—	+		+		4+ 1—
		I											
902		I Became a Criminal (78)	WB		2-14-48	—	±		‡	=	—		3+ 5—
934		I, Jane Doe (85)	Rep.		5-22-48	±	±	±	+	±	±	±	7+ 6—
911		I Remember Mama (134)	RKO		3-13-48	‡	‡	‡	‡	‡	‡		12+
975		I Surrender, Dear (68)	Col.		10- 9-48	+	±		—				2+ 2—
927		I Wouldn't Be in Your Shoes (72)	Mono.		2-14-48	±	±	±	±	±	—	±	6+ 7—
891		Ideal Husband, An (96)	20-Fox		1-17-48	+	±		±	+	+	+	6+ 2—
966		Innocent Affair, An (90)	UA		9- 4-48	+	+	±	+	+	+	±	7+ 2—
975		Inner Sanctum (62)	FC		10- 9-48	—				±			1+ 2—
918		Inside Story, The (87)	Rep.		4- 3-48	+	±	+		—	±		4+ 3—
966		In This Corner (63)	EL		9- 4-48	±	±	+		+			4+ 2—
931		Iron Curtain, The (87)	20-Fox		5-15-48	+	‡	‡	+	‡	±	‡	11+ 1—
962		Isn't It Romantic? (87)	Para.		8-21-48	+	—	—	+	—	+		3+ 3—
		J											
902		Jassy (96)	U-I		2-14-48	—	±		+	—	±	±	4+ 5—
935		Jinx Money (69)	Mono		5-22-48	+	±	±		±		±	5+ 4—
963		Joe Palooka in Winner Take All (64)	Mono.		8-28-48	+	±	±	+			±	5+ 3—
970		Johnny Belinda (102)	WB		9-18-48	‡	‡	‡	‡	‡		+	11+
960		Julia Misbehaves (99)	MGM		8-14-48	‡	+	+	‡	‡	‡	+	11+
979		June Bride (98)	WB		10-23-48	‡				‡			4+
972		Jungle Patrol (70)	20-Fox		8-25-48	+	‡	‡	+	+			7+
		K											
949		Key Largo (101)	WB		7-10-48	+	‡	+	‡	‡	‡	+	11+
969		Kidnapped (80)	Mono		9-18-48	‡		+	+	+			5+
938		King of the Gamblers (60)	Rep.		5-29-48	‡	±	±	±			—	5+ 4—
909		King of the Olympics (60)	UA		3- 6-48	+							1+
978		Kiss the Blood Off My Hands (79)	U-I		10-16-48	‡	+			+			4+
		L											
954		Lady at Midnight (61)	EL		7-24-48	±	±	±		—	±	±	5+ 6—
921		Lady From Shanghai, The (87)	Col.		4-17-48	±	+	+		+	±	±	6+ 3—
959		Larceny (89)	U-I		8-14-48	±	+	+	+	+	+	+	7+ 1—
903		Let's Live Again (67)	20-Fox		2-21-48	+	±		+	+	—		4+ 2—
922		Letter From an Unknown Woman (87)	U-I		4-17-48	+	—		±	+	+	+	5+ 2—
924		Lightnin' in the Forest (58)	Rep.		4-24-48	±	±	+	±			±	5+ 4—
923		Lost One, The (84)	Col.		4-24-48	+		+	+	±			4+ 1—
873		Love From a Stranger (81)	EL		11-15-47	±	±	±	±	+	±	+	7+ 5—
961		Loves of Carmen, The (110)	Col.		8-21-48	+		±	‡		‡	‡	8+ 1—
965		Luck of the Irish, The (99)	20-Fox		9- 4-48	‡	±	+		+		+	6+ 1—
943		Lulu Belle (87)	Col.		6-19-48	+	±	±	±	+	±	±	7+ 5—
962		Luxury Liner (98)	MGM		8-21-48	+	+	±	+	+	‡	+	8+ 1—

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary # is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	M											
977	Macbeth	(107)	Rep.	10-16-48	±	±	±	+	−			4+ 4−
911	Madonna of the Desert	(60)	Rep.	3-13-48	+	±	+	±	±	±	±	7+ 5−
945	Man-Eater of Kumaon	(80)	U-I	6-26-48	+	±	±		+	+	+	6+ 2−
908	Man From Texas, The	(71)	EL	3- 6-48	+	±	±		±	−		4+ 4−
	Marshal of Amarillo	(..)	Rep.						+	±	±	3+ 2−
914	Mating of Millie, The	(87)	Col.	3-20-48	±	±	+	#	+	+		7+ 2−
914	Meet Me at Dawn	(89)	20-Fox	3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time	(76)	RKO	5-22-48	#	+	#	#	±	#	#	12+ 1−
944	Michael O'Halloran	(79)	Mono.	6-19-48	#	+	±	+	±			6+ 2−
946	Mickey	(87)	EL	6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend	(73)	EL	10-16-48	±	±	±					3+ 3−
944	Mine Own Executioner	(102)	20-Fox	6-19-48	±	±		+		+		5+ 2−
907	Miracle of the Bells, The	(120)	UA	3- 6-48	+	#	+	#	#	#		10+
962	Miraculous Journey	(76)	FC	2-21-48	+		±	+			±	4+ 2−
970	Miss Tatlock's Millions	(100)	Para.	9-18-48	+	±	+	+	#			6+ 1−
917	Mr. Blandings Builds His Dream House	(96)	SRO	4- 3-48	+	+	+	+	±	#	#	9+ 1−
949	Mr. Peabody and the Mermaid	(89)	U-I	7-10-48	+	+	±	#	±	+		7+ 2−
904	Mr. Reckless	(67)	Para.	2-21-48	−	−	±	±	−	±	−	3+ 7−
918	Money Madness	(73)	FC	4- 3-48	±		±				−	3+ 3−
970	Moonrise	(90)	Rep.	9-18-48	+	±	±	+	−	#		6+ 3−
879	Mourning Becomes Electra	(173)	RKO	12- 6-47	+	±	−	#	#	+		7+ 2−
953	Music Man	(66)	Mono.	7-24-48	±	−			±			2+ 3−
968	My Dear Secretary	(94)	UA	9-11-48	#	+	+	+	+			6+
925	My Dog Rusty	(67)	Col.	5- 1-48	±	±	±			±	±	5+ 5−
948	Mystery in Mexico	(66)	RKO	7- 3-48	±	±	±	+		±		5+ 4−
	N											
896	Naked City, The	(96)	U-I	1-31-48	#	#	#	#	#	#	#	14+
876	Nicholas Nickleby	(95)	U-I	11-22-47	+	±		+		#	+	6+ 1−
951	Night Has a Thousand Eyes	(81)	Para.	7-17-48	+	+	+	+		+		5+
968	Night Wind	(68)	20-Fox		±	±		+				3+ 2−
976	No Minor Vices	(96)	MGM	10- 9-48	+	±	+	+	+			5+ 1−
920	Noose Hangs High, The	(77)	EL	4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede	(79)	EL	7-10-48	+	±	±	+	±	#		7+ 3−
	O											
913	October Man, The	(85)	EL	3-20-48	+	±		−	±	+	+	5+ 3−
907	Oklahoma Badlands	(59)	Rep.	3- 6-48	+		±	±	+			4+ 2−
921	Old Los Angeles	(87)	Rep.	4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade	(57)	UA	9-11-48	+			+				2+
971	Olympic Games of 1948	(88)	EL	9-25-48	+			+				2+
926	On an Island With You	(107)	MGM	5- 1-48	#	+	+	+	#	+	+	9+
964	One Touch of Venus	(82)	U-I	8-28-48	+	±	±	±	+			5+ 3−
898	On Our Merry Way (formerly Miracle Can Happen, A)	(107)	UA	2- 7-48	+	±	+	#	+	+	±	8+ 2−
893	Open Secret	(70)	EL	1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm	(61)	Rep.	9-25-48	±	±	−	+	±			3+ 4−
	P											
895	Panhandle	(84)	Mono.	1-31-48	+	+	+	#	#	+		8+
888	Paradine Case, The	(117)	SRO	1- 3-48	#	#	#	#	#	#	#	14+
903	Pearl, The	(77)	RKO	2-21-48	−	±	+	#	±	#	+	8+ 3−
897	Piccadilly Incident	(87)	MGM	2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The	(102)	MGM	4- 3-48	+	+	+	+	#	#	+	9+
957	Pitfall	(85)	UA	8- 7-48	+	+	±	+	#	#	#	10+ 1−
923	Port Said	(69)	Col.	4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street	(78)	RKO	7- 3-48	±	±	±	+		±	±	6+ 5−
958	Rachel and the Stranger	(92)	RKO	8- 7-48	+	+	±	+	−		#	6+ 2−
959	Range Renegades	(54)	Mono.	8-14-48	+						−	1+ 1−
937	Raw Deal	(78)	EL	5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River	(104)	UA	7-17-48	#	#	#	#	#	#	#	14+
980	Red Shoes, The	(134)	EL	10-23-48	+							1+
979	Return of October, The	(83)	Col.	10-23-48	+							1+
934	Return of the Badmen	(90)	RKO	5-22-48	+	±	±	+	−	+		5+ 3−
912	Return of the Whistler, The	(63)	Col.	3-13-48	±	±	±		−	±	±	5+ 6−
962	Return of Wildfire	(81)	SG	8-21-48	+	±		±	+			4+ 2−
932	River Lady	(78)	U-I	5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House	(95)	20-Fox	10- 2-48	±	+	+	+	±			5+ 2−
959	Rocky	(76)	Mono.	8-14-48	±	±					±	3+ 3−
975	Rogues' Regiment	(86)	U-I	10- 9-48	+	±	±	+	#			6+ 2−
942	Romance on the High Seas	(102)	WB	6-12-48	#	+	#	#	+	+	±	10+ 1−
963	Rope	(80)	WB	8-28-48	±	+	#	#	+	±	#	10+ 2−
977	Rusty Leads the Way	(59)	Col.	10-16-48	±							1+ 1−
915	Ruthless	(102)	EL	3-27-48	+	±	±	+	+	+	±	7+ 3−
	S											
897	Saigon	(95)	Para.	2- 7-48	±	±	+	±	−	±		5+ 5−
908	'Sainted' Sisters, The	(90)	Para.	3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The	(88)	UA	9-11-48	±	#	±	+	+	+	±	8+ 3−
908	Scudda Hoo! Scudda Hay!	(95)	20-Fox	3- 6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict	(83)	Para.	9-11-48	±	±	±		±			4+ 4−
914	Search, The	(104)	MGM	3-20-48	#	#	#	#	#	#	#	14+
889	Secret Beyond the Door	(98)	U-I	1-10-48	±	±	±	±		±	±	6+ 6−
963	Secret Land, The	(71)	MGM	8-28-48	+				+			2+
939	Secret Service Investigator	(60)	Rep.	5-48	−	±	+	#	+	±	±	7+ 4−
922	Shaggy	(71)	Para.	4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest	(65)	Mono.			±	±		−		−	2+ 4−
960	Shed No Tears	(70)	EL	8-14-48	±	±	±	±	±			5+ 5−
904	Sign of the Ram, The	(85)	Col.	2-21-48	+	±	+	+	#	+		7+ 1−
919	Silent Conflict	(61)	UA	4-10-48	±		±	−	−		±	3+ 5−
928	Silver River	(110)	WB	5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey	(..)	UA				±				±	2+ 2−
906	Sitting Pretty	(84)	20-Fox	2-28-48	#	#	#	#	#	#	#	14+
941	Sixteen Fathoms Deep	(82)	Mono.	6-12-48	±	−	±	#			+	5+ 3−
971	Smart Girls Don't Talk	(81)	WB	9-25-48	±	±	−	±				3+ 4−
912	Smart Woman	(90)	Mono.	3-13-48	#	+	±	#		−	−	8+ 3−
	Smuggler's Cove	(..)	Mono.			±					±	2+ 2−
933	So Evil, My Love	(109)	Para.	5-22-48	#	±		±	+	±	#	8+ 3−
967	Sofia	(83)	FC	9-11-48	#		+	+	#			6+
932	So This Is New York	(79)	UA	5-15-48	+	+	+	+	+	±		6+ 1−
971	Son of God's Country	(60)	Rep.	8-25-48	+		±		−			2+ 3−
964	Song Is Born, A	(110)	RKO	8-28-48	+	±	+	+	#	+		7+ 1−
916	Song of Idaho	(66)	Col.	3-27-48	−		±		±	±		3+ 4−
	Sons of Adventure	(60)	Rep.				−		±		±	2+ 3−
956	Sorry, Wrong Number	(90)	Para.	7-31-48	#	±	+	#	#	±	#	11+ 2−
977	S.O.S. Submarine	(71)	SG	10-16-48	±				+			2+ 1−
958	Southern Yankee, A	(91)	MGM	8- 7-48	+	+	+	#	#	+		8+
906	Speed to Spare	(58)	Para.	2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The	(79)	EL	8- 7-48	+	±	±	±	+			5+ 3−
916	State of the Union	(122)	MGM	3-27-48	#	#	#	#	#	#	#	14+
935	Stage Struck	(71)	Mono.	5-22-48	−	±	±		−		±	3+ 5−
966	Station West	(92)	RKO	9- 4-48	±	±	+	±	+	+		6+ 3−
907	Strawberry Roan	(79)	Col.	3- 6-48	+		+	+	±			4+ 1−
950	Street With No Name	(91)	20-Fox	7-10-48	#	+	#	#		+	+	9+
912	Summer Holiday	(92)	MGM	3-13-48	#	+	+	#	#	+	+	10+
937	Sword of the Avenger	(76)	EL	5-29-48	±	−	±			±		3+ 4−
	T											
901	Take My Life	(85)	EL	2-14-48	+	±		+	+	±		5+ 2−
947	Tap Roots	(109)	U-I	7- 3-48	+	+	+	#	#	+	+	9+
917	Tarzan and the Mermaids	(67)	RKO	4- 3-48	+	±	+	+	±	±	±	7+ 4−
856	Tawny Pipit, The	(81)	U-I	9-13-47	+	+		+	±		#	6+ 1−
954	Texas, Brooklyn and Heaven	(76)	UA	7-24-48	±	±	±	±	±		−	5+ 6−
951	That Lady in Ermine	(89)	20-Fox	7-17-48	+	±	+	±	−	+	±	6+ 4−
945	They Live by Night (Reviewed as Your Red Wagon)	(95)	RKO	6-26-48	+	+	±	±	#	#		8+ 2−
	13 Lead Soldiers	(66)	20-Fox			±	+		−	±	±	4+ 4−
900	Three Daring Daughters	(115)	MGM	2-14-48	#	±	+	#	+	+	#	10+ 1−
978	Three Musketeers, The	(125)	MGM	10-16-48	#	#			#			6+
949	Thunderhoof	(77)	Col.	7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The	(67)	Rep.	7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The	(109)	UA	5-22-48	±	+	+	#	+	#	#	10+ 1−
913	Tioga Kid, The	(54)	EL	3-20-48	±		±	±		±		4+ 4−
894	To the Ends of the Earth	(109)	Col.	1-24-48	+	±	+	#	+	#	+	9+ 1−
918	To the Victor	(99)	WB	4- 3-48	+	±	+	+	±	±	±	7+ 4−
908	Tornado Range	(56)	EL	3- 6-48	±		±	±				3+ 3−
951	Trail to Laredo	(54)	Col.	7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz	(60)	Rep.	7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie	(67)	Col.	5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat	(70)	Col.	10- 9-48	+	±	±		±		±	5+ 4−
958	Two Guys From Texas	(86)	WB	8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered	(146)	Para.	10- 4-47	#	±	+	#	#	+	+	10+ 1−
931	Under California Stars	(70)	Rep.	5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours	(105)	20th-Fox	10- 9-48	−	+	−	#	±			4+ 3−
979	Untamed Breed, The	(79)	Col.	10-23-48	±							1+ 1−
940	Up in Central Park	(87)	U-I	6- 5-48	±	±	±	±	#	+	+	8+ 3−
961	Urubu, the Story of Vulture People	(66)	UA	8-21-48	−	±	±		+			3+ 3−
	V											
958	Variety Time	(59)	RKO	7- 7-48	+	±	±	±	+			5+ 3−
953	Velvet Touch, The	(97)	RKO	7-24-48	±	±	±	+	#	±	#	9+ 4−
939	Vicious Circle, The	(77)	UA	6- 5-48	+	±	±	±	+	±	±	7+ 5−
886	Voice of the Turtle, The	(103)	WB	12-27-47	#	#	#	+	+	+	+	10+
	W											
968	Walk a Crooked Mile	(89)	Col.	9-11-48	#	±	+	+	+		+	7+ 1−
934	Wallflower	(78)	WB	5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The	(106)	20-Fox	7-10-48	+	±	±	#	+	±		7+ 3−
927	Waterfront at Midnight	(63)	Para.	5- 8-48	+	±	+	±	±	±	±	7+ 5−
916	West of Sonora	(55)	Col.	3-27-48	±				+	+		3+ 2−
	Westward Trail	(58)	EL					±		±		2+ 2−
936	Whirlwind Raiders	(54)	Col.	5-22-48	±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin?	(55)	UA	5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again?	(62)	FC	6- 5-48	±							1+ 1−
957	Winner's Circle	(70)	20-Fox	8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting	(104)	WB	4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The	(109)	WB	4-24-48	+	±	+		−	+	#	6+ 2−
891	Women in the Night	(90)	FC	1-17-48	+		±	±			−	3+ 3−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9423	Silly Billy (Billie Burke) (18)	1-29	±	3-20
9424	Two Nuts in a Rut (Shilling & Lane) (18)	2-19	±	4-24
9437	Eight-Ball Andy (Clyde) (17½)	3-11	−	....
9425	Tall, Dark and Gruesome (H. Herbert) (16)	4-15	±	5- 8
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
	COLOR FAVORITES			
9605	Animal Cracker Circus (7)	2-19		....
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
	COLOR PHANTASIES			
9702	Topsy Turkey (6½)	2- 5		....
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR PHAPSODIES			
9503	Flora (7)	3-18		....
1501	Pickled Puss (6½)	9- 2	±	9-18
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9655	No. 5 Feudin' and Fightin' (10½)	1- 8		....
9656	No. 6 Civilization (10)	2-12	±	4-24
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21		....
	FILM NOVELTIES			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9856	Photoplay's Gold Medal Awards (9½)	3-18		....
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	‡	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	‡	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
	STOOGE COMEDIES			
9405	Pardon My Clutch (15)	2-26	+	3-20
9406	Squareheads of the Round Table (18)	3- 4		....
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
	THRILLS OF MUSIC			
9956	Ted Weems & Orch. (10½)	3-25	±	5- 8
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9805	Rodeo Thrills and Spills (9½)	1-29	+	4-24
9806	Net Marvels (9)	3-11		....
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	‡	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
	SERIALS			
9160	Tex Granger — 15 Chapters	4- 1	+	5- 8
9180	Superman (Special) — 15 Chapters	7-15	+	7-17
1120	Congo Bill — 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-933	King Size Canary (7)	12- 6	±	1- 3
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	‡	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7		....
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-911	Visiting Virginia (9)	11-29	+	1- 3
T-912	Cradle of a Nation (9)	12-13	+	1- 3
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	GOLD MEDAL REPRINTS (Technicolor)			
W-921	Goldilocks and the Three Bears (11)	11-22	±	1- 3
W-922	The Fishing Bear (8)	12-20	±	1- 3
W-923	The Milky Way (8)	2-14	‡	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	‡	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-971	Miracle in a Cornfield (9)	12-20	‡	1- 3
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	‡	2-21
K-974	My Old Town (9)	2- 7	‡	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	PETE SMITH SPECIALTIES			
S-952	Surfboard Rhythm (8)	10-16	‡	11- 8
S-953	What D'Ya Know (9)	11- 8	+	11- 8
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	‡	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	◎ You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	‡	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-932	The Invisible Mouse (7)	9-27	‡	11- 8
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 3	Five Fathoms of Fun (10)	11-28		....
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (..)	11- 5		....
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	‡	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
	NOVELTOONS (Color)			
P7-1	Santa's Surprise (9)	12- 5		....
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	‡	4- 3
P7-4	We're in the Money (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	‡	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (..)	10- 8		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-1	All's Fair at the Fair (8)	12-19		....
E7-2	Olive Oyl for President (6)	1-30	‡	1-24
E7-3	Wigwam Whoopee (8)	2-27	‡	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	‡	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (..)	9- 3		....
	POPULAR SCIENCE (Magnacolor)			
J7-2	Desert Destroyers (11)	12-26		....
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	‡	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	‡	4-10
X7-6	Sing or Swim (8)	6-14	‡	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	‡	10- 9
	SPEAKING OF ANIMALS			
Y7-2	Ain't Nature Grand (10)	11-14	±	12-13
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
74,110	Chip an' Dale (7)	11-28	‡	11- 1
84,702	Clock Cleaners (reissue) (8)	12-12	‡	1-24
74,111	Pluto's Blue Note (7)	12-26	‡	12-27
74,112	They're Off (7)	1-23		....
84,703	Little Hiawatha (reissue) (9)	2-20	‡	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	‡	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	‡	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	‡	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	‡	10-16
94,105	Pluto's Fledgling (7)	9-10		....
94,106	Soup's On (7)	10-15		....
	EDGAR KENNEDY COMEDIES			
83,401	Mind Over Mouse (17)	11-21	±	12-27
83,402	Brother Knows Best (17)	1- 2		....
83,403	No More Relatives (18)	1-30	+	3-13
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	FLICKER FLASHBACKS			
84,203	No. 3 (9)	1-16		....
84,204	No. 4 (9)	2-27	‡	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	JAMBOREES (Reissues)			
84,405	Jerry Wald & Orch. (9)	12-26	±	1-31
84,406	Ray McKinley & Orch. (8)	1-23		....
84,407	Dick Stabile & Orch. (8)	2-20	+	3-13
	LEON ERROL COMEDIES			
83,701	Bet Your Life (14)	1-16		....
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
83,503	Corraling a School Marm (20)	11-14		....
83,504	Prairie Spooners (13)	12-19	±	3-13
	SPECIALS			
83,901	Football Highlights of 1947 (18)	2-12		....
83,601	Twenty Years of Academy Awards (19)	4- 2	‡	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	‡	5- 8
83,202	Pal's Adventure (..)	6-11		....
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	PATHE SPORTSCOPES			
84,304	Pin Games (8)	12-12	±	12-27
84,305	Racing Day (8)	1- 9	+	1-31
84,306	Sports Coverage (8)	2- 6		....
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20		....
	THIS IS AMERICA			
83,102	Switzerland Today (18)	12-12	‡	12-27
83,103	Children's Village (19)	1-19	‡	1-24
83,104	Operation White Tower (18)	2- 6	‡	2-28
83,108	Crime Lab (17)	2- 8	‡	6- 5
83,105	Photo Frenzy (16)	3- 5	‡	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	‡	5- 8
83,109	Letter to a Rebel (17)	6-25	‡	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	‡	8-28
83,112	Friend of the Family (16)	9-17	‡	10- 9

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
DRIBBLE PUSS PARADE				
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
FEMININE WORLD				
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
MARCH OF TIME				
	Vol. 14, No. 4 Public Relations This Means You! (17)	11-28	++	11-29
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	++	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	++	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	++	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	++	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.	++	10-16
MOVIETONE ADVENTURES				
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	◎Jungle Closeups (8)	12-12	++	3- 6
8254	◎Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	◎Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	++	6- 5
8256	◎Riddle of Rhodesia (8)	July	+	8-14
8257	◎Bermuda (8)	Aug.	+	8-14
8258	◎Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
MOVIETONE SPECIALTY				
8801	Symphony of a City (11)	Sept.	+	10-23
MOVIETONE NEWS (Released Twice Weekly)				
SPORTS				
8352	◎Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	◎Playtime in Scandinavia (8)	Apr.	++	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
TERRYTOONS (Technicolor)				
8506	Talking Magpies in the Super Salesman (7)	10-24	++	12-20
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	++	12-20
8505	The Wolf's Pardon (7)	12- 5	++	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	++	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
ANSWER MAN SERIES				
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	++	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23		....
JUVENILE JURY SERIES				
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
LANTZ CARTUNES (Technicolor—Reissues)				
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
MUSICAL WESTERNS				
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	++	5-29
NAME BAND MUSICALS				
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle nd His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	++	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (..)	10- 3		....
SING AND BE HAPPY SERIES				
2385	Let's Go Latin (10)	7-21	+	8-16
2386	Kernels of Korn (10)	8-18	±	10-11
2387	Manhattan Memories (10)	8-25	+	11-15
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Sons of the Season (..)	10-11		....
3385	Hits of the Nineties (..)	10-18		....
SPECIALS				
2202	Harnessed Lightning (17)	11-12		....
5555	◎The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	++	9-27
3201	Snow Capers (19)	2-18	+	3- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
2348	Play and Plenty (9)	8-11	++	8-16
1947-48 SEASON				
3341	Tropical Harmony (9)	9-29	+	11-15
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16		....
3348	Call of the Canyon (..)	10-18		....
SERIALS				
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-12

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
BLUE RIBBON HIT PARADE (Technicolor)				
4304	Don't Look Now (7)	4-10		....
4305	Curious Puppy (7)	4-24		....
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
1948-49 SEASON				
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
BUGS BUNNY SPECIALS (Technicolor)				
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
1948-49 SEASON				
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25		....
4721	My Bunny Lies Over the Sea (7)	12- 4		....
FEATURETTE				
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
JOE McDOAKES COMEDIES				
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
1948-49 SEASON				
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
MELODY MASTERS				
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
MEMORIES OF MELODY LANE				
4204	Let's Sing Grandfather's Favorites (10)	3-13		....
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
MERRIE MELODIES (Color)				
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2		....
4710	The Foghorn Leghorn (7)	10- 9		....
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30		....
4713	Kit for Cat (7)	11- 6		....
4714	Stupor Salesman (7)	11-20		....
4715	Riff Raffy Daffy (7)	11-27		....
SPORTS NEWS REVIEW 1948-49 SEASON				
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4		....
SPORTS PARADE (Technicolor)				
4506	Ride, Ranchero, Ride (10)	3-20	+	4-10
4507	Holiday for Sports (10)	4-17	+	5- 1
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9		....
TECHNICOLOR ADVENTURES				
4806	Living With Lions (20)	6- 5		....
1948-49 SEASON				
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11		....
TECHNICOLOR SPECIALS				
4004	King of the Carnival (19)	4- 3	++	4-10
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	++	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	++	9- 4
1948-49 SEASON				
5001	Sons of Liberty (21)	11-20	+	9- 4
WARNER-PATHE NEWS (Released Twice Weekly)				

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
ASTOR				
	Vol. 1, No. 1 ◎Makers of Destiny (15)		±	6- 5
REPUBLIC				
CARTOON				
761	◎It's a Grand Old Nag (8)	12-20	++	12-13
SERIALS				
693	Jesse James Rides Again... 13 Chapters	8- 2		....
694	The Black Widow... 13 Chapters	11- 1		....
791	G-Men Never Forget... 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted... 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release)... 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James... 13 Chapters	10-30		....
UNITED ARTISTS				
LANTZ CARTUNES (Technicolor)				
	...The Bandmaster (7)	12-19	+	12- 6
	...The Mad Hatter (7)	Feb.	±	2-14
	...Banquet Busters (7)	3-12	+	2-14
	...Kiddie Koncert (7)	4- 2	++	4-17
	...Wacky Bye Baby (7)	7-16	±	4-24
	...Pixie Picnic (7)	6-14	++	4-17
	...Wet Blanket Policy (7)	8-27		....
	...Playful Pelican (7)	9- 8		....
LOEW MUSICOLOR				
	...Engulfed Cathedral (7)	June	+	9-20
	...Moonlight (7)	8-29	+	9-20
	...Enchanted Lake (7)	10-30	+	12- 6
	...Fingal's Cave (10)	3-26	±	2-14
	...Liebestraum (7)	5- 7		....
INDEPENDENTS				
	Divorce—USA (14) Telenews		±	7-19
	Last Night We Attacked (18) Am. League for a Free Palestine		+	8- 2
	Assignment: Tel Aviv (21) United Palestine Appeal		+	9-20
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) AF Films		++	7-24
	1-A, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l.	10-16		....

Free Enterprise

20th-Fox (Terrytoon) 7 Mins.

Good. Heckle and Jeckle, the talking magpies, in another absurd and funny escapade. They sell electric drills to prison inmates only to be locked up themselves. Then begin various romps through the prison corridors as they attempt to escape, apparently succeed and then land back in durance vile. In Technicolor.

The Hard Boiled Egg

20th-Fox (Terrytoon) 7 Mins.

Good. The crazy Coo Coo bird torments the life out of a fox looking for eggs for breakfast. Various inedible eggs are offered the fox and then the fox opens an egg to discover his annoyer inside. The chase that follows is typical of the action in films in this series. A Technicolor picture.

The Mysterious Stranger

20th-Fox (Terrytoon) 7 Mins.

Good. A well done job of animation presents Mighty Mouse as the rescuer of a fair trapeze performer in a circus from the machinations of a black-coated villain. The backgrounds are colorful, the fun fast and furious. It ought to go over in theatres of all types. A Technicolor picture.

Olympic Water Wizards

20th-Fox (Sports) 9 Mins.

Good. One of the best shorts showing swimming by experts. With Mel Allen doing the commentary, it presents Brenda Helser, Billie Atherton, Suzanne Zimmerman, Katherine Rawls, Ann Curtis and others in a pool at Silver Springs, Fla. Their various techniques as they employ different strokes are clearly shown. Especially effective are some underwater scenes.

Symphony of a City

20th-Fox (Movietone Specialty) 11 Mins.

Good. A different type of short subject in which the absence of narration is made possible by a blending of pantomime, images and background sounds and music. Produced by Rudolph Carlson in Sweden, it gives candid camera shots of residents of Stockholm at work and play. Especially effective are scenes of children in a church and fishing. It is beautifully done, but its appeal will be to art theatres.

Exhibitor Has His Say

(Continued from page 3)

Fair.—Harland Rankin, Erie Theatre, Wheatley, Ont. General patronage. ★★★

Give My Regards to Broadway (20th-Fox)—Dan Dailey, Charles Winninger, Nancy Guild. I wish I could have one of this type every week. This is one of the most human stories ever written, and the old songs thrill everyone. Pictures like this are like a busted drumhead—they can't be beat! Played Fri., Sat. Weather: Stormy.—Bill Leonard, Leonard Theatre, Cedar Vale, Kas. Small town and rural patronage. ★★★

Iron Curtain (20th-Fox)—Dana Andrews, Gene Tierney, June Havoc. One of the biggest flops of the year, believe it or not. Any Communist friends here did all right because our attendance was way down. Although in my opinion this picture was a little faked, or far-fetched in spots, it had good acting by Andrews and Gene Tierney and comments were fairly good. One actual comment I heard was that the picture was just propaganda and not worth going to. Played Wed., Thurs. Weather: Good.—S. N. Holmberg, Regal Theatre, Sturgis, Sask. ★★

You Were Meant for Me (20th-Fox)—Jeanne Crain, Dan Dailey, Oscar Levant. This is a nice picture that we feel we should have double billed. It hardly stands alone. Played Thurs., Fri., Sat. Weather: Cool.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. ★★★

UNITED ARTISTS

Lafftime (UA)—("Here Comes Trouble" and "Who Killed 'Doc' Robbin?"). We heard more laughs and screams when we ran this dual comedy than we have heard in this theatre since we built it two years ago. Either one of these comedies will do all right, and with both on the same bill, they really enjoy it. Not too high-priced and it satisfied. Played Sun., Mon. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas., Small town patronage. ★★★

New Orleans (UA)—Arturo DeCordova, Dorothy Patrick, Irene Rich. A fine musical comedy and many comments on it. Woody Herman was better here than when heard at the Aberdeen South Dakota Pheasant festival the past week. We did only average business, but think it was due to too much going on the past week out of town. That drew trade away—and you can't blame 'em. Played St., Sun. Weather: Good, cool.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ★★★

On Our Merry Way (UA)—(Formerly "A Miracle Can Happen"). Burgess Meredith, Paulette Goddard, Fred MacMurray. The previews oversell this one. It's a dud, in my opinion, a hashed-up patchwork of a little of everything and not much of anything. Lots of stars but their performances are but a mockery of what any one or two of them are capable of in an intelligently conceived and executed picture. People come expecting something big and walk out disappointed. Played Sun., Mon., Tues.—W. D. Rasmussen, Star Theatre, Anthon, Iowa. Small town patronage. ★★

UNIVERSAL-INTERNATIONAL

Buck Privates Come Home (U-I)—Bud Abbott, Lou Costello, Joan Fulton. Our patrons seemed to think this picture was the best picture that Abbott and Costello have ever made. Business was below par though, due to a heavy rainstorm a half hour before the box-office opened on the second day. Played Sun., Mon. Weather: Fair the first day.—M. F. Bodwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. ★★★

Vigilantes Return, The (U-I)—Jon Hall, Margaret Lindsey, Andy Devine. This had our poorest crowd of the year. The picture itself was not bad but the people would not come out for it. The ones that did see it did not care for it at all. This is one time I wished that they had forgotten to send me my films. Played Wed., Thurs. Weather: Good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. ★★

WARNER BROS.

April Showers (WB)—Jack Carson, Ann Sothern, Robert Alda. This was an excellent picture for musical fans, but it just didn't seem to go over here. The Gay Ninety setting was very detrimental. It's drawing power could have been increased by making it in color and Jack Carson just isn't the type for the lead. He is swell as a comedian. Little Bobby Ellis has the talent to go places. Business below expectations, much below average. Played Sun., Mon. Weather: Uncomfortable.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. ★

My Girl Tisa (WB)—Lilli Palmer, Akim Tamiroff, Sam Wanamaker. This did not do average business here but it is no fault of the picture. The story and acting are good. Played Mon., Tues.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ★★★

Slight Case of Murder, A (WB)—Reissue. Edward G. Robinson, Jane Bryan, Allen Jenkins. Business was below average but it's a swell reissue. Plenty of comedy in it, too. Played Tues., Wed. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. ★★★

In the Newsreels

Movietone News, No. 82: Secretary of State Marshall reports to President Truman; Britain's wartime prime minister, Winston Churchill, visits new headquarters of RAF; Queen Juliana decorates heroes of the war; the emperor and empress of Japan visit newspaper week exhibition; Presidential campaign; Cleveland wins World Series; football.

News of the Week, No. 212: Cleveland wins World Series; Winston Churchill warns of war; Truman interrupts campaign trip; Dewey visits housing project; Paris fashion preview; Army beats Illinois in a close one.

Paramount News, No. 16: Marshall's flying visit from Paris; Churchill urges U.S. to keep atom bomb; Cleveland wins series; Army vs. Illinois.

Universal News, No. 186: Berlin crisis—U.S. demands Russia lift Berlin blockade; football—Army vs. Illinois; World Series.

Warner Pathe News, No. 17: Truman; Marshall; Dewey; Churchill; baseball; football.

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Movietone News, No. 83: Dewey; Eisenhower.

News of the Day, No. 213: Eisenhower installed as Columbia president; speedboat thrills on unique track; California trims Wisconsin in drive for the Rose Bowl; Dewey story.

Paramount News, No. 16: World's first Ram-Jet helicopter; speedboat racing; Dewey story.

Universal News, No. 187: Eisenhower takes office at Columbia; Dewey story; "Little Henry"—Ram-Jet helicopter has novel debut.

Warner Pathe News, No. 18: Columbia university installs Eisenhower; Dewey story; 49'ers crush Colts.

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All American News, No. 312: Atlanta Daily World makes progress; annual Alley Cat and Bob Fashion show in Brooklyn; political tempo increases in East St. Louis and Chicago; master craftsman instructs at trade school; billiard experts compete at annual Chicago tournament.

All American News, No. 313: Church of wheels brings religion to the people; high school paper is awarded international honors in Louisville, Ky.; 4-H club students display skill at livestock show in Okmulgee, Okla.; Wilberforce beats Tuskegee at annual football classic in Chicago.

●

Telenews Digest, No. 41: Truman campaign warms up; Marshall in Washington; Czechs denounce Franco; U.S. continues aid to Turkey; man above Stalin; "not guilty" lie detector says 14 years after; Dewey honors predecessor; nation honors state's chief; one nation's solution to the DP problem; Cuba's new president; world speed record for air mail; swim suits—now milady rolls her own; speed boat racetrack; Oklahoma University trims Texas.

The Paleface

F — Comedy Western (Technicolor)

Paramount (4807) — **90 Minutes** — **Rel. ————**

Bob Hope was never funnier than in this comedy western which broadly burlesques virtually every situation and character ever heretofore utilized in an orthodox galloper. Wherever there are cash customers seeking escape through unadulterated merriment—and that means in virtually every exhibition situation—the picture should play to capacity audiences. Given a gag-infested script, which never once permits tongue to escape from cheek, and under expert direction, Hope found the vehicle hand-tailored to his individual brand of tomfoolery, and he played it across the board for every possible laugh. While his support is light as concerns marquee names, it proves an excellent foil to the star, with a bow due Jane Russell, whose work is easily her best to date. Technicolor photography and the other lush mountings supplied by Producer Robert L. Welch complete the happy combinations. Directed by Norman McLeod.

Bob Hope, Jane Russell, Robert Armstrong, John Litel, Samuel S. Hinds, Jack Searl, Trevor Bardette, Al Bridges.

The Red Shoes

F — Drama With Ballet (Technicolor)

Eagle Lion (——) — **134 Minutes** — **Rel. ————**

A strikingly beautiful, tragic drama of the ballet world which ranks with "Henry V" as one of the outstanding films produced by the J. Arthur Rank Organization. In the metropolitan centers, where ballet enthusiasts abound, this will do strong business in first run houses and, of course, the art spots. The picture is far too long for general audiences, who will more likely find the several ballet sequences slow-moving and the story lacking in lighter moments. Only Anton Walbrook, who gives a superb portrayal of an unfeeling ballet impresario, and that fine character actor, Albert Basserman, are known to American fans. The other assets are the breath-taking Technicolor shots of "The Red Shoes" and such famous ballets as "Swan Lake" and "Sylphides." Written, produced and directed by Michael Powell and Emeric Pressburger.

Anton Wilbrooks, Marius Goring, Moira Shearer, Leonide Massine, Albert Basserman, Robert Helpmann.

Disaster

F — Drama

Paramount (4806) — **60 Minutes** — **Rel. Dec. 3, '48**

Steeplejacks were selected as the subject for this entry in the long line of Pine and Thomas pictures which deal with the lives, loves and hazards of men who live dangerously. The spectacular accident in which an airplane crashed into the Empire State building obviously inspired the original screenplay, which morsel of scrivening brought forth a feature definitely below the average of P&T predecessors of similar general motivation. It is not until the closing sequences that the suspense and action promised by the title develop and then they are not sufficiently hair-raising to compensate for the snail-paced, cliche-laden, amateurishly dialoged footage which precedes them. As a supporting feature, the film will possibly get along, but it will not add the program luster which most P&T offerings heretofore have done. Directed by William H. Pine.

Richard Denning, Trudy Marshall, Damian O'Flynn, Will Wright, James Millican, Jack Lambert.

Ruy Blas

F — Costume Drama

Discina Int'l — **87 Minutes** — **Rel. ————**

A lavishly produced, French-made adventure film based on the Victor Hugo novel of 17th century intrigue. With Jean Marais, handsome star of "Beauty and the Beast," and other Jean Cocteau films, and Danielle Darrieux as marquee names, it will be popular with art theatre patrons. The picture has enough swashbuckling action and romantic appeal to make it acceptable as second feature in college towns or in some neighborhood houses. The elaborate settings and costumes are rich and authentic. Pierre Billon's direction is effective but cutting has made the continuity somewhat jerky. Miss Darrieux as the regal, yet child-like, queen of Spain gives a more convincing portrayal than Marais, who is given to posturing as the bandit, Don Cesar, and his double, Ruy Blas, a high-minded young student. Discina is at 250 West 57th St., New York City.

Danielle Darrieux, Jean Marais, Marcel Herrand, Gabrielle Dorziat, Gilles Queant, Alexandre Rignault.

June Bride

F — Comedy

Warner Bros. (805) — **98 Minutes** — **Rel. Nov. 13, '48**

Two top-of-the-heap film mummers herein turn their talents toward lighter screen fare and the result is one of the happiest comedy efforts to come from Hollywood in many a season. Sleek, sophisticated and expertly produced, the film is a standout in all departments. Deft comedy situations have been combined with truly masterful dialog, so well-paced that there is almost never a lull in the proceedings. Bette Davis has traded in her neurotic spinster characterization for a new look—and this time she gets her man. She plays a worldly women's magazine editor who journeys with her staff to Indiana to cover a typical June wedding. When the bride elopes with the bridegroom's brother, it's Robert Montgomery who saves the day by producing another couple for Miss Davis' story, and so wins the lady editor for himself. Adroitly directed by Bretaigne Windust.

Bette Davis, Robert Montgomery, Fay Bainter, Betty Lynn, Tom Tully, Barbara Bates, Jerome Cowan, Mary Wickes.

The Gallant Blade

F — Melodrama (Cinecolor)

Columbia (132) — **81 Minutes** — **Rel. Nov. '48**

Not only the best Cinecolor this reviewer has seen, but also one of the better offerings in the swashbuckling class. Larry Parks gives you an excellent account of himself as the gallant aide of a general who wished no new wars, and particularly those deliberately provoked by 17th Century French politicians for their own private ends. Tense romance runs through the film in which Marguerite Chapman displays costumes that are decidedly becoming in color tints. Most of all, however, there is action that is not episodic but kept smoothly flowing by expert direction of the picture. Several sword fights are so convincingly portrayed that seat-edges may sag. There are few exhibitors who cannot find a place for this on the upper half of a double bill. George Macready is on vacation from his usual role as the villain but Victor Jory makes a capital one. Henry Levin directed.

Larry Parks, Marguerite Chapman, Victor Jory, George Macready, Edith King, Michael Duane, Onslow Stevens.

The Return of October

F — Comedy-Fantasy (Technicolor)

Columbia (——) — **83 Minutes** — **Rel. Nov. '48**

Some critics of the modern cinema contend that, if it has any faults, they lie in the direction of stereotyped story material and a lack of new faces among the acting roster. This Technicolor opus could hardly be indicted on either account. It is a whimsical romantic comedy based on the premise that, when they die, the souls of good men may return to earth in the bodies of animals—in this instance a racehorse. Further, the film introduces a fresh and sparkling personality in the form of one Miss Terry Moore, whose debut is impressive and who possesses sufficient in the way of looks and talent to establish herself as a topflight favorite. Well-written, and deftly directed by Joseph H. Lewis, the feature has an abundance of those ingredients which customarily spell boxoffice success. Perhaps its only failing is a rather innocuous title.

Glenn Ford, Terry Moore, Albert Sharpe, James Gleason, Dame May Whitty, Henry O'Neill, Samuel S. Hinds.

The Untamed Breed

F — Outdoor Drama (Cinecolor)

Columbia (130) — **79 Minutes** — **Rel. Oct. '48**

Has a great deal to offer as an action picture, but has not done right by the Saturday Evening Post story that inspired it. Sonny Tufts little more than a good wrangler—but how he does wrangle that Brahma bull and the wild stallion he has to tame before he can recapture said bull! Also, he plays some realistic fight scenes for all they are worth, and if he does not always measure up in the romantic angles of the picture, William Bishop is the competitor for Barbara Britton's hand. George "Gabby" Hayes has one of his weakest roles as Barbara's "windy" old father who not only lets the bull out but also figurative cats out of the bag. The Cinecolor often the bilious type, but film still qualifies as a super-western for many action and neighborhood houses. No guitars, no crooning, but a really amusing comedy team. Directed by Charles Lamont.

Sonny Tufts, Barbara Britton, George "Gabby" Hayes, Edgar Buchanan, William Bishop.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"June Bride"**

The picture should prove a natural for merchandising tie-ins with department stores and apparel establishments. Arrange for a prominent department store to devote its windows to displays of wedding attire, etc., for an entire bridal party. Have a couple tour the busy business districts of the town in an automobile decorated with "just married" signs and paraphernalia. Offer free passes to all those couples which bring evidence that they have been married during the past month.

CATCHLINES:

It's the Comedy Hit . . . Of This or Any Other Season . . . So Much Fun . . . So Many Laughs . . . That Everyone Is Roaring . . . About the "June Bride" . . . Who Traded the Groom . . . For Another Man.

It's a Brand New Bette Davis . . . That Will Have You Raving . . . When She Meets Her Equal . . . In a Man Like Bob Montgomery . . . They're All Screaming . . . And They're All Howling . . . A Laugh Show . . . That Hits a New Pitch . . . She Lured Him Into Her Arms . . . But He Knew Enough to Stay.

SELLING ANGLES: **"The Gallant Blade"**

There are several angles to work on in this. It can be advertised as an action picture and stills showing Larry Parks in the sword fights displayed in the lobby. Then the costumes in color should appeal to the women patrons, so direct some of the advertising to them along that line. Make a special effort to show that this is a family picture that has general appeal and no questionable lines or situations. Also advertise it as indirect peace propaganda from historial records.

CATCHLINES:

He Carried His General's Sword, and Tried to Keep the Peace . . . Intrigue and Treachery From France of the 17th Century and the Gallant Men Who Saved the Peace Then . . . Romance Under the Shadow of the Sword, Kisses That Might Betray.

The People Versus the Politicians With Soldiers Fighting to Preserve the Peace . . . Color, Action, Romance and Drama in a Tense Battle to Save France From Internal Enemies . . . Larry the Expert Swordsman, Larry Less Expert at Romance.

SELLING ANGLES: **"The Return of October"**

One of the pivotal characters is a horse who, the heroine Terry Moore believes, is her "Uncle Willie" come back to life. Attention-getting street ballyhoo could be built around an animated "horse" which would talk to pedestrians. Emphasize in your campaign that Miss Moore is considered one of the "finds" of the new season. Prepare teaser tack-cards with a portrait of James Gleason and copy such as: "This is Uncle Willie. Which is he—man or horse?" Offer free or reduced admissions to persons proving they were born in October.

CATCHLINES:

Here's the Strange, Hilarious Story of Uncle Willie . . . The Gayest Ghost You Ever Heard Of . . . Did He Return on a Phantom Furlough . . . For a Haunt-to-Heart Talk . . . With a Lazy Racehorse?

Spooking of Laughs . . . It's Positively a Scream the Way Uncle Willie Can Make People Roar . . . Especially People Like You . . . The Jolliest Ghost You've Ever Known . . . Is Coming to Lift Your Spirits.

SELLING ANGLES **"The Untamed Breed"**

As an action picture, this can be exploited from both the wild stallion angle and the Brahma bull. Use stills showing how one is used to tame the other. Work up interest in the picture as one showing how Brahma cattle came into general use in many parts of the country. Ask stockmen for comments on their qualities which can be run in local papers in agricultural sections. Play up Sonny Tufts for the romantic appeal and advertise the scenic shots of western locales in color.

CATCHLINES

Wild Brahma Bull on the Rampage . . . A Cowboy Determined to Corral Him . . . It Took a Wild Stallion to Hold the Brahma Bull—and a Texas Cowboy to Tame Them Both . . . Taming One Woman Was Too Much for the Bull-and-Stallion Tamer.

Thrills, Action and Rough Comedy, With a Girl Adding Romance and Charm . . . Daring Action Thriller That Shows Men With Passions and Animals Fighting Against Them . . . The West You Thirll to, With Action Rampant on Its Hills.

SELLING ANGLES: **"The Paleface"**

Bob Hope portrays a character known as "Painless Peter Potter," a correspondence school dentist. Make up gag window cards and throwsheets with copy such as: "As a dentist, Hope is hopeless—but he extracts laugh after laugh in 'The Paleface!'" Dress a husky youngster as an Indian, complete with tomahawk, for street ballyhoo, with a placard reading: "Bob Hope's 'Paleface' will be even paler when I catch up with him." New twist: A lobby laugh meter marked "Out of Order—overworked by Bob Hope."

CATCHLINES:

It's All Hope . . . And a Smile Wide . . . At His Slap-Happy Best in a Rib-Wrecking Story of the Old West . . . The Laughs Will Rock You Right Out of Your Seat . . . When He and "Calamity Jane" Russell Start Pitching Woo . . . And Bullets.

"Calamity Jane" Russell Can't Say Nope to Hope . . . He's the Mirth of a Nation in a Howling Hit . . . About the Days When the West Was Rugged . . . And Hope Was Run Ragged . . . By a Gal With a Gleam in Her Eye.

SELLING ANGLES: **"The Red Shoes"**

As this has class, instead of mass, appeal, the selling campaign must be aimed at ballet enthusiasts, whose number has increased tremendously in big cities in the past few years, and to art theatre patrons. Circularize ballet schools for half-price tickets for students. Make tieups with book stores for displays of ballet and dance books and record stores for albums of "Swan Lake" and other ballet works. Shoe shops might display women's red shoes with stills from the picture.

CATCHLINES:

Her Dancing Feet Brought Her Fame But Wrecked Her Romance . . . The Story Behind the Lives of the Stars and Producers of the Ballet World . . . Hans Christian Andersen's Famous Legend Leaps to Life on the Screen.

A Technicolor Classic of Astounding Beauty and Poignance . . . Breathtaking Beauty, Soul-Stirring Drama, Imaginative Dance Creations . . . Gorgeous Colors on a Rich Tapestry of the Ballet World.

SELLING ANGLES: **"Disaster"**

A sequence herein parallels the true story of several years ago when an airplane crashed into New York's Empire State building. Go back through newspaper files for headlines and photos of that event, blowing them up to tie in with your advertising campaign. Scour the community for members of dangerous occupations including steeplejacks, dynamiters, highballing truckers, etc., and arrange a special screening of the picture for them. A local newspaper should go for a feature story on such a showing.

CATCHLINES:

It's Action-Loaded for Thrills . . . It's Adventure-Loaded for Romance . . . The Tense, Terrific Story of Daring Men Who Thrive on Danger . . . Where Ricking Their Lives Is Just Part of the Job.

Action That Rocks the Screen . . . Thrills to Top Anything You've Ever Experienced Before . . . The Adventure-Packed Tale of the Most Dangerous Job in the World . . . Where a Split Second Can Mean the Difference Between Life and Death.

SELLING ANGLES: **"Ruy Blas"**

Jean Marais, who starred in "Carmen," "Beauty and the Beast" and "The Eternal Return," all outstanding French films, and Danielle Darrieux, who co-starred with Charles Boyer in "Mayerling," are popular with art theatre patrons. Miss Darrieux also starred in a Hollywood film, "The Rage of Paris." Jean Cocteau, who produced the film, is also a name in art houses. Make a tieup with book stores for window displays of "Ruy Blas" and other Victor Hugo works.

CATCHLINES:

Jean Cocteau's Brilliant Adaptation of Victor Hugo's Immortal Romance . . . Nobleman and Bandit, Both Loved the Same Beautiful Queen . . . Danielle Darrieux Returns to the Screen in a Tempestuous Drama of 17th Century Intrigue.

Destiny Changes a Penniless Student Into the Queen's Adviser—and Lover . . . A Thrilling Adventure by the Author of "Les Miserables" and "The Hunchback of Notre Dame" . . . Victor Hugo's Masterpiece of Romance and Adventure.

RATES: 10c per word, minimum $1.00, cash with copy. Four insertions for price of three.
CLOSING DATE: Monday noon preceding publication date. Send copy and answers to Box Numbers to BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo.

CLEARING HOUSE

GENERAL EQUIPMENT—USED

Take a trip to SOS. Save your expenses and see New York. Dual Simplex Acme Arc sound projector outfit, complete, $1,495; two unit Goldseal ticket machines, rebuilt, $139.50; Simplex rear shutter mechanisms, excellent, $195; other Simplexes from $69.50; Dual DeVry ESF 2,000 ft. with amplifier, speaker, $595; Holmes, $667.50; DeVry theatre projection outfits with low intensity lamps, $1,995; with 1KW arcs, $2,495; arclamps, rectifiers and generators at a sacrifice. Tell us what you want. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

We defy competition! Here's proof. Century mechanisms, like new, $750 pr.; RCA soundheads, belt driven, with motors, rebuilt, $150 pr.; Ashcraft 65 amp. lamphouses, 14 in. reflectors, rebuilt, $425 pr.; DeVry XD projectors, rebuilt and complete, $745 pr.; Spring seats, $2.50; complete booth equipment Simplex rear shutter projectors, Peerless lamphouses, rectifiers, RCA sound system, lenses, etc., excellent condition, a steal at only $975. Star Cinema Supply, 459 W. 46th St., New York 19.

Variable speed pulley for your fans, air deflectors, blowers, air washers. New and used. Southernair. P. O. Box 838, Atlanta, Ga.

RCA PG-70, sound equipment for Simplex. Good condition, $395. Write for list of other good used equipment. Akron Theatre Supply Co., Akron, O.

For Sale: Pair 1948 DeVry 35mm portable sound projectors, complete. Used one month. $975 cash. State Amusement Co., Metz, W. Va.

Fifty Million candlepower searchlight and 6 cylinder 90 hp. marine engine power plant, complete, like new. Mounted on trailers with good tires. Swell for exploitation. For quick sale cheap. Park Theatre, Waynesville, N. C.

Two complete sets of Simplex Acme projectors, Mazda lights, pedestals, 2,000 ft. magazine, amplifier and all accessories. $550 per set. One brand new set of Holmes portable projectors complete with stands and all accessories. List price $1,560, net $1,010. Wire, write or phone Delta Theatre Supply, 214 South Liberty St., New Orleans, La. Phone Raymond 5772.

Two 35mm portable projectors with sound. Wurlitzer commercial record player. All in good condition. Arrington Theatre, New Haven, Ind.

Fine pair late model Simplex with rear shutters, double bearing movements, Ultraphone sound system, completely overhauled. Also 650 fine used spring upholstered opera chairs in first class condition. Write for latest catalog. Movie Supply Co., 1318 S. Wabash Ave., Chicago 5, Ill.

Pair Powers heads, 6B bases, upper and lower magazines, Ultraphone soundheads, Motiograph low lamps, Kni-tron 30 amp. portable rectifiers. Reasonable. Frank Winters, Bradford, Ill.

A pair of used, reconditioned Strong Jr. arc lamps with low intensity rectifiers, $175. Ger-Bar, Inc., 442 N. Illinois St., Indianapolis, Ind.

A pair of Motiograph low intensity arc lamps complete with conversion and 10¼ in. reflectors in good operating condition, a real bargain at $60. Ger-Bar, Inc., 442 N. Illinois St., Indianapolis, Ind.

For Sale: Complete theatre equipment including 800 cushion seats, Western Electric sound system, Simplex projectors, Magnarc high intensity lamps, Hertner 50 amp. motor generator. Good condition. Available now. Selected Theatres Co., 507 Film Bldg., Cleveland, Ohio.

DRIVE-IN THEATRE EQUIPMENT

The great outdoors means great profits. Complete sound projection outfits, $1,995 up; new 500W Western Electric booster amplifiers, $650; new dual in-car speakers with junction box and transformer, $19.95; new driveway entrance and exit signs, illuminated, $18.75; burial cable, 7½c ft.; special four conductor neoprene cable, 6c ft.; Super Snaplite fl. 9 lenses increase light 25%, from $150; 40 in. weatherproof reflex horns complete, $39.75. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

In-a-car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336, Cambridge, Ohio.

Bingo die-cut cards, 75 or 100 number, $3 per M. Screen dial $20. Premium Prod., 351 W. 44th St., New York 18, N. Y.

GENERAL EQUIPMENT—NEW

Poster Cases. Stainless steel or extruded aluminum poster cases, illuminated or non-illuminated. Available in all sizes. Prompt delivery. Poblocki and Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

In-a-Car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

Phillips safety carbon savers. Ask your theatre supply dealer, or write Phillips, Box 788, Charleston 23, W. Va.

Junction box covers of waterproof material to fit most sound systems, 15c ea. At your dealer or send for complete information. Ringold Theatre Equipment Co., Grand Rapids 2, Mich.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Arizona, New Mexico, west Texas. Able pay for decent value, regardless size. Guaranteed confidential. Boxoffice, A-3179.

Experienced exhibitor wishes to buy or lease theatre in small town over 1,500 population within 100 miles radius of Chicago. Exhibitor, 9945 Winston Ave., Chicago, Ill.

Wanted to buy or lease colored theatres. What have you? All replies considered and held strictly confidential. Boxoffice, A-3180.

Experienced showman wants to buy or lease theatre in Los Angeles area either city or small town. Give complete details. Boxoffice, A-3181.

HELP WANTED

Experienced projectionist for operating and general maintenance. Permanent. Give full details. Osage Theatre, Osage, Iowa.

Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Manager, with experience, able to convert former Burlesque theatre into downtown movie house. Located Ohio city over 300,000. Lifetime opportunity for active promoter. Full compensation. Boxoffice, A-3174.

Wanted: Experienced manager, good situation. Include photo, qualifications, salary expected first letter. Located in Illinois. Boxoffice, A-3192.

Wanted: Operator. Seven days a week. Permanent job for right man. Palace Theatre, Boise City, Okla.

Excellent opportunity for theatre manager with good background and personality. Write all details and give three references and enclose photograph with first letter. Dickinson Theatres, Mission, Kas.

Wanted: Projectionists. Must be sober and reliable. Brenkert lamps, Simplex machines. Seven nights, one matinee weekly. State salary desired. Harper Theatre, Harper, Kas.

POSITIONS WANTED

A-1 projectionist, repairs, signs, displays. Veteran. M. P. Foster, 1126 17th St., Denver, Colo.

Theatre manager. Capable, dependable, experienced in all phases of theatre. Complete knowledge, reports, inventories, booking, publicity. At liberty October 22. Best of references, sober, reliable. Go anywhere. Boxoffice, A-3190.

Capable, industrious man desires position with progressive organization. Sixteen years experience advertising, ballyhoo, publicity. Boxoffice, A-3193.

Broadway showman seeking supervisory or managerial position. Prefer rural northeast. Partnership possibilities later. Box 101, Boxoffice, 9 Rockefeller Plaza, New York City.

Manager now co-managing 2,400 stage and screen house. Excellent references, experience in all phases of operation. Active promoter, family man, ex-marine, age 27. Eight years experience New York City, small southern circuit and independent. Boxoffice, A-3194.

THEATRES FOR SALE

Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Drive-in theatres in southwest. "Joe" Joseph, 2409 Sunset, Dallas.

One owner, first time advertised. Immediate sale of first run, fully modern theatre and modern five-room apartment. Latest equipment; $500 to $600 profit monthly. Strictly fireproof. Central Indiana. 10,000 pulling power, $20,000 will handle. Death takes me to other interest. L. G. Ricketts, Elnora Theatre, Elnora, Ind.

Central Arizona. Two theatres located in small towns only three miles apart. Also one weekly run house in nearby farming community. Excellent opportunity for man and wife or partners. Ideal climate. Cash to handle. Boxoffice, A-3167.

Drive-in theatre. Located in popular summer resort area in central California. Seasonally operated. 325-car capacity. Refreshment room grosses 35% of boxoffice net after taxes. Sale price includes clear title to 6½ acres of land, also franchise under Hollingshead Patent. Exceptionally good net return on investment. For particulars and photographs write Boxoffice, A-3169.

For colored exhibitors only. Colored theatre Arkansas cotton town. White owner can't make it pay. Write for details, Boxoffice, A-3177.

High, dry, warm climate. Small southwest Texas county seat. Owner states $100 week profit subject closest check. $9,000. Terms. Leak, 3422 Kinmore, Dallas.

Experienced Showman please. Modern suburban, 600 seats, South's nicest city. Genuine opportunity for know-how. Disregard unless can personally investigate. $16,000 handles. Boxoffice, A-3178.

For Sale: Closing out small theatre in November. 230 good seats, Walker screen, carpet, also other items. Call, write, or come see. E. G. Gannon, Avalon Theatre, Schuyler, Neb.

For Sale: An open-air theatre in city of 25,000 population, 250-car capacity. Space for additional 82 cars. Excellent business. Reasonable. Wilson-Moore Enterprises, P. O. Box 2034, Atlanta, Ga.

South Dakota, southeast new booth, 250 cushion, good building included. Payout under three years per owner. Leak, 1109 Orchardlane, Des Moines, Ia.

De luxe suburban Iowa college town. Owner operator, finest, illness. $25,000. Leak, 1109 Orchardlane, Des Moines. Others midwest.

Western Iowa, 1,000. Owner prosperous, buying larger. Building included. $22,000, terms. Leak, 1109 Orchardlane, Des Moines. Others midwest.

Western Kansas wheat town. Building included, $9,000 down. Leak, 3422 Kinmore, Dallas.

500-seat "Grind" central Texas, 50,000. For experienced showman. $9,000 down. Leak, 3422 Kinmore, Dallas.

Only show west Texas 2,500. 500 seats. $50 day profit per owner. $35,000 down. Leak, 3422 Kinmore, Dallas.

Ozark resort, $1,000,000 project. New cottage, theatre building included, $6,000 down. Leak, 3422 Kinmore, Dallas.

Owner living in distant state. Excellent DeVry and over 200 spring seats, etc. Rent $30 month. No competition. Large Pacific Woolen Mills building. See projectionist Erby on premises, Drakes Branch, Virginia. Do not write. First $5,750 total prices takes.

Theatre, 1,200 population, 320 seats, Simplex. Bargain for cash. Might lease, money in advance. No shoppers. Melba Theatres, Melvin, Texas.

For Rent: Downtown theatre, major Ohio city over 350,000. About 800 seats. Fully equipped for stage acts, films and sound. $1,000 per month and maintenance. Big money-maker. Wonderful opportunity. Boxoffice, A-3195.

Missouri theatre, 250 seats, Powers equipment. Drawing area 5,000. Splendid for retired couple. Long lease. $5,000, $3,000 cash. Boxoffice, A-3196.

We have quite a few theatres for sale in Mississippi, Arkansas, Tennessee and Missouri. These theatres range in price from $10,000 to $100,000. All of them will show you a safe and excellent income. These theatres can be purchased with a reasonable cash payment and on terms. Theatres are located in towns of from 1,000 to 10,000 population. Write us for details. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

For Sale: Complete theatre equipment and lease on new $18,000 building. Everything brand new, having been used since April 1. Most of equipment is Simplex. Price of equipment is $11,000 which is actual cost. Rent on building is $20 week. $8,000 down, balance on monthly payments. This theatre is grossing $350 week. Write Brox Theatre, Broxton, Ga.

THEATRES FOR SALE (Cont'd)

For Sale: Beautiful theatre in small Ohio town. Only theatre, excellent opportunity. $25,000 required to handle. Deal direct with owner. Boxoffice, A-3197.

For Sale: Newly completed theatre. Most up-to-date equipment. Doing $800 weekly business. Six miles from Vancouver. Apply the Texas Hotel, Langley Prairie, B. C.

Theatres: Bells, Texas, $8,200. Coolidge, Texas, $8,000 down. Emory, Texas, $8,000 down. Henrietta, Texas, $75,000. Duke, Oklahoma, $22,000. Drive-in, Corsicana, Texas, $27,500. Many others. We hide nothing. Write "Joe" Joseph, 2409 Sunset, Dallas, Texas.

700-car Drive-In theatre. Attractive snack bar 50 ft. long. Beautiful screen tower. Newest sound and projection equipment. Located in northern Indiana. 70,000 population in five-mile radius. 27 acres of land. Doing fine business. Price $200,000. Boxoffice, A-3198.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

Rebuilt Reynolds blower 10,000 cfm. New variable speed drive, new belt, new bearings, new paint, $100. Reynolds Manufacturing Co., 412 Prospect N. E., Grand Rapids, Mich.

REAL ESTATE

Zoned commercial. Exclusive Chicago neighborhood. Lot 200 ft. x 125 ft. Ideal for recreation center (theatre, etc.) Owner. Boxoffice A-3166.

POPCORN MACHINES

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

Burch, Manley, Cretors, Advance, all electric french fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

Sale: Ten latest Manleys, some new. Make offer. Would give them away but my wife won't let me. Pop Klinkel, Albion, Mich.

Popcorn machine, Cretors Junior floor model See it in action Vic Theatre, Viola, Illinois. $150 takes it.

POPCORN SUPPLIES

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Bee Hive for '48 is the best ever! Blevins not only gives you best popcorn but saves you money on all seasoning, bags, boxes, etc. Blevins Popcorn Co., Nashville, Tenn.

Attractively printed popcorn cartons for sale 10c size, $6 M; 25c size, $17.50 M. Fabian Kontney, 609 N. Ashland, Green Bay, Wis.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

MISCELLANEOUS

Space to sublet: Main floor location, ample room for displays. Suitable for popcorn and premium representative. Phone and secretary available. Apply John Walsh, Mgr., Albert Dezel, Inc., 3206 Olive St., St. Louis, Mo.

For theatre staffs, drive-ins, clubs, etc., name and emblem design on popular useful "T" shirts. $11 per dozen. State sizes and color. Remit check or specify C.O.D. Sportswear of America, Box 566B, So. Fallsburg, N. Y.

MORE CLASSIFIED ON PAGE 42

KEEP POSTING!



THE Film DAILY

Along the RIALTO

with PHIL M. DALY

NSS Tackles a Timely Job

● ● ● FOR REASONS that are understandable, no company in film biz today is more attuned to showmanship and the box office miracles it can work than National Screen Service. . . . So it is not suprising that the company so ably headed by Herman Robbins in formulating its plans for the George Dembow Tribute drive, (which incidentally gets underway today), has keyed it to the premise that showmanship is just as necessary to BETTER business as it was originally to BUILD show business. . . . Nor is it surprising that, in line with that approach, NSS has instructed its salesmen in calling upon exhibs. not to confine their showmanship talks to the use of the company's materials. . . . Increased newspaper space, spot radio announcements, and other media will be propagated as well. . . . Yet the fact that it is not surprising that NSS has so elected, detracts not one iota from its uniqueness. . . . If there's a precedent for it, indeed, Phil M doesn't recollect it as these lines take shape on the trusty Underwood.

▼ ▼ ▼

● ● ● THAT THE POLICY thus adopted is sagacious, constructive and most sensible goes without saying. . . . And if there could be a wider adoption of the same, from time to time, the industry would be the healthier for it. . . . Sure, this is a highly competitive business, always will be. . . . But by the same token there's also a strong underlying "one-for-all-and-all-for-one" strain. . . . Every good pic makes a general industry as well as a specific company contribution. . . . Every good campaign ditto. . . . And when NSS goes out to "talk up" not only its own wares but the effective employment of all showmanship agencies, it is doing a magnificent-and-timely-job in kind. . . . For that, a doff and flourish of Phil M's chapeau to Br'r Robbins and to the company's vice-president in charge of sales, George F. Dembow, honored by the drive.

▼ ▼ ▼

● ● ● IF TRENDS interest you, by the way, you might give a thought to this: . . . From the NSS standpoint, in the current Dembow Tribute, concentration is on away-from-theater type of advertising to "bring 'em back alive" to the ol' box office. . . . Posting of 24 sheets, six sheets and three sheets, to take advantage of renewed motoring will get heavy attention. . . . Ditto the use of window cards, heralds and other away-from-theater items.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

TOTAL NET PAID CIRCULATION OF THIS ISSUE EXCEEDS 23,000

The Pulse of the Motion Picture Industry

BOXOFFICE

In Modification of Its Decree Court Holds Ascap Can't Sue If Exhibitor Withholds Fees

Page 8

Report on SMPE Convention

Page 9

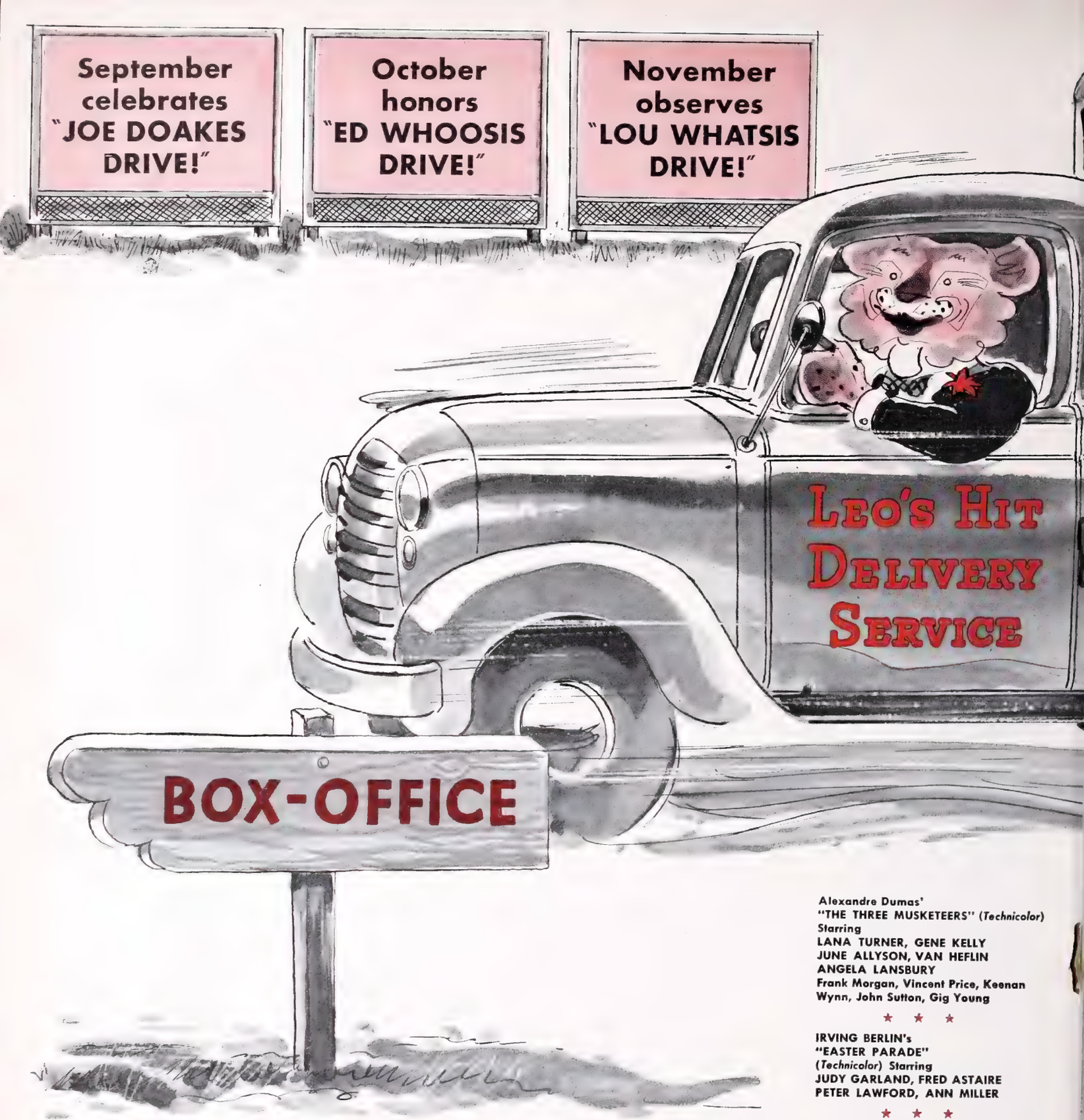
COVER STORY: Independent Producers Varying Their Distributor Relationships

Page 16



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

OCTOBER 30, 1948



EVERY MONTH IS M-G-M MONTH!

Alexandre Dumas'
"THE THREE MUSKETEERS" (*Technicolor*)
Starring
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan Wynn, John Sutton, Gig Young

★ ★ ★

IRVING BERLIN'S
"EASTER PARADE"
(*Technicolor*) Starring
JUDY GARLAND, FRED ASTAIRE
PETER LAWFORD, ANN MILLER

★ ★ ★

JOHN GARFIELD in
The Roberts Production of
"FORCE OF EVIL"
with Thomas Gomez and Marie Windsor
And Introducing BEATRICE PEARSON

★ ★ ★

"HILLS OF HOME" (*Technicolor*)
Starring
EDMUND GWENN, DONALD CRISP
TOM DRAKE, JANET LEIGH
and LASSIE

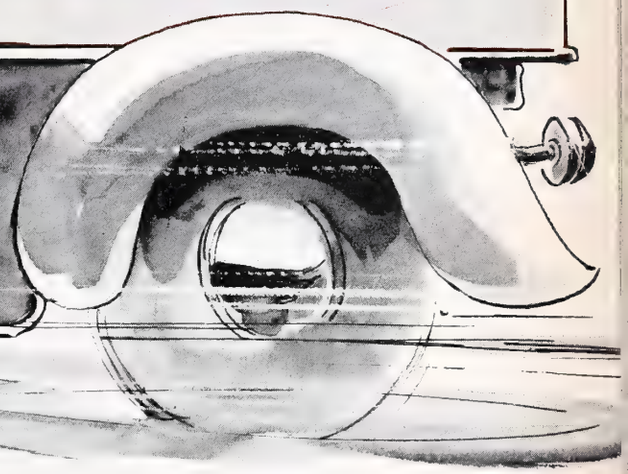
★ ★ ★

"THE SECRET LAND" (*Technicolor*)
Starring
MEN AND SHIPS
Of The U. S. NAVY
Narration By
Comdr. ROBERT MONTGOMERY, U.S.N.R.
Lt. ROBERT TAYLOR, U.S.N.R.
Lt. VAN HEFLIN, A.A.F. (Ret.)

M·G·M's ONLY DRIVE!

And It's All Year 'Round!

"THREE MUSKETEERS" WOW!
BREAKS EVERY RECORD AT
LOEW'S STATE, N. Y. PREMIERE!



GREER GARSON, WALTER PIDGEON
in "JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel
Bruce, Mary Boland, Reginald Owen

★ ★ ★

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak
Edward Arnold in
"COMMAND DECISION"
with Marshall Thompson, Richard Quine
Cameron Mitchell, Clinton Sundberg
Ray Collins

★ ★ ★

FRANK SINATRA
ESTHER WILLIAMS, GENE KELLY in
"TAKE ME OUT TO THE BALL GAME"
(Technicolor)
with Betty Garrett
Edward Arnold, Jules Munshin

★ ★ ★

ESTHER WILLIAMS, PETER LAWFORD
RICARDO MONTALBAN
JIMMY DURANTE, CYD CHARISSE
XAVIER CUGAT in "ON AN ISLAND
WITH YOU" *(Technicolor)*

★ ★ ★

SPENCER TRACY
KATHARINE HEPBURN
VAN JOHNSON
Angela Lansbury
Adolphe Menjou, Lewis Stone
in FRANK CAPRA's
"STATE OF THE UNION"

FRED ASTAIRE, GINGER ROGERS in
"THE BARKLEYS OF BROADWAY"
(Technicolor)
with Oscar Levant, Billie Burke
Gale Robbins, Jacques Francois

★ ★ ★

John Ford's
"3 GODFATHERS" *(Technicolor)*
Presented by John Ford & Merian C. Cooper
Starring
JOHN WAYNE, PEDRO ARMENDARIZ
And Introducing HARRY CAREY, Jr.
with Ward Bond, Mae Marsh
Jane Darwell, Ben Johnson

★ ★ ★

SPENCER TRACY
DEBORAH KERR
in "EDWARD, MY SON"
with Ian Hunter

★ ★ ★

"SUN IN THE MORNING"
(Technicolor) Starring
JEANETTE MacDONALD
LLOYD NOLAN, CLAUDE JARMAN, Jr.
and LASSIE
with Lewis Stone, Percy Kilbride

★ ★ ★

"A DATE WITH JUDY"
(Technicolor)
Starring WALLACE BERRY
JANE POWELL, ELIZABETH TAYLOR
CARMEN MIRANDA, XAVIER CUGAT
ROBERT STACK

ROBERT TAYLOR
AVA GARDNER
CHARLES LAUGHTON
VINCENT PRICE
JOHN HODIAK in
"THE BRIBE"

★ ★ ★

"ACT OF VIOLENCE"
Starring
VAN HEFLIN, ROBERT RYAN
with Janet Leigh, Mary Astor
Phyllis Thaxter

★ ★ ★

RED SKELTON, BRIAN DONLEVY
in "A SOUTHERN YANKEE"
Arlene Dahl, George Coulouris
Lloyd Gough, John Ireland
Minor Watson

★ ★ ★

MONTGOMERY CLIFT, ALINE MacMAHON
JARMILA NOVOTNA
in "THE SEARCH" with Wendell Corey
and Ivan Jandl

★ ★ ★

"WORDS AND MUSIC" *(Technicolor)*
Starring
JUNE ALLYSON, PERRY COMO
JUDY GARLAND, LENA HORNE
GENE KELLY, MICKEY ROONEY
ANN SOTHERN with Tom Drake
Cyd Charisse, Betty Garrett, Janet Leigh
Marshall Thompson, Mel Torme, Vera-Ellen

"LUXURY LINER"
(Technicolor) Starring
GEORGE BRENT, JANE POWELL
LAURITZ MELCHIOR, FRANCES GIFFORD
MARINA KOSHETZ, XAVIER CUGAT

★ ★ ★

FRANK SINATRA, KATHRYN GRAYSON
in "THE KISSING BANDIT" *(Technicolor)*
J. Carrol Naish, Mildred Natwick
Mikhail Rasumny, Billy Gilbert
Sono Osato • With Dance Specialties By
Ricardo Montalban, Ann Miller, Cyd Charisse

★ ★ ★

CLARK GABLE, LANA TURNER
Anne Baxter, John Hodiak
in "HOMECOMING"
Ray Collins, Gladys Cooper
Cameron Mitchell

★ ★ ★

DANA ANDREWS, LILLI PALMER
and LOUIS JOURDAN in
"NO MINOR VICES"
with Jane Wyatt

★ ★ ★

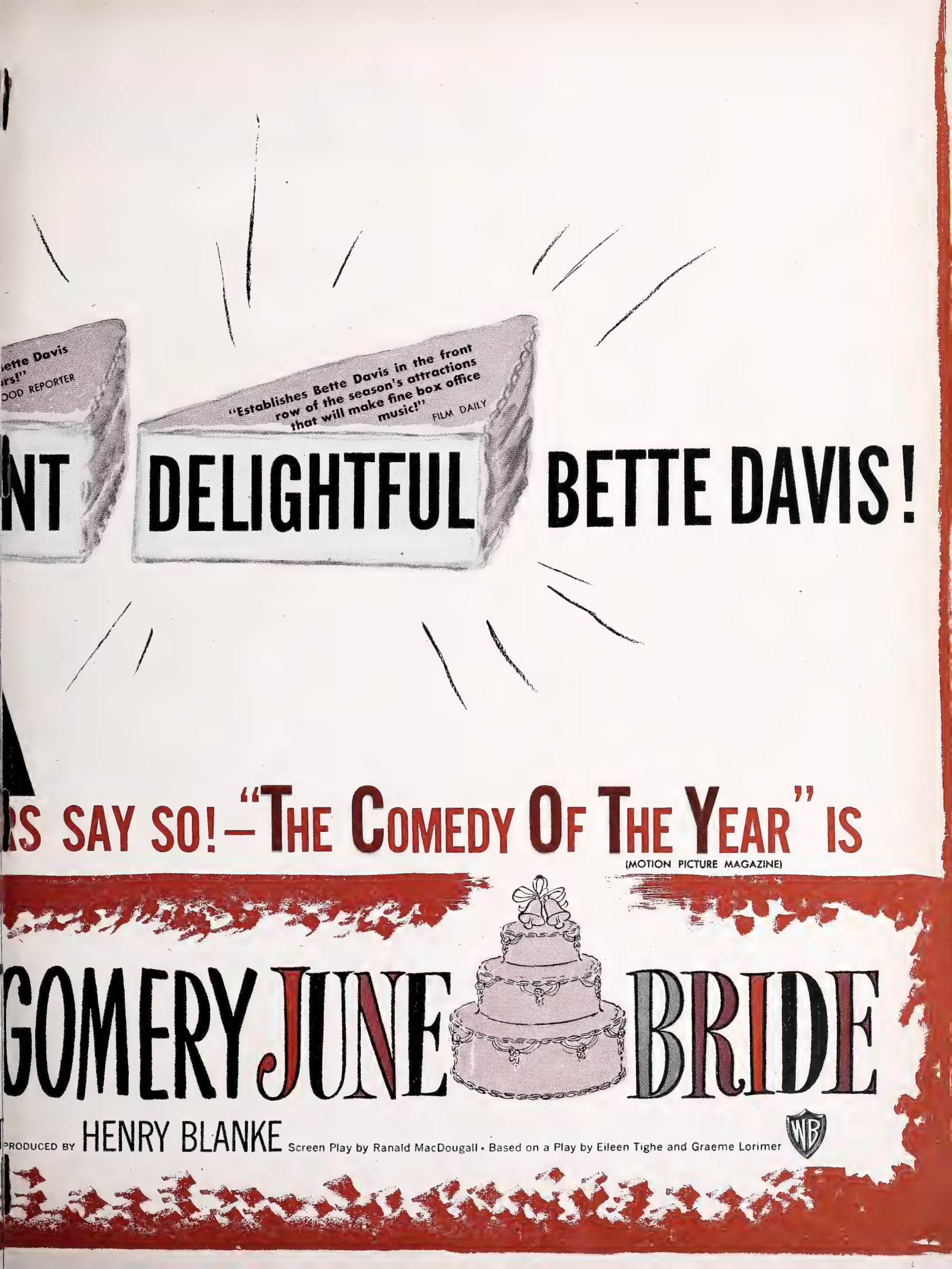
"LITTLE WOMEN" *(Technicolor)*
Starring
JUNE ALLYSON, PETER LAWFORD
MARGARET O'BRIEN, ELIZABETH TAYLOR
JANET LEIGH, ROSSANO BRAZZI
MARY ASTOR with Lucile Watson
C. Aubrey Smith, Harry Davenport



THE TRADE PRESS SAYS SO! THE PREVIEWE

BETTE DAVIS ★ ROBERT MONT

WITH FAY BAINTER BETTY LYNN TOM TULLY DIRECTED BY BRETAIGNE WINDUST


ette Davis
irs!"
OOD REPORTER
"Establishes Bette Davis in the front row of the season's attractions that will make fine box office music!"
FILM DAILY
NT DELIGHTFUL BETTE DAVIS!
RS SAY SO!—"THE COMEDY OF THE YEAR" IS
(MOTION PICTURE MAGAZINE)
GOMERY JUNE BRIDE
PRODUCED BY HENRY BLANKE Screen Play by Ranald MacDougall • Based on a Play by Eileen Tighe and Graeme Lorimer
WB

THE NATIONAL FILM WEEKLY

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OCTOBER 16, 1948

BOXOFFICE

THERE'S WORK TO DO!

THE PHRASE "local level" has been coming up in news reports for the past year or more. It has been used variously but with particular emphasis as concerns public relations and taxation. Seemingly the "discovery" has been made that exhibitors—locally—are part of the national picture. And whereas, heretofore, efforts to combat tax legislation have been conducted at the so-called "top" or national level, there has developed considerable feeling that the job can be better done from out in the country. The same goes for public relations.

There is further realization that all factors in the industry must work together; that the efforts in the field must be coordinated with those carried on from New York and Hollywood; that each hand must know what the other is doing, thus to avoid working at cross purposes. That applies especially to public relations.

As for taxation, the local effort has become increasingly important. Even in the instance of the federal admissions tax the work done by national representatives in Washington must be heavily supported by individual effort on the home fronts. That means not only must the usual handful of active local exhibitor leaders bear the brunt of the work, but that every man on his own ground must take active part.

Further, it is most desirable that an interchange of information be carried on between all exhibitor factors, both local and national, thus providing a clearing house that will have a helpful guidance value. This is being done to a degree, but it needs to be expanded. With state legislatures scheduled to meet shortly it is not too early to plan ways and means of fending tax bills that will be introduced.

In this regard it is well to remind that the industry is in for a greatly increased volume of local tax and licensing measures; that municipalities are more and more directing their efforts at what they inform one another through pamphlets is a "soft touch"—the amusement business. That generalization draws in the motion picture theatre in larger communities, and it is vulnerable as the biggest target. In towns where the theatre is virtually the only place of amusement, there is no question that ticket tax levies in addition to heavy license fees are discriminatory.

Here, then, is a real local level job in which every exhibitor must look after his own interests. And as to how he might best do that job was suggested by Henderson M. Richey, exhibitor relations head of MGM, in an address he delivered recently before a group of midwest exhibitors. He advised all exhibitors to open their doors at non-operating hours to schools, churches, civic activities, etc. And that exhibitors take a more active part

in civic affairs generally. "Here," he said, "is where a dividend in community service pays off. For I can tell you of scores of communities in a number of states where this devastating (local) taxation has been defeated because the theatre owners looked at their jobs in the community beyond the price of the theatre ticket sold at the boxoffice and who had the entree to the proper places to stop such local discrimination." That, truly, is a job that can be done only at the local level.

Another local level operation is the conciliation program that is shaping up, designed to handle intra-industry disputes with a minimum of time loss and at a minimum of expense. And, of course, to avert costly litigation. This effort is taking root in a number of exchange areas and holds promise of bringing about more harmonious relations between exhibitors and distributors.

There has, for some while now, been a more or less constant cry about a revival of old-fashioned showmanship and the finger has been pointed at Mr. John Q. Exhibitor charging him with failure to do his part. Of course, the war period when there was little, if any, need for even ordinary promotional efforts had an extreme effect in retarding work in this direction. Some habits and practices then came into being which might suitably be labeled, "Let George Do It." And, while there is wide recognition, and many growing evidences that not only old-fashioned, but new and better, showmanship is on the upswing, there still are far too many places where it is lying fallow.

The Number One job of the collective industry is SELLING PICTURES to the public. And, while it is largely a local-level job, the exhibitor, alone, cannot be charged with the complete responsibility. There is realization of this in production and distribution quarters and there is in progress a plan for implementing this program on an intensive and extensive base to assure its success. But there is danger of this selling job being pushed aside, if some of the pressures in BUYING are not removed.

This is not intended to minimize the importance of "buying right" or of the distributor getting the proper price for his product. But we feel that this phase of operation has been blinding in its effect on the business at large; that, if some means of lessening the strain of product purchase and its attendant after-headaches could be devised, there would be greater opportunity, perhaps greater incentive, to doing a better, a more proper job of SELLING THE PICTURE. Certainly, concentration of effort in this direction on the part of producer, distributor and exhibitor would not only serve to restore "lost" patronage but also develop many millions of new customers.

Ben Shlyen

Pulse Beats

New Ascap Decision Protects Exhibitors

Lawyers interpret ruling by Judge Leibell as protective cover for theatre owners who have stopped paying copyright fees to music society.

★

RKO's Toppers Are Reported Meeting on Theatre Deal

At west coast meeting, board is expected to reveal plan to separate company's wholly-owned theatres from other RKO operations; seen as move toward separate consent decree.

★

Schenectady Exhibitors Win Fight to Kill Ticket Tax

City council votes 3 per cent utility levy, 5 per cent tax on transient hotel guests, $25 tax on coin-operated machines, but defeats amusement tax proposal.

★

Selznick, Alexander Korda In Joint Film Production

Confer in New York on first of four pictures, first of which, "The Third Man," starring Joseph Cotten and Valli, will be made in Vienna, starting November 15.

★

Petrillo, Recording Firms Reach an Agreement

Companies agree to slight rise in royalties, but AFM drops claim for fees on records sold during ban; ask D of J to rule on legality of proposed pact.

★

Technicolor 1948 Profit Is Higher Than 1947

Net consolidated profit of $1,276,905.75 is reported after taxes on income and other charges for the nine months ended Sept. 30, 1948; last year the figure was $1,146,363.98.

★

RCA 9-Month Net Income Jumps Above Last Year

Profit of $15,128,783 compares with $12,233,758 for first nine months of 1947; total gross income for nine months of 1948 is $256,968,537, gain of $31,985,932 over 1947.

★

Motion Picture Engineers Honor Five Technicians

At SMPE meeting, major awards go to Nathan Levinson, Warners; Peter Mole, of Mole-Richardson Co.; J. S. Chandler, Donald Lyman, and Laurence Martin, of Eastman.

★

U.S. Sets 42 New Features For Germany Next Year

Marion F. Jordan of MPAA says Americans also will send 52 shorts; new rawstock allotment is made to ease present shortage and provide for increase.

ASCAP CAN'T SUE IF EXHIBITORS FAIL TO PAY FEES, COURT SAYS

But Court Will Not Divorce Performing Rights From Copyright Society

By WALTER WALDMAN

NEW YORK—U.S. District Court Judge Vincent Leibell has struck another hard blow at Ascap in a modified version of his July 19 decision.

The judge has dropped his original order directing Ascap to divest itself of public performing rights to music that has been recorded on film, and instead has replaced it with an order prohibiting Ascap and its members from enforcing these rights. This means that Ascap cannot collect performing rights fees from exhibitors and cannot sue an exhibitor who refuses to pay the fees on films now in circulation or production.

HOW DECISION WAS BASED

This major change was made October 27 in a new proposed decree based on criticisms submitted by Robert F. Patterson, special Ascap attorney, and by attorneys for SIMPP and RKO who presented an amicus curiae brief October 26. Milton C. Weisman, ITOA attorney, also had asked the court to bar suits for withheld fees.

Judge Leibell directed both sides to submit a concise proposed decree embodying these changes.

He also directed the ITOA to submit a decree including these injunctions. Ascap also may submit a proposed decree.

Leibell stated that he decided to substitute the injunctive provisions in place of the divestiture provisions for the following reasons: "1—There is the probability of disputes and litigation between copyright owners and others who might claim to be entitled to the performing rights, if Ascap were directed to divest itself of those rights. 2—Prolonged and detailed court supervision might be required to see that a divestiture provision of the decree was properly executed. 3—Doubt has been cast upon the court's power in a private suit under the antitrust laws to order divestiture even though the purpose of divestiture is to break up an illegal combination and monopoly along the lines of Ascap. 4—There are now two government suits pending against Ascap in the district court. The government itself may seek to have Ascap dissolved as an illegal combination and may require Ascap to divest itself of all the performing rights it has received from its members. The plaintiff (ITOA) may ask permission to intervene in these suits and seek additional and more sweeping remedies if the government does not do so."

LEIBELL'S JULY RULING

The reasons cited here were originally advanced by Robert P. Patterson, Ascap attorney.

Leibell also relied on arguments introduced by Milton G. Weisman, ITOA lawyer. He used several legal precedents cited by Weisman to show that the court has extensive powers in suits filed by private persons to break up illegal combinations and order them to act in accordance with the law. Among the cases cited were: Georgia vs. Pennsylvania R. R., Bigelow vs. RKO (Jackson Park case) and Goldman Theatre vs. Loew's.

He refused Ascap's motion to amend several findings and conclusions on the grounds that the evidence introduced during the March 1948 trial, demonstrated how Ascap's licensing agreements and articles of association violated the antitrust laws.

He modified a finding involving the status of Gustave Schirmer the publisher and another one regarding operatic and classical music in the public domain.

In his July 19 decision Leibell ruled that the plaintiffs were entitled to the following injunctive relief: "(a) Directing Ascap to divest itself with all reasonable speed of all rights of public performance for profit through the exhibition of motion picture films, or musical compositions which have been synchronized with motion picture films, and to assign said performance rights to the owners of the copyright of said musical compositions;

"(b) Restraining Ascap from obtaining the right of public performances of any musical composition synchronized with motion picture films when such musical composition is performed publicly for profit in conjunction with the exhibition of such motion picture films;

"(c) Restraining Ascap's members from refusing to grant to motion picture producers the right of public performance for profit through the exhibition of motion picture film, all musical compositions which they allow motion picture producers to synchronize with motion picture film;

"(d) Restraining Ascap's members from licensing, except to motion picture producers, the right of public performance for profit through the exhibition of motion picture films, or musical compositions synchronized with motion picture films;

"(e) Restraining Ascap and its members from conspiring with motion picture producers for the purposes of including a clause in contracts issued by producers to exhibitors directly or indirectly requiring exhibitors to obtain a license from Ascap as a condition to the exhibition of the licensed picture."

In its new version subdivision "a" now reads: "restraining Ascap from attempting, either directly or indirectly, to enforce the motion picture performing rights of any musical composition against anyone, as long as Ascap continues as an illegal combination and monopoly in violation of the antitrust laws; and restraining Ascap's members, while they continue as members of Ascap, from attempting, either directly or indirectly, to enforce against anyone the motion picture performing rights of any musical composition of which they have granted only the motion picture synchronization rights to the motion picture producer."

POINTS OF THE DECREE

This new injunction, together with the other four carried over from the original decision, are to be the proposed decree that Leibell has asked from ITOA. The decree "should be clear and concise and adjudicate only the basic questions on which the right to injunctive relief depends," he said. The judge then added "the provisions should be limited to those set forth in conclusion of the law XXVII a-e as amended and as originally filed."

Leibell rejected Ascap's request to eliminate these injunctions. He said they were designed to "strike down" the means by which Ascap and the producers were able to separate the performing and synchronization rights and compel the exhibitor to get these rights from Ascap.

Leibell said the injunctions will protect the 160 exhibitor plaintiffs and also will protect producers that have no music publishing interests.

He referred to the amicus curiae brief filed October 26 by RKO and SIMPP. He said the amended version of the injunction will give them all they ask for.

Leibell will hold additional hearings on a proposed decree, if necessary.

APPEALS ARE INDICATED

Ascap directors and attorneys went into conference Thursday (28) in an attempt to reach an agreement on further suggestions to the court, and it was indicated strongly that an appeal will be filed. Weisman said the ITOA would appeal because the court refused to grant damages which he claims have been suffered by his clients.

Nobody will venture a guess on how long this case will stay in court on appeal, or whether the Department of Justice will act in the other two cases now pending.

Seven High Points Listed In Ascap Decision

1—Ascap will be permitted to retain performing rights to music synchronized on film already made or being made.

2—Ascap and its members will not be allowed to enforce these rights—demand payment or sue for non-payments on films already made.

3—Ascap is barred from obtaining new rights to public performance of music synchronized on film.

4—Ascap members are restrained from refusing to grant film producers the right to public performance of music synchronized on film.

5—Ascap members are restrained from licensing, except to motion picture producers, the right of public performance of music synchronized on film.

6—Ascap and its members are enjoined from conspiring with producers to compel exhibitors to obtain public performance rights from Ascap as part of sales contract.

7—ITOA is directed to submit a proposed decree based on the above injunctions.

RUSSIA IN NEED OF U. S. FILMS, JOHNSTON TELLS SMPE MEETING

MPAA Chief Says Soviet Doesn't Have Sufficient Productions of Own

WASHINGTON—The Russians want our pictures because they don't have enough of their own, Eric Johnston, president of the Motion Picture Ass'n of America, told the Society of Motion Picture Engineers at its semi-annual convention here this week. Johnston said that although the Russians have studios in 12 cities, they turned out only 87 features last year—compared to the 400 U.S. features made in Hollywood during the same period.



Earl Sponable

The MPAA president also revealed that his trip to Moscow to sell American pictures had not been entirely on his own initiative. He said he had been asked to make the attempt by our ambassador to Moscow, W. Bedell Smith. Not only Smith, but also George Marshall, secretary of state, and other top officials were "sold" on the value of films as a force for world peace and understanding, he said.

SPONABLE ELECTED HEAD

Even more convinced of the important role pictures can play, Johnston added, are the countries within the Soviet orbit. Here there are government film directors with cabinet status.

The SMPE convention drew many top film personalities and leaders in the technical production of motion pictures. One of the pioneers in sound, Earl Sponable, director of research for 20th Century-Fox, was elected president, to take office in January. Others elected were Peter Mole, of Mole-Richardson, executive vice-president; Clyde Keith of Western Electric, editorial vice-president; William C. Kunzmann of National Carbon, convention vice-president; and Robert Corbin of Eastman, secretary. Keith and Kunzmann are holdovers.

FIVE NEW BOARD MEMBERS

New members elected to the board were Norwood Simmons of Eastman, K. F. Morgan of ERPI and Sidney Solow of Consolidated Film Industries, from the west coast, and Herbert Barnett of GPEC and Frederick T. Bowditch of National Carbon from the east coast.

Television, three-dimensional films, theatre hygiene, "visible music," and new developments in projection and sound were among the topics discussed by the experts in their five-day session at the Hotel Statler.

Capsule digests of some of the important papers follow:

PROJECTION: A new lightweight 16mm projector to provide quality operation at low cost was presented by Franz Talley of the Connecticut Telephone and Electric Co. Among the design features are elimination of precision tolerances other than in highly critical areas, individual unit design which permits assembly by relatively unskilled operators, and reduction of the over-all number of component parts. Unit construction also simplifies the problem of repair.



Eric Johnston, president of the MPAA, chats with members of the SMPE and other guests preceding the opening luncheon of the society's semi-annual convention, at which he was the principal speaker. Left to right: Nathan D. Golden, chief of the motion picture division of the U.S. Department of Commerce; Johnston; Loren J. Ryder, president of SMPE, and John Russell Young, chairman of the Board of Commissioners of the District of Columbia.

VISIBLE MUSIC: Ralph K. Potter of Bell Telephone laboratories, reported on progress in the field of "seeing as well as hearing music." The sound spectograph may add visual appreciation to the hearing of good music. The spectograph visibly records sound's frequency in horizontal graphs and its intensity in vertical imagery. Potter said color blending, with oscillating horizontal and vertical lines, would be needed to complete the illusion of seeing what is being heard. Total effect would be a screen display "of something like the action of flames" or "light rippling on the surface." It would be different than Disney's dancing abstractions in "Fantasia."

CARBONS: Water cooling of carbon arcs makes possible a steady arc of high brilliancy with a shallower crater and a greatly lowered carbon consumption, Wolfgang Finkelnburg of Engineer Research Development Laboratories said in reporting on the influence of carbon cooling on high-current carbon arc and mechanism. All properties of arcs were changed, he said, when cooling was applied. Carbons are cooled by copper jackets containing circulating water, the carbons being enclosed near their burning-ends. Similar effects were noted with compressed air cooling.

SOUND AMPLIFIERS: O. C. Johnston of Westrex Corp. reported on a new line of theatre amplifier systems which places especial attention on ease of maintenance while retaining high-quality features. A floor-mounting cabinet is used throughout, the smallest system also being available in a wall-mounting cabinet. A "dish pan" type chassis makes all wiring available from the front, the back being needed only for changing plug-in devices. The voltage amplification section is common to all sizes of amplifiers and may be replaced with only the use of a screw driver.

THEATRE HYGIENE: A way of controlling "a sneezeful of germs" from circulating in a theatre by "grounding their flying machines" was described by L. S. Green of L. S. Green Associates. Used in the manner of flypaper, an imperceptible amount of absorptive oil applied to major horizontal surfaces will trap the contaminants which carry germs pig-a-back from mouths of sneezing, coughing or even talking patrons to spread acute respiratory diseases in closed gathering places. Spread of contaminants as well as "house dust" can be controlled by application of microscopically thin oil films.

On television, reports were made by Roy Wilcox of RCA and H. J. Shlayfly of 20th Century-Fox and Richard Hodgson of Paramount on large screen video. Progress over a wide range of the motion picture field was also reflected in other papers delivered at the session.

Columbia Net Profit Drops Way Below Previous Year

NEW YORK—Columbia Pictures reports a drop in estimated net profits from $3,707,000 for the fiscal year ending June 30, 1947, to $565,000 for the fiscal year, ending June 30, 1949. Earnings per share of common stock dropped from $5.19 to 40 cents.

Profits before taxes dropped from $5,807,000 to $1,205,000 and the estimated provision for federal taxes from $2,100,000 to $640,000.

The number of shares outstanding was 654,311, or 16,959 more than a year ago.

Something New in Sales Drives:

U-I Drive Will Include Exhibitors in Awards

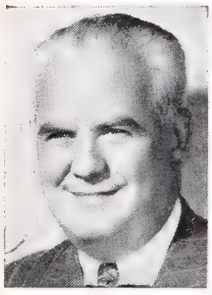
NEW YORK—Universal-International will inject something new into sales drives—showmanship prizes for exhibitors in addition to the usual salesmanship awards for members of the sales force. It will be called the U-I Unity Drive and will run from Oct. 31, 1948 to April 30, 1949.

Unity in this case means unity of distribution and exhibition, an idea which company executives hope will prove the industry can prosper in the domestic market by extending enthusiastic sales support beyond print deliveries through the engagements to the return of prints to exchanges. Exhibitors will take up where salesmen and bookers leave off, it is hoped, because they will have an additional stake in the returns.

PRIZES TO TOTAL $4,500

In working out the new approach U-I also gave some thought to the fact that exhibitors might have become bored by the increasing number of sales drives.

Nate J. Blumberg says: "Because of the very great importance with which we view the need for unity within our industry, we have approved without hesitation the distribution of a generous sum of money for our field representatives and still another sum of money to be awarded to exhibitors for superior achievement during the period of the drive."



Nate J. Blumberg

Total exhibitor awards will be $4,500. This will be split three ways with $1,500 for each of the three company sales divisions—eastern, southern and western. There will be nine prizes in each division. Theatres will be split into three classifications in order to allow for the different conditions under which affiliated circuit, independent circuit and individually owned theatres operate. Size of grosses will not count for so much as ingenuity of approach to a campaign. Any participating exhibitor can enter a campaign on one picture or on all the Universal-International pictures he books during the campaign period.

$250 FOR FIRST WINNER

First prize in each grouping will be $250. There will be second prizes of $150 and third prizes of $100.

Judges will include U-I division and district managers and other industry representatives to be named shortly. The U-I judges will be: Fred Meyers, eastern sales manager; F. J. A. McCarthy, southern sales manager; C. J. Feldman, western sales manager, and John J. Scully, Dave Miller, P. F. Rosian, M. M. Gottlieb, P. T. Dana, Barney Rose, J. E. Garrison, Foster M. Blake and D. A. Levy, district managers.

W. A. Scully, general sales manager, is full of enthusiasm about the drive, and he says: "This is no longer a business of diverse, unrelated interests. It is to the interest of exhibition that distribution shall prosper. It is certainly to the interest of distributors to see that exhibitors enjoy prosperity. And it is very much to the interest of both exhibition and distribution to have the production end of our business thrive. The functions each of us perform are all part of the same basic purpose, namely, to provide the best possible motion picture entertainment to the greatest possible number of paying patrons. The extent to which we are able to do this determines the measure of our respective success.



W. A. Scully

"The U-I Unity Drive aims to forge the link between the studio, exchange, theatre, and patron with better pictures, broader distribution, and increasingly effective showmanship. The end result should be greater enjoyment for the film buying public and a more profitable operation for all departments of the industry.

SEEN AS AGGRESSIVE STEP

"Now that Hollywood is readjusting its sights to the potentially widening market here as compared to the constantly narrowing outlets overseas, the coming year may well mark a fresh turning point in the affairs of our industry and the beginning of a long new period of bedrock prosperity for film business in America. The drive is an aggressive step in that direction."

E. T. Gomersall, who will be co-ordinator of the drive, says that in at least two respects it stands apart from all previous drives by all companies: first, it is the first time that exhibitors have been invited to participate along with company district managers, branch managers, salesmen and bookers; second, it is being conducted "not just for the benefit of ourselves and our customers, but for the good of the entire industry."



E. T. Gomersall

Astor Sets 'Stallion Canyon'

NEW YORK—"Stallion Canyon," Kanab production photographed in Trucolor in Utah, will be released by Astor Pictures Jan. 15, 1949, according to R. M. "Bob" Savini, president. The picture stars the horse, Thunderbred and Ken Curtis and Carolina Cotton.

Says 'Unsavory' Films Not Helping Business

TORONTO—President H. C. D. Main of the Motion Picture Theatres Ass'n of Ontario charged that many film features were unsavory, that a production of them were unsuitable for rural audiences and neighborhood theatres and that the purpose of the theatre to entertain the public was being overlooked. Addressing the annual convention of the association here Tuesday (26) Main warned that unwholesome pictures were not creating new filmgoers, adding that "unless we provide films the people want they will seek entertainment elsewhere."

"The mandatory playing of such pictures in rural and neighborhood theatres is not doing the industry any good," President Main continued. "The average respectable family is not anxious to see the seamy side of life on the screen." He urged the exhibitors to raise their voices and to use their contract buying power to effect a change.

CHILDREN'S FILMS DISCUSSED

A convention speaker was Marjorie D. Dawson of the Motion Picture Ass'n of America, New York, who described the organization steps for the Children's Film Library in Canada, such as had been established in the states. Such work would gain goodwill in the community for the exhibitors.

President J. Earl Lawson of Odeon Theatres declared that his organization had pioneered this movement in Canada through the operation of Odeon Movie Clubs during the past two years. Hon. L. M. Frost, who spoke for the Ontario government, intimated that the amusement tax situation could be reviewed if the exhibitors asked for modification.

Vice-president R. W. Bolstad of Famous Players Canadian Corp. warned that television was on its way in the Dominion and the theatres would have to face the new competition. Secretary A. H. Jolley received praise for the past year's work on the membership now standing at 313 for an increase of 41 exhibitors. The board of directors was elected with three changes.

Einfeld Said 'Considering' Offers From Some Majors

HOLLYWOOD—S. Charles Einfeld, who formed Enterprise in association with David L. Loew, is "considering" offers from "a number of major companies" to function in a sales and exploitation capacity—indicating that any possibility of reviving the now-moribund Enterprise organization are extremely remote.

An Einfeld spokesman emphasized, however, that the Enterprise executive had "no comment" to make on reports that he was dickering specifically with either 20th Century-Fox or Warners. Einfeld was vice-president in charge of advertising and publicity for the latter company before he and Loew created Enterprise more than two years ago.

Meantime Enterprise still maintains office space and a skeleton staff at the California studios. Whether or not it will attempt to fulfill one-picture commitments with both MGM and United Artists was, according to observers, problematical.

M-G-M's COLOR BY TECHNICOLOR Production of ALEXANDRE DUMAS'

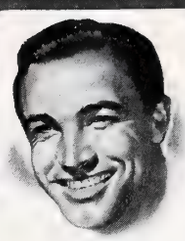
The Three Musketeers

STARRING





LANA TURNER
AS LADY DE WINTER



GENE KELLY
AS D'ARTAGNAN



JUNE ALLYSON
AS CONSTANCE



VAN HEFLIN
AS ATHOS



ANGELA LANSBURY
AS QUEEN ANNE

FRANK MORGAN · VINCENT PRICE · KEENAN WYNN · JOHN SUTTON · GIG YOUNG

SCREEN PLAY BY ROBERT ARDREY
A METRO-GOLDWYN-MAYER PICTURE

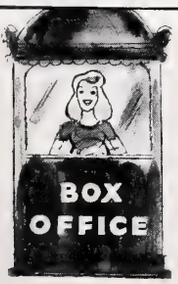
DIRECTED BY GEORGE SIDNEY
PRODUCED BY PANDRO S. BERMA



CLEAN-UP!

M-G-M's "Three Musketeers" World Premiere breaks every record at Loew's State, Broadway's new show-case of top pictures!

"THREE MUSKETEERS"



← **WATCH THIS SPOT FOR 5½ SECONDS!**

Every 5½ seconds a patron came here on record-breaking opening day! Every day is setting new all-time Loew's State records!

CONCILIATION ON LOCAL LEVEL ORDERED BY TRI-STATES ASS'N

W. F. Ruffin Jr. Is Elected Organization President To Succeed Collins

By NULL ADAMS

MEMPHIS—Conciliation on a local level to stop exhibitor-distributor litigation was planned by Tri-States Theatre Owners in a two-day convention in Memphis Monday and Tuesday.

Exhibitors from Arkansas, Mississippi and Tennessee set up a committee headed by Max Connett, Newton, Miss., to formulate a conciliation plan and submit it to the Tri-States board of directors.

The board recommended the plan to the convention.

ELECTION OF OFFICERS

W. F. Ruffin jr., who operates Ruffin Amusements Co., a chain of theatres, along with his father, W. F. Ruffin sr., Covington, Tenn., was unanimously elected president for 1949 to succeed Orris Collins, Paragould, Ark.

C. C. Mundo was elected vice-president from Arkansas, W. A. Rush vice-president from Mississippi and M. A. Lightman jr., vice-president from Tennessee.

Max Connett was named national director from Mississippi, W. F. Ruffin sr. from Tennessee and C. C. Mundo from Arkansas.

Charles Eudy, from Mississippi; Chalmers Cullins, from Tennessee, and B. F. Busby, Arkansas, were elected as the legislative committee for 1949.

Connett was elected secretary-treasurer. Collins, as retiring president, was elected chairman of the board of directors.

Directors of Tri-States from Mississippi were elected as follows: R. X. Williams, Charles Eudy, W. S. Taylor, Leon Roundtree, Dwight Blissard, T. M. Jourdan and Grady Cook.

From Arkansas: Emma Cox, Sidney Wharton, Dave Callihan, O. G. Abernathy, Terry Axley, Gordon Hutchins and Sam Kirby.

From Tennessee: Chalmers Cullins, M. A. Lightman sr., Tom Dallas, Steve Stein, W. F. Ruffin sr., Louise Mask and Jim West.

ADOPT FIVE AMENDMENTS

There was an array of speakers on timely subjects.

Andy Smith jr., 20th-Fox, presented a conciliation plan which brought about the convention's action to "do something immediately," but left the formulation of the plan to a committee and the board of directors.

"I predict that within a short time—three months, perhaps—this plan will spread from coast to coast," said Smith. It would be a 100 per cent exhibitor plan. "You present your problems to us and they are settled on the exchange level."

Eddie Zorn, president of United Theatre Owners of Illinois, attacked the fact that exhibitors are charged for trailers and posters advertising forthcoming pictures. He recommended a campaign for better and shorter trailers and advocated they be furnished the exhibitor free.



"CONGRATULATIONS, MR. PRESIDENT," said Robert Mochrie, New York, vice-president and general sales manager of RKO (second from right), as he shakes hands with W. F. Ruffin jr., Covington, Tenn., who was elected president of Tri-States Theatre Owners at this week's convention in Memphis. Orris Collins, Paragould, Ark. (left), is outgoing president. Ted Gamble, chairman of the board of TOA (right), waits his turn to offer congratulations to Ruffin.

Robert Mochrie, vice-president and general sales manager, RKO, discussed cooperation among all branches of the motion picture industry and recommended it as the best solution to all problems. "The fact is that the welfare of the producers, distributors and exhibitors are all tied together," he said.

Ted Gamble, chairman of the board of TOA, reviewed the accomplishments of the TOA during the past year.

Ruffin sr. reported that there would be no dues for Tri-States during 1949 and that there would be only one assessment—10 cents per seat.

The Tri-States adopted a plan to enlarge its membership. It voted to make eligible for membership exhibitors of Missouri, Alabama and Kentucky who book and shop in Memphis. Those from Missouri would be admitted as Arkansas members, those from Kentucky as Tennessee members and those from Alabama as Mississippi members, under the plan as approved.

Gael Sullivan, director, TOA, pleaded for conciliation in practice as well as theory and promised exhibitors they would get as much out of this as they put into it.

Max Youngstein, vice-president of Eagle Lion, told the convention that there are 25,000 persons in the movie industry—people from all walks of life—and that criticism of some few who misbehave in Hollywood stigmatizes the entire industry. He recommended a revived program of showmanship and public relations.

M. A. Lightman jr., Malco official, Memphis, made one of the convention's major speeches—on television.

He reviewed all the possibilities for its use by theatres and its advantages and disadvantages in this connection and concluded that theatremen should use it for advertising but not get into the television business.

And he ended with a humorous reminder: "And another reason television won't put shows out of business—no popcorn."

TOA to Consider Film Series on Exhibitor Problems

NEW YORK—Gael Sullivan, executive director of the Theatre Owners of America, recommended to a meeting of the executive committee, October 29, that brief films outlining different exhibitor problems be supplied exhibitor members on a national basis.

Provision would be made for the signing of these films by the individual exhibitor, the idea being that his name would carry weight locally, Sullivan said. Among the subjects would be censorship and taxes.

Maury Miller, president of the New Jersey unit, said the idea had been checked with his group, among others, and had found ready approval.

Other phases of the TOA public relations program were discussed. Many of them originated with the proposals of Paul MacNamara, Selznick advertising and publicity head, to the national convention.

President Arthur H. Lockwood urged adoption of a conciliation plan that would operate on local levels, possibly with small boards in each exchange area. This is said to be strongly backed by the smaller exhibitors. Other subjects on the agenda were television and film transportation costs.

Others attending were Ted R. Gamble, chairman of the board; Herman M. Levy, general counsel; S. H. Fabian, Leonard H. Goldenson, Harry Lowenstein, Lewen Pizor and Robert W. Coyne.

High Court Refuses To Kill Arbitration

WASHINGTON—The majors breathed easier this week after winning their first court battle in some time when the supreme court refused to review the treble damage suit against them by the St. Louis Amusement Co. Result of the ruling is to establish clearly that the distributors are not liable for damages on the basis of arbitration rulings under the arbitration system set up as part of the 1940 consent decree.

Both the majors and the American Arbitration Ass'n were defendants in this case in the lower courts in St. Louis. The St. Louis Amusement Co. was thrown back twice there as it tried to establish that the arbitration system itself was illegal and that the New York three-judge court had no right to sanction that feature of the 1940 consent decree. Monday of this week the supreme court refused to review the case, thereby affirming the lower court judgment.

CENSORSHIP UPHELD

The industry had no rejoicing to do, however about the high court's action upholding the conviction of Doubleday and Co., New York publishers, for obscenity. The case involved the book "Memoirs of Hecate County," which the state of New York successfully contended, contained pornographic passages. Doubleday charged violation of press freedom.

With Justice Frankfurter not participating, the high court was evenly divided, thereby upholding the lower court conviction.

The decision is not believed to have any immediate adverse effect so far as films are concerned, but a reversal of the New York court, industry lawyers agree, would have been a tremendous boost in the film industry fight against local and state censorship regulations.

In the St. Louis case, Federal District Judge Richard M. Duncan on Aug. 6, 1945, in dismissing the $285,000 damage and injunction suit upheld the operation of the AAA tribunals in motion picture industry disputes, pointing out that the system has been created by the consent decree and that the decree and the arbitration setup it brought into being did not violate the federal antitrust laws.

CASE IN APPEALS COURT

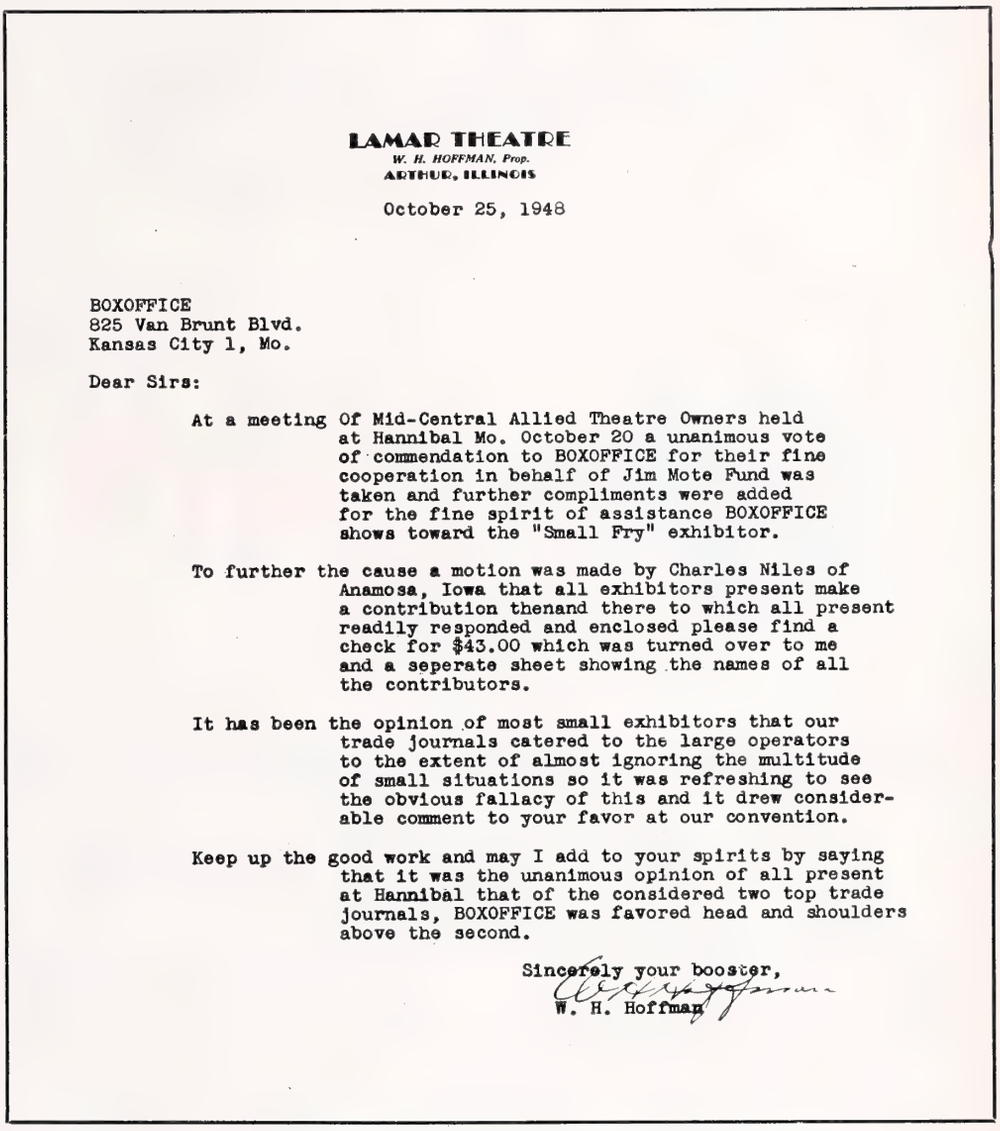
The circuit court of appeals on July 7 sustained Judge Duncan's ruling against the plaintiffs.

Russell Hardy, a former special assistant to the attorney general, chief counsel for the plaintiffs in the litigation, had based his efforts for review by the supreme court on the principal grounds that the adverse decisions of District Judge Duncan and the circuit court apparently were in direct conflict with the findings of the supreme court itself in the Paramount case in which it held, in effect, "while voluntary arbitration is desirable, compulsory arbitration is illegal."

Sponsor Video Congress

NEW YORK—The American Television Society will sponsor an annual television congress, C. J. Durban, president, said. It will be an enlarged version of the forums now conducted by ATS and will consist of lectures, demonstrations and seminars.

Central Allied Members Pitch In To Help Exhibitors' 'Jim Mote Fund'



LAMAR THEATRE
W. H. HOFFMAN, Prop.
ARTHUR, ILLINOIS

October 25, 1948

BOXOFFICE
825 Van Brunt Blvd.
Kansas City 1, Mo.

Dear Sirs:

At a meeting Of Mid-Central Allied Theatre Owners held at Hannibal Mo. October 20 a unanimous vote of commendation to BOXOFFICE for their fine cooperation in behalf of Jim Mote Fund was taken and further compliments were added for the fine spirit of assistance BOXOFFICE shows toward the "Small Fry" exhibitor.

To further the cause a motion was made by Charles Niles of Anamosa, Iowa that all exhibitors present make a contribution thenand there to which all present readily responded and enclosed please find a check for $43.00 which was turned over to me and a seperate sheet showing the names of all the contributors.

It has been the opinion of most small exhibitors that our trade journals catered to the large operators to the extent of almost ignoring the multitude of small situations so it was refreshing to see the obvious fallacy of this and it drew considerable comment to your favor at our convention.

Keep up the good work and may I add to your spirits by saying that it was the unanimous opinion of all present at Hannibal that of the considered two top trade journals, BOXOFFICE was favored head and shoulders above the second.

Sincerely your booster,
W. H. Hoffman

Copy of letter accompanying Allied members' contribution to fund.

Show business has a big heart, and it is much in evidence in the case of the Jim Mote fund. Not many weeks ago, Jim Mote, who operated the Gem Theatre in Sterling, Okla., wrote a brief note to the Exhibitor Has His Say department of BOXOFFICE saying that he wouldn't be sending in his comments on pictures for a while. His theatre had burned down, and he had no insurance. His letter was published and within a few days W. H. Hoffman of the Lamar Theatre, Arthur, Ill., forwarded a dollar bill to BOXOFFICE and asked exhibitors to pitch in with dollar bills for a Jim Mote fund.

The response, without any promotion whatsoever, except publication of notes accompanying dollar bills, has been a heart-warming experience. Small town exhibitors, particularly, who know what it is to be without fire insurance and fire fighting equipment have been in the lead. But there have been others. Cecil Kellaway, the character actor, sent along a $25 check. We're all in the show business, he said.

Last week, the originator of the idea, W. H. Hoffman, attended a regional meeting of the Central Allied group in Hannibal, Mo., the birthplace of Mark Twain. He made a little speech about the Jim Mote fund, told the Allied members it was a wonderful thing the way theatre folks from all sections of the United States and Canada had sent in contributions. The dollar bills he collected amounted to $43 and they were forwarded to BOXOFFICE.

The contributors included Trueman T. Rembusch, Indianapolis; Andy Dietz and Henry Holloway, St. Louis; A. C. Myrick, Lake Park, Iowa; W. H. Hoffman, Arthur, Ill.; Earl East, Winfield, Mo.; George S. Blutecker, Ashland, Ill.; Mr. and Mrs. Louis Collins, Canton, Mo.; Bill Collins, DeSoto, Mo.; Charles Beninato, Carlyle, Ill.; Tony D. Beninato, Pinkneyville, Ill.; George Beckham, East Alton, Ill.; Charles Rudolph, Troy, Mo.; Frank X. Reller, Wentzville, Mo.; A. Briggs, Gerald, Mo.; Charles Niles, Anamosa, Iowa; Martin Operle, St. Genevieve, Mo.; Jeff Jeffers, Piedmont, Mo., and Paul Stehman, Winchester, Ill.

Those in the film industry who would like to contribute to the fund may send their contributions care of the Jim Mote Fund, BOXOFFICE, 825 Van Brunt Blvd., Kansas City, Mo.

Announcing... U-I's CAMPAIGN

Universal International

27 WIDE-AWAKE THEATRE MANAGERS WILL WIN $4500 IN CASH PRIZES

Every exhibitor in America is invited to participate in the U-I Unity Drive. We welcome him into our Drive ranks between October 31, 1948 and April 30, 1949, because he is an indispensable link in the chain of unity which is so essential for a return to prosperity and health in the motion picture industry.

Obviously, in sponsoring this Drive, it is our purpose to further increase the theatre grosses and distribution revenues on our releases, but we propose at the same time to improve the tone of motion picture business throughout America for the general well-being of all.

The unity we seek to encourage is a concerted effort to bring to the theatres the kind of motion picture entertainment most desired by the public and to present that entertainment with a maximum degree of creative showmanship so that exhibitors, and distributors, and producers alike may derive the greatest possible rewards for their enterprise and work.

UNITY DRIVE CONTEST!

HERE ARE THE RULES

★ The U-I Unity Sales Drive competition among exhibitors is open to managers and theatre publicity men in the United States.

★ Entries will be judged on the basis of originality initiative and promotional skill, with consideration for the theatre advertising budget and available facilities.

★ Each entry should consist of a brief summary listing all activities, substantiated by documentary proof-photos or snapshots, newspaper tearsheets, circulars, etc.

★ Campaigns should not be accumulated. They should be forwarded as soon as possible after playdates.

★ Exhibitors may enter a campaign on one or as many Universal-International pictures as they desire during the period of the competition.

★ Campaigns must reach the judges no later than May 15, 1949, to be eligible.

HERE ARE THE PRIZES

★ $4500 in cash prizes will be distributed to theatremen who submit the best promotion campaigns on any Universal-International picture played during the company's Unity Sales Drive starting October 31, 1948 and concluding April 30, 1949.

★ These prizes will be divided equally in U-I's three sales divisions—Eastern, Western, Southern. Prizes in each division will total $1500.

★ Theatres in each division will be classified in three distinct groups—affiliated circuits, independent circuits, unaffiliated theatres.

★ In each Division, there will be identical first, second and third place prizes in each of the three different theatre groups. Best campaigns will be awarded $250; second best, $150, and next best, $100. Thus, there will be 27 major cash awards.

HERE ARE THE JUDGES

EASTERN DIVISION

(Albany, Boston, Buffalo, Cleveland, New Haven, New York, Philadelphia, Pittsburgh, Washington, D. C.)

Division Manager Fred Meyers; District Managers John J. Scully, Dave Miller, P. T. Dana, D. A. Levy

SOUTHERN DIVISION

(Atlanta, Charlotte, Cincinnati, Dallas, Indianapolis, Memphis, New Orleans, Oklahoma City, St. Louis)

Division Manager F. J. A. McCarthy; District Managers P. F. Rosian, J. E. Garrison.

WESTERN DIVISION

(Chicago, Denver, Des Moines, Detroit, Kansas City, Los Angeles, Milwaukee, Minneapolis, Omaha, Portland, Salt Lake City, San Francisco, Seattle)

Division Manager C. J. Feldman; District Managers M. M. Gottlieb, Foster Blake, Barney Rose

and, acting together with each of the Divisions,
Chester Friedman, editor of the Showmandiser Section, Boxoffice.

All entries become the property of Universal-International. In case of ties, duplicate prizes will be awarded.

All entries should be addressed: U-I Contest Judges, c/o BOXOFFICE, 9 Rockefeller Plaza, New York 20, N. Y.



HARRY SHERMAN



SOL LESSER



EDWARD SMALL



BENEDICT BOGEAUS

Not All Their Eggs in One Basket

Independent Producers Are Varying Their Distributor Relationships

By IVAN SPEAR

TIME-HONORED and still respected in almost all lines of commercial endeavor is the hoary bromide anent the folly of depositing all of one's eggs in one basket.

Further, comparatively recent developments in the distribution and exhibition phases of the motion picture industry apparently have had the effect of persuading many independent manufacturers of celluloid entertainment to place more than normal credence on that ancient axiom.

Resultantly, and while the trend is not entirely a new one, becoming more and more obvious is a strong movement on the part



A finger in many distribution pies has Walter Wanger, shown here on the set of "Joan of Arc" with Ingrid Bergman. For RKO Radio release, "Joan" was filmed by Sierra Pictures in which Wanger is associated with Miss Bergman and Director Victor Fleming. Wanger also produces for Eagle Lion and has a tentative commitment for another picture at Universal-International.

of such unaffiliated film-makers to entrust their brain-children for distribution to as many releasing outfits as they can possibly interest.

Perhaps the oldest, if not the most illustrative, of such multi-release arrangements is that through which, for many years, Veteran Sol Lesser has divided the output of his cinematic assembly lines between United Artists and RKO Radio.

Among more recent adherents of the same practice may be listed Edward Small, Benedict Bogeaus, Walter Wanger, Argosy Pictures (the John Ford-Merian C. Cooper unit), Cagney Productions and, until a short time ago, Enterprise.

Lesser's contributions to the RKO slate have always been confined to the medium-budget category, while he allots a more generous bankroll to his productions for UA. For the past several years, and at the rate of one annually, his RKO releases have been chapters in the apparently endless "Tarzan" series based upon Edgar Rice Burroughs' ubiquitous jungle character. The latest, "Tarzan and the Arrow of Death," was completed recently and is distinguished by a radical change in casting. Toplining as the ape-man is one Lex Barker, signed to replace the perennial Johnny Weissmuller, who had been holding down the job since 1932. Weissmuller, parenthetically, is still in the groove, having been signed to star in the "Jungle Jim" series at Columbia.

Last Lesser production for the UA slate, released early in 1947, was "The Red House," an Edward G. Robinson starrer. It was filmed under the banner of Thalia Productions, whose UA distribution commitment still has some five years to run. Lesser, who had been in semi-retirement for several months because of ill health before gunning "Tarzan and the Arrow of Death," lists "Harness Bull" as his next probable entry for UA, with Robinson tentatively set to star therein.

None among the independent fraternity can point to a more diversified collection of distribution channels than Edward Small, one-time screen talent representative and a consistently active producer for the past 20 years. Small's list of releasing outlets includes Columbia, Eagle Lion, United Artists, 20th Century-Fox and—in the United Kingdom and Europe—the J. Arthur Rank Organization. He is one of the few independent producers, furthermore, in this period of financial uncertainty to risk unlimbering a substantial budget for the making of a picture before any releasing arrangements have been set. Such was the case with "Cagliostro," filmed by him in Italy as an Orson Welles starrer, directed by Gregory Ratoff and, at this writing, not committed to any distribution organization.

Small recently wound up a two-picture deal—there was alleged, incidentally, to have been some bitterness on both sides—with Eagle Lion, for which company he produced "T-Men" and "Raw Deal," both starring Dennis O'Keefe. To Columbia he has turned over another pair, "Walk a Crooked Mile," again with O'Keefe, and "The Black Arrow," starring Louis Hayward. Through the corporate entity of Reliance Films he is now shooting "Indian Agent" and will shortly gun "The Leatherstocking Tales," both toplining



John Ford (right) is glimpsed in action while on location with "The Three Godfathers," which he is directing and co-producing with Merian C. Cooper under the Argosy Picture banner for Metro release. At left is John Wayne, one of the film's topliners. Argosy has released through RKO and is undecided about future deals.

George Montgomery and earmarked for UA. His Reliance unit is also committed to a series of six medium-budget efforts for 20th Century-Fox, with his son, Bernard, and Ben Pivar as associate producers in charge. Four of these have been delivered and two remain yet to be made. Scheduled to begin filming in London this month is "Lorna Doone," which will be distributed by Rank in Britain and Europe, but for which Small has set up no releasing arrangements in the U.S. Also on his independent schedule is the on-again-off-again "Life of Valentino," which has run hot and cold for the past

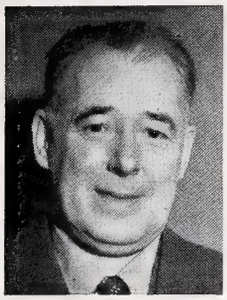
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ON THE COVER

The Cagneys—Actor James, Producer William and Actress Jeanne—whose latest film, "Time of Your Life," is being distributed through United Artists. The Cagneys have been at Warners, 20th Century-Fox and almost landed back at WB with a "Time of Your Life" distribution deal.

Poole Quits Two Posts With ITO Groups

LOS ANGELES—Resignation of Robert H. Poole as executive secretary of the Independent Theatre Owners of Southern California and Arizona was accepted "with regret" at the organization's annual meeting. Poole had been in the post since 1934.



Robert H. Poole

Poole has also resigned as executive secretary of the Pacific Coast Conference of Independent Theatre Owners, with which the ITO is affiliated. He will leave both berths December 1 to enter an undisclosed "new field of endeavor" outside the film industry.

Poole's successor at the ITO will be chosen shortly, possibly at a meeting of the new board of directors next week.

Officers elected were:

Leroy A. Pawley, president; Charles Minor and George Diamos, vice-presidents, and C. T. Perrin, secretary-treasurer.

Columbia Will Release 21 A Films in 1949

NEW YORK—Columbia has 21 important productions in release, to be released or produced within the coming year. In addition, the company will have 27 lesser features and two "Jungle Jim" pictures starring Johnny Weissmuller. The product list also includes two Gene Autry productions, two Roy Acuff special westerns, eight Durango Kid westerns starring Charles Starrett and Smiley Burnette; the "Superman" serial and four other chapter-plays; 60 single reels, 24 color cartoons and 28 two-reel comedies.

Among the features currently in release are: "The Loves of Carmen," in Technicolor, starring Rita Hayworth and Glenn Ford; "The Fuller Brush Man," Edward Small production starring Red Skelton and Janet Blair; "Walk a Crooked Mile," another Small production starring Louis Hayward and Dennis O'Keefe; "The Untamed Breed," in Cinecolor, starring Sonny Tufts, Barbara Britton and George "Gabby" Hayes; "Coroner Creek," in Cinecolor, starring Randolph Scott and Marguerite Chapman; "The Black Arrow," starring Louis Hayward and Janet Blair, and "Lulu Belle," Benedict Bogeaus production starring Dorothy Lamour and George Montgomery.

Set for early release are: "The Man From Colorado," in Technicolor, starring Glenn Ford and William Holden; "The Return of October," in Technicolor, starring Glenn Ford and Terry Moore, and "The Gallant Blade," in Cinecolor, starring Larry Parks and Marguerite Chapman.

Already in production are: "Knock on Any Door," Santana production starring Humphrey Bogart in the adaptation of the Willard Motley best-seller; "Rough Sketch," starring Jennifer Jones, John Garfield, Pedro Armendariz and Ramon Novarro; "The Dark Past," starring William Holden, Nina Foch and Lee J. Cobb; "The Lovers," starring Cornel Wilde and Patricia Knight; "Mr. Soft Touch," starring Glenn Ford and Evelyn Keyes; "The Undercover Man," starring Glenn Ford and Nina Foch; "Song of India," starring Sabu, Gail Russell and Turhan Bey, and "The Walking Hills," starring Randolph Scott and Ella Raines.

Planned for early production are: "The Big Jump," starring George Raft; "Wild Bill Doolin," starring Randolph Scott, and "Miss Grant Takes Richmond," starring Lucille Ball.

Not All Their Eggs

(Continued from preceding page)

decade and now, reportedly, is being readied for an early start—provided Small can find a satisfactory mummer for the title role.

A comparative newcomer to production activity (he made his first picture in 1943), Benedict Bogeaus has hewed to the UA line, distributionwise, with almost every film since—there being but one exception to date. He jumped the UA barrier with "Lulu Belle," the Dorothy Lamour starrer, which is being released through Columbia. Bogeaus' next, however, "The Girl From Manhattan," is on UA's docket.

A one-time studio executive, Walter Wanger has been producing on an independent basis for some years, originally for release through Paramount, later through Columbia and United Artists, and more recently Universal and its hyphenated successor, Universal-International. For the latter company Wanger's latest film is the Susan Hayward starrer, "Tap Roots," and he still has a tentative commitment to turn out one more picture under the U-I banner. Some time ago, however, Wanger effected a distribution liaison with Eagle Lion and for that studio is now filming his initial vehicle, "Tulsa," also starring Miss Hayward. Others scheduled for filming in the immediate future, with EL on the releasing end, are "The Reign of Terror" and "Anne of the Indies." Additionally, Wanger was one of the organizers—together with Ingrid Bergman and Victor Fleming—of Sierra Pictures, which produced "Joan of Arc," film version of Maxwell Anderson's play, starring Miss Bergman. That one—and a costly picture it is—goes not to U-I or EL, however. Its distribution will be handled by RKO Radio.

Argosy, headed by John Ford and Merian C. Cooper, pursues a somewhat unorthodox course. Its most recent release, "Fort Apache," with Henry Fonda and John Wayne, was completed in its entirety before contracts were set whereby RKO undertook to release it. Moreover, camera work was well under way on Argosy's current opus, "The Three Godfathers," before a distribution deal was set—this time not with RKO but with MGM, a newsworthy note in itself since the Mighty Leo seldom deigns to consider releasing product made by other than his own salaried producers. Next on tap for the Ford-Cooper outfit, slated to roll in December, is "The Sanctuary," a Dolores Del Rio starrer described as a sequel to "The Fugitive," Argosy's initialer. That one went to RKO. The firm also plans production abroad of several pictures for unnegotiated release—among them "The Quiet Man," to be made in Dublin, Ireland, and "Rope 'Em, Cowboy," which will be filmed in some area outside the U.S. not yet selected.

As colorful as any corporate and professional careers in Hollywood have been those of James and William Cagney. The former had been a long-time Warner star and the latter a producer at the same studio when, in 1937, they broke away from that affiliation to make a picture for the now-defunct Grand National. After lengthy litigation they returned to the Burbank studio but upon expiration of their contracts again departed—in 1942—to organize Cagney Productions. For United Artists release they made "Johnny Come Lately" in 1943, and "Blood on the Sun" in 1945; then the unit idled while James went to 20th Century-Fox to star in "13 Rue Madeleine." Last fall, when "The Time of Your Life" had been completed and UA was reportedly in dire financial straits because of a shortage of product, the Cagneys discussed possible distribution arrangements for their film version of the William Saroyan play with Warners, and the deal was considered on the verge of signatures. At the last minute, however, a compromise settlement was effected whereby "The Time of Your Life" went out under UA sponsorship.

Paramount Increases 'Ted' O'Shea's Duties

NEW YORK—E. K. "Ted" O'Shea, executive assistant to Charles M. Reagan, distribution vice-president of Paramount Pictures, will take over the supervision of the mideastern division in addition to his regular duties. This realignment of domestic distribution duties is to cope with stepped-up activities, according to Reagan. O'Shea joined Paramount in 1947 when the company acquired Liberty Productions, Inc.



E. K. "Ted" O'Shea

For the past three years, Earle W. Sweigert has been sales manager for the mideastern division, which includes the Philadelphia, Washington, Pittsburgh, Cleveland, Detroit and Cincinnati offices. Sweigert will resume his post as district manager, which was left open after he became division manager in 1945. His activities will cover the Philadelphia, Pittsburgh and Washington branches and he will operate from Philadelphia where he makes his home.

Headquarters of the mideastern division, now in Philadelphia, will be moved to New York City.

Washington Report

BY ALAN HERBERT

INDICATIONS HERE at midweek were that the government and counsel for four of the five major defendants in the Paramount case have achieved a stalemate, with no sign of any new development until both parties go before the three-judge court in New York November 8 to argue the terms of a final judgment. That a new attempt to settle will be made by the distributors is thought likely, but top officials of the Department of Justice are understood to have decided they would be particularly vulnerable to criticism if they were to sign anything less harsh than what the court might order if such an agreement is signed after the present administration has learned at the polls that it is a lame-duck administration.

There seemed to be a more encouraging prospect for settlement by RKO, with three or four buyers ready to discuss price with Howard Hughes for the theatre chain. The company is ready to give up its theatres provided it does not have to break up the chain at the same time. So far no agreement has been reached with the government.

Among the potential buyers is Floyd Odlum's Atlas Corp., which used to control RKO, and, it is reported, a combination including or fronting for Britain's J. Arthur Rank.

* * *

THE OVER-ALL PROBLEM of television as it affects the film industry today, and as it will cut into the showman's dollar a few years hence unless he takes quick preventive steps, is slated for a thorough airing by both major exhibitor groups and the Motion Picture Ass'n of America. Only the Theatre Owners of America has done anything concrete at this point—and its move has amounted to little more than a conversation between Executive Director Gael Sullivan and FCC Chairman Wayne Coy, but both TOA and Allied are more TV-conscious today than at any time in the past.

TOA has ordered a full report from its special TV consultants here in Washington —communications lawyers Conn & Marks, and the subject is certain to come in for exhaustive discussion when the National Allied convention is held in New Orleans in a month.

As the Society of Motion Picture Engineers convention got under way here Monday, details of the Fox and Paramount theatre video systems were explained in detail, with Donald Hyndman of Eastman estimating that installation of the Paramount equipment would cost the average motion picture theatre from $35,000 to $50,000.

* * *

THERE IS NO TRUMAN MONEY in Washington as we write, although there is plenty of money which says the senate will go to the Democrats. But even though the senate might bear the Democratic party label, the balance of power will rest with the southern Democrats—which means that GOP policies are liable to prevail. What does this mean to the film industry?

Even those who can clearly remember 16 years back—to the last GOP administration —can't answer that question now. Some things can be said with confidence—but perhaps the one thing most certain is that neither the film business nor any other industry will return to the situation which prevailed 16 years ago, or 20 years ago. We've got a different country today, with different tastes and different attitudes, and we've got a different body of law.

The ascendancy of the GOP will not mean the erasing of the New Deal. Those things of government which were bound to come but which were speeded by the New Deal are here to stay. In terms of agencies we might refer to the Securities and Exchange commission, the State department's international information division, the various housing and lending bureaus. In terms of policies, primarily the vastly heavier tax load.

* * *

ALREADY WE HAVE been told by Senator Bob Taft and Harold Knutson that there will be no tax reduction next year—and those two together constitute pretty good authority. That means that not only will the 20 per cent boxoffice levy remain the same, but your income and other business taxes will not be lowered.

We have no intention of arguing the merits of the two major political parties, but of course there is concern that the GOP, being more traditionally friendly to business than the Democrats, might be inclined to be more lenient in enforcement of the antitrust laws. We wouldn't want to predict there—but when it comes down to question of antitrust enforcement in the film industry we do know something of how Republican congressmen have felt for the past several years. It seems that independent exhibitors—particularly through the corn belt—have done a mighty good job of letting their congressmen know how they feel about the circuits. We have seen no notice that a GOP victory at the polls will cause them to stop complaining to their congressmen about the distributors.

We don't know what the new Congress will do different, as regards the film industry, from what the old did. Hollywood and the content of films have long been matters of political interest to both parties, and Hollywood names have always been irresistible to congressmen because of their publicity value. So we may be certain that the Congressional Record will contain frequent references to the industry, but what will happen in terms of investigations is anybody's guess.

And completely unknown at this point is what will happen to the Federal Communications commission and the entire television picture? This, of course, is vitally important to every exhibitor, with the entire industry about to come to grips with the problem and decide just what it shall do about video. FCC Chairman Wayne Coy is expected to tender his resignation in the event of a Dewey victory, but who will succeed him has not been even hinted. Even could we tell you the precise makeup of the FCC a year from now, we still would not be able to explain the TV picture because our powers of divination are no better than those of the present FCC members—and they don't know what the engineers will have reported a month from now.

So, in practical terms, it looks like a new experience for showmen—albeit one which may not seem new at all for a long time to come.

Summer of 1948 Excels Same Period of 1947

WASHINGTON—The summer of 1948 was a better one for the boxoffice than that of 1947, according to the federal admissions tax collections reported this week by the Bureau of Internal Revenue. The third quarter take (July, August and September—on business done in June, July and August) was about $103,-130,000—compared with $101,350,000 last year.

The September total of $35,933,212, on August business, was nearly two million dollars better than the $34,141,295 collected a month earlier, but far below the September 1947 haul of $37,068,544.

Drive-In TOA to Give Aid In Charlotte Patent Suit

CHARLOTTE—The Drive-In Theatre Owners Ass'n, newly formed organization for drive-in exhibitors in this area, has revealed that it will give financial aid to the A.S.F. Theatre Co. of Charlotte, operators of the North 29 Drive-In, in its defense of a lawsuit brought by Park-In Theatre of Camden, N. J., for alleged infringement of the Hollingshead Park-In Patent.

In a bulletin from association President R. O. Jeffress, members of the organization were told that while the group would not be a party to the suit, its board of directors had decided that in view of the mutual interest in the outcome of the suit, it would provide financial aid to the North 29 Drive-In.

The case now stands before the U.S. district court here, but the bulletin indicated that there was a good chance the case would be carried on to the fourth circuit court of appeals. The bulletin emphasized that if the higher court held the Hollingshead patent valid, the findings of the court would be regarded as the law in individual cases in the states of North Carolina, South Carolina, Virginia, West Virginia and Maryland, all within the boundaries of the fourth circuit.

EL 18-Wk. 'Mystery Drive' To Start in December

NEW YORK—Eagle Lion will hold an 18-week "Mystery Drive" starting Dec. 3, 1948, with Milton E. Cohen, eastern division manager, as captain, according to William J. Heineman, vice-president in charge of distribution. The title stems from the decision to keep the identity of the person to be honored during the sales drive a secret for the time being.

The incentives, prizes, publicity and promotion will be tailored to increase the sales, billings and collections on EL pictures, according to Heineman. A special task force of advertising, publicity and exploitation personnel will cover every EL exchange during the 18-week drive.

Men and Events

By JAMES M. JERAULD

'Ultrafax' Coming

DAVID SARNOFF, head of RCA, gave the film industry something to think about last week in Washington when he predicted that "Ultrafax" would make it possible to transmit feature length pictures to thousands of theatres simultaneously from a single negative. He set no time limit for full development of this apparatus. It may be years away, but the fact that it exists shows that some day distribution of individual prints through exchanges may become obsolete.

"Ultrafax" is a combination of radio, television and high speed photography. Through its use, feature pictures could be filmed from television receivers and put on screens 30 seconds after receipt, Sarnoff says.

Paramount has already demonstrated that the transfer to film can be done, but there is an important drawback that Sarnoff did not mention. The quality of television pictures is never up to film standards for clarity. This makes no difference for the transmission of sporting events and other dramatic news, but for transmission of full programs it would be important.

Television engineers look for the day when they can produce television pictures up to film standards by raising the scanning rate from 520 lines to 1,000, but none of them are advocating this at present because it would make all present receivers obsolete. These improvements may come, however, and along with them television in color.

Schine Move a Shock

THE Department of Justice proposed decree in the Schine case calling for disposal of 175 theatres was a shock to some of the lawyers in the Paramount case. That is carrying a legal contest to the bitter end.

Schine lawyers will present their own proposed decree by December 15 and then will wait for Judge John Knight in Buffalo to act. He may hold further hearings before writing his own decree. If it proves to be anywhere near as drastic as the government's proposal, S. Willard McKay of the Schine legal forces will try to take the case back to the supreme court.

Times Likes 'Hamlet'

THE publicity boys at Universal-International couldn't believe their eyes when they read on the editorial page of the New York Times Sunday edition a whole-hearted endorsement of Laurence Olivier's "Hamlet."

Editorial comment on films in the Times is so rare it is almost historic. The Times writer not only thinks the picture is good, from the artistic viewpoint, he also thinks it will be good at the boxoffice. On the latter point he wrote:

"To date, 'Hamlet' has played only to a limited audience as a program picture, as it is now being shown in New York at the Park Avenue Theatre. But there is no good reason why it should not be shown everywhere, eventually, not only in this country but abroad. It will be appreciated, we are sure, at the small crossroads movie house as much as it is being appreciated now in New York's plushiest movie palace."

Hays Choice Approved

CHOICE of Will H. Hays to decide how the major companies will split income from France under the new agreement was a happy one. The arbiter had to be a man with experience in the business. Few men have been in a position to acquire as broad an outlook as Hays has acquired and none, except he, has achieved the position of elder statesman endowed with complete impartiality and unquestioned judgment.

This is the first time that he has been publicly called upon to offer advice to the industry under the contract signed when he left the post of head of the MPPDA.

Hope Revives

WHEN some of the industry lawyers finished reading the Department of Justice proposed decree in the Schine case they gave up hope of ever reaching an agreement for settlement of the Paramount case.

The story from Nashville a few days later indicating that both Judge Davies and the Department of Justice had approved, or were about to approve, the building of new houses by Crescent Amusement Co. revived their hopes. Crescent went through the antitrust wringer and lost a number of houses, but apparently this does not bar it from expansion along lines not considered in restraint of trade.

As a result, the lawyers hope to convince the three-judge court that many affiliated theatres were not acquired by questionable means and have not been operated in violation of the law as now interpreted.

Simple Insurance

THE new Colosseum, as the union of film salesmen is called, has a remarkably simple plan for providing insurance for deceased members. It does not require regular premiums, statistical data, bookkeeping, reserve funds, or investments.

Each time a member dies all other members will be assessed $5 each to provide a sum of approximately $5,000 to survivors of the deceased. This can be a great comfort to bereaved relatives and families. At the same time it can be a potent selling point in attracting new members.

Palmerton Gets WE Post

NEW YORK—Paul L. Palmerton, assistant to the president of Western Electric Co., has been named to the newly-created post of controller of the purchasing and traffic division starting November 1. His duties will call for making studies of market trends, material costs and related matters and for recommending procedures for coordinating purchasing activities of the plants and distributing houses.

Steve Broidy Realigns Monogram-AA Sales

HOLLYWOOD—Steve Broidy, president of Monogram and Allied Artists, has completely



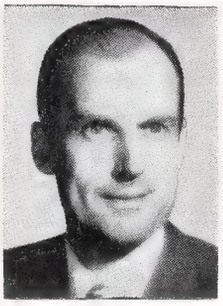
M. R. Goldstein



L. E. Goldhammer

realigned the sales departments and named three sales executives for newly created posts in various sections of the country. The new setup will result in an expenditure of more than $100,000 a year for additional sales operations, Broidy said.

Four district managers have been named to handle regional sales territories under the supervision of M. R. Goldstein, sales manager. They are L. E. Goldhammer, formerly vice-president and general manager of Film Classics, who will become western sales manager with direct supervision over Chicago, Milwaukee, Minneapolis and Indianapolis and further supervision over Sol Francis, who will



Jim Pritchard



Maxwell Gillis

handle Denver, Kansas City, Salt Lake City, Omaha, Des Moines and St. Louis; Jim Pritchard, who formerly represented Universal in Dallas, and who will supervise the Oklahoma City exchange in addition to being in charge of the Dallas office and will also collaborate with Arthur C. Bromberg in supervising Atlanta, Memphis, New Orleans and Charlotte; and Maxwell Gillis, former eastern district manager for Republic, who will supervise New York, Albany, Buffalo, Washington and Philadelphia.

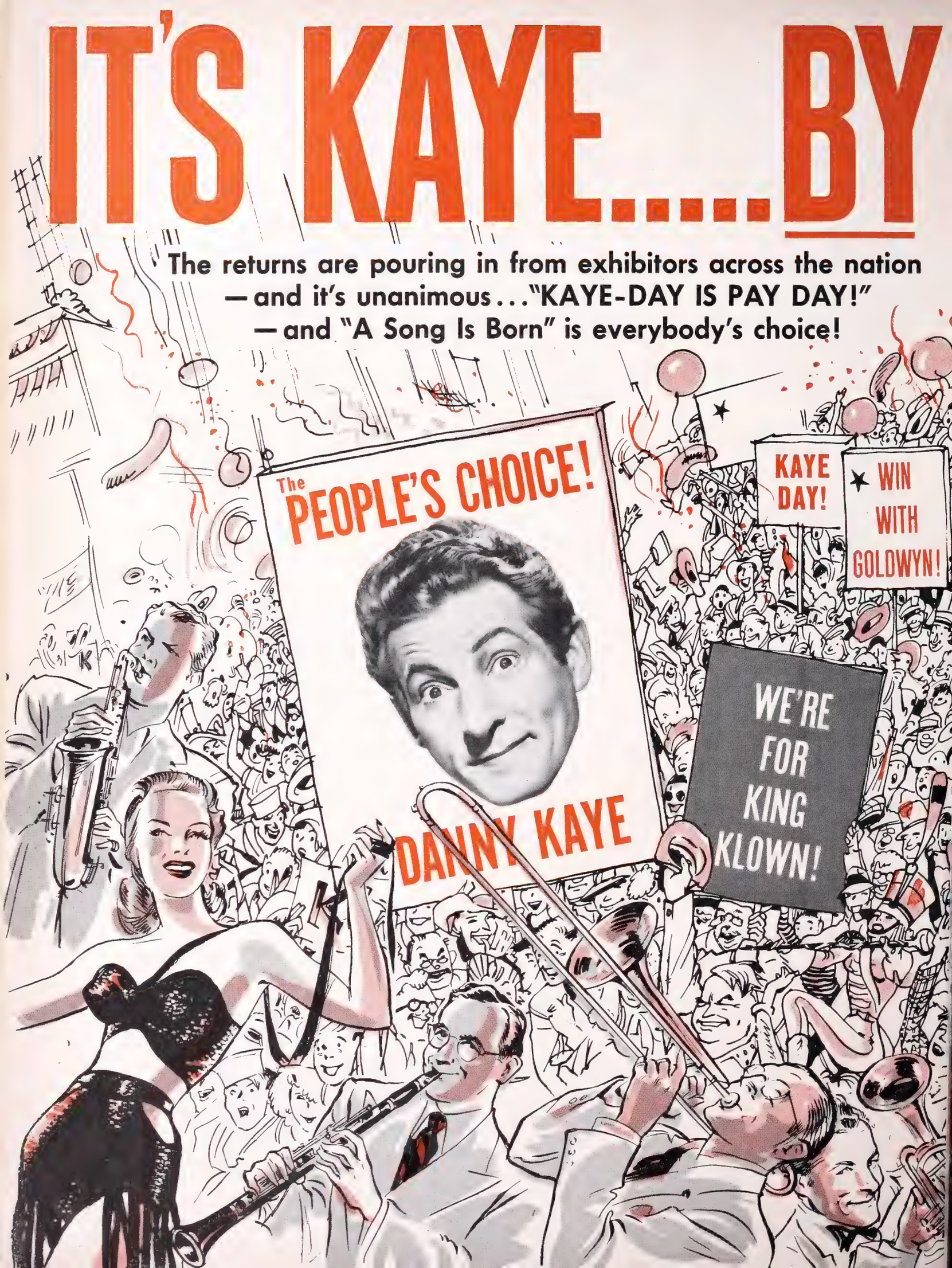


Harold Mirisch

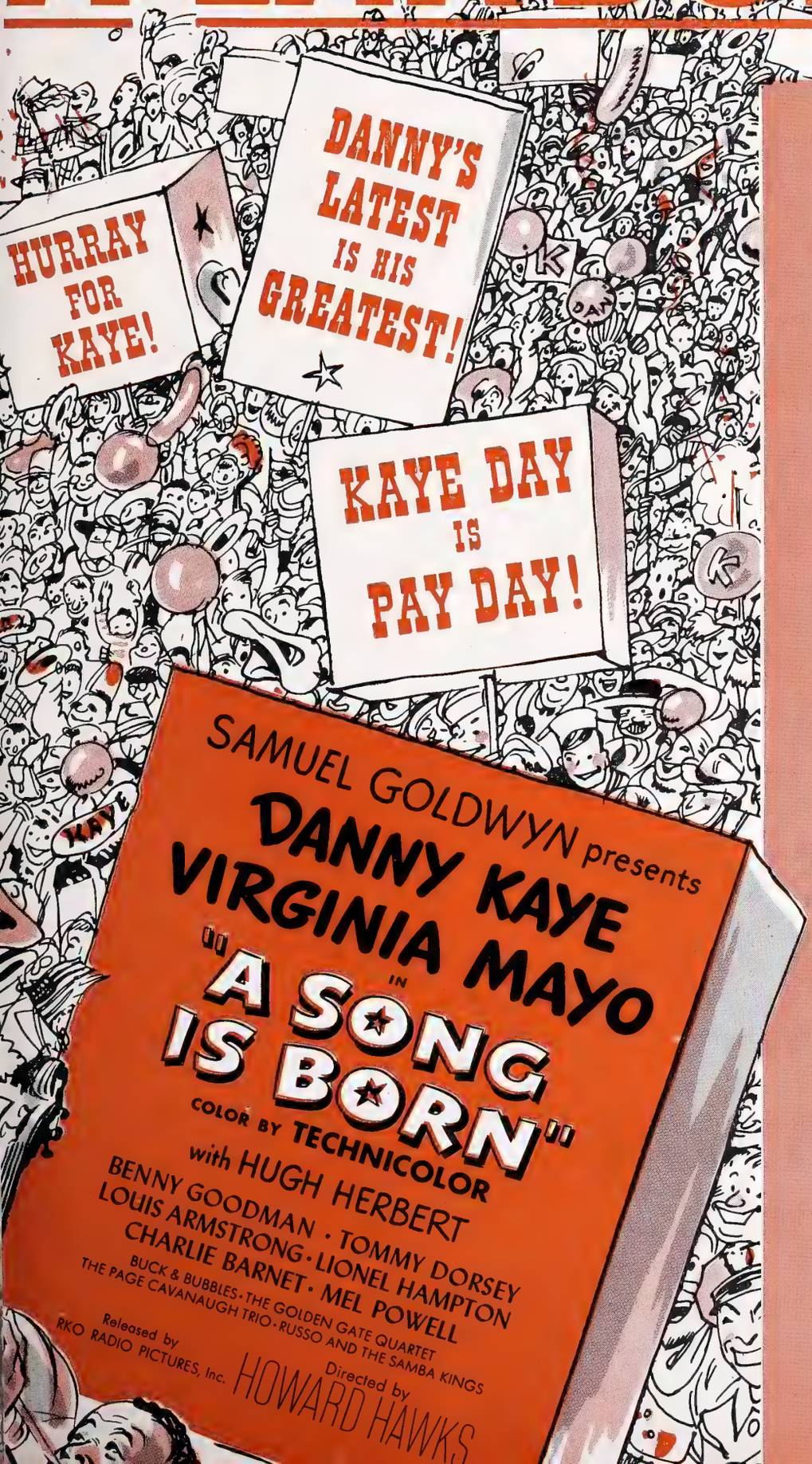
Mel Hulling will continue to supervise the four west coast offices, Los Angeles, San Francisco, Portland and Seattle. Harold Mirisch, vice-president of Allied Artists, will remain at the studio and continue to act as liaison between Broidy and the sales department in the marketing of all AA pictures.

IT'S KAYE.....BY

The returns are pouring in from exhibitors across the nation
—and it's unanimous..."KAYE-DAY IS PAY DAY!"
—and "A Song Is Born" is everybody's choice!



A LANDSLIDE!



CLIMB ON THE BANDWAGON!

Join These Exhibitors Who Have Already Dated And Planned Their Sensational Campaigns On "A Song Is Born".

NEW YORK, Astor
CLEVELAND, Allen
CHICAGO, Woods
PROVIDENCE, Albee
ALBANY, Palace
UTICA, Olympic
BOSTON, Astor
BUFFALO, 20th Century
DETROIT, Adams
INDIANAPOLIS, Indiana
NEW HAVEN, Poli
BRIDGEPORT, Poli
WATERBURY, Poli
OKLAHOMA CITY, Center
ERIE, Shea
ST. LOUIS, Shubert
RICHMOND, Byrd & State
HARTFORD, Strand
MINNEAPOLIS, Orpheum
ST. PAUL, Orpheum
PHILADELPHIA, Stanley
DULUTH, Granada
NASHVILLE, Knickerbocker
STAMFORD, Palace
ORLANDO, Beecham & Roxy
GRAND RAPIDS, Regent
BALTIMORE, Towne
WHEELING, Capitol
CINCINNATI, Albee
TOLEDO, Rivoli
DALLAS, Majestic
HOUSTON, Majestic
SAN ANTONIO, Majestic
FORT WAYNE, Emboyd
TULSA, Orpheum
ALTOONA, Capitol
RACINE, Venetian
FORT WORTH, Worth
SCRANTON, Strand
WILKES BARRE, Comerford
EL PASO, Plaza
SHAWNEE, Ritz
WOODWARD, Woodward
KNOXVILLE, Pike & Tower
LITTLE ROCK, Arkansas
ROANOKE, Granada & Lee
PITTSBURGH, Fulton
YOUNGSTOWN, Palace
MADISON, Capital
MANCHESTER, Strand
AKRON, Palace
PORTLAND Me,, Strand
CANTON, Palace
KANSAS CITY, Orpheum
DES MOINES, Orpheum
SIOUX CITY, Orpheum
COLUMBUS, Palace
LOS ANGELES, Hillstreet & Pantages
GALVESTON, Martini
JACKSONVILLE, St. John's
JAMESTOWN, Shea
TERRE HAUTE, Orpheum
MARSHALLTOWN, Strand
DAVENPORT, Orpheum
ROCHESTER, Palace
CEDAR RAPIDS, Iowa
SAN FRANCISCO, Golden Gate
SPRINGFIELD Ohio, Regent
DOVER, Dexley
SYRACUSE, Keith
OMAHA, Brandies
LOWELL, Keith
NEW ORLEANS, Orpheum
WASHINGTON D. C., Keith
WATERLOO, Orpheum
DAYTON, Keith
TUSKEGEE, Rialto
NEW PHILADELPHIA O., Quaker
MIAMI, Embassy
MIAMI BEACH, Variety
BIRMINGHAM, Melba
LAKELAND, Polk
NEW BEDFORD Mass., New Bedford
WEST PALM BEACH, Florida
LANSING, Michigan
FLINT, Capitol

BOOK IT NOW!

And Watch Those Boxoffice Votes Roll In!

Sarnoff Sees Theatres Getting Films by Air

WASHINGTON—Transmission of films from a single master negative to theatres by means of a new television apparatus called "Ultrafax" is predicted by David Sarnoff, president and board chairman of RCA.

Sarnoff also predicts that this apparatus, with the help of 12 to 14 relay planes, will send television programs across the ocean.

The new system uses ultra high frequencies. It was publicly demonstrated here Tuesday, October 21. Material was broadcast from NBC's television station, WNBW, in the Wardman Park hotel to the Library of Congress where a group of officials and scientists saw the reception.

Another amazing factor of this new development is its ability to transmit written or printed messages and documents at the rate of a million words a minute at the speed of light—186,000 miles a second.

RCA engineers say "Ultrafax" combines the elements of television with the latest techniques of radio-relaying and high-speed photography. It takes messages, drawings, documents—any thing that can be photographed, including motion picture film.

The motion picture transfer technique is somewhat like that used in the Paramount Theatre, New York, whereby a film record of a television program is made directly from the television receiver. The RCA invention uses apparatus developed by Eastman Kodak.

Dr. C. E. Kenneth Mees, vice-president and director of research for Eastman, says it is "the beginning of a new era in communications."

The whole program was sent out over the NBC east coast television network from a spot near the one where Samuel F. B. Morse sent out his first telegraph message 104 years ago.

As now set up, a feature film, or an entire program, can be transferred from a television receiver and developed and dried in 30 seconds. Sarnoff says thousands of theatres could receive this service simultaneously from one negative.

This is only one of the new things the apparatus can do. Sarnoff says international television programs could be exchanged, newspapers and other publications could be transmitted by air, and in 60 seconds the equipment could handle as much material as the Pentagon sent out in 24 hours during the war. Sarnoff also predicts a radio mail system, with carriers delivering messages that come in over the air.

Sees Half U.S. Population With Video by Yearend

DETROIT—Television will serve half the population of the United States by the end of 1948, according to Joseph B. Elliott, vice-president in charge of the RCA Victor home instrument department. He spoke Thursday, October 21, before the Engineering Society of Detroit.

One-third of the population already lives within television areas, he said. He predicted one and one-half million sets in use by the end of 1949.

Referring to the suspension of new permits for television stations and the FCC study of how to use the ultra high frequencies, Elliott said there was no thought of abandoning the present 12 television channels, and therefore transmitters and existing sets would not become obsolete.

Elliott demonstrated the new RCA television projector for theatres which is smaller and lighter than earlier models. He said other types and models were being developed in joint research programs with Warner Bros. and 20th Century-Fox.

TRADE SHOW CANCELLATION!

M-G-M's

"THE KISSING BANDIT"

The Trade Shows announced for November 16th will NOT be held on that date. A new Trade Show date will be announced shortly!

Ralph Cohn Organizes Second Video Firm

NEW YORK—Ralph Cohn, former producer for Columbia and associate of Mary Pickford, has formed Pioneer Telefilms, Inc., a new producing firm which will concentrate on full-length live and film entertainment programs for television.

The company will operate under the same ownership and board of directors as the recently announced Telespots, Inc., which will devote itself exclusively to the field of television commercials. In addition to Cohn, the officers of Pioneer Telefilms, as well as Telespots, are: Jules Bricken, Sam Dembow jr., Arthur L. Mayer, Robert Gruen, Allan Robbins and Samuel Spring.

Pioneer Telefilms has prepared four basic programs in a preliminary package form for presentation to agencies and sponsors for consideration. They are: "You Be the Jury," a dramatic show built around actual legal cases; "The Life of the Party," a television adaptation of "Hobby Lobby" by David Elman, producer; "Gamblers Don't Gamble" and "Your Life Is In Your Hands."

Weekly Television Shows At Hollywood Pantages

LOS ANGELES — Another "first" in the television-exhibition liaison has been chalked up by the Pantages Theatre, Hollywood running-mate of RKO's downtown Hillstreet. Rodney Pantages, operator of the showcase, has arranged for a regular weekly series of half-hour "live" video shows to be presented from the theatre's stage.

Sponsored by Admiral Radio, the programs are titled "So This Is Hollywood" and are telecast through the facilities of the local Paramount video outlet, Station KTLA. The series is in the audience participation format and are being presented each Tuesday evening at 8:30.

UA Film Contracts Have New Television Clause

NEW YORK—New film distribution contracts coming up for approval by the United Artists board of directors will include a television clause guaranteeing the company distribution rights upon completion of theatrical distribution. The clause is expected to add to the number of films available to program directors, advertising agencies, sponsors and others through the new UA television sales department headed by John H. Mitchell.

Tesch of RCA Reassigned

CAMDEN—Walter L. Tesch, manager of film recording sales for the theatre and recording equipment section of Radio Corp. of America, has been named merchandise manager of the film recording group of the engineering products department. Barton Kreuzer manages RCA theatre and film recording activities.

Jack Warner Has Operation

HOLLYWOOD—Jack Warner, vice-president in charge of production at Warner Bros., was reported resting comfortably after undergoing an operation last week for the removal of gallstones at Cedars of Lebanon hospital.

Hollywood Report

By IVAN SPEAR

Small and Rank Finalize Deal for 'Lorna Doone'

Producer Edward Small, whose picture-making commitments are as varied and far-flung as are his numerous distribution outlets, added England to his list of production locales through finalization of a tentative commitment whereby, in association with the J. Arthur Rank Organization, he will send "Lorna Doone" before the cameras in London next March.

Small has ticketed John Beck, associated with Universal-International for several years in an executive production capacity, as his personal representative on the project and Beck has checked out for Britain for huddles with Rank officials concerning studio facilities and other productional details on the venture. Beck, incidentally, still has a one-picture commitment with U-I whereunder he is slated to produce the film version of the stage hit, "Harvey."

The Small-Rank arrangement calls for Rank to distribute "Lorna Doone" in the eastern hemisphere, while Small will cook up an as-yet undesignated U.S. release. Two stars, and possibly the director, will travel from Hollywood to England for the feature.

Richard Blackmoore's novel, filmed once previously—as a silent by First National in 1923—has also been announced for production by Transatlantic Pictures, the independent unit headed by Alfred Hitchcock and Sidney Bernstein. The fate of the latter project apparently is in doubt, however, since Small holds priority on the title via the Motion Picture Ass'n of America's title registration bureau.

Billy Gordon Taking Over Ben Lyon's Studio Post

With Ben Lyon, 20th Century-Fox's studio executive talent and casting director, being dispatched to England to preside in those capacities over the company's British and European production activities, his berth at the studio is being assumed by Billy Gordon, a veteran member of the department on the Westwood lot . . . At the same studio Producer Sol C. Siegel, who has a heavy schedule of vehicles in preparation, was given an option hoist——holding him there for the next two years . . . Albert Band has joined Producer Wolfgang Reinhardt's new independent unit, Midwest Productions, as story editor. He was formerly story chief for Enterprise, with which outfit Reinhardt was also associated.

Two Story Sales in Week: MGM, Bogeaus Buyers

Continuing to reflect Hollywood's generally gloomy output was the struggling story market, barely able to keep its head above water during a period when only two subjects were acquired for production. Metro, which has been adding rather extensively to its story holdings since Dore Schary took up the reins as vice-president in charge of production, acquired "Tension," an original by John Klorer. It concerns a drab pharmacist who, confronted with the discovery that his wife is unfaithful, plans murder with such painstaking detail that he eventually finds himself accused of a slaying he did not commit. Productlon chores have been entrusted to Robert Sisk . . . Producer Benedict Bogeaus popped for "The Crooked Way," an original screenplay by Richard Landau and Norman Reilly Raine. Bobeaus will make it under the banner of the newly-organized LaBrea Productions but has set no release, although in the past the majority of his film efforts have been distributed through United Artists. One exception was the recent "Lulu Belle," handled by Columbia.

'By Bread Alone' Is Title Of New Protestant Film

Newest in the feature-length production ventures being undertaken by the Protestant Film commission, under the supervision of Paul F. Heard, is "By Bread Alone." Described as a study of "the workings of democracy," it will go into work in December with Edward Nassour as the producer. The original screenplay has been completed by Ivan Goff and Ben Roberts. Designed primarily for consumption by churches, civic groups and other organizations, certain of the PFC output also will be geared for theatrical distribution.

Columbia to Distribute 'Anna Lucasta' in '49

Finalized, after months of discussion, are arrangements under which Columbia will distribute the screen version of Philip Yordan's Broadway success of some years ago, "Anna Lucasta." Yordan, a scenarist as well as playwright, will function as producer on the sharecropping deal, and Paulette Goddard is set to undertake the title role. The picture is slated to get under way in December.

Lola Albright, Ruth Roman Given Screenplays Pacts

In startling contrast to the option-dropping spree which has been one of the unfortunate facets of the current economy hysteria at most studios, one independent outfit—Screenplays, Inc.—is steadily adding to its list of contract personalities. The unit headed by Stanley Kramer and George Glass has handed long-term tickets to Lola Albright and Ruth Roman, and cast them both —along with Marilyn Maxwell—in "Champion," which is to roll shortly as a United Artists release . . . Donald O'Connor's next starring picture at Universal-International will be "And Baby Makes Three"—a comedy about a veteran and his wife, a former Wac, both attending college and trying to care for their baby at the same time. Charles Coburn draws a part therein as a football coach . . . Janet Leigh was assigned one of the toplines at Metro in the new Greer Garson vehicle, "The Forsyte Saga" . . . Ida Lupino moves over to the Columbia lot to co-star with Glenn Ford in "Bonanza" . . . Veteran Jack Holt dons an admiral's uniform for a role in Warners' "Task Force," for which Bruce Bennett, John Ridgely and Rory Mallinson also were set . . . Argosy Pictures—the John Ford-Merian C. Cooper company—booked George O'Brien for "She Wore a Yellow Ribbon."

Andy Clyde to Co-star With Whip Wilson

It's apparently come to be accepted doctrine among most producers of sagebrush fare that the stalwart cowboy hero can't do a thorough job of headin' 'em off at the pass unless he's accompanied thataway by a sidekick who makes up in comedy for what he lacks in the qualities of a frontier trigger-man.

So, true to tradition, Monogram's new boots-and-saddles star, Whip Wilson, will have as his bearded saddle-pal the veteran Andy Clyde, who has been set to co-star in Wilson's initialer, "Crashing Through," and will also appear in subsequent entries in the group, being produced by Barney A. Sarecky.

Irving Cummings and Son To Make Film for RKO

Back in action after being forced into temporary retirement three years ago by illness, Irving Cummings sr. has completed negotiations for an RKO Radio release for "It's Only Money," on which he will wield the megaphone. It's a father-and-son affair, since Irving Cummings jr. will function as producer on the opus.

Scheduled to go before the cameras late in November, the comedy with music will topline Frank Sinatra, Jane Russell and Groucho Marx and is the newest outside commitment to be okayed by Howard Hughes since the latter acquired control of RKO Radio some months ago. Formerly titled "The Pasadena Story" and once owned by Michael Curtiz, "It's Only Money" was written by Arnold Albert and Leo Rosten, and is being scripted by Melville Shavelson. The musical score will be turned out by Sammy Cahn and Jule Styne.

'King Solomon's Mines' Assigned Scenarist

Proceeding with plans to adapt adventure classics to the screen (it already has "Robinson Crusoe" in preparation), Metro has set Helen Deutsch to develop the screenplay of "King Solomon's Mines," based on the novel by H. Rider Haggard . . . Stuart Heisler was ticketed by Santana Productions to meg "Tokyo Joe," second Humphrey Bogart starrer for Columbia release. Producer Robert Lord is currently in Japan seeking background material and endeavoring to persuade U.S. army authorities to consent to the filming of scenes in the Japanese capital . . . John Rawlins will pilot "The Harvester," next Windsor production for Monogram. He recently completed the directorial chores on Windsor's "When a Man's a Man" . . . John Twist is developing the screenplay of "Dallas" from his own original, to be produced at Warners by Anthony Veiller.

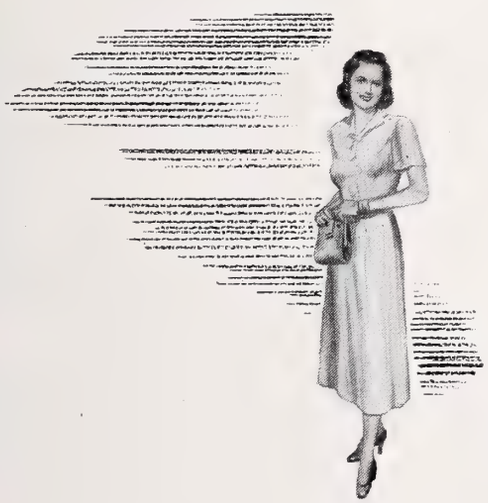

This is the ad that announced the World Premiere in New York for the motion picture that's front page news everywhere!
20th CENTURY-FOX

THIS AD SHOULD BE ON THE FRONT PAGE!

The New York Times does not sell display advertising on Page One.

That, quite properly, is reserved for the day's most important events and happenings throughout the world.

Yet, so important in the annals of the screen is "The Snake Pit" that, if we could, we would place this advertisement on the front page so all could see and know...



That "The Snake Pit" inscribes a new chapter in the annals of the screen . . . that it answers a cry born of hate, fear, despair . . . with the substance of love, courage and faith!

World Premiere **Rivoli Theatre** *November 4th*

Darryl F. Zanuck presents OLIVIA de HAVILLAND in "THE SNAKE PIT" also Starring Mark Stevens & Leo Genn, with Celeste Holm & Glenn Langan. Directed by Anatole Litvak. Produced by Anatole Litvak & Robert Bassler.

20th CENTURY-FOX

RKO RADIO PICTURES INC. Trade Showings OF THREE PRODUCTIONS

	EVERY GIRL SHOULD BE MARRIED	INDIAN AGENT	BLOOD ON THE MOON
ALBANY Fox Projection Room 1062 Broadway	Tues. 11/9 8:00 P.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 8:00 P.M.
ATLANTA RKO Projection Room 195 Luckie Street N.W.	Tues. 11/9 2:30 P.M.	Tues. 11/9 10:30 A.M.	Wed. 11/10 2:30 P.M.
BOSTON RKO Projection Room 122-28 Arlington St.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
BUFFALO Motion Pic. Op. Sc. Rm. 498 Pearl Street	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
CHARLOTTE Fox Projection Room 308 So. Church St.	Tues. 11/9 2:00 P.M.	Tues. 11/9 3:30 P.M.	Wed. 11/10 2:00 P.M.
CHICAGO RKO Projection Room 1300 So. Wabash Ave.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
CINCINNATI RKO Projection Room 12 East 6th Street	Tues. 11/9 8:00 P.M.	Tues. 11/9 9:30 P.M.	Thurs. 11/11 8:00 P.M.
CLEVELAND Fox Projection Room 2219 Payne Ave.	Tues. 11/9 2:30 P.M.	Tues. 11/9 10:30 A.M.	Wed. 11/10 10:30 A.M.
DALLAS Fox Projection Room 1803 Wood St.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
DENVER Paramount Proj. Room 2100 Stout St.	Tues. 11/9 2:00 P.M.	Tues. 11/9 3:30 P.M.	Wed. 11/10 2:00 P.M.
DES MOINES Fox Projection Room 1300 High Street	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
DETROIT Blumenthal Proj. Room 2310 Cass Ave.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
INDIANAPOLIS Universal Proj. Room 517 North Illinois St.	Tues. 11/9 1:00 P.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 1:00 P.M.
KANSAS CITY Paramount Proj. Room 1800 Wyandote	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
LOS ANGELES RKO Projection Room 1980 S. Vermont Ave.	Tues. 11/9 2:30 P.M.	Tues. 11/9 10:30 A.M.	Wed. 11/10 2:30 P.M.
MEMPHIS Fox Projection Room 151 Vance Ave.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
MILWAUKEE Warner Projection Room 212 W. Wisconsin Ave.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
MINNEAPOLIS Fox Projection Room 1015 Currie Ave.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
NEW HAVEN Fox Projection Room 40 Whiting Street	Tues. 11/9 2:00 P.M.	Tues. 11/9 3:30 P.M.	Wed. 11/10 10:30 A.M.
NEW ORLEANS Fox Projection Room 200 So. Liberty Street	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
NEW YORK Normandie Theatre 53rd St. & Park Ave.	Tues. 11/9 10:30 A.M.	——— ———	Wed. 11/10 10:30 A.M.
NEW YORK RKO Projection Room 630 9th Ave.	——— ———	Tues. 11/9 2:30 P.M.	——— ———
OKLAHOMA CITY Fox Projection Room 10 North Lee Street	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
OMAHA Fox Projection Room 1502 Davenport Street	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
PHILADELPHIA RKO Projection Room 250 N. 13th Street	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
PITTSBURGH RKO Projection Room 1809-13 Blvd. of Allies	Tues. 11/9 1:00 P.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 2:30 P.M.
PORTLAND Star Film Exchange 925 N.W. 19th Ave.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
ST. LOUIS RKO Projection Room 3143 Olive Street	Tues. 11/9 11:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 11:30 A.M.
SALT LAKE CITY Fox Projection Room 216 East 1st South Street	Tues. 11/9 1:00 P.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 1:00 P.M.
SAN FRANCISCO RKO Projection Room 251 Hyde Street	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
SEATTLE Jewel Box Proj. Room 2318 2nd Ave.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.
SIOUX FALLS Hollywood Theatre 212 No. Phillips Avenue	Tues. 11/9 10:00 A.M.	Tues. 11/9 9:00 A.M.	Wed. 11/10 10:00 A.M.
WASHINGTON Fox Projection Room 932 New Jersey Ave.	Tues. 11/9 10:30 A.M.	Tues. 11/9 2:30 P.M.	Wed. 11/10 10:30 A.M.

Review >> << Flashes

PLOT TO KILL ROOSEVELT, THE (UA)—The sensational theme of this British picture produced by Selected Films practically guarantees it boxoffice success, either as first or second feature in other than silk hat theatres. It is not very well acted and it has a rough continuity that is at times confusing, but action is fast and furious and full of suspense after a dull opening. Derek Farr and Marta Labarr. Directed by William Freshman.

YOU GOTTA STAY HAPPY (U-I)—Joan Fontaine and James Stewart romp through an aptly titled comedy which will garner tremendous laugh returns from any type of audience. With the two name stars at the height of their popularity, it should be a boxoffice winner generally. The nonsensical plot, which is in the "It Happened One Night" tradition, is packed with human interest touches and peopled with amusing, down-to-earth characters. Joan Fontaine, James Stewart, Eddie Albert, Roland Young. Directed by H. C. Potter.

These reviews will appear in full in a forthcoming issue of BOXOFFICE.

Radio Record Publicity Offered for 'A Song'

NEW YORK—Samuel Goldwyn and RKO are supplying exhibitors with specially prepared radio recorded material in promoting Danny Kaye in "A Song Is Born." It includes transcriptions with music from the sound track of the film, varying in length from 15-minute programs to spot announcements; "open end" interviews with the stars, and an album of the commercial recordings of the song hits from the film. There also are announcements for use by radio commentators and disk jockeys, and merchandise novelties including ties with musical motifs, jewelry and cosmetics as prizes in radio contests.

'Rapture,' American Film, Being Produced in Rome

ROME—"Rapture," the first American film production in Italy entirely financed by dollar credit, will wind up interior shooting at the Scalera studios during the first week in November. Exteriors were recently completed at Lake Ninfa.

Goffredo Allessandrini is directing and the cast includes Glenn Langan, Lorraine Miller, Eduardo Cianelli and Douglas Dumbrille, among the American players, and Elsy Albiin. David Pelham is producing.

New Reissue Sales Group Organized by 20th-Fox

NEW YORK—Twentieth Century-Fox has formed a reissue sales department under the supervision of William C. Gehring, assistant general sales manager, Andy W. Smith jr., general sales manager, reports.

Recent company reissues have included "Jesse James," "The Return of Frank James" and "Alexander's Ragtime Band."

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Unity

This week, Universal-International announced a six-month sales effort which will be called the Unity Drive.

The outstanding feature of the Unity Drive is the fact that exhibitors as well as the company's salesmen are being given an opportunity to share in the fruits of a concerted sales effort to promote Universal-International product.

Provisions are made for the usual sales department prizes which accompany such announcements. The exhibitor, the man who puts the punch in promotion at the point of sales contact, also is to share in the $4,500 which the company has earmarked for campaigns indicating a high degree of showmanship in advertising, publicity and exploitation. This is a promotion contest.

There are several commendable features of the competition. For one thing, managers will be competing against other theatremen in their own geographic locations. For another, the competition has been divided into three groups so that affiliated circuitmen will compete only against each other. Independent circuit managers will compete against showmen in other independent circuits. And independent exhibitors who are not associated with circuits will compete only against those in like situations.

The showmanship competition has thus been placed on an equitable basis.

Still another feature of the contest is the fact that identical prizes will be distributed among the top winners in each group and in each of the three U-I sales zones.

The distributing companies have frequently placed the blame for declining receipts on lack of showmanship effort by the exhibitor. By making the exhibitor an integral part of its Unity Drive, U-I becomes the first company to recognize that proficient handling of its product is not a job for its sales force alone. The offer of cash prizes for exhibitors provides a tangible incentive to theatremen to do a better selling job.

That places special significance on the title, Unity Drive.

Chester Friedman



Lobby Dog Show and Collie Giveaways Top Toledo Tieups for 'Hills of Home'

"Hills of Home" proved a natural for exploitation tieups in Toledo and Abe Ludacer, manager of the Valentine Theatre, set an excellent promotion campaign which can easily be used as a pattern for managers and exhibitors everywhere.

Lassie's appearance in the film production paved the way for numerous tieups. Radio promotion alone accounted for numerous picture and theatre plugs. WSPD mentioned the picture dates on a spot sponsored by the Toledo Humane Society preceding the Lassie Show. Dog Adoption week, inspired by the picture, was exploited over WTOL via an interview with the director of the Humane Society and included theatre mention.

WTOD sponsored a contest to locate Toledo's most heroic dog, the owner of whom was awarded $25 worth of dog merchandise, a case of three-flavor Red Heart dog food and a Lassie Certificate of Heroism by the Humane Society.

Ginny Woods, featured on the animal program heard over WSPD, invited listeners to write her a letter on why they would like to own a dog. The program sponsor, Tiedtke's department store, offered a collie dog to the winner. The picture was plugged frequently on this program.

News commentators heard over the local radio outlets plugged Dog Adoption week and mentioned "Hills of Home" and the Valentine dates.

Ludacer tied up a photo supply concern which provided a collie puppy for the best photograph of a dog submitted. The pup was exhibited in the theatre lobby and proved a great attention-getter. The store devoted a full window to a display announcing the contest with scene stills and accessories from the film production.

The distributor of Red Heart food provided 500 window cards tying in the product with the theatre playdates and had the cards placed in grocery stores in the Toledo area.

The Humane Society provided at no cost 200 window cards heralding Dog Adoption week and included a generous plug for the Valentine attraction. The organization also stationed a truck in front of the theatre a week prior to opening with a beautiful collie which was available for adoption as a forerunner of Lassie's new picture offering.

Ludacer tapped Tiedtke's, the Saveway Store and Bellman's stores for co-op newspaper ads which were tied in with Red Heart food. Tiedtke's also paid for and distributed 25,000 contest heralds. Both the Toledo Times and Blade were generous with free space and art in publicizing the opening. To stimulate additional interest, Ludacer obtained an exhibit of member dogs associated with the Maumee Collie club for the lobby. This attracted wide attention.

Firemen Turn on Heat To Help on Ballyhoo Of 'Going to Blazes'



Fire Prevention week and the short subject "Going to Blazes" arrived at the Roxy Theatre in Kansas City at the same time. Tom Wolf, manager of the Roxy decided the two events provided the essentials for some good theatre tieups which he put in motion by inviting the fire department, safety council and chamber of commerce to an advance screening.

Wolf and Doug Burrill, public relations director for the Durwood circuit, attended a luncheon of the three groups held for the purpose of a discussion on fire prevention and worked out several promotions.

The fire department loaned an exhibit of fire fighting equipment for a lobby display and the chief made available photographs of big Kansas City fires which were displayed in the theatre lounge.

Burrill was appointed marshal of a parade which the fire department had planned during Fire Prevention week. One of the ladder trucks which participated in the parade carried a large banner plugging the theatre dates of "Going to Blazes." The truck was later dispatched to the field where two high school teams were engaged in a football game, the theatre attraction coming in for another good plug.

Wolf planted stories in the local dailies on the engagement, and received gratis mention on radio programs devoted to fire prevention.

Women Get Free Corsages At Opening of 'Peggy'

Through the cooperation of a local florist, Lou Cohen, manager of Loew's Poli Theatre in Hartford, presented free corsages to the first 100 women attending the opening matinee of "Apartment for Peggy." Cohen and assistant Norman Levinson also lined up a window display in a leading downtown furniture store and set three merchant cooperative ads in the local dailies.

In conjunction with "Red River," a street ballyhoo was used featuring a covered wagon and several men dressed as cowboys, with appropriate display cards. A tankful of water, named "Red River," with goldfish swimming in it made a lively lobby display in addition to a 24-sheet pasted on the lobby floor.

Super Co-op Highlights Campaign For 'Superman' in Monon, Ind.

A two-day midweek booking of the serial "Superman" has tripled the children business and doubled adult attendance on those days, according to Oral Ledbetter, manager of the Howard Theatre in Monon, Ind. Ledbetter's campaign was of the high-pressure type and was undoubtedly responsible for the advance interest built up prior to the opening with Chapter I.

A nearby soda fountain, which is a popular hangout for high school students, was contacted and a six-way tieup arranged. The management of the store originated a special "Superman" sundae which was exploited for two weeks. The store advertised the sundae in daily newspaper display ads which were placed either above or below the theatre ads for "Superman."

A window display on the premises featured the popular comic books, the sundae, plus stills and cutouts from the serial. A backbar display and mirror snipes called attention to the sweet dish and theatre dates, one-sheets were suspended from wires along the ceiling and "Superman" tags were attached to each sundae served to patrons.

Six-sheet and three-sheet cutouts were used in advance in the Howard lobby and moved outdoors currently. Publicity mats were planted with and published in seven weekly papers in the area. Special advance stories and art were used by the local daily and a large title banner with playdates was strung across the stage to plug the first chapter and subsequent episodes.

Ledbetter also promoted window displays with other prominently located merchants in Monon, each of which was built around cutouts of "Superman" with theatre dates.



Screens 'Olympic Games' For Press and Coaches

A screening of "Olympic Games of 1948" for newspaper drama critics, sports writers and radio sportscasters resulted in valuable publicity breaks in connection with the picture's showing at the Ohio Theatre in Cleveland.

Vaughn O'Neil, manager, arranged the screening and also invited athletic coaches of Cleveland colleges to be his guests.

Olympic contestants from the area were interviewed over WJW and Tom Manning's World of Sports program over WTAM featured a news story with local color on the contestants.

Cross-trailers at local Loew theatres helped to publicize the dates, and an action front depicting blowups of the Cleveland stars was used for current ballyhoo.

'Hazard' Passes if Arrow Passes Hazard Spaces

A lucky fortune wheel in the lobby of the Strand Theatre, Long Branch, N. J., offered theatre patrons a chance to win free passes to the engagement of "Hazard." Manager Tom Phelan built the wheel out of heavy cardboard and mounted it in a 40x60 frame. Patrons spun the arrow and if they passed all "hazards," they were entitled to a free ticket provided the arrow stopped in the prescribed space.

Sunday Pictorial Art Planted for 'Venus'

A four-color mat of Ava Gardner, planted on the front cover of the Sunday Post-Standard, Syracuse, N. Y., was one of the outstanding tieups arranged by Richard Feldman, manager of the Paramount Theatre, to stimulate interest in "One Touch of Venus."

A second four-color mat of the star was planted to break in the magazine section of the Post-Standard two days before opening. Feldman also garnered a three-column lead feature story in the Herald-Journal.

Three co-ops were promoted from neighborhood merchants, 20 window cards were spotted in public libraries, book stores, music shops and on book counters of department stores. Gratis announcements at local dance hall and three radio stations helped.

'Lost Weekend' Stunt

In exploiting his return engagement of "The Lost Weekend" at the Center Theatre in Hartford, manager Mike Piccirillo dressed one of his ushers in formal attire and sent him walking around the downtown area of the city, carrying two empty liquor bottles. Sign on his back announced, "I'm heading for the Center Theatre to see . . ."

Window Cards Find Choice Places By Listing School Football Dates

A steady stream of exploitation ideas has kept coming and current screen attractions at the Arbor Theatre, Nebraska City, Neb., well publicized for Manager Dwight Seymour.

For "Return of the Badmen," an eight-foot square board was constructed, blanked with white paper and decorated with stills and title cards. Seymour borrowed some historic gun relics from the Civil War, an old-time thumb-buster and a number of modern American and Japanese rifles and exhibited them on the display board. These were of special interest to the men and small-fry.

For street ballyhoo, one of the Arbor doormen rode a large yellow horse about town with signs announcing the theatre dates. The rider was dressed in blue jeans and shirt. The entire cost of this promotion was for the sign.

To stimulate interest in "The Babe Ruth Story," Seymour circularized all ballplayers who took part in the Chamber of Commerce soft and hard ball leagues. Spare uniforms were borrowed from each local ball club and were worn by ushers, cashiers and candy sales girls a week in advance.

A display in the theatre lobby featured an exhibit of bats, balls and other paraphernalia backed up with accessories and cutouts from the picture.

Handbills were distributed in parked cars more than a week prior to opening. Seymour has a valuable tieup with the local high school which gets him advertising in valuable locations throughout the city and helps to keep expenses down.

Each week the theatre orders 50 window cards. Half of the card carries an announcement of the theatre attractions and the other half has copy on the football team, time and date of its next game. The school has several attractive girl students place the cards in strategic window locations. The stunt has also endeared the theatre to school students and football coaches.

Novel Display Board Has Scare Remedies For 'Frankenstein'



An attractive display was made up for the showing of "Abbott and Costello Meet Frankenstein" by Ansel Winston, manager of the Coliseum in New York, and set up in the lobby well in advance of opening.

The set-piece was put together at a minimum cost, reports Winston, since they repainted an old board that had been used previously to serve as the background. Sign shop art work was mounted on the display and cardboard skeletons were scattered about for effect. Copy recommended nerve tests, smelling salts and good luck charms for timid persons who were planning to see the picture. A special lighting arrangement drew attention to the display.

Alongside the set-piece was placed a full-length distorting mirror, with copy: "If you think you look funny, wait till you see, etc., etc." This proved particularly attractive to the kids.

A trailer, run a week prior to showing, was used with a green gelatin in front of the machine to produce an eerie effect.

Drug Chain Sponsors Contest for 'Judy'

Russell Bovim, manager of the State Theatre in St. Louis, staged a successful tieup for "A Date With Judy." Glasen's cutrate drug chain cooperated with the theatre on the promotion of a "Date With Judy" contest, which attracted over 1,300 contestants.

Two winners, a man and a woman, were given a round of entertainment, including dinner, dancing and a night club. A dance instructress from the Arthur Murray dance studio accompanied the male winner, while the woman was given her choice of an escort for the evening.

The winners also attended Loew's Orpheum where "A Date With Judy" played a move-over engagement, and later went to the Starlight Roof of the Chase hotel for after-theatre dining and dancing.

The theme of the contest was based on a letter-writing essay which was exploited by the 17 stores comprising Gasen's chain. Large newspaper co-op ads, with prominent theatre announcements, were paid for by Gasen's.

National Council Helps Contest on 'Good Sam'

Through a tieup with the local chapter of the National City Council, arranged by Helen Wabbe, publicist at the Golden Gate Theatre in San Francisco, a contest to exploit "Good Sam" was conducted in the San Francisco Chronicle. Prizes were awarded daily for safe driving and acts of courtesy on the part of local citizens.

One thousand half cards, tied back-to-back, were posted in a number of prominent spots in the downtown section of the city, announcing the contest. The National City Council planted over 100 radio spot plugs for the contest, with picture and playdate mention, at no cost to the theatre.

Miss Wabbe was assisted in the campaign by Joe Longo, RKO field exploiteer.

Vacation-End Party Has Candy Firm as Sponsor

With cooperation from officials of the Brach Candy Co., Arnold Gary, manager of the Eastlake Theatre, Birmingham, worked up a good kiddy matinee under the title of "A Vacation End Party."

Brach Candy gave free balloons, overseas paper caps and free candy bars to every kid, in addition to 10 boxes of candy as door prizes.

Gary booked a program of six cartoons, a two-reel comedy and an hour of stage contests which attracted an enthusiastic crowd of kids and adults. The contests included candy eating, balloon blowing and a bubble gum competition. For the mothers, Gary promoted two large orchids and a gardenia corsage from a local florist as attendance prizes.

Schools Display Posters For 'Monte Cristo' Bill

Placards and posters on public grammar and high school bulletins helped to stimulate interest in a double feature showing of "Count of Monte Cristo" and "Son of Monte Cristo" for Bob Portle, manager of the Elm Street Theatre in Worcester, Mass.

The literary angle was used by Portle in tying up school authorities for permission to use the bulletins for theatre advertising. Displays were set with libraries.

An usher dressed in a long black robe, hood and mask carried signs announcing the dates for street ballyhoo. Production stills tied in with merchandise displays in many shops resulted in window tieups with jewelers, book stores and men's and women's shops.

Manager Puts on the Dog

Lawrence Lash, manager of the Alexandria Theatre, San Francisco, tied in his showing of "Emperor Waltz" with national Dog week. Posters playing up the love story of two dogs in the film production were placed in store windows of shops specializing in dogs and pets.

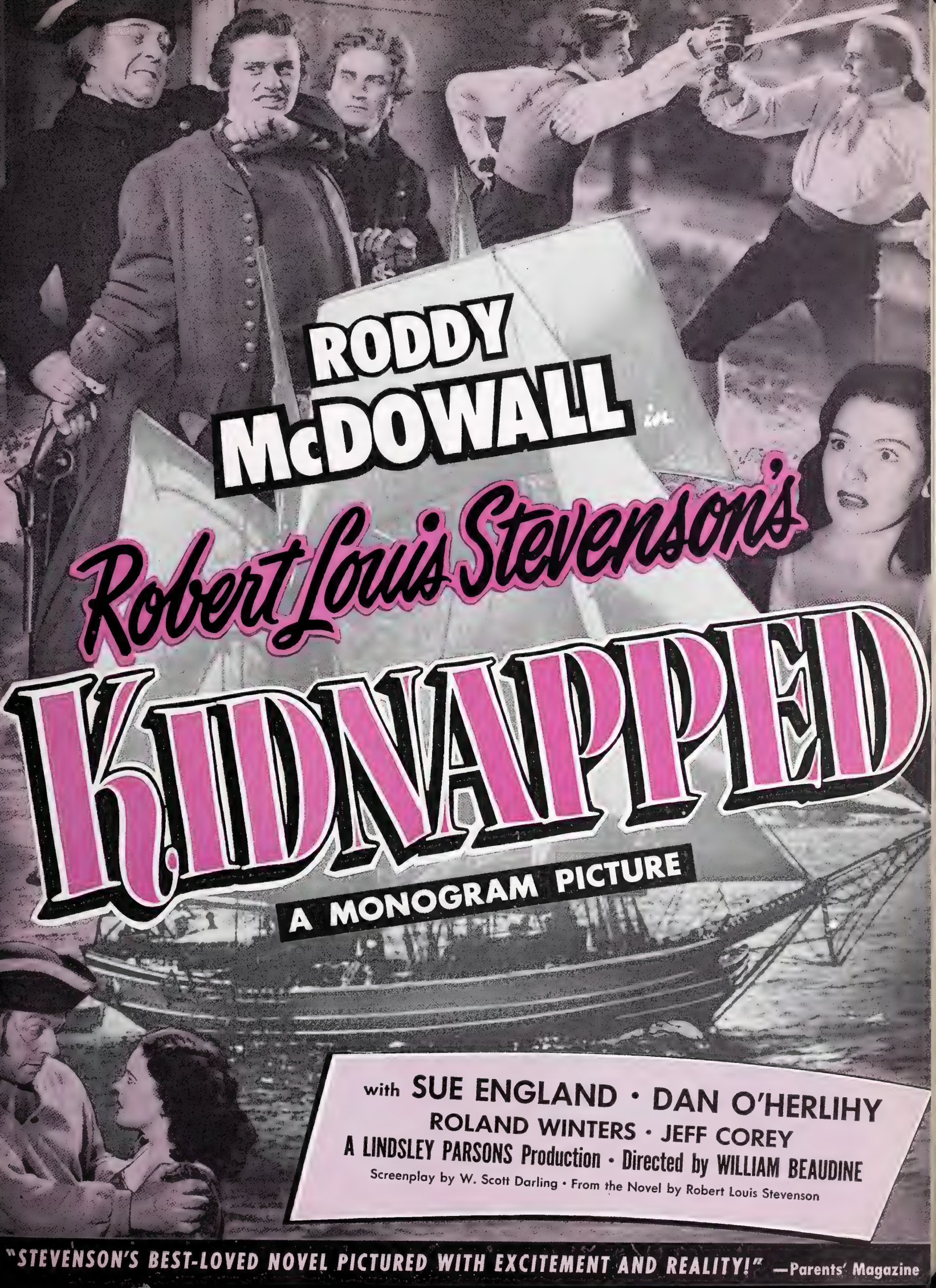
Convicts Bally 'House'

Robert Portle, manager of the Elm Street at Worcester, Mass., sent two boys out dressed as convicts to parade through the main streets of the city. They were placarded with signs reading, "See me at the 'House Across the Bay' now playing at, etc." Stories and art in the daily newspapers and spot plugs over radio station WTAG for six mornings helped to promote the attraction.

Teachers Rewarded With Theatre Pass

As part of a perpetual public relations program to promote goodwill for the Center Theatre in Hickory, N. C., Manager Earle Holden recently mailed letters of appreciation to all grade and high school teachers in the community. Holden cited their contribution to the community in educating the youngsters and concluded by inviting each teacher to be his guest for an evening of entertainment.


ONE OF THE WORLD'S GREAT ADVENTURE STORIES!
PRE-SOLD FOR THANKSGIVING PRE-RELEASE!
NATIONAL ADS IN 34 TOP MAGAZINES
including
LOOK
LIBERTY
REDBOOK
PARENTS'
BOYS LIFE
COLLIERS
AMERICAN
SCREENLAND
SCHOLASTIC
MOVIE LIFE
COSMOPOLITAN
PHOTOPLAY
MOTION PICTURE
SILVER SCREEN
MOVIE STORY
AMERICAN WEEKLY in 20 CITIES
PARADE in 22 CITIES
MONOGRAM PICTURES
"CAPTURES ALL THE SWASHBUCKLING AND LUSTY QUALITY OF THE NOVEL!" —Motion Picture Daily


RODDY
McDOWALL
in
Robert Louis Stevenson's
KIDNAPPED
A MONOGRAM PICTURE
with SUE ENGLAND • DAN O'HERLIHY
ROLAND WINTERS • JEFF COREY
A LINDSLEY PARSONS Production • Directed by WILLIAM BEAUDINE
Screenplay by W. Scott Darling • From the Novel by Robert Louis Stevenson
"STEVENSON'S BEST-LOVED NOVEL PICTURED WITH EXCITEMENT AND REALITY!" —Parents' Magazine



Theatres Press Agent For Freedom Train

Oak Ridge, Tenn., besides being distinguished for its association with the atom bomb is without the services of a newspaper. Residents of the community are dependent upon out-of-town papers and the local radio station for news of the outside world.

When the Junior Chamber of Commerce sponsored a visit of the Freedom Train to the city, recently, four theatres, operated under the management of G. B. Odlum, played a most important role in disseminating the news to the 40,000 persons who live in the city.

For two weeks prior to the arrival of the train, trailers, theatre signs and heralds were used by the theatres to inform the citizens.

According to Odlum, the theatre cooperation in the civic event helped to make it a success. During the 13 hours the Freedom Train was open to the inspection of Oak Ridge citizens, more than 9,000 viewed the historic documents it carried.

Aspirins Distributed For 'So Evil, My Love'

Norton Shapiro, manager of the Rivoli Theatre, Roxbury, Mass., distributed small envelopes which were imprinted: "This envelope contains one aspirin. We suggest that you bring it with you to soothe your nerves when you come to see the tense mystery drama, 'So Evil, My Love' at the etc." With the use of a rubber band clipped to the envelope, 1,700 were tied to door knobs throughout the district.

Plants 'Carmen' Contest

Matt Saunders, manager of the Poli Theatre, Bridgeport, Conn., promoted a newspaper contest with the Post for "The Loves of Carmen." Readers were asked to recall the names of Rita Hayworth's leading men in her previous pictures, with the winners receiving Carmen dolls and guest tickets.

Police FBI Students Test of Observation Plugs 'Crooked Mile'

Police and safety tieups helped to exploit "Walk a Crooked Mile" for Harold Mortin, manager of the State Theatre in Syracuse, N. Y.

Mortin garnered wide newspaper publicity through a screening he arranged for police students who attend the FBI school. Five minutes before the conclusion of the picture, the projector was stopped and the officers were asked to identify the villain.

Fifteen of the 50 in the audience came up with the solution and each was rewarded with a day off. The stunt was featured in news columns and picture layouts in the dailies.

The police department also cooperated by permitting Mortin to post 300 placards on lampposts at street corners with a safety message tied in with the picture title and theatre dates.

Mortin stationed ushers at busy intersections and passes were presented to pedestrians who crossed the streets in a sensible fashion. This stunt also received coverage by the press photographers. Radio news commentators also were generous in giving free mention to the promotions and the theatre playdates.

Skelton Cutouts Planted In Merchant Windows

An unusual window display was designed by Charles Daniels, manager of the Paramount Theatre, Glens Falls, N. Y., in behalf of "A Southern Yankee." Using the standard 24-sheet, he cut out the heads of Red Skelton and Arlene Dahl, with Skelton's the rolling type, and built them into the display. Catch phrases from the press book were used along with playdate announcement copy. Daniels reports that he had no trouble planting this display with several merchants in advance of opening.



Some of the vehicles which participated in a parade which highlighted the advance campaign for "Red River" in Philadelphia are pictured in front of the Stanley Theatre there. Indians, cowboys, model rodeo girls, steers, etc., were in the demonstration which was promoted by Ev Callow, publicity manager for Warner Theatres in Philadelphia.

Cumberland, Md., Goes to the Dogs For 'Secret Land' Exhibition

Theatre patrons in Cumberland, Md., were made aware of the booking of "The Secret Land" at the Maryland Theatre well in advance through a comprehensive exploitation campaign which was set up by Harry D. Stearn, Schine district manager; Ray Light, manager of the Maryland, and Tom Baldridge, MGM exploiteer.

The trio set up an advance screening of the picture and invited local navy personnel, school teachers, editors of school publications, Scouting officials, newspapermen and radio reporters. Comment cards were distributed and quotations of the guests were used in display ads and in lobby displays.

Captain Robert Quackenbush, chief-of-staff of Admiral Byrd's 1947 expedition to the south pole was invited to the city. He was greeted by the mayor, was principal speaker at the Kiwanis luncheon which was recorded and broadcast by WCUM, and made brief talks to school students at special assemblies.

The newspapers and radio commentators carried lavish announcements of the distinguished visitor's activities, all of which included full theatre mention.

Two dog teams which were used by Byrd arrived in town with navy photographs and pictures of the film production which were exhibited at the city hall square. The press featured art layouts on the dog teams.

A parade was set for Navy day in which navy personnel, the American Legion, Navy Mothers' League and high school bands participated. The theatre was decorated with flags and bunting for the occasion and through the run of the picture.

Window cards were placed in banks, libraries, schools and stores in Cumberland and adjacent communities. Three-sheets and 24-sheets were posted in choice locations and many trucks servicing the neighborhood area were bannered with signs.

The navy cooperated by installing a booth in the theatre lobby which was staffed by uniformed personnel. This was tied in on the recruiting angle and gained frequent spot plugs on local radio outlets.

For the engagement of "The Secret Land," the theatre advertising budget was upped to allow for extra radio time and large space display ads in newspapers.

Guns Exploited in Lobby For 'Canon' in Sharon, Pa.

An exhibit of police department guns and other paraphernalia was used to exploit "Canon City" at the Nu Luna Theatre, Sharon, Pa., by owner-manager Harry Stahl. Stills and announcement cards rounded out the display which attracted unusual attention.

Detective books and magazines were the basis of several displays with book stores, five and dimes and newsstands.

Stahl planted advance stories and feature art in the local dailies and weekly newspapers, and used paid spot announcements over radio station WPIC to plug his playdates.

Tieup Stills Promote 'An Innocent Affair'

Lester Pollock, manager of Loew's, Rochester, N. Y., made good use of tieup stills from "An Innocent Affair" to promote choice window displays. Leading merchants dealing in jewelry, groceries, electrical appliances and pianos displayed blowups of stills along with signs announcing the theatre dates. The Adam Hat tieup also was consummated with dealers in the main shopping section.

Special publicity stories were planted with local dailies and in school publications. A gossip contest provoked word-of-mouth conversation about the picture among students at the University of Rochester.

Twin Bill Bally

Mike Piccirillo, manager of the Center Theatre, Hartford, Conn., used a street ballyhoo to exploit the booking of "The Jolson Story" and "Lost Weekend." An usher dressed in top hat and tails, carrying an empty whisky bottle and made up in blackface, walked the main shopping districts with a sign announcing the playdates.

Frankenstein With Lease On Apartment for Rent

A unique newspaper ad helped to provoke wide interest in "Abbott and Costello Meet Frankenstein" prior to its opening at the RKO Keith Theatre, White Plains, N. Y. the ad was placed in the local Reporter Dispatch and in two columns by 100 lines announced: "Apartment for Rent . . . 6 rooms . . . New . . . All Modern Improvements . . . Rent $30 per month." In italics, the copy continued: "Oh yes! We almost forgot. Dracula is in the closet. Frankenstein is in the living-room. The Wolf Man is in the bedroom. Apply RKO Keith's. Ask for Mr. Abbott or Mr. Costello." Stunt was thought up by publicist Fred Herkowitz and manager Al Pluchos.

Goodwill Stimulated With Special Kid Shows

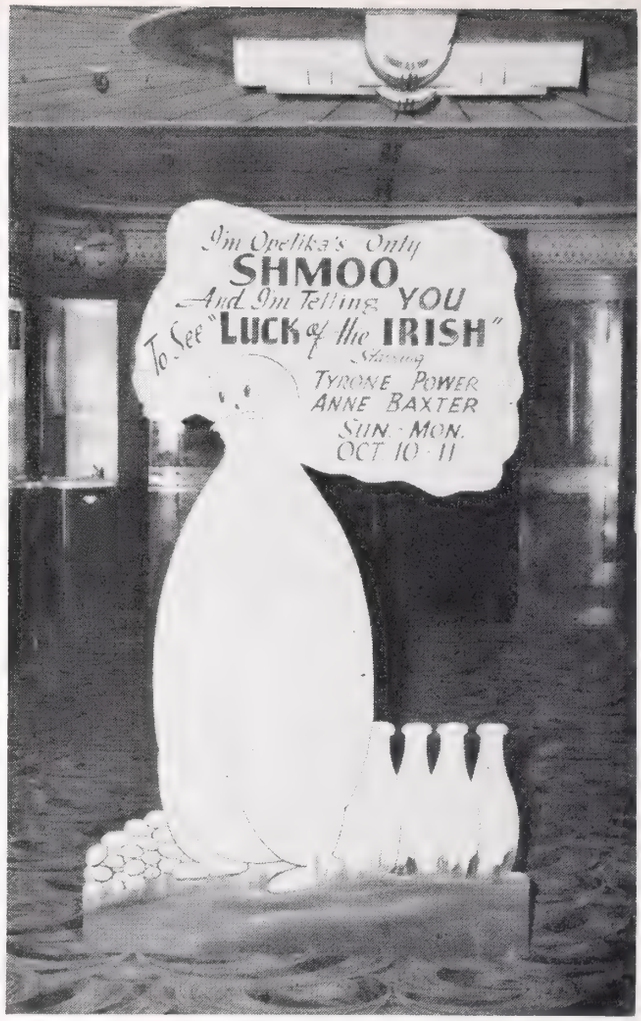
Doug Amos, manager of the Webb Playhouse, Wethersfield, Conn., has put into effect a new policy of showing a special children's feature on Saturday matinees, reserving regular adult pictures for evening showings. This has resulted in a tremendous amount of goodwill for the theatre. The local public schools cooperate by displaying sign cards on the bulletin boards and in the halls, with titles of the matinee offerings, and announcements are made during school assemblies.

Perfume Given for 'Lady'

Sid Kleper, manager of the College Theatre in New Haven, promoted perfume from Carroll's, a cut-rate cosmetic shop, for a giveaway to plug "That Lady in Ermine." Several days before opening, a coupon bearing playdate copy was presented to every woman patron, which was redeemable at Carroll's for a sample of "That Lady in Ermine" perfume.







Comics Influence

— on theatre promotion is typified by displays above and at right. The Shmoo setpiece, inspired by Lil Abner, was used by Duke Stalcup, manager, Martin Theatre, Opelika, Ala. Sol Getzow, manager of the Colonial, Philadelphia, developed the Dick Tracy Teleguard with his house electrician. Flashing lights and sparks shooting out of box at right were crowd-stoppers.

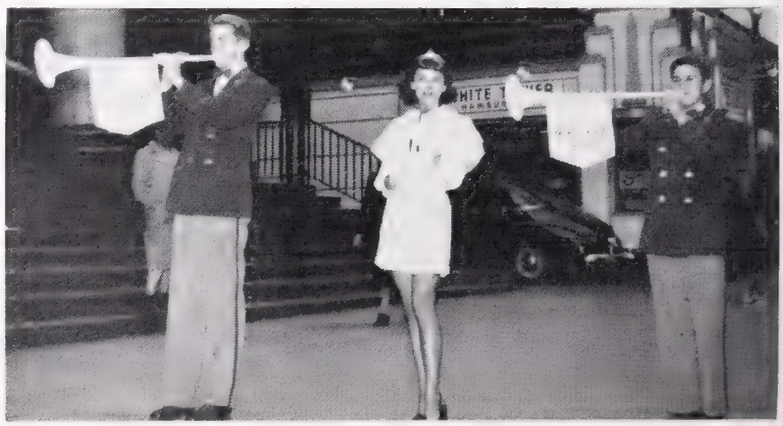


Nothing like a set of electric trains, according to Jack Jackson, manager of the Panama in Panama City, Fla., for stopping traffic. It worked swell for "Berlin Express."



Covered Schooner wagon was employed by publicist Nate Wise to ballyhoo RKO Grand dates for "Dude Goes West" at the Grand, Cincinnati.

Below, Manager Fred Greenway's ballyhoo for "That Lady in Ermine" at the Palace, Hartford, Conn., had a fur-wrapped bathing model and trumpeteers.



Fashion Show Is Tops As 'Mickey' Tieup In Chattanooga

Herman Geisner, manager of the Capitol, Chattanooga, and H. M. Addison, Eagle Lion exploiteer, promoted a teen-age fashion show in conjunction with the showing of "Mickey." The Miller department store sponsored the show at which only teen-agers were admitted.

Miller's plugged the program through large newspaper co-ops and devoted several windows to displays of teen-age styles with theatre and picture tieups.

Mercer's Bakery used quarter-page co-ops playing up the still of the girl stealing a pie as the main illustration. The bakery also imprinted and distributed several thousand heralds using the same copy and illustration and supplied all dealers handling its product with window cards.

A screening for women's club officials, PTA members and school teachers was held a week before the regular opening and helped to create advance word-of-mouth publicity.

Special art and feature publicity broke in both daily newspapers including fashion breaks on the Miller tieup. The Father Goose record received at least one daily plug from cooperative disk jockeys on four local radio stations beginning ten days in advance of opening.

Takeoff on Calvert Copy Used as 'Pirate' Teasers

A takeoff on the current Calvert whiskey ads provided Irving Neuwirth, manager of the Olympic Theatre, Watertown, N. Y., with some neat catch-copy for his newspaper advertising on "The Pirate."

Three days before playdate, he ran a teaser to the effect that a popular night club propritor in town has "switched to the Olympic because 'The Pirate' is coming." This was followed next day by a restaurant owner's testimonial along the same lines, and wound up on the third day with, "EVERYONE is switching to the Olympic because, etc."

Neuwirth also promoted the cooperation of Sears, Roebuck for his Saturday matinee showings of Roy Rogers pictures. The dealer supplies complete cowboy and cowgirl outfits consisting of hat, jeans, neckerchief, shirt, chaps, holster, gun and lariat for giveaways at the kid shows.

Producer's Background Has Home Town Angle

Special slant used in exploiting "Pitfall" at the Strand Theatre in Hartford was the fact that the producer of the picture, Sam Bischoff, was born in that city and lived there for quite some time. Jim McCarthy, manager of the Strand, played this up for home town angles and landed stories and photos concerning Bischoff's early days in the amusement pages of all the local papers.

Another circumstance which lent itself to special publicity was the fact that the "Pitfall" production company had been on location in Hartford about a year ago to make background shots for the film, getting front page mention at the time. With the exhibition of "Pitfall," McCarthy drummed up renewed interest in the picture by dwelling on the local angles.

NUGGETS

Through the courtesy of the superintendent of police in Pittsburgh, Charles Eagles, manager of the Stanley Theatre there, obtained the use of a finger-printing outfit as advance lobby exploitation for "Canon City." Prints were taken for patrons and sent to the local police files.

In conjunction with his special Kiddy Show, comprised of comedy features and cartoons, Mike Piccirillo, manager of the Center Theatre in Hartford, had 300 buttons displayed on a board in the theatre lobby. Copy explained, "We aim to please. If you lose a button laughing, we'll be glad to replace it."

Arthur Groom, manager of Loew's Theatre, Evansville, Ind., ran a Teen Queen Contest to promote "A Date With Judy." For an entire week, announcements were used at the start and finish of a 15-minute radio program presented by the Girls 'n' Teens shop, calling attention to the contest. The Evansville Press had a two-column front page art break on the winner, and the Courier did a special story on the finalists.

Imprinted paper doilies advertising "The Time of Your Life" were used by Ernie Warren, manager of the Elgin Theatre, Ottawa, Ontario. Five thousand of these were distributed to cocktail lounges and restaurants. The picture was screened in advance of playdate for reporters and radio commentators who came through handsomely with numerous plugs.

To announce the arrival of "Superman" at the Huntington Park (Calif.) Theatre, Jim Barnes, manager, used a three-sheet mounted on cardboard which he placed in front of the theatre a week in advance. An easel lobby display also helped to advertise the serial. Five thousands heralds were distributed by local newspaper carriers who were invited to attend the opening chapter as guests of the theatre.

Summonses to Fans For 'Ruth' in Boston

Norton Shapiro, manager of the Rivoli, Roxbury, Mass., obtained a sample of the "ticket" used by the Boston police department for traffic violations and printed 1,200 reproductions in the same blue color with copy reading, "This is a warning to be sure and see the sensational double feature show, 'The Babe Ruth Story' and 'Return of the Bad Men' at the etc., etc."

A boy was sent to Fenway Park the day before opening to tag all the cars which were parked there for the football game. The following day, cars which were parked at Braves Field for the baseball game were tagged. All cars in the vicinity of the theatre and parking areas in the shopping district were likewise tagged every afternoon and evening during the course of the program.

Shapiro reports that it was an inexpensive stunt which got him advance and current publicity and boosted his boxoffice receipts.

Football and Passes Are Contest Prizes For 'Triple Threat'

Although booked as second feature on a double bill, "Triple Threat" was strongly exploited by Frank Boyle, publicity manager for the Keith Theatre in Lowell, Mass.

Boyle landed a terrific layout in the sports page of the Lowell Sunday Telegram. The paper co-sponsored a quiz in which readers were invited to guess the names of the professional football teams with which each player in "Triple Threat" was associated during his pro playing days.

Ed Reardon, sports editor, plugged the contest in his column, and a two-column feature story with art and a ballot was published on one page.

Contest winner received a football which was autographed by the stars who appear in the picture and Boyle gave theatre passes to 12 runnersup.

The Sunday before opening 15,000 people who attended the local high school football game received heralds on the Keith program with the lineups of the opposing teams imprinted on the reverse side.

Lull and Hartford, top sports store in Lowell, devoted a full window display to "Triple Threat" bargains and a display which included football equipment, stills from the Keith attraction and photographs of the high school team in action.

Quarter Page Co-Op Ad Promoted for 'Mickey'

The Emerson Radio tieup was given local support in Savannah, Ga., and helped to exploit "Mickey" for Ed Seamon, manager of the Avon Theatre.

Seamon tied in with Mingledorff's for a display of Emerson radios in the Avon lobby. The store ran quarter-page co-op ads featuring a four-column illustration of the star of the picture with full theatre credit in the Savannah Morning News.

A full window display built around star blowups also helped to promote the Avon playdates.

Sidewalk Display Clicks For 'Big Clock' Ballyhoo

To ballyhoo "The Big Clock," Jerry Segal, manager of the Congress, Saratoga Springs, N. Y., contacted a downtown jeweler and obtained permission to build a large sign around his sidewalk timepiece. Blowups from the film production were built into a four-sided display with title, star names and theatre imprint around the old-fashioned clock which is located near the curb.

Women Given Free Roses At Theatre Anniversary

To mark the 18th anniversary of the Paramount Theatre in Plainfield, N. J., Harold Martz, city manager, arranged a celebration at the theatre for the 18th of October. A special stage show was presented to which city officials were invited as guests. Every woman attending the performance received a rose, and patrons celebrating their 18th wedding anniversary received cakes.

Trades Show in Lobby Launches Rebooking Of 'Boom Town'

A Trades exhibition, promoted by S. Tenser, manager of the Central Cinema, Cambridge, England, proved so satisfactory to businessmen of the community that Tenser was urged to repeat the stunt at a later date.

The Trades exhibition was an advance publicity idea developed in conjunction with the return engagement of "Boom Town" at the Central. Although Cambridge tradesmen are inclined to be conservative, the project met with such widespread approval that Tenser was literally bombarded with requests for booth space in the lobby.

A wide range of local and national products was displayed and each company used newspaper ads and leaflets to promote its respective exhibits. On opening day of "Boom Town," the deputy mayor of the community officially opened the show with other prominent citizens in attendance.

People came from the surrounding territory to view the latest pianos, gas appliances, furniture, radio sets and motor car accessories which were placed in attractive settings. The promotion was directly responsible for increased attendance during the run of "Boom Town."

Wise Old Owl Promotes Bronx De Luxe Program

Lewis Weiner, manager of the De Luxe Theatre in the Bronx N. Y., is a showman who keeps his eyes open for anything that might lend itself to exploitation. Recently, he noted an attractive sign in a local bank. It showed a wise old owl reading a bankbook, winking and pointing to a display card on the wisdom of saving money.

Weiner pounced on an idea, wrote to the bank and managed to get the sign. With a little work by his artist, the owl is now reading a De Luxe Theatre house program, still winking and pointing to a card advertising the weekend program. A balloon has the owl saying: "Whoooooo, what a show!"

The sign is in the lobby where it is proving its attraction and drawing gazes from all patrons.

Quebec Fuller Brush Man Aids Publicity Stunt

By contacting the local Fuller Brush salesman, Robert Martino, manager of the Capitol Theatre, Rouyn, Quebec, worked up some extra publicity for "The Fuller Brush Man."

The salesman supplied 2,500 folders which Martino imprinted with title playdate and theatre. The entire staff distributed these to patrons the day before opening, and the Fuller Brush man handed them out to every person he called on.

For street ballyhoo, two fellows, each carrying a suitcase and a pushbroom over his shoulder, walked around town drawing curious glances from passersby. A sign on their backs announced theatre and playdates.

Kids Columbus Day Show Scores Hit in Syracuse

Dick Feldman, manager of the Paramount Theatre in Syracuse, held a kiddy show on the morning of Columbus Day which proved very successful. Basis was a Gene Autry versus Roy Rogers program, and six prizes promoted from neighboring merchants were given away.

A trailer, newspaper ads and a 40x60 on the curb in front of the theatre announced the event a week in advance. The general acclaim of the audience was such that Feldman is planning another Autry-Rogers show for a Halloween matinee.

Shop, Newspaper Tieup For 'Unfinished Dance'

James Roberts, general manager of the Granada Cinema, Tooting, Surrey, England, arranged a three-way tieup for "Unfinished Dance" between the theatre, Sherry's, a local shoe shop, and the Tooting and Balham Gazette.

Stunt involved a contest in which newspaper readers were asked to select the most attractive of ten illustrated models of Sherry's shoes. The store offered cash prizes for the best replies. Entry form was included in the half-page announcement in the Gazette which included generous mention of the Granada attraction and dates. The store also distributed, at its own expense, 10,000 separate entry forms containing an announcement of the Granada attraction.



Vincent Iorio, manager of the Translux Theatre, Washington, D. C., created this novel flash front to ballyhoo "White Collar Girls," recent release of March of Time.

Strong Music Tieups Sound Publicity Note For 'Emperor Waltz'

All music angles were exploited by Charles Doctor, manager of the Capitol in Vancouver, B. C., in conjunction with "The Emperor Waltz." Through arrangements with Paramount and Decca Records, permission was obtained for all radio stations to feature song hits from the Crosby album. According to Doctor, the disk-turners went to town in a big way with these records in advance and during the picture's current engagement.

Decca Records also cooperated by arranging displays in 22 prominent music shops in Vancouver and several of the large department stores.

Canadian National Railways was brought in on a tieup because the film background centers around the famous Jasper resort and National park. Vancouver hotel, all ticket offices, marine offices and the CNR station displayed accessories and theatre credits.

Doctor contacted the Arthur Murray Dance school and promoted four co-op ads in all three daily newspapers. The News-Herald published a picture of Doctor receiving a blowup telegraph message from an attractive messengerette addressed by Bing Crosby. A salutory message from Crosby to Doctor and Vancouver residents was also included in the picture underline.

Theatre budget was stretched to allow the posting of 50 one-sheets and the placement of 150 window cards because these accessories were unusually colorful and effective. A smart, glittering front was constructed for current exploitation.

Theatre Message Heralds Freedom Train Arrival

Jack Barrett, manager of the Wellmont at Montclair, N. J., built up immeasurable goodwill by running a teaser announcement on the marquee, heralding the coming of the Freedom Train.

As chairman of the Montclair Theatre committee, Barrett was able to sell the sedate Montclair Times on the idea of running teaser copy several weeks in advance of the regular newspaper breaks. Accordingly, the Times ran a photograph of the theatre front and related stories well in advance of the Freedom Train's arrival.

Barrett received many congratulatory calls from local citizens for the civic gesture.

Novel Throwaway Plugs 'Time of Your Life'

Cliff Loth, manager of the Uptown Theatre in New York, devised a clever and inexpensive throwaway to help exploit his engagement of "Time of Your Life."

One-column cuts of each player in the picture were imprinted on a single sheet of paper. Catch-copy, dates and some interesting data on each player and his part in the production was printed below the individual cuts. The sheet was then cut up into single strips, the sets of each star being stapled together. Front piece carried the message, "Have 'The Time of Your Life.'" These were distributed at subway exits during rush hours.

The BEST in SOUND

was none too good for

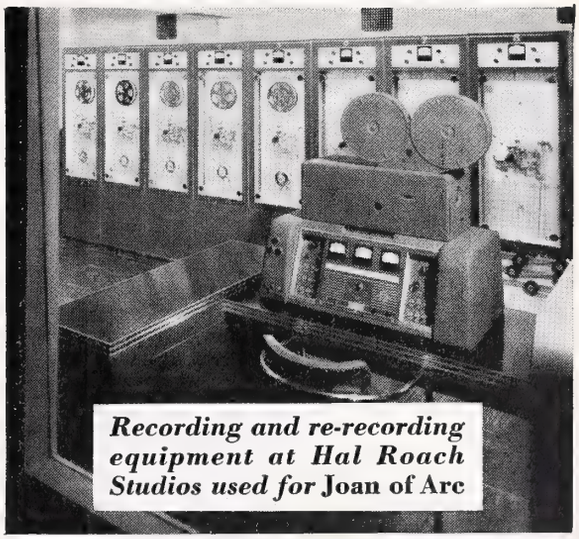
JOAN OF ARC



Ingrid Bergman
as
Joan of Arc

RECORDING *Joan of Arc* on Western Electric's new deluxe "400" type sound equipment was in accordance with the producers' conviction that only the best would do for Ingrid Bergman's newest starring film.

Because it gives unexcelled sound quality... because it is extremely versatile and adaptable... and because of its *automatic* operation . . . the Western Electric "400" is now setting the pace in motion picture sound recording.



***Recording and re-recording equipment at Hal Roach Studios used for* Joan of Arc**

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.
Hollywood office—6601 Romaine St.

Sierra Pictures Presents
JOAN OF ARC
Starring Ingrid Bergman
A Victor Fleming Production

Producer	Walter Wanger
Director	Victor Fleming
Recorded by	Hal Roach Studios
Recordist	William Randall
Released by	RKO Radio Pictures
Sound by	Western Electric

FROM THE FILES OF *20 Years Ago*

AT THE conclusion of the Toronto national convention of MPTOA, President R. F. Woodhull said: "I believe it to be the best and most constructive and instructive we have ever had . . . no unnecessary arguments, nothing to tend to disrupt the general routine of the meetings . . . I would say the convention was a 'wow.'"

* * *

Captain Hugo Eckener and the crew of the Graf Zeppelin, German dirigible, made a personal appearance at the Capitol on Broadway in New York in conjunction with the showing of the MGM News film record of their successful transatlantic flight from Friedrichshafen, Germany, to Lakehurst, N. J., with a crew of 38, and 20 passengers.

* * *

Col. H. A. Cole, president of MPTO of Texas, charged that national officials had sold out the MPTOA to film producers when he returned to Dallas after an extended trip through the north and east. It is believed that Cole, who for years has controlled exhibitor affairs in Texas, as far as state organization affairs go, will line up the state group into accord with W. A. Steffes and his revived Allied movement.

* * *

Universal has signed Paul Whiteman and his jazz orchestra to appear in a sound picture. The completed picture will include many of the selections for which Whiteman is known throughout the country.

* * *

Charging that equipment companies and producers have conspired to boycott theatre owners who do not install Vitaphone apparatus, James N. Robertson, operator of two Detroit theatres, the Imperial Building Corp., and the Huma-Phone, a Michigan corporation making sound recording devices, petitioned the circuit court for an injunction restraining the defendants from interfering with the showing of pictures when the Huma-Phone is in use and from breaching contracts already made.

Toddy to Release Shorts

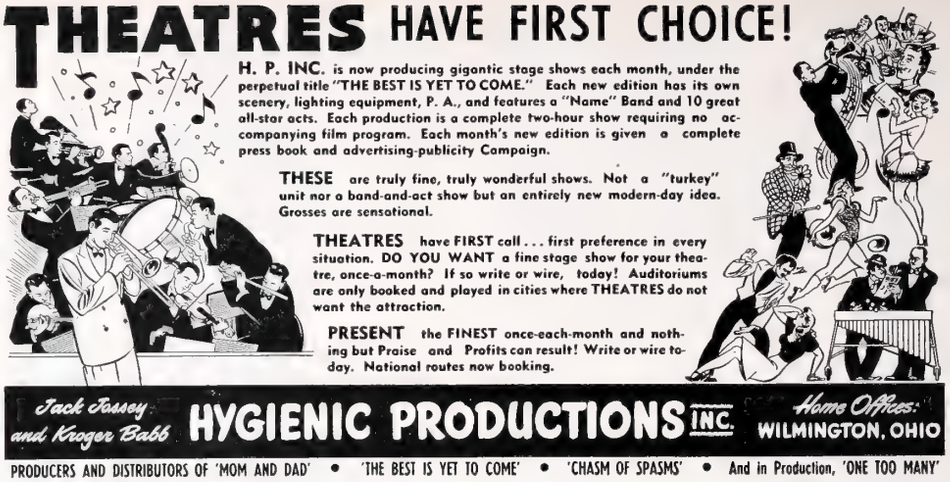
NEW YORK—Toddy Pictures Co. will release two Negro short subjects, "Visit to the Champs" and "Bright Lights of New York," through its national exchanges.



SELL YOUR POPCORN THE MODERN WAY . . . .

ALWAYS HOT WITH THE HOLLYWOOD Servemaster

TAYLOR-HUNT-MELCHER COMPANY
1908 So. Vermont Ave. • Los Angeles 7, Calif.



CLEARING HOUSE

(Continued from inside back cover)

SCHOOLS

Prepare now for a better job at higher pay and a fascinating career in the Motion Picture industry. Choose your objective and act now! Motion Picture Operator; Motion Picture Equipment Technician; Motion Picture Sound Technician; Motion Picture Television Technician; Motion Picture Theatre Manager. Residence and correspondence courses. Part time employment and housing available. Free placement service. Approved for Veteran training under GI bill. Earn up to $290 per month while attending school if you are a veteran. Act today. Don't delay. Write for illustrated brochure and application blank. National Theatre Institute, P.O. Box 5769, 1105 Camp St., Dallas, Tex.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

Rebuilt Reynolds blower 10,000 cfm. New variable speed drive, new belt, new bearings, new paint, $100. Reynolds Manufacturing Co., 412 Prospect N. E., Grand Rapids, Mich.

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336, Cambridge, Ohio.

Bingo die-cut cards, 75 or 100 number, $3 per M. Screen dial $20. Premium Prod., 351 W. 44th St., New York 18, N. Y.

Comic books obtainable from world's largest and oldest theatre distributor. Best titles and latest issues in stock. Price 3c each. Sidney Ross, 334 W. 44th St., New York City.

THEATRE SEATING

The seats of the mighty. And a mighty good deal SOS gives you. 422 Stafford fully upholstered, padded back, boxspring seats, all red plush, excellent, $5.25; 350 American panelback, boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback, boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly upholstered, $6.50. Plenty others. Get Chair Bulletin 15. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

THEATRE SEATING (Cont'd)

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

1,600 streamlined spring cushioned full upholstered modern theatre chairs, like new. Reasonable for immediate delivery. Jesse Cole, 2565 McClellan Ave. Phone Valley 23445, Detroit, Mich.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

For Sale: Used chairs, good condition, reasonable. Write Boxoffice, 1327 S. Wabash Ave., Chicago 5, Ill.

STUDIO AND PRODUCTION EQUIPMENT

Hollywood and points east buy from SOS. 2V plastic storage batteries, new, $1.95; Unit Eye shuttle for Bellhowell, $650; Bardwell McAlister 5,000W Skypans, $111.75; Dinkie Inkies, $11.95; Baby Keglites, $54.75; Baby Boomlites, $114.50; 2,000W Junior Spots, $129.50; Double Broads, $114.65; Houston K1A 16mm processors, $3,485; Bellhowell 35mm sound printer, $2,750; 1/12 HP 110V Synchronous motors, new, $57.50; B. Maurer variable density recording outfit, $2,275; Wall single system recording and studio camera, magazines, lenses, amplifier, mike, power supply, etc., rebuilt, $3,750; Western Electric preview magazines, $395; 35mm threeway sound Moviola, rebuilt, $895. Send for latest catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

MORE CLASSIFIED ON INSIDE BACK COVER

Brandt to Take Over Theatre in Utica

ALBANY—The Brandt circuit, which operates a string of theatres in New York, will take over the James in Utica November 15 in a move which observers believe may indicate its expansion in this territory.

Coupled with reports that the Brandt circuit will buy and book for a new theatre under construction in Amsterdam, the Utica change is thought to indicate the possibility that Brandt might bid for several Schine situations if the federal government plea for divestiture of the Gloversville organization should be granted by the district court in Buffalo.

The Brandt circuit has been linked with expansion plans in the Albany exchange area since 1946, when it became the buying and booking agent for the F&G Playhouse and Star in Hudson, the Hunter in Hunter, and the Copake in Copake. Later it reached an agreement with Friedman & Orson to buy and book for the Colonial after the two Yonkers exhibitors took over that house for foreign films.

Remodeled and refurbished by Morris Slotnick in 1946 after he bought the house from Barney Pearlstein, the James now is a subsequent run theatre.

IATSE Asks to Represent RKO Home Office Group

NEW YORK—Attorneys for IATSE Motion Picture Home Office Employes Local H-63, AFL, have filed a petition with the National Labor Relations board for recognition as the collective bargaining representative of RKO "white collar" workers.

RKO is the third former member of the CIO union, Screen Office & Professional Employes Guild, to do business with H-63 since the film companies failed to renew contracts with SOPEG because it failed to comply with the non-Communist affidavit provisions of the Taft-Hartley act. United Artists has joined the H-63 ranks as a result of an NLRB election and an election has been set at Republic for November 3.

A petition for H-63 recognition at RKO Service Corp. will be made in the near future, according to union spokesmen.

Walsh Made Life Member Of Operators Union

NEW YORK—Richard F. Walsh, IATSE international president, was awarded a gold life membership card in Local 306, the motion picture operators union, at the organization's 35th anniversary dinner-dance at the Hotel Astor October 24.

Local theatre circuit heads were among the invited guests and approximately 1,000 members attended the event.

Westrex Manager Returns

NEW YORK—Reeve O. Strock, recording manager of Westrex Corp., has returned from Europe to attend the conference of Westrex foreign managers to be held here in mid-November.

Strock visited France, Switzerland, the Low Countries and England, where he spent the bulk of his five-month stay abroad.

Robert Flaherty Feature Acquired by Films Int'l

NEW YORK—Films International of America has acquired worldwide distribution rights, exclusive of the U.S., for Robert Flaherty's "Louisiana Story," according to Irvin Shapiro, general manager. Lopert Films is releasing the picture in the U.S.

Films International has the U.S. distribution rights to "Symphonie Pastorale" and "Back Streets of Paris," both French films, and "Tragic Hunt," an Italian film.

Arrange Paramount Show For Hospitalized Vets

NEW YORK—The motion picture chapter of the American Veterans committee will sponsor a special showing of Paramount's "Sealed Verdict" at the Paramount Theatre November 1, the day before it opens to the general public. There will also be a stage show. Hospitalized veterans will be guests. Tickets can be obtained from George Fiedler, chapter secretary, at 230 West 17th St. Prices range from $1.50 to $2.40.

List Speakers on Stamps

NEW YORK—Cinema Stamp Collectors is issuing a new monthly publication that, besides supplying a number of articles, lists speakers at coming meetings. Herman Seltzer will talk on U.S. airmail stamps November 10, Fred Barovick on souvenir stamps November 24, and Milton Zuker on Hong Kong stamps December 8. The editor is Allyn H. Wright, 469 West 166th St.

B'nai B'rith Film Shown

NEW YORK—The Cinema Lodge of B'nai B'rith saw the newly produced B'nai B'rith vocational guidance film, "Dealing in Futures," at a special showing at the Astor October 28. It was produced by S. Arthur Glixon, president of the lodge, and directed by Robert Staub.

Reade Sets Program To Win Over Public

NEW YORK—The Walter Reade Theatres will start a public relations campaign next month with the showing of six films produced by the Motion Picture Advertising Service.

These pictures are part of a series of 12 made by the MPAS to acquaint the public with the importance of the motion picture theatre and the film industry in community life. The six selected by Reade are: "If Your Theatre Disappeared," "Things That Granddad Missed," "Your Children Are Safe in This Theatre," "Drama of Familiar Things," "The World's Greatest Fashion Show" and "Modern Meeting Place."

At the same time the circuit will show special technical films to its personnel to improve their job skills. The first of these pictures will be "Carbon Arc Projection," produced by the National Carbon Co. Still another phase of the public relations program will be the presentation of special screen and stage shows and special events to be featured between now and the end of the year.

These will include a quiz program to be known as Walter Reade's Prize Party, which will be recorded on the stages of the Paramount, Plainfield; the St. James, Asbury Park; and the Strand, Perth Amboy. The shows will be broadcast over WVNJ, Newark.

There will be fashion shows at circuit houses in Morristown, Red Bank, Plainfield, Perth Amboy and Freehold, N. J., in cooperation with a manufacturer of teen-age dresses. High school girls will serve as models. There also will be Halloween shows.

The film program calls for one-day or midnight screenings of foreign language and all-colored features.

Jack Mehler, 41, Dies

NEW YORK—Jack Mehler, 41, former talent scout for MGM, died October 27 following a cerebral hemorrhage. He left MGM about three years ago to become a Broadway producer. His mother, Mrs. Cilli Mehler, and two sisters and three brothers survive.



SCREEN GUILD'S NEW YORK MEET—Robert L. Lippert, seated second from left, presides at a meeting of the board of directors at the Gotham hotel, New York City. Others seated, left to right, are: Arthur Greenblatt, eastern sales manager; Francis Bateman, general sales manager; Bert Stearn, Pittsburgh franchise holder, and Jack Engel, Philadelphia franchise holder. Other franchise holders standing, left to right, are: Al Dezel, Detroit; Ed Salzberg, Cincinnati; Ross and Sam Wheeler, Washington, D. C.; Al Swerdlove, Boston; John Franconi, Dallas, and Francis White, Charlotte. Arthur Lockwood, executive vice-president who was recently elected president of TOA, was absent when the picture was taken.

BROADWAY

James R. Grainger, Republic executive vice-president in charge of sales and distribution, is visiting St. Louis and New Orleans. He is expected back November 1 . . . Jay Eisenberg, MGM attorney, returned from Detroit . . . Syd Roye, Universal-International artist, contributed one of the Babe Ruth Foundation paintings auctioned off at the Cardinal restaurant . . . Arlene Dahl returned from Baltimore and went to Minneapolis, her home town, for personal appearances with "A Southern Yankee" . . . Fanny Krause has gone back to her post as cashier at MGM's St. Louis branch after a vacation here.

Norton V. Ritchey of Monogram International Corp. went to Copenhagen after Stockholm and Helsinki visits . . . Howard G. Minsky, 20th Century-Fox assistant eastern division sales manager, visited Scranton . . . Alvin Gross, MGM Milwaukee salesman, came here for a vacation . . . Charles Schlaifer, 20th-Fox advertising and publicity director, returned from Omaha where he attended the funeral of his mother . . . A son, Richard Eric, was born October 18 to Steve Strassberg, Republic publicity staffer, and Mrs. Strassberg.

Elizabeth Taylor and her mother sailed on the Queen Elizabeth . . . Sid Blumenstock, 20th-Fox assistant exploitation manager, went to Chicago in connection with the opening of "The Snake Pit" there . . . Hazel Brooks, Selznick star, is here for a two-week visit . . . Out-of-town reviewers here to see the new shows include Norman Clark of the Baltimore News-Post, Edith Lindeman of the Richmond Times-Dispatch and Prunella Hall of the Boston Post . . . Edward M. Schnitzer, United Artists eastern and Canadian sales manager, has become a grandfather for the fourth time. A son, Robert Ian, was born to his daughter, Mrs. Lawrence Parsly, at Doctors hospital . . . Dolores Del Rio came by plane from Mexico City and almost immediately flew to Paris.

R. M. Savini, Astor Pictures president, is on a tour of the company's southern exchanges. His first stop was Dallas . . . W. W. Simons, Altec Service staff engineer, was among those attending the exhibitors' convention in Louisville . . . Anthony Mann, Eagle Lion director, arrived with a print of "Reign of Terror" . . . B. G. Kranze, Film Classics sales head, is on a swing of midwest and eastern exchanges . . . Irving Pichel, producer and director, and Fernandel, French film star, sailed on the Mauretania October 27.



MAKING IT OFFICIAL—Charles C. Moskowitz (right), vice-president and treasurer of Loew's, Inc., is shown being sworn in as honorary deputy police commissioner of New York City by Mayor William O. Dwyer as Police Commissioner Arthur W. Wallender looks on.

Andy W. Smith jr., 20th-Fox general manager, went to New Orleans from Memphis. With him were Sam Shain, exhibitor relations director, and Harry G. Ballance, southern division sales manager . . . Maurice A. Bergman, Universal-International eastern advertising and publicity director, and Robert Ungerfeld, theatre representative, went to Chicago on advance plans for the opening of "Hamlet" . . . F. J. A. McCarthy, Universal-International southern and Canadian sales manager, visited Canada.

A. Pam Blumenthal, chairman of the board of Cinecolor Corp., has returned to the coast after an extended stay here . . . Don Ameche arrived from the coast . . . Eileen Crowe came by plane from Ireland en route to Hollywood where she will play in Paramount's "Top o' the Morning" . . . Kenneth MacKenna, MGM studio story chief, is here for conferences . . . Ben Thau, MGM production executive, is expected here over the weekend . . . George Cukor came by plane from London and will leave for the coast in about a week . . . Benn Rosenwald, MGM Boston manager, has returned to his post . . . Arthur W. Kelly, executive vice-president of United Artists, left New York October 28 for Hollywood . . . Danny Kaye left for England by air to star in a royal command performance in London Monday. He is expected back at the Warner Burbank studio November 4.

Filmack
GIVES YOU THE BEST VALUE IN SPECIAL TRAILERS
THREE COMPLETELY EQUIPPED PLANTS
CHICAGO 1327 S. WABASH AVE.
NEW YORK 245 WEST 55 STREET
LOS ANGELES 1574 W. WASHINGTON
SEND US YOUR NEXT ORDER!

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

Special SRO New England Post Goes to Eastman

NEW YORK—Clayton Eastman has been made special Selznick Releasing Organization sales representative in New England by Milton Kusell, vice-president in charge of distribution. His headquarters will be in Boston. Eastman formerly was New England district manager for United Artists and Albany branch manager for Paramount.

Snail, Fern Fossils For Ozoner Surface

BURLINGTON, W. VA.—A new twist was given to drive-in theatre construction when D. S. Baker reported the surfacing of his new ozoner, recently put into operation here, consisted of prehistoric snails.

While excavating shale to provide a temporary surfacing for the remainder of the season, workers uncovered a deposit of fossilized snail shells, ferns and other remains. Baker dumped these miscellaneous antediluvian memorabalia onto the field along with the shale, and says they make a swell surface, although the material will decompose after the field has been in use.

Known as Baker's Air Park Theatre, the operation is directly across the road from a flight instruction school and airport, also operated by Baker. The theatre, on route 50, arterial highway to Washington, accommodates 200 cars, and is about 12 miles from Romney and Keyser.

Lovett & Co., Clarksburg, W. Va., DeVry distributor, installed the DeVry "12000 Series" projection and sound equipment, along with Strong Mogul lamps and other equipment. Lovett also supervised construction. Veteran's Electrical Service, an affiliate of Elkins, W. Va., was the electrical contractor and Gray Barker will buy and book pictures.

Conspiracy Suit Filed Against Century, RKO

NEW YORK—Cinema circuit, headed by Max Cohen, has filed a $1,200,000 suit in U.S. district court against Century circuit, RKO and Rugoff & Becker charging a conspiracy to obtain prior runs for the Granada Theatre, Brooklyn, an R&G house, against the Albemarle, a Century house in the same neighborhood.

Cinema circuit charges that R&G joined with Century in putting in bids for RKO pictures higher than Cinema could afford. Cohen states that Century compensated R&G for its losses in the over-bidding because Century's Farragut stood to profit in the move.

Cinema circuit took over the Albemarle, which had previously been operated by Century, on a 15-year lease June 1, 1948. Century had clearance for the Albemarle when it operated the house. The loss of this clearance had impaired the value of the Albemarle to the extent of $400,000, which sum would be trebled under the antitrust law, Cohen said. The defendants also attempted to coerce other film companies to give the Granada clearance, according to Cohen.

Pioneers to Induct New Members November 17

NEW YORK—Supreme Court Justice Ferdinand Pecora will preside at the induction of a class of about 30 into membership in the Motion Picture Pioneers at the ninth annual dinner November 17 at the Waldorf-Astoria. Leon Leonidoff, senior producer of the Radio City Music Hall, will direct the ceremony and put on a stage show.

Jack Cohn, executive vice-president of Columbia, is president of the organization, which limits its membership to men who have been in the film business at least 25 years.

IATSE Seeks to Act For 4 More Firms

NEW YORK—Attorneys for IATSE Motion Picture Home Office Local H-63, AFL, have filed petitions with the National Labor Relations Board for recognition as the collective bargaining representative of the "white collar" workers in four more film firms. They are RKO, Paramount, Famous Music Corp. and the Paramount Laboratory at Long Island, the latter two affiliated with Paramount.

This makes six former members of the CIO union, Screen Office & Professional Employes Guild, to do business with H-63 since the film companies failed to renew contracts with SOPEG because it failed to comply with the non-Communist affidavit provisions of the Taft-Hartley act. United Artists has joined the H-63 ranks as a result of an NLRB election and an election at Republic has been set for November 3.

A petition for H-63 recognition at RKO Service Corp. will be made in the near future, according to Russell Moss, H-63 business agent.

Meanwhile, Screen Publicists Guild, the CIO sister union, has signed a one-year contract with Eagle Lion, covering 26 employes of the New York home office. The company will grant a general cost-of-living increase six months after March 15, 1949, the date of signing, and will give three weeks' vacation with pay to employes who establish ten years service. A number of merit increases, reclassifications and new minimums were granted various persons effective as of the expiration of the old contract, although no immediate general wage increase was granted.

Judge Knox Settles Claim In Fox Theatres Action

NEW YORK—Federal Judge John C. Knox has approved a settlement of $160,000 for a 16-year-old claim of receivers of the old Fox Theatres Corp. against Loew's, Inc., and subsidiaries.

The claim arose out of transactions between Loew's and former trustees of Fox Theatres, the late John F. Sherman and William E. Atkinson, involving the $55,000 sale to Loew's subsidiaries of a $265,000 debt due the Fox organization, which went into bankruptcy in 1932. Judge Knox also set November 5 as the date for a hearing to show cause why an order should not be issued for settlement of legal fees due to Robert Aronstein for his work in effecting the settlement.

Sophie Hohne Quits MOT To Head Film Center

NEW YORK—Sophie Hohne has resigned as sales and distribution manager of the March of Time forum edition to take over as director of distribution for the Princeton Film Center.

Miss Hohne, who is secretary of the New York Film Council, was with March of Time for six years, successively in the library and film editing departments. In 1944, shortly after MOT launched its 16mm forum edition for schools and colleges, she was named to head the New York branch. In 1946, she became manager of its national sales organition.

Along New York's Film Row

By WALTER WALDMAN

LOEW'S Sheridan in Greenwich Village will hold an art exhibit, beginning November 1. The show will be co-sponsored by the Greenwich Village Art Ass'n, headed by Neil Boardman . . . Louise Leonard, manager of the Sheridan, will give a cocktail party the first day of the event . . . The paintings and works of sculpture displayed will be up for sale.

Other Loew's items: Forty circuit houses will give away 80 bicycles during the next few weeks to kiddy show patrons who win contests for color-ins . . . James J. Kolbeck, manager, is looking forward to a prosperous November for Loew's Jersey City. The theatre will celebrate its 20th anniversary during the month . . . Manny Light, manager of the Embassy, North Bergen, has invited the football team of Memorial high school to make a personal appearance . . . Frank Horbert and Sid Wolf are the new assistant managers of Loew's Criterion. Henry Shamp was transferred from the Criterion to Loew's Valencia . . . Bessie Dove, Criterion manager, has returned from her vacation . . . Teddy Arnow of the publicity department is busy setting up the Teen Queen contest to be held by the circuit houses in connection with "A Date With Judy."

Maurice Maurer hopes the workmen will have the Victoria Theatre ready for the November 10 opening of "Joan of Arc." The house is still in the throes of reconstruction. The stage and old seats have been removed. Walls have been pushed back, balconies redesigned. The place is teeming with workers toiling three shifts a day. When completed, the theatre will have 1,100 seats, 400 more than the original capacity. The extra seats will cover the area formerly occupied by the stage and several pillars.

Sol Shurpin is scheduled to clinch a deal this weekend for New York distribution rights to Coinometer Corp.'s coin payer machine . . . Pat De Blase is making arrangements for the Fox Family Club theatre party November 23.

New fathers: Morty Lightman of Island Circuit, whose wife had a girl, and Charlie Rosenblatt of Columbia, who now has a boy . . . Filmrow visitors: Harry Klein of the Aldon circuit; Charles Tomasino of the Biltmore, Harrison, N. Y., and Lou Trachtman, former Screen Guild salesman.

The Motion Picture Bookers club will meet November 15 to nominate new officers. The election will take place December 6 . . . Allen Smith of National Theatre Supply and Lennie Satz of Century attended the SMPE convention in Washington.

The names of Amos and Marcia Vogel are beginning to carry weight among art theatre patrons in New York. They are a husband and wife team that runs Cinema 16, Inc. This is a subscription organization devoted to art films, documentaries and experimental two-reelers . . . It now has approximately 1,900 members who pay $10 a year for the privilege of attending eight screenings with a guest. They are also entitled to buy film equipment and books at reduced prices and receive a 30 per cent discount on admissions to several theatres specializing in art and foreign product.

The Vogels held their first screening September 4, 1947, at the Provincetown Playhouse off Washington Square. At that time four screenings a week of the same program were opened to the general public. In January Cinema 16 became a subscription organization . . . Since then life for the Vogels has been a continuous membership drive. They hope to sign their 2,000th member by the time the current BOXOFFICE issue reaches its readers. They also hope to have a theatre of their own instead of holding screenings in different auditoriums. This year they are using the Hunter College Playhouse.

Moe Rose, MGM booker, has just met his mother-in-law, Mrs. Henrietta Silberstein. She flew to New York from Brussels last week after receiving her visa. Mrs. Silberstein lost her husband and a daughter during the war. They were cremated by the Nazis at Buchenwald.

Colosseum Salesmen Set Members' Benefit Plan

NEW YORK—The Colosseum of Motion Picture Salesmen of America has set up a plan for insuring its 1,100 members, regardless of age, according to Charles Penser, president of the New York City lodge. The plan, which is expected to be approved by the members before the end of 1948, will be included in the organization's bylaws.

The plan calls for each member to be assessed $5 on the occasion of the death of a salesman-member. A total of $5,000 would then be given to the widow or next of kin. The first to receive the new benefits will be the widow of Frank Sallee, RKO salesman in Atlanta, who died while attending the recent Colosseum convention in Chicago.

'Joan of Arc' and 'Patrol' Top Review Board List

NEW YORK—"Joan of Arc" (RKO) and "Jungle Patrol" (20th-Fox) have been given starred selected features rating, the top honor of the National Board of Review, in the weekly guide to selected features. "The Return of October" (Col) was awarded a selected features rating.

Short subjects given special mention are: "The Mite Makes Right" (Para) and "Portrait of the West" (20th-Fox).

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EL OPENS 'RED SHOES'—Eagle Lion executives attend the first American opening of the J. Arthur Rank production, "The Red Shoes," at the National Theatre, Washington, D. C. Left to right are: Jerry Dale, New York office of J. Arthur Rank Organization; Edmund Plohn, manager of the National Theatre; Max Miller, EL mideastern exploitation representative; William Kurtz of the Marcus Heiman office; Leon Brandt, EL exploitation manager; Bryan Foy, EL producer; Marcus Heiman, owner of the National; John Eberson, architect of the theatre; Fred Stein, EL special sales representative, and Fred Rohrs, EL Washington branch manager.

WASHINGTON

Julian Brylawski has been elected president of the Motion Picture Theatre Owners Ass'n here for the 27th consecutive time. Serving with him are Fred Kogod, vice-president; Roland Robbins, treasurer; Harry Bachman, secretary, and Sidney Lust, delegate to the national board . . . Cecil Curtis said that his new Colonial Theatre, Galax, Va., would reopen about December 15. The old Colonial was rebuilt and will now seat 700. Curtis also is building a new 550-seat theatre in Independence, Va. Both theatres were designed and will be decorated by the Novelty Scenic Co. of New York. Houses will be equipped with Ideal seats, RCA sound and Simplex projectors. Fred Norman of Mount Airy, N. C., is the builder.

Little Sara Ann Clanton, daughter of George Clanton, Daw Theatre, Tappahanock, Va., has been ill with a throat infection for several weeks. Mrs. Clanton also was ill but both now are recuperating . . . Mrs. Sarah Silverman is visiting her daughter and son-in-law the Ira Sichelmans . . . Sid Zins and his new bride spend very little time in Washington nowadays. Sid has been busy exploiting the latest Columbia pictures.

Dave Polland, United Artists, was working between Washington and Baltimore on "Red River" which opened in both towns . . . The Rex Theatre, Parksley, Va., which formerly catered to colored clientele, has been converted into a theatre for white patronage and the name has been changed to the Park . . . Thelma Martin, formerly with National Screen Service, has joined Caroline Nassau and Dorothy Brotman at Equity . . . W. Pritchett, who operates the Schoolfield Theatre in Schoolfield, Va., has taken over the old Bee Dee Theatre in Martinsville, Va., and has renamed it the Martin.

Buck Stover was walking around with the flu. He stayed home a few days but couldn't get rid of it, so he went back to work and was on Filmrow booking for his Virginia, Reed and Richmond theatres . . . Sara Young and Ann Griffin went to Fredericksburg, Va., to book with Tom Pitts for the Pitts circuit . . . Harry Katz, Kay Film Co., came in to confer with office manager Ann Hanower . . . Max Goodman said that his Sykes Theatre, Sykesville, Md., is operating only on Saturday and Sunday . . . Sterling Wilson resigned as salesman from Warner Bros. and was replaced by Jack Eskridge.

Filmrow was saddened by the death of W. B. Hines who operated the theatre in the Greenbrier hotel in White Sulphur Springs, W. Va., and the Plaza Theatre in the same town. Hines had been ill for several years. His widow will continue the operation of both theatres which are booked by Harley Davidson . . . MGM has issued invitations to the Washington Advertising club luncheon November 2 in the Statler hotel when Maurice N. Wolf will speak.

Sam Galanty, Columbia district manager, went to Cleveland to visit Branch Manager Oscar Ruby . . . Bill Michalson, 20th Century-Fox exploiteer, visited the New Theatre in Baltimore this week to set campaign plans for "Roadhouse" and then went to Richmond to work out publicity for "Cry of the City" . . . Rina Cursi, Dominion Theatres booker, was back at her desk after nursing a cold for several days . . . Variety Club had a Halloween party Saturday when Phil Peyser, Max Rosenberg and Sam Selker were Kings for the night. Prizes galore, refreshments and dancing helped make the evening a success.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

20th-Fox Tradeshowings

NEW YORK—Tradeshowings on 20th Century-Fox films have been set by Andy W. Smith jr., general sales manager for all exchange centers, as follows: "Jungle Patrol"—November 5, except in Philadelphia where it was shown October 6. "Bungalow 13"—November 17. "Belle Starr's Daughter" was shown October 22.

'Musketeers' Is Big Among B'way Films

NEW YORK—"The Three Musketeers," with its star-studded cast, broke the 27-year house record in its first week at Loew's State, according to the management. Two other newcomers that did smash business in their first weeks were "A Song Is Born" at the Astor and "The Red Shoes," which got rave reviews and is playing two-a-day. Another two-a-day film, "Hamlet," is still strong in its fourth week at the Park Avenue.

Two older pictures, "Julia Misbehaves," in its third week at the Radio City Music Hall, and "Johnny Belinda," in its fourth week at the Strand, held up well but some of the others approached new lows.

(Average Is 100)

Astor—**A Song Is Born** (RKO).....115
Bijou—**The Red Shoes** (EL), 1st wk. of two-a-day..150
Capitol—**Red River** (UA), plus stage show, 4th wk. 86
Criterion—**Walk a Crooked Mile** (Col), 2nd wk..... 85
Globe—**Rope** (WB), 9th wk..... 90
Gotham—**The Count of Monte Cristo; Son of Monte Cristo** (EL), reissues 95
Loew's State—**The Three Musketeers** (MGM).....160
Mayfair—**Mourning Becomes Electra** (RKO), 2nd wk. of popular-price run..... 90
Paramount—**Night Has a Thousand Eyes** (Para), plus stage show, 2nd wk..... 90
Radio City Music Hall—**Julia Misbehaves** (MGM), plus stage show, 3rd wk.....112
Park Avenue—**Hamlet** (U-I), 4th wk. of two-a-day run 150
Rialto—**Urubu** (UA) 110
Rivoli—**The Gallant Blade** (Col), 2nd wk..... 50
Roxy—**Apartment for Peggy** (20th-Fox), plus stage show, 2nd wk..... 98
Strand—**Johnny Belinda** (WB), plus stage show, 4th wk. 112
Sutton—**Louisiana Story** (Lopert), 4th wk..... 70

'Venus' Strong in Buffalo; Reissue Bill Is Leader

BUFFALO—"One Touch of Venus," showing with "Port Said" at the Lafayette, was strong. Reissues of "Sahara" and "Destroyer" at the Hippodrome brought surprising returns.

Buffalo—**Johnny Belinda** (WB).....119
Great Lakes—**Apartment for Peggy** (20th-Fox)..... 58
Hippodrome—**Sahara (Col); Destroyer** (Col), reissues 150
Lafayette—**One Touch of Venus** (U-I); **Port Said** (Col) 126
Teck—**Count of Monte Cristo** (EL); **Son of Monte Cristo** (EL), reissues..... 62
20th Century—**Race Street** (RKO); **Music Man** (Mono) 119

'Cry of City' Registers 140 in Philadelphia

PHILADELPHIA—"Cry of the City" at the Fox rang up a brisk 140 per cent to pace the city. "Julia Misbehaves" at the Goldman was close behind. "The Best Years of Our Lives," playing at the Aldine at popular prices, was below average.

Aldine—**The Best Years of Our Lives** (RKO)..... 90
Arcadia—**Luxury Liner** (MGM), 2nd run.....105
Boyd—**The Loves of Carmen** (Col), 2nd d. t. wk.....115
Earle—**Walk a Crooked Mile** (Col).....110
Fox—**Cry of the City** (20th-Fox).....140
Goldman—**Julia Misbehaves** (MGM).....135
Karlton—**For the Love of Mary** (U-I)..... 90
Keith—**Sitting Pretty** (20th-Fox), re-run.....100
Mastbaum—**Johnny Belinda** (WB), 2nd wk.....120
Stanley—**Red River** (UA), 4th wk..... 80
Stanton—**Night Has a Thousand Eyes** (Para).....120

'Velvet Touch' Leads Trade At Baltimore First Runs

BALTIMORE—A week of cool weather helped boxoffice trade generally. "The Velvet Touch" at the Town chalked up 137 per cent to lead the city. "An Innocent Affair" at the Century was next.

Century—**An Innocent Affair** (UA).....125
Hippodrome—**Hollow Triumph** (EL), plus stage show 105
Stanley—**Johnny Belinda** (WB), 2nd wk.....102
Town—**The Velvet Touch** (RKO).....137
New—**Apartment for Peggy** (20th-Fox), 3rd wk..... 98
Keith's—**Night Has a Thousand Eyes** (Para).....123
Mayfair—**Gung Ho** (FC).....106
Valencia—**The Secret Land** (MGM).....100

Film Leaders Donate $20,500 to Politics

WASHINGTON—Film industry personalities and headliners in allied fields have been listed by the Republican and Democratic national committees as campaign fund contributors to the tune of $20,500.

Total Republican contributions since January 1 have been $1,464,753 and Democratic contributions, $1,196,827.

Among the Republican financial backers were: Samuel Goldwyn, $3,000; Elias M. Loew, the Boston exhibitor, $3,000; Walter E. Annenberg, former Milwaukee exhibitor and current Philadelphia newspaper publisher and radio station operator, $5,000.

The Democratic supporters included: Charles P. Skouras, $2,000; Gael Sullivan, executive director of the TOA, $2,000; Robert E. Hannegan, one of the backers of St. Cloud Amusement Co., $3,000, and Tom C. Clark, U.S. attorney general and prosecutor in pending antitrust litigation, $500.

'Belinda' to Run 4 Weeks At Chicago State-Lake

CHICAGO—"Johnny Belinda" will run four weeks instead of the usual two when it appears in the B&K State-Lake in Chicago's Loop, starting October 29. Attorney Vincent O'Brien, representing Warner Bros., secured permission from Judge Michael L. Igoe in district court for the extended run. They noted that Miss Wyman plays the role of a deaf mute in the film, showing a "tender and interesting" insight into the problems of the deaf. It will carry, they asserted, a special message to veterans similarly afflicted.

Permission was necessary because by the Jackson Park decree handed down by Judge Igo a few months ago first run motion pictures are not to be shown in downtown theatres for longer than two weeks. Judge Igoe recently granted an eight-week Loop run for "Hamlet" and "The Snake Pit."

Plan Heavy Advertising Of 'No Minor Vices'

NEW YORK—"No Minor Vices," first Enterprise release by MGM, will receive wide national advertising. Special copy has been prepared for Ladies' Home Journal, Look, Parents magazine, Redbook, Saturday Eveing Post, American magazine, Collier's, Cosmopolitan, Good Housekeeping, McCall's, Woman's Home Companion and True Story.

In the fan magazine group will be Modern Screen, Screen Stories, Motion Picture, Movie Story, Movieland, Screen Guide, Movie Life, Movie Stars Parade, Photoplay, Screenland and Silver Screen. The combined readership is estimated at 142,093,000.

National Film Service In Two More Cities

PHILADELPHIA—Bonded Film Storage Co., Inc., New York City representative of National Film Service, Inc. took over the physical handling of films for Eagle Lion Films, Inc., Monday (25) it was announced by William J. Clark, executive vice-president. The service includes film inspection, shipping, mounting and storage.

Election Day Results to Be Televised; 40 Stations and Paramount Ready

NEW YORK—Election results and special events will be covered by the 40 television stations now operating. Television broadcasters expect to reach millions for the first time. The audience will include 650,000 set owners, their guests and patrons of bars, restaurants, hotels and motion picture theatres that have sets on the premises.

The Paramount Theatre will televise election night activities and results on its regular screen. The theatre will use the same off-the-film system that was used for televising the political conventions and several boxing matches last summer. The theatre will work with WPIX, the Daily News station. Paramount cameras will pick up Times Square "color," which will be relayed to the WPIX audience and also to the Paramount Theatre. WPIX will use its own cameras for pickups from Republican and Democratic headquarters and also from the editorial rooms of the Daily News.

NINE READE THEATRES

The Walter Reade Theatres also will make use of television to bring results to patrons of the nine circuit houses that have receivers.

The rest of the circuit will use radio announcements and slides to publicize the results.

RKO, Loew's and other chains throughout the area will rely on radio and newspaper information, which will either be announced over public address systems or flashed on the screens by slides.

Here is what the major networks plan to do on television:

American Broadcasting Co.—The Kaiser-Frazer Corp. will sponsor television coverage in addition to radio coverage. Announcers and commentators will relay and analyze the results as they are tabulated on a 36 ft. by 18 ft. chart. New York will serve as the point of origin for eastern coverage, starting at 7 p. m. The midwestern telecasts will be made from Chicago at 7:30 p. m., EST.

WIDE COVERAGE OFFERED

Columbia Broadcasting System—Nash Motors Corp. will sponsor the program. It will include interviews with candidates and other political personalities. There also will be pickups from major party headquarters in New York and Washington and from Times Square.

DuMont Television Network—The telecasts will be made in cooperation with Newsweek magazine. Newsweek political reporters and DuMont announcers will broadcast from party headquarters.

National Broadcasting Co.—The network will collaborate with Life magazine on coverage in the east. The Life-NBC tieup was first tried during the conventions last summer. NBC midwestern coverage will be sponsored by RCA Victor.

Tele Soon Will Link Boston, St. Louis

NEW YORK—A new television network will link Boston, New York and St. Louis about the first of the year, Jack R. Poppele, president of the Television Broadcasters Ass'n, said October 26 at the 39th annual convention of the Ass'n of National Advertisers. The eastern and mid-western networks will be connected by a new coaxial cable between Philadelphia, Pittsburgh and Cleveland, cities which are now being served by radio relay.

The American Telephone & Telegraph Co. now has two network circuits open. One runs from Boston through New York, Philadelphia, Baltimore and Washington to Richmond, and the other from Buffalo through Cleveland, Toledo, Detroit, Chicago and Milwaukee to St. Louis. All use coxial cables except between New York and Boston; between Toledo and Detroit, and between Chicago and Milwaukee, which are radio relays.

Poppele also said he expects that 355 video stations will be active by 1951. Thirty-nine now are operating.

Niles Trammell, president of the National Broadcasting Co., said that films, hitherto the most popular type of television entertainment, have now declined to fifth place in popularity. Vaudeville, drama, sports and audience participation programs are now leading, he said.

Technicolor 1948 Profit Higher Than in 1947

NEW YORK—Technicolor, Inc., reports an estimated net consolidated profit of $1,276,905.75, after taxes on income and other charges, for the nine months ended Sept. 30, 1948. This figure is equivalent to $1.39 per share, as compared with $1,146,363.98, equivalent to $1.25 per share for the corresponding nine months of 1947.

The profits for the third quarter were somewhat diminished as compared with the second quarter, according to Dr. Herbert T. Kalmus, president and general manager of the Technicolor companies. This is due to a temporary slowing down of operations due to cutting in some of the machinery, which is part of the expansion program scheduled to be completed by the end of 1948, Kalmus said.

ABC Executive Addresses Television Film Group

NEW YORK—Richard Ralls of the television department of the American Broadcasting Co. spoke on the network's plans in relation to films on television at the monthly meeting of the National Television Film Council at the Brass Rail October 28.

Paul Mowery, head of the ABC television department, who had been scheduled to address the meeting on "The Use of Film on National Television Hookups," was suddenly called to Chicago October 27.

Irwin Shane, publisher of Televiser, was named chairman of an information committee established by the television council to maintain a constant check on television developments and relay the information to members by bulletins.

Video to Give Employment To a Million by 1953

BOSTON—By 1953 television will be providing employment for 1,000,000 persons and will have helped the nation's economy to the extent of $8,000,000,000, R. C. Cosgrove, executive vice-president of Avco Mfg. Corp., told 800 business executives attending the 20th annual convention on distribution.



PROMOTING HIS OWN FILM—Burt Lancaster, second from left, star of the Harold Hecht-Norma production, "Kiss the Blood Off My Hands," of which he is part owner, visits Philadelphia to participate in advance promotion on the Universal-International release. Al Horwits, U-I eastern publicity manager, is on Lancaster's left and Ted Schlanger, Warner Bros. Theatres zone manager in Philadelphia, and Everett C. Callow, advertising and publicity representative for Warner Bros. Theatres, are on his right.

Board, Franchise Holders Of Monogram to Meet

HOLLYWOOD—Following the annual meeting of Monogram stockholders November 10, separate sessions for the board of directors and franchise holders will be held during the next two days. Principal item on the agenda for the stockholders' meeting will be election of a new board of directors.

A detailed report of the company's expanded sales policy will be presented to franchise holders by M. R. Goldstein, general sales manager. In addition, the group will be introduced to the newly appointed sales executives, including L. E. Goldhammer, western sales manager; Jim Pritchard, southern district chief, and Maxwell Gillis, eastern district topper.

Attending the franchise holders' meeting will be A. C. Bromberg, Atlanta; Herman Rifkin, Boston; C. W. Trampe, Milwaukee; H. L. Berkson, Buffalo; Irving Mandel, Chicago; Lon T. Fidler, Denver; William Hurlbut, Detroit; Mel Hulling, San Francisco; Nate Schultz, Cleveland, and William Onie, Cincinnati.

Monogram's present board of directors comprises W. Ray Johnston, Steve Broidy, George D. Burrows, Edward Morey, Herman Rifkin, Howard Stubbins, Charles Trampe, William Hurlbut, Arthur C. Bromberg and Norton V. Ritchey.

Country Gentleman Starts Annual Rural Film Poll

NEW YORK—The Country Gentleman will begin its sixth annual rural motion picture poll November 1 to determine what rural Americans like in the way of film entertainment. Ballots will be mailed to 2,300,000 subscribers on which they are to list their favorite male and female stars and their selections for the ten best pictures of 1948.

Any picture released between Nov. 1, 1947 and Oct. 31, 1948, is eligible in the 1948 poll. Ingrid Bergman and Bing Crosby were winners of the 1947 poll and "The Yearling" was chosen best picture of the year.

NEW MIRROPHONIC SOUND

JOE HORNSTEIN, Inc.

630 Ninth Ave.. New York City

BALTIMORE

Mr. and Mrs. Morton Rosen, Monroe Theatre, returned from a weekend in New York . . . Sterling Wilson, Warner salesman, resigned and has been replaced by Jack Eskridge . . . Joe Katzoff, National Screen Service, spent the weekend here while visiting in the territory . . . Sam Wheeler, former Film Classics sales manager, returned to Washington from California. He is taking over the Screen Guild franchise . . . Walter Gettinger, Highland Theatre, was back from a New York visit.

Mr. and Mrs. Leon Back, Rome circuit, returned from New York . . . Dewey Hitchkiss, Victory assistant, was ill . . . Mr. and Mrs. Phil Buck, Windsor Theatre, were spending some time in Hagerstown . . . Out-of-town members of Allied attending the recent convention in Baltimore included Sid Stern, Harry Unger, Harry Lowenstein, Edward Lachman, Irving Dollinger and William Snaper from New Jersey; Frank Lydon, Massachusetts; Alex Bookspan from Connecticut, and Sydney Samuelson from Pennsylvania.

Edgar Growden, projectionist at the Potomac Drive-In, Cumberland, reported that his car was stolen recently . . . Arlene Dahl, MGM star, and Claire Trevor, RKO star, were here for the Damon Runyon Cancer Fund benefit polo game . . . John Stokes, Parkway assistant, is back from a vacation . . . Jack Sidney, Loew publicist, celebrated his birthday recently.

Take Roles in 'Summertime'

Mary Astor, S. Z. Sakall and Clinton Sundberg have been ticketed for top featured roles in Metro's "The Good Old Summertime."

PHILADELPHIA

A public hearing will be called, probably late in November, on a proposed 10 per cent amusement tax for the township of Lower Merion, according to Richard W. Thorington, president of the board of commissioners. A resolution approving such a tax and authorizing advertisement of the proposed ordinance was passed at the last board meeting. The tax would affect theatregoers, sporting events and all other events at which an admission is charged.

The Lincoln Theatre, long dark, was leased to a group which opened the house for the showing of foreign films. Initial offering was "Lucia Di Lammermoor" . . . Herman Levine, local real estate manager for Warner Bros.' 123 theatres and properties valued at about $50,000,000, is looking for an apartment here so he can stop commuting from New York three times a week . . . A patron at the Center Theatre was robbed of about $60 one night recently.

IATSE Assets of $896,697 Highest in Its History

NEW YORK—IATSE assets for the fiscal year ended July 31, 1948, totaled $896,697.31 against liabilities totaling only $14,534, according to William P. Raoul, general secretary-treasurer, in his report to the delegates and members of the local unions. This sum exceeds by $224,913.71 the highest total ever attained in the history of the organization.

A condensed summary of the financial position of IATSE, included in the report of James Barr & Co., certified public accountants, lists cash in bank balances for the period as $437,278.57. Other assets listed in the report amount to $27,747. U.S. and Canadian government bonds and interest bearing securities amount to $137,018.26. The per diem fund has a balance of $231,558.18, including $20,883.85 received for the account of the 1950 convention.

Total cash receipts for the fiscal year were $817,260.25, including initiation and charter fees, interest, fines, dividends, etc. Expenditures for the year totaled $537,454.81, including expenses in connection with the Hollywood studios strike, salaries of officers and personnel, convention expenses and administrative expenses.

N. J. Allied to Meet in N. Y.

NEW YORK—Allied Theatre Owners of New Jersey, Inc., will hold a committee meeting at the New York offices November 1. The principal purpose of the gathering is to discuss the 20th Century-Fox conciliation plan. The committee consists of Irving Dollinger, Lou Gold and Wilbur Snaper.

Install Altec Speakers

NEW YORK—Altec Lansing Voice of the Theatre loudspeaker systems have been purchased by the following theatres: Sheldon, Brooklyn; Harvard, Syracuse; Rex, Keesville, N. Y.; New Victoria, Watervliet, N. Y.; Towne, Littlestown, Pa.; Manos, Monessen, Pa.; Mecca, Chase City, Va., and the Federal, Federalsburg, Md.

HARRISBURG

Colonial maintenance man Ike Davis was a little too anxious for hunting season. He bought a license, dug out his red cap and shooting iron, and called Zeke Beck to substitute for him on the opening day of the season. After all the arrangements were made he looked at the calendar and realized he was a week early. Pennsylvania hunting season starts November 1 . . . Local visitors were Nat Lapkin, Joseph D. Egan and Lou Golding, all of the Fabian New York office. E. G. Wollaston, Fabian city manager here, and Fred Osterstock, Easton city manager, attended the MPTOA meeting in Philadelphia.

Jack O'Rear, Colonial manager, came home from work one night to find 12 pals from the Central YMCA volleyball club sitting around the festive board at a spaghetti dinner planned by his wife Charlotte. His friends presented him with a desk set as a gift for the birthday he had completely forgotten . . . Sam Rubin, projectionist at Loew's Regent, has been named to the Rent Advisory board for Dauphin-Lebanon area.

Fans at the Chocolate Bowl game, Hershey, between Temple and West Virginia, included football enthusiasts from the film group, Mr. and Mrs. E. G. Wollaston, Mr. and Mrs. Sam Gilman, Bob Sidman and son Bobbie and Mr. and Mrs. Red McCarthy . . . Rachel Luciano, Colonial cashier, was the first to appear in a fur coat for the fall season . . . Edgar Goth, Fabian publicity and ad man, and R. H. Maxwell, radio executive, have been named to plan the Optimist week under direction of the Optimist club. Their first stunt is to promote a "Smile" campaign, offering silver dollars to winners.

A new radio station has been incorporated, namely, WKIN, Inc., which will have AM, FM and Television, according to the charter. The incorporators, John F. Byrne jr., Roy A. Predyer and John J. Dunne, all of New York, have capital of $50,000 . . . A pie contest at Murphy's store came at the right time for Jack O'Rear, Colonial manager, with current feature "Night Has a Thousand Eyes." He bannered the Murphy restaurant with signs reading: "Murphy's has a thousand pies; Colonial has a thousand eyes"; followed by theatre, playdate and stills from the picture.

The Juniortown Shows, a popular Wilmer and Vincent feature before the war, will be revived with weekly performances every Saturday morning in the Rio, local double-bill Fabian house. City Manager E. G. Wollaston and Rio Manager Francis DeVerter have started advertising and promotion along with Ed Smith, WHGB, who will be master of ceremonies. Smith held the reins in the pre-war local talent event which attracted hundreds of youngsters each week. This program will take the place of the regular Saturday kiddies shows DeVerter featured.

The State Theatre building hit the police news headlines last week when the building was burglarized by a bold daylight thief. What didn't make the front page, however, was burglarized by a bold daylight thief. Losch, secretary to Fabian publicity director Edgar Goth, had left her own office and walked two doors up the hall to City Manager Gerry Wollaston's office, and faced the thief. He was standing by the desk, Miss Losch said, and when she approached he asked a question about whether he was in the right place place to book orchestras. She told him no, and he calmly walked down the corridor. The Chiefs of Police Ass'n office, third floor, was ransacked of $18 by the daylight thief; a real estate office gave up loot of $2, and the National United Fire Insuranace Co. office was entered but nothing taken.

Working of MPAA Code Told at Club Session

WASHINGTON—The MPAA code provides "dependable assurance" that American films will not violate standards of decency and good taste, the General Federation of Women's Clubs was told by Arthur H. DeBra, MPAA director of community relations.

Attacking censorship as "thought control repugnant to American Ideals," he told the federation's conference on amusement standards for youth that "intelligent selection of entertainment" is much more important.

Roger Albright, MPAA educational director, warned against making film or any other factor a scapegoat for juvenile delinquency.

INCORPORATIONS

ALBANY

Tone Cartoons: To conduct a motion picture business in New York; capital stock, 100 shares, no par. Incorporators: Marc Sorkin, 115 W. 82nd St.; Samuel R. Edelstein and Arnold S. Coren, 15 W. 38th St.

Empire State Drive-In Theatres: To conduct business in Buffalo; capital stock, 200 shares, no par. Incorporators: Attorney Harry A. Rachlin, 709 Erie Co. Bk. Bldg., Buffalo; Oscar Cobb Lautz, Kenmore Agnes Baldwin, Kenmore.

Film Stock Shots: To conduct business in motion pictures, sound records and television in New York; capital stock, 100 shares, no par. Incorporators: Walker Stuart, 115 Waverly Pl.; Edward A. McInnes, Norman C. Nicholson, 521 5th Ave. Attorneys: H. A. & C. E. Heydt, 521 5th Ave.

Robert Osterloh in 'Bill Doolin'

Robert Osterloh, New York stage actor, has been ticketed for the Randolph Scott starrer, Columbia's "Wild Bill Doolin."



MUST HAVE BEEN FUNNY—Jack Britwar (left) of the Prudential circuit and Arthur Wakoff of the Madison Theatre, Madison, N. J., come out smiling after seeing "Paleface" (Para), with Bob Hope at a Normandie Theatre preview.

ALBANY

Charles A. Smakwitz, Warner zone manager, was a member of a Kiwanis club committee which supervised a concert by the U.S. Marine Corps band . . . Harold Russell, handless World War II veteran, will speak on "The Fears in Our Lives" November 8 at Chancellor Hall, under the auspices of Gideon lodge of B'nai B'rith and its anti-defamation committee.

Neil Hellman, general manager of Fabian-Hellman drive-ins, planned to close the Mohawk ozoner November 6 . . . Robert Merrill, baritone featured on the RCA-Victor radio program, will appear in concert November 11 at Fabian's Palace, Schenectady . . . Joe Ingber, chief buyer and booker for Brandt Theatres, and Lou Wolfe, his assistant, were visitors here.

Mr. and Mrs. George Holtree, who recently took over the Royal, Harrisville, and the Community, Newton Falls, visited exchanges here for the first time . . . Hathaway's drive-in at North Hoosick is expected to be closed for the season about November 1 . . . Joe Agresta of the Orvis, Massena, and Mrs. Agresta recently became the parents of a daughter, their fourth.

Westrex Overseas Heads Called Back for Talks

NEW YORK—E. S. Gregg, vice-president of Westrex Corp., has called a conference of 18 managers of Western Electric branch offices abroad and home officials of Westrex for November 12 at Westrex headquarters here. The meetings will continue through November 24. Topics will be foreign film activities, the world market situation and equipment development planning.

The overseas managers will be: M. A. Goldrick and J. H. Riley, London; B. W. Budtz, Port-of-Spain; G. F. Van Weyenbergh, Brussels; J. G. Van Erk, Amsterdam; R. R. Abarbanell, Manila; H. E. McFarland, Singapore; R. F. Crews, Bombay; F. H. Gildemeyer, Rio de Janeiro; D. D. Wight and W. E. Kollmyer, Shanghai; H. V. Zeppelin, Buenos Aires; J. J. de Boer, Havana; W. H. Meisel, San Juan; H. T. Petersen, Copenhagen; Robert Hill, Sydney; Stewart Glass, Dublin; Dennis L. Smith, Caracas.

Members of all other phases of the film industry have been invited to meet the foreign managers.

Schwartz Heads UJA Drive

NEW YORK—Fred Schwartz, vice-president of Century circuit, has been named head of the United Jewish Appeal New York drive to succeed Si Fabian. The film industry quota this year is set at $400,000, an increase of $125,000 over last year.

Wanger to Address Ampa

NEW YORK—Walter Wanger will address the Associated Motion Picture Advertisers at a meeting November 5 on the wider aspects of film advertising and publicity.

Joan Bennett, who is Mrs. Wanger, will be guest of honor at the meeting.

Republic Borrows Scott Brady

Checking in on loan from Eagle Lion, Scott Brady will play one of the leads in "Montana Belle" for Republic.

British Financial Paper Is Critical of Rank

LONDON—British and American film men have been reading with amazement a three-page critical discussion in The Investors' Chronicle of the J. Arthur Rank Organization, its financial position, and its prospects for successfully filling the 45 per cent quota through increased production.

Copies of the article have been mailed to New York offices of the major companies.

NOT OPTIMISTIC PICTURE

The article is titled "Odeon Documentary." After discussing the recent Odeon financial report and the varying forms of expansion and consolidation of the Rank groups, the Chronicle writer goes into an analysis of the organization's 13½ million pounds of bank indebtedness and writes:

"If we could feel that the boxoffice receipts were destined to remain stable at a level high enough to take care, without much difficulty, of production losses, we could view that 13½ million pounds of bank indebtedness with less apprehension. Or if there were a good chance of the studios shortly becoming money spinners instead of money losers, the decline in cinema attendance could be viewed more philosophically. Is it possible to be even reasonably optimistic on either score? To take the exhibiting side first, the decline in attendances—in the absence of adjustments in admission charges we must assume that this is what has caused reduced boxoffice takings—is no doubt largely due to shortage of cash. The cinema proprietors, in other words, are feeling the same draught as is setting up neuralgic twinges among brewers, hoteliers, clothes retailers, radio makers and a good many others. The twinge might become a positive ache, if the cinema employes were to succeed in their claim for increased wages, or if competition from the purveyors of other goods and services (including rival entertainments) for what cash is available were to become even more acute.

RANK'S HIGH HOPES FALL

"As for film production, Mr. Rank make no mistake, is now faced with his last opportunity for proving that a mature British film industry is economically feasible without turning inside out all our ideas of screen entertainment. Where the Ostrer brothers failed Mr. Rank has failed. His plan, like their plan, was to venture huge sums of money in producing films that by their sheer merit could force their way into the American market. It became clear months ago that the Treasury has finally abandoned all hope that any worthwhile dollar revenue would be secured by these tactics.

"And it is now clear that Mr. Rank himself has given up his dream of American conquest. 'I am of the opinion,' he says, 'that we have been faced with an unseen quota and that no serious attempt has been made by American interests to exhibit our films in the theatres which they control.'" As if anything else was ever to have been expected! Equally naive is Mr. Rank's pained surprise that the U.S. producers have not jumped to take advantage of the Wilson-Johnston agreement on the ad valorem duty problem. Under this agreement U.S. producers are entitled to remit $17½ million annually to the U.S. for film rentals earned here. There are no strings to that arrangement. But they can also remit one dollar for every dollar earned by British films in the U.S. This is spreading the net in the sight of the bird with a vengeance. Only Mr. Wilson can share Mr. Rank's surprise that the American woodcock has avoided this particular springe. Mr. Rank intends to persevere—the word is his—in his efforts to secure reasonable playing time in the U.S. for the best of his organization's films. But the old, high hopes are dashed.

HIS FILMS NOT ENOUGH

"Mr. Rank evidently has the same rueful reflection as Sir Laurence Olivier's chief script writer: 'I eat the air, promise crammed; you cannot feed capons so.' Hence his enthusiastic acceptance of a 45 per cent quota for British first-feature films as a suitable diet for the strange fowl that is the British film industry. If he cannot make his studios pay, and pay handsomely, under that protection, then it is difficult to see how they can ever be made to pay. British films are approaching a new testing time, and the realization of that explains two passages in Mr. Rank's statement which deserve to be quoted. This is the first:

> "'Whilst recognizing the important part which temporary bank advances play in the finance of our industry and in particular the film production side, my colleagues and I are not unmindful of the desirability, as soon as practicable of rearranging on a longer term basis a substantial portion of this credit (the 13,589,858 pounds of bank loans and overdrafts).

REFINANCING LOOKS DIM

"A glance at our table of current Odeon yields will show that the terms of any new borrowing must be a lot more onerous than the old 3¾ per cent. Here is the second passage:

> "'I and my colleagues have adopted a policy of consolidation. It is our intention to cut out all wasteful and unnecessary expenditures and to do all we can to simplify and strengthen the financial structure of the group. We do not intend to embark upon any new ventures nor to increase our dividends beyond those paid in respect of the periods ending in 1947, but aim to place the maximum sums to reserve each year until we have materially improved our liquid position.'

"This is a much chastened Mr. Rank speaking. Can it be that even his buoyance is not proof against the grim appearance of this Odeon group balance-sheet? Against current assets of $19,834,645 pounds made up chiefly of film productions and rights and stock and work amounting all told to 13,951,753 pounds, there are current liabilities of 23,810,797 pounds, leaving a deficit of practically four million pounds in working capital. And if we add to the total assest of 66,809,777 pounds a prospective EPT refund of 406,300 pounds, then trim away intangible items of 2,651,208 pounds, deduct enternal liabilities of 59,734,-603 pounds, and allow for the par value of the Odeon Theatre preference capital and for premiums of 1,289,552 pounds payable to the 946,991 pounds of ordinary capital. The 5s shares at 30s 7½d are thus still way above break-up value, which is actually less than par.

"This calculation is important for its bearing on the capital cover of the other securities of the group and on the possibility of securing new resources on reasonable terms.

"It is difficult to see how Mr. Rank can 'completely and permanently' refinance the group all over again until he can show that his studios are able to turn out films that at a cost that can be recovered from quota showings at home and the limited outlets to which he has success abroad. The only thing that can ease his financing problem otherwise is a new outbreak of inflation as a result of national rearmament leading to a revival of cinema going. At this stage that is a rickety footing from which to cope with a financial situation stretched taut. It is no less flimsy a basis on which to found investment policy."

MPAA May Cancel Meet Scheduled in Hollywood

HOLLYWOOD—Postponed several times during the past few months, the scheduled Hollywood meeting of major company presidents with Eric Johnston, Motion Picture Ass'n of America topper, and other industry brass may be canceled entirely and the session staged, instead, in New York.

Such cancellation of the local get-together was reported from the east and although not definitely confirmed by local MPAA representatives was viewed by them as at least "possible" in view of Johnston's busy schedule and the fact that most company presidents headquarter in Manhattan, rendering the task of setting up a date convenient to all considerably easier.

Johnston was last in Hollywood early in the summer and since then has spent a substantial share of his time traveling through Europe on an extended trip which took him to Russia, Spain, Czechoslovakia, Yugoslavia, France and England.

U-I Executives Liable In Stockholders' Suit

NEW YORK—William A. Scully, vice-president and general sales manager of Universal-International, and Clifford Work, former U-I executive, will both be liable for profits from transactions in U-I stock under a ruling by Federal Judge Harold R. Medina in U.S. district court October 25. Stephen R. Truncale, minority stockholder, had brought suit against the U-I men, charging them with improper stock purchases in violation of section 16-B of the securities and exchange act of 1934.

Judge Medina also ruled that further proceedings will be in order to assess damages. However, he ruled that 450 stock purchase warrants made by Scully as a present to his wife should be removed from Truncale's complaint.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Top Stars Featured In Friars Benefit

HOLLYWOOD—Talent whose combined earning power runs into the millions banded together under the aegis of the Friars' club to stage two performances of the first west coast edition of the Friars' Frolic—one in San Francisco, one here—with 25 per cent of the proceeds earmarked for the organization's charity fund. The headliners, a veritable Blue Book of show business great, included such names as Al Jolson, George Jessel, Jack Benny, Abbott and Costello, Ben Blue, George Burns, Danny Kaye, Jack Carson, Tony Martin, Donald O'Connor, the Ritz Brothers, Bob Hope, Hoagy Carmichael and Ronald Reagan.

* * *

To raise funds for a recreation park site in the La Canada area, baseball and film stars clashed in a tussle at Brookside Park in Pasadena. Dennis Morgan, Warner actor and honorary mayor of La Canada, was in the Thespian lineup along with Jack Carson, Eddie Bracken, Gene Kelly, John Carroll, Gordon MacRae, Forrest Tucker, Vince Barnett and Don McGuire. Sharing the umpire spot were Director Lloyd Bacon and Comedian Oliver Hardy.

* * *

Bob Hope has been appointed co-chairman, with Winthrop Rockefeller, of the 1948 Arthritis and Rheumatism Fund drive. The appointment was made by Floyd B. Odlum, board chairman of the Arthritis and Rheumatism Foundation. The nationwide campaign will be launched November 15 and is to run through December 11 to support a program of medical research and to establish clinics. Goal is $2,000,000. Hope and Rockefeller will kick off with a network show.

* * *

Producers and studio executives have so far contributed a total of more than $124,000 in advance gifts, forerunner to the upcoming fourth annual United Appeal. A total of more than $183,000 has been pledged among producer-executives, actors, directors, writers and artists' managers.

Monogram Backlog of 13

HOLLYWOOD — Monoram has racked up one of the heaviest backlogs of completed product in its history, with the completion of "Bomba, the Jungle Boy" bringing the total to 13. Others in the vaults include "Kidnapped," "Jiggs and Maggie in Court," "The Feathered Serpent," "Henry, the Rainmaker," "Trouble Makers," "Fighting Fools," "Temptation Harbor" (British), "The Big Fight," "Incident," "Gunning for Justice," "Hidden Danger" and "Courtin' Trouble."

Maria Montez Files Suit For $38,000 Back Salary

HOLLYWOOD—Marking her second legal tangle with a production executive in recent months, actress Maria Montez went into superior court to file a $38,000 suit against Seymour Nebenzal and Nero Films. She charges Nebenzal owes her that amount as the balance due on an asserted $100,000 which she contends he agreed to pay her for undertaking the starring role in "Atlantis," produced by Nebenzal for United Artists but not yet released. So far, her complaint declares, Miss Montez has received only $62,000 of the total amount.

Also pending in superior court is a Montez action against Producer Charles Rogers, in which she alleges he failed to live up to an agreement to star her in an opus called "The Scarlet Feather." In this suit Rogers recently filed a counter-charge that the actress backed away from the deal and seeking punitive damages therefor.



FILM FASHION IN COLOR—The crew pictured above is filming the initial Cinecolor shots for a Warner-Pathe Newsreel, marking the first time color has been used in fashion newsreels. The film was made at the Broadmoor hotel, Colorado Springs, Colo., and four models from Marshall Field & Co., Chicago, did the modeling. In the front row, left to right, are Leonard Jones, in charge of equipment for Cinecolor Corp.; Robert Rhea, assistant cameraman, and Norma De Paul, fashion editor for Warner-Pathe News. Standing, Andy Gold, cameraman, Warner-Pathe News; Jean Dubois, Denver newsreel cameraman, and Arthur Phelps, director of photography for Cinecolor.

'Velvet Touch' Western Premiere November 4

HOLLYWOOD—"The Velvet Touch," Independent Artists entry for RKO release, starring Rosalind Russell, will have its western premiere November 4 at the Downtown and Hollywood Paramount theatres. The film, IA's first, was world-premiered in New York at the Rivoli Theatre some weeks ago.

* * *

Two west coast roadshow dates were set for "Hamlet," starring and produced by Laurence Olivier, and being distributed in the U.S. by U-I. Picture was slated for its local opening October 27 at the Four Star Theatre and is due to open in San Francisco November 10. Here from New York to arrange the dates was Jeff Livingston, U-I home-office executive.

* * *

Scheduled for its world premiere at the Gotham in New York October 29 was Republic's "The Plunderers." The Trucolor outdoor opus stars Rod Cameron, Ilona Massey and Adrian Booth.

Luminaries Plan Royal Command Performance

HOLLYWOOD—Plans are being drafted for the film colony's third annual participation in Britain's yearly Royal Command performance to be staged in London November 29. A party of Hollywood luminaries, not yet selected, will make the trip with Norman Siegel, Paramount publicist, in charge as coordinator and liaison between the Motion Picture Ass'n of America and the British Cinematograph Trade Benevolent Fund, into whose coffers proceeds from the event will go.

For the 1947 performance an American film, Samuel Goldwyn's "The Bishop's Wife," was the screen attraction. It is understood that this year, however, a British picture will be chosen for that honor.

Amphitheatre, Inc., Loses $5,000 Race Track Suit

SALEM—The state supreme court has ruled against Amphitheatre, Inc. of Portland, which sought $5,000 damage and an injunction to compel the Portland Meadow racetrack to turn off its lights.

The plaintiff contended that the racetrack lights interfered with its picture showing. Justice James T. Brand wrote the opinion which was affirmed by Circuit Judge Frank C. Howell of the Multnomah county circuit court.

STUDIO PERSONNELITIES

Blurbers

Independent

Publicist GEORGE THOMAS JR., currently in Paris, has been set as publicity director for Safia and Les Gemeaux Productions, headed by Andre Sarrut. The French producer is preparing a program of American features with French locales to be filmed in the actual settings.

Briefies

Metro

Newest in the John Nesbitt Passing Parade series, slated for camera work shortly, is "They Changed the World." Script depicts how an armored helmet, a Colonial newspaper and a Mother Goose nursery rhyme changed the fate of the world. Herb Moulton produces the one-reeler.

Paramount

"Little Church of the Palm Restaurant" will be the next in Producer Jerry Fairbanks' "Unusual Occupations" shorts. Picture will feature Dominick Zazzera's reproduction of a 16th century Italian church in New York, and is being shot there by an eastern camera crew.

Cleffers

Metro

BRONISLAU KAPER will write the score for "Forsyte Saga," which Compton Bennett will direct for Producer Leon Gordon.

Paramount

VICTOR YOUNG directs the studio symphony orchestra in his original score for the Technicolor western, "Streets of Laredo."

20th Century-Fox

Producer Nat Holt has signed DIMITRI TIOMKIN to compose and conduct the symphonic score for the Randolph Scott-Jane Wyatt starrer, "Canadian Pacific."

Loanouts

Republic

SCOTT BRADY checks in on loan from Eagle Lion to play one of the leads opposite Jane Russell in "Montana Belle," to be directed by Allan Dwan for Producers Howard Welsch and Walter Colmes.

Meggers

Columbia

Santana Productions has signed STUART HEISLER to direct the Humphrey Bogart starrer, "Tokyo Joe," to be produced by Robert Lord.

Eagle Lion

Producer Walter Wanger has inked TED TETZLAFF to direct the Joan Bennett starrer, "The Blank Wall."

Options

Columbia

Set for the femme lead opposite Randolph Scott in "Wild Bill Doolin" was Virginia Huston. Harry Joe Brown is the producer. LOUISE ALLBRITTON has been signed to play the part of Rose of Cimarron. LEE PATRICK has been signed for a character lead in the Randolph Scott starrer. DONA DRAKE was pacted for a character spot. The film is being directed by Gordon Douglas.

IDA LUPINO will co-star with Glenn Ford in S. Sylvan Simon's production, "Bonanza." EDGAR BUCHANAN has a top featured role in the picture, being directed by George Marshall. GIG YOUNG's first assignment under a new long-term acting contract will be a top part in the picture. WILLIAM PRINCE has been set for a leading role. He portrays a modern treasure hunter who also narrates the entire story.

PEGGY CONVERSE has been inked for the feminine character lead with Warner Baxter in Rudolph Flothow's production, "The Devil's Henchmen." PAUL MARION, HARRY SHANNON, ADDISON RICHARDS and JULIAN RIVERO have been added to the cast.

Metro

MARY ASTOR, S. Z. SAKALL and CLINTON SUNDBERG have been set for top featured roles in the Judy Garland-Van Johnson co-starrer, "The Good Old Summertime," with Robert Z. Leonard directing for Producer Joe Pasternak.

ANN ORDAN has joined the cast of "Big Jack," toplining Wallace Beery.

JAMES DYKES, former manager of the Chicago White Sox and the Hollywood Stars, has been signed to play himself in the James Stewart-June Allyson starrer, "The Stratton Story."

AUBREY MATHER has been cast in Clarence Brown's production, "The Secret Garden," starring Margaret O'Brien and Dean Stockwell.

KEENAN WYNN draws a comedy role in the Esther Williams vehicle, "Neptune's Daughter," with Eddie Buzzell directing for Producer Jack Cummings.

Monogram

Producer Paul Short has signed MARTHA VICKERS to portray Audie Murphy's half-sister in Allied Artists' "Bad Boy."

CHRISTINE LARSON has been set for one of the feminine leads in the Whip Wilson starrer, "Crashing Through," directed by Ray Taylor for Producer Barney Sarecky.

Paramount

JOHN BLYFOR, GORDON NELSON and VIC DESNY have been added to the cast of the Paulette Goddard, John Lund and Macdonald Carey starrer, "A Mask for Lucretia," with Mitchell Leisen directing for Richard Maibaum.

ROLAND YOUNG has been signed for the Bob Hope-Rhonda Fleming topliner, "Easy Does It." Alexander Hall megs.

Conover model VIVIAN EATON was added to the Robert Cummings-Lizabeth Scott-Diana Lynn topliner, "Bitter Victory." William Dieterle directs the Hal Wallis production. ROLAND MORRIS will play the part of Diana Lynn's suitor.

MORONI OLSEN, HARRY WOODS, STEPHEN ROBERTS, EDGAR HINTON and LANE CHANDLER have been added to the cast of the Victor Mature-Hedy Lamarr starrer, "Samson and Delilah."

20th Century-Fox

New York stage actor MILLARD MITCHELL has been inked to a seven-year contract and given a topline in the Victor Mature starrer, "Hard Bargain," to be diected by Jules Dassin.

United Artists

Screen Plays, Inc., has handed LOLA ALBRIGHT a seven-year acting ticket and given her a top supporting spot in "Champion," starring Kirk Douglas.

George Pal has signed character actress ANNE NARPEL for his forthcoming feature, "The Adventures of Tom Thumb."

Universal-International

Held for another term is DOROTHY HART, actress now appearing in "Calamity Jane and Sam Bass."

Silent screen star HELEN GIBSON has been set for a role in "Cheyenne Cowboy," a three-reel western.

DONALD O'CONNOR'S next picture will be "And Baby Makes Three," to be produced by Leonard Goldstein from Oscar Brodney's screenplay, dealing with the problems of a veteran and his ex-Wac wife when they both attend college and try to care for their baby at the same time. CHARLES COBURN has been signed to co-star with Donald O'Connor in the picture.

BARBARA WHITING, performer on the "Junior Miss" show and sister of Singer Margaret Whiting, has been cast in "The Amboy Dukes."

Warners

DOUGLAS KENNEDY has been cast as a naval flier in "Task Force." JACK HOLT will portray an admiral in the Jerry Wald production, toplining Gary Cooper and directed by Delmer Daves. BRUCE BENNETT, JOHN RIDGELEY and RORY MALLINSON have been cast as navy aviators in the picture.

HENRY HULL and BASIL RUYSDAEL have been set for featured roles in the Dorothy Malone-Joel McCrea-Virginia Mayo co-starrer, "Coloado Territory," under the direction of Raoul Walsh and produced by Anthony Veiller. FRANK PUGLIA has been added to the cast.

JOHN ALVIN has been assigned to the cast of Saul Elkin's production, "This Side of the Law," toplining Viveca Lindfors and Kent Smith.

BONNIE LOU WILLIAMS, LARRY BLAKE and TOM STEVENSON were added to the cast of the Michael Curtiz production, "Flamingo Road." WILLIAM HAADE joins the cast of the Joan Crawford, Zachary Scott and Sidney Greenstreet co-starrer.

Scripters

Universal-International

HENRY JORDAN is set to do the screenplay of his own original, "Shoplifter," which will be produced by Leonard Goldstein.

A new seven-year writing ticket has been handed OSCAR BRODNEY.

Warners

JOHN TWIST has been signed to write the screenplay of "Dallas," his own original, which Anthony Veiller will produce.

Story Buys

Columbia

Film rights to "Phantom 45's Talk Aloud," magazine story by Joseph Chadwick, have been purchased by Gene Autry Productions. Armand Schaefer will produce the Autry starrer under the title of "Rim of the Canyon."

Independent

"The Crooked Mile," by Richard Landau and Norman Reilly Raine, was acquired by Producer Benedict Bogeaus. It will be filmed under the banner of Bogeaus' newly formed La Brea Productions for an undesignated release.

Monogram

King Bros. purchased "Killers Are Born," an original story of the Babary Coast days by Harold Douglas.

Paramount

Hal Wallis Productions has acquired Niven Busch's new novel, "The Furies," as a potential vehicle for Barbara Stanwyck.

RKO Radio

"Couple of the Month," an original comedy romance by Jerome D. Ross and Leslie Reade, has been purchased by Frederick Brisson for his Independent Artists slate.

Universal-International

An original musical comedy by Maxwell Shane, "Sing Your Way Out," has been purchased and set for Leonard Goldstein to produce. Shane directs the story, a burlesque of prison pictures and the radio industry.

Technically

Metro

BERT GLAZER has been assigned as assistant director on Joe Pasternak's production, "Good Old Summertime."

BEN LEWIS has been assigned as film editor on Jack Cummings' production, "The Stratton Story."

JANET LEIGH has been handed the role of June Forsyte in "Forsyte Saga," starring Greer Garson. Compton Bennett directs and Leon Gordon produces.

RANDALL DUELL has been named art director on "The One I Love," to be directed by Robert Z. Leonard for Producer Joe Pasternak.

AL SHENBERG will have the unit manager stint on "Madame Bovary," with Vincente Minnelli directing and Pandro S. Berman producing.

EDDIE WOEHLER has been assigned unit manager and GEORGE RHEIN named assistant director for "Storm Over Vienna." ROBERT PLANCK will lens the Carey Wilson production.

EDDIE IMAZU has been named art director on "Greyfriars Bobby."

Paramount

Dance director THEODORE KOSLOFF has been signed to create ceremonial temple dance routines for Cecil B. DeMille's Hedy Lamarr-Victor Mature co-starrer, "Samson and Delilah."

EDDIE PRINZ has been signed as dance director for "Top 'O the Morning." Veteran cinematographer LIONEL LINDEN will lens the Bing Crosby vehicle. CURTIS MICK has been assigned as assistant production manager.

RKO Radio

Following resignation of Joe Popkin, JACK VOGLIN has been set as production manager for Glenn McCarthy Productions, now filming "The Green Promise."

Republic

Assignments on the Jane Russell-George Brent starrer, "Montana Bells," include JACK MARTA cameraman; KENNY HOLMES, unit manager; LEE LUKATHER, assistant director; FRANK ARRIGO, art director; ARTHUR ROBERTS, film editor, and MORTON SCOTT, musical director.

Warners

DON PAGE has been assigned as unit manager on "This Side of the Law." Other assignments include JOHN MAXWELL, dialog director; ELMER DECKER, first assistant director; FRANK MAGEE film editor; CARL GUTHRIE, cameraman, and HUGH RETICKER, art director.

Veteran dress designer MILO ANDERSON had his contract renewed and starts his 16th year on the lot.

Assignments for "Task Force" include BOB BURKS and WILFRED CLINE, cameramen; ERIC STACEY, unit manager, and BILL KISSEL, assistant director.

Title Changes

Eagle Lion

Co-Producers William Katzell and Aubrey Schenck will put "T-Men on the Border" into production as BORDER INCIDENT.

Metro

The Peter Lawford-Audrey Totter starrer, "Vespers in Vienna," has been retagged STORM OVER VIENNA.

Monogram

New title for the Peter Scully production, "The Rainmaker," is HENRY, THE RAINMAKER.

BAD MEN OF TOMBSTONE is the release title of King Bros.' Barry Sullivan, Marjorie Reynolds and Broderick Crawford starrer, "Last of the Bad Men."

Republic

Final title for the William Elliott, Forest Tucker

and Adrian Booth topliner, "The Missourians," is THE LAST BANDIT.

20th Century-Fox

Sol Siegel's production, "I'll Never Go There Again," has been retitled THE EAST SIDE STORY.

The Victor Mature starrer, "Thieves' Market," has been retagged HARD BARGAIN.

EDWARD G. ROBINSON draws the stellar role in the Sol Siegel production, "The East Side Story," to be directed by Joseph L. Mankiewicz.

NLRB Rejects SPU Appeal for Hearing

HOLLYWOOD—Apparently bringing to a definite close a campaign of nearly three years' duration to challenge the AFL Screen Extras Guild as collective bargaining agent for filmdom's extra players, an appeal by the Screen Players Union, an unaffiliated organization, was turned down by the National Labor Relations board in Washington, D. C. The parent NLRB thus upheld a decision by the labor relations board's Los Angeles group rejecting an SPU petition asking for a hearing and election to determine the extras' bargaining representative.

The NLRB rejected the SPU request on the grounds the organization was unable to file enough signatures of extra players to support the petition. Members of the SEG recently voted 2,160 to 62 to confirm the guild as their collective bargaining agent.

* * *

Sidetracked some weeks ago, negotiations have been resumed between major producer representatives and business agents for various IATSE locals which are seeking cost-of-living wage increases and establishment of a cooperative pension program. Due here in mid-November to sit in on the huddles is Richard Walsh, IATSE president. Meantime the IATSE signed a union shop contract at Technicolor under which it assumes jurisdiction over machinists at that color plant. The IATSE recently won an NLRB election there against the International Ass'n of Machinists.

* * *

Members of the Screen Writers Guild staged a pre-election meeting October 27 at which candidates for various offices outlined their statements of policy. The annual selection of officers for the coming year will be made November 18.

Renew Katzman Contract

HOLLYWOOD—A seven-year renewal of the contract whereby Sam Katzman produces for Columbia release under the banners of Kay Pictures and Esskay Pictures has been negotiated. The former unit turns out four features annually and the latter manufactures an equal number of serials. In addition Katzman has a five-year Columbia contract to turn out the "Jungle Jim" series, starring Johnny Weissmuller, at the rate of two a year. The first two in this group have been completed.

Video Demonstration for SDG

HOLLYWOOD—A practical demonstration of television equipment was staged for members of the Screen Directors Guild at a video study session conducted by James Leaman, supervising producer at Station KFI.

Spearheads

By IVAN SPEAR

TIME magazine recently devoted a few probing paragraphs to Hollywood's current invasion of Italy as a "popular location." That publication, praising Italian film-makers for turning out great postwar pictures on short money, indicated the native producers felt some bitterness because their American contemporaries were "tossing money around freely enough to drive local costs right out of the Italians' reach."

As one example, $275,000 was cited as the wardrobe cost alone for 20th Century-Fox's "Prince of Foxes"—a figure which, Time estimated, is about nine times what the entire budget was for "Open City" and "Shoe-Shine" two highly-praised Italian offerings.

In defense of this alleged spending spree, the magazine reported, Producer Darryl F. Zanuck contended that the budget on "Foxes" was set at $3,000,000—and that the picture, if filmed anywhere else, would cost $10,000,000.

Further, the 20th Century-Fox production chieftain is quoted as having said "he would not stoop to sweatshop practices . . . We are not in Italy . . . to cash in on another country's depressed condition."

No one can find a logical quarrel with the growing trend to make pictures abroad with the American industry's knowhow, bankrolls and creative personnel. The freezing of foreign funds and the resultant necessary application of sound business practices make such operations unavoidable.

In view of the fact, however that unemployment in Hollywood—among actors, writers, directors, technicians and other film labor—has attained an alltime high, and considering that a portion of that unemployment is a result of foreign film-making, subject to considerable doubt is the wisdom and/or tact of the Zanuckian pronouncement anent "sweatshop practices" and "depressed conditions."

→

NECK-OUT DEPARTMENT
Howard Strickling Division

"Actor James Craig, starting at Tucson on veterans' hospital tour, has left his north Hollywood poultry ranch in hands of his superintendent, Luke Long."

Veterans' hospital tours or not, Hollywood must not permit anything to interfere with its output of turkeys and eggs.

→

Unless some picture still to be released in 1948 turns up a dark horse—a filly, that is—indications are that Olivia de Havilland and Jane Wyman will be the gals to beat when the Academy of Motion Picture Arts and Sciences bestows its coveted Oscar for the best performance by a femme star. The former is sure to be nominated for her performance in 20th Century-Fox's "The Snake Pit," while the latter undoubtedly will earn a place on the ballot for her outstanding work in Warner Bros.' "Johnny Belinda."

Certainly the students of trends in production will manage to make something of the fact that in both cases the delineations were of physically and/or mentally afflicted women. And their deliberations will find some substantiation in the memory that last year Ronald Colman was the recipient of the Academy kudos as the best male player for his portrayal in Universal-International's "A Double Life" of a neurotic actor-turned-murderer.

→

At a recent costume ball staged by the Hollywood Photographers' Ass'n, George Jessel appeared as General Grant.

If that doesn't start a new war between the states, nothing will.

→

Dr. M. H. de Kock governor of the South African Reserve Banks, was a visitor at Paramount where he visited the set of Cecil B. DeMille's "Samson and Delilah."

Maybe C. B. could put the touch on him for that buck he hasn't paid to the American Federation of Radio Artists.

→

Formation of a new film distributing organization, the American Exploitation Release Co., has been completed by John Calvert, star of the "Falcon" films and—before he came to Hollywood—a stage and nightclub magician of some note.

Calvert plans a 48-state network of road-show release outlets for independent producers, according them special exploitation handling.

Grosses being what they are, distribution and exhibition could use a touch of prestidigitation.

→

THINGS-ARE-TOUGH-ALL-OVER DEPARTMENT
(Litigations Division)

One Jimmie Tarantino, militant if not articulate Hollywood columnist, is charged with criminal libel by L. A.'s city attorney on charges brought by Florabel Muir, another columnist, whom Tarantino allegedly subjected to an unusually vitriolic and scurrilous attack.

Cinemania daily is becoming more and more like the celebrated village of Mark Twain where everyone made his living by taking in everyone else's washing.

→

From George Brawn's Paramount blurbery: "Maria Stephanie Yvette von Kories zu Goetzen isn't quintuplets. She's one of America's top fashion models, and she has been brought to Hollywood for a role in Hal Wallis' 'Bitter Victory' at Paramount."

A victory indeed if that handle ever gets into print or on a marquee.

London Report

By JOHN SULLIVAN

PRODUCERS IN BRITAIN are feeling a certain amount of concern as a result of the new rental terms which Rank's General Film Distributors are in the process of negotiating with the Cinematograph Exhibitors Ass'n. As reported already a hitch developed early in the proceedings when a Birmingham exhibitor, B. T. Davis, advised Sir Arthur Jarratt of British Lion that he was delaying the signing of a contract for that company's pictures until terms had been fixed with J. Arthur Rank, and that he proposed to ask Jarratt to book films on whatever rental scale was agreed with General Film Distributors. As a result of this the whole question of terms was sent back for discussion to the British Film Producers Ass'n and the Kinematograph Renters Society.

Since it now seems that whatever terms are fixed by Rank with exhibitors the other British distributing companies will have to fall in line, several British producers are protesting that their gross from England is likely to fall if concessions are made to the exhibitor and that with production budgets rising almost every day this is not a very healthy state of affairs.

* * *

SIR ALEXANDER KORDA is flying to South Africa early in November to seek the land for a South African subject which he has in mind. While there he probably will make investigations into the state of the South African market for British films.

According to a report in an English paper, Sir Alex is hoping to increase his market in South Africa, particularly as two of the films distributed by his organization—"Spring in Park Lane" and "An Ideal Husband"—are reported to be doing exceptionally good business there.

It seems that British producers are becoming more Empire-minded every day. First there was the vogue for Australian films and now Sir Michael Balcon and Sir Alex are casting their eyes on the South African market. Two films with stories set in this dominion are currently in or near production, both of them, as it happens, being produced by Sydney Box of Gainsborough. The first is "The Huggetts Abroad," one of the Huggett family series and the other is "Diggers' Republic," which Box will produce in rented space at Denham early in the new year.

* * *

BRITISH ACTORS EQUITY has been complaining bitterly that it is not invited to serve on the National Joint Production Council, which is composed of members of the film studio unions and the employers. For the past week there have been rumors that the BAE was considering a token strike by its members in film studios to force the producers to acknowledge their demand for representation. The BAE has, however, denied having contemplated this strike action, but is meeting again on November 6 to call for suggestions from its members as to how its demand for representation should be implemented.

It seems unfair, to say the least, that the actors on whom the success of the film to a very large extent depends should be barred from sitting in on these councils at which the unions and employers representatives exchange ideas on the subject of how they can produce films more economically.

* * *

FILIPO DEL GIUDICE last week showed at a swank premiere the preview of the first film appearing under the banner of Pilgrim Pictures, Ltd. It is called "The Guinea-Pig" and was produced by John Boulting and directed by Roy Boulting.

The plot is a simple one which, nevertheless, may be quite incomprehensible to American audiences. As most Americans know, the so-called public schools in England are, in fact, private schools and heavy fees are payable for tuition. "The Guinea-Pig" tells of an experiment whereby a clever young boy from the slums is sent to one of England's famous schools and of the prejudice that surrounds him there until, at the end of several years, he has proved himself worthy of the benefits of the education offered. A simple enough theme and one which could, if not carefully watched, develop so easily into an anti-snob tract with all the characters slightly overdrawn. In this case, however, the Boultings have produced a beautifully balanced film where even the more painful snobs yet have some reason for their actions and are essentially sympathetic.

The production as a whole is wellnigh perfect technically. That the Boultings are craftsmen is evidenced by their earlier pictures which were always technically excellent, although they may have fallen down in other directions. This is the first time in the opinion of your correspondent that they have produced a film which rings the bell in every direction—from the point of view of art, of boxoffice and of human appeal.

It can only be sold in the U.S.A. with an explanatory subtitle, for otherwise only one American in a million will understand what the film is about.

* * *

WITH HIS USUAL GIFT for cashing in on the popular subject Sydney Box has lined up two or three interesting pictures for early production. Conforming with the Rank group's announced policy that they will concentrate for the next year on comedies, the first of the new Gainsborough pictures now in production is titled "Helter Skelter" and tells the story of a girl who has a persistent attack of hiccoughs and the efforts that her friends make to cure her, which include, among other things, having her psychoanalyzed, frightening her with a ghost and so on. This picture is being directed by Ralph Thomas, one of the brightest of the younger school of technicians in this country and the man who was responsible for two or three years for the very fine trailers produced by the Rank Organization. Thomas's work was spotted by Sydney Box and he was assigned to direct a comedy called "Once Upon a Dream," which has just been completed. "Helter Skelter" is his second assignment. Box and Thomas hope to produce a crazy comedy of the "Hellzapoppin" school, quite unlike the usual British film subject. Two other pictures also slated for very early production are "Made in Heaven," which has as its theme a marriage bureau and "Housewives' Choice," based on an extremely popular radio program in this country.

The latter film will be directed by Roy Rich, another of Sydney Box's discoveries, who has co-directed two of his pictures so far and this will be his first sole directorial assignment. Interest is added to this production by reason of the fact that Rich himself still is one of the announcers on the "Housewives' Choice" program and is allowed leave of absence from Gainsborough every six weeks or so to stand in every morning for two weeks as a disk jockey on this broadcast.

No one could be better fitted than he to direct the subject and Sydney Box's showmanship goes even further for he has arranged for Rich to appear as the announcer in two or three of the sequences. The budget allocated to the picture is a very small one and Gainsborough intends to shoot practically the whole of it on standing sets built for other productions, moving if necessary to other studios within the Rank group to take advantage of suitable sets erected there for other pictures.

* * *

SO FAR THERE APPEARS to be no shortage of British feature product to meet quota requirements among the big circuits here, although it is said that in order to meet his self-imposed quota of 60 per cent Rank will play two Korda pictures this year instead of letting them go out on ABC. The big shortage is that of second features and two-reelers of which the exhibitor is compelled to show 25 per cent British.

Until recently it was possible to book a British two-reeler for as little as $2 for a week's showing. Now, however, with the shortage allied to the fact that there is a cost clause which specifies that the labor costs on a two-reeler must come to over $3,000, the exhibitor is going to find his supporting program costing him considerably more than it has done in the past.

Approve New Members

HOLLYWOOD—Thirteen new applicants have been approved for membership by the board of governors of the Academy of Motion Picture Arts and Sciences.

They include Frank Arrigo, Henry Noerdlinger, Adele Palmer and William Travilla, art directors; Gabriel Curtiz, director; A. Pam Blumenthal, executive; Harry Keller, film editor; Eric Wybrow, short subjects; Ben Barzman and Alfred Lewis Levitt, writers, and Morris R. Abrams, Warren J. Cowan and Don Searle, members-at-large.

Irving Rapper to Columbia

HOLLYWOOD—Director Irving Rapper has been handed a term ticket at Columbia and as his first assignment will meg "Anna Lucasta," starring Paulette Goddard. Philip Yordan will produce from his own screenplay of the Broadway stage success.

Mooney to Goldwyn Lot

HOLLYWOOD—Shifting from the Charles Chaplin studios, Producer Martin Mooney has booked office and shooting space on the Samuel Goldwyn lot in preparation for launching his next production for Film Classics, "Boss of San Quentin."

Video Group Changes Name; Adopts Bylaws

HOLLYWOOD—Together with a switch in name from West Coast Television Film Producers Ass'n to Television Film Producers Ass'n, the newly-formed group of video executives unanimously approved articles of association and bylaws at a meeting at the Hal Roach studios. More than 250 persons representing 85 video companies attended. At a subsequent meeting a board of directors and officers were slated to be chosen.

Organizers will strive to keep the membership rolls wide open for the next six months, at the end of which period qualifications for classifications of membership will be established.

* * *

Here for a stay of several weeks to scrutinize west coast television facilities is Alfred H. Morton, video director for 20th Century-Fox, who headquarters in New York.

* * *

Further augmenting NBC's video film activities, Producer Jerry Fairbanks has been authorized to begin manufacturing three new groups of programs—domestic comedies, tentatively titled "Jackson and Jill"; travelogues for youngsters, to be called "Going Places With Uncle George," and a third group called "Quizology."

Bosses, Labor Cooperate To Make Charity Film

HOLLYWOOD—Proof that management and labor can cooperate in the interests of a worthy cause is evidenced in the disclosure that studio brass and film labor unions collaborated in the production of a short film dealing with the Los Angeles sanatorium and medical center. Titled "Greater City of Hope" and starring Lew Ayres, the subject will be distributed nationwide through supporting auxiliaries of the institution as a fund-raising measure.

Services were contributed gratis by the Screen Actors Guild, Screen Extras Guild, IATSE, electricians, grips, laborers, make-up artists, photographers, film editors, props, sound technicians and other groups. RKO and Columbia donated space and equipment and Consolidated Laboratories processed the subject, which was produced by George Bilson of AKO and supervised by Lewis J. Rachmil. Lew Seiler directed.

To Film 'David Balfour'

HOLLYWOOD—The producer-star combination of Lindsley Parsons and Roddy McDowall, which recently made "Kidnapped" for Monogram, will repeat with another Robert Louis Stevenson costumer, "David Balfour." The new picture goes on the Monogram schedule for an early 1949 start.

'Jiggs, Maggie' Premiere Set

HOLLYWOOD—Producer Barney Gerard's "Jiggs and Maggie in Court," latest in the screen series based on the George McManus comic strip, will have its world premiere in St. Louis, the cartoonist's home town, early next year. Plans are being set for a McManus day to highlight the event.

Executive Travelers

West: Barney Balaban, president of Paramount, checked in at the studio from his eastern headquarters for parleys with Henry Ginsberg, studio chief. Balaban was accompanied by Russell Holman, eastern production manager, and Edwin Weisl, a member of the Paramount board.

* * *

East: William A. Scully, vice-president and general sales manager for Universal-International, returned to his New York office after four days of huddles on the valley lot with Leo Spitz and William Goetz, production executives.

* * *

West: Perry Lieber, RKO Radio studio publicity director, returned from a barnstorming junket to Chicago and Milwaukee, during which a number of the studio's personalities made personal appearances in conjunction with midwestern premieres in those cities of "Station West."

* * *

West: George Cukor, Metro director, planed in from London, bringing with him a preview print of "Edward, My Son," which he megged in Britain for Producer Edwin Knopf.

* * *

East: George D. Burrows, Monogram-Allied Artists vice-president and treasurer, left for Manhattan on a two-week business trip.

* * *

South: Robert L. Lippert, president of Screen Guild Productions, planed in from his San Francisco offices for huddles at the company headquarters, while F. A. Bateman, general sales manager, returned from a seven-city sales trip through the east and midwest.

* * *

East: William Pine, partner of William Thomas in the sharecropping Pine-Thomas Productions, releasing through Paramount, left for Gotham for parleys with eastern Paramount officials concernig P-T's current film. Thomas meantime is vacationing at Palm Springs.



W. T. KEITH VISITS DENVER—Pictured above are United Artists officials with the newly appointed district manager W. T. Keith, seated, who was making his initial visit to the Denver exchange. Left to right: William Sombar, salesman; Kenneth MacKaig, branch manager, and salesmen Robert Riddle and Howard Metzger. Keith also will stop in on exchanges at Kansas City, Omaha and St. Louis.

Warren G. Bailey Dies; Early Frisco Operator

SAN FRANCISCO—Funeral services were held recently for Warren G. Bailey, 80, one of San Francisco's earliest theatre operators, who died at his home in Ross. Interment was at the Cypress Lawn cemetery.

Bailey rose from the operator of a nickelodeon on Mission street to part owner of a multimillion dollar theatre chain, where, at one time, he had interests in 103 theatres throughout the state. He retired ten years ago after selling his interest in the Golden State Theatre & Realty Co., which he helped found in 1912.

He is survived by three grandchildren Henry and Clara Shalich and Mrs. Ben Thompson of San Francisco.

Chaplin Film Festival

PORTLAND — Part one of Chaplin film festival was shown recently by the Reed college film club in the college chapel. Harry Paget was the student director. The festival included "The Cure," "The Floor Walker," "The Fireman" and "The Pawnshop." The second part of the program was given October 29 and included "The Rink," "The Vagabond," "The Adventure" and "Easy Street."

Another series of Chaplin pictures is scheduled for November 5, among which will be "The Great Train Robbery," "Night Train," "White Flood" and an experimental film, "Rhythm and Light."

Mary Windsor Visits

MARYSVALE, UTAH—Mary Windsor, Hollywood actress, has been a recent visitor at the home of her parents Mr. and Mrs. Lane J. Bertelson. When the Utah actress first started her career, riding parts were assigned to a professional performer but after she had proved her ability as a rider, she was allowed to do her own riding scenes. "Outpost in Morocco" is her latest film in which she demonstrates how a good horsewoman should ride.

Leonard Smith Promoted

DOWNEY, CALIF.—General Manager Jack Kolbo of Cummings Theatres Co. has revealed that Leonard Smith has been promoted from assistant manager of the Meralta here to manager of the Victory. Smith previously was associated with the Fox-Evergreen Theatres at Eugene, Ore. Cummings said the promotion was in recognition of Smith's accomplishments since starting at the Meralta in July.

Van Johnson Starts Tour

HOLLYWOOD—Five southwestern cities were on Van Johnson's itinerary as the Metro star checked out on a tour of veterans' hospitals under auspices of the Hollywood Coordinating Committee. His first stop was scheduled for Oklahoma City, followed by Dallas; Alexandria, La.; New Orleans and San Antonio.

Jack Bruno Aids Baseball

PUEBLO, COLO.—Jack Bruno, manager of the Main and Uptown theatres, helped out the Oldtimers Baseball club by offering a benefit showing and a sneak preview treat.

SAN FRANCISCO

A census of motion picture theatres in the United States will be made biennially, according to present plans of the Motion Picture Ass'n, according to Robert W. Chambers, director of the association's research department. The research department, created by Eric Johnston over two years ago, made public its first official survey of theatres earlier this year.

Police were investigating the theft of 12 payroll checks totaling more than $200 from the Uptown Theatre in Napa. Edy Coffey, theatre manager, reported the theft . . . A legal notice showing a certificate of partnership announced that Arthur O. Perkins, Merit L. Espy and Nordell Huffaker are partners in the Starlight Theatre in Redding

The largest world premiere in northern California was given with the opening of "Miss Tatlock's Millions" at the Paramount Theatre. Hollywood stars with searchlights and de luxe ballyhoo greeted the one-day appearance of stars William Holden, Vivian Blaine, Mary Hatcher, William Demarest and Hilo Hattie . . . Jess Livingston, who handled "Henry V" for United Artists and who now is district manager for the film "Hamlet," was here for a brief stay.

Tuesday, November 9, is the date slated for the Variety Club general meeting and nomination of officers and board for the 1949 year . . . Hollywood joined the San Francisco Portola festival. Included were Harry Joe Brown, producer of the Friars' Frolic, Joseph Santley, director; Saul Chaplin, composer; Morris Stoloff, musical director, and two of the Ritz brothers. Also up for the Frolic, held at the Opera House for the benefit of the Variety Club's Blind Baby Nursery, were Jack Benny, George Burns, Greorge Raft, Lou Holtz, Ronald Reagan, Tony Martin, Ben Blue, Dan Dailey, Buddy Clarke, Bob Hope, George Jessel, Al Jolson and a host of others.



U-I OFFICIALS VISIT—Pictured above are Universal-International officials attending a recent sales meeting at Denver. Seated is C. J. Feldman, New York, western sales manager. Left to right: Foster Blake, Los Angeles district manager; Mayer Monsky, branch manager, and salesmen Frank Green and Harold Michaels.

Mr. and Mrs. Ross E. Jones of Bieber have purchased the Sierra Theatre in Downeville. Mr. and Mrs. Bruce Prater, former owners of the theatre, have left for Feather Falls . . . Marie C. Marks sold the Acme Theatre on Stockton street here to Ben B. Smith . . . The Eastmont in Oakland has undergone a paint-up and modernization program. Mrs. G. D. Whittemore, new manager, also has made a number of changes in the lobby to improve the general appearance.

Howard Hughes was here from Hollywood for a few days . . . Robert R. Hope, former manager of a Fresno theatre, will speak on Movie Advertising at a meeting of the Fresno Advertising club . . . The United Nations Theatre was playing "Apartment for Peggy," which gave Peggy Hoppin an idea. She ran an ad in local papers: "Apartment for Peggy: Not the movie version. This is real life! No ex-GI husband; no husband at all. Single woman executive urgently needs small apartment." Her phone number was included in the ad. Her ad, in mimeographed form, was distributed to patrons . . . The United Nations also extended an invitation to any girl in the city whose name is Peggy and is married to an ex-GI student to view the film.

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SEATTLE

Robert Lord, Santana Productions vice-president; Cyril Humes, screen writer, and Jason Lindsey, technical adviser, were here en route to Tokyo where they will get background material for a picture to be titled "Tokyo Joe" . . . Maury Saffle, Saffle Theatre Service, and Bob Clarke, booker, were back from a deer hunt . . . Ann Roseen succeeded Evelyn Curtis, who resigned, at the Film Classics office.

The Mills Brothers have been booked for a week's engagement at the Palomar . . . M. M. Mesher, Oregon district manager, was here from Portland for the Evergreen executive meeting . . . Arthur Sachson, general sales manager for Samuel Goldwyn, was here with Herbert McIntyre, western district manager . . . Bill Heineman, vice-president in charge of distribution for EL, and Rex Thompson, Port Orchard exhibitor, were on their annual Montana deer hunting trip.

Bob Monaghan and LeRoy Kastner, Bellingham managers, and Murt Makins of Bremerton, were here for meetings with Carl Mahne, Evergreen district manager . . . Exhibitors who visited Filmrow during the week included Ernie Thompson, Port Townsend; L. A. Knott, Tieton; J. R. Kane, Tacoma; Frank Harris, Spokane; Ed and Ivar Halberg, Port Angeles; Bud Hamilton, Darrington; Walter Graham, Shelton, and Bill Conners, Tacoma.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

WORD has been received from Paul L. Hoefler, well-known Denver photographer, that he arrived in Mombasa, Africa, a month ago. Hoefler is photographer for a group of explorers financed by Denver businessmen under the name of Denver-Africa expedition. They propose to make a connected picture story of native life, and to bring back an interesting film of the wild animals of Africa.

* * *

Two of Denver's leading suburban houses, the Ogden and Federal, are now showing sound pictures . . . J. T. Sheffield, owner and manager of the Sheffield exchanges in Denber and Salt Lake City, was in New York recently on business . . . Seth D. Perkins, UA manager, returned to Denver from a northern trip . . . Hansie Johnson will manage the Champion Theatre in Champion, Neb., for Ed Cady . . . William Quann, new manager of the Empress in Denver, has a baby son named Beverly Ray.

* * *

On Denver Filmrow: W. Glenn Miller, Rialto, Righton, Colo.; H. L. Morrow, W.O.W. Theatre, Grand Valley, Colo.; George Loveland, Strand, Colorado Springs; Earl Fackler, Grants, Grants, N. M.; Dave Hess, Monte Vista and Del Norte; Hobart Kincaid, Rialto, Florence, Colo.

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DENVER

Sam Feinstein has recovered from pneumonia . . . Lon Fidler, Monogram franchise owner, named John G. K. Shannon, new to the industry, salesman in the Kansas City area, and Howard DeWeese, formerly on Denver Filmrow, salesman for the Montana area . . . C. J. Duer, Paramount branch manager, went to New Mexico on a sales trip with Paul Allmeyer, recently promoted from booker to salesman. Allmeyer takes the territory formerly covered by John Vos, who has been transferred to other territory.

Mrs. George McCool, wife of the United Artists office manager, recently operated on for goiter, was in an Omaha hospital for treatment . . . Malcom Snapp moved from head shipper at Universal to Paramount, and Gayle Ivy moved from 20th-Fox to Universal as head shipper . . . W. T. Keith, recently named United Artists district manager, was here for a sales meeting . . . C. J. Feldman. Universal-International western sales manager, and Foster Blake, district manager, were here for a sales meeting.

Exhibitors seen on Filmrow included C. G. Diller, Cripple Creek; Herbert Gumper, Center; Robert Smith, Steamboat Springs; Glen Wittstruck, Meeker; Fred Lind, Rifle; Neal Beezley, Burlington; Kenneth Powell, Wray; Reuben Stroh, Telluride; Lloyd Greve, Eagle; L. N. Scheidegger, Seibert; Mr. and Mrs. Fred Hall, Akron; Elden Menagh, Fort Lupton; Fred Anderson, Eaton; L. R. Flower, Estes Park; Leon Coulter, Loveland; Lynn Zorn, Julesburg, Colo.; Mr. and Mrs. Hobart Gates, Custer, S. D., and W. L. Smith, North Platte, Neb.

Slides and Loudspeakers Will Tell Election News

LOS ANGELES—A system comprising slides on the screen and loudspeakers in lobbies during intermissions is being worked out by Fox West Coast to keep patrons informed of the progress of voting in the elections November 2. Arrangements are being made as a means of combating the customary lag in film attendance during such events of national importance.

Student Forum at Theatre

BUTTE—Over 1,200 Catholic high school students held an open forum discussion in the Fox Theatre recently in connection with the Helena diocese conference.

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Gibraltar Enterprises Opens Arco In Santa Fe Spanish District

SANTA FE—The Arco, a quonset-style theatre seating 689 and located in the Spanish district, recently was opened here by Salmon & Greer, Inc., affiliated with Gibraltar Enterprises of Denver. The company has been operating the Lensic and Alley and will add a fourth, the El Paso, in about a month.

Innovations at the Arco include indirect lighting, pastel coloring, stainless steel display frames, ample parking facilities and fine sound equipment. The policy is second run films of the major companies on Sundays and Mondays, Spanish films on Tuesdays, Wednesdays and Thursdays, and double action bills on Fridays and Saturdays. General admission is 35 cents and loges are 45 cents.

Henry B. Valleau, recently appointed city manager, has named Lyle Gonzales, former Lensic doorman, manager of the Arco. Charles Greer, now with radio station KVSF, becomes manager of the Alley November 1.

Truman Mathews of Santa Fe designed the Arco and the Lembke Construction Co. of Albuquerque was the general contractor.

Lakeport Job to Start Soon

LAKEPORT, CALIF.—Leo Reece, owner of the Orpheum Theatre here, said this week that construction work would start immediately on a new modern stadium-type theatre with a seating capacity of 700 and encompassing nearly twice the space of the present Orpheum.

The new building will measure 60x108 feet and will be built of basalite blocks. A rough stucco finish will be used on the exterior. On the inside, recessed and indirect lighting will be used. A large parking lot will be located at the rear of the building and bicycle racks will be installed at the side for younger patrons. Vincent Raney drew the plans for the structure and William Teschler, local contractor, has been awarded the building contract.

Downeville Sierra Sold

DOWNEVILLE, CALIF.—Mr. and Mrs. Ross E. Jones of Bieber have purchased the Sierra Theatre here from Mr. and Mrs. Bruce Prater, who will leave soon for Feather Falls.

Resume Work at Susanville

SUSANVILLE, CALIF.—Construction work on the old Orpheum was scheduled for renewal after the arrival of a trailer load of structural steel, bottleneck in the continuation of building. Lee Sweibel, local manager for T&D Jr. Enterprises, owner of the Sierra and the Orpheum, wired the Jenks Construction Co. at Grass Valley to resume work at the Orpheum immediately.

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Griffith Plans Suburban

LOS ANGELES — Plans are being prepared for construction of a new theatre building, with a seating capacity of 1,900, at Sepulveda boulevard and Will Rogers street in the Westchester district here, for Griffith Enterprises. Gunite wall construction is planned, and stone and ceramic tile exterior facing will be provided. The theatre will have a large balcony and will be equipped with a modern airconditioning system. The project was designed by architects Russell & Samaniego of Los Angeles.

Gets 'Wonder Stone' Front

PALMDALE, CALIF.—Frank Smith, builder of the new Palm Theatre here, revealed recently that the entire facade of the house would be finished in Painted Chief Wonder rock, a varicolored natural stone from his mine in Nevada. Work on the theatre was near completion but Smith would not specify an opening date.

Manor Theatre Cost $100,000

SACRAMENTO—The Manor Theatre, managed by Ken Wright, which opened in the Fruitridge shopping center here recently, was constructed at a cost of more than $100,000. The exterior is in western ranch style in keeping with other buildings in the center. The theatre has 600 seats and a parking area that will handle 2,000 cars.

Permit to Baldwin Hills Co.

LOS ANGELES—Building permit has been issued for construction of a large new theatre building at 3740-3744 South La Brea Ave. for the Baldwin Hills Co. Designed by architect Lewis Wilson, the structure will be erected by the Baruch Corp., will cover an area of 117x259 feet and will cost $250,000.

To Improve Hansen Theatre

HOLLYWOOD—Building permit has been issued for construction of alterations and improvements to the theatre building at 6025 Hollywood Blvd. for Marc Hansen. Designed by architect S. Charles Lee, the improvements will cost $25,000.

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LOS ANGELES

Theatre brokerage offices have been established here by Melvin H. Evidon, who came to the coast recently after spending 18 years with the Columbia exchange in Des Moines, the last 13 of them as branch manager. Prior to that Evidon was with Paramount in Omaha, Minneapolis and Columbus. In his new venture Evidon is handling theatre sales exclusively, on a nationwide basis . . .



Melvin H. Evidon

Roland Smith has been appointed office manager at Paramount, succeeding Kenneth Derby, who has joined the ranks of salesmen. Smith previously was Paramount's office manager in Minneapolis.

Russell Gaus, salesman at the local Metro branch, has been upped to branch manager in Oklahoma City following completion of the Metro sales organization's first executive training course, which Gaus attended . . . Fox West Coast's northern and southern California divisions are still glued to third and fourth place, respectively, in National Theatres' 13th annual showmanship drive. At the end of the sixth week Dick Spier's northern division was in third and Dick Dickson's southern division in fourth spot.

Kroger Babb of Hygienic Productions planed in from Wilmington, Ohio, for huddles on the outfit's next projected film, "One Too Many" . . . Cliff Giesseman, who managed the four Music Hall theatres here before Sherrill Corwin and Sol Lesser took them over, has been shifted to San Francisco to supervise the Corwin-Lesser interests in the Bay City . . . Wade Loudermilk, exhibitor in Buckeye, Ariz., was on the Row huddling with Roy Dickson of Cooperative Theatres.

Vacationing here is Duke Clark of the Paramount office in Dallas, accompanied by Mrs. Clark . . . Operation of the Pico Theatre downtown has been taken over by the Richmond Brothers.

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Los Angeles Grosses Brisk as 3 Rate 150

LOS ANGELES—Two smash holdovers and a strong new entry kept the first run trade at a brisk average as "Red River" and "Johnny Belinda," both in their second stanzas, each rated 150 per cent. This mark was equaled by only one newcomer, "Walk a Crooked Mile," which also netted 50 per cent above normal in its first week. Business otherwise hovered around the average mark or slightly under.

(Average is 100)

Belmont, Culver, El Rey, Orpheum, Vogue—**The Spiritualist** (EL) 90
Chinese, Loyola, State, Uptown—**Cry of the City** (20th-Fox); **Smuggler's Cove** (Mono), 2nd wk.....100
Guild, Iris, Ritz, Studio City, United Artists—**For the Love of Mary** (U-I); **The Golden Eye** (Mono) 90
Downtown, Hollywood Paramounts—**Night Has a Thousand Eyes** (Para) 100
Egyptian, Los Angeles, Wilshire—**Luxury Liner** (MGM); **The Secret Land** (MGM) 125
Four Music Halls, Pan-Pacific—**Red River** (UA), 2nd wk. 150
Pantages, Hillstreet—**Walk a Crooked Mile** (Col); **Black Eagle, the Story of a Horse** (Col).....150
Warners Downtown, Hollywood, Wiltern—**Johnny Belinda** (WB), 2nd wk. 150

Grosses Rise in Seattle; 'Mile' and 'Liner' Lead

SEATTLE—For the first time in many months all grosses were average or better. "Walk a Crooked Mile" opened solidly with 140 at the Coliseum.

Blue Mouse — **Mr. Blandings Builds His Dream House** (SRO); **Shed No Tears** (EL), 4th d. t. wk...130
Coliseum — **Walk a Crooked Mile** (EL); **Triple Threat** (Col) 140
Fifth Avenue—**Apartment for Peggy** (20th-Fox); **The Big Punch** (WB), 2nd run.....130
Liberty — **Sorry, Wrong Number** (Para); **Black Eagle** (Col), 3rd wk.....100
Music Box—**Rachel and the Stranger** (RKO); **Mystery in Mexico** (RKO), 3rd d. t. wk.....100
Music Hall—**Luxury Liner** (MGM); **Night Wind** (20th-Fox), 3rd wk.....140
Orpheum—**Rope** (WB); **Behind Locked Doors** (EL), 2nd wk. 120
Paramount—**The Loves of Carmen** (Col); **The Gentleman From Nowhere** (Col), 2nd wk.....100

'Red River' Grosses 190 To Top San Francisco

SAN FRANCISCO—Top honors for the week went to the opening of "Red River" at the United Artists, a giant 190 per cent nearing the record set by the opening of "The Outlaw." Second honors went to "The Loves of Carmen" at the Orpheum.

Esquire—**California** (Para); **The Virginian** (Para), reissues 90
Fox—**Apartment for Peggy** (20th-Fox); **Night Wind** (20th-Fox), 2nd wk.....120
Golden Gate—**Race Street** (RKO); **Variety Time** (RKO) 150
Orpheum—**The Loves of Carmen** (Col); **Black Eagle, the Story of a Horse** (Col).....160
Paramount and State—**Sorry, Wrong Number** (Para), 2nd wk. 110
St. Francis—**Rope** (WB), 3rd wk. 110
United Artists—**Red River** (UA) 190
United Nations—**The Mozart Story** (SG), 2nd wk.....100
Warfield—**Intermezzo** (German); **It Happened Tomorrow** (UA), reissues 100

'Rachel' Continues Lead In Fourth Portland Week

PORTLAND—"Rachel and the Stranger," in a fourth week with "Mystery in Mexico" at the Music Box, continued to lead the city.

Broadway—**Mr. Peabody and the Mermaid** (U-I); **Secret Service Investigator** (Rep) 120
Mayfair—**The Black Arrow** (Col); **For You I Die** (FC) 100
Music Box—**Rachel and the Stranger** (RKO); **Mystery in Mexico** (RKO), 4th d. t. wk.....140
Orpheum—**Apartment for Peggy** (20th-Fox); **Escape** (20th-Fox) 100
Paramount—**Walk a Crooked Mile** (Para); **The Gay Intruder** (20th-Fox).....100
Playhouse—**Sorry, Wrong Number** (Para); **Adventures of Casanova**, 3rd d. t. wk.....120
United Artists—**Luxury Liner** (MGM), 3rd d. t. wk...120

PHOENIX

Clifford A. Reid is the new manager of the Alden Theatre, Globe, replacing Gene Hollis, who held down the post temporarily. Hollis is back at his regular job as manager of the Vista in Phoenix. Reid formerly was manager of the Rose Mary Theatre in Santa Monica, Calif.

Eight-year-old Jackie McAlister was the luckiest boy in Tucson last week. He was the 1,000,000th child to attend the weekly Mickey Mouse club at the Fox-Tucson, and as a result the theatre presented him with a lifetime pass to all Mickey Mouse club shows. An additional event on the bill was the selection by the audience of the king and queen of the Dooley Bookman Halloween Mardi Gras, sponsored by the Junior Chamber of Commerce. The show was in charge of Charles Graves and Jerry Parks, co-chairmen of the theatre's employes' week. Each year the Fox West Coast Theatres turn the house over to the employes for one week.

Response to the first Saturday morning kiddy show at the Alden was so great that two performances had to be given in order to accommodate the crowds. The idea was dreamed up by acting Manager Frank Hollis.

A mixup in route schedules delayed the arrival of "Sorry, Wrong Number" at the Star Theatre, making it necessary for Manager Louis Bilbao to cancel the scheduled evening performances for the first show. A special matinee was added the following afternoon at 2:30.

Walter Brennan, Noah Beery jr. and Harry Carey jr. were scheduled to make personal appearances in conjunction with the premiere performance of "Red River" at the Phoenix Theatre. The film, which was made near Elgin, Ariz., has been booked at the Phoenix for three weeks.

Owner Joe Woods held a special open house the night before the official opening of the Rowena Theatre in Rowena . . . Rumor has it that Fox West Coast soon will reopen the Globe Theatre in Globe . . . Lew King is the new emcee for the Saturday morning kiddy shows at the Fox . . . Art Pickett, Orpheum manager, is doing well following a recent operation.

New Redwood Manager

REDWOOD CITY, CALIF.—Charles Arselenian has arrived here from Richmond to take over duties as manager of the Redwood Theatre.

'Peggy' and 'O'Halloran' Lead Trade in Denver

DENVER—Day business at local first runs was much better in proportion than night trade.

Aladdin—**The Egg and I** (U-I); **Canyon Passage** (U-I) 125
Broadway—**My Man Godfrey** (U-I); **When Tomorrow Comes** (U-I), reissues..... 60
Denham—**Night Has a Thousand Eyes** (Para)..... 90
Denver, Esquire, Webber—**Apartment for Peggy** (20th-Fox); **Michael O'Halloran** (Mono).....165
Orpheum — **Good Sam** (RKO), 2nd wk.; **Jassy** (U-I) 90
Paramount — **Ruthless** (EL); **Enchanted Valley** (EL) 125
Rialto—**Black Arrow** (Col); **Lulu Belle** (Col), 2nd d. t wk.....100

Speakers Selected For ATIO Conclave

INDIANAPOLIS—William Carroll, executive secretary of the Associated Theatre Owners of Indiana, Inc. has revealed plans and a list of nationally known speakers who will participate in this year's convention November 9-11 at the Hotel Antlers.



Trueman Rembusch

Among the participants are Abram F. Myers, chairman of the board and general counsel of Allied States Ass'n; William Ainsworth, president of National Allied, and Charles Niles, secretary of the National organization. With Trueman Rembusch, president of ATO of Indiana and treasurer of Allied States, Allied will be fully represented.

WILL HOLD FILM FORUM

The first general business session will be on Wednesday when Rembusch will give his annual report after an address of welcome. William Carroll, executive secretary, will follow with his report. Charles Niles, secretary of National Allied, will be the first speaker on business matters, and will be followed by the delegates who will cast their votes on a number of important matters affecting exhibitors and determining future policies of the Indiana association. The members at this session will select the directors for the 1948-49 term. One innovation will be the film forum and an open discussion on all matters pertaining to trade practices. There will be a selected panel to answer all questions. The panel consists of Al Blocher of the Y&W circuit; Earl Herndon of Affiliated Theatres; Herbert Ochs, drive-in operator; Joe Cantor of Cantor Amusements; Sam Switow of the Switow circuit, and Joe Finneran of Syndicate Theatres. The selection includes exhibitors from key runs, subsequent runs, cities, small towns, drive-ins.

'JUNE BRIDE' FOR LADIES

The Thursday meeting will be devoted to talks by Abram F. Myers of Allied States Ass'n; William Ainsworth; Edward Raub jr., ATO of Indiana counsel; Michael Simmons of MGM, and J. W. Spiselman.

A departure from other convention activities will be the party on Wednesday evening at one of the fashionable night spots on the outskirts of the city. The annual banquet on Thursday night, held in the Antlers hotel, will hear Harold G. Hoffman, former governor of New Jersey.

On Tuesday night there will be a directors dinner after which there will be a special screening of "June Bride" for the ladies. The directors meeting will be the last one of the 1947-48 year. On Wednesday and Thursday afternoons the wives of the delegates will be entertained in the Variety Club rooms in the hotel. A special program including the "Fun Show" conducted by Uncle Wally Neberling of Radio station WIRE is scheduled.

The convention committee is composed of Trueman Rembusch, Marc Wolf, S. J. Gregory and Sam Switow. The ladies part of the program is being arranged by Mrs. Al Blocher, Mrs. Earl Herndon and Mrs. Trueman Rembusch.

Keen Interest in 16mm Found in South America

CHICAGO—E. L. Schimmel, director of the International division of Bell and Howell Corp., has returned from a 20 country tour through Central and South America. He found keen interest in all countries in the use of films for business, education and theatres. Both MGM and RKO are pushing the use of 16mm films in these countries. In Argentine the government is interested in the use of films for military and civilian organizations. A new laboratory is being rushed to completion for use in both 16mm and 35mm films. Translation into other languages will be made.

Father and Son Team Open Waterford Ford

WATERFORD, WIS.—The desire for a new, modern motion picture theatre became a reality recently when Gust and Roland Jahnke, a father and son team of contractors and builders, opened the Ford Theatre, which they began last winter.

The Ford, a 496-seater, is of modern design with concrete block construction, brick face and colored carra glass adornment. The RCA sound and projection equipment, installed by the Vic Manhardt Co. of Milwaukee, includes two projectors for continuous showings.

An outdoor motif was imparted to the interior decoration scheme. A cry room was installed near the projection booth and is soundproof. A modern powder room for women and an attractive men's room were provided off the lobby.

The Ford is operating on three changes a week with Sunday matinees. Special Saturday matinees for children are planned. Admissions are 50 cents for adults, 20 cents for children. Painting and decorating was done by Ray W. Wiskerchen and J. William Bucholz of Milwaukee. Cecil Mehring of John Mehring & Son, Waterford, had the main contract.

Rowdies Jeer and Boo At Stars in Chicago

CHICAGO—A crowd of young rowdies virtually took over the RKO Palace Theatre here during the recent premiere of "Station West." The theatre had brought in the stars of the film to appear in person, but when Lucille Ball, Jane Greer and Agnes Moorehead walked on stage about 15 youngsters in the balcony began a series of jeers and catcalls.

The stars made quick exits when the rumpus started and scores of patrons began to leave the theatre. Manager Jerry Cohen rounded up his ushers and they tried in vain to oust the noisemakers. Finally Cohen ordered the projection room to show a Disney film. While it was being unreeled he tried to call the police only to find that his telephone was out of order. He sent an usher out after the police, but the troublemakers departed before the police arrived.

Name Bands at Fort Wayne

FORT WAYNE—Continuing the fall series of popular concerts of name bands, Paul Whiteman and his orchestra presented two concerts at the Quimby Auditorium.

Mid-Central Allied Eyes Film Buying

HANNIBAL, MO.—Mid-Central Allied Independent Theatres continued its missionary efforts to build up a strong organization of independent theatre owners in eastern Missouri and southern Illinois at a regional meeting at the Mark Twain hotel here (20), when speakers included Trueman Rembusch, Indianapolis, treasurer of Allied States Ass'n of Motion Picture Exhibitors, and president of Associated Theatre Owners of Indiana, Inc.; Charles Niles, Anamosa, Iowa, secretary of Allied States and a director of Allied-Independent Theatre Owners of Iowa-Nebraska, Inc., and A. C. Myrick, Lake Park, Iowa, also a director of the Iowa-Nebraska Allied affiliate.

CARAVAN SERVICE RECOMMENDED

Henry Halloway, operator of three regular theatres and a drive-in in St. Louis county and president of Mid-Central Allied, presided.

Jeff Jefferis of Piedmont, Mo., vice-president of Mid-Central Allied, was toastmaster at an opening luncheon.

Following brief remarks by President Halloway, the meeting got down to business following the luncheon, starting with an open forum on film buying which featured instructions by Myrick in the use of the Allied Caravan. He explained the technical features of the Caravan. Both Rembusch and Niles recommended use of this service, and described its benefits to members of the Allied organization. The three guest speakers also discussed other advantages of an affiliation with Allied States Ass'n.

While reference was made to transportation costs for motion picture films, it was indicated that prevailing conditions in the St. Louis trade territory are fairly satisfactory. Rembusch, touching on this subject, told how exhibitors in the Indianapolis territory had obtained reductions in rates. Conditions there previously had been very satisfactory to exhibitors, especially the smaller town independent operators.

Two new members were received into the organization during the meeting. They were Earl M. East, Winfield, Mo., and W. H. Hoffman, Arthur, Ill.

TWO NEW MEMBERS

Those attending the meeting included Henry Halloway, St. Louis; Jeff Jefferis, Piedmont; Andy Dietz, St. Louis; Hugh M. Graham, St. Louis; Earl M. East, Winfield; Mrs. Louis Collins, Canton; W. A. Collins, De Soto; Charles B. Rudolph, Troy; Frank X. Reller, Wentzville; L. V. Collins, Canton; A. Briggs, Gerald, and Martin Operle, Ste. Genevieve, Mo.; Trueman Rembusch, Indianapolis, Ind.; A. C. Myrick, Lake Park, and Charles Niles, Anamosa, Iowa; and W. H. Hoffman, Arthur; George S. Blutecker, Ashland; Charles Beninati, Carlyle; Gene Beckham, East Alton; Tony Beninati, Pinckneyville, and Mr. and Mrs. Paul E. Stehman, Winchester, Ill.

Airer Near Completion

METROPOLIS, ILL.—Construction workers are making progress on the El Capitan, a 600-car drive-in which is being erected by Russell Baker on an 8½ acre tract on highway 45 about a mile west of the city limits. Baker hopes to have it ready about November 15.

ST. LOUIS

Maury Davis, manager of the Will Rogers Theatre, is a new grandpa . . . Walter Hamburg, on the sales staff of RKO, recently announced the birth of a son Walter Eugene, qualifying Sam Harmburg, an owner of the Avenue Theatre in East St. Louis, as a grandparent . . . Ruby S'Renco, owner of the Art Theatre and S'Renco's screening room has announced the birth of his second grandson.

Kathleen Craig, former assistant cashier for Republic, who recently underwent two major operations, was expected to return home from the Deaconess hospital within a week. She has been making nice progress. A sister Mrs. Dottie Wilsman is secretary to Johnny Walsh, manager for Albert Dezel Productions . . . Henry Steffen is new head booker for Film Classics. He formerly was with MGM. His successor on the MGM staff has not been announced.

Francis A. Bateman, general sales manager for Screen Guild, recently was here . . . Exhibitors seen along Filmrow included Jimmy Frisina, feature buyer for Frisina Amusement Co., Springfield, Ill.; Carson Rodgers and Bill Griffin, I. W. Rodgers circuit, Cairo, Ill.; Eddie Rosecan, Hannibal, Mo.; Hermann Tanner Panna, Ill.; Forrest Pirtle, Jerseyville, Ill.; William Collins, DeSoto, Mo.; W. L. Cates, Kinmundy, Ill.; Chester Heidbreder, Virginia, Ill.; Loren and Stewart Cluster, Salem and Johnston City, Ill.; Tilden Dickson, Crystal City, Mo., and John Dickson, St. Elmo, Ill.

Izzy Wienshienk district manager for Publix Great States, Alton, Ill., became a noble of the Mystic Shrine in impressive ceremonies at Ainad Temple in East St. Louis, Ill., recently. Among the nobles who saw Izzy and the other candidates initiated were Carson Rodgers and Bill Griffin of the Rodgers circuit, Cairo, Ill.; D. O. Lanham, State Theatre, Shawneetown, Ill., and Joe Sarfaty, Universal salesman.

Harold Holstlaw, who has been operating the Frolic Theatre in Middletown, Ill. as a 16mm house, has started the work of converting it into a regular 35mm theatre. He hopes to have it ready in a few weeks . . . Alyne Schimmer, who has been the secretary-stenographer for Screen Guild, was married recently to Edward Weber. She is being succeeded at Screen Guild by Mrs. Dolly Gentry, who formerly worked at the local United Artists office.

Veterans Hospital Camp Shows, Inc., presented three shows at the Jefferson Barracks Veterans hospital. George O'Brien was featured in one show, while Marie "The Body" MacDonald and Danny Thomas, and three others gave a second show and James Craig appeared as the star of the third . . . "Air Power Is Peace Power," a colored motion picture, will be shown at a meeting of the Aviation Foundation of St. Louis. It was produced by Capt. Eddie Rickenbacker, president of Eastern Air Lines.

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Harvey Black Is Second In Warner Chain Bowling

MILWAUKEE — Harvey Black, Warner screen room projectionist who has been leading the IATSE bowling pack, duplicates in the Warner Theatres league. Black holding a 12 game average of 172-3, clicked second high three games with 560 in a recent weekly session, topped by Bill Maciejewski, with 577.

At the same rolloff National Theatre team toppled first high three games with 1904; Warner Theatre Sr., was runnerup, with 1889 and the Jalonies third, with 1863.

Granada Theatre Sr. racked up high single of 724; National Theatre second, with 662, and Warner Theatre Sr. third, with 651.

Team standings in the Warner Theatres league indicate National Theatre, Juneua Theatre Sr., Warner Theatre Jr., and Warner Theatre Sr. all tied with 8 wins and 4 losses each. However, National Theatres held top average of 577.

Top individual scorers are: Harvey Black, Bill Maciejewski, Ted Gayes, Al Meskis, Dick Fahey Steve Martz, H. Doulder, J. F. Kraczek and Al Neuendorf. In the Warner Theatre girls individual scoring Lucile Haggith, Martha Jaeger and R. M. Kielpinski rolled highest three games in that order. Lucille Haggith and Evelyn Nimmer tied with highest individual marks of 167 and Ruth Krause, third, with 153.

Estimated $1,350,000 Buys Two Second Runs

ST. LOUIS—An eastern theatrical firm in which Robert E. Hannegan, president of the St. Louis Cardinals and former postmaster general of the United States, is an officer, recently purchased the Oriental, a 2,880-seater, and the Tower, a 1,580-seater, both second runs, for an estimated $1,350,000.

The transaction was rather complicated, in that five other properties, including a farm and four apartment buildings changed hands. These seven properties were purchased from Triangle Publications, Inc. of Philadelphia for $1,750,000 by Helen Eisenstein of New York City. She in turn transferred the Oriental and Tower to the Orto Corp. of New York City, headed by Harvey B. Nevins, a New York theatrical man.

Nevins said that the Oriental and the Tower will be operated by another of his enterprises, the St. Cloud Amusement Corp., Washington, N. J., which now operates 17 theatres in various New Jersey towns.

MILWAUKEE

Ray Smith, head of the Ray Smith Co., was ill . . . The Pep Club at Metro will sponsor a Halloween party the night of November 1 . . . John Bannon, U-I manager, and Dave Goldman, salesman, went to Chicago for a sales meeting . . . Reve Spooner secretary to SRO Manager Bill Young, has resigned . . . Max Roth, Film classics district manager, was here for conferences with Matt Sullivan, local manager.

Valerie Carter, secretary to IATSE Business Manager Otto Trampe, entered Columbia hospital for an operation . . . Francis Bateman, Screen Guild western division sales manager, conferred with Benny Benjamin, local manager . . . Tom Cornfield, Wisconsin manager, underwent an operation at Mount Sinai hospital . . . The canopy at the Towne was repainted . . . Nick Meuren, MGM shipper, was back at work following a recent illness.

Irene Preston, ITO secretary, was planning an autumn vacation in New Orleans . . . Ben Marcus, Marcus circuit president, was planning a new drive-in at the intersection of routes 41 and 55 . . . L. F. Gran, Standard Theatres president, was ill . . . Connie Carrigenis is the new assistant to Erv Clumb, Towne advertising director . . . Ben Poblocki, manufacturer, was at the Mayo clinic, Rochester, Minn.

Wisconsin exhibitors seen on Filmrow included: Larry Huston, Troy, East Troy; Bill Exton, Roosevelt, Kenosha; Walter Baier, Fort, Fort Atkinson; Barney and Dave Sherman, Douglas, Racine; Russ Leddy Orpheum, Green Bay; Floyd Albert, Mount, Horeb; George Panka, Metro, Prairie du Chein; Danny Kelliher, Sprague, Elkhorn; Richard Bucholz, Brillion, Brillion; Sanford Vincient, Lyric, Denmark; Edward Vincient, DePere, DePere; Ervin Koenigsreiter, Greendale, Greendale; Merton M. Miller, May, Mayville; Ray Zahn, Falls, Menominee Falls; Joe Malits, Eighth Street, Milwaukee; Mrs. Helen Hanke, Lyric, Milwaukee; Fred W. Krueger, Ogden, Milwaukee; Paul Nowatske, Vista, Mukwonago.

Ticket Sale Drive For Variety Fund

ST. LOUIS—The St. Louis Variety Club, headed by Tommy James, chief barker, launched an all-out drive to put over the Horace Heidt "Parade of Stars" show at the Kiel Municipal Auditorium November 12.

The house will be scaled from $1.27 to $3.81 and a substantial part of the receipts will be turned over to the Variety Club's Heart fund. Members of the club were urged to aid in the sale of tickets. At the same meeting James appealed to all exhibitors who have shown "Tobacco Land" to send in box-office reports showing the number of persons who attended to Herb Washburn of National Screen so that checks for the Heart Fund can be issued without further delay.

James, touching on the operations of the fund, read a letter he received from a 6-year-old Negro girl, a pupil at the Lincoln school who benefited through eyeglasses provided by the fund. A short motion picture titled "By Jupiter" was shown to emphasize the advantages of proper relations with the public.

New Jerseyville Theatre Planned by Sam Pirtle

JERSEYVILLE, ILL.—Sam E. Pirtle, head of the Pirtle circuit, which includes the 500-seat Orpheum Theatre here, has purchased a plot of ground on East Pearl street on which a 680-seat theatre will be built.

"We expect to have the plans for the new theatre ready within a week," Pirtle said. "The letting of the contract and the beginning of construction will be rushed with all possible speed."

In the meantime the owners of the 420-seat Jersey, which was badly damaged by a recent fire, have started plans for rebuilding. The Jersey was owned and operated by the Ballard, Horn & Metcalf circuit. The fire, which started in a furniture store above the theatre later spread to adjoining building, doing total damage of some $200,000. The amount of reconstruction needed for the Jersey will depend upon a final determination of the condition of the walls which remained standing.

Kids Nightspot Opened

FORT WAYNE—The Valencia Gardens, dancing spot for Fort Wayne's younger generation located in the Quimby Auditorium, is open for business again. Burton Schlie, local orchestra leader, and his band will be the featured artists at the dance spot.

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INDIANAPOLIS

Ray Thomas, salesman for Film Classics, was confined to his home by an attack of influenza . . . Oran B. Smith, operator of the American, Seebree, Ky., was a business visitor in Evansville . . . Bus Miller of the Hudson circuit Richmond, Ind., substituted for the managers of the Hudson theatres while they were on vacation.

Fred Dolle, head of the Fourth Avenue Amusement Co., Louisville, also interested in the Greater Indianapolis Amusement Co.; Leroy Furman, representing the Ted Gamble interests, and D. Long of the Dolle circuit, Louisville, met with Kenneth Collins, manager of the Greater Indianapolis Amusement Co., in the Indiana Theatre building office . . . Republic is holding third place in the J. R. "Jimmy" Grainger 10th anniversary drive.

Gordon Craddock flew to Chicago to call on the Alliance circuit . . . Jerry Weiss, Eagle Lion salesman, spent a weekend in Chicago visting friends . . . Charles Acton, salesman for Republic, is driving a new car . . . The marquee at the Indiana is being redecorated and necessary repairs are being made . . . Edwin Brauer, manager for Republic visited Fort Wayne, Ind., calling at the offices of the Quimby Theatres . . . Sal Iozzo, booker for Eagle Lion, was a Chicago visitor over the weekend.

Rube Pearlman, Edward Small Productions representative from New York City, was a visitor at Eagle Lion . . . The Brownie Theatre, Brownsburg, Ind., operated by the Sconce Theatres of Edinburgh, Ind., installed Super-R-Arc lamps by Ger-Bar Theatre Equipment Co.

E. Horsefield of the Horsefield circuit, Horsefield, Ky., visited Filmrow for the first time . . . Charles Acton, Republic salesman, who did the big brother act by getting Roy Rogers to autograph 20 of his photographs while he was at the State Fair Coliseum, left after the performance with Rogers fountain pen . . . Helen Holthaus, accountant at Universal-International, is confined to her home by an ear ailment.

Perry township residents have won the battle to block construction of an open-air theatre on highway 31. A land variance permit for Mid-West Drive-In Theatres, Inc., was denied by the Marion county zoning board after some 50 taxpayers protested . . . The Vogue Theatre operated by Carl Niesse, has installed a "Voice of the Theatre" loudspeaker system, one of the first such installations in Indianapolis . . . Loew's Theatre has installed a candy section on the mezzanine floor of the house.

Joe Million Will Build At Crawfordsville, Ind.

INDIANAPOLIS—Joe Million has announced that he will construct a 700-car drive-in east of Crawfordsville, Ind., at the intersection of highways 32 and 47. Equipment will be furnished by the Mid-West Theatre Supply Co., distributors for RCA equipment.

Injunction Hearing Set at Clayton, Mo.

CLAYTON, MO.—Circuit Judge Amandus Brackman set Thursday (28) as the date for a show-cause hearing that will determine whether he will make permanent a restraining order to prevent the St. Louis Theatrical Brotherhood, Local 6, IATSE, from picketing the Crest Theatre in St. Louis county, in their efforts to gain the employment of a union stagehand at the theatre.

Brackman, in issuing the temporary order, acted on a petition filed by the Crest Amusement Co., lessee and operator of the theatre. The petition, directed against Elmer V. Moran, business agent for Local 6, and six members of the union, described as pickets, not only asked for an order halting picketing but also requested the court to stop other interferences with the conduct of the theatre. Crest Amusement Co. opened the house on July 20. The building is owned by the Affton Theatre Corp., controlled by Norman Probstein, and is under a long-term lease to Crest.

The amusement company's petition charged that three pickets slugged Kenneth Adie, non-union projectionist, and made threats against him and members of his family. It was further alleged that the pickets jabbed ice picks in the tires of Adie's automobile and frightened and harassed patrons of the theatre.

Moran has made a complete and general denial of the charges in the petition, saying that no more than two pickets have been on duty at any time.

Screen Girder Falls

WHEATON, ILL.—More than a score of workmen narrowly escaped injury recently when a mammoth prefabricated girder crashed to the ground at the scene of the Star-View open air theatre construction job three miles east of Elgin. The girder, according to John H. Reckas, owner of the Star-View, was intended to form one of the upright supports to the screen. It was being bolted into place when the supporting cables parted permitting the girder to fall.

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CHICAGO

More front-page breaks than any motion picture ever received are resulting from the current contest tieup for "Apartment for Peggy" at the Chicago Theatre put over with the Chicago Herald-American by B&K's Eddie Seguin and 20th-Fox's Eddie Solomon. The duo came up with a vacant apartment, a house full of furniture from the Fair department store, six months rent and a year's lease, which they turned over to the American as the contest prize. Service men and women only are eligible. They send in their service serial number. One of those numbers will have the last four digits coming closest to the undisclosed address of the mystery apartment. The one holding that number collects the flat, furnishings and rent. The American kicked off the promotion with red front page banners, keeping the story on the front page for days with full credit for the picture's Chicago Theatre engagement.

Terry Turner, RKO exploiteer, was here working with RKO's local admen Bob Hickey, Wally Heim and RKO's theatre bosses Frank Smith, Jerry Shinbach and publicist Lou Mayer. They arranged the Hollywood trimmings for the benefit world premiere of "Station West," a standout at the RKO Palace. All proceeds went to the Herald-American Benefit fund to aid hospitalized veterans in the Chicago area . . . "Gone With the Wind" bowed in at popular prices at United Artists Theatre, for the second time this month, and still is doing terrific.

The Star-View Theatre, sixth of the drive-ins in Chicago area, opened with great fanfare under the management of ex-GIs John and George Reckas. Exchange heads were on hand for the premiere doings . . . Harry Phillips of Ace Chair and Carpet Co. is located in new quarters at 1235 South Wabash Ave. . . . Gene White jr. returned to the Southern Theatre, Oak Park, as assistant manager . . . Lee James Hruby jr., has been transferred from the 4-Star, Chicago, where he was assistant, to the Cozy at South Bend, Ind., as manager. He replaces Loren Beaumont, who will return to Chicago. The Cozy and 4-Star theatres are operated by the Lubliner & Booth circuit . . . Len Utecht and party returned from a Cedar Lake, Ind., fishing trip. Only things they brought back were colds.

Lipton Astrachan, recently of WB sales department, Buffalo, has joined the Eagle Lion sales staff here . . . The Actor's club will present its second annual Laurel award to Capt. William Eddy, until recently director of B&K's station WBKB, for his contribution to television and electronics at a party in the Drake hotel November 6. Eddy was commanding officer of the navy's radar school here during the war. He now is head of Television Associates, a consulting firm . . . Jimmy Wichlac, formerly of the Luna Theatre staff and now in the army, was here on a ten-day leave visiting friends and relatives.

H. G. Wells, owner of the Harriet Theatre, Hardin, Mont., and his wife were visitors at Filmack . . . Laniel O'Shea, Selznick studio president, accompanied by Katharine Hepburn, stopped over en route to New York . . . Pete Ronan, U-I Cincinnati exchange, was here visiting the local office . . . Jack Belasco, Woods manager, says: "The byword of motion picture censors is stop, look and less sin" . . . Julius "Red" Edinson, Eagle Lion exploiteer headquartering in Chicago, has left that organization . . . Joe Friedman, EL salesman, was at Norwegian hospital for a checkup.

Navy day festivities in Chicago were to have a Hollywood touch by proxy. Film stars Robert Taylor, Robert Montgomery and Van Heflin, who served in the navy and the air force, are the narrators in MGM's "The Secret Land" which started at the RKO Grand . . . Joe Berenson, National Theatres Advertising Co., left for St. Louis and Memphis to introduce his new television set giveaways in the southern areas . . . The Alger Theatre percentage case has been set for hearing before Master-in-Chancery Joseph Elward December 20.

Larraine Day is expected here for the premiere of her first motion picture since her marriage, "My Dear Secretary." She and her husband Leo Durocher are helping publicize the film. It gets its world premiere at the Oriental Theatre November 4 . . . Al Reynolds of Underwood & Ezell, circuit of drive-ins in Texas, was here from Dallas to greet fellow barkers at the Variety Club.

Marvin Weil of the White Way Sign Service was seriously ill at St. Francis hospital . . . Harold Russell, the handless veteran who won an Academy award for "The Best Years of Our Lives," will return to the screen, he said, during his appearance here for the Anti-Defamation league. It'll be in the motion picture version of "Go Getter," which William Wyler will direct. Russell, with the aid of author Victor Rosen, has completed his autobiography, "Victory Through Hands," which will be released early in 1949.

'Irish' Tops Grosses At Loop First Runs

CHICAGO — Outdoor events which have been cutting into first runs were subdued by the overcoat weather of the season. The outstanding new entry was "The Luck of the Irish," with a fine stage show headed by Jane Powell, which gave the Oriental a big week. The French "Beauty and the Beast" opened great at World Playhouse, and "Julia Misbehaves" drew average business at the State-Lake. "Hollywood Burlesque" had a banner first week at the Studio. "Sorry, Wrong Number," plus a stage show, had a nice second week at the Chicago and "Rope" was still pulling well in a third round at the Rialto. "Good Sam" bowed out at the Woods after four weeks to make way for Danny Kaye in "A Song Is Born,"

(Average Is 100)

Apollo—**History Is Made at Night** (UA); **You Only Live Once** (UA), reissues 100
Chicago—**Sorry, Wrong Number** (Para), plus stage show, 2nd wk 105
Garrick—**Count of Monte Cristo** (UA); **The Son of Monte Cristo** (UA), reissues, 2nd wk 90
Grand—**Mr. Peabody and the Mermaid** (U-I), 2nd d. t. wk 90
Oriental—**The Luck of the Irish** (20th-Fox), plus stage show 120
Palace—**One Touch of Venus** (U-I), 2nd wk 90
Rialto—**Rope** (WB), 3rd d. t. wk 110
Roosevelt—**A Southern Yankee** (MGM), 2rd wk 90
State-Lake—**Julia Misbehaves** (MGM) 100
Studio—**Hollywood Burlesque** (Capitol) 115
United Artists—**Escape** (20th-Fox), 2nd wk 90
Woods—**Good Sam** (RKO), 4th wk 95
World Playhouse—**Beauty and the Beast** (Lopert) 120

'Number' Leads Milwaukee With 145 Per Cent

MILWAUKEE—The return of mild weather chased patrons into the open for sports events and other outdoor attractions. Several jazz concerts, a legitimate offering at the Advidson and "Skating Vanities" dipped further into motion picture grosses.

Alhambra—**Moonrise** (Rep); **California Firebrand** (Rep) 95
Palace—**Walk a Crooked Mile** (Col); **Triple Threat** (Col), 2nd wk 100
Riverside—**Station West** (RKO) 115
Strand—**Apartment for Peggy** (20th-Fox); **Gay Intruders** (20th-Fox), 3rd d. t. wk 95
Towne—**The Search** (MGM); **The Secret Land** (MGM) 95
Wisconsin—**Sorry, Wrong Number** (Para); **Black Eagle, the Story of a Horse** (Col) 145
Warner—**Johnny Belinda** (WB); **Out of the Storm** (Rep) 115

'Rachel' Grosses 115 In Indianapolis

INDIANAPOLIS — Boxoffice grosses here ranged from fair to good as the Circle led with "Rachel and the Stranger" and Loew's ran a close second with "Luxury Liner."

Circle—**Rachel and the Stranger** (RKO); **Code of Scotland Yard** (Rep) 115
Keith's—**One Touch of Venus** (U-I), 2nd d. t. wk 85
Loew's—**Luxury Liner** (MGM); **The Gentleman From Nowhere** (Col) 100
Lyric—**Smart Girls Don't Talk** (WB); **Embraceable You** (WB), 5 days only 95

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Speculate on Effect of New Drive-In Jobs

MINNEAPOLIS—This territory's independent exhibitors continue their rush to build drive-in theatres. Ted Mann and Donald Guttman, owners of a circuit of seven conventional theatres, will even explore outside foreign fields. Mann and Guttman have announced expansion plans to include the construction of three drive-ins in the Los Angeles, Calif., area. This will be just a starter, they say.

Ground for the first of these drive-ins, costing $250,000 and accommodating 900 cars, was broken in the San Pedro district of Los Angeles. Construction of another in the southwest section of Los Angeles starts within a fortnight. A deal for a third site is in the process of completion.

Mann is a member of the Minnesota Entertainment Enterprises which is building and operating drive-ins in the Twin City area. On his own and in association with Charlie Rubenstein, independent circuit owner, he also has built and is building other drive-ins. Industry leaders here attribute the belated scramble on the part of this territory's independent exhibitors to enter the drive-in field on such large scales to two things. One is a desire to "protect" the area in which their conventional theatres are located by keeping out the competition of invading drive-in interests. The other is a sudden realization of the drive-ins' earning possibilities.

Even the fact that the drive-in season here is so short isn't proving a deterrent. It has been shown that a five-month drive-in season hereabouts can be highly profitable. It's known, for example, that one of the drive-ins in a Minneapolis suburb will earn more than $35,000 this summer.

There's much speculation in the industry here as to what effect the mushroom growth of drive-ins will have on distribution, film rentals, film exchange revenue and the spring and summer business of regular theatres. Thus far, exhibitors say, their business at conventional theatres apparently hasn't been hurt "too much" by the competition of new drive-ins because, they assert, the drive-ins are creating a considerable new clientele for motion pictures.

Writ to Compel Permit Asked by Paul Mans

MINNEAPOLIS—A mandamus action has been filed by Paul Mans & Associates, independent circuit owners, to compel the town council of Rose, Twin City suburb, to grant a license to build and operate a new theatre. The council previously had issued a license to the Minnesota Amusement Co. which, however, delayed building because of wartime shortages of materials, permitting it to lapse. The company recently applied for a renewal of the license.

Elmer E. Gailey, 59, Dies; Former Wayne Owner

WAYNE, NEB.—Elmer E. Gailey, 59, former Wayne theatre owner, died following a heart attack while deep sea fishing near his home at San Diego, Calif. Services were to be held at Madison, Neb., with burial at Elgin, Neb.



ACTOR AT REID H. RAY'S—Pictured above working on a John Deere Production, "Master of Ceremonies," at the St. Paul studios of the Reid H. Ray Film Industries are, left to right: Don Palmquist, theatre relations manager; Selmer Jackson, veteran supporting and character actor seen currently in "The Fuller Brush Man," and Howard Cress, chief cameraman.

Evelyn Cannon Manager Of Omaha MGM Office

OMAHA—The Omaha MGM exchange again will have a woman office manager, one of the company's two in the country.

This was announced with the promotion of Fred Fejfar from office manager to salesman and Evelyn Cannon, first booker, to succeed him. The changes are effective November 1.

Fejfar came with the company ten years ago as a checker in South Dakota. He became a checking supervisor here in 1941, a booker in 1942 and office manager last May. He will cover northern Nebraska, northern Iowa and southern South Dakota.

Mrs. Cannon joined the exchange in 1931 and moved up through the booking and accounting offices. The Omaha office also had a woman office manager during the war—Hazel Anderson, now wife of the MGM manager at Milwaukee. As a result of these changes Bill Nedley moves up to first booker and student booker Ferdinand Reuter becomes a regular booker.

Free Drive-In Admission Worries Other Exhibitors

MINNEAPOLIS—Some developments in the territory in connection with the operation of drive-ins are a source of worry for exhibitors operating conventional theatres. The Rocket, a drive-in outside of Aberdeen, S. D., for example, has gone on a free admission basis.

In newspaper ads announcing that admission would be free, Paul Stassel, manager of the drive-in which uses 16mm film, stated "the theatre will depend entirely upon the goodwill and generosity of the patrons to defray expenses by free will offerings."

Stassel further explained that "I am not here to amass a fortune, but to serve my fellow men."

125 Attend Luncheon For Frank Plumlee

KANSAS CITY—Frank L. Plumlee, who recently resigned as district manager for Theatre Enterprises, Inc., and subsequently announced his association with Tom Edwards in the operation of a circuit of Missouri houses, was tendered a testimonial luncheon by approximately 125 film world friends and acquaintances last Mondy (25) at the Muehlebach hotel here.

Seated at the speakers table with Plumlee were Tom Edwards, St. Louis, circuit operator; Harold Harris, Dallas, executive assistant to TEI President H. J. Griffith; R. I. Payne, Dallas, TEI vice-president; Homer E. Strowig, Abilene, Kas., operator and KMTA past president; Clarence Schultz, Commonwealth Theatres president; Sam Abend, Exhibitors Film Delivery, and Arthur Cole, industry representative at Paramount. Cole was master of ceremonies.

"It is with the deepest regret that I am leaving Kansas City," Plumlee said in a brief talk following acceptance of an inscribed gold watch presented to him as a token. "To find a finer group of men than I have known here, in the film world or in any other field of endeavor, would be impossible."

In addition to Harris and Payne, other TEI executives from Dallas present at the luncheon included C. F. Wilson, auditor; R. E. Davis, assistant film buyer, and Arlie Crites, district manager.

TEI house managers present included Chett Posey, Marceline, and John Newcomer, Chillicothe, Mo., and Ted Huntsman, Lawrence; T. J. Campbell, Osawatomie; Francis Wright, Junction City; David Dallas, Manhattan; J. Mark Cadle, Parsons; R. C. Jacobi, Fredonia; Bob Fulkerson, Eudora, and Bob Melluish, Sunflower, Kas.

Having purchased the interests of Harris, formerly associated with Edwards in operating the circuit of eight Missouri theatres, Plumlee will live in Farmington, where general offices are maintained. He has been succeeded as TEI district manager here by Ed Kidwell, former city manager in Roswell, N. M.

Players in Stage Shows Boost 'Tatlock' Opening

KANSAS CITY—Personal appearances by a group of four Paramount players were featured in connection with the opening of "Miss Tatlock's Millions" at the Paramount here last Wednesday (27), enabling the house to register one of its largest first day grosses in recent years.

Robert Stack, who is in the cast of "Miss Tatlock's Millions," William Holden, Mary Hatcher and William Demarest were in the group which appeared in four stage shows during the opening day.

Interviews with the quartet of Paramount players were broadcast over WHB, and they were feted at an afternoon cocktail party at the Muehlebach hotel.

Details of the visit by the four players here were supervised by Babe Cohn, Paramount Theatre manager, and Jim Castle, Paramount Pictures exploiteer.

New Projection at Princess

ODEBOLT, IOWA—New projection equipment has been installed at the Princess Theatre here.

KANSAS CITY

B G. Kranze, New York, Film Classics vice-president in charge of international sales, and Max Roth, Chicago, midwest division manager, were here for conferences with Les F. Durland, branch manager . . . John S. Goshorn, New York, seating division manager for the National Theatre Supply Co., was a visitor at the local branch.

Senn Lawler, Fox Midwest Theatres public relations director, spoke to members of the Kansas City Host Lions club on the recent nationwide Youth Month observance . . . Police and fire department officials made talks on safety topics to Orpheum staff members, the series having been arranged by Don Doherty, chief of service.

The film industry in Kansas City will cooperate with the board of education in an observance of American Education week November 7-13, details being supervised by a committee which includes Arthur Cole, Babe Cohn and Senn Lawler . . . Jim States, Paramount Pictures booking manager, was expected to return from a vacation in California.

Bill Keith, formerly UA branch manager at New Orleans, assumed his duties as district manager here . . . G. K. Shannon, new to the film industry, joined the local Monogram sales staff . . . E. M. Block, SRO salesman and operator of the recently opened 500-seat Civic Theatre in Sabetha, Kas., was reported to be ill at his home.

Merle White, operator of the Rex in Hopkins, Mo., disclosed plans for construction of a new theatre there . . . Otis Bolinger, formerly at the Mullikin, Springfield, Mo., now is manager at the Wayne, operated by J. T. Ghosen at Waynesville, Mo. . . . Construction of the new Englewood, Independence, Mo., is progressing.

Mr. and Mrs. M. J. Aley, operators of the Princess in Eureka, Kas., recently observed the 25th anniversary of their start there . . . New projection and sound equipment has been installed at the Selden, Selden, Kas., operated by Ed Kaus . . . The Ritz at Ashland, Kas., operated by Arthur Canson, has been remodeled.

Gordon Bell has purchased the Cozy at Liberal, Kas., from Mrs. Mamie Rhodes . . . Construction has been started by Ben Adams on 400-car drive-ins on sites near Eldorado and Liberal, Kas., and the new ozoners are expected to be ready for opening next spring . . . The Goveland, operated by Wesley Bolen, has been remodeled and redecorated.

Missouri theatre operators seen on Filmrow included Elmer Bills, Lyric, Salisbury; F. L. Lowe, Star, Lebanon; Walter Lovan, Park, Eldorado Springs; Odis Williams, Vogue, Queen City, and Basil Fogelson, Odeon, Green City . . . Kansas showmen glimpsed were Sol Frank, Chief, Coldwater; C. C. Alexander, Kansas, Kiowa, and M. B. Landau, Madison, Madison.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

GEORGE TYREE has remodeled the opera house at Sheldon, Mo., and has opened the Main Street Theatre there . . . Charles H. Barron has purchased a lot in Pratt, Kas., and plans to construct a new Spanish-type house costing between $75,000 and $100,000, to be named the New Kansas . . . Lennie Rogers, projectionist at the Midland in Hutchinson, Kas., was burned recently in a fire that destroyed two and a half reels of a feature film in the projection booth.

* * *

Increased travel over the new permanent highway from Kansas City to Olathe has stimulated interest among Olathe business men in building a theatre there. The location has not yet been determined.

* * *

Arthur S. Phillips has taken over the active management of the Uptown in Wichita . . . "Dad" Pates, veteran showman of Lawrence, rarely misses a national convention, but was forced to stay home from Toronto this year because of a bout with the flu.

* * *

E. A. Dosek has taken over the management of the Ulysses at Ulysses, Neb., and plans extensive remodeling . . . Dr. H. H. Grosbach of Wauneta, Neb., has sold his interest in the Crystal Theatre there to V. B. Johnston. Johnston is the son of C. E. Johnston, Dr. Grosbach's former partner.

To Lens 'Neptune's Daughter'

Charles Rosher will lens "Neptune's Daughter" which Jack Cummings will produce for Metro.

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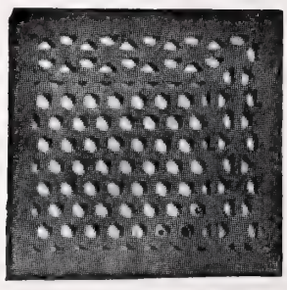
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'Sealed Verdict' Tops Kansas City Trade

KANSAS CITY—First run trade here was spotty. Snappy exploitation of "Sealed Verdict" paid off handsomely at the Paramount, where the Ray Milland-Florence Marly opus registered a husky 140 per cent to pace the city. The much-debated "Rope," paired with "Variety Time" at the Orpheum, showed impressive strength. "A Southern Yankee," showing with "The Secret Land" at the Midland, also rang up a healthy return.

(Average is 100)

Esquire—**Slave Ship** (20th-Fox); **High Seas** (20th-Fox), reissues 85
Midland—**A Southern Yankee** (MGM); **The Secret Land** (MGM) 130
Orpheum—**Rope** (WB); **Variety Time** (RKO) 135
Paramount—**Sealed Verdict** (Para) 140
Roxy—**Texas, Brooklyn and Heaven** (UA); **Shed No Tears** (EL) 65
Tower, Uptown, Fairway—**The Saxon Charm** (U-I) 65

'Rope' Opens Strong at 140 In Minneapolis

MINNEAPOLIS—Grosses were helped over the weekend by the many out-of-towners here for the Minneapolis-Michigan football game. "Rope" was the strongest of the newcomers at the boxoffice. The other starters, including "The Saxon Charm," "Deep Waters" and "October Man," trailed.

Aster—**Sword of the Avenger** (EL); **Winner's Circle** (20th-Fox) 90
Century—**Deep Waters** (20th-Fox) 100
Gopher—**Eyes of Texas** (Rep); **Pardon My Sarong** (U-I), reissue 90
Lyric—**Canon City** (EL), 2nd wk. 100
Radio City—**Julia Misbehaves** (MGM), 2nd wk. 110
RKO-Orpheum—**Rope** (WB) 140
RKO-Pan—**Loves of Carmen** (Col), 2nd d. t. wk. 100
State—**The Saxon Charm** (U-I) 90
World—**October Man** (EL) 100

Gain in Omaha Grosses: 'Way' and 'Robbin' Leaders

OMAHA—The first runs averaged a little better than normal at the boxoffice. The week began extremely cold and ended mild. "On Our Merry Way" and "Who Killed Doc Robbin?" at the Orpheum paced the city.

Omaha—**Sorry, Wrong Number** (Para), 2nd wk.; **Lady at Midnight** (EL) 100
Orpheum—**On Our Merry Way** (UA); **Who Killed Doc Robbin?** (UA) 135
Paramount—**That Lady in Ermine** (20th-Fox) 80
RKO-Brandeis—**Race Street** (RKO); **Variety Time** (RKO) 115
State—**Blood and Sand** (20th-Fox); **Slave Ship** (20th-Fox), reissues 120
Town—**The Perfect Marriage** (Para); **Tuscon Raiders** (Rep); **Gay Blades** (Rep), reissues, split with **California Firebrand** (Rep); **Sis Hopkins** (Rep), reissue 110

Orpheum Gets 140 on 'Rope' To Lead Des Moines

DES MOINES—Alfred Hitchcock's "Rope" was top attraction among downtown A houses here, playing on a double bill with "Triple Threat" at the RKO-Orpheum. All three Tri-States programs did below average business, according to figures given by Art Stolte, district manager for the corporation.

Des Moines—**The Luck of the Irish** (20th-Fox) 90
Orpheum—**Rope** (WB); **Triple Threat** (Col) 140
Paramount—**The Man From Texas** (EL)); **The Secret Land** (MGM) 90
Strand—**Mr. Peabody and the Mermaid** (U-I) 90

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DES MOINES

Lieut. Jack Sabata, former Warner Bros. booker, has new assignment as instructor of instructors at Fort Knox, Ky. . . . Clark Baker returned to his duties as Columbia manager after spending a week in the hospital . . . Milt Feinberg, NSS manager, spent several days in Omaha and Lincoln . . . Dick Gray, NSS shipper, was married recently to Lavonne Luther . . . Jim Parsons, NSS salesman, is driving a new red Chrysler convertible.

Among the visitors on the Row were C. W. Locke, Memphis; F. V. Rafferty, Coon Rapids; Dick Kuhl, Corning and Greenfield; C. E. Benson, Anita; Charles Tobolt, Lacona; Bob Hunerberg, Hedrick; William McGraw, Manson, and George Hart, Knoxville . . . Kay Neal, secretary to Myron Blank, was honored at a luncheon at the Standard club by the girls of the Central and Tri-States home office. Kay is moving soon to Los Angeles, Calif.

Causing comment here was the wording on the marquee of the Family Theatre—"Sensational double feature: 'Marijuana' and 'False Colors,' starring Robert Mitchum" . . . Nate Sandler and Lou Levy were in a huddle planning for the bingo party which Variety Club will hold December 20, and arranging final details on the Horace Heidt show which the local tent is sponsoring election night.

The following persons attended the Notre Dame-Iowa U. football game in Iowa City: Milt Feinberg, Jim Parsons, Kenny Weldon, from the Row; William Toney, Barbara Anthony, Gladdene Mason, Sid Vogl, Dale McFarland and Russ Fraser from Tri-States . . . Nicky Goldhammer, western sales manager for Monogram-Allied Artists, was a visitor . . . Universal is pushing toward a prize-winning place in the Presidential drive, now ending, and is making plans for the Unity drive which begins November 1. The latter will honor exhibitors who have the best promotion campaigns for Universal pictures. Also in the future plans is a Branch Managers' month, to be observed in January, in honor of Lou Levy's 27th year as executive at the Des Moines office.

Mr. and Mrs. William Miskell are the parents of a son William II, born October 14. Miskell is a district manager for Tri-States . . . Fred Armington, MGM office manager, was on a vacation . . . Earl Helvig, MGM shipper, journeyed to Miami, Fla., for the American Legion convention . . . Charlie Kopp, manager of the Victory Theatre in Sioux City, is sponsoring a "talent hunt" every Monday night . . . Kermitt Carr, manager of the Paramount in Waterloo, has scheduled three style shows to be presented in his theatre between now and Christmas . . . Marie Holdsworth, MGM, was away from the office with the flu.

Marvin Graybeal, manager of the Capitol Theatre in Sioux City, had a promotion stunt in connection with the showing of "Life With Father," which was publicized by the Associated Press and the Mutual Broadcasting System. Graybeal had a contest to find Sioux City's largest red-headed family and ended up with a red-headed father, mother and fifteen red-haired children. They were feted at a dinner in one of the city's finest restaurants and were guests at the opening of the picture.

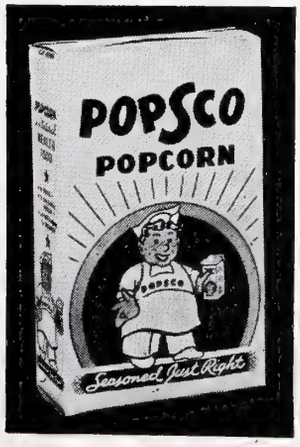
November is the 20th anniversary of the Paramount Theatre in Cedar Rapids, and Francis Gillon, manager, is planning a celebration. Outstanding stunt will be a cooperative newspaper page and birthday cards inviting patrons born in November to be guests of the theatre on their birthday.

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MINNEAPOLIS

A J. O'Keefe and Mannie Gottlieb, U-I assistant general sales manager and district manager, respectively, paid LeRoy J. Miller, local manager, a routine visit . . . Northwest Variety Club celebrated University of Minnesota homecoming the evening of the Minnesota-Indiana football game with a big party in its clubrooms. There was a smorgasbord, free champagne, entertainment and music . . . The new Cedar, first neighborhood house to be built and opened here in 12 years, was launched recently. It's an 820-seater costing around $150,000 and Nathan M. Shapiro, former night club impresario, and Bennie Berger, head of a large independent theatre circuit, are its owners and operators.

W. R. Frank left for Hollywood to get his forthcoming picture, "Dan Patch," into full production. He departed without selling the $3,000,000 theatre circuit he and his associates own and which has been placed on the market. Frank wants to sell it so that he can devote himself entirely to film production in Hollywood . . . Conrad Kriedberg, former Selznick manager here, has resigned from SRO in St. Louis and has returned here, where he soon expects to announce a new affiliation.

Roy Haines and Harry Seeds, Warner Bros. district sales manager and district manager, respectively, were here for conference with Art Anderson, local manager . . . J. J. Donahue, Paramount division manager, was here for a visit with Ben Blotcky, Minneapolis manager . . . Ben Spiwack was reported dickering for the $3,000,000 W. R. Frank Theatre circuit . . . Reel Fellows' club of film salesmen had a dinner at the Hotel Nicollet to hear a report from its delegates to the national meeting of the Colosseum in Chicago.

"Hy" Chapman, Columbia manager, was taking a rest in Asbury hospital . . . J. B. McGovern, Paramount home-office auditor, was a visitor . . . Ben Hurney, who recently purchased the Roxy, Bird Island, Minn., and N. Morris, Olivia, Minn., were Filmrow visitors . . . William Holden, William Demarest, Mary Hatcher and Robert Stack made personal appearances at the Radio City Theatre here the first two days of the "Miss Tatlock's Millions" engagement. It was called a Hollywood star premiere.

Fine publicity work by Walter Hoffman, 20th-Fox exploiteer, and others helped to make a success of the Horace Heidt show Sunday night engagement at the Auditorium here under the sponsorship of the Northwest Variety Club. Net proceeds will go to the club's charity fund . . . Bismarck, N. D., is getting one $70,000 600-car drive-in, an Anton and Nicholas Schultz project, and may get still another if Gus Wingreene and associates, who own conventional theatres in Bismarck and Mandan, go through with their plans . . . Peter Karalis of Minneapolis is building drive-ins at Minot, N. D., and St. Cloud, Minn.

Ev Seibel, Minnesota Amusement Co. advertising and publicity head, has three young daughters, all of them with histrionic aspirations. The oldest, Dorothy, already has distinguished herself in Minneapolis Civic Theatre and St. Catherine academy plays. A younger sister, also attending St. Catherine academy, didn't get a role in "I Remember Mama" there, but was cast in a part. The school ordinarily limits participation in its theatricals to its own students, but there's so much acting talent in the Seibel family that it has let down its bars to permit 8-year-old Dagmar Seibel, youngest of Ev's daughters, to appear in "I Remember Mama." What's more, she gets the role that her older sister, Mary Diane, failed to land. The youngest, who never acted before, but who's chock full of confidence, told Mary Diane that "if I were over there I bet I'd get that part." So Mary Diane and Dorothy arranged for her to have a tryout . . . Pat Holloran, local U-I salesman, was elected a vice-president of the Colisseum, national organization of film salesmen, at the recent Chicago convention.

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GERALD L. KARSKI *General Manager*

Construction Is Started On Raytown, Mo., House

KANSAS CITY—Construction of a 500-seat house has been started by the Bell Theatre Corp. at Raytown, Mo., near here. The new theatre, to be of Colonial architecture, is expected to be ready for opening about January 1.

Arthur Burke, a theatre operator here many years, is president of the Bell Theatre Corp. In the event that negotiations in progress to lease the house are not successful, Burke will operate it.

Free Matinee for Kids

GREENFIELD, IOWA—The Grand Theatre here had a special free matinee for children last Saturday afternoon.

OMAHA

C J. Feldman, U-I western division manager from New York, and Foster Blake, district manager from Los Angeles, arrived for a short visit to the local exchange . . . A. T. Thatcher jr. ran the State and Sioux theatres at South Sioux City, Neb., while his dad vacationed in Canada.

Dale McFarland, Tri-States Theatres chief booker from Des Moines, was here . . . Regina Molseed, 20th-Fox head booker, saw the Notre Dame-Iowa football game . . . John Ash, MGM auditor, was in town . . . Horace Heidt set a record by drawing 12,000 to the Ak-Sar-Ben Coliseum in a Sunday night appearance . . . Carl Nedley, MGM manager, and his wife were vacationing with their son Bill who was promoted to head booker for MGM here.

James R. Hill of Omaha will reopen the theatre he recently purchased at Pilger November 12. It will be completely remodeled . . . Jimmy Pickett, Tri-States manager at Hastings, came in to head the district drive efforts. First reports show Omaha in first position in the big fall Tri-States campaign . . . "The Babe Ruth Story" was brought back simultaneously at three houses, the Benson, Corby and Circle . . . Dorothy Weaver, 20th-Fox assistant cashier, underwent an operation at Doctor's hospital . . . Charles Schlaifer, 20th-Fox director of advertising and publicity, was saddened by the death of his mother, Mrs. Ziril Schlaifer, 76.

Tri-States Theatres courtesy drive is going over big locally. Booths to receive criticism have been opened in three first run houses. More compliments are being fielded than criticisms. The local press also has commented favorably in its editorial columns . . . The resignation of Adele Anderson, Warner Bros. cashier, who will devote full time housekeeping, set up a string of changes: Carol Bisson, ledger clerk, moved up to cashier; Marie Brown moved from the bookkeeping department to ledger clerk. Delores Lasin was named new booking clerk.

Tri-States lost and the Marines gained, for at least three years, the services of Jim Shubert this week. Jim was moved up from an assistant at Falls City last year to assistant at the West Dodge Drive-In here . . . Jerry Dryden, assistant at the Omaha Theatre, will move out to the drive-in to learn the ropes the rest of the season, return to the Omaha during the winter and then back at the outdoor house in the spring.

Visitors along Filmrow included R. V. Fletcher, Hartington; John Fisher, Valley; Bert Beams, Red Cloud; Ollie Schneider, Osceola; A. T. Thatcher jr., Sioux City; Robert Kruger, Sioux City; Al Wuebben, Parkston, S. D.; Ira Watteyne, Tecumseh; Mrs. Hazel Dunn, Valentine; Archie Mahoney, Ute, Iowa; Elmer Svendsen, Alta, Iowa; H. C. Jensen, Walthill, and F. E. Nalteus, Mapleton.

Manager's Father Dies

CRESTON, IOWA—Oscar Spencer, father of Robert H. Spencer, manager of the Uptown and Strand theatres here, died in Columbia, Mo., recently. The younger Spencer was en route to Columbia when his father died. Services were held in Columbia.

Fox at Grand Rapids Ordered to Close

DETROIT—The first theatre closing penalty in several years in this state was meted out to the Fox at Grand Rapids as the result of the exhibition of an allegedly obscene short reel. The film, apparently untitled, was said to run about seven minutes and to depict a strip poker game.

The penalty was given by Frank H. Goebel, city manager of Grand Rapids, after reviewing the film with a group of police officials, the city attorney, and a Catholic priest. A 30-day closing was ordered, although it was indicated that the management could appeal to the city commission.

Immediate compliance with the closing order was given by owner Milton Jacobson of Detroit, who indicated he would not fight the closing. Additional individual penalty of a $50 fine and costs was levied against Archie Rose, roadshow distributor, who was charged with possession of obscene pictures, while suspended sentences were given to three members of the theatre staff: Alice Donaker, acting manager; Robert Gibson, candy salesman, and Arthur Jensen, projectionist.

Jacobson had taken over sole ownership of the theatre only a couple of days before the closing order from the J&J Theatres, in which he is a partner with his brother Edward Jacobson.

Milton Jacobson stated that the objectionable film had been booked into the house without his knowledge. House Manager George Kalendult had been rushed to Detroit several days before for an emergency appendectomy, and the house lacked a key executive on the spot at the time, he said.

Print of the short was confiscated by police, but the prints of the feature as well as some 500 books on sex which were also taken from the house were subsequently returned. According to Jacobson, Rose stated that this was the first time he had had any difficulty over the films he has been booking for years in this territory.

Victor Schramm Dies

CLEVELAND—Word reached here of the death of Victor Schramm, former Cleveland independent state rights distributor, at his home in Los Angeles, Calif. Since leaving Cleveland about ten years ago, Schramm has been sportswear buyer for the Broadway department store in Los Angeles. Prior to that he had a long career in the motion picture industry and was well-known throughout this territory. Surviving are his wife and a brother Fred, also formerly an independent Ohio distributor, now living in Fort Lauderdale, Fla.

Suggests New Trailer

CLEVELAND—To bring back to the theatre on Sunday nights some of the patrons who stay home on a chance of winning a fortune on the Stop the Music radio program, M. B. Horwitz, general manager of the Washington circuit, suggests that exhibitors nationally run a trailer explaining that the chances of winning the jackpot are one in 50 million. Although it has been printed repeatedly, he thinks seeing it on screen may influence more people in favor of a Sunday show as against a remote possibility of cashing in on Stop the Music.

Pre-Release Previews Set For 'Belinda' in Ohio

CLEVELAND—Warner Bros. are cooperating with theatres in 14 situations throughout the state to present sponsored pre-release previews of "Johnny Belinda." While there is nothing especially new in pre-release previews, this is the first time such a policy has been done here on such a vast scale. Nat Wolf, Warner zone manager, is credited with the idea, which will result in a tremendous amount of publicity in each situation at least two weeks before regular playdate.

Sponsors in each instance are confined to large civic organizations and sponsored admission tickets are sold at advanced prices. Participating in this program are the following theatres and sponsors: Optimist club, Warners' Youngstown; AMVETS and Women's Auxiliary of IAB, Sandusky; Central High School Dad's Ass'n, Ohio, Lima; Beth-El Sisterhood, Strand, Akron; Junior Chamber of Commerce, Sixth Street, Coshocton; Emanuel Temple Sisterhood, Ohio, Mansfield; Optimist club, Lincoln, Massillon; Eastern Star, Ohio, Sidney; McKinley Ave. Men's Temple Ass'n, Ohio, Canton; Junior Chamber of Commerce, Sherman, Chillicothe; Shrine club, Harris, Findlay; Business and Professional Women's club, Springfield.

Erie Warner Manager Returns to the Army

ERIE, PA.—Kenneth A. Grimes, manager of the Warner, has been recalled to the army with his former rank of lieutenant colonel, reporting to the special service branch of the third armored division at Fort Knox, Ky. James M. Totman, Warner circuit's local district manager, named Robert C. Bowman, former Erieite, as manager of the Warner, coming here from the Latonia at Oil City, where he served for three and a half years. Prior to that he was manager of the local Warner.

Milford Parker Named Erie Strand Manager

ERIE, PA.—Milford Parker has been named manager of the new Strand here which is scheduled for opening about November 11. James M. Totman, district manager for the Warner circuit, announced the appointment. Parker was former manager of the old Strand and during the construction of the new theatre he has been a relief manager for the circuit.

Passes to Ball Players

HUMBOLDT, IOWA—Alva Hopper, manager of the Humota Theatre here, is giving free theatre tickets to players on the Humboldt high school football team who are outstanding. Any player who intercepts a pass gets a free ticket and any player who intercepts a pass and runs for a touchdown will get a six-month pass.

Named Radio Director

COLUMBUS, IND.—Graeme Zimmer, general manager of Radio Station WCSI-FM here, has been appointed radio director of Syndicate Theatres, Inc., which owns that station as well as WWNI-FM, Wabasah, Ind., a new FM outlet soon to begin operation.

Four Districts Elect Michigan Directors

DETROIT—Process of reorganizing the formal setup of Allied Theatres of Michigan has continued with the election of additional members to the board of directors, under the new 20-man regional setup.

At Monroe, the second district elected Rene Majestic of that city to the board, and D. D. Wolverton of Chelsea as alternate.

In the third district W. G. Thick of Marshall was host to the exhibitors' gathering at Shuler's Cafe. Among those attending were Homer Cox of Quincy, Glenn Cross of Battle Creek, E. J. Pennell of Bronson, W. D. Campbell of Reading, Wayne Pulsipher of Bellevue, Peter C. Schram of Kalamazoo and Cass Beechler of Charlotte. Pulsipher was elected to the board at this session and Robert Pennell of Bronson was named alternate.

In the fourth district, Ray Branch, longtime Allied president, was elected to the board, with Mort Dennis as alternate. Mr. and Mrs. Dennis were hosts for the district meeting, which was held at Paw Paw, with a luncheon at their home followed by a business meeting in the town hall. Those attending included Henry Carley, Holland; Mrs. Ethel Kilmark, Coloma; Clarence Howard, Constantine; Mrs. Lillian Stembaugh, Hartford; N. C. Frank, Wayland; Bob Carley, South Haven and Ray Branch.

In the fifth district, Herb Boshoven of the Franklin in Grand Rapids was named to the board, with John S. Oatley of Rockford as alternate. The fifth district meeting was in the Hugenholtz room of the Morton hotel at Grand Rapids, with arrangements in charge of Allen Johnson of the Eastown. Those attending included Leo Robinson, Herb Boshoven, Emmett Goodrich, Walter Fisher and Teddy Rosendall of Grand Rapids; Henry Carley, Holland; John S. Oatley, Rockford, and Ed Lane, Sparta.

Fine and Horwitz Head Skouras Drive in Ohio

CLEVELAND—Meyer Fine, head of Associated circuit, and M. B. Horwitz, head of the Washington circuit, are spearheading the Spyros Skouras 35th anniversary drive in northern Ohio. On specially prepared stationery, they have written to all exhibitors asking their cooperation in honor of the president of 20th Century-Fox.

May Tax School Events

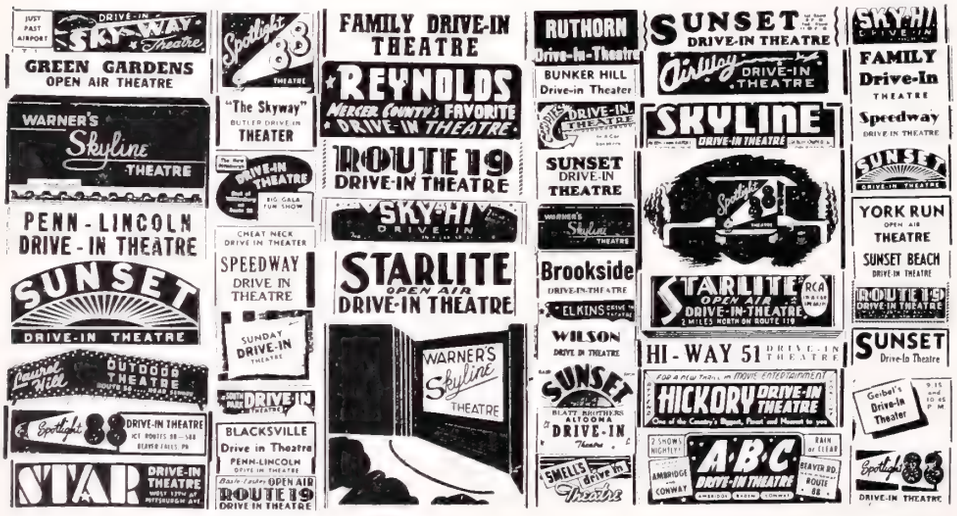
WILKINSBURG, PA.—Borough council's 10 per cent amusement tax, in effect for a number of months, may be extended to include high school sports and entertainments. Three theatres operated by Warner circuit collect the levy, but school activities were not included as taxable under the ordinance. School board fought the borough's proposal and school events were excluded from community taxation. Now the council and solicitor are waging a fight to have the education board and its solicitor accept a tax on sports, amusements and dances, explaining that Pittsburgh and other communities collect amusement taxes on school activities and that Wilkinsburg seems to have just precedent for levying similar taxes.

Sig Ads Illustrate Showmanship In Mushrooming Drive-In Field



Indicative of the mushrooming drive-in activity in the mideast territory are the ad signatures of a half-hundred or more outdoor theatres shown herewith. Several of the drive-ins are represented by two or more ad displays typifying the showmanship efforts in this exhibition field. There are several different Sunset, Family and Skyway theatres in the western Pennsylvania and West Virginia area covered by the signature collection. The numerals 22, 30, 51, 71 and 88 identify the highways on which the drive-ins are located.

At least one-half dozen additional auto park theatres are under construction in the Pittsburgh territory.



First Drive-In Ends Season

PITTSBURGH—South Park Drive-In, operated by Norbert Stern and his son Ernest, completed its eighth season, closing recently. This was the first auto park theatre opened in the area.

Season Slows at Airer

BRIDGEPORT, W. VA.—Speedway Drive-In on route 73 at the Thomas racetrack tapered off the season and now is operating only Friday, Saturday and Sunday nights with different double features.

Cool Weather Helps Grosses in Detroit

DETROIT—Trade at the first runs was steady. A touch of cold weather appeared to help business generally, with neighborhood houses reporting greater increases than the downtown theatres. "Sorry, Wrong Number," dualed with "I Surrender, Dear" at the Palms-State, was the leader.

(Average Is 100)

Adams—**Tap Roots** (U-I), 5th wk. 85
Broadway Capitol—**Rachel and the Stranger** (RKO); **Lady at Midnight** (EL) 95
Cinema—**The Mikado** (U-I) 100
Downtown—**A Southern Yankee** (MGM); **Song of Idaho** (Col) 80
Fox—**Walk a Crooked Mile** (Col); **Black Eagle** (Col) 120
Michigan—**The Loves of Carmen** (Col); **Triple Threat** (Col), 3rd wk. 110
Palms-State—**Sorry, Wrong Number** (Para); **I Surrender, Dear** (Col) 135
United Artists—**Mystery in Mexico** (RKO); **Rope** (WB), 2rd wk. 110

Cleveland Stillman Gets 130 on 'Number'

CLEVELAND—The fall business pickup, anticipated with the approach of cool weather and shorter daylight hours, was slow in coming as customers remained choosey. They chose "Apartment for Peggy," the dual reissue "Rebecca" and "Intermezzo," "Loves of Carmen" and "Sorry, Wrong Number." "Apartment for Peggy" hit a good 120 per cent at the Hippodrome and the SRO reissues scored 115 per cent at the Ohio. "Sorry, Wrong Number" built up every day of its run, closing on a high 130 per cent in its second week at the Stillman.

Allen—**Northwest Stampede** (EL) 100
Hippodrome—**Apartment for Peggy** (20th-Fox) 120
Lower Mall—**Fanny** (Siritsky), 2nd wk. 90
Ohio—**Rebecca** (UA); **Intermezzo** (German), reissues 115
Palace—**The Loves of Carmen** (Col), 2nd wk. 105
State—**Julia Misbehaves** (MGM) 90
Stillman—**Sorry, Wrong Number** (Para), 2nd d. t. wk. 130

'Peggy' Grosses 120 To Top Pittsburgh

PITTSBURGH—"Apartment for Peggy" and "Sorry, Wrong Number" were attractions for the Fulton and Loew's Penn respectively. "Rope" and "Carmen" died out in second weeks at the Stanley and J. P. Harris. "Rachel and the Stranger" was popularly received in the Warner for 18 days.

Fulton—**Apartment for Peggy** (20th-Fox) 120
Harris—**Loves of Carmen** (Col), 2nd wk. 90
Penn—**Sorry, Wrong Number** (Para) 110
Ritz—**Luxury Liner** (MGM), 2nd d. t. wk. 90
Senator—**Triple Threat** (Col); **Lulu Belle** (Col) 110
Stanley—**Rope** (WB), 2nd wk. 75
Warner—**Rachel and the Stranger** (RKO), 2nd wk. 125

'Rope' Leads Cincinnati First Runs With 140

CINCINNATI—"Rope" at the Albee was the big drawing card. Results at the other houses were none too good. Attractions at the Capitol and Keiths were held for second weeks.

Albee—**Rope** (WB) 140
Capitol—**A Southern Yankee** (MGM), 2nd wk. 110
Grand—**Sofia** (FC), 5 days 70
Keiths—**Sorry, Wrong Number** (Para), 2nd wk. 100
Lyric—**Race Street** (RKO), 4 days, 2nd d. t. wk.; **Rio** (U-I); **Zanzibar** (U-I), reissues 80
Palace—**The Time of Your Life** (UA) 100
Shubert—**The Luck of the Irish** (20th-Fox), 2nd d. t. wk. 90

Spotlite 88 Ends Season

BEAVER FALLS, PA.—Ralph M. Felton was close to Spotlite 88 Drive-In this week.

George D. Culler Speaks At Film Council Meeting

CLEVELAND—Motion Picture Council of Greater Cleveland, presided over by George D. Culler of the Cleveland Museum of Art, held an open meeting in the Higbee lounge recently. Speaker was President Culler, who chose as his subject, "The Film, Its Problems of Value."

Stressing that in his opinion it is the function of motion pictures to represent the best of which America is capable in the spheres of social, moral and aesthetic activity, he also pointed out that these ideals cannot be accomplished "against the current" and that "it is too dangerous to expect the elimination of everything unpleasant or undesirable in the film by the intervention of some benevolent dictatorial force, individual or legislative." "Such efforts," he went on to say, "are by their nature restrictive of film progress and negative in their approach."

The aim of the Motion Picture Council, Culler stated "is to formulate a body of enlightened critical opinion and to bring this force to bear on the film."

Cleveland Variety Plans Fall Social Program

CLEVELAND—Variety Club, completely remodeled during the summer, has mapped out a full social program for the fall season. Every Friday is Keno night with healthy jackpots to attract crowds and more recently the club started rumba sessions, which will be held regularly.

The League of Showmen's Wives, headed by Milton Mooney, wife of the club's chief barker, held the first of the season's Queen-for-a-Day luncheons October 26 with Mrs. Sanford Leavitt and Mrs. Irwin Shenker as queens. At this meeting the ladies agreed to sell Christmas cards, turning all proceeds over to the Variety Club Heart fund.

Sandler, Engineers Confer On Mobiltone Plans

CLEVELAND—David Sandler, general manager of Theatrecraft Mfg. Corp. reports that as a result of the exhibition of his Mobiltone in-car speakers at the TESMA show, he has received so many orders that his factory is operating at capacity and he is making no additional promises of delivery until January. Inquiries on his recently announced combination speaker, heater and parking light, have come in from all parts of the country. Last week he was in Schenectady conferring with General Electric engineers on improved plans for heating elements in his unit.

Radio Awards to Patrons

CAMBRIDGE SPRINGS, PA.—Louis Rothenstein, proprietor of the Rose Theatre, has entered into his second year of awarding a radio every Thursday evening to a patron attending a double feature show. He has operated the local theatre for 14 years.

School Pep Rally on Stage

FAIRMONT, W. VA.—A big pre-game pep rally was presented on the stage of the Fairmont which honored West high Polar Bears. Participating were the school band, majorettes, cheer leaders, members of the football team.

CLEVELAND

Bernard Kranze, Film Classics sales manager, received a hearty welcome from his former associates during a short visit here to confer with local Manager Sanford Gottlieb . . . Eddie Bleier, who sold his Sun Theatre recently and moved to California, sent word that his daughter Norma had announced her engagement to Newton D. Neyer of Los Angeles. Both are students at the University of Southern California.

Mrs. Rachael Cangney, mother of Mrs. Herbert Ochs and Stuart Cangney, was seriously ill at McGruder's Memorial hospital, Port Clinton, Ohio . . . Ted Barger, Loew theatre director of publicity, tied up with the Stearn department store 86th anniversary with a window display of costumes used in "The Southern Yankee," currently playing at Loew's State Theatre.

Lee Chapman, a former independent state rights distributor, and a stranger on Filmrow for the last ten years, was on the scene again . . . Frank Masek, manager of National Theatre Supply Co., was busy installing new equipment in the Community Theatre, Cadiz; Grand, Paulding, and the Esquire, Cleveland . . . Irwin Pollard, Republic manager, has stopped commuting to Detroit over weekends. His wife is in Cleveland now getting ready to move into their Cedar road apartment . . . Palace Theatre, Tiltonsville, changed hands as Alex and Vicki Toth turned it over to Charles A. Large. Tony Stern and Lou Ratener's Ohio Theatre Service will do the booking and buying.

Gordon Craddock jr. has joined the Eagle Lion sales force, succeeding Jack Walsh, resigned . . . Visitors included Ed and Bill Biggio, Steubenville; Jack Armstrong, Toledo; Paul Ellis, Warren; Joe Shagrin, Youngstown, and Bert Schoonmaker, Toledo . . . Manny Stutz, Realart franchise owner in partnership with Bob Snyder, was in New York on product deals . . . Also in New York on business was Meyer Fine of Associated circuit.

Ruth Gardinier, booker for Co-operative Theatres of Ohio, holds the distinction of being the youngest grandmother on Filmrow. She attained her status on October 18 when a daughter named Mary Megaera was born to her son and daughter-in-law, Mr. and Mrs. Milton Ausman jr. . . . Rickie Labowitch, secretary for the Cleveland Motion Picture Exhibitors Ass'n, was back at her desk following a week of show shopping in New York.

Salesmen's club of Cleveland held its first fall meeting last Saturday . . . Howard Spiess. Co-op booker, was at home recuperating from an operation . . . Oscar Ruby reports that on the basis of exceptional grosses on "The Loves of Carmen" during its two-week run at the RKO Palace, he anticipates similar business in all key spots where the picture is opening between now and Thanksgiving.

Herman Frankel of Cleveland, who in partnership with his brother Marvin owns all the theatres in Elyria, was married Thursday (28) to Aleen Cooperman of Caruthersville, Mo. The ceremony took place at the

(Continued on next page)



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PITTSBURGH

Frank, son of Martha and Chris Michael of the Rex, southside, is attending classes at Pitt and will enter the University's business administration school at the mid-term . . . John Allison Gribble, local film man and exhibitor residing at Shippensburg, reports that his seventh child has been named Sharon Virginia . . . Scott Bell, maintenance engineer at the Fairmont, Fairmont, vacationed recently in New York . . . Harold Reddick, manager of the Capitol, Butler, assisted police in arresting a masher.

George Russell Harrington jr., grandson of the Allied MPTO secretary, is in naval training at the Great Lakes station . . . John H. Harris is back at his office here after a month's business trip to Los Angeles . . . Wallace Nordby, former Indiana, Pa., theatre manager, is secretary-treasurer of the community chest drive there.

Rev. J. J. Schneider, cousin of Anita Krumenacker, officiated at her wedding in Holy Innocents church to C. Gerard Algier, faculty member at Duquesne University. Bride is a daughter of the Paul Krumenackers. Clare, other daughter of the Warner exchange manager and Mrs. Krumenacker, was maid of honor at the ceremony . . . "For Love or Money" closes October 30 at the Nixon here and Janet Blair, co-star with Francis Lederer, returns to Hollywood. Janet is the daughter of Mr. and Mrs. Fred B. Lafferty of Altoona, Pa.

M. S. "Mort" England of Filmrow has been vacationing in Florida . . . Cecilia Guehl, EL office manager, has had her head and chin in a plaster cast for two weeks as the result of a jaw infection . . . With Andy Biordi of the Majestic, Ellwood City, ill and hospitalized, "Uncle Lou" Biordi was a Filmrow visitor, this being his first stop on the celluloid curb in a long time . . . B. F. "Dinty" Moore, Warner circuit's main line district manager, announced the marriage of his son Byron, Penn State student, and Cynthia Scott, Mount Lebanon . . . Morris Akselrad, retired McKees Rocks exhibitor, was a visitor.

Recent stage attractions included Cornelia Otis Skinner at the Virginia in Wheeling; WJSW Jamboree, Manos at Hollidaysburg; Frankie Carle, Latonia at Oil City, Columbia at Sharon; Gene Krupa, Fairmont at Fairmont, Manos at Greensburg; Dr. Neff's Madhouse of Mystery, Memorial at McKeesport, Smoot at Parkersburg, Columbia at Sharon; Cowboy Phil and the Golden West Girls, Baden at Baden; Red Belcher and the Kentucky Ridge Runners, Commodore at Star Junction; Carmen Cavallaro, Dipson's Bradford at Bradford, and the All-Star Hillbilly Radio Show, Palace at Parkersburg.

F. D. "Dinty" Moore, Warner's eastern district manager, was here recently . . . New girl at the EL office is Helen Strategos . . . Monogram has been distributing several novelties in connection with "Rudolph, the Red-Nosed Reindeer," a Jam Handy release . . . Alexander Parke, oldest active member of the motion picture industry in years and point of service, was around showing samples of new rubber products of the American Mat Corp. Alex ballyhooed the first moving picture ever exhibited commercially and he pioneered with the new industry. Although he specializes in selling to theatres, exhibitors may keep in mind that he may sell his products to any merchant. Alex may be reached at the Capitol Theatre Bldg., Braddock, Pa.

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Esquire Theatre Opened After Remodeling Job

CLEVELAND—Henry Greenberger of Community circuit set October 28 as the opening date for the Esquire Theatre, the downtowner formerly called the Lake and previously operated by Warner Bros.

The Esquire has been remodeled and redecorated at a cost exceeding $75,000. It has all new projection and sound equipment, installed by National Theatre Supply Co. Air conditioning also has been installed.

Stops Sunday Shows

KITTANNING, PA.—Community Drive-In discontinued Sunday night shows. State police recently filed information against the outdoor theatre and its owners charging that Sunday exhibitions were illegal.

Weekend Shows at Drive-In

WARREN, PA.—White-Way Drive-In Theatre, owned and operated by Ben White, now is operating only on weekends.

CLEVELAND

(Continued from preceding page)

Wade Park Manor, Cleveland . . . Mrs. Julius Lamm and her daughter Judy have returned from an extended visit in California to join Julius, manager of the Uptown Theatre, who preceded them in order to locate an apartment.

Sunray Films exhibited the new Victor sound projector and Academy Film Service displayed the latest Ampro projector at Northern Ohio Personnel Directors' meeting in the Carter hotel . . . Nat Lefton, former Republic franchise owner, now retired, and Mrs. Lefton had their Cleveland visit extended because of the death of Mrs. Lefton's mother. While here they were guests of the Gilbert Leftons.

Lester Zucker, U-I manager, was host at a tradescreening of "Kiss the Blood Off My Hands" and a luncheon at the Carter hotel at which the guests met Burt Lancaster, who is hitting the key cities on a personal appearance tour in the interest of the picture . . . John Forkin, new owner of the Community Theatre, Cadiz, has moved from Warren to Cadiz to give the house personal supervision . . . National Theatre Supply office is a good place to stop when you're thirsty. Manager Frank Masek is handing out cups of root beer or coke from his Drincolator.

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Monogram and Republic Tied in Bowling League

DETROIT—Monogram and Republic tied for first place while RKO and Allied tied for second place in the Film Bowling league. Team standings are:

	Won	Lost
Monogram	14	10
Republic	14	10
R.K.O.	13	11
Allied	13	11
Theatrical	12	8
Scharun's	10	14
Co-operative	7	9
U.A.	5	15

High 3 Team: Monogram, 2,535; RKO, 2,496, and Scharun's, 2,494.

High 1 Team: RKO, 974; Republic, 879, and 875.

High 3 Individual: C. Sheran, 635; E. England, 626, and D. Kaplan, 595.

High 1 Individual: C. Sheran, 265; E. England, 245, and A. Koskie, 241.

"200 Club": A. Trombley, 232; D. Kaplan, 210 and 218; W. Goryl, 212; R. Forman, 211; C. Sheran, 209; A. Levy, 208, and J. Sullivan, 208.

National Theatre Supply Tops Bowling Standings

DETROIT — National Theatre Supply retains the lead in the Nightingale Club Bowling league. Team standings are:

	Won	Lost
National Theatre Supply	9	3
Lorenzen's Flower Shop	8	4
Projectionists Local 199	8	4
National Carbon Co.	8	4
Altec Sound Service	7	5
Brenkert Projectors	5	7
McArthur Theatre Equipment	3	9
Ernie Forbes Theatre Supply	1	13

Two hundred scores were rolled by Jack Colwell, 212; Roy Thompson, 211; William Fouchey, 200; Ralph Haskin, 198, and Edgar Douviles, 197.

Grove City Airer to Close

GROVE CITY, PA.—William and Chester DeMarsh announced October 30 as season's closing date for their Larkfield Drive-In near here.

DETROIT

Mrs. Arvid Kantor was seriously ill with a near-pneumonia condition at Buffalo on her return trip from New York with her husband . . . Ray Gagnon's car broke down en route to bowl for the Nightingales. He commandeered a taxi, and his team won by four points . . . Gil Light and Louis Havens were off to the countryside to go bird-hunting . . . O. B. Martin is the latest rookie trying out for a spot on a Nightingale bowling team . . . Bud Cusick, operator at the Riviera, headed for Florida.

Charles Porter, who has just completed 20 years at the Adams, is getting set to celebrate his 29th wedding anniversary in January . . . A. M. Simpson, former Washington manager for the Motion Picture Engineering Manufacturing Co., has joined the Jam Handy staff here to cover part of the Ohio territory . . . Edward Jacobson of the J&J Theatres has sold his interest in the Fox at Grand Rapids to his brother Milton Jacobson, who now takes over as sole owner.

Alfred Greenstein of Metropolitan Motion Picture Service, advises that William Martin has moved over to the new Harbor in Ecorse, while Ralph Haskin, formerly of the Alvin, has taken his place in the booth at the Michigan Drive-In for the season . . . Diane Gelbard is the new booking clerk at 20th-Fox, replacing Shirley Sitomer . . . Sam Carver, vice-president of the Michigan Independent Exhibitors Ass'n, postcards from Baltimore, en route to Miami for a three-week vacation . . . Maurice Wolff, formerly with BOXOFFICE in Minneapolis, was here visiting local Rialto.

Dennis Harrison, Hugh Beaumont, Bill Neill, Joe Draper and John Boyd were here working on a new industrial film being produced by Jam Handy . . . Ben J. Robins, manager for Universal, has been named chairman for the state in the current drive for the Will Rogers sanitarium.

Ernest F. Zatorsky, Jam Handy's chief of recording, gave a talk before the midwest section of the Society of Motion Picture Engineers . . . W. Roger Zinn, educational consultant at Jam Handy, has been named assistant professor of education at the University of Indiana . . . Edward Johnson of the Washington, Bay City, was here working out his first run bookings . . . Herb Martinez, Universal office manager, is feuding with the staff over his cigaret lighter.

Charlie Garner, independent distributor, was right in the middle with everybody on the fifth floor suffering from fall colds . . . Walter Corey, Monogram booker, has been taking a late vacation . . . Sid Cooper, United Artists salesman for the last three years, is leaving to take over as manager at Cleveland. Ed Bigley moves in from the Grand Rapids territory to take his post at city sales . . . Charlie Collins has resigned as manager of the Rex to go back to production, bringing out the new Hollywood starlets to go on the road in a few weeks.

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Harbor Theatre Opened at Ecorse, Mich.

Plans Were Begun in 1938 by Owners Andrew Bzovi and Thomas Pascu

DETROIT—Southeastern Michigan's newest theatre, the 1,500-seat Harbor, was opened recently with one of the first trade previews at a new theatre in the metropolitan area since the early prewar years.

The new theatre is the result of a long-planned development, dating back to at least 1938, but delayed because of the war until this year. Owners of the house are Andrew Bzovi and Thomas Pascu. Daniel Bzovi, son of Andrew and projectionist at the nearby Ecorse Theatre, assisted his father in the details of construction during recent months.

IN EXHIBITION FOR 28 YEARS

Andrew Bzovi entered the theatre business in 1920 when he built the 400-seat Ecorse in the down river Detroit suburb of Ecorse. He has operated this house ever since. In addition to his theatre interests, he is also a major figure in the popcorn business, as president of the Romulus Popcorn Co., of which he is virtually sole owner. In this capacity he has up to 1,000 acres of popcorn growing under contract.

Pascu, who has been a grocer in Detroit for over 20 years, is a newcomer to show business.

The new house, designed by architects Bennett & Straight, has a number of individual features, notably pushback chairs, facilities for large screen theatre television, realistic acoustic and electronic treatment, a soundproof nursery or cry room on the second floor, germicidal lamps throughout the auditorium ventilation system and in the nursery and rest rooms, and a 400-car parking lot.

General contractor on the job was the Lakeside Construction Co. National Theatre Co. had the major equipment contract, including Simplex projectors, Peerless lamps, Hertner transverter, Walker PM screen, Crestwood carpet, Long marquee and Mork draperies.

McArthur Theatre Supply furnished the Ideal slide-back chairs. Other installations were by the Long Sign Co., Atmospheric Control Co., Mork-Green studios, and the candy concession by Wolverine Store Fixtures.

THIRD DIMENSIONAL INTERIOR

An unusual feature is the provision of "third dimensional" interior decorating for the first time in a Michigan theatre. This uses strikingly original and colorful decorative effects. The walls of the auditorium are given a special treatment that gives the illusion of real canvas painting, described by art observers as "truly modern and impressive in design."

The decorative scheme is based on a wall treatment of solid fluted pilasters, lighted from beneath with trough lighting. Smooth surfaces are treated in a large scale conventional floral pattern. Auditorium lighting is in two types, blue and green for summer and old rose and yellow for winter. A stage 15 feet deep by 50 feet wide is provided, with space available for backstage dressing rooms if desired.

The structure contains two one-story stores, in addition to the theatre. Building is of cinder block construction, with a blue-green Macotta front and the upper portion in tan.

The Harbor Theatre is an outstanding example of modern design trend in theatre construction, with an important objective of reducing structural weight wherever possible. Economy in weight has been achieved chiefly by the use of special design, and has resulted in an economy in cost because of the resultant saving in structural steel. The house has a bow-truss roof, using no dead attic space except for about six feet in the center, typically.



OWNERS AT HARBOR OPENING—Pictured above are the owners of the Harbor Theatre, Ecorse, Mich., at the formal opening October 12. Right, Thomas Pascu, a newcomer to show business, and left, Andrew Bzovi, for 28 years an exhibitor at his Ecorse Theatre.

Bride and Groom in 'The Sinner'

June Booth and Walter Rode have been signed to play a bride and groom in Metro's "The Great Sinner."

Patrol Kids Are Guests

FAIRMONT, W. VA.—Two hundred members of the school boy patrol were guests of Art Pierce, manager of the Fairmont, at a cartoon carnival. Pierce promoted several prizes for the boys.

Claysville Airer Closes

CLAYSVILLE, PA. — Sunset Beach Auto Theatre, route 40, has closed for the season. C. M. Ducray and Stephen Setto are owners of the drive-in.

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SPRINGFIELD

The local Lions club in need of funds to carry on its work in aiding the blind, took over the Skyway Drive-In for two nights and approximately 3,000 advance tickets were sold. W. R. Hendrickson, president of the club, said the venture was quite a success.

Purchase of the Trail and Mills theatres in Morehead, Ky., has been announced by Chakeres Theatres, Inc. The two 500-seat houses were purchased from Warren Shafer. Frank Collins, general manager of Chakeres, said remodeling plans are being drawn up . . . Gene Lutes, Chakeres district manager in Kentucky, will supervise the operation of the two newly acquired theatres. They will continue to operate under the same policy used by Shafer.

The Melody Drive-In has announced that programs will be shown only on Friday, Saturday and Sunday nights for the remainder of the season. Springfield's other two drive-ins are continuing nightly presentations until close-up time . . . Phil Chakeres, president of Chakeres Theatres, Inc., left for his home at Miami Beach for a two-week stay . . . Woodrow "Woody" Owens, manager of the Majestic, worked a promotional tieup with the 18 Royal Crown Cola trucks in the Springfield area. With the showing of "Smart Girls Don't Talk," he rigged up posters on the trucks showing Virginia Mayo, star of the film, and reading, "Smart girls don't talk but all smart girls know the superiority of Royal Crown Cola."

The Regent-State Corp. ballyhooed the Boosters club train to the Springfield-Hamilton football game with the idea that although it might have meant losing some business, it was a good civic enterprise . . . Midnight Halloween spook shows were booked for Saturday throughout the Chakeres circuit . . . Arthur Longbrake, manager of the Frances Theatre in Mechanicsburg, was confined to his home with illness. Dwight East, manager of the Princess in Springfield, was relieving Longbrake . . . Ed Paul, manager of the Logan Theatre at Logan, Ohio, returned after several weeks on the sick list . . . Maris Wilkin is back as manager of the Cliftona at Circleville, Ohio, after a two-month illness.

Television fans are finding a lean crop of entertainment on their video sets now that the baseball season is over. The seventh-place Cincinnati Reds got the nod on most Springfield television sets during the regular season simply because the champion Cleveland Indians were too far away to pick up. Cafe and bar owners, who have installed video sets, are of the general opinion they are a good customer drawing idea.

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Song Written by Manager In 1937 Is Published

LORAIN, OHIO—Bill Harwell, well-known manager of the Palace Theatre, has learned that a song he wrote back in 1937 in collaboration with Frank Madden of New York has been published. It's called "Was It You?"

Harwell, who hails from Georgia, and Madden offered their brain child to several New York song publishers right after they wrote it. Nothing came of it. Harwell went on to become a theatre manager, but his partner stuck to writing songs until he hit the jackpot with "Maybe." Recently Harwell was in New York and looked up his former collaborator. Together, just for fun, they walked into the Southern Music Publishing Co. offices and asked for their song by name. To their surprise, there it was, listed in the publishing company's catalog, and on sale.

Start Family Night

PARKERSBURG, W. VA.—Belpre Drive-In inaugurated family night and each Tuesday and Wednesday admission will be $1 per car regardless of the number of occupants.

Baby Show at Theatre

UNIONTOWN, PA.—Manos Theatre-Cover Studio baby contest was presented on the stage of the Manos recently.

TOLEDO

Variety Club Tent 30 held a Family Night recently in the clubrooms at the Willard hotel, the first of such nights in several months, at which the Three Stooges, Ann Russell and Sam Donohue, currently appearing at the Paramount, and Ralph Lewis, currently at Kin Wah Low's night club, as well as Marvin Shapiro, local barker, provided stellar entertainment.

Maumee Valley Amusement, Inc., Toledo, has been formed to build an operate a one-story $250,000 ranch-type hillbilly theatre and dance pavilion at which western and hillbilly music will be featured. Principals include Marvin R. Lachin and Marge Engler, the latter a composer of hillbilly tunes . . . The Princess Theatre broke all Sunday records recently with "Sorry, Wrong Number," which was held over for a second week, reported Giles Robb, manager of the B&K house.

After several months darkness, the Town Hall, Toledo's only legitimate house, will reopen November 8 with "Goodbye, My Fancy," a comedy drama starring Madeleine Carroll. David Nederlander, Shubert representative in Detroit, has not yet announced whether he will appoint a local manager to replace his son James, who managed the house last season. James is currently in charge of the Lyceum at Minneapolis.

"Holiday on Ice," ice-skating revue, will come to the Sports Arena November 18 for 11 evenings and two Sunday matinee performances . . . Loew's Valentine jointly marked Navy week and the opening of "The Secret Land," film showing the navy's expedition to the south pole, by having a navy communications truck and a navy weasel in front of the house, with resident navy men as guests for the film, Manager Abe Ludacer was host.

Mrs. Flora Ward Hineline will take over the Paramount, Toledo, December 2, having booked the Charles L. Wagner Co. into the 3,400-seat house for the opera, "Romeo and Juliet" . . . A 17-year-old Toledo youth has been placed under probation for allegedly shouting "Fire!" into the entrance of the Savoy Theatre, a neighborhood house. He said he was angry because he had been refused admission to the theatre the previous night, and companions had dared him to create a fire scare. He told James R. Kelly of juvenile court that he did not yell very loud, and only a few persons in the back rows could have heard him.

Drive-In Open Two Weeks To Close October 30

BRIDGEVILLE, PA.—El Rancho Drive-In, which opened October 12, was scheduled to close for the season following exhibitions October 31. Officers of the outdoor theatre company include Romeo Chiappini, Jeannette; attorney John A. Robb, Pittsburgh; William J. O'Connell, Jeannette insurance man, and Gust Katsilas of East Pittsburgh, owner of the Colonial Manor hotel. The El Rancho, said to have cost $100,000, is on a 20-acre site and can handle 700 automobiles. Equipment was installed by Atlas Theatre Supply. The outdoor theatre will be ready for opening early next season.

LOUISVILLE

George Knopf, long associated with the motion picture industry in and around Louisville, has joined the sales force of the Falls City Theatre Equipment Co. . . . An application by American Drive-In Theatres, Inc., for a permit to build a drive-in on Crittenden drive near the Southern railway in the Louisville suburbs has been turned down by the Planning and Zoning commission. After a month of delay the commission rejected the application for a "special use" required under zoning regulations. The site is in the general area considered as a site for a new state fairgrounds.

Guthrie F. Crowe, president of the Kentucky Ass'n of Theatre Owners, and Kentucky commander of the American Legion, attended the National Legion convention in Miami . . . While below freezing weather has hit Louisville during recent weeks, no word has been received on the closing of any of drive-ins in this area . . . Seen on the Row for the first time in a good many weeks was Jay Burton of the Rex Theatre in West Liberty, Ky. Other visitors included A. O. Perkins, Lynn, Woodbine, Ky.; Roland Foster, Bloom, Bloomfield, Ky.; J. B. Dale, Clay, Celina, Tenn.; C. K. Arnold, Arco and Melody theatres, Bardstown, Ky.; Jesse Fine, Premier Theatres, Evansville, Ind.; Lewis Baker, Star, West Point, Ky.; Silver Raley, William Tell Theatre Co., Tell City, Ind.; C. O. Humston, Lyric, Lawrenceburg, Ky.; G. M. May, Dream, Corydon, Ind.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky., and Oscar Hopper, Arista, Lebanon, Ky.

The Crystal Theatre, Bardstown, one of the first houses for the Arnold and Sisco Enterprises, has been closed and is being converted to other uses. The Crystal will be replaced by the new Melody Theatre which is under construction and scheduled to open about the first of November. The new Melody will be located next door to the Arco, which is a comparatively new theatre . . . A new Altec Lansing speaker system has been installed in the Rio Theatre, Cloverport, owned by E. L. Ornstein.

Roy Pitts has resigned as manager of the Switow Amusement Co.'s Indiana Theatre at Salem, Ind., and plans to take an extensive vacation in Florida. Roy has been replaced at the Indiana by Travis Hopkins . . . It would seem that Morris Smith and family are going into theatre business in a big way. Recently the Valley Theatre in Taylorsville, Ky., co-owned by Morris, opened amid gala festivities. Since then Morris' father and brother have become interested in the business to the extent, it has been reported, that they have purchased the comparatively new Bloom Theatre, Bloomfield, Ky., from Roland Foster.

The Trail and Mills Theatre recently acquired from Warren R. Shafer in Morehead, Ky., by Chakeres Theatres, Inc., Springfield, Ohio, will be under the direct supervision of Gene Lutes whose offices are in Frankfort . . . All of Louisville's downtown first run houses brought in new programs. With the close of the Kentucky Grand lodge of Masons annual conclave, which utilized the Strand's auditorium for two days, two new features were brought in for the reopening which coupled "Night Song" and "Train to Alcatraz."

Loew's returned to the conventional Thursday change of programs by bringing in "A Southern Yankee" and "The Secret Land." The Rialto had "Sorry, Wrong Number" and "French Leave" and the National "Larceny" and "Assigned to Danger," while the Mary Anderson brought in "Smart Girls Don't Talk." The Scoop staying with the foreign product had the German film, "The Life and Loves of Tschaikovsky." The double bill of "Rachel and the Stranger" and "The Gay Intruder" continued its Louisville run at the Brown following a week at the Rialto. The Ohio, a subsequent run downtown theatre, announced a special program of "Marihuana" plus Robert Mitchum in "False Colors" which was scheduled for one week at tilted prices of 60 cents for all seats.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

HON. FRED GREEN, governor of Michigan, has announced plans for the construction of a new theatre in Ionia, his home town, which will be leased to W. S. Butterfield . . . After eight and a half years of service with W. S. Butterfield Theatres, E. T. Ryan jr. has been granted an extended vacation in recognition of his faithful service. Ryan will spend part of his vacation traveling in Europe.

* * *

Charles Baron, advertising, publicity and exploitation man at United Artists Theatre, Detroit, has resigned. His work will be carried on by Mike Cavanaugh, managing director of the theatre . . . H. M. Richey and Glenn Cross of the MTOA returned recently from the MPTOA convention in Toronto. Richey, it is said, still feels that the salvation of independent exhibitors lies in a revived Allied organization.

AKRON

Les Houger, who used to be an assistant manager at the Highland, is new manager at the Liberty, Akron. His brother Lee currently is assisting at the Highland . . . Loew's changed bills, taking out "The Crusades" and "Hatter's Castle" to make room for "A Southern Yankee" plus the South Pole film, "A Secret Land."

All Akron theatre owners and managers cooperated with the citizens recreation levy committee, in showing one-minute films supporting the levy, to be submitted at the November 2 election. The films told patrons how to "be a hero to the kiddies on your block" by voting for the levy.

Bay City, Mich., Empire Opened by Art Narlock

DETROIT—The new Empire at Bay City, under construction and planning for the last three years, was opened to the public recently by owner Art Narlock.

Equipment for the Empire includes Brenkert projectors and RCA sound installed by Ernie Forbes Theatre Supply, stage curtains by Mork-Green studios, rugs and supplies by National Theatre Supply, marquee and sign by Long Sign Co.; seats by Kroehler Mfg. Co., and concession by L&L Confection Co.

YOUNGSTOWN

The legitimate offering of the Youngstown Players, "First Lady," had such a large advance sale, largest in the history of the Playhouse, that the Players gave 12 performances instead of the usual ten. Next Playhouse production will be "The Hasty Heart" . . . The new Belmont Theatre in Youngstown, now under construction, will be open around Thanksgiving, according to Peter M. Wellman, owner. The de luxe neighborhood house will have a cry room for mothers with children.

Question of validity of the city's three per cent amusement tax has been raised before city council by R. M. Hammond, attorney representing downtown theatre owners. Hammond asked council to consider amending the present law, because the three per cent tax is placed on the amount received instead of the person paying the admission. He indicated that in its present form the tax law is in conflict with a state tax on corporation receipts. Hammond said the amusement tax in most Ohio cities imposes the tax on the person paying an admission, not on the amount received. The admissions' tax field was turned over to the cities Oct. 1, 1947, when the state vacated it. Youngstown's three per cent tax produced $61,885 in the first nine months of 1948, with estimated receipts for the year at $85,000.

CINCINNATI

Henry Goldberg, traveling auditor for Paramount, was making a routine check of the Cincinnati branch . . . Maryann Younger joined the Monogram office staff as stenographer . . . Dorman Law, who operates the Roxy Theatre, Roseville, Ohio, moved into his new home . . . Chris Davie of Corning and New Lexington returned from a motor trip to the west coast.

Jim Levine is handling publicity for Paramount since the death of Charles Perry . . . Chris Velas of Bellaire, Ohio, purchased the Noble, Caldwell, Ohio, from C. Huprich . . . Harry Abrams of Lancaster, Ohio, although not an exhibitor now, always visits Filmrow when in Cincinnati.

Christian Pfister, Troy, Ohio, terminated his contract with Theatre Owners Corp. for booking and buying of pictures for his Mayflower and Jewel theatres. George Fetick will assume the service for Pfister . . . Roy Osbourne is disposing of his theatre at Bremen, Ohio, on November 1. Osbourne, who also operates a theatre in New Straitsville, Ohio, is building a restaurant there and will devote his full time to those interests.

Al Kolitz, Rocky mountain district manager for RKO, with headquarters in Denver, Colo., was a visitor. Kolitz formerly was with the Cincinnati sales staff . . . Chester Stacey, shipper for Warners, was ill with pneumonia.

Celebrates 20th Year

WHEELING, W. VA.—Capitol will celebrate its 20th anniversary November 19, 20 and a special attraction for these dates will be the famous stage musical, "Carousel."

Critics Divided on 'Oliver Twist'

TORONTO—Although there was a dribble of criticism from the United States of "Oliver Twist" because of a so-called anti-Semitic flavor in the depiction of the character of Fagin in the Charles Dickens story, the Eagle Lion picture received its North American premiere at the recent opening of J. Arthur Rank's $2,225,000 Canadian showcase, the Odeon, without a sign of objection.

Toronto critics viewed the picture as a horror film, magnificent but repetitious in treatment with an overplay of technique, or as a striking advance in film art and a study in caricatures.

One reviewer, Roly Young of the Globe and Mail, referred to the impersonation of Fagin as having given rise to a great deal of controversy "including the boycott of the film in the United States." He commented that the producer had pointed out that Fagin is not necessarily a Jew, the makeup having been copied from the original Cruickshanks illustrations for the classic, yet it had not been explained why certain stereotyped mannerisms and the "Jewish hat" of the story period had been used. Aside from that angle, Young declared, Fagin "is a grotesque horror" not far removed from Karloff and Lugosi. At the same time, Robert Newton's Bill Sikes topped the Fagin role as "the nastiest figure in the play." Young suggested that "Oliver Twist" should not be compared with "Great Expectations," which has been highly popular. In his opinion, "Oliver Twist" did not come up to "Expectations" in entertainment value.

Cecil Wilson, film editor of the London Daily Mail, announced at the Toronto opening that "Great Expectations" was the winning film for the first Empire award in the poll conducted in Canada by the Overseas Mail. The winning actress was Margaret Lockwood and the winning actor James Mason.

"Oliver Twist" appeared headed for a lengthy Toronto engagement, judging by the curious throngs during the first week at the theatre. The next attraction, when it does come, is scheduled to be "The Babe Ruth Story," not the first regular run locally of "The Best Years of Our Lives" as previously intimated.

It took virtually three opening performances to launch the Odeon. First there was the evening preview for press and radio representatives, contractors, equipment representatives, suppliers and workmen. This audience was addressed by George W. Peters, an Odeon director, who thanked the artisans and trademen for making the handsome structure possible. Peters introduced the theatre manager, W. C. Tyers, who, after a brief speech, presented the corps of ushers, attendants and numerous staff assistants. Then the initial show started.

On the following night, there was another full-dress rehearsal at which the audience consisted of the patients, doctors and nurses of the military hospitals in the Toronto area.

Then came the big official dedication night for the public opening when President J. Earl Lawson introduced the distinguished guests, Earl Winterton and Sydney Wynne, both from the parent Rank organization in England; Patricia Roc and Trevor Howard, the screen stars, and finally Mayor Hiram E. McCallum of Toronto.

Toledo Film Club Offers Third Picture Series

TOLEDO—The University of Toledo Motion Picture club has announced its third season of distinguished films, which this year has been expanded to 13 Thursday evenings, from October 28 to May 12, 1949. The films will be shown to members in the 300-seat Doermann Theatre on the campus, with fees for students and faculty at $1.50 for the season, and non-university members at $2.50 for the season, including tax. Since anybody interested is offered membership, local theatremen regard the group as another rival to their business, it was pointed out. The films are shown on a smaller screen than ordinary theatres have, and are all old releases.

Program for the season is: October 28, "Camille," November 11 "Top Hat," December 2 "Citizen Kane," December 16 "Bringing Up Baby," January 6 "Cabinet of Dr. Caligari" and "The Golem," January 20 "David Harum," February 10 "The New York Straw Hat," February 24 "Stagecoach," March 17 "The Great Man Votes," March 24 "Thief of Bagdad," April 7 "Backstreet," April 21 "Suspicion" and May 12 "Gunga Din."

Grand Theatres Leases Park at Youngstown

YOUNGSTOWN—The Park Theatre, built as a house for legitimate stage attractions nearly half a century ago, has been leased by Shea Theatre Corp., which also owns the Paramount, to J. O. Kane, manager of Grand Theatre Enterprises. The Park will be used for burlesque. Arrangements have been made for the Park to reopen November 12, having been closed since July.

New policy at the Park will affiliate the house with the eastern wheel of burlesque theatres, a circuit operating in 18 of the larger cities of Ohio and the east coast. With the Park no longer available as a permanent roadshow house, the Palace will have the only stage in Youngstown equipped for the larger stage attractions.

Okay Opera House Sale

ASHLAND, OHIO—City council has authorized sale of the old Opera House building to the highest bidder, with proceeds to be used to finance construction of a new city building.

Lippert Buys 'Harbor Lights'

Robert L. Lippert has purchased "Harbor Lights," an original story by Maurice Tombragel, for Screen Guild.

Really Works Matinee In Drive-In Theatre

From Southeast Edition

Birmingham—"Working a matinee in a drive-in theatre" is a standing jest among projectionists all over the country. But Ralph A. Root, business agent for MPPMO Local 236, recently was called upon to assign an operator to just such work. It wasn't for a motion picture, however.

It seems that a local radio evangelist wanted to hold a meeting at the new Fair Park Drive-In. He wanted to utilize a public address system, fed into the theatre's in-car speakers. A projectionist would have to be on hand to monitor the sound.

Root promptly assigned Hartwell Montgomery, regular projectionist, to handle the job.

Jam Handy Books Series Of Revivals for College

DETROIT—Series of revivals of older films, including silents, is being started at Wayne university under the sponsorship of Jam Handy organization, one of the largest commercial film producers. Format will be a showing of the film twice nightly, on Tuesday nights, in State Hall at the university. No admission is being charged. Program includes an informal discussion of the film following each screening. Pictures now booked for the series include "M," "Berlin, Symphony of a Great City," "Anna Karenina" and "Intolerance."

J. F. Hedding Is Publisher

PITTSBURGH—J. F. Hedding of Meridian Films Corp., Diamond Alkali Co. and other local firms, and J. D. Evans, formerly with Union Trust Co., are the new co-publishers of the Bulletin-Index, local weekly newsmagazine.

Wednesday Shows Out

WASHINGTON, IOWA—Ralph Pratt, manager of the State and Fox theatres here, has announced that there will be no shows at the Fox on Wednesday nights until further notice. Other showings will not be affected, Pratt said.

Sponsors Cartoon Show

McKEESPORT, PA.—Radio station WEDO sponsored a 17-cartoon show Saturday morning in Warner's John P. Harris Memorial Theatre.

Mandrake Act at Fort Wayne

FORT WAYNE, IND.—Leon Mandrake, magician, and his company were booked for the Civic Theatre October 1 for a ten-day run.

Names Outdoor Theatre

VANDERGRIFT, PA.—Harold A. Lee has named the new outdoor theatre here Lee's Woodland Drive-In.

School Band Featured

STATE COLLEGE, PA.—Cathaum featured the State College senior high school band in stage programs for two evenings.

Salute Safety Patrol

FAIRMONT, W. VA.—A Saturday morning's 17 cartoon show at Warner's Fairmont saluted Marion county school's safety patrol.

Close Aliquippa Airer

ALIQUIPPA, PA.—Kulik Bros.' Green Gardens Open Air Theatre, in Hopewell township, closed for the season.

New England Allied Meeting at Boston

BOSTON—At the October meeting of Independent Exhibitors, Inc., of New England, held at the Shangri-la restaurant, discussions were held on Ascap, municipal tax problems, Caravan and other important subjects. Three new members were voted into the organization. They were Al Lourie, Adams, Dorchester; William Yeager, Plymouth, Leominster, and Frank Dean, Easton, North Easton.

Frank Lydon gave a full report on the recent eastern regional Allied meeting in Baltimore and announced that the next eastern regional would be held in Boston in January 1949. The Caravan reports were received with enthusiasm and the comments following the discussions indicated the importance of the new service. The new Cryptix system developed by Willis Vance of Ohio also was discussed and the organization voted its approval.

The 1949 convention committee with Les Bendslev and Walter Mitchell as co-chairmen reported progress on the plans for a spring exhibit and convention to be held in Boston. The recent decision of Judge Campbell of district court in Illinois was discussed and members were informed that a copy of the decision is on file in the office. Daniel Murphy, president, urged all members to follow through with the get-out-and-vote plan sponsored by general counsel Abram F. Myers.

Ray E. Feeley, business manager, was appointed delegate to the National Allied convention in New Orleans November 29-December 1 with Julian Rifkin and Arthur Howard as alternates. Nathan Yamins, national delegate from this unit, will represent the group at all executive and closed board meetings. It was urged that all members make an effort to attend the New Orleans convention.

Executives of M&P Meet To Discuss New Product

HARTFORD—Hy Fine, Connecticut district manager, presided at a district meeting of managers and M&P circuit home office executives at the Lighthouse Inn. Main topic was a discussion of fall film product. Attending were Henry Schwartzberg, home office statistician, representing Martin J. Mullin; Jerry Govan, booker, representing Chester Stoddard; Skip Dunn, Standard Candies, and managers Walter Lloyd, Allyn, Hartford; Jim Darby, Paramount, New Haven; George Hoover, Marlboro, Marlboro; Leo Lajoie, Capitol, Worcester; John Hassett, Empress, and Harold Thomas, Norwalk, Norwalk.

W. R. Prouty to Manage State at Pittsfield

BOSTON—Wendall R. "Jed" Prouty has resigned as manager of the Giles circuit's Uptown here, to take over directorship of the State at Pittsfield, formerly the Kameo and recently acquired by Reuben Landau, Boston attorney. The State is undergoing extensive alterations and is set for a winter reopening. Prouty has been in the industry 22 years, six years with Stanley Sumner at the University Theatre, Cambridge, and at the Uptown for the last two years.

Philip Gravitz Appointed Connecticut Salesman

NEW HAVEN—A. F. Cummings of MGM paid an official visit to the local exchange recently and confirmed the appointment of Philip Gravitz as salesman for the entire Connecticut territory, succeeding Morton Katz, who resigned to join B&Q Theatres of Boston. Gravitz has been with MGM for 18 years and has just completed a special executive training course in New York.

Succeeding Gravitz as office manager and head booker is Leon Jakubson, who has been with the local exchange since 1929. Saul Shiffrin, with the office since 1941 and since his return from the service head of the shipping department, steps into the booker's post.

Michael Lengeri, in the shipping department since last January, has been promoted to head shipper. A farewell party for Katz, which will also serve to welcome the new appointees, is being planned by the staff.

Cambridge, Mass., Rex Has Gala Reopening

CAMBRIDGE, MASS.—L&M Theatres, Inc., held a gala reopening for the Rex Theatre on Central Square, formerly the Olympic on October 28, after completion of a thorough remodeling and redecorating program. Many prominent civic and state dignitaries attended the reopening ceremonies.

One of the largest theatre marquees in the state has been installed at the Rex. Its extension area runs 150 feet and the theatre name is repeated three times. The theatre itself, standing alone on the property, is situated in one of the busiest sections outside of the city proper and lends itself to an unusual type of display. On the corner section, where it commands the greatest attention, stands a huge 40-foot vertical sign with letters five feet high and eight rows of tubing in each letter.

The sign is outlined with running lights. Beneath this is a rounded sign 25 feet in width allowing for five rows of attraction letters. The two sides are 60 feet long with the name Rex set in attraction display panels using fluorescent green on the front and rose on the sides trimmed with blue and gold coloring. The ceiling is modern, flush-type with 150 watt flood lights illuminating the walking area.

Antitrust Suit Filed By Joseph P. Wilson

BOSTON—Joseph P. Wilson of Boston, formerly of Brandon, Vt., brought a civil action in district court here, based upon alleged violations of the antitrust laws, against Samuel, Newell and Kenneth Kurson and the Millinocket Opera House, Inc. operating in Boston as the Graphic Theatres. The complaint asserted that the defendants had monopolized and conspired to monopolize interstate trade and commerce in motion picture films in Brandon. The plaintiff alleged that he had operated the Community Theatre in the Town Hall at Brandon for a short time in the fall and winter of 1946, but was unable to get first run films from the major companies and was compelled to close his theatre.

This action is an aftermath of a suit brought by Wilson against the same defendants and the eight major companies in district court in Vermont. In that action, however, the defendants had not been served with process or had not filed answers. Since he now is living in Boston, the plaintiff decided to bring the action here. George S. Ryan is attorney for the plaintiff.

Clayton Eastman Named To New SRO Sales Post

BOSTON—Appointment of Clayton Eastman as special sales representative has been announced by Tom Duane, SRO district manager. Eastman will have as his first assignment a sales survey of New England territory.

Connected with the film industry approximately 25 years, Eastman was Albany branch manager for Paramount 22 years, and district manager for United Artists three years with headquarters here.

Court Square to Vaudeville

HARTFORD—The E. M. Loew circuit has resumed weekend vaudeville at the Court Square, Springfield, according to Division Manager George E. Landers. The house is presenting stage shows Thursdays through Sundays, with vaudeville booked through Arthur Fischer, New York. John Silverwatch is manager. Theatre plays films rest of week.



EXECUTIVES GREET STAR—Jane Wyman, star of "Johnny Belinda," was greeted in Boston by many outstanding theatre executives. Pictured here with Miss Wyman are, left to right: Max Melincoff of Warner Theatres; Miss Wyman; Harry Browning, advertising director for M&P Theatres, and Harry Wasserman, district manager for M&P Theatres.

BOSTON

Robert Lippert, president of Screen Guild Productions, arrived from Hollywood for the world premiere of "Harpoon," which was held at the Olympia, New Bedford, an M&P house. Lippert was entertained at luncheon by Al Swerdlove, local manager for Screen Guild. Also present were John Bromfield, star of the film, and Arthur Greenblatt, eastern district sales manager. That evening a group drove to New Bedford for the premiere, including Arthur Lockwood president of TOA; Louis Gordon, Max Finn, Larry Laskey, Tom Fermoyle, Jerry Govan, Chester Stoddard, Hymie Levine and Swerdlove.

Harold Rubin of Globe Premium has sold Tru-Blu ovenware deals to the Rialto, Lowell; Modern, Marlboro; Orange, Orange; Park, Montello; Roxbury, Roxbury; Madison, Jamaica Plain; Mattapan, Mattapan; Jasan, East Weymouth; Grand, Taunton; Portland, Portland, Me.; Olympia, Woonsocket, R. I.; Community, Centerdale, R. I., and the Rex, Manchester, N. H.

Mark Silver, UA eastern division manager, and John Hughes of the New York office contract department of UA, were here for a three-day meeting with salesmen and bookers for discussion on coming releases in the territory. John Dervin, UA local manager, is working on a concentrated drive on bookings for the UA outdoor epic "Red River." The New England dates are October 27 or November 3 in the key cities of Boston, at Loew's State and Orpheum and in Providence, Worcester, Lawrence, Haverhill, Pittsfield, Fall River, New Bedford, Keene, N. H., Claremont, N. H., Burlington, Vt. and other spots . . . Phil Engel, publicist, is working with theatre managers on publicity and advertising campaigns. He just returned from a five-day trip to Worcester where he was working on the advance for "An Innocent Affair" with Monk Mahoney, manager of Loew's Poli.

Jerry Thayer, owner and operator of two theatres in New Hampshire, the Town Hall at Epping and the Leddy's Hall at Raymond, is seriously ill at his home in Epping . . . Joe Sugar of the New York contract department of Eagle Lion spent a few days in the Boston office.

Clinton Payne, owner and operator of the Leroy Theatre, Pawtucket, R. I., died at his home after a long illness . . . Mrs. Nancy Babcock Harris, manager of the Colonial Theatre, Natick, died at the home of her daughter in South Natick. She was the widow of Fred L. Harris who built the theatre now controlled by M&P Theatres.

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HARTFORD

Phyllis Selvin, for several years secretary to Al Schuman, general manager of the Hartford Theatre circuit, is engaged to a New York lawyer . . . Charlie White jr., son of the Colonial stage manager, was recovering from an operation . . . Ken Prickett, MGM regional exploitation man, was here . . . Patricia Dodge, Webb, Wethersfield, cashier, was married to Harold Beard, and the couple was honeymooning in New York.

Russ Ordway of the Palace, Rockville, was a visitor . . . Sylvia Novitski is the new candy girl at the Poli, replacing Jeanne Sweeney, who resigned . . . George Perham, formerly on the staff of the State, Portland, Me., has joined the crew at the Colonial . . . Charles Gauvin has been promoted from doorman to assistant manager at the Colonial.

M. Edmund, of National Screen Service, New York, and Frank Meadows, branch manager in New Haven for UA, were among local visitors . . . Mike Piccirillo, manager of the Center, was in New York on a business trip. Henry L. Needles, Hartford district manager for the Warner circuit, made the rounds in New Britain, Bristol, Manchester, and Torrington. Lobby renovations were completed at the Embassy, New Britain, where Miklos is manager.

Jim Cotia, assistant manager at the Regal, was in Rhode Island on his day off . . . Harry F. Shaw, division manager, and Lou Brown, division ad-publicity chief, Loew's Poli-New England Theatres, visited key houses in Hartford, Norwich, Meriden, and Springfield . . . Jerry Blumenthal, formerly assistant manager at the State, is now in the retail paint business . . . Sol Karp, formerly with the Poli circuit here, has joined the staff of the State . . . Victor Feingold, son-in-law of Ted Harris, managing director of State, entered the Hartford Law School of the University of Connecticut.

Stratford at Hartford Reopened by A. M. Pickus

HARTFORD — The Stratford Theatre, owned by Albert M. Pickus, has been reopened following an extenive renovation job which took four months and cost approximately $61,000. Pickus is a regional vice-president of the TOA.

Settle Claim Out of Court

HARTFORD—A Hartford couple settled out of court for an undisclosed amount the $28,000 damage suit they had filed in district court here against their landlord, the Capitol Theatre, Inc. of Passaic N. J.

Mrs. Josephine Civitello had sought $25,000 and her husband Paul, $3,000, for injuries she allegedly suffered when the bathroom ceiling in their apartment fell on her. The couple claimed that the Passaic Corp., building owner, was negligent in the manner in which it maintained the plumbing in the room above the defective ceiling.

Larry Gendron Resigns

HARTFORD—Larry Gendron, student assistant manager of Loew's Poli Palace, has resigned. Replacement was not announced.

NEW HAMPSHIRE

Dr. Joseph D. Batcheller, assistant professor of speech at the University of New Hampshire, emphasized that education received through a dramatic program is a valuable asset in an address at the annual conference of the New England Ass'n of Teachers of English in Keene. Another speaker, Dr. George D. Crothers of the Columbia Broadcasting System discussed radio dramas.

Harold J. Adams, president of the Old Homestead Ass'n, which sponsors the annual production of the Denman Thompson melodrama, "The Old Homestead," in an outdoor theatre near the playright's old home in Swanzey, and his wife recently observed their 25th wedding anniversary . . . Ambrose A. Massey, special officer of the Rochester police department, who often substitutes as doorman at the Scenic, has been installed as high priest of the Norway Plains Encampment, an Odd Fellows organization.

Melvin F. Morrison, manager of the Strand in Dover, has been named a member of the Christmas lighting committee of the Dover Retail Merchants' Ass'n . . . The audio-visual department at Keene high school, headed by Rachel M. Marshall, has installed an elaborate radio system, costing approximately $6,000, which will extend into every classroom, the auditorium, gymnasium and workshops.

Free motion pictures at the City Auditorium were featured on a program arranged for youngsters in Rochester this year to discourage them from marking store windows with soap and engaging in other pranks traditional to Halloween night. The program was sponsored by the Rochester Kiwanis club . . . A series of motion picture shows for children has been started at the Sherburne school in Portsmouth under auspices of the Sherburne PTA. The films, presented every Saturday morning for youngsters from 6 to 12, are under supervision of Mrs. Russell E. Bennett.

Commissioner of Agriculture Perley I. Fitts has announced that New Hampshire's 11 agricultural fair associations will receive more than $50,000 as the state subsidy from parimutuel operations at the Rockingham Park race track in Salem . . . Ruth Chick, cashier at the Civic Theatre in Portsmouth, and Charles P. Dorey were married recently in the Advent Christian church in Portsmouth.

Ella Marie Seigrist, Lancaster, Pa., singer, and Leon B. Stevens jr. of Farmington, summer stock company actor, were married recently at the Advent Christian church in Farmington.

The State in Manchester was used recently for a big cooking school sponsored jointly by the Home Appliance Co., Inc., and the West Side Electric Co. . . . The Latchis theatres in Keene and Claremont, N. H., and in Brattleboro, Vt., keep their patrons informed of their film attractions through programs broadcast over radio station WKNE in Keene. The announcer gives a synopsis of the screen headliners.

Frank E. Hussey, 79, one-time manager of the City Opera House in Rochester and later for city clerk and city treasurer, died recently after a few days' illness . . . Allen Jenkins, the Warner Bros. comedy star, with Frank Sully, featured a recent vaudeville bill at the Palace in Manchester. The screen attraction was "The Missing Lady."

Jennifer Jones in 'Madame Bovary'

Metro is borrowing Jennifer Jones from David O. Selznick to play the title role in "Madame Bovary."

Massachusetts Circuit Gets Pittsfield Kameo

PITTSFIELD, MASS.—The Kameo Theatre will be reopened in about six weeks under control of the Massachusetts Theatres, Inc. Attorney Reuben Landau of Boston negotiated a ten-year lease with Peter Cimini, proprietor of the building, and told him the theatre would reopen when remodeling is completed. William T. Powell formerly associated with Western Massachusetts Theatres, Inc., operated the theatre on a temporary basis during the summer.

Rooney to Hartford Stage

HARTFORD—Mickey Rooney is booked for a three-day personal appearance at the State Hartford, beginning November 12.



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BRIDGEPORT

The first jazz concert of the season drew 2,200, almost capacity, to Loew's Lyric at $2.40 top. Illinois Jacqurt and Sarah Vaughan made up the bill . . . Loew's Majestic has switched from a Thursday to a Tuesday opening . . . Mrs. John Martin wife of the business agent for the Bridgeport Projectionists Local, was recovering from a serious illness in Park City hospital . . . Dorothy Sue Halle, press agent for the Ridgefield Summer Theatre, was married recently in Cordova, Tenn., to Dr. Ewing Seligman.

Merrick P. Parrelli, projectionist at the West End Theatre, celebrated a birthday . . . The formal opening of Al Pickus' newly remodeled Stratford Theatre drew a large number of state and city officials and quite a few theatre folks. Cocktails followed at the Cupheag club . . . Leslie Blakeslee, projectionist at the Warner, returned from a trip to Virginia Beach and other southern points . . . Helen Shaw of Loew's Poli boxoffice staff celebrated a birthday.

Headliners Past and Present, a theatrical organization that counts a number of local theatre managers among its members, held its annual dinner and frolic at the Actors Colony Inn, Seymour . . . William Rogers has joined the usher corps at the American . . . Manager Charles P. Gaudino of the Hippodrome and his wife Rachael are expecting their first child before Thanksgiving . . . The annual fair at Danbury set a new record for attendance . . . Marie Vizzo, cashier at the Mayfair, celebrated a birthday . . . Agnes Ammon cashier at the American, made a trip to New York City.

Louis Townsend is offering his Theatre-in-the-Dale at New Milford for sale. He has operated the summer spot since 1941 . . . The city-operated Klein Memorial auditorium has resumed weekend motion pictures . . . Arthur M. Horater is new assistant manager at the Community Theatre in Fairfield. He was with the Pantheon Theatre in Toledo formerly.

The theatre managers for the Strand Amusement Co. have formed a bowling team . . . Pauline Medak of the American boxoffice staff is studying hairdressing in her spare time . . . Manager Harry A. Rose of Loew's Majestic visited his mother in Atlantic City . . . Mickey Ferris holds Sunday afternoon jamboree shows in the State Armory . . . The Hippodrome held a beautiful child contest on its stage.

Tom Carey was here from Hartford with Harry Welch, the original voice of Popeye . . . "Shoe-Shine" opened the new season at Loew's Lyric and did well on a three-day booking . . . Pearl (Rosen) and Rick Mastroianne celebrated a wedding anniversary. She is assistant manager at Loew's Lyric . . . Jack Schwartz, owner of the West End and Black Rock, had a birthday. But he was too busy with remodeling plans for the West End to celebrate . . . Manager Michael J. Carroll of the American visited Danbury . . . Michael Pearl is back on the door at Loew's Majestic after recuperating from a serious illness.

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'Number' Grosses 130 To Lead in Boston

BOSTON—The upward trend was registered this week with "Sorry, Wrong Number" at the Metropolitan easily leading the way. "The Velvet Touch" at the Memorial did not quite stretch to the holdover figure although it had a good start. The Exeter Street played a reissue bill of "Goodbye, Mr. Chips" and "One Night of Love" that drew well.

(Average Is 100)

Astor—**Hamlet** (U-I), 9th wk. of roadshow engagement 85
Boston—**Larceny** (U-I); **The Prairie** (SG) 95
Esquire—**Macbeth** (Rep), 2nd wk. of roadshow engagement 100
Exeter Street—**Goodbye Mr. Chips** (MGM); **One Night of Love** (Col), reissues 115
Memorial—**The Velvet Touch** (RKO); **The Enchanted Valley** (EL) 120
Metropolitan—**Sorry, Wrong Number** (Para); **The Golden Eye** (Mono), 2nd wk. 130
Paramount and Fenway—**Smart Girls Don't Talk** (WB); **Embraceable You** (WB) 110
State and Orpheum—**Hills of Home** (MGM); **Triple Threat** (Col) 110

'Johnny Belinda' Is Leader At Hartford First Runs

HARTFORD—"Johnny Belinda" and "Sorry, Wrong Number" were the leaders locally.

Allyn—**Sorry, Wrong Number** (Para); **Eyes of Texas** (Rep) 160
Center—**Club de Femmes** (SR); **School for Sinners** (SR) 80
E. M. Loew's—**The Loves of Carmen** (Col); **Gentleman From Nowhere** (Col), 4th wk. 75
Poli—**The Secret Land** (MGM); **A Southern Yankee** (MGM) 85
Palace—**Forever Amber** (20th-Fox); **The Inner Sanctum** (FC) 110
Regal—**Pitfall** (UA); **Adventures of Gallant Bess** (EL), 2nd wk. 90
State—**The Fighting Ranger** (Mono), plus stage show 120
Strand—**Johnny Belinda** (WB); **Million Dollar Weekend** (UA) 225

Grosses Slump in New Haven, Top of 102 to 'Larceny'

NEW HAVEN—Business was not too good at any of the downtowns. "Larceny" and "Smart Girls Don't Talk," opening on the weekend with no football game to compete, was best.

Bijou—**The Mummy's Tomb** (U-I); **The Mummy's Ghost** (U-I), reissues 80
College—**Luxury Liner** (MGM); **Madonna of the Desert** (Rep), 2nd d. t. wk. 80
Crown—**Mine Own Executioner** (20th-Fox) 75
Loew Poli—**A Southern Yankee** (MGM); **Black Eagle, the Story of a Horse** (Col) 80
Paramount—**Sorry, Wrong Number** (Para); **I Surrender, Dear** (Col), 2nd wk. 65
Roger Sherman—**Larceny** (U-I); **Smart Girls Don't Talk** (WB) 102

WORCESTER

John Matthews, manager of the Warner, and his wife made a quick visit to New Britain, Conn. . . . Bob Portle, manager of the Elm Street, was hit by the grippe but worked through it . . . Frank Ward substituted backstage at the Elm Street . . . Leland Harris of the Playhouse was in Dallas, Tex.

Leo Lajoie, manager of the Capitol, and George Heeley, manager of the Marlboro, set out for an M&P circuit meeting in New London, Conn. But it was early in the morning, and they wound up in Hartford, 75 miles away . . . Fred Cain of the Elm Street and his wife visited in New York.

Kay McKay daughter of Joe Anstead, former manager of the Elm Street, returned from Europe, where she has been for 18 months entertaining United States occupation forces. Her engagement has been announced to Lieut. Dennis J. Harris of Blackshear, Ga. They will be married in April.

For the first time in several years, Rita Johnson's mother missed one of her films at the Poli. When "An Innocent Affair" opened, Mrs. Johnson was at the bedside of her daughter in Hollywood, where she was convalescing from severe injuries . . . Ernie Metcalfe, formerly of the Plymouth, is touring as an organist, currently at the Officers club at Fort Bragg, N. C.

The wife of Frank Thompson of the Elm Street underwent an operation . . . Johnny Ryan of the capitol was on an autumn vacation . . . The Home and Food show, with many expensive giveaways, gave theatres a week of heavy opposition.

NEW HAVEN

Clayton Eastman, formerly district manager for United Artists, is the new SRO representative for Connecticut, replacing Dave Douglas, who has not yet announced his plans . . . Sid Swirsky, who has been selling Embassy Films here, left for Florida with his family . . . Selling for Embassy here is D. Gonick, a newcomer . . . Joe Sugar of the Eagle Lion contract department, New York, and District Manager Thomas Donaldson, Boston, were visitors. Al Kane, Paramount district manager, and I. H. Rogovin, Columbia, also were visitors.

Evelyn Viola is the new switchboard operator at Columbia . . . Bernard Sholtz, RCA-Victor district manager, was a visitor . . . Mollie Smith, Metro bookkeeper, was enjoying an autumn vacation . . . Construction of the new Elmwood in West Hartford, to be operated by the B&Q circuit, is nearing completion . . . Bob Kaufmann, 20th-Fox exploiteer, was in New York.

Mrs. Ben Simon, wife of the 20th-Fox branch manager, was recuperating after a recent illness . . . Howard Padowitz, assistant at the Palace, Hartford, was taking a leave of absence . . . The new Loew house in Norwich is expected to be ready for opening about March 15, 1949 . . . Harry Moskowitz, Loew construction department head, was here from New York.

The Poli at Waterbury featured Tiny Day at the Hammond organ for one week.

Dallas RKO Exchange Plans Sol Sachs Week

DALLAS—A Sol Sachs Anniversary week November 28-December 4 is an approaching reality at the local RKO exchange with preparations and selling effort for it being the top activity in those quarters. The coming event is attracting wide attention in the trade because it is projected not for a high company official but for a popular branch manager. Employes of the exchange thought up the idea and are putting on the show. They had printed a quantity of special booking sheets and its big headline is "Sol Sachs Anniversary Week." Salesmen, direct by mail, the bookers and exhibitors have taken it up from there.



Sol M. Sachs

Douglas Desch, salesmanager in the exchange, speaking for the personnel, said, "We at RKO have noticed many times that exhibitors have said 'We'll do it for Sol.' In view of this universal regard for our branch manager we are going all out for a Sol Sachs week and feel that it has spontaneous exhibitor approval. A majority of Texas exhibitors already have either booked RKO subjects solid for this week or have booked the minimum of two shorts and a feature. From every indication this will be the biggest week for shipments the Dallas exchange has ever had."

Sachs, who has grown up in the industry with most of the exhibitors and distributors in this area, said that he never before had asked any exhibitor to cooperate with him personally, "but I am asking them now for that favor and feel they will respond."

Sachs has been with the company for over 20 years. He was a checker for Harold Lloyd in "The Freshman," became a booker, salesman at Houston, manager at Memphis, district manager and then manager at Dallas.

Dewey Leads Straw Vote

DALLAS—The Telenews straw vote in the campaign for president shows Dewey leading with 90,000 in round numbers and Truman 10,000 votes behind. Wallace has come up to 50,000. These results are from 19 Telenews theatres over the country where Mr. Truman is ahead in six houses and Dewey tops the vote in 13.

Plan Christmas Opening For Luling, Tex., Theatre

LULING, TEX.—The Tex Theatre, now under construction by W. D. Glasscock of San Antonio, will have its formal opening about Christmas. The owner entered Luling several months ago on buying the Princess Theatre from H. G. Stein.

Gidney Talley, also of San Antonio, came in and leased the old Princess building which he plans to improve, re-equip and open as quickly as possible. The two theatremen are competitors at Pleasanton where Glasscock moved in to build the Leon Theatre in opposition to Talley's Plestex Theatre.

The Glasscocks have a half dozen new houses in small town of the San Antonio area, including the West in George West. Talley has long operated a small south Texas circuit. His new quonset glass front It Theatre in Mathis and the new Hi-Ho in San Antonio, are principal units.

Circle at Tulsa Closed For Remodeling Work

TULSA—The Circle Theatre at 8 S. Lewis Ave. has been closed for a major remodeling program which should be completed within 60 to 80 days, according to J. C. Duncan, city manager for Griffith Consolidated Theatres. The remodeling, expected to cost $20,000, will provide a new marquee, an upright type sign, new lobby, restrooms, screen, carpeting and refurnishing of the seats.

Duncan said the company hoped to start construction of its Brookside Theatre on Peoria avenue "some time this fall."

Isley Books Monster Act

DALLAS—Appearance of the Frankenstein monster in person at Phil Isley's Crest Theatre was a sensation during a Saturday midnight show with "The Son of Frankenstein" on the screen. He was the same trooper mentioned in BOXOFFICE recently who so frightened the kids in Shipman Bullard's Savage Theatre at Durant that they ran out of the theatre. The actor's name is Art C. Dorner, a Boris Karloff standin. The Isley office was so pleased with this show that they booked Dorner in at the Avenue, Major and Granada for triple stage appearances on Halloween.

Dallas Girl to Hollywood

DALLAS—Virginia Ryan, 9-year-old local girl, was special guest of the Palace Theatre-radio station WRR Kiddy club recently. She has appeared on the kiddy programs here since she was 2 and is leaving for Hollywood for a try at motion pictures. She is the daughter of Mr. and Mrs. George Ryan.

Fort Worth Liberty Bought by L. N. Crim

FORT WORTH—L. N. Crim of Kilgore, owner of the Community Theatres group of houses here, has purchased the Liberty Theatre. The deal had been on the fire several weeks and others were making overtures for the porperty. The house was opened some years ago by the late W. G. Underwood, Dave Bernbaum, the late Aron Kahn and the late Leon Lewis. Of the original owners only Bernbaum survives.

Attorney Mike Rice worked out the deal for the several estates with Crim. The Liberty, under the management of Lewis, was essentially a double bill house and the admission price was kept down.

Crim made his investment in theatres here during the latter part of the war. He owns the Ideal downtown and the Azle, TCU, and Heights in the neighborhoods, the last three being de luxe operations. C. O. Donaldson is general manager of the Crim houses. He owned and operated a theatre in his own right before joining Crim as a house manager and booker.

Purchases Negro Theatre

MARLIN, TEX.—Fred Bielamowriez of Bremond has purchased the Martex Theatre here from Sam Palasota and is now operating the house which was built for Negro patronage. The Bremond exhibitor operated the Texan there for some months until it was destroyed by fire recently. Plans are under way to rebuild that house, it is understood.

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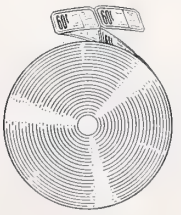


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DALLAS

Mitchell Lewis, operator of five Negro theatres in Houston and the Capitan here, said that the Variety Club of Houston is contemplating a Home show similar to the successful Dallas affair. He is a former chief barker of the Houston club, which recently became a separate organization and is designated as Tent 34 . . . Mrs. A. C. Moore, wife of the owner of the Alamo Theatre at Bartlett, and her daughter, made a special trip here to take in the State Fair. They stopped in at several places along Filmrow to leave orders for the Alamo.

The News at West, Tex., wrote a big piece about a home boy making good in the big city, Forrest Thompson, manager of the Majestic Theatre on Elm street. He figured prominently in the publicity and opening of that newly remodeled house a few nights ago. Thompson attended Baylor university and worked on the West paper before he came to Dallas and took an usher's job in 1935 at the Palace. He went through all the subsequent promotions and became manager of the Melba and Tower theatres. He was on Interstate circuit's big list of armed forces members, serving in France. Back home at the close of hostilities, he was soon promoted to manager of the Majestic.

Dan O. Hulse, service technician at Herber Bros. for a number of years, has added another unselfish duty to his list. He is showing 16mm films to delinquent boys at the county home for juveniles near Hutchins. He



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gets pictures, scenic, ads or educational, from the public library and takes the equipment out in his car and gives the shows at regular intervals. The Variety Club furnished some athletic equipment that is used, but he thinks that films such as the average boy likes, would be more than appreciated. Hulse has had previous experience in boys' work as a Kiwanis club member for several years and he has a boy of his own, Dan Hulse jr., a senior high school student.

Sam Lewis, manager and part owner of the new Ward Theatre at Monahans, was in town for State Fair and to book ahead for the show. He placed several orders for popcorn and said that meant his business was good. Lewis redecorated and remodeled theatres before turning exhibitor in his own right . . . Red River Dave, cowboy singer, has been giving Saturday morning broadcasts from the stage of the Village Theatre during regular kid shows. The program goes out over Texas Quality network. He makes other appearances the same morning in four other Interstate houses where kid matinees are in progress.

Rubin Frels was here from Victoria, with booker Eddie Reyna to do several days market work for his south Texas circuit of a dozen towns. He ordered a year subscription to BOXOFFICE for his son Rubin, a senior at Principia college in Elsah, Ill. The son previously helped operate the theatres and will take over possibly the entire job within the next few years. Daughter Jo Anne is a freshman at Principia. A third child Marjorie Lynn is in high school . . . Charles E. Darden has moved into a Dallas apartment with his family only as a temporary measure since selling his farm home north of Garland. He now is building a new home north of Dallas and hopes to move in by Christmas.

No word has been received as yet at the U-I exchange as to who the new branch manager will be. James A. Prichard resigned a few days ago to go with Monogram. E. S. "Dutch" Olsmith held the job until illness forced him out two years ago. Olsmith has recovered but has soft pedaled his activities during recent months as north Texas salesby game time Saturday to see the Texasman for the company . . . E. P. Herber and his wife drove down to Port Aransas for a week of fishing and planned to be in Austin SMU clash . . . Bob Warner was another Port Aransas fisherman and took Buddy Harris along to help make the catch bigger. Warner became sole owner of the Port Theatre on the island this trip on buying the interest of his partner Forrest Dunlap.

W. W. Spruce, office manager for MGM, who has been in critical condition at Medical Arts hospital following an operation, was reported at mid-week to have made noticeable improvement . . . Remodeling of the Palace Theatre on Elm street was suspended a few days while engineers figured a way to provide an outside entrance to the show's offices on the mezzanine. The job was started immediately by Interstate circuit after the Majestic remodeling was completed.

Negotiations for a new contract are under way for the two film exchange employes unions. LeRoy Whitington, MGM head booker, said the old contract expires November 30 and that he expects a new one with some higher pay to be negotiated before them . . . John Ed Douglas of the Buccaroo Theatre, Breckenridge; C. H. Fox jr. of the Crystal and Strand, Gilmer; A. L. Moore of the Josephine Theatre, San Antonio; Leon D. Glasscock of his circuit in the Alamo City; Capt. Bob Shanks of the Texas at Brady, and Gidney Talley of San Antonio were among the week's visiting exhibitors.

T. E. Kerbow of the Rhome Theatre at Rhome, the Mustank Theatre at Mergagel, and the Boyd at Boyd took advantage of circuit facilities the other day to pull out of an emergency. He had a blow-up at Megargel and borrowed a picture from Boyd to prevent a dark house. On his next trip to Dallas he called at Tower Pictures and paid that office for the extra showing.



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SAN ANTONIO

Jewel Truex, majordomo at Azteca Films here, turned in the low score in the 16-man field of the San Antonio Sweepstakes Golf Ass'n tournament . . . "Ruthless" bowed into the Texas Theatres for a three-day engagement . . . "Caesar and Cleopatra" went into the Josephine for a two-day stand.

Anne Gwynne, San Antonio film star, was seen on the screen of the San Pedro Drive-In for a three-day run of "The Enchanted Valley" . . . Alton Clarence Joseph, Galveston, former local actor and theatrical man, was a recent visitor . . . Since Interstate has closed its warehouse in the basement of the Majestic Theatre Bldg., Jerry O'Donnell, former manager has become a projectionist at several local theatres . . . Ramirio Cortes, booker for Mexican theatre artists, was expected back soon from a sojourn in southern California.

Scenes of the SMU-Rice skirmish were unreeled at the Alamo Drive-In . . . Beulah Greene, Aztec cashier, was rehearsing for the forthcoming Letter Carriers' Minstrel charity show scheduled to go on the boards of the Muny auditorium next month with all proceeds going to aid polio victims and the Community Chest . . . "Captain Boycott" had its first San Antonio showing at the Laurel, Interstate neighborhood house.

Mrs. Pat Floore, Helotes, and Mrs. Cherie Lucchese, this city, returned from a three-day visit in Alexandria, La. . . . Mrs. B. W. Spillman sr., wife of the local theatre architect, was back from a trip to Tyler, Tex., where she visited her son, Lieut. Col. Beverly Spillman . . . Warren J. Fortier, city engineer-surveyor, was in New Orleans to attend the funeral of his aunt.

Edward and Rose Edwards are the parents of a new son, their third. Edwards is Clasa-Mohme chief booker . . . Frank R. Flores, assistant booker at the same exchange, was away on vacation . . . Richard Hill Dunlap and his wife, the former Katherine Campbell Bishop of Berkeley, Calif., after visiting their parents here will depart for Los Angeles to make their permanent home.

Visitors to the Mexican film exchanges included Debbs Reynolds, Interstate booker from Dallas, who was en route to Harlingen to confer with Lew Bray, Interstate valley manager; Benito Silvas, Mexico, Carrizo Springs; Antonio Silvas and his brother Asherton, who just recovered from a recent operation, and Gustavo Lavenant, Haydee, Dilley.

Harry Burke, Interstate auditor, Dallas, was here calling on Interstate theatremen . . . George M. Watson, Interstate city manager, sent in a $25 check to aid the Boy Scout troop at the Protestant Orphan home here . . . The Mission Drive-In had the first local showing of the Texas vs. Rice football game pictures Sunday and Monday . . . "Enchanted Valley" played both the Hi-Ho and Josephine, day and date . . . "Big City" opened at the Texas.

'Julia' Grosses 120 To Lead in Dallas

DALLAS—"Julia Misbehaves" at the Palace chalked up a 120 per cent gross to lead the town's first runs. "Rope" broke even at the Majestic and others ranged from 60 to 90 per cent.

(Average Is 100)

Capitol—**West of Sonora** (Col); **The Cobra Strikes** (EL), split with **Chip of the Flying U** (U-I); **Butch Minds the Baby** (U-I), reissues 75
Majestic—**Rope** (WB) 100
Melba—**The Crusades** (Para), reissue 80
Palace—**Julia Misbehaves** (MGM) 120
Rialto—**The Man They Could Not Hang** (Col); **The Man With Nine Lives** (Col), split with **Frontier Marshal** (20th-Fox); **About Face** (UA), reissues 80
Telenews—**Blood and Sand** (20th-Fox), reissue 90
Tower—**Lulu Belle** (Col) 60

Housewife Wins Prizes

DALLAS—Mrs. Frances W. Cobb, pretty 24-year-old housewife of Pampa, Tex., bought one ticket at the Variety Club Home show at the State Fair of Texas and won the $15,000 prize, including a new house furnished, a new car and $3 500 in cash. Her husband works for the Cities Service Oil Co. in the Panhandle town. Final tabulation of receipts has not been completed by Variety officials who think the amount raised will be slightly lower than last year.

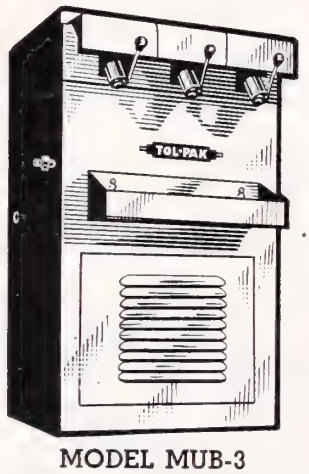
Charter Mono of Texas

DALLAS—A 50-year charter of incorporation has been granted Monogram Pictures Corp. of Texas. Authorized capital stock was listed at $1,000. Incorporators are Raymond Furr, Arthur P. Bagby and R. B. Cousins III.

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North Central Allied Asks Checker License

MINNEAPOLIS—The North Central Allied board of directors has instructed S. D. Kane, executive director, to seek ruling from the state attorney general of Minnesota that individuals must have a private detective license in order to check a theatre.

It was explained that small town independent exhibitors particularly object to having their own fellow citizens employed as checkers. This not only is embarrassing to the exhibitors, but it also helps to make public property of the theatre's intimate operating details with possible adverse repercussions, according to the directors.

"Promiscuous" checking in itself is objectionable to independent exhibitors, the directors made clear. Accordingly, it's felt, as many obstacles as possible should be placed in its path. The directors also condemned a recurring policy on the part of some companies to C.O.D. pictures for charges other than those involved in the cost of the particular film being delivered. The policy resulted in a suit by Frank Woskie, at the time an independent exhibitor here, against Universal.

Directors voted, too, to instruct delegates to the national Allied States convention in New Orleans next month to try to get the body to take some action calculated to bring pressure on MGM to eliminate its present percentage policy. North Central Allied wants the company to continue with its sliding scale and has protested to W. R. Rodgers, sales manager, against the flat 40 per cent now being demanded for some of its releases.

Levy Advises Waiting On Bidding Decree

From New England Edition

HARTFORD—Under the heading of "Buying and Booking Combines," Herman M. Levy, executive secretary of MPTO of Connecticut, in a recent bulletin to members declared:

"After the decision in the New York case of U.S. versus Paramount, when competitive biding was ordered as a complusory method of licensing pictures, there was considerable doubt as to whether buying and booking combines could operate legally because it appeared that they could not, as a practical matter, function without violating several aspects of competitive bidding. This is what the court said in its decision:

"'It should be added that in our opinion there can be no objection to operating, booking, or film buying through agents, provided the agent is not also acting in respect to theatres owned by other exhibitors, independent or affiliated, and provided that in case the agent is buying films for its principal he does this through the bidding system, theatre by theatre.'

"On appeal, of course, the supreme court discarded competitive bidding. Whether or not, in view of this, the lower court would have expressed itself similarly is not known."

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OKLAHOMA CITY

Richard Krueger, formerly of St. Louis but now living here and studying voice under Minnaletha White, was the star of the Junior league production, "Fabulous Follies of '48," October 28, 29 at the Warner Theatre . . . Variety Tent 22 will meet Monday night, December 6, for its annual election of officers, following a buffet supper in its clubrooms atop the Black hotel.

Henry S. Griffing, executive vice-president of Griffith Theatres, has been appointed to the TOA legal advisory council . . . Morris Loewenstein, TOA secretary and TOO president, said that Oklahoma ranked first in attendance at the TOA meeting in Chicago recently. Sixteen from the state attended the gathering.

Van Johnson, film star, was to visit the Will Rogers Veterans Administration hospital near here last Wednesday (27) . . . Ridge Bond, former McAlester boy who has been featured in "Oklahoma!" in the role of "Curley," returned to Broadway . . . Lucy Monroe, radio star, will entertain patients at the Will Rogers hospital here November 24.

On the final night of its engagement here, the Lionel Hampton orchestra played a program which was broadcast over the Mutual network . . . Conley Graves, 29, WKY staff pianist, was chosen as a "Star of Tomorrow" during a program by Horace Heidt and his orchestra at the municipal auditorium . . . The Bee Gee Theatre at Midwest City was burglarized one night recently.

Approximately 2,000 girls and boys attended special ceremonies conducted by Police Chief L. J. Hilbert, who deputized them to help in curbing Halloween vandalism . . . Vacationists here included Erline Nahrgang, Griffith home office secretary, and Doris Asher, of the Griffith accounting department.

Audrey Blevins, EL cashier, and Vernon Kelly, a bank teller, were married recently . . . Jewel Blackwell, Columbia, and E. B. Grieshaber, International Harvester Co., were married October 23 . . . A pre-nuptial shower was given last Monday night (25) for Nell O'Hara, Griffith concession department, bride-elect of Al Willibrand, Wichita Falls, Tex. The event was at the home of Wee Gee Thedford. The wedding will be November 6.

Filmrow visitors included Mrs. Laura Stewart, Rush Springs; Mrs. L. H. Goerke, Canton; Mr. and Mrs. W. T. Henderson, Medford; A. J. Sigmund, Lexington; E. V. Weaver, Shidler; Homer Jones, Alva; Mr. and Mrs. Sam Ridgeway, Maysville; Miss Blanche Gibson, El Reno, and Mr. and Mrs. Ducley Tucker, who operate theatres in Guthrie, Wynnewood and Pauls Valley.

Corpus Christi Okays Ozoner

CORPUS CHRISTI, TEX.—The city council has amended the zoning ordinance in order that permits for construction of drive-in theatres may be issued. In this connection, the council has referred two applications for special permits to erect drive-ins within the city limits to the Zoning and Planning commission. The applications were from Louis Santikos and James Santikos, for the construction of a drive-in at Alameda and Everhart roads, and from Arnulfo Gonzalez for the construction of a drive-in at Port and Campana streets.

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From the BOXOFFICE *Files*

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(Twenty Years Ago)

A COMBINATION office in the heart of old Filmrow in Oklahoma City will be opened soon by MPTO of Oklahoma, National Screen Service and United Ad Service. In charge will be W. Z. Spearman, Wallace Walthall and H. F. Ellington, respectively, of those organizations.

* * *

G. A. Peterson opened the La Vista at Hollis, Okla., recently. The theatre is owned by J. H. Coley, Watt Long and Dr. H. C. Husband, all of Hollis . . . The Griffith Amusement Co. of Oklahoma City has acquired the Hamly at Pauls Valley, according to E. L. Brewer, manager . . . E. E. Middleton of Oklahoma City has leased the Liberty of Marietta from Mrs. F. L. King and Blanche Wallace.

* * *

The new Ritz at Muskogee has opened with Vitaphone programs . . . Theodore Scrivner will open a new theatre soon at Pauls Valley . . . J. H. "Speedy" Moulder reported that a booth fire closed the Empress at Sapulpa for a few days . . . A. W. Davidson has sold his Raynora at Binger to P. W. Kuhn, who formerly operated the Palace at Eakley and the Colony at Colony.

* * *

Visitors along Oklahoma City's Filmrow: H. A. Gilliland, Crescent, Pampa; Mr. and Mrs. Jack Johnson, Mecca, Enid; Mr. and Mrs. Earle Harkins, Art, Cordell; Mr. and Mrs. Fred B. Pickrell, Ponca City, and J. C. Hines of the Orpheum at Haskell.

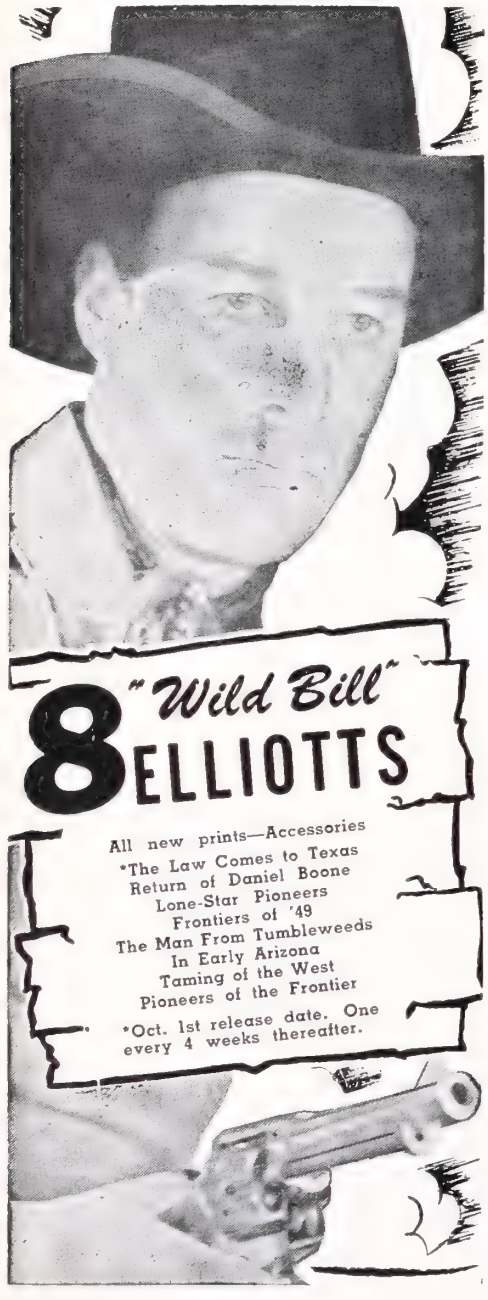
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James O. Cherry, manager of the Palace, Dallas, ran a special midnight performance preceding a regular run of D. W. Griffith's "Battle of the Sexes," in celebration of Griffith's 20th anniversary in pictures . . . Ray J. Stinnett, manager, announced that sound equipment will soon be installed in the Old Mill and Capitol theatres, Dallas.

The Dixie at Kilgore, Tex., has opened . . . Floyd Parker has opened his new Crystal Theatre at Ralls . . . S. B. Brock has started work on a new theatre in Happy, Tex. . . . A new theatre for Taft, Tex., is to be constructed soon by Hall Brothers . . . Charles Vest, formerly of Nixon, has opened his new theatre at Bishop, Tex.

Lynton W. Burke Dies

FORT WORTH, TEX.—Lynton W. Burke, 66-year-old showman and stage manager for the Fort Worth Theatre died at a local hospital. He had been stage manager for the Fort Worth theatre since its opening in 1927.



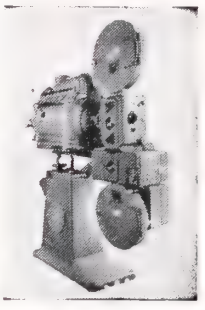
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Boys Ranch Depicted In New Variety Film

DALLAS—Reports from Hollywood reveal that Paul Short has reproduced Boys Ranch at Copperas Cove for the picture, "Bad Boy," which he is making for Variety International and Allied Artists. The ranch barracks and recreation halls were copied in detail. Lloyd Nolan, Jane Wyatt, James Gleason and Audy Murphy have principal roles.

Short was manager of the Majestic here for several years and then became district manager for National Screen Service. During the war he was coordinator in Washington for the motion picture industry equipment division. He later moved to Hollywood and became co-producer of "Variety Girl." Short was the second chief barker of the Variety Club of Texas, holding that office two years.

Drive-In Ass'n Will Help In Nuisance Lawsuit

From Southeast Edition

CHARLOTTE—The board of directors of the Drive-In Theatre Owners Ass'n, Inc., voted to aid the Sky-View Theatre in Winston-Salem, N. C., in its defense in suits filed against it by property owners. The directors said they felt aid should be given the North Carolina ozoner inasmuch as the suit might directly affect all drive-ins by setting a precedent.

The suits filed against the Sky-View claim the airer is a public nuisance and the plaintiffs are seeking $50,000 and dismantlement of the theatre. R. O. Jeffress, president of the drive-in association, presided at the meeting of the board of directors.

Stage Actress to Role

Mary Bradley, stage and screen actress, will take an important role in the Warner picture, "The Flamingo Road."

DaWo Co. Is Introducing New Speaker Post Cap

From Mideast Edition

TOLEDO—The DaWo Co., 145 North Erie St., maker of drive-in theatre equipment, is introducing a new product, a post cap to place on posts when removing speakers for winter storage. The product is inexpensive, lock-type of cast aluminum, and is designed to keep the insides of posts dry and protect the wires against winter weather.

David Wolf, owner of the firm, is making a survey of drive-in theatres from St. Louis to the Gulf and east to the coast, in preparation for writing a book on the improved methods of construction and operation of outdoor auto theatres. He recently returned from a similar visit to the southeast area, covering North Carolina, South Carolina, Florida, Georgia, Alabama, Kentucky and Tennessee.

Two Hubbard Theatres Are Sold to J. A. Guest

HUBBARD, TEX.—J. A. Guest, owner of the Texas here, has purchased the Crystal and Uptown theatres from Johnny Fadal, closing a tight competitive situation where three houses had been batting away in this town of not more than 2,000 persons. Fadal bought the Crystal two years ago from Chester Niece. Soon afterward Guest came in to build the Texas. Fadal opened the Uptown and for more than a year the fight for business was on.

$2,000,000 Odeon Opens

From Canadian Edition

TORONTO—The magnificent new $2,000,000 Odeon Toronto Theatre, construction of which was started more than two years ago, was opened recently. A capacity crowd, present by invitation at the unveiling of the ace unit of the Odeon circuit, saw "Oliver Twist."

UNITED THEATRES SERVICE CORPORATION

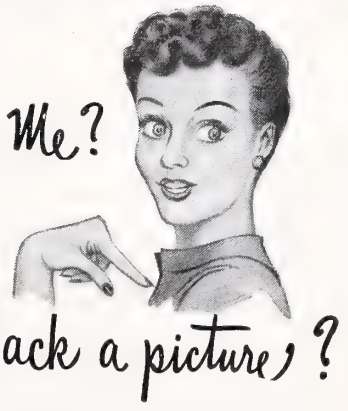
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SACKS:
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SPECIAL on Popcorn BOXES

2 Ounce Size. Regular 10c Seller. Per thousand..... $7.15
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Gentlemen:

I have been using another trade magazine for a number of years. Lately my curiosity got the best of me and I asked one of the salesmen, who happened to be selling me some new pictures, for his copy of BOXOFFICE.

Well, that cinched it for me. My present subscription to this other magazine is about run out, so will you please start my subscription to your BOXOFFICE for three years immediately.

Very truly yours,

C. L. Freeman

IT SELLS ITSELF!

Our subscription manager was recently asked: "Who sells all those new subscriptions you keep adding every year? You seem to have so very little in the way of a subscription sales force!"

The answer didn't require a word to be spoken. The inquirer was a home office film executive who happened to be visiting at our Kansas City headquarters. He was simply handed mail that came in with subscriptions that same day. For example, the letter above from an exhibitor, which accompanied a three-year new subscription order.

To put it succinctly (and our couple of subscription salesmen won't mind this statement of truth), most of the subscription-selling for BOXOFFICE has been (and still is being) done by the book itself. It has mostly been a case of one exhibitor telling another, and that has been going on continuously from coast to coast — until there now are very few exhibitors, large or small, who are not subscribers to the industry's top trade paper.

No other film trade paper has EVER had anything like the paid readership enjoyed by BOXOFFICE today. *Net paid circulation now 23,556.*

BOXOFFICE

The NATIONAL Film Weekly with All of Your LOCAL News

Slow Atlanta Week, Top Gross Is 99

ATLANTA—Fair and cool weather failed to bring local first run business up to par here although two films, "The Saxon Charm" and "The Luck of the Irish," lacked only 1 per cent of making the grade. Others also stayed in the 90 per cent range.

(Average Is 100)

Fox—**The Luck of the Irish** (20th-Fox) 99
Loew's Grand—**The Saxon Charm** (U-I) 99
Paramount—**One Touch of Venus** (U-I) 96
Roxy—**Rachel and the Stranger** (RKO), 2nd d. t. wk. 93

Consider Women to Help In Film Censoring Job

BIRMINGHAM—A proposal that women assist in motion picture censorship is under consideration here by Police Commissioner Eugene Connor. He agreed tentatively to name representatives of five separate women's organizations to serve with Police Chief Floyd Eddins on an advisory committee.

Represented would be the Federation of Women's Clubs, the Catholic Deanery, American Ass'n of University Women, Parent-Teacher Ass'n and Council of Church Women. Commissioner Connor told a women's committee that Chief Eddins should not have sole censorship authority. It developed during the discussion that Chief Eddins has been obtaining advice from various women regarding what type of pictures should be shown here.

Eddins said he would be glad to "get the censor job off my hands." Pictures out of Hollywood, the chief said, generally are all right, but "once in awhile we get a rotten one like 'The Outlaw.'" The women who called on Connor said that drinking scenes are too prevalent in pictures today and believed that the committee might do much to eliminate such scenes.

Beach Theatres to Build Jacksonville Surf

JACKSONVILLE—A permit has been issued to the Beach Theatre, Inc., for a $100,000 theatre to be known as the Surf. Perry Construction Co. of Jacksonville has been awarded contract for the building. Kemp, Bunch & Jackson, Jacksonville architects, designed the building. Seating capacity will be 991. Work is scheduled to start soon.

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LOUISIANA HUNTERS—Exhibitors from the Louisiana territory stop at the Alexander Film Co., Colorado Springs, on their way to the high country where they hunted deer, elk and bear. Left to right: Mr. and Mrs. Brashear, American Desk Mfg. Co., Temple, Tex.; A. J. Broussard, Bruce Theatre, Cowley, La.; W. A. Prewitt jr., Associated Theatres, New Orleans, and Roy King, Alexander Film Co.

New Screen at La Plaza

ST. PETERSBURG—The largest screen in St. Petersburg has been installed in the La Plaza Theatre, a unit of Florida State Theatres, Inc. The white perforated curtain is 21 feet, two inches by 15 feet, four inches. Changes in the stage made it possible to bring the screen ten feet closer to the audience than the old one.

Jackson Majestic Robbed

JACKSON, MISS.—The Majestic Theatre was broken into recently and about $100 was taken.

Femme Lead in 'Bill Doolin'

Virginia Huston has been set for the femme lead opposite Randolph Scott in "Wild Bill Doolin," a Columbia picture.

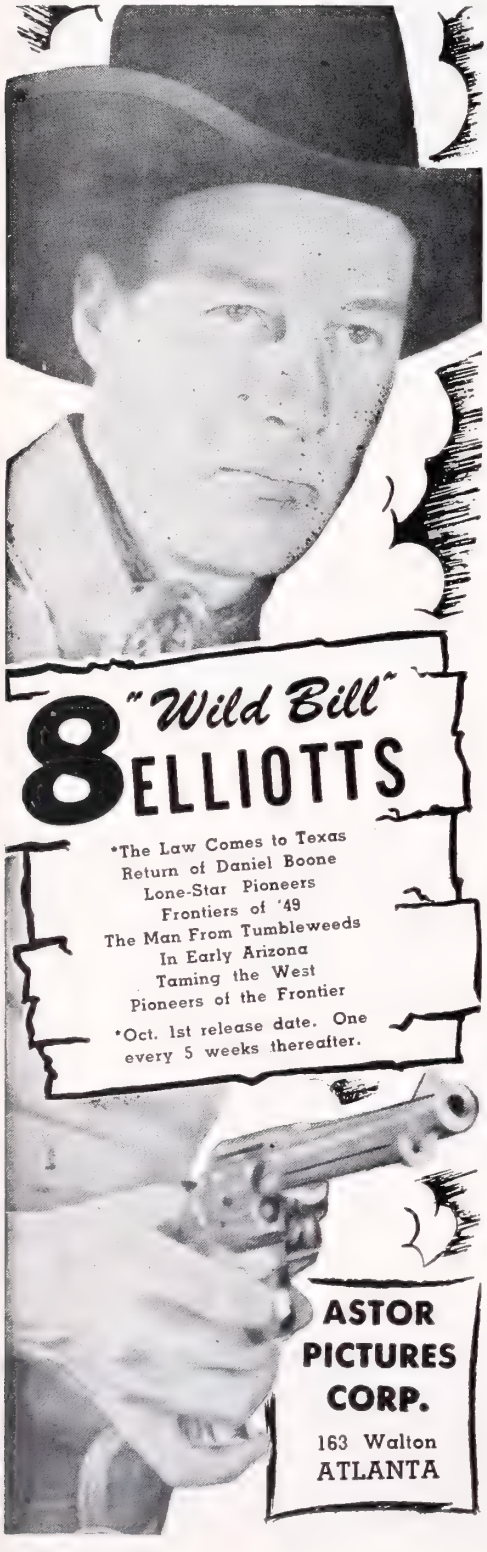
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A Variety of Sizes

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CHARLOTTE, N. C.
"Everything for the theatre except film"

MIAMI

The more important events of the national American Legion convention here were televised by means of films which were rushed by air to the nearest coaxial cable connections with New York and Chicago . . . Herb Elisburg, director of the Carl Fisher legitimate theatre here, was in Michigan.

Claughton's Trail Theatre stated in its newspaper advertising: "Due to the print we have being in very bad condition, we have had to cancel the program planned. Please telephone 48-0592 to learn what we are playing. At this time we do not know ourselves. (Signed) The Management."



Gloria Howard, 20-year-old Detroit starlet, now halfway through a year's contract with a major Hollywood studio, is using Miami Beach as a finishing school for her training as a film actress. She is slated to put the finishing touches on her interpretive dancing, one of her most polished talents.

Wometco's State and Parkway were star confection units during the last month. Both units broke sales average records. Dixie Mathers, Nancy Valentine, Maurice Ballue and Dorothy Tierney were largely responsible.

The Plaza and Biltmore theatres have new popcorn machines . . . The Rosetta has added a new formica drink bar . . . Ice cream sales have been increasing at the Ace . . . Hedwig Schweitzer is the new confection girl at the Surf . . . Scheduled for completion November 1, Wometco's new Boulevard Drive-In will be one of the largest in the state.

In urging that theatre patrons make a practice of consulting timetables so they can view a picture from its beginning, George Bourke remarks in the Herald: "We wonder if there would be slightly less criticism of the motion picture art if patrons insured a fuller and more satisfying return on their ticket money by following this procedure on all pictures. Only a booklover with marbles in his head would think of putting up cash for a novel and then deliberately turning to a middle-of-the-book page to begin his reading . . . Next time you feel impelled to rap a film, friend, stop and consider whether it might not have hit you a mite better if you had scheduled your arrival so you might see the feature top-to-bottom."

Departing from its usual policy, Wometco's Plaza on Miami Beach presented a double, instead of single, feature recently. "Sundown" and "Slightly Honorable" were teamed . . . Local Townsend club members attended the Capitol Theatre in a group to view the March of Time's documentary, "Life With Grandpa."

The Gables Theatre presented its final quiz show, a stage broadcast, over a local station . . . Sidney Meyer of Wometco has secured Allied Artists' "The Babe Ruth Story" for a Miami-Lincoln Theatre showing about November 10 . . . On the strength of the film "Four Faces West" being chosen as the "Movie Best Bet" by Dick Lowe of the Daily News, Claughton brought the picture back to town for a showing at the Embassy.

Claughton's new Trail publicized a recent Saturday morning show, "The Fable Finishes." Heralded as a "popular children's radio show," it was broadcast direct from the stage over a local station. A full length western, color cartoon and free candy completed the juvenile entertainment . . . The Miami advertised another Hollywood sneak preview of a brand new, unreleased, U-I picture. Patrons were invited to attend the late show of "Pitfall," after which they might stay on to see the surprise feature at no extra charge.

Claughton's Embassy, where "The Secret Land" has just opened, has as a lobby display a cutaway model of the jet engine used in the Ryan Fireball, first navy jet-propelled fighter plane. A naval officer is stationed with the engine from noon until 9 p. m. to explain the operating principles of the jet engine to patrons . . . Following the showing, the Embassy and Variety will premiere in Greater Miami "A Southern Yankee."

Paramount Enterprises headed its Sunday advertising with the announcement that "There's Another Great, New Theatre in the Family—The Paramount, Palm Beach!" . . . Dick Lowe reports in the Daily News that Captain Howard Orville of the navy has a tough job on his hands. He's technical advisor for a new 20th-Fox film, "Slattery's Hurricane." Background scenes will be made somewhere in this area. Captain Orville is staying at a Miami Beach hotel, along with Al Hogsett, Andre de Toth, the film's director; Pat O'Hara, location manager, and Charles Clark, chief cameraman. They are seeking a suitable site for the shooting. Lowe advises them to take a tip from "Key Largo" and make the hurricane realistic but don't overdo it. The cast lined up for the film includes Ida Lupino, Linda Darnell and Richard Widmark, and de Toth says camera work will begin here around November 3.

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M. B. Argo Named Manager At Green Cove Springs

GREEN COVE SPRINGS, FLA.—M. B. Argo has assumed permanent management of the Clay Theatre, replacing J. M. Strickland of Dalton, Ga., who has been serving as temporary manager for the last few months. Argo comes to Green Cove Springs from Americus, Ga., where he has been serving the Martin Theatres for some years. Strickland is also an old employe of the Martin chain and will resume work in the Georgia branch of the company.

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KAY FILM EXCHANGES
300 W. Third St. CHARLOTTE, N. C.
410 So. Second St. MEMPHIS, TENN.
163 Walton Street, N. W. ATLANTA, GA.

MEMPHIS

Dr. **H. G. Alvarez,** Greenwood, Ark., owner, has opened his New Theatre at Greenwood. William VanSandt is manager . . . Billy L. Rivers, Cleveland, Miss., bought out his partners in the Booker T. Theatre at Cleveland and is now sole owner . . . The drive-in at Pine Bluff, Ark., has closed until spring, said C. F. Bonner, owner.

Howard Langford, Lambert, Miss., was here with the news that his 274-seat theatre, the Lam, has been opened at Lambert . . . Jerry Jernigan, Screen Guild manager here, was recovering at St. Joseph's hospital from a severe case of virus pneumonia . . . E. T. Gomersall, assistant general sales manager, New York, and J. E. Garrison, district manager, St. Louis, conducted a Memphis sales meeting for three days at Universal . . . Pete Dawson, U-I manager, had a birthday.

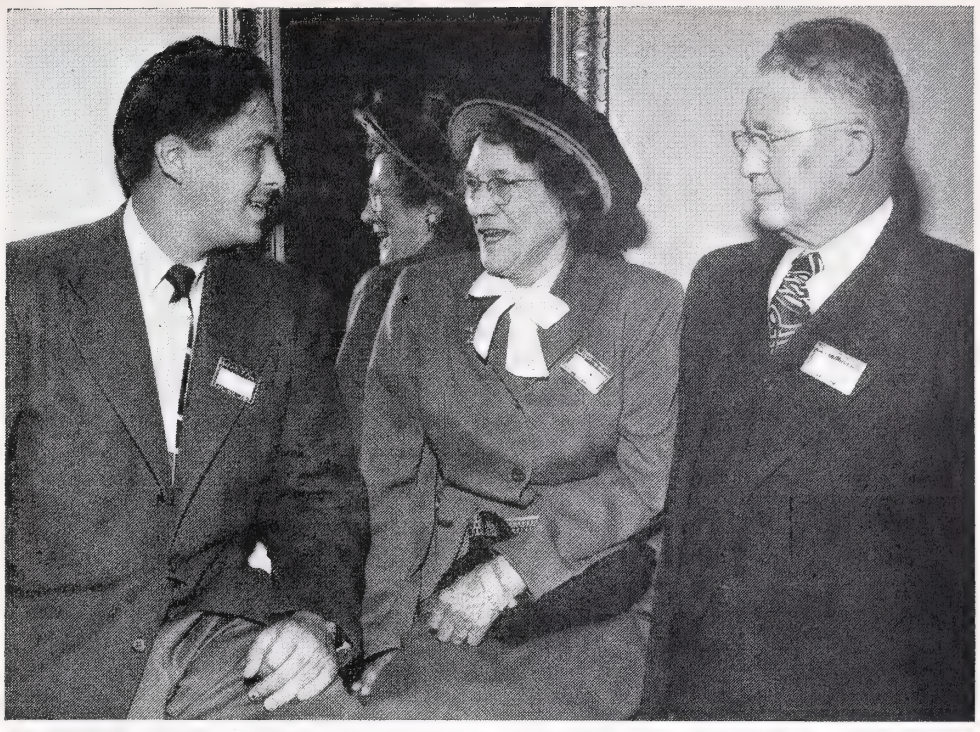
Mr. and Mrs. R. P. Beith, Ferguson, Ark., have opened their new theatre, the Ferguson. They were Filmrow visitors . . . Norman Ayres, New York, regional sales manager, was a visitor at the Warner exchange . . . N. B. Blount, manager for Monarch Theatre Supply Co., made a business trip to Wilson, Ark. . . . W. C. Stahl, Theatre Specialty, Inc., Los Angeles, was at National Theatre Supply Co., for a few days . . . Guy Amis, Princess, Lexington; G. L. Helms, Hill, Scott's Hill; W. H. Gray, Rutherford at Rutherford and Ken at Kenton, and Louise Mask, Luez, Bolivar, were Filmrow visitors from Tennessee.

From Arkansas came W. L. Moxley, Mox, Blytheville; Orris Collins, Capitol and Majestic, Paragould; Moses Sliman, Lux, Luxora; Clint Dunn, Clint at Alma and Mulberry; H. W. Pickens, Lyle at Carlisle and Rex at DuValls Bluff; Charles Nelson, Palace, Greenwood, and Mrs. Jesse Howe, Strand, Hot Springs . . . Warner Theatre in Memphis had such a good week with "Johnny Belinda" that it was held over for a second week.

Missouri exhibitors on the Row included W. C. Kroeger, Shannon and Maxon, Portageville; W. B. McFarland, Missouri, Hornersville, and J. C. Mohrstadt, Missouri, Hayti . . . Ned Green, Legion and Princess, Mayfield, Ky., was in town . . . Mrs. G. L. Burdette, Rose, Kosciusko; Mr. and Mrs. N. E. McQuiston, Princess, Booneville; Jack Watson, Palace, Tunica, and Mart Mounger, Mart, Calhoun City, were here from Mississippi.

Dana Andrews, film star, called Edwin Howard, amusements editor of the Press-Scimitar, from London, England, the day "No Minor Vices" opened at Loew's Palace, and urged Howard to see the picture. He did and liked it and the stunt caused a good news story in Memphis afternoon newspaper.

Jim Cleary, employe at Julius Lewis Clothier, Memphis, has crashed the films. He is the bartender in his first picture, "Red River," now showing at Loew's State in Memphis, and his friends here thought he did a good job with the role . . . Variety Club, with its year-around charity, the Mothers Milk bank, was cited by the Memphis Community Chest in its publicity this year as doing a grand job with its entertainment for orphans and shutins who are given a regular program of motion pictures by the Memphis tent.





TRISTATES CONVENTIONERS RELAX—Pictured above are film and theatre executives attending the Tristates Theatre Owners convention in Memphis last week. Top: Emma Cox, operator of the Gem and Joy theatres at Osceola, Ark., chats with M. A. Lightman jr., left, of Malco Theatres and W. Sank Taylor, right, operator of the Arabian, Strand and Jean theatres at Laurel, Miss. Bottom: Orris Collins, Capitol and Majestic theatres, Paragould, Ark., and president of the Tristates Theatre Owners, left, is shown talking with his wife and Max Youngstein, vice-president of Eagle Lion.

To Rebuild at Winona

WINONA, MISS.—It was revealed recently that rebuilding of the Royal Theatre, which was gutted by fire on October 14, will begin immediately.

K. M. Fether Buys Theatre

EVERGLADES—The Kent Theatre has been opened at Immokalee by Mr. and Mrs. K. M. Fether of Miami. The Fethers recently purchased the theatre and plan to operate it on a six-day-a-week schedule, showing films every night except Thursday. There will be three program changes each week.

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NEW ORLEANS

Mrs. Rita Acree has been employed by Joy Theatres as secretary to Alvin Hodges . . . Bill Prewitt of Associated Theatres returned from Colorado where he spent ten days hunting deer and elk. He reported that his party bagged the limit . . . Frank Jones, Strand Theatre manager, will transfer to the local Palace, Bijou's colored house, where he will assist City Manager Harry Moser in its operation. Bijou's new house, the Gem, will open around November 15 at Thalia and Broad streets. Erected at a cost of approximately $150,000, the new house will have 850 seats and will be air conditioned.

Bob Kelly, Dixie Films manager, traveled to Mobile on business . . . Harry Brown is new manager at the Century Theatre, Mobile, Ala., succeeding F. E. Mayhall who has taken over the projection booth at Saenger's Crown in Mobile . . . Visiting Filmrow were C. M. Butterfield, Tech Theatre, Ruston, La.; A. L. Royal, Ritz, Meridian, Miss.; Ira Phillips, Joy Theatres, Bordelonville and Moreauville, La.; Vic Maurin, Fox, Houma, La.; Pic Moseley, Dixie, Picayune, Miss.; J. H. Naquin, Cecelia, Cecelia, La., and Milton Guidry, Bijou, Erath, La.

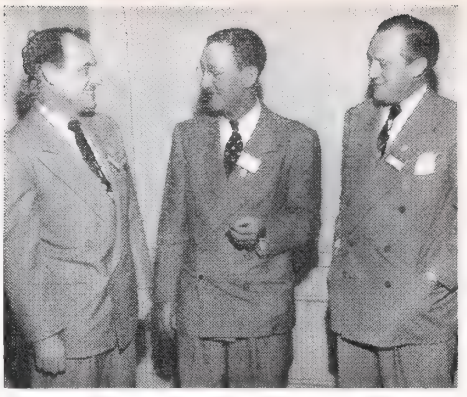
E. L. Padgett of Pensacola, Fla., will assume operation of the Gulf Theatre there November 1. The Gulf is being operated by Neal Robinson of Robinson & Barrow Theatres . . . Fred Goodrow, Novelty Films, and his wife have been entertaining Mr. and Mrs. H. Willette of Minneapolis, Minn., the in-laws of the Goodrow's son Bill . . . The Booker-T, Cleveland, Miss., has been purchased by William Rivers.

J. Arthur Rank's "Brief Encounter" headed the list of 18 films to be presented by the Tulane Cinema Guild during the 1948-49 season. The series began at Dixon Hall, Newcomb campus . . . The Louisiana Ornithological society and Standard Fruit and Steamship Co. are sponsoring a series of screen tours, free to the public, which will begin with the picture "Saguaroland." The series will be given in the Eleanor McMain high school auditorium.

John Ezell jr., son of John Ezell of Atlanta and Birmingham, was a visitor to the Row. Young Ezell photographed the Tulane-Auburn football game for the latter school . . . Only one holdover was recorded when "Race Street" moved from the Orpheum to the Liberty for a second week's run. The Saenger presented "Apartment for Peggy." Loew's State was showing "A Southern Yankee." "Rope" was at the Orpheum. The Joy brought back "San Francisco" and reported good business. "Smuggler's Cove" was at the Center. "This Wine of Love" was presented at two performances daily by the Poche. "Blood on the Sun" and "Billy the Kid" were the Strand's two pictures, and the Rio double billed "I Cover the Big Town" and "Susie Steps Out." "Rose of Washington Square" was at the Tudor and the Globe featured "Romance on the High Seas."

Mrs. Jack Auslet, office manager for Inspection Service Corp., visited the Charlotte, N. C., office. She reports having an excellent trip. She expects to go to Kansas City soon . . . Dan Brendon, manager of Transway and also head of Inspection Service Corp., returned to New Orleans from a business trip which took him to Philadelphia, Washington and Charlotte, N. C., in the interest of his organization. Brendon reports that they soon will install all new electric equipment for the inspection of films in the branches.

Jack Auslet, formerly with the Dixie Film Co., spent the week with friends and relatives in Thibodaux, La., and reports he had an excellent time shaking hands with some of the oldtimers.



THREE 'MAYORS' GET TOGETHER— At the Tristates Theatre Owners convention in Memphis, Max A. Connett, right, mayor and owner of the Roxy Theatre at Newton, Miss., and president of Mississippi Theatre Owners, chats with J. V. Blevins, left, "Mayor of Popcorn Village" near Nashville, Tenn., and W. E. Malin, owner of the Lura Theatre at Augusta, Ark., for 32 years. Malin recently went out of office after six years as mayor of Augusta, and is now fire chief. Blevins is head of Blevins Popcorn Co.

ATLANTA

George Bell, Monogram branch manager, was confined to his home by illness . . . Gauld Brown, manager of the Hollywood, Madisonville, was a visitor . . . William Richardson, president of Astor Pictures, and Jimmy Bello, sales manager, returned from a selling trip . . . Harvey Smith, co-owner of the Tower, was back from New Orleans.

Nina Foch and Gloria Harvey, film starlets, visited the local Veterans Administartion facility . . . Charles Moore of M-W Enterprises, returned from Florida . . . Ansley B. Padgett is the new MGM branch manager here . . . Tom Jones and Tom Lucy observed the second anniversary of their Exhibitors Service . . . H. B. Scott resigned as manager of the Swanee Union at Swanee, Tenn.

Filmrow visitors included Mr. and Mrs. Wallace Smith, Gem, Barnesville; Mr. and Mrs. John Carter, Brookhaven, Brookhaven; W. W. Mobray, Royal, Blue Ridge; R. H. Dunn, Camilla, Camilla; R. H. Brannon, Holly, Dahonega, Ga., and Jay Solomon, Chattanooga, Tenn.

Signed as Techinal Adviser

Dr. Frederick William Loomis, author of the original on which "Bitter Victory" is based, has been signed as technical adviser on the film for Paramount.

CHARLOTTE

The Charlotte Variety Club will elect officers for the coming year at a meeting in the clubrooms in the Hotel Charlotte November 1. The meeting will begin at 8 p. m. The membership will elect a board of directors who will meet within a few days to name a chief barker, first and second assistant chief barker, property master and dough guy from their ranks. The officers will take office at the annual dinner November 16. Roy L. Smart is now chief barker of the club.

Consolidated Theatres, Inc., which will operate theatres owned by T. A. Little, Frank H. Beddingfield and J. Francis White jr. will move into new offices on the second floor of the building at 120 South Poplar St. White at present has offices at 300 West Third St. and Little and Beddingfield have a suite at the Builders building. Eighteen separate offices have been built in the 7,500 feet of floor space. Two large air conditioning units have been installed. Consolidated will operate 25 theatres in Georgia, Virginia and the Carolinas, including the Plaza, Visulite, Manor and Charlotte theatres here.

Ed J. Haley of Haley Theatres, Raleigh, N. C., is taking a much needed rest at Sarasota, Fla. His wife and daughter are with him . . . J. H. Elwell, Dixie Drive-Ins, Atlanta, Ga., was here conferring with L. L. Theimer, manager of the Charlotte Drive-In . . . P. J. Henn, Henn Theatre, Murphy, N. C., and Mrs. E. L. Derrick, Chadbourn, Chadbourn, N. C., were visitors on the Row.

Charlotte members of the Colosseum of Motion Picture Salesmen have learned that at the convention in Chicago agreement with the distributors was ratified. Each salesman of the Colosseum is to receive $10 per week increase provided he has been employed by his company for one year or more, with a minimum of $70. Mileage will be 7½ cents and hotel and meals $8 to $9 a day. Also two weeks vacation with pay.

The Charlotte Variety Club will sponsor the second annual football game December 5, between the Charlotte Clippers (professionals) and a team composed of college all-stars. Cy Dillon is chairman for the event . . . Keith Bain, who handles exploitation campaigns for RKO pictures in the Charlotte territory, flew up from Atlanta to set up campaigns in a number of important situations on "A Song Is Born."

Seline Martin of the RKO booking department was in Knoxville visiting her son who is attending the University of Tennessee . . . Booker Earle Frady has resigned and has been replaced by Robert Little, who was promoted from the shipping department . . . Branch Manager Rovy Branon returned from trips to Asheville and Charleston . . . Salesman Roger Mitchell made a swing through the southwestern section of his territory making a special trip to Aiken to call on Bert Ram.

On RKO's sick list were Clay Jessup, office manager, and stenographer Mary Lou Gregory . . . Ruby Poovey of the RKO accounting department spent the weekend in Granite Falls and stenographer Ruby Brown visited her family in York county.

MONTREAL

George Ganetakos, president of United Amusement Corp.; William Lester, managing director of that company, and John Ganetakos, managing director of Confederation Amusements, Ltd. attended the annual convention of Famous Players Canadian Corp. at Niagara Falls, Ont. . . . William Deveault, assistant secretary-treasurer of United Amusement, returned from an extended trip in the States . . . Wilma Pope, former secretary to Mel Johnston, director of advertising for United Amusement Corp. and now biller at Paramount, left that organization to be married November 6. She was succeeded by Eileen Lahue.

Canadian Picture Pioneers club will hold its first annual meeting soon to arrange collections for the care of disabled persons in the industry . . . Irving Sourkes of Confidential Reports toured the province, "checking on the checkers." Bill Trow, who entertained members of his staff at Notre Dame du Laus, where he has a summer home, included a fishing party in the entertainment . . . Simone Moreau, cashier; Marcelle Renaud, bookkeeper, and Felicia Jansen, booker's secretary at 20th-Fox spent the week-end at Mont Rolland in the Laurentians.

"Monsieur Vincent," described as "the biggest French picture ever made," which recounts the life of St. Vincent de Paul, opened at the Champlain October 23, when Georges Maurer, director-general of the film, was present. Maurer paid a visit to Bob Johnson, supervisor for Eagle Lion in Montreal. The film won the Prix du Cinema Francais and the Grand prix de l'Interpretation a la Biennale de Venise.

Filmrow salesmen are on their toes now that the holidays are over. Owen Lightstone, manager for Empire-Universal in Montreal, went on a selling trip to Rimouski, Mont Joli and Quebec; Guy Cadieux, manager for IT&T Corp., returned from a business trip to Toronto; Leo Devaney, Canadian district manager for RKO in Toronto, spent three days in Montreal where he visited his son Murray, manager of the Montreal office of RKO; Donald McHugh Toronto, auditor for RKO, was at the Montreal office and will visit other branches; Archie Cohen, salesman for Warner Bros., was on a selling trip to the eastern township; Edgar Hamel, manager, returned from Shawinigan Falls, where he opened a Foto-Nite in Georges Champagnes Theatre, the Roxy, Auditorium and Cartier; Eloi Cormier, salesman for Peerless Films. was on a selling trip to La Tuque and Shawinigan Falls.

Exhibitors on the Row included Georges Champagne of the Auditorium, Roxy and Cartier, Shawinigan Falls; Carl Brock of the Princess, Cowansville; Gonzague Tremblay of the Capitol, Chicoutimi; Donat Paquin, owner of the Laurier, Hull, and other theatres, and Paul Lafontaine, his manager; Adrien Lapierre of the Capitol, Beauharnois, and the Passe-Temps, Joliette; Jacques Venne of the Luxe, St. Donat, and the National, Marieville, and Donat St. Jacques of the Capitol, Thurso.

"Mr. Blandings Builds His Dream House" will open at the Palace. A tieup was arranged with a Montreal department store which constructed, furnished and opened a "Dream House" in the town of Mount Royal, a Montreal suburb . . . Madame Lys Gauty, famous Parisian singer, has been engaged by France Film Co. and will make a personal appearance at the St. Denis Theatre.

The Avenue, recently opened theatre in suburban Westmount pleased its patrons by placing a sign over its hat and coat checkroom counter, reading, "Positively No Tipping." Customers who seek to evade the restriction are firmly but courteously discouraged. Vincent Curry, manager, says it is the policy of the theatre that once a person has paid his money he is entitled not only to see the picture, but to every courtesy the management can give. He has overheard many expressions of satisfaction and gratification from patrons. The Avenue gave three weeks run to the British film, "Quiet Weekend."

Gain in Vancouver First Run Grosses

VANCOUVER — Pleasant weather and strong product combined to bolster grosses at the first runs. "Sorry, Wrong Number" opened big at the Orpheum following a ten-day run of "Key Largo." "Hamlet" at the Park and "Oliver Twist" at the Vogue still were strong in third rounds. "Apartment for Peggy" at the Strand continued to draw heavily in a second week. "Easter Parade" still was pulling nicely in a second stanza at the Capitol.

Capitol—**Easter Parade** (MGM), 2nd wk.....Good
Cinema—**Street With No Name** (20th-Fox).....Average
Orpheum—**Key Largo** (WB), 4 days, 2nd wk.....Fair
Park—**Hamlet** (JARO), 3rd wk.....Excellent
Plaza—**Olympic Games** (JARO).....Fair
Paradise—**Texas, Brooklyn and Heaven** (UA).....Average
Strand—**Apartment for Peggy** (20th-Fox), 2nd wk.....Good
Vogue—**Oliver Twist** (JARO), 3rd wk.....Very good

'Carmen' Leads First Run Attractions in Toronto

TORONTO—Grosses at the first run houses in general were off slightly. "The Loves of Carmen" at Shea's was the leader, "Sorry, Wrong Number" rated a third week at the Imperial, and "The Paradine Case" was held for a second round at Loew's. "The Best Years of Our Lives" had its first regular-price showing at the Odeon-Toronto.

(Average Is 100)

Biltmore—**Raw Deal** (EL), 2nd wk.....85
Danforth and Fairlawn—**Good Time Girl** (EL).....95
Eglinton and Tivoli—**Cry of the City** (20th-Fox).....100
Imperial—**Sorry, Wrong Number** (Para), 3rd wk.....90
Loew's—**The Paradine Case** (SRO), 2nd wk.....90
Nortown and Victoria—**Station West** (RKO); **Variety Time** (RKO).....100
Odeon—**The Best Years of Our Lives** (RKO).....100
Shea's—**The Loves of Carmen** (Col).....105
Uptown—**Larceny** (U-I).....100

Grosses Up in Calgary; 'Rachel' Is Top Draw

CALGARY—Theatre business generally was better. All first runs were showing strong product. Although the Babe Ruth legend is not so familiar to Canadians, the sentimental career of this ball player drew heavily. The best draw was "Rachel and the Stranger."

Capitol—**That Lady in Ermine** (20th-Fox).....Fair
Grand—**The Babe Ruth Story** (UA).....Very good
Palace—**Rachel and the Stranger** (RKO); **Dual Alibi** (RKO).....Very good

Only Femme With 71 Males

Audrey Totter will co-star with Robert Ryan in RKO's "The Set-Up." She is the only femme in a cast of 71 males.

ST. JOHN

The initiation routine for freshmen at Dalhousie University, Halifax, had a distinct theatre flavor this fall. The freshmen had to shine the shoes of patrons of the Capitol, collect 21 coppers in a can at the lobby of of the Oxford and pick up a ticket stub at the Empire. For the shoe massaging the boys and girls alike were supplied with brushes, rags and polish . . . Cameramen for the National Film Board gave considerable attention to St. John scenes in a picturization of Newfoundland and its lumbering, pulp and paper and fishing industries.

A new use for a theatre marquee was found recently when photographers used the one at the Regent to film a passing church parade . . . Midnight shows on the eve of the Canadian Thanksgiving day were offered at these St. John theatres: Paramount, Capitol, Mayfair, Regent and Empire. Business was reported as fair at all but the Paramount, where it was good.

Allied Exhibitors, which decided to broaden out to embrace all of the three maritime provinces, instead of only Nova Scotia, a year ago, will hold its annual convention here November 10 to encourage widened activity. It is reported the question of combines may be given attention at the meeting in discussion of picture supply. Efforts will be made to interest New Brunswick, Prince Edward Island and Newfoundland exhibitors in Allied membership.

At Shippigan, N. B., Robicheau and Haines, sponsors of a new theatre, are asking those who buy tickets to suggest names for the new film house, formerly a quonset hut, for wartime use . . . Owen Coll, stage actor and a native of St. John who played in the Opera House stock for several sessions with the Carroll Players, was a recent visitor to his wife's home here. He has made his home in New York City for many years.

Neil William Franklin is the name given the new son of the Mitchell Franklins of St. John, Lancaster Heights and Tynemouth Creek . . . J. Alex MacKenzie, manager of the United Movie Pictures, Ltd., was in Halifax recently in connection with a shift of a six theatre chain on Newfoundland from 16mm to 35mm . . . Jimmy Whitebone, projectionist at the new Paramount, did not seek re-election to the city council.

Dave Brager, who has been managing the maritime-Newfoundland branch of Cardinal Films and selling through this territory, has been transferred to Calgary. He was the first Cardinal representative in the maritimes . . . Hilary Howes, new assistant manager at the Capitol, was active in interscholastic swimming when a high school student.

Plans of Lou Acker of St. Stephen, N. B., to install drive-in films at Coldbrook and St. Stephen racetracks were reported deferred until next summer. Coldbrook is three miles east of St. John . . . The Lionel J. Aprils are parents of a daughter Lorie Beth. Daddy is maritime supervisor for Odeon theatres under his father-in-law Abe Garson.

To Develop 'Royal Hawaiian'

Dorothy Cooper and Jerry Davis have been assigned to develop "Royal Hawaiian" for Metro release.

VANCOUVER

The Vogue Theatre bowling team won the Odeon League trophy. Included on the team were Bernice Bobay, captain; Viki Paton, Roma Baker, George Guardreau and Elliott Brown . . . Declining theatre attendance will be among problems to be discussed at the regional meetings to be held in November . . . Hilker Enterprises, Ltd., and Hilker Attractions of Vancouver were charged in police court with failure to pay amusement taxes.

"Hamlet" was in its fourth week at the Park Theatre here . . . "Oliver Twist" continued to draw well in its third week at the Vogue Theatre . . . Leone Stephens is a new member of the International Distributors branch staff . . . Elizabeth Alexander is the new stenographer at Sovereign Films . . . Irma Pahl, Strand cashier, resigned . . . Mary Brunt is the new head usherette at the Orpheum.

New members of the Vancouver branch of Canadian Picture Pioneers include Tommy Backus, Odeon Rio, and Tom Bailey projectionist at the Cinema . . . Frank Boothe, former Odeon manager, has been appointed assistant manager of the new Odeon-Carlton in Toronto . . . Frank Gow, Famous Players district manager, reported that new theatres in Chilliwack and Kelowna are expected to be ready for opening early in 1949 . . . The Orpheum is being repainted and a new sign is being installed.

Kervin Fitzgibbons, British Columbia manager for Theatre Confections, left for Toronto for conferences with home office officials . . . The city council approved a permit for a 650-seat theatre to be built at Broadway and Ash streets for the use of the Vancouver Little Theatre Ass'n . . . Tommy Miller, former member of the NFB branch here, was appointed distribution coordinator for the organization in Ottawa . . . The much discussed "Rope" will open November 19 at the Orpheum.

Jack Randall, Strand manager, completed negotiations with the Hudson Bay Department store for the use of its parking lot after business hours as a convenience to patrons . . . The short, "Letter to a Rebel," won endorsement from the Vancouver Daily Province in the form of a front-page editorial . . . Bob Holm, State, returned from Bralorne, where he installed two new projectors in the Community Theatre.

Gaumont-Kalee, Installs 19th Pair of Projectors

TORONTO—In connection with the opening of the latest Odeon at London, Ont., which accommodates 1,456 patrons, it was brought out by Edward L. Harris, general manager for Gaumont-Kalee, Ltd., Toronto, that the projection installation in the unit was the 19th pair of Gaumont-Kalee projectors for theatres in Canada. The first such installation was in the Toronto Fairlawn, opened in August 1947.

The importation of projectors is sharply restricted under the foreign-exchange regulations of the Dominion government but Canadian Odeon has been able to secure British equipment for the theatres which were projected at the time when the government austerity policy went into effect last November. A number of the machines

FPC to Build Third Nanaimo Theatre

NANAIMO, B. C.—Nanaimo will have a new, modern $300,000 motion picture theatre, according to plans announced by Famous Players Canadian Corp. through Nanaimo theatre manager Mel Gow.

The company proposes an all-concrete and steel structure to contain at least 1,000 seats and ultra-modern decorations and equipment. The new Nanaimo will compare favorably with other new theatres Famous Players is building at Prince Rupert, Chilliwack, Kamploops and Kelowna. Nanaimo is 78 miles north of Victoria.

The new theatre will be located upon what is known as the Madill property adjoining the historical old Sally Ann buliding. It will have double entrance lobbies leading from both Ravine and Wallace streets. Construction will start in February.

It is the belief that the specific location of the new theatre will ultimately become an integral unit in a large mercantile development as it is proposed to make Ravine street a main artery in connection with a new C.P.R. land and water terminal now under construction here. Famous Players now have the only two theatres in Nanaimo.

CALGARY

William P. Covert, IATSE secretary, was a visitor, returning from Victoria, where he was chairman of the meeting of the Trades and Labor congress of Canada . . . A. E. Staniland, operator of houses at Athabasca, Wetaskiwin and Westlock was buying and booking on Filmrow . . . Morris Saifer, Warner Bros. manager, was a hospital patient following a tonsillectomy.

Del Fox, operator of the Fox at Pincher Creek, was booking on Filmrow . . . Barney Fairclough of Cadomin was spending a vacation here . . . John and Tillie Booth are operating houses at Bowness and Okotoks . . . Construction of a 300-seat theatre in Athabasca is nearing completion, and a contest to choose a name for it is being launched by R. E. Hall, owner and operator.

Leo Adler, United Artists home office representative, was completing an audit at the branch here . . . Mr. and Mrs. C. S. Bailey, Camrose, were visitors . . . The Black Hills Passion Play completed a tour of western prairie cities with performances to capacity houses here.

Montcalm Basement Space Used for Indoor Sports

ST. QUENTIN, N. B.—Basement space in the Montcalm Theatre here will be used for indoor sports. Rooms have been rented to the local Knights of Columbus. The Montcalm will be one year old in January. Incorporation of the Center Recreatif de St. Quentin, Ltd., owner of the building and operator of the theatre, was in December 1947. The seating capacity is 400, and an increase is being considered. The company officers are Jean B. Rioux, president; Dr. Robert Gourdeau, vice-president; J. M. Tremblay, accountant, and Louis A. LeBel, secretary-treasurer.

TORONTO

On the occasion of the annual football game between the University of Toronto and Queen's University of Kingston, students of both colleges staged an impromptu parade which snaked its way into the new Odeon-Toronto in the downtown district despite police efforts. The theatre performance was interrupted because of the noise but no property damage was reported.

The new Famous Players' Nortown was closed for several days when the theatre was flooded by a broken water main in the basement. Manager Bill Falls reported considerable damage to carpeting and woodwork on the main floor but seats were untouched . . . The independent Biltmore in downtown Toronto is lit up these dark nights despite dimout restrictions of the Hydro-Electric commission. Manager Al Perly has a private power plant. Manager Stan Gosnell also has an auxiliary lighting unit at Loew's Uptown, which is turned on when the power is switched off, thus avoiding show interruptions.

The Skyway Drive-In at London, Ont., one of three such theatres recently purchased by Famous Players, closed for the winter . . . At the Centre in London, "The Fuller Brush Man" was held for a third week. This theatre is a unit of 20th Century Theatres. The same picture has had three weeks at the Famous Players' Tivoli, Hamilton.

The Odeon Palace at Hamilton presented a midnight show featuring a stage presentation of "Dr. Ogre Banshee's Chasm of Spasms" . . . The name of the Hudson on Mount Pleasant road in North Toronto has been changed to the Forum . . . The 20th Century Belsize features Stu Kenny's amateur program on stage one night a week . . . The International Cinema has continued for a sixth week "The Lost One," hit with the class clientele . . . The death has occurred at Queen Elizabeth hospital of Frederick Whittaker, 72, who played in Toronto theatre orchestras for 50 years.

New Ontario Tax Forms Ready for Distribution

TORONTO—New and simplified report forms for the Ontario amusement tax have been printed and will be distributed by the provincial government for use by theatres commencing November 1. The first report blanks issued when the tax went into effect last April were as complicated as an income-tax report and aroused wide criticism.

The new forms were designed by the Motion Picture Theatres Ass'n of Ontario, based on suggestions from chain companies and independent exhibitors, and were approved by the Ontario treasury department.

Swedish Pan Olivier

MONTREAL—According to the London Daily Mail's reporter in Stockholm the Swedish film critics have given a mixed reception to Sir Laurence Olivier's "Hamlet." The Swedish government's Morgon Tidning says: "Olivier at 40 is too old for the part. He substitutes that irritating coquetry that middle-aged actors use to prove that they are still young." And Eileen Herlie is described as "the complete English lady."

FORT WILLIAM

The crowd was so large at the Sunday midnight show at the Capitol recently that the pressure when the doors were opened broke a curved piece of plate glass in the show window. Manager F. Tickell was asked so many times what happened to the window that finally he put up a card in the broken window reading: "Frankenstein was here." The balance of the window was made up of a display on the Abbott and Costello starrer, so the broken window solution fitted in fine.

Ontario's chief censor Silverthorne was here looking over the construction of the new Odeon and Famous Players theatres. He also conferred with Famous Players Division Manager Zorn and J. Ferguson, FPC maintenance supervisor.

F. Tickell and C. Bahronowski, managers of the Capitol and Orpheum, are sporting new tuxedos . . . FPC will hold a regional meeting in Winnipeg November 7, 8 . . . Jack Hilmarson replaced W. Kist as assistant at the Capitol. Kist went to the new Odeon in Fort Williams . . . The new Odeon at Port Arthur will open November 4 and the one here opens November 5.

To Star in 'Jungle Boy'

Producer Walter Mirirsch has set Johnny Sheffield and Peggy Ann Garner for the starring roles in "Bomba, the Jungle Boy," a Monogram picture.

Communism Flayed By IATSE Speaker

VICTORIA—Richard E. Walsh, president of the International Alliance of Theatrical State Employes; in a keynote address at the Trades and Labor Congress convention here, made a rousing denunciation of Communism.

Walsh said the entire present day world is worried about Communism, and in particular, what Communism would do to the labor movement. He said he saw Communism at work in Hollywood before it was thrown out.

"I was amazed to find out how a little cell of Communists in one local union had functioned so well that we couldn't find out what they were doing," he said.

As a representative of the AFL, he said that organization "has always been against Communism and is going to continue to be against Communism as long as it exists."

Juke Box Tax Invalidated

From Midwest Edition

JEFFERSON CITY, MO.—The Missouri supreme court has held invalid a Trenton, Mo., ordinance imposing a tax on juke boxes. It ruled that the measure was intended solely to produce revenue and was not a proper exercise of the municipality's police power. The tax was $30 on each coin-operated music machine. A municipal tax of that kind is not specifically authorized by state law, the court ruled. William Moots, who rented five juke boxes, brought the suit to test the validity of the ordinance.

VICTORIA

After checking on the welfare of animals and finding that in the majority of cases the result was unsatisfactory, SPCA officials got a Victoria theatre manager to discontinue giving away free rabbits to young patrons. The committee figured the animals would not receive the best of treatment. The inspector was detailed to make a check of four homes where the animals had gone. In only one of the cases was the rabbit found to be thriving and well cared for. In the others, the inspector reported, one animal had died after a few days "probably from too much handling," one had been killed by a dog and another was being kept under most unsatisfactory conditions.

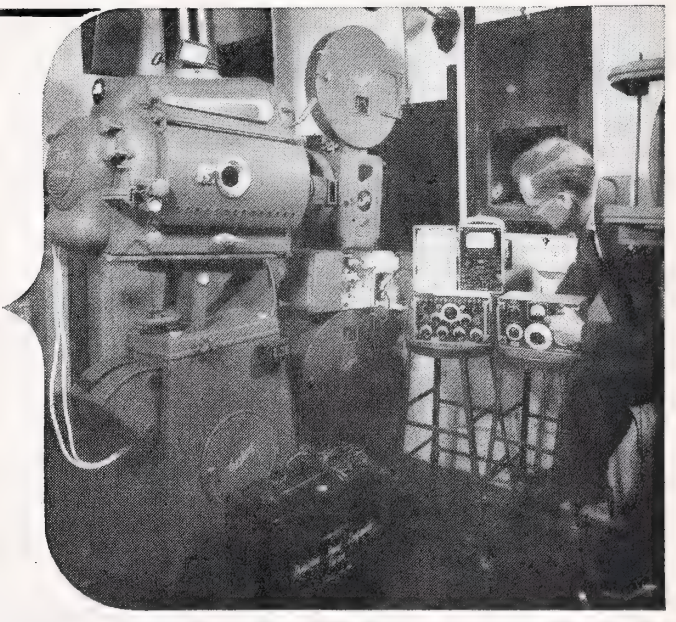
The Langford Drive-In has closed for the winter. A sign reads "Closed Until Next Summer. If Any." Victoria had one of its poorest summers in years.

Canadian Kids' Library

MONTREAL—A library of motion pictures suitable for children is being compiled by the Children's Film Library committee of Canada, according to Mrs. D. W. McGibbon.

"We have been screening films three times a week building a library of picture suitable for children's Saturday morning or matinee performances" she said. "The Canadian film industry has been very cooperative, paying duty and censorship fees." Reissued films from the United States will form the nucleus of the library although eventually films from Britain and Canada will be included.

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Early Days of Film Production Are Recalled by Billy B. Van

From New England Edition

NEWPORT, N. H.—Billy B. Van, one of the country's first film comedians, now a pine soap manufacturer and unofficial mayor here, recalled recently how the nearby community of Georges Mills muffed an opportunity to become a film-producing center because the staid oldtimers objected to actresses in grass skirts and thought film folk were plain nuts.

Thirty-three years ago this summer, Van related, the Equity Motion Picture Co., later amalgamated with MGM, produced two silent pictures at Georges Mills, and then, after residents claimed the industry had "opened the portals of hell" to the lake resort community, the company abandoned its large, newly constructed studio and moved to Hollywood.

Van himself was a member of that company and others included the famous Beaumont sisters, Rose and Nelle; Fatty Heirs, predecessor to Fatty Arbuckle in the slapstick comedy days, and extras recruited from the home town folks, including Lee Collins, then 10 years old, who has since become a prominent theatrical producer. After the company went to Hollywood its roster also boasted such names as Harold Lloyd, "Gentleman Jim" Corbett, Hal Roach and Fatty Arbuckle. Van later appeared in a few productions filmed at the Thomas A. Edison Studios in West Orange, N. J., and New York City, and then quit the films entirely to become a top stage comedian on Broadway.

Altogether more than 75 actors, actresses, cameramen and studio technicians descended upon Georges Mills in that summer back in 1915 and made two complete productions, a thriller, "The Zulu Nightmare," and a pie-tossing slapstick comedy, "The Lucky Hobo." The company was quartered at what is now Russell's inn and at several homes in the community. The eight girls in the company were seen about the village in grass skirts, just as they appeared in the films, and their appearance, together with the sight of heavy makeup on the faces of both the actors and actresses, was too much for the community and brought the now famous "portals of hell" complaint.

Discouraged by local resentment, the company decided to quit the community, which they had regarded as an ideal natural setting on Lake Sunapee, with its picturesque islands, the beautiful surrounding mountains, and the abundance of snow for winter scenes.

The studio stage and dressing rooms were torn down, but the Friars clubhouse that the company used now serves as a residence in the center of the town. After a movement to rename Georges Mills as "Van Harbor" in his honor had failed, Comedian Van razed a huge casino which at that time had the best dance floor in New Hampshire, sold all his property in the village and moved to Newport.

Recalling the film folks' cool reception at Georges Mills, Van said: "The fine old people there thought all actors were lunatics and they were sure I was crazy. They just didn't understand what the motion picture company was trying to accomplish. I wish I had the opportunity to do it over again. I might be able to make them understand now."

He probably would, too, because, in addition to being a successful soap manufacturer, he represents leading corporations in lectures throughout the United States on "Human Relations."

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TOWN ..... STATE .....

NAME ..... POSITION .....

Shopping Center Plan Includes Big Theatre

From Central Edition

INDIANAPOLIS—A variance permit application, submitted by Joseph Guidone for a $200,000 motion picture theatre as part of a half-million dollar shopping center, came before the Marion county zoning board recently.

Guidone said the shopping center would include eight business houses and would be located at East 10th street and Arlington avenue. Richard Lochry is associated with Guidone in the project and will operate the theatre.

Lochry will purchase land from Guidone for the motion picture house if the permit is approved. Theatre plans call for air conditioning and seating facilities for 1,100 persons. A parking lot for 500 cars is planned at the rear of the building. Construction of the theatre probably will not begin until spring and it will be a six-month project.

Specal Kiddy Matinee Salutes Youth Month

From Southeast Edition

MIAMI—In a salute to national Youth Month, Claughton theatres preceded the formal opening of their new Trail Theatre with a matinee for children. This marked the first time that Miami youngsters had been treated to a theatre opening in advance of adults, officials pointed out.

On opening day, children under 12 years of age were admitted free and were shown a revival of Shirley Temple's early film, "Rebecca of Sunnybrook Farm." There were candy and gifts for all the guests. According to preceding advertisements, children were admitted "as long as we have seats for you." Besides the feature picture, cartoon and short subjects were shown. Matinee admissions for adults were 40 cents.

For the formal evening opening, "Green Grass of Wyoming" was presented in its first Coral Gables appearance.

Claughton preceded the opening of this newest house of the circuit, with a gradually accelerated advertising program, beginning some time before opening date with a line or two at the bottom of the regular space forecasting the coming debut of the Trail. Additional space was devoted to the announcement of the opening as the date drew near, culminating in a splash ad headed: "Claughton Theatres inaugurate September as national Youth Month. Special pre-opening matinee for children."

Besides the new Trail, Claughton interests operate the Royal, Embassy and Variety here. Other theatres are being added to the circuit in various locations in greater Miami.

Awards Group Changes

From Western Edition

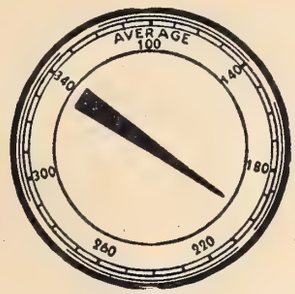
HOLLYWOOD—In order to allow time for filing of counterclaims as to originality of the items submitted for nomination, a major change in nominations procedure for scientific and technical awards in the upcoming Academy awards event has been approved by the awards committee.

Decision was made to publicize nominations in advance of demonstrations and voting by the committee on awards for devices, methods, formulae, discoveries or inventions of special and outstanding value actually employed in the industry.

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Red River—
Los Angeles 200
San Francisco 190

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Adventures in Silverado (Col)	100	100	105			70		100	100	100	100	110	100	90	100		100			100	100	98
Another Part of the Forest (U-I	130	90	90	70	65	70	100		100	95	60	125	100	95	115	80		125	60	120	90	94
Apartment for Peggy (20th-Fox)					120				125			125	140			125		130	120	160		131
Arch of Triumph (UA)	120	100	105	130	100	85	115	80	115	95	90	140	115	125	90	150		180	100	150	120	115
Are You With It? (U-I)	120	100	90	70	105	50	100	90		80		125		80	105	105	110	80	70	90	60	91
Black Eagle, the Story of a Horse (Col)									100		100				80					100	100	96
Campus Sleuth (Mono)	100	100				85	100		90		100	100	100	80	100		100			105	80	95
Canon City (EL)	120	100	100	140	115	110	200	105	135	120	105	150	100	90		120	140	230	100	150	85	126
Devil's Cargo (FC)	100	75					100		100	100		100								100	100	97
Enchanted Valley, The (EL)	100									90	80			85	103		100			90	65	89
Good Sam (RKO)	120	118	130	150	120	120	140				190	150	96	125		120	150	80	120	175		132
Hatter's Castle (Para)	100	100	100	90	105	70	95		100		95	110	90	100	105	60				130		97
I Surrender, Dear (Col)	100								100		100	100			100							100
Julia Misbehaves (MGM)			100		90							140		150		135						123
Letter From an Unknown Woman (U-I)	130	100	95	70		80	115	75	110	80	50	150	100	80	105	105		130	80	140	60	98
Lightnin' in the Forest (Rep)	100	100				100	100	100	95	95		100	100							100	100	99
Loves of Carmen, The (Col)	130	112		200	165			140	110		130	175		135	115	150			115	160	125	140
Luck of the Irish, The (20th-Fox)	110	97	120	110	95	90	143		85		90	115	100		80	115		75	110	110	100	103
Luxury Liner (MGM)	125	85	100	150	105	90				100	115		95		100	115		120	90	160	140	113
Man From Texas, The (EL)	90	85	95		85	95	100		80	100	80	100	97	90	60	72	120			90	85	90
Mr. Blandings Builds Dream House (SRO)	130	160	95	140		110	150	85	100	125	150	140	100	175	100	110	125	110	110	180	160	128
Music Man (Mono)	100						100		100	100		100	100		100					100	100	100
Mystery in Mexico (RKO)	100	97					100		100	100	100	100	90				100			110	100	100
One Touch of Venus (U-I)			95	120	110		147			100	100	115		95				120				111
Open Secret (EL)	95					95	90			80				90		70					80	86
Race Street (RKO)				130	115			100			100		95	95		105	115	150		150		117
Rachel and the Stranger (RKO)	130	126	110	120	115	120	160	140	95	115	170	115		125	100	125	145	115	150	175	200	133
Red River (UA)						135					220	200				125		190		190		177
Rope (WB)	135	122	120	140	155				115			140	125		108	165		155	110	150	150	135
Saxon Charm, The (U-I)				95								125				105		75	60	125	90	96
Search, The (MGM)	110	105	105	110	100	105	80		65			150	95	250		115	125	110		105	110	115
Smart Girls Don't Talk (WB)	110	106	110	110						95			100		102			90				103
Sofia (FC)	100			70								90				120				80		92
Sorry, Wrong Number (Para)	130	118	115	110	95	130	150	100	135		130	160	145	175	110	120	130	165	110	150	190	133
Southern Yankee, A (MGM)			100	130		110		110	80			125	100		90					130		108
That Lady in Ermine (20th-Fox)	120	87	115	140	100		143	85	125		110	150	100		80	105	80	105	80	110	100	108
Time of Your Life, The (UA)	120	72	148	100	100				115	110	110					130		95	85	200	120	116
Triple Threat (Col)	100	100				75			100		100	100	100						110	100		98
Variety Time (RKO)								100	90						100		100			100		98
Velvet Touch, The (RKO)	120	97	100	110	110			100	90		120			95		103	95		110	135		107
Walk a Crooked Mile (Col)		118	90						120				125			105				200		126

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Blondie's Reward (Col)—Penny Singleton, Arthur Lake, Larry Simms. This is a good comedy. It did average business for us and it certainly pleased the kids. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ★★★

Lady From Shanghai, The (Col)—Rita Hayworth, Orson Welles, Everett Sloane. Now that I have run this, I am looking back at all of the reviews to find out what reviews to believe after this. I find that out of six trade papers, BOXOFFICE gave the most accurate diagnosis, and I wish now that I had adhered to their criticism and not run this picture. Welles sounds like anything but an Irishman, the story is extremely complicated, and the camera technique was not appreciated. Played Wed., Thurs.—Hobart H. Gates, Garlock Theatre, Custer S. D. Small town patronage. ★★★

Prince of Thieves (Col)—Jon Hall, Patricia Morison, Adele Jergens. I felt like a thief taking the customer's money. Several walkouts and lots of complaints. Ah me! Played Wed., Thurs. Weather: Nice.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. ★★★

Sign of the Ram, The (Col)—Susan Peters, Alexander Knox, Phyllis Thaxter. Susan Peters is wonderful but the plot is too deep for a small town. A few liked it but most of them told me they didn't understand it. Better pass it up unless your patrons appreciate heavy drama. Played Wed., Thurs. Weather: Cool.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. ★

Six Gun Law (Col)—Charles Starrett, Smiley Burnette, Nancy Saunders. This is a pretty good western that moved along and seemed to please the chewers and spitters in the balcony. The right kind of picture for a weekend double for us, that did average business. Played Fri., Sat. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

EAGLE LION

It's a Joke, Son (EL)—Kenny Delmar, Una Merkel, June Lockhart. The first two days it was not a joke, the poor business we did. But all was forgiven Saturday! Played Thurs., Fri., Sat. Weather: Rain.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. ★★★

Mickey (EL)—Lois Butler, Bill Goodwin, Irene Hervey. Lois Butler is a new star and was well liked here in her first picture. The story and Cinecolor good. The picture should be well advertised, though. Better than average draw.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ★★★

METRO-GOLDWYN-MAYER

Cass Timberlane (MGM)—Spencer Tracy, Lana Turner, Zachary Scott. There is nothing wrong with this picture except that it didn't draw film rental on our best change. A swell cast and good story, but our patronage just didn't go for it. It cost too much for us, with Metro saying, "That's just too bad. You played it on the wrong dates." Played Tues. through Thurs. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

Homecoming (MGM)—Clark Gable, Lana Turner, Anne Baxter. The best Gable picture since "Gone With the Wind." It was truly a "homecoming" for Gable and his fans for him to get a good role once more — which he truly deserves. This is a great picture with a most outstanding cast.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ★★★

Pirate, The (MGM)—Judy Garland, Gene Kelly, Walter Slezak. This is the poorest vehicle in color ever made by anyone. Garland doesn't sing—she hollers. And the people do the same, as she is on way out. One good number; but you have to wait about an hour and 40 minutes to get it. Played Fri., Sat.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ★★★

State of the Union (MGM)—Spencer Tracy, Katharine Hepburn, Van Johnson. I guess our patrons didn't care much whether the Union sank or not—at least, not many of them showed up for this picture on politics, but Metro got all the take and we are holding the sack. Played Tues. through Thurs. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

State of the Union (MGM)—Spencer Tracy Katharine Hepburn, Van Johnson. This is a fair picture but no good for a small town as it is too long and talky and does not have enough action. It might be okay for the adult trade in a big city but no good for the family trade in a small town. Business was light. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ★★★

Summer Holiday (MGM)—Mickey Rooney, Gloria DeHaven, Walter Huston. This has good color, some pleasing music, but Leo's weaker Mr. Rooney is slipping and this picture did little to help him. Played Tues., Wed. Weather: Fair.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ★★★

Yearling, The (MGM)—Gregory Peck, Jane Wyman, Claude Jarman jr. We had SRO on this top-notcher. They enjoyed every minute and told their friends to see it, which they did. Played Fri., Sat., Sun. Weather: Okay.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. ★★

MONOGRAM

Michael O'Halloran (Mono)—Scotty Beckett, Allene Roberts, Tommy Cook. This is a good picture, especially for small towns, as it is for the entire family. The story and acting are good, also different, with some comedy. Comments were good.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ★★★

Rocky (Mono)—Roddy McDowall, Edgar Barrier, Njta Hunter. This is an average program picture. It is not too bad but nothing with which to garner raves. Played Fri., Sat. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ★★★

PARAMOUNT

Beyond Glory (Para)—Alan Ladd, Donna Reed, Tom Neal. Most people go to see a movie for relaxation, not to decipher a long chain of scrambled events without rhyme or reason. It might have been a good story if presented in the proper fashion. As it was, there were many complaints. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. ★★

Beyond Glory (Para)—Alan Ladd, Donna Reed, Tom Neal. This is a good picture that drew favorable comment. However, business was below average, probably due to the bad smell of "Saigon" and other late Ladd pictures. This one didn't hurt you, Ladd. Played Sun., Mon. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ★★★

Big Clock, The (Para)—Ray Milland, Charles Laughton, Maureen O'Sullivan. One of Paramount's bigger pictures, for poorer business. It didn't do well here but thank goodness it was on percentage! Played Mon., Tues. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ★★★

Blaze of Noon (Para)—Anne Baxter, William Holden, Sonny Tufts. Our local high school teacher highly recommended this show that was adapted from a book of the same title. Results: A good house each night. In fact, this grossed the best midweek I've had in a long, long time. Don't be afraid of this for a small place. It has plenty of everything: humor, suspense, action, human interest. Played Wed., Thurs. Weather: Fine.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. ★★★

Caged Fury (Para)—Richard Denning, Sheila Ryan, Buster Crabbe. This is a good picture and well worth anyone's playing. It gave us nice weekend business. Played Fri., Sat. Weather: Good.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ★★★

Caged Fury (Para)—Richard Denning, Sheila Ryan, Buster Crabbe. Double billed this with "Campus Honeymoon" (Rep) to fair turnout on Saturday night. "Caged Fury" pleased the action fans but they missed the usual "horse-opry" and, brother, they don't hesitate in letting you know about it. Played Saturday. Weather: Good.—R. O. Hall, Brooks Theatre, Brooks, Me. Small town and rural patronage. ★

Desert Fury (Para)—John Hodiak, Lizabeth Scott, Burt Lancaster. This did not draw as it should have, even if it was in Technicolor. Played Sun., Mon. Weather: Fair.—Lewis Hickok, Dream Theatre, Effingham, Kas. Small town and rural patronage. ★

Foreign Affair, A (Para)—Jean Arthur, Marlene Dietrich, John Lund. One of the most

People Forget Themselves Laughing at This Picture

FULLER BRUSH MAN, THE (Col)—Red Skelton, Janet Blair, Don McGuire. The best Red Skelton picture that has ever been made. The Fuller Brush Co. certainly helped to advertise this for us. We gave brushes away each night to the customers. Some patrons remarked: "This is the kind of picture that makes a person forget himself." Laughs were increased with each hilarious scene. Great entertainment. Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ★★★

FROM BILL EAKINS, PROJECTIONIST AND ASSISTANT MANAGER AT THE KENTUCKY THEATRE, SOUTH SHORE, KY.:

"I am not an exhibitor or even a full-fledged manager—just a $35 a week projectionist and assistant manager; but I love the business and some day hope to have my own house. Right now I want Jim Mote to have his, so here is my check for a dollar."

entertaining pictures of the year—a great comedy. Played Wed., Thurs.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

RKO RADIO

Best Years of Our Lives (RKO)—Myrna Loy, Fredric March, Dana Andrews. We did a very nice business on this picture in spite of the biggest baseball games of the year, and on Sunday night. We had more and better comments on this picture than on any we have run in a long time. For our money this is one of the best pictures anyone ever made, and you can help get back some of the business lost this summer by showing your patrons what Hollywood can do when in the mood.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Bishop's Wife, The (RKO)—Cary Grant, Loretta Young, David Niven. Yes, it's a fine picture but not in the percentage bracket. Pay the average program price and work hard if you want better than average receipts. Played Fri., Sat., Sun. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Fort Apache (RKO)—John Wayne, Henry Fonda, Shirley Temple. If your folks like "injuns and soldiers," they will get their money's worth. It belonged on Fri., Sat. here but the "good" contract made it Sunday time. How does New York know so much about the grass roots country that its "brass hats" can eight-out-of-ten times demand the wrong playing time? Played Sun., Mon. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. * * *

Fun and Fancy Free (RKO)—Edgar Bergen, Dinah Shore, Charlie McCarthy. This draws lots of kids but that won't pay the rent. I don't know what drew the crowd unless it was Charlie and Edgar. Played Sun., Mon. Weather: Fair.—Lewis Hickok, Dream Theatre, Effingham, Kas. Small town and rural patronage. *

Miracle of the Bells, The (RKO)—Fred MacMurray, Valli, Frank Sinatra. Here is a story that is different. Almost everyone liked it. Frank Sinatra does a swell job as Father Paul. This drew average attendance but was not a record-breaker for my town—perhaps because there are no Catholics in Brooks. Played Sun., Mon. Weather: Good.—R. O. Hall, Brooks Theatre, Brooks, Me. Small town and rural patronage. *

Return of the Badmen (RKO)—Randolph Scott, Robert Ryan, Annie Jeffreys. This is a good western drama which will do average business in a small town. However, if you play it on Sunday and Monday, do not expect too much, since it's not in color and has only one major star, old reliable Randolph Scott. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Sister Kenny (RKO)—Rosalind Russell, Alexander Knox, Dean Jagger. This is a swell show that fell flat. Even though I played it during the time when polio was hitting other parts of the country, I'm still glad I played it. Played Mon. through Sat. Weather: Okay.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Strictly rural patronage. * * *

REPUBLIC

Driftwood (Rep)—Ruth Warrick, Walter Brennan, Dean Jagger. This is a swell little picture of a girl and her dog that is just right for the weekend double bill. Bought right and did fair business at the boxoffice. You can't go wrong with it and will be sure to please the kid patronage. Played Fri., Sat. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Heart of Virginia (Rep)—Janet Martin, Robert Lowery, Frank Darro. Double billed this one but somehow just couldn't bring 'em in. Played Fri., Sat. Weather: Fair.—Harland Rankin, Eire Theatre, Wheatley, Ont. Small town patronage. * * *

Home on the Range (Rep)—Monte Hale, Adrian Booth and Bobby Blake, in color. This is a natural for western lovers. We had good business at all our theatres. Played Fri., Sat. Weather: Warm.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

King of the Gamblers (Rep)—Janet Martin, William Wright, Thurston Hall. Better leave this one on the shelf, as it has little entertainment value and there is plenty of double bill material better than this. Played Wed., Thurs.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

SCREEN GUILD PRODUCTIONS

Hollywood Barn Dance (SGP)—Ernest Tubb, Lori Talbot, Helen Boyce. This will draw a good crowd and the customers will see a good show. Ernest Tubb should make more pictures.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Hollywood Barn Dance (SGP)—Ernest Tubb, Lou Talbott, Helen Boyce. Doubled this with "Tarzan and the Mermaid" to above average weekend business. Advertise it for extra business by all means.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

SRO

Mr. Blandings Builds His Dream House (SRO)—Cary Grant, Myrna Loy, Melvyn Douglas. This is one of the most over-rated pictures of the year. I went to extra means to push this feature—had the local electrical store build a dream kitchen in the lobby and used other means, but it still didn't draw any extra business. The first nighters said "So-so." Most said it was slow and dry. A great cast did its best. It may have been a big hit elsewhere, but not here.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

20th CENTURY-FOX

Gentleman's Agreement (20th-Fox)—Gregory Peck, Dorothy McGuire, John Garfield. One of those pictures we knew we weren't going to do business with, but had to play it, so we did. Thank goodness it's over! Played Wed., Thurs. Weather: Cool.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

I Wonder Who's Kissing Her Now (20th-Fox) June Haver, Mark Stevens, Martha Stewart. This is a strictly high class Technicolor musical. The songs were tops—a flock of grand old tunes, the tunes that never die. We loved it. Played Fri., Sat., Sun. Weather: Okay.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Kiss of Death (20th-Fox)—Victor Mature, Brian Donlevy, Coleen Gray. We expected it and we got it. No business. This picture hasn't been at all popular with us. Don't play it if you can exchange it. Played Wed., Thurs. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

Luck of the Irish, The (20th-Fox)—Tyrone Power, Anne Baxter, Cecil Kellaway. Small town exhibitors, pass this one up if you can. This is a fantasy with very few comedy spots. All scenes of Irish background filmed in "ghoulish green." Cecil Kellaway does a good job as the leprechaun but the dialog and story are difficult to follow. Played Sun., Mon. Weather: Good.—R. O. Hall, Brooks Theatre, Brooks, Me. Small town and rural patronage. *

Sitting Pretty (20th-Fox)—Robert Young, Maureen O'Hara, Clifton Webb. This is just about as funny as anything you'll run this year, but we were sure disappointed with our gross. I guess we expected too much, so after spending extra dough for advertising, we didn't even show a profit on our best time. Played Tues. through Thurs. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Street With No Name, The (20th-Fox)—Mark Stevens, Richard Widmark, Barbara Lawrence. You can't beat Fox when it comes to films of this type. Richard Widmark should receive an Oscar for his outstanding performance. I think he's the greatest find in ten years. Looking forward to his next picture.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Tender Years, The (20th-Fox)—Joe E. Brown, Richard Lyon, Noreen Nash. This is a nice home spun story with a lot of heart-warming spots. It is hard to visualize Joe E. not doing the comic but in this one he certainly does a good job as the parson. Played Wed., Thurs. Weather: Fair.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Tobacco Road (20th-Fox)—Reissue. Dana Andrews, Gene Tierney, Charles Grapewin. This drew a good crowd but some did not like it. Why would anyone pay admission to see how poor people live? I'd rather see an Abbott and Costello show. Played Saturday night only. Weather: Fair.—Lewis Hickok, Dream Theatre, Effingham, Kas. Small town and rural patronage. *

UNITED ARTISTS

Lafftime (UA)—Bill Tracy, Virginia Grey, Don Castle. This Hal Roach comedy in two parts and in color pleased the customers. We had better than average business on this one. It's good stuff for a small town. Play it. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Private Affairs of Bel Ami, The (UA)—George Sanders, Angela Lansbury, Ann Dvorak. Practically everyone walked out on this one. The story is no good, sound bad, too

(Continued on page 14)

FROM WILLIAM RULON, AVON THEATRE, NEW VIENNA, OHIO:

"I'm a newcomer to show business but already I can understand better why 'the show must go on.' Enclosing my dollar for the JIM MOTE FUND."

Business on Off Night With 'Rusty' Picture

MY DOG RUSTY (Col)—Ted Donaldson, John Litel, Ann Doran. This fine little show, plus a Tom and Jerry cartoon, did far better than average business on an off night. This type of show always goes over in a big way in a rural situation. The fight between the dog and the rattlesnake caused many an audible gasp, especially from the women and girls. Played Tuesday. Weather: Good.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

FROM DAVE SMASON, KARNES THEATRE, KARNES CITY, TEX.:

"I hope every exhibitor will donate to such a worthy cause and here's my $2 for the JIM MOTE FUND. Congratulations to BOXOFFICE for its help."

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV.-INT'L. · WARNER BROS. · MISCELLANEOUS

DECEMBER 27	JANUARY 3	JANUARY 10	JANUARY 17	JANUARY 24	JANUARY 31	FEBRUARY 7	FEBRUARY 1
25 (65) Musical 951 ROSE OF SANTA ROSA Hoosier Hotshots Patricia White Eduardo Noriega R—Jan. 3—PG-888		9 (54) Western 962 SIX-GUN LAW Starrett-Burnette R—Jan. 10—PG-890 (81) Drama 932 ✪THE SWORDSMAN Larry Parks R—Oct. 25—PG-867	16 (68) Musical 907 GLAMOUR GIRL Virginia Grey Michael Duane Gene Krupa's Orch. R—Jan. 3—PG-888	23 (66) Mus-Dr 906 MARY LOU Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895	(94) Drama 934 I LOVE TROUBLE F. Tone-J. Blair R—Feb. 28—PG-905 (72) Drama 933 ✪PRINCE OF THIEVES J. Hall—P. Morison R—Dec. 6—PG-879	5 (68) Drama 802 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 9 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905
	3 (66) Mus-Com 808 LINDA BE GOOD Marie Wilson Elyse Knox John Hubbard R—Nov. 1—PG-869	10 (91) Drama 809 T-MEN Dennis O'Keefe R—Dec. 20—PG-884	17 (71) Comedy 810 HEADING FOR HEAVEN Stuart Erwin Glenda Farrell R—Dec. 27—PG-886	24 (55) Western 853 CHECK YOUR GUNS Eddie Dean	31 (85) Drama 811 ✪THE SMUGGLERS Michael Redgrave R—Jan. 17—PG-892	7 (83) Drama 812 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865	
26 (95) Musical) 810 ✪GOOD NEWS June Allyson Peter Lawford Joan McCracken R—Dec. 6—PG-879	9 (119) Drama 813 ✪CASS TIMBERLASE Spencer Tracy Lana Turner Zachary Scott R—Nov. 8—PG-872			23 (98) Drama 814 IF WINTER COMES Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885		6 (99) Drama 815 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883	
Reissue 27 (66) Drama 4706 BETRAYED Kim Hunter Dean Jagger Robert Mitchum	3 (68) Drama 627 SMART POLITICS June Preisser Freddie Stewart Noel Neill	10 (66) Comedy 4704 JIGGS AND MAGGIE IN SOCIETY Joe Yule Renie Riano R—Feb. 14—PG-900	17 (53) Mus-West 686 SONG OF THE DRIFTER Jimmy Wakely		31 (58) Western 4751 OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 SONG OF MY HEART Frank Sundstrom R—Nov. 8—PG-871	7 (75) Drama 4709 FIGHTING MAD Joe Kirkwood jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 47 PERILOUS WATERS Don Castle Audrey Long Peggy Knudsen
25 (101) Comedy 4707 ROAD TO RIO Bing Crosby Bob Hope Dorothy Lamour R—Nov. 8—PG-871			16 (98) Drama 4708 I WALK ALONE Burt Lancaster Lizabeth Scott Wendell Corey Kirk Douglas R—Dec. 20—PG-883				
Special 25 (128) Drama 866 ✪TYCOON John Wayne Laraine Day R—Nov. 29—PG-878	Group 2 3 (86) Drama 808 SO WELL REMEMBERED John Mills Martha Scott Patricia Roc R—Nov. 1—PG-870	Group 2 10 (60) Western 808 WILD HORSE MESA Tim Holt Nan Leslie R—Nov. 22—PG-975	Group 2 (65) Mystery 810 DICK TRACY MEETS GRUESOME Ralph Byrd Boris Karloff Ann Gwynn R—Oct. 4—PG-861	Group 2 24 (102) Drama 806 NIGHT SONG Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874	Reissue 30 (60) Western 884 LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy 811 IF YOU KNEW SUSIE R—Feb. 7—PG-897	Group 3 (61) Western 812 WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 8 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 8 ✪BAMBI
	1 (64) Com-Dr 701 MAIN STREET KID Al Pearce Janet Martin R—Jan. 24—PG-893	10 (72) Outd'r-Mus 644 ✪GAY RANCHERO Roy Rogers Tito Guizar Andy Devine R—Jan. 10—PG-889	15 (65) Drama 702 SLIPPY McGEE Don Barry Dale Evans Tom Brown R—Jan. 31—PG-896			1 (61) Comedy 703 CAMPUS HONEYMOON Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899	
27 (72) Drama 4706 ROAD TO THE BIG HOUSE John Shelton R—Nov. 1—PG-869	Reissue 3 (58) Western HC13 PRIDE OF THE WEST William Boyd Gabby Hayes Russell Hayden					Reissue 7 (70) Western HC14 IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden	
25 (99) Drama 731 DAISY KENYON Joan Crawford Dana Andrews Henry Fonda Ruth Warrick R—Nov. 29—PG-878		(140) Drama 801 ✪CAPTAIN FROM CASTLE Tyrone Power Jean Peters Cesar Romero Lee J. Cobb John Sutton R—Dec. 6—PG-880		(81) Drama 803 THE TENDER YEARS Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880		(91) Musical 802 YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884
	(97) Drama SLEEP, MY LOVE Claudette Colbert Robert Cummings Don Ameche R—Jan. 17—PG-892				(90) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898		
(91) Drama 629 ✪BLACK NARCISSUS Deborah Kerr David Farrar R—July 12—PG-838	(81) Drama 633 THE SENATOR WAS INDISCREET William Powell Ella Raines Arleen Whelan R—Dec. 20—PG-883		(93) Drama 652 CAPTAIN BOYCOTT Stewart Granger Kathleen Ryan Cecil Parker R—Dec. 6—PG-880			(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-88
27 (101) Drama 711 ✪✪MY WILD IRISH ROSE Dennis Morgan Andrea King Arlene Dahl R—Dec. 13—PG-882		10 (78) Drama 713 ALWAYS TOGETHER Joyce Reynolds Robert Hutton R—Dec. 20—PG-884		24 (126) Drama 714 TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890		7 (95) Drama 715 MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-893	

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Buxny Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(87) Drama Reissue
LITTLE MEN
Kay Francis
Jack Oakie

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reissue
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20	MARCH 27	APRIL 3	APRIL 10
(93) West-Dr 937 RELENTLESS obert Young —Jan. 17—PG-892	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 920 RETURN OF THE WHISTLER Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama 902 ADVENTURES IN SILVERADO R—Mar. 13—PG-912 25 (55) Western 966 WEST OF SONORA Starrett-Burnette R—Mar. 27—PG-916	30 (84) Drama 936 SIGN OF THE RAM Susan Peters Alexander Knox R—Feb. 21—PG-904 30 (66) Mus-Com 952 SONG OF IDAHO Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-926
9 (53) Western 965 PHANTOM VALLEY tarrett-Burnette —Mar. 6—PG-907							
1 (56) Western 854 ORNADO RANGE ddie Dean oscoe Ates —Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXAS James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 WESTWARD TRAIL Eddie Dean	27 (77) Drama 817 ENCHANTED VALLEY Alan Curtis-Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 OCTOBER MAN John Mills R—Mar. 20—PG-913	Reissues 27 (93) Drama 849 SUTTER'S GOLD Edward Arnold 27 (86) Drama 848 SEVEN SINNERS Marlene Dietrich John Wayne	3 (102) Drama 816 RUTHLESS Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911
0 (74) Drama 816 ENTH AVENUE ANGEL largaret O'Brien eorge Murphy ngela Lansbury —Jan. 17—PG-891		5 (115) Musical 817 THREE DARING DAUGHTERS Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 818 ALIAS A GENTLEMAN Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy 819 BRIDE GOES WILD Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 B. F.'s DAUGHTER Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903	
	22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 ROCKY Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 ROSE OF THE RIO GRANDE Movita John Carroll	21 (67) Drama 4708 ANGELS' ALLEY Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 OKLAHOMA BLUES Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 7 (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898
0 (90) Drama 4709 ALBUQUERQUE andolph Scott arbara Britton abby Hayes —Jan. 24—PG-893		5 (61) Drama 4711 CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 SAIGON Alan Ladd Veronica Lake R—Feb. 7—PG-897		26 (67) Drama 4712 MR. RECKLESS William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 UNCONQUERED Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904
	Special 28 (109) Com-Dr 852 THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 TROUBLE IN SUNDOWN		Special 20 (134) Comedy 868 I REMEMBER MAMA Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911		Special 3 (120) Drama 869 MIRACLE OF THE BELLS Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907	
	22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911			14 (87) Drama 705 INSIDE STORY Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama 706 LIGHTNIN' IN THE FOREST Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 BILL AND COO George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 CALIFORNIA FIREBRAND R—May 8—PG-928	
1 (42) Outd'r-Dr 4708 RAIL OF THE MOUNTIES ussell Hayden nnifer Holt		Reissue 6 (71) Western HC17 SILVER ON THE SAGE William Boyd Gabby Hayes Russell Hayden					Reissue 10 (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden
	(111) Drama 805 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 THE CHALLENGE Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 HALF PAST MIDNIGHT Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama 809 AN IDEAL HUSBAND Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 SITTING PRETTY Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908
1 (99) Drama 627 ECRET BEYOND THE DOOR an Bennett ichael Redgrave atalie Schafer —Jan. 10—PG-889			(96) Drama 654 JASSY Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 A DOUBLE LIFE Ronald Colman Signe Hasso Edmond O'Brien R—Jan. 3—PG-887	(96) Drama 651 NAKED CITY Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 BLACK BART Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 31—PG-986	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932
1 (103) Drama 716 OICE OF THE TURTLE onald Reagan eanor Parker —Dec. 27—PG-886		6 (78) Drama 717 I BECAME A CRIMINAL Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Reissue 13 (102) Drama 718 ADVENTURE OF ROBIN HOOD Errol Flynn Olivia de Havilland		27 (94) Comedy 719 APRIL SHOWERS Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 726 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918

CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(74) Drama New Rel
DISCOVERY
Adm. R. E. Byrd

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(76) Drama New Rel
FOR YOU I DIE
Cathy Downs
R—Dec. 27—PG-885

(97) Drama Reissue
HENRY THE EIGHTH
Charles Laughton
Robert Donat

(..) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE-LION · M-G-M · MONOGRAM · PARAMOUNT · RADIO · RKO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INTL. · WARNER BROS. · MISCELLANEOUS

APRIL 17	APRIL 24	MAY 1	MAY 8	MAY 15	MAY 22	MAY 29	JUNE 5
15 (69) Drama 909 **PORT SAID** Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (87) Comedy 940 **MATING OF MILLIE** Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	6 75) Drama 901 **BEST MAN WINS** Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 **TRAPPED BY BOSTON BLACKIE** R—May 8—PG-929 13 (54) Western 963 **WHIRLWIND RAIDERS** Starrett-Burnett R—May 22—PG-936		29 (87) Drama 938 **LADY FROM SHANGHAI** Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 91 **BLONDIE'S REWARD** Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941
17 (77) Comedy 819 **THE NOOSE HANGS HIGH** Bud Abbott Lou Costello Cathy Downs R—Apr. 16—PG-930	24 (62) Drama 820 **THE COBRA STRIKES** Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 **OPEN SECRET** John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 **PRAIRIE OUTLAWS** Eddie Dean	19 (66) Drama 821 **ASSIGNED TO DANGER** Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 822 **RAW DEAL** Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 82 **SWORD OF THE AVENGER** Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937
20 (92) Drama 821 **SUMMER HOLIDAY** Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 **TARZAN'S SECRET TREASURE** Weissmuller-O'Sullivan 30 (71) M'drama 823 **TARZAN'S NEW YORK ADVENTURE**	30 (122) Drama 824 **STATE OF THE UNION** Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916				(113) Drama 826 **HOMECOMING** Clark Gable Lana Turner R—Apr 10—PG-920	(103) Drama 82 **BIG CITY** Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915
11 (53) Western 4755 **CROSSED TRAILS** Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 **CAMPUS SLEUTH** Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 **FRENCH LEAVE** Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 **SMART WOMAN** Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 **SIGN OF THE WOLF** Michael Whalen 6 (..) Western **PARTNERS OF THE SUNSET** Jimmy Wakely	16 (56) Western 4756 **FRONTIER AGENT** Johnny Mack Brown Raymond Hatton		23 (72) Drama 4716 **I WOULDN'T BE IN YOUR SHOES** Don Castle Elyse Knox Regis Toomey R—May 8—PG-927	
		30 (96) Drama 4714 **THE 'SAINTED' SISTERS** Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 4715 **SPEED TO SPARE** Richard Arlen Jean Rogers R—Feb. 28—PG-906		28 (95) Drama 4716 **HAZARD** Paulette Goddard Macdonald Carey R—Mar. 20—PG-914	
Special 17 (128) West-Dr 870 **FORT APACHE** Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 **TIMBER STAMPEDE**		Group 5 8 (86) Drama 815 **BERLIN EXPRESS** Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 22 (68) Drama 813 **TARZAN AND THE MERMAIDS** Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 814 **ARIZONA RANGER** Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 81 **BRING 'EM BACK ALIVE** Frank Buck
15 (60) Western 754 **BOLD FRONTIERSMAN** Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 **OLD LOS ANGELES** William Elliott John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 **UNDER CALIFORNIA STARS** R—May 15—PG-931 25 (60) M'drama 707 **HEART OF VIRGINIA** Janet Martin-R. Lowery R—May 8—PG-929		10 (60) M'drama 709 **KING OF GAMBLERS** Janet Martin R—May 29—PG-938 13 (60) Western 755 **CARSON CITY RAIDERS** Allan "Rocky" Lane R—June 5—PG-939		25 (85) Drama 710 **I, JANE DOE** Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (66) M'drama 711 **SECRET SERVICE INVESTIGATOR** Lynne Roberts Lloyd Bridges R—June 5—PG-939
			Reissue 7 (69) Western HC19 **RANGE WAR** William Boyd Russell Hayden		21 (76) Drama 4705 **THE PRAIRIE** Lenore Aubert Alan Baxter		Reissue 4 (79) Western HC2 **LAW OF THE PAMPAS** William Boyd Russell Hayden Sidney Toler
(89) Drama 812 **MEET ME AT DAWN** William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 **LET'S LIVE AGAIN** John Emery R—Feb. 21—PG-903 (66) Drama 814 **13 LEAD SOLDIERS** Tom Conway		(88) Drama 815 **FURY AT FURNACE CREEK** Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 **THE IRON CURTAIN** Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 **ARTHUR TAKES OVER** Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 820 **ANNA KARENINA** Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 81 **GREEN GRASS OF WYOMING** Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925
(111) Comedy **LAFF-TIME** William Tracy (60) Documentary **KINGS OF THE OLYMPICS** Bill Slater R—Mar. 6—PG-909	(120) Drama **ARCH OF TRIUMPH** Ingrid Bergman Charles Boyer R—Feb. 21—PG-904						
		(90) Mus-Com 656 **ARE YOU WITH IT?** Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 **DEAR MURDERER** Eric Portman Greta Gynt Dennis Price R—May 22—PG-936	(94) Drama 657 **ALL MY SONS** Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906			(87) Drama 65 **LETTER FROM AN UNKNOWN WOMAN** Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922
	24 (104) Drama 721 **WINTER MEETING** Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 **VALLEY OF THE GIANTS** 8 (79) Drama 723 **FIGHTING 69th** J. Cagney-P. O'Brien	15 (109) Drama 724 **THE WOMAN IN WHITE** Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923		29 (110) Drama 725 **SILVER RIVER** Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928	

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—April 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr
Eng. Films
CHILDREN ON TRIAL
R—Nov 29—PG-878

(80) Musical
Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama
Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical
Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Dram
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(78) Documentary
Target Films
STRANGE VICTORY
R—July 24—PG-954

JUNE 12	JUNE 19	JUNE 26	JULY 3	JULY 10	JULY 17	JULY 24	JULY 31
			28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949			31 (90) S'Western 939 CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953
9 (76) Drama 824 CLOSE-UP Allan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944			21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960	
(102) Musical 825 THE PIRATE Judy Garland-Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107 Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946		
6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941
1 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106 Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power Alice Faye (92) Drama 833 SLAVE SHIP Wallace Beery
	Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934	30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933
	15 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		15 (70) Outd'r-Mus 732 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PQ-953		
Herald (Negro) 1 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Phyllis Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau			Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949
(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Fancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933
	15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933			
(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKENSTEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wedell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943	25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane
2 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo

Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart

Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers

Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids

Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA | EAGLE LION | M-G-M | MONOGRAM | PARAMOUNT | RKO RADIO | REPUBLIC | SCREEN GUILD | 20TH FOX | UNITED ARTISTS | UNIV.-INT'L | WARNER BROS. | MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER 4	SEPTEMBER 11	SEPTEMBER 18	SEPTEMBER 2
COLUMBIA		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Mayey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George MacReady Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 ⊙THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973	16 (76) Western 903 BLACK EAGLE, THE STORY OF A HORSE William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91) Drama WALK A CROOKED MILE Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 95 SINGIN' SPURS Hoosier Hotshots
EAGLE LION	5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Outd'r-Dr 830 ⊙NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary 902 ⊙OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971		(62) Drama 90 IN THIS CORNER Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966
M-G-M	(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914				3 (98) Musical 901 ⊙LUXURY LINER Jane Powell Laurits Melchior George Brent Frances Gifford R—Aug. 21—PG-962			24 (90) Comedy 90 A SOUTHERN YANKEE Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958
PARAMOUNT		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944		22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953 (65) M'drama 4802 JOE PALOOKA IN WINNER TAKE ALL R—Aug. 28—PG-963		(107) Biog-Dr AA1 ⊙THE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955
MONOGRAM	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George MacReady George Coulouris Henry Travers R—July 19—PG-944			24 (89) Drama 480 SORRY, WRONG NUMBER Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956
REPUBLIC	(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958	(114) .Com-Dr .962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring Frank McHugh R—July 31—PG-956	11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948	(63) Mystery 905 BODYGUARD Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 90 DESIGN FOR DEATH R—Jan. 1—PG-893 18 (79) M'Drama 82 RACE STREET George Raft R—July 3—PG-948
RKO RADIO		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden	29 (67) Out'dr-Mus 733 ⊙NIGHTTIME IN NEVADA	3 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane	15 (60) Western 757 DESPERADOES OF DODGE CITY R—Sept. 11—PG-968 15 (60) Western 741 ⊙SON OF GOD'S COUNTRY R—Sept. 25—PG-971	
SCREEN GUILD				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown 10 (60) Western DEAD MAN'S GOLD Lash Larue Fuzzy St. John	17 (69) Documentary SOS SUBMARINE R—Oct. 16—PG-977 24 (81) Drama HARPOON John Bromfield Alyce Louis	Reissues 24 (108) Comedy S- DUKE OF WEST POIN Louis Hayward Joan Fontaine 24 (88) Comedy S- MISS ANNIE ROONEY Shirley Temple
20TH-FOX	(106) Drama 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 ⊙THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray	(70) Out'dr-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965	(78) Drama 822 ESCAPE Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(139) Drama 83 FOREVER AMBER Linda Darnell Cornell Wilde t—Oct. 18—PG-966 (64) Mystery 83 THE CREEPER Eduardo Cinelli
UNITED ARTISTS		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957			(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd	26 (126) West-Dr 585 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(57) Docum 58 OLYMPIC CAVALCADE Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama URUBU George Breakstone Yorke Coplen R—Aug. 21—PG-961
UNIV. INT'L.	(109) Drama 668 ⊙TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966		
WARNER BROS.		14 (118) Comedy 702 ⊙LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 801 ⊙TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958			25 (80) Drama 80 ⊙ROPE James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963
MISCELLANEOUS	FOREIGN Language (84) Opera Columbia THE LOST ONE R—Apr. 24—PG-928 (96) Musical Artkino ⊙DIE FLEDERMAUS R—May 1—PG-926	(80) Com-Dr Distinguished CONFESSIONS OF A ROGUE R—May 1—PG-926 (90) Com-Dr President ANGELINA R—May 8—PG-930	(95) Comedy Siritzky ANTOINE & ANTOINETTE R—May 8—PG-930 (90) Drama Siritzky FARREBIQUE R—May 8—PG-929	(87) Fantasy Lopert BEAUTY AND THE BEAST R—May 8—PG-929 (80) Comedy Duke Int'l VOYAGE SURPRISE R—May 22—PG-936	(100) Drama Discina Int'l THE DAMNED R—May 29—PG-938 (96) Drama Lopert ROOM UPSTAIRS Marlene Dietrich R—June 5—PG-939	(128) Drama Siritzky Int'l MARIUS R—June 19—PG-944 (100) Drama Best Films JEALOUSY R—June 19—PB-943	(130) Drama Siritzky-Int'l THEY ARE NOT ANGELS R—June 26—PG-946 (100) Drama Schaefer DAY OF WRATH R—June 26—PG-945	(92) Com-Drama Oxford Films FRIC-FRAC R—July 3—PG-948 (105) Drama Siritzky-Int'l NAIS R—July 3—PG-947

OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30	NOVEMBER 6	NOVEMBER 13	NOVEMBER 20
30 (70) Spec-Act TRIPLE THREAT Richard Crane Gloria Henry —Oct. 9—PG-975	7 (68) Drama I SURRENDER DEAR Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (..) Western EL DORADO PASS Charles Starrett Smiley Burnette Elena Verdugo	21 (59) Outd'r-Dr 111 RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977	(110) Drama THE LOVES OF CARMEN Rita Hayworth Glenn Ford Ron Randell Victor Jory R—Aug. 21—PG-961	(79) Super West THE UNTAMED BREED Sunny Tufts Barbara Britton George "Gabby" Hayes R—Oct. 23—PG-979	11 (75) Drama LEATHER GLOVES Cameron Mitchell Virginia Grey Jane Nigh Sam Levene	18 (..) Drama RACING LUCK Gloria Henry Stanley Clements David Bruce
Reissues (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone	(83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961		(61) Mys-Dr 906 BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. SON OF MONTE CRISTO Louis Hayward			
(117) Drama 737 MY SON, MY SON Brian Aherne	8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960			(71) Documentary THE SECRET LAND Robert Monogomery, Commentators Robert Montgomery Van Heflin R—Aug. 28—PG-963		12 (96) Comedy 904 NO MINOR VICES Dana Andrews Lilli Palmer Jane Wyatt Louis Jourdan R—Oct. 9—PG-976	
(87) Comedy AA8 THE DUDE GOES WEST Eddie Albert Gale Storm —May 1—PG-926	3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	12 (..) Western AA11 LAST OF THE BADMEN Barry Sullivan Marjorie Reynolds 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys		24 (..) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson	31 (..) Drama INCIDENT Jane Frazee Harry Lewis		
(..) Western THE RANGERS RIDE Jimmy Wakely							
	8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 4804 SEALED VERDICT Ray Milland Florence Marly Broderick Crawford John Holt R—Sept. 11—PG-967		19 (101) Comedy 4805 MISS TATLOCK'S MILLIONS John Lund Wanda Hendrix Barry Fitzgerald Monty Wooley R—Sept. 18—PG-970
	(92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum Gary Gray R—Aug. 7—PG-958			(92) Outd'r-Dr 905 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	(110) Mus-Com A SONG IS BORN Danny Kaye Virginia Mayo Steve Cochran Esther Dale R—Aug. 28—PG-964		(..) Drama BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes
(90) Drama 714 MOONRISE Jane Clark Gail Russell Ethel Barrymore —Sept. 18—PG-970				24 (60) M'drama 713 CODE OF SCOTLAND YARD Oscar Homolka R—Sept. 18—PG-970	1 (..) Drama DRUMS ALONG THE AMAZON George Brent Constance Bennett Brian Aherne Vera Ralston		
(60) Western 758 DENVER KID							
	8 (93) Drama THE MOZART STORY Hans Holt Winnie Markus Irene von Meydendorff	15 (60) Western MARK OF THE LASH Lash Larue Fuzzy St. John	22 (64) Western STAGECOACH WAR William Boyd Russell Hayden			12 (82) Western LAST OF THE WILD HORSES James Ellison Jane Frazee Mary Beth Hughes	19 (62) Adv. THUNDER IN THE PINES George Reeves Ralph Byrd
(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Joy Roberts —June 12—PG-942		(96) Com-Dr 842 APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-927	(70) Drama JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(95) Drama 844 ROAD HOUSE Ida Lupino Cornel Wilde Richard Widmark Celeste Holm R—Oct. 2—PG-974	
(81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert —Sept. 25—PG-972	(62) Western STRANGE GAMBLE William Boyd	15 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray Madeleine Carroll Buddy Rogers Rita Johnson R—Sept. 4—PG-966	(..) Drama PLOT TO KILL ROOSEVELT Selected Films		5 (94) Comedy 595 MY DEAR SECRETARY Laraine Day Kirk Douglas Keenan Wynn Rudy Vallee R—Sept. 11—PG-968		
					(79) Drama 681 KISS THE BLOOD OFF MY HANDS Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978	(86) M'drama ROGUES' REGIMENT Dick Powell Marta Toren Vincent Price Stephen McNally R—Oct. 9—PG-975	
	9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970			13 (97) Comedy 805 JUNE BRIDE Bette Davis Robert Montgomery Fay Bainter Betty Lynn Tom Tully R—Oct. 23—PG-979	

FOREIGN Language

(75) Documentary Mayer-Burystyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama Artkino
MURDERERS AMONG US

(105) Drama Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-963

(105) Drama Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

(77) Documentary Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978

(87) Drama Discina Int'l
RUY BLAS
R—Oct. 23—PG-980

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
	947	Abbott & Costello Meet Frankenstein (83)		U-I	7- 3-48	+	+	+	+	+	±	±	7+ 2–
	912	Adventures in Silverado (75)		Col.	3-13-48	±	±			±	+		4+ 3–
	956	Adventures of Gallant Bess (73)		EL	7-31-48	±	±	±	±		±		5+ 5–
	895	Alias a Gentleman (78)		MGM	1-31-48	–	±	±	+	±	±		5+ 5–
	906	All My Sons (94)		U-I	2-28-48	‡	+	+	‡	‡	+	‡	11+
	965	An Act of Murder (91)		U-I	9- 4-48	+	+		‡	+	+		6+
	894	Angels' Alley (67)		Mono.	1-24-48	±	±	±		–		±	4+ 5–
	982	Angry God, The (57)		UA	10-30-48	=						±	1+ 3–
	925	Anna Karenina (111)		20-Fox	5- 1-48	+	±		+	+	+	+	6+ 1–
	924	Another Part of the Forest (107)		U-I	4-24-48	‡	+	+	+	‡	+	+	9+
	969	Apartment for Peggy (96)		20-Fox	9-18-48	‡	+	+		‡	‡	‡	10+
	978	Appointment With Murder (67)		FC	10-16-48	±		±	±	±			4+ 4–
	913	April Showers (94)		WB	3-20-48	+	+	±	+	+	±	+	7+ 2–
	904	Arch of Triumph (120)		UA	2-21-48	+	+	+	+	‡	±	+	8+ 1–
	913	Are You With It? (90)		U-I	3-20-48	+	±	+	+	+	±		6+ 2–
	923	Argyle Secrets, The (63)		FC	4-24-48	+	±	±		+			4+ 2–
	917	Arizona Ranger, The (63)		RKO	4- 3-48	+		±	+	+	±		5+ 2–
	953	Arkansas Swing (65)		Col.	7-24-48	±					±		2+ 2–
	922	Arthur Takes Over (63)		20-Fox	4-17-48	+	±	±	±	+	–		5+ 4–
	929	Assigned to Danger (65)		EL	5- 8-48	±	±	+		±	±	+	6+ 4–
		B											
	955	Babe Ruth Story, The (107)		Mono.	7-31-48	‡	‡	‡	‡	‡	+	±	12+ 1–
	942	Bad Sister (90)		U-I	6-12-48	±	–		±		±	±	4+ 5–
	982	Belle Starr's Daughter (87)		20-Fox	10-30-48	±							1+ 1–
	903	B. F.'s Daughter (108)		MGM	2-21-48	+	±	+	+	±	+		6+ 2–
	969	Behind Locked Doors (61)		EL	9-18-48	+	±	±		±	±		5+ 4–
	919	Berlin Express (86)		RKO	4-10-48	‡	+	+	‡	‡	‡	+	11+
	929	Best Man Wins (75)		Col.	5- 8-48	+	±	+		±	+		5+ 2–
	964	Betrayal, The (183)		Astor	8-28-48	±		–				–	1+ 2–
	944	Beyond Glory (82)		Para.	6-19-48	±	±	±	±	±	+	‡	8+ 5–
	915	Big City (111)		MGM	3-27-48	+	+	+	+	+	+	+	7+
	904	Big Clock, The (95)		Para.	2-21-48	+	+	+	+	‡	‡	‡	10+
	937	Big Punch, The (80)		WB	5-29-48	±	±	±	+	+	±	±	7+ 5–
	933	Big Town Scandal (62)		Para.	5-22-48	±	±	±	+	±	±	±	7+ 6–
	887	Bill and Coo (61)		Rep.	1- 3-48	+	±	+	‡	‡	‡	+	10+ 1–
	949	Black Arrow, The (76)		Col.	7-10-48	+	±	+		±	+	+	6+ 2–
	897	Black Bart (80)		U-I	2- 7-48	±	±	+	±	+	±		6+ 4–
	965	Black Eagle, The Story of a Horse (76)		Col.	9- 4-48	+					±		2+ 1–
		Back Trail (..)		Mono.				–				±	1+ 2–
	969	Blanche Fury (93)		EL	9-18-48	–	±		+	–	+		3+ 3–
	951	Blazing Across the Pecos (55)		Col.	7-17-48	±				+	±		3+ 2–
	935	Blonde Ice (73)		FC	5-22-48	±		+		+		±	4+ 3–
	941	Blondie's Reward (67)		Rep.	6-12-48	±		+		+	±		4+ 2–
	965	Bodyguard (62)		RKO	9- 4-48	+	±	±	+	+	+		6+ 2–
	925	Bold Frontiersman, The (60)		Rep.	5- 1-48	+		+	+	+	±	±	6+ 2–
	905	Bride Goes Wild, The		(MGM)	2-28-48	+	+	‡	‡		±	±	8+ 2–
	936	Brothers, The (90)		U-I	5-22-48	+	±			+	–	+	4+ 2–
	877	Bush Christmas (76)		U-I	11-29-47	+	±	±	+	±	‡	+	5+ 3–
		C											
	899	Caged Fury (60)		Para.	2-14-48	+	±	+	+	+	+	±	7+ 2–
	928	California Firebrand (63)		Rep.	5- 8-48	+		+	+	+	±	±	6+ 2–
	894	Call Northside 777 (111)		20-Fox	1-24-48	‡	+	+	‡	‡	‡	‡	12+
	935	Campus Sleuth (57)		Mono.	5-22-48	–	±	±				–	2+ 4–
	946	Canon City (83)		EL	6-26-48	‡	±	‡	‡	‡	+	‡	12+ 1–
	939	Carson City Raiders (60)		Rep.	6- 5-48	+		+	±	±	±	±	6+ 4–
	932	Casbah (94)		U-I	5-15-48	+	±	±	+	+	±	±	7+ 4–
	906	Challenge, The (68)		20-Fox	2-28-48	+	±	±	±	±	+	+	7+ 4–
	957	Checkered Coat, The (67)		20-Fox	8- 7-48	±	±	±		–	±	±	5+ 6–
	921	Close-Up (76)		EL	4-17-48	±	±	±		±	±	+	6+ 5–
	941	Cobra Strikes, The (62)		EL	6-12-48	±	–				±	±	3+ 4–
	970	Code of Scotland Yard (60)		Rep.	9-18-48	+	±	±	‡	+	+		7+ 2–
	940	Coroner Creek (90)		Col.	6- 5-48	‡	+	‡	‡		+	±	9+ 1–
	943	Corridor of Mirrors (96)		U-I	6-19-48	–	+			±			2+ 3–
		Counterfeiters, The (73)		20-Fox			±	+		±	±	±	5+ 4–
		Creeper, The (63)		20th-Fox			–	±		–	–	±	2+ 5–
		Crossed Trails (53)		Mono.				±		±		±	3+ 3–
	972	Cry of the City (95)		20-Fox	9-25-48	±	+	+	+	‡	‡	+	9+ 1–
		D											
	955	Daredevils of the Clouds (60)		Rep.	7-31-48	+	±	±	+	±	±	±	7+ 5–
	946	Date With Judy, A (113),		MGM	6-26-48	‡	‡	‡		+	‡	‡	11+
		Dead Don't Dream, The (..)		UA				±				±	2+ 2–
	946	Dear Murderer (90)		U-I	5-22-48	±	±		±	±	±	+	6+ 5–
	948	Deep Waters (85)		20-Fox	7- 3-48	‡	±	±	+	+	+	±	8+ 3–
	896	Design for Death (48)		RKO	1-31-48	+			+	±	+		4+ 1–
	968	Desperadoes of Dodge City (60)		Rep.	9-11-48	+		+		±			3+ 1–
	926	Devil's Cargo (61)		FC	4-10-48	±		±	±	–			3+ 4–
	980	Disaster (60)		Para.	10-23-48	±	–	±					2+ 3–
		Discovery (74)		FC						+		+	2+
	961	Docks of New Orleans (70)		Mono.	8-21-48	±	–	±	±	±		±	5+ 6–
	887	Double Life, A (103)		U-I	1- 3-48	+	‡	+	‡	‡	+	‡	11+
	927	Dream Girl (86)		Para.	5- 8-48	+	±	‡	±	‡	+	‡	10+ 2–
	926	Dude Goes West, The (87)		Mono.	5- 1-48	+	+		+	‡	+	+	7+
		E											
	928	Easter Parade (103)		MGM	5-29-48	‡	‡	‡	‡	‡	‡	‡	14+
	955	Embraceable You (80)		WB	8-31-48	±	±	±		+	±	±	6+ 5–
	928	Emperor Waltz, The (106)		Para.	5- 8-48	‡	‡	‡	‡	‡	‡		12+
	915	Enchanted Valley, The (77)		EL	3-27-48	+	–	+			±		3+ 2–
	945	End of the River (80)		U-I	6-26-48	+	±		+	+	+		5+ 1–
	940	Escape (78)		20-Fox	6- 5-48	±	±		‡	–	±	+	6+ 4–
	953	Eyes of Texas, The (70)		Rep.	7-24-48	±		+	±	+	±		5+ 3–
		F											
	943	Feudin', Fussin and a-Fightin' (77)		U-I	6-19-48	±	±	+	‡	±	±	±	8+ 5–
	982	Fighting Back (61)		20-Fox	10-30-48	–				±	±		2+ 3–
	931	Fighting Father Dunne (93)		RKO	5-15-48	+	‡	±	+	+	+	±	8+ 2–
	966	For the Love of Mary (90)		U-I	9- 4-48	+	±	+	+	±	+	±	7+ 3–
	941	Foreign Affair, A (116)		Para.	6-12-48	‡	‡	+	‡	‡	+	‡	12+
	911	Fort Apache (127)		RKO	3-13-48	+	±	+	+	+	‡	‡	9+ 1–
	933	Four Faces West (89)		UA	5-22-48	+	‡	+	+	+	+	±	8+ 1–
	927	French Leave (64)		Mono.	5- 8-48	+	±	±		±		±	5+ 4–
	932	Fuller Brush Man, The (92)		Col.	5-15-48	+	+	+	‡	‡	+	+	9+
	920	Fury at Furnace Creek (88)		20-Fox	4-10-48	‡	+	+	+	+	+	+	8+
		G											
	979	Gallant Blade, The (81)		Col.	10-23-48	+	±	+	±	±	+	±	7+ 4–
	938	Gallant Legion, The (88)		Rep.	5-29-48	‡	±	+	+	+	±	±	8+ 3–
	942	Gay Intruders, The (70)		20-Fox	6-12-48	+	±		+		±		4+ 2–
	973	Gentleman From Nowhere (66)		Col.	10- 2-48	+	±	±		–	±	±	5+ 5–
	876	Gentleman's Agreement (118)		20-Fox	11-22-47	‡	‡	‡	‡	‡	‡	‡	14+
	972	Girl From Manhattan, The (81)		UA	9-25-48	–		–	±	+	±		3+ 4–
	937	Give My Regards to Broadway (89)		20-Fox	5-29-48	‡	+	+	‡	‡	+	+	10+
		Golden Eye, The (69)		Mono.			±	±				–	2+ 3–
	956	Good Sam (114)		RKO	7-31-48	‡	‡	+	‡		±	±	9+ 2–
	925	Green Grass of Wyoming (89)		20-Fox	5- 1-48	‡	+	+		+	+		6+
	931	Guns of Hate (61)		RKO	5-15-48	±		±	+		±		4+ 3–
		H											
	851	Hal Roach Comedy Carnival (Curley and The Fabulous Joe) (112)		UA	8-30-47	±	±		‡	+	±		6+ 3–
	903	Half Past Midnight (69)		20-Fox	2-21-48	‡	=	±	–	–	±		2+ 7–
	950	Hamlet (155)		U-I	7-10-48	‡	‡		‡	‡	‡	‡	12+
	922	Hatter's Castle (105)		Para.	4-17-48	±	±		±		±	±	5+ 5–
	911	Hawk of Powder River, The (54)		EL	3-13-48	±		–	±				2+ 3–
	914	Hazard (100)		Para.	3-20-48	+	±	+	+	±	±	±	7+ 4–
	929	Heart of Virginia (60)		Rep.	5- 8-48	±	±	±	±	+			5+ 4–
	921	Here Comes Trouble (54)		UA	4-17-48	+	±	+	+			±	5+ 2–
	976	Hills of Home (97)		MGM	10- 9-48	+	±	+	+	‡	‡		8+ 1–
	961	Hollow Triumph (83)		EL	8-21-48	+	±	+	+	±	±		6+ 2–
	920	Homecoming (113)		MGM	4-10-48	‡	+	‡	+	‡	+	+	10+
	898	Hunted, The (85)		Mono.	2- 7-48	+	+	–	+		+		4+ 1–
		I											
	902	I Became a Criminal (75)		WB	2-14-48	–	±		‡	=	–		3+ 5–
	934	I, Jane Doe (85)		Rep.	5-22-48	±	±	±	+	±	±	±	7+ 6–
	911	I Remember Mama (134)		RKO	3-13-48	‡	‡	‡	‡	‡	‡		12+
	975	I Surrender, Dear (68)		Col.	10- 9-48	+	±		–		±		3+ 3–
	927	I Wouldn't Be in Your Shoes (72)		Mono.	2-14-48	±	±	±	±	±	–	±	6+ 7–
	891	Ideal Husband, An (96)		20-Fox	1-17-48	+	±		±	+	+	+	6+ 2–
	966	Innocent Affair, An (90)		UA	9- 4-48	+	+	±	+	+	+	±	7+ 2–
	975	Inner Sanctum (62)		FC	10- 9-48	–				±			1+ 2–
	918	Inside Story, The (87)		Rep.	4- 3-48	+	±	+		–	±	±	5+ 4–
	966	In This Corner (63)		EL	9- 4-48	±	±	+		+	±		5+ 3–
	931	Iron Curtain, The (87)		20-Fox	5-15-48	+	‡	‡	+	‡	±	‡	11+ 1–
	962	Isn't It Romantic? (87)		Para.	8-21-48	+	–	–	+	–	+		3+ 3–
		J											
	902	Jassy (96)		U-I	2-14-48	–	±		+	–	±	±	4+ 5–
	935	Jinx Money (69)		Mono.	5-22-48	+	±	±		±		±	5+ 4–
	982	Joan of Arc (145)		RKO	10-30-48	‡	‡	‡					6+
	963	Joe Palooka in Winner Take All (64)		Mono.	8-28-48	+	±	±	+			±	5+ 3–
	970	Johnny Belinda (102)		WB	9-18-48	‡	‡	‡	‡	‡	+	+	12+
	960	Julia Misbehaves (99)		MGM	8-14-48	‡	+	+	‡	‡	‡	+	11+
	979	June Bride (98)		WB	10-23-48	‡	+	+	‡	‡	‡		10+
	972	Jungle Patrol (70)		20-Fox	8-25-48	+	‡	‡	+	+			7+
		K											
	949	Key Largo (101)		WB	7-10-48	+	‡	+	‡	‡	‡	+	11+
	969	Kidnapped (80)		Mono.	9-18-48	‡		+	+	+	+		6+
	938	King of the Gamblers (60)		Rep.	5-29-48	‡	±	±	±			–	5+ 4–
	909	King of the Olympics (60)		UA	3- 6-48	+							1+
	978	Kiss the Blood Off My Hands (79)		U-I	10-16-48	‡	+	+	+	+	±		7+ 1–
		L											
	954	Lady at Midnight (61)		EL	7-24-48	±	±	±		–	±	±	5+ 6–
	921	Lady From Shanghai, The (87)		Col.	4-17-48	±	+	+		+	±	±	6+ 3–
	959	Larceny (89)		U-I	8-14-48	±	+	+	+	+	+	+	7+ 1–
	903	Let's Live Again (67)		20-Fox	2-21-48	+	±		+	+	–		4+ 2–
	981	Let's Live a Little (85)		EL	10-30-48	+							1+
	922	Letter From an Unknown Woman (87)		U-I	4-17-48	+	–		±	+	+	+	5+ 2–
	924	Lightnin' in the Forest (58)		Rep.	4-24-48	±	±	+	±			±	5+ 4–
	923	Lost One, The (84)		Col.	4-24-48	+		+	+	±			4+ 1–
	873	Love From a Stranger (81)		EL	11-15-47	±	±	±	±	+	±	+	7+ 5–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
961	Loves of Carmen, The	(110)	Col...	8-21-48	+		±	ǂ		ǂ	ǂ	8+ 1−
965	Luck of the Irish, The	(99)	20-Fox	9- 4-48	ǂ	±	+		+	±	+	7+ 2−
943	Lulu Belle	(87)	Col.	6-19-48	+	±	±	±	+	±	±	7+ 5−
962	Luxury Liner	(98)	MGM	8-21-48	+	+	±	+	+	ǂ	+	8+ 1−
	M											
977	Macbeth	(107)	Rep.	10-16-48	±	±	±	+	−	ǂ		6+ 4−
945	Man-Eater of Kumaon	(80)	U-I	6-26-48	+	±	±		+	+	+	6+ 2−
908	Man From Texas, The	(71)	EL	3- 6-48	+	±	±		±	−		4+ 4−
	Marshal of Amarillo	(..)	Rep.				±		+	±	±	4+ 3−
914	Mating of Millie, The	(87)	Col.	3-20-48	±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn	(89)	20-Fox	3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time	(76)	RKO	5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
944	Michael O'Halloran	(79)	Mono.	6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey	(87)	EL	6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend	(73)	EL...	10-16-48	±	±	±	±		±		5+ 5−
944	Mine Own Executioner	(102)	20-Fox	6-19-48	±	±		+		+		5+ 2−
907	Miracle of the Bells, The	(120)	UA	3- 6-48	+	ǂ	+	ǂ	ǂ	ǂ		10+
962	Miraculous Journey	(76)	FC	2-21-48	+		±	+	−		±	4+ 3−
970	Miss Tatlock's Millions	(100)	Para.	9-18-48	+	±	+	+	ǂ	ǂ		8+ 1−
917	Mr. Blandings Builds His Dream House	(96)	SRO	4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid	(89)	U-I	7-10-48	+	+	±	ǂ	±	+		7+ 2−
904	Mr. Reckless	(67)	Para.	2-21-48	−	−	±	±	−	±	−	3+ 7−
918	Money Madness	(73)	FC	4- 3-48	±		±				−	3+ 3−
970	Moonrise	(90)	Rep.	9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra	(173) RKO		12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
953	Music Man	(66)	Mono.	7-24-48	±	−			±			2+ 3−
968	My Dear Secretary	(94)	UA	9-11-48	ǂ	+	+	+	+	±		7+ 1−
925	My Dog Rusty	(67)	Col.	5- 1-48	±	±	±			±	±	5+ 5−
948	Mystery in Mexico	(66)	RKO	7- 3-48	±	±	±	+		±		5+ 4−
	N											
896	Naked City, The	(96)	U-I	1-31-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
876	Nicholas Nickleby	(95)	U-I	11-22-47	+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes	(81)	Para.	7-17-48	+	+	+	+		+	+	6+
981	Night Time in Nevada	(67)	Rep.	10-30-48	+					ǂ		3+
968	Night Wind	(68)	20-Fox	9-11-48	±	±		+	±	+		5+ 3−
976	No Minor Vices	(96)	MGM	10- 9-48	+	±	+	+	+	±		6+ 2−
920	Noose Hangs High, The	(77)	EL	4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede	(79)	EL	7-10-48	+	±	±	+	±	ǂ		7+ 3−
	O											
913	October Man, The	(85)	EL	3-20-48	+	±		−	±	+	+	5+ 3−
921	Old Los Angeles	(87)	Rep.	4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade	(57)	UA	9-11-48	+			+				2+
971	Olympic Games of 1948	(88)	EL.	9-25-48	+			+				2+
926	On an Island With You	(107)	MGM	5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
964	One Touch of Venus	(82)	U-I	8-28-48	+	±	±	±	+	±		6+ 4−
898	On Our Merry Way (formerly Miracle Can Happen, A)	(107)	UA	2- 7-48	+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret	(70)	EL	1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm	(61)	Rep.	9-25-48	±	±	−	+	±	−		4+ 5−
	P											
980	Paleface, The	(90)	Para.	10-23-48	ǂ	+	+			+		5+
888	Paradine Case, The	(117)	SRO	1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The	(77)	RKO	2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
897	Piccadilly Incident	(87)	MGM	2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The	(102)	MGM	4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall	(85)	UA	8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
923	Port Said	(69)	Col.	4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street	(78)	RKO	7- 3-48	±	±	±	+		±	±	6+ 5−
958	Rachel and the Stranger	(92)	RKO	8- 7-48	+	+	±	+	−	ǂ	ǂ	8+ 2−
959	Range Renegades	(54)	Mono.	8-14-48	+					−	ǂ	1+ 1−
937	Raw Deal	(78)	EL	5-29-48	ǂ	+	+	±	±	±	±	7+ 4−
952	Red River	(104)	UA	7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
980	Red Shoes, The	(134)	EL	10-23-48	+	ǂ				+		4+
979	Return of October, The	(83)	Col.	10-23-48	+	±	+		+	+		5+ 1−
934	Return of the Badmen	(90)	RKO	5-22-48	ǂ	±	±	+	−	+		5+ 3−
912	Return of the Whistler, The	(63)	Col.	3-13-48	±	±	±		−	±	±	5+ 6−
962	Return of Wildfire	(81)	SG	8-21-48	+	±		±	+			4+ 2−
932	River Lady	(78)	U-I	5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House	(95)	20-Fox	10- 2-48	±	+	+	+	±	±		6+ 3−
959	Rocky	(76)	Mono.	8-14-48	±	±					±	3+ 3−
975	Rogues' Regiment	(86)	U-I	10- 9-48	+	±	±	+	ǂ	+		7+ 2−
942	Romance on the High Seas	(102)	WB	6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope	(80)	WB	8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977	Rusty Leads the Way	(59)	Col.	10-16-48	±					+		2+ 1−
915	Ruthless	(102)	EL	3-27-48	+	±	±	+	+	+	±	7+ 3−
	S											
897	Saigon	(95)	Para.	2- 7-48	±	±	+	±	−	±		5+ 5−
908	'Sainted' Sisters, The	(90)	Para.	3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The	(88)	UA	9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
908	Scudda Hoo! Scudda Hay!	(95) 20-Fox		3- 6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict	(83)	Para.	9-11-48	±	±	±		±	+		5+ 4−
914	Search, The	(104)	MGM	3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
963	Secret Land, The	(71)	MGM	8-28-48	+				+	ǂ		4+
939	Secret Service Investigator	(60)	Rep.	5- 5-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy	(71)	Para.	4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest	(65)	Mono.			±	±		−		−	2+ 4−
960	Shed No Tears	(70)	EL	8-14-48	±	±	±	±	±			5+ 5−
904	Sign of the Ram, The	(85)	Col.	2-21-48	+	±	+	+	ǂ	+		7+ 1−
919	Silent Conflict	(61)	UA	4-10-48	±		±	−	−		±	3+ 5−
928	Silver River	(110)	WB	5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey	(..)	UA				±				±	2+ 2−
906	Sitting Pretty	(84)	20-Fox	2-28-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
941	Sixteen Fathoms Deep	(82)	Mono.	6-12-48	±	−	±	ǂ			+	5+ 3−
971	Smart Girls Don't Talk	(81)	WB	9-25-48	±	±	−	±				3+ 4−
912	Smart Woman	(90)	Mono.	3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
	Smuggler's Cove	(66)	Mono.			±	±		±		±	4+ 4−
933	So Evil, My Love	(109)	Para.	5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia	(83)	FC	9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York	(79)	UA	5-15-48	+	+	+	+	+	±		6+ 1−
971	Son of God's Country	(60)	Rep.	8-28-48	+		±		−	±		3+ 3−
964	Song Is Born, A	(110)	RKO	8-28-48	+	±	+	+	ǂ	+	+	8+ 1−
916	Song of Idaho	(66)	Col.	3-27-48	−		±		±	±		3+ 4−
	Sons of Adventure	(60)	Rep.				−		±		±	2+ 3−
956	Sorry, Wrong Number	(90)	Para.	7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977	S.O.S. Submarine	(71)	SG	10-16-48	±				+			2+ 1−
958	Southern Yankee, A	(91)	MGM	8- 7-48	+	+	+	ǂ	ǂ	+		8+
906	Speed to Spare	(58)	Para.	2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The	(79)	EL	8- 7-48	+	±	±	±	+			5+ 3−
935	Stage Struck	(71)	Mono.	5-22-48	−	±	±		−		±	3+ 5−
916	State of the Union	(122)	MGM	3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
966	Station West	(92)	RKO	9- 4-48	±	±	+	±	+	+		6+ 3−
981	Strange Mrs. Crane, The	(60)	EL.	10-23-48	±		±		−			2+ 3−
907	Strawberry Roan	(79)	Col.	3- 6-48	+		+	+	±	±		5+ 2−
950	Street With No Name	(91)	20-Fox	7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
912	Summer Holiday	(92)	MGM	3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger	(76)	EL	5-29-48	±	−	±			±		3+ 4−
	T											
947	Tap Roots	(109)	U-I	7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids	(67)	RKO	4- 3-48	+	±	+	+	±	±	±	7+ 4−
856	Tawny Pipit, The	(81)	U-I	9-13-47	+	+		+	±		ǂ	6+ 1−
954	Texas, Brooklyn and Heaven	(76)	UA	7-24-48	±	±	±	±	±	±	−	6+ 7−
951	That Lady in Ermine	(89)	20-Fox	7-17-48	+	±	+	±	−	+	±	6+ 4−
945	They Live by Night (Reviewed as Your Red Wagon)	(95)	RKO	6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
	13 Lead Soldiers	(66)	20-Fox			±	+		−	±	±	4+ 4−
900	Three Daring Daughters	(115)	MGM	2-14-48	ǂ	±	+	ǂ	+	+	ǂ	10+ 1−
978	Three Musketeers, The	(125)	MGM	10-16-48	ǂ	ǂ	+	+	ǂ	+		9+
949	Thunderhoof	(77)	Col.	7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The	(67)	Rep.	7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The	(109)	UA.	5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The	(54)	EL	3-20-48	±		±	±		±		4+ 4−
918	To the Victor	(99)	WB	4- 3-48	+	±	+	+	±	±	±	7+ 4−
951	Trail to Laredo	(54)	Col.	7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz	(60)	Rep.	7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie	(67)	Col.	5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat	(70)	Col.	10- 9-48	+	±	±		±	±	±	6+ 5−
958	Two Guys From Texas	(86)	WB	8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered	(146)	Para.	10- 4-47	ǂ	±	+	ǂ	ǂ	+	+	10+ 1−
931	Under California Stars	(70)	Rep.	5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours	(105)	20th-Fox	10- 9-48	−	+	−	ǂ	±	+		5+ 3−
979	Untamed Breed, The	(79)	Col.	10-23-48	±							1+ 1−
940	Up in Central Park	(87)	U-I	6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People	(66)	UA	8-21-48	−	±	±		+	±		4+ 4−
	V											
958	Variety Time	(59)	RKO	7- 7-48	+	±	±	±	+	±		6+ 4−
953	Velvet Touch, The	(97)	RKO	7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The	(77)	UA	6- 5-48	+	±	±	±	+	±	±	7+ 5−
	W											
968	Walk a Crooked Mile	(89)	Col.	9-11-48	ǂ	±	+	+	+	+	+	8+ 1−
934	Wallflower	(78)	WB	5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The	(106)	20-Fox	7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight	(63)	Para.	5- 8-48	+	±	+	±	±	±	±	7+ 5−
916	West of Sonora	(55)	Col.	3-27-48	±				+	+		3+ 2−
	Westward Trail	(58)	EL					±		±		2+ 2−
936	Whirlwind Raiders	(54)	Col.	5-22-48	±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin?	(55)	UA	5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again?	(62)	FC	6- 5-48	±							1+ 1−
957	Winner's Circle	(70)	20-Fox	8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting	(104)	WB	4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The	(109)	WB	4-24-48	+	±	+		−	+	ǂ	6+ 2−
891	Women in the Night	(90)	FC	1-17-48	+		±	±			−	3+ 3−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, — Poor, = Very Poor. ⊙ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9423	Silly Billy (Billie Burke) (18)	1-29	±	3-20
9424	Two Nuts in a Rut (Shilling & Lane) (18)	2-19	±	4-24
9437	Eight-Ball Andy (Clyde) (17½)	3-11		....
9425	Tall, Dark and Gruesome (H. Herbert) (16)	4-15	±	5- 8
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
	COLOR FAVORITES			
9605	Animal Cracker Circus (7)	2-19		....
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
	COLOR PHANTASIES			
9702	Topsy Turkey (6½)	2- 5		....
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR PHAPSODIES			
9503	Flora (7)	3-18		....
	1948-49 SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9656	No. 6 Civilization (10)	2-12	±	4-24
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21		....
	FILM NOVELTIES			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9856	Photoplay's Gold Medal Awards (9½)	3-18		....
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	‡	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	‡	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
	STOOGE COMEDIES			
9405	Pardon My Clutch (15)	2-26	+	3-20
9406	Squareheads of the Round Table (18)	3- 4		....
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
	THRILLS OF MUSIC			
9956	Ted Weems & Orch. (10½)	3-25	±	5- 8
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9805	Rodeo Thrills and Spills (9½)	1-29	+	4-24
9806	Net Marvels (9)	3-11		....
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	‡	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
	SERIALS			
9160	Tex Granger — 15 Chapters	4- 1	+	5- 8
9180	Superman (Special) — 15 Chapters	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill — 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-933	King Size Canary (7)	12- 6	±	1- 3
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	‡	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-911	Visiting Virginia (9)	11-29	+	1- 3
T-912	Cradle of a Nation (9)	12-13	+	1- 3
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	GOLD MEDAL REPRINTS (Technicolor)			
W-921	Goldilocks and the Three Bears (11)	11-22	±	1- 3
W-922	The Fishing Bear (8)	12-20	±	1- 3
W-923	The Milky Way (8)	2-14	‡	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	‡	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-971	Miracle in a Cornfield (9)	12-20	‡	1- 3
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	‡	2-21
K-974	My Old Town (9)	2- 7	‡	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	PETE SMITH SPECIALTIES			
S-952	Surfboard Rhythm (8)	10-18	‡	11- 8
S-953	What D'Ya Know (9)	11- 8	+	11- 8
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	‡	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	⊙ You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	‡	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-932	The Invisible Mouse (7)	9-27	‡	11- 8
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (..)	11- 5		....
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	‡	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
FF7-6	Catalina Interlude (..)	11-19		....
	NOVELTOONS (Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	‡	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	‡	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (..)	11-19		...
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (..)	10- 8		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-2	Olive Oyl for President (6)	1-30	‡	1-24
E7-3	Wigwam Whoopee (8)	2-27	‡	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	‡	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (..)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (..)	11-12		....
	POPULAR SCIENCE (Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	‡	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	‡	4-10
X7-6	Sing or Swim (8)	6-14	‡	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	‡	10- 9
	SPEAKING OF ANIMALS			
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (..)	11-26		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
74,111	Pluto's Blue Note (7)	12-26	‡	12-27
74,112	They're Off (7)	1-23		....
84,703	Little Hiawatha (reissue) (9)	2-20	‡	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	‡	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	‡	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	‡	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	‡	10-16
94,105	Pluto's Fledgling (7)	9-10		....
94,106	Soup's On (7)	10-15		....
	EDGAR KENNEDY COMEDIES			
83,402	Brother Knows Best (17)	1- 2		....
83,403	No More Relatives (18)	1-30	+	3-13
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
94,301	Contest Crazy (17)	10- 1		....
	FLICKER FLASHBACKS			
84,203	No. 3 (9)	1-16		....
84,204	No. 4 (9)	2-27	‡	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,701	Bet Your Life (14)	1-16		....
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	PATHE SPORTSCOPES			
84,305	Racing Day (8)	1- 9	+	1-31
84,306	Sports Coverage (8)	2- 6		....
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6- 5	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20		....
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
83,503	Corraling a School Marm (20)	11-14		....
83,504	Prairie Spooners (13)	12-19	±	3-13
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10		....
93,502	Range Rhythm (17)	10-15		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano (17)	10-29		....
	SPECIALS			
83,901	Football Highlights of 1947 (18)	2-12		....
83,601	Twenty Years of Academy Awards (19)	4- 2	‡	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	‡	5- 8
83,202	Pal's Adventure (..)	6-11		....
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	THIS IS AMERICA			
83,102	Switzerland Today (18)	12-12	‡	12-27
83,103	Children's Village (19)	1-19	‡	1-24
83,104	Operation White Tower (18)	2- 6	‡	2-28
83,108	Crime Lab (17)	2- 8	‡	6- 5
83,105	Photo Frenzy (16)	3- 5	‡	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	‡	5- 8
83,109	Letter to a Rebel (17)	6-25	‡	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	‡	8-28
83,112	Friend of the Family (16)	9-17	‡	10- 9
83,113	Who's Delinquent? (17)	10-15		....

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
DRIBBLE PUSS PARADE				
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
FEMININE WORLD				
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
MARCH OF TIME				
	Vol. 14, No. 4 Public Relations This Means You! (17)	11-28	‡	11-29
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	‡	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	‡	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	‡	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	‡	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.	‡	10-16
MOVIETONE ADVENTURES				
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	◎Jungle Closeups (8)	12-12	‡	3- 6
8254	◎Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	◎Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	‡	6- 5
8256	◎Riddle of Rhodesia (8)	July	+	8-14
8257	◎Bermuda (8)	Aug.	+	8-14
8258	◎Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
MOVIETONE SPECIALTY				
8801	Symphony of a City (11)	Sept.	+	10-23
MOVIETONE NEWS (Released Twice Weekly)				
SPORTS				
8352	◎Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	◎Playtime in Scandinavia (8)	Apr.	‡	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
TERRYTOONS (Technicolor)				
8506	Talking Magpies in the Super Salesman (7)	10-24	‡	12-20
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	‡	12-20
8505	The Wolf's Pardon (7)	12- 5	‡	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	‡	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
ANSWER MAN SERIES				
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	‡	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23		....
JUVENILE JURY SERIES				
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
LANTZ CARTUNES (Technicolor—Reissues)				
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
MUSICAL WESTERNS				
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	‡	5-29
NAME BAND MUSICALS				
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle nd His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	‡	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (..)	10-13		....
SING AND BE HAPPY SERIES				
2385	Let's Go Latin (10)	7-21	+	8-16
2386	Kernels of Korn (10)	8-18	±	10-11
2387	Manhattan Memories (10)	8-25	+	11-15
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Sons of the Season (..)	10-11		....
3385	Hits of the Nineties (..)	10-18		....
SPECIALS				
2202	Harnessed Lightning (17)	11-12		....
5555	◎The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	‡	9-27
3201	Snow Capers (19)	2-18	+	3- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
2348	Play and Plenty (9)	8-11	‡	8-16
1947-48 SEASON				
3341	Tropical Harmony (9)	9-29	+	11-15
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16		....
3348	Call of the Canyon (..)	10-18		....
SERIALS				
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-12

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
BLUE RIBBON HIT PARADE (Technicolor)				
4304	Don't Look Now (7)	4-10		....
4305	Curious Puppy (7)	4-24		....
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
1948-49 SEASON				
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
BUGS BUNNY SPECIALS (Technicolor)				
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
1948-49 SEASON				
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25		....
4721	My Bunny Lies Over the Sea (7)	12- 4		....
FEATURETTE				
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
JOE McDOAKES COMEDIES				
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
1948-49 SEASON				
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
MELODY MASTERS				
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
MEMORIES OF MELODY LANE				
4204	Let's Sing Grandfather's Favorites (10)	3-13		....
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
MERRIE MELODIES (Color)				
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2		....
4710	The Foghorn Leghorn (7)	10- 9		....
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30		....
4713	Kit for Cat (7)	11- 6		....
4714	Stupor Salesman (7)	11-20		....
4715	Riff Raffy Daffy (7)	11-27		....
SPORTS NEWS REVIEW 1948-49 SEASON				
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4		....
SPORTS PARADE (Technicolor)				
4506	Ride, Ranchero, Ride (10)	3-20	+	4-10
4507	Holiday for Sports (10)	4-17	+	5- 1
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9		....
TECHNICOLOR ADVENTURES				
4806	Living With Lions (20)	6- 5		....
1948-49 SEASON				
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11		....
TECHNICOLOR SPECIALS				
4004	King of the Carnival (19)	4- 3	‡	4-10
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	‡	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	‡	9- 4
1948-49 SEASON				
5001	Sons of Liberty (21)	11-20	+	9- 4
WARNER-PATHE NEWS (Released Twice Weekly)				

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
ASTOR				
Vol. 1, No. 1	◎Makers of Destiny (15)		±	6- 5
REPUBLIC				
CARTOON				
761	◎It's a Grand Old Nag (8)	12-20	‡	12-13
SERIALS				
693	Jesse James Rides Again... 13 Chapters	8- 2		....
694	The Black Widow... 13 Chapters	11- 1		....
791	G-Men Never Forget... 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted... 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release)... 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James... 13 Chapters	10-30		....
UNITED ARTISTS				
LANTZ CARTUNES (Technicolor)				
...	The Bandmaster (7)	12-19	+	12- 6
...	The Mad Hatter (7)	Feb.	±	2-14
...	Banquet Busters (7)	3-12	+	2-14
...	Kiddie Koncert (7)	4- 2	‡	4-17
...	Wacky Bye Baby (7)	7-16	±	4-24
...	Pixie Picnic (7)	6-14	‡	4-17
...	Wet Blanket Policy (7)	8-27		....
...	Playful Pelican (7)	9- 8		....
LOEW MUSICOLOR				
...	Engulfed Cathedral (7)	June	+	9-20
...	Moonlight (7)	8-29	+	9-20
...	Enchanted Lake (7)	10-30	+	12- 6
...	Fingal's Cave (10)	3-26	±	2-14
...	Liebestraum (7)	5- 7		....
INDEPENDENTS				
	Fact and Fantasy (7) A.F. Films		—	10-30
	Kabylia (10) A.F. Films		+	10-30
	Journey to Mecca (15) A.F. Films		+	10-30
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) AF Films		‡	7-24
	1-A, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l		+	10-16

Fact and Fantasy

A.F. Films **7 Mins.**

Poor. This French film suffers from unimaginative, draftsmanlike sketching. Among other things, it explains why "glub-glub" birds keep dipping their bills into water in a sort of perpetual motion and shows the operation of automobile telephones and how to test wool. The firm's address is 1600 Broadway, New York.

Journey to Mecca

A.F. Films **15 Mins.**

Good. An interesting French film showing thousands of Moslems making a pilgrimage to Mecca by ship, railroad, camel, donkey and on foot and the ceremonies on their arrival at the Holy City around the sacred "Black Stone" in the center of the Great Mosque. It definitely will be welcomed by art theatres and will go over in houses whose patronage is travel-minded. A.F.'s address is 1600 Broadway, New York.

Kabylia

A.F. Films **(North African Series)** **10 Mins.**

Good. A French documentary of the natives of Kabylia, situated between the Sahara desert and the Mediterranean, cultivating their semiarid soil with primitive instruments, working at their handicrafts and generally observing old customs. In a modern city near by the younger generation shows its progressiveness. For art theatres. A. F.'s address is 1600 Broadway, New York.

Pal's Adventure

RKO **(My Pal Series)** **20 Mins.**

Good. The sure-fire boy and his dog theme is used to good sentimental advantage in a featurette which is made to order for neighborhood and family houses. Ted Donaldson, who is featured in Columbia's "Rusty" series, has name value and gives a natural and appealing performance and "Flame," the wonder dog, is a magnificent and intelligent animal. Ted is innocently involved in a theft. He rescues a lost dog who helps clear him and wins him a reward as well.

Pluto's Fledgling

RKO **(Walt Disney Cartoon)** **8 Mins.**

Good. A clever little cartoons with a particular appeal to the youngsters. Little Orville is just a baby bird who makes several disastrous attempts to fly like his bigger brothers and sisters. The first time he falls in Pluto's water dish. The big dog is unable to reason with the stubborn bird and finally tries to help him fly. Pluto accidentally launches himself in the air and gets buffeted around in many directions.

Strikes to Spare

RKO **(Sportscope)** **8 Mins.**

Good. With bowling at an all time high in popularity, this will interest both men and women sports enthusiasts. In fact, as the picture shows, females often excel the males in pin smashing. Jo Etien of Los Angeles and Catherine Fellmuth of Chicago demonstrate some strikes and trick shots and the reel ends with Andy Varipapa scoring with some practically impossible shots.

Call of the Canyon

U-I **(Variety View)** **10 Mins.**

Fair. The Grand Canyon is photographed from every angle in this picture. The film would have been much more effective in color. Kenneth Banghart, the narrator, describes the wonderful colors of the various rock formations, but one color shot would have been worth a thousand adjectives.

Gaucho Fiesta

U-I **(A Variety View)** **9 Mins.**

Fair. The South American country of Uruguay is the subject of this production. The film opens with shots of the wine festival in Montevideo. From there the camera travels to the countryside, where Gauchos demonstrate their fine horsemanship and native dances.

Christmas Dream

U-I **(One-Reel Special)** **11 Mins.**

Excellent. Charming filler for the Christmas holiday program. The picture was made in Czechoslovakia and is in pantomime. The principal performers are skillfully manipulated puppets—a rag doll, giraffe and bear. These characters come to life in a little girl's dream. Adults will enjoy the film as much as children. The puppets, especially the rag doll, are remarkably lifelike.

Buddy Rich and Orchestra

U-I **(Name Band Special)** **15 Mins.**

Fair. A routine musical production with Buddy Rich on the drums, the Mello-Larks handling the vocals and Louis DaPron doing a dance specialty. The short features "One O'Clock Boogie," "So Long Joe," "Let's Get Away From It All," "John Had the Number," "But No Nickel" and "Not So Quiet Please."

Home of the Iceberg

U-I **(Answer Man Series)** **8 Mins.**

Good. Informative science short based on questions received by the radio Answer Man. This film shows how and where icebergs are formd off the coast of Alaska. It also shows how a fly keeps its course and how a bear chases a panther up a tree.

In the Newsreels

Movietone News, No. 84: Truman story; Penn-Columbia; Michigan-Northwestern.

News of the Day, No. 214: Michigan upsets Northwestern; Penn shades Columbia in thriller; Truman story.

Paramount News, No. 17: Michigan-Northwestern; Penn beats Columbia; Truman story.

Universal News, No. 188: Michigan 28, Northwestern 0; Penn 20, Columbia 14; Truman story.

Warner Pathe News, No. 19: Truman story; General Clay visits Ruhr; Michigan vs. Northwestern.

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Movietone News, No. 85: President Truman; Dewey; King George; Marshall visits Greece and Italy; MacArthur; General Clay; Navy day; Army beats Harvard; Columbia—class rush.

News of the Day, No. 215: Red revolt in Korea; report from Europe; Legionnaires of nations in gala parade; airborne nurses; college spirit; Dixie grid thriller.

Paramount News, No. 18: Army-Harvard game; north Japan flood; General Clay; General MacArthur; Eric Johnston; Governor Dewey; American Legion at Miami.

Universal News, No. 189: Salute to our navy; General Clay; Reds under estimate our air lift to Berlin; American Legion and Truman; Dewey; floods—Japan; class rush; duck hunting.

Warner Pathe, No. 20: Truman; American Legion; Dewey; Marshall; MacArthur; General Clay; French fashions; California vs. Oregon State; Paris wrestling; Great Americans—Theodore Roosevelt.

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Telenews Digest, No. 42: The Marshall plan today; snake cultists in weird ritual; Red indictments protested; Ickes takes his stand; Virginia; New York; Sweden; Finland; T.C.U. beats Aggies 27-14; Forty-Niners down Yanks 21-7.

Exhibitor Has His Say

(Continued from page 3)

much English locale. I consider this the worst picture ever shown on my screen—98 minutes of film wasted and everyone that attended dissatisfied. Played Wednesday. Weather: Warm.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ★★★

UNIVERSAL-INTERNATIONAL

Abbott and Costello Meet Frankenstein (U-I)—Bud Abbott, Lou Costello, Lenore Aubert. This is the best in this series and had an excellent draw. Even if this team is silly, it draws an audience above average, and patrons are pleased, so what have I got to kick about? Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ★★★

All My Sons (U-I)—Edward G. Robinson, Burt Lancaster, Mady Christians. We have only had our say a couple of times in the past. Maybe it's because we can't find the time to write until we get so steamed up over a canine like this one that we have to yap to someone. This may be good in larger situations but it's poison in the small. Sold at top and did a nosedive to the lowest gross on record. Acting good, little action, and plot poor. Another U-I clinker. Played Mon., Tues. —S. W. Rawson, Best Theatre, Scio, Ohio. Pottery workers and rural patronage. ★

WARNER BROS.

Silver River (WB)—Errol Flynn, Ann Sheridan, Thomas Mitchell. This is okay for a good western situation. It did only fair business for us. Played Fri., Sat.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ★★★

Time, the Place and the Girl, The (WB)—Dennis Morgan, Jack Carson, Janis Paige. I played this on a return engagement in lieu of a new one, built it up with a Filmack trailer as brought back by popular request, and played to above average attendance. I think it is the best musical to come from Warners or any other company that I have played in the past five years. If you haven't played this one, do so. Entertainment for the entire family in this one. Played Tues., Wed. Weather: Rain.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. ★

Unsuspected, The (WB)—Joan Caulfield, Claude Rains, Audrey Totter. This didn't prove to be very popular with our audience. Played Wed., Thurs. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ★★★

Voice of the Turtle, The (WB)—Ronald Reagan, Eleanor Parker, Eve Arden. This is a swell comedy and should delight any audience. Played Sun., Mon., Tues. Weather: Fair. —Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. ★★★

Joan of Arc

F Drama (Technicolor)

RKO-Sierra (——) 145 Minutes Rel. ————

"Joan of Arc" will rank as one of the great films of this generation on several counts—importance of theme, splendor of production values, pictorial beauty, skillful handling of emotional buildup, and honesty of characterizations. Victor Fleming, who directed, also was director of "Gone With the Wind." Walter Wanger, the producer, has established a reputation for courage in presenting topics of social significance, even though they may be controversial, as this might be. Ingrid Bergman, as Joan, seems to have derived inspiration from the historic story. The battle scenes, enhanced by Technicolor, are tremendous. As sheer spectacle, they top those of "Henry V." The latter part of the picture, devoted to the trial and burning of Joan, are emotionally devastating —a mood of sustained tragedy. The picture will be roadshown for a long time.

Ingrid Bergman, Jose Ferrer, Francis L. Sullivan, J. Carrol Naish, Ward Bond, Cecil Kellaway, Gene Lockhart.

Belle Starr's Daughter

F Western

20th-Fox (846) 87 Minutes Rel. Nov. '48

Endowing this galloper with a synthetic historical background and entrusting it to above-average mummers elevated the offering to a few cuts above the average run-o'-mill sagebrusher but failed to attain for it the super-western classification which was its aim, as indicated by the running time and the obviously generous budget. It is doubtful that it can very successfully carry the top side of a dual booking in the more important situations and its length makes it a bit awkward for the supporting spot. The film's main weakness lies in the story which lacks purpose and resultantly discounts the sincere efforts of a hard-working cast. There are enough of the standard western ingredients—chases, fisticuffs, hot lead and villainy—to satisfy chronic boots and saddles fans, but, then, they get the same thing in much cheaper pictures. Directed by Lesley Selander.

George Montgomery, Rod Cameron, Ruth Roman, Wallace Ford, Charles Kemper, Isabell Jewell, William Phipps.

Fighting Back

F Drama

20th-Fox (828) 61 Minutes Rel. Aug. '48

Sympathetic treatment of an honorably discharged veteran who had enlisted to obtain a full pardon for his pre-war prison record—which he served for another, but was guilty of bad company, at least. When he tries to pick up his life with a fine wife and hero-worshipping little boy, the old "friend" for whom he did time turns up and kidnaps the boy's trick dog to teach her some new tricks and not on the legal side. In fact, it shouldn't happen to Daisy, that the fans who have enjoyed her in so many pictures now see her learning to open a drawer and steal a bracelet. Instead of giving it to her kidnapper, however, she gets away and drops the bracelet into her owner's pocket, unknown to him, though already under suspicion for the theft. There is suspense and action but it is a poor excuse to give more ammunition for critics of motion picture crime pictures and their themes. Mal St. Clair directed.

Paul Langton, Jean Rogers, Gary Gray, Joe Sawyer, Morris Ankrum, John Kellogg, Dorothy Christy.

The Angry God

F Documentary

United Artists (——) 57 Minutes Rel. Oct. 15, '48

About all that can be said in favor of this unfortunate film is that it presents some interesting color views of Mexico and the awesome eruption of a volcano. The attempt to make these the background of a story based on folklore falls so flat that hardly any type of audience will enjoy the film. Only a few directors have mastered the difficult art of handling such a subtle and imaginative tale. This relates how the god Colima created life on earth, fell in love with a girl and wrecked a whole village when she spurned him. The acting by a native cast is wooden and the dialog amateurish. The prize bit comes when the girl's beau says, "Look, the biggest turkey I ever shot," and she replies, "Yes, it will taste good with chili and tortillas." Edward J. Peskay produced and Van Campen Heilner directed for Carlyle Productions.

Alicia Parla, Casimiro Ortega, Mario Forastieri.

Let's Live a Little

F Comedy

Eagle Lion (907) 85 Minutes Rel. Nov. '48

Robert Cummings and Hedy Lamarr will be the main boxoffice attractions of this comedy about a high-pressure advertising man, a woman psychiatrist and a beauty expert. It is the first production venture of Cummings with Eugene Frenke under the banner of United California Productions, Inc. The film has general audience appeal as a top feature. This stems from its many hilarious situations competently carried through by Cummings as the ad executive, Miss Lamarr as the woman doctor and Anna Sten as the temperamental beauty expert. Lavish sets and stunning costumes worn by the women are additional assets. The chief drawback is that the film takes too long to tell the story of Miss Sten's and Miss Lamarr's efforts to marry Cummings. Both are his clients, and he also is a patient of Miss Lamarr. They use everything from slapstick to psychiatry to snare him. Richard Wallace directed.

Hedy Lamarr, Robert Cummings, Anna Sten, Robert Shayne, Curt Bois, Harry Antrim, Norma Varden.

The Strange Mrs. Crane

F Drama

Eagle Lion (909) 60 Minutes Rel. Dec. '48

A moderately suspenseful murder melodrama which stretches the long arm of coincidence close to the breaking point. While name value is mild, the programmer will fill the niche for which it was made—second feature for neighborhood dual bills. The story has a typical pulp magazine plot dealing with a middle-aged nominee for governor, his young wife who has hidden an unsavory past and her former lover who threatens to blackmail her. There is no mystery because the audience sees her kill the blackmailer and let another women be accured of murder. However, Director Sherman manages to maintain interest up to the phoney climax in which the murderess is called to serve on the jury at the innocent woman's trial. Marjorie Lord is attractive and capable in the title role and Robert Shayne makes a suave blackmailer. The comedy relief is feeble.

Marjorie Lord, Robert Shayne, Ruthe Brady, Pierre Watkin, Claire Whitney, James Seay, Mary Gordon, Chester Clute.

Nighttime in Nevada

F Western

Republic (733) 67 Minutes Rel. Aug. 29, '48

While present is most of the formula—even as to type of title—established for Roy Rogers' recent starrers, herein an effort was made to put more intricacy and plot into the story. The net results are an addition to the action and tempo at the expense of the musical interludes, there being just four rather brief manifestations of the latter. Such changes should prove an asset rather than a liability in the eyes of galloper fans and consequently the picture probably will win their acclaim as one of the cowboy king's better contributions to sagebrush screen fare. Giving Rogers has usual stalwart support are Trigger, the Sons of the Pioneers and Andy Devine. Adele Mara, Republic's Thespian Jill- of-all-trades, has a try at boots-and-saddles trouping and does right well in that medium. Production and William Witney's direction are of standard quality.

Roy Rogers, Adele Mara, Andy Devine, Sons of the Pioneers, Grant Withers, Marie Harmon, Joseph Crehan, Trigger.

Back Streets of Paris

A Drama

Film Rights Int'l 102 Minutes Rel. ————

A slice of Parisian underworld life abounding in true-to-life French characterizations and sordid, sexy situations. The popularity of the director-star combination of Jacques Feyder and Francoise Rosay with art theatre patrons will result in strong grosses in these spots. The story, which deals with cheap law breakers and their illicit love affairs, is strictly adult fare and not suitable for general audiences. As always, Miss Rosay gives a brilliant performance, this time as a shrewd, middle-aged bleached blond who keeps a third-rate hotel for shady people. Against this depressing background, Director Fayder weaves a grim tale of treachery and deceit. An ironic epilog shows how an innocent drudge has become as hard-boiled and unfeeling as her unscrupulous mother. Andree Clement makes an appealing drudge. Film Rights Int'l is at 1600 Broadway, New York City.

Francoise Rosay, Paul Meurisse, Andree Clement, Jacques Dacquine, Simone Signoret, Paul DeMange.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Let's Live a Little"**

Build your campaign around Hedy Lamarr and Robert Cummings. Use stills and lobby art showing them in various clinch scenes. Miss Lamarr and Anna Sten are walking fashion plates. Arrange tieups with women's shops and department stores and feature the gowns and casual costumes worn by the actresses. Local beauty shops also can be used, since much of the film revolves around a beauty expert's career. You might even hold a beauty contest on your stage.

CATCHLINES:

Hedy Is Ready for Love . . . Let's Laugh a Lot with "Let's Live a Little" . . . You'll Have a Laff Time Watching a Love Time . . . Hedy, More Gorgeous Than Ever; Bob, More Eager for Romance.

Hedy, a Psychiatrist Who Loses Her Head Over Bob, Who Is Too Busy for Romance . . . It Sparkles and Crackles with Hilarity . . . A New Kind of Romance with an Old Fashioned Ending.

SELLING ANGLES: **"The Strange Mrs. Crane"**

Mention that Marjorie Lord, who plays the title role, had the feminine leads in "Johnny Come-Lately" and "New Orleans." Pierre Watkin plays Dagwood's boss, Mr. Dithers, in all the Blondie pictures. Invite all patrons who can prove they are named Mrs. Crane to the first showing. Because an important scene takes place in a fur coat display room, make a tieup with a ladies shop for coat displays with scenes showing Marjorie Lord wearing her mink in the film.

CATCHLINES:

What Was Mrs. Crane's Guilty Secret That Forced Her to Kill . . . She Had to Choose Between Security With a Wealthy Husband and Danger With a Penniless Blackmailer . . . Forced to Decide the Fate of a Woman She Knew to Be Innocent.

The Strange Story of a Lovely Lady With an Unsavory Past . . . A Bitter Masquerade of a Woman Who Danced Her Way to Destruction.

SELLING ANGLES: **"Nighttime in Nevada"**

Make up "Reward—Wanted for Murder" posters with a photo of Grant Withers and plant them in vacant store windows, on fences, etc. Work out music store tieups on Bob Nolan and the Sons of the Pioneers, recording artists, and try for disk jockey plugs on some of the aggregation's western tunes. Title tieups could be effected along the lines: "Night Time in Nevada—or any of the 47 other states—you sleep better, wake refreshed on a Blank mattress."

CATCHLINES:

Here's That Triple-Threat King of the Cowboys . . . Roy Rogers . . . Top Hand at Ridin' . . . Singin' . . . And Fightin' . . . He's Headin' for New Adventures in a Land of Roaring Six-Guns . . . And Strumming Guitars.

Roy Rogers Fights It Out . . . With Guns and Fists . . . As He Goes on the Trail of an Unscrupulous Killer . . . It's the Kind of Fast-Riding, Hard-Punching Drama of the Great Outdoors . . . That Every Red-Blooded Fan Likes . . . With the King of Cowboys at His All-Time Best.

SELLING ANGLES: **"Back Streets of Paris"**

Play up the fact that this film is the final producing effort of the late Jacques Feyder who made "Carnival of Flanders," "Portrait of a Woman" and other notable French films, all starring Francoise Rosay, his wife. As Miss Rosay has a large art theatre following, use frame of stills of her characterizations in the other films with contrasting stills of her as the hard-boiled Madame Rose.

CATCHLINES:

Love Blossoms Even in the Shadows of the Back Streets of Paris . . . The Final Picture Produced by Jacques Feyder, Who Made the Unforgettable "Carnival in Flanders" . . . From the Back Streets of Montmartre to the Cafes of the Rue de la Pais.

Another Memorable Portrayal by Francoise Rosay, Star of "Carnival in Flanders" and "Portrait of a Woman" . . . A Little Drudge Is Transformed Into a Successful Business Woman . . . Petty Thieves Meet Big Time Criminals in the Shadows of Montmartre.

SELLING ANGLES: **"Joan of Arc"**

Even the producers of this picture are not certain yet abou the selling slants. They expect to learn the best approach by a slowly developing series of roadshows in scattered cities. In New York they have practically rebuilt the Victoria Theatre to fit the production. Certain possibilities of religious controversy are involved. If these do not develop, it will be possible to concentrate both on the amazing performance of Ingrid Bergman in an inspired role and the magnificence of the Technicolor spectacle.

CATCHLINES:

Magnificent! . . . Arresting! . . . History Relived! . . . Magnificent Battle, Breath-taking Pictorial Beauty, Poignant Drama.

Most Tragic Figure in History, Joan of Arc, Comes to Life Again.

She Becomes Inspired . . . She Leads a Nation to Victory . . . She Crowns a King . . . And Dies at the Stake . . . Ingrid Bergman Scales New Peak of Achievement.

SELLING ANGLES: **"Belle Starr's Daughter"**

Scour the community for collections of old-time frontier revolvers, featuring them in a lobby display and offering guest tickets to their owners for the loan of the firearms. Arrange a target-shooting contest for women only, with a "Belle Starr's Daughter" marksmanship trophy going to the best shot. Erect a frontier-style hitching post in front of the theatre and cram your lobby with as much western gear as can be rounded up. Make the usual library tieups on novels dealing with America's early western era.

CATCHLINES:

A Thundering Epic of America's Toughest Era . . . Rampant With Violence and Sin . . . The Lusty Story of Lawless Days on the Roaring Frontier . . . Red-Blooded Drama of a Nation's Crossroads . . . Where Law and Order Wrote the Finish . . . In Blood . . . to Savage Outlawry.

Savage . . . Thrilling . . . Unforgettable . . . It's Bullet-Blazing Adventure in the Lusty, Dangerous Days When the West Was Overrun With Lawlessness . . . Packed With Thundering Drama . . . And Rugged Romance.

SELLING ANGLES: **"Fighting Back"**

Plant newspaper stories about veterans who enlisted from prison to clear their own records and pay their debts to society. Make sure people know that the dog, Daisy, is in the picture. Use stills of the little family, reunited and ready for happiness, now menaced by the crook who will not let the father build back to a decent life. Bear down on the angle that the war has rehabilitated this man into a good citizen.

CATCHLINES:

Could He Fight Back to a Decent Life, a Decent Love Again . . . Shame, Suspicion, Disgrace Pointed Their Fingers at Him—Forever? . . . Love Gave Him the Courage to Start Fighting Back.

A Marked Man for Life Till He Started Fighting Back . . . Doomed by the Brand, "Ex-Con" but He Fought Back and Won . . . Thrills, Danger, Excitement in One Man's Fight for the Right to a Decent Life!

SELLING ANGLES: **"The Angry God"**

The appeal is to older folk who like travelogs, folklore and whimsy and will forgive faulty production. A special play could be made to attract shutins. Emphasize the scenic backgrounds, especially those of the volcano erupting, which were photographed by the American Museum of Natural History, and the origin of the film in a Good Housekeeping magazine story by Emma-Lindsay Squier. The heroine is pretty enough for lobby display.

CATCHLINES:

She Dared Refuse a God's Love and He Loosed a Volcanic Eruption on Her People . . . Her Beauty Gained Her the Enmity of a God Bent on Humanity's Destruction . . . Charming, Authentic Mexican Folklore Filmed in Full Color in the Land of Its Origin.

Awe-Inspiring Scenes of a Tremendous Volcanic Eruption Filmed by the American Museum of Natural History . . . See How Mexican Peasants Live in Constant Terror of Vengeance by a God Inhabiting a Great Volcano.

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CLEARING HOUSE

GENERAL EQUIPMENT—USED

We defy competition! Here's proof. Century mechanisms, like new, $750 pr.; RCA soundheads, belt driven, with motors, rebuilt, $150 pr.; Ashcraft 65 amp. lamphouses, 14 in. reflectors, rebuilt, $425 pr.; DeVry XD projectors, rebuilt and complete, $745 pr.; Spring seats, $2.50; complete booth equipment Simplex rear shutter projectors, Peerless lamphouses, rectifiers, RCA sound system, lenses, etc., excellent condition, a steal at only $975. Star Cinema Supply, 459 W. 46th St., New York 19.

SOS removes the guess from used equipment. Nothing leaves here unless it's absolutely right. 50,000 customers the world over built SOS and keep buying here since 1926 because they get fair treatment and their money's worth. Send for 1949 catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Dual DeVry XD transportable projectors with 3,000 ft. magazines, lenses, 1,000W lamps, amplifier, speaker, rebuilt, $595; rebuilt, $595; rebuilt Roth 50/100A generator, $395; RCA low frequency folded baffles, worth $300, $99.75; Dual Simplex Acme arc sound projector outfit, complete, $1,295; Simplex rear shutter mechanisms, excellent, $195; other Simplexes from $69.50; Dual Holmes, $667.50; DeVry late XDC theatre sound projection outfits with low intensity lamps, $1,995; with 1KW arcs, $2,495. Get 1949 catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Variable speed pulley for your fans, air deflectors, blowers, air washers. New and used. Southernair, P. O. Box 838, Atlanta, Ga.

RCA PG-70, sound equipment for Simplex. Good condition, $395. Write for list of other good used equipment. Akron Theatre Supply Co., Akron, O.

For Sale: Pair 1948 DeVry 35mm portable sound projectors, complete. Used one month. $975 cash. State Amusement Co., Metz, W. Va.

Fifty Million candlepower searchlight and 6 cylinder 90 hp. marine engine power plant, complete, like new. Mounted on trailers with good tires. Swell for exploitation. For quick sale cheap. Park Theatre, Waynesville, N. C.

Two complete sets of Simplex Acme projectors, Mazda lights, pedestals, 2,000 ft. magazine, amplifier and all accessories. $550 per set. One brand new set of Holmes portable projectors complete with stands and all accessories. List price $1,560, net $1,010. Wire, write or phone Delta Theatre Supply, 214 South Liberty St., New Orleans, La. Phone Raymond 5772.

Two 35mm portable projectors with sound. Wurlitzer commercial record player. All in good condition. Arrington Theatre, New Haven, Ind.

Fine pair late model Simplex with rear shutters, double bearing movements, Ultraphone sound system, completely overhauled. Also 650 fine used spring upholstered opera chairs in first class condition. Write for latest catalog. Movie Supply Co., 1318 S. Wabash Ave., Chicago 5, Ill.

For Sale: Complete theatre equipment including 800 cushion seats, Western Electric sound system, Simplex projectors, Magnarc high intensity lamps, Hertner 50 amp. motor generator. Good condition. Available now. Selected Theatres Co., 507 Film Bldg., Cleveland, Ohio.

Two Simplex mechanisms repaired in fine running condition. $119.50 each. Boxoffice, A-3199.

25 K.W. Generator. Rialto Theatre, Champaign, Illinois.

Complete Pictur-Fone sound equipment, two Strong lamps. Bargain. Grand Theatre, Plano, Ill.

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SOS is drive-in headquarters. 180 amp. arc-lamps, $795 a pr.; complete sound projection outfits, $1,995 up; new 500W Western Electric booster amplifiers, $650; New Dual in-car speakers with junction box and transformer, $16.75; new driveway entrance and exit signs, illuminated, $22 50; burial cable, 6c ft.; Super Snaplite fl. 9 lenses increase light 25% from $150; 40 in. Weatherproof reflex horns complete, $39.75. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

In-a-car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

GENERAL EQUIPMENT—NEW

Poster Cases. Stainless steel or extruded aluminum poster cases, illuminated or non-illuminated. Available in all sizes. Prompt delivery. Poblocki and Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

In-a-Car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

Phillips safety carbon savers. Ask your theatre supply dealer, or write Phillips, Box 788, Charleston 23, W. Va.

Junction box covers of waterproof material to fit most sound systems, 15c ea. At your dealer or send for complete information. Ringold Theatre Equipment Co., Grand Rapids 2, Mich.

Lavezey DB Intermittent, for Simplex. Finest movement made. New. Guaranteed. One only. $60. Stansel Studio, Ada, Okla.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Arizona, New Mexico, west Texas. Able pay for decent value, regardless size. Guaranteed confidential. Boxoffice, A-3179.

Experienced exhibitor wishes to buy or lease theatre in small town over 1,500 population within 100 miles radius of Chicago. Exhibitor, 9945 Winston Ave., Chicago, Ill.

Wanted to buy or lease colored theatres. What have you? All replies considered and held strictly confidential. Boxoffice, A-3180.

Experienced showman wants to buy or lease theatre in Los Angeles area either city or small town. Give complete details. Boxoffice, A-3181.

Have unlimited capital to invest in good theatres or circuit of theatres. Give complete details. Write R. Green, 2345 Kennedy St., N. E., Minneapolis, Minn.

Wanted: Modern theatre in Florida, southwest or southern California. Give all details as to price, size, competition, etc. Boxoffice, A-3202.

Will buy or lease midwest theatre. Confidential. Boxoffice, A-3203.

POSITIONS WANTED

Broadway showman seeking supervisory or managerial position. Prefer rural northeast. Partnership possibilities later. Box 101, Boxoffice, 9 Rockefeller Plaza, New York City.

Theatre manager. Capable, dependable, experienced in all phases of theatre. Complete knowledge, reports, inventories, booking, publicity. Handle any type house. At liberty October 29th. Best of references, sober, reliable. Go anywhere. Boxoffice, A-3206.

Experienced theatre manager available. Prefer Florida or California. Boxoffice, A-3207.

Theatre manager now available. Experienced, references. Boxoffice, A-3208.

Theatre executive desires home office affiliation. Experienced. Boxoffice, A-3209.

Manager desires industry affiliation other than theatre. Boxoffice, A-3210.

Experienced theatre manager will invest G.I. loan in partnership proposition. Boxoffice, A-3211.

Theatre manager. Ten years experience. Available November 21. Boxoffice, A-3212.

Theatre manager. All phases theatre operation including promotion and advertising. Married, best references. Write Manager, Box 88, Cape May, N. J.

Projectionist. Years of experience, references. Age 43, veteran, up on all standard projectors and sound systems. Ernest Everhart, 1310 Pennsylvania Ave., Tyrone, Pa.

Manager, assistant. 25, married, 12 years experience theatre operations. Exploitation, maintenance, projection. Now employed. References. Boxoffice, A-3213.

Ambitious showman well experienced throughout theatre, especially advertising, ballyhoo, publicity. Wishes contact with good company, future. Boxoffice, A-3214.

MISCELLANEOUS

Space to sublet: Main floor location, ample room for displays. Suitable for popcorn and premium representative. Phone and secretary available. Apply John Walsh, Mgr., Albert Dezel, Inc., 3206 Olive St., St. Louis, Mo.

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Zoned Commercial. Exclusive Chicago neighborhood Lot 200 ft. x 125 ft. Ideal for recreation center (theatre, etc.). Owner. Boxoffice, A-3205.

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Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

For colored exhibitors only. Colored theatre Arkansas cotton town. White owner can't make it pay. Write for details, Boxoffice, A-3177.

High, dry, warm climate. Small southwest Texas county seat. Owner states $100 week profit subject closest check. $9,000. Terms. Leak, 3422 Kinmore, Dallas.

Experienced Showman please. Modern suburban, 600 seats, South's nicest city. Genuine opportunity for know-how. Disregard unless can personally investigate. $16,000 handles. Boxoffice, A-3178.

For Sale: Closing out small theatre in November. 230 good seats, Walker screen, carpet, also other items. Call, write, or come see. E. G. Gannon, Avalon Theatre, Schuyler, Neb.

For Sale: An open-air theatre in city of 25,000 population, 250-car capacity. Space for additional 82 cars. Excellent business. Reasonable. Wilson-Moore Enterprises, P. O. Box 2034, Atlanta, Ga.

South Dakota, southeast new booth, 250 cushion, good building included. Payout under three years per owner. Leak, 1109 Orchardlane, Des Moines, Ia.

De luxe suburban Iowa college town. Owner operator, finest, illness. $25,000. Leak, 1109 Orchardlane, Des Moines. Others midwest.

Western Iowa, 1,000. Owner prosperous, buying larger. Building included. $22,000, terms. Leak, 1109 Orchardlane, Des Moines. Others midwest.

Western Kansas wheat town. Building included, $9,000 down. Leak, 3422 Kinmore, Dallas.

500-seat "Grind" central Texas, 50,000. For experienced showman. $9,000 down. Leak, 3422 Kinmore, Dallas.

Only show west Texas 2,500. 500 seats. $50 day profit per owner. $35,000 down. Leak, 3422 Kinmore, Dallas.

Ozark resort, $1,000,000 project. New cottage, theatre building included, $6,000 down. Leak, 3422 Kinmore, Dallas.

Theatre, 1,200 population, 320 seats, Simplex. Bargain for cash. Might lease, money in advance. No shoppers. Melba Theatres, Melvin, Texas.

For Rent: Downtown theatre, major Ohio city over 350,000. About 800 seats. Fully equipped for stage acts, films and sound. $1,000 per month and maintenance. Big money-maker. Wonderful opportunity. Boxoffice, A-3195.

Missouri theatre, 250 seats, Powers equipment. Drawing area 5,000. Splendid for retired couple. Long lease. $5,000, $3,000 cash. Boxoffice, A-3196.

For Sale: Beautiful theatre in small Ohio town. Only theatre, excellent opportunity. $25,000 required to handle. Deal direct with owner. Boxoffice, A-3197.

For Sale: Newly completed theatre. Most up-to-date equipment. Doing $800 weekly business. Six miles from Vancouver. Apply the Texas Hotel, Langley Prairie, B. C.

Theatres: Bells, Texas, $8,200. Coolidge, Texas, $8,000 down. Emory, Texas, $8.000 down. Henrietta, Texas, $75,000. Duke, Oklahoma, $22,000. Drive-in, Corsicana, Texas, $27,500. Many others. We hide nothing. Write "Joe" Joseph, 2409 Sunset, Dallas, Texas.

700-car Drive-In theatre. Attractive snack bar 50 ft. long. Beautiful screen tower. Newest sound and projection equipment. Located in northern Indiana. 70,000 population in five-mile radius. 27 acres of land. Doing fine business. Price $200,000. Boxoffice, A-3198.

Miami, Florida. 960 seats, Edison Theatre. Semi open-air. In good neighborhood. Uninterrupted daily operation, one owner, for over 12 years. Consistent money maker. Building includes four rental stores. Property, business and equipment for sale, $125,000. One-third cash. No brokers. Address John Cunningham, P. O. Box 1096, Savannah, Ga.

Small, neat, well equipped theatre in northeast Texas town, 1,400 population. 250 cushioned seats, balcony for colored. Simplex standard projectors and new Ballantyne sound, air conditioned, no competition. Small down payment, terms. Write or call Royce Whitten, Paris, Tex.

$17,000. half down. 450-seat, only theatre, furnished apartment. Concession room with everything. $1,300 custard machine. Located finest fishing-hunting area Texas Gulf. Partnership dissolution forces before December. Unique opportunity Boxoffice, A-3200.

One of the best theatres in fast growing northern Louisiana oil, lumber and farming town. Built this year. Fine equipment. Air conditioned. Modern and new. $20,000 cash will handle. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

25 miles from Memphis. Attractive theatre, good equipment. Price, $35,000. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

THEATRES FOR SALE (Cont'd)

Over 30% net. Northeast Mississippi. Two theatres in towns of 1,400 and 700 population. Will show over 30% on investment. Must be sold together. Price, $30,000 including real estate. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

Are you a good theatre man? Reasonable cash payment will handle this attractive theatre in Mississippi delta town of 2,000 population. Attractive building, good equipment. Price, $30,000. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

Attractive small town theatre. Operating six nights weekly. Simplex equipment, Peerless lamps, new rectifiers. Nearest competition 20 miles. Lease and equipment, also concession, $3,800. Boxoffice, A-3201.

For Sale: Colored picture show seating 725. Owner ill and wants to sell. Silver City Theatre, Alexandria, La.

HELP WANTED

Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Manager, with experience, able to convert former Burlesque theatre into downtown movie house. Located Ohio city over 300,000. Lifetime opportunity for active promoter. Full compensation. Boxoffice, A-3174.

Wanted: Operator. Seven days a week. Permanent job for right man. Palace Theatre, Boise City, Okla.

Excellent opportunity for theatre manager with good background and personality. Write all details and give three references and enclose photograph with first letter. Dickinson Theatres, Mission, Kas.

Wanted: Projectionists. Must be sober and reliable. Brenkert lamps, Simplex machines. Seven nights, one matinee weekly. State salary desired. Harper Theatre, Harper, Kas.

Man, completely familiar booth equipment and general theatre maintenance for circuit operation. Excellent opportunities advancement. State experience, references and supply photograph. Boxoffice, A-3215.

EQUIPMENT WANTED

Pair good Baby Strong lamps, matching rectifiers, pedestals. Set booth equipment, lows. Boxoffice, A-3204.

POPCORN MACHINES

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

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Popcorn machine, Cretors Junior floor model. See it in action Vic Theatre, Viola, Illinois. $150 takes it.

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Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Bee Hive for '48 is the best ever! Blevins not only gives you best popcorn but saves you money on all seasoning, bags, boxes, etc. Blevins Popcorn Co., Nashville, Tenn.

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SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

MORE CLASSIFIED ON PAGE 38

TRIUMPH!

EAGLE LION FILMS presents

PAUL HENREID · JOAN BENNETT
"HOLLOW TRIUMPH"

HIS SCAR... marked them both!



"I'm sick and tired of being wise, and rotten and dirty!.."

with EDUARD FRANZ · LESLIE BROOKS · JOHN QUALEN · MABEL PAIGE · HERBERT RUDLEY

Produced by PAUL HENREID · Directed by STEVE SEKELY · Screenplay by DANIEL FUCHS · Based Upon a Novel by MURRAY FORBE

Another hit for the BILL HEINEMAN DRIVE!

BOX-OFFICE TRIUMPH!... Broke 6-year record at Astor Theatre, Reading Pa.,—tops at Hollywood, Atlantic City; Senate, Harrisburg; Warner, Memphis; Roxy, Oakland; United Artists, Chicago; United Artists, San Francisco!

TOTAL NET PAID CIRCULATION OF THIS ISSUE EXCEEDS 23,000

BOXOFFICE

The Pulse of the Motion Picture Industry

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DIVORCEMENT FOR RKO AS THE ANTITRUST CASE IS RETURNED TO COURT

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Monthly Production Report

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COMPETITIVE BIDDING ORDERED BY COURT

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THE LONG ROAD OF LITIGATION REACHES THE HIGHEST COURT

ANTITRUST LITIGANTS READY FOR APPEAL TO HIGH COURT

HIGH COURT CHARTS THE WAY FOR THEATRE DIVORCEMENT

MAJOR PROVISIONS OF DECREE STAYED BY ORDER OF COURT

ANTITRUST CASE RESUMPTION POSTPONED UNTIL NOVEMBER 8

WRIGHT SEEKING DIVORCEMENT THROUGH PRODUCT DENIALS

DECREE FATE NOW WITH SELLING COMPROMISE

NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

NOVEMBER 6, 1948


M-G-M's
"THREE
MUSKETEERS"
BIGGEST
IN
YEARS!
M-G-M presents Alexandre Dumas'
"THE THREE MUSKETEERS"
starring LANA TURNER, GENE
KELLY, JUNE ALLYSON, VAN
HEFLIN, ANGELA LANSBURY,
FRANK MORGAN, VINCENT
PRICE, KEENAN WYNN, JOHN
SUTTON, GIG YOUNG • Color
by TECHNICOLOR • Screen Play
by Robert Ardrey • Directed by
GEORGE SIDNEY • Produced by
PANDRO S. BERMAN



27 YEAR RECORD!

New all-time high at Loew's State, Broadway's De Luxe Show Shop, topping famed Easter Parade," previous record-holder!

★

HAPPY THANKSGIVING!

Simultaneous bookings nationwide for the biggest holiday clean-up ever!

★

TRADE PRESS RIGHT!

"Heavy money picture."— *M. P. Daily.* "Smash hit, has everything."—*Boxoffice.* "Everything a showman's heart could wish for."—*M. P. Herald.* "Top grosser. Standout."—*Exhibitor.* "Smash business."—*Showmen's Trade Review.* "Socko boxoffice right down the line."—*Variety.*

★

N. Y. PRESS DITTO!

Big wonderful picture."—*Sun.* "A heaping dish."—*Times.* "Superb example of Hollywood production magnitude."—*Herald Tribune.* "Dumas tale screened in rootin', tootin' style."— *Journal-American.* "Unadulterated entertainment for Broadway film shoppers."— *News.* "Will start the blood racing."— *Mirror.* "Lana Turner lavishes her earthy charms more than ever."—*World-Telegram.*

ROPE

IN COLOR BY TECHNICOLOR





JOHNNY



JUNE BRI

FIGHTER



THE DECISION OF CHRISTOPI

ONE SUNDAY



THE GREAT ATTRACTIONS THAT CROWD WARNER BROS.' SCHEDULE TO THE END OF 1948 WILL BE ENRICHED BY THE RELEASE AT THE START OF 1949 OF





Adventures of DON JUAN

IN COLOR BY TECHNICOLOR



BELINDA DE



"JUNE BRIDE" OPENS STATE-WIDE IN INDIANA NOV. 11! IT'S A BIG GOVERNOR-SPONSORED, AREA-BLANKETING BALLY FROM *Warner Bros!*

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IN COLOR BY TECHNICOLOR

HER BLAKE



AFTERNOON

IN COLOR BY TECHNICOLOR

THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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JESSE SHLYEN.....Managing Editor
IVAN SPEAR.....Western Editor
FLOYD M. MIX.....Equipment Editor
RAYMOND LEVY.....General Manager

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Central Offices: 1327 South Wabash Ave., Chicago 5, Ill. Jonas Perlberg, Manager; Donald Maggart, Central Representative. Telephone WEBster 4745.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Telephone GLadstone 1186.

Washington Offices: 6417 Dahlonega Road, Alan Herbert, Manager. Telephone, WIsconsin 3271. Filmrow: 932 New Jersey, N. W. Sara Young.

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NOVEMBER 6, 1948

BOXOFFICE

CRITICS vs. PUBLIC

A LETTER from Morris Loewenstein, president of the Theatre Owners of Oklahoma, touches on a problem which has not had the attention its seriousness warrants. It has to do with the unfairness of so-called critics who, seemingly go out of their way to lambast motion pictures. While this is not a new problem, it has become aggravated by a growing tendency to berate motion pictures as a whole; to level irrelevant critiques against the industry and otherwise add insult to injury.

In his letter, Mr. Loewenstein says:

"I have been wanting to write you about the paralyzing effect of the so-called critics and commentators who take big boxoffice toll by their personal reaction, publicized to the disadvantage of our industry. Not alone do pictures suffer this imposition, but the legitimate stage as well. The newspapers running this type of material do not license themselves to criticize the quality of the merchandise offered by their other advertisers. Too often we, of the theatre, allow ourselves to be whipping boys without complaint.

"While east recently, I read some unflattering reviews on a new show, 'Time for Elizabeth,' starring Otto Kruger. I became a 'second nighter' and enjoyed the performance. Those in the audience, and I heard at least a dozen, were all complimentary to the play. Nevertheless it didn't last the week out. I am assuming, of course, that this was the cause of closing: purely the imposed opinion of persons who set their reactions against those who pay.

"The point I have in mind is that no one can judge our personal likes and dislikes and too many of our newspapers and commentators try to do this. It seems to me that, if some theatremen would stiffen their backbones and show their resentment toward this unfair treatment, it might, progressively, help to correct the attitude of some press and radio offenders.

"In many localities, particularly the larger cities, theatres still are charged excess rates for their advertising—and their businesses are disturbed by this kind of inconsideration. The remedy is to treat entertainment analytically as to its plot rather than to criticize its value."

Mr. Loewenstein makes some good points and we know from comments received from other exhibitor organization leaders, both local and national, as well as from individuals, that his views are quite generally held.

Newspaper motion picture critics are supposed to supply a service to the reading public. In reviewing pictures, most of them try to review films objectively rather than just from the angle of personal liking for certain stars or types of entertainment. Others are not so impersonal and snarl at any picture which does not please them, often for trivial reasons. When such a condition prevails in a large city which has only one leading newspaper, the result is disastrous for the theatres of that town, particularly its first-run houses.

This abuse of the power of the press by a newspaper means that the value of theatre advertising in that paper is cut in half, yet no restraint is put upon the critic. Except for those who have found that the critic does not like the same type of pictures they do and thus pay little attention to his estimates, patrons depend upon the reviews in selecting a show to see. If the review is extremely unfavorable, it may ruin the box-office value of the picture on its first run in that immediate vicinity. That is bad for everybody, bad for the critic to have so much power over the entertainment field, bad for the public to be so dependent upon his judgment (which may be bad in itself), and very bad for the theatre manager who knows he has something which would please a certain segment of the public if he could only reach that segment.

Certainly the critic should not feel hampered in writing a review to the extent of being unable to give his personal opinion of a picture, but he should be fair enough to realize that tastes differ as widely in screen entertainment as in anything else. He should be fair enough to let the public know where a picture is excellent even if it falls down in other respects. And, he is a poor critic and serves the public ill, if he does not attempt to suggest the type of audience which might enjoy it.

Suppose it will not appeal to "our best people." All right. This is a democratic country, we like to believe. Hoi polloi want entertainment, too, and it might surprise some critics to know that the entertainment I.Q. of people does not always follow their other I.Q. ratings—or their rating in the social register. Since it is seldom that a first-run house in any large city will run a picture that has nothing to offer by way of public entertainment, the only excuse for a review at all is for it to point out the kind of picture it is, good features as well as bad, and let people decide for themselves if it will appeal to them.

The critic who fills his pages with tirades against Hollywood and the product it is turning out is doing himself, his newspaper and his readers a disservice. He is not God and has no divine means of telling a good picture from a poor one (each may be good in its own way), but must depend on his own judgment, sometimes influenced by his personal liking for balcony scenes or girls with throaty voices, or his dislike for male stars with dark oily hair. He needs to remember that he is supposed to be giving information about something into which a great many people have put time, hard work, talent and money. He does not have the right to destroy part of its local value by simply turning his thumb down like a Roman dictator.

Ben Shlyen

Pulse Beats

Part of Dipson Theatre Suit Dismissed by the Court

Judge John Knight in Buffalo rules out $80,373 damages asked by circuit from majors for losses alleged to have occurred in operating Lackaanaa Ridge Theatre.

★

Lawyer in Philadelphia Hints WB Stock Split

Possibility that theatre divorcement like RKO's may go before court in antitrust case is suggested in argument of WB-Stanley versus Kogod-Burka action.

★

AAA Appeal Board Alters Decision in Ohio Case

Amends August 4 decision in regard to Herman Hunt and Maurice Chase of the Vogue Theatre, Wyoming, Ohio, and Loew's, Inc., operator of the Emery, Reading, Ohio.

★

St. Petersburg Exhibitors Get Writ to Halt Tax

Court rules 10 per cent levy was in effect an income tax and contrary to state law; also holds it placed undue share of tax burden on city's theatres.

★

Judge Kaufman Dismisses SWG Antitrust Action

Civil suit filed last June had charged film producers and trade associations with conspiring to govern the political views of contract screen writers.

★

Paramount Will License Tele Transfer Makers

Convinced demand for tube-to-film apparatus warrants mass manufacture; estimate cost of apparatus at $30,000 to $35,000 per set.

★

East-Midwest Television Connection Set Jan. 20

President Truman's inauguration will be first important program when new Cleveland-Pittsburgh-Philadelphia coaxial cable begins operations.

★

Ned Depinet Reassures RKO's N.Y. Employes

In a special message the homeoffice staff is told that there is little reason to fear for their jobs in the proposed reorganization of the distribution and theatre companies.

★

St. Louis MPTO Board To Meet November 11

Tom Edwards, Farmington, Mo., recently elected president of the organization, to outline program for the year at luncheon meeting scheduled at the Variety Club.

DIVORCEMENT HERE: RKO SIGNS CONSENT DECREE WITH D OF J

Company Is First to Break Away From Defendants in Settling Antitrust Suit

WASHINGTON—Divorcement has all but become a reality after ten years of waiting by the Department of Justice—at least as far as Radio-Keith-Orpheum is concerned.

A consent decree divorcing distribution from exhibition for RKO was signed with the government on November 1. The pact now goes to the three-judge statutory court in New York for approval, and then goes on to stockholders who must ratify the deal within a 90-day period. Favorable action by both is anticipated.

TWO SEPARATE COMPANIES

The reorganization plan calls for the establishment of two separate and distinct companies, one to deal exclusively in exhibition and the other in production and distribution.

In effect, the government has traded off its demands for "substantial divestiture" of the RKO circuit in exchange for quick divorcement. RKO is to be split into the two companies, with present stockholders to be the stockholders in both new companies. Sole exception is Howard Hughes, who holds 24 per cent of the RKO stock, and he has agreed to get out of either the new theatre company or the new picture company within one year. A special procedure has been established by which Hughes will divest himself of stock in one company or the other.

Of importance, also, are the provisions for trade practices—in which RKO is enjoined from fixing prices, granting clearances between theatres not in substantial competition, from entering into franchise deals except where it enables an independent exhibitor to compete with affiliated defendants, from making conditional sales contracts and from entering into pooling arrangements and profit-sharing leases.

The new theatre company will consist of 79 wholly-owned theatres, and perhaps 30 more which the government will permit it to buy from among 271 now jointly operated with independents.

ONLY FOUR IN NEW YORK

Of these 30 theatres, only four may be in the New York area—including the Alden in Jamaica, Midway in Forest Hills, and two of the following three houses in the Bronx, the Castle Hill, Marble Hill and Pelham. Interest in the remaining jointly-operated theatres must be sold within a year after the decree has been signed.

Present partners are assured of no preference in the disposition of the jointly-operated properties. There is nothing in the decree which prevents the sale of RKO interests to purchasers other than the present co-owners, if the company gets a better offer from the outside.

Industry figures here are of the opinion that RKO stands to gain considerably by the new decree on the basis of what the government has proposed for other theatre-owning defendants. The extent to which the New York court will go along with these proposals is questionable, but RKO is already relieved from government insistence upon "substantial divestiture"—that is, the breaking up of the circuit—and from com-

RKO Theatres Jointly Operated With Independents

(New company must sell 241 of 255)

CALIFORNIA

Hollywood:
Pantages

Los Angeles:
Hillstreet

MICHIGAN

Adrian:
Crosswell
Family

Allegan:
Regent

Alpena:
Lyric
Maltz

Ann Arbor:
Michigan
Orpheum
State
Whitney
Wuerth

Battle Creek:
Bijou
Michigan
Post
Regent
Strand

Bay City:
Bay
Center
Regent
Westown

Benton Harbor:
Lake
Liberty

Big Rapids:
Big Rapids

Cadillac:
Center
Lyric

East Lansing:
State

Flint:
Capitol
Della
Garden
Palace
Regent
Roxy
State
Strand

Grand Rapids:
Center
Eastown
Four Star
Kent
Majestic
Our
Royal
Wealthy

Grand Haven:
Grand
Robin Hood

Greenville:
Gibson
Silver

Hillsdale:
Dawn
Hill

Holland:
Center
Colonial
Holland

Ionia:
Center
Ionia

Jackson:
Capitol
Majestic
Michigan
Regent
Rex

Kalamazoo:
Capitol
Fuller
Michigan
Orpheum
State
Uptown

Lansing:
Capitol
Gladmer
Lansing
Michigan
Northtown
Southtown

Ludington:
Center
Lyric

Manistee:
Lyric
Ramsdell
Vogue

Monroe:
Family
Monroe

Muskegon:
Michigan
Regent
State

Niles:
Ready
Riviera
Strand

Owosso:
Capitol
Center
Strand

Pontiac:
Eagle
Oakland
Orpheum
Rialto
State
Strand

Port Huron:
Desmond
Family
Majestic

Saginaw:
Center
Franklin
Mecca
Michigan
Strand
Temple
Wolverine

South Haven:
Center
Model
Michigan

Sturgis:
Roxy
Strand

Three Rivers:
Rialto
Riviera

Traverse City:
Lyric
Michigan
Trabay

Ypsilanti:
Martha Washington
Wuerth

Willow Run:
Center

NEW JERSEY

Bergenfield:
Palace

Bound Brook:
Brook

Dumont:
Dumont

East Rutherford:
Rex

Elizabeth:
Liberty

Englewood:
Englewood
Plaza

Hackensack:
Hackensack

Highland Park:
Reade

Jersey City:
Apollo
Capitol
Fulton
Majestic
Monticello
Rialto
State
Strand
Tivoli

Kearney:
Lincoln
Regent

Rutherford:
Rivoli

Teaneck:
Teaneck

Westwood:
Pascack
Westwood

NEW YORK

Bronxville:
Bronxville

Glen Cove:
Cove
Glen

Great Neck:
Playhouse
Squire

Haverstraw:
Broadway

Hempstead:
Hempstead
Rivoli

Lynbrook:
Lynbrook

Manhasset:
Manhasset

Nyack:
Rockland

New York City—

Bronx:
Crotona
Interboro
Ogden
Park Plaza
Pilgrim
Square
Tuxedo
Valentine
Ward

Brooklyn:
Alba
Alhambra
Ambassador
Benson
Beverly
Biltmore
Capitol
Carroll
Claridge
Clinton
Colonial
Colony
Commodore
Congress
Culver
Duffield
Eastern Parkway
Elm
Embassy
Folly
Gem
Glenwood
Halsey
Highway
Kinema
Marbro
Marcy
Meserole
Oasis
Parthenon
Rainbow
Republic
Ridgewood
Rivera
Savoy
Senate
Stadium
Stone
Supreme
Surf
Utica
Waldorf
Walker
Wilton

Manhattan:
Academy
Nemo
Parkhill
Riverside
Riviera
Stoddard
77th Street

Queens:
Ace
Astoria
Bayside
Boulevard
Broadway
Casino
Corona
Crescent
Crossbay
Forest Hills
Garden
Granada
Grand
Jackson
Jamaica
Jerome
Kew Gardens
Lefferts
Maspeth
Roosevelt (Flushing)
Roosevelt (Woodhaven)
Steinway
Sunnyside
Triboro
Victory
43rd Street

Ossining:
Cameo
Victoria

Portchester:
Capitol
Embassy

Rockville Center:
Strand

Scarsdale:
Scarsdale

Suffern:
Lafayette

Valley Stream:
Valley Stream

ILLINOIS

Chicago:
Grand

OHIO

Cincinnati:
Times

Columbus:
Majestic

WEST VIRGINIA

Huntington:
Keith Albee
State
Tipton
Orpheum

Jointly-Operated Theatres (Can Buy or Sell)

Newark, N. J.: RKO Proctor's (Operated with Skouras Theatre Corp.).

New Brunswick, N. J.: Albany, Park, Rivoli and State (Operated with Walter Reade circuit).

Trenton, N. J.: Broad, Brunswick, Capitol, Hamilton, Lincoln, Palace, Trent and State. (Also operated with Reade, but must sell one).

New York City: Castle Hill, Marble Hill and Pelham in Bronx borough (Operated by Sprigco Corp. in which RKO has 65 per cent. New company can retain two of these). Alden and Midway in Queens borough (Alden operated by Queens Entertainment Corp., in which RKO has 50 per cent. Midway, operated by Eaton Theatre Corp. New company can sell or retain).

Operated With Other Defendants (Can Buy or Sell)

Denver: Orpheum (Operated jointly with Loew's, Inc.).

Kansas City: Mainstreet (closed but owned jointly with National Theatres).

Cleveland: Ohio (Operated jointly with Warners).

Wholly-Owned or Leased Theatres (Two of Which Must Be Sold)

Cincinnati: Albee, Capitol, Family, Grand, Lyric, Orpheum, Palace, Paramount, Shubert.

pliance with any ban or partial ban on cross-licensing within the five-year period during which the government called for the dissolution of the other defendant structures.

The consent decree specifically requires the two new companies to be operating independently of each other within one year. They shall have no common directors, officers, agents or employes. Further, each company is prohibited from attempting to influence the business or operating policies of the other.

During this one-year period required for reorganization, RKO Pictures is given the right to license pictures on its own terms to any theatre owned or controlled 95 per cent or more by the RKO corporation.

The procedure which has been established by which Hughes is to divest himself of stock in one company or the other follows:

1. Within one year after the decree has been signed, Hughes must sell his holdings in the new picture company or the new theatre company. Hughes will not be allowed to sell to any other defendants in the antitrust case or any persons or corporations affiliated with or controlled by a defendant.

2. Hughes is to deposit with a trustee designated by the court all of his shares of the new picture company or the new theatre company under a voting trust agreement. Under this agreement, the trustees shall have the voting rights of these shares and also proxy rights. The voting trust agreement shall remain in force until Hughes sells his stock holdings in either company.

3. While the agreement is in effect, Hughes is to receive all dividends and proceeds from the sale of his stock.

Decree Trade Practices:

Radio-Keith-Orpheum Corp. and RKO Radio Pictures are enjoined:

1. From granting any license in which minimum prices for admission to a theatre are fixed in any manner whatsoever.

2. From agreeing with each other or with any exhibitors or distributors to maintain a system of clearances.

3. From granting any clearance between theatres not in substantial competition.

4. From granting or enforcing any clearance against theatres in substantial competition with the theatre receiving the license for exhibition in excess of what is reasonably necessary to protect the licensee in the run granted. Whenever any clearance is attacked as not legal under the decree, the burden shall be upon the distributor to sustain the legality.

5. From further performing any existing franchise to which it is a party except for the purpose of enabling an independent exhibitor to operate a theatre in competition with an affiliated theatre.

6. From making or further performing any formula deals or master agreements.

7. From performing or entering into any license in which the right to exhibit one feature is conditioned upon the licensee's taking one or more other features. Where more than one picture is purchased, a 20 per cent rejection of films not tradeshown is allowed.

Antitrust Strategy Hit By Election Results

NEW YORK—Between 6 a. m., EST, November 2 and 12 m., EST, November 3, the clock ticked off a swiftly moving series of events that profoundly changed the strategy in the industry antitrust case and may have charted a course that will affect the destiny of the picture business for the rest of this generation.

The court hearings are scheduled to resume Monday, November 8.

Like hundreds of thousands of other citizens who believed the hypnotic chorus of radio commentators, polls, newspaper columnists and editors, the industry lawyers had become convinced that the proper strategy in the antitrust case was to delay it until after election on the theory that a new administration might have a softer attitude toward big business.

HUGHES SPURRED DECISION

Howard Hughes was the one man with positive convictions that there would be divorcement on a large scale and he decided RKO would go for it. Some of the lawyers wanted to argue with him on this point, but he is said to have replied that after a new theatre company has been set up the bidders for his controlling share will be numerous—also enthusiastic.

This story spread rapidly among the lawyers and one of them predicted Hughes might get enough money on theatre sales to pay him for what he spent in acquiring control of RKO.

With Truman re-elected and the prospect that Tom Clark will continue as attorney general, some lawyers are ready to admit that the company presidents are now faced with a choice between more years of expensive litigation or the best settlement with the Department of Justice that they can secure.

The day after election it became known that James F. Byrnes, former secretary of state and now one of the 20th Century-Fox counsel, would visit the DofJ on Friday to talk over prospects of a settlement.

So far nothing has been revealed about the attitudes of the legal staffs of Loew's, Inc., Warner Bros. and Paramount.

COURT IS FOR BREVITY

At the recent hearing before Judges Augustus N. Hand, Alfred C. Coxe and Henry W. Goddard an inquiry from Judge Hand on whether there would be more requests for postponements brought John W. Davis, Loew's counsel, to his feet. He told the court he might want to introduce new evidence theatre-by-theatre to prove they were not acquired or operated with monopoly intent.

Judge Hand cut him off sharply by saying the court members did not intend to hear evidence in this case the rest of their lives.

With a court obviously opposed to long delaying tactics and a DofJ sure of holding office for another four years, attorneys are now looking at the situation in a new light.

At midweek no requests had been made for further postponements. Judge Hand had warned that if any lawyers wanted postponements he should receive advance notice.

This does not mean there can be no new negotiations for a settlement.

Paramount has the most complicated corporate setup with a variety of partnerships. Only in a few instances does it own circuits or individual houses outright.

Relations with practically all the partners are friendly and Leonard Goldenson, the man who negotiated the present setup and helped bring the company out of bankruptcy, is still on the job.

The pattern of the RKO settlement indicates that joint operation agreements are out. Paramount already has sounded out all of its partnerships on splitup deals.

28 Most Recent Suits Ask $26,638,000

Twenty-eight antitrust suits, in which distributors appear as defendants, have been filed by exhibitors since the United States supreme court heard the Paramount case earlier this year—with damages asked totaling a staggering $26,638,000.

Top suit filed by exhibitors is the $6,000,000 damage claim of Joseph Lawrence, Gertrude B. Lawrence, D. K. Edwards, Harry Small and James Latimer of Salt Lake City. They operate two downtown theatres in Salt Lake City and one in Provo, Utah, and contend that distributors and Fox Intermountain conspired to deprive them of product.

Newest suit was filed this week by Weldon Allen, owner of the Grove Theatre, Galesburg, Ill., who asked $441,000 damages. It was Allen whom Fortune magazine profiled several months ago as a case history of a small town exhibitor and his troubles in obtaining product.

The list of antitrust suits filed since the supreme court heard the Paramount case includes:

Joseph Lawrence, Gertrude B. Lawrence, D. K. Edwards, Harry Small and James Latimer, Salt Lake City	$ 6,000,000
Cinema Amusements Co., John Wolfberg, Denver	3,000,000
I. B. Adelman, Dallas	2,436,000
Prudential Theatres, New Canaan, Conn.	1,620,000
Monroe Amusement Co., Chicago	1,580,000
Max Cohen, Cinema circuit, New York	1,200,000
Towne Theatre, Milwaukee	1,050,000
Lawndale Theatre, Chicago	1,035,000
DeLuxe Theatre Corp, Chicago	1,000,000
Garbose Bros., Athol, Mass.	1,000,000
Tiffin Theatre Corp., Chicago	860,000
Sol Lebedoff, Minneapolis	835,000
Riverside Theatre, Jacksonville, Fla.	720,000
Joseph Applebaum-B. E. Simms, Greenville, Miss.	600,000
Atlantic Theatre, Long Beach, Calif.	561,000
Central Ave. Theatre Corp., Indianapolis	550,000
Kimbark Theatre, Chicago	510,000
Weldon Allen, Galesburg, Ill.	441,000
Fred Willey, Brazil, Ind.	381,000
Emerson and E. B. Long, Cadiz, Ohio	345,000
Cape Pictures, Inc., Cape Girardeau, Mo.	330,000
Sprague Theatre, Elkhorn, Wis.	282,000
Centerville Amus. Corp., Centerville, Md.	150,000
Parkway Theatre Corp., New York	150,000
H&B Theatres, Dallas	41,000
Alma Amusement Co., Alma, Ga.	21,500
Joseph P. Wilson, Brandon, Vt.	Injunction
Ridge Theatre, Chicago	Injunction
TOTAL	$26,638,000

New Suit Seeks to Extend Jackson Park Decree

CHICAGO—A new move to break the so-called Chicago clearance system—this time as it specifically affects exhibition in the north side of the city—was taken this week in federal court. The Benal Theatre Corp., which operates the Ridge Theatre, filed an antitrust suit in an effort to force distributors to license a greater number of pictures for simultaneous exhibition on the north side as the Jackson Park Theatre injunction has done for the south side.

The Ridge Theatre asks no damages. It asks only such injunctive relief as will enable it to obtain product.

'WAITING TIME' IN USE

The suit charges specifically that although Judge Michael Igoe's decree in the Jackson Park case eliminated waiting time between the close of first run dates in Loop theatres and runs in neighborhood theatres, Columbia, Universal-International, United Artists, Eagle Lion and Selznick Releasing Organization have continued to impose dead or waiting time.

The complaint also declared that while a three-week clearance had been normal procedure prior to the decree, the length of waiting time is now determined by the date on which the B&K circuit desires to play the pictures on second run showings. Thus, owners of the Ridge Theatre said, the waiting imposed is determined not by competitive factors "but solely by the demands and needs of B&K."

Along with the distributors named, defendants also include Paramount Pictures, Inc., Loew's, 20th Century-Fox, and Warner Bros. All, the complaint says, are discriminating in favor of B&K in licensing features for the first and second run neighborhood showings, and are refusing to allow the Ridge Theatre to compete for product. Fox, and in the case of certain pictures, Loew's and United Artists, have created competitive zones for first and second runs in north side theatres, giving one theatre in each zone the right to exhibit their product ahead of others. These zones, it is charged, cover such an unreasonable geographical area that theatres operated by B&K and located long distances from the Ridge are enabled to get films on an exclusive run ahead of the Ridge.

ASK FOR INJUNCTIVE RELIEF

The plaintiff asks that the Chicago clearance system be changed to permit a more direct and simplified flow of product to neighborhood theatres on the north side, that B&K be denied arbitrary clearance protection over the Ridge Theatre.

The Ridge Theatre also asks for injunctive measures on 12 feature pictures, to prohibit Loew's and 20th-Fox from licensing them for exhibition in the Uptown, Riviera, Pantheon, Norshore or Howard theatres with clearance over the Ridge. The five theatres are B&K houses. The 12 pictures are MGM's "Act of Violence," "Barkleys of Broadway," "Big Jack Horner," "Force of Evil," "Command Decision," "Caught" and "Words and Music," and 20th-Fox's "The Snake Pit," "Canadian Pacific,' "Yellow Sky," "Sand" and "Tucson."

Nothing Exclusive About Film Antitrust Suits

CHICAGO—With the naming of Eagle Lion and the Selznick Releasing Organization as defendants with four major distributors in the Ridge Theatre monopoly suit this week, a new angle to the antitrust picture has been pointed up.

This new point is that, although the government's suit is against the eight major film distributing companies, recent antitrust suits filed by exhibitors have named one or more of the so-called minor companies as defendants. And, in each instance, they have been tied together with the majors as defendants in allegedly illegal distribution of product.

There have been at least six suits filed in recent months in which exhibitors have named the smaller companies as defendants. Eagle Lion and Republic have been named defendants in four suits, Monogram in three, and Selznick Releasing Organization and Film Classics one each.

In one recent suit, that of the Alma Amusement Co. of Alma, Ga., only one major—Warner Bros.—is cited, and the other distributors are Eagle Lion, Monogram and Republic, and the L. A. Stein circuit. In another suit, filed by the Fox Theatre of Brazil, Ind., all of the defendants are "minors"—Monogram, Film Classics, Republic and Eagle Lion.

Eagle Lion and Monogram are defendants in a $1,620,000 suit brought by Prudential Theatres Co. and Playhouses of New Canaan, Conn., and SRO has already settled along with 20th Century-Fox, Warners, Loew's and RKO. Republic is a defendant in the $282,000 suit brought by the Sprague Theatre along with four majors.

A total of $2,869,500 in damages is asked in these six suits.

Earlier Availability Helps Minneapolis

MINNEAPOLIS — Even though the move involved higher film costs and boosted admissions, the few local independent neighborhood houses that went from 56 to 28 days availability have improved their earnings, it is learned. The exhibitors concerned have no regrets. Their business is better.

Squawks from patrons over the raised admissions have been practically nonexistent, according to information at hand. Customers have accepted the theatres' explanation that increased costs going hand in hand with the earlier showings necessitated the higher admissions.

Those several Minneapolis neighborhood houses which changed from 56 to 42 days also are off to good starts for the most part, it's revealed. The test here, however, has not been sufficiently lengthy to permit definite conclusions. These theatres, too, have had to raise their admissions slightly and the repercussions have given no cause for concern, according to film circles.

OTHERS WANT NEW DEAL

The Richfield, suburban house, has joined two other independent spots, the Campus and Homewood, and the Minnesota Amusement Co.'s Uptown for the 29-day availability clearance. It started with "Rachel and the Stranger" with extremely gratifying boxoffice results.

Indications are that a number of other independent neighborhood and suburban theatres will ask for earlier clearance in consequence of the improvement in the position of other houses which have been granted it. The Hopkins, for example, has made known that it wants 28 days in place of the present 42 days, but it will not bid competitively against the Uptown, a 28-day house several miles distant.

Until after the Jackson Park case the Minnesota Amusement Co.'s Uptown here was the only Minneapolis neighborhood house to have 28-day availability. In addition to the clearance changes made since then more are under consideration, branch managers say. The development is conceded to have produced a better feeling in independent exhibitor ranks.

Extension of Regional Arbitration On No-Cost Basis Planned by TOA

NEW YORK—Extension of local no-cost arbitration to all areas is hoped for by members of the Theatre Owners of America executive committee. To make it as widespread as possible the TOA leaders have extended informal invitations to other exhibitor groups to cooperate.

Nothing was said about the Andy Smith jr.-Bennie Berger arbitration plan which has been approved by most of the Allied units, but the new setup seems to be along those lines.

After a discussion of the increasing number of lawsuits, which are "strangling" the industry, as a TOA spokesman put it, it was decided to try the arbitration proposal for a period of 60 days.

Arthur B. Lockwood, president, and S. H. Fabian, chairman of the executive committee, said they would recommend to all regional units that each set up arbitration committees of three members each—one to be a member of the TOA, one a member of any other exhibitor organization, if so desired locally, and a third, if possible and convenient, to be a non-member of any exhibitor organization.

The committees will screen all complaints from exhibitors. Whenever just cause for complaint is found an attempt will be made to settle the matter locally.

Aga Khan Is Involved In EL Foreign Deal

NEW YORK—Eagle Lion has signed a five-year agreement for the distribution of its Hollywood product in Italy, France, Switzerland, Germany, Austria and Spain. The deal, which involves guarantee and percentage participation, was made with Gamma Films of Lausanne, Switzerland, and Gestion et Participation Trust De Vaduz, Lichtenstein, which owns Gamma Films and is one of the largest holding companies on the continent.

Aga Khan, Moslem leader, and reputed to be one of the wealthiest men in the world, who received his weight in diamonds from his followers on his last birthday, is reported to be one of the most influential figures in the Swiss firm and the Lichtenstein holding company.

MARKS SPLIT WITH RANK

Aga Khan is said to be one of the few men in the world who maintains balances in the financial capitals of the world so large that he doesn't have to transfer funds from one to another. This makes it possible for him to pay off in dollars in dollar areas, and in pounds, francs, pesetas, Lira, or any other currency.

The deal marks a split in Eagle Lion's close relations with the J. Arthur Rank organization. Rank has had distribution of Eagle Lion product on the European continent, but has ceded these territories to Eagle Lion.

According to the terms of the pact, Gamma Films agrees to establish, within the next six months, a full distribution system comprising at least 20 exchanges in Italy, France and Switzerland. Distribution in Germany, Austria and Spain will be on a sublicense basis for the first year, after which Gamma Films will establish 35 exchanges in those countries.

Eagle Lion and Gamma Films will also make one joint production per year in France and Austria, according to the agreement.

NEGOTIATORS OF PACT

The final negotiations were started here following preliminary five-month survey of Europe by H. William Auten, EL foreign department representative, who planed back to Paris late in October. Arthur B. Krim, EL president, Robert S. Benjamin, president of the J. Arthur Rank organization; Sam L. Seidelman, EL export manager; William C. MacMillen, EL president in charge of operations, and Robert R. Young represented EL in the final negotiations. Alfredo Zappelli, European financier who is managing director of Gamma Films and Gestion, and his two associates, George Barquet and Pierre Chavennes, flew from Lausanne to represent the foreign firms.

Lockwood Names 3-Man NSS Grievance Group

NEW YORK—Arthur B. Lockwood, TOA president, has named a three-man committee to settle controversies between members and National Screen. Its services will be available to all exhibitors, whether or not members of the TOA.

The members are: William F. Ruffin sr., Covington, Ky., chairman; Edward Zorn, Pontiac, Ill., and Walter Reade jr., New York.

National Screen will cooperate.

Paramount Insists Upon Right to New Testimony

NEW YORK—Paramount has thrown down the gauntlet to the Department of Justice by asking the three-judge court in the antitrust case to hear further evidence on the legality of its theatre holdings. It estimates that this will take a month or more.

The government's demand for complete divorcement through a partial ban on cross-licensing and evidence already in the record "completely ignores the obvious intention of the supreme court in remanding the case," states a brief filed by Simpson, Thacher and Bartlett.

The move coincides with one already indicated by John W. Davis for Loew's, Inc., who also contends any divorcement ordered by the court should be based on theatre-by-theatre proof of the legality of the acquisition or operation of individual houses.

In suggesting that the court order the presentation of this evidence, Paramount points that it can be done by a master "which the court has already suggested it might appoint."

Paramount's counsel contends that the supreme court contemplated the taking of this additional evidence when it ruled that the existing trial record "was insufficient to support the court's judgment that all joint ownerships were unlawful."

The brief also says the government's insistence on complete divorcement "completely ignores the obvious intention of the supreme court." Paramount says it will "reserve the right to adduce to the extent that it deems proper, detailed testimony showing the past and present circumstances surrounding the acquisition and use of its theatre interests."

The attorneys contend the court cannot make an assumption of illegality, and insists that the Department of Justice should be required "to specify particular theatres and the details of any claim of illegal acquisition," because the supreme court did not rule that joint ownerships are illegal per se.

The brief closes with a sharp attack on the Department of Justice proposal for an inter-company ban on cross-licensing, and states, "Neither this court nor the supreme court found on the existing record that any of the major defendants had monopolized the exhibition of films, either locally or nationally, and no further proof has been offered to substantiate the claim of monopoly."

United Artists Joins In Rehearing Plea

NEW YORK—United Artists has decided to join Paramount in asking for further testimony in the antitrust case. In fact, UA wants a complete re-trial.

United Artists attorneys base their claim for a re-trial on the supreme court's deletion of competitive bidding from the three-judge court decree. It describes this as the "central arch" and says that the entire system of film licensing is left in a "chaotic" condition.

The company attorneys say that the government's concentration on the divorcement of theatres leaves the three non-theatre owning companies—UA, Columbia and Universal—without protection.

Included in the new brief is an attack on the ban on price-fixing.

The move was a surprise, as it had been generally understood that UA, Columbia and Universal considered the case all over but the shouting insofar as they were concerned.

Universal plans no move until after the arguments on divestiture are heard beginning November 8. It will then present arguments on clearance. Sidney Landau, Universal attorney, will point out that the present restriction and those proposed by the Department of Justice will be unnecessary if the court orders divestiture.

ITOA to Renew Fight to Win Injunction in Ascap Suit

NEW YORK—Milton C. Weisman, attorney for the ITOA members, who won the sensational decision against Ascap last July in Judge Vincent L. Leibell's court, is still trying to induce the court to grant a permanent injunction that will prevent Ascap and its members from collecting performing rights fees for music on film.

His latest move is one of the final ones before Judge Leibell hands down his decree in the case.

After reading suggested decrees from Weisman and Ascap Judge Leibell recently outlined the form of a decree that he proposes to issue and asked attorneys for both sides to submit further suggestions.

Ascap has until November 9 to file counter proposals for the court's consideration.

Weisman not only wants a permanent stay against Ascap and its members and agents, he also wants an order directing Ascap to pay to the 164 plaintiffs in the case all fees collected on or after March 14, 1948. This money has been placed in escrow as a result of an agreement made during the trial.


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Men and Events

By JAMES M. JERAULD

Piecemeal Agreement

IT MAY develop that the thing that kept the antitrust case in court so many years —failure of defendants' lawyers to agree on strategy—will hasten the end of the case at last.

Columbia, Universal and United Artists have no connection with the theatre divorcement problem and are reported to be ready to reach an agreement with the government on the few issues affecting them.

There will be no surprise if RKO should get out of the case in the near future through transfer of theatres to a new corporation. The details of this will have an important bearing on the attitude of the remaining defendants—Warner Bros., Loew's, Inc., Paramount, and 20th Century-Fox.

Loew's theatre holdings are comparatively simple, but John W. Davis told the court at the last hearing he might want to introduce new evidence and would not waive his right to ask for it. Whether this was a strategic maneuver or a serious statement of purpose can only be guessed.

It is said that Paramount is still contending that most of its complicated theatre holdings were not acquired by monopolistic means and have not been operated in restraint of trade. This leaves a wide gap for negotiations with the Department of Justice.

National Theatres is a direct subsidiary of 20th Century-Fox and a transfer somewhat similar to the proposed RKO arrangement could be worked out, but 20th-Century-Fox executives and attorneys are awaiting developments before making statements. Warner Bros. theatres are also integrated in a single corporate setup, but the company's plans are kept completely under cover.

So there arises the possibility that the defendants will drop off one by one or remain as dormant spectators, if the lawyers for the remaining Big Four decide to demand proof, theatre by theatre, of the government's restraint of trade charges. This could take a long time, and Judge Augustus N. Hand has already intimated that the hearings might be referred to a master.

Not Worth Much

JUDGE VINCENT LEIBELL, in his latest proposed decree, says Ascap can keep the performing rights for music synchronized on film, but can't collect fees on them. He decided he didn't have the right to order divestiture.

Judges are not noted for injecting humor into their rulings, but this one stirred up chuckles in several New York offices. Performing rights that don't bring in income are like collections of old stamps—interesting curiosities.

The angle that interested exhibitors most was the court's instructions to bring in a new proposal for a decree in concise form which will embody all his new rulings. Outstanding among these was his declaration that exhibitors can't be sued for the money they have refused to pay in recent months.

The legal basis for this is simple. The court says that, if the Ascap arrangement was illegal—and he ruled that it was—a suit for collection under that arrangement wouldn't stand up in court.

The case may drag along for a long time as a result of appeals by both sides. In the meantime the Department of Justice might stir into action on two pending cases aimed at Ascap.

Selling by Formula

J ARTHUR RANK is trying to argue British exhibitors into buying pictures by percentage formulas—a given amount for product over a year. If he succeeds in reaching an agreement, American films will be affected.

The idea has the virtue of simplicity, but it has one drawback. Exhibitors now enjoy the gambling element involved in getting a hit surprise at a low price. It's one of the fascinations of the show business.

There used to be formula deals in this country, but the Supreme Court outlawed them.

MacNamara an Optimist

PAUL MACNAMARA, publicity and advertising director for David O. Selznick, will face the supreme test of his persuasive powers, if he goes before the Allied convention at New Orleans and tries to convince Allied men they should join with TOA on a public relations program and contribute to a joint industry fund.

Allied leaders have their own ideas about public relations, and, so far as can be learned, these do not include cooperation with TOA.

He Has List of Fees To Stop Badgering

PHILADELPHIA — Writer - producer Nunnally Johnson, reports Pete Martin in his new book, "Hollywood Without Make-up" published by J. B. Lippincott Co. on October 13, is so constantly badgered by requests for advice and criticism that he tried to minimize such interruptions by hanging on the wall outside the door the following schedule of office fees:

*For listening to a story while dozing	$ 500
For listening to a story jovially described as "just a springboard"	10,000
For listening to a story while wide awake	1,000
For attending amateur performances in a converted shoe store on Highland avenue to "catch" promising new material	10,000
For looking at talented children	500
For talking to same or their mothers	50,000

*In cases of close friends or warm acquaintances acquired in saloons late the night before, charges are doubled.

Sees 16mm Film Equal To 35mm for Video

NEW YORK—The new developments in 16mm film and equipment take it out of the amateur category and make it the equal of 35mm for projection over television, according to Loren L. Ryder, retiring president of the Society of Motion Picture Engineers. With these new developments, from both the sound and pictorial standpoint,16mm also will take a place in the commercial field it has never held before, Ryder predicted.



Loren L. Ryder

These improvements, which were demonstrated and proved at the recent SMPE meeting in Washington, have all been developed within the past year, according to Ryder. When he met the press a year ago, Ryder predicted that theatre television would be a reality within a year and, within eight months, Paramount demonstrated large-screen television at the Paramount Theatre in New York. The new 16mm film may not be suitable for the Paramount Theatre but, for the smaller theatres, it can give these houses what they need as regards television, Ryder said.

With the new developments in 16mm film technique and devices, it will be possible to project a better television image from film than from direct pickups. While he hopes that film theatres will become more active in theatre television, it is the radio field, not the film business, that will have to worry about a drop in public interest, Ryder said.

There is now a real awakening to the problem of television competition and, where Paramount was the only company openly active in that field a year ago, 20th Century-Fox and Warner Bros. are now active and other companies have had engineers in the east investigating the television field, according to Ryder.

Western Electric Displays New 16mm Sound Method

NEW YORK—A new method of sound recording intended to improve the tonal quality of 16mm films in the television and commercial fields was demonstrated November 3 by the electrical research products division of the Western Electric Co. Compared with other sound films shown at the same time, the new process showed a distinct improvement in output level and distortion content.

The recording is done directly on the positive, omitting the usual negative step in processing. The only equipment needed, besides recent Western Electric recording equipment, is an oscillator to provide an alternating current bias. No change in sound projectors is involved.

Johnston, Author, Feted

NEW YORK—Eric Johnston, president of the Motion Picture Ass'n of America, was feted by E. P. Dutton & Co., publishers of his book, "We're All in It," at a luncheon at the St. Moritz November 4.

INSCRIBING A NEW CHAPTER IN THE ANNALS OF SCREEN ACCLAIM!

the Snake Pit



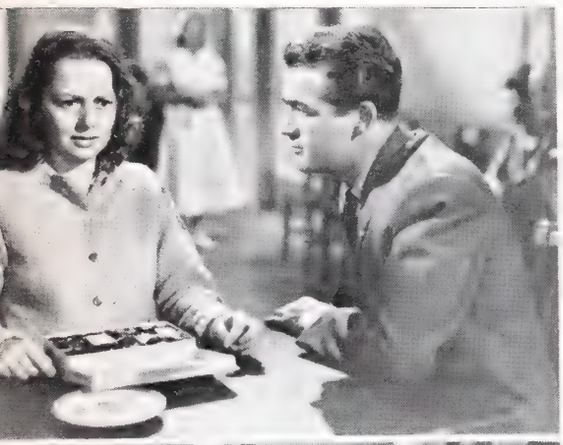
Darryl F. Zanuck presents OLIVIA de HAVILLAND in "THE SNAKE PIT" also Starring MARK STEVENS and LEO GENN with CELESTE HOLM · GLENN LANGAN · Directed by ANATOLE LITVAK · Produced by ANATOLE LITVAK and ROBERT BASSLER · Screen Play by Frank Partos and Millen Brand

20th CENTURY-FOX

World Premiere Engagement RIVOLI THEATRE, N.Y. *Now*



Olivia de Havilland gives a superb performance as a demented woman in a state asylum for the insane. Bottom scene shows her happily cured and prepared to start a new life with Mark Stevens.







'Snake Pit' Is a Stark, 'Must-See' Picture

By IVAN SPEAR

STARK realism is the keynote—in fact, the only note—of 20th Century-Fox's screen version of Mary Jane Ward's widely read and extensively discussed best-seller of the same name.

Productionwise the picture is well-nigh flawless, which evaluation applies to every detail that went into its making—with emphasis on performances. That excellence alone should be enough to guarantee the offering a place high among the season's best revenue producers. But its commercial potential doesn't end there. Additionally in its favor is the inescapable fact that the film undoubtedly will be one of the year's most provocative, and the controversial discussions it is sure to engender will prove to be just so much more grist to its boxoffice mill. Whether or not respective critics and ticket-buyers consider it entertainment—in the general application of that much-abused term—even the most casual of motion picture patrons will earmark it as a "must-see" entry.

* * *

On rare occasions, Hollywood's grapevine displays an uncanny faculty for gathering and broadcasting reports of a startlingly magnificent performance to be expected in an upcoming picture. For months, and long before "The Snake Pit" was ready for screening, that grapevine—possibly aided and abetted by effective press agentry—has been buzzing with enthusiasm about Olivia de Havilland's part therein. Here, the railbirds had it, would be the actress and the delineation to beat come next spring and time for an Oscar to be bestowed for the year's best performance by a femme star. No one can see the picture without agreeing that this time, for once, at least, the advance evaluation was, if anything but accurate, an understatement. De Havilland is superb. So terrific, in fact, that the other performances, many of which would be outstanding in virtually any picture, are dwarfed by her finely etched interpretation of the demented woman whose experience and ultimate cure in a state asylum for the insane furnish the story theme. And in order truly to appreciate the magnitude of the actress' work, one must remember the high and strongly established Thespian caliber of the remaining members of the cast, and consider that every player, even unto the bit parts, was selected with meticulous attention to types and talent.

For this perfection in performances, from de Havilland down, much of the credit undoubtedly is due to the expert and sensitive direction of Anatole Litvak. A more difficult megging chore is hard to imagine, and Litvak never pulled a punch in aiming for realism, no matter how somber, which is the warp and woof of the story.

Fox's production chief, Darryl F. Zanuck, and Robert Bassler and Litvak, the pair who actively produced, mounted the vehicle so that every technical detail is of comparable merit—with special attention due to photography and musical score.

"THE SNAKE PIT"

A 20th Century-Fox Production
Presented by Darryl F. Zanuck
Running Time: 103 Minutes

THE CAST:

Olivia de Havilland, Mark Stevens, Leo Genn, Celeste Holm, Glenn Langan, Helen Craig, Leif Erickson, Beulah Bondi, Lee Patrick, Howard Freeman, Natalie Schafer, Ruth Donnelly, Katherine Locke, Frank Conroy, Minna Gombell, June Storey, Ann Doran.

THE CREDITS:

Producers: Anatole Litvak, Robert Bassler. Director: Anatole Litvak. Original: The novel by Mary Jane Ward. Screenplay: Frank Parlos, Millen Brand. Cinematographer: Leo Tover. Music: Alfred Newman. Film Editor: Dorothy Spencer. Special Photographic Effects: Fred Sersen. Art Direction: Lyle Wheeler, Joseph C. Wright.

But, despite all such productional superiority, the picture is not a pleasant one. On the contrary, it is so grim that many spectators will find it downright depressing. In fact, there are certain sequences—when, for example, de Havilland is being given electrical shock treatment, when she is imprisoned in an ice bath, and when she is put into a straitjacket—the witnessing of which calls for a strong stomach.

Paradoxically enough, there are moments of macabre humor. One finds oneself laughing at some of the weird antics of the other crackpots with whom the star is imprisoned. But it is the kind of laughter which stops in the middle, with a catch of the breath, as the spectator suddenly realizes he is laughing at a manifestation of one of humanity's most pitiful tragedies.

* * *

It is such reactions that will subject the film to the controversial discussions heretofore mentioned. Many will argue that the screen—fundamentally a medium of entertainment—is no place to parade, dissect and trade on human misfortunes; that the film, for all its refusal to compromise with fact, will frighten more people than it will entertain; most especially in its expose—probably based on authentic information—of conditions and modus operandi in state asylums.

On the other hand, those who are of the opinion that the screen needs more of realism will submit that the picture is praiseworthy for its unmitigating adherence to its somber subject and that, resultantly, it can accomplish good.

But, regardless of individual reactions and opinions, one thing is certain:

The photoplay will bore no one, and impossible to conceive is the ticket-buyer who is not engrossed, even spellbound, from its main title to its closing—and only happy—sequence.

EVERYTHING POINTS TO "THE Accused"



As One of the Stand-Out Sensations of 1949!

So Everybody's Going To the

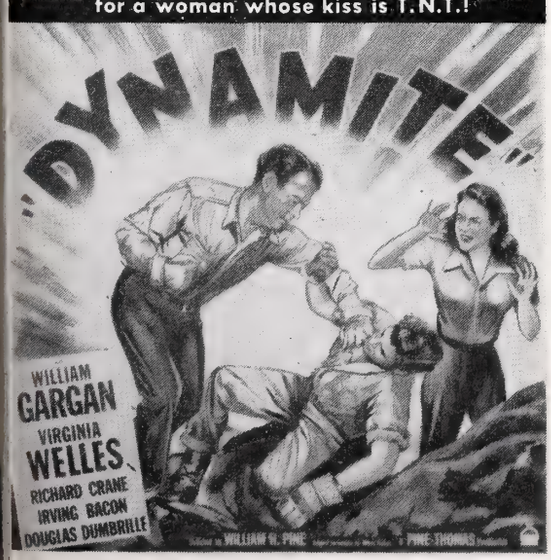
PARAMOUNT TRADE SHOWS

Monday, Nov. 15

Loretta Young
Robert Cummings
in
HAL WALLIS'
production
"THE Accused"
with
WENDELL COREY
Sam Jaffe · Douglas Dick
Directed by William Dieterle
Screenplay by Ketti Frings

PLUS

Reckless powder monkeys... laughing at death... for a woman whose kiss is T.N.T.!



Date For All Screenings is Monday, November 15th

CITY	PLACE OF SCREENING	THE ACCUSED	DYNAMITE
ALBANY	FOX PROJ. ROOM, 1052 Broadway	8 P.M.	2 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton Street, N.W.	2:30 P.M.	10:30 A.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley Street	2:30 P.M.	10:30 A.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	2 P.M.	10:30 A.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 So. Church Street	2:30 P.M.	1:30 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 So. Michigan Avenue	1:30 P.M.	3:10 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2:45 P.M.	1:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	2 P.M.	11 A.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 South Harwood Street	2:30 P.M.	10:30 A.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.	3:40 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.	10:30 A.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.	10:30 A.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.	10 A.M.
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, 128 Forsyth Street	8:30 P.M.	7:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2:15 P.M.	1 P.M.
LOS ANGELES	BOULEVARD THEATRE, Washington and Vermont Streets	1:30 P.M.	3:10 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	2:30 P.M.	10:30 A.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North 8th Street	3:10 P.M.	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.	10 A.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.	3:40 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	10 A.M.	1 P.M.
NEW YORK CITY	NORMANDIE THEATRE, 51 East 53rd Street	10:30 A.M.	
NEW YORK CITY	PARAMOUNT PROJ. ROOM, (12th Floor) 1501 Broadway		2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	1 P.M.	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	2 P.M.	10:30 A.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.	11 A.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.	10:30 A.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N.W. 19th Avenue	2 P.M.	3:40 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive Street	1 P.M.	11 A.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1 P.M.	2:40 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Avenue	1:30 P.M.	3:10 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Avenue	2:30 P.M.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2:30 P.M.	4:10 P.M.

Washington Report

BY ALAN HERBERT

ALTHOUGH FOR THE most part highly technical and without immediate application to exhibitor problems, there were some aspects of the recent Society of Motion Picture Engineers convention here which should be pointed up. Perhaps of most interest—at any rate, of most immediate promise—was the paper on cadmium-mercury lighting, presented by Westinghouse.

The engineers were generally agreed that this new "short arc" lighting system is a certainty for early adoption in both motion picture and television studios. It has no present application in theatres, but when adopted in the studios is certain to mean a rapidly increasing schedule of color films.

As is well known, the cost factor has long been the major obstacle in the way of color film production on a large scale. Color equipment and processing are more expensive than for black and white, but the difference there might very well be written off on the theory that color pays at the boxoffice.

Much more costly than special equipment is the greater shooting time required, and the prime factor in extending the shooting time is the lighting used today. It gets so hot that it has to be cooled constantly with water, it gives off smoke and steam which sometimes cloud the set and it is so noisy that it presents problems for the sound engineers. More than that, it throws such heat and glare that it is not possible for actors to work in front of it for long periods.

The new lighting, developed from wartime discoveries in England, is comparatively without glare or excessive heat and noise. The engineers tell us it means hours saved during the shooting day on color productions—and days lopped off the shooting schedule.

* * *

THE THREE-DAY MEETING of company presidents and their top assistants with MPAA President Eric Johnston in New York again has been postponed, this time until November 17-19. The extra week's delay will be the last, it was believed.

Although they are not talking about it for publication, you may be sure that when company heads meet with Johnston the whole question of personal conduct by picture talent will come in for serious discussion. The MPAA public relations staff hasn't been able to make up its mind whether it is better to admit the importance of the problem, thereby appeasing grumbling exhibitor groups, or to try to keep the whole matter hush-hush so the public won't be reminded of it.

But whether openly or behind closed doors, the men who run Hollywood studios are worried about it. They are not insensitive to the criticism of church groups, educators and others who react against Hollywood because of the overpublicized antics of an occasional high-strung star. But it is a tough problem to figure out just what to do.

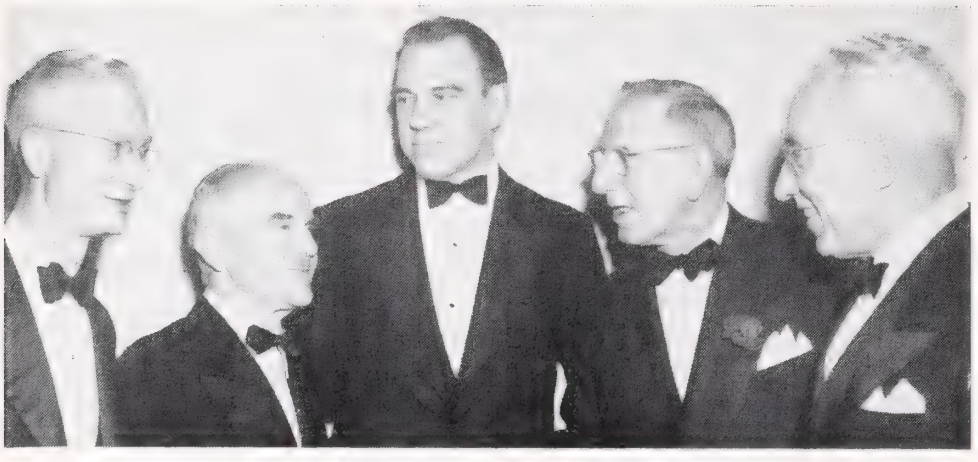
The Allied convention in New Orleans the end of this month will have a plan for exhibitor action placed before it. Exhibitors will be called upon to refuse to book the films made by stars who have aroused public criticism after their offense, but not the films they have already made.

General feeling among the producers is that there is no great immediate danger from a plan such as this—things would have to get a lot worse. But, nonetheless, as a matter of public relations and of exhibitor relations, they agree that firm action is called for. And as a matter of sound business, since huge sums have been laid out in many instances building up players whose marital or police troubles have subsequently cut heavily into their boxoffice value.

* * *

RESUMPTION OF THE Hollywood hearings before this year is out, promised in September by the un-American activities committee, seemed unlikely here this week as a result of the terrific thumping the committee took at the polls. Chairman J. Parnell Thomas, although re-elected, is expected to spend the remainder of his brief time as committee chairman in trying to beat a conviction for the payroll fraud, while three of the other four GOP members of the committee will not be members after January. One of them, Rep. Karl Mundt of South Dakota, goes to the senate, while Reps. John McDowell of Pennsylvania and Robert Vail of Illinois were licked.

The four Democratic members of the committee were returned to office, but only Edward Herbert among them, a States' Rights Democrat from Louisana, has shown any strong interest in pursuing the Hollywood probe. Hebert might prevail, however, and force a resumption of the hearings next year.



NEW SMPE OFFICERS—New officers of the Society of Motion Picture Engineers, elected at the society's 64th semiannual convention at Hotel Statler in Washington, D. C., October 25-29. Left to right: Clyde R. Keith, Western Electric, editorial vice-president; Earl I. Sponable, 20th Century-Fox, president; Robert M. Corbin, Eastman Kodak, secretary; William C. Kunzmann, National Carbon, convention vice-president, and Peter Mole, Mole-Richardson, executive vice-president. They will take office January 1.

Hope Still Looks Dim For Federal Tax Cut

WASHINGTON—The Democrats are no more disposed to lower taxes—especially theatre admission taxes—than the Republicans. Sen. Walter George, who again will be chairman of the senate finance committee, made this plain Wednesday from his home in Georgia, while Rep. Robert Doughton of North Carolina already had said he saw no hope for tax reduction generally, and reduction of the admission levy in particular.

Doughton will succeed Chairman Knutson of Minnesota at the helm of the ways and means committee of the house. Both Knutson and Sen. Robert Taft of Ohio, leading GOP tax-writers, said last month that they saw no hope for reduction of the boxoffice levy.

Small Business Hearing Set for New Orleans

ST. LOUIS—Congressman Walter C. Ploeser of the 12th Missouri district, which comprises St. Louis county and a large section of the southern part of St. Louis, who has been here this past week in his campaign for re-election on November 2, has revealed that the small business committee of Congress, of which he is the chairman, plans to conduct hearings in New Orleans about the same time that Allied States Ass'n of Motion Picture Exhibitors is holding its annual meeting in the Crescent City, November 29 through December 1.

Action Against MPEA Taken in Romania

BUCHAREST—The Romanian government took over the office of the American Motion Picture Export Ass'n Wednesday (3) and seized films found there in accordance with a new decree passed the day before.

The decree nationalized 200 motion picture theatres, including 68 in Bucharest, and all film studios, laboratories and distribution firms. The bonds to be paid for the properties will be retired with profits to be made by the seized theatres. The decree exempts property which belongs partly or wholly to foreign powers under the peace treaties, including those covered by reparations clauses.

Vatican Sees 'Fugitive'

NEW YORK—"The Fugitive," John Ford's RKO film, was scheduled to be shown to an audience of dignitaries of the Catholic church in the Vatican in Rome. It will be released in Italy late this month.

Omaha Theatre Hoodlumism Grows With Serious Injury of a Girl

OMAHA—Hoodlumism in theatres here reached a new high with the serious injury to a 13-year-old girl.

Something must be done immediately to stop it, Richard Collins, chief juvenile probation officer said. His staff, he explained, does not have policing power, but it will do what it can. He suggested the problem might be one for the city welfare board and the theatre owners to work out.

Not only have there been weekly mass rubber band and paper wad battles in some theatres, but also in others youngsters have turned to squirting water guns. In one theatre a chemical was used in the guns causing an estimated $500 damage.

Gloria Graham was the eye victim. She was struck in the left eye by a tinfoil wad hurled by a rubber band. A specialist at a local hospital said it will be ten days before the extent of the injury is known. Loss of sight in both eyes is possible and it is also possible that her sight may not be impaired.

The missile struck just as the cowboy picture had been finished at the Fortieth Street Theatre where Gloria had gone with a younger sister. Gloria said "it felt like a light bulb exploding in my head."

Gloria said the shooting of missiles was a frequent occurrence. Sometimes metal paper clips, glazing points and other heavy objects are used.

Four youths were taken under custody by juvenile officials. They talked to the boys and their parents. The boys admitted taking part in the battle along with a score of other youngsters. Each denied he fired the tinfoil wad that struck Gloria. They said the girl also had been a participant.

Ralph D. Goldberg, owner of the theatre, said theatres continually must be on the alert for vandalism. On occasion as many as 75 to 80 seats will be slashed in a single night. Restrooms are defaced. Bulbs are taken or broken and plumbing is destroyed.

Collins said that he favored special cowboy matinees for the youngsters. But, he said, theatre owners who depend on a heavy matinee trade of boys and girls should provide adequate supervision.

Films of Nations Adds Danish Office Group

NEW YORK — The Danish Information Office has been admitted as a new member of the Films of the Nations, Inc., a nonprofit organization acting as official distributors of films released by a large number of foreign nations and also by the United Nations. C. H. K. Hasselriis, director of the Danish Information Office, and Norbert Fryd, cultural attache, Czech consulate general have been elected directors of the organization.

The Films of the Nations now has 120 films available on 25 different countries. Recent additions are: "Picturesque Denmark," "Picturesque Sweden," "Majestic Norway" and "In and Around Amsterdam." The organization also has exclusive distribution rights to "Maps We Live By," produced by the United Nations.

Admission Prices Boosted At 9 Warner Theatres

CLEVELAND—Nat Wolf, Warner Ohio zone manager, announced a price boost of five cents in nine of the circuit's theatres, effective immediately. Houses affected are the Capitol and Ohio in Sidney, the Madison in Mansfield, the Laroy and Lyric in Portsmouth, the Ohio, Sigma and State in Lima and the Variety here. Admissions in the other Cleveland Warner houses, the Hippodrome, Colony, Uptown, Vogue and Doan, were increased a year ago.

W. J. Clark Making Tour

PHILADELPHIA—William J. Clark, executive vice-president of National Film Service, Inc., left Philadelphia October 30 to make a tour of several of their western physical handling centers. His trip will include Chicago, Omaha, Denver, Salt Lake City, Butte, Minneapolis and Milwaukee.

MOT Drops Documentary On Legitimate Theatre

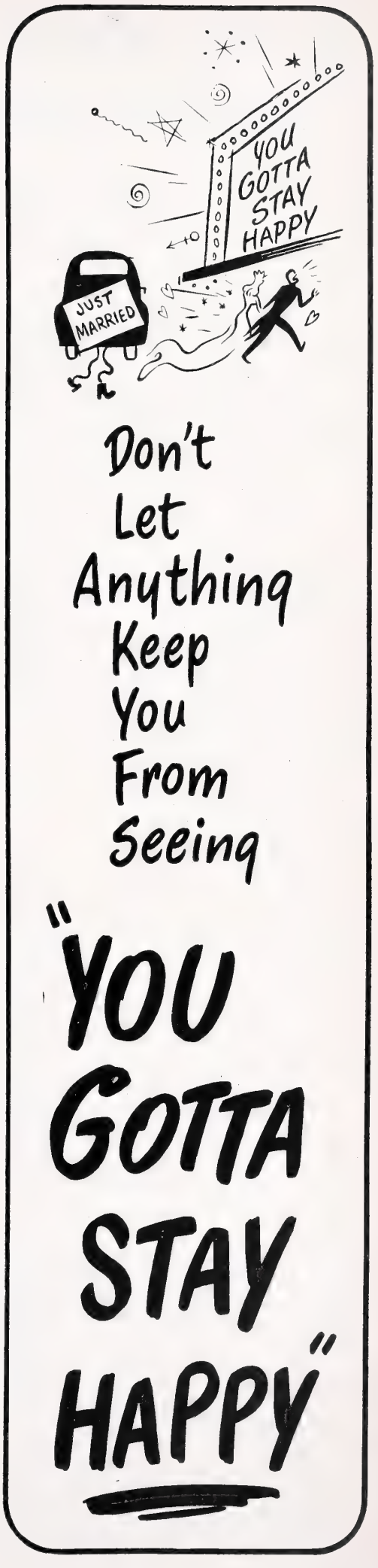
NEW YORK—March of Time has called off its proposed documentary issue on the legitimate theatre following an Actors' Equity ruling that every actor participating in scenes showing Broadway shows in rehearsal would have to be paid $45 for each day they were used.

William Fields, press agent for the Playwrights Co., which is presenting Maxwell Anderson's "Anne of a Thousand Days," in association with Leland Hayward, had arranged for March of Time to film scenes during actual rehearsals of the play starring Rex Harrison. In addition to being good publicity for the Anderson play, Fields felt that this public relations move would be a tangible link in the contemplated national campaign of the League of New York Theatres. Fields has protested to the Equity board that the March of Time is a newsreel and is so classified by the government, as opposed to commercial studios like MGM or Paramount.

Openings on Both Coasts For 20th-Fox Drive

NEW YORK—Three west coast theatres participated in the Spyros P. Skouras 35th Anniversary drive by opening "When My Baby Smiles at Me" November 5. New York also joined in the drive by opening three other 20th Century-Fox features November 4, 5 and 6. They were: "The Snake Pit" at the Rivoli November 4, "Unfaithfully Yours" at the Roxy November 5 and "Road House" at the Mayfair November 6.

Mark Stevens, Celeste Holm, Edmund Gwenn, Vanessa Brown and Colleen Townsend were among the 20th-Fox stars who appeared at the opening of "Baby" at the Fox Theatre, San Francisco, November 5. The Fox Oakland and the Grand Lakes, both in Oakland, opened day and date with San Francisco.



NOVEMBER PRODUCTION TILTS WITH ONLY 35 FILM ENTRIES

HOLLYWOOD—That greatly overworked phrase, "Things are a bit slow now—but they're sure to pick up after the election," proved to be completely false as concerns at least one phase of industrial endeavor—motion picture production.

At month's beginning the array of vehicles poised for camera work among major and independent producers alike aggregated but 39 subjects, a drop of an even half-dozen from the 45 properties which were slated to get under way in October.

Furthermore, it appeared more than likely that another old saw—"It's quiet now, but we expect more activity after the first of the year"—was being dusted off for use by the picture makers during the balance of 1948, since production schedules for the remainder of the year show no evidence of a concerted spurt in camera activity.

The 39-picture total for November includes five subjects which began rolling in the latter days of October, but are computed as part of the aggregate for the current period. Another seven were carryovers from previously announced starting dates, while 27 films were newcomers to the roster. Three companies—Film Classics, Selznick Releasing Organization and Warners—didn't help matters any, since all of them chalked up goose-eggs by planning no new starters at all.

Subject to the usual amendments during the month, the lineup by studios follows:

Columbia

Sharing honors with another company—Monogram—as busiest studio during the period, this film plant charted six starting properties, two of which went onto the sound stages during the last few days of October. Its most important entry is "Jolson Sings Again," sequel to the immensely popular "The Jolson Story" and—by virtue of that fact—meriting attention and rating as probably the month's most impressive undertaking from any studio. It is described fully in the box appearing on this page. The two late-October starters were "The Devil's Henchman" and "The Mutineers." "Henchman" is a Rudolph Flothow production, being directed by Seymour Friedman, and is a new chapter in the venerable "Crime Doctor" series, with Warner Baxter again in the starring role. His supporting cast includes Mary Beth Hughes and Mike Mazurki. "Mutineers," a sea story, co-features Jon Hall and Adele Jergens, and is being megged by Jean Yarbrough for Producer Sam Katzman. The action takes place aboard a vessel bound from New York to Lisbon. Geared to start during the balance of November are "The Big Jump," "Home in San Antone" and "The Secret of St. Ives." The first-named will star George Raft, with Irving Starr holding the production reins, but at month's beginning no director had been assigned. Raft, under surveillance by the FBI as a criminal, turns out to be an outstanding war hero. Subsequently the FBI utilizes his services in tracking down a gang of counterfeiters. "San Antone" is another in the studio's series of action-musicals, turned out by the producing-directing team of Colbert Clark and Ray Nazarro, respectively, and toplining Roy Acuff, radio and recording star. "The Secret of St. Ives," which is on Flothow's production schedule, is described as a suspense mystery. Early in the period, however, it was minus director and cast.

'Jolson Sings Again' Gets Under Way This Month

Of interest on many counts is Columbia's new chapter in the screen saga of Al Jolson, one of the established greats of show business and the subject of one of the company's most successful films of all time, "The Jolson Story."



Henry Levin

A sequel to that popular and profitable entry, "Jolson Sings Again," is being handled in the same format, with Larry Parks—who rose to fame through his portrayal of Jolson in the earlier picture—again essaying the leading role and Jolson again doing the singing on the sound track.

"Jolson Sings Again" starts where "The Jolson Story" left off, and traces the entertainer's career up through World War II. The feminine lead goes to Barbara Hale, and set to recreate the roles they had in the first picture are Ludwig Donath, who will play Jolson's cantor-father, and William Demarest.

Being produced under the guidance of Sidney Buchman, "Jolson Sings Again" has been entrusted to the directorial hands of Henry Levin.

Eagle Lion

Aided no little by the ambitious schedule charted by one of its contributing units, Equity Pictures, this studio shows a substantial boost in picture-making tempo over October, with five properties on the slate as compared to but two last month. Of the total, Equity contributes three, one of which faced the cameras a day or two before the beginning of the period. Titled "Counselor at Gun-Law," it is second in the new series of "Red Ryder" westerns and is being produced in Cinecolor by Jerry Thomas, with Lou Collins directing. Jim Bannon portrays "Red Ryder," with Nancy Gates and Little Brown Jug (he plays "Little Beaver") also in the cast. Also on the Equity slate are "Enchanted Dream" and "Alimony." The former, described as a musical fantasy, will co-feature Peggy Ryan and Ray McDonald, with Arthur Dreifuss in the director's chair and Joseph Levinson producing. "Alimony" is to be co-produced by Arthur Z. Landi and Constantine David. An expose of the divorce racket, it was sans cast or director early in the month. From Producer Walter Wanger will come "The Blank Wall," a psychological suspense mystery, adapted from a novel by Elizabeth Sanxay Holding, prolific writer of detective tales. The feature will star Joan (Mrs. Wanger) Bennett and is to be piloted by Anthony Mann. Rounding out the month's activities is "Border Incident," a topical semi-documentary dealing with the smuggling of immigrant labor into the U.S. from Mexico. William Katzell and Aubrey Schenck, who will co-produce, had not selected a director or cast at month's beginning.

Metro-Goldwyn-Mayer

It's evident that the Dore Schary influence (he moved in some months ago as production chief) is beginning to make itself felt out Culver City way. Leo the Lion is being prodded into high-speed activity with preparations for launching a quartet of big-budgeted offerings, two of them musicals and two in dramatic vein. The tunefilms—both in Technicolor—include "Good Old Summertime," to be guided by Joe Pasternak, and "Neptune's Daughter," which Jack Cummings will produce. "Summertime," a turn-of-the century opus, has Judy Garland, Van Johnson and Marcia Van Dyke as its cast toppers and will be piloted by Robert Z. Leonard. "Daughter," on which Eddie Buzzell is to wield the megaphone, stars Esther Williams in a story which appears ideally suited to her talents—she is part owner of a bathing suit factory. Her associate, Keenan Wynn, is in love with her, but loses her to Ricardo Montalban—not, however, before everyone concerned becomes involved in a number of comedy situations. Greer Garson switches back from comedy (her last was "Julia Misbehaves") to drawing-room drama in "The Forsyte Saga," film version of the celebrated John Galsworthy novel. The Leon Gordon production will trace the lives, loves and fortunes of a typical upper-class British family. Compton Bennett will direct. Another literary classic to be transferred to celluloid under Leo's guidance is "Madame Bovary," from the story by the French novelist, Gustave Flaubert, and considered pretty hot stuff in its day. The tale of a ruthless, avaricious and scheming woman, it's on Pandro S. Berman's production agendum, with Vincente Minnelli set to direct. Toplining—and all on loan from David O. Selznick—are Jennifer Jones, in the title role; Louis Jourdan and Christian Kelleen.

Monogram

This studio's assembly lines will be kept rolling at capacity during the month, what with six subjects on the docket. One, "Crashing Through," jumped the gun by going into work late in October. It's the first in a new series of six westerns starring Whip Wilson,

screen newcomer and a Texas rodeo champion. Ray Taylor directs and Barney A. Sarecky is the producer, with Andy Clyde and Christine Larson in supporting roles. A contribution from the sharecropping Windsor Productions (headed by Julian Lesser and Frank Melford) will be "The Harvester," homespun romantic drama adapted from the story by Gene Stratton-Porter. John Rawlins is slated to direct, but early in the period no cast had been lined up. It is, incidentally, Windsor's second production venture. Producer Lindsley Parsons has two vehicles on his docket. "American Rhythm," a romantic drama with music, will star Jimmie Davis, former governor of Louisana, who made his screen debut in an earlier Monogram offering, "Louisiana." It will be megged by William Beaudine. The other Parsons entry, also to be megged by Beaudine, is "Tuna Clipper." Starring Roddy McDowall, it is what the name implies—an action drama about commercial fishing off the coast of southern California. A new entry in the "Bowery Boys" series is "Saftey Pins," a Jan Grippo production in which Leo Gorcey, Huntz Hall and the rest of the "Boys" will be featured. No director had been set early in the period. Cowpoke Jimmy Wakely will star in "Gun Runner," a musical western to be produced by Louis Grey, with "Cannonball" Taylor in the supporting comedy role. It, too, was minus a director as the month began.

Paramount

Of two pictures awaiting the green light at the Marathon Street studio one is a contribution from the Pine-Thomas sharecropping unit while the other was carried over from its original October starting date. The P-T opus, "The Betrayal," is a suspense mystery to co-star Dorothy Lamour, Dan Duryea and Sterling Hayden, with Lewis R. Foster directing. Dorothy portrays the secretary to a psychiatrist. Duryea, the heavy, befriends her and uses her office to gain secret information about the psychiatrist's patients, leading to involvement in murder. The holdover is "Top o' the Morning," new tag for "Diamond in the Haystack," co-starring Bing Crosby and Barry Fitzgerald, with Ann Blythe in the femme lead. In it, Der Bingle is cast as an American detective whose work on a case leads him all the way to a remote village in Erin. David Miller directs and Robert Welch is the producer.

RKO Radio

Somewhat spasmodic, productionwise, since Howard Hughes acquired control of the company, this studio has lined up two properties to go onto the sound stages. Scheduled as a big-budgeted entry in the musical comedy category is "It's Only Money," to be directed and produced, respectively, by Irving Cummings sr. and jr. The vocal interludes will be supplied by none other than Frank Sinatra, the romance by Jane Russell and the comedy by Groucho Marx. The other starter, reportedly viewed by Hughes as "one of the most important" on the company's slate for the year, is "I Married a Communist," topical subject concerning itself with the postwar world's most vital issues. To be directed by John Cromwell under the productional guidance of Jack Gross, it is the story of a typical American girl married to a young college graduate. While an undergraduate he had become involved with Communist organizations, and discovers that now, all



SG STAR AND PRESIDENT—John Bromfield, star of "Harpoon," released by Screen Guild, meets Robert L. Lippert, president, at the SG directors meeting in New York. Bromfield made a personal appearance at the "Harpoon" opening in New Bedford, Mass., October 20.

though he had thought the ties had been broken, he is still hopelessly enmeshed with the party. No cast had been chosen early in the period.

Republic

Two a month seems to be the standard quota for this valley lot, since that pace was adhered to in September and October and is being maintained in the current month. Leading off will be "Duke of Chicago," a prize-ring yarn purporting to emphasize the "clean" angles of the sport. Uncast as the period began, it's set for production by Stephen Auer, with George Blair drawing the directorial assignment. Similarly incomplete as to cast, and also minus a megaphonist, is "Hideout," a Sidney Picker production. The crime melodrama, adapted from a Saturday Evening Post story, deals with jewel thieves who take refuge in a small town, only to have their leader turn on them and involve them in murder.

Screen Guild

One new starter and two holdovers comprise the month's production slate for the company of which Robert L. Lippert is the head. The newcomer is "Oomo," a South Seas adventure story based on a yarn by Herman Melville, famed for his "Moby Dick" and "Typee." Minus a cast as the month got under way, "Oomo" is to be produced by George Green and directed by Robert Edwards from a screenplay on which the two collaborated. Carried over from previous starting dates were "Rolling Wheels" (once known as "Hell on Wheels") and "I Shot Jesse James." The former, to star Robert Lowery, will be produced by William Stephens and is a story of the coast-to-coast trucking industry. The latter, tracing the career of Jesse James' assassin, is on Carl K. Hittleman's production agenda with Sam Fuller, who also wrote the screenplay, pegged to direct.

20th Century-Fox

A total of four starters—two newcomers and two holdovers—were poised and waiting to get under way on the Westwood lot. New entries to the roster include "Slattery's Hurricane," which William Perlberg will produce, and "Thieves' Market," which Producer Robert Bassler is supervising. "Hurrincane," co-starring Richard Widmark and Linda Darnell, and to be directed by Andre de Toth, is a story of the U.S. Navy's "hurricane hunters"—aviators who go on reconnaisance flights, checking on weather conditions, in cooperation with the meteorological service. "Thieves' Market" is in the hard-boiled vein—played out against a trucking background and with San Francisco's wholesale produce market as its locale. Jules Dassin is set to meg, and cast members early in the month comprised Millard Mitchell and Jack Oakie, with the leads not yet set. The carryovers are "You're My Everything," a musical comedy with a Hollywood background, co-starring Dan Dailey and Anne Baxter, and "Mr. Belvedere Goes to College." "Everything" will be directed by Walter Lang, with Lamar Trotti as the producer, while "Belvedere," toplining Clifton Webb and Jean Peters, is on Sam Engel's production slate. It will be megged by Elliott Nugent.

United Artists

Three production units were readying a trio of subjects for production during the month, each earmarked for UA distribution. As its second film-making venture, Screenplays, Inc., was preparing "Champion," a drama with a boxing background, adapted from a story by the late Ring Lardner. Its hero, Kirk Douglas, portrays a thoroughgoing heel who, as a fighting champion, is idolized by sports fans but whose private life is, to say the least, regrettable. Also in the cast of the Stanley Kramer production, which Mark Robson megs, are Ruth Roman, Marilyn Maxwell and Arthur Kennedy. Producer Edward Nassour will gun "Africa Screams," co-starring Bud Abbott and Lou Costello, wherein those buffoons undertake a burlesque on the established jungle formula. Frank ("Bring 'Em Back Alive") Buck, Rudy Vallee and Clyde Beatty are other cast members, with Charles Barton drawing the megging chore. On tap for Producer-Director W. Lee Wilder is "Cell No. 17," melodrama of women in prison and the reasons for their incarceration. Uncast early in the period, it may be filmed in actual locales at Tehachapi, Calif., the women's state penal institution.

Universal-International

This valley lot, which ended a two-month production "holiday" by gunning three vehicles in October, had another pair of new properties ready for the greenlight as November began. One of them, "Gambling Lady," is in the dramatic category, while the other, "Ma and Pa Kettle," is a comedy. The former, in which Barbara Stanwyck will have the title role, will be directed by Michael Gordon and produced by Michel Kraike, with Robert Preston and Stephen McNally heading the supporting cast. It deals with the hidden desire of many women to gamble, and traces the tragic effects of that urge upon one such woman. The latter, something of a sequel to "The Egg and I," reunites Marjorie Main and Percy Kilbride as "Ma and Pa Kettle," who supplied the comedy in the screen version of Betty McDonald's best-seller. Leonard Goldstein produces and Charles Lamont directs the subject, which picks up the characters where they were left in the closing reels of "The Egg and I."

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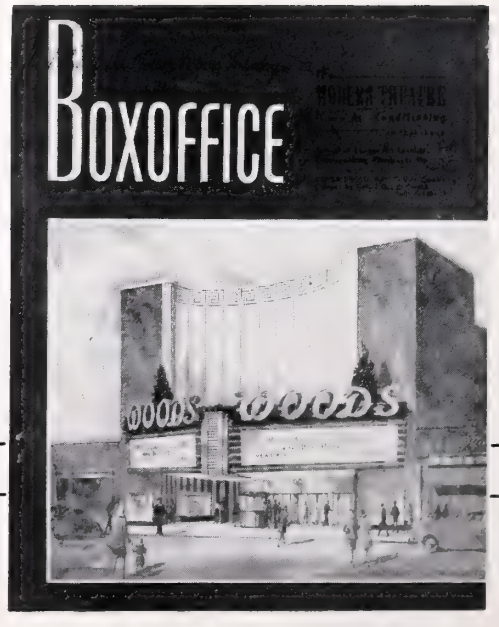
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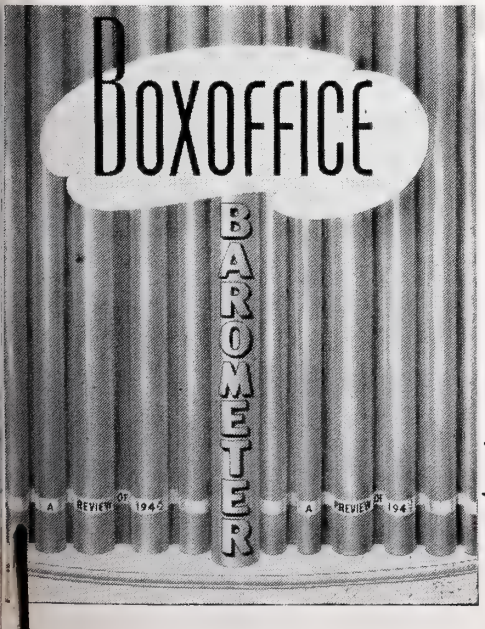
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OF THE BUSINESS

Hollywood Report

By IVAN SPEAR

Republic Has 17 Features Ready to Be Released

Production itself may not be booming—and isn't—but the backlog business is flourishing out Hollywood way. At Republic, for example, the aggregation of completed but unreleased product has reached a new high for the past three years, the valley lot having totted up and found it now has 17 pictures all finished and ready to go.

Heading the list is John Steinbeck's "The Red Pony," with other high-budgeters including "Drums Along the Amazon," starring George Brent and Vera Ralston; "The Plunderers," with Rod Cameron; John Carroll in "Angel in Exile," with Adele Mara; "The Last Bandit," a William Elliott vehicle; and "Wake of the Red Witch," with John Wayne and Gail Russell.

Also awaiting release are two Roy Rogers oaters in Trucolor, "Grand Canyon Trail" and "The Far Frontier." Others in the backlog include "Sons of Adventure," "Homicide for Three," "Rose of the Yukon," "Daughter of the Jungle," "Sundown in Santa Fe," "Renegades of Sonora," "Sheriff of Wichita," and two serials, "Federal Agents vs. Underworld, Inc.," and "King of the Jungleland."

Story Market Shows Gain With Five Purchases

In better shape than for many weeks past was the story market, which hummed with activity as a quintet of properties were disposed of to the picture-makers. One of the most important deals was that whereby Producer Hal Wallis acquired Niven Busch's new novel, "The Furies," as a potential starring vehicle for Barbara Stanwyck at Paramount. Just published, the Busch opus is played against a background of New Mexico and San Francisco in the late 1800s and tells of a spirited girl whose devotion to her cattle-baron father turns to hate when a stepmother is brought into her life . . . For their Allied Artists schedule, the King Brothers purchased "Killers Are Born," an original by Harold Douglas based on the Barbary Coast days . . . "Couple of the Month," a romantic comedy by Jerome D. Ross and Leslie Reade, was added to the Independent Artists slate as a starring vehicle for Rosalind Russell. It is scheduled for RKO Radio release . . . Columbia purchased for Gene Autry Productions the film rights to "Phantom 45's Talk Loud," by Joseph Chadwick, which appeared originally in a western pulp magazine. It will be produced as "Rim of the Canyon," with John Butler set to write the screenplay. Autry, now in Madison Square Garden with his rodeo, will return in time to don greasepaint for a December start . . . "Sing Your Way Out," an original musical comedy by Producer-Director-Writer Maxwell Shane, was bought by Universal-International. Laid within the walls of a penitentiary, the vehicle is a burlesque on prison pictures and the radio industry, and will be directed by Shane under the productional guidance of Leonard Goldstein.

'Lydia Bailey' Is Added To 20th-Fox Navy List

It begins to look as though filmdom has appropriated that famous slogan, "Join the navy and see the world," for its own use, what with the constantly increasing list of pictures on which production in foreign parts is planned. Latest to be added to that category is 20th Century-Fox's scheduled film version of the Kenneth Roberts best-seller, "Lydia Bailey," with the disclosure that arrangements have been completed whereby a large portion of the picture will be photographed in Haiti. Much of the novel was localed in that Caribbean country.

Sol Siegel, who will produce, plans a trek to Haiti in the near future to scout locations. In addition to production there, some sequences of "Lydia Bailey" are also scheduled to be shot in England. A mixed cast of British, American and Haitian players will be utilized.

20th-Fox Extends Pact Of Conte Seven Years

Richard Conte was handed a new seven-year acting ticket by 20th Century-Fox and, simultaneously, was awarded the male lead in "Thieves' Market." Under his new contract, Conte is permitted to make two stage commitments—one during the first three years, the other sometime during the latter four . . . Returning to the scene of many of his silent-screen hits, Buster Keaton, sad-faced clown, draws one of the featured roles in MGM's "Good Old Summertime" . . . On loan from Eagle Lion, Scott Brady has one of the leads opposite Jane Russell in "Montana Belle," the Howard Welsch production which Republic will release . . . Whether he'll do it with or without that famous monocle hasn't been disclosed—but Charles Coburn has been booked to portray a football coach in Universal-International's "And Baby Makes Three" . . . Roland Young draws a comedy topline in Paramount's new Bob Hope starrer, "Easy Does It" . . . As her first assignment under a new long-term ticket, Barbara Hale will have the femme lead in Columbia's "Jolson Sings Again," for which Bill Goodwin is also set . . . Edward G. Robinson swings over to 20th Century-Fox for the starring role in "The East Side Story" . . . Femme lead in "Africa Screams," Abbott-Costello vehicle which Edward Nassour is producing for United Artists, goes to Hillary Brooke.

Novelist Forms Own Producing Company

One sure way for authors to combat the producers' apparently dwindling interest in new story properties:

Form your own company and film your brain-child yourself.

That's the course to be pursued by one novelist, Edward Thompson, who has organized Thompson Productions in association with Al Lewis, formerly a Metro producer. Depending on how quickly he can get preliminary details cleared away, Thompson plans a February start on the first five projected pictures based on his own writing. This one will be "Hot Shot Dawson," story of a medicine man of the 1880s.

The Thompson-Lewis combine will follow with "Take Away the Darkness," to star Cleo Moore; "I Wish Tonight," based on the life of Lotta Crabtree; "Listen for the Laughter" and "A Seed in Spring."

They haven't, as yet, negotiated a release.

William Powell to Star In Melodrama for U-I

Although he's an MGM contractee, William Powell has been more at home in recent years out at Universal-International, where he has starred in two comedies—"The Senator Was Indiscreet" and "Mr. Peabody and the Mermaid." Continuing that liaison, U-I has arranged for Powell to star in "Take One False Step," a suspense melodrama which Chester Erskine will produce. It is an original screenplay by Irwin Shaw.

MGM Starts Huddles On 25th Year Plans

A tentative elaborate program for large-scale observance of the company's 25th anniversary are being discussed by MGM's high executive echelon. Huddles on the scheduled quarter-century celebration are under way with Louis B. Mayer, Dore Schary and Howard Strickling of the studio discussing arrangements with Howard Dietz, advertising-publicity director, who planed in from New York for the conferences.

Studio spokesmen said the plans still are in the "nebulous" stage, although it was indicated a year-long observance was being drafted. Metro was dedicated on its present site in Culver City by Mayer, Harry Rapf and the late Irving Thalberg on April 26, 1924.

Hollywood B'nai B'rith Has Cinema Lodge

Hailed as a far-reaching step in the furtherance and propagation of interracial amity is the formation of the Cinema Lodge as a new agency of the national B'nai B'rith organization, headed by an advisory council of film industry notables and with Albert S. Rogell as president pro-tem.

Members of the council include Barney Balaban, Nate Blumberg, Henry Ginsberg, Samuel Goldwyn, Joseph Schenck and John M. Stahl. The charter membership will include an imposing list of stage, screen, radio, television and other entertainment field representatives and religious and professional leaders.

On the Cinema Lodge's docket for the immediate future is the launching of what it describes as "the most comprehensive campaign ever undertaken by professional units on behalf of better understanding and tolerance among all peoples." It plans to employ all public relations media and the facilities of the entertainment world in the venture.

Spearheads

By IVAN SPEAR

APPROACH of the more-or-less gay holiday season means many things to many people in many lands. But in the Hollywoodlands it brings forth an annual facet of which no other community can boast, to wit, the endless and often heated discussions of who and what are the favorites to win the Academy of Motion Picture Arts and Sciences' awards for the year just drawing to a close.

Thus far this year the most interest seems to be centered in the logical contenders for the kudos for the best performance by a femme star, with Olivia de Havilland—for her part in 20th Century-Fox's "The Snake Pit"—and Jane Wyman—for her performance in Warners' "Johnny Belinda"—being generally listed—up to now—as the gals who will have to be beaten; and with Irene Dunne—for her delineation in RKO's "I Remember Mama"—foremost among the dark horses.

But the railbirds who are so glibly tossing around the names of the above-listed talented trio undoubtedly will have to revise their doping after mid-November, which will witness the debut in New York of Sierra Pictures-RKO Radio's "Joan of Arc," the exhibition advent of which will make the picture and the performances therein eligible for 1948 Oscar honors and is sure to establish Ingrid Bergman among the favorites.

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Reflecting in virtually every one of its 145 minutes the stratospheric budget devoted to its making—the producers proudly admit a cost of $4,600,000—the long-awaited "Joan of Arc" already is being generally acclaimed as one of the decade's most impressive pictures; and, in many opinions, one of its best.

In approaching the picture's boundless assets, deserving of first consideration—and probably its greatest—is the performance in the title role of La Bergman. She brings to the part sensitivity, restraint, warmth and understanding, which renders it unusually convincing. Entrusted to an actress of lesser abilities, the delineation of the Maid of Orleans might easily have slopped over into the maudlin. But Miss Bergman was conditioned for the chore through the talents which have established her as first lady of the screen and her experience as the star of "Joan of Lorraine," the Maxwell Anderson play upon which the picture is based.

From that stage presentation came also other ingredients, inasmuch as the screenplay was written by Anderson, the play's author, ably aided by Screen Scrivener Andrew Solt. Their adaptation and amplification of the dialog may be subjected to some criticism because, in spots, it might be considered a bit crude—even corny—but when one considers the circa of the subject and the types, tastes and habits of the characters thereof, no such disparagement can be logical. Rather, the screenplay rates laurels for its refusal to compromise with history, authenticity or atmosphere.

Assembled to give support to Miss Bergman was a long, impressively-named cast, each member of which, under the expert direction of Victor Fleming, contributes his small or substantial part to the offering's Thespian magnificence. Perhaps no better yardstick can be applied to the quantity or quality of the cast than to call to attention the arresting fact that there are several well-established actors—any one of whom usually rates a lengthy part and a featured topline—who herein are assigned to mere bits—a telling moment and/or a line or two. Space limitations make it impossible to single out individual members of this supporting cast for deserved laurels. Perhaps the most outstanding member is Jose Ferrer, Broadway stage star in his initial screen appearance, whose interpretation of the Dauphin, Charles VII, later King of France, accords the photoplay its only few lighter moments.

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Nor does the film's worth end with its high Thespian qualities. In the forefront of its numerous other sterling qualities is its scope and spectacle, the magnitude of which has seldom, if ever, been surpassed. Scene after scene is so tremendous in range and in details as to make them breath-taking. Two outstanding examples will suffice to illustrate: The battle at the walls of besieged Orleans, when the armor-clad Joan leads the Dauphin's inspired army to victory; and the resultant coronation of Charles as King of France.

The pomp, pageantry and costumes of the period supplied a natural source for the picture's colorful backgrounds and trappings, all of which were worked out with a meticulous and exacting eye as to detail and authenticity.

Not to be overlooked in any appraisal is the masterful employment of Technicolor photography, which ensnares and accents the blazing qualities of those backgrounds and accoutrements.

For which sterling production values—and their superbness applies to all other technical details—unstinting praise is due Walter Wanger, who mounted the picture with such a lavish hand, and who rates an additional bow for the courage displayed in the undertaking, which productional intrepidity is magnified through reflection of the picture's cost and its ever-provocative subject matter.

Resultantly, here indeed is a test case to establish whether the picture-going public is prepared to reward profitably such excellence and such courage, or whether the day is gone—as many timid-souled alarmists submit—when the multi-million-budgeted photoplay can be a commercial success.

Reviewing the record-holding grosses that were the lot of past spectacular films of religious theme and giving some consideration to the widely-accepted theory that the world is eager to embrace anything with spiritual overtones, it is this opinion that Walter Wanger's fortitude with bee handsomely recompensed.





Director Mann Tries Packing Films With More Excitement, Less Cost

NEW YORK—Anthony Mann tries to pack his pictures with maximum excitement at a minimum cost. The director of "T-Men," which cost $500,000, and the nearly completed "Reign of Terror," budgeted at less than $1,000,000, believes that good films can be made economically without skimping on entertainment values.

"T-Men" is still earning substantial grosses for Eagle Lion, the distributor, and Edward Small the producer. Mann told BOXOFFICE that tens of thousands of dollars were saved on "T-Men" by careful planning in camera work and economies on sets.

He has done the same for "Reign of Terror," which he is directing for Walter Wanger. Mann says the audience will get the illusion of bigness and of mass scenes in the film through the careful manipulation of sets. Set construction is limited to those portions that actually figure in the story. In this way, said Mann, William Cameron Menzies was able to build the sets for $40,000. Menzies was art director for "Gone With the Wind" and "King's Row."

Mann says "Reign of Terror" draws a parallel between the terrorists of the French revolution and the dictators of today. It is a costume film done with modern dialog. There are no accents or fancy speeches in the film. Robert Cummings is the star.

Mann's next picture will be a documentary-type actioner called "Border Incident." It will be shot on both sides of the Mexican border and will use U.S. and Mexican border patrolmen in the cast.

Selznick, Korda Confer On Joint Productions

NEW YORK—David O. Selznick and Sir Alexander Korda held a series of conferences on their forthcoming film productions from October 25 through October 27. Selznick flew in from Hollywood for the conferences. Korda, who flew in from London, planed back to England October 28.

The first of four joint productions to be discussed was "The Third Man," which will be made in Vienna starting about November 15. The picture will star two Selznick players, Joseph Cotten, who is already in London, and Valli, who left Hollywood for Europe during the week. Carol Reed will produce and direct "The Third man," from the new unpublished novel by Graham Greene. Approval of the four-power controlled government in Vienna, including the United States, England, France and Russia, was obtained for filming in that city. Other scenes will be photographed in actual settings in Europe.

The Selznick Releasing Organization will release the film in the western hemisphere and Korda will release it in the eastern hemisphere. Other Selznick-Korda productions already announced are "Tess of the D'Urbervilles," to star Jennifer Jones, and "Tale of Two Cities," to star Gregory Peck and Betsy Drake.

New Republic Schedules Issue on Hollywood

NEW YORK—The New Republic magazine plans a special Hollywood issue for early January 1949, featuring articles by Helen Gahagan Douglas, Lewis Milestone and Kenneth MacGowan.

Mrs. Douglas, Democratic representative from California, will write on the political complexion of Hollywood, Milestone's article will deal with the problems facing film creators and MacGowan, former writer and producer, who is now teaching at UCLA, will write on the cultural aspects of the industry. Robert Joseph, who is acting as New Republic liaison in the film colony, will write an introduction to the feature giving a general picture of conditions in Hollywood today.

Cast of AA's 'Bad Boy' To Appear in Dallas

HOLLYWOOD—Principals of Allied Artists' "Bad Boy" will be among film personalities attending a dinner to be given December 4 in Dallas by the Dallas tent of Variety Clubs honoring R. J. "Bob" O'Donnell, chief barker.

Paul Short, who is producing "Bad Boy," will make the junket along with cast members including Lloyd Nolan, Jane Wyatt, Audie Murphy, James Gleason, Martha Vickers, Stanley Clements, Dickie Moore, James Lydon, Tommy Cook and Director Kurt Neumann and George Berthalon, associate producer.

"Bad Boy" is being produced with Variety Clubs cooperation and is based on the youth rehabilitation program at their Cooperas Cove, Texas, boys' ranch.

'Paleface' and 'Untamed' Honored by Review Board

NEW YORK—Two color pictures have been given the selected features rating by the National Board of Review in the weekly guide to selected films. They are: "The Paleface," in Technicolor (Para), and "The Untamed Breed," in Cinecolor (Col).

Short subjects given special mention are: "Acrobatic Babies," "Candid Microphone" and "Hollywood Holiday" (Col), "A Christmas Dream" (U-I). "Olympic Water Wizards" (20th-Fox), "Friend of the Family" and "Sea Salts" (RKO) and "Hot Rod Speedsters," "Readin', 'Ritin' and Rhythmetic" and "Unusual Occupations L8" (Para).

Mamoulian Will Speak

NEW YORK—Rouben Mamoulian, screen and stage director, will discuss the impact of television on theatre and motion pictures at the monthly luncheon of the American Television Society at the Hotel Astor November 9.

'Woman Hunt' New Title

NEW YORK—"Woman Hunt" is the new name for the Italian film, "Tragic Hunt," now running at the Ambassador Theatre. The picture was produced by Lux Films.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Crucified

The history of the motion picture is a thrilling story of man's knowledge, his inventive skill, his achievement and personal triumphs. Like all stories which involve the human element, it includes a factual account of the personal failures, adversities, distress and disappointments of many individuals.

There is also an unwritten chapter—one which involes the most important of human frailties—lack of effort. An exhibitor, Clarence Martin of the Gem Theatre in Hugo, Colo., has a few regretful words on the subject which he has put in the form of a letter to BOXOFFICE. Mr. Martin writes:

● Last night I crucified a great picture. Although I went through all the motions, a customary trailer, a one-inch slug on my calendar, and the local paper, I was a traitor to the cause for I did next to nothing to further a great production, and "Forever Amber" was just that.

● It had its flaws—an inconsistency of character, and contained episodes which contributed nothing to the building of a flimsy plot—but even Shakespeare made mistakes. It was only the over-all greatness of his plays that overruled these errors.

● In such a manner we should look at "Forever Amber." The dialog was crisp and sharp, the performance by a great cast was excellent, the Technicolor was perfect, the direction was fine, the sets accurate and the musical score was up to high standard.

● When this production went into my theatre, it already had two strikes against it. I gave it my worst playing time. After talking to other exhibitors and reading their criticisms, and after considering its highly salacious source and the fact it was a costumed English period drama, my attitude was definitely negative. Perhaps it was striking realism that made it so unpalatable to so many, but this is only speculation.

● In spite of all this, "Amber" did excellent business on all three midweek playdays. I wonder what it would have done had I helped it.

● The fact that it made a profit in spite of everything leads me to the main point of this lengthy letter. It is really a profit which I did not earn, for I did nothing but open my doors and put the picture on my screen.

● Perhaps that is partly what is wrong with show business: many exhibitors sell much good product down the river. Let's face it—half of us do not deserve the profit we make. We who are the so-vital touch between film company and patron do the least to sell the public. To those of us who are satisfied to sit back on our haunches and expect others to do all the selling and want to reap the harvest, don't complain; only be thankful that SOMEONE does the work so that you can make a profit.

Mr. Martin is an exhibitor who possesses a rare gift of expression and the courage to admit an honest mistake. When more exhibitors can view their own errors as honestly, sincerely and courageously as Mr. Martin, the reaction may stir theatre business to its economic foundation. Certainly it will bring thousands of extra patrons to the boxoffice.

Chester Friedman

Waco Kid Show Is Plenty Unique And Earns Good Neighbor Award

A weekly kid show which has the unique distinction of being a joint promotion with the police department, was further distinguished on October 15 when C. H. Stewart, manager of the Waco Theatre, Waco, Tex., and its other co-founder, Albert Leonard of the Waco police force, were called to California to receive an orchid from the Breakfast in Hollywood air show.

The Texans were cited by Jack McElroy, master of ceremonies for the program which originates from the Tom Brenneman restaurant, as "Good Neighbors" for having brought the Waco police and the community's future citizens closer together, for helping to make better citizens of the future and for their contribution to better law enforcement. The program is aired over ABC's national network.

The Waco Saturday morning children's matinee was placed in motion last March under the sponsorship of local merchants who play host to the youngsters every week. Some 1,300 free tickets to each matinee are distributed to the kids on the basis of good behavior, by police officers as they make their rounds.

The merchants pay all costs including film rental, radio time and special prizes. The police are in actual charge of weekly operations and appoint special juniors to assist them.

A one hour-and-a-half screen show is supplemented with a 30-minute stage show broadcast over WACO and produced by the radio station.

Each week, a boy and girl is selected to receive a Prince and Princess award for good behavior and appearance. Two Mystery Officers select the winners and these are given a tour of the city with a police escort, free luncheon and prizes provided by the merchants.



Good Neighbor orchids are presented to C. H. Stewart, right, and officer Albert Leonard on the Breakfast in Hollywood air show.

It was for the many unusual features of the Children's matinees that Stewart and Leonard were elected to receive the Good Neighbor Award from the breakfast show. For the presentation of the orchids, the duo was flown to Hollywood.

Lowell Telegram Gets Big Contest Response For 'Velvet Touch'

The Sunday Telegram in Lowell, Mass., ran a "Velvet Touch" contest set up by Frank Boyle, publicist for the RKO Keith Theatre. Ladies were invited to submit a sketch of their hands made by tracing, and the first four whose hand size coincided with that of Rosalind Russell were each presented a pair of gloves, similar to the originals worn by the star in the picture. The mail on this contest, according to the editor, was the heaviest the Telegram has received on any contest in recent memory.

Also in the Telegram was a three-column art break on the amusement page, and a special break on the contest in the Observer column conducted by George Gagan, editor of the paper. Optic, a political weekly, used a three-column art flash on the picture.

The bakery department of a local super market imprinted 5,000 paper bags with a "Velvet Touch" ad, and the H. L. Green Co. devoted an entire window to a Story in Pictures made up from the continuity prepared primarily for newspaper use. This proved to be an unusually effective traffic stopper.

Radio disk jockeys on local outlets were very cooperative in using the song, "The Velvet Touch," with plugs for theatre and playdate.

Novelty Heralds Used In Good Selling Job

Fred Leavens, manager of the Circle Theatre in Toronto, has been using circulars and novelty throwaways to promote his attractions with good results. An oversized herald with large illustrative copy was used to exploit the double bill of "On Our Merry Way" and "Northwest Stampede." To play up the comedy angle in "Road Show," large paper bags were imprinted with copy: "Assorted nuts add spice and snap to the laugh parade of the year." Several nuts were placed inside the bags with a card announcing the theatre playdates. These were handed out to pedestrians at busy intersections.

Style Show Gets Stage And Screen Showing

Glamor queens from six to 16 had an opportunity to model fall and winter fashions through arrangements made by John Deyser, owner-manager of the Verona (N. J.) Theatre, with the cooperation of local women's wear shops who loaned the garments. The girls modeled on the stage of the theatre while a motion picture camera recorded the proceedings. When these pictures appeared on the screen the following week after being properly announced, it boosted patronage considerably.

Students are Polled

In connection with "An Innocent Affair," Abe Ludacer, manager of the Valentine Theatre in Toledo, arranged to have a "flirt" survey conducted at the Toledo University to ascertain whether girls still believe in flirting. This wound up with a three-column art and story break in the Times, with complete plugs for picture and playdate.

Here's a Follow-Up For Sneak Previews

Fred Reeth, manager of the Capitol Theatre, Madison, Wis., used a good gag in conjunction with a sneak preview of "Johnny Belinda" that brought surprising results. Several hundred postal cards were imprinted with a message explaining that the sender had just seen a preview of the picture and recommending it as great entertainment. Following the picture, a trailer was run explaining to the audience that these cards could be obtained from the ushers by request. The staff was besieged by patrons who mailed the cards to their friends. On opening day of the picture's regular run, business was way ahead of the theatre's normal gross, according to Reeth.

Dates Passed Out Freely For 'Judy' by Bob Hynes

The edible variety of dates were enclosed in envelopes imprinted with theatre copy to help exploit "A Date With Judy" by Bob Hynes, manager of the Missouri Theatre in St. Joseph, Mo. Hynes had his usherettes distribute the envelopes on the streets. Copy read: "We hope you enjoy this date. For Reel entertainment, see 'Date With Judy,' etc."

Teaser cards with copy, "For a 'Date With Judy,' Call 4-1255" were hung on all public telephones. The number listed was the Missouri Theatre from whom inquisitive callers received additional information on the stars, dates, etc.

"Make 'A Date With Judy' But Don't Make a Date With Death" was the tiein line used for safety placards which were posted on corner light poles throughout the city. Hynes included theatre mention and playdates.

Gratis announcements over KFEQ and counter and window displays with music shops and department stores helped to exploit the showing.

Screening, Contests, Sell 'Triple Threat' In Three Cities

To stir up interest in "Triple Threat," Harold Mortin, manager of the State Theatre in Syracuse, set up a contest with radio station WNDR in which listeners were asked to guess the final scores of the following Sunday's pro games. Autographed footballs were presented to those guessing correctly. The station gave the stunt plenty of advance notice, the newspapers ran readers on it, and the response was highly gratifying.

In Madison, Wis., the home of the State University and a football-conscious town, manager John Scharnberg of the Parkway Theatre had the local paper sponsor a score-guessing contest, with autographed footballs again as prizes. Radio station WIBA joined in the contest, making it a threeway affair that blanketed the area. In addition, all local sports stores as well as the university itself were plastered with picture and playdate announcements.

J. G. Samartano, manager of the State Theatre in Providence, also ran a radio contest on "Triple Threat" and promoted several window displays which exhibited football equipment and scene-stills from the picture, with appropriate credits. Samartano invited the Brown football team to see the picture on opening night and held a rally after the screening. This resulted in a front page story in the Brown Daily Herald. Five thousand special heralds, in the form of tickets, were distributed at a grid game.

Street Ballyhoo Draws For 'So Evil, My Love'

An effective street stunt was used by Arnold Gates, manager of the Stillman Theatre in Cleveland, to promote "So Evil, My Love." The day before opening, he had one of his ushers walk about through the downtown section during rush hours, carrying a large hand banner. The sign was imprinted: "So thrilling! So exciting! So terrific! 'So Evil, My Love.' Don't miss it, etc."



Patrons of Loew's in Evansville, Ind., had an opportunity to ballot on their choice of pictures during Movie Harvest. This lobby display, created by Manager Arthur Groom, had alternately flashing moon and pumpkin to animate it.

Radio Sports Contest Booked by Press For 'Ruth Story'

Curtis Miller, manager of the State Theatre, Tampa, Fla., put over a Babe Ruth contest with radio station WDAE, backed up by newspaper publicity in the Tampa Times, to promote "The Babe Ruth Story."

Sol Fleischman, sports editor for the radio station, offered prizes to boys and girls who wrote the best 100-word letters on "What Babe Ruth meant to baseball." Theatre passes were also offered. The contest was plugged on Fleischman's radio sportscast for nine consecutive days in advance of opening, the winners being announced on opening day of the picture. The newspaper ran publicity stories and art plugging the contest.

Miller tied in with Maas Bros. department store, for a 70-inch co-op ad plugging Babe Ruth sportswear. The store also used a window display for two weeks which centered around a giant blowup, in color, of Bendix and Babe Ruth.

Borden's Dairy tied up on the picture, distributing 10,000 milk bottle collars with its product, on which were imprinted theatre copy and an art illustration on the film production. Five thousand cigar institute posters were distributed to dealers through the local wholesaler, which included a theatre plug.

Miller screened the picture a week prior to opening, with children from the local orphanage, sports writers, the baseball team, PTA leaders, clergymen and executives of youth groups in attendance.

Halloween Show Needs A Two-Day Showing

The annual Halloween show at the Odeon Theatre, New York City, drew a capacity crowd according to Norman Kessler, supervisor for local Leo Brecher houses. Show was staged two successive days, on Saturday and Sunday, to accommodate the crowds. The first 500 children attending the program were given a free Halloween mask. Frankenstein comic books were presented to all who attended. The screen show included the regular attractions plus five cartoons.

Youth Month Promoted With 'Ruth Story'

"The Babe Ruth Story" engagement at the Martin Theatre, Opelika, Ala., was tied in with Youth Month, by Manager Duke Stalcup. Stalcup contacted the Lions club which sponsored the sale of Babe Ruth bats in the theatre lobby during the pictures engagement with proceeds going to the Youth Fund.

Has Autumn Display

Plugging his Fall Movie Harvest of forthcoming films, Lou Cohen, manager of the Poli Theatre in Hartford, rigged up a display on a miniature stage in the theatre lobby. Cardboard pumpkins, cornstalks and appropriate decorations called attention to large display cards announcing the titles and casts of coming attractions.

Warner Theatres' Benefits Offer Better Incentive for Sponsors

A new departure in benefit premieres has been introduced by Nat Wolf, zone manager for Warner Theatres in Ohio. The premieres are intended primarily as a fund-raising incentive to worthy organizations which are interested in community welfare and progress.

The first picture to come under the new Warner policy is "Johnny Belinda" which has been getting wide publicity as a result of the innovation.

The benefit showings differ from regular motion picture events of this type in that higher prices are charged, giving the theatre above normal income for the show, with an additional fee tacked on which goes to the sponsor organization. In most cases, the theatre derives a gross net of 98 cents on each admission, with tickets being sold at either $1.25 or $1.50.

The big difference from the usual benefits is the fact that big attractions will be offered rather than the old device of palming off a weak sister film. The second big difference lies in the fact that the sponsor organization, because of the increased prices, is able to share in a much larger amount of money. The third important innovation is the fact that the sponsor organization shares not only in the tickets which its members sell, but also in tickets sold at the boxoffice on opening night.

The Warner plan calls for the sponsors handling their own publicity and the promotion of ticket sales through volunteer members of their respective organizations. The theatre manager works in close cooperation with the group to insure greater success. The theatre contributes a trailer, lobby posters, announcements over the public address system, and advance newspaper ads.

The premieres are scheduled for at least two weeks prior to the regular playdates. In principal Ohio cities like Youngstown, Lima, Massillon, Canton, Springfield, Akron, Portsmouth and many others, "Johnny Belinda" premieres will be sponsored by representative organizations such as the Optimists Club, Shrine Club, Junior Chamber of Commerce, Amvets, Dads organizations of high schools, and religious and professional groups.

A brochure giving complete details for "Johnny Belinda" sponsored premieres in the Warner Ohio zone has been prepared by J. Knox Strachan, circuit publicity

Radio Preview Sells 'The Saxon Charm'

Dick Feldman, manager of the Paramount Theatre in Syracuse, arranged for the University Radio Workshop to review "The Saxon Charm" on the air the day after opening, with full theatre credits. The song hit heard in the picture, "I'm in the Mood for Love," was plugged all week during playdate by orchestras at the Hotel Syracuse and Hotel Onondaga.



Ballyhoo girl, employed by Elmer Hecht, manager of the Park, Tampa, Fla., to exploit "One Touch of Venus," is interviewed by Morning Tribune reporter. The young woman distributed leaflets giving physical dimensions of Venus which included a plug for theatre playdates.

Toronto Downtown Opens With Star

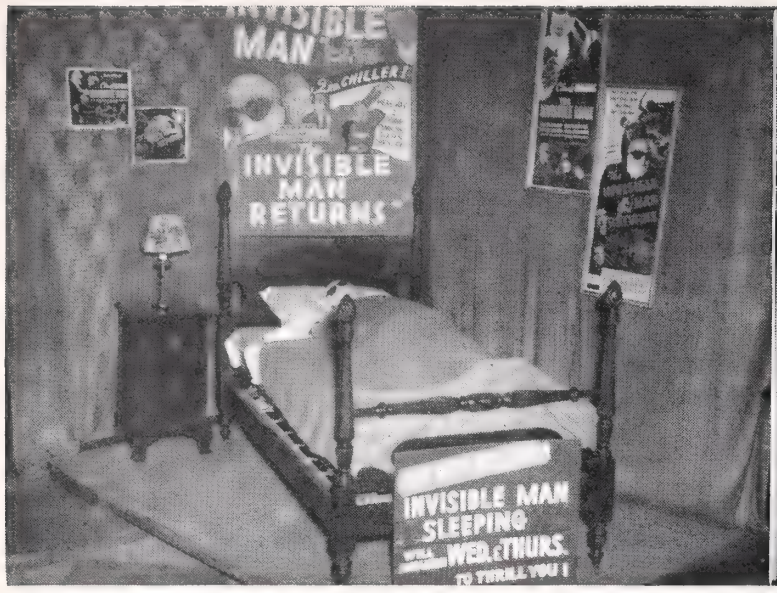
The Downtown Theatre in Toronto, newest modern flagship house of 20th Century Theatres circuit in Canada, opened with "Let's Live a Little" and a Hollywood-type premiere distinguished by the appearance of Robert Cummings, star and co-producer of the film production.

It was the first large-scale opening in Toronto since Canada entered the recent war. Cummings arrived by plane and was escorted through the city with bands and a military escort. Opening ceremonies for the theatre were witnessed by thousands of persons in a two-block area roped off by local police.

Cummings visited hospitals and assisted in a drive to raise funds for the Toronto Variety Club and the Community Chest drive. Campaign activities were handled by Martin Simpson, manager of the new Downtown, and Eagle Lion exploiteers.

Branches of Trees Flash In the Wind for 'Tarzan'

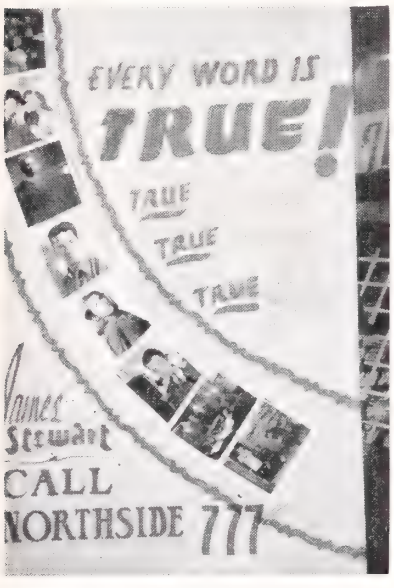
A week in advance of playing "Tarzan and the Mermaids," Dwight Seymour, manager of the Arbor Theatre in Nebraska City, rigged up a grapevine swing which hung from a board over the top of the marquee. At the bottom of the swing was suspended a cardboard double-faced sign with playdate copy. To produce an atmospheric touch for the current showing, Seymour got a few truckloads of small trees and branches and decorated the front. The dry leaves rustling in the wind attracted lots of attention.



Dan Dandrea, manager of the Stanley Theatre, Bridgeton, N. J., developed this unusual lobby display for "Invisible Man" double bill. Bandaged form with dark glasses attracted plenty of interested patrons.

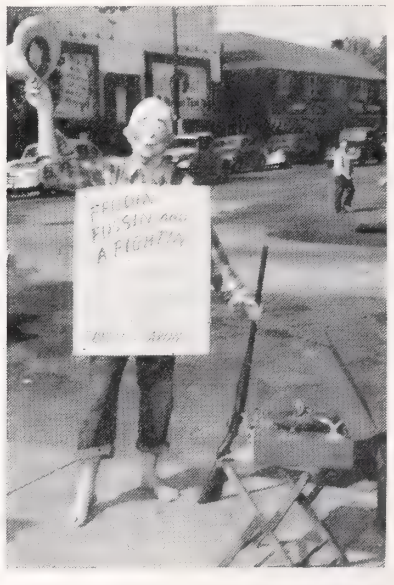


Bill Stewart, manager of the Paramount, Plainfield, N. J., offered kid club members a chance to make a real plane flight by tying up with nearby airport. Youngster who submitted best plane model won trip—with parents' consent.

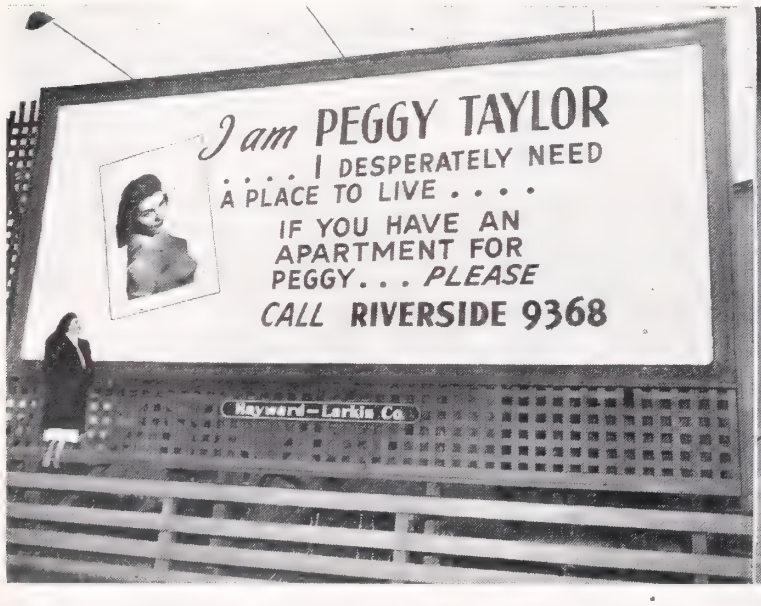


TONIC TREATMENT FOR WHAT'S WRONG WITH BUSINESS

This inexpensive but attractive still board, at left, with good selling copy brought many extra patrons to the Tallchief Theatre, Fairfax, Okla., according to Manager Frank Love jr.



At right, "Feudin', Fussin' and a-Fightin'" street ballyhoo used by Ed Seaman, manager of the Avon in Savannah. Boy stopped at busy corners and entertained with hillbilly records.



James O'Connell, manager of the Fox, Spokane, Wash., worked out this stunt which won wide attention from the press and public. Response to the 24-sheet ad was overwhelming, the theatre becoming a clearance house for apartment rentals during run of picture.



Posters did an effective selling job on "Date With Judy" for H. Maloney, manager of the Loew Poli Theatre in Worcester, Mass. A number of three-sheets and six-sheets pasted to sidewalk at prominent intersections made standout flash.

Live Model in Window Is Attention-Getter For 'Mr. Peabody'



Animated window display in Hartley's department store features a living model representing Mr. Peabody's mermaid.

A cooperative exploitation campaign by Ed May, manager of the Lincoln Theatre, Miami Beach, and Sonny Shepherd, manager of the Miami in Miami, was highlighted by ballyhoo staged on the beach which was witnessed by hundreds of curious and interested spectators.

The theatremen had "Salty" Mallante, popular sports writer, demonstrate his rod an reel technique. Mallante "hooked" a live and lively mermaid in the person of a recent beauty contest winner, the story making the editorial columns of the local papers.

A fashion show at the Robert Clay hotel in Miami Beach was geared to the theme of "Mr. Peabody and the Mermaid." Stunt was tied in with a swimming pool show which featured a mermaid attraction as headliner. The picture was well publicized.

Extensive newspaper stories and art were garnered in the Daily News, Herald and Miami Sun-Star with additional fashions and sports breaks.

Window displays were set in swank shops, department stores and Liggett's. About 16,000 weekly Wometco Movie News programs were distributed through hotels, store counters and at newsstands. Ten thousand special heralds announcing the engagement were distributed through supermarkets in Miami and Miami Beach.

Radio time was promoted gratis over stations WKAT, WGBS, WINX and WMIE. Disk jockeys plugged the film continuously. Lobby, front and marquee displays supplemented the theatres' regular advertising schedule.

Cards From 'Unknown'

To stimulate word-of-mouth talk on "Unknown Woman," Jack Demos, manager of the Lex Theatre in Chicago, promoted 200 post cards from a New York hotel, had them addressed to local residents and mailed with a New York postmark. Message read, "I am enjoying myself in New York and hope to see you at the Lex Theatre—signed, 'The Unknown Woman.'"

Freedom Train Documents Available For Chicagoans Who Missed Boat

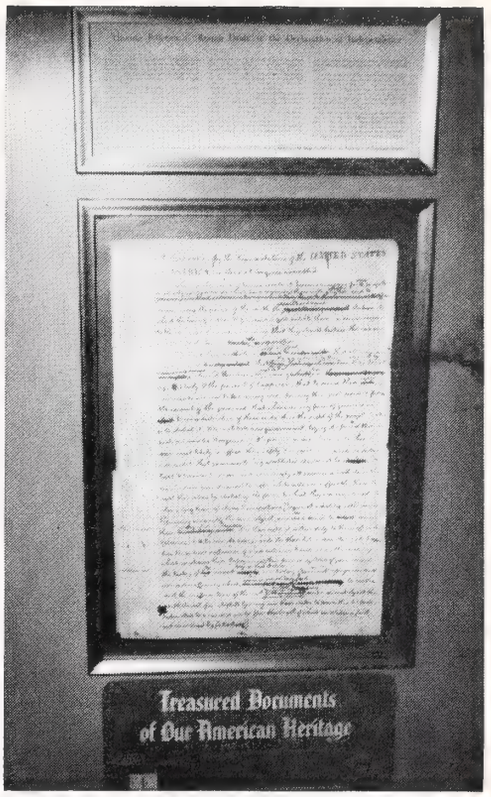
Thousands of Chicagoans who were unable to board the Freedom Train when it visited that city, recently, had an opportunity to view part of the historical documents because of the alert showmanship of Hugh Borland, manager of the Louis Theatre.

Borland noted that reproductions of 26 of the documents were on display at the Commonwealth Edison Co. He contacted officials of the firm and obtained the exhibit for the theatre. Mounted on 26, 40x60 easels, each with an account of its origin and history, the exhibit occupied a sidewall of the lobby.

Borland publicized the exhibit, with an invitation for those who missed the Freedom Train, through heralds distributed by department and drug stores cleaning establishments and restaurants.

A trailer was run for ten days, the house program carried a message on the front page, and daily and neighborhood newspapers carried stories of the exhibit. Signs placed in front of the theatre also extended an invitation to view the historical papers in the lobby.

Borland reports that the Louis was the only Chicago Theatre to have such a display and that many people who wanted to see the letters a second time visited the theatre.



Campaign for 'Blandings' Costs Theatre Only $16

Pete Gloriod, manager of the Variety Theatre, Carbondale, Ill., promoted six dollars from each of ten merchants to exploit "Mr. Blandings Builds His Dream House" through newspaper co-ops and radio announcements. Cooperating storekeepers were allowed to exhibit their products in the theatre lobby along with model doll house.

Stores selling the pocket book edition of the novel were contacted for displays and tags with theatre dates which were pasted to all books. Gloriod reports that the overall campaign was staged at a net expense to the theatre of $16.

Jewish Groups Contacted For 'My Father's House'

Rabbis and officials of synagogues, Hebrew schools and various Jewish fraternal and trade societies were contacted by Joseph Geller, manager of the Hawthorne Theatre, Newark, N. J., for assistance in publicizing "My Father's House."

In letters and personal messages these people urged congregations and members to see the picture.

Setpiece for 'Easter'

Staff members of the Inwood Theatre in New York City built a hat-box display for the foyer which helped to attract extra attention for "Easter Parade," according to Manager Henry Beuttel. The box was tied with a colorful ribbon and had a top piece with star cutouts and names plus playdates.

Watches Are Promoted As Prizes on 'Ruth' Radio Sports Quiz

Bill Riddle's Sports Program which plugged a five-day contest and two Bulova watches which were promoted as key prizes for the contest helped to publicize "The Babe Ruth Story" for Leslie Swaebe, manager of the Bibb Theatre in Macon, Ga.

Riddle posed five sports questions each day to radio listeners and winners received the watches and theatre passes. The stunt built wide interest in the attraction. The watches were promoted from a local jeweler in return for credit mention on the radio and in the theatre lobby.

Swaebe tied up with Royal Crown Cola whereby theatre patrons who attended the Bibb during the picture's run received free drinks in the theatre lobby. A booth was erected in the foyer and manned by three attendants supplied by the sponsor. Tieup was based on an endorsement of the product by the star of the picture. Trucks were bannered by the sponsor who also distributed 300 window cards plugging playdates to dealers in the area.

Swaebe promoted a banner newspaper streamer and a large three-column ad cut via a full-page co-op ad in the Macon Telegraph. He reports that business was gratifying and comments excellent for the seven-day run of the picture.

Makeup

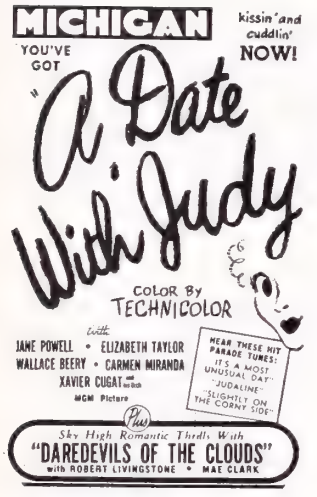
Mainly contingent on the economic factor, advertising makeup is largely a question of using available resources to the best advantage. Where some theatremen have wide facilities and an artist's skill, others depend upon ingenuity, a friendly relationship with the composing room foreman and a working knowledge of type. Here are representative ads from theatremen who work in diverse situations.



Ray Gingell, manager of the Hiser Theatre, Bethesda, Md., used a departure from press book ads on "Deep Waters" to slant his sales message for the family trade. Regular ads were too lusty for the Hiser patronage.



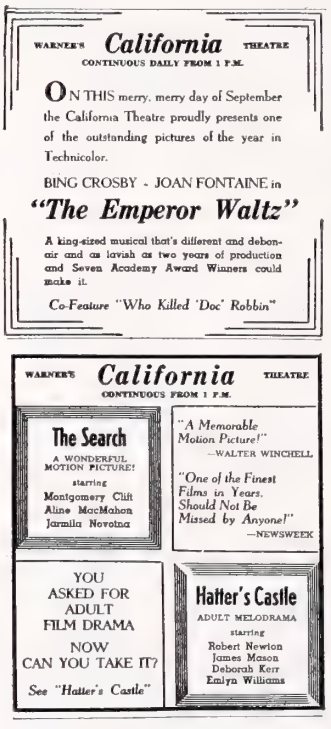
Jay Wren, ad-publicity director for Paramount-Adams in Newark, N. J., provides an idea which can convert any ad into a real page-stealer. Those horizontal lines do wonders with the eye.







Alice Gorham, ad-head for United Detroit Theatres, supplies these illustrations which show that she is adept in the use of white-space ads, reverse slugs and illustrative material for display ads.



Decorative lines and a good choice of type contribute to the general fine appearance of these ads by Norman Lofthus, manager of the California Theatre, Santa Barbara.



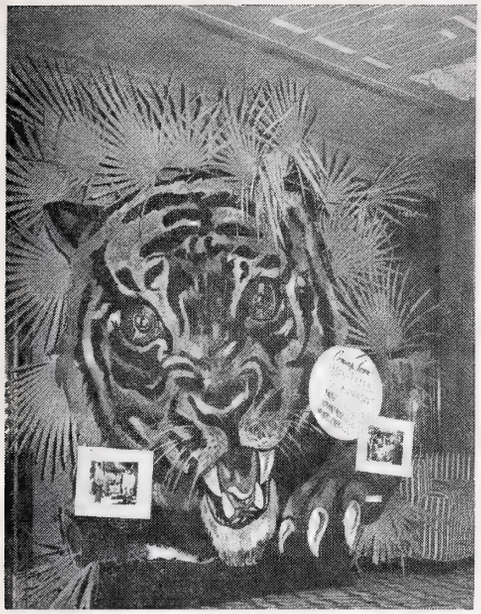
High drama pictorialized by the pen of Hank Harold, art director, RKO Theatres in Cleveland.

Folks, you've all watched the football coach who sits on his bench and sorrowfully watches his team romp to victory. The coach explains his sorrow with, "Fine, for today, now what happens next week?" Friends, here's one theater that isn't worrying about what happens next week because we have the highly acclaimed combination of "French Girls Club" and "School for Husbands" on our screen, starting Monday, October 18th!

CENTER 1087 MAIN ST.
HARTFORD, CONN.

Combating large-size ads of the first run houses on a small budget is a familiar problem to many exhibitors. Mike Piccirillo, manager of the Center, Hartford, Conn., uses type ads which contain philosophical memos and a tie-in for his attractions.

Animated Tiger Eyes Spark Lobby Display For 'Man-Eater' Bill



Large size newspaper ads in the Toledo Blade and Times plus weekly ads in the Jewish Times, Union Leader, Union Journal, Campus Collegian, Town Topics and Amerika Echo were instrumental in launching a successful campaign on "Man-Eater of Kumaon" and "The Cobra Strikes" for Frank Manente, manager of the Esquire Theatre in Toledo. Art breaks were scored in the daily and most of the weekly publications.

For advance lobby art, a colorful seven-foot cutout trimmed with jungle foliage was built. Behind gelatin eyes of the tiger, a flasher blinked on and off. An automatic record player provided sounds of a roaring tiger, and announcements to watch for the playdates.

Spot announcements over radio station WTOD in advance and during the current run helped to publicize the engagement. Window and counter displays were arranged with book stores and with public library branches throughout the city.

Manente arranged a contest with art classes at the Toledo Museum of Art. Passes were offered for the best drawing of a"Man-Eater" poster. Neighborhood drug stores featured special Kumaon ice cream sundaes and used window strips and mirror cards to plug the dish.

For current ballyhoo, the tiger cutout was moved outside from the lobby. The entire front was trimmed with palms and foliage.

PAL Exhibit Displayed During Youth Month

To observe Youth Month at the Bliss Theatre, Long Island City, N. Y., Manager Charles Call borrowed an exhibit from the Police Athletic League which had been displayed as part of the city's Golden Jubilee celebration. Covering an entire wall in the theatre lobby, the display consisted of numerous photographs showing the various activities for youngsters which are maintained by the PAL in covering sports, club and recreational events.

N U G G E T S

A sandwich man, dressed in complete baseball uniform, appeared at ballparks and sports arenas to promote "The Babe Ruth Story" for J. P. Foley, manager of the Viv Theatre, Corbin, Ky. Display boards were built for the lobby and signs were painted on mirrors to stimulate advance interest. A false front helped current exploitation. Foley obtained splendid cooperation from the press and radio sports departments in publicizing the film.

In cooperation with the local fire department, Murray Libman, manager of the Bellerose Theatre, Bellerose, N. Y., displayed an exhibit of special fire-fighting equipment during Fire Prevention week. Stunt attracted interest from patrons and was publicized in local papers.

In conjunction with his showing of "The Luck of the Irish" at the St. James, Asbury Park, N. J., Manager Joe Sommers had green paper napkins imprinted with a picture of Horace, the leprechaun, and playdates. The napkins were distributed in restaurants and taverns in the city.

The 20th anniversary of the installation of sound and talking pictures at the Liberty, Herkimer, N. Y., was turned into an opportunity for special publicity by Manager J. J. Weber. Weber went to his local news editor with a special story comparing sound equipment in 1928 with the modern appliance of today. The paper broke the story along with a picture of the Liberty projectionist and the service engineer.

Ushers, cashiers and doormen wore sailor caps lettered with "Luxury Liner" to create conversation for the picture's dates at Loew's Theatre, Indianapolis. Manager Boyd Sparrow used ship wheels and life preservers to dress up his lobby displays.

Open Hearts, Purses, Help to Open Eyes

A picturesque wishing well in the foyer of the Paramount Theatre, Portland, Ore., is an established feature with patrons who wish to contribute small tokens for worthy charities. Each week, the collections are turned over to such organizations as the Community Chest, Red Cross and March of Dimes.

Frank Pratt, manager of the Paramount who uses the device to direct attention to humane causes, dedicated a recent week's take to a plucky sightless Portlander who attracted wide news interest when he started to hitchhike to New York in an effort to recover his sight through an operation.

Pratt's announcement that proceeds would be diverted to this cause hit the local press and radio. Generous citizens and patrons contributed $106.61.

Still Board for 'Sons'

Billy Davis, manager of the Ritz,. Gainesville, Ga., used a giant display board in the front lobby to sell "All My Sons." Made up of a three-sheet, eight 11x14s and twelve 8x10s, the board was good for that extra plug.

Band's Uniform Fund And 'Sitting Pretty' Benefit From Tieup



J. A. Davidson, manager of the Hume Theatre, Burlington, Ont., broke a three-day record for theatre receipts and helped the local Junior band raise $400 towards its funds for uniforms through a tieup he engineered to promote "Sitting Pretty."

Band members were permitted to make collections in the theatre lobby during the run of the picture. In return for this goodwill gesture, members of the band paraded to the theatre and demonstrated on the stage with banners and placards calling attention to the fact that they would be "Sitting Pretty" if citizens would provide the funds for the uniforms.

For advance ballyhoo, Davidson hung diapers, lettered with the picture title, across the theatre lobby. These were moved outdoors during the current run. Another lobby display centered around a play crib in which a dummy baby was set, with other gadgets to provoke laughter.

Window displays with storekeepers specializing in baby apparel and a co-op newspaper ad helped to promote the dates.

Local Boy Angle Helps 'This Is America'

Charles Orr, manager of the Alpine Theatre, Terra Alta, W. Va., played up the fact that Jay Bonafield, producer of "This Is America" short subjects, is a local boy, to promote this series. On monthly mailing cards listing the theatre attractions, Orr called attention to the fact that Bonafield was born near Terra Alta and attended the local high school where he starred on the school championship basketball team.

Kid Party for Serial

The opening of the "Superman" serial at the Lil Theatre, Forest Park, Ill., was distinguished by a gala kiddy party, arranged by Manager R. B. Mallin, with a four-hour show and gifts for every child attending. In addition to comic puzzle books and movie star photos, two bowls of live goldfish, promoted from the local Aquarium and Pet shop, were awarded to lucky youngsters.

FROM THE FILES OF

20 Years Ago

SOL LESSER, president of West Coast Theatres until his retirement three years ago, announced his return to the film industry as a producer. Lesser has formed the American Picturefone Corp. in association with Franklyn Warner of Los Angeles.

* * *

Interchangeability between the Western Electric sound reproducing system and all other devices was conceded by J. E. Otterson last week. According to Ben Shlyen, publisher and editor of Associated Publications, this will give decided impetus to the installation of sound equipment by many theatres. However, Shlyen warns in an editorial, "the low cost of several of these newer soundies may move some exhibitors to quicker action than they would otherwise take. Sound pictures are here to stay. The exhibitor will profit, who investigates before he invests."

* * *

Vilma Banky will speak in her next picture. That decision was definitely arrived at after long distance telephone conversations between Samuel Goldwyn in Hollywood and Arthur Hornblow, supervisor, and Director Alfred Santall, in New York. The talking sequences will be made in New York, with Arthur Richman writing the dialog.

* * *

Twenty-six dialog pictures and 11 more with sound synchronization will be included in First National's 1928-29 President Group, according to the revised schedule just announced by Ned E. Depinet, general sales manager.

* * *

Warner Bros. and Vitaphone will broadcast on election night over the Columbia chain on a coast-to-coast hookup. Warner Bros. will furnish entertainment every 15 minutes, with the intervening periods devoted to election returns under the auspices of leading big-city newspapers.

* * *

The sound man, a newcomer to film ranks but now as important as the cameraman, will hereafter be given screen credit for his work. G. E. Aiken, F. B. MacKenzie and E. W. Hansen are the first to be credited with the new rank at the Fox studio.

RKO to Have 85 Shorts On 1948-49 Program

NEW YORK—The RKO short subjects program for 1948-49 will consist of 85 shorts, totaling 120 reels, according to Harry J. Michalson, short subjects sales manager.

The two-reel subjects include: Thirteen This Is America, two untitled specials, four in the "My Pal" series featuring Flame, the wonder dog; four Ray Whitley musical westerns, six Edgar Kennedy and six Leon Errol comedies. The one-reel lineup includes 18 Walt Disney Technicolor cartoons, six Walt Disney Technicolor cartoon reissues, 13 Sportscopes and 13 Screenliners.

The Screenliners series is new to the program and will feature new and different subjects. The first, which features Jan August and his "Piano Magic," was released October 29. The second, "Block Party," will be released November 26 and the third, "It Pays to Be Ignorant," based on the CBS radio program featuring Tom Howard, Harry McNaughton and Lulu McConnell, will be released December 24.

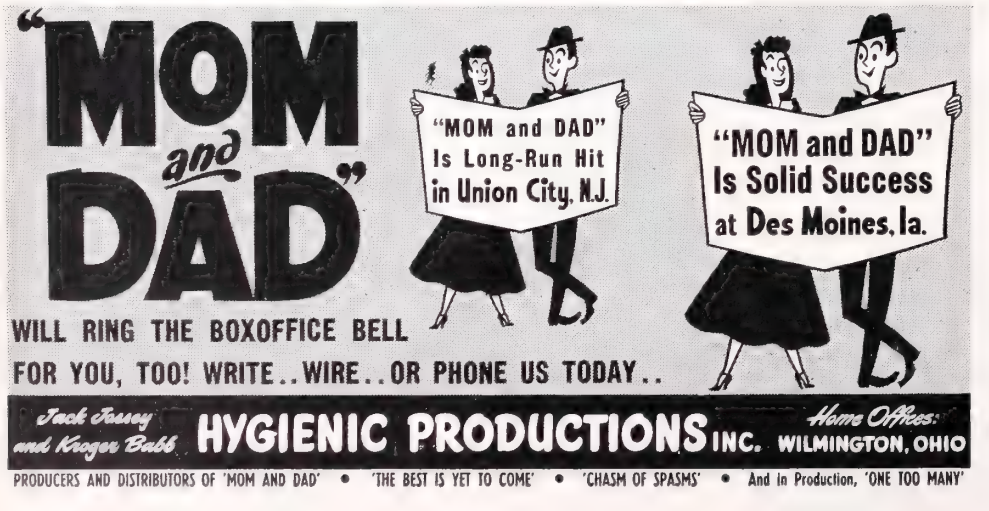
Max King Starting Series On Canadian Mounties

HOLLYWOOD—A series of pictures based on the activities of the Royal Canadian Mounted Police is being readied for an early camera start by Producer Max King, who has just returned to the film capital after a trip to Canada during which he received a pledge of full cooperation from the commissioner of that famed law enforcement agency.

The venture, according to King, will be handled in semidocumentary style.







CLEARING HOUSE

(Continued from inside back cover)

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336, Cambridge, Ohio.

Bingo die-cut cards, 75 or 100 number, $3 per M. Screen dial $20. Premium Prod., 351 W. 44th St., New York 18, N. Y.

Comic books obtainable from world's largest and oldest theatre distributor. Best titles and latest issues in stock. Price 3c each. Sidney Ross, 334 W. 44th St., New York City.

THEATRE SEATING

The seats of the mighty. And a mighty good deal SOS gives you. 422 Stafford fully upholstered, padded back, boxspring seats, all red plush, excellent, $5.25; 350 American panelback, boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback, boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly upholstered, $6.50. Plenty others. Get Chair Bulletin 15. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

1,600 streamlined spring cushioned full upholstered modern theatre chairs, like new. Reasonable for immediate delivery. Jesse Cole, 2565 McClellan Ave. Phone Valley 23445, Detroit, Mich.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

For Sale: Used chairs, good condition, reasonable. Write Boxoffice, 1327 S. Wabash Ave., Chicago 5, Ill.

Theatre chairs, projectors, screens. Trade your veneers on cushion chairs. Lone Star Film Co., Dallas, Tex.

STUDIO AND PRODUCTION EQUIPMENT

Hollywood and points east buy from SOS. 2V plastic storage batteries, new, $1.95; Unit Eye shuttle for Belhowell, $650; Bardwell McAlister 5,000W Skypans, $111.75; Dinkie Inkies, $11.95; Baby Keglites, $54.75; Baby Boomlites, $114.50; 2,000W Junior Spots, $129.50; Double Broads, $114.65; Houston K1A 16mm processors, $3,485; Belhowell 35mm sound printer, $2,750; 1/12 HP 110V Synchronous motors, new, $57.50; B. Maurer variable density recording outfit, $2,275; Wall single system recording and studio camera, magazines, lenses, amplifier, mike, power supply, etc., rebuilt, $3,750; Western Electric preview magazines, $395; 35mm threeway sound Moviola, rebuilt, $895. Send for latest catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

MORE CLASSFIED ON INSIDE BACK COVER

'Bride' and 'Kiss' Big In Broadway Bows

NEW YORK—The Election day holiday, with its mild sunny weather, helped swell grosses at the majority of the Broadway first run spots. Two new films, "Kiss the Blood Off My Hands" at the Criterion and "June Bride" at the Strand, as well as "The Three Musketeers" in its second week at Loew's State, all did smash business.

(Average Is 100)

Astor—**A Song Is Born** (RKO), 2nd wk. 105
Bijou—**The Red Shoes** (EL), 2nd wk. of two-a-day .. 150
Criterion—**Kiss the Blood Off My Hands** (U-I) 150
Capitol—**One Touch of Venus** (U-I), plus stage show 95
Globe—**Hollow Triumph** (EL) 100
Gotham—**The Plunderers** (Rep) 95
Loew's State—**The Three Musketeers** (MGM), 2nd wk. 145
Mayfair—**Mourning Becomes Electra** (RKO), 3rd wk. of popular-price run 80
Paramount—**Night Has a Thousand Eyes** (Para), plus stage show, 3rd wk. 80
Park Avenue—**Hamlet** (U-I), 5th wk. of two-a-day .. 150
Radio City Music Hall—**Julia Misbehaves** (MGM), plus stage show, 4th wk. 107
Rialto—**Urubu (UA)**, 2nd wk. 110
Rivoli—**The Gallant Blade** (Col), 3rd wk. 60
Roxy—**Apartment for Peggy** (20th-Fox), plus stage show, 3rd wk. 90
Strand—**June Bride** (WB), plus stage show 125
Sutton—**Louisiana Story** (Lopert), 5th wk. 80

Drop in First Run Trade At Philadelphia Houses

PHILADELPHIA—The week generally was below recent levels. "Sealed Verdict" at the Karlton topped the newcomers. A dualing of "Children on Trial" and "No Greater Sin," in a second round at the Pix, rang up 135 per cent to lead the city.

Aldine—**Isn't It Romantic?** (Para) 100
Arcadia—**Rachel and the Stranger** (RKO), 2nd run 120
Boyd—**The Loves of Carmen** (Col), 3rd d. t. wk. 85
Earle—**Walk a Crooked Mile** (Col), 2nd wk. 70
Fox—**Cry of the City** (20th-Fox), 2nd wk. 85
Goldman—**Julia Misbehaves** (MGM), 2nd wk. 120
Karlton—**Sealed Verdict** (Para) 130
Keith—**Sorry, Wrong Number** (Para), 2nd run 70
Mastbaum—**Johnny Belinda** (WB), 4th wk. 100
Pix—**Children on Trial** (English); **No Greater Sin** (SR), 2nd wk., reissues 135
Stanley—**A Southern Yankee** (MGM) 95
Stanton—**Night Has a Thousand Eyes** (Para), 2nd wk. 100

'Red River' Floods Baltimore While 'Number' Is Second

BALTIMORE—Unsettled weather plus an influx of transients to the Notre Dame-Navy game helped business over the weekend. "Red River" was the standout with "Sorry, Wrong Number" running a good second.

Century—**Red River** (UA) 148
Hippodrome—**The Untamed Breed** (Col), plus stage show 117
Keith's—**Night Has a Thousand Eyes** (Para), 2nd wk. 109
Mayfair—**Gung Ho!** (FC), 2nd wk. 95
New—**Cry of the City** (20th-Fox) 100
Stanley—**Sorry, Wrong Number** (Para) 139
Town—**Lost Horizon** (Col) 90
Valencia—**Innocent Affair** (UA), 2nd wk. 98

'Blood' Chalks Up 120; Leads Buffalo Trade

BUFFALO—Grosses at the first run houses here were strong, despite unfavorable weather. "Kiss the Blood Off My Hands," teamed with "I Surrender, Dear" at the Lafayette, lead the newcomers. "Johnny Belinda," in a second week at the Hippodrome, still showed plenty of drawing power.

Buffalo—**Red River** (UA) 100
Great Lakes—**A Southern Yankee** (MGM); **The Secret Land** (MGM) 100
Hippodrome—**Johnny Belinda** (WB), 2nd d. t. wk. 117
Lafayette—**Kiss the Blood Off My Hands** (U-I); **I Surrender, Dear** (Col) 120
Teck—**Apartment for Peggy** (20th-Fox), 2nd d. t. wk. 108
20th Century—**Race Street** (RKO); **Music Man** (Mono), 2nd wk. 91

Brandt, Slotnick Disagree On Terms; Deal Is Off

ALBANY—The widely circulated Filmrow report that the Brandt circuit would take over the James, Utica, from Maurice Slotnick November 15 apparently was erroneous. Several branch managers accepted it as a fact, but one decided to go to Syracuse for a talk with Slotnick. Slotnick told him that he had made a proposal to the Brandts, but that the terms were not acceptable. Slotnick said that he intended to continue operation of the subsequent run house, and dated product into January with the visiting manager. Slotnick also operates in Waterville and Oriskany Falls.

The reported entry of the Brandts into Utica was coupled with speculation the New Yorkers might bid for some Schine theatres, should the government be successful in its divestiture appeal. Incidentally, it is said that the usual terms under which the Brandts take over buying and booking for theatres—as they are currently doing for four houses in the Albany territory—is a fee of $15 weekly and 12 per cent of the profits.

Trans-Lux 72nd Street To Become First Run

NEW YORK—Trans-Lux Theatres Corp will reopen the Trans-Lux 72nd Street soon as a first run foreign product and art house. The 72nd Street was recently taken over from the Brandt circuit, which operated it as a subsequent run outlet under the name of Granada. The theatre has been completely renovated.

The first film under the new policy will be "Dulcimer Street," a Universal-International film released by the Prestige division.

It is reported that the Monroe, another Trans-Lux theatre recently bought from Brandt, will get day-and-date clearance with Loew's 86th Street. Negotiations to move up the present Monroe subsequent run have been under way for several weeks.

Support of 'Joan of Arc' Is Urged by Speaker

ALBANY—A plea for Catholic support for "Joan of Arc" was voiced by Mrs. James F. Looram, chairman of the motion picture committee of the International Federation of Catholic Alumnae, in a talk at the evening school of social sciences at the Academy of Holy Names.

Mrs. Looram appeared with the Rev. Willian M. Slavin, chaplain at Rensselaer Polytechnic Institute, Troy during a program on "Safeguarding the Family."

Morristown Flocks To Short Opening

MORRISTOWN, N. J.—Last Thursday, October 28, it seemed as if the whole town was trying to get into the Walter Reade Community Theatre.

The occasion was the opening of "Who's Delinquent?" an RKO-Pathe short of the "This Is America" series which was filmed in Morristown in September.

The picture calls the locale Grantwood. Morristown had been selected by RKO-Pathe as a typical small residential community (population 15,270) for the study of juvenile delinquency.

The cast of characters includes the state and local police, city officials, the staff of the daily newspaper, churches and children's groups.

Opening night all of these persons and their relatives packed the 1,475-seat Community Theatre. Ralph Lanterman, city manager for Reade here, as emcee.

He introduced Mayor Clyde Potts; Edward Montagne, Fran Mayer and Ed Rive of RKO-Pathe; members of the state and local police force, and representatives of the National Conference for Prevention of Juvenile Delinquency.

Cut Elizabeth Clearances After Company Huddles

ELIZABETH—Second run clearances here have been reduced from 21 to 14 days by all distributors except MGM. A decision is expected soon from MGM. The changes were made after exhibitor-distributor conferences.

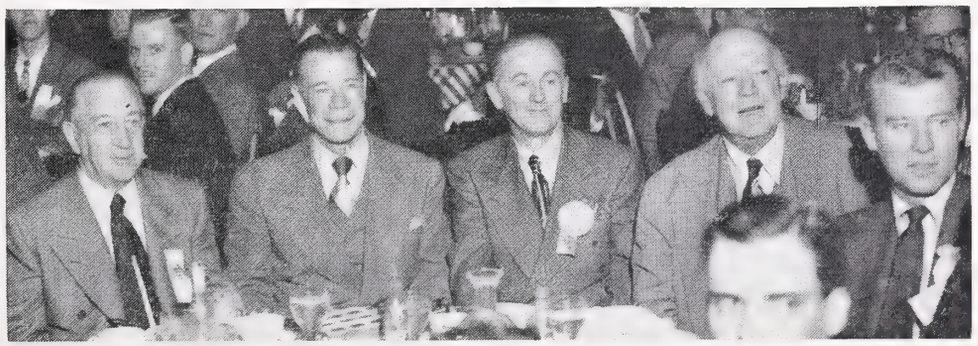
Under the new system the State and Royal, owned by Stern & Baurer, will be able to get product seven days after it has been played by the Warner Ritz and Regent theatres and the Skouras Liberty Theatre.

This policy also will help the New Theatre, which follows the State and Royal by seven days. Stern & Baurer also owns the New Theatre.

Independent Theatre Service books for the New, and Aldon Theatre Corp. books for the State and Royal.

Takes Norwegian Films

WASHINGTON—Sherman Plan, Inc., has been named as American sales representatives for A/S Nordlys Films, Norwegian producing company.



HOST TO FILM STARS—Seen at the Circus and Saints luncheon in the Waldorf - Astoria hotel in New York hosted by Rutgers Neilson, RKO publicity manager, are left to right: Hugh Herbert, Joe E. Brown, Neilson, Guy Kibbee and Gordon Oliver.

BROADWAY

Bernard Kreisler returned on the Nieuw Amsterdam from a survey of film production, distribution and exhibition in Europe . . . Howard Dietz, MGM vice-president and director of advertising, publicity and exploitation, returned from the coast after two weeks of conferences . . . F. J. A. McCarthy, U-I southern and Canadian sales manager, visited Cincinnati . . . John K. Hilliard, chief engineer for Altec Lansing Corp., came here from the coast . . . Katharine Hepburn returned from the coast . . . Gene Kelly was due to sail for Europe at the end of the week.

Joseph Bernhard, Film Classics president, flew to the coast for talks with producers . . . M. L. Simons, assistant to H. M. Richey of MGM, returned after attending exhibitor conventions in the midwest . . . Norton V. Ritchey, president of Monogram International Corp., now in London, expects to return soon . . . Sam Marx, MGM production executive, went to the coast after visits here and in Boston, Washington and Chicago . . . Jeff Livingston, who is doing exploitation for U-I, was back after a ten-day trip to San Francisco and Los Angeles.

Charles Bell, MGM field auditor, and his wife Rose of the home office, were vacationing in Miami . . . Howard G. Minsky, 20th-Fox assistant eastern division sales manager, visited Cleveland . . . Irving Helfont, home office assistant to George A. Hickey and Burtus Bishop jr., MGM field sales managers, ended a week's vacation . . . E. K. Shea, Paramount sales executive, left on a nine-day trip to Cleveland, Detroit, Cincinnati and Pittsburgh . . . Richard Harper of the MGM home office sales department has become a lieutenant commander in the naval reserve.

Doris Glass, who has assisted Henry A. Linet, U-I eastern advertising manager, in handling media, has resigned to marry Leonard Koplin of Philadelphia in New York November 28. She is succeeded by Norma Seltzer, former executive secretary to the managing editor of Esquire magazine . . . Joel Bezahler, MGM home office sales executive, returned from Philadelphia . . . Joseph H. Hazen, president of Hal Wallis Productions, was back after a 12-day stay in Hollywood.

Sid Goldstein, MGM publicity man, and Hal Elias, assistant to Fred C. Quimby, head of MGM short subjects production, have been on vacation . . . Maurice A. Bergman, U-I eastern advertising and publicity director, returned from Chicago with Robert Ungerfeld, U-I "Hamlet" theatre representative . . . Al Horwitz, U-I eastern publicity manager, returned from Cincinnati . . . George Cukor, MGM director, who recently completed "Edward, My Son" in England, flew to the coast to edit the picture.

Benjamin Thau, MGM executive, is in town . . . Tanis Chandler, star of the Monogram film, "16 Fathoms Deep," arrived by plane from Europe . . . Anthony Havelock-Allan, British producer, is paying New York his first visit in three years . . . Frank Sinatra is in town from the coast . . . Frank C. Hensler, MGM field assistant sales manager with headquarters in Detroit, is here for conferences.

Fredric March, screen and stage star, and Samuel Fisher, stage manager of Lou Bunin Productions, who produced "Alice in Wonderland" in France, arrived on the De Grasse . . . On the Queen Elizabeth were Herbert Wilcox, chairman and managing director of Imperator Film Productions, and Mrs. Wilcox, known in films as Anna Neagle; Arthur W. Jarratt, British producer; Michael Wilding, British star; Joseph H. Seidelman, Universal-International vice-president, and Mrs. Seidelman . . . Lee Tracy came here from Pacific Palisades en route to his home in Wilkes-Barre.

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RICHMOND

Teddy Fietig, former popcorn attendant at the Brookland, now in the army, was home on leave renewing acquaintances at local theatres. He is expecting overseas duty soon . . . Bob Overcash was back on duty as general handyman for local Neighborhood circuit houses after a checkup in the Johnston-Willis hospital.

Local amusement houses reported a quiet and sane Halloween celebration this year . . . Sympathy to Anne Harris on the death of her father. Anne is a cashier at the State . . . Stewart Tucker, co-manager at the State, has been spending his days off doing a little sightseeing. He recently was in Washington for a Redskins ball game and also spent the day at the Tides Inn at Irvington, Va.

The Midlothian Drive-In has reduced operations to weekends only for the remainder of the season . . . Edith Lindeman, amusement editor for the Times-Dispatch, returned from her annual fall trip to New York to see the shows . . . The Civic Musical Ass'n canceled its scheduled James Melton concert on November 1 . . . Paul Whiteman and his orchestra in an all Gershwin concert is scheduled by the association on November 12 at the Mosque.

Maurice N. Wolf of MGM spoke November 3 to members of the Richmond Lions club at their regular meeting . . . The opening of Howards Sandwich shop in the Colonial Theatre has been welcomed by many theatre employes . . . Jack Stone, manager at WRVA theatre, is getting ready for the opening of the Theatre Guild season November 15 with the "Winslow Boy."

Creates Ceremonial Dances

Theodore Kosloff, dance director, has been signed to create ceremonial temple dance routines for Paramount's "Samson and Delilah."

ALBANY

The Albany exchange area drive for the Will Rogers Memorial hospital at Saranac Lake has been extended from November 6 to December 4 . . . A new public address system has been installed at the Strand here . . . The Auto-Vision ozoner operated by Dave Willig at East Greenbush was closed for the season November 1 . . . Arthur Newman, Republic manager, is expected to announce a new appointment to his sales staff soon.

John Whalen now is electrician at the Strand, a post which the late Tony Romain held 27 years . . . The Hoosick Drive-In, operated by F. Chase Hathaway at North Hoosick, will continue operation until November 14 . . . Dr. Samuel Kalison, active lay member of the Variety Club, has taken over the dental practice of the late Dr. Harry Bookstein . . . Albert E. Dale, former managing editor of the Evening News and later director of public relations for the National Broadcasting Co. and subsequently for several wartime agencies, has opened a public relations office with Helen Walker Homan, Fordham university lecturer, in New York City.

Harry Lamont has closed his drive-ins at Mayfield and Middleton for the season . . . A sellout is expected by the management of the Palace for the concert November 16 by Tagliavini, the Metropolitan opera tenor . . . The Olympic at Utica awards passes to couples saluted on their wedding anniversaries over WIBX.

Louis W. Schine, vice-president of the Schine circuit; Mrs. Schine and their son Donald were guests at the Ten Eyck hotel . . . Plans to invite Eileen Tighe, author of "June Bride," to Albany in connection with the showing of the film version of the book are being considered by Charles A. Smakwitz, Warner zone manager . . . Exhibitors seen on Filmrow included Harold Strassman, State, Glens Falls; Phil Baroudi of North Creek, Warrensburg and Fort Edward; Clarence Dopp of Johnstown, Frankfort, Poland and Northville; Sylvan Leff, Highland, Utica, and Walter Wertime, Chester, Chestertown.

Fete for C. A. Smakwitz To Draw Large Crowd

ALBANY—More than 175 persons are expected to attend the testimonial dinner which the Variety Club will give for Charles A. Smakwitz, Warner zone manager, at the Colonie club here November 15, according to Nate Winig, treasurer.

Reservations for the event totaled 130 last Monday (1), Winig said. Many are expected from New York to attend the dinner, including leading Warner officials.

The toastmaster has not yet been announced by Neil Hellman, committee chairman. Murray Weiss, district supervisor of Variety Clubs, will be a speaker.

NEW MIRROPHONIC SOUND

JOE HORNSTEIN, Inc.

630 Ninth Ave., New York City

BALTIMORE

Seen at the Notre Dame-Navy football game were Herman Purnell, Insley circuit, and Boots Penniwell, New Theatre, Onancock, Va. . . . See nat Pimlico were Walter Gettinger, Highland; Bud Rose and Mrs. Mickey Hendricks, Mayfair; Mrs. Sam Soltz, New Howard, and Izzy Rappaport, Rappaport circuit . . . Joe Shugar, Eagle Lion, conducted a meeting with the salesmen . . . Nick Weems and Bill Myers, cheered for the Bullets at their opening game . . . Barry Goldman emceed a show at the Mercantile club for the veterans from Perry Point hospital.

Izzy Rappaport was in New York on business . . . Jake Flax, manager at Republic, was elected chief barker of Tent 11 in Washington . . . Norman Clark, Newspost drama critic, is spending two weeks in New York catching up on the new shows and enjoying a belated vacation . . . Sterling Wilson, former Warner salesman, has left on an extended trip through New York and New England.

The Hippodrome show was at the Variety Club Saturday. The show, consisting of Joey Adams, Marc Plant and Tony Canzoneri, was auctioned off to the members by Joey Adams with proceeds of $850 going to the Damon Runyon cancer fund . . . Mr. and Mrs. Bill Myers are awaiting an heir to the Echo and De Luxe . . . Dan Atkins, Hancock and Cardiff, Md., is driving a new Cadillac.

Morris Mechanic has set up a $200,000 trust fund for the new clinic at Sinai hospital, a wonderful gesture on Morris' part . . . E. M. Loew's Governor Ritchie Drive-In has closed for the season.

PHILADELPHIA

Members of a new crew elected at a Variety Tent 13 meeting November 1 include Clint Weyer, Frank MacNamee, Al Davis, Jack Greenberg, Mike Felt, Meyer Adelman, Jack Beresin, Ben Biben, Dick Blanc, Hal Cohen, Bill Doyle, Ed Emanuel, Charles Goldfine, Fred Mann, Harry Penneys and David Supowitz. Al Davis and Jack Greenberg were named delegates to the international convention, and Earl Swigert and Hal Cohen were chosen alternates.

New officers of Motion Picture Associates, elected at a dinner meeting at the Broadwood hotel, are William Doyle, U-I, president; Jack Bergin, Paramount, vice-president; George Hutcheon, WB, secretary, and Moses Leo Koppelman, National Screen Service, treasurer . . . The Warner theatres announced election returns through arrangements with WCAU.

Lee Balsley, Sedgwick Theatre, reported to police the theft of approximately $500 from a safe in his office last weekend, apparently by thieves who it is believed had hidden in the house at closing time . . . Joseph T. Stiles, 68, who had been a film salesman here and later had managed several theatres, died last Monday (1). He is survived by a son and a daughter.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

Mildred FitzGibbons Enlists Public For Theatre Anniversary Party

NEW YORK—Mildred FitzGibbons has done it again. The enterprising manager of the Roosevelt Theatre, a Skouras unit in Flushing, worked the 22nd anniversary of the theatre into a community celebration.

A special anniversary notice on the marquee helped fill the 1,751 seats with regular paying patrons. In addition, Miss FitzGibbons recruited a stage show consisting of officers and color guards of the following organizations: New York State Chapter of the Army and Navy Legion of Valor, local posts of the American Legion, Veterans of Foreign Wars, Jewish War Veterans, Catholic War Veterans, Maritime Brigade and Boy Scout Troops. Archie Andrews, a radio performer, was master of ceremonies.

After the stage show and films had been run off, Miss FitzGibbons cut a birthday cake in the theatre lobby. It was finished in short order by patrons and guests.



Mildred FitzGibbons slices the towering birthday cake prepared for the 22nd anniversary celebration of the Roosevelt Theatre, Flushing.

Along New York's Film Row

By WALTER WALDMAN

THE most discussed rumor this week was that Clarence Eiseman, Warner Bros. branch manager, will be given a more important job, and that his place here will be taken by Ben Abner, MGM New Jersey branch manager. Abner has been with MGM about 20 years.

Injuries and illnesses have taken their toll along Filmrow. Sid Stockton, MGM exchange office manager, is carrying his left arm in a sling as the result of a fractured shoulder bone. He says he doesn't know how it happened and that he didn't know he had a broken bone until constant pain led him to have an X-ray . . . Harry Newman, head of the UA exchange shipping department, is back after a week's absence due to a torn muscle in his arm. He got the injury while lifting a heavy case . . . Faye Starr, popular EL booker, has returned to work after suffering a heavy cold for a week . . . Si Seymour, National Screen Service salesman, is recuperating at the Polyclinic hospital after an operation.

The distaff side of the office force at Republic gave a party to Mary Lee of the accounting department October 30. She was married two days later . . . The following have been added as film room inspectors at UA; Minnie Cohen and "Cookie" Edelhurtz on the day side and Paul Martin on the night side . . . UA also has a new assistant cashier in the person of Hilda Frischman, who worked there four years ago. She succeeds Hilda Breier, who left to be married. Nancy Ni is a new typist there.

Three in the MGM exchange are celebrating birthdays this month. They are Attilio Magliano, shipper, November 6; John J. Bowen, New York district manager, November 9, and Clarence Gomprecht, night film room examiner, November 13 . . . The next MGM executive training course for field men probably will start in February. No selections have been made yet . . . Clara Nowatscheck has been promoted to the position of secretary to Max Gillis, Monogram division manager.

Coming activities of the Bookers club: Nomination of officers, November 15; election, December 5; Christmas party at the Harem night club, December 20; installation of officers at a dinner at the Tavern-on-the-Green, January 24. Alec Arnswalder is president . . . The Halloween dance of the EL Family club at the Diplomat hotel was so successful that the organization, according to Bob Finkel, has arranged a Christmas eve party at the Hotel Warwick.

Newark Group Takes Over House at North Bergen

NEWARK, N. J.—The Fam Lee Theatres, Inc., has acquired the Astor Theatre, 975-seat house at North Bergen, N. J., according to Ben Griefer, president of the new organization. The theatre will be closed December 1 for alterations and will be reopened about Christmas.

Other officers of the new organization are: Elaine C. Griefer, vice-president; Thomas A. Adams, secretary, and Peter A. Adams, treasurer.

Thomas A. Adams and Peter A. Adams are sons of A. A. Adams, Paramount partner, who operates two theatres here under the corporate title of Essex Amusement Co.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

Committees Picked For $400,000 Drive

NEW YORK—Fred Schwartz, chairman of the amusement division of the Federation of Jewish Philanthropies drive to raise a quota of $400,000 for the industry, has named the members of the executive committee and the publicity committee to aid in the campaign.

Members of the executive committee are: Barney Balaban, Harry Brandt, Jack Cohn, Si Fabian, Matthew Fox, Leopold Friedman, Arthur M. Loew, Charles C. Moskowitz, Herman Robbins, Samuel Schneider, Abe Schneider and Major Albert Warner.

Harry Mandel is chairman of the publicity committee which also includes Nick John Matsoukas, John A. Cassidy and Ira Morais.

Jennifer Jones Tours Veterans' Hospitals

NEW YORK—Jennifer Jones is making a flying tour of U.S. veterans' hospitals in the east during her one-week vacation from picture-making in Hollywood.

Miss Jones arrived in New York November 2 and visited the Naval Medical Center in Washington, D. C.; Veterans Administration hospital at Mount Alto, Washington, D. C.; Veterans Administration hospital at Wilmington, Del.; Valley Forge hospital, Philadelphia; Navy hospital, Philadelphia, and Castle Point Veterans hospital, Beacon, N. Y., during the week. She has just completed the title role in "China Valdes" for Columbia and is due back on the west coast November 10 for MGM's production of "Madame Bovary" in which she will play the title role.

Marlene Dietrich Honored By American Veterans

NEW YORK—Marlene Dietrich was given the third annual award of the American Veterans Committee in recognition of her "outstanding service to the American and Allied armed forces overseas." The presentation took place on the stage of the Paramount Theatre November 1. A special showing of "Sealed Verdict" for the benefit of the AVC followed the presentation. Ray Milland, star of the film, and government and military dignitaries attended.

The award, inaugurated in 1946, was previously made to Al Jolson, to William Wyler and Samuel Goldwyn for making "The Best Years of Our Lives" and to Dore Schary for producing "Crossfire."

TOA Seeks Exhibitor Aid On Public Relations

NEW YORK—Extension of an industry public relations program built around the local exhibitor is now proposed by TOA leaders. The executive committee has directed Gael Sullivan, executive director, to make a further study of all the plans submitted to the organization.

The idea is to seek the cooperation of all exhibitors who are willing to join in a united effort.



BISCHOFF IN GOTHAM—Producer Samuel Bischoff (right) is greeted upon his arrival in New York from Hollywood by Lowell Calvert, eastern representative. The producer plans distribution talks with United Artists executives Gradwell L. Sears and Paul N. Lazarus jr. for his latest film for UA release, "Outpost in Morocco," starring George Raft, Akim Tamiroff and Marie Windsor.

N. Y. Film Critics Elect Officers, Admit Members

NEW YORK—Thomas M. Pryor of the New York Times was elected chairman of the New York Film Critics at a meeting in the New York Newspaper Guild clubrooms November 2. Pryor succeeds Otis L. Guernsey jr. of the New York Herald Tribune. Wanda Hale of the New York Daily News was elected vice-chairman and Dorothy Masters, also of the News, was named secretary, succeeding Pryor. New members admitted were Lew Schaeffer of the Brooklyn Daily Eagle, Seymour Peck of the New York Star and Jose Yglesias, who replaces Herb Tank as critic for the Daily Worker.

Paramount Group Leaves For Studio Conferences

NEW YORK—Charles M. Reagan, Paramount vice-president in charge of sales; Paul Raibourn, vice-president in charge of planning, and Ben Washer, publicity director, left for the west coast November 3 for studio conferences on promotional campaigns for the early 1949 product.

Stanley Shuford, advertising head, is already on the coast. Rudy Montgelas, president of the Buchanan Agency, which represents Paramount, left November 4 to join the group, which is expected to return east in mid-November.

Ashley Back From Tour

NEW YORK—Gene Ashley, former operator of the Burke Theatre in the Bronx and also a former manager of Broadway theatres, has just returned from a European concert tour. Before going abroad Ashley had sung with the New York City Opera Co. and the concert division of the USO.

Television to Use Film, Radio Codes

NEW YORK—Television men are being urged by the Television Broadcasters Ass'n, Inc., to utilize the codes of the radio and motion picture industries in developing their programs pending further experience with the use of the new video medium.

The TBA code committee, which includes Lawrence W. Lowman (CBS), chairman; Noran E. Korsta, Robert L. Coe (NBC) and Lawrence Phillips (Du Mont), points out that new techniques are developing rapidly and their effects on audiences are unknown. For this reason the committee does not consider it desirable at this stage to "formulate standards of practice."

No quantitative standards are to be set at this time for sponsored programs. These will continue to be set by individual television broadcasters operating under the general principles of the radio and film codes.

A statement issued by the committee says: "Now, as in the future, public confidence and goodwill form the only foundation on which to perpetuate the democratic competitive system of television broadcasting in which we all firmly believe and on which to develop the full measure of service which this new medium can provide."

Television Study Planned By Enlarged TOA Group

NEW YORK—A series of conferences is to be held by TOA leaders on television problems. Proposals made by the TV committee of the organization will be studied and these probably will be taken up at a meeting of the directors to be held in Washington some time during January.

Arthur B. Lockwood, president, has named David Wallerstein, Chicago, and Walter Reade jr., New York, as co-chairmen of the TV committee. Mitchell Wolfson, Miami, is chairman of the committee, and the other members are M. A. Lightman jr., Memphis, and Gael Sullivan.

WABD, DuMont Tele Outlet, Starts Day-Long Program

NEW YORK—WABD, the DuMont television station, started the first day-long television program schedule in the east at 7 a. m. November 1. Deputy Mayor John J. Bennett congratulated the station on its new schedule and said that the medium has "great possibilities" in the field of visual education. Others participating in the opening day program were Dr. Allen B. DuMont, head of Allen B. DuMont Laboratories, and operator of the station, and Mortimer W. Loewi, executive assistant to DuMont.

William Wyler to Remake Pagnol Films in English

NEW YORK—William Wyler, director of "The Best Years of Our Lives," has acquired the American remake rights to Marcel Pagnol's trilogy, "Marius," "Fanny" and "Cesar." Siritzky International is distributing the French version of the trilogy in the U.S.

"Cesar," final part of the trilogy, is current at the Elysee Theatre, N.Y.C.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

'Baby' Premiere Held At San Francisco

HOLLYWOOD—The world premiere of 20th Century-Fox's "When My Baby Smiles at Me" was scheduled for Friday (5) at the Fox Theatre in San Francisco, with Producer George Jessel leading an aggregation of contract players, including Mark Stevens, Celeste Holm, Edmund Gwenn, Colleen Townsend, Vanessa Brown and Kathleen Hughes to the Bay city to make personal appearances.

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Paramount staged regional openings of "Miss Tatlock's Millions" in Kansas City and Minneapolis following the world premiere of the comedy in San Francisco. The Bay city affair was attended by William Holden, William Demarest, Mary Hatcher and Vivian Blaine, and was tied into Portola week, San Francisco's big annual celebration. Holden, Demarest, Miss Hatcher and Robert Stack then checked out for Kansas City and Minneapolis to be on hand for the picture's openings in those cities.

* * *

Statewide premieres encompassing 50 Indiana cities will launch Warners' "June Bride" in that area, with simultaneous premieres scheduled for mid-November. Indiana was chosen as the locale because most of the action in the Bette Davis-Robert Montgomery starrer takes place in a mythical small town in that state. The same company has set up a series of "sponsored premieres" under the auspices of civic and fraternal groups for "Johnny Belinda" in the Ohio territory. So far, openings have been lined up for Youngstown, Lima, Massillon, Canton and Sandusky, with at least eight others yet to come, all under sponsorship of Optimists clubs, Shriners, Junior Chambers of Commerce and veterans' and church groups.

* * *

First group outside of studio personnel to view RKO's "The Boy With Green Hair" will be members of the Princeton University club of Southern California and their wives when Producer Stephen Ames (class of '19) holds a special showing at the studio November 9. It is part of the local celebration of Princeton Centennial week.

* * *

Paramount's "Sealed Verdict" was given its eastern premiere at the Paramount Theatre in New York under sponsorship of the American Veterans Committee, with proceeds going to that organization. Ray Milland and Lionel Shapiro, star and author respectively, attended the affair, as did AVC dignitaries including Franklin D. Roosevelt jr., Oren Root jr. and Cord Meyer jr.

* * *

A private "premiere" of Warners' "June Bride" on the Burbank lot was staged November 3 for Mr. and Mrs. George B. Bury of Pacific Palisades, the longest-married June bride and groom the studio could locate after an exhaustive search of the Los Angeles area. They have been married 63 years. Acting as hostess to the couple during a motor tour of the lot, luncheon and the private premiere was Barbara Bates, Warner contract player who had the title role in the Bette Davis-Robert Montgomery comedy.

Judge in Leslie Case Urges Settlement

HOLLYWOOD — Some degree of judicial impatience with certain ramifications of the three-year-old legal battle between actress Joan Leslie and Warner Bros. was demonstrated when, in a pretrial hearing on a $2,700,000 libel action brought against the company by Miss Leslie, Federal Judge Ben Harrison strongly recommended that attorneys representing both sides attempt to settle the differences of their clients amicably, without recourse to the courts.

Attorneys indicated they would meet shortly in an effort to follow the jurist's suggestion.

The libel suit charges that Warners injured Miss Leslie's professional reputation by changing her star billing to featured billing in "Two Guys From Milwaukee."

The action in federal court here is in addition to a renewed petition filed with the U.S. supreme court in Washington by the actress in a new effort to break her contract with the studio. In the supreme court petition she charges Warners allowed her contract to lapse when they allegedly failed to comply with terms calling for her to be notified 30 days before the expiration of the then alleged contract term, March 30, 1947.

She further alleges that the supreme court of California was notified of Warners' alleged failure to comply with these contract terms, but that the point was ignored and she was not given an opportunity to be heard.

Joe Newman Will Direct 'Dan Patch,' Starting Soon

HOLLYWOOD—With a starting date definitely pegged for the latter part of the month, Producer W. R. Frank has booked Joe Newman to direct "Dan Patch," story of the famous pacing horse, which is set for release through United Artists.

Dennis O'Keefe has been ticketed for the male lead, with Gail Russell, on loan from Paramount, in the top femme spot and Percy Kilbride signed for the leading comedy role. Other cast members include Ruth Warrick and Charlotte Greenwood.

Slight Pay Roll Gain Shown at Studios

HOLLYWOOD—Although productional activity did not register a noticeable increase during the month, that there was some slight improvement during September is reflected in figures revealed by the California state labor statistics department. Indices for both employment and pay rolls in the studios showed a boost over August, with the employment figure pegged at 74.3 per cent, compared to 69.8 per cent in the previous month, while pay rolls averaged 171.0 per cent, compared to 159.8 per cent for August.

* * *

A hearing to determine whether the IATSE or Screen Set Designers shall exert jurisdiction over some 50 set decorators has been set for November 16 by the National Labor Relations Board. The parley adds a new chapter to a dispute which arose originally in 1945 when IATSE decorators broke away from that union to join the SSD, a move which was one of the factors precipitating the studio strike of that year. The IA now claims that a majority of the decorators have returned to the IA fold and that it should be awarded jurisdiction over the entire craft.

* * *

Ballots for the election of officers and a new executive board of the Screen Writers Guild have been mailed out to members of that Guild and are returnable November 17. At that time a general membership meeting will be called and the new slate of officers and directors revealed. The all-Guild slate nominates George Seaton for president; Oliver Garrett, Don Hartman and Wells Root, vice-presidents; Karl Tunberg, secretary, and Valentine Davies, treasurer.

Election Day Is Deadline For Technical Entries

HOLLYWOOD—Election day, November 2, was the deadline for entries in the Academy of Motion Picture Arts and Sciences' scientific and technical achievement award classification. The early deadline was established in order to allow ample time to encourage counterclaims as to originality of devices or methods submitted.

Meantime members of the Academy's music branch scheduled a meeting to discuss possible changes in rules for voting on two awards—best scoring of a musical picture and best music score for a dramatic or comedy film. Under scheduled revisions, only two films would appear as candidates for awards in either classification on the final ballot.

STUDIO PERSONNELITIES

Barnstormers

Film Classics

CAROLE DONNE will make a personal appearance tour in five coast cities beginning November 27 with the Sigmund Neufeld film, "File 649, State Department."

Paramount

BILLY DE WOLFE will open a two-week personal appearance engagement at the Chicago Theatre starting December 15.

Briefies

Paramount

Ken Carpenter, radio announcer, was set to narrate "Flying Dancers," next in Jerry Fairbanks' Unusual Occupations series.

RKO

"Father's Day," two-reeler starring Leon Errol, went before the cameras with Hal Yates megging, George Bilson producing. Supporting cast includes Dorothy Granger, Suzie Crandall and Arthur Walsh.

Cleffers

Enterprise

Wolfgang Reinhardt has set FREDERICK HOLLANDER to compose the musical score for "Caught," to be released by Metro.

Metro

BRONISLAU KAPER will score Gottfried Reinhardt's production, "The Great Sinner."

GEORGE STOLL has been assigned as musical director for both Joe Pasternak's production, "Good Old Summertime" and "Neptune's Daughter," to be produced by Jack Cummings.

ANDRE PREVIN has been assigned to score "Big Jack," which Richard Thorpe directed and Gottfried Reinhardt produced.

Monogram

Producers Frank Melford and Julian Lesser have signed LUD GLUSKIN as musical director for "When a Man's a Man."

Universal-International

WALTER SCHARF will compose the musical score for "Gambling Lady," and FRANK SKINNER is set for a similar chore on "Ma and Pa Kettle."

Warners

DAVID BUTTOLPH has been assigned to compose the score of the Errol Flynn-Alexis Smith starrer, "Montana."

Meggers

Republic

PHIL FORD has been assigned to meg "Hideout" for Producer Sidney Picker.

Screen Guild

WILLIAM BERKE will meg the Robert L. Lippert production, "Rolling Wheels."

Options

Columbia

New York stage actor ARTHUR HUNNICUTT has been set for a role in the Ida Lupino-Glenn Ford starrer, "Bonanza," being produced and directed by S. Sylvan Simon. MYRNA DELL enacts a dance hall queen.

GEORGE REEVES will have a featured spot in the Jon Hall-Adele Jergens starrer, "The Mutineers," which Jean Yarbrough directs for Producer Sam Katzman.

ROBERT BARRAT portrays an U.S. marshal in the Randolph Scott starrer, "Wild Bill Doolin," with Gordon Douglas directing for Producer Harry Joe Brown.

LYLE TALBOT joins cast headed by Jon Hall, Adele Jergens and George Reeves for a leading role in "The Mutineers."

Principal heavy role in the Warner Baxter starrer, "The Devil's Henchmen," goes to RED TOOMEY. Seymour Friedman directs for Producer Rudolph Flothow.

Inked to a term contract, BARBARA HALE goes into the femme lead of "Jolson Sings Again," opposite Larry Parks, as her first assignment. BILL GOODWIN repeats his role as Tom Baron in this "Jolson Story" sequel, directed by Henry Levin for Producer Sidney Buchman.

Independent

MICHAEL O'SHEA draws the top role in Sam Jaffe's production, "The Glittering Hill," to be directed by Lloyd Bacon.

HARRY CAREY JR. has been inked to a long term acting ticket by John Ford and Merian C. Cooper for Argosy Productions.

Metro

NORMA VARDEN and ELSPETH DUDGEON have been set for roles in the Margaret O'Brien-Dean Stockwell starrer, "The Secret Garden," with Fred M. Wilcox directing for Producer Clarence Brown. DENNIS HOEY has been added to the cast. GLADYS COOPER, now in this picture, has been signed to a new term contract.

GLORIA DE HAVEN, whose latest film is "Summer Holiday," has been signed to a new term contract.

BUSTER KEATON checks in for a role in the Van Johnson-Judy Garland starrer, "Good Old Summertime," which Robert Z. Leonard directs for Producer Joe Pasternak.

Ex-New York Yankee slugger BILL DICKEY has been signed for the James Stewart-June Allyson starrer, "The Stratton Story." Dickey will play himself in the film being directed by Sam Wood and produced by Jack Cummings.

JAMES MASON will portray Gustave Flaubert in Pandro S. Berman's production, "Madame Vovary," with Jennifer Jones in the title role. Vincente Minnelli directs.

Monogram

Producer Lindsley Parsons has set ELENA VERDUGO as Roddy McDowall's leading lady in "Tuna Clipper," to be directed by William Beaudine. ROLAND WINTERS, filmdom's Charlie Chan, will portray the leading heavy role.

TRISTRAM COFFIN, STEVE DARRELL, GEORGE LEWIS and TOMMY QUINN have been set for supporting roles in "Crashing Through." KENNE DUNCAN, BOB WOODWARD, BOYD STOCKMAN and VIRGINIA CARROLL have been added to the Whip Wilson starrer, with Ray Taylor directing for Producer Barney Sarecky. JACK RICHARDSON and CLEM FULLER have been signed for roles. JAN BRYANT will have one of the feminine leads.

BARBARA WOODELL has been added to the cast of "Bad Boy." Broadway actor STEPHEN CHASE makes his screen debut in the Lloyd Nolan, Jane Wyatt and Audie Murphy topliner. Kurt Neumann directs for Producer Paul Short.

Paramount

REED HOWES has been given a supporting role in Pine-Thomas' "El Paso," starring John Payne and Gail Russell. DEWEY ROBINSON, KEITH RICHARDS, JOHN MERTON and BARRY BROOKS have been added to the cast.

Irish actress EILEEN CROWE has been set for an important role in the Bing Crosby starrer, "Top o' the Morning," to be directed by David Miller for Producer Robert Welch.

Veteran child actor GARY GRAY has been inked for the Bob Hope-Rhonda Fleming starrer, "Easy Does It," which is directed by Alexander Hall. RICHARD LYON, son of Ben Lyon and Bebe Daniels, has been signed for an important role.

Screen newcomer LAURA ELLIOT has been added to the cast of Hal Wallis' "Bitter Victory," topLining Robert Cummings and Lizabeth Scott. JAMES NOLAN has been signed.

Republic

JOHN LITEL has been inked for a featured spot in the Jane Russell-George Brent topliner, "Montana Belle," with Allan Dwan directing for Producer Howard Welsch of Fidelity Pictures. Added to the roster were RAY TEAL, HOLLY BANE and RORY MALLINSON, who will portray three of the four Dalton brothers. The fourth brother is Scott Brady, previously cast.

Screen Guild

ROBERT LOWERY has been inked for the lead in the Robert L. Lippert production, "Rolling Wheels." Cast in leading roles are PAMELA BLAKE, HILLARY BROOKE and DAN SEYMOUR. CLEM BEVANS, MICHAEL WHALEN, MARY GORDON, FRANCIS PIERLOT, LYLE TALBOT, GAYLORD PENDLETON and HOWARD GOULD are included in the supporting cast, directed by William Berke.

20th-Fox

RICHARD WIDMARK and LINDA DARNELL will topline in "Slattery's Hurricane," a William Perlberg production to be directed by Andre de Toth.

VALENTINE CORTESE and RICHARD CONTE enact top roles in "Hard Bargain," Victor Mature starrer with Jules Dassin directing and Robert Bassler producing. JACK OAKIE goes into the cast.

United Artists

HILLARY BROOKE has been set for the femme lead in the Abbott and Costello starrer, "Africa Screams," with Edward Nassour producing and Charles Barton directing.

Mexican-born LUIS VAN ROOTEN has been signed by Stanley Kramer for one of the top featured roles in Screen Plays' "Champion," toplining Kirk Douglas and Marilyn Maxwell.

Universal-International

JEFF COREY has been inked for Maxwell Shanes' production, "The Amboy Dukes."

MARY BEAR, TOM CHATTERTON, WHEATON CHAMBERS and CHARLES MILLER have been signed for supporting roles in Brecher Productions' William Bendix starrer, "The Life of Riley."

WILLIAM POWELL will star in Producer Chester Erskine's suspense melodrama, "Take One False Step."

Warners

State assemblyman CHARLES J. CONRAD has been signed for the Zachary Scott-Joan Crawford starrer, "Flamingo Road." FRED KELSEY joins the cast of the Michael Curtiz production. Character actor PIERRE WATKIN has been signed.

NITA TALBOT, recently signed contract player, has been set for a role in "This Side of the Law," toplining Viveca Lindfors, Kent Smith, Janis Paige and Robert Douglas. Richard Bare directs for Producer Saul Elkins.

New York actor JAMES HOLDEN joins the cast of "Task Force," starring Gary Cooper, Wayne Morris and Walter Brennan. Jerry Wald produces and Delmer Daves directs. MICKEY McARDLE, University of Southern California grid star, has been signed to play the role of a navy pilot. Former bomber pilot JOHN McKEE has been cast.

JESSIE ADAMS and JANIE PRITCHETT have been signed for the Errol Flynn-Alexis Smith starrer, "Montana," with Ray Enright directing.

Scripters

Independent

Producer Wolfgang Reinhardt has signed DANIEL FUCHS to develop Virginia Kellogg's original story idea, "The Elaine Townsend Story," for Midwest Productions.

Metro

BEN MADDOW will script "The Intruder," novel by William Faulkner, to be produced and directed by Clarence Brown.

Paramount

STEVE FISHER has been inked to screenplay his original, "Dead Letter," as an Alan Ladd starrer.

Universal-International

ROY HUGGINS has checked in to do a polish job on the script of "Gambling Lady," co-starring Barbara Stanwyck and Robert Preston. Michael Gordon directs for Producer Michel Kraike.

AL LEWIS is polishing the screenplay of "Ma and Pa Kettle," comedy to star Marjorie Main and Percy Kilbride.

Producer Michel Kraike has inked EDNA ANHART to do a treatment on "Sierra."

Story Buys

Independent

Orbit Productions has acquired "Stranger in Town," original dramatic story by Curtis Kinney Thomas, for 1949 filming.

Monogram

Producers Julian Lesser and Frank Melford have purchased "Open House," romantic comedy by Howard Eagan, for Windsor Productions as a Guy Madison-Rory Calhoun vehicle.

Technically

Metro

AL SHENBERG will be unit production manager and AL RABOCH first assistant director on the Jennifer Jones-James Mason vehicle, "Madame Bovary."

JACK MOORE has been assigned as set decorator with Edwin B. Willis for "The Forsyte Saga," while HUGH BOSWELL assumes the duties of unit manager for the same film. ROBERT BARNES has been named assistant director. Compton Bennett directs and Leon Gordon produces.

CHARLES ROSHER has been assigned to lens Jack Cumming's production, "Neptune's Daughter," under the direction of Edward Buzzell.

Monogram

WESLEY BARRY has been assigned as assistant director on the Roddy McDowall starrer, "Tuna Clipper," which will be produced by Lindsley Parsons.

"Crashing Through" assignments include EDDIE DAVIS, assistant director; HARRY NEUMANN, cameraman; JOHN C. FULLER, cutter, and BUDDY MYERS, sound.

Paramount

EMILE KURI has been assigned as set director on the Bing Crosby vehicle, "Top O' the Morning," under the direction of David Miller for Producer Robert Welch.

Screen Guild

CARL BERGER has been assigned as cameraman; MELVILLE SHYER as assistant director and EDWARD MANN as film editor on Lippert Productions' "Rolling Wheels."

20th-Fox

Executive production manager RAY KLUNE has had his contract hoisted for another year.

Title Changes

Paramount

ALIAS NICKY BEAL is the release title for the

Ray Milland-Audrey Totter starrer, "Strange Temptation."

Screen Guild

ROLLING WHEELS is the new handle for "Roarin' Wheels."

United Artists

"By Hook or by Crook," to be produced and directed by W. Lee Wilder, has been retagged CELL NUMBER 17.

Universal-International

Bernard Herzbrun has assigned EMRICH NICHOLSON as art director on "Ma and Pa Kettle."

Warners

IT'S A GREAT FEELING is the new title for the Dennis Morgan-Jack Carson-Doris Day starrer, "Two Guys and a Gal."

Warners' Video Entry Awaits FCC Approval

HOLLYWOOD — Presaging the probable impending entry of another major film company, Warner Bros., into the southland television scene was word from Washington that the FCC had upheld the right of Dorothy S. Thackrey to dispose of her California radio and television interests, for which Warners some months ago submitted a bid. The package involves station KLAC, Los Angeles; station KYA, San Francisco, and KLAC-TV, the video channel here.

Contingent upon FCC approval of the transfer, Warners thus looms as the second film company to plan a large-scale video invasion here. Paramount has had station KTLA in operation for several years.

* * *

Annual Television Academy award banquet and seminar will be held January 25 at the Hollywood Athletic club, it was revealed by the board of directors of the Academy of Television Arts and Sciences. The group's 1949 slate of officers will be installed at the banquet meeting, with nominations of candidates to be made at the next membership meeting, November 16, and elections to take place December 21.

* * *

Television Film Producers Ass'n, newly formed organization of video filmmakers, named Hal Roach jr. president, with Carl Dudley as vice-president; Rudy Vallee, secretary; Roland Reed, treasurer, and Herb Strock, director of public relations. A nine-member board of directors includes Strock, Dudley, Roach, Vallee, Reed, Barney Carr, William Cameron Menzies, Wallace Worsley and Ross Sutherland.

* * *

Winding up two weeks of conferences with NBC video executives in New York, Producer Jerry Fairbanks returned to Hollywood to lay plans for immediate production starts on three new television film series for the network.

Proceeds to Football Fund

CARLTON, ORE.—Clifford Briggs, owner of the Carlton Theatre, donated the proceeds of two evening performances to the football fund of Carlton high school.

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for

SPEARHEADS

Executive Travelers

West: Max Weinberg, Metro shorts promotion contact, checked in from New York for huddles at the Culver City studio with Fred Quimby, Pete Smith and Herb Moulton regarding forthcoming shorts product.

* * *

East: Robert Lord, vice-president of Santana Productions, the sharecropping unit headed by actor Humphrey Bogart, planed in from Tokyo with Cyril Hume, scenarist, and Jason Lindsey, technical advisor. They surveyed the territory in and around the Japanese capital and conferred with U.S. military officials concerning plans for filming "Tokyo Joe" in that area early next year. The film will star Bogart and be released by Columbia.

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East: Fred Pride of 20th Century-Fox's legal staff, returned to his eastern headquarters after conferences with studio executives and officials of Fox West Coast in connection with the government's antitrust case against the major companies.

* * *

West: A. Pam Blumenthal, chairman of the board of Cinecolor and Film Classics, checked after business huddles in New York with Joseph Bernhard, president of both companies.

* * *

West: Arthur Kelly, United Artists vice-president, came in from Gotham for a series of parleys with UA producers to bring them up to date on the foreign situation. Kelly returned a short time ago from an extended survey trip through Europe.

* * *

East: Jerry Wald, Warner producer, left for New York and a three-week stay, combining company business with a vacation.

* * *

East: Harry Cohn, president of Columbia, left for Gotham for conferences with executives in the company's home office. He planned to stay a week or ten days.

* * *

West: Bryan Foy, Eagle Lion producer, returned from a stay of several weeks in Washington and New York. He conferred with government officials, including members of the state department and secret service, concerning story material for a forthcoming documentary which he soon will place before the cameras.

* * *

East: Bernie Luber, general manager of Amusement Enterprises, went to New York with a print of "The Lucky Stiff," Dorothy Lamour comedy for United Artists release. He was to screen the opus for Gradwell Sears, UA president, and other company executives.

* * *

East: Edward L. Alperson, head of Alson Productions, trained to Gotham for huddles with eastern executives of 20th Century-Fox concerning the sales campaign to be mapped for his latest picture, "Belle Starr's Daughter."

* * *

West: Eastern executives of Paramount, including Paul Raibourn, vice-president and coordinator of publicity; Charles Reagan, general sales manager; Stanley Shufford, advertising manager, and Ben Washer, publicity manager, and Rudy Montgelas, of the Buchanan advertising agency, checked in from Gotham for a look at the company's newly completed product and to discuss advertising and publicity campaigns with studio toppers.

* * *

West: Philip N. Krasne, United Artists producer, returned from a two-week trip to New York, during which he huddled with UA executives on forthcoming production and distribution plans.

William Elliott Forms Production Company

HOLLYWOOD—Adding his name to the already substantial list of stars branching out into the production field, William Elliott has completed the formation of his own independent company, in association with Scenarists Dorrell and Stuart McGowan and William J. O'Sullivan. To be known as Elliott-McGowan Productions, the unit will release through Republic in an arrangement which is exclusive of Elliott's own film commitments with that company.

The outfit's initial venture will be "Hellfire," an original screenplay by the McGowans, to be filmed in Trucolor, with O'Sullivan as associate producer and Elliott starring. It is slated for camera work late this month. The yarn concerns a crooked gambler out west who ultimately is reformed by an itinerant preacher.

O'Sullivan formerly was Republic's production chief, while the McGowan team was under contract to that studio for many years.

United Appeal Pledges By 404 Total $245,809

HOLLYWOOD—Slated to continue for another week before the fourth annual United Appeal gets under way, the advance-gifts solicitation has resulted in pledges totaling $245,809.50, with 404 pledges already received. Leading the list is the producer-executive category, with 241 pledges for $153,507, followed by writers, 30 for $43,037.50; directors, 36 for $19 850; actors, 38 for $16,515; artists' managers, seven for $10,500, and allied industries, two for $2,300.

* * *

Jack Benny continued his round of benefit chores by his appearance as emcee at a Hadassah benefit at the Biltmore hotel October 31. A few days previously the radio comic was master of ceremonies at a Masquers' dinner honoring actor Pat O'Brien.

Stars Head for Hospitals With Camp Show Tours

HOLLYWOOD—Michael O'Shea, Larry Adler, Charles Starrett and Jennifer Jones were set by the Hollywood Coordinating Committee for veterans hospital tours. Starrett is covering Purple Heart installations in Oakland, Seattle, Tacoma, Portland and Vancouver, Wash., while O'Shea's route includes Indianapolis, Danville, Dwight and Downey, Ill., Woods, Wis., and St. Cloud, Minn. Adler was to visit Waltham, West Rosbury and Bedford, Mass., Walter Reed hospital in Washington, D. C., and Trenton, N. J. Miss Jones also heads for Washington, Wilmington, Del., Philadelphia and Beacon Hill, N. Y.

London Report

By JOHN SULLIVAN

THE LONG-AWAITED.. "Bonnie Prince Charlie," which Sir Alexander Korda has had in production for the past two and a half years, was at last unveiled last week—"unveiled" being the correct word to use for this monumental piece of bad production. This is one of the few really bad pictures we have seen this year and it should stand as an awful warning that even $4,000,000 cannot make a good film.

The story of Bonnie Prince Charlie, Prince Charles Edward Stuart, who landed in Scotland in 1745 in an effort to wrest the throne of Great Britain from the House of Hanover is one which every schoolboy in Great Britain knows and loves. The colorful, exciting drama of his gathering of the Scottish clans and marching on England with a few thousand men against the might of the English army is a film subject that could scarcely be bettered, but this one falls to the ground because neither of the directors associated with the picture appeared to be able to make up his mind whether he wanted a romantic love story, a musical in color, or a spectacle in the De Mille fashion. The result is a hodgepodge which is distressing to see and which goes to make up 136 minutes of boredom with only occasional sequences to lift it from this low level. No excuse can be made for bad craftsmanship and the technique of this film is at least 20 years out of date. First-class art directors and one of England's greatest cameramen were employed on the picture, yet the sets are atrocious and the photography poor.

From a long cast list composed of many distinguished names almost the only artiste worthy of mention is Korda's discovery Margaret Leighton, who was seen recently in "The Winslow Boy" and who showed in that picture that she could act, although she was photographed unattractively. In "Bonnie Prince Charlie" she not only turns in one of the best performances in the film, but looks almost too beautiful to be true.

* * *

REPLACING, after a six months' run, Laurence Olivier's "Hamlet" at the Odeon, Leicester Square, is "Quartet" which Antony Darnborough has produced for Sydney Box.

At its name implies, "Quartet" is an omnibus film based on a simple but effective idea. Gainsborough has taken four of W. Somerset Maugham's short stories—two comedies and two dramas—and attached to them a prologue and an epilogue in which Maugham himself appears to tell the audience something about his stories.

The four are cleverly chosen, only the second self-contained story tends to drag slightly with a little too much talk. All of them are brilliantly played by a carefully chosen cast of top feature players, a shrewd move this for nearly all of the players in the various episodes have a good following in England in their own right and the combined pull of ten or more good "under the title" names probably will outweigh that of a film with one or two star names.

"Quartet" is a well-produced picture and one which will do well in England. In spite of its lack of American-known names it should be a good subject for the art houses in America, unless it can be sold on Maugham, in which case it might enjoy a wider release.

* * *

A FURTHER DEVELOPMENT has occurred in the negotiations which have been going on for some time between J. Arthur Rank and the Cinema Exhibitors Ass'n. As reported before, Rank was ready to sign a tentative agreement with the CEA when one of its members approached another distributor with the suggestion that he would expect the latter to be bound by the terms laid down by Rank. As a result of this, producers have decided that the matter should be discussed on an all-industry basis and Rank accordingly has broken off negotiations with the CEA. The British Film Producers Ass'n is setting up a committee to discuss the whole matter and to consider what action they may take as a group.

* * *

AN ODD SITUATION has arisen at the Prince of Wales Theatre, which has been leased to RKO for the first run of "The Secret Life of Walter Mitty," starring Danny Kaye.

This is a house which for some years has specialized in "live" shows and Val Parnell, the owner of the theatre, arranged a ten-week run of the Danny Kaye film to fill in a gap while rehearsing a new show. Now he has been advised by the Board of Trade that since he is running a film show he must fulfil his quota requirements and therefore, if the picture runs as scheduled for ten weeks, he will have to show a British film for four and a half weeks to comply with the law.

The current quota year ends on Sept. 30, 1949, so Parnell is faced with the poser as to whether he should show his British film at the end of the "Walter Mitty" run and thus lose four and a half weeks of good business or whether, with the possibility of a hit show on his hands, he should put the live show on as arranged and take it off before September. The show which is due to go in is the New York success, "Harvey," in which Sid Field will star in England.

* * *

ONE YOUNG MAN with an ambitious program is young Richard Grey, whose Condor Film Corp. has just been reorganized with a new board of directors. Lord Rendlesham and John Sutro, the veteran producer, have been appointed to the board.

The company is scheduled to make at least seven films with budgets around the $200,000 mark and they claim that they have secured outside finance without recourse to the Film Finance Corp. set up by the government.

* * *

THERE APPEARS TO BE a slight upswing in British production—so slight, it is true, as to be almost unnoticeable except to the keen observer. One piece of good news is that a studio dark for some months will reopen within a week or two. This is the National Studio at Elstree which was formerly occupied by British National Films and into which Michael Powell will take his unit now filming "The Elusive Pimpernel." David Niven stars in this Technicolor film with Margaret Leighton playing opposite. Apart from these there are several French actors appearing in the picture including Edmund Audran, Danielle Godet, Gerard Nery and Arlette Marshal.

Another picture starting on the floor is Nat Bronsten's production of an Alec Coppel script, which has been given the title of "Obsession." The preliminary cast list includes Robert Newton, George Montgomery and Naunton Wayne in leading roles with Edward Dmytryk directing.

* * *

THE BRITISH FILM ACADEMY has decided to make an extra award once a year in addition to the three which the BFA already makes and also a special award which may occasionally be granted.

At a council meeting last week it was agreed that if in any year a film of outstanding merit is shown which embodies the ideals of the United Nations the Academy will make a special award called the United Nations Award. The three at present are: First, for the best picture from any source, British or foreign; second, for the best British picture; third, for the best documentary film; the fourth will be for work lying outside the feature and documentary classes.

At the general meeting Sir Michael Balcon was appointed chairman in succession to David Lean and Lean was re-elected a member of the general council together with Anthony Asquith, Thorold Dickinson, Sidney Gilliatt, Sir Alexander Korda, Frank Launder, Muir Mathieson, Ronald Neame, Michael Powell, Carol Reed and Paul Rotha.

Religious Committees Will Aid Film Studios

HOLLYWOOD—Three permanent committees comprising religious leaders and laymen have been appointed to cooperate with film studios, functioning under the supervision of Paul F. Heard, national executive director of the Protestant Film commission.

A script committee will review literary properties submitted for possible production by the PFC for its own program, and will also study scripts contemplated by the studios exclusively from the standpoint of Protestant theology, creed and doctrine. Dr. Cleveland Kleihauer, pastor of the Hollywood-Beverly Christian church, heads this group.

A production committee headed by Dr. Theodore Palmquist of the Wilshire Methodist church will cooperate with producers by supplying requested technical advice.

Third group, the public relations committee, has Dr. E. C. Farnham, executive secretary of the Church Federation of Los Angles, as chairman.

Latin American Ball

HOLLYWOOD — Dorothy Malone, Warner actress, was to be coronation queen for the Latin American Consular Ass'n ball slated to be held Saturday (6) at the Biltmore hotel. She was scheduled to crown Miss Pan-America at the affair from among a total of 20 contestants representing Latin American republics. The only candidate representing North America, Miss U.S.A., was Nita Talbot, recently signed to a long-term ticket by Warners.

L. J. McGinley Feted At Seattle Affair

SEATTLE—Nearly 100 Pacific northwest friends of L. J. McGinley, vice-president and general sales manager for Prestige Pictures, the J. Arthur Rank distributing organization, greeted him with a luncheon here at the Olympic hotel recently.

McGinley left Seattle seven years ago after serving for years as branch manager for U-I. Famed as an after dinner speaker, McGinley proved to his old pals that he had not lost his touch as he reviewed his business experience in New York. He was introduced by Judge William J. Wilkins, while also at the speakers' table were B. F. Shearer, E. A. Lamb and Neal Walton who served on the committee arranging the luncheon.

Among those attending were J. T. Sheffield, John Hamrick, Frank L. Newman sr., Frank L. Newman jr., F. M. Higgins, Maurice Saffle, Dwight Spracher, Keith Beckwith, Leroy V. Johnson, Fred and Bill Danz, William Forman, Frank Christie, Herbert Sobottka, Vic Gauntlett, William H. Thedford, Harry Blatt, George DeWaide, R. J. Flannery, Tony Hartford, Harry Landstrom, Paul McElhinney, W. A. Slater, Pete Stewart, Jean Spear, A. J. Sullivan, B. W. Rucker, H. E. Daigler, Sam Davis, C. L. Robinet, Henry Haustein, Ralph Abbett, William Shartin, William Kostenbader, L. O. Lukan, Jack Kloepper, all of Seattle; George Blair, Vashon; Billy Conners, Tacoma; Mike Barovic, Puyallup; Fred Mercy jr., Yakima, and Joe McElhinney, Denver.

Kenneth Thomson Back To SAG as Tele Director

HOLLYWOOD—Kenneth Thomson, one of the original founders of the Screen Actors Guild in 1933, is returning to the organization as television administrator, a newly created post. Thomson thus rejoins an executive staff which includes John Dales jr., executive secretary; Murray Kinnell, agency division administrator; Pat Somerset, assistant secretary, and Buck Harris, public relations director. Thomson served as executive secretary until 1944, when he resigned to engage in the agency and production business.

To Tour Lee Stations

HOLLYWOOD — Members of the Pacific coast section of the Society of Motion Picture Engineers will go on a conducted tour of Mutual-Don Lee's new broadcasting studios, headquarters for station KHJ, November 9. Walter Carruthers, Lee's chief engineer, and F. L. Hopper of the Western Electric will discuss some of the studio's architectural, acoustical and electrical features.

Syufy Circuit to Build

VALLEJO, CALIF.—Syufy Enterprises revealed recently that it had purchased property in the 900 block of Tennessee street here for the erection of a $250,000 theatre. William Syufy, president of the company, said the new theatre would seat 1,500 persons. Preliminary plans have been drawn and work is scheduled to begin soon. The Syufy Enterprises, of which Raymond J. Syufy is vice-president, owns and operates the Rita Theatre on Solano avenue here.

Judge Roth Is Named Head Of Calif. Jewish Appeal

HOLLYWOOD—Judge Lester William Roth, vice-president of Columbia Pictures Corp., has been named California state chairman of the Joint Defense Appeal, the financial arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. The AJC and the ADL are national agencies devoted to fighting anti-Semitism and promoting intergroup harmony. Judge Roth will head the drive by Jewish community leaders throughout California to enlist support for the JDA, which is seeking a national goal of $6,104,540. He is a former superior court judge of California and has served as president of the Los Angeles B'nai B'rith lodge and as a director of the Los Angeles Federation of Jewish Welfare Organizations.

Many Spook Programs In Seattle Theatres

SEATTLE—This city certainly didn't lack for entertainment on Halloween, as more than a score theatre went to special efforts to provide patrons with special shows.

All concentrated on Saturday with the exception of the 3,000-seat downtown Paramount, Evergreen circuit house, which held a "Shiver Shudder" show Friday at midnight. The program consisted of two horror features and appropriate shorts. Tickets were sold in advance at all Evergreen houses, with newspaper advertising consisting of a 1x4 and 2x4 run for opening and preopening. A nearly capacity house resulted.

The Sterling circuit's neighborhood houses were plenty busy. Four theatres—the Admiral, Arabian, Queen Anne and Beacon—holding midnight horror shows. Of course, the kiddies were not forgotten. On Saturday Sterling's 11 neighborhood houses held Halloween parties for the small fry, with games, contests, prizes, extra cartoons and free comic books. The circuit's third run downtown Colonial played a combination of "The Hairy Ape" and "The Wolf Man" as its contribution. William Edris' three neighborhood theatres, Venetian, Roxy and Rainier, also had special programs.

Even one of the drive-ins entered into the spirit. The Sno-King held a horror show at midnight after the regular programs were over.

Heater Causes Fire

CERES, CALIF.—Damages were estimated at about $100 in the fire which blazed in the Ceres Theatre here recently. A capacity audience moved out in orderly fashion and no one was injured. Members of the local fire department said the fire was caused by an overheated electric heater which burned through a wall in a back room.

Director Quits 'Bonanza'

HOLLYWOOD—George Marshall has withdrawn as director of "Bonanza," the S. Sylvan Simon production at Columbia as a result of a difference of opinion between him and Simon as to how the assignment should be handled. Simon has taken over the directorial reins on the Glenn Ford-Ida Lupino vehicle.

High-Powered Tieup On 'The Secret Land'

SEATTLE—A high-powered tieup with the navy was the highlight of a well-laid exploitation campaign handled by Manager Jack Hamaker at the Fifth Avenue Theatre here on "The Secret Land." The film was booked in the second spot with "Julia Misbehaves" with the opening set for the day before the launching of Navy week in this area. At least 40 ships, including carriers and submarines, were to be in Puget Sound at that time and the tieup was a natural.

The climax came with the formal opening of Navy week from the stage of the Fifth Avenue. High navy officials were introduced by civic dignitaries amid a gala setting. Before the theatre, a huge navy surf boat was mounted on a semitrailer. A gangplank led from the sidewalk to the boat deck where a broadcast and interview of dignitaries was handled by station KOMO. Searchlights in the street and navy pennants strung from the marquee also lent a festive air.

The campaign was launched two weeks before with a screening for newspapermen at the navy installation theatre, which included reporters from the dailies, editors of community and small town weeklies and radio commentators. This was followed by a cocktail party and then a luncheon for the 100 visitors on board the coast guard cutter Northwind, which played such an important part in "The Secret Land" as an icebreaker. The ship now is stationed in this area.

Hamaker also conducted a model shipbuilding contest. Entries were displayed in a leading department store. The winner was awarded a victory bond prize and cup from the stage of the theatre. By tying in with Navy week, Hamaker was assured of plentiful newspaper coverage, including page one and inside breaks.

DENVER

The city council at Colorado Springs has ordered police to enforce the ordinance forbidding children under 15 attending late shows . . . Julian King, formerly on Denver Filmrow, now an independent distributor and theatre owner in Iowa, visited friends here . . . Ross Campbell, formerly with Fox Intermountain, has been named manager of the Elk, Rapid City, S. D., succeeding Roy Andersen, who resigned.

C. J. Duer, after taking Paul Allmeyer on his initial sales trip into New Mexico, headed for the Paramount branch and district managers' meeting in San Francisco . . . The Metro booking department was 100 per cent successful in its deer hunt. Claude Newell and John Roberts each got a deer, and on the first day out . . . John Ash, Metro auditor, stopped over in Denver for a day.

H. E. Wilson has sold the Chief, La Veta, Colo., to Chick Welloff . . . Lon T. Fidler, Monogram franchise owner, visited his Kansas City exchange before going on to Dallas on a selling trip . . . Peggy Smith is the new billing clerk at RKO.

M. R. "Bud" Austin, Eagle Lion manager, went to Salt Lake City to sit in on the Fox Intermountain Theatres deal . . . A. G. Edwards, EL office manager, and Lela Baker, Metro inspector, were married.

SAN FRANCISCO

Eddie Bracken, Hollywood comedian, appeared on the stage of the United Artists Theatre in Berkeley with a 20-minute program . . . T. H. Whittemore of T&D Jr. Enterprises visited Auburn . . . The San Francisco Telenews showed films of the Portola Festival night parade . . . Several local theatres held Halloween costume parties for the children and others had special programs for adults.

George Jessel brought an impressive cast of Hollywood personalities here for the opening day stage show at the world premiere of "When My Baby Smiles at Me." Heading the list were Mark Stevens, Celeste Holm, Edmund Gwenn, Vanessa Brown, Colleen Townsend and Kathleen Hughes . . . The regular monthly meeting of the Film Colony club of San Francisco was held November 4 at the Variety Club.

The new offices of North Coast and PrinCor United in the Golden Gate Bldg. are being decorated and streamlined. Division Manager Cliff Giesseman also has installed a teletype with direct wires to the Los Angeles offices.

Helen Webbe, publicist for the Golden Gate Theatre, was limping around on one foot . . . Jay Golden of Golden Gate Theatre took off for New York . . . The local U-I exchange is having an Abe Swerdlow January Sales drive in honor of its branch manager . . . Frankie Woods of Lippert Theatres, went up north on business . . . Robert Lippert was on his usual trip to Los Angeles . . . Robert Folkoff, theatre accountant, is out of the hospital.

On November 15 Ward Pennington becomes the new sales manager for Paramount. Ward is from Kansas City . . . Jim Peirson, head shipper at Paramount, will be a papa soon . . . Mary Kump, Paramount picture report clerk, will leave shortly . . . Lester DeWitt, former manager of the Princess at Modesto, has been transferred to the new Ukiah in Ukiah.

Art Klotch, manager of the Irving here, has been going places with his patented Speed-Scoop for popcorn. In fact, the Cardinal baseball system made a demonstration and is using the Speed-Scoop for all its clubs . . . Johnny Cummins, RKO salesman, is learning how to play golf . . . Joe Longo, publicist for RKO, made 20 towns on his "Bring 'Em Back Alive" campaign . . . Eric Lawson, shipper at RKO, is a great football fan and his hobby is studying up on football statistics . . . Nadine Price, contract clerk at RKO, was home ill but was expected back to work soon . . . H. J. McIntyre, west coast sales manager for RKO, was here en route to Los Angeles from Seattle.

The United Artists Theatre is having its marquee redecorated . . . Frieda Fleishman, National Screen office manager, vacationed in Palm Springs . . . Izzy Wolfe, NSS salesman, was in San Joaquin valley on business . . . Variety Club News includes a gala costume ball held October 29 . . . the Junior Executives are planning a gala affair for November 6.

Mary Willoughby, Warner Bros. cashier, was vacationing . . . John Leo, Eagle Lion office manager, returned from a trip east . . . Congratulations to the local Monogram exchange which came in among the winners in the Monogram Billing drive. Prizes were distributed among the local Monogram employes.

Freddie Dixon, T&D, was top man in the Variety Club golf tournament with Nate Blumenfeld right behind. The two men tied at 80 and then played off three holes for top honors. Booby prize was won by Henry Resch, T&D, who went out on the golf links the first time in 15 years. Also, winning golf prizes but not even playing the game were Verne Taylor of T&D and Roy Cooper, both of whom walked away with door prizes.

Rita Clarke and Mary Battarini, Republic exchange, were still talking about their Cuban trip . . . Mary Allen, Lippert theatres, was vacationing . . . Vera Pavlow, booker at Astor pictures, was on a vacation in Los Angeles . . . Ezra Stern, Los Angeles attorney for many theatre interests, was here for a few days . . . Jack Stevensen, Paramount exchange salesman, bought a new car.

SEATTLE

Rodney Bush, assistant director of advertising and publicity for 20th-Fox, visited here and in Portland with Murry Lafayette, northwest exploiteer, before going to Los Angeles . . . Joe McElhinney, Film Classics salesman in Denver, was here to visit his brother Paul, Republic manager . . . John Danz, Sterling circuit president, is visiting in New York . . . Ben Shearer celebrated his birthday October 24.

William H. Thedford, recently appointed assistant to President Frank L. Newman sr. of Evergreen Theatres, was guest of honor at a luncheon attended by press and radio men that was hosted by Vic Gauntlett, Evergreen advertising manager . . . Mike Coles has joined the B. F. Shearer sales staff . . . Among exhibitors on Filmrow: Mickey DeLeo, Port Townsend; Ed Johnson, Spokane; Fred Gamble, Tacoma; Eldon Pollock jr., Mount Vernon; Arthur Zabel, Olympia; Walter Graham, Shelton, and William Andre, Tocoma.

A. M. Ahlskog, secretary and treasurer of Evergreen, is vacationing with Mrs. Ahlskog in San Francisco, Los Angeles and Palm Springs . . . B. F. and Florence Shearer and their daughter Sandra have left for their winter home in Palm Springs.

Roy Hunt will open his new Rubideaux Drive-In in Riverside November 3 . . . Bill Parker, former branch manager for Universal in San Francisco, has joined the local Metro office as a salesman . . . Glenn Harper's new Harper Theatre in Fontana is set for a grand opening early next month . . . Red Galbraith of Associated Theatre Advertisers pulled out for Oakland on a business junket.

Jerry Safron, Columbia district manager, is vacationing . . . The Avo, an 800-seater in Vista, Calif., will open November 15. Owned by J. B. Farthingham and Cleel McElroy, the Avo is being booked by Cooperative Theatres . . . Pete Gray, Paramount salesman, left for Arizona on a business trip . . . Off on a two-week junket around the territory is Sam Seigal, Columbia exploiteer.

Booking and buying visitors included Bill Peck, La Moda Theatre, Atascadero; Jimmy James of Beaumont; John Elliott, operator of the Knoll; Jack White of the Castle; Vic Mausbach, Circle, Greenfield; Lew Kanstein, owner of the Beekay in Tehachapi; Curt Donath, Mission in Fallbrook—a new house which opened October 9; Andy Mitzel, Mount Vernon Motor-In, San Bernardino; Arnold Anderson, who operates houses in Ontario and Chino.

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'Hamlet' Grosses 140 To Top Los Angeles

LOS ANGELES—It looks as if Will Shakespeare has a hit in "Hamlet." The Laurence Olivier film version thereof, beginning a roadshow engagement at advanced admissions, packed in enough patrons to boost the picture to the top among local first runs with an estimated 140 per cent.

(Average is 100)

Belmont, Culver, El Rey, Orpheum, Vogue—**The Untamed Breed** (Col); **Leather Gloves** (Col) 90
Carthay Circle, Chinese, State, Uptown, Loyola—**The Paradine Case** (SRO), 2nd run; **Million Dollar Weekend** (EL) 115
Downtown, Hollywood Paramounts—**Station West** (RKO); **Jungle Goddess** (SGP) 90
Egyptian, Los Angeles, Wilshire—**Luxury Liner** (MGM); **The Secret Land** (MGM), 2nd wk. 100
Four Music Halls, Pan-Pacific—**Red River** (UA), 3rd wk. 125
Four Star—**Hamlet** (U-I), roadshow 140
Guild, Iris, Ritz, Studio City, United Artists—**Kiss the Blood Off My Hands** (U-I); **Sword of the Avenger** (EL) 110
Pantages, Hillstreet—**Walk a Crooked Mile** (Col); **Black Eagle, the Story of a Horse** (Col), 2nd wk. 70
Warners Downtown, Hollywood, Wiltern—**Johnny Belinda** (WB); 3rd wk. 110

'Julia' Chalks Up 180 To Lead in Frisco

SAN FRANCISCO — "Julia Misbehaves," showing with "The Secret Land" at the Warner, chalked up 180 per cent to lead newcomers at the local first runs.

Esquire—**Urubu** (UA); **Bush Christmas** (U-I) 110
Fox—**Cry of the City** (20th-Fox); **Sons of Adventure** (Rep) 140
Golden Gate—**Race Street** (RKO); **Variety Time** (RKO), 2nd wk. 90
Orpheum—**The Loves of Carmen** (Col); **Black Eagle, the Story of a Horse** (Col), 2nd wk. 130
Paramount—**Miss Tatlock's Millions** (Para); **Inner Sanctum** (FC) 125
St. Francis—**Rope** (WB), 4th wk. 90
State—**I Cover the War** (U-I); **Saboteur** (U-I), reissues 100
United Artists—**Red River** (UA), 2nd wk. 175
United Nations—**Apartment for Peggy** (20th-Fox); **Night Wind** (Para), 3rd wk. 120
Warfield—**Julia Misbehaves** (MGM); **The Secret Land** (MGM) 180

'Peggy' Gathers Large Gross At Denver Theatres

DENVER—"Red River," single-billing at the Broadway against a town full of double bills, packed them in and held.

Aladdin and Rialto—**Apartment for Peggy** (20th-Fox); **Michael O'Halloran** (Mono), 5th d. t. wk. 163
Broadway—**Red River** (UA) 210
Denham—**Night Has a Thousand Eyes** (Para), 2nd wk.; **Triple Threat** (Col) 80
Denver and Esquire—**Time of Your Life** (UA); **Thunderhoof** (Col) 110
Orpheum—**The Pirate** (MGM); **The Secret Land** (MGM) 110
Paramount and Webber—**Northwest Stampede** (EL); **The Spiritualist** (EL) 100

Grosses Down in Seattle; 'Yankee,' 'Venus' Lead

SEATTLE—Grosses slipped considerably at local first runs for no apparent reason. "A Southern Yankee" registered 145 per cent at the Paramount to lead the city.

Blue Mouse—**The Loves of Carmen** (Col); **Gentleman From Nowhere** (Col), 3rd d. t. wk. 100
Coliseum—**Walk a Crooked Mile** (EL); **Triple Threat** (Col), 2nd wk. 70
Fifth Avenue—**Apartment for Peggy** (20th-Fox); **The Big Punch** (WB), 2nd wk. 110
Liberty—**Night Has a Thousand Eyes** (Para); **Rusty Leads the Way** (Col) 95
Music Box—**Rachel and the Stranger** (RKO); **Mystery in Mexico** (RKO), 4th d. t. wk. 100
Music Hall—**Cry of the City** (20th-Fox); **Anna Karenina** (20th-Fox) 65
Orpheum—**One Touch of Venus** (U-I); **Sword of the Avenger** (EL) 120
Paramount—**A Southern Yankee** (MGM); **The Hunted** (Mono) 145

LOS ANGELES

Several changes in Paramount's western sales division have been made by George A. Smith, division chief. Ward Pennington shifts from Kansas City as a salesman to San Francisco as branch manager. He will be succeeded in Kansas City by Frank Westbrook, Denver salesman. Paul Allmeyer is boosted from Denver booking manager to salesman and James R. Ricketts, assistant booking manager in Des Moines, moves to Denver as booking chief.

Jeff Livingston, U-I exploiteer, planed for Cleveland to set the premiere of "Hamlet" there after handling the local opening of the Laurence Olivier production.

Visitors at Monogram were H. J. Griffith, circuit operator in five western states, and Phil Isley, independent showman of Texas, who viewed partially completed footage of "Bad Boy." Griffith has booked the film into 450 theatres simultaneously in Texas, Oklahoma, Colorado, California and New Mexico, while Isley will give it the same treatment in 50 Texas houses . . . Joe Jarno, manager of Fox West Coast's Loma here, was back on the job after a Reno vacation.

William Glenn Balch and Louis L. Bryan, theatrical architects, staged a housewarming at their newly opened offices, with guests numbering more than 150 representatives of the exhibition and construction fields. Among others on hand were Producer-Director Lloyd Bacon, Harold Caballero of the Pacific Drive-Ins; Donald Guttman, owner of the Minnesota Midland chain, now constructing drive-ins in San Pedro and Compton, and Jack Anderson, theatre operator in Pomona and Ontario.

F. A. Bateman, Screen Guild's general sales manager, and his wife celebrated their 25th wedding anniversary November 3 by junketing to Palm Springs.

Kroger Babb of Hygienic Productions was host at a birthday party at the Roosevelt hotel honoring Mrs. Hugh Prince, mother of 6-year-old Ginger Prince, who'll star in Hygienic's "One Too Many." Babb has appointed Joe Brundle head of his company's public relations department, with Charlotte Lapin assigned as press chief on "One Too Many" and Hugh Tallsmith set as cameraman.

Harris Anderson, former booker-buyer for Grover Smith's theatres in Glendale, has gone into partnership with S. B. Steck of the Adams Theatre and will actively manage that house.

Western Amusement Co. sold its Campus in Hollywood to M. Rochlin, former operator of the La Tosca, and disposed of its Vista, also a Hollywood showcase, to Sid Pink of the Mayan . . . In from New York for huddles at the local office was Jack Kelly, Metro's short subjects manager . . . Theatre booking offices have been opened by both Earl Johnson, formerly with Cooperative Theatres, and Ish White, who recently resigned after 32 years with Paramount . . . Lou Berman and Tommy Huntington opened the Harbor Drive-In in Chula Vista November 3.

A Christmas opening is being aimed at by Pacific Drive-In Theatres for the new ozoner being constructed in Reseda in association with Paul Glick . . . Other drive-in construction activity found Donald Guttman, midwestern circuit operator, breaking ground in San Pedro for an 850-car outdoor house. Guttman plans another 900-car ozoner in the Los Angeles metropolitan area and is dickering for the acquisition of three other sites. He operates a chain in Minnesota in association with Ted Mann.

Fox Intermountain Execs Head Denver Radio Firm

DENVER—Aladdin Radio and Television, Inc., formed recently by Harry Huffman, Denver city manager for Fox Intermountain Theatres, has bought radio stations KLZ, Denver, and KVOR, Colorado Springs, from the Oklahoma Publishing Co. The reported price was around $1,000,000, with sale to be consummated when and if okayed by the FCC.

The Aladdin company is headed by Huffman as president; Frank H. Ricketson jr., president of Fox Intermountain Theatres, treasurer; Albert J. Gould, Fox Intermountain attorney, secretary, and Hugh B. Terry, KLZ manager, executive vice-president and general manager. Other Aladdin stockholders are Ted Gamble, Portland, Ore., and Elroy McCaw, Centralia, Wash. Everett Shupe will continue as KVOR manager.

Both KLZ and the Aladdin company have filed applications for a television permit.

Umatilla Mor to Open

UMATILLA, ORE.—The new Mor Theatre was scheduled for opening soon by owner L. A. Moore. The structure was near completion with only finishing touches and installation of projection equipment necessary prior to opening.

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Opening of 925-Seat Mesa Climaxes Seven-Month Drive at Costa Mesa

COSTA MESA, CALIF.—A campaign that started seven months ago to obtain a new theatre here culminated November 3 in the gala opening of the 925-seat Mesa Theatre, built here by the Griffith Co. after the clarification of legal complications and the lifting of building restrictions.

The Mesa is owned and operated by Mason Siler and is managed by Bob Shirley. The road toward the opening of the theatre began when citizens, in a civic poll, indicated near unanimous approval of the construction of a local theatre. Under the old housing law Costa Mesa had been denied a theatre for years. Expiration of controls over building expired just as the drive reached its climax and construction was begun immediately.

To Spend $150,000 at Arvin

ARVIN, CALIF.—A new $150,000 theatre and store will be constructed at Third and Hill streets here by James J. Banducci, who operates several houses in this community and in nearby Oildale. The architectural firm of William Glenn Balch & Louis L. Bryan already has started working drawings on the 700-seat showcase, and ground is slated to be broken in 30 days, with occupancy scheduled for March.

Include Video Theatre

SAN FRANCISCO—Construction has been resumed on the Coronet Theatre, newest enterprise of San Francisco Theatres, Inc., on Geary near Arguello here. The Coronet will be equipped with television facilities, housing a separate video theatre in addition to its regular film auditorium.

P. K. Lyons Gets Permit

BARSTOW, CALIF.—A $16,940 permit has been issued to P. K. Lyons of Long Beach for the construction of a drive-in on highway 66 southwest of here.

Five-Month Job Promised

COMPTON, CALIF.—Completion within five months of a $250,000 drive-in here has been promised if the city planning commission will grant a zone variance to the Compton Drive-In Theatre Corp., promoters of the drive-in revealed recently. Donald Guttman of Beverly Hills is president of the corporation which started work on a similar theatre in San Pedro early last month. The proposed local drive-in would accommodate 800 cars.

Remodeling Near Completion

DALLAS, ORE.—Remodeling work on the Rio Theatre is expected to be completed early in November. Donald E. Wernle, manager of the Rio and the Majestic, both owned by the Jesse Jones Theatre of Portland, said the new Rio would have new seats, decorations, screen, sound and projection equipment, and that it would seat 400 persons.

Bids Out for New Strebe

PALM SPRINGS, CALIF.—Earl Strebe has revealed that bids are out seeking the price of construction of the new Strebe Theatre to be built on North Palm Canyon drive.

Plans Drawn at Gunnison

GUNNISON, COLO.—An architect's model and a series of rough plans for the proposed new theatre building to be built here have been sent to Unique Theatre managers B. H. Snyder and George Besse by Thomas E. Moore of the architectural firm of Smith, Hegner & Moore of Denver. The plans are being studied, Snyder said, and the type of construction and location of the new building will be announced later. Best estimates place the cost of the building between $125,000 and $150,000.

Improve Oakland Eastmont

OAKLAND, CALIF.—Mrs. G. D. Whittemore, new manager of the Eastmont Theatre, has made a number of improvements in the lobby of that theatre and has just completed a paintup and modernization campaign at the local showcase.

Redding Starlight to Open

REDDING, CALIF.—The Starlight Drive-In, being built here by three local men, is expected to be ready for opening about November 15. The project, financed by Nordell Huffaker, automobile salesman; Merit L. Espy, architect and carpenter, and Arthur O. Perkins, state highway employe, will cost from $40,000 to $50,000. The drive-in will accommodate 400 cars and will include a snack bar and individual speakers.

Hectic Opening Night For Lindsay Parsons

LINDSAY, CALIF.—The new Parsons Theatre here almost didn't open on schedule recently while owner Aubrey Parsons dashed around trying to get the second half of his double bill opening night program into town.

One half of the double feature was on hand. The other was being flown in from San Francisco. The plane carrying the film reached Visalia airport but couldn't land because the airport lights were off. Parsons tried in vain to find someone to turn on the lights. Finally, the Lane Trucking Co. with offices near the airport, came to the rescue. It sent two of its trucks to the landing field to provide lights. Parsons got his film and the opening of the new theatre went on as scheduled.



J. Lloyd Hughes Buried; Wray, Colo., Exhibitor

WRAY, COLO.—Funeral services were held recently at the Methodist church here for J. Lloyd Hughes, local theatre operator and a member of the Wray town board. Hughes was 60 years old at the time of his death. He had been afflicted with a heart ailment for many years and had suffered previous attacks. Prior to coming here Hughes operated the Burlington Theatre in Burlington, Colo., then owned by his brother J. A. Hughes and J. K. Powell. When the Burlington was sold in 1943 Hughes came here to live and to manage the local showcase. He is survived by his wife, two brothers and three sisters.

L. J. Williams to Manage Esquire at Fresno

FRESNO—L. J. Williams, district manager for the Robert L. Lippert theatres in Modesto, Klamath Falls and Eureka, has assumed new duties as manager of the Esquire Theatre here. He replaced R. P. Corbin, who managed the house since its completion last April, and who was transferred to the Redwood circuit, comprising theatres in Fortuna, Arcadia, Fort Bragg and Willets. Williams has been in theatre business for 20 years and for seven years was manager of newsreel theatres in Oakland and San Francisco.

Candidate Gives Passes Instead of Long Speech

SPOKANE—James Keefe, Democratic candidate for state senator from the Third district, and manager of the Orpheum, spoke at a luncheon meeting of the Old-Age Pension league recently and said he favored measures to aid senior citizens. He then passed out tickets to "Rose of Washington Square" at the Orpheum.

Said Keefe: "I thought they would think more of me if I gave them a free pass to the picture than if I gave them a long speech."

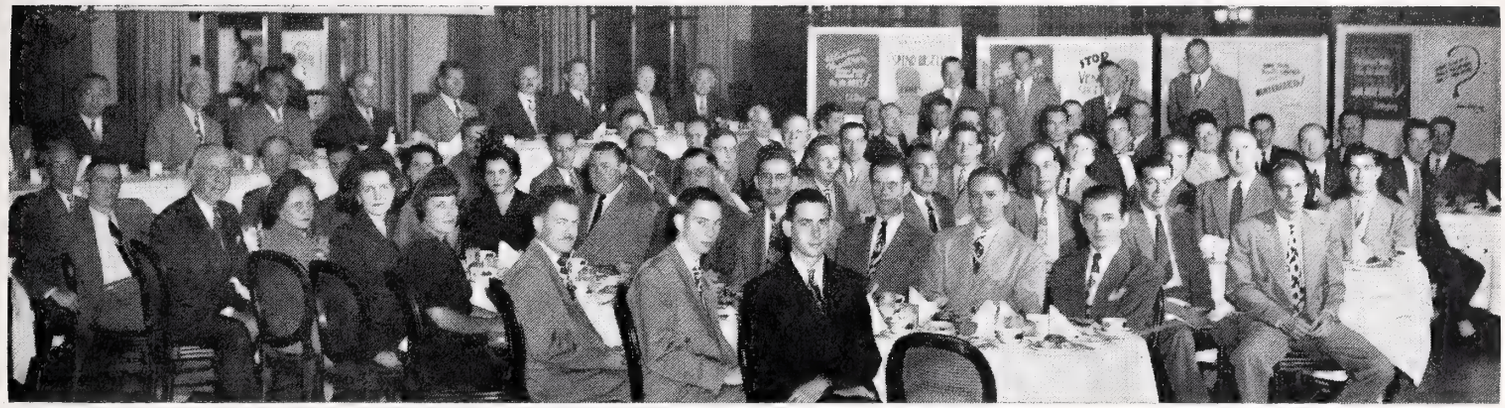
Vallejo, Calif., Esquire Badly Damaged in Fire

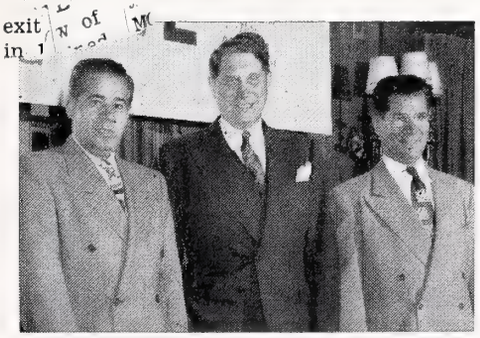
VALLEJO, CALIF.—Flames spreading through the Esquire Theatre at Fourth and Chestnut streets here caused considerable damage to seats and equipment recently. Fire Chief Laddie Jacobson said the conflagration apparently started in the first rows of seats and spread to the stage, curtains and screen. The stage was damaged seriously though firemen were unable to make an estimate of the damage. The Esquire is owned by Syufy Enterprises of which Ray Syufy is vice-president and general manager.

A. H. Lockwood to Speak At Meeting of SCTOA

LOS ANGELES—On his first visit to the western territory since his recent election to the presidency of the Theatre Owners of America, Arthur H. Lockwood is due here in December and will address a general membership meeting of the Southern California Theatre Owners Ass'n, a TOA affiliate. Lockwood will be accompanied to the coast by Herman Levy, TOA general counsel.

Personnel of Alliance Circuit at Annual Get-Together





Pictured above is personnel from Alliance Theatre Corp. meeting in Indianapolis at the 13th annual summer drive get-together. At the speaker's table: Harold S. Knudsen, supervisor of northern district; Lew Harris, in charge of maintenance and purchasing; Sam Neall, city manager at Kokomo, Ind.; James Gregory, assistant general manager; Pete Panagos, assistant to James and S. J. Gregory; S. J. Gregory, vice-president and general manager; John Doerr, head of the film buying department; P. J. Dee, president; R. H. Brandt, controller and office manager, and Nat Blank, supervisor of the southern district.

Seated at the other tables are other Alliance home office personnel, partners, managers and assistants from the theatres that Alliance operates in Indiana, Illinois and Wisconsin. In the smaller photo, assistant General Manager James Gregory, President Dee, and Vice-President S. J. Gregory, talk things over at the meeting.

INDIANAPOLIS—S. J. Gregory, vice-president and general manager of Alliance Theatre Corp., presided over the circuit's 13th annual summer drive meeting at the Claypool hotel here and emphasized that the many outstanding exploitation campaigns, promotions and tieups made this year's drive the success that it was.

During the meeting Gregory handed out cash drive awards to the winning managers.

Regular drive award winners were: First place, H. Lisle Krieghbaum, Times, Rochester, Ind.; second, Roy Eggman, Frankfort, Ind.; third, Tom Harmeson, Anderson Drive-In, Anderson, Ind.; fourth, Bud Jones, Jefferson, Fort Wayne; fifth, Howard Tilley, Logansport; sixth, Bob Bachman, State, Anderson; seventh, Larry Waters, Vincennes; eighth, Roy Chrisman, Downers Grove, Ill.; ninth, N. D. McCollom, Paramount, Anderson, and Bob Jackson, Times, Anderson.

Showmanship award winners were: First, Bud Jones, Jefferson, Fort Wayne; second, Bob Jackson, Times, Anderson; tied for third and fourth place, Bob Bachman, State, Anderson, and George Pappas, Peru; fifth, N. D. McCollom, Paramount, Anderson.

Special vending week award winners: First, R. H. Gulmyer, Knox, Ind.; second, Larry Waters, Vincennes; third, Bob Bachman, State, Anderson.

Regular vending award winners: First, N. D. McCollom, Paramount, Anderson; second, Bud Jones, Jefferson, Fort Wayne; third, Tom Harmeson, Anderson Drive-In, Anderson; fourth, Bob Jackson, Times, Anderson; fifth, Howard Tilley, Logansport.

Special awards for outstanding promotions: First, Bud Jones, Fort Wayne; second, George Pappas, Peru; third, Bob Bachman, State, Anderson; fourth, N. D. McCollom, Paramount, Anderson.

Video to Aid Theatres For B&K in Chicago

CHICAGO — John Balaban, director of Balaban & Katz Television Theatre here, recently told of the appointment of an advisory planning board to study the problem of how the theatre can help television, through the Balaban video unit WBKB, and how television can help the theatre.

Showmen named for the advisory board included Nate Platt, Elmer C. Upton, David B. Wallerstein and William K. Hollander, executive heads of Balaban & Katz theatre organization.

"These men," said Balaban, "will assist John Mitchell, business manager, and me in such matters as auditioning of new shows, deciding future policy and passing on key personnel.

"This cooperation can bring about only one result, namely: the show-loving people of Chicago whom we have served these past 31 years will enjoy the utmost in entertainment on WBKB.

Balaban said WBKB also would install Paramount's $30,000 teletranscription recorder, expected by Christmas. The device will offer a valuable service to advertising agencies, other stations, universities and film companies. The Chicago Theatre is expected to be the outlet in which the new recorder will be installed. Known as the "70-second process," the first recorder of this type has been tested successfully in the Paramount Theatre in New York City.

Ways and means of introducing live television in the nature of special events into Balaban & Katz theatres, are being studied by the station's planning board. An announcement of the first live television experiment is expected soon after the installation of the recorder has been made.

Louis Simonini Named Harvard, Ill., Manager

HARVARD, ILL.—Louis Simonini, former manager of the Saunders Theatre here, has returned to that post succeeding Glenn Lucas, manager for the last few months, who has been transferred to another theatre in the Chicago area by the Alliance Theatre Corp. The theatre owners have revealed plans for enlarging and modernizing the theatre.

Republic's J. R. Grainger Is a St. Louis Visitor

ST. LOUIS—James R. Grainger, Republic's executive vice-president in charge of sales and distribution, was here recently en route to New Orleans. While here, he spent some time with Harry C. and Eddie Arthur and also had a chat with Charley Goldman. He and Nat Steinberg, Republic manager, worked out a deal with the Arthurs to cover first runs and subsequent run engagements for Republic pictures in St. Louis.

St. Louis is expected to play a prominent part in Republic's Testimonial Sales drive commemorating Grainger's ten years with the company. The campaign opened September 27 and will run through December 31.

North Webster Theatre Opens

NORTH WEBSTER, IND.—The Lakeland Theatre here has been opened formally by owners Celia and James Durham. The Lakeland seats 400 persons and is complete with modern rest rooms and a candy and popcorn counter. Policy calls for nightly showings and matinees on Saturdays and Sundays.

CHICAGO

The Variety Club Halloween jamboree was one of the most enjoyable affairs ever staged by the group. Tom Flannery, head of White Way Sign Service, was host to 300 members and their ladies. Charles Cottle, B&K district manager, a galaxy of radio and night club stars who entertained, and Dick Sachsel, was emcee. An elaborate buffet was served, and dancing to the music of Corry Lynne and his band continued until the wee hours.

Marvin Weil, White Way Sign Co., was out of the hospital. He will go to Florida soon for a rest . . . Lucy Elrod, booker for Eagle Lion, has switched to the Monogram booking department . . . Morie Krushen, UA exploitation manager, was in town to assist Chick Evens, local publicist, to spark the midwest premiere of "My Dear Secretary" at the Oriental . . . Ben Eisenberg, Monogram sales manager, made a donation to LaRabida Jackson Park Sanitarium as a memorial to the late William Baker.

Captain Bill Eddy, president of Television Associates, flew to Detroit, Washington and New York for business conferences . . . The B&K publicity staff gave a reception for Norman Dollinger of the art department on his forthcoming marriage to Margaret Whitebloom . . . Burt Lancaster was in town and being escorted about by U-I publicist Ben Katz . . . Monia Starr, 84, father-in-lawtre Henri Elman, died from injuries sustained when he was struck by a street car.

James Gregory, Alliance Theatre executive, returned from a vacation at Hot Springs, Ark. . . . Laurence Olivier's "Hamlet" opened strong at the Apollo Theatre with two performances daily at roadshow prices . . . An official navy film on the Bikini atom bomb tests can now be seen at the Museum of Science and Industry here. "Operation Crossroads" is being shown at the naval aviation training exhibit.

Mrs. Joseph Anthony, wife of the late Balaban & Katz manager, was found dead . . . Sam Myers, owner of the Wilmette, Ill., theatre, is remodeling the house. He will install a porcelain enamel front, open face canopy and new marquee . . . S. J. Goldstein and Lewis W. Schiflin have formed the Theatre Prize Contest Co., with offices at 134 N. LaSalle St. . . . Sammy Embers, who left the National Screen Service two months ago to join the Mindlin Trailer Co., has returned to NSS at its Dallas branch.

Chicago theatres cooperated with the city in observing Fire Prevention week by showing trailers and lobby displays . . . B&K managerial assignments include Forrest Hill, assistant at the Howard; Lou Santucci, assistant at the Central Park; Hector Bishop, manager at the Cine, replacing Hal Levy, who resigned . . . Arthur Greene, film financier, reports the opening of a Hollywood office under the name of Standard Properties, with F. Wallach as manager . . . Ernest Grohe met death last week when he fell from a window in a building at Phoenix, Ariz., where he had lived since he retired from the 20th-Fox exchange here.

William F. Kruse, retiring vice-president of United World Films, will open a public relations office here . . . Operators IATSE Local 110 has the distinction of having its first member, Earle J. Ferney, for the last 18 years at the B&K Nortown Theatre, retired on a pension of $100 monthly, starting October 28. This is the first member to retire under the new labor contract signed by the Chicago local and Chicago exhibitors last September 1 . . . John Dromey, mayor of North Chicago and head booker for Great States circuit, was vacationing in Miami, Fla.

Sid Blumenstock was here huddling at B&K regarding the early Garrick opening of 20th-Fox's "The Snake Pit" . . . A bill was passed by the house of representatives in Kingston, Jamaica, enabling the government to grant a monopoly franchise to Kingswood Films of Chicago to found a film colony there. It contained a special proviso, however, to allow MGM to make a Robinson Crusoe film . . . Aaron Bartelstein, son of theatre owner Albert Bartelstein, and who was seriously injured in an auto crash as he and five other students returned from a football game, is recuperating at Oak Forest hospital.

Mike Ford, MGM salesman who was in New York for five weeks taking an executive training course, returned here . . . "The Vicious Circle," story about anti-Semitism and intolerance, will premiere at B&K theatres November 5.

Office Worker Union Plans To Picket B&K Theatres

CHICAGO—Planned picketing of Balaban & Katz theatres in Chicago in an effort to attain wage increases and negotiation privileges was announced by officers of the CIO Screen Office & Professional Employes Guild and the CIO Screen Publicists Guild. One theatre, the United Artists in downtown Chicago, already has been "trial picketed."

The union declared picketing would continue until "the companies negotiate with the union" which is demanding a 15 per cent general increase in wages and establishment of a $30 weekly minimum. The minimum wage level in the home offices now stands at $23 weekly, the union said.

Chicago Censors Review 89 Films, Make 14 Cuts

CHICAGO—The motion picture censor board of Chicago police department reviewed 89 pictures (356,000 feet of film) last month, made 14 cuts, classified for "adults only" U-I's "Kiss the Blood Off My Hands," 20th-Fox's "Snake Pit," and Azteca's Italian film, "Mistress Temptation." Two were rejected, Jewel's "HE," and Super's Italian film, "Merry Chase."

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High Video Interest Shown in Milwaukee

MILWAUKEE — A survey recently revealed that chain televised broadcasters of sporting events had increased interest in television considerably as owners of department and appliance stores and other retailers reported traffic was jammed before show windows in which video receiving sets had been installed. The survey also revealed that all of Milwaukee's 7,000 receiving sets were in operation during the World Series.

Tavern operators reported a terrific increase in business during the video broadcasts. Many new patrons, they said, jammed into the taverns, a large number ordering soft drinks as they watched the events. Persons owning private sets reported that neighbors dropped in to see the televised sporting matches and that even deliverymen calling at the homes and business establishments stayed to see the video shows.

Television set retailers reported a marked increase in sales of television sets following the chain broadcasts of the baseball and football games.

Theatres Asked to Help Chicago Chest Drive

CHICAGO—In issuing an appeal to the theatre and entertainment division for support of the current Community fund drive, Jack Kirsch, president of Allied Theatres of Illinois, and this year's chairman of the amusement industry group, stressed the importance of solicitation among all employes.

Serving with Kirsch as co-chairmen of their respective groups are Elmer Balaban of H&E Balaban Theatres, Frank Smith of RKO Theatres, James Gregory of Alliance Theatres, Elmer Immerman of Balaban & Katz, James Hosty, Richard Zeller and Henry Kemp of Essaness Theatres, Harry Turrel of Warner Theatres, Col. L. R. Kupfer and Martin N. O'Brien of Schoenstadt Theatres and R. V. Gottschall of Manta & Rose Theatres.

Other co-chairmen and the groups handled by them are Independent Theatres, Saul Lockwood, Arthur F. Sass, Oscar Brotman, F. Dudley Gazzolo, Van Nomikos; Motion Picture Distributors, A. Jack Shumow, W. E. Banford, T. R. Gilliam; Theatre Printers, Equipment, Supplies and Services, Tom Flannery, Sam Levinsohn; Theatrical Agents, Leo C. Salkin; Ballrooms and Skating Rinks, William Karzas, Wes Aronson; Sports, Harry Hannan, Irv Schoenwald; Producer and Studios, Fred Mindlin, Harris Silverberg, and Legitimate Theatres, Herbert R. Ries.

Two Ask Drive-In Permits

JOLIET, ILL.—Applications for two drive-in theatre permits were scheduled for hearing before the city zoning commission here. The first application was filed by Thomas I. Wagner, a local business man, who asked that 20 acres of land be reclassified to permit the theatre construction. Buildings would include two ticket booths and a refreshment stand and would cost about $50,000, Wagner said.

The second application came from Sam J. Switow, president of the firm which is planning the drive-in, and Gilbert May, his associate, petitioning for a permit to build a $150,000 to $200,000 drive-in with a capacity of 1,000 cars. The circuit now operates drive-ins in Indiana, Kentucky and West Virginia.

Manager Bill Koster Finds Patrons Of Drive-In Are New Filmgoers

MILWAUKEE—Grading and construction on the second side of the double-faced 90-foot tower of 41 Outdoor Theatre has been started, according to Manager Bill Koster. When this work is completed a theatre capacity of over 1,800 cars or 5,000 people will be provided.

EMPTIES IN 12 MINUTES

The 41 Outdoor has 14 ramps, with 32 cars on the first ramp, to 106 cars on the 14th ramp. The theatre has two boxoffices, each with cashier and four ticket vendors. Using two boxoffices, the top number of cars that can be handled per minute is 15, filling the theatre in one hour. A large spillway, or exit road, permits the emptying of the theatre in 12 minutes.

Koster says, "During the last summer, managers from theatres in Milwaukee have told me that the 41 Outdoor must be affecting their grosses. I made an effort to find out where my patrons were coming from and whether they were regular attendants by questioning over 300 families during the hour before the show started. Over 95 per cent of those questioned claimed that they seldom attended indoor motion pictures, especially in the summer. I am convinced that at present, at least in the Milwaukee area, drive-ins do not reduce attendance in other theatres; but will, on the contrary, develop the film going habit and will bring new faces into the indoor theatres during the winter season."

MANY VISITORS COME

"Since the opening of the 41 Outdoor," Koster continued, "many theatre managers of other outdoor theatres from all over the country, including one prospective builder from South America, visited and inspected it. Their opinions on construction, operation and product, varied to such an extent that I am convinced there are few who know all the answers about outdoor theatres. Some elaborate drive-ins are apparently doing less business than some which have been inexpensively constructed. So far, the important factors of a successful operation are in projection, sound, and visibility, plus the amount of competition in the area. In Ohio and Texas, so many drive-ins have been built within a limited radius that a large share of them are not too profitable. A year ago, an operator who had 15 drive-ins scattered around the midwest, claimed that a population of 100,000 within a radius of 20 miles was necessary for the successful operation of a 600-car outdoor theatre. Our own experience has shown this to be quite accurate. A successful outdoor theatre requires a much larger proportion of population than an indoor theatre. Operators who might plan to build drive-ins near small communities may find that they will not have enough patronage for a successful operation.

"Every night brings its quota of car breakdowns. They run out of gas. They have flat tires and often no spare. Their motors die just as they drive up to the boxoffice or in the middle of the spillway when we are trying to unload 800 cars as fast as possible. To give good service, it is necessary to have gas available and to have one or two men on the parking crew who are proficient mechanics. The handiest gadget in the entire theatre is a jeep which can tow stalled cars, bring employes to and from work, grade roads and ramps and sprinkle calcium chloride during a long dry season to prevent road dust.

Pirtle Circuit Will Build Jerseyville Theatre

JERSEYVILLE, ILL.—Sam E. Pirtle, senior member of the Pirtle circuit of theatres, Jerseyville, Ill., was in St. Louis recently to confer with architect O. W. Stiegemeyer regarding plans for the new 680-seat house the circuit will erect on East Pearl street here.

The new stadium-type building will be four feet wider and 12 feet longer than the 500-seat Orpheum, which Pirtle also owns. The circuit will continue to operate the Orpheum after the new house is opened.

It is expected that the reconstruction of the 450-seat Jersey, which was badly damaged by fire last month, will get into full swing at an early date. That house is owned by the Ballard, Horn & Metcalf circuit.

Joe Goldfarb Remodels Uptown at Alton, Ill.

ALTON, ILL.—Joe Goldfarb has completed an extensive remodeling and redecorating program for his 500-seat Uptown in the upper Alton area. It is understood the improvements cost well in excess of $30,000. They included a new marquee and an entire new modern front of porcelain, stainless steel and chromium. The color scheme is in tones of gray and blue with gold and chrome touches. The interior also was redecorated and a new sound system was purchased through the St. Louis Theatre Supply Co.

'Souls in Pawn' Seized

MILWAUKEE—"Souls in Pawn," the opus shown at the Atlas, operated by Clement Kraemer, was termed obscene by Judge Ted Wedemeyer in district court here, and Duane Schubert, Atlas manager, was arraigned on a charge of exhibiting an obscene film. The film was confiscated by the police. Schubert was given a continuance to November 12, under $500 bond.

Stagehand Recovers

MILWAUKEE—Arnold "Bozo" Skinkle, well-known Riverside stagehand who has been on tour with "Burlesque," is on the mend. "Bozo" was injured two weeks ago in Pasadena, Calif., when a heavily loaded box fell and struck him on the head. He was hospitalized but recovered rapidly and is due in Milwaukee shortly.

Build at Abingdon, Ill.

ABINGDON, ILL.—Construction of a 690-seat theatre here for the Pirtle circuit of Jerseyville is now about two-thirds completed. The clearing of the site was started early in June. Pirtle also owns the 350-seat Bijou here.

INDIANAPOLIS

Dudley Williston, head of the Williston circuit, operators in Indianapolis and Louisville, will leave about the middle of November for his annual winter stay in Florida . . . Peter Rosian, district manager for U-I, was a local visitor . . . Film salesmen, exchange executives and supply dealers visited the Kentucky Theatre Owners convention at the Seelbach hotel, Louisville, October 27, 28 . . . Hazel Patrick, contract clerk at 20th-Fox, has resigned to join the Y&W Management staff.

Herbert Peckman, New York publicity man, will assist Bernie Serlin in the publicity for "June Bride" in Indiana . . . Earl Herndon of Affiliated Theatres, Inc., is driving a new car . . . Irene Ayres, order clerk at National Screen Service, was confined at home after a fall from a ladder . . . Horace Schock, operator of the Wayne Auto Drive-In, Fort Wayne, Ind., is booking pictures for November, providing the weather permits. Carl Harthill is elated over the success of "The Babe Ruth Story" in various Indiana cities.

Edwin Brauer, manager for Republic, spent several days in the northern territory and visited the offices of Alliance circuit in Chicago . . . Pete Mallers of the Mallers circuit, Fort Wayne, Ind., went to New York to meet his mother-in-law who arrived in America from Greece. They will spend several days in Atlantic City before returning to Fort Wayne.

John Keller, booker for RKO, was confined at home by a severe cold . . . H. H. Mayer, RCA district service manager, was a visitor at the Midwest Theatre Supply Co. . . . The Orpheum Theatre, Louisville, is being redecorated and renovated . . . The Hilltop Theatre, operated by the Hilltop Amusement Co., Louisville, has installed a modern concession booth . . . The Airway Theatre, Evansville, Ind., managed by Vernon Powell, has added a matinee performance on Wednesdays.

Eugene Steurle, operator of the Broadway, Louisville, has retrieved a safe taken by bandits several weeks ago. The safe was badly damaged and the combination was broken off for a loot of 16 cents . . . Leo Ciaco, operator of the Downs Theatre, Louisville, is preparing for a house full of guests who will attend the fall meeting at Churchill Downs . . . Herman Morgan, U-I salesman, according to last reports, heads the list in the Presidential drive.

Moe Esserman, salesman for U-I, made his first trip to the southern territory, including part of Kentucky, with Frank Warren, who formerly covered the district . . . The Bennett circuit is preparing to open the new 400-seat theatre at Owensboro, Ky. Bloomer Bennett is head of the circuit . . . Silver Rayley, operator of the new Swiss Theatre, Tell City, Ind., reports that his wife was rushed to a local hospital for an emergency appendectomy.

Filmrow visitors included Harry Van Noy of the Van Noy, Middletown; E. H. Austin, Austin, Versailles; Joe Schilling, Auditorium, Connersville; William Studebaker, Logan, Logansport; S. W. Goodman, Poseyville; Bill Handley, Rembusch circuit, and Franklin and Walter Weil, Weil, Greenfield.

Hugh B. Kiesler is building a new theatre at Palmyra, Ind. The house has been named the Palm and has a 350-seat capacity . . . Claude McKean, manager for Warner Bros. here, visited exhibitors in Louisville and southern Indiana . . . The Bloom Theatre, Bloomfield, Ky. was taken over by Morris Smith, who operates a theatre at Taylorsville, Ky. . . . Angelia Geloff, bookers stenographer, attended the Indiana homecoming at Indiana university.

Circuit Plans to Reopen Greencastle Granada

GREENCASTLE, IND.—Tentative plans to reopen the Granada Theatre here as soon as possible were revealed recently by Art Clark, business manager for Vonderschmidt Theatres. Clark said plans had been made to remodel and reopen the theatre but that certain material shortages and labor delays had delayed the project.

He met with Ray Partlow of the local chamber of commerce in Bloomington, when Partlow was sent there to urge Vonderschmidt Theatres to reopen the Granada.

Juvenile Roles in 'El Paso'

Juvenile roles in Pine-Thomas' "El Paso" for Paramount release were handed Peggy McIntyre and Arthur Space.



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Politics and Parades Force Grosses Down

CHICAGO—President Truman and Governor Dewey, both in town for a couple of days, brought huge crowds to downtown Chicago for parades and other festivities. Others stayed home glued to their radios and television sets. Considering all that, business was pretty good at Loop houses. The Chicago, with "Apartment for Peggy" on the screen plus Mickey Rooney heading a stage show, had a great week, and the RKO Palace, with a world premiere of "Station West," plus Hollywood Stars in person, had a banner week. The Danny Kaye opus, "A Song Is Born," opened strong at the Woods.

(Average is 100)

Apollo—**My Son, My Son** (UA); **International Lady** (UA), reissues 90
Chicago—**Apartment for Peggy** (20th-Fox), plus stage show 140
Garrick—**Triple Threat** (Col); **Black Eagle, the Story of a Horse** (Col) 90
Grand—**The Pearl** (RKO 100
Oriental—**The Luck of the Irish** (20th-Fox), plus stage show, 2nd wk. 115
Palace—**Station West** (RKO) 120
Rialto—**Rope** (WB), 4th d. t. wk. 100
Roosevelt—**Cry of the City** (20th-Fox) 95
State-Lake—**Julia Misbehaves** (MGM), 2nd wk. 90
Studio—**Hollywood Burlesque** (Capitol); **Night at the Follies** (Cap), 2nd wk. 110
United Artists—**Gone With the Wind** (MGM), 3rd d. t. run (popular prices) 90
Woods—**A Song Is Born** (RKO) 130
World Playhouse—**Beauty and the Beast** (Lopert), 2nd wk. 110

'Julia' Leads Newcomers At Milwaukee Theatres

MILWAUKEE—While Indian summer sent many on weekend jaunts, early Christmas shopping brought others downtown, and the first runs registered a fair week "Julia Misbehaves" at the Towne topped the newcomers "Johnny Belinda," in a second round with "Out of the Storm" at the Warner, chalked up a hefty 135 per cent.

Alhambra—**Count of Monte Cristo** (UA); **The Son of Monte Cristo** (UA), reissues 100
Palace—**The Crusades** (Para); **High Seas** (20th-Fox) 95
Riverside—**The Velvet Touch** (RKO); **In This Corner** (EL) 98
Strand—**Tower of London** (U-I); **Man Who Reclaimed His Head** (U-I), reissues 85
Towne—**Julia Misbehaves** (MGM) 115
Wisconsin—**Sorry, Wrong Number** (Para); **Black Eagle, the Story of a Horse** (Col), 2nd wk. 100
Warner—**Johnny Belinda** (WB); **Out of the Storm** (Rep), 2nd wk. 135

'Yankee' Leads With 150 In Indianapolis

INDIANAPOLIS—Grosses were considered good at local first run houses as Loew's pulled out in front of the pack with 150 per cent on "A Southern Yankee." The weather was favorable and with most amusement spots closed for the winter season, patrons were attracted to the theatres. Subsequent houses also reported favorable business.

Circle—**The Luck of the Irish** (20th-Fox); **The Gay Intruders** (20th-Fox) 110
Indiana—**Rope** (WB); **Joe Palooka in Winner Take All** (Mono) 120
Loew's—**A Southern Yankee** (MGM); **The Secret Land** (MGM) 150
Lyric—**The Crusades** (Para), reissue 125

Larceny Charge Brings One-Year Probation

CHICAGO—Leo G. Kosta, 33, former assistant manager of the State-Lake Theatre here, was placed on probation for one year by Judge Charles S. Dougherty in felony court on a charge of larceny.

Kosta pleaded guilty to conspiring with ticket cashiers at the theatre to resell tickets sold at the boxoffice but not destroyed at the door. Probation was granted with the approval of attorneys for Balaban & Katz, owners of the theatre. Kosta made full restitution, his attorney said.

Marion Bodwell, 25-Year Exhibitor, Started as Theatre Helper at 10

WYOMING, ILL.—Marion F. Bodwell, owner and manager of the Paramount Theatre here, celebrated his 25th anniversary as a motion picture exhibitor on Thursday (21). Bodwell entered the industry 31 years ago at the age of 10 when he began distributing handbills and taking tickets at the old Lyceum, then under the management of the late L. A. Castle.

Three years later, while World War I was well on its way, Bodwell, at the age of 13, took over as projectionist, janitor, booker and buyer for the Lyceum, then owned by Emery E. Cox. The Lyceum was open four nights a week, Sunday, Tuesday, Thursday and Saturday, and for the four nights' work Bodwell received a total of $8, $1.50 a night for operating the projector and 50 cents a night for the janitor work.

"The buying and booking apparently were free gratis," Bodwell recalled, "but even so, it was a lot of fun. Film salesmen used to call me out of class at school and, like all kids, I thought that was great stuff."

Bodwell graduated from high school in June 1923 and went to his boss asking him to "advance my salary from $8 to $15 per week for full time work." He was turned down so Bodwell "decided to go in competition" with his old boss. On the 21st day of October, Bodwell went into show business for himself and started the Paramount Theatre upstairs in a former dance hall known as Harty's Hall.

Bodwell bought his first contracts for pictures from C. W. Vidor, a William Fox representative; Harry Chadness from Paramount, and "Bull" Provencher of Renown.

"I had only three products," Bodwell recalled," and the old Lyceum was out of business in less than a year. My opening program was a Paramount Cosmopolitan production, 'When Knighthood Was in Flower,' a silent film starring Marion Davies and William Powell.

"I moved to the present ground floor location in August of 1934. My biggest grossing pictures were 'The Covered Wagon,' 'Ten Commandments,' 'The Big Parade' and 'Ben Hur,' all silent films, and 'The Singing Fool' and 'The Desert Song' in sound.

Bodwell is married and has one child Thomas Wendell, who, his father said, doesn't like anything but westerns. Bodwell was first president of the Wyoming Community club and is a member of the board of directors for the United Theatre Owners of Illinois.

Big Chicago Delegation To Allied Convention

CHICAGO—At the rate reservations are being received for the Allied National convention being held in New Orleans, November 29-December 1, Allied Theatres of Illinois, Inc., according to President Jack Kirsch, will have a sizeable delegation in attendance.

In addition to Mr. and Mrs. Kirsch, who will head the Chicago group going to New Orleans in a special car, reservations have been received from Mr. and Mrs. Lou H. Harrison of Goodman & Harrison Theatres, Van Nomikos of Van Nomikos Theatres, attorney and Mrs. Thomas C. McConnell, Mr. and Mrs. Richard B. Salkin of Jackson Park Theatre, Mr. and Mrs. Abraham Auerbach and daughter of New Strand Theatre, Mr. and Mrs. Arthur Sass of Alamo and Famous theatres, James Gregory, Pete Panagos and John Doer of Alliance Theatres, Robert Lubliner of Lubliner & Booth theatres, Mr. and Mrs. Benjamin Banowitz of Banowitz Theatres, Mr. and Mrs. Mayer Stern of Joseph Stern Theatres, Samuel Abrahams of Crest Theatres and Mr. and Mrs. Sol Best of the Holly Theatre.

To Build at Madison, Wis.

MADISON—Plans are being made here for a new motion picture theatre, tentatively known as the West Theatre. It will be constructed for Standard Theatres, Inc., which now operates the Eastwood. The new house will have parking facilities for patrons.

F. J. Lee to St. Louis As Manager for EL

ST. LOUIS—F. J. Lee, former Des Moines, Iowa, manager for Eagle Lion, has assumed his new duties as the successor to Joe Woodward as St. Louis manager for the company. Lee had been the EL Des Moines manager for more than three years and prior to that had been Monogram's manager in Kansas City.

Starting his film career while a high school student some 30 years ago. Lee's first job was as janitor and projectionist for the Morris-Grand Theatre, an independent house, in Hot Springs, S. D. He continued to serve as projectionist while attending South Dakota State college.

After graduating from college, he spent 18 months as owner of a theatre in Rushville, Neb., in 1924 and 1925. He next entered the distribution end of the business as a salesman for FBO in Denver, working there for 16 years and later with RKO in Denver. Five years ago he went to Kansas City to become Monogram manager there.

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ST. LOUIS

Robert Alvey, 26-year-old clerk who shot Eugene H. Abeln, treasurer of Fanchon & Marco's 5,000-seat Fox Theatre in an attempted holdup early this year was sentenced to serve six months in the work house by Judge William S. Connor after pleading guilty to a charge of common assault. The charge was reduced from that of assault with intent to rob prior to entering of the guilty plea. The work house term was recommended by assistant circuit attorney Edward L. Dowd, who told Judge Connor that the wounded theatre treasurer joined in the recommendation. Abeln has recovered from the effects of the wound.

Al Zimbalist, Film Classics ad-publicity chief, has been here in connection with the advance campaign for "Sofia—City of Intrigue," which had its first run at the St. Louis Theatre . . . Joseph Oppenheimer, theatrical man who died in New York recently at the age of 83 years, once operated the American and Garrick theatres in St. Louis and the suburban Garden Theatre in Wellston, St. Louis county, prior to moving to New York in 1925.

Skating Vanities, combination roller skating and stage production revue, opened a six-night engagement at the Arena. Gloria Nord is star of the show, produced by Harold Steinman . . . William F. Kruse, retiring United World vice-president, and L. C. Larsen, president of the Film Council of America and head of the University of Indiana, audio-visual education department, were speakers at the two-day ANTFA meeting here.

Inspection of the high radio and television transmission towers has presented a tough problem for Building Commissioner A. H. Baum since there is nothing in the city's building code regulating the height of such structures. The city hasn't men skilled in the inspection of such towers, so Baum has decided to pass the buck along to the owners of the towers by amending the city code to require annual inspection by competent engineers to be employed and paid by the owners. A $2 fee for checking and filing will be exacted by the city.

Bud Moran, salesman, is the new St. Louis manager for Selznick Releasing Organization, with offices in the Continental building. He succeeds Jimmy McCann, who came here from Chicago when Amos Leonard was transferred to the east by SRO. Moran has been a salesman for Eagle Lion, United Artists, Warner Bros. and Republic.

F. J. Lee, the new manager for Eagle Lion, came here from Des Moines to succeed Joe Woodward, who resigned to accept a booking-buyer position with Delft Theatres, Inc., at Milwaukee . . . Hall Walsh, district manager for Warners, was in Des Moines . . . W. E. Horsefield, owner of the 500-seat Morgan, Morganfield, Ky., went to Louisville to attend a gathering of the Kentucky Ass'n of Theatre Owners . . . Tilden Dickson, Crystal City, Mo., returned from a ten-week visit to the Pacific coast, where his mother makes her home, and in Phoenix, Ariz., where Mrs. Dickson lives because of a respiratory condition.

Bill Williams of Union, Mo., and Caesar Berutt, Rolla, Mo., went to the Dakotas to shoot pheasants . . . Russell Armentrout, Louisiana, Mo., head of the Amentrout circuit, returned from a Colorado vacation . . . Theatre owners seen along Filmrow included Sam Pirtle, Jerseyville; Dean Davis, West Plains; H. Smith, Energy, Ill., Drive-In near Herrin; Rani Padrucci, feature booker, and John Giachetto, short subjects booker, Frisina circuit; Bill Williams, Union, Mo.; Forrest Pirtle, Jerseyville; Charley Rudolph, Troy, Mo., and Bill Collins, DeSoto.

The police department, with the cooperation of the International Brotherhood of Magicians and various other local entertainers, put on nine free shows in various parts of the city on Halloween to keep thousands of youngsters out of mischief.

A bill presented to the board of aldermen recently would require the management of Sportsman's Park and all other open air assembly places, to install adequate drinking fountains in an easily accessible place for the convenience of the public. One fountain for each 1,500 permanent seats, or major fraction thereof . . . Funeral services were held here for Arthur O. Mistler, 56, entertainer, who died in his room at the LaSalle hotel. He was a partner with Robert Wills in the song-and-dance team of Art and Bob for nearly 38 years. They first teamed up in 1910 on a Missouri River showboat tour. Later they spent 14 years on the Orpheum circuit, playing many motion picture-vaudeville houses.

Nicky Goldhammer, district sales manager for Monogram, was in town . . . National Theatre Supply has installed a full line of Ampro 16mm equipment and supplies, featuring them in the current window display . . . Morton S. Gottlieb, partner in Midstates Theatre Supply, and his wife have returned from a two-week vacation trip, spent in Baltimore, his former home town . . . Russell Bovim, resident manager for Loew's theatres, Loew's State and Loew's Orpheum, and his wife left shortly after noon Sunday for a two-week vacation to be spent in New Orleans.

From the BOXOFFICE *Files*

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(Twenty Years Ago)

MEMBERS of the St. Louis police department are using a motion picture, "An Everyday Hero," to create votes for a police pension bill to be voted on November 6. All of the actors in the one-reeler are members of the police department.

* * *

H. M. Kirkham has been appointed house manager of the new Fox, St. Louis . . . Visitors on St. Louis Filmrow: Tom Reed, Duquoin, Ill.; William Karstetter, Columbia, Mo., and W. H. Dunn, Annapolis, Mo. . . . The Lyric in East St. Louis has been sold to Kansas City interests.

* * *

Viola La Plante and Barbara Blackburn, film actresses, were in St. Louis visiting relatives of Miss La Plante, who formerly lived here . . . Citizens of Urbana, Ill., voted in favor of Sunday shows. The Fathers club of the University of Illinois had expressed the belief that Sunday amusements were wholesome, but the ministerial alliance campaigned against the Sunday showings.

* * *

The Empress, St. Louis, is being readied for sound pictures, and will be known as the Midtown under the new policy . . . The St. Louis Amusement Co. has added sound to two more theatres in its chain—the Kings and the Lindell . . . Plans are under way for a new theatre and office building costing about $1,500,000 at Evansville, Ind.

* * *

The Rialto, Aurora, Ill., was damaged to the extent of $10,000 recently by a fire which destroyed the entire Rialto Theatre building . . . The old Slais building, Potosi, Mo., is being remodeled as the new quarters of the Delco Theatre.

* * *

Skouras Brothers Enterprises, owners of the Missouri, St. Louis, have made arrangements with the Paramount, the New Paramount in Brooklyn, N. Y., the Oriental in Chicago and the Michigan in Detroit whereby the master-of-ceremonies in these houses will be sent from city to city at various intervals.

* * *

The Progress Amusement Co. of St. Joseph, Mo., has been incorporated with $2,000 capital. Stockholders are Edward J. Peskay, Gladys E. Peskay and William C. Cole.

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PREMIUM POPCORN
$9.50 100 LB. BAG
MANLEY'S SUPREME $13.00
IN 100 LB. BAGS
MANLEY'S SUPREME $17.50 Cwt.
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State Censorship Bill May Be Considered

ST. LOUIS—The resumption of the exhibition of "Test Tube Babies" at the World Theatre under the protection of a temporary restraining order, granted by Circuit Judge Harry F. Russell to prevent police from interfering with the showing, may result in the presentation of a bill for state motion picture censorship when the general assembly convenes at Jefferson City in January.

In the hearing before Russell, spokesmen for World Theatrical Enterprises, Inc., operators of the theatre, said that the St. Louis police and other local authorities were without power to constitute themselves a board of censors. Church leaders here, while accepting the position, indicated that they would take steps toward providing some authority in the state for the handling of such situations.

The theatre management holds that the picture is educational and scientific. Police contended it was immoral and lewd. Russell will determine November 4 whether the injunction should be made permanent.

Quimby Manager's Son In Boston Stage Show

FORT WAYNE—Harvey G. Cocks jr., son of Mr. and Mrs. Harvey G. Cocks, is continuing his steady climb to stardom on the Broadway stage. Cocks, who works under the professional name of Harvey Collins, opened at the Boston Civic Opera House as the juvenile lead in "As the Girls Go." The play opens at the New York Winter Garden on November 2.

Young Cocks has had an extensive career already on the Broadway stage. He played one of the red-haired sons in "Life With Father" for three years and then appeared in a number of television and radio shows. His dad is the manager of the Quimby Theatres here.

Regla, Alliance Concerns Merge Into New Company

LA SALLE, ILL.—Steps toward the merger of the Regla Theatre Corp. of La Salle and the Alliance Theatre Corp. of Chicago into the I. V. Way Amusement Corp. were taken recently. The new firm plans to operate drive-ins, including the one now under construction three miles east of here.

Officers of the new firm will be E. E. Alger of La Salle, president; Lawrence Dee of La Salle, vice-president; Frank Stewart of Peru, secretary; S. J. Gregory of Chicago, treasurer, and Russell M. Hurt of La Salle, assistant secretary. Remaining undisturbed by the merger will be the 10 standard theatres in the Alger chain and the 35 in the Alliance circuit.

Mono Staff Holds Party

INDIANAPOLIS—The staff at Monogram had its annual frolic at the home of Don S. MacLeod, booker. There was an outdoor luncheon where hot dogs were done by Manager Carl Harthill, who presided over the grill, and salesman Embleton, who added the mustard and pickle. There was only one drawback, the dense fog, which enveloped the country side.

MILWAUKEE

Robert Neu, Warner doorman and amateur disk jockey, has collected jazz platters for six years. Neu has more than 2,000 records and transcriptions in his library . . . Leon Dizon, Warner salesman, distributed cigars following the arrival of a new son . . . Jerry Beres, Princess Manager, was in St. Louis . . . During the showing of "The Search," Erv Clumb, Towne advertising director, illuminated the sky with two navy searchlights . . . The MGM Pep club Halloween party in the recreation room was preceded by a screening.

Peter Tegner, National Screen shipper, will referee basketball games for the Milwaukee high schools this season . . . Bob Wagner, United Artists shipper, returned after an illness . . . Eddie Vollendorf, Theatre Service, left on a selling trip . . . Russ Leddy, Orpheum, Green Bay, was here with his wife for the Green Bay Packer-Washington Redskins game.

Jim Gallagher, president of Gallagher Films, Green Bay, added several salesmen. Victor A. Persel and William Rhodes joined the Milwaukee branch. John Weber will cover the western part of the state around La Crosse, and Al Nitz was named manager of sales and service at the new Appleton branch. O. M. Melcher, sales manager, returned from a series of meetings at which new men were trained.

Erv Clumb, Towne advertising director, left with his family for a vacation . . . Pearl Reinke, Metro switchboard operator, was ill with the mumps . . . Gil Nathanson, Minneapolis, was a visitor . . . Allan Gillgren, former Wisconsin chief of service, joined the National Screen Service staff . . . Lou Elman, RKO manager, was in northern Wisconsin and upper Michigan on a sales trip.

Exhibitors seen on Filmrow included Bill Exton, Roosevelt, Kenosha; Nick Berg, State, Sheboygan; Walter Baier, Fort, Fort Atkinson; James Boden, Grand, South Milwaukee; Barney and Daver Sherman, Douglas, Racine; Edward J. Vincient, Nicolet, West De Pere; Jack Yeo, Plaza, Burlington; Bib Guiterman, Capitol, Manitowoc; L. V. Bergtold, Westby, Westby, Wisconsin, and Sam Miller, Rialto, Gladstone, Mich.

Name Copywriting Head

CHICAGO—Helene Lax, former motion picture publicist in New York City, has been appointed head of Filmack Trailers' special copywriting department, a service offered exhibitors on trailer copy suggestions. Prior to her entry in the film publicity field, Miss Lax served on the publicity staff of the National Broadcasting Co. She is a graduate of Columbia University. She will headquarter in Filmack's Chicago office.

Theatre in Memorial Hall

RICHMOND, ILL.—The New Community Theatre here, managed by Miss D. J. Franks of Oak Park, opened recently in the old Memorial Hall with adult films scheduled for nightly showings and a children's matinee on Saturdays. Miss Franks spent several thousand dollars remodeling the Memorial Hall, installing new ceilings, sidewalls and elevated seats.

National Theatre Team Leads at Milwaukee

MILWAUKEE—Bill Maciejewski and Harvey Black are setting the pace in the Warner Bros. Theatres Bowling league. Maciejewski smashed the pins in the last roll off for high three-game score, with 577. Black rolled 561 for three and Ted Gayes, 549.

Richard Fahy hit the top single game of 221. Maciejewski rolled 220 and Harvey Black 213. National Theatre clicked high three-game of 1904 in team play. Warner Theatre Sr., piled up 1889 and Jalonies, 1863. Granada Theatre Sr. angeled high single game of 724, with Alhambra Theatre Sr. rolling 696 and Jalonies 684.

In the girls league Lucille Haggith bowled highest three games with 453. Ruth Krause registered 432 and Teddy Jones 423. Teddy Jones hit high single with 173. Lucille Haggith rolled 167 and Evelyn Nimmer 167.

Team standings changed, with National Theatre in the lead and an average of 576-16 for 13 won and 5 lost. Jalonies hold an average of 586-7 for 12 won and 6 lost; Egyptian Theatre has an average of 554-12, with 12 won and 6 lost.

Other teams pushing the leaders are Nite Strickers, Juneau Theatre Jr., Warner Theatre Sr., Juneau Theatre Sr., and Warner Theatre Jr.

Two Employes Slugged By South Bend Robbers

SOUTH BEND, IND.—Two employes of the Granada Theatre here were injured recently when two unidentified robbers slugged them with a pistol in a night time robbery of the theatre. The two men ordered the employes, one of them Robert H. Walters, assistant manager at the theatre, to lie on the floor of the office. After opening the safe and taking $300 the robbers slugged the men and then escaped. Both employes were treated at the Memorial hospital.

Incorporations

—JEFFERSON CITY—

General Shows of St. Louis, 1878 Arcade Bldg., 812 Olive St., St. Louis, to operate, produce, promote, conduct and carry on shows, exhibits, displays, fairs; authorized stock, 5,000 shores of $1 par value; incorporators, W. Zalken, S. I. Sievers and F. E. Reagan.

St. Louis Racing, 7809 Watson Rd., St. Louis county, to do a general racing business; authorized stock, 1,000 shares, no par value; incorporators, H. Rockenbrodt, W. E. Rathert and B. W. Holzgaster.

Southeast Theatres, Springfield, to operate theatres and other places of entertainment, with 200 shares of $100 par value stock authorized. Incorporators, W. Fredrick, V. Fredrick, H. G. Neale and L. F. Neale.



St. Louis Films Council Holds Annual Benefit

ST. LOUIS—The annual benefit cinema tea given by the Better Films Council at Fred Wehrenberg's Melba Theatre was being attended by several hundred persons. Fifteen short motion pictures under the title "Eyes of the World" was shown.

Mrs. V. Ray Alexander, president of the council, and Mrs. Arretus F. Burt, founder and honorary president, were among the officers in the receiving line at the tea, which followed the film portion of the program. Past presidents of the council officiated.

Fred Wehrenberg has encouraged this voluntary plan for the elimination of undesirable motion pictures and to avoid political censorship of pictures.

Oldsters See 'Grandpa'

OBLONG, ILL.—The older boys and girls, those 65 years of age and more, got a "break" on a recent afternoon when they were the guests of the Home Theatre, operated by T. J. Price, at a special matinee that featured "Life With Grandpa," a special March of Time reel. There were special prizes for th oldest lady and gentleman in attendance. There also was a full length feature picture on the program.

Fire Fighting Display

CICERO, ILL.—The Olympic Theatre here erected a special lobby display in observance of Fire Prevention week. The display was complete with axes, hoses and other fire fighting equipment.

Sell to Salvation Army

CAPE GIRARDEAU—Payment of earnest money in connection with the sale of the old Park Theatre Bldg. to the Salvation Army by the Fox Midwest Amusement Corp. for $14,000 has been announced by the Popp & Springer Realty Co. which has been representing the purchaser. The building has been used for theatrical purposes for a number of years. The Salvation Army plans to spend from $4,000 to $8,000 in remodeling the structure for church use and recreation and education purposes.

New Equipment at Brown

MOUNT STERLING, ILL. — The Brown Theatre, managed by Mrs. Eula Wilson, recently installed new projection equipment purchased through the Wells Projector Supply Co. of Chicago.

Site Chosen for Drive-In

DANVILLE, ILL.—The Starling Amusement Co. of Lawrenceville, Ill., has purchased approximately 10 acres of land on the Dixie highway near here for the construction of a $100,000 drive-in.

Waynesville Theatre Opens

WAYNESVILLE, ILL.—Leo Huffer has reopened the Wayne Theatre here for showings on Friday, Saturday, Sunday and Monday. The theatre was closed during the summer.

Ida Lupino With Glenn Ford

Ida Lupino will co-star with Glenn Ford in the Columbia picture, "Bonanza."

Drive-In to Be Built At New Castle, Ind.

VEEDERSBURG, IND.—The Mitchell Construction Co., a local firm, has signed a contract to build a new drive-in at New Castle, Ind., for the Skydrome Theatre, Inc. The drive-in will be an $88,000 job. The construction firm just completed a similar theatre near Shelbyville and the Skydrome company is said to be planning five more such theatres in the midwest after the completion of the New Castle drive-in.

Test-Run for New Airer

INDIANAPOLIS—The Moonlight Drive-In opened recently for a four-week test run before the end of the ozoner season. Opening of the new drive-in marked the return to show business of Irvin Tamler, owner of the project, who had been out of the entertainment field for four years. Tamler formerly managed the Tuxedo Theatre here. Features of the Moonlight Drive-In include RCA in-car speakers and a concession stand.

Palmyra Pal Completed

PALMYRA, IND.—Formal opening of the new Pal Theatre here hinged upon installation of seats and projection equipment only, according to owner Hugh Kiesler. The 32x96-foot building will seat 350 persons. It was constructed of concrete blocks with rounded corners and has a large stage so that it can be used for local events.

If It's Good Promotion . . .

some one will report it in . . . **BOXOFFICE**

Fresh from the scenes of the activities each week come constant reports of merchandising of films. Most of these are ideas you can use for your own promotion. All of them are interesting and most of them are profitable in other similar circumstances. Make full use of these practical ideas by practical showmen, many of whom you may know.

Motion pictures lend themselves ideally to good advertising. The public interest is high. Capitalize on the interest that already exists and increase your attendance with proved ideas.

Tri-States to Reward Courteous Driving

DES MOINES—Tri-States Theatres' nationally famous Courtesy campaign will feature a "courteous drivers' week" November 26-December 4, according to an announcement by General Manager G. Ralph Branton.

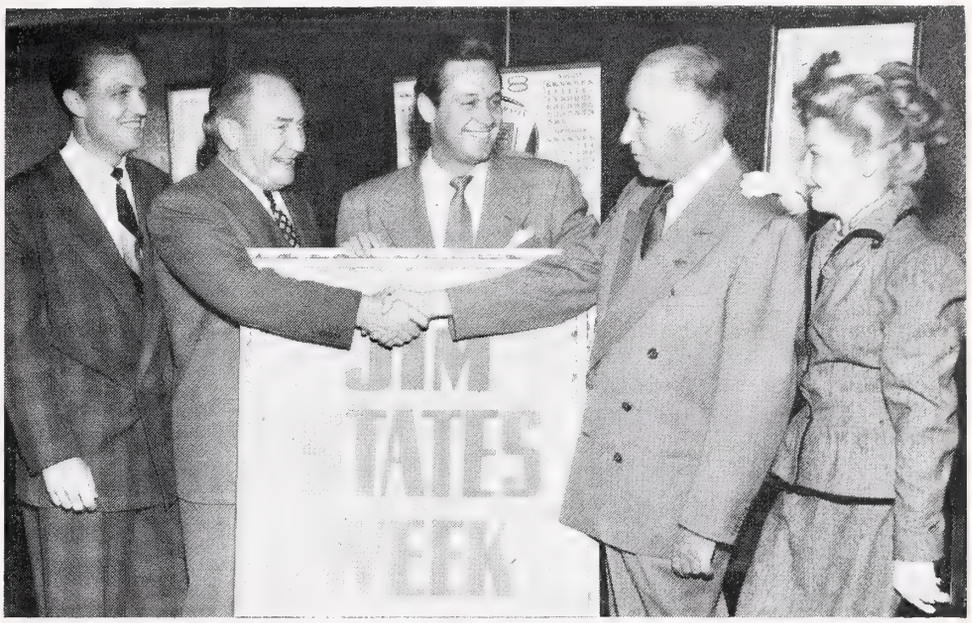
The drivers' week will be conducted in cooperation with local police departments and newspapers in towns and cities throughout the state. The week is inspired by many editorials which newspapers published when the Courtesy campaign was launched. The need for greater courtesy among motorists and the boost it would give traffic safety was emphasized in the editorials.

During the designated week, traffic patrolmen in all towns will be on the watch for exceptional acts of courtesy on the part of individual motorists. Those drivers will then be given a "courtesy summons," good for two free admissions to a Tri-States theatre. The number of tickets which will be awarded in each town will vary according to the ratio of the population, but the quantity to be issued will be sufficiently generous to reward all deserving drivers.

An all-expenses paid vacation trip to Hollywood will be arranged for the man or woman chosen by theatre patrons as the most courteous employe. The winner will travel by air to Hollywood where he will be registered at one of the famous filmland hotels. Visits to all the studios will be arranged, and the King or Queen of courtesy will have an opportunity to meet, and even date, a star.

Eligible for the award are managers, assistant managers, cashiers, ushers and usherettes, porters, maids, janitors and janitresses—anyone who comes in contact with the film-going public.

Para Drive to Honor Veteran Booker



The week of November 28 to December 4 has been designated as the Paramount branch in Kansas City as Jim States week, honoring its booking manager who has been associated with the exchange 33 years. Details of the observance are being supervised by Arthur H. Cole, appointed by Manager Harry Hamburg as chairman of a committee which includes Al Morris, Ed Duderstadt and Marguerite Levy. States is shown in the accompanying photograph with four Paramount Players who recently visited the exchange between personal appearances at the Paramount Theatre during opening day showings of "Miss Tatlock's Millions." Left to right, Robert Stack, in the cast of the film; Bill Demarest, featured in many Paramount productions; William Holden, starred in "Dear Ruth"; States, and Mary Hatcher, in the "Isn't It Romantic?" cast.

Bill Miskell Appointed To Omaha Police Body

OMAHA—William Miskell, Tri-States Theatres district manager and longtime amateur police work enthusiast, is the new member of the Omaha police civil service commission. His appointment by Mayor Glenn Cunningham to succeed Robert P. Samardick as the City Council's representative on the commission was unanimously approved by the council. About a year remains in the unexpired term.

Miskell and Cunningham have been close friends since serving on the Omaha Safety Council together. Miskell is chairman of the law enforcement and traffic committee of the safety council. In this capacity he is a frequent visitor to central police station and police court. He often rides with policemen in their cruiser cars at night.

The commission has two other members and plays a vigorous role in police department affairs.

Rites for Lieut. E. A. Kay, Former Theatre Manager

KANSAS CITY—Services for Lieut. Eugene A. Kay, 25, former Fox Midwest Theatres employe who was killed in action July 18, 1944, at St. Lo, France, were held October 31 at California, Mo.

The manager of the local Brookside Theatre here when he entered the service in December 1942, Kay was assigned to officer candidate school, received his commission and served with the 137th infantry. He had been employed by the theatre circuit more than five years, starting as an usher at the Isis and working later at the Uptown, Tower and Linwood theatres.

He is survived by his parents, Mr. and Mrs. Virgil Kay; his wife, Mrs. Helen Redd Kay, a son, two sisters and a brother.

Club Praises A. C. Myrick For Better Film Drive

LAKE PARK, IOWA—The Lake Park Women's club at a meeting here last week commended A. C. Myrick, president of Iowa-Nebraska AITO, for his campaign to bring better pictures to the screens of the nation. The club said Myrick "has taken a step in the right direction and the club is behind him in his endeaver to force the industry to bring cleaner pictures to the screen." The club appointed a film critic at the meeting and planned to preview some of the pictures scheduled for showing here.

Boys Town Film in Omaha

OMAHA—MGM presented its first showing of "City of Little Men" at the Paramount here as a tribute to the late Father Flanagan, founder of Boys Town. The film was photographed entirely in Boys Town and the narration was done by Capt. Melvin E. Dunn, a graduate. Frank Whitbeck produced and Harry Laud directed.

M. A. Lenge, 86, Dies; Musician 30 Years

KANSAS CITY—Funeral services were held here October 29 for Michelino A. Lenge, 86, for more than 30 years Orpheum Theatre musical director, who died after a brief illness at Trinity Lutheran hospital. Burial was in Calvary cemetery.

Born in St. Louis, Lenge came to Kansas City when he was 17 years old. He was named musical director at the Orpheum when the house was opened and held the post until vaudeville was discontinued there.

When the Orpheum first began showing silent films in 1903, Lenge conceived the idea of fitting appropriate music to the pictures. When producers adopted the practice, Lenge wrote many scores for productions. He also is credited with having been one of the organizers of an early symphonic orchestra here.

He is survived by his wife, Mrs. Mary Alice Lenge, three daughters, a son, two grandchildren and a great-grandson.

Britt Princess Manager Bags 300-Pound Bear

BRITT, IOWA—H. S. "Doc" Twedt, owner-manager of the Princess Theatre here, has been carrying the skin of a black bear around in his car to prove that he's a big game hunter. Twedt recently went to Nestor Falls, Ont., hunting ducks and geese and bears. He shot a 300-pound black bear.

DES MOINES

Filmrowers welcomed Warners' new manager R. H. Dunbar to the city. Dunbar, former Detroit executive, replaced Paul Webster who resigned, effective October 29. The office staff presented Webster a farewell gift in an informal ceremony at the office. He has not as yet announced his future plans. Hall Walsh, Warner district manager, was here to meet with Dunbar and the salesmen.

Leonard Smith, air corps veteran recently returned from Japan, is the new exhibitor at the Fort Des Moines Theatre here . . . B. C. Marcus, Columbia district manager, spent a couple of days here . . . Helene Jacobs, Lou Levy's secretary at U-I, spent the weekend in Kansas City. Helene and her husband have adopted their 14-year-old niece and are now in the throes of looking for a larger apartment.

Evelyn Tellis, U-I clerk, has received a new watch from her son who is in the navy . . . Mary Clayton, former Warner Bros. employe, visited in the exchange . . . Eileen Perin, Paramount, was hostess at a Halloween party, with the girls on the office staff as guests . . . Edna Cloonen, RKO, was confined to her home with the mumps, and the rest of the staff are trying to remember whether or not he or she had mumps in his childhood!

Don Hicks, Paramount manager, journeyed to Omaha to attend the Allied meeting . . . Charlotte Elmets has resigned as stenographer at Monogram, and Phyllis Lepovitz has taken over the duties.

J. F. O'Donnell, Monogram home office representative, was a guest in the exchange . . . Clara Epping, MGM, celebrated her first wedding anniversary and her husband's birthday with an open house . . . John Pilmaier recently went duck hunting but came home empty handed . . . Among the visitors on the Row were G. H. Maxon of Jewell and Lloyd Kingsbury of Garner . . . Ruby St. Clair, Tri-States accounting department, entertained all of the girls in her department at a recent dinner party at her home. The event was in celebration of a large number of birthdays during October.

Doyne Bishard, secretary to Tri-States executive L. M. McKechneay, was the recipient of a handkerchief shower on her birthday . . . Sam Horowitz, central division manager for David O. Selznick, was a visitor.

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Employment at Wartime Peak in Minneapolis

MINNEAPOLIS—One reason why theatre grosses here are holding up relatively well may be found in figures just issued by the Minnesota Employment Service, showing that total local employment has hit the wartime peak of 235,000 again.

About 4,000 were added to the employment rolls last year, according to the service. What's more, the service states that total local employment is expected to rise by 1,000 during ensuing weeks. Some 700 of these additional workers will be added by larger department stores.

Department and general store sales in Minneapolis for the first nine months of 1948 were 7 per cent better than for the same period last year, according to figures released by the Minneapolis Federal Reserve bank.

No Pranks, Free Tickets

FAIRFIELD, IOWA—R. A. Dunnuck, manager of the Rex Theatre here, and the Junior Chamber of Commerce arranged to provide tickets for showings at the theatre to local youth who refrained from destroying property during Halloween.



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Oklahoma county seat town 8,000. Territory 50,000. Century. Western Electric. Brenkert. Fountain bar. Black light and murial interior. Ten-year lease with ten-year option at $250 per month: $25,000.00 net per year, per owner. Price for equipment is $80,000.00 with $40,000.00 cash down, balance 5%. Exclusive with Claude Crockett, 1505 First National Bank Bldg., Dallas, Texas. R-9230.

'Peggy' Grosses 120 To Top Kansas City

KANSAS CITY—Business at the de luxe houses here continued to be spotty. "Apartment for Peggy," showing day-date at the Tower, Uptown and Fairway, rang up a lively 120 per cent and paced the city. "Miss Tatlock's Millions" at the Paramount, aided on the opening day by personal appearances of several Paramount players, chalked up a brisk 110 per cent. A dualing of "Corvette K-225" and "Wings Over Honolulu," reissues, gave the Esquire one of its best weeks in recent months.

(Average Is 100)

Esquire—**Corvette K-225** (U-I); **Wings Over Honolulu** (U-I), reissues 105
Midland—**Walk a Crooked Mile** (Col); **Rusty Leads the Way** (Col), 5 days 100
Orpheum—**Rope** (WB); **Variety Time** (RKO), 2nd wk., 3 days, split with **Four Feathers** (FC); **Drums** (FC), 4 days, reissues 100
Paramount—**Miss Tatlock's Millions** (Para) 110
Roxy—**Raw Deal** (EL); **Olympic Games of 1948** (EL) 80
Tower, Uptown, Fairway—**Apartment for Peggy** (20th-Fox) 120

'Carmen' Leads Omaha First Run Business

OMAHA—The Ak-Sar-Ben ball and Horace Heidt and his orchestra were strong competition for the first runs here. As a result, only the smaller de luxe houses were average or better. "The Loves of Carmen," with "Thunderhood" at Brandeis, and "The Secret Land," with "Luxury Liner" at State, were the leaders.

Omaha—**Mr. Peabody and the Mermaid** (U-I); **The Cobra Strikes** (EL) 100
Orpheum—**Four Faces West** (UA) 100
Paramount—**The Luck of the Irish** (20th-Fox) 90
RKO Brandeis—**The Loves of Carmen** (Col); **Thunderhoof** (Col) 125
State—**The Secret Land** (MGM); **Luxury Liner** (MGM) 120
Town—**Congorilla** (20th-Fox); **Borneo** (20th-Fox), reissues 95

'Belinda' Grosses 107 Per Cent In Slow Des Moines Week

DES MOINES—"Johnny Belinda" was the only picture doing better than average business here, according to reports from downtown managers.

Des Moines—**Johnny Belinda** (WB) 107
Orpheum—**Walk a Crooked Mile** (Col); **I Surrender, Dear** (Col) 100
Paramount—**Raw Deal** (EL); **Arthur Takes Over** (20th-Fox) 95
Strand—**The Saxon Charm** (UA) 85

Orville Scott Resigns

SHENANDOAH, IOWA — Orville Scott, manager of the Mayfair Theatre here, has tendered his resignation to Mrs. C. V. Stewart. The resignation was effective October 30, but Scott said he would stay on until someone was briefed to succeed him. Scott has been at the Mayfair since 1938.

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Para Stops Percentage, Allied Bulletin Says

MINNEAPOLIS — Paramount here has eliminated compulsory percentage and is selling flat in any situation where exhibitors desire to buy that way, a North Central Allied bulletin reports. NCA, which has been waging a bitter fight against compulsory percentage, hails Paramount's action as a victory. Although it has been continuously attacking Paramount for various reasons, it now has publicly congratulated it.

At the same time, NCA warns independent exhibitors "to be extremely careful in buying flat under this new policy" and not to permit the policy to be used as "a lever to raise your film rentals."

'Rope' Plays Sioux City With Opening Scene Cut

SIOUX CITY—"Rope" was shown at the Orpheum Theatre here last week with the opening scene, murder by strangulation, deleted. The theatre management agreed to the cutting after a board of review had recommended the action upon seeing the film at a special showing.

The Sioux City Parent-Teacher council objected to the picture and asked that the city's "review and advisory committee" pass on its showing. Nineteen clergymen, teachers and civic leaders are among members of the board.

Mayor Dan J. Conley, after learning of the council's request, had asked the advisory board to preview the picture and decide on the advisability of banning it. The board's recommendation to cut the opening scene was the result.

Warns on COD Deliveries

MINNEAPOLIS—North Central Allied has broadcast a "warning" to distributors here that it's "illegal" to send out film with a COD attached for anything except the film actually shipped, such as for a claimed overage on an earlier picture or for unplayed features or shorts. The organization states that it has asked exhibitors to bring any such cases to its attention so that it can file court suits for them.

Nelson Eddy in Concert

MINNEAPOLIS—Here for a concert appearance, Nelson Eddy told newspaper reporters that the demands for another Eddy-Jeanette MacDonald picture will be answered when he and Miss MacDonald go before the camera together next May. The picture temporarily has been titled "Emissary From Brazil," he said. This was Eddy's first personal appearance in Minneapolis in ten years.

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MINNEAPOLIS

The Horace Heidt performance and broadcast at the Auditorium here, under the Northwest Variety Club sponsorship, drew almost a capacity house and netted more than $1,500 for the club's charity fund. Congratulations to Chief Barker Bill Elson and his helpers.

Louis Orlove, MGM exploiteer, had Arlene Dahl, Minneapolis film star, much in the limelight during her visit to her home town. She was in the University of Minnesota homecoming parade, attended the Minnesota-Indiana football game, was interviewed by all of the Twin City newspapers, was on a number of radio programs and was in all the columns, visited the MGM exchange and the various hospitals and took a trip out to Washburn high school where she had been valedictorian of her class. She got a whole back page spread of newspaper pictures showing her there meeting 122 high school editors. She also appeared in person at the State Theatre on the opening day of "A Southern Yankee," in which she plays the feminine lead.

After more than a week here A. J. O'Keefe and Mannie Gottlieb, U-I assistant general sales manager and district manager, respectively, departed for Milwaukee.

L. E. Goldhammer, Allied Artists' western sales manager, was here negotiating a deal with the Minnesota Amusement Co. and independent circuit buyers. He informed his friends that his son Bobbie, a buying combine buyer and booker in Los Angeles, will marry Shirley Schlessinger there this month. He was the guest of Bill and Sidney Volk at the Northeast Variety Club's big homecoming shindig, which drew a huge crowd and was a social event of the season.

Ted Mann, circuit owner, was in Los Angeles for a confab with his partner Donald Guttman . . . Max Rosenberg, independent distributor, was in from New York . . . Jack Lorentz, 20th-Fox division manager, was a visitor . . . Joe Wolf, former branch manager here and now interested in Texas drive-ins, was here for a few weeks . . . "Hy" Chapman, Columbia manager, is recovering from his illness rapidly. He has left the hospital and is at home for a further rest before returning to his post next week.

Norman Moray, Warner short subject and newsreel sales manager, is due here next week for a routine visit . . . Ben Marcus, Columbia district manager, was in from Kansas City . . . Marion Santrisos, secretary to Eddie Stoller, United Artists manager, was on a vacation . . . Personal appearances of William Demarest, Mary Hatcher and Robert Stack at Radio City first two days of "Miss Tatlock's Millions" drew large crowds.

Choose Webster City Site

WEBSTER CITY, IOWA—A 13-acre site just south of Marvel's Sales barn has been obtained for the drive-in to be erected by Pioneer Theatre Corp. Announcement of the purchase was made last week by Percy Long, local theatre manager.



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KANSAS CITY

The Fox Midwest circuit observed its eighteenth anniversary . . . Another monthly meeting of Kansas-Missouri Theatre Ass'n officers and board members was being planned for Thursday, November 18, at the Phillips hotel here . . . A fall meeting of Kansas-Missouri Allied unit members will convene here Tuesday, December 7, when William L. Ainsworth, national Allied president, is expected to be a speaker.

Burt Lancaster, Paramount star, was a visitor briefly on Filmrow . . . Lauritz Melchior, concert artist and MGM star here to appear at the Music Hall, attended a private screening of "The Three Musketeers" . . . Paul Whiteman and his orchestra appeared in a concert featuring George Gershwin music in the arena of the Municipal Auditorium . . . Tito Guizar, film and radio star, will appear November 12 at the Music Hall.

Elmer C. Rhoden, Fox Midwest Theatres president, was ill with a light attack of influenza . . . Elmer Bills, Kansas-Missouri Theatre Ass'n president, appointed R. R. "Dick" Biechele, chairman of its legislative committee, with Homer F. Strowig as member for Kansas and C. E. "Doc" Cook for Missouri . . . Walter Clark, Paramount booker, resigned to move to California . . . Don Davis, RCA-Victor district manager, was in Missouri territory.

An addition to the Royal at King City, Mo., operated by Dave Williams, will increase its seating capacity by 100 when completed . . . Construction of the Englewood Theatre on Winner road between Kansas City and Independence is progressing according to original plans . . . Recent purchases of lots have completed ownership of a site on which Mo-Kan Theatres, operators of the Mozark, Springfield, Mo., will build a house.

William H. Wagner, manager of the Booth and Beldorf TEI-operated theatres in Independence, Kas., was generalissimo of Neewollah, the annual fall festival there . . . The new 500-car 54 Drive-In, operated by Bill Long, recently was opened at Elkhart, Kas. . . . Construction has been started on a drive-in theatre south of Scott City, Kas., and the ozoner is expected to be ready for opening next spring, according to Francis Rodenbeck, owner.

The three drive-in theatres in the Kansas City area are expected to continue operation until Thanksgiving week . . . Bill Pinell, formerly assistant manager at the Plaza, now is manager of the Waldo, Fox Midwest subsequent run house. Pinell replaces Aaron Gardner, who resigned. Harold Guyett, formerly assistant at the Isis, replaces Pinell at the Plaza. Jay Steussi, formerly at the Fairway, now is assistant at the Isis.

Nan Mackie, secretary at the SRO branch, attended family reunions at Centralia and Vermillion, Kas. . . . Jane Cecil, secretary at RCA-Victor, has chosen November 24 as the date for her marriage to Bill Moore, Olathe, Kas. . . . Dorothy George, Paramount biller, resigned to go to Japan, where her husband, a captain, is stationed with U.S. army forces . . . Gretchen Brown, secretary at Commonwealth Theatres, was vacationing in Arkansas.

OMAHA

Joyce Anderson, long a secretary to UA Manager Don V. McLucas, will return to her old job to succeed Marian DeVenney, who is resigning to join her husband in Sacramento, Calif., where he is going to school . . . Ralph Goldberg, head of the local circuit bearing his name, is in Chicago on business . . . The drive-in at Lincoln has closed for the season. The West Dodge Drive-In here was to shut down at the end of the week . . . Jimmy Redmond, Falls City Tri-States manager, was in town during the week to lead the company's drive in this district.

Gene Rich, owner of Exhibitor's Service, again will be in charge of publicity for the tuberculosis drive in Nebraska . . . William Barker, Columbia salesman, lost out on a few days work due to illness . . . Adele Goldstein will join the MGM staff as a booker's stenographer November 15 . . . Hy Chapman, former Columbia manager here, has been seriously ill in Minneapolis. He now is out of the hospital and doing well, friends here learned.

G. Ralph Branton, Tri-States general manager, was here . . . Helen Kennison, MGM cashier, spent her vacation at home . . . Midnight Halloween shows at the Orpheum and Brandeis theatres did terrific business . . . The Brandeis featured an Election night premiere of "Station West," starting at midnight. A direct wire from radio station KOIL brought in election returns.

The Dundee Theatre will play "My Father's House" with all receipts from November 15 to 18 going to Hadassah youth commission work . . . Horace Heidt's one-night draw was the third largest in Omaha history. Top alltime draw was $24,000 by Enrico Caruso. Heidt drew $20,179.

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Big Detroit Capitol Back to Second Run

DETROIT—A major shift in runs was made Thursday (4) by United Detroit Theatres, dominant factor in the first and second run situation here, when the 1,800-seat Madison moved up from second to first run. At the same time the 3,400-seat Broadway-Capitol across the street moved from first to second run.

The Capitol will continue the two special stage show features it has been showing, Radio Schoolhouse, a Sunday standard for Detroit for about 20 years, and the new amateur shows on Saturday nights, which are the top engagement for winners in the local amateur contests in the circuit's neighborhood theatres.

The move is in line with the recent emphasis upon second run business in the city, such as the shift of the Woods, operated by the same circuit, from subsequent to second run, and will give Detroit the largest second run downtown house it has ever had. At the same time, the use of the smaller Madison will allow extended runs upon particular first runs, without the limitation normally imposed by the use of a larger theatre.

Warner Circuit Shifts Assistant Managers

PITTSBURGH—Warner circuit has made the following promotions:

Bob O'Malley, assistant manager at the Sheridan Square, now is assistant at the downtown Warner; John Burns, Kenyon, shifted to the Sheridan Square; Harry Green, Schenley, now is assistant manager at the Kenyon, and Sam Laughlin, Cameraphone, has taken Green's former post at the Schenley.

E. R. Bergman Quits SG

CLEVELAND—Edwin R. Bergman has resigned as local manager for Screen Guild. His future plans will be announced soon. Bergman has been in the distribution end of motion pictures for more than 20 years, most of them with the Fox Film and the 20th Century-Fox Film Corp. Since severing his connection with 20th-Fox, he has been local manager for PRC, now Eagle Lion, and Film Classics. Edward Salzman, Screen Guild district manager, is expected to announce Bergman's successor.

Ed T. Claffey Is Ill

MEADVILLE, PA.—Edward T. Claffey, manager of the Academy, was critically ill at Spencer hospital. Claffey has served as Ralph H. Shadley's manager here for a number of years and formerly managed the Liberty, Sharon. A sister, Mrs. Edward N. Hagin, resides in Sharon.

Mike Single Improves

DUNLO, PA.—Mike Single, pioneer exhibitor, is progressing satisfactorily after suffering a sudden illness six weeks ago. A son George, who is attending an Altoona engineering school, now is licensing and booking for the Single theatres in Beaverdale, Cresson, Dunlo and Lilly.

'Adapt or Perish' Counsels Sullivan at Kato Parley

LOUISVILLE — Additional emphasis was placed upon the importance of public relations to the motion picture industry at the annual convention of the Kentucky Ass'n of Theatre Owners here, when Gael Sullivan, executive director of TOA, warned the industry to "adapt or perish."

Sullivan, principal speaker at the convention, warned that "the day of the buccaneer in the motion picture industry is gone." Conceding that the profit motive was not to be overlooked, Sullivan said the industry was at "the top of the heap as the greatest educational medium known." He urged that it do its part in the present world crisis.

"Only one decent world can survive," he said. He suggested the possibilities of motion pictures in educating millions in China, India and other countries where the natives could neither read nor write.

AN INTERNATIONAL AID

"In the job of cementing international goodwill, the motion picture is second to none," he added.

In keeping with Sullivan's plea for good public relations, Neil Dalton, director of public relations for the Courier-Journal here and chairman of the Kentucky chapter of the National Foundation for Infantile Paralysis, asked the cooperation of the industry in support of the foundation. He suggested such support as a means to an end. He said exhibitors could win goodwill by becoming a part of the community in support of worthwhile projects.

In other discussions at the convention Nelson Perry, director of the field division of the Kentucky department of revenue, explained some of the taxation problems affecting the industry.

There was no election of officers at the KATO convention since all directors, directors-at-large and officials had been chosen in a July election. Officers who were elected at that time included Guthrie F. Crowe, president, who presided at the convention here; Willard Gabhart, vice-president; C. R. Buechel, treasurer; Mrs. Nell G. Borden, assistant treasurer and secretary, and Henry J. Stites, general counsel.

ELECTIONS LAST JULY

Directors named in the July election included: First district, Ned Greene; second district, Leon Pickle; third district, Mrs. Gratia Locke; fourth district, Kenneth Arnold and W. Bruce Aspley; fifth district, J. Van Snook; sixth district, Gene Lutes; seventh district, L. O. Davis; eighth district, W. E. Cain, and ninth district, Mrs. O. J. Minnix.

An added feature of this year's convention was an exhibition hall with exhibits by some of the leading manufacturers and distributors of theatre equipment, accessories and supplies. The exhibits were manned by representatives of the various firms who explained those items shown.

The convention included a directors luncheon, an open business session, a closed business session, and a party attended by more than 200 persons.

Among exhibitors present were Sam Weinburg, Sam and Fred Switow, Leo Ciacio, Mrs. Gratia Locke, all of Louisville; Russell McClanahan, Irvine; J. V. Snook, LaGrange; E. L. Ornstein, Marengo, Ind.; Eugene Martin, Brandenburg; C. D. and C. K. Arnold, Bardstown; Leon Pickle, Henderson; G. R. Webb, Livingston; W. E. Horsefield, Morganfield; Rodger Davis, Lancaster; Mrs. O. J. Minnix and Jimmie Minnix, London; A. N. Miles, Eminence; F. X. Merkley, Columbia; Vernon Powell, Louisville; J. P. Masters, Bowling Green; Louis Wiethe and Willis Vance, Cincinnati; W. Bressler, Dayton, Ky.; Louis Arru, Louisville; James T. Stewart, Hopkinsville.

Also Hal Howard, Madisonville; Thomas Simmons, Princeton; Eric Hammel, Shelbyville; Nelson E. Ward, Georgetown; Ralph Cundiff, Liberty; Cliff Buechel, Louisville; Ben Reeves, Stanford; M. H. Sparks, Edmonton; C. R. Mitchell, Barbourville; Adolph Baker, Owensboro; Mr. and Mrs. Gene Lutes, Frankfort; A. J. Sexton, Ashland, Ky.; Bertha Wolf, Owenton; Victor Weisenberger, Tell City, Ind.; Joe Isaacs jr., Cumberland; Anthony M. Kern, Louisville; Ruth Bressler, Dayton; Dick Martin, Ashland; John H. Wessel, Carrollton; Ed Campbell, Louisville; Ray Frisz, Springfield, Ohio; Robert Moran, Mount Olivet; Woodie Bressler, Dayton; Foster Lane, Williamsburg.

Among the distributors were W. E. Carrell, Falls City Theatre Equipment Co., Louisville, and Frank Riffle, W. E. Carrell II, Ray Mattingly, Charles B. Wells and George L. Knopf, all of the same organization. From the Hadden Equipment Co. were A. V. Sheckler and J. Stoner Hadden; Stuart Barlow, Thomas L. Leedom Co.; John Birdsell, Star Manufacturing Co.; W. D. Matthews, Motiograph, Inc.; James F. Willard, Strong Electric Corp.

B. N. Peterson, National Theatre Supply Co.; C. E. Heppberger, National Carbon Co.; Harold Janicky, Standard Vendors; M. G. Thomas, Les Grewell, and Ken Kaiser, Altec Service Corp.; Abe Madison, Indianapolis; B. M. Eisemer and C. R. Powers, Alexander Film Service; Ted Liebtag, Drek Sidney, National Screen; Leon Bamberger, New York; John Rueff, Rueff Sign Co.; L. P. Strange, Manley, Inc.; Thomas P. Allen, United Film Service.

Bob Caskey Is Elected President of Loge 31

PITTSBURGH—Bob Caskey, Paramount sales representative, was elected president of Loge 31, Colosseum of Motion Picture Salesmen of America, recently. He will assume duties January 1, succeeding George Tice of Columbia. E. S. "Jim" Thorpe of 20th-Fox was named vice-president to succeed Jack Judd of Columbia. Floyd Klingensmith of Republic was re-elected secretary, and Maurice "Red" Silverberg of Universal was re-elected treasurer. A social committee was formed and Stanley Dudelson of RKO was named chairman. Carl Reardon of Universal was chosen as chairman of the grievance committee.

Midnight Mystery Show

ERIE, PA.—Madhouse of Mystery stage show was presented at the Warner here as a midnight attraction Halloween.

DETROIT

Daniel Bzovi was helping out at the new Harbor . . . Chester Obuchawski, former manager of the Crystal, advised by his doctor to take an outside job, has become a bus driver . . . Lovell H. Barker, former owner of theatres in Williamston and Stockbridge, has reopened the United Film Laboratory, which he operated before the war. His brother-in-law Frank Hemstead is managing the Orpheum and Downtown in Lansing.

Clare Winnie expects to open the new Dale by Thanksgiving . . . Meyet Harris of the Columbia Stage and Lighting Co. was a visitor from New York . . . Mrs. Opal Parks is going east for a visit with her granddaughter in Boston . . . Seth Kantor, son of Arvid Kantor, B'nai B'rith head, has been promoted to managing editor of the newspaper at Lamar, Colo.

Henry Koppin, manager for the Wisper & Wetsman circuit, returned from a vacation . . . Welber Haartge of the Midtown left for a vacation . . . Donald Lewis was convalescing after an operation . . . Robert Dunbar, former Variety chief barker, and manager at Warner Bros. until heart illness forced his resignation several months ago, will go to Des Moines for the same company . . . Vivan Aumock, whose family came here from Seattle, has re-established his home at Trenton, near his theatre.

Larry Gentile is handling promotion for John Giannaris on the opening of the Old Colony . . . Alice Gorham has been handling advance work for the personal appearances of John Lund and Mary Hatcher at the Michigan in connection with the opening of Paramount's "Miss Tatlock's Millions" . . . Helen Rose, secretary to the 20th-Fox manager since 1930, retired. Roslyn Garfinkel, former secretary to the sales manager, has taken her place.

Lee Crowell of the Fox was an interested spectator at the Old Colony opening . . . Lee Goldsmith has taken over as Universal office manager, replacing Herbert Martinez, whose future plans are unknown . . . Clive Waxman of Independent Exhibitors Theatre Service will take over booking of the Saline Theatre at Saline for Claude Clark on November 15 . . . Selwyne Ginsler, formerly branch manager for Alliance Films in Toronto, is new Grand Rapids territory salesman for United Artists, replacing Ed Bigley, who moved into city sales.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

H. M. RICHEY, general manager of the MPTO of Michigan, wrote an extensive article in the Michigan Film Review this week, criticizing the small minority of exhibitors who indulge in the evils of holdovers and bicycling. Richey warned exhibitors that the practice of bicycling is a violation of the copyright law, the penalty carrying both a fine and a possible prison sentence.

* * *

Ben and Lew Cohen of the Hollywood, a Detroit neighborhood house, have booked such international attractions as Sophie Tucker, Cliff Edwards and Ethel Waters. The slogan of the Cohen brothers seems to be that nothing is too good for their patrons.

* * *

Smoke from a fire in an adjoining building caused patrons at the Temple, Grand Rapids, to make a hasty exit . . . Many civic and business organizations participated in the opening of the Fisher in Detroit's new business center.

* * *

Construction will begin at once on a modern fireproof theatre in Fordson, a suburb of Detroit. It will represent an investment of $250,000, and is being built by a group of Detroit business men.

Free Ice Cream and Cake For 18th Anniversary

IMLAY CITY, MICH.—Harry Hobolth, owner of the De Luxe Theatre here, served free ice cream and cake to all customers at a recent evening showing in observance of the theatre's 18th anniversary. A large birthday cake for the occasion was donated by the Imlay City Bakery. Hobolth has been in theatre business for 37 years.

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Detroit Fox Picketed Twice Within Week

DETROIT—A local echo of Screen Publicists and Screen Office and Professional Employes guild troubles in the east resulted in picketing of Detroit's largest theatre, the Fox, twice within a few weeks. A group of young pickets appeared with placards and outposts to distribute "passes" advising the public:

"Pass This Theatre By. The motion picture industry arrogantly declares 'The public be damned', (as long as boxoffice prices and superprofits stay high). And the high-salaried film executives also say, 'The workers be damned.' Salaries under $30 per week—no job security—no union contract. Please be sure to pass this theatre by until the film companies negotiate with the unions of their white collar staffs."

Why the Fox was selected when all the other houses in town were ignored was not apparent, although the timing of picketing at the height of the evening rush showed some planning. The Fox has no contract with the union.

About an hour after their appearance the pickets disappeared and could not be traced.

Door Gadget Invented To Tell of Entrants

NEW LONDON, OHIO—J. O. Guthrie, owner of the Karolyn Theatre has invented a gadget which he says is a boon to a small town theatre operator who closes his boxoffice right after the start of the second show. It's a device attached to the handle of the door leading into the auditorium which, when the handle is turned, automatically flashes a tiny neon light over the screen. This light, hardly visible to the audience, notifies the house manager that he has a patron in the foyer. Guthrie reports that he has already recouped about $25 which he previously lost when patrons walked in without paying, just after the start of the last feature.

Mrs. Elma H. Albrecht Dies; Ran Film Service Company

CLEVELAND—Mrs. Elma H. Albrecht, 48, who has operated the Albrecht Film Service serving the Ashtabula area since the death of her husband Louis, died suddenly in her home in University Heights. She was a member of Eastern Star and was active in church work. Surviving are two sons, Leonard and Walter, who will continue the business, and two daughters, Dorothy and Coletta.

Altec Installations

DETROIT—According to J. I. Mather, branch manager for Altec Service Corp. the following installations have been made:

Rex Theatre, Detroit, Jack Broder, A-30 sound system.

Hillman Theatre, Hillman, Mich., William J. French, Simpoex E.

Hopkins Theatre, Hopkins, Mich., Motio M-911.

Invites 83-Year-Olds to Theatre

AKRON — Frank Henson, manager of Loew's, invited 25 persons born in 1865 to be his guest at a theatre and luncheon party arranged on connection with the opening of "Red River" at Loew's October 28.

Both Producer, Exhibitor Face Tele Responsibility

DETROIT—According to Charles W. Snyder, executive secretary of Allied Theatres of Michigan, both exhibitors and producers face an important responsibility in conducting their business so there will be no serious damage by television. In a statement last week he said, in part:

"It is first the responsibility of the exhibitor to make his theatre a place where people gather not alone to see the pictures and eat popcorn but to meet friends and others with whom it is smart to be seen. Our theatres should be showplaces—beautiful appointments, modern attractive conveniences, clean reception facilities with someone to meet them at the door with a smile and not a spirit of 'give me your ticket, find your own seat.'

"Then, too, it is the responsibility of the producer to provide pictures for which we are not forced to apologize, pictures that will make the patron want to come back because we operate the theatre, make them welcome and provide entertainment that is superior to anything they get from a television set.

"Television in the home will be a marvelous instrument for making people want to see motion pictures. Through a television broadcast in the home we will show just enough of a picture to make the television audience want to see the rest of it. Television and motion picture will grow together as sound radio, records and motion pictures have done in the past.

"We believe this statement is dependent on the producer's willingness to provide pictures worth while seeing. Television cannot hurt us unless we let it."

Filing of Flint Case Briefs Is Slated for January 2

DETROIT—Hearings on the arbitration case involving a general review of the Flint clearance situation brought by the Grand Center Recreation Co. have been held with January 2 set for filing of a brief and reply brief by principals. Thirty days from filing of the final brief the arbitrator's decision will be due.

A hearing in the case naming the Silver and Gibson theatres at Greenville, brought by the Callier Theatre of Belding, has been postponed until November 10.

The other case on the local tribunal docket involving east side clearances, brought by the Priscilla Theatre of Detroit, has been delayed until later this month, due to the absence of John Crane, complainant, who is currently on the west coast.

Ted Laskey Has New Game

REPUBLIC, PA.—Ted Laskey of the Roosevelt is staging a new theatre game which he has copyrighted under the name of "Stop the Show." Following bingo on game night at the theatre, winners are assembled for a jackpot award. The sound-track of an old film is heard, but the picture is not projected on the screen. The bingo winners have an opportunity to identify the name of the picture. Following the award or at the end of the contest, the trailer is exhibited.

Tax Change Up to Council

YOUNGSTOWN—The city council is studying a report from city law director H. Herschel Hunt, who said he saw no objection to amending the city amusement tax ordinance to place the tax on the person paying the admission rather than on the amount received by the theatre. Local theatremen have asked that council make such a change.

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PITTSBURGH

Jack Meadow, UA salesman, has been transferred from the West Virginia area to the main line . . . Irving Lesser of Commander Pictures was here and set a physical distributing deal with Acme for "Congorilla" and "Borneo" . . . Harry "Cookie" Koch, veteran Warner circuit manager who was transferred to the downtown Warner when the South Hills reverted to the Harris interests, returns to the south hills area with the reopening of Warners' new Hollywood. Al Singer of the Plaza, Bloomfield district, succeeds Koch at the downtown Warner . . . Mark Silver, UA district manager, and John Hughes of the company's playdate department, were visitors at the office of Leonard Mintz, branch manager.

The Navari brothers, Rudy and Sam, of the de luxe Eastwood and the New Penn at Universal, are planning to attend the Allied convention in New Orleans . . . Monogram is distributing the U. S. Steel 9-minute story, "Unfinished Business," a Jam Handy production which has been on view for several weeks at the Fulton . . . A frame business building at Confluence, owned by Wendell E. Yeagley, exhibitor, was destroyed by fire.

Ida and John Mayer are parents of a third daughter born at Allegheny General hospital. Papa is the artist for Loew's Penn . . . Frank Panoplos, Clairton exhibitor, is preparting for his annual hunting trip . . . Homer Michael is completing plans for a gala opening of the reconstructed and modernized Liberty on Carson street . . . Bertha Gibson and Louis E. Hanna were witnesses last week in the NLRB case involving the El Rancho Drive-In at Bridgeville.

Al Glaubinger, RKO salesman in the Erie area, resigned . . . A daughter, Marsha Rae, was born to the Jack Bellmans. Jack is a Screen Guild salesman and his wife formerly was employed at the Bert Stearn office . . . John E. Currie, former NTS manager here and now in charge of drive-in equipment for the company, was here on business with "National Newt" Williams . . . Tom G. Zaimes, new owner of the Penn, West Tarentum, was a visitor at the office of Star Distributing Agency where Vincent J. Corso, manager, licenses and books for his theatre.

Werner "Fuzzy" Lund, circuit exhibitor, reports that the new Lund-directed theatre in construction at Carmichaels is progressing under the supervision of his father John Lund, veteran exhibitor-contractor . . . Ray Moon, 20th-Fox's eastern division manager, conferred with Welden Waters, local manager . . . Margaret McGeever and Kay Lockhart of the MGM office vacationed at Miami Beach . . . Max Abramson was here exploiting "Red River" . . . Horace Heidt with Dick Cantino and large cast will present two shows at the Warner, Erie, December 1, under sponsorship of St. Boniface church.

Bob Folliard, RKO district manager, was a visitor, as was Malcolm Scott, assistant in the 16mm department operated under supervision of Harry Michalson, RKO short subject sales manager and former local manager . . . The Art Institute cooperated in the local "Red River" painting contest and Loew's Penn presented the art exhibit on the mezzanine . . . A Frigidaire deep freeze was awarded to a patron of the Liberty, New Kensington . . . Larry Katz, IA official, was here on business from Harrisburg.

The Martin Rothensteins of the Baden, Baden, have moved from Aliquippa to their new home in Ambridge . . . Art Cinema's "Congorilla" received columns of publicity breaks as the result of a screening of the picture for chimpanzees at the Highland park zoo . . . T. Elmer Transeau, director of the Pennsylvania Highway Safety bureau, states that if "Pennsylvanians start installing television receivers in automobiles, we'll pass a state statute against it."

Charles Truran jr., formerly with the Warner circuit in Parkersburg, has succeeded Ed Levin, resigned, as a local sales representative for National Screen . . . After finishing its engagement at the Playhouse, the "Joan of Lorraine" cast will make 11 road appearances in this area for a total of 39 performances, a new record for the civic theatre . . . Taverns in the north area are using newspaper display advertising announcing daily television programs. Listed among the entertainments are the starting time of feature motion picture films being televised together with title and stars and newsreels.

Joe Shapiro, flying his plane from Mount Union, was grounded at Altoona and came here by train . . . Betty Pearlman, EL switchboard operator, and Larry Schacter were married in Cincinnati . . . John Cook, proprietor of the Kanawha, Grantsville, W. Va., went on a hunting trip near Durbin and bagged a big bear and a red fox . . . Tickets for the Variety Club's 21st anniversary banquet, November 14, are $20 each. The International leader John H. Harris will be honored at the stag dinner in the William Penn hotel.

Bill Walker, Crafton; Jimmy Nash, West View, and Henry Schmitt, Imperial, headed for Baltimore to attend the Notre Dame-Navy game . . . Bill Weaver is new clerk at the Alexander Theatre Supply . . . Minnie Steinberg of Hymie Wheeler's Film Classics office will resign here and take up residence in Los Angeles in mid-December. She has secured an apartment there for herself, son Fred, 17, and the twins, Iris and Doris, 8 . . . Joe Fecheck prepared a Halloween party Saturday morning at the Menlo, Charleroi, offering prizes for the best costumes . . . Paul Reith, RKO officer manager, will enter the Naval hospital at Bethesda, Md., to undergo an operation.

Mr. and Mrs. R. J. "Riney" Hiehle, Parkersburg, W. Va., exhibitors, left for a vacation in New York . . . Jack Servies, NTS district manager, was here conferring with "National Newt" Williams, local manager . . . The Family, St. Mary's, Pa., is closed Tuesdays and Wednesdays . . . George Delish, New Martinsville, W. Va., exhibitor, is back on the job after vacationing in Oklahoma . . . Harry Hendel of the New Granada is expected to return from Los Angeles any day now that the jungle film he and Bert M. Stearn produced is completed and initial working prints are out of the laboratory.

Homer, Homer City, staged a successful Halloween show for the kiddies . . . Pittsburgh Television Sales, Inc., announced that it will specialize in commercial television installations for bars, theatres, hotels, restaurants and institutions . . . Marian Feiner Labovitz, Harris office secretary to John T. McGreevey, has resigned . . . Harry Heroff has enrolled the Rex, Portage, with Co-Op for film licensing and booking.

Harris, St. Mary's, Pa., featured Dr. Neff's mystery stage show . . . Pittsburgh Playhouse, now in its 15th season, and planning for a new million-dollar civic theatre to be built at the Boulevard of the Allies and Halket street, since 1934 has produced more than 100 shows seen by some 425,900 people. Last season its productions attracted 93 per cent of capacity, or 61,000 playgoers . . . Exhibitor Frank A. Orban jr., Hooversville, Republican representative in the state general assembly, was expected to win a larger vote November 2 than he did in the primary.

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New Show Policy Adopted At Wheeling Capitol

WHEELING, W. VA.—Host for years to "name bands" and motion pictures, the Capitol, celebrating its 20th anniversary, has made two significant bookings indicating a new trend in local entertainment. First was the appearance October 30 of the Fred Waring show. On its heels comes the Broadway hit "Carousel" on November 19, 20. Support of these special shows has encouraged the management to keep other high-level attractions coming to Wheeling.

New Bell at Ravenna, Ky., Destroyed by Flames

RAVENNA, KY.—A fire destroyed the Bell Theatre here, owned and operated by Walter L. Campbell. The Bell recently was remodeled from a former theatre building, with complete new equipment and furnishings, and was opened last June.

Sleuths See Mystery

NEW KENSINGTON, PA.—The city's leading law enforcement officers attended the first showing here of "Walk a Crooked Mile" at the Circle, trying to pit their wits againts the criminal in the picture. The film was stopped at the last few minutes and the civic leaders tried to guess who committed the crime.

20 Cartoons for Kid Show

NEW KENSINGTON, PA.—Twenty cartoons were exhibited at a Saturday morning carnival at the Circle. Usually 15 or 17 cartoons make up a special show.

'Number' Grosses 130 To Lead Pittsburgh

PITTSBURGH — "Sorry, Wrong Number," at the Ritz after a week at Loew's Penn, copped local honors with 130 per cent to win a third week. "Johnny Belinda" at the Stanley got 125 per cent to win a holdover.

(Average Is 100)

Fulton—**Apartment for Peggy** (20th-Fox), 2nd wk..... 75
Harris—**The Untamed Breed** (Col), 5 days..... 60
Penn—**An Innocent Affair** (UA)..... 80
Ritz—**Sorry, Wrong Number** (Para), 2nd d. t. wk...130
Senator—**I Wake Up Screaming** (20th-Fox); **Blood and Sand** (20th-Fox), reissues.....125
Stanley—**Johnny Belinda** (WB).....125
Warner—**Race Street** (RKO).....110

Trade Booms in Cleveland; 'Mile' Leads First Runs

CLEVELAND—Business at the first run houses was at its highest level in recent weeks, four bills grossing better than average, two hitting par and one in the lower bracket. Leader of the newcomers was "Walk a Crooked Mile" at the Palace. "Cry of the City" at the Hippodrome and "A Southern Yankee" at the State were strong. "Julia Misbehaves," in a moveover week at the Stillman, rang up a husky 135 per cent.

Allen—**Hollow Triumph** (EL) 100
Hippodrome—**Cry of the City** (20th-Fox).....115
Lower Mall—**Murderers Among Us** (Artkino)..... 60
Ohio—**The Secret Land** (MGM); **A Night at the Opera** (MGM), reissue 100
Palace—**Walk a Crooked Mile** (Col) 130
State—**A Southern Yankee** (MGM) 115
Stillman—**Julia Misbehaves** (MGM), 2nd d. t. wk...135

Detroit Trade Disappoints Despite Strong Offerings

DETROIT—Business proved disappointing in several houses last week despite some highly rated attractions. Good weekend weather hurt the show business. Detail for week ended October 28:

Adams—**The Best Years of Our Lives** (RKO).....120
Broadway Capitol—**Rachel and the Stranger** (RKO); **Lady at Midnight** (EL), 2nd wk..... 90
Downtown—**A Southern Yankee** (MGM); **Song of Idaho** (Col), 2nd wk..... 70
Fox—**Walk a Crooked Mile** (Col); **Black Eagle, the Story of a Horse** (Col), 2nd wk.....115
Michigan—**Good Sam** (RKO); **Out of the Storm** (Rep) 90
Palms State—**Sorry, Wrong Number** (Para); **I Surrender, Dear** (Col), 2nd wk.....120
United Artists—**Julia Misbehaves** (MGM).....115

'Peggy' Registers 140 To Pace Cincinnati

CINCINNATI — Grosses at the de luxe houses were slightly better. "Apartment for Peggy," showing at the Albee, rang up a healthy 140 per cent to pace the city, and it was moved to the Shubert for another round.

Albee—**Apartment for Peggy** (20th-Fox).....140
Capitol—**A Southern Yankee** (MGM), 3rd wk..... 90
Grand—**Forever Amber** (20th-Fox).....110
Keiths—**Sorry, Wrong Number** (Para), 3rd wk..... 90
Lyric—**The Time of Your Life** (UA), 2nd w., 3 days; split with **Blood and Sand** (20th-Fox); **I Wake Up Screaming** (20th-Fox), reissues.....100
Palace—**Night Has a Thousand Eyes** (Para)..... 80
Shubert—**Rope** (WB), 2nd wk.....100

Contestants Win Awards

BUTLER, PA.—Warner's Butler staged the grand finals in its series of Thursday evening amateur nights, winning contestants sharing $150 in cash prizes. The theatre lobby displayed a complete Geneva modern kitchen in a tieup with John R. Ellison & Sons.

Fireworks at Drive-In

WASHINGTON, PA. — Route 19 Drive-In staged an aerial fireworks exposition one night recently.

COLUMBUS

LOCAL drive-ins have closed for the season . . . Michael Flesch, operator of Grandview Inn, recently damaged by fire, has reopened it. He plans to build a theatre restaurant, to contain a cocktail lounge and private dining rooms, as an addition to the original building . . . Tom Smiley, former MGM salesman, resigned to represent Realart and Film Classics in Denver.

Walter Fellows, onetime manager of the Alhambra and an uncle of Mrs. Ethel Miles of the Miles circuit, died recently . . . William Douds, special lobby display artist for Loew's, is the father of a baby girl . . . Tod Raper substituted for Samuel T. Wilson, drama editor of the Columbus Dispatch, while the latter visited New York . . . Ad rates of the Dispatch will be increased January 1, one cent a line daily and 2 cents Sundays.

Walter Kessler of the Ohio won favor with local critics by distributing thick steaks in connection with the opening of "Red River" . . . A new theatre and film program will be launched by WVKO-TV November 15, with Vicki Owen, known to Columbus theatregoers as a result of appearances with the Columbia Stock company at the Hartman . . . An application by WVKO-TV for an AM radio license was denied by the FCC.



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CLEVELAND

The Variety Club really is putting its best foot forward when it comes to entertainment for members. Free rumba lessons are being given by Fred Astaire dancers . . . Lou Walters, former NTS manager here, now is general plant manager and assistant to the president of the Universal Corp. in Dallas, manufacturers of aluminum display frames and other products.

The Peoples Theatre, Akron, will change hands November 15 when Mr. and Mrs. Robert Gale take it over from John Mihaly. The Ohio Theatre Service Corp., operated by Tony Stern and Lou Ratener, will buy and book for the house.

Urban Anderson, chairman of the Ohio Caravan committee, held a meeting here last Monday. Attending were Hoy Russell, Leo Jones, Ed Biggio, Frank Slavik and Gerald Anderson. Anderson reports the new Ohio Caravan unit formed at the September ITO convention, now is serving 40 exhibitors in Ohio . . . Jerome Lamm, roadshow manager for "Henry V," moved into his newly purchased home on Euclid Heights boulevard . . . Sid Cooper of the Detroit UA office was a guest of Bill Levy, local branch manager.

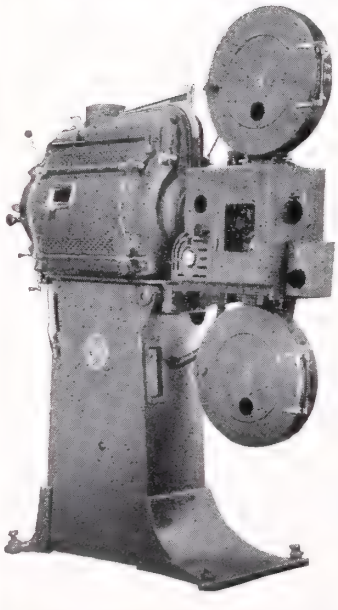
Missing from the United Artists booking desk are Frank Musto and Bill Dowdell. Musto moved to Universal International to succeed Wilbur Grant, who is moving from Cleveland. Lester Dowdell, UA office manager, is doubling as booker temporarily . . . Irving Marcus, National Screen Service salesman, became the father of a baby girl . . . Ramona Welson resigned from NSS where for the past seven years she has been secretary to Nat Barach, branch manager. Her co-workers presented her a wrist watch as a going away present.

Visitors included Walter Steuve of Findlay, Joe Robins, Paul Ellis and Pete Ruffo of Warren and Youngstown, and Justin Knopp of Oak Harbor . . . The Warner Club gave a masked Halloween party in its clubrooms November 1 . . . Lee Goldsmith, former U-I head booker who was transferred to the Atlanta office, was in town . . . Wedding bells are ringing on Filmrow these days. Last Monday, Marion Ralph, U-I secretary, was married to John Bell . . . "Mickey" Hart, NSS booking clerk, chose Saturday as the day of her marriage to Sam Sacean in Old Stone church with Frances Graham as matron of honor . . . Clara Gaier, Screen Guild office manager, will be married to Jack Rosenfeld of this city on December 5.

Charles B. Fogle of the MGM exchange maintenance department was a local exchange visitor . . . Milt Mooney's Cooperative Theatres of Ohio will buy and book for the new Linda Theatre, Akron, scheduled to open about November 15 . . . Edward Salaberg, Screen Guild district manager, is dividing his time equally between the Cleveland and Cincinnati offices . . . Roy Gross, Gross circuit, was in California on vacation . . . J. S. Jossey of Hygienic Productions, will leave soon for California to confer with his associate, Kroger Babb, on production of a new feature film.

Dolores Smith, assistant to U-I cashier Marie Roessell, was back at her desk after an illness . . . Herbert Pegg, father of Cliff Pegg, manager of the Beach Cliff Theatre, died recently. In addition to his wife and son, a daughter survives . . . Paul Bonaiuto of Major Films was in Detroit establishing distribution outlets for "Mom and Dad" on 16mm film . . . John Urbansky has turned the buying and booking for his Lorain-Fulton and Jennings theatres, both Cleveland houses, over to the Ohio Theatre Service Corp.

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Barck Brothers to Build Theatre Near Cleveland

CLEVELAND—When Sam Barck and his brother Maurice sold their Maple Heights Theatre a year ago and built a drive-in between Alliance and Salem, they said they were not bowing out of the in-door theatre business.

Now they announce that plans are being prepared for a de luxe 1,000-seat house which they plan to build during the coming year. The site of the new house is not being announced at this time, although the owners say it will be located near Cleveland and will be in the $225,000 class.

To Set Opening Date Soon For Cheswick, Pa., Theatre

CHESWICK, PA.—An opening date for the new Cheswick, under construction for nearly three years, will be announced soon, according to Joseph F. Mulone, proprietor. The structure measures 50x130 feet. Atlas Theatre Supply furnished Motiograph AA sound projectors, film cabinet and all booth equipment, heating coils, heating and ventilating blowers, interchangable Adler letters, frames, ticket machine, coin changer and carpets. Seating capacity is 765.

'Hamlet' Gets Big Opening

CLEVELAND—Opening of "Hamlet" at Loew's Ohio Theatre was a tremendous success. The advance seat sale guaranteed a complete sellout for the first weekend, according to Robert Wile, manager of the roadshow production. Wile also reports that the school tieup for the sale of student tickets has exceeded any previously held locally. Critics on all three local newspapers agree that "Hamlet" is one of the greatest pictures ever made. "Hamlet" is being shown twice daily, all seats reserved, at a 90 cents-$1.80 matinee and $1.20-$2.40 evenings.

Heflin Visits in Ohio

SPRINGFIELD—Van Heflin, popular screen star, got away with almost the impossible recently. He paid a visit to Springfield and nearby Yellow Springs, stayed several days and not even the newspapers or the bobby-soxers learned he was in the city.

Heflin dropped in to see his old friend Paul Treichler, professor of dramatics at Antioch college in Yellow Springs. The actor and the professor met while Van was attending Yale. Only a few persons, including Michael H. Chakeres, manager of the Regent-State Corp., and Sid Garris, well-known announcer for radio station WJEL, knew Heflin was here.

Law Officers See FBI Film

JOHNSTOWN, PA.—Fifty law officers attended a special showing of Columbia's "Walk a Crooked Mile" at the Embassy.

LOUISVILLE

Among the large number of exhibitors seen on the Row recently were Col. L. B. Fuqua, Kentucky Theatre, Eddyville; F. X. Merkley, Rialto, Columbia; Foster Lane, Dixie, Williamsburg; J. F. Carnahan, Manchester; Willard Gabhart, Harrod, Harrodsburg; R. H. Robertson, Majestic, Springfield; Louis Wiethe, Wiethe circuit, Cincinnati; Willis Vance, Cincinnati; Ben Reeves, Lincoln, Stanford; Rodger Davis, Grand, Lancaster; Mr. and Mrs. Clyde Marshall, Columbian, Columbia; Robert Enoch, Elizabethtown Amusement Co.; C. J. Williams, Royal, Paintsville; Nelson E. Ward, Georgetown; A. J. Sexton jr., Alfon, Ashland; C. R. Mitchell, Barbourville Amusement Co.; Andy Anderson, Hartford; J. P. Masters, Diamond, Bowling Green; Eugene Martin, New Ace, Brandenburg; Mr. and Mrs. E. L. Ornstein, Ornstein Theatres, Marengo, Ind.

Sneak previewed at the Rialto here by Manager J. J. Musselman was "Miss Tatlock's Millions" . . . The board of directors of the Louisville Park Theatrical Ass'n named George E. Gans president, and James W. Henning was elected chairman of the board. Other officers: Vice-presidents: William H. Camp, Henry M. McClaskey and Milton S. Trost; secretary, Cyril Deutsch; treasurer, Wallace M. Davis; assistant treasurer, William H. Day.

E. E. Maggard of Morehead, Ky., died of a heart ailment. He had been ill for approximately three years. Maggard invented an early motion picture machine, the Cosmograph, which was widely used until outdated . . . Safety Director McCandless said he ordered the Ohio Theatre here to quit showing a short film on the "art of making love" and to quit selling a book on sex in connection with it. Ford Tracey, manager of the theatre, complied. The short was being shown in conjunction with a double bill of "Marihuana" and "False Colors," which was booked as a special program at slightly higher prices.

Actor Van Heflin stopped off in Louisville long enough to look up old acquaintances Vance Schwartz, manager of the National, and Boyd Martin, drama critic of the Courier Journal . . . With the opening of the burley tobacco markets this month, the theatre business in the various sections of the state should be increased considerably.

Andrew Smith Explains His Conciliation Plan

PITTSBURGH—Second in importance only to the national election, this week were Filmrow discussions revolving around the Smith conciliation plan for the settlement of trade disputes. Andy W. Smith jr., 20th-Fox general sales manager, was to present his plan to directors of Allied MPTO of Western Pennsylvania November 5 at exhibitors' assembly hall here. Whether the board would take action on the conciliation offer or whether the question would be held over and presented to the membership, with or without recommendation, was not disclosed.

Speller Action on House Name

DETROIT—Edward Long of the Long Sign Co. has installed a new type neon with a speller action for the house name letters on the new Empire at Bay City for Art Narlock.

Renovated Esquire Open in Cleveland

CLEVELAND—With justifiable pride, the Esquire Theatre was presented to patrons as the newest motion picture theatre in Cleveland. All that remained of the old Lake Theatre, predecessor of the Esquire, were the four walls. Leased to the Community circuit, the old theatre was stripped of everything, and the new operators spared nothing to rebuild, remodel and redecorate it from the new marquee to the last exit door.

The new entrance lobby is decorated in light corrugated plywood. Mirror borders to display frames add both to the size and brightness of the lobby. The auditorium has the same dimensions as formerly, but it looks larger because of the elimination of a center aisle and the gay, modernistic wall treatment. This consists of lengths of turquoise blue, rose and red velours applied horizontally. The Bodiform chairs in a harmonizing rose shade, allow easy leg room. A new red carpet in conventional modernistic design adds to the total gaiety. National Theatre Supply installed all new Motiograph sound and projection equipment and the house has been completely air conditioned. Remodeling and decorating was done by Henry Hellriegel.

On opening day the theatre lobby was lined with baskets of flowers. Henry Greenberger of Community circuit was on hand to greet patrons and receive congratulations. Harold Greenberger is manager. The Esquire will play a first run policy, holding pictures one week, as do the other downtown first runs.

Morehead, Ky., Theatres Sold to Chakeres Chain

MOREHEAD, KY.—Both the Mills and Trail theatres here have been sold by Warren R. Shafer to the Chakeres Theatres, Inc., of Springfield, Ohio. The theatres, operated by Shafer for 14 years, will be placed under the supervision of Gene Lutes of Frankfort, district manager for the Kentucky Chakeres houses. Chakeres has other theatres in Winchester, Frankfort, Shelbyville and Williamstown.

May Enter Drive-In Field

BELLWOOD, PA.—The State, Bellwood, and the State, Osceola Mills, enterprises of Nick Notopoulas and John Allison Gribble, are to be sold, and it is expected that both men will enter drive-in business.

Theatre Aids Home Fund

TOLEDO—A benefit film and vaudeville show in the Colony Theatre at midnight recently, greatly boosted the Yaeck fund being raised by friends and neighbors to replace the home of Elwood Yaeck, which was leveled by an explosion September 30.

METRO PREMIUM CO.
now offers
BEAUTYWARE PREMIUMS
Gifts of overpowering Boxoffice Appeal
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Film Bldg. Cleveland, O.

TOLEDO

The Princess held over "Sorry, Wrong Number," for a third week. The theatre is the smallest first run house in the city, and has been turning away patrons ever since the film was booked . . . Thanksgiving films booked by downtown houses include "Loves of Carmen" at the Rivoli, "Three Musketeers" at the Valentine, and "Miss Tatlock's Millions" at the Princess.

Abe Ludacer, manager of Loew's Valentine, always likes to book a film with June Allyson in it because he worked with her for seven weeks a few years ago when she was appearing at the Capitol Theatre on Broadway. Ludacer says she was very easy to get along with . . . Marvin Harris, manager of the Paramount, recently made a brief visit to Racine, Wis., to see his father who is ill . . . Town Hall reported a large mail order sale for "Goodby, My Fancy," first stage offering here this season, to play November 8-10.

Ray Reagan, organist at the Paramount since it was taken over by Carl H. Schwyn circuit last summer, was to close his engagement November 3 to return to the Wardell-Sheraton hotel, Detroit, where he was a favorite before coming to Toledo . . . Joseph Tripodi, brother of Vincent Tripodi, assistant at the Valentine, is believed to be the youngest holder of a broker's license from James C. Petrillo. He is just 20. He plans to bring "La Traviata" to the city March 23.

To Narrate 'Flying Dancers'

Radio announcer Ken Carpenter will narrate "Flying Dancers" for Paramount.

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Attorney for SIMPP Offers Deposition

DETROIT—Two additional motions were filed Thursday (28) in the lawsuit brought by the Society of Independent Motion Picture Producers against United Detroit Theatres and Cooperative Theatres of Michigan, one by each side. Both sides took action in pursuance of the hearing held before Judge Arthur Koscinski ten days previously.

A. Stewart Kerr, attorney, filed affidavits on behalf of Walter Wanger, Walt Disney, James Cagney and other producers involved to the effect that they did not have personal knowledge of the distribution matters affecting their films, and that this information should be sought from the sales chiefs in New York rather than from them; and further, that their attendance here for examination as sought by the defendants would be a matter of inconvenience to their film production. They sought, instead, to have depositions taken at Los Angeles.

Rockwell Gust, attorney for the United Detroit Theatres, filed a short brief contending that the cited producers were principal officers of the corporations involved and that his clients had a right to examine them prior to trial here in Detroit.

The SIMPP contention that UDT and Cooperative Theatre had copies of relevant documents which they sought was countered by Gust with the statement that the two circuits did not have film contracts or other papers relating to the Fox, Downtown, and Adams theatres, and for many other houses. It was Gust's contention that the records affecting these theatres was necessary for the case because of SIMPP's allegations. The three houses named are owned by national theatre groups—Balaban and National Theatres—and are the only Detroit first runs not involved as defendants.

An interesting document filed was a photostat of a trade paper edition of three days earlier, reporting that David O. Selznick flew in over the weekend at New York City. Gust suggested that, if he could leave production duties to go to New York, he could stop over at Detroit on the way back. It was considered probable that every move of the key industry executives involved would be scanned closely for evidence as to their ability to get away from Hollywood.

The court indicated that an early decision would be given requiring the plaintiffs to appear for examination or submit depositions.

Bardstown Drive-In Opened

BARDSTOWN, KY.—The Gypsy Drive-In, erected here by W. H. Hahn and J. F. Burnette, opened recently. The ozoner is located on highway 31E five miles north of Bardstown and will accommodate 450 cars.





BURT LANCASTER VISITS—Shown above, Burt Lancaster visits with Irving Sochin, branch manager for U-I in Cincinnati, on a recent trip to that city in the interests of "Kiss the Blood Off My Hands." Lancaster also visited with exhibitors and did a few broadcasts while in the Ohio city.

CINCINNATI

Irene Loew, contract clerk in the U-I district manager's office, entered the Jewish hospital for a major operation. Joseph A. McKnight, Kentucky salesman for RKO, became a grandfather when a son was born to Lieut. Joseph Charles McKnight and his wife. McKnight graduated from Columbia medical center, and is stationed in Tokyo . . . The new Guild Theatre, an art house, opened November 4. The theatre is the old Eden and will have continuous performances daily starting at 2 p. m. and midnight shows every Saturday. Pictures of unusual style will be offered. The initial attraction was the American premiere of "One Night With You." Future showings will include "Madonna of the Seven Moons," "This Happy Breed" and "The Brothers."

Lila Fox joined the office force of Columbia as biller. Lila was formerly in the billing department of RKO . . . Ruth Cosgrove, publicity representative for Samuel Goldwyn, New York, spent a couple of days here contacting radio stations to plug songs in "A Song Is Born."

Ed McEvoy, short subject sales manager for U-I, was a caller on Filmrow. McEvoy is in charge of 16mm sales and in the television department . . . Gordon M. Eastwood is general manager of the new Wood Theatre, Dunbar, W. Va., which is scheduled to have formal opening on or about December 15.

Wes Huss's Imperial Theatre, Cincinnati, reopened after being closed for several months for extensive remodeling . . . Thelma Osborne, biller for RKO, resigned to remain at home and regain her health . . . P. R. DeLong, State Theatre, Ironton, Ohio, made one of his infrequent visits to the exchanges. Ditto Sam Gorrel of Cleveland; James Denton, Owingsville, Ky.; Lloyd Hildebrand, Ohio, Dayton; Mr. and Mrs. Fred May, Carrollton, Ky.; Frank Allara, Matewan and Delbarton, W. Va.; Goode Homes, Bramwell, W. Va.; Joe Lee, Dayton, and Bill Settos, Springfield.

Tent 1, 21-Year Dinner In Pittsburgh Nov. 14

PITTSBURGH—The 21st anniversary banquet of Tent 1 of Variety International November 14 will honor not only "Big Boss" John H. Harris, but Samuel A. Fineberg, chief barker of the home tent and his retiring 1948 crew.

Sam Fineberg is a veteran in the local motion picture industry. Long a partner of James H. Alexander in independent film distribution here, they joined hands in a theatre supply business several years ago and are successfully operating as area RCA equipment dealers.

Retiring at the end of the year as Variety Club's chief barker, Fineberg will be honored at the November 14 stag banquet in the William Penn hotel with the 1948 officers, Ben Steerman, Bert M. Stearn, Alphonse T. Weiblinger and George W. Eby.

Variety Tent 1 has elected the following directors for 1949: Peter T. Dana, Carl Dozer, George W. Eby, I. Elmer Ecker, Norman Mervis, Sammy Speranza, Ben Steerman, Tom Troy, John Walsh, Al Weiblinger and Bill Zeilor.

Local delegates to the national convention in San Francisco next April will be M. N. Shapiro and Bill Zeilor, with Peter T. Dana and Norman Mervis as alternates.

Officers for 1949, named by the directors, are George W. Eby of Harris Amusements, chief barker, succeeding Fineberg; Ben Steerman, Warner circuit, first assistant; Peter Dana, U-I district manager, second assistant; Al Weiblinger, Philadelphia Co., secretary, and Norm Mervis, independent exhibitor, treasurer.

$300,000 Drive-In Started By the Community

DETROIT—Adolph Goldberg, Irving Goldberg and Charles Komer of Community Theatres, operating 12 city and suburban houses and interested in the Gratiot Drive-In, one of the outstanding open-air theatres in the county, are starting construction of a 1,100-car outdoor theatre at an estimated cost of $300,000 on a 25-acre site at Telegraph road and Chicago boulevard.

Komer is personally supervising construction. Some of the outstanding features of Community's newest development are a beautiful concession building and snack bar, modern restrooms, booth construction and equipment. The circuit's headquarters are located in the Barlum Tower, Detroit.

Election Bulletins To 19 UDT Theatres

Detroit — United Detroit Theatres made election night tieup for its 19 houses with the Detroit Free Press to supply election bulletins at intervals of 15 minutes during the entire evening. A man to handle the special service which was to be relayed to the circuit office and then phoned to each theatre, was assigned by the paper. Managers arranged for blackboards in the lobby where returns were posted.

Manager Art Mabey Keeps Milford Safe

MILFORD, MASS.—In 1934 a number of serious accidents involving the school children of Milford came to the attention of Arthur Mabey, manager of the State Theatre,



ARTHUR MABEY

an Interstate house. He decided that something should be done about the tragic occurrences. Working with the local Lions club, of which he was president at that time, he launched a series of safety program shows at his theatre, using shorts provided by an insurance company and others sent in by Ted Fleisher, booker for Interstate.

As the years went on, the safety shows expanded until they became a community project. This year the town received a plaque as second prize for safety in the state, with the presentation made from the stage of the State by Registrar of Motor Vehicles, Rudolph King. Attorney Michael Visconti, chairman of the Board of Selectmen, received the award and Town Solicitor William DiVitto was emcee for the occasion.

HUGE PARADE FEATURED

Superintendent of Schools David Daveron and Motor Vehicle Investigator Wallace O'Brien were on the platform. The latter presented school certificates of merit to the members of the School Safety Patrol stationed at the various school crossings for their devotion to duty. A huge parade through main street preceding the festivities was led by the high school band, plus a display of 35 trucks and commercial vehicles owned by the city that had not had an accident in a year or more. Included in the town are eight grammar schools, both public and parochial, involving 1,500 children.

Mabey is continuing the monthly safety shows at his theatre. At each meeting he has arranged for speakers from the registrar's office and others in public life to address the children and their parents on safety. Meantime, the town record shows that not a child has been injured going to or returning from school in more than five years.

New Business Pledged By Boston Colosseum

BOSTON—Pledging 100 per cent cooperation in the Colosseum of Motion Picture Salesmen, Boston Loge 16 recently held a meeting at the Hotel Bradford, presided over by Saul Levin of Eagle Lion and attended by a full membership from the Boston exchanges.

"We are pledging ourselves to secure additional business for our companies to justify the new salary agreements as set up by the national Colosseum and the distributors," said Levin. "We will all work harder to put in that extra effort to secure more playdates for our pictures." Levin, recently elected president of the Boston Loge, also gave a full report of the national contract as set up at the national convention in Chicago a fortnight ago.

Jerry Callahan of Monogram, secretary of the Loge, read and explained the national charter, authored by Franl Salley of Georgia.

Springdale State Case Is Heard at New Haven

NEW HAVEN — The arbitration complaint of the State, Springdale, against all the major distributors was heard at the local office on Thursday afternoon (4), with Prof. Fleming James of the Yale university law school as arbitrator. Intervenors in the case were Prudential Theatres Co., Plaza Theatre, Inc., and Weiss Amusement Co., all operating in the Stamford area.

The State complained that its present clearance setup, by which it follows Darien, causes excessive hardship because of the failure of Darien to book on time. Since Springdale is a part of Stamford, a maximum clearance of 44 days after Stamford first run was sought.

Amalgamated Buying Service of New Haven filed the complaint.

Two New Theatres Near Finish in Connecticut

HARTFORD—Erection of two 1,000-seat theatres in southern Connecticut by the Fruge Construction Co. is near completion. One, situated on the Stratford-Bridgeport town line, already has foundation, walls, and roof completed, with interior work proceeding. Work on installation of the roof is going ahead at the other 1,000-seater, located on the Bridgeport-Fairfield town line. Tom Fruge is head of the concern.

Vincent Capuano Named

HARTFORD—Vincent Capuano, former manager of the Warner Capitol, Danbury, has been appointed manager of the Perakos circuit's Elm in West Hartford. He assumed managership of the new 1,100-seater last week.

Deceptive Reception On Drive-In Screen

Hartford—Larry Delaney, local television man, happened to be driving by an openair theatre in suburban Newington, with his 7-year-old daughter Laurel. Miss Delaney got a passing view of the picture on the drive-in's screen.

"Gee, Dad," she said, "reception is good tonight!"

Art Theatre Started At Maynard, Mass.

MAYNARD, MASS.—Construction started recently on a new theatre to be built by Bert Coughlin, who operates the People's and Colonial theatres here. The Colonial, a leased, upstairs situation will be discontinued when the new theatre is opened. The new theatre will be called the Fine Arts and will play a fine arts policy, consisting of the best in English and foreign films, drawing customers from the surrounding towns of Weston, Wayland, Concord, Groton, Lincoln and Sudbury.

Bert Lawton, who has been associated with Coughlin for 22 years, will be house manager. William Riseman Associates, Boston architectural designers, have completed plans for the one-floor, modern theatre, which will seat 450 and will be functional in design. The house will be finished in white stucco with fieldstone trimmings and flagstone walks, giving a rustic treatment. There will be a parking area in the rear for 100 cars. Massachusetts Theatre Equipment Co., headed by Eddie Comi, will equip the house throughout, including acoustical treatment, screen, curtains, draperies and seats. This firm will install a Century booth which will be wired for 16mm projectors and a projector-type television set. Coughlin, incidentally, presented the first showing of free television in New England when he invited townspeople to view the Louis-Walcott fight pictures at the People's last June. A February 22 opening is expected for the new theatre.

Kiddy Parties Planned For Underprivileged

HARTFORD—Local merchants in Brattleboro, Vt.; South Norwalk, Conn., and Fitchburg, Mass., will sponsor theatre parties for underprivileged children during November, through deals arranged by Carey Theatrical Enterprises of Hartford, headed by Tom Carey.

Merchant-sponsored theatre parties are set for E. M. Loew's Universal, Fitchburg, Mass., November 11; Wesmas circuit's Paramount, Brattleboro, Vt., November 25, and M&P Empress, South Norwalk, Conn., November 27.

In each theatre, specially prepared youngster shows will be presented, with local merchants sponsoring the performances. Underprivileged children in various communities are hosted through these presentations. Carey also handled two Halloween party shows for underprivileged children at the Paramount, New Haven and Capitol, New London.

Ed Harrison Is Manager

HARTFORD—Eddie Harrison, former division manager for the E. M. Loew's circuit. has been appointed manager of the B&Q circuit's Bijou in Springfield, it was learned here after leaving E. M. Loew's, Harrison managed a drive-in at Westfield, Mass

Hartford Managers Meet

HARTFORD—Al Schuman, general manager of Hartford Theatre, presided at a managers meeting where Barney Pitkin, chief barker of Variety Tent 31, spoke on the Will Rogers Memorial hospital campaign.

FALL RIVER

The recent political campaign and its many public rallies which brought to this area prominent national and state political figures, did not affect attendance appreciably at local motion picture houses, managers reveal . . . In police toils is Albert Landy jr., 19, who is charged with breaking and entering and larceny in connection with a recent break at the home of Manager Carl Zeitz of the Academy. Articles valued at over $1,000, taken from the Zeitz home, were recovered in part by police. Landy was held on $5,000 bail.

Alert theatre personnel was responsible for the capture of a 9-year-old boy who recently stole the pocketbook of Mrs. Mary Hogue at the Embassy Theatre. The boy was apprehended before leaving the theatre. Police learned that the youth, on probation from juvenile court, had committeed such thefts in the past. Mrs. Hogue told police she did not care to prosecute as her pocketbook and its contents had been returned to her.

Thousands of boys from 10 to 14 were kept off the streets on Halloween night and "out of mischief" by parties sponsored by the Police Athletic League of which Paul Slayer, Durfee manager, is a director and program chairman. Slayer assisted at the parties at which the guests participated in games, sports events for which they received awards and were treated to refreshments, candy and other delicacies.

All Fall River theatres assisted in promoting the Community Fund drive here. Personnel contributed individually and in groups. The Plaza Theatre, owned and operated by John O'Connor, gave $40, and the Academy personnel, $25 . . . Manufacturing corporations and labor unions are beginning preparations for Christmas parties which are held each year in local theatres. The Empire Theatre has been engaged already by CIO units and the Garment Workers' Union.

William S. Canning, general manager for the Yamins houses, was toastmaster at the Navy day observance dinner at which Rear Admiral Richard Whitehead, a Fall River native, was a speaker with House Speaker Joseph W. Martin jr. . . . Norman Zalkind, Strand Theatre manager and an active member of the naval reserve surface division 1-13 of this city in which he serves as a lieutenant, figured prominently in the Navy day observance as committee chairman.

Work of reconstructing the entire lobby of the Empire Theatre is progressing under the supervision of the Reisman Co. of Boston. The building permit issued by the city gives an estimated cost of $4,000 . . . Return to vaudeville one day a week, Tuesday, at the Empire Theatre, is drawing capacity audiences, Manager Canning said in announcing that the new vaudeville policy may be extended to two days a week. Acts are secured from the Ross Frisco Bureau in Boston.

Academy Theatre employes, led by Manager Carl Zeitz, are pushing the Jimmy fund campaign sponsored by Variety Club. Attention of theatre patrons to the campaign is attracted by numerous displays.

The Academy Theatre personnel extended sympathy to Edward Stevenson, projectionist, on the recent death of his wife . . . New on the staff is Thomas Dorsey . . . Nathan Yamins and his assistant, Ernest Isreal, recently visited the Yamins houses here . . . Mrs. Mary Guay is the new cashier at the Empire, replacing Pauline Gallant.

The lobby of the Empire Theatre, which William S. Canning manages, is being dismantled for the installation of a new marble finish, mirrors and glass doors by William Reisman of Boston. The work is being done mornings and afternoons, without interference to motion picture presentations.

Large adult and juvenile audiences are being attracted on weekends at the Embassy Theatre at which John A. McAvoy is manager, by a new cartoon festival. A feature and news are part of the same program . . . William S. Canning was a recent visitor to Attleboro where he was the guest of House Speaker Joseph W. Martin jr. Canning also visited Manchester, N. H., where he presented three of its outstanding citizens medals of recognition for their efforts in behalf of the youth of that community.



Bridgeport Usherette Is Subject of Feature

BRIDGEPORT — Mrs. Adeline Bowles, usherette at the Rivoli Theatre, who came to public attention through letters appearing in the Live Letters column of the Post praising her work, was the subject of a feature story in the Sunday Post.

Forty-nine years old and a widow, Mrs. Bowles credits her happy disposition to her five children. "They've always kept me smiling," she declared.

She works daily in a local factory operating a power press, and ushers at night.

A native of Milton, Mass., she came to Bridgeport via Boston and Wentworth, N. H. She is a descendant of Samuel Adams, who was a cousin of President John Adams.

One of her sons, Allen, is an usher at the Warner Theatre.

Harold Russell to Parade

HARTFORD—Harold Russell, actor in "The Best Years of Our Lives," will participate in the Armistice day exercises at nearby Middletown, Conn., under the sponsorship of the B'nai B'rith.

Howard Padowitz Quits

HARTFORD—Howard Padowitz, assistant manager at Loew's Poli Palace, has resigned, with Robert Gentner, student assistant at Loew's Poli, moving over to the B house to replace him.

Mild Boston Grosses; 'Night,' 'Fury' at 130

BOSTON—A mild week was reported here with only one holdover, "Night Has a Thousand Eyes," at the Paramount and Fenway, besides the two Shakespearean films, "Hamlet" at the Astor, entering its 11th week and "Macbeth," starting its fourth. At the Exeter "Blanche Fury" got off to an excellent start.

(Average Is 100)

Astor—**Hamlet** (U-I); 10th wk of roadshow engagement 80
Boston—**Drums** (UA); **White Feather** (UA), reissues 100
Esquire—**Macbeth** (Rep), 3rd wk. of roadshow engagement 85
Exeter Street—**Blanche Fury** (EL); **The Gay Intruders** (20th-Fox) 130
Memorial—**Mr. Peabody and the Mermaid** (U-I); **Dear Murderer** (U-I) 95
Metropolitan — **Apartment for Peggy** (20th-Fox); **Night Wind** (20th-Fox) 125
Paramount and Fenway—**Night Has a Thousand Eyes** (Para); **Smuggler's Cove** (Mono) 130
State and Orpheum—**A Southern Yankee** (MGM); **The Secret Land** (MGM) 100

'Belinda' Leads Hartford With 225 Per Cent

HARTFORD—"Johnny Belinda" brought in the biggest second week business in months at the Strand, leading the rest of the downtown first runs with a healthy 225. "Red River" at the Poli pulled in 160.

Allyn—**Mr. Peabody and the Mermaid** (U-I); **Angel in Exile** (Rep) 70
Center—**Green Hell** (Realart); **Gung Ho** (Realart, reissues 65
E. M. Loew's—**The Untamed Breed** (Col); **Triple Threat** (Col) 90
Poli—**Red River** (UA); **Bungalow 13** (20th-Fox) 160
Palace—**Blood and Sand** (20th-Fox); **I Wake Up Screaming** (20th-Fox) 140
Regal—**Larceny** (U-I); **The Dead Don't Dream** (UA) 120
State—**Smugglers Cove** (Mono), plus stage show 100
Strand—**Johnny Belinda** (WB); **Million Dollar Weekend** (UA), 2nd wk. 225

Grosses Stand Near Average In New Haven First Runs

NEW HAVEN—Business hovered at the average line and none of the shows held over for extra playtime. A rainy weekend helped.

Bijou—**Phantom of the Opera** (Realart); **Ali Baba and the Forty Thieves** (Realart) 100
College—**Forever Amber** (Col); **The Best Man Wins** (Col) 95
Loew Poli—**Apartment for Peggy** (20th-Fox); **The Secret Land** (MGM) 96
Paramount—**Black Arrow** (Col); **Lulu Belle** (Col) 100
Roger Sherman—**The Saxon Charm** (UA); **End of the River** (U-I) 100

BRIDGEPORT

Loew's Poli, recently inaugurating a Tuesday opening, pulled "Larceny" after five days and went into a Saturday opening with "Julia Misbehaves" . . . Congratulations to Harold Tabackman, owner of the Bostwick Theatre, and his wife on a wedding anniversary . . . Jack Schwartz, owner of the West End and Black Rock, was in New Haven for the opening of Max Gordon's new show, "Bravo!" . . . Gene Tierney will have her baby at her mother's home in nearby Greens Farms.

Joseph Letezeio, projectionist at the Rivoli, is hunting in northern New England . . . Anita, wife of Manager Harry A Rose of Loew's Majestic Theatre, celebrated a birthday . . . Screen actor Edwin Cooper was a visitor . . . Jadwiga Smosarsak, Polish screen star, made a personal appearance at Loew's Lyric in connection with an all-Polish screen show . . . Manager Otto Esposito of the Astor, celebrated a birthday on Halloween.

HARTFORD

Fall renovations have been completed at the downtown E. M. Loew's, with new carpets installed and the marquee, upright sign and front redecorated. George Watson is the new doorman there and Evelyn Foley has joined the cashiers' staff. Dorothy Bourque, a music school student, is the new candy girl . . . Norman Villevenu has been appointed assistant manager at E. M. Loew's Hartford Drive-In.

Charlie Lowe, district sound engineer for the Warner circuit, has a new Plymouth . . . Jack Sanson, manager of the State, Manchester, went to town on "The Babe Ruth Story" with a local merchant giving away free sports equipment in a contest . . . Joe Spivack of Connecticut Theatre Candy Co., New Haven, was in the territory. Joe formerly managed the Music Box Theatre at New Britain for Bernie Levy and Lew Ginsburg.

George E. Landers, division manager for E. M. Loew's, has been teaching Len Young, new manager of E. M. Loew's, the tricks of the game of tennis. Recently the two played a double composed of George's 14-year-old son Dick and a Suffield Academy classmate, with the latter finishing up the winner . . . Irene Morrsey is the new cashier at the Central, West Hartford, succeeding Mrs. Lillian Anderson, resigned.

Community Amusement Corp. started a new glassware giveaway at the Star. Same house had a matinee Halloween party with colored films taken of the crowd and gifts distributed to the youngsters . . . The Astor, East Hartford, brought in a two-day stage show, consisting of Eddie Reed and his Rambling Cowboys of Torrington.

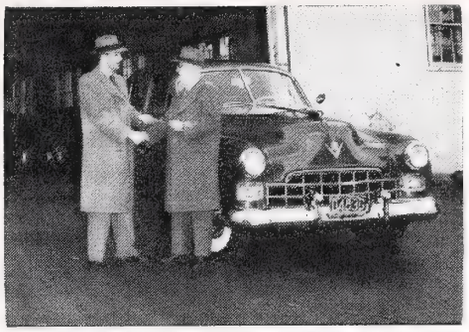
New soft drink stand has been installed in the Perakos Eastwood . . . Arthur West, Eastwood projectionist, was back from a three-week vacation . . . Russ Ordway, manager of the Princess, Rockville, was a recent Wethersfield visitor. He formerly managed the Lockwood-Gordon-Rosen Webb, Wethersfield . . . The Shulman circuit's Webster has started a new dish deal.

Bernie Levy of Amalgamated Theatres Booking Service, New Haven, was here on a business visit. Before the war, Bernie was division manager for the Fred E. Lieberman circuit of Boston . . . Eddie Smith, managing director of the Paramount, Springfield, had plenty of extra newspaper breaks on popular price run of "The Best Years of Our Lives" . . . New popcorn stand was installed in the Astor, East Hartford . . . Jean Ferrigno is the new Center cashier . . . Jack Dempsey has joined the ushers staff at Loew's Poli Palace.

Mrs. Jesse Clark of Jacksonville, Fla., has returned south after a few weeks here visting with her brother-in-law, and sister, Manager Walter B. Lloyd of the Allyn and his wife. Mrs. Clark's husband is district manager at Jacksonville for Paramount Theatres . . . Howie Padowtz of the Palace attended the fourth wedding anniversary dinner of the Sherman Padowitzes n New Haven. Howie's brother, now in business in New Haven, formerly was assistant at Loew's Poli, Meriden.

To Direct 'Tokyo Joe'

Stuart Heisler will direct "Tokyo Joe," which Robert Lord will produce for Columbia.



VARIETY CHARITY PRIZE—E. William Jones, right, an officer of McNeilly's Car Co., is shown here turning over to Bill Koster, left, director of the Variety Club of New England, the 1948 Cadillac which is the feature prize in the annual Variety Club Heart of Variety Charity drive. There are also 50 other prizes. Proceeds go to Children's Cancer Research and other worthwhile causes. The drive ends December 8.

Perakos Will Launch Hartford Elm Soon

HARTFORD—The Perakos circuit will open its fifth theatre in the Hartford territory Wednesday night (10).

The theatre, to be known as the Elm, is situated on New Britain avenue at South Quaker Lane, and has seating capacity of 1,100. The house is part of an extensive business development handled by J. George Schilke, Hartford real easte man.

Peter Perakos is head of the circuit. Other houses are the Eastwood, East Hartford; Palace, New Britain; Strand, Thompsonville; State, Jewett City.

Elmwood 1,070-Seater To Open November 10

ELMWOOD, CONN.—Connecticut's newest theatre, the 1,070-seat Elmwood, was to be opened here November 10, by B&Q Theatres, operator of the Eastwood in East Hartford, State in Jewett City, Palace in New Britain and Strand in Thompsonville, all in Connecticut, in addition to Massachusetts houses. The theatre building, containing several stores and valued at one-half million dollars, houses one of Connecticut's most modern theatres, fully air conditioned, and equipped with Kroehler push-back chairs, and a completely modern booth. The house is on one floor, with loges.

The opening feature was to be "Loves of Carmen." The theatre will operate on two-change weekly policy, 55 cents nights and 35 matinees. J. Capuano is the house manager. Morton Katz, newly appointed B&Q Connecticut booker, will do the booking.

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NEW HAVEN

Among the guests at the Stratford Theatre reopening and cocktail party were district managers Jack Byrne of Metro and Al Kane of Paramount. Herman Levy, TOA general counsel, also was present . . . The Dixwell, Howard and Rivoli, West Haven Fishman houses, had Halloween parties with pie eating contests, "Superman" serial and cartoons.

Seen at the Yale-Dartmouth game were Lou Weinberg, Columbia sales manager; Paul Richrafth, Metro home office assistant to Jack Byrne; Paul Byrne jr., a Dartmouth graduate, and Jules Levy, of RKO . . . Variety Tent 31 held a business meeting and dinner party at its new quarters on November 1. . . . Press restrictions on theatre advertising space were off except in Bridgeport, where the papers still limit theatres to 20 inches daily, local and national. Sundays are wide open, however.

Maxwell Alderman, Allied executive secretary; Zelig Fishman, Al Bookspan of the Fishman circuit, and Mrs. Bookspan will attend the Allied convention November 29, 30 and December 1 in New Orleans . . . An exhibition of professional summer theatre stage designs now is on display at the Yale drama department, including several for the forthcoming production, "Companions of the Left Hand."



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BOSTON

Charlie Wilson, president of the Cinema club of New England, called a special meeting of members to plan for the testimonial dinner to be given to Frank Wolf, honoring his recent promotion to office manager at E. M. Loew's. The party will be held December 4 at the American Legion headquarters of the Macaulay post where there will be a screening, a buffet supper and entertainment. Plans for the annual spring dance to be held some time in March at the Latin Quarter also were discussed.

Evelyn Haisler, secretary at Theatre Quiz, has resigned to spend the winter in Lakeland, Fla., visiting her daughter . . . When the Beacon Hill Theatre reopens in mid-November, it will play "Hamlet" at roadshow prices. Ben Williams, owner and operator, has had the house remodeled and renovated by William Riseman Associates.

Jack O'Leary, manager of Interstate's Colonial Theatre, Brockton, and a navy vet, made the front page of the Brockton Enterprise when he was one of the first vets to be selected for a new home recently completed in that city . . . Paul Hachey, manager of Interstate's Old Colony and Plymouth theatres, Plymouth, returned from New York where he and his wife enjoyed a week's vacation. Special Halloween free shows have been arranged at the Old Colony and Plymouth and also at the Modern, Harwichport, under the direction of Chris Joyce, district manager. This is an annual event sponsored by the local police departments to help keep the children off the streets on Halloween.

Katherine Barrett, Ann Stanchi and Pauline Anderson of the office staff of National Screen were in charge of the Halloween party held in the office. A double celebration was enjoyed. It was the 26th wedding anniversary of Mr. and Mrs. Max Magovsky, foreman, and a farewell party for Frank Wolf, who resigned. Dancing and a buffet supper were the highlights of the evening's entertainment.

Saul Simon is a new grandfather. His daughter, Mrs. Harriet Phillips, gave birth to a baby boy. Simon is city salesman at Columbia . . . Mel Hookailo, former photographer for Avalon Studios, returned from two years in California where he studied advanced photography, advertising and publicity. He now is re-established here with his own photographic service.

John P. Collins, manager of the Paramount, Newton, an M&P house, was married recently to Muriel Carol Maher of Cambridge at St. Peter's church . . . Cleo Jacove, secretary to Louis Richmond at the E. M. Loew office for nine years, will resign November 15 to return to her family home in Long Island for a prolonged vacation before entering the field in the New York area.

The Majestic Theatre, usually a stage house, will return to films November 18 when the J. Arthur Rank feature "Red Shoes" will open a two-a-day roadshow engagement at $2.40 top. Leon Brandt, exploitation manager; Charles Baron, field exploitation man, and Fred Stein, advance agent, all of Eagle Lion, were here huddling with Joe Mansfield, local publicist, on the advance. Several important screenings have been held. The manager for the run of the film at the Majestic had not been announced from the Shubert office.

Joe Nuzzolo, president of IATSE Local 182 and chief projectionist at the Uptown, has gone on a two-week hunting trip in the Maine woods . . . Ted Rosenblatt, Community, Centerdale, R. I., has installed Voice of the Theatre by Altec at his theatre . . . Roy Smith, Park, East Walpole, has applied for membership into Independent Exhibitors, Inc., of New England . . . Judge George Pike, Playhouse, Lisbon, N. H., and his secretary Beryl Aldrich were here booking . . . Jack Israelson has joined Madison Picture Corp. as salesman and office manager with headquarters at 12 Winchester St.

Ralph Geffner, booker for EL, has been named office manager at National Screen, replacing Frank Wolf who resigned to move over to the E. M. Loew office. He assumes new duties November 8. Norman Sacknoff, assistant cashier at EL has been moved up to replace Geffner.

The following theatres in the New England area have installed new Norge portable electric drink dispensers, distributed by Theatre Candy Co.; Champ, Spenser, Mass.; Park, Chester, Vt.; Hampton, Hampton, N. H.; Gem, West Warwick, R. I.

Fred Churton of Bangor, N. Y., has bought the lease and equipment of the Village Theatre, Canaan, N. H., from Homer Sheats. He has moved his family to Canaan.

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All Griffith Theatres Will Play 'Bad Boy'

HOLLYWOOD — H. J. Griffith, theatre chain operator in five western states, and Philip Isley, independent theatre operator of Texas, viewed partially completed footage of Paul Short's "Bad Boy" at Allied Artists.

Griffith will play "Bad Boy" in some 300 theatres simultaneously in Texas, Oklahoma, Colorado, California and New Mexico on February 23, the day after picture receives its world premiere by Variety Clubs, International in 35 key cities. Isley will give it same similar treatment in 50 Texas houses he owns or controls. The Griffith simultaneous screenings are said to be the largest in history of the industry. "Bad Boy" stars Lloyd Nolan, Jane Wyatt, James Gleason, Stanley Clements and Martha Vickers, and introduces Audie Murphy.

Principals of "Bad Boy" have accepted an invitation from the Dallas Variety Club to a dinner there December 4 honoring R. J. "Bob" O'Donnell, international chief barker. In addition to Short, those making the air jaunt will be Lloyd Nolan, Jane Wyatt, Audie Murphy, James Gleason, Martha Vickers, Stanley Clements, Dickie Moore, James Lydon and Tommy Cook, as well as Director Kurt Neumann and Associate Producer George Berthalon.

"Bad Boy" is being produced with the cooperation of Variety Clubs International and is based on the youth rehabiliation program at their Copperas Cove, Tex., Boys Ranch. Short is a former chief barker.

Gene Hendon Resigns Job At West Texas Amusement

EL PASO, TEX.—Gene Hendon has resigned as secretary-treasurer and general manager of the West Texas Amusement Co., Inc., here and has disposed of his holdings in the corporation to his associates, C. C. Dues and Henry Sorenson. The corporation opened the new de luxe Valley Theatre here in September.

Everett Lee Collins of Dallas succeeded Hendon as secretary-treasurer and general manager. Hendon said he planned a new super drive-in to be ready for a spring opening and to include a spacious dancing pavilion and roller rink. The location, he said, could not be revealed at this time.

Return 20-Year-Old Film

DALLAS—The 20-year-old picture, "Ten Nights in a Barroom," with William Farnum and Tom Santschi, opened recently at the downtown Fox. Made during prohibition, the big fight between the two stars is remembered as one of the biggest boxoffice draws of a decade. It has played many times over this territory both as a roadshow and as a regular release. Business done during those years usually was sensational.

Fashion Show on Film

DALLAS—Newsreel shots of the Nieman-Marcus style show at the Flying L ranch near Bandera, Tex., were shown at the Melba and Telenews theatres downtown and at the Village Theatre in Highland Park. Braniff Airways flew the Nieman-Marcus models to the central west Texas ranch to feature dude ranch fashions which in turn found their way to the screen.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

A COURT victory for Sunday picture shows was won in Texarkana recently when a jury acquitted Arthur Hardin, manager of the Saenger, of a charge of violating the Texas Sunday statute . . . Homer Mulkey, Clarendon, has reopened the Queen there for the fall and winter season. He also operates the Pastime . . . Permit for another Dallas suburban theatre has been granted to Asher Kahn, who will erect a $12,000 brick theatre building on South Haskell.

* * *

Loss suffered by Oskar Korn when the Palace at Crane City went up in flames is estimated at $14,000 . . . Foy's Ideal Theatre in east Dallas was destroyed in a fire which threatened to wipe out an entire block of business buildings.

* * *

R. F. Jacks of Moran, Tex., will build a new theatre there soon, having turned back the lease of the Moran Theatre to its former owners . . . The Atenas at Robstown is reported to have been sold to E. Gutierrez . . . Wallace Blankenship of Leveland will open his new $40,000 theatre soon.

* * *

The state department has granted a charter to Lone Star Theatres at Texon, Tex. Incorporators are M. R. Williams, Carl G. Cromwell and W. W. Kieselhorst . . . Lester Goodman of Lancaster is now owner of the Palace at Wylie . . . Mr. and Mrs. Jim Thompson of Perryton have bought the Lyric at Spearman from R. C. Sampson . . . The Majestic at Devine has been purchased by H. D. Talley.

* * *

Citizens of Lawton, Okla., will name the new $100,000 theatre to be erected there by H. A. Williams and Max Brock . . . W. K. Sampson, superintendent of schools of Wheeler county, Tex., expects to operate the Gage at Gage, Okla., while he continues in his present office . . . The Griffith Amusement Co. made public recently the acquisition of several theatres, developing its chain of established houses to 57 in Oklahoma and the Texas panhandle. The Griffith brothers, L. C. and R. E., have accomplished this expansion in just three or four years.

* * *

Stanley Smith, former owner of the Rosewin and Orpheum theatres in Fort Worth, will reopen the Maple Theatre, Dallas, under the name of Crystal.

Theatres in Ad Campaign

DALLAS—A big newspaper, radio and theatre campaign featured introductory offers of a new type of shortening on the market here. Page ads were run in the newspapers including a two-column ad on the theatre page, announcing that kids would be admitted free to Saturday kid shows by a top from the shortening carton. Theatres participating included Interstate circuit's Palace, Village, Lakewood, Varsity, Wilshire, Dal-Sec, Knox, Inwood, White, Circle, Crest and Lawn.

Negro House to Hickman

AMARILLO—Dave Hickman took over management of the Harmony Theatre for Negro patronage on November 1. It was formerly operated by Underwood & Harmon.

Hygienic to Handle Religious Picture

WILMINGTON, OHIO—President Kroger Babb of Hygienic Productions, Inc., has signed contracts with Principle Films, Inc., of Lawton, Okla., headed by Neil Bogan and a group of industralists and oilmen of the southwest, for completion and distribution of a Cinecolor film temporarily named "The Lawton Story," depicting the life of Christ as represented in the huge Easter pageant given at Lawton and attended by 229,000 persons this year.

The Oklahoma group purchased exclusive rights to filming the huge pageant and commissioned Hollywood technicians to produce the picture. They shot 47,000 feet of Cinecolor film to obtain a 7,000-foot continuity, at a cost of more than $1,500,000.

Babb and the producers have placed a fund of more than $1,000,000 additional at the disposal of Hygienic Productions, Inc., which will be used to produce and attach an audience-appeal lead-in to the pageant story, and a suitable ending. This split-script is now in process and will be completed within two weeks. Babb flew to Hollywood after contracts were signed to initiate action on completing the production.

Babb has arranged to hold the premiere of the film at Lawton during Easter week, 1949, and to release it at six other points at that time, with units involving a miniature choir, proper music, and other effects. In the lead-in and closing to be attached to the film, little Ginger Prince, the 6-year-old Atlanta girl, will have the starring role.

SEVERAL BIDS RECEIVED

Several veteran Hollywood producers are said to have entered bids for the rights to the picture. Neil Bogan and his associates made an investigation of producing and distributing companies before awarding the job to Kroger Babb and Hygienic Productions, Inc. Their final decision was based upon his handling of "Mom and Dad," produced and distributed by Hygienic.

Bank Advises Business To Re-Examine Policies

DALLAS—The Federal Reserve bank's business review for November suggests now is a good time for business men to re-examine their practices and policies. Readjustments in various lines of business and industry are occurring and it would seem everyone should look to his own business to be certain it will be able to withstand the impact of any forces that may confront that operation. Supply is catching up with demand and buyers are more value conscious, the report reads. Increased competition may be expected in all fields and decreased spending is accompanying that trend, the bank report revealed.

Chas. Darden & Co. Obtain Tol-Pak Dispenser Rights

DALLAS—Chas. E. Darden & Co. has acquired exclusive distribution rights for the Tol-Pak triple drink dispenser in the states of Texas, Oklahoma, Louisiana, Arkansas and New Mexico. Three separate drinks are served from three different faucets, all self-contained in the single refrigerated unit. Twin dispensing models also are available.

Major Circuits in Texas Climbing On Drive-In Theatre Bandwagon

DALLAS—The major circuits in Texas apparently are going into the operation of drive-ins after weighing the proposition for a number of months. Jefferson Amusement Co. made the first move early this year with a partnership in large drive-ins at Beaumont and Port Arthur with the Underwood & Ezell Drive-In theatres here. Jefferson, in its own right, will open new drive-ins at Longview and Lufkin within the next few days. Others are contemplated soon.

Interstate circuit is making plans to build its first drive-in at Wichita Falls. Negotiations now are going on for a site.

Theatre Enterprises is building airers at Hobbs and at Roswell, N. M., to be completed for next year operation. An official of this circuit, however, said he realizes these projects are far more successful in cities than in the average size towns in which his organization operates.

Robb & Rowley Theatres opened the new Asher Drive-In at Little Rock this summer and have plans for new drive-ins at Palestine and McAlester. In its house organ, the 24-sheeter, this circuit's policy on drive-ins is summed up as follows:

"Most oldtime showmen regard the drive-in as something born out of wedlock and laid on our doorstep. Ignoring it did no good. Today it is a lusty thriving thing that has every appearance of surviving. The circuit got its first taste of drive-in business with the new Asher at Little Rock, a de luxe affair, the cost of which would make many of you stutter (about $180,000). We only had a short season, but enough to know the venture should be profitable."

The R&R home office has prepared a manual on drive-in operations which it regards as a separate and distinct business from regular theatres and which requires a lot of thought and preparation. This information was compiled with the help of the Underwood & Ezell office. Part of the manual is devoted to bigtime de luxe operations for 500 or 600 cars in the cities. The other part is for 300 to 350-car projects which can be built for less than six-figure price. The manual is being readied for managers and partners of the circuit.



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Parent-Teachers Council Approves 'Secret Land'

DALLAS—"The Secret Land," currently at the Telenews, was recommended as excellent entertainment for the whole family by the Dallas Council of Parent-Teacher Ass'ns. Mrs. H. B. Newton, president, said she wished that every child in Dallas would see the picture. "It satisfies the desire for adventure, has educational value, beautiful color and enough comedy for anybody from 8 to 80 years old," the endorsement read.

Mrs. T. W. Rutledge, fourth vice-president of the council, hopes the picture will be a pattern for others to follow.

Tito Guizar on Stage

DALLAS—Tito Guizar of screen, stage and radio fame appeared November 3, 4 on stage at the Teatro Panamericano with his guitar. A half dozen other Mexican artists were included in the troupe. Two separate performances were given each evening with a half hour intermission. All tickets were for general admission at $1.80.

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Chief Barker Renamed By Variety of Texas

DALLAS — Julius Schepps was re-elected chief barker of the Variety Tent 17 at the annual election recently in the Adolphus hotel clubrooms. Fred Hoenscheidt was re-elected first assistant chief barker; John Rowley, new second assistant chief barker, and R. I. Payne, property master. Harold Schwartz remains as dough guy for the third term.

Carl "Pappy" Dolson, Walter Penn, F. W. "Doc" Allen, Buddy Harris, Heywood Simmons and Ed Wilson were elected directors and will serve on the board with the five officers.

R. J. O'Donnell, Variety International chief barker, asked the club to elect men capable of carrying out a huge expansion program recently undertaken by Tent 17. He referred to plans for establishing a new Boys Ranch between Dallas and Fort Worth. The club has purchased the Estes estate of over 200 acres containing a big house, a lake and other facilities for a home for 300 boys instead of the 60 now cared for at Copperas Cove. A dormitory for 150 boys is planned. O'Donnell said the move was a noble one but that it was going to take some real money-raising ideas. He pointed out that the club was organized 13 years ago in a one-room headquarters and with only a few dollars and that it had come a long way since then.

$1,000 in Gifts at Opening

CORPUS CHRISTI—In connection with the opening of the Corpus Drive-In Highway 9 and Baldwin boulevard, the firm gave away $1,000 worth of free prizes and gifts.

SAN ANTONIO

The Majestic and the Broadway featured initial showings here of the SMU-Santa Clara football game . . . Evelyn West was in her sixth week at the Rocking M Dude ranch . . . Walter Ebert, concession stand owner at the Mission Drive-In, reported the theft of cigars, candy and chewing gum valued at $60, and the loot was found later hidden in brush near Military drive.

Mrs. Hal Weilbacher, onetime theatre cashier and former city golf champion, had a net card of 68 to tie for second place with J. Truex, Azteca Films manager, in the weekly sweepstake sat Brakenridge Park . . . Ed Hale, Houston drive-in manager, and Jack Jackson, Sack Amusement Enterprises, were among visitors on Filmrow.

Kenny and Tommy Hill, formerly of Hollywood, now are featured over KONO . . . Film salesmen seen on Theatrerow included Clyde Houston, Republic, and C. J. Wheeler, RKO, both of Dallas . . . Bert Lahr in "Burlesque" will open December 1 at the Texas . . . Barry Burke, Interstate auditor, Dallas, was a visitor.

Increase Capital Stock

AUSTIN, TEX.—Theatre Enterprises, Inc., Delaware, has amended its Texas operating permit, increasing its authorized capital stock from 100,000 shares common no par value to 100,000 shares Common no par value and 15,000 shares preferred at $100 each.

Trade at First Runs Picks Up in Dallas

DALLAS—Grosses were slightly better than those of the previous week, with two first runs hitting average and one scoring 15 above in the A houses. "The Loves of Carmen" was at the head of the list.

(Average Is 100)

Capitol—**Partners of the Sunset** (Mono); **Give Us Wings** (U-I), split with **Western Terror** (SR); **I Wouldn't Be in Your Shoes** (Mono) 90
Majestic—**The Loves of Carmen** (Col) 115
Melba—**A Song Is Born** (RKO) 100
Rialto—**I Wake Up Screaming** (20th-Fox); **It Happened Tomorrow** (UA), split with **The Hairy Ape** (UA); **The Wolf Man** (U-I), reissues 75
Telenews—**The Secret Land** (MGM) 80
Tower—**Race Street** (RKO) 100

Van Johnson in Dallas

DALLAS—Actor Van Johnson and his wife were at the Lisbon hospital on a tour of veteran hospitals. They left for Oklahoma City, and from there were scheduled in Alexandria, New Orleans and San Antonio.



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OKLAHOMA CITY

The annual pilgrimage to Claremore to pay tribute to the memory of Will Rogers was participated in Thursday by thousands of persons, including Will Rogers jr., Gov. Roy J. Turner and Lieut. Gen. Ira C. Eaker, retired . . . Sol Francis of Omaha, western district manager for Monogram, was spied "supping" with M. D. Brazee of the Warner circuit here . . . Milton A. Lipsner, new Monogram manager, is looking for a house to rent to move his family here from Minneapolis, where Lipsner was an RKO salesman. He replaced Mike Comer here for Mono.

Sam Mauldin, head shipper at Monogram, proudly announces the birth of a daughter, Vicki Lynn . . . Horace Falls has invested in a thriving little business located on one of the city's busier intersections. It's a garage and filling station, located at 23rd and Walker. Horace is chief barker of Tent 22 and is interested in a circuit of motion picture houses in Oklahoma . . . Roy Hefner, one-time Paramount branch manager in Oklahoma City, was back to town, visiting on the Row with old friends. He is now in Boston, Mass., operating a theatre.

C. H. "Buck" Weaver, Paramount branch manager in Oklahoma City, is just back from a week's visit to west Texas, where he discussed with exhibitors of the South Plains or Panhandle area the possibilities of transferring about 25 towns in that region to the Oklahoma branch. The possible move is being well received by exhibitors in that territory, he reported, adding that the Oklahoma branch is closer to that area than the Dallas exchange which would mean express charges would be less and the service improved, especially since the Dallas branch is recognized to be "well overloaded" with work.

Paul Rice is back to his old film exchange after spending about a year in Milwaukee, Wis. A former Paramount booker here, he was transferred to Wisconsin as office manager of the Milwaukee Paramount branch. He was there about a year, then went to Dallas to help out in the accounting and booking departments. He returned here as salesman, making a three-man sales force for the Oklahoma branch. Sam Brunk and Tom McKean are the other two salesmen.

Jaunita Lewis, contract department employe for Paramount, has been ill a week . . . John Terry of Perry and O. K. Kemp of Poteau were Row visitors Monday (1) . . . Mrs. Lynette Woods, billing clerk, resigned at Paramount. She was succeeded by Mrs. Vinita Armstrong . . . Morris Loewenstein, TOO president and owner of the Majestic Theatre, plans to attend the R. J. "Bob" O'Donnell testimonial dinner in Dallas December 4.

Acceptances to invitations for the TOO convention, scheduled for December 6, 7, are coming in from over the country, according to Morris Loewenstein, president.

Already, George Dembow, vice-president of National Screen Service; Henderson M. Richey, public relations director for MGM, and Leo Bamberger, public relations director for RKO, all of New York, have notified the TOO president that they will be here.

Also accepting are Bill McCraw, Dallas, national Variety executive director, and Claude Ezell, Dallas, who is affiliated with the Ezell and Underwood organization. Loewenstein said that those attending the testimonial dinner in Dallas December 4 for

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R. J. O'Donnell are invited to double back into the city for the TOO meeting here.

A former MGM salesman in the Oklahoma territory has returned to his old haunts after several years absence, but this trip he's at the reins—branch manager. Russell Gaus, who started in the show business back in 1934 with MGM here, comes back to the city to succeed the late Charley Lyne as exchange head. Gaus was with the Oklahoma City exchange as salesman until he entered the air corps. He was a major, stationed with the AAF training command. He served four years. Following the war, he went with the Los Angeles branch as salesman, serving that area for three years. Mrs. Gaus also is returning home. In fact, she's a native Oklahoma City girl, the former Wilma Thomas. The couple married before the war. The two arrived back home by auto last weekend. The new MGM head here is a native of St. Louis. He graduated from Washington university in 1928. Before coming here in 1934, he had the Kansas City branch of a St. Louis coffee firm.

Jimmie Gillespie of 20th-Fox left Saturday (30) after spending several days here on the new film, "Belle Starr's Daughter." He flew to Dallas, his home town, for the weekend, and planned to return to the city Tuesday, to work on openings of the film, both here and in Tulsa . . . Harry Baker, who was projectionist at the Capitol Hill Theatre 17 years until about a year ago when he became ill, and his wife have opened a new dining spot in the Capitol Hill section called the Coffee Cup.

Lewis Barton, the circuit operator, is a member of the finance, budget and membership committees of the Capitol Hill Chamber of Commerce where his Knob Hill Theatre is situated . . . When the Democratic women staged a parade Saturday (30), proclaimed by the mayor as Women's day, Mrs. Barton drove a car in the procession.

Tito Guizar has booked a one-night stand at the Municipal auditorium for November 8 at $1.22 to $2.44 . . . Beginning Friday (5) at the Home was "Moonrise." The film followed a three-day run of "Henry V" at advanced prices . . . Merl Lindsay, with his western swing band, still appears daily, Monday through Saturday, on the Criterion stage at 12 noon.

On election night, the Criterion, Tower and Capitol, all C&R theatres, announced election returns . . . The Oklahoma A&M College at Stillwater soon may have cut-rate movies. The students and faculty members are angling for a show on the campus twice weekly at reduced prices. The college's film council plans to show films Friday and Saturday nights in the school's auditorium.

When Van Johnson was here October 27 to make an appearance at Will Rogers Memorial hospital, he made a hit with the veterans but caused a reaction when he turned down on Community Chest employe's request to appear at a Chest fund-raising drive report luncheon. He explained he was here under orders to appear only at the hospital. Van's refusal hit the front page of the Times in a story which gave a wordy account of the matter, and put Van in a bad light.

Van Heflin arrived Thursday (28) by auto to see his former drama teacher, Ida Z. Kirk, who is critically ill in a hospital at nearby Norman. He visited her in the Norman hospital each day and left early Sunday for Ardmore to visit his 97-year-old grandmother, then on to Dallas . . . Mr. and Mrs. Morris Loewenstein gave Van Heflin a small cocktail party in the Loewenstein home, attended by Bill Coleman of MGM, Dallas . . . Incidentally, that pretty tie Loewenstein is proudly wearing these days was a gift of Van's . . . Coleman left for Dallas on Saturday to get things in readiness for Van's visit there on Sunday.

Texas Theatres in Race For Football Pictures

DALLAS—Interstate circuit and independent neighborhood theatres here are in hot competition to get pictures of important football games on their screens first, and it seems that both sides have broken records. Pictures of the SMU-Texas game played at Austin on Saturday, were shown in 14 theatres on Sunday and through the current week.

The Telenews Theatres made one reel for showing in that theatre, the Majestic and Palace downtown, and in the Esquire, Village, Varsity and Lakewood neighborhoods. The independent reel was in the same number of theatres, including the Arcadia, Capitan, Casa Linda, Crest, Delman, Granada and Maple. Both reels were on the screens 21 hours after the game ended. The shots were flown here immediately after the contest and the laboratory process set up less than three hours afterward.

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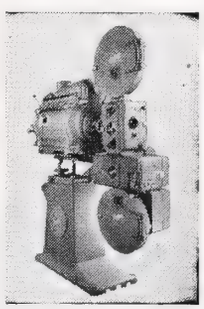
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DALLAS

Leon D. Glasscock, San Antonio lawyer interested with his father W. D. in several small town south Texas theatres, was here recently mainly on product deals for the new Texas Theatre at Luling, scheduled to open within the next few weeks . . . J. B. Underwood, Columbia division manager, held a sales meeting here with the managers from his district. Attending were C. A. Dewey Gibbs of Oklahoma City and Herman Chrisman of Memphis . . . Don Donahue, who formerly worked for Alexander Film Co. and other screen advertising firms, was over from Fort Worth to spend a few hours with the boys on Harwood street. Don has an advertising accessory business and says he is doing all right with it.

Phil Isley has returned to Hollywood to speed completion of his Picwood Theatre for which November 15 has been set as opening date. He will remain there until after that time . . . Jake Lutzer, southern division manager for Film Classics, made a swing around his exchange territories and returned here via Memphis . . . L. F. "Chic" Turner is a grandpa for the second time with the arrival of Paula Kay Woodruff to daughter Beverly. "Chic" is spending most of the time at his home these days because of illness, but keeps contact with friends and the industry. He was booker for the Adams exchange for a number of years.

H. L. Beecroft, former manager of the 20th-Fox exchange here and now assistant to the district manager in Chicago, planed in for a few hours visit with his wife and their son, H. L. jr. The Beecrofts did not sell their home here when he was transferred back north.

Pete Blackshear and his wife of the Queen Theatre at Aspermont were early arrivals for a one-day visit to exchanges and equipment houses. Pete was a drygoods merchant at Aspermont for many years but sold his store during the war. He intended to put some of the money in on a new theatre but has been waiting a long time for a more favorable builder's market.

Johnny Blocker sold his interest in the Falls Drive-In at Wichita Falls to his partner John Sand, and has been in Dallas to start a search for another airer location. It will be on his own hook this time if possible, said Blocker. He and Sand built a drive-in this spring at Clovis, N. M., but sold it in a few weeks and started the Wichita Falls project almost immediately . . . Fred Larned jr., salesman for Film Classics, is following in the footsteps of his late father, manager of the Paramount exchange before his death. Fred jr. attended Baylor University and made his film start in the customary job of shipper. He booked for a short time and then landed the FC selling job.

S. L. Oakley, vice-president and general manager for Jefferson Amusement Co., was up from the Beaumont home office on circuit business, spending most of the time at the company's branch office on Filmrow . . . Story in a New York tradepaper about R. J.

TICKETS



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ACCURACY

SPEED

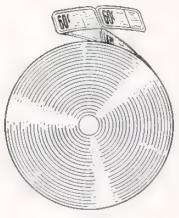
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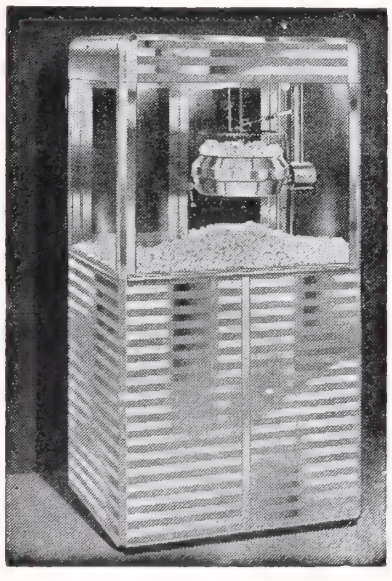
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O'Donnell, vice-president of Interstate circuit, buying a number of old Harold Lloyd pictures, was denied by the circuit executive. He and Lloyd did talk on the subject recently but it never got to the point of making a deal.

Raymond Thompson and his wife of the Mecca and Texas theatres in Jacksboro were here on a regular booking trip. She has been doing most of the work at the theatres recently while Raymond has had his hands full trying to get a new water supply for the town. Jacksboro had its worst drought this summer and drinking water was hauled in in tank cars. As a city commissioner, Thompson has been doing something about it and believes a new lake nearby will soon be a reality.

Theatre owners and projectionists were all fishing in the same crowd down at Port Aransas a few days ago, with all branches of the industry represented. The projectionists were Paul Humphries of the Lakewood, Sam Borhensen of the Village and Buddy Hoylman of the 20th-Fox screening room. The exhibitors were E. L. and Buddy Harris, P. A. Warner and Bill Lloyd. E. P. Herber was the equipment man.

Lawrence Warren, house manager at the Lagow, resigned recently prior to entering the hospital for an operation. Reports were that he is making satisfactory recovery . . . One of the Negro boys at the Variety Club, club election night, asked Wallace Walthall how he was going to vote in the election November 2. Answer was, "I'm voting it straight," meaning all Democratic. The colored men said they were voting it straight too.

Harold Schwarz, owner of Tower Pictures exchange, and his wife were on a business and pleasure trip to New York . . . Bob Davis, head booker at Theatre Enterprises, and Bob Hartgrove, booker at Astor Pictures, were among the SMU rooters who journeyed to Austin to watch the Mustangs take the Texas Longhorns.

Morris Loewenstein, president of Theatre Owners of Oklahoma, wrote Wallace Walthall calling attention to the Oklahoma City convention December 6, 7. He asked Wallace to bring Claude Ezell, Phil Isley, Don Douglas and a few other Texas spectators along. Loewenstein also serves as secretary of Theatre Owners of America.

Depositions still were being taken in the Adelman & Sachs damage suit against major film companies and Interstate circuit to be heard in Wilmington, Del. A definite trial date has not yet been set, but testimony is being taken from plaintiff and defense witnesses, including all district and branch managers. Interrogations were made for two weeks, were suspended for two, and were resumed this week. Abe Fortas and L. A. Nickeloric of the Washington law firm of Arnold, Fortas & Porter, were here for the plaintiff.

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$1,650,000 Spent by R&R In Improvement Program

DALLAS—Robb & Rowley Theatres has spent some $1,650,000 on new construction, remodeling and improvements to its theatres in the last nine months and has revealed plans for additional projects.

Among the remodeling jobs recently completed by the circuit was the Grand at Mineral Wells where two small rental spaces were eliminated, the front replastered and new display frames were installed. Formerly a 500-seater, a new stadium arrangement was built to provide an additional 200 seats. Refrigeration was installed and an attractive bar with mirrored background was built in the lobby.

MISSION THEATRE ENLARGED

The Mission at Sulphur Springs was enlarged and renewed inside and out. R&R engineers placed posts down the outer aisles simplifying the remodeling plan and making a 50-foot theatre front practicable.

The Texas in San Antonio, largest house on the circuit, now has a brilliant V-type marquee the full width of the theatre. It included a map of Texas and a star pointing out the Alamo city's location. Vertical neon strips form the background.

The new Don at Taylor, where a two-floor store building was before, is an attractive B house, giving Taylor three fine theatres. The Howard there recently was equipped with refrigeration, enlarged and equipped with new seats. The Ritz was improved and enlarged to 750 seats.

The Ritz at Malvern, destroyed by fire several months ago, was bought by Malvern Amusement Co., the local R&R partnership. Downstairs capacity was increased and a colored balcony was made into a white balcony by new connections with the foyer for a total of 800 seats. New equipment was installed.

TO OPEN ON THANKSGIVING

The Milan Theatre in Cameron is expected to be completed and opened on Thanksgiving, replacing a fire loss early in the year. The new Vogue, 1,200-seater in Dallas, will be ready early next year. This stadium-type deluxer replaces the Bison which was dismantled to make way for the new structure. The Gulf at Robstown, another new stadium-type house, is well under way and the Royal at Little Rock is being converted into a de luxe A operation.

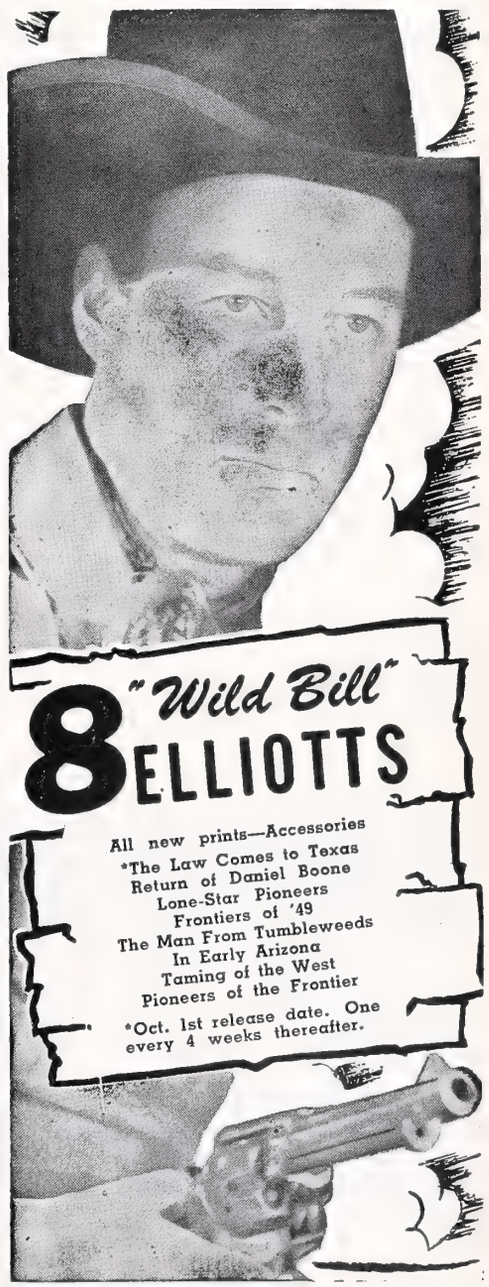
In Magnolia, Ark., the Cameo, new A house, will be started in 30 days. Plans are ready for enlarging, remodeling and refrigerating the Imp at Benton. The Palace at Commerce is next in line for a general remodeling program. And even the R&R general office is being consistent with full scale remodeling plans almost completed to make of those offices a showplace for business executives.

San Antonio Drive-In Planned By Art Landsman, C. A. Richter

SAN ANTONIO—Arthur Landsman and C. A. Richter, co-owners of the Alamo and the Mission drive-ins near here, have revealed plans for construction of a new ozoner in the Highland Park section. Another drive-in already is under construction in the 1300 block on the Frio City road, near Kelly field.

Both drive-ins will be equipped with RCA electronic in-car speakers. Provisions for pedestrian patrons will be made and playgrounds for children will be built at both situations.

Construction on both theatres will be handled by Barrett Lively Construction Co., a local concern. Plans for the opening of the Kelly Drive-In near Kelly Field will be announced soon.



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Well, that cinched it for me. My present subscription to this other magazine is about run out, so will you please start my subscription to your BOXOFFICE for three years immediately.

Very truly yours,

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Our subscription manager was recently asked: "Who sells all those new subscriptions you keep adding every year? You seem to have so very little in the way of a subscription sales force!"

The answer didn't require a word to be spoken. The inquirer was a home office film executive who happened to be visiting at our Kansas City headquarters. He was simply handed mail that came in with subscriptions that same day. For example, the letter above from an exhibitor, which accompanied a three-year new subscription order.

To put it succinctly (and our couple of subscription salesmen won't mind this statement of truth), most of the subscription-selling for BOXOFFICE has been (and still is being) done by the book itself. It has mostly been a case of one exhibitor telling another, and that has been going on continuously from coast to coast — until there now are very few exhibitors, large or small, who are not subscribers to the industry's top trade paper.

No other film trade paper has EVER had anything like the paid readership enjoyed by BOXOFFICE today. *Net paid circulation now 23,556.*

BOXOFFICE

The NATIONAL Film Weekly with All of Your LOCAL News

Sarasota, Fla., Ritz Open in New Dress

SARASOTA, FLA.—The remodeled Ritz Theatre, after four months of restyling, has been opened with a new modernistic front, including a brilliantly lighted marquee with changeable letters.

The lobby and foyer have been restyled and richly hued carpet laid throughout. New candy and popcorn bars have been installed. Restrooms have been done over in tile and, in addition, there is a smartly furnished powder room for ladies.

The air conditioning system consists of two units, capable of providing 30 tons of fresh air, cool in summer and warm in winter. A new and larger screen has been installed, as was a new speaker system.

Ted Munson, who has managed theatres in a number of Georgia cities, and who recently came to West Palm Beach to join the Florida State chain, has been named manager of the Ritz.

Harry B. Vincent is city manager for the four Florida State Theatres here. Since his arrival in 1945 all have been improved. First, the Florida was completely redecorated. Then the Art, Negro house, was fixed up for seasonal winter use and for roadshow attractions. Following that the Ace was remodeled.

Ocean Life Motif Carried Out In Palm Beach Paramount

PALM BEACH, FLA.—A special broadcast over radio station WIRK and a program in the patio of the newly remodeled Paramount Theatre here marked the official opening of that house. Brilliantly lighted foliage and the distribution of "Carmen" red roses to women guests and cigarets and cigars among other guests added to the air of gaity.

Representatives of the city council and many distinguished persons were in attendance and took part in the opening ceremony. As each arrived he was interviewed briefly over the radio and congratulatory telegrams were received from the stars of the picture.

Feature of the decorative scheme at the Paramount are the murals of underwater ocean life adorning the walls and the specially constructed ceiling which creates the effect of waves as they would look "down under."

Seats, upholstered in green and aqua to blend with the underwater motif, are of the new Push-Back type. New carpeting, furnished by Joe Hornstein, Inc., is a rich green through which a scroll motif of red and silver is woven.

George Baldwin is manager of the Paramount, a unit in the Florida State Theatres circuit. Baldwin has been with the chain for the last 15 years with the exception of 30 months out when he was with the army in Italy. Don Fremd is assistant manager.

Theatre Named for Mothers

IRWINTON, GA.—Irwinton's first motion picture theatre was opened recently by Mr. and Mrs. Lee Pennington of Bordon and Mr. and Mrs. G. Fred Everett of Irwinton. The theatre was named the Judy-Ruth in honor of the mothers of Pennington and Mrs. Everett.

Tristates Board to Eye Plan for Conciliation

MEMPHIS—The board of directors of Tri-States Theatre Owners is expected to meet before January 1 to discuss launching of a conciliation plan designed to prevent litigation between exhibitors and distributors and to foster unity within the industry.

Max Connett, Newton, Miss., chairman of a special committee appointed at the recent annual Tri-States convention, is gathering information on the proposed conciliation plan for submission to the board of directors.

A special group of three or four exhibitors would be chosen to administer the plan, which would be patterned after that outlined to the convention by Andy Smith jr. of 20th-Fox.

Harold Hayes Is Manager Of Haines City Florida

HAINES CITY, FLA.—Harold Hayes of Tarpon Springs, formerly of Haines City, has returned to take over managership of the Florida Theatre. For the last two years he has served as manager of the Royal in Tarpon Springs.

Plan Opening in 30 Days

SHELBY, N. C.—President B. P. Sherer of Washington Theatre, Inc., revealed this week that his firm hoped to open its new house for Negroes here in about 30 days. The modern, air conditioned theatre will have a seating capacity of 475. The structure is of quonset-type with a brick and glass block front, and the theatre will include a built-in concession stand. Other Washington Theatre, Inc., officers include H. C. Thompson, secretary-treasurer, and W. C. Willis, manager.

Install at Fort Pierce

FORT PIERCE, FLA.—Installation has been completed on the new 80-ton air conditioning unit at the Sunrise Theatre. The system has 16 outlets, eight to the side, which dispose of 1,400 cubic feet of air each per minute.

Vote to Streamline Tristates Bylaws

MEMPHIS—Members of the Tri-States Theatre Owners Ass'n in their annual meeting here recently voted to streamline the organization bylaws by adopting a series of amendments which included one calling for rotation of the presidency among Arkansas, Tennessee and Mississippi.

Other bylaw changes included provision for an annual convention in Memphis during September, October, November or December, the date to be set by the board of directors; provision that any member could join any other organization of his choosing and could resign from Tri-States in writing at any time;

Provision that there would be no more sessions (the last such one was held two years ago) from which distributors were barred, and the proviso that future bylaw changes would have to be made by petition of at least five members to the board and approved by a vote of the convention itself.

Permanent committees were set up as follows:

Exhibitor problems: Sam Kirby, Little Rock, chairman; Augustine Cianciola, Memphis, and Dwight Blissard, Okolona, Miss.

Resolutions: Charles Eudy, Ackerman, Miss., chairman; G. H. Goff, Parsons, Tenn., and Claude Mundo, Little Rock.

Gainesville Airer Opens

GAINESVILLE, FLA. — The Gainesville Drive-In has been opened with the attraction, "Feudin, Fussin' and Fightin'." The ozoner has a capacity of 400 cars. K. T. Barfiel is manager.

H. E. Ruh of Ozark Dies

BERRYVILLE, ARK.—Harry E. Ruh, 60, who owned and operated the Ozark Theatre at Ozark, Ark., for 20 years, died at his home recently.



FIRE PREVENTION PROGRAM—In connection with the National Fire Prevention week a program was broadcast by remote control over KTBS from a new 750-gallon pumper of the Shreveport fire department in front of the Don Theatre. Manager M. V. McAfee, pictured standing against the wall of the theatre at the left of the picture, and Don George, owner of the Don, shown sitting on the end of the fire truck, were credited with arranging the program which was given in connection with the showing of the MGM short, "Going to Blazes." Others broadcasting from the truck included Public Safety Commissioner A. B. Morris, Fire Chief Floyd Kenrick, Capt. W. J. Cook, second assistant fire chief; Capt. H. C. Winberry, third assistant fire chief; Capt. Earl J. Norred, inspector, and Fireman J. A. Duzat jr.

MEMPHIS

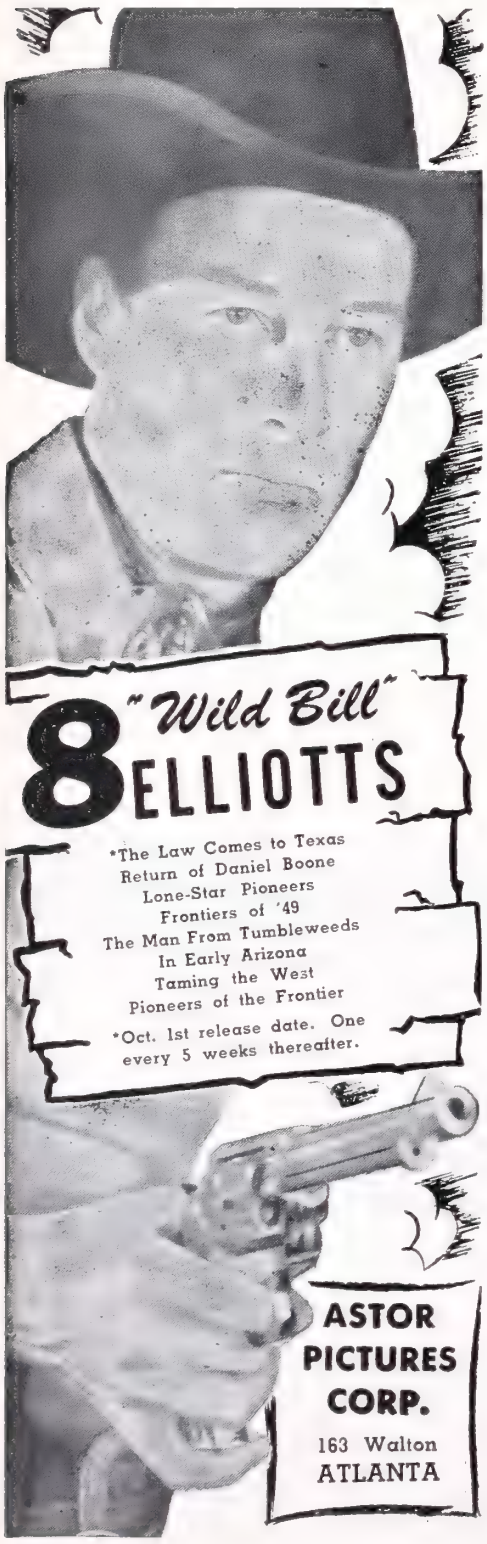
The Variety Club entertained at a Halloween party in its clubrooms. Ben Bluestein was entertainment chairman, and Mesdames Ralph Prichard, Floyd Harvey and F. J. Kaiser supervised decorations . . . Moses Sliman, Lux, Luxora, is building a 400-seat theatre at Osceola, Ark., and expects it to be ready for opening in February.

Carl Bird, Wilson, Ark., expects to open a 500-seat house now being built there about January 1 . . . A 312-car drive-in is being erected by Nathan Flexner between Waverly and Camden, Tenn. The new ozoner is expected to be ready for opening next May 1 . . . G. H. Weatley has bought the Sondra at Trimble, Tenn.

Exhibitors from Tennessee on Filmrow included Charles Barnett, Capitol, Martin; W. F. Ruffin sr., and W. F. Ruffin jr., Covington; Mrs. H. A. Fitch, Erin, Erin; L. J. Denning, Auditorium, Bemis; Paul H. Flexer, Royal, Watertown; Nathan Flexer, Mi-De-Ga, Waverly; Louise Mask, Luez, Bolivar; Norman Fair, Fair, Somerville; Guy Amis, Princess and Strand, Lexington; Steve Stein, Met Enterprises, Jackson; Aubrey Webb, Webb, Ripley, and Alfred Star, Bijou, Nashville.

From Arkansas: L. F. Haven jr., Imperial, Forrest City; Earl H. Barrett, Pike, Murfreesboro; K. K. King, Plaza, Searcy; W. E. Malin, Lura, Augusta; C. C. Mundo, Tex, Little Rock; O. C. Hauber, Hauber, Pine Bluff; Emma Cox, Gem, Osceola; J. W. Cox, Joy, Osceola; John Crabtree, Merlu, Clarendon; Gordon Hutchins, State, Corning; Glenda Andrews, Paradise, Cotter; O. G. Abernathy, Petit Jean, Morrilton; W. L. Landers, Landers, Batesville; T. B. Kirk, New, Tuckerman; L. G. Renfro jr., Grove, Holly Grove; O. W. McCutchen, Richland and Roxy, Blytheville; Orris Collins, Majestic and Capitol, Paragould; Don Landers, Radio, Harrisburg, and Joe Howe, Strand, Hot Springs.

From Mississippi: E. W. Clinton, Mono, Monticello; Leon Roundtree, Grand, Water Valley; C. N. Eudy, Ackerman, Ackerman; R. B. Cox, Eureka, Batesville; W. S. Taylor, Strand Amusement Co., Laurel; W. R. Tutt, Savoy, Tunica; W. A. Rush, Houston, Houston; D. F. Blissard, Okolona, Okolona; E. L. Boggs, Flexer, Amory; Frank Fisher and Harold Kaplan, Jon, Como.



Remodel at Crestview, Fla.

CRESTVIEW, FLA.—The remodeling of the Elgin Theatre is about complete and owner Neal Robinson wants to have everything in readiness for a November opening. The entire place has been redecorated and a number of improvements have been made. It will operate as a second run house.

Manager Helps Build PTA

BARTOW, FLA.—The local PTA and Jack Cameron, manager of the Ritz Theatre, are cooperating in building up membership in the school organization. A membership contest is under way with a free pass awarded to each child in the room obtaining the largest percentage of the children's parents as members. Cameron will be host to the winners.

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NEW ORLEANS

J. R. Grainger, New York, Republic Pictures executive vice-president, was here for conferences with Leo Seichsnaydre, local branch manager . . . R. M. Savini, New York, Astor Pictures president, was called here because of the illness of a brother . . . Tito Guizar, radio and film star, appeared in concert here November 1 . . . B. J. Green has opened the Spearville Theatre at Spearville, La.

Mrs. Rodney D. Toups, wife of the Loew's State manager, will represent Louisiana at the fourth annual conference of state advisors on women's activities of the National Foundation of Infantile Paralysis in New York . . . Mr. and Mrs. Phillip Nastasi are the parents of a son who has been named Patric Michael . . . Clinton Vucovich closed the Sky Chief at Pensacola, Fla., recently opened by him.

Cecil Kelly, operator of the Gay, Stamps, Ark., has opened the Cil there . . . The Star, Morse, La., and the Grand, Lake Arthur, La., have been reopened by Ben Smith . . . Shirley Clay is the latest addition to the 20th-Fox bookkeeping staff . . . Mr. and Mrs. Charles Lanza, New Iberia, La., were on Filmrow shopping for product for the Nila there.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

THE Grand Theatre at Morrillton, Ark., is being completely remodeled. It will be under the management of W. H. Van Hook, former manager of the Queen at Hope, Ark. . . . The new Capitol, Milan, Tenn., will be known in the future as Low's Milan, according to Nathan Low, owner . . . The Palace at Rector, Ark., owned by Orris F. Collins, will be completely remodeled.

* * *

The Tri-State Motion Picture Theatre Owners Ass'n held its founding convention in Memphis recently. The association is the first united body of theatre men in either Tennessee or Mississippi, and is shaped around the MPTO of Arkansas as a nucleus. M. A. Lightman, president of the Arkansas group, is executive head of the larger association. The association invited the MPTOA to meet in Memphis for the next convention.

* * *

Work on the interior of the new $1,500,000 Orpheum in Memphis has been almost completed, and the opening date has been set for November 19 . . . The Hollywood, new suburban house in Memphis, opened recently. William Biggs is manager, under the direction of Charles F. Boyd, president of Tri-States Theatres Corp., who is owner.

* * *

On Memphis Filmrow recently: J. A. West, Louisville, Louisville, Miss., and Houston, Miss.; W. B. Henderson, Dixie, Ripley, Tenn.; Mr. and Mrs. R. W. Wilson, Parkview, Collierville, Tenn., and Peck Childs, Rex, Holly Springs, Miss.

Theatres Obtain Writ On Petersburg Tax

ST. PETERSBURG—A temporary injunction has been granted theatre operators who have appealed the city's new amusement tax. Judge Victor O. Wehle ruled in favor of their contention that the 10 per cent tax imposed on gross receipts was in effect an income tax and therefore contrary to the constitution of Florida which forbids levies on income.

The bill contends that nine local theatres, operated by Florida Coastal Theatres, Inc., grossed $933,076 during the 52-week period ending August 28 which, if admissions do not decline during the ensuing 12 months, would net the city $93,000, based on the 10 per cent levy. The Park Theatre grossed approximately $13,000 during the same period which would result in a tax return of about $1,300.

In view of the allegation that not more than 25 persons or firms regularly operate permanent places of amusement in the city, the tax imposes an undue share of the tax burden on the theatres. To protect the interests of the city, in the event the tax is finally upheld in the high court, Judge Wehle directed the plaintiffs to post a bond of $50,000 during the pendency of the injunction.

The case is causing wide interest throughout the state as a number of other localities are preparing to impose an amusement tax and are waiting to see what the outcome will be here.

Mayor Gives Free Show

CRESCENT CITY, FLA.—More than 400 schoolboy patrols and their friends were theatre guests of Mayor Lloyd C. Preston as a finale to an all-day jamboree participated in by patrols from Jacksonville and here. The mayor is owner of the Star Theatre.

Flames Threaten Theatre

TALLAHASSEE—The Florida Theatre was threatened by fire which destroyed an adjacent building, but its fire resistant qualities withstood the flames. There was considerable smoke damage to the interior. The filled theatre was emptied quickly and without any signs of panic. A. P. Talley is manager.

Scores With Football Team

CLEWISTON, FLA.—U. T. Koch, manager of the Crystal Theatre, has made himself popular with the Clewiston football team by inviting members to be his guests at a special showing of "Football Fanfare." The boys hoped to pick up some pointers which would be of use to them during the season.

Family Night to Start

CANAL POINT, FLA.—It took four minutes to give away the $84 jackpot at the Prince Theatre when the Theatre Quiz party was terminated. The quiz program was replaced with a family night feature which admits kiddies under 12 free when accompanied by parents.

To Write 'Dallas' Screenplay

John Twist has been signed to write the screenplay for his own original, "Dallas," which Anthony Veiller will produce for Warners.

A T L A N T A

Lauren Norvell, amusement editor at the Atlanta Journal, was back at his desk after a pleasure trip to New Orleans . . . Howard Wallace, branch manager for Sack, was off for a trip to New Orleans . . . P. J. Gaston, owner of the Rex-Lincoln and Loma theatres in Griffith, Ga., was on the Row visiting . . . From Columbia visiting was George Hampert, home office special representative . . . New in the booking department was Lamar McGarity . . . Montime Scarborough resigned from the inspection department because of ill health.

Bob Tarwater, EL branch manager, returned from a trip to Alabama . . . Also back from a sales meeting in New Orleans is Henry Krumm, southern district manager for SRO . . . Rachel Gravley, formerly with Monogram and other exchanges in Atlanta, was on her way to the Panama Canal Zone where she will join her husband.

Ralph McCoy, branch manager for Film Classics, said that Carlos Moore, former salesman in Florida, has resigned to enter business for himself . . . M. C. Moore, Riverside, Jacksonville, Fla., was on the Row visiting . . . Kate Sellers, RKO shipping department, was out because of illness . . . Jim Partlow, former U-I branch manager now owner of the drive-in at Orlando, Fla., visited on the Row.

On the Row booking was R. E. Hook, circuit owner of Aliceville, Ala. . . . Charlie Collins, owner of the Loudon Theatre, Loudon, Tenn., reports he was closing the theatre November 1 . . . To Jacksonville, Fla., went Jack King, former salesman for Eagle Lion, to join the new Realart office opened there by Ralph Beckham . . . Back from a meeting in Bloomfield, Ind., was Ed Stevens, president of Stevens Pictures . . . The manager of the local office of Toddy Pictures says his firm has taken over two Negro shorts for release in Toddy exchanges. They are "Visit to the Champ" and "Bright Lights of New York."

Mrs. Abe Brown, wife of Abe Brown of the K&B Soda Co., has returned home from the hospital . . . For the third week the Peachtree Art Theatre held over "Hamlet," playing to SRO . . . Held over in Atlanta from the Fox to the Roxy is "Rachel and the Stranger." Playing at the other theatres are Loew's Grand, "The Saxon Charm"; Fox, "The Luck of the Irish"; Paramount, "One Touch of Venus"; Rhodes, "An Innocent Affair"; Rialto, "The Loves of Carmen."

We hear that there will be another theatre soon to be built in Greensville, Tenn. . . . Coming to Atlanta November 15, 16 is Ringling circus . . . Roy Acuff, the screen and radio star, will leave Nashville November 10 to make another picture for Columbia.

Wil-Kin Theatre Supply has appointed Walt Woodward as salesman for Florida . . . Harold Boardman of Augusta visited the Wil-Kin office to confer on his new drive-in which is being equipped with Motiograph.

Set for Lead in 'Tuna Clipper'

Elena Verdugo has been inked for leading lady in the Monogram picture, "Tuna Clipper."

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Picket at Park in Memphis Beaten; Union Wants Owner's Son Fired

MEMPHIS—Police are seeking three young men for the severe beating of Alford Tallakson, 27, union picket, who was attacked in front of the Park Theatre Monday night (1). The three men escaped in an automobile.

O. L. Williams, president of Local 144, took Tallakson to St. Joseph's hospital where seven stiches were taken in his head.

The theatre, located in East Memphis, has been picketed for several weeks because John T. Lester has not employed a union projector operator. Lester's son Rubin is the operator. He has a license and says he has been refused admission into the union.

Newell L. Fowler, attorney for the Park Theatre, said the attack on Tallakson was due to a personal grudge, he believed, and not connected in any way with union trouble.

The elder Lester said the picketing started after he refused to fire his son R. J. Lester, projectionist about nine years. Lester said he is not opposed to the union and would sign a contract provided the union would admit his son as a member. He said the men picketing the Park were not journeymen projectionists but that one was a helper and the other not a member of the union.



Patrons stood in line at the Park Theatre in Memphis despite pickets.

Takes Lead in 'Africa Screams'

Hilary Brooke has been ticketed for the femme lead in "Africa Screams."



Family Night Twice a Week

BELLE GRADE, FLA.—Each Tuesday and Wednesday night for the coming season will be Family night at the Hugo Theatre here. On those nights children under 12 will be admitted free when accompanied by their parents. The Hugo is a unit of the Gold-Debrow chain.

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Atlanta Roxy Gross Aided by Stage Show

ATLANTA—Business picked up slightly in most local first runs as a stage show helped "Heldorado" at the Roxy take the lead with a neat 160 per cent. Others ranged from 100 to 102 per cent.

(Average is 100)

Fox—**Beyond Glory** (Para) 100
Loew's Grand—**Red River** (UA) 102
Paramount—**Isn't It Romantic?** (Para) 100
Roxy—**Heldorado** (Rep), plus stage show 160

U.S. Producers' Spending In Italy Roils Natives

From Spearheads, Western Edition

HOLLYWOOD—Time magazine recently devoted a few probing paragraphs to Hollywood's current invasion of Italy as a "popular location." That publication, praising Italian film-makers for turning out great postwar pictures on short money, indicated the native producers felt some bitterness because their American contemporaries were "tossing money around freely enough to drive local costs right out of the Italians' reach."

As one example, $275,000 was cited as the wardrobe cost alone for 20th Century-Fox's "Prince of Foxes"—a figure which, Time estimated, is about nine times what the entire budget was for "Open City" and "Shoe-Shine" two highly-praised Italian offerings.

In defense of this alleged spending spree, the magazine reported, Producer Darryl F. Zanuck contended that the budget on "Foxes" was set at $3,000,000—and that the picture, if filmed anywhere else, would cost $10,000,000.

Further, the 20th Century-Fox production chieftain is quoted as having said "he would not stoop to sweatshop practices . . . We are not in Italy . . . to cash in on another country's depressed condition."

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Harold Peberdy Dies After Heart Attack

MONTREAL—While en route to his son's wedding recently, Harold Peberdy, art director for Associated Screen News here, was stricken with a severe heart attack from which he died a short time later.

A well-known figure in the Canadian motion picture and art fields, Peberdy won considerable acclaim from the armed services and the Canadian government for his animation work for instructional films during the recent war.

Born in Saddington, England, in 1893, he came to Canada in 1914. Within months of his arrival he enlisted for active service with the 75th battalion and served with that unit throughout the entire first World War.

Peberdy first became connected with the motion picture industry in Toronto with Cinecraft, joining Associated Screen News as art director in 1923. He was an active member of the Canadian Legion, Lachine branch, and the Riverdale Masonic Order, Toronto.

Surviving are his wife, the former Jane Shackleton, a son Arthur, a brother Walter of Hamilton, Ont., and a sister Mrs. Edith May of Loughborough, Eng. Funeral services were held at the Jos. C. Wray chapel and interment was in Lakeview cemetery, Pointe Claire.

B. C. Salamis to Europe On Relief Probe Trip

MONTREAL—B. C. Salamis of Quebec Allied Theatrical Industries, Inc., has left for Europe where he will represent the Canadian government as a member of the delegation appointed to investigate Canadian United Allied Relief fund activities.

The organization has distributed $30,000,000 worth of relief to Europe since it was established in 1945 to centralize overseas aid groups.

The CUARF delegation will conduct a three-fold investigation, Salamis said before he left. 1—To assay the effect of Canadian relief overseas. 2—To determine how efficiently this relief has been distributed. 3—To survey present needs in each country and use the results of this survey in recommending a future course of action to the Canadian government.

The delegation will visit Athens, Rome, Vienna, German displaced persons camps, Paris, Brussels, Luxembourg, the Hague, Oslo and possibly eastern Europe.

CALGARY

Quite a number of exhibitors paid visits to local exchanges. Among them were H. J. Partridge of the Lyceum at Gull Lake, Sask. J. Godfrey of the Melody at Picture Butte and H. G. Stevenson, operating the theatre at Lacombe. All reported business fairly good.

From Edmonton came word that "The Best Years of Our Lives" at regular prices has been going strong through its second week at the Rialto.

Dress Designer in 16th Year

Milo Anderson, veteran dress designer, will start his sixteenth year with Warners.

Speakers at Ontario Rally Urge Tele-Theatre Tieup

TORONTO—"Whether we like it or not, we are now faced with the competition of a new form of entertainment; we cannot stop the wheels of progress," R. W. Bolstad, vice-president of Famous Players Canadian Corp., thus summed up his attitude on the approaching introduction of television in Canada in his address at the annual convention of the Motion Picture Theatres Ass'n of Ontario here last week. Bolstad declared that the 600,000 families with TV receiving sets in the United States had cut down their motion picture attendance by 30 per cent.

"In a year from now we can look forward in Toronto to a hookup with New York and Chicago television facilities," he said. "There will be no need for people to get dressed after dinner to go to a theatre and worry about sitter and parking problems."

The film theatres have two great advantages, however, "When people want entertainment, they want to get away from home and mix with the crowd," Bolstad said. Then there is the matter of cost. It would be some time before television could undertake the spending of anything like $7,000,000 that has gone into the cost of a single motion picture.

NEED FOR WISDOM

"I hope the men and women of this great film industry will have the wisdom and knowledge to make the new medium an integral part of screen entertainment," he said.

President H. C. D. Main said he expected the Canadian Broadcasting Corp. would safeguard the interests of theatres in connection with the control of television. He felt it would be probably two or three years before exhibitors would really have to worry.

Main expressed the view that the industry's past years of internal peace may be affected because of current developments in Canada, including the increase in the number of theatres, the advent of television and a decline in patronage.

Ben Ulster, Toronto, asked from the floor if the Ontario association could petition the distributors not to sell film rights to television broadcasters. Chairman Main said the exhibitors might find themselves placed in the same position with relation to television as in the case of 16mm competition. Very little could be done in Canada right now but the association directors might get into touch with organizations in the U.S. on the subject.

MAY CHANGE TICKET LEVY

Leslie M. Frost, provincial treasurer, held out the bare promise that something might be done with the hospital tax act which had been imposed last April for a 20 per cent impost on theatre admissions.

"I am not making any promises but we feel that it does not do any good to repress a business by taxes," Frost said. "We do not regard the hospital tax as the last word. It is open to change and we are ready to meet your representatives, as we want to see your business prosper . . . It is a pleasure to deal with an industry that is trying to give a square deal to the public."

"We do not want to contribute to delinquency," declared Mayor H. E. McCallum in referring to current agitation for an open Sunday. He pointed out that the record of Ontario theatre business with a six-day week

(Continued on next page)



OPENING OF EL FILM—Heads of 20th Century Theatre circuit attend the opening of "Let's Live a Little," Eagle Lion production, at the new Downtown Theatre, Toronto. In the photo: Sid Roth, circuit supervisor of operations; Mrs. H. S. Mandell, wife of the vice-president; Meyer Axler, supervisor; Mrs. Axler; Mrs. R. Auerbach, wife of the general manager; Mrs. N. A. Taylor, wife of the president of the circuit; Raoul Auerbach; Mrs. Roth, Taylor and Mandell. Robert Cummings, star of "Let's Live a Little," made a personal appearance on the stage.

Tele-Theatre Tieup Is Urged at Parley

(Continued from preceding page)

was better than the seven-day receipts in Quebec where theatres operate on Sundays.

Morris Stein of Famous Players Canadian Corp. described the amusement tax problem as "a political situation." He said the film section of the Toronto Board of Trade had joined with the exhibitors in setting up a special tax committee of which J. E. Lawson is the chairman. "Mr. Lawson has prepared a very fine brief which will be presented to the Ontario government," he announced.

Stein declared the rural exhibitors could provide important cooperation in the tax matter because they had close contact with their members of parliament.

N. A. Taylor of 20th Century Theatres made a report on negotiations in connection with performing rights for 1949, saying that the Composers, Authors and Publishers Ass'n of Canada "has some fantastic ideas on what the tax should be."

Taylor explained that CAPAC had both English and American interests. A large majority of the compositions originated in the States but 70 per cent of the Canadian board was controlled by English directors. Another factor was that performing rights were high in England and Europe. Negotiations were continuing in behalf of Canadian theatres.

George Peters, for the Musical Protective society, expressed the view that CAPAC should not raise the fees at all for 1949 because of the increase in the number of theatre seats across Canada.

The delegates heard an outline of the establishment of the National Film Library for juvenile audiences from Mrs. Marjorie Dawson of New York, representing the Eric Johnston office. Describing the preliminary work of a Canadian committee representing many women's, school and community bodies, in the selection of suitable film subjects, Mrs. Dawson emphasized that the purpose of the project "is not to make money but you will earn goodwill in the community you serve."

"There is no use showing the children the finest film in the world if they are bored," she observed. "This is a project that is good for the children, good for the community and good for you."

J. Earl Lawson, president of Odeon Theatres, pointed out Odeon is a pioneer in this movement in Canada, citing the Odeon Movie clubs which were started more than two years ago. He said the circuit had lost money on the clubs last year that ran into five figures.

"We are delighted to make this contribution in order to make better citizens for Canada," he concluded.

Charles Bourassa of Montreal brought typical greetings from the Quebec Theatrical Industries.

Elected as directors were Herb Allen, Toronto; Morris Berlin, Ottawa; Sam Fine, Toronto; H.C.D. Main, Listowel; Roy Miller, St. Catharines; George Peters, Toronto; Larry Ritza, Renfrew; Lou Rosefield, Hamilton; Floyd Rumford, Forest; Morris Stein, Toronto; William Summerville, Toronto, and N. A. Taylor, Toronto. New officers will be chosen at a subsequent executive meeting of the board.

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FORT WILLIAM

The new Odeon in Port Arthur was opened November 4 with "Jassy" and the Fort William Odeon opened the next day with "Blanche Furry." The manager of the Fort William Odeon is Steve McManus, and of the Port Arthur Odeon, Len McGuire. Steve McManus will supervise both houses.

The Paramount, Famous Players house in Port Arthur, will not be open until late in November . . . According to the local paper the population of Port Arthur has increased the last year by 1,540, bringing the total population to 30,075. Fort William is up over the Port Arthur figure . . . Charlie Dilley is boasting that the sale of popcorn at his Colonial in Port Arthur exceeds that of his only competitor, Lloyd Palmer of the Lyceum.

Going to the Odeon, Fort William, from the Capitol is Bill Kist, assistant manager, and Rose McGeagh, cleaner . . . Coming weeks will find one man in the booth at all locations at the lakehead. Two men are used at the present time . . . Recent visitors here were E. A. Zorn, Famous Players supervisor, John Ferguson, FPC maintenance supervisor, and Mr. Silverthorne, chief censor for the province of Ontario.

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'Julia' Ties 'Velvet' In Fog at Toronto

TORONTO—Traffic movement throughout southern Ontario was gummed up by fog for several days and theatre business suffered when the populace hesitated to leave the fireside. "The Velvet Touch" at the Imperial and "Julia Misbehaves" at Loew's were the week's leaders while "The Best Years of Our Lives" had a nice second week at the Odeon-Toronto at regular prices.

(Average Is 100)

Biltmore—**Vigilantes Return** (U-I); **Code of Scotland Yard** (Rep) 95
Danforth and Fairlawn—**Stormy Weather** (20th-Fox); **Ali Baba Goes to Town** (20th-Fox) 90
Eglinton and Tivoli—**Cry of the City** (20th-Fox), 2nd wk. 90
Imperial—**The Velvet Touch** (RKO) 115
Loew's—**Julia Misbehaves** (MGM) 115
Nortown and Victoria—**Station West** (RKO); **Variety Time** (RKO) 85
Odeon—**The Best Years of Our Lives** (RKO), 2nd wk. 90
Shea's—**The Loves of Carmen** (Col), 2nd wk. 85
Uptown—**An Innocent Affair** (UA) 110

'Blandings,' 'Number' Lead in Vancouver

VANCOUVER—With cool weather and fall fogs arriving, Vancouver theatre patronage settled down for the week, but strong showings were made by "Mr. Blandings Builds His Dream House" at the Strand and "Sorry, Wrong Number" at the Orpheum. "Hamlet," in its fourth week at the Park, was still doing nicely and is booked for at least a sixweek run.

Capitol—**Melody Time** (RKO) ..... Average
Cinema—**The Desert Song** (WB), plus stage show ..... Fair
Orpheum—**Sorry, Wrong Number** (Para) ..... Good
Park—**Hamlet** (JARO), 4th wk. ..... Good
Paradise—**A Thousand and One Nights** (Col); **Cover Girl** (Col), reissues ..... Good
Plaza—**Second Fiddle** (20th-Fox); **Life Begins at 8:30** (20th-Fox), reissues ..... Good
Strand—**Mr. Blandings Builds His Dream House** (SRO) ..... Excellent
Vogue—**The Babe Ruth Story** (Mono) ..... Fair

Business Improves At Calgary Theatres

CALGARY—With three good first run attractions, cool evenings and short days, downtown theatres did above average business. "Key Largo" at the Capitol and "The October Man" at the Grand were high grossers, but the return engagement of "Forever Amber" at popular prices also made a good showing.

Capitol—**Key Largo** (WB) ..... Very good
Grand—**The October Man** (English) ..... Very good
Palace—**Forever Amber** (20th-Fox) ..... Good

Two Operators Are Fined On Sunday Show Charges

MONTREAL—A. Chevrier, owner of Theatre National here, was fined $10 and costs on each of three charges of presenting Sunday shows. J. Grimaldi, of the Theatre Canadian, 1204 St. Catherine East, also was fined $20 and costs on a charge of providing on Sunday "a performance of public meeting at which a fee was charged directly or indirectly either for admission to such performance or meeting or for any service or privilege thereat."

Drive-In Season Ended

TORONTO—Various drive-in theatres in central and western Ontario have closed for the season, Famous Players Canadian having put up the shutters on the Skyway units at Hamilton, Windsor and London.

ST. JOHN

Jules Laine, who died recently at Toronto, was a resident of St. John for about a year and operated an entertainment service in the Opera House. He was one of the founders of Columbia distribution in Canada and for some years, with Ben Garson, formerly of St. John and now of Montreal, he operated a chain of eight theatres in and around Montreal. Laine & Garson sold out to Odeon in 1947.

George Walters, manager of the Capitol, Prince Edward and Empire at Charlottetown, P.E.I., for Famous-Spencer, has stored his javelin, discus, shot and hammer until next spring. He did a comeback in all these track and field events this season and broke his own maritime record for the javelin throw. He plans to continue developing track and field sports at Charlottetown as a competing coach . . . Maurice Elman, maritime manager for Alliance Films, finished in a tie for fourth in the maritime chess championship tourney.

John Fitzpatrick, St. John, who operates a film transportation service, gave his new car a baptismal run with a trip to Miami and back. At Miami Beach the Fitzpatricks reported having a looksee at the winter hacienda of the Joe Franklins of St. John.

Two broken ribs and some bruises instead of a deer were the lot of Ernie Hatfield, manager of the Yarmouth Capitol for Odeon. Hatfield motored to his camp after the last show armed with his rifle. After several hours' sleep he climbed to the roof of the camp for an elevated view of the woodlands and any game that might be thereabouts. In his eagerness he clipped and tumbled from the roof. Hatfield didn't lose any time around the Capitol, though, and says he expects to get a couple of deer when the ribs heal.

Touring troupers wearing ten-gallon lids and prairie accents continue to penetrate the maritimes, playing halls of all kinds and some theatres for one to three-night stands. The appeal of the western shows appears as firm as ever . . . A son, Neil William, was born recently to the Mitchell Franklins. The baby is a grandson of Joe Franklin, head of Franklin & Herschorn, owners of the Vogue . . . A daughter, Lorie Beth, was born to the Lionel Aprils. The infant's dad is supervisor for the Odeon chain in the maritimes, and her grandfather is Abe Garson, maritime chief for Odeon.

Maritime Pioneers Meet

ST. JOHN—Plans are being made for the first meeting of the maritime section of the Pioneers, November 9, on the eve of the first annual meeting of the Allied Exhibitors outside Nova Scotia. Archie Mason, Springhill, N. S., Capitol, has been making the arrangements as maritime president. The same St. John hotel will house the two meetings in two days. Jack Butler, Moncton, N. B., Imperial, has been aiming at dividing the maritime division into one for Nova Scotia and another for New Brunswick and Prince Edward Island, and making the latter an active unit in behalf of charitable and welfare objectives.

Drive-In at Winnipeg Begun With FPC Aid

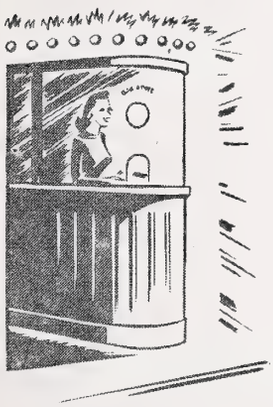
WINNIPEG—Plans for construction of Winnipeg's first drive-in were announced here last week (29) by J. Miles, president of Western Theatres, Ltd., which is undertaking the project with Famous Players Canadian. He said blueprints were ready and bids are being asked. The opening date has been slated for next May 1 or thereabouts.

The drive-in will be erected in St. Norbert, a few miles outside of Winnipeg on the main highway to the U.S. border. It will have a capacity of 600 cars and cost about $100,000, with the major portion going for erection of a 75-foot steel screen tower able to withstand winds or hurricane proportions and a 65x55-foot building for the projection booth and conncession stands.

Western Theatres also is considering plans for two more drive-ins. Sites have been acquired in the west end municipality of St. James and in North Winnipeg, but building will be deferred until operation of the St. Norbert drive-in shows whether outdoor exhibition is financially worth while here.

CORRECTION

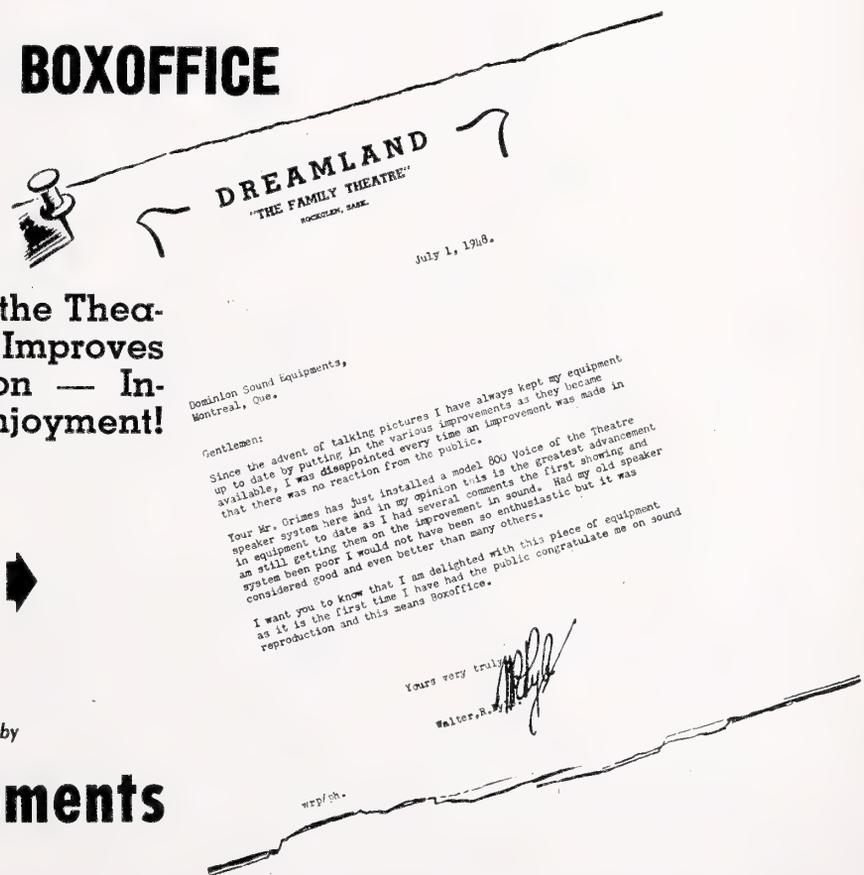
The Paramount Theatre in St. John's, N. F., was financed and constructed seven years ago entirely by B. D. Parsons and associates. Later the Parsons group made a partnership deal with Famous Players Canadian, which then took over management of the house. An item in BOXOFFICE October 9 incorrectly stated that FPC was called in to complete the Paramount Theatre because of financial difficulties.



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I want you to know that I am delighted with this piece of equipment as it is the first time I have had the public congratulate me on sound reproduction and this means Boxoffice.

Yours very truly,
Walter, R. [illegible]

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VANCOUVER

Jake Dawson, a member of Canadian Picture Pioneers and theatre operator, died recently. At one time Dawson owned and operated the Plaza, Lyric, Kitsilano, Paradise and Royal in Vancouver, the Lonsdale in North Vancouver and the Plaza and Rio theatres in Victoria. At his death he retained interest in the Plaza here and the Plaza in Victoria, both now leased to Odeon. Dawson was 59 and had been in poor health for the last few years.

Vancouver Park commissioners have withdrawn allegations that "drunkenness was not uncommon among musicians" during Theatre Under the Stars performances and an apology has been sent to the musicians union secretary, following protests by the union that "unfavorable publicity" resulting from a park board preamble to a resolution passed by the Theatre Under the Stars committee. The union secretary admitted to two official and one unofficial complaint against musicians during the seven-week period of performances at Stanley Park.

The third annual film industry ball, sponsored by Famous Players Theatre Managers Ass'n of British Columbia, will be held at Commodore cabaret November 28. The affair is the highlight of the year in local show business . . . Famous Players Canadian is mapping a stepped-up exploitation program to offset Rank's Odeon opposition. Both chains now are fighting for televison licenses from the federal government to service theatres as soon as television is started in Canada.

Ralph Calladine, who has been operating theatres for the past 30 years, mostly on Vancouver Island, has retired from show business and now is in hotel business at Goldstream near Victoria. His last theatre interests were the Plaza and Rio theatres in Victoria . . . Remembrance day will be observed here and throughout British Columbia as a statutory holiday. Banks, schools and government offices will close. Beer parlors, theatres and entertainment centers will remain open by government order-in-council.

Dorothy Pomeroy, formerly at Famous Players head office here, now is secretary to Kervin Fitzgibbons, manager for Theatre Confections, Ltd. General Films, Ltd., 16mm company, has moved its Vancouver branch to its new building at 737 Hamilton St. Bill Foulkes is British Columbia manager.

Susan Fletcher, CBS film broadcaster, has signed a contract with MGM and has left for Hollywood, where she will play the role of a scullery maid in "The Secret Garden." While in Hollywood she will write a daily column for the Vancouver Sun . . . Eddie Weisberg, United Artists booker, will leave for the UA Montreal office shortly. He has been succeeded here by Jack Braverman, a newcomer to British Columbia, who will be office manager under Manager Harry Wolfe.

A minor mogul with a small mustache and at least three aliases is sought by Vancouver police, who would like to see his show. He borrowed a 16mm projector from UBC, rented four films from FTS and borrowed four more from the public library . . . A group of projectionists, Local 348 members, headed by President Doug Calladine, went to Seattle to attend the 40th anniversary dinner of Seattle Local 154.

Afternoon Cutoffs Started in Toronto

TORONTO—Because of the increasing power shortage, the hydroelectric commission started afternoon blackouts here November 1 in addition to the morning switchoffs and the threat was made that a third daily cutoff of current would be affected each evening from Monday to Friday inclusive. Each blackout in Toronto has been of 30 minutes duration but may be increased, and the situation is becoming very serious for local theatres unless they have been able to install an independent generating plant.

The city of Ottawa started its series of first blackouts November 1 after having escaped the switchoffs all last winter because of local conservation measures. The power volume is much lower this time, however, because of lack of water for the hydro plants.

MONTREAL

Gerry Chernoff, manager of International Films, and Al Palmer, city editor of the Montreal Herald, were hosts at a special screening of "Canon City" . . . "The Babe Ruth Story" played to capacity business two weeks at the Strand here and the Empire in Quebec . . . Harry Kauffman, general manager of Cardinal Films, underwent a major operation in Toronto recently . . . Eunice Richardson, secretary to Murray Devaney, RKO district manager, received a surprise visit from her brother, who returned from Germany after an absence of three years.

Isidore Feldman, former International Films booker who went to Hollywood more than a year ago, was here to attend funeral services for a brother . . . Hugh Rosser, RKO salesman, received a set of silver cups from the office staff recently for a birthday present . . . Johnny Loffredo, assistant shipper at RKO, resigned to become shipper at International Films . . . Irene Upton is the new biller clerk at Columbia . . . Agnes Snyder now is switchboard operator at Paramount.

Leo Chaquette, circuit owner, was in New York . . . Sam Jacobs, El-Monogram manager, returned from Hull, Quebec . . . Mort Prevost, manager of Quebec Cinema Booking, soon will open houses at Riviere du Loup, Rimouski, Beauport and Amqui . . . Viscountess Alexander gave her patronage to the Otta premiere of "Hamlet" for the benefit of the Save the Children fund . . . Fire which swept the eastern New Brunswick fishing village of Buctouche destroyed the Roxy Theatre there.

Exhibitors in town included Miss A. Pelchat, owner of the Senneterre, Senneterre; Antonio Gilbert, Cartier, Chicoutimi; Roger Lalonde, Colonial, Plessisville; Gonzague Tremblay, Capitol, Chicoutimi; Georges Champagne, Roxy, Auditorium and Cartier, Shawinigan Falls; Armand Champagne, Asbestos, Asbestos, Quebec; Willie Rosenbloom, Rex, Ste. Anne de Bellevue, and Eddy Gauthier, Sorel, Sorel, Quebec, and the Drummond, Drummondsville.

George McManus As Self

Cartoonist George McManus will portray himself in "Jiggs and Maggie in Court" for Monogram.

OTTAWA

The oldtime Nola on Wellington street was closed permanently at the end of October by Odeon Theatres. At one time in its long career as a neighborhood house, the Nola was one of three theatres owned and operated by the late P. J. Nolan, former mayor of Ottawa. It is understood that Odeon is taking over another local theatre but details are not available. In any event the palatial Odeon is scheduled to open its doors here probably in January.

Ross McLean, government film commissioner, has confirmed a report that an employe of the National Film Board had been permitted to resign because of a checkup of alleged Communist activities . . . Leonard W. Brockington, a director of Canadian Odeon, addressed the fashionable audience at the opening of "Hamlet" at the Glebe. The initial performance was sponsored by the Save the Children fund.

The Rialto, neighborhood theatre on Bank street, has reduced its matinee admission price to 10 cents for both adults and juveniles except on Saturday and holidays. The dime includes the amusement tax and patrons get a double bill . . . Manager Don Watts of the 20th Century Nelson had a nice tieup with a furniture establishment in a contest for "So This Is New York," the prize being a free trip to Gotham for the best essay on a visit there.

The Famous Players' Capitol was crowded to the doors for the Sunday night concert by the Palestrina choir to mark the 100th anniversary of the University of Ottawa . . . Fernandel, veteran comedian of France, drew a capacity audience to Donat Paquin's Laurier for a lusty program. Fernandel was the guest of the French embassy over the weekend.

Stage shows are increasing at Ottawa thetres. The suburban Linden staged matinee and evening performances on Saturday, the program being organized by Manager Casey Swedlove. Terry Lewis also had a stage show last Friday night at his Eastview . . . For a Saturday morning showing of "Red River," Manager Ernie Warren of the Elgin had a package of Red River cereal for every juvenile as a gift from the local grocery trade . . . Advertising trailers have made their appearance in local theatres, having been booked in by the Canadian Screen Publicity Co. of Winnipeg.

New North Canada Town Plans to Build Theatre

CALGARY—Vernon Dixon, local manager for International Films, has returned from a lengthy road trip to the far north. He states that a new town of Manning, named after the premier of Alberta, has been formed by combining three neighboring hamlets. Like many of the northern towns, Manning has lively, aggressive citizens who already are planning their new town.

One of the proposed projects is a theatre. This district lies about 550 miles due north of Calgary.

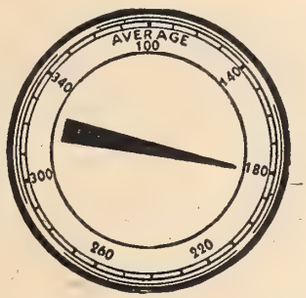
Mature Starrer Retagged

"Thieves' Market," Victor Mature starrer for 2t0h-Fox, has been retagged "Hard Bargain."

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Julia Misbehaves—
San Francisco 180

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
An Innocent Affair (UA)		85			95						115					110			80			97
Apartment for Peggy (20th-Fox)	125	58	140	140	120		167		125			125	140			125		130	120	160	130	129
Assigned to Danger (EL)	100	97				95	100		100	100		100	100		55		100			100	90	95
Best Years of Our Lives, The (RKO)			100				140		120		135			125	93			90				115
Black Arrow, The (Col)		91	105	125	105		125	100	100			110	100			85	80	115	95	140	95	105
Blonde Ice (FC)	100	85	90			90	100			100	100		100			110				100	90	97
Bush Christmas (U-I)	110	85					100		100							80				100		96
Cobra Strikes, The (EL)	100	90		70		75			90	100	75	100	100	90	50		100			110	90	89
Cry of the City (20th-Fox)			95		115						85	130				110		140		140		116
Daredevils of the Clouds (Rep)	80						100		100	100		100	100	90			100			100		97
Dear Murderer (U-I)	95	90				70	100		100	95		100			100	80				90		92
Dream Girl (Para)	100	85	120	100	75	85	95	90	100	100	115	100	115	85	75	100		75	70	85		93
Embraceable You (WB)	100	100	120						90	95		100	95	70	70			65	80	100	100	93
For the Love of Mary (U-I)					65							90				85		90		75	65	78
Golden Eye, The (Mono)	100						100			100		90								100		98
Good Sam (RKO)	120	118	130	150	120	120	140		90		190	150	96	125		120	150	80	120	175		129
I, Jane Doe (Rep)	100		100				100		95	85		50	100		60		110			90	95	90
Jassy (U-I)	90	70	90			95	90			100	100	100	90	85	75	96	100			120	65	91
Johnny Belinda (WB)		119										175	115			130		170	125			139
Julia Misbehaves (MGM)			100		90	120			115			140		150		135		135		180		129
Loves of Carmen, The (Col)	130	112		200	165			140	110		130	175		135	115	150	125		115	160	125	139
Luck of the Irish, The (20th-Fox)	110	97	120	110	95	90	143	90	85	110	90	115	100		80	115	90	75	110	110	100	102
Luxury Liner (MGM)	125	85	100	150	105	90				100	115	125	95		100	115	100	120	90	160	140	113
Montana Mike (UA)		85	100	65	115	85	100		80	110	85	110	140	85	80	78	90		60	120	40	90
Night Has a Thousand Eyes (Para)	130			80			90					100				100		120				103
Night Wind (20th-Fox)	100						100					100								100	100	100
One Touch of Venus (U-I)		126	95	120	110		147			100	100	115		95				120				113
Out of the Storm (Rep)							100		90	120			100		80							98
Panhandle (Mono)	110	95	100	100	105	125	120	95	100	105		100	100	110	65		95	100	100	130	50	100
Pearl, The (RKO)			100			115						150		80		160		145		160		130
Pitfall (UA)	110	114	110		115				100	95	125	150			103	120		80		140	75	111
Port Said (Col)	100	100					100	90		90	100	100	100		85		100			100	60	94
Rope (WB)	135	122	120	140	155	100		140	115	120	135	140	125	140	108	165		155	110	150	150	133
Saxon Charm, The (U-I)				95							65	125		90		105		75	60	125	90	92
Secret Land, The (MGM)	100				100			90		100	100	100	95				120			100		101
Shed No Tears (EL)	100						100			100	65		105									94
Southern Yankee, A (MGM)	100		100	130	115	110		110	80	150	130	125	100		90					130		113
Strawberry Roan (Col)	100		120				100		100	100	90	100	100				100			100		101
Triple Threat (Col)	100	100	90			75		100	100		100	100	100						110	100	100	98
Urubu, Story of Vulture People (UA)									80			115			75	110				110		98
Walk a Crooked Mile (Col)		118	90		130				120			150	125			105		110		200	140	129

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Last Roundup, The (Col)—Gene Autry, Jean Heather, Ralph Morgan. Autry is popular and the title draws the western fans. The story is as good as any horse opera—maybe a little better. Played Tues., Wed.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. **

Phantom Valley (Col)—Charles Starrett, Smiley Burnette, Virginia Hunter. Charles Starrett and Smiley Burnette always please the plowboys on Friday and Saturday and business was good. These westerns pay the freight on the duds. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Phantom Valley (Col)—Charles Starrett, Smiley Burnette, Virginia Hunter. This Durango Kid series, with that great comedian, Smiley Burnette, is my most outstanding western attraction. Played Fri., Sat.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

EAGLE LION

Out of the Blue (EL)—Virginia Mayo, George Brent, Turhan Bey. Didn't go over well with us. We had the fight pictures, which helped, but the second night died. Played Wed., Thurs. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ***

Red Stallion, The (EL)—Ted Donaldson, Robert Paige, Noreen Nash. This is very good for the boxoffice—nuf sed. Played Fri., Sat. Weather: Clear.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

Repeat Performance (EL)—Louis Hayward, Joan Leslie, Richard Basehart. I enjoyed it and I think most of the 72 people who saw it liked it fairly well. It's an unusual story, good action, lousy sound, such as most of this company's films have. The man who holds my mortgage would shudder at the red ink it put on the books. I'd leave it alone—and also the trailer was putrid. Played Wed., Thurs. Weather: Cool and fair.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. ***

Return of Rin Tin Tin, The (EL)—Rin Tin Tin III, Donald Woods, Claudia Drake. This was fair with nice color and it went over big with the kids. We usually draw fair crowds with an animal story, and this was no exception. Played Thurs., Fri., Sat. Weather: Fair.—R. W. Burgess, Roxy Theatre, McClusky, N. D. Rural and small town patronage. ***

FILM CLASSICS

Furia (FC)—Isa Pola, Rossano Brazzi, Gino Cervi. I ran this one night only. I enjoyed it and a few (about $15 worth, to be exact) of my Italian friends got a big bang out of it. I think Italy is doing a much better job of film making than England. Played Tuesday.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. ***

Spirit of West Point (FC)—Felix "Doc" Blanchard, Glenn Davis, Anne Nagel. If your town is football conscious, you might get by with this one. If not, brother exhibitor, let this one slide, as I didn't take in transportation cost. Nuf sed. P. S. Even a good comedy along with this one failed to get 'em inside. Played Tuesday. Weather: Fine.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. ***

METRO-GOLDWYN-MAYER

B. F.'s Daughter (MGM)—Barbara Stanwyck, Van Heflin, Charles Coburn. Lots of walkouts due to the fact that all the action is saved for the last 20 minutes. Played Sunday.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

Bride Goes Wild, The (MGM)—Van Johnson, June Allyson, Butch Jenkins. Here is a show where everyone will leave in a happy frame of mind—that is, if they can walk after seeing the last ten minutes. I'll bet many were dizzy from laughing. Good, clean entertainment is what they want—and after all, isn't that what we're for? Butch Jenkins stole the show. Played Sun., Mon. Weather: Good.—R. O. Hall, Brooks Theatre, Brooks, Me. Small town and rural patronage. *

Easter Parade (MGM)—Judy Garland, Fred Astaire, Peter Lawford. Musicals do not go over too well here but this was an exception. I played to a large audience and not a complaint did I hear, so evidently all were well pleased. Played Sat., Sun.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. **

Easter Parade (MGM)—Fred Astaire, Judy Garland, Peter Lawford. Little or no plot, with the finest dancing and singing. Packed the house on its name the first night, to fall off greatly on the second. Don't miss it but it isn't worth the extra tariff they ask for it. Played Sun., Mon.—S. W. Rawson, Best Theatre, Scio, Ohio. Pottery workers and rural patronage. *

Homecoming (MGM)—Clark Gable, Lana Turner, Anne Baxter. We had plenty of favorable comments from the patrons who saw the picture, but there weren't enough of them to pay us and Metro, too. It's a war picture, but the women still go for Gable, and if there were some way to entice the men folks to see it, you'd come out all right at the boxoffice. Played Tues, Wed., Thurs. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ***

On an Island With You (MGM)—Esther Williams, Peter Lawford, Jimmy Durante. This is a good musical with what it takes to draw them in. Played Sun., Mon.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ***

On an Island With You (MGM)—Esther Williams, Peter Lawford, Jimmy Durante. It seems the public always knows when a good movie is in town. Several saw it two and three times. Pictures like this are a credit to the motion picture business. Entertainment is what the public is seeking. Played Wed., Thurs.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

Summer Holiday (MGM)—Mickey Rooney, Gloria DeHaven, Walter Huston. This is a fair musical show in color which failed to do average business. I guess Mickey Rooney is washed up. Played Wed., Thurs.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Tarzan's Secret Treasure (MGM)—Reissue. Johnny Weissmuller, Maureen O'Sullivan, John Sheffield. This is just about the best Tarzan picture ever made, I think. I saw lots of adults sitting on the edges of their seats and biting their fingernails, just like the kids. It is really exciting and Boy is cute in these reissues because he was a little boy when they were made and appeals to the kids more. Played Fri., Sat. Weather: Cold.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. **

Three Daring Daughters (MGM)—Jeannette MacDonald, Jose Iturbi, Jane Powell. I was surprised at the success of this engagement. Above average attendance and it satisfied patrons. I was afraid of this one because Metro usually makes its musicals on the operatic side, which is death in this town. Played midweek. Weather: Good.—R. O. Hall, Brooks Theatre, Brooks, Me. Small town and rural patronage. *

Three Daring Daughters (MGM)—Jeanette MacDonald, Jose Iturbi, Jane Powell. This was well liked here. I don't personally care for this type of music, so I did not see it myself. The boxoffice was above average, so I'm satisfied. Played Tues., Wed. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ***

MONOGRAM

Bowery Buckaroos (Mono)—Leo Gorcey, Huntz Hall, Julie Briggs. Our patrons seem to get a kick out of this gang, so we use them occasionally to fill in on the weekly double bill on Fri., Sat. It doesn't seem to make much difference what they are laughing at, just so there is some funny stuff. This one has it. Played Fri., Sat. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ***

Smart Politics (Mono)—Freddie Stewart, June Preisser, Frankie Darro. This is not up to the usual standard of this series, as the second night showed when the boxoffice took a nose-dive. However, it is good, clean comedy by a bunch of swell troupers. Candy Candina steals the show. Let's have lots of him, Monogram. The fans love him. This is worth doubling. Played Fri., Sat. Weather:

Like Fightin' an' Lovin' And Happy Ending

RIVER LADY (U-I)—Yvonne DeCarlo, Rod Cameron, Dan Duryea. Exactly what my patrons like—plenty of fightin' an' lovin', and a happy ending! Yvonne DeCarlo is superb and the new actress, Helena Carter, is lovely and talented. Played Sun., Mon. Weather: Rainy and cool.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. **

Sold Out Both Shows With a Fox Reissue

HOW GREEN WAS MY VALLEY (20th-Fox)—Reissue. Walter Pidgeon, Maureen O'Hara, Donald Crisp. Holy cow, did we ever get a surprise when we played this feature! Five minutes after we started the show, we had SRO and ten minutes later couldn't sell any more tickets till the second show, when we again filled the theatre! This picture broke all of our house records and the people went wild over it. Brother, play this one for sure. It will take with any audience. The weather was bad here, too. It snowed all day. Played Sat., Mon.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. **

Perfect.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. ***

Louisiana (Mono)—Jimmie Davis, Margaret Lindsay, John Gallaudet. This was a surprise package. We expected a lemon and it brought the best turnout we've had for weeks. Jimmie Davis sings his hillbilly songs so well that even our hard-to-please patrons liked them. Some patrons remarked that his was better than "Miracle of the Bells" which followed the next day. Played Thurs., Fri., Sat. Weather: Fair.—R. W. Burgess, Roxy Theatre, McClusky, N. D. Rural and small town patronage. ***

PARAMOUNT

Emperor Waltz, The (Para)—Bing Crosby, Joan Fontaine, Roland Culver. Bing is cute in shorts but that was the best part of the engagement. It fell far below the usual Crosby gross—and to think I spent time and inflated dollars promoting it! Played Sun., Mon. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ***

I Walk Alone (Para)—Burt Lancaster, Lizabeth Scott, Kirk Douglas. This had good draw. Why, I don't know. Lizabeth Scott is the ugliest and sloppiest woman in pictures, and she looks so tough with so much mascara and eye shadow on her eyes. Besides, she talks through her teeth! Played Fri., Sat. Weather: Fair.—Lewis Hickok, Dream Theatre, Effingham, Kas. Small town and rural patronage. *

Hatter's Castle (Para)—Robert Newton, James Mason, Deborah Kerr. This had a very poor reception here—the smallest attendance in a long time and it was disliked by the majority. Played Saturday. Weather: Good.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. ***

'Sainted' Sisters, The (Para)—Veronica Lake, Joan Caulfield, Barry Fitzgerald. We played this in our other theatre this spring and knew that it would do business for this situation—and we were right. It's a natural and should do business in any locality. Played Sat., Sun. Weather: Good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. **

Unconquered (Para)—Gary Cooper, Paulette Goddard, Howard DaSilva. It did rather well at regular prices—a little bloodthirsty for the ladies, but the he-men ate it up. If the price is reasonable, don't be afraid to play it on A time. Played Sun., Mon. Weather: Fair.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ***

Unconquered (Para)—Gary Cooper, Paulette Goddard, Howard DaSilva. This is a natural for any town—beautiful Technicolor and a great cast.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

RKO RADIO

If You Knew Susie (RKO)—Eddie Cantor, Joan Davis, Allyn Joslyn. This is light fare. Cantor should have done more singing. He isn't made for too much acting—the public expects more music and songs. Business was fair. Played Sun., Mon. Weather: Good.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

Miracle of the Bells, The (RKO)—Fred MacMurray, Valli, Frank Sinatra. This is a splendid picture but for some reason unknown to us, did not do the business we were looking for. Perhaps some local entertainment, such as a football game, might have had something to do with the attendance. Played Sun. through Wed. Weather: Splendid.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. City and rural patronage. ***

Return of the Badmen (RKO)—Randolph Scott, Robert Ryan, Anne Jeffreys. This is a fast action western that was well made and with a cast of old favorites back in the saddle again. If you can buy it right, here is one answer to your action dates. We did a little better than average and the picture pleased our patrons. Played Thurs., Fri., Sat. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ***

Sunset Pass (RKO)—James Warren, John Laurenz, Nan Leslie. This is top in action and a good story that went to town for me. These Zane Grey stories mean more to me than Rogers and Autry put together. Played Mon. through Sat. Weather: Fair.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Strictly rural patronage. ***

Tarzan and the Mermaids (RKO)—Johnny Weissmuller, Brenda Joyce, Linda Christian. As usual, Tarzan pulled in a fine crowd, although I believe he would have pulled more if Boy had been in the show, for many folks asked why he had been left out, and would he be in the next one. As I could answer neither of these questions, I had to let them try to figure it out for themselves. Played Sun., Mon. Weather: Good.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. ***

Tarzan and the Mermaids (RKO)—Johnny Weissmuller, Brenda Joyce, Linda Christian. Give us more of these. Both nights were good. Tarzan is still popular filmfare. Played Fri., Sat. Weather: Rain.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ***

REPUBLIC

Wyoming (Rep)—William Elliott, Vera Ralston, George "Gabby" Hayes. This didn't prove to be the boxoffice attraction we had hoped it would be. The main reason was that the weather was too warm. Played Mon., Tues. Weather: Hot.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ***

He Wants More Pictures Fighting Race Prejudice

CROSS-FIRE (RKO)—Robert Young, Robert Mitchum, Gloria Graham. Here is one of the most impressive pictures I've ever exhibited—excellent acting, a story that should make thinking people wake up. Here's a great weapon against race prejudice. Every exhibitor should run this one and exploit it. We need more of this same theme to halt moves to persecute minority groups. Played Wed., Thurs.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. ***

20th CENTURY-FOX

Street With No Name, The (20th-Fox)—Mark Stevens, Richard Widmark, Barbara Lawrence. This is one of the best of the Fox semidocumentary films. Richard Widmark should go a long way. Good audience reaction. Fox certainly has the know-how in making semidocumentary films. Played midweek. Weather: Good.—R. O. Hall, Brooks Theatre, Brooks, Me. Small town and rural patronage. *

Tender Years, The (20th-Fox)—Joe E. Brown, Richard Lyon, Noreen Nash. This drew a good crowd and the crowd expected a funny show. It turned out to be a family picture and they ate it up. Played Sun., Mon. Weather: Fair.—Lewis Hickok, Dream Theatre, Effingham, Kas. Small town and rural patronage. *

That Lady in Ermine (20th-Fox)—Betty Grable, Douglas Fairbanks jr., Cesar Romero. I thought after "The Shocking Miss Pilgrim" Betty Grable knew better than to cover up her million-dollar legs. This is the worst clinker Betty has ever made. People want to see Betty in a light, gay musical, with plenty of songs and dancing. People going in after the feature started didn't know what to think—people coming out of picures on the wall, Douglas Fairbanks stabbed and next scenes he is okay. Yeah, I knew what it was about but the late-comers were in the dark until it started over again. Played Wed., Thurs. Weather: Fair.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

Angels No Attraction; Patrons Want Badmen

BISHOP'S WIFE, THE (RKO)—Cary Grant, Loretta Young, David Niven. I thought this good after I had seen it the second time. Still, we can't get them in to see angels, but give us a rip-roaring badman (a-foot or a-horseback) from the black hills of Ipswich and the whole house is happy. Played Sun., Mon. Weather: Rain.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

UNITED ARTISTS

Sinister Journey (UA)—William Boyd, Andy Clyde, Rand Brooks. Hopalong always brings them in here and pleases them. This was no exception. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

On Our Merry Way (UA)—Burgess Meredith, Paulette Goddard, Fred MacMurray. A star-spangled comedy that was a big letdown. Those of us who are in the business could appreciate it much more than our regular patrons. Played Mon. through Sat. Weather: Mild.—Ernie Warren, Dual Elgin Theatre, Ottawa, Ont. General first run patronage. *

UNIVERSAL-INTERNATIONAL

Letter From an Unknown Woman (U-I)—Joan Fontaine, Louis Jourdan, Mary Christians. Don't try to find out who she is, boys. We wish we had never met her for we found out that it is not the woman who pays! We didn't mind the hollow echo after the few that went in walked out again, but pulled it after one day. You've probably played "A Double Life" and "Casbah." Well, this one is worse. By all means keep that woman unknown, for it is only the ones you know that can get you into trouble! We can't say we "played" it Tuesday because we only ran it through the machines that one day—you have to have an audience before you can term it "played."—S. W. Rawson, Best Theatre, Scio, Ohio. Pottery workers and rural patronage. *

Smash-Up (U-I)—Susan Hayward, Lee Bowman, Marsha Hunt. Business was terrible but the few I did get in said it was one of the best pictures they had seen in months. If I had seen it before I played it, I could have sold it, even in my small place. Played Mon., Tues., Wed. Weather: Fair.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Strictly rural patronage. ***

WARNER BROS.

Cheyenne (WB)—Dennis Morgan, Jane Wyman, Janis Paige. This is old but certainly a good one for the action fans. It is produced on a major scale, with good stars, well acted and well done throughout. Not a complaint and lots of compliments. Played Fri., Sat.—W. D. Rasmussen, Star Theatre, Anthon, Iowa. Small town patronage. **

Silver River (WB)—Errol Flynn, Ann Sheridan, Thomas Mitchell. This is a very fine picture about the history of silver, with a love story and a touch of western. Comments were good. Better than average draw. Played Wed., Thurs.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ***

Silver River (WB)—Errol Flynn, Ann Sheridan, Thomas Mitchell. This is a good picture with an excellent cast that failed to do more than average business. Played Tues., Wed., Thurs.—M. F. Bodwell, Paramount Theatre, Wyoming, Ill. Small town and rural patronage. ***

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ❍ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

COLUMBIA
EAGLE LION
M-G-M
MONOGRAM
PARAMOUNT
RKO RADIO
REPUBLIC
SCREEN GUILD
20TH-FOX
UNITED ARTISTS
UNIV.-INT'L.
WARNER BROS.
MISCELLANEOUS

JANUARY 3	JANUARY 10	JANUARY 17	JANUARY 24	JANUARY 31	FEBRUARY 7	FEBRUARY 14	FEBRUARY 21
	9 (54) Western 962 SIX-GUN LAW Starrett-Burnette R—Jan. 10—PG-890	16 (68) Musical 907 GLAMOUR GIRL Virginia Grey Michael Duane Gene Krupa's Orch. R—Jan. 3—PG-888	23 (66) Mus-Dr 906 MARY LOU Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895	(94) Drama 934 I LOVE TROUBLE F. Tone-J. Blair R—Feb. 28—PG-905 (72) Drama 933 ❍PRINCE OF THIEVES J. Hall—P. Morison R—Dec. 6—PG-879	5 (68) Drama 902 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ❍RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907
	(81) Drama 932 ❍THE SWORDSMAN Larry Parks R—Oct. 25—PG-867						
3 (66) Mus-Com 808 LINDA BE GOOD Marie Wilson Elyse Knox John Hubbard R—Nov. 1—PG-869	10 (91) Drama 809 T-MEN Dennis O'Keefe R—Dec. 20—PG-884	17 (71) Comedy 810 HEADING FOR HEAVEN Stuart Erwin Glenda Farrell R—Dec. 27—PG-886	24 (55) Western 853 CHECK YOUR GUNS Eddie Dean	31 (85) Drama 811 ❍THE SMUGGLERS Michael Redgrave R—Jan. 17—PG-892	7 (83) Drama 812 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908
9 (119) Drama 813 ❍CASS TIMBERLASE Spencer Tracy Lana Turner Zachary Scott R—Nov. 8—PG-872			23 (98) Drama 814 IF WINTER COMES Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885		6 (99) Drama 815 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891
3 (68) Drama 627 SMART POLITICS June Preisser Freddie Stewart Noel Neill	10 (66) Comedy 4704 JIGGS AND MAGGIE IN SOCIETY Joe Yule Renie Riano R—Feb. 14—PG-900	17 (53) Mus-West 686 SONG OF THE DRIFTER Jimmy Wakely		31 (58) Western 4751 OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 SONG OF MY HEART Frank Sundstrom R—Nov. 8—PG-871	7 (75) Drama 4709 FIGHTING MAD Joe Kirkwood Jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudsen	
		16 (98) Drama 4708 I WALK ALONE Burt Lancaster Lizabeth Scott Wendell Corey Kirk Douglas R—Dec. 20—PG-883					20 (90) Drama 4709 ❍ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893
Group 2 3 (86) Drama 808 SO WELL REMEMBERED John Mills Martha Scott Patricia Roc R—Nov. 1—PG-870	Group 2 10 (60) Western 808 WILD HORSE MESA Tim Holt Nan Leslie R—Nov. 22—PG-975	Group 2 (65) Mystery 810 DICK TRACY MEETS GRUESOME Ralph Byrd Boris Karloff Ann Gwynn R—Oct. 4—PG-861	Group 2 24 (102) Drama 806 NIGHT SONG Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874	Reissue 30 (60) Western 884 LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy 811 IF YOU KNEW SUSIE R—Feb. 7—PG-897	Group 3 (61) Western 812 WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ❍BAMBI	
1 (64) Com-Dr 701 MAIN STREET KID Al Pearce Janet Martin R—Jan. 24—PG-893	10 (72) Outd'r-Mus 644 ❍GAY RANCHERO Roy Rogers Tito Guizar Andy Devine R—Jan. 10—PG-889	15 (65) Drama 702 SLIPPY McGEE Don Barry Dale Evans Tom Brown R—Jan. 31—PG-896			1 (61) Comedy 703 CAMPUS HONEYMOON Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899		
Reissue 3 (58) Western HC13 PRIDE OF THE WEST William Boyd Gabby Hayes Russell Hayden					Reissue 7 (70) Western HC14 IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt
	(140) Drama 801 ❍CAPTAIN FROM CASTLE Tyrone Power Jean Peters Cesar Romero Lee J. Cobb John Sutton R—Dec. 6—PG-880		(81) Drama 803 THE TENDER YEARS Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880		(91) Musical 802 YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884	
(97) Drama SLEEP, MY LOVE Claudette Colbert Robert Cummings Don Ameche R—Jan. 17—PG-892				(96) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898			
(81) Drama 633 THE SENATOR WAS INDISCREET William Powell Ella Raines Arleen Whelan R—Dec. 20—PG-883		(93) Drama 652 CAPTAIN BOYCOTT Stewart Granger Kathleen Ryan Cecil Parker R—Dec. 6—PG-880			(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama 634 A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889
	10 (78) Drama 713 ALWAYS TOGETHER Joyce Reynolds Robert Hutton R—Dec. 20—PG-884		24 (126) Drama 714 TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890		7 (95) Drama 715 MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-893		21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Bunny Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(87) Drama Reissue
LITTLE MEN
Kay Francis
Jack Oakie

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reissue
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20	MARCH 27	APRIL 3	APRIL 10	APRIL 17
(109) Drama 935 **TO THE ENDS OF THE EARTH** Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 920 **RETURN OF THE WHISTLER** Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama 902 **ADVENTURES IN SILVERADO** R—Mar. 13—PG-912 25 (55) Western 966 **WEST OF SONORA** Starrett-Burnette R—Mar. 27—PG-916	30 (84) Drama 936 **SIGN OF THE RAM** Susan Peters Alexander Knox R—Feb. 21—PG-904 30 (66) Mus-Com 952 **SONG OF IDAHO** Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 **MY DOG RUSTY** Ted Donaldson John Litel Ann Doran R—May 1—PG-925	16 (69) Drama 909 **PORT SAID** Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923
28 (80) Drama 814 **TAKE MY LIFE** Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 **MAN FROM TEXAS** James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 **WESTWARD TRAIL** Eddie Dean	27 (77) Drama 817 **ENCHANTED VALLEY** Alan Curtis-Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 **OCTOBER MAN** John Mills R—Mar. 20—PG-913	Reissues 27 (93) Drama 849 **SUTTER'S GOLD** Edward Arnold 27 (86) Drama 848 **SEVEN SINNERS** Marlene Dietrich John Wayne	3 (102) Drama 816 **RUTHLESS** Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (64) Western 856 **HAWK OF POWDER RIVER** Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 **THE NOOSE HANGS HIGH** Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920
	5 (115) Musical 817 **THREE DARING DAUGHTERS** Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 818 **ALIAS A GENTLEMAN** Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy 819 **BRIDE GOES WILD** Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 **B. F.'s DAUGHTER** Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903		20 (92) Drama 821 **SUMMER HOLIDAY** Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912
22 (84) Drama AA7 **PANHANDLE** Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 **ROCKY** Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 **ROSE OF THE RIO GRANDE** Movita John Carroll	21 (67) Drama 4708 **ANGELS' ALLEY** Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 **OKLAHOMA BLUES** Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 **DOCKS OF NEW ORLEANS** R—Aug. 21—PG-961 7 (85) Drama AA5 **THE HUNTED** Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 **CROSSED TRAILS** Johnny Mack Brown Lynne Carver
	5 (61) Drama 4711 **CAGED FURY** Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 **SAIGON** Alan Ladd Veronica Lake R—Feb. 7—PG-897		26 (67) Drama 4712 **MR. RECKLESS** William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 **UNCONQUERED** Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 **THE BIG CLOCK** Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904	
Special 28 (109) Com-Dr 852 **THE BISHOP'S WIFE** Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 **TROUBLE IN SUNDOWN**		Special 20 (134) Comedy 868 **I REMEMBER MAMA** Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911		Special 3 (120) Drama 869 **MIRACLE OF THE BELLS** Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907		Special 17 (128) West-Dr 870 **FORT APACHE** Henry Fonda R—Mar. 13—PG-911
22 (59) Western 753 **OKLAHOMA BADLANDS** Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 **MADONNA OF THE DESERT** R—Mar. 13—PG-911			14 (87) Drama 705 **INSIDE STORY** Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama 706 **LIGHTNIN' IN THE FOREST** Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 **BILL AND COO** George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 **CALIFORNIA FIRE-BRAND** R—May 8—PG-928		15 (60) Western 754 **BOLD FRONTIERSMAN** Allan "Rocky" Lane Eddy Waller R—May 1—PG-925
	Reissue 6 (71) Western HC17 **SILVER ON THE SAGE** William Boyd Gabby Hayes Russell Hayden					Reissue 10 (60) Western HC18 **RENEGADE TRAIL** William Boyd Gabby Hayes Russell Hayden	
(111) Drama 805 **CALL NORTHSIDE 777** James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 **GENTLEMAN'S AGREEMENT** Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 **THE CHALLENGE** Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 **HALF PAST MIDNIGHT** Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama 809 **AN IDEAL HUSBAND** Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 **SITTING PRETTY** Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 **SCUDDA HOO! SCUDDA HAY!** June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 **MEET ME AT DAWN** William Eythe Hazel Court R—Mar. 20—PG-914
							(111) Comedy **LAFF-TIME** William Tracy (60) Documentary **KINGS OF THE OLYMPICS** Bill Slater R—Mar. 6—PG-909
		(96) Drama 654 **JASSY** Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 **A DOUBLE LIFE** Ronald Colman Signe Hasso Edmond O'Brien R—Jan. 3—PG-887	(96) Drama 651 **NAKED CITY** Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 **BLACK BART** Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 31—PG-986	(94) Musical 655 **CASBAH** Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932	
	6 (78) Drama 717 **I BECAME A CRIMINAL** Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Reissue 13 (102) Drama 718 **ADVENTURE OF ROBIN HOOD** Errol Flynn Olivia de Havilland		27 (94) Comedy 719 **APRIL SHOWERS** Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 720 **TO THE VICTOR** Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918	

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(74) Drama New Rel
DISCOVERY
Adm. R. E. Byrd

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(76) Drama New Rel
FOR YOU I DIE
Cathy Downs
R—Dec. 27—PG-885

(97) Drama Reissue
HENRY THE EIGHTH
Charles Laughton
Robert Donat

(..) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

COLUMBIA EAGLE LION M-G-M PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · REPUBLIC · RKO RADIO · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

APRIL 24	MAY 1	MAY 8	MAY 15	MAY 22	MAY 29	JUNE 5	JUNE 12
	30 (87) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	6 75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 TRAPPED BY BOSTON BLACKIE R—May 8—PG-929 13 (54) Western 963 WHIRLWIND RAIDERS Starrett-Burnett R—May 22—PG-936		29 (87) Drama 938 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941	
24 (62) Drama 820 THE COBRA STRIKES Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 PRAIRIE OUTLAWS Eddie Dean	19 (66) Drama 821 ASSIGNED TO DANGER Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 822 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921
Reissues 23 (80) M'drama 822 TARZAN'S SECRET TREASURE Weissmuller-O'Sullivan 30 (71) M'drama 823 TARZAN'S NEW YORK ADVENTURE	30 (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916				(113) Drama 826 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland-Gene Kelly Walter Slezak R—Apr. 3—PG-918
24 (66) Myst-Com 4713 CAMPUS SLEUTH Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely	16 (56) Western 4756 FRONTIER AGENT Johnny Mack Brown Raymond Hatton		23 (72) Drama 4716 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959
	30 (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 4715 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906		28 (95) Drama 4716 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922
Reissue 23 (59) Western 886 TIMBER STAMPEDE		Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 22 (68) Drama 813 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 814 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck	
25 (87) Outd'r-Dr 708 OLD LOS ANGELES William Elliott John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 25 (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R. Lowery R—May 8—PG-929		10 (60) M'drama 709 KING OF GAMBLERS Janet Martin R—May 29—PG-938 13 (60) Western 755 CARSON CITY RAIDERS Allan "Rocky" Lane R—June 5—PG-939		25 (85) Drama 710 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (66) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939	
		Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden		21 (76) Drama 4705 THE PRAIRIE Lenore Aubert Alan Baxter		Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959
(67) Drama 813 LET'S LIVE AGAIN John Emery R—Feb. 21—PG-903 (66) Drama 814 13 LEAD SOLDIERS Tom Conway		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 ARTHUR TAKES OVER Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 820 ANNA KARENINA Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937
(120) Drama ARCH OF TRIUMPH Ingrid Bergman Charles Boyer R—Feb. 21—PG-904							
	(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman Greta Gynt Dennis Price R—May 22—PG-936	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906			(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932
24 (104) Drama 721 WINTER MEETING Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien	15 (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923		29 (110) Drama 725 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—Apri 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr
Eng. Films
CHILDREN ON TRIAL
R—Nov. 29—PG-878

(80) Musical
Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama
Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical
Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Drama
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary
Target Films
STRANGE VICTORY
R—July 24—PG-954

JUNE 19	JUNE 26	JULY 3	JULY 10	JULY 17	JULY 24	JULY 31	AUGUST 7
		28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949			31 (90) S'Western 939 CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953	
17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944			21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958
	(107 Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946			(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914
13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941	
18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106 Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power Alice Faye (92) Drama 833 SLAVE SHIP Wallace Beery	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933
Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934	30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933	(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903
16 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		15 (70) Outd'r-Mus 732 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953			
	Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau			Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949	
(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	(106) Drama 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950
15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933				
(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKENSTEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wedell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943	25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 26 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane	(109) Drama 668 TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947
	26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden	

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo

Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart

Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers

Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids

Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA EAGLE-LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER 4	SEPTEMBER 11	SEPTEMBER 18	SEPTEMBER 25	OCTOBER 2
12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George MacReady Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 ⓉTHE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973	16 (76) Western 903 BLACK EAGLE, THE STORY OF A HORSE William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91) Drama WALK A CROOKED MILE Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 SINGIN' SPURS Hoosier Hotshots	30 (70) Spec-Act TRIPLE THREAT Richard Crane Gloria Henry R—Oct. 9—PG-975
12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Outd'r-Dr 830 ⓉNORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary 902 ⓉOLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971		(62) Drama 903 IN THIS CORNER Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966	Reissues (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone (117) Drama 737 MY SON, MY SON Brian Aherne
			8 (98) Musical 901 ⓉLUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962			24 (90) Comedy 902 A SOUTHERN YANKEE Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958	
8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944		22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953 (65) M'drama 4802 JOE PALOOKA IN WINNER TAKE ALL R—Aug. 28—PG-963		(107) Biog-Dr AA10 ⓉTHE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955	(87) Comedy AA8 THE DUDE GOES WEST Eddie Albert Gale Storm R—May 1—PG-926 (..) Western THE RANGERS RIDE Jimmy Wakely
	20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George MacReady George Coulouris Henry Travers R—July 19—PG-944			24 (89) Drama 4801 SORRY, WRONG NUMBER Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956	
Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958	(114) .Com-Dr .962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring Frank McHugh R—July 31—PG-956	11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948	(63) Mystery 905 BODYGUARD Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 907 DESIGN FOR DEATH R—Jan. 1—PG-893 18 (79) M'Drama 821 RACE STREET George Raft R—July 3—PG-948	
10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden	29 (67) Out'dr-Mus 733 ⓉNIGHTTIME IN NEVADA Roy Rogers Adele Mara Andy Devine R—Oct. 30—PG-981	3 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane	16 (60) Western 757 DESPERADOES OF DODGE CITY R—Sept. 11—PG-968 15 (60) Western 741 ⓉSON OF GOD'S COUNTRY R—Sept. 25—PG-971		1 (90) Drama 714 MOONRISE Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 1 (60) Western 758 DENVER KID
		1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown 10 (60) Western DEAD MAN'S GOLD Lash Larue Fuzzy St. John	17 (69) Documentary SOS SUBMARINE R—Oct. 16—PG-977 24 (81) Drama HARPOON John Bromfield Alyce Louis	Reissues 24 (108) Comedy S-7 DUKE OF WEST POINT Louis Hayward Joan Fontaine 24 (88) Comedy S-8 MISS ANNIE ROONEY Shirley Temple	
(89) Musical 836 ⓉTHAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray Jean Rogers R—Oct. 30—PG-982	(70) Out'dr-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	(82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965	(78) Drama 822 ESCAPE Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(139) Drama 838 FOREVER AMBER Linda Darnell Cornell Wilde R—Oct 18—PG-866 (64) Mystery 839 THE CREEPER Eduardo Cinelli	(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942
(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957			(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd	26 (126) West-Dr 585 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(57) Docum 586 OLYMPIC CAVALCADE Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama URUBU George Breakstone R—Aug. 21—PG-961	1 (81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972
(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966			
14 (118) Comedy 702 ⓉLIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 801 ⓉTWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958			25 (86) Drama 802 ⓉROPE James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963	

FOREIGN Language

(96) Musical Artkino
ⓉDIE FLEDERMAUS
R—May 1—PG-926

(80) Com-Dr Distinguished
CONFESSIONS OF A ROGUE
R—May 1—PG-926

(90) Com-Dr President
ANGELINA
R—May 8—PG-930

(95) Comedy Siritzky
ANTOINE & ANTOINETTE
R—May 8—PG-930

(90) Drama Siritzky
FARREBIQUE
R—May 8—PG-929

(87) Fantasy Lopert
BEAUTY AND THE BEAST
R—May 8—PG-929

(80) Comedy Duke Int'l
VOYAGE SURPRISE
R—May 22—PG-936

(100) Drama Discina Int'l
THE DAMNED
R—May 29—PG-938

(98) Drama Lopert
ROOM UPSTAIRS
Marlene Dietrich
R—June 5—PG-939

(128) Drama Siritzky Int'l
MARIUS
R—June 19—PG-944

(100) Drama Best Films
JEALOUSY
R—June 19—PB-943

(130) Drama Siritzky-Int'l
THEY ARE NOT ANGELS
R—June 26—PG-946

(100) Drama Schaefer
DAY OF WRATH
R—June 26—PG-945

(92) Com-Drama Oxford Films
FRIC-FRAC
R—July 3—PG-948

(105) Drama Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary Mayer-Burystyn
THE ILLEGALS
R—July 17—PG-952

OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30	NOVEMBER 6	NOVEMBER 13	NOVEMBER 20	NOVEMBER 27
7 (68) Drama I SURRENDER DEAR Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (..) Western EL DORADO PASS Charles Starrett Smiley Burnette Elena Verdugo	21 (59) Outd'r-Dr 111 RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977	(110) Drama ⊙THE LOVES OF CARMEN Rita Hayworth Glenn Ford Ron Randell Victor Jory R—Aug. 21—PG-961	(79) Super West ⊙THE UNTAMED BREED Sunny Tufts Barbara Britton George "Gabby" Hayes R—Oct. 23—PG-979	11 (75) Drama LEATHER GLOVES Cameron Mitchell Virginia Grey Jane Nigh Sam Levene	18 (..) Drama RACING LUCK Gloria Henry Stanley Clements David Bruce	(89) Com-Fantasy ⊙THE RETURN OF OCTOBER Glenn Ford R—Oct. 23—PG-979 (81) M'drama 132 ⊙THE GALLANT BLADE Larry Parks R—Oct. 23—PG-979
(83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961		(61) Mys-Dr 906 BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. SON OF MONTE CRISTO Louis Hayward			14 (85) Comedy 907 LET'S LIVE A LITTLE Hendy Lamarr Robert Cummings Anna Sten Robert Shayne R—Oct. 30—PG-981	21 (80) Drama 910 HE WALKED BY NIGHT Richard Basehart Scott Brady
8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960			(71) Documentary ⊙THE SECRET LAND Commentators Robert Montgomery Robert Taylor Van Heflin R—Aug. 28—PG-963		12 (96) Comedy 904 NO MINOR VICES Dana Andrews Lilli Palmer Jane Wyatt Louis Jourdan R—Oct. 9—PG-976		26 (125) Drama 906 ⊙THE THREE MUSKETEERS Lana Turner Gene Kelly June Allyson Van Heflin R—Oct. 16—PG-978
3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	12 (..) Western AA11 LAST OF THE BADMEN Barry Sullivan Marjorie Reynolds 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys		24 (..) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson		7 (..) Western 4758 GUNNING FOR JUSTICE Johnny Mack Brown Evelyn Finley Raymond Hatton	14 (..) Drama TEMPTATION HARBOR Simone Simon Robert Newton	21 (..) Western COURTIN' TROUBLE Jimmy Wakely "Cannonball" Taylor
8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 4804 SEALED VERDICT Ray Milland Florence Marly Broderick Crawford John Holt R—Sept. 11—PG-967		19 (101) Comedy 4805 MISS TATLOCK'S MILLIONS John Lund Wanda Hendrix Barry Fitzgerald Monty Wooley R—Sept. 18—PG-970	
(92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum Gary Gray R—Aug. 7—PG-958			(92) Outd'r-Dr 905 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	(110) Mus-Com ⊙A SONG IS BORN Danny Kaye Virginia Mayo Steve Cochran Esther Dale R—Aug. 28—PG-964		(88) Drama BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes	
			24 (60) M'drama 713 CODE OF SCOTLAND YARD Oscar Homolka R—Sept. 18—PG-970	1 (..) Drama DRUMS ALONG THE AMAZON George Brent Constance Bennett Brian Aherne Vera Ralston		15 (67) Western ⊙GRAND CANYON TRIAL Roy Rogers Jane Frazee	
8 (93) Drama THE MOZART STORY Hans Holt Winnie Markus Irene von Meydendorff	15 (60) Western MARK OF THE LASH Lash Larue Fuzzy St. John	22 (64) Western STAGECOACH WAR William Boyd Russell Hayden			12 (82) Western LAST OF THE WILD HORSES James Ellison Jane Frazee Mary Beth Hughes	19 (62) Adv. THUNDER IN THE PINES George Reeves Ralph Byrd	
	(96) Com-Dr 842 ⊙APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-927	(70) Drama JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(95) Drama 844 ROAD HOUSE Ida Lupino Cornel Wilde Richard Widmark Celeste Holm R—Oct. 2—PG-974		
(62) Western STRANGE GAMBLE William Boyd	15 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray Madeleine Carroll Buddy Rogers Rita Johnson R—Sept. 4—PG-966	(..) Drama PLOT TO KILL ROOSEVELT Selected Films		5 (94) Comedy 595 MY DEAR SECRETARY Laraine Day Kirk Douglas R—Sept. 11—PG-968 15 (57) Documentary THE ANGRY GOD R—Oct. 30—PG-982		19 (71) Drama HIGH FURY Madeleine Carroll Ian Hunter	
				(79) Drama 681 KISS THE BLOOD OFF MY HANDS Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978	(86) M'drama ROGUES' REGIMENT Dick Powell Marta Toren Vincent Price Stephen McNally R—Oct. 9—PG-975		
9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970			13 (97) Comedy 805 JUNE BRIDE Bette Davis Robert Montgomery Fay Bainter Betty Lynn Tom Tully R—Oct. 23—PG-979		27 (..) Drama 606 FIGHTER SQUADRON Edmond O'Brien Robert Stack John Rodney Henry Hull

FOREIGN Language

(88) Drama — Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy — Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama — Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama — Artkino
MURDERERS AMONG US

(105) Drama — Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-963

(105) Drama — Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

(77) Documentary — Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama — Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy — Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy — Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama — Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr — Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama — Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama — Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978

MISCELLANEOUS

(87) Drama — Discina Int'l
RUY BLAS
R—Oct. 23—PG-980

(102) Drama — Film Right Int'l
BACK STREETS OF PARIS
R—Oct. 30—PG-981

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REVIEW DIGEST

and Alphabetical Picture Guide Index

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
947	Abbott & Costello Meet Frankenstein (83)	U-I		7- 3-48	+	+	+	+	+	±	±	7+ 2–
912	Adventures in Silverado (75)	Col.		3-13-48	±	±			±	+		4+ 3–
956	Adventures of Gallant Bess (73)	EL		7-31-48	±	±	±	±		±		5+ 5–
895	Alias a Gentleman (78)	MGM		1-31-48	–	±	±	+	±	±		5+ 5–
906	All My Sons (94)	U-I		2-28-48	‡	+	+	‡	‡	+	‡	11+
965	An Act of Murder (91)	U-I		9- 4-48	+	+		‡	+	+		6+
894	Angels' Alley (67)	Mono.		1-24-48	±	±	±		–		±	4+ 5–
982	Angry God, The (57)	UA		10-30-48	=	=					±	1+ 5–
925	Anna Karenina (111)	20-Fox		5- 1-48	+	±		+	+	+	+	6+ 1–
924	Another Part of the Forest (107)	U-I		4-24-48	‡	+	+	+	‡	+	+	9+
969	Apartment for Peggy (96)	20-Fox		9-18-48	‡	+	+		‡	‡	‡	10+
978	Appointment With Murder (67)	FC		10-16-48	±		±	±	±			4+ 4–
913	April Showers (94)	WB		3-20-48	+	+	±	+	+	±	+	7+ 2–
904	Arch of Triumph (120)	UA		2-21-48	+	+	+	+	‡	±	+	8+ 1–
913	Are You With It? (90)	U-I		3-20-48	+	±	+	+	+	±		6+ 2–
923	Argyle Secrets, The (63)	FC		4-24-48	+	±	±		+			4+ 2–
917	Arizona Ranger, The (63)	RKO		4- 3-48	+		±	+	+	±		5+ 2–
953	Arkansas Swing (65)	Col.		7-24-48	±					±		2+ 2–
922	Arthur Takes Over (63)	20-Fox		4-17-48	+	±	±	±	+	–		5+ 4–
929	Assigned to Danger (65)	EL		5- 8-48	±	±	+		±	±	+	6+ 4–
	B											
955	Babe Ruth Story, The (107)	Mono.		7-31-48	‡	‡	‡	‡	‡	+	±	12+ 1–
942	Bad Sister (90)	U-I		6-12-48	±	–		±		±	±	4+ 5–
982	Belle Starr's Daughter (87)	20-Fox		10-30-48	±	±	±		+			4+ 3–
903	B. F.'s Daughter (108)	MGM		2-21-48	+	±	+	+	±	+		6+ 2–
969	Behind Locked Doors (61)	EL		9-18-48	+	±	±		±	±		5+ 4–
919	Berlin Express (86)	RKO		4-10-48	‡	+	+	‡	‡	‡	+	11+
929	Best Man Wins (75)	Col.		5- 8-48	+	±	+		±	+		5+ 2–
964	Betrayal, The (183)	Astor		8-28-48	±		–				–	1+ 2–
944	Beyond Glory (82)	Para.		6-19-48	±	±	±	±	±	+	‡	8+ 5–
915	Big City (111)	MGM		3-27-48	+	+	+	+	+	+	+	7+
904	Big Clock, The (95)	Para.		2-21-48	+	+	+	+	‡	‡	‡	10+
937	Big Punch, The (80)	WB		5-29-48	±	±	±	+	+	±	±	7+ 5–
933	Big Town Scandal (62)	Para.		5-22-48	±	±	±	+	±	±	±	7+ 6–
887	Bill and Coo (61)	Rep.		1- 3-48	+	±	+	‡	‡	‡	+	10+ 1–
949	Black Arrow, The (76)	Col.		7-10-48	+	±	+		±	+	+	6+ 2–
897	Black Bart (80)	U-I		2- 7-48	±	±	+	±	+	±		6+ 4–
965	Black Eagle, The Story of a Horse (76)	Col.		9- 4-48	+		±		±	±		4+ 3–
	Back Trail (54)	Mono.					–				±	1+ 2–
969	Blanche Fury (93)	EL		9-18-48	–	±		+	–	+		3+ 3–
951	Blazing Across the Pecos (55)	Col.		7-17-48	±				+	±		3+ 2–
935	Blonde Ice (73)	FC		5-22-48	±		+		+		±	4+ 3–
941	Blondie's Reward (67)	Rep.		6-12-48	±		+		+	±		4+ 2–
965	Bodyguard (62)	RKO		9- 4-48	+	±	±	+	+	+		6+ 2–
925	Bold Frontiersman, The (60)	Rep.		5- 1-48	+		+	+	+	±	±	6+ 2–
905	Bride Goes Wild, The (MGM)			2-28-48	+	+	‡	‡		±	±	8+ 2–
936	Brothers, The (90)	U-I		5-22-48	+	±		+	–	+		4+ 2–
	C											
928	California Firebrand (63)	Rep.		5- 8-48	+		+	+	+	±	±	6+ 2–
935	Campus Sleuth (57)	Mono.		5-22-48	–	±	±				–	2+ 4–
946	Canon City (83)	EL		6-26-48	‡	±	‡	‡	‡	+	‡	12+ 1–
939	Carson City Raiders (60)	Rep.		6- 5-48	+		+	±	±	±	±	6+ 4–
932	Casbah (94)	U-I		5-15-48	+	±	±	+	+	±	±	7+ 4–
906	Challenge, The (68)	20-Fox		2-28-48	+	±	±	±	±	+	+	7+ 4–
957	Checkered Coat, The (67)	20-Fox		8- 7-48	±	±	±		–	±	±	5+ 6–
921	Close-Up (76)	EL		4-17-48	±	±	±		±	±	+	6+ 5–
941	Cobra Strikes, The (62)	EL		6-12-48	±	–				±	±	3+ 4–
970	Code of Scotland Yard (60)	Rep.		9-18-48	+	±	±	‡	+	+		7+ 2–
940	Coroner Creek (90)	Col.		6- 5-48	‡	+	‡	‡		+	±	9+ 1–
943	Corridor of Mirrors (96)	U-I		6-19-48	–	+			±			2+ 3–
	Counterfeiters, The (73)	20-Fox				±	+		±	±	±	5+ 4–
984	Countess of Monte Cristo, The (..)	U-I		11- 6-48	±							1+ 1–
	Creeper, The (63)	20th-Fox				–	±		–	–	±	2+ 5–
	Crossed Trails (53)	Mono.					±		±		±	3+ 3–
972	Cry of the City (95)	20-Fox		9-25-48	±	+	+	+	‡	‡	+	9+ 1–
	D											
955	Daredevils of the Clouds (60)	Rep.		7-31-48	+	±	±	+	±	±	±	7+ 5–
946	Date With Judy, A (113)	MGM		6-26-48	‡	‡	‡		+	‡	‡	11+
	Dead Don't Dream, The (..)	UA					±				±	2+ 2–
946	Dear Murderer (90)	U-I		5-22-48	±	±		±	±	±	+	6+ 5–
948	Deep Waters (85)	20-Fox		7- 3-48	‡	±	±	+	+	+	±	8+ 3–
896	Design for Death (48)	RKO		1-31-48	+			+	±	+		4+ 1–
968	Desperadoes of Dodge City (60)	Rep.		9-11-48	+		+		±			3+ 1–
926	Devil's Cargo (61)	FC		4-10-48	±		±	±	–			3+ 4–
980	Disaster (60)	Para.		10-23-48	±	–	±					2+ 3–
	Discovery (74)	FC							+		+	2+
961	Docks of New Orleans (70)	Mono.		8-21-48	±	–	±	±	±		±	5+ 6–
887	Double Life, A (103)	U-I		1- 3-48	+	‡	+	‡	‡	+	‡	11+
927	Dream Girl (86)	Para.		5- 8-48	+	±	‡	±	‡	+	‡	10+ 2–
926	Dude Goes West, The (87)	Mono.		5- 1-48	+	+		+	‡	+	+	7+
	E											
928	Easter Parade (103)	MGM		5-29-48	‡	‡	‡	‡	‡	‡	‡	14+
955	Embraceable You (80)	WB		8-31-48	±	±	±		+	±	±	6+ 5–
928	Emperor Waltz, The (106)	Para.		5- 8-48	‡	‡	‡	‡	‡	‡		12+
915	Enchanted Valley, The (77)	EL		3-27-48	+	–	+			±		3+ 2–
945	End of the River (80)	U-I		6-26-48	+	±		+	+	+		5+ 1–
940	Escape (78)	20-Fox		6- 5-48	±	±		‡	–	±	+	6+ 4–
953	Eyes of Texas, The (70)	Rep.		7-24-48	±		+	±	+	±		5+ 3–
	F											
943	Feudin', Fussin and a-Fightin' (77)	U-I		6-19-48	±	±	+	‡	±	±	±	8+ 5–
982	Fighting Back (61)	20-Fox		10-30-48	–				±	±		2+ 3–
931	Fighting Father Dunne (93)	RKO		5-15-48	+	‡	±	+	+	+	±	8+ 2–
966	For the Love of Mary (90)	U-I		9- 4-48	+	±	+	+	±	+	±	7+ 3–
941	Foreign Affair, A (116)	Para.		6-12-48	‡	‡	+	‡	‡	+	‡	12+
911	Fort Apache (127)	RKO		3-13-48	+	±	+	+	+	‡	‡	9+ 1–
933	Four Faces West (89)	UA		5-22-48	+	‡	+	+	+	+	±	8+ 1–
927	French Leave (64)	Mono.		5- 8-48	+	±	±		±		±	5+ 4–
932	Fuller Brush Man, The (92)	Col.		5-15-48	+	+	+	‡	‡	+	+	9+
920	Fury at Furnace Creek (88)	20-Fox		4-10-48	‡	+	+	+	+	+	+	8+
	G											
979	Gallant Blade, The (81)	Col.		10-23-48	+	±	+	±	±	+	±	7+ 4–
938	Gallant Legion, The (88)	Rep.		5-29-48	‡	±	+	+	+	±	±	8+ 3–
942	Gay Intruders, The (70)	20-Fox		6-12-48	+	±		+		±		4+ 2–
973	Gentleman From Nowhere (66)	Col.		10- 2-48	+	±	±		–	±	±	5+ 5–
876	Gentleman's Agreement (118)	20-Fox		11-22-47	‡	‡	‡	‡	‡	‡	‡	14+
972	Girl From Manhattan, The (81)	UA		9-25-48	–		–	±	+	±		3+ 4–
937	Give My Regards to Broadway (89)	20-Fox		5-29-48	‡	+	+	‡	‡	+	+	10+
	Golden Eye, The (69)	Mono.				±	±		+		–	3+ 3–
956	Good Sam (114)	RKO		7-31-48	‡	‡	+	‡		±	±	9+ 2–
925	Green Grass of Wyoming (89)	20-Fox		5- 1-48	‡	+	+		+	+		6+
931	Guns of Hate (61)	RKO		5-15-48	±		±	+		±		4+ 3–
	H											
851	Hal Roach Comedy Carnival (Curley and The Fabulous Joe) (112)	UA		8-30-47	±	±		‡	+	±		6+ 3–
903	Half Past Midnight (69)	20-Fox		2-21-48	‡	=	±	–	–	±		2+ 7–
950	Hamlet (155)	U-I		7-10-48	‡	‡		‡	‡	‡	‡	12+
922	Hatter's Castle (105)	Para.		4-17-48	±	±		±		±	±	5+ 5–
911	Hawk of Powder River, The (54)	EL		3-13-48	±		–	±				2+ 3–
914	Hazard (100)	Para.		3-20-48	+	±	+	+	±	±	±	7+ 4–
929	Heart of Virginia (60)	Rep.		5- 8-48	±	±	±	±	+			5+ 4–
921	Here Comes Trouble (54)	UA		4-17-48	+	±	+	+			±	5+ 2–
976	Hills of Home (97)	MGM		10- 9-48	+	±	+	+	‡	‡		8+ 1–
961	Hollow Triumph (83)	EL		8-21-48	+	±	+	+	+	±		6+ 2–
920	Homecoming (113)	MGM		4-10-48	‡	+	‡	+	‡	+	+	10+
898	Hunted, The (85)	Mono.		2- 7-48	+	+	–	+		+		4+ 1–
	I											
902	I Became a Criminal (78)	WB		2-14-48	–	±		‡	=	–		3+ 5–
934	I, Jane Doe (85)	Rep.		5-22-48	±	±	±	+	±	±	±	7+ 6–
911	I Remember Mama (134)	RKO		3-13-48	‡	‡	‡	‡	‡	‡		12+
975	I Surrender, Dear (68)	Col.		10- 9-48	+	±		–		±		3+ 3–
927	I Wouldn't Be in Your Shoes (72)	Mono.		2-14-48	±	±	±	±	±	–	±	6+ 7–
891	Ideal Husband, An (96)	20-Fox		1-17-48	+	±		±	+	+	+	6+ 2–
966	Innocent Affair, An (90)	UA		9- 4-48	+	+	±	+	+	+	±	7+ 2–
975	Inner Sanctum (62)	FC		10- 9-48	–				±			1+ 2–
918	Inside Story, The (87)	Rep.		4- 3-48	+	±	+		–	±	±	5+ 4–
966	In This Corner (63)	EL		9- 4-48	±	±	+		+	±		5+ 3–
931	Iron Curtain, The (87)	20-Fox		5-15-48	+	‡	‡	+	‡	±	‡	11+ 1–
962	Isn't It Romantic? (87)	Para.		8-21-48	+	–	–	+	–	+		3+ 3–
	J											
902	Jassy (96)	U-I		2-14-48	–	±		+	–	±	±	4+ 5–
935	Jinx Money (69)	Mono.		5-22-48	+	±	±		±		±	5+ 4–
982	Joan of Arc (145)	RKO		10-30-48	‡	‡	‡	‡				8+
963	Joe Palooka in Winner Take All (64)	Mono.		8-28-48	+	±	±	+			±	5+ 3–
970	Johnny Belinda (102)	WB		9-18-48	‡	‡	‡	‡	‡	+	+	12+
960	Julia Misbehaves (99)	MGM		8-14-48	‡	+	+	‡	‡	‡	+	11+
979	June Bride (97)	WB		10-23-48	‡	+	+	‡	‡	‡		10+
972	Jungle Patrol (70)	20-Fox		8-25-48	+	‡	‡	+	+			7+
	K											
949	Key Largo (101)	WB		7-10-48	+	‡	+	‡	‡	‡	+	11+
969	Kidnapped (80)	Mono.		9-18-48	‡		+	+	+	+		6+
938	King of the Gamblers (60)	Rep.		5-29-48	‡	±	±	±			–	5+ 4–
909	King of the Olympics (60)	UA		3- 6-48	+							1+
978	Kiss the Blood Off My Hands (79)	U-I		10-16-48	‡	+	+	+	+	±		7+ 1–
	L											
954	Lady at Midnight (61)	EL		7-24-48	±	±	±		–	±	±	5+ 6–
921	Lady From Shanghai, The (87)	Col.		4-17-48	±	+	+		+	±	±	6+ 3–
	Ladies of the Chorus (..)	Col.				±					±	2+ 2–
959	Larceny (89)	U-I		8-14-48	±	+	+	+	+	+	+	7+ 1–
	Leather Gloves (75)	Col.							±	–	+	2+ 2–
903	Let's Live Again (67)	20-Fox		2-21-48	+	±		+	+	–		4+ 2–
981	Let's Live a Little (85)	EL		10-30-48	+	±	+					3+ 1–
922	Letter From an Unknown Woman (87)	U-I		4-17-48	+	–		±	+	+	+	5+ 2–
924	Lightnin' in the Forest (58)	Rep.		4-24-48	±	±	+	±			±	5+ 4–
923	Lost One, The (84)	Col.		4-24-48	+		+	+	±			4+ 1–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.
In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
961		Loves of Carmen, The	(110)	Col.	8-21-48	+		±	ǂ		ǂ	ǂ	8+ 1−
965		Luck of the Irish, The	(99)	20-Fox	9- 4-48	ǂ	±	+		+	±	+	7+ 2−
943		Lulu Belle	(87)	Col.	6-19-48	+	±	±	±	+	±	±	7+ 5−
962		Luxury Liner	(98)	MGM	8-21-48	+	+	±	+	+	ǂ	+	8+ 1−
		M											
977		Macbeth	(107)	Rep.	10-16-48	±	±	±	+	−	ǂ		6+ 4−
945		Man-Eater of Kumaon	(80)	U-I	6-26-48	+	±	±		+	+	+	6+ 2−
		Marshal of Amarillo	(..)	Rep.				±		+	±	±	4+ 3−
914		Mating of Millie, The	(87)	Col.	3-20-48	±	±	+	ǂ	+	+		7+ 2−
914		Meet Me at Dawn	(89)	20-Fox	3-20-48	+	±		+	−	−	+	4+ 3−
934		Melody Time	(76)	RKO	5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
944		Michael O'Halloran	(79)	Mono.	6-19-48	ǂ	+	±	+	±			6+ 2−
946		Mickey	(87)	EL	6-26-48	+	±	±	±	±	+	±	7+ 5−
977		Million Dollar Weekend	(73)	EL	10-16-48	±	±	±	±		±		5+ 5−
944		Mine Own Executioner	(102)	20-Fox	6-19-48	±	±		+		+		5+ 2−
907		Miracle of the Bells, The	(120)	UA	3- 6-48	+	ǂ	+	ǂ	ǂ	ǂ		10+
962		Miraculous Journey	(76)	FC	2-21-48	ǂ		±	+	−		±	4+ 3−
970		Miss Tatlock's Millions	(101)	Para.	9-18-48	+	±	+	+	ǂ	ǂ		8+ 1−
917		Mr. Blandings Builds His Dream House	(96)	SRO	4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949		Mr. Peabody and the Mermaid	(89)	U-I	7-10-48	+	+	±	ǂ	±	+		7+ 2−
904		Mr. Reckless	(67)	Para.	2-21-48	−	−	±	±	−	±	−	3+ 7−
918		Money Madness	(73)	FC	4- 3-48	±		±				−	3+ 3−
970		Moonrise	(90)	Rep.	9-18-48	+	±	±	+	−	ǂ		6+ 3−
879		Mourning Becomes Electra	(173)	RKO	12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
953		Music Man	(66)	Mono.	7-24-48	±	−			±			2+ 3−
968		My Dear Secretary	(94)	UA	9-11-48	ǂ	+	+	+	+	±		7+ 1−
925		My Dog Rusty	(67)	Col.	5- 1-48	±	±	±			±	±	5+ 5−
948		Mystery in Mexico	(66)	RKO	7- 3-48	±	±	±	+		±		5+ 4−
		N											
896		Naked City, The	(96)	U-I	1-31-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
876		Nicholas Nickleby	(95)	U-I	11-22-47	+	±		+		ǂ	+	6+ 1−
951		Night Has a Thousand Eyes	(81)	Para.	7-17-48	+	+	+	+		+	+	6+
981		Nighttime in Nevada	(67)	Rep.	10-30-48	+		+		+	ǂ		5+
968		Night Wind	(68)	20-Fox	9-11-48	±	±		+	±	+		5+ 3−
976		No Minor Vices	(96)	MGM	10- 9-48	+	±	+	+	+	±		6+ 2−
920		Noose Hangs High, The	(77)	EL	4-10-48	+	±	+	±	+	±	±	7+ 4−
950		Northwest Stampede	(79)	EL	7-10-48	+	±	±	+	±	ǂ		7+ 3−
		O											
913		October Man, The	(85)	EL	3-20-48	+	±		−	±	+	+	5+ 3−
921		Old Los Angeles	(87)	Rep.	4-17-48	+	±	±		+	+	±	6+ 3−
967		Olympic Cavalcade	(57)	UA	9-11-48	+			+				2+
971		Olympic Games of 1948	(88)	EL	9-25-48	+			+				2+
926		On an Island With You	(107)	MGM	5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
964		One Touch of Venus	(82)	U-I	8-28-48	+	±	±	±	+	±		6+ 4−
898		On Our Merry Way (formerly Miracle Can Happen, A)	(107)	UA	2- 7-48	+	±	+	ǂ	+	+	±	8+ 2−
893		Open Secret	(70)	EL	1-24-48	+	±	±	±	=	−		4+ 6−
971		Out of the Storm	(61)	Rep.	9-25-48	±	±	−	+	±	−		4+ 5−
		P											
980		Paleface, The	(90)	Para.	10-23-48	ǂ	+	+			+		5+
888		Paradine Case, The	(117)	SRO	1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903		Pearl, The	(77)	RKO	2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
897		Piccadilly Incident	(87)	MGM	2- 7-48	±	±		±	−	+		4+ 4−
918		Pirate, The	(102)	MGM	4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957		Pitfall	(85)	UA	8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
983		Plot to Kill Roosevelt, The	(83)	UA	11- 6-48	+							1+
983		Plunderers, The	(87)	Rep.	11- 6-48	ǂ							2+
923		Port Said	(69)	Col.	4-24-48	±	−	±		±	±	±	5+ 6−
		R											
948		Race Street	(78)	RKO	7- 3-48	±	±	±	+		±	±	6+ 5−
983		Racing Luck	(66)	Col.	11- 6-48	+							1+
958		Rachel and the Stranger	(92)	RKO	8- 7-48	+	+	±	+	−	ǂ	ǂ	8+ 2−
959		Range Renegades	(54)	Mono.	8-14-48	+						−	1+ 1−
937		Raw Deal	(78)	EL	5-29-48	+	+	+	±	±	±	±	7+ 4−
952		Red River	(104)	UA	7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
980		Red Shoes, The	(134)	EL	10-23-48	+	ǂ		ǂ	+	+	ǂ	9+
979		Return of October, The	(89)	Col.	10-23-48	+	±	+	+	+	+		6+ 1−
934		Return of the Badmen	(90)	RKO	5-22-48	+	±	±	+	−	+		5+ 3−
912		Return of the Whistler, The	(63)	Col.	3-13-48	±	±	±		−	±	±	5+ 6−
962		Return of Wildfire	(81)	SG	8-21-48	+	±		±	+			4+ 2−
932		River Lady	(78)	U-I	5-15-48	±		±	+	+	+	+	6+ 2−
974		Road House	(95)	20-Fox	10- 2-48	±	+	+	+	±	±		6+ 3−
959		Rocky	(76)	Mono.	8-14-48	±	±					±	3+ 3−
975		Rogues' Regiment	(86)	U-I	10- 9-48	+	±	±	+	ǂ	+		7+ 2−
942		Romance on the High Seas	(102)	WB	6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963		Rope	(80)	WB	8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977		Rusty Leads the Way	(59)	Col.	10-16-48	±					+		2+ 1−
915		Ruthless	(102)	EL	3-27-48	+	±	±	+	+	+	±	7+ 3−
		S											
897		Saigon	(95)	Para.	2- 7-48	±	±	+	±	−	±		5+ 5−
908		'Sainted' Sisters, The	(90)	Para.	3- 6-48	+	±	±	±	+	±	±	7+ 5−
967		Saxon Charm, The	(88)	UA	9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
908		Scudda Hoo! Scudda Hay!	(95)	20-Fox	3- 6-48	+	±	+	+	+	+		6+ 1−
967		Sealed Verdict	(83)	Para.	9-11-48	±	±	±		±	+		5+ 4−
914		Search, The	(104)	MGM	3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
963		Secret Land, The	(71)	MGM	8-28-48	+				+	ǂ		4+
939		Secret Service Investigator	(60)	Rep.	5-48	−	±	+	ǂ	+	±	±	7+ 4−
922		Shaggy	(71)	Para.	4-17-48	±	−		±	±	−		3+ 5−
		Shanghai Chest	(65)	Mono.			±	±		−		−	2+ 4−
960		Shed No Tears	(70)	EL	8-14-48	±	±	±	±	±		±	6+ 6−
904		Sign of the Ram, The	(85)	Col.	2-21-48	+	±	+	+	ǂ	+		7+ 1−
919		Silent Conflict	(61)	UA	4-10-48	±		±	−	−		±	3+ 5−
928		Silver River	(110)	WB	5- 8-48	±	±	+		+	±	±	6+ 4−
		Sinister Journey	(..)	UA				±				±	2+ 2−
906		Sitting Pretty	(84)	20-Fox	2-28-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
941		Sixteen Fathoms Deep	(82)	Mono.	6-12-48	±	−	±	ǂ			+	5+ 3−
971		Smart Girls Don't Talk	(81)	WB	9-25-48	±	±	−	±				3+ 4−
912		Smart Woman	(90)	Mono.	3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
		Smuggler's Cove	(66)	Mono.			±	±		±		±	4+ 4−
933		So Evil, My Love	(109)	Para.	5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967		Sofia	(83)	FC	9-11-48	ǂ		+	+	ǂ			6+
932		So This Is New York	(79)	UA	5-15-48	+	+	+	+	+	±		6+ 1−
971		Son of God's Country	(60)	Rep.	8-28-48	+		±		−	±		3+ 3−
964		Song Is Born, A	(110)	RKO	8-28-48	+	±	+	+	ǂ	+	+	8+ 1−
916		Song of Idaho	(66)	Col.	3-27-48	−		±		±	±		3+ 4−
		Sons of Adventure	(60)	Rep.				−		±		±	2+ 3−
956		Sorry, Wrong Number	(90)	Para.	7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977		S.O.S. Submarine	(71)	SG	10-16-48	±				+			2+ 1−
958		Southern Yankee, A	(91)	MGM	8- 7-48	+	+	+	ǂ	ǂ	+		8+
906		Speed to Spare	(58)	Para.	2-28-48	−	±	±		±	±	±	5+ 6−
958		Spiritualist, The	(79)	EL	8- 7-48	+	±	±	±	+			5+ 3−
935		Stage Struck	(71)	Mono.	5-22-48	−	±	±		−		±	3+ 5−
916		State of the Union	(122)	MGM	3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
966		Station West	(92)	RKO	9- 4-48	±	±	+	±	+	+		6+ 3−
981		Strange Mrs. Crane, The	(60)	EL	10-23-48	±	−	±		−			2+ 4−
907		Strawberry Roan	(79)	Col.	3- 6-48	+		+	+	±	±		5+ 2−
950		Street With No Name	(91)	20-Fox	7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
912		Summer Holiday	(92)	MGM	3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937		Sword of the Avenger	(76)	EL	5-29-48	±	−	±		−	±		3+ 5−
		T											
947		Tap Roots	(109)	U-I	7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917		Tarzan and the Mermaids	(67)	RKO	4- 3-48	+	±	+	+	±	±	±	7+ 4−
954		Texas, Brooklyn and Heaven	(76)	UA	7-24-48	±	±	±	±	±	±	−	6+ 7−
951		That Lady in Ermine	(89)	20-Fox	7-17-48	+	±	+	±	−	+	±	6+ 4−
945		They Live by Night (Reviewed as Your Red Wagon)	(95)	RKO	6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
		13 Lead Soldiers	(66)	20-Fox			±	+		−	±	±	4+ 4−
978		Three Musketeers, The	(125)	MGM	10-16-48	ǂ	ǂ	+	+	ǂ	+	ǂ	11+
949		Thunderhoof	(77)	Col.	7-10-48	+	±	+		±	±	±	6+ 4−
947		Timber Trail, The	(67)	Rep.	7- 3-48	+		±	+	+	±		5+ 2−
933		Time of Your Life, The	(109)	UA	5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913		Tioga Kid, The	(54)	EL	3-20-48	±		±	±		±		4+ 4−
918		To the Victor	(99)	WB	4- 3-48	+	±	+	+	±	±	±	7+ 4−
951		Trail to Laredo	(54)	Col.	7-17-48	±				±	±		3+ 3−
952		Train to Alcatraz	(60)	Rep.	7-17-48	−	±	±	±	+	±	±	6+ 6−
929		Trapped by Boston Blackie	(67)	Col.	5- 8-48	±	±	±		±		±	5+ 5−
975		Triple Threat	(70)	Col.	10- 9-48	+	±	±		±	±	±	6+ 5−
958		Two Guys From Texas	(86)	WB	8- 7-48	+	±	±	+	±	±	±	7+ 5−
		U											
862		Unconquered	(146)	Para.	10- 4-47	ǂ	±	+	ǂ	ǂ	+	+	10+ 1−
931		Under California Stars	(70)	Rep.	5-15-48	±		±	+	+	+		5+ 2−
976		Unfaithfully Yours	(105)	20th-Fox	10- 9-48	−	+	−	ǂ	±	+		5+ 3−
979		Untamed Breed, The	(79)	Col.	10-23-48	±				+			2+ 1−
940		Up in Central Park	(87)	U-I	6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961		Urubu, the Story of Vulture People	(66)	UA	8-21-48	−	±	±		+	±	−	4+ 5−
		V											
958		Variety Time	(59)	RKO	7- 7-48	+	±	±	±	+	±		6+ 4−
953		Velvet Touch, The	(97)	RKO	7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939		Vicious Circle, The	(77)	UA	6- 5-48	+	±	±	±	+	±	±	7+ 5−
		W											
968		Walk a Crooked Mile	(89)	Col.	9-11-48	ǂ	±	+	+	+	+	+	8+ 1−
934		Wallflower	(78)	WB	5-22-48	±	±	+	+	±	±	±	7+ 5−
950		Walls of Jericho, The	(106)	20-Fox	7-10-48	+	±	±	ǂ	+	±		7+ 3−
927		Waterfront at Midnight	(63)	Para.	5- 8-48	+	±	+	±	±	±	±	7+ 5−
916		West of Sonora	(55)	Col.	3-27-48	±				+	+		3+ 2−
		Westward Trail	(58)	EL					±		±		2+ 2−
936		Whirlwind Raiders	(54)	Col.	5-22-48	±		±		+	±	±	5+ 4−
928		Who Killed 'Doc' Robbin?	(55)	UA	5- 8-48	±	±	±	+				4+ 4−
940		Will it Happen Again?	(62)	FC	6- 5-48	±							1+ 1−
957		Winner's Circle	(70)	20-Fox	8- 7-48	+	±			−	+		3+ 2−
919		Winter Meeting	(104)	WB	4-10-48	+	−	±	±		±	+	5+ 4−
923		Woman in White, The	(109)	WB	4-24-48	+	±	+		−	+	ǂ	6+ 2−
891		Women in the Night	(90)	FC	1-17-48	+		±	±			−	3+ 3−
		Y											
984		You Gotta Stay Happy	(100)	U-I	11- 6-48	+	±			ǂ			4+ 1−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good. + Good. ± Fair. − Poor. = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9437	Eight-Ball Andy (Clyde) (17½)	3-11		....
9425	Tall, Dark and Gruesome (H. Herbert) (16)	4-15	±	5- 8
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
1431	A Pinch in Time (..)	11-11		....
	CAN YOU TOP THIS?			
	1948-49 SEASON			
1411	Can You Top This? (13)	11-18		....
	COLOR FAVORITES			
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
1603	The Little Match Girl (8½)	11-25		....
	COLOR PHANTASIES			
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
9503	Flora (7)	3-18		....
	1948-49 SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
1502	Lo, the Poor Buffal (6½)	11- 4	±	11- 6
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21	+	11- 6
	ONE-REEL SPECIAL			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9856	Photoplay's Gold Medal Awards (9½)	3-18		....
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	‡	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	‡	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
1853	Stars to Remember (9½)	11-18		....
	STOOGE COMEDIES			
9406	Squareheads of the Round Table (18)	3- 4		....
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
1403	Mummies Dummies (16)	11- 4	+	11- 6
	THRILLS OF MUSIC			
9956	Ted Weems & Orch. (10½)	3-25	±	5- 8
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
1952	Ray Eberle & Orch. (10)	11- 4	+	11- 6
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9806	Net Marvels (9)	3-11		....
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	‡	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
1803	Wonder Woman (..)	11-18		....
	SERIALS			
9160	Tex Granger — 15 Chapters	4- 1	+	5- 8
9180	Superman (Special) — 15 Chapters	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill — 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-933	King Size Canary (7)	12- 6	±	1- 3
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	‡	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-911	Visiting Virginia (9)	11-29	+	1- 3
T-912	Cradle of a Nation (9)	12-13	+	1- 3
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	GOLD MEDAL REPRINTS (Technicolor)			
W-921	Goldilocks and the Three Bears (11)	11-22	±	1- 3
W-922	The Fishing Bear (8)	12-20	±	1- 3
W-923	The Milky Way (8)	2-14	‡	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	‡	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-971	Miracle in a Cornfield (9)	12-20	‡	1- 3
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	‡	2-21
K-974	My Old Town (9)	2- 7	‡	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	PETE SMITH SPECIALTIES			
S-952	Surfboard Rhythm (8)	10-18	‡	11- 8
S-953	What D'Ya Know (9)	11- 8	+	11- 8
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	‡	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	◎ You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	‡	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-932	The Invisible Mouse (7)	9-27	‡	11- 8
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (10)	11- 5	+	11- 6
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	‡	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	‡	10- 9
FF7-6	Catalina Interlude (18)	11-19	+	11- 6
	NOVELTOONS (Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	‡	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	‡	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (7)	11-19	+	11- 6
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (11)	10- 8	‡	11- 6
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-2	Olive Oyl for President (6)	1-30	‡	1-24
E7-3	Wigwam Whoopee (8)	2-27	‡	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	‡	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (..)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (7)	11-12	+	11- 6
	POPULAR SCIENCE (Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	‡	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	‡	4-10
X7-6	Sing or Swim (8)	6-14	‡	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	‡	10- 9
	SPEAKING OF ANIMALS			
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (10)	11-26	+	11- 6

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
74,112	They're Off (7)	1-23		....
84,703	Little Hiawatha (reissue) (9)	2-20	‡	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	‡	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	‡	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	‡	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	‡	10-16
94,105	Pluto's Fledgling (7)	9-10	+	10-30
94,106	Soup's On (7)	10-15		....
94,107	Goofy and Wilbur (8)	10- 1	+	11- 6
	EDGAR KENNEDY COMEDIES			
83,402	Brother Knows Best (17)	1- 2		....
83,403	No More Relatives (18)	1-30	+	3-13
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
94,301	Contest Crazy (17)	10- 1		....
	FLICKER FLASHBACKS			
84,203	No. 3 (9)	1-16		....
84,204	No. 4 (9)	2-27	‡	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,701	Bet Your Life (14)	1-16		....
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	PATHE SPORTSCOPES			
84,305	Racing Day (8)	1- 9	+	1-31
84,306	Sports Coverage (8)	2- 6		....
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20	+	10-30
84,314	Texas Redhead (8)	9-24	±	11- 6
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
83,503	Corraling a School Marm (20)	11-14		....
83,504	Prairie Spooners (13)	12-19	±	3-13
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10		....
93,502	Range Rhythm (17)	10-15		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano (17)	10-29		....
	SPECIALS			
83,901	Football Highlights of 1947 (18)	2-12		....
83,601	Twenty Years of Academy Awards (19)	4- 2	‡	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	‡	5- 8
83,202	Pal's Adventure (20)	6-11	+	10-30
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	THIS IS AMERICA			
83,103	Children's Village (19)	1-19	‡	1-24
83,104	Operation White Tower (18)	2- 6	‡	2-28
83,108	Crime Lab (17)	2- 8	‡	6- 5
83,105	Photo Frenzy (16)	3- 5	‡	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	‡	5- 8
83,109	Letter to a Rebel (17)	6-25	‡	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	‡	8-28
83,112	Friend of the Family (16)	9-17	‡	10- 9
83,113	Who's Delinquent? (17)	10-15	+	11- 6

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
DRIBBLE PUSS PARADE				
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
FEMININE WORLD				
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
MARCH OF TIME				
	Vol. 14, No. 4 Public Relations This Means You! (17)	11-28	‡	11-29
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	‡	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	‡	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	‡	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	‡	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.	‡	10-16
MOVIETONE ADVENTURES				
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	⊙Jungle Closeups (8)	12-12	‡	3- 6
8254	⊙Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	⊙Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	‡	6- 5
8256	⊙Riddle of Rhodesia (8)	July	+	8-14
8257	⊙Bermuda (8)	Aug.	+	8-14
8258	⊙Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
MOVIETONE SPECIALTY				
8801	Symphony of a City (11)	Sept.	+	10-23
MOVIETONE NEWS (Released Twice Weekly)				
SPORTS				
8352	⊙Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	⊙Playtime in Scandinavia (8)	Apr.	‡	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
TERRYTOONS (Technicolor)				
8506	Talking Magpies in the Super Salesman (7)	10-24	‡	12-20
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	‡	12-20
8505	The Wolf's Pardon (7)	12- 5	‡	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	‡	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
ANSWER MAN SERIES				
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	‡	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23	+	10-30
JUVENILE JURY SERIES				
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
LANTZ CARTUNES (Technicolor—Reissues)				
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
MUSICAL WESTERNS				
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	‡	5-29
NAME BAND MUSICALS				
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle and His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	‡	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (15)	10-13	±	10-30
SING AND BE HAPPY SERIES				
2385	Let's Go Latin (10)	7-21	+	8-16
2386	Kernels of Korn (10)	8-18	±	10-11
2387	Manhattan Memories (10)	8-25	+	11-15
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Sons of the Season (..)	10-11		....
3385	Hits of the Nineties (..)	10-18		....
SPECIALS				
2202	Harnessed Lightning (17)	11-12		....
5555	⊙The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	‡	9-27
3201	Snow Capers (19)	2-18	+	3- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
3341	Tropical Harmony (9)	9-29	+	11-15
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16	±	10-30
3348	Call of the Canyon (10)	10-18	±	10-30
SERIALS				
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-12

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
BLUE RIBBON HIT PARADE (Technicolor)				
4304	Don't Look Now (7)	4-10		....
4305	Curious Puppy (7)	4-24		....
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
	1948-49 SEASON			
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
BUGS BUNNY SPECIALS (Technicolor)				
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
	1948-49 SEASON			
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25	‡	11- 6
4721	My Bunny Lies Over the Sea (7)	12- 4		....
FEATURETTE				
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
JOE McDOAKES COMEDIES				
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
	1948-49 SEASON			
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
MELODY MASTERS				
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
MEMORIES OF MELODY LANE				
4204	Let's Sing Grandfather's Favorites (10)	3-13		....
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
MERRIE MELODIES (Color)				
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2	+	11- 6
4710	The Foghorn Leghorn (7)	10- 9	+	11- 6
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30	‡	11- 6
4713	Kit for Cat (7)	11- 6		....
4714	Stupor Salesman (7)	11-20		....
4715	Riff Raffy Daffy (7)	11-27		....
SPORTS NEWS REVIEW 1948-49 SEASON				
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4		....
SPORTS PARADE (Technicolor)				
4506	Ride, Ranchero, Ride (10)	3-20	+	4-10
4507	Holiday for Sports (10)	4-17	+	5- 1
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9	+	11 6
TECHNICOLOR ADVENTURES				
4806	Living With Lions (20)	6- 5		....
	1948-49 SEASON			
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11		....
TECHNICOLOR SPECIALS				
4004	King of the Carnival (19)	4- 3	‡	4-10
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	‡	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	‡	9- 4
	1948-49 SEASON			
5001	Sons of Liberty (21)	11-20	+	9- 4
WARNER-PATHE NEWS (Released Twice Weekly)				

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
ASTOR				
Vol. 1, No. 1	⊙Makers of Destiny (15)		±	6- 5
REPUBLIC				
CARTOON				
761	⊙It's a Grand Old Nag (8)	12-20	‡	12-13
SERIALS				
693	Jesse James Rides Again... 13 Chapters	8- 2		....
694	The Black Widow	11- 1		....
791	G-Men Never Forget 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release) 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James 13 Chapters	10-30		....
UNITED ARTISTS				
LANTZ CARTUNES (Technicolor)				
	The Bandmaster (7)	12-19	+	12- 6
	The Mad Hatter (7)	Feb.	±	2-14
	Banquet Busters (7)	3-12	+	2-14
	Kiddie Koncert (7)	4- 2	‡	4-17
	Wacky Bye Baby (7)	7-16	±	4-24
	Pixie Picnic (7)	6-14	‡	4-17
	Wet Blanket Policy (7)	8-27		....
	Playful Pelican (7)	9- 8		....
LOEW MUSICOLOR				
	Engulfed Cathedral (7)	June	+	9-20
	Moonlight (7)	8-29	+	9-20
	Enchanted Lake (7)	10-30	+	12- 6
	Fingal's Cave (10)	3-26	±	2-14
	Liebestraum (7)	5- 7		....
INDEPENDENTS				
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) AF Films		‡	7-24
	1-A, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l		+	10-16
	Fact and Fantasy (7) A.F. Films		—	10-30
	Kabylia (10) A.F. Films		+	10-30
	Journey to Mecca (15) A.F. Films		+	10-30

Community Sing

Columbia (No. 2—Series 3) 10 Mins.

Good. There is a good selection of songs and good singing and organ music in this latest in the series. Dick Liebert is organist and the Song Spinners sing "Nature Boy," "Woody Woodpecker," "My Happiness," "At a Sidewalk Penny Arcade" and "Bye Bye, Blackbird." Audiences won't have to be urged to join in the fun.

Ray Eberle & Orchestra

Columbia (Thrills of Music) 10 Mins.

Good. Disk Jockey Fred Robbins features the Eberle group with Ray and Connie Haines doing the singing. She is particularly photogenic as she sings "Tree in the Meadow." Ray leads off with "Prisoner of Love" and joins Connie in doing "How Come You Like Me Like You Do." It is highly satisfying musical entertainment and should please all theatre patrons.

Lo, the Poor Buffal

Columbia (Color Rhapsodies) 6½ Mins.

Fair. A moderately funny version of a hunt for the last remaining buffalo in the world conducted by a Senator Claghorn type of person. An Indian gets mixed up in the action and buffalo, hunter and Indian alternately shoot up each other. In Technicolor.

Mummies Dummies

Columbia (Three Stooges) 16 Mins.

Good. This time the Stooges are making life riotous in King Rootentootin's domain in ancient Egypt. Specifically, they are in the used chariot game. They make the mistake of gypping the captain of the king's guard and get hauled before his majesty. They cure his toothache and unearth a plot against him, but in between have a tough time escaping the guardsmen. One of the best in the whole series.

Appointment with Baby

Paramount (Pacemaker) 11 Mins.

Very good. A warmly human film of the business and domestic lives of Jinx Falkenberg and Tex McCrary, with emphasis on their two children. These theatrical personalities are shown planning a name for their forthcoming baby and broadcasting from station and hospital. The theme is that motherhood and a career do not necessarily conflict. All audiences except those demanding sensationalism should eat it up. Women especially will find it appealing.

Catalina Interlude

Paramount (Musical Parade) 18 Mins.

Good. A slight romance is introduced to tie together cabaret scenes and the music of Jimmy Dorsey and his orchestra. The romance, which involves a private detective locating a runaway singer, is a little silly, but the music and the singing are topnotch. The setting is Catalina Island and some beautiful views of the beach there are shown. In addition to Dorsey there are Richard Webb and Virginia Maxey. In Technicolor.

The Glass Orchestra

Paramount (Unusual Occupations) 10 Mins.

Good. Billy Glass, orchestra leader, who makes musical instruments of plexiglas, is featured and his orchestra proves that the tone of his instruments is true. Scenes of an Indian chief teaching Apache dancing to children on a New Mexico reservation are only moderately interesting. Of special interest are scenes of nursing young wild animals for the Bronx zoo and making ceramics at Nogales, Ariz.

Hector's Hectic Life

Paramount (Noveltoon) 7 Mins.

Good. This is a Christmas novelty in color for the children. Hector, the pup, gets into so much trouble in the home that the maid threatens to send him away on Christmas eve. Just as he is trying to be good, three puppies arrive mysteriously and proceed to tear the house apart. Hector is blamed and faces eviction but is saved when the maid finds the puppies.

Hot Rod Speedsters

(Grantland Rice Sportlight)

Paramount 10 Mins.

Good. Men with mechanical turns of mind and a love of racing will find this of special appeal. Three kinds of automobile racing are shown. First are the peanut racing cars, tiny models made for racing on a special track; then the midget racers, small editions of real racing cars; then old jalopies remodeled by their owners and specially "hopped up," which reach speeds exceeding 100 miles an hour on a Mojave desert track.

Robin Hoodwinked

Paramount (Popeye Cartoon) 7 Mins.

Good. Fully up to the Popeye standard. The locale is Sherwood Forest with our hero as Robin Hood. The villain is a tax collector who robs the people right and left. Popeye and he show some amazing skill as archers, then the villain makes off with Olive Oyl. A can of the usual spinach revives Popeye from the effects of knockout drops and he effects a rescue and distributes the tax money to the people. In color.

Texas Redhead

RKO (Pathe Sportscope) 8 Mins.

Fair. A thorough description of the duck-hunting process which will prove most interesting to the gun-toting sportsmen. The redheads are a species of duck which fly to the Gulf of Mexico where the hunters lie in wait to shoot them in season. When the ducks approach the carefully placed decoys, the hunter shoots and then the Labrador retriever brings in the birds.

Who's Delinquent?

RKO (This Is America) 16 Mins.

Good. This explores the delinquency problem which is facing many American homes today. While the film holds interest for the average moviegoer, it is not as realistic and compelling as "I Am an Alcoholic," an earlier This Is America subject. The background is a typical American town, where juvenile delinquents are just as common as in large cities. A reporter interviews a dozen boys and girls who have been arrested and learns that delinquency usually begins in the home.

The Foghorn Leghorn

Warner Bros. (Merrie Melody) 7 Mins.

Good. Audiences following the Henery Hawk series will be thoroughly satisfied with this one. The baby hawk, still after his first chicken, has a rooster identified for him only as a "shnook" while believing that first one and then another animal is a chicken. In the end he triumphantly carries off the rooster.

Hare Splitter

Warner Bros. (Bugs Bunny Special) 7 Mins.

Very good. This Technicolor film is well drawn and full of fun. Bugs and a rival compete for the hand of the same girl. Bugs dresses up as the girl and leads his rival on until the latter gets too amorous, when the deception is disclosed. The rival then assaults the girl by misake and Bugs emerges triumphant in his love affair.

In the Newsreels

Movietone News, No. 86: France; India; historic Wright plane returns to America; Baruch says Russia forces us to make atomic weapons; feminine world; London; Princess Margaret; New York; football—Michigan-Minnesota; Cornell-Army.

News of the Day, No. 216: Presidential campaign roundup; Reds foment on coal strike riot; grateful Berlin kids thank U.S. fliers; Hindu festival; Michigan wallops Minnesota; Army topples Cornell.

Paramount News, No. 19: UN—Paris, Reds veto bid to end Berlin crisis; France seeks showdown in mine strike; first DPs sail under new U.S. law; coast to coast battle of ballot; college football parade.

Universal News, No. 190: Berlin air lift increases as Russia vetoes parley; French strike; plane crash; Army 27, Cornell 6; Michigan 27, Minnesota 14.

Warner Pathe News, No. 21: Displaced persons; Truman; Harry Brown; Catherine Rickert; French mine riots; western fashions; Swiss pilot; Army vs. Cornell; Michigan vs. Minnesota.

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Movietone News, No. 87: King and queen open parliament; French coal mine strike; Operation Combine; coal mining machinery; sweepstake winners; sweater fashions; football.

News of the Day, No. 217: Unified forces in spectacular maneuvers; French troops seize mines; Britons cheer king and queen at opening of parliament; strange case of Ilse Koch; new wave length for the WAVES; sky mystery solved; Gib Mo; lady luck smiles on sweep winners.

Paramount News, No. 20: Latest films of mine strike; troubled China celebrates Independence day; navy fashions; Berlin story—behind the air lift; roller derby.

Universal News, No. 191: French crisis; mining machinery; you gotta stay happy—Mrs. America; Connie Mack; Ilse Koch; flying laboratory; California 21, Washington 0; Mississippi 32, Boston College 13.

Warner Pathe News, No. 22: Operation Combine; Mrs. FDR; Denmark's and England's king and queen; Paul Hoffman; troops-miners in pitched battle; assembly line grocery store; navy's new look; football; roller derby; Great Americans—Daniel Boone.

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All American News, No. 314: Police woman leads children to safety in traffic; broad program aids in veterans' rehabilitation at Richmond, Va.; United Nations meeting in Washington; youngsters have their day at Texas State Fair in Dallas; new stadium is dedicated in Nashville; Governor Green of Illinois inspects site of new armory in Chicago.

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All American News, No. 315: Tulsa names "Men of the Week" in Tulsa, Okla.; deaf and blind students have opportunity to learn skills at Florida school; new housing development planned for Chicago; Negroes open first private school for vocational training; governor of Virgin Islands visits typical industrial city; major presidential candidates make last-minute appeal.

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Telenews Digest, No. 43: Battle of the ballots; Operation Combine; five motor planes unveiled; Kitty Hawk plane returns to U.S.; colorful nighttime parade in San Francisco; two-day fisherman's paradise in Georgia; airlift plane crashes in Germany; Frankfurt; New York; displaced persons problem; memorial for war hero; England; Washington; Texas—SMU beats Santa Clara, 33-0; New York—Princeton upsets Columbia, 16-14.

You Gotta Stay Happy

F — Comedy

Univ.-Int'l (——) **100 Minutes** **Rel. Dec. '48**

Joan Fontaine and James Stewart romp through an aptly titled comedy which will garner tremendous laugh returns from any type of audience. With the two name stars at the height of their popularity, it should be a boxoffice winner generally. The nonsensical plot, which is in the "It Happened One Night" tradition, is packed with human interest touches and peopled with amusing, down-to-earth characters. Miss Fontaine has a change of pace from her recent dramatic portrayals and gives a good comedy performance as a spoiled young heiress who ditches a stuffy husband for the taciturn owner of a two-plane airline. Stewart is ideally cast as the interfering flyer and Percy Kilbride contributes another comedy gem as a laconic farmer. Roland Young and Eddie Albert are others who contribute to the general good humor and gaiety. Directed by H. C. Potter.

Joan Fontaine, James Stewart, Eddie Albert, Roland Young, Willard Parker, Percy Kilbride, Marcy McGuire.

The Countess of Monte Cristo

F — Comedy With Music

Univ.-Int'l (——) **77 Minutes** **Rel. ————**

The vehicle chosn for Sonja Henie's return to the screen after an absence of four years differs but little from those in which she habitually appeared during her hey-day as a film star. It's Cinderella stuff, far from original, rather loosely woven and resorting to hackneyed devices to bridge the rough stops which the screenplay regularly encounters. Resultantly, the film's best moments are those in which La Henie demonstrates her amazing and undimmed talents as a skater. Whether or not there are enough skating fans and enough Henie addicts in a community probably will supply the answer as to how the picture will fare in its individual bookings. The offering is substantially produced and can list among its comparatively few other assets musical moments which are refreshing and toe-tickling. Directed by Frederick De Cordova.

Sonja Henie, Michael Kirby, Olga San Juan, Dorothy Hart, Arthur Treacher, Freddie Trenkler.

Tragic Hunt

A — Drama

Films Int'l of America **100 Minutes** **Rel. ————**

A grim, intensely realistic film dealing with the appalling conditions in postwar Italy. In every respect, especially as regards acting and direction, it compares favorably with such notable Italian-made films as "Open City," Shoe-Shine," "To Live in Peace" and "Paisan." Like these, it will receive critical acclaim and do strong business in art theatres and a few class houses. However, because of its revealing portrayal of a vicious, heartless female bandit and her amorous adventures, it is strictly adult fare and not suited to general showings. Director Guiseppe de Santis spares none of the sordid details of the struggle for existence by the poverty-stricken farmers. There is terrific suspense as the farmers chase a band of robbers who have stolen the money for their communal enterprise. Vivo Gioi gives a vivid portrayal of a calculating lady collaborationist. Films Int'l is at 130 West 42nd St., New York City.

Vivo Gioi, Andrea Checchi, Carlar Del Poggio, Vittorio Duse.

Malacarme

F — Drama

Vesuvio Film Co. **103 Minutes** **Rel. ————**

A realistic Italian-made drama of life among the natives of Sicily who make their livelihood from fishing. While the picture is simply and honestly told and splendidly acted by players who are unfamiliar in America, it is suited only to theatres in neighborhoods where Italians predominate. Even in cosmopolitan New York, the first run was at the Giglio Theatre in an Italian neighborhood. Although the film is photographed mostly against sunny outdoors backgrounds, the story is a grim and depressing one of tragic love and the poverty that ensues when the tuna fail to run in the Sicilian waters. The fishing sequences are authentic and exciting and the climactic tuna run after months of inactivity is the high spot of the film. The human tale deals with a philandering fisherman who seduces a young girl. Directed by Eddy Affronti. Vesuvio Film is at 358 West 44th St., New York City.

Mariella Lotti, Otello Tosi, Umbreto Spadoro, Giovanno Grasso.

The Plunderers

F — Western (Trucolor)

Republic (721) **87 Minutes** **Rel. Dec. 1, '48**

They pulled out every stop to make this western. It has everything the sagebrush fan could possibly yearn for—Indians, the cavalry, villainy galore, romance, and above all, action in limitless and hair-raising doses. What's more, all those desirable ingredients are solidly knit together by a believable story which boasts several new twists and avoids as many cliches as possible. In quality and in length the picture is amply qualified to carry the top side of almost any bill and even those who can take their boots and saddles or leave 'em alone will find it a highly acceptable parcel of entertainment. The film's commercial possibilities are further enhanced by the name value of the cast, members of which perform excellently under able direction, and adequate production values, not the least of which is Trucolor photography. Directed by Joseph Kane.

Rod Cameron, Ilona Massey, Adrian Booth, Forrest Tucker, George Cleveland, Grant Withers, Taylor Holmes.

Racing Luck

F — Drama

Columbia (118) **66 Minutes** **Rel. Nov. 18, '48**

This may well prove to be one of those B sleepers which delight exhibitors looking for good little pictures instead of top-heavy supers. The racing angle is nicely handled and several shades above ordinary ones of the type because Stanley Clements has that screen something which showed in "Salty O'Rourke," when he almost stole the picture from Alan Ladd. Then there is an old race track character whose propensity for using big words is humorized by the Negro stable boy, who buys himself a dictionary and competes with hilarious results. Gloria Henry and David Bruce carry the romantic angle along wholesome, nomal lines and the suspense is added to in the last horse race, when the winner will get the two horses around which the plot centers. One of the better family programers. William Berke directed.

Gloria Henry, David Bruce, Stanley Clements, Paula Raymond, Harry Cheshire, Dooley Wilson, Jack Ingram.

The Plot to Kill Roosevelt

F — Melodrama

United Artists (——) **83 Minutes** **Rel. Oct. '48**

The sensational theme of this British picture produced by Selected Films practically guarantees it boxoffice success, either as first or second feature in other than silk hat theatres. It is not very well acted and it has a rough continuity that is at times confusing, but action is fast and furious and full of suspense after a dull opening, and guns and knives are a dime a dozen. The scene is Teheran at the time of the Roosevelt-Churchill-Stalin meeting. A young British war correspondent, played by Derek Farr, and a Russian ballerina (Marta Labarr) prevent an assassination. They are the only members of the cast identified. There are digs at non-Britishers, such as casting an important American army officer as fat and slow-thinking. The Oriental settings, especially the interiors, are good. Cutting of early scenes would help. William Freshman directed.

Derek Farr, Marta Labarr, only identified players.

La Reina del Tropico

(Queen of the Tropics)

F — Musical

Clasa-Mohme, Inc. **98 Minutes** **Rel. ————**

Bright with music and dancing, this has entertainment values for houses which cater to Spanish-speaking audiences. Maria Antonieta Pons can make with the rhumba in a way that should please the most ardent fans of this hip-shaping terpsichoerean accomplishment, and her singing is pleasing but does not compare with that of the male star, Luis Aguilar, who has a really fine tenor voice. The plot is neither new nor extra good, but carries the standard appeal of the simple village girl who falls in love with the visiting city slicker and is given a ring by him, but borrows money from her father which impoverishes them later. Going to the city to find him, she is sent away by his servant, has her purse stolen, and is rescued on the street by an orchestra leader with whom she finds fame and romance. Some comedy relief. Raul de Anda directed.

Maria Antonieta Pons, Luis Aguilar, Carlos Lopez Moctezuma, Emma Roldan, Fernando Soto, Arturo Soto Rangel.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"The Plunderers"**

Wall board painted to simulate logs would make an atmospheric lobby dress, decorated with muskets, sabers, Indian headdress and bows and arrows. As a colorful attention-getter in street ballyhoo, dress a husky young man as an Indian in full war paint, either afoot or mounted on a horse. If there is a local resident who remembers the Indian wars, invite him as a special guest and arrange for radio and newspaper interviews dealing with his experiences.

CATCHLINES:

An Epic of Grit and Glory . . . A Supreme Adventure in Action and Red-Blooded Romance . . . Roaring Drama in the Days of America's Flaming Frontier . . . When the Nation Made Its Mighty Westward Surge.

Fast Two-Gun Action . . . Is Headin' Your Way With a Thousand Thrills . . . Stirring Drama of the Gloried Days When the West Was Won . . . Told in the Heart Throbs of the Men Whose Job It Was to Fight . . . And of Women Whose Lot It Was to Love . . . And Wait.

SELLING ANGLES: **"Racing Luck"**

Exploit first from racing angle, as a great many people who never attend regular races like to see them in pictures. Sponsor a horseshoe-pitching contest, if you are a small town exhibitor, giving ticket prizes to the winners. Be sure to stress the family entertainment value of the film—old and young alike will enjoye it. On the sage sponsor a "big word" contest, with the prize a dictionary. Use racing stills in the lobby and frame the romantic couple with a large artificial horseshoe.

CATCHLINES:

Romance and Track Adventures Are Riding High . . . Love Wins a Gallop With Photo-Finish Thrills . . . Rival Beauties Betting Their Hearts on Pounding Hoofs . . . Winning a Race—or a Man—Needs Plenty of Racing Luck.

The Hopes and Dreams of a Girl in Love Ride in the Saddle of a Great-Hearted Horse . . . The Horse That Was Only a Pace-Setter Trained to Win by the Lad Who Loved Him . . . They Won the Race at the Same Time They Won Each Other.

SELLING ANGLES: **"The Plot to Kill Roosevelt"**

A natural for sensational publicity. Blow up photographs of the Big Three at Teheran with the caption, "Did They Know They Were in Desperate Danger?" Use in lobby and have a sandwich man show in the streets. Dress up lobby with pictures and costumes of Oriental bazaars. Get a tieup with book stores by having them feature Oriental fiction, and with phonograph dealers who have records of Oriental music. Increase your newspaper advertising.

CATCHLINES:

Astounding Story of an Attempted Assassination of Roosevelt . . . Intelligence Agents Foil Attempted Murder of Roosevelt . . . Oriental Murderers Just Fail in Their Mission to Kill Roosevelt . . . A Thrilling War Story of Oriental Intrigue Aimed at Dynamiting the Big Three.

Spectacular, Spine-Tingling Film That Will Have You Gripping Your Seats . . . Guns Blaze and Knives Flash as Thrill Follows Thrill . . . See the War Dangers Faced by Roosevelt! What Could Have Happened at Teheran!

SELLING ANGLES: **"La Reina del Tropico"**

This is not for the houses playing the art foreign films, but rather has general appeal for Spanish-speaking audiences, so should be advertised among those segments of the population. It is also an entertaining musical for student groups, so schools and colleges should receive notices of its playdates. Rumba contests on the stage will add to the interest in it and stills of Senorita Pons in "feather" costumes should be used for lobby decoration.

CATCHLINES:

Another Great Mexican Entertainment Picture . . . The Sultry and Spectacular Rumba Dancer With a Tenor Hero . . . Fame and Romance Come to the Simple Village Maiden in Spectacular Fashion.

Diverting Floor Show Scenes, Comedy, Drama, Singing and Romance . . . She Wore His Ring but Found Him False to Their Vows . . . Her Broken Heart Was Healed by One Who Helped Her Find Fame as Well as Happiness.

SELLING ANGLES: **"You Gotta Stay Happy"**

Play up the two stars by stressing the fact that James Stewart has another strong, silent comedy role and that Joan Fontaine plays a happy-go-lucky heroine as a change from her recent heavy dramatic portrayals. Eddie Albert is another selling name. Make tieups with the department stores for window displays with a play on the title, such as "You Gotta Stay Happy" by buying furniture, bedding or other household articles.

CATCHLINES:

Joan Pursues Jimmy Across the Length and Breadth of the U.S.A. . . . A Spoiled Young Heiress Finally Meets Her Match in a Strong, Silent He-Man . . . She Got a New Husband—and Regretted Her Choice on Her Wedding Night.

Follow Joan Fontaine and James Stewart in Their Happy-Go-Lucky Flight Across Country with Newlyweds and a Chimp for Passengers . . . It Was a Mad and Merry Cross-Country Tour.

SELLING ANGLES: **"Countess of Monte Cristo"**

Exploit Sonja Henie's prowess as a skater through tieups with local sporting goods dealers on displays of winter sports equipment, with emphasis, of course, on skates. Award a special "Sonja Henie Cup" to your community's most graceful feminine skater in a contest which could be tied in with a local skating rink. The title could be worked into various merchandising tieups, such as: "Even the 'Countess of Monte Cristo'—with all her fabulous wealth—couldn't buy better shoes than Blank's."

CATCHLINES:

A King-Sized Musical Wonder . . . That Hits a Happy Note . . . A Different and Debonair Romantic Musical . . . Bringing Song . . . Laughter . . . And the Skating Magic of Sonja Henie . . . It Brims Over With Entertainment.

Coming Your Way . . . The Year's Freshest, Gayest Comedy . . . Drop That Frown and Get Set for a New High in Mirth, Music and Romance . . . It's Sonja Henie at Her Devasting Best . . . Come on Along and Join in the Fun . . . We Promise It's the Newest, Fastest, Funniest Film of the Year.

SELLING ANGLES: **"Tragic Hunt"**

This film, which won first prize at the Venice festival, can be exploited as a worthy successor to such outstanding pictures from Italy as "Open City," "Shoe-Shine" and "Paisan." Make up a lobby frame of stills from these three and some from "Tragic Hunt," all of which deal with postwar Italy and the terrifying conditions there. Vivo Gioi can be compared to Anna Magnani, star of "Open City," and Francoise Rosay, great French actress.

CATCHLINES:

A female Bandit Equally Adept at Stealing Money and Men's Hearts . . . A True Picture of Conditions in Rural Italy Today . . . The Cold, Calculating Gang Leader Who Revealed the Heart of a Woman.

Vivo Gioi Takes Her Rightful Place with Anna Magnani, Francoise Rosay, Dannielle Darrieux and Other Great Foreign Actresses . . . Startling, Melodramatic—and Intensely Human . . . A Story of Flaming Emotions and Violent Hates in War-Torn Italy.

SELLING ANGLES: **"Malacarne"**

For the Italian neighborhoods, the only spots where this picture will have a draw, make a tieup with local travel agencies for trips to the sunny isle of Sicily. Giovanno Grasso is a leading Italian stage star. As the film deals with the tuna fishing industry, have local delicatessen and food shops arrange window displays of cans of tuna fish with stills showing the fishermen hauling in their catches.

CATCHLINES:

Sunny Sicily Where the People Love and Learn to Smile . . . His Faithful Knife Meant More to Him Than the Love of a Beautiful Girl . . . Dark Deeds on Sicily's Sunny Shores.

An Outstanding Film on Italian Rural Life . . . Love Triumphs When the Tuna Runs in Sicilian Waters . . . He Yearned for the Love of Mariastella, Whose Name Meant Star of the Sea . . . Lovely Women and Virile Men in a Turbulent Story of Jealousy and Passion.

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We defy competition! Here's proof. Century mechanisms, like new, $750 pr.; RCA soundheads, belt driven, with motors, rebuilt, $150 pr.; Ashcraft 65 amp. lamphouses, 14 in. reflectors, rebuilt, $425 pr.; DeVry XD projectors, rebuilt and complete, $745 pr.; Spring seats, $2.50; complete booth equipment Simplex rear shutter projectors, Peerless lamphouses, rectifiers, RCA sound system, lenses, etc., excellent condition, a steal at only $975. Star Cinema Supply, 459 W. 46th St., New York 19.

SOS removes the guess from used equipment. Nothing leaves here unless it's absolutely right. 50,000 customers the world over built SOS and keep buying here since 1926 because they get fair treatment and their money's worth. Send for 1949 catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Dual DeVry XD transportable projectors with 3,000 ft. magazines, lenses, 1,000W lamps, amplifier, speaker, rebuilt, $595; rebuilt, $595; rebuilt Roth 50/100A generator, $395; RCA low frequency folded baffles, worth $300, $99.75; Dual Simplex Acme arc sound projector outfit, complete, $1,295; Simplex rear shutter mechanisms, excellent, $195; other Simplexes from $69.50; Dual Holmes, $667.50; DeVry late XDC theatre sound projection outfits with low intensity lamps, $1,995; with 1KW arcs, $2,495. Get 1949 catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Two 35mm portable projectors with sound. Wurlitzer commercial record player. All in good condition. Arrington Theatre, New Haven, Ind.

Fine pair late model Simplex with rear shutters, double bearing movements, Ultraphone sound system, completely overhauled. Also 650 fine used spring upholstered opera chairs in first class condition. Write for latest catalog. Movie Supply Co., 1318 S. Wabash Ave., Chicago 5, Ill.

For Sale: Complete theatre equipment including 800 cushion seats, Western Electric sound system, Simplex projectors, Magnarc high intensity lamps, Hertner 50 amp. motor generator. Good condition. Available now. Selected Theatres Co., 507 Film Bldg., Cleveland, Ohio.

25 K.W. Generator. Rialto Theatre, Champaign, Illinois.

Complete Pictur-Fone sound equipment, two Strong lamps. Bargain. Grand Theatre, Plano, Ill.

Pair of Peerless low intensity lamps with 30 amp. rectifiers in good running condition. Bargain at $175 for both. Boxoffice, A-3216.

Powers, arc lights, Operadio sound, 300 upholstered seats. F. Shafer, Washington, Ind.

First $2,000 buys my Sun Theatre equipment complete less seats. Everything excellent condition for high quality projection and sound. 6B Powers, Strong Li lamps, Kytron rectifiers, RCA sound, Daylite screen, Golde Stero. Articles too numerous to list. J. C. VanHouse, Kenesaw, Neb.

For Sale: Full and complete equipment of Gem Theatre, Beaumont, Texas. In theatre now under lease to Jefferson Amusement Company. Lease continues. New equipment ordered. Present fixtures must go, including 500 seats, half upholstered, half veneer; RCA sound, Janitrol heaters, two large Buffalo washed air coolers, full booth. Everything six years old and in good condition. Can be seen in operation. Full list and description on request. All or part for sale on location. Apply Sack Amusement Enterprises, Film Exchange Bldg., Dallas, Tex.

Two rear shutter Simplex projectors complete. Equipped with new RCA soundheads, amplifier and speaker. Peerless lamps and rectifiers. Reasonable price. Write to American Theatre Equipment Co., 165 N. High, Columbus, Ohio.

Two Powers heads, rebuilt, renickled, like new. $150. Edward Holder, 60 N. Avenue B, Canton, Ill.

For Sale: Two Powers projectors, RCA soundheads, Ashcraft low intensity lamps., Mercury vapor rectiiers, rewind, etc. $350 or all. Carmen Theatre, 722 N. Figueroa, Los Angeles, Calif. Mu. 0487.

One Victor model 40 B., 12 in. speaker; one 6x8 radiant crystal beaded screen; one pair new Newmade rewinds; one new Griswold splicer, spare reels, bulbs, one phono player. $195 takes all. Colonial Theatre, Portnorris, N. J.

Pair Powers heads, 6B bases, upper and lower magazines, Ultraphone soundheads, Motiograph low lamps, Kni-tron 30 amp. portable rectifiers. Reasonable. Frank Winters, Bradford, Ill.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

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Poster Cases. Stainless steel or extruded aluminum poster cases, illuminated or non-illuminated. Available in all sizes. Prompt delivery. Poblocki and Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

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Phillips safety carbon savers. Ask your theatre supply dealer, or write Phillips, Box 788, Charleston 23, W. Va.

Junction box covers of waterproof material to fit most sound systems, 15c ea. At your dealer or send for complete information. Ringold Theatre Equipment Co., Grand Rapids 2, Mich.

EQUIPMENT WANTED

Pair good Baby Strong lamps, matching rectifiers, pedestals. Set booth equipment, lows. Boxoffice, A-3204.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

HELP WANTED

Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Wanted: Projectionists. Must be sober and reliable. Brenkert lamps, Simplex machines. Seven nights, one matinee weekly. State salary desired. Harper Theatre, Harper, Kas.

Wanted: Operator. Seven days a week. Permanent job for right an. Palace Theatre, Boise City, Okla.

Man, completely familiar booth equipment and general theatre maintenance for circuit operation. Excellent opportunities advancement. State experience, references and supply photograph. Boxoffice, A-3215.

Wanted: Assistant manager and relief operator. Ideal working conditions, good salary. Small eastern town. Please give complete information including references and experience in application. Boxoffice, A-3217.

POSITIONS WANTED

Broadway showman seeking supervisory or managerial position. Prefer rural northeast. Partnership possibilities later. Box 101, Boxoffice, 9 Rockefeller Plaza, New York City.

Theatre manager. Ten years experience. Available November 21. Boxoffice, A-3212.

Projectionist. Years of experience, references. Age 43, veteran, up on all standard projectors and sound systems. Ernest Everhart, 1310 Pennsylvania Ave., Tyrone, Pa.

Veteran, 21, licensed projectionist. Several months experience assistant manager, maintenance. Seeks position as assistant manager, maintenance, relief operator with opportunity for advancement. Willing to go anywhere. Compensation secondary. Can furnish good references. James A. Moffitt, Duncannon, Pa.

Projectionist: Ten years experience, Simplex equipment. Prefer job in Iowa or Nebraska. Jack L. Branson, Dunlap, Iowa. (in care R. W. Earlywine).

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Western Kansas wheat town. Building included, $9,000 down. Leak, 3422 Kinmore, Dallas.

500-seat "Grind" central Texas, 50,000. For experienced showman. $9,000 down. Leak, 3422 Kinmore, Dallas.

Only show west Texas 2,500. 500 seats. $50 day profit per owner. $35,000 down. Leak, 3422 Kinmore, Dallas.

Ozark resort, $1,000,000 project. New cottage, theatre building included, $6,000 down. Leak, 3422 Kinmore, Dallas.

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For Sale: Beautiful theatre in small Ohio town. Only theatre, excellent opportunity. $25,000 required to handle. Deal direct with owner. Boxoffice, A-3197.

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MORE CLASSIFIED ON PAGE 34



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"A wacky, zany film . . . whose sequences bring down the house." HOLLYWOOD REPORTER



"**Plenty** of humor throughout. Name draw boxoffice appeal. Wynn takes honors in laugh division." THE EXHIBITOR

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"**A wacky,** zany film . . . whose sequences bring down the house." HOLLYWOOD REPORTER

"**High**-speed comedy full of mirthful complications. Preview audience rollicked with continuous laughter." MP DAILY

"**Welcome** batch of slapstick should score nicely. A load of laughs." VARIETY



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The Pulse of the Motion Picture Industry

BOXOFFICE

DIVESTITURE INEVITABLE FOR REMAINING MAJORS, N.Y. COURT INDICATES

Pages 8-9

COVER STORY: 'Apartment for Peggy' Wins October Blue Ribbon Award.

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NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

NOVEMBER 13, 1948



"FILL 'EM UP!"

"THREE MUSKETEERS"

Technicolor

"Fill 'em up at THANKSGIVING!"

(The State, N. Y. record-breaker, a simultaneous Thanksgiving sensation!)

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"HILLS OF HOME"

Technicolor

"Fill 'em up at CHRISTMAS!"

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"WORDS AND MUSIC"

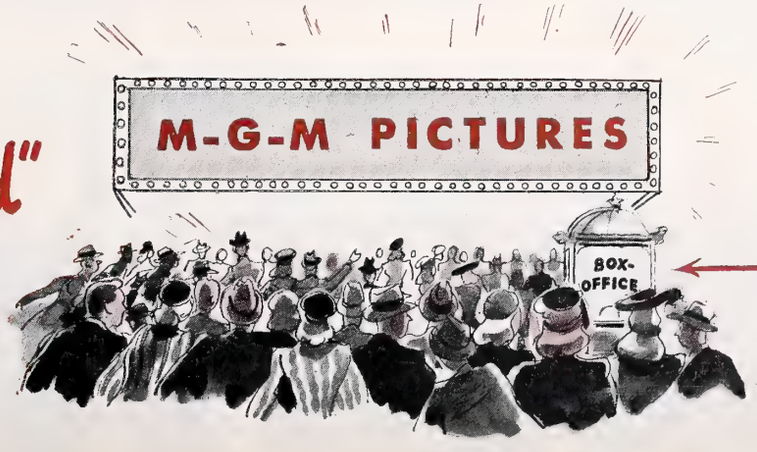
Technicolor

"Fill 'em up at NEW YEARS!"

(Happy New Year at Radio City Music Hall and across the nation!)

M-G-M presents "WORDS AND MUSIC" • Starring JUNE ALLYSON, PERRY COMO, JUDY GARLAND LENA HORNE, GENE KELLY, MICKEY ROONEY ANN SOTHERN with Tom Drake, Cyd Charisse, Betty Garrett, Janet Leigh, Marshall Thompson, Mel Torme Vera-Ellen • Color by TECHNICOLOR • Based on the Lives and Music of Richard Rodgers and Lorenz Hart • Screen Play by Fred Finklehoffe • Story by Guy Bolton and Jean Holloway • Adaptation by Ben Feiner, Jr. • Musical Numbers Directed by Robert Alton Directed by NORMAN TAUROG • Produced by ARTHUR FREED • A Metro-Goldwyn-Mayer Picture

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THE DECISION OF CHRISTO



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ADVENTURES O

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IN COLOR BY TECHNICOLOR

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AY AFTERNOON

IN COLOR BY TECHNICOLOR

WB



IN COLOR BY TECHNICOLOR

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THE NATIONAL FILM WEEKLY

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WINNIPEG—The Tribune, Ben Lepkin.

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NOVEMBER 13, 1948

BOXOFFICE

TREND OF THE TRIAL

IN THIS space in the issue of October 16 we said: "Whether or not there is a consent decree in the case of the U.S. vs. Paramount, et al, and whatever the details to come out of it, this much is certain: the whole pattern of theatre operation will be changed. And, from the transformation that will take place, there will come new methods of doing business, affecting virtually all of the industry."

It took no expert crystal-gazing to make such a statement. That was plainly indicated by the march of events that had been piling up since the Supreme Court decision last spring. But we didn't expect the change to come about quite so soon as events which transpired the first part of this week now indicate.

First there was the federal court's approval of the RKO settlement, which separates theatre operation from production-distribution. While this may not become completely effectuated for a year, there is some likelihood that the operational change may come about very soon.

Actually there is some confusion in references that have been made to this part of the government case as regards "divorcement." It appears, from the statement of the president of that company, that RKO still will own a substantial number of theatres, although its over-all interests in theatre operation will be considerably reduced. Albeit the two companies will be separately constituted and separately operated, and despite other disentanglements, there would, nevertheless, appear to be an affiliation of interests between them. Perhaps use of the term "divestiture" rather than "divorcement" would clear the picture as to the actual result of this settlement between one of the five major defendants and the government.

Be that as it may, the result of the first three days of the reopening of hearings in the statutory court, indicates quite plainly that the RKO settlement is to serve, at least in part, as a pattern in the settlements to be made with the other theatre-owning defendants. The court has quite clearly indicated that "partial divorcement" will be its answer to the demands of the Department of Justice for complete divorcement, which the court regards as "extreme and sweeping."

An adjournment has been taken until November 29, when, if the remarks of one attorney prove prophetic, the case should come to its conclusion in "a day-and-a-half." In the three-weeks interim, defense and government attorneys are expected to arrive at settlement understandings which would include dispositions to be made of theatre holdings.

If the case holds to this prospect, it is likely that the litigation will end much sooner than anticipated, although in some instances where large theatre holdings are involved it may yet take another two years to end the matter, as some have predicted. But even before "finis" is written to the script, the prophesy of impending changes in the industry is coming true, and it may now be taken as inevitable that from here on the formula by which business is done in production, distribution and exhibition will be a constantly changing operation.

★ ★

Unbeatable Combination

There's a lesson to be learned from the outcome of the recent presidential election. An apt and inspirational word-picture is drawn by Gordon Montgomery, president of the Miller Printing Machinery Co., in a letter which he sent to his company's branch managers, department heads and salesmen. Because its message is opportunely meaningful to the people of the motion picture industry, we publish Mr. Montgomery's letter, which follows:

"To every faint-hearted man of business, whether manager or salesman, I say 'Hats off to Harry S. Truman!'

"Three months ago, at the Democratic Convention, Mr. Truman stood completely discredited in the community, almost vilified by the opposition press, disavowed by his own party, and conceded by everyone no slightest chance of the Presidency. Surely no man ever could have had more reason to quit.

"Today, Mr. Truman is President again—overwhelmingly. He has carried to power even the scoffers and antagonists of his own party. Surely no greater epic of personal triumph and salesmanship has ever been recorded anywhere.

"We of the business world can be downhearted at the outcome—or we can be grateful for a great lesson. With the very same qualities—courage, enthusiasm, and hard work—we can make ourselves individually happier, our business bigger, stronger and more prosperous, and our great country mightier than ever before, to the infinite benefit of every citizen, Democrat or Republican alike.

"And so gentlemen, let's take a page from Mr. Truman's book and put real enthusiasm, real courage and real confidence into our work—and let's start doing it NOW.

"P. S. And I'm a good Republican, too!"

The motion picture business which, for the past two years has publicly shown an amazing lack of confidence in itself and in its product, could make rapid recovery, if only it would turn about and reinstate that unbeatable combination of courage, enthusiasm and hard work. It was this triumvirate that led the pioneers of this great industry—many of whom still are with us—to blaze new trails, to become great salesmen and great showmen. Courage, enthusiasm and hard work builded this business from folding chair nickelodeons to multi-million dollar palaces of entertainment; created and developed a new art and a new industry; gave it world renown and world-wide importance.

Ben Shlyen

Pulse Beats

Charles Skouras Goes East For Divestiture Talks

National Theatres president arrives in New York for conference with Dan Michalove and 20th-Fox lawyers on problems of splitup due to antitrust case.

★

Edward W. Aaron Resigns From MGM After 31 Years

Assistant general sales manager says move, effective immediately, made to permit him to consider another offer; started with company as accountant.

★

Reagan Makes Seven Shifts In Paramount Sales Staff

Edward Maloney, Boston, new Albany branch manager; Maurice Simon, Buffalo salesman, becomes branch head; Jack Brown, from New Haven to Boston; John Kane, from Boston to New Haven; Wendell Clement, John McMahon, Anthony Hassmer promoted.

★

Exhibitor Louis M. Sosna Sues Majors for $450,000

Former owner of the Sosna Theatre in Mexico, Mo. files suit in St. Louis against eight of the major film producers and distributors and the Frisina Amusement Co. interests.

★

British Government Starts Its Production Financing

Loans one million pounds to British Lion Film Corp., in which Sir Alexander Korda is a large stockholder, and 20,000 pounds to Exclusive Films for the production of shorts.

★

Says Independent Films Are Barred From Japan

MPEA affiliates get 50 per cent of all grosses and the Supreme Court should issue license for independents' imports, according to Nat Nathanson.

★

Philadelphia Court Rules For Tavern Tele Permit

Judge Charles A. Jones labels television as motion pictures and public entertainment and must have amusement license; precedent may have wide effects.

★

Fred Niblo Dead at 74; A Pioneer Director

Veteran of the early days dies of pneumonia in New Orleans; directed "Ben Hur," "Mark of Zorro," and "Blood and Sand" and "Three Musketeers."

★

Warners Sets 24 Shorts For Nov.-Dec. Release

Listed for two-month period are three Technicolor specials, two featurettes, two Joe McDoakes comedies, 11 color cartoons, two Sports Parade, two Adventure Specials and two Sports News Reviews.

SOME DIVESTITURE INEVITABLE FOR REMAINING DEFENDANTS

Warners, Loew's, 20th-Fox Meeting With D of J to Reach Agreement

By WALTER WALDMAN

NEW YORK—Partial theatre divorcement is inevitable for Warners, Loew's, Paramount and 20th Century-Fox.

This outcome to the ten-and-a-half-year-old antitrust case was clearly indicated during the three-day hearings held by the expediting court consisting of Justice Augustus N. Hand and Judges Alfred C. Coxe and Henry W. Goddard November 8-10.

SPEEDED BY RKO DEAL

Whatever hopes the four defendants had of retaining all their theatres were shattered by several developments:

The first was the court's approval November 8 of the RKO consent decree calling for the complete separation of theatre operation from production and distribution under a new company.

The second was the remark by Justice Hand, senior member of the court, that the Supreme Court opinion of last May seemed to call for some degree of divorcement.

The third was the admission by one attorney that the sale of theatres might be necessary in certain situations, and that Loew's has already set plans to sell its interests in several companies.

On the other hand, the court gave the defendants some encouragement by telling the Department of Justice that its demand for complete divorcement was too extreme and sweeping.

The compromise stand of the court has resulted in an agreement between defense and government counsel to discuss the sale of jointly owned theatres.

The court adjourned the hearings until November 29 to give the defendants time to prepare written testimony defending some holdings and consult with the government on theatres that may be retained or should be sold, or transferred to new companies.

ATTORNEYS BEGIN MEETINGS

Attorneys lost no time going into conference. Government and defense counsel met Friday in the first of their meetings, and they agreed immediately that they could have all papers ready for the court by November 22.

Aside from the arguments and plans covering divestiture, there also were courtroom discussions of arbitration and injunctions against certain trade practices.

The four theatre-owning defendants and RKO plan to present plans for an arbitration system to be included in a final decree. Universal and United Artists are undecided about arbitration; Columbia is opposed.

The Little Three also tried unsuccessfully to have the case re-tried on trade practice issues and injunctions.

The defendants, the Department of Justice and the court stated their views during the opening session Monday.

Robert L. Wright, assistant U.S. attorney general, asked for complete divorcement patterned after the RKO consent decree settlement. He said it was not only necessary to separate exhibition from production and distribution but also was necessary to reorganize the corporate setup of the defendants. He urged the court to order Paramount, Warners, 20th Century-Fox and Loew's to get rid of their theatres which would eventually be operated by new theatre companies.

Justice Augustus N. Hand, senior judge of the three-man expediting court, said that Wright's demand was "too sweeping." He indicated that the supreme court decision seemed to give the defendants the right to retain some of their theatres after the district court had decided which theatre operations were lawful and which unlawful.

Hand then asked Wright whether the case should be turned over to a special master who would take testimony covering the various theatre situations. Wright said "no." He explained that this would draw the case out much longer than necessary. He said the district court has the power to hear all the necessary evidence.

Lawyers for 20th-Fox, Paramount, Warners and Loew's then challenged the government's right to demand total divestiture without the introduction of additional testimony.

They claimed that divestiture was unnecessary, but conceded that it might be ordered in certain local situations after a thorough investigation.

When asked by Justice Hand what remedy they would offer to curb antitrust violations, Whitney North Seymour, Paramount lawyer; Joseph Proskauer, Warners lawyer, and John C. Caskey, 20th-Fox, suggested arbitration.

They said that arbitration would not be the only remedy, but it would go far in removing and preventing trade practices described as unlawful by the supreme court and district court.

Attorneys for Columbia, United Artists and Universal attacked trade practice injunctions proposed by the Department of Justice. Edward C. Raftery, UA; Louis D. Frohlich, Columbia, and C. Landau, Universal, said the clearance restrictions would lead to a flood of litigation. They pointed out that the industry is now hamstrung by antitrust suits with claims totaling millions. A few more cases could ruin the defendants, they predicted.

AFFIDAVITS ARE REFUSED

Judge Hand refused to admit as evidence affidavits drawn up by Republic, PRC (Eagle Lion) and Monogram. He agreed with the attorneys for the defendants that the affidavits were hearsay. He did admit, however, U.S. evidence describing the Big Five first run position in the 92 cities of over 100,000. This evidence is subject to correction.

Testimony by William F. Rodgers, vice-president and general sales manager of Loew's, and W. Stuart McDonald, assistant treasurer and theatre executive of Warners, highlighted the second day session.

Rodgers was placed on the stand by John W. Davis, Loew's attorney, to show that trade practices used by Loew's since the antitrust decision of June 11, 1946, have stimulated competition. Rodgers described Loew's experiments with competitive bidding beginning August 1946. He summarized letters sent to branch and district managers advising them how to keep within the provisions of the decision and later of the decree signed in December 1946.

Other letters described bidding procedures. Field executives were told to open the sealed bids one day after the deadline, which ranged from seven to 14 days in different areas. The bids were opened in the presence of witnesses.

Rodgers also told of the elaborate surveys he ordered on clearance and run in the 32 branch areas. Two of these surveys—Buffalo and Omaha—have been completed. The rest will be out within a few weeks.

BIDDING IS IN EFFECT

Rodgers also said that competitive bidding is in effect in almost every situation where it has been requested. He then cited figures to show how independent exhibitors have been able to get nearly 50 per cent of the Loew's product in their area since bidding was started. Ten or 12 years ago independents rarely received more than 10 per cent of the product, the bulk of which went to affiliated theatres, he said.

Davis used this information and facts about single selling and the elimination of price fixing to state that relief provided by the decree of Dec. 31, 1946, is sufficient.

Judge Hand replied that "the proof on

Criterion Among Holdings To Be Ended by Loews'

NEW YORK — Plans for ending four joint operations were announced by Loew's, Inc., at the antitrust hearings here November 9.

John W. Davis told the three-judge statutory court that the circuit has already completed plans to sell its interests in the Criterion, New York; the Parkway, Brooklyn, and the Lee, Richmond Va. Charles Moss is co-owner of the Criterion and Si H. Fabian is co-owner of the Lee.

Negotiations are still in progress for splitting the Loew's-Paramount-McFaul interests in the 13 theatres operated upstate by Buffalo Theatres, Inc., between Loew's and Paramount.

The Criterion and Lee are first run theatres. The Parkway is now showing Jewish stage entertainment.

The deals would have to be approved by the Department of Justice and the three-judge court.

Davis added that Loew's will fight to retain its hold on 115 theatres in which "investors" have a minority interest. He claimed that these persons would not operate theatres if Loew's sold its interests.

competitive bidding is good, but it is doubtful whether it can result in anything concrete in light of the supreme court opinion." The supreme court has eliminated competitive bidding as a remedy for antitrust violations.

Proskauer, the Warners attorney, had McDonald testify to show how the Warners circuit has shrunk during the past few years. McDonald mentioned the sale of the Brooklyn Strand and the Warner, New York. He also cited theatre sales in Philadelphia, which was formerly a nearly closed WB situation.

JUDGE SUGGESTS A BRIEF

McDonald was going over the Warner circuit town by town when Judge Hand asked Proskauer why he didn't place all this information on paper and submit as one package. The judge referred to the fact that the Loew's attorney had submitted information on its circuit and partial holdings in briefs by Joseph R. Vogel, J. Robert Rubin and Charles C. Moskowitz, vice-presidents.

After a brief recess Proskauer, Caskey and Seymour decided to file all their circuit evidence on paper instead of calling witnesses.

Judge Hand gave them until November 29 to compile this evidence. The lawyers also agreed to confer with Department of Justice lawyers on joint holdings. Between now and November 29 attorneys for both sides will try to set up lists of affiliated theatres and theatres owned with independents. They will try to decide which theatres have to be sold.

Earlier in the day Judge Hand had asked Loew's why it could not get together with the Department of Justice on joint holdings. The decision for theatre conferences seemed to be the answer.

During the second day hearing there also was testimony by John Curtin, assistant to the general sales manager of Republic. He appeared as a government witness, but most of his testimony was thrown out when he failed to answer a number of questions asked by attorneys for 20th-Fox, Warners, Paramount and Loew's.

DISMISSAL MOTION DENIED

Judge Hand also turned down motions by attorneys for the Big Four, UA, Universal and Columbia that the case against them be dismissed. Davis declared that the case originally started as a general action against the eight majors. Now, since the RKO consent decree, it is becoming a case against individual companies, he added.

The Wednesday session was taken up with the presentation of additional data on Warners' theatre holdings by Proskauer, and a discussion on arbitration.

Louis Frohlich, Columbia lawyer, said he would not consent to an arbitration system. "There is nothing to be gained from arbitration," he added. Frohlich pointed out that the same exhibitors who use the arbitration system are those who file treble damage suits. He later mentioned several names out of court.

Edward Raftery, UA lawyer, said his client would consider arbitration, but will not commit itself now. Counsel for Universal said the cost of the plan would have to be considered before his company made a decision.

Send Out Magazine Report

NEW YORK—The Ass'n of Screen Magazine Publishers sent out its second marketing and research report to producers and advertising executives November 10. It is called "There's No Businesss Like Show Business."

RKO Theatres Split-Up Approved by the Court

NEW YORK—The three-judge expediting court lived up to its name November 8 by signing the RKO consent decree almost as soon as it was submitted. Judges Augustus N. Hand, Alfred C. Coxe and Henry W. Goddard, members of the court, approved the decree over the objections of Columbia and United Artists. Edward C. Raftery, for UA, and Louis D. Frohlich, for Columbia, had asked for a delay. They contended approval at this time could jeopardize their positions in current or pending antitrust actions.

The consent decree must be approved by the RKO stockholders within 90 days.

When it has been approved, RKO will be eliminated as a defendant in the ten-and-a-half year old case. The Big Five theatre-owning distributors, plus UA, Columbia and Universal, will be left.

During the 12 months after approval, RKO will be dissolved and will be separated into a production and distribution company and a separate exhibition company. The present stock will be split and Howard Hughes, owner of 24 per cent of the total, will have to sell his shares in either the production-distribution or the exhibition company.

BOUND BY THE DECREE

Each of the new companies will be bound by certain provisions of the final settlement to be approved by the court as well as injunctions covering trade practices and theatre operations issued by the court Dec. 31, 1947.

The new theatre company will take over 79 of the 81 wholly-owned or leased RKO theatres. It will be permitted to buy out its partners in 30 of the 271 theatres RKO now operates with independents.

After the decree was signed, Ned E. Depinet, president of RKO, issued a statement as follows:

"I am very pleased that our company has taken this important step which in my judgment is clearly in its interest and in the interest of its stockholders. In my view, the most significant provision of the consent decree is RKO's representation to the court that, subject to stockholders' approval, it proposes voluntarily to divorce its exhibition business from its production and distribution business. This will have far-reaching and, I believe, very beneficial effects on our future.

"In a short time our theatre company will commence operations as an independent circuit. I believe the consent decree is the only way RKO can be assured of retaining substantially all its so-called wholly-owned theatres. It also has the right under the decree to acquire without further court approval certain additional theatres in which RKO and other exhibitors presently have an interest. Our interest in the theatres which we must sell is in most cases that of a minority stockholder and those theatres are operated by others. In my judgment there will be no finer group of theatres anywhere in the United States than the RKO circuit. Traditionally, our theatres have been successful and their individual locations and the character of their operation assure that they will continue to be strong competitors in every market in which they are located.

MAINTAINED COMPETITION

"Our picture company has at all times successfully maintained its competitive position throughout areas in which it has no affiliated theatres. Historically, it has always held a place of eminence in the industry and its reputation has been established by consistent delivery of top-quality pictures. I have not the slightest doubt that, operating separately, it will continue as one of the industry's most reliable sources of high-grade picture product.

"Fortunately RKO has, since its organization, operated its theatres independently of its production and distribution business. We have had a picture company and a theatre company and from an administrative standpoint each has had its own management and staff. For that reason the separation to be undertaken will, for RKO, be a relatively simple one. With each unit specializing in its own field, I am confident that RKO Pictures and RKO Theatres will each be leaders in the advancement and growth of motion picture entertainment."

Odlum May Be Head Of New RKO Chain

NEW YORK—Floyd B. Odlum may become head of the new RKO circuit after it has been separated from the production-distribution company.

A spokesman for Atlas Corp. confirmed the report that when Odlum, chairman of Atlas, sold his 900,000-plus shares of RKO stock to Howard Hughes, he received the right to meet any bids for Hughes' interest in the circuit.

Hughes owns approximately 24 per cent of the RKO stock which will be split under the terms of the consent decree. Hughes must, however, sell his interest in either the production distribution company or the theatre company that will be organized after the decree has been approved by RKO stockholders.

The new circuit will consist of approximately 109 theatres. The value of the present RKO chain of 81 wholly owned or leased houses and interest in 271 others jointly owned has been estimated at about $40,000,000.

Warners Has 467 Houses Valued at $85,000,000

New York—Warners now owns 467 theatres valued at $85,000,000, according to Joseph M. Proskauer, WB attorney. He said that in 1931 the circuit owned 580 theatres.

This information was brought out during the antitrust hearings. Proskauer also mentioned that the average cost of an A feature in 1945 was $1,382,000. The average cost today is $2,500,000.

Schlaifer Resigns Post; Einfeld to Take Over

NEW YORK — Charles Schlaifer has resigned as advertising, publicity and exploitation director of 20th Century-Fox, but will remain with the company until February 1.



Charles Schlaifer

In the meantime he will announce a plan for going into business for himself.

Spyros P. Skouras, president, made this statement: "I have known for a long time about Mr. Schlaifer's personal ambitions to engage in business for himself and he has persuaded me that he is determined upon this culmination of his plan. It is a cause for real regret to me and to this company that he has made up his mind finally to take this step and all I can do is to wish him the utmost success and happiness in his new endeavor.

"For myself I cannot speak too highly of Mr. Schlaifer's character and accomplishments and I know that these will be felt in his new venture. This company looks forward to a business association with him in this new enterprise.

"However, it is for Mr. Schlaifer to announce the nature of his undertaking and this, I understand, he will do in the very near future. Meanwhile, at my request, he has consented to remain with the company until February 1 and I am grateful that he is willing to do this."

Schlaifer said he had been planning to go into business for some time. He concluded his statement with—"I am very happy that I shall have future associations with him (Skouras) and this company. My plans will be disclosed at a very early date."

Schlaifer went to 20th-Fox in 1942 as advertising manager from the United Artists Theatre, San Francisco, where he had been managing director and publicity and advertising director. He was born in Omaha and went into the theatre business there in 1929.

While with 20th-Fox he has served two terms as chairman of the publicity directors' committee of the MPAA and has taken an active part in the MPAA public relations activities. He is chairman of the Advertising Advisory Council.

Einfeld Reports to 20th-Fox To Assume New Job

HOLLYWOOD—Reports that Charles Einfeld would abandon the presidency of Enterprise to accept the post of advertising-publicity director of 20th Century-Fox were confirmed when Einfeld reported to the studio, where temporary office space has been provided for him.



Charles Einfeld

Einfeld was due to leave for New York the latter part of the week, where contracts will be signed formally appointing him to the post. Spokesmen said he would divide his time thenceforth between New York and Hollywood, establishing headquarters in the company's eastern offices.

For several days past Einfeld has been viewing current 20th Century-Fox product and has been in daily conference with Darryl F. Zanuck and Joseph M. Schenck, the company's production chieftains.

Meantime Bill Blowitz, who had been Enterprise's advertising-publicity director under Einfeld, disclosed plans to establish his own offices. He is currently tub-thumping for Midwest Pictures, newly formed independent organized by Wolfgang Reinhardt, former Enterprise producer.

Indiana Backs Statewide Giveaways

INDIANAPOLIS—The Associated Theatre Owners of Indiana at its annual convention here this week made plans to revive giveaway programs in order to combat radio competition. The method was explained by Joe Finneran of Syndicate Theatres, Columbus, Ind., and will involve all houses in the state of Indiana.

The giveaway plan will involve a minimum of 125 theatres, each of which will be assessed for the prizes to be given away. Patrons will be given tickets for a special drawing pool and from this pool contestants for quiz shows will be selected. The contests will be held in Indianapolis and a state telephone network will relay the events to the individual theatres.

All officers were re-elected at the meeting on Thursday. They are: Trueman T. Rembusch, president; Sam W. Neall, vice-president; Marc J. Wolf, treasurer, and W. A. Carroll, executive secretary.

Charles Niles, secretary of Allied States, explained the Caravan and how to make it work, its value to exhibitors and the need for cooperation and support.

H. M. Richey, MGM exhibitor relations head, told the exhibitors that "lazy days are gone and we have entered a new era." He said lush days are a thing of the past since foreign markets have dwindled.

J. W. Spielman and Edward Raub of the ATOI council conducted a discussion on legislative matters. Abram F. Myers, Allied general counsel, could not attend because of business in Washington.

An open discussion on new taxes, clearance and the Ascap situation brought the meeting to a close. A banquet was held Thursday night.

Ascap Asks a Delay; Promises Not to Sue

NEW YORK—Ascap has asked Judge Vincent L. Leibell to delay enforcement of a decree until after an appeal has been filed and acted on by the higher courts.

The request was included in a memorandum filed November 12 by Ascap. Judge Leibell was scheduled to sign a decree submitted by ITOA later in the day. ITOA opposed the request. The decree would prevent Ascap from collecting performing rights fees for music on films or from suing exhibitors who refused to pay these fees.

The memorandum stated that Ascap will not try to collect the fees or sue any of the plaintiffs for nonpayment pending the outcome of its appeal.

It also asked that Judge Leibell specify that decree injunctions should apply only to music recorded on film to be shown in theatres. Ascap feared the injunctions could be applied to other musical rights. The ITOA decree covered music already recorded on film and music to be recorded. It also asked that Ascap members license performing rights to producers at the same time they license synchronization rights.

Monogram-AA Renames Its Board and Officers

HOLLYWOOD—Production and distribution destines of Monogram and its sister-company, Allied Artists, for the coming year have been placed in the same hands which guided the company during 1947 through the re-election of the entire board of directors, highlighting the annual meeting of stockholders at the companies' Hollywood headquarters.

Directors approved for the new year include Steve Broidy, president; W. Ray Johnston, chairman of the board; George D. Burrows, executive vice-president and treasurer; Norton V. Ritchey, vice-president in charge of foreign distribution; Edward Morey and Herman Rifkin, vice-presidents; and board members including Arthur G. Bromberg, Atlanta; William Hurlbut, Detroit; Howard Stubbins, Los Angeles, and Charles W. Trampe, Milwaukee.

The directors will serve on the boards of both Monogram Pictures Corp. and its high-budget subsidiary, Allied Artists.

Following election of the new board of directors the appointment of Harold Mirisch as a vice-president of Monogram was confirmed. He assumes this office in addition to his present duties as a vice-president of Allied Artists. Morey Goldstein, in charge of Monogram-AA sales, also was appointed a vice-president of Monogram.

Franchise holders in attendance at the stockholders' meeting and at a subsequent business session included Arthur G. Bromberg, Atlanta; Herman Rifkin, Boston; H. L. Berkson, Albany; Irving Mandel, Chicago; Nate Schultz, Cleveland; William Onie, Cincinnati; Lon T. Fidler, Denver; William Hurlbut, Detroit; Howard Stubbins, Los Angeles; Charles W. Trampe, Milwaukee, and Mel Hulling, San Francisco. Executives here from the New York office were Edward Morey, vice-president; Lloyd L. Lind, head of exchange operations, and Maurice Goldstein, general sales manager.

EAGLE LION, WARNER STUDIOS CALL A HALT TO PRODUCTION

WB Shutdown Is Scheduled For December 1 for a 'Planning Period'

HOLLYWOOD—Long rumored as in the offing, plans for a virtually complete shutdown of production at the Warner Bros. Burbank studio were confirmed by company spokesmen as an approaching actuality.

The program proposes a halt to camera work as of December 1, with indications that the hiatus will extend for eight to nine weeks, and production activity probably to be resumed late in January.

SCRIPTS TO BE POLISHED

An unspecified number of employes, reportedly numbering several hundred, in virtually every department will be affected.

During the interim, studio toppers will concentrate on a so-called "planning period" wherein a number of scripts will be polished and placed in readiness for the sound stages when film-making activity again gets the green light.

Chief motivation for the shutdown, according to studio representatives, is the company's all-time record backlog of 23 completed but unreleased pictures, comprising a lion's share of Warners 1948-49 releasing schedule.

20th-Fox to Distribute Ten Reissues in 1949

NEW YORK—Twentieth Century-Fox will distribute five re-release packages of two films each during 1949, according to William C. Gehring, assistant general sales manager, who has been relieved of his other duties to concentrate on reissue sales.

Exhibitors will be asked to nominate their preferences from a list of available pictures submitted by Gehring and each package show will get sales attention comparable to new releases. During 1948, 20th-Fox has reissued "Belle Starr" and "Frontier Marshal," "Rose of Washington Square" and "Slave Ship," and "I Wake Up Screaming" and "Blood and Sand."

Frank Carroll is now responsible for distribution personnel and all censorship problems at the home office.

RKO Reissues Hold Over For Second Week in N.Y.

NEW YORK—The unexpected success of the RKO reissue program of "She" and "Last Days of Pompeii," originally booked for three days at the RKO Palace, resulted in a hold-over week starting Saturday (6). The picture was held for a full week following strong business on election day.

RKO has decided to book the program in its metropolitan circuit as well as theatres out of town. Helen Gahagan, now the political figure, Mrs. Helen Gahagan Douglas, and Randolph Scott are starred in "She" while Preston Foster and Basil Rathbone head the cast of "Last Days of Pompeii."

NT Chain to Revive Auto Giveaways

Los Angeles — Brand-new, showroom-fresh automobiles are still hard to come by for the average John and Jane Doe.

Which makes all the more noteworthy the disclosure by executives of National Theatres a plan whereby that circuit and its component units throughout the country are to revive the auto-giveaway stimulant.

Designed to combat an expected pre-Christmas slump at the boxoffice, the plan is still in nebulous stages but will involve the distribution of some 55 cars—of an as-yet undetermined make—to holders of the lucky tickets during a two-week period ending shortly before Christmas day.

Giveaways will be staged at picked groups of theatres in each NT division, with the probability that one new vehicle will be awarded each week in each theatre group. Where new cars are impossible to obtain, merchandise of equal value will be awarded.

Lion's share of the handouts will be made by Fox West Coast's northern and southern California divisions, which will distribute a total of 30 automobiles.

L. J. Schlaifer Is Named Sales Manager for EL

NEW YORK—L. J. "Jack" Schlaifer has been named to a newly created post of general sales manager for Eagle Lion by William J. Heineman, vice-president in charge of distribution. Schlaifer joined the company eight months ago as assistant to Heineman.



L. J. Schlaifer

Heineman said the increased volume of sales made necessary creation of the new post. He described Schlaifer as "one of the outstanding and most experienced sales and distribution executives in the industry."

Schlaifer joined Eagle Lion in February 1948 after having been with Allied Artists-Monogram for two years. From 1934 to 1941 he was western sales manager for United Artists, and from 1932 to 1934 he was general sales manager for Universal. He began with Universal as Seattle exchange manager in 1919. His first contact with the industry was as a Warner salesman in Minneapolis in 1912.

WB to Tradeshow 'Blake'

NEW YORK—Warner Bros. will hold national trade screenings of "The Decision of Christopher Blake," starring Alexis Smith and Roert Douglas, November 29. The film will be nationally released December 23.

Only Skeleton Crew Kept At EL While Executives Revise Film Budgets

HOLLYWOOD—Christmas won't be so merry for some 200 employes of Eagle Lion studio, who have been handed layoff or dismissal notices following the decision of company executives to halt all production activities until mid-January.

Orders from President Arthur Krim, now in New York, call for the maintenance of only a skeleton staff during the hiatus, during which time the music and film editing departments will complete their respective chores on four pictures on which camera work recently was wound up.

ONLY TWO IN PUBLICITY

All other departments are affected, including the publicity-advertising unit, with those chores to be handled by Sam Israel, studio publicity chief, and one assistant, Frank Perrett.

No official reason was given for the shutdown, but one company spokesman inferred the hiatus was for the purpose of allowing EL toppers to make budgetary revisions on upcoming product.

Completed, and being scored and edited, are two Walter Wanger productions, "Tulsa" and "Reign of Terror," as well as "The Big Cat" and "Red Stallion in the Rockies." Set for release are five others, "He Walked by Night," "Courage of Gallant Bess," "Old-Fashioned Girl," "Enchanted Valley" and "Parole, Inc."

SIX FEATURES DELAYED

Six features originally slated for camera work before the first of 1949 have been shoved back until early in the New Year. These include "The World and Little Willie," to be produced by Eugene Rodney and Robert Young, starring the latter; "Border Incident," to be produced by Aubrey Schenck; the Walter Wanger entry, "The Blank Wall," and three semidocumentaries being readied by Producer Bryan Foy.

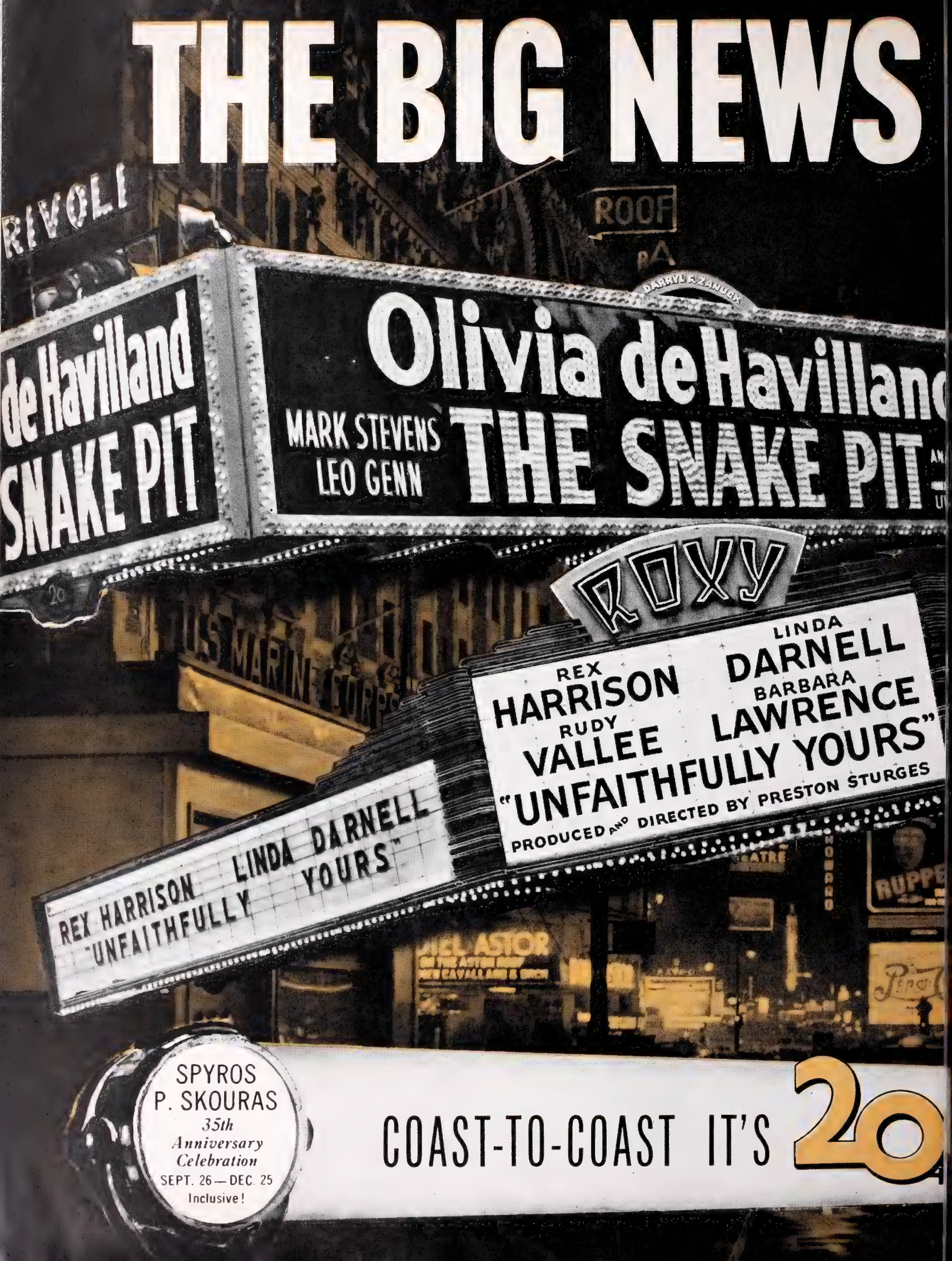
Astor Releasing 8 Films Through May 1, 1949

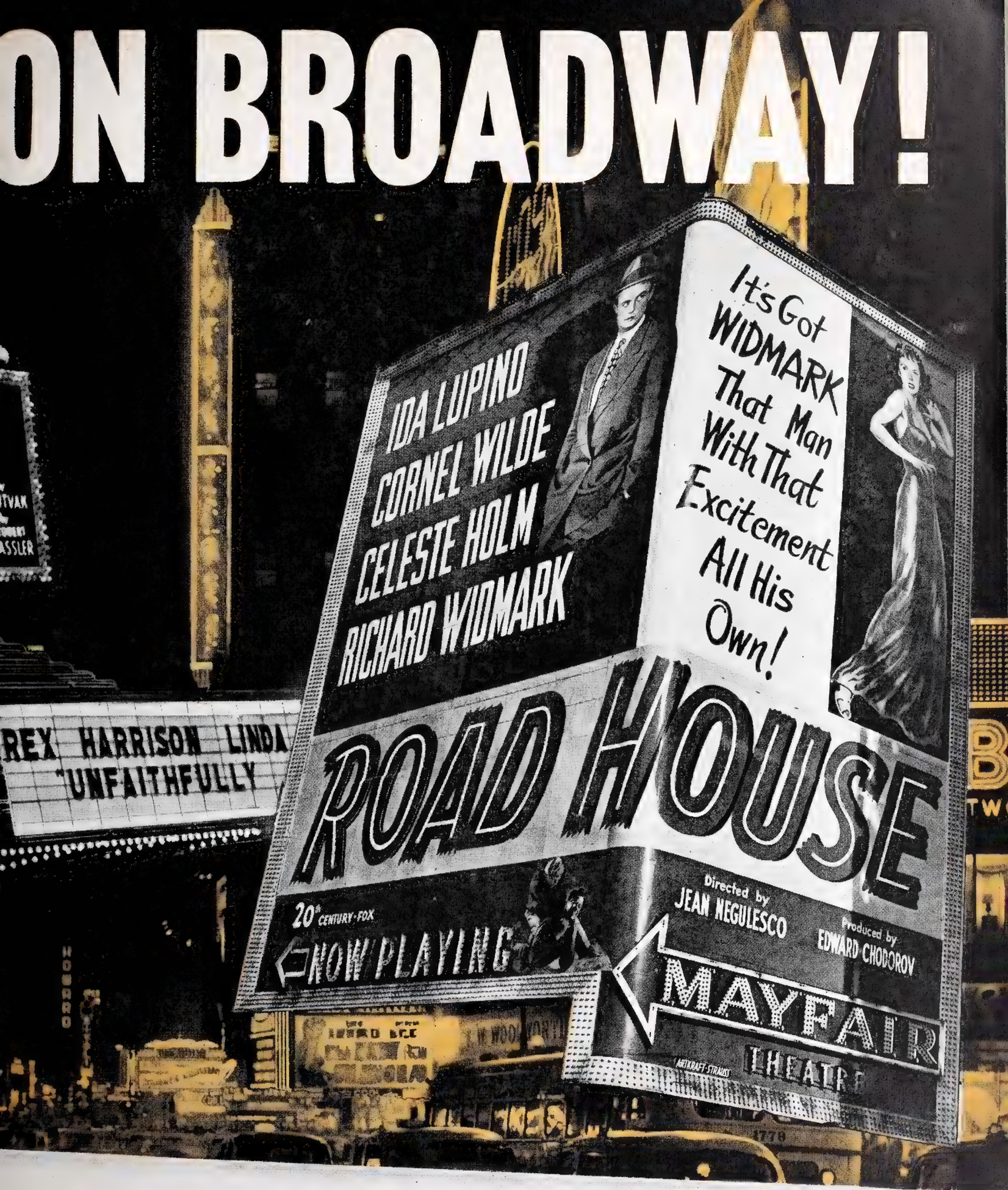
NEW YORK—Astor Pictures Corp. will release "Lone Star Pioneers," a reissue starring Wild Bill Elliott, December 1 as the third of a series of eight westerns recently contracted for. The first two, "The Return of Daniel Boone" and "The Law Comes to Texas," were released October 1 and November 1, respectively.

The other five, "Frontiers of '49," "The Man From Tumbleweeds," "In Early Arizona," "Taming of the West" and "Pioneers of the Frontier," will also be released one a month starting January 1 through May 1, 1949.

India Getting Westrex

NEW YORK — Sixty-five installations of three types of Westrex equipment are being made in India. Some are complete.


THE BIG NEWS
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CENTURY-FOX WEEK NOVEMBER 21-27!

BIG PICTURES FOR CHRISTMAS; 42 DECEMBER FILMS ON TAP

Eight Features Are in Color, Three Musicales Among The Season's Product

By FRANK LEYENDECKER

NEW YORK—Top product is in store for the yuletide season. Forty-two features will be released by 14 distributors during December, the largest number for any month this season and 12 more than were released in the same month a year ago.

Six of these will be in Technicolor and two in Trucolor. Among the important features that will be available for Christmas holiday bookings are three musicals, including two in Technicolor, "The Kissing Bandit" and Disney's "So Dear to My Heart," such dramas as "Hills of Home" and "Yellow Sky," both in Technicolor, and "Portrait of Jenny," first SRO release in more than five months; "Atlantis, the Lost Continent," "The Decision of Christopher Blake" and "Reign of Terror," Walter Wanger's first production for Eagle Lion, and four comedies with strong name value, "The Paleface," in Technicolor, and "Every Girl Should Be Married," "You Gotta Stay Happy" and "Unfaithfully Yours." The majority of the others are either action films like "The Plunderers," in Trucolor, "The Man From Colorado," in Technicolor, and "Bad Men of Tombstone," or westerns.

RELEASES BY COMPANIES

Broken down by companies, the December releases will be:

COLUMBIA—"The Man From Colorado," in Technicolor, starring Glenn Ford, Ellen Drew and William Holden; **"Jungle Jim,"** starring Johnny Weissmuller and Virginia Grey; "Blondie's Secret," starring Penny Singleton and Arthur Lake; "Smoky Mountain Melody," starring Roy Acuff, and "Quick on the Trigger," a western starring Charles Starrett.

EAGLE LION—"Reign of Terror," a Walter Wanger production with Richard Basehart, Arlene Dahl and Robert Cummings; "An Old-Fashioned Girl," with Gloria Jean, James Lydon and Frances Rafferty, and "The Strange Mrs. Crane," with Marjorie Lord, Robert Shayne and Pierre Watkin.

FILM CLASSICS—"File 649, State Department," with William Lundigan and Philip Ahn.

MGM—"The Kissing Bandit," in Technicolor, starring Frank Sinatra, Kathryn Grayson and J. Carrol Naish with Mildred Natwick and Billy Gilbert; "Hills of Home," in Technicolor, with Edmund Gwenn, Tom Drake, Donald Crisp, Janet Leigh and Lassie; and two reissues, "San Francisco," starring Clark Gable, Spencer Tracy, Jeanette MacDonald and Jack Holt, and "A Night at the Opera," starring the Marx Bros. with Kitty Carlisle and Allan Jones.

MONOGRAM—"Bad Men of Tombstone," an Allied Artists release, starring Barry Sullivan, Marjorie Reynolds and Broderick Crawford; "Jiggs and Maggie in Court," with Joe Yule and Renie Riano; "The Feathered Serpent," a Charlie Chan picture starring Roland Winters; "Hidden Danger," a western starring Johnny Mack Brown and Raymond Hatton, and "Passage West," a western starring Jimmy Wakely.

PARAMOUNT—"The Paleface," in Technicolor, starring Bob Hope and Jane Russell, and "Disaster," a Pine-Thomas picture with Richard Denning and Trudy Marshall.

RKO—"Every Girl Should Be Married," starring Cary Grant, Franchot Tone, Betsy Drake and Diana Lynn; "So Dear to My Heart," a Walt Disney feature in Technicolor, with Burl Ives, Beulah Bondi and Bobby Driscoll, and "Indian Agent," a Tim Holt western, set back from November.

REPUBLIC—"The Plunderers," in Trucolor, starring Ilona Massey, Rod Cameron, Adrian Booth and Forrest Tucker; "Far Frontier," a Roy Rogers musical western in Trucolor; "Homicide for Three," with Audrey Long and Warren Douglas, and "In Old Caliente," a Roy Rogers reissue.

SCREEN GUILD—"Shep Comes Home," with Robert Lowery and Flame, the dog, and "I Shot Jesse James."

SELZNICK RELEASING ORG.—"Portrait of Jenny," starring Jennifer Jones, Joseph Cotten, Ethel Barrymore, Albert Sharpe and Lillian Gish.

20th CENTURY-FOX—"Yellow Sky," in Technicolor, starring Gregory Peck, Anne Baxter and Richard Widmark; "Unfaithfully Yours," starring Rex Harrison, Linda Darnell, Rudy Vallee and Barbara Lawrence, and "Trouble Preferred," with Peggy Knudsen, Charles Russell and Lynne Roberts.

UNITED ARTISTS — "Siren of Atlantis," starring Maria Montez, Jean-Pierre Aumont and Dennis O'Keefe; "Just William's Luck," a British-made film with Garry Marsh and Jane Welsh, and two Hunt Stromberg reissues, "Lady of Burlesque," starring Barbara Stanwyck, Michael O'Shea and J. Edward Bromberg, and "Guest in the House," starring Anne Baxter, Ralph Bellamy and Marie MacDonald.

UNIVERSAL - INTERNATIONAL — "You Gotta Stay Happy," starring Joan Fontaine and James Stewart with Eddie Albert and Roland Young, and 'The Countess of Monte Cristo," starring Sonja Henie with Michael Kirby and Olga San Juan. Also, the Prestige unit of U-I will be J. Arthur Rank's "Bush Christmas," an Australian-made film starring Chips Rafferty.

WARNER BROS.—"The Decision of Christopher Blake," starring Alexis Smith, Robert Douglas and Ted Donaldson, and two reissues, "Angels With Dirty Faces," starring James Cagney, Pat O'Brien and the "Dead End" Kids, and "They Drive By Night," starring George Raft, Ann Sheridan, Humphrey Bogart and Ida Lupino.

New Showmanship Instead of Old, Need for Films, Says Wanger

NEW YORK—Walter Wanger tossed verbal grenades so fast at the Ass'n of Motion Picture Advertisers luncheon last week that he had the members suffering from shell shock.

"Can any one of you name a new idea in publicity, advertising and exploitation during the past 25 years?" he asked.

The Ampa members stopped toying with coffee cups and ice water glasses, and they sat up and listened. Every speaker who has discussed promotion techniques before Ampa for the last two decades has advised return to "old-fashioned showmanship."

This was something new.

"When I came to New York a month ago to plan for the 'Joan of Arc' opening," Wanger went on, "I listened to an enormous amount of double talk on the results of polls —talk by men with no experience in the show business. Dewey believed in polls, too. It's time for us to revise our thinking, to discard the old approach; it's time for you to talk back to your bosses, if you have to, in order to get some new ideas into operation. Whatever is wrong with this business right now is due to management, not pictures."

Wanger told the Ampa members the last previous time he had talked to them was in 1931 at the Astoria Studios. Then he declared that picture making that had become so costly insurance was needed, and the advertising, publicity and exploitation men had to be the insurance.

"If I ever make another big picture," he went on, "I am going to have expert advance men out in the field studying audience approaches. I have been shocked by the Gallup poll, the ARI, and the double talk of inexperienced men.

"We need thinking dated after November 2. Our selling has become stereotyped. You can't reduce it to a commercial basis. People sense good exploitation. Show me what change has been made in 20 or 25 years.

"Look at what happened to the Shuberts. Once they controlled the legitimate theatre. It was impossible to question them. Along came the little Theatre Guild. It was laughed at, but it had courage and a new approach, and now who is in unquestioned control of the legitimate theatre?

"The same thing must happen in our industry. Each picture must be hand-made. There can be no volume production. The majors were the last to adopt color, the last to adopt sound, the last to admit independent units."

Wanger wound up by turning to the problem of industry public relations and declared that the industry must fight some of its critics.

British Near a Deal For Theatre Video

LONDON—Rapid development of a pattern of cooperation between the British Broadcasting Corp. and film theatres for use of television is in the offing. The government controlled broadcasting monopoly has agreed to the principle that theatres can have the exclusive use of television rights to important sporting events and spectacles if they are willing to pay for them on a per seat basis.

At the present time the only two groups equipped with coaxial cables to handle these programs are some London theatres controlled by J. Arthur Rank and the Monseignor News Reel Theatre. Others are expected to take advantage of the arrangement when it goes into effect.

The British government is cooperating and is said to have made an appropriation to the Film Institute, a new organization, through which will be formed a "telecine" committee to cooperate with theatre interests.

Under present regulations BBC limits its payments for television rights to £200. It is willing to do the transmitting to theatres if the theatre can reach an agreement with promoters for payments. Wembley Stadium, where big boxing maches are put on, is said to want about $100,000 per show. Theatre men say this could be handled on a per seat assessment plan if enough theatres agreed to go on it, and that admissions could be advanced for these special shows.

Before World War II both the Odeon Theatre and the Monseignor Theatre put on the Derby with the help of BBC at $2.50 top and cleaned up in one day.

The Film Institute, a 15-member group, has made a study of the possible profits. Cecil Harmsworth King is chairman. Other members include both television and film men and one film critic.

AFM and Disk Companies Ask Washington Ruling

WASHINGTON—A ruling by the Department of Justice on the legality of the formula to end the recording ban as drawn up by the American Federation of Musicians and the phonograph recording companies was sought here November 10. The agreement was presented in writing by Milton Diamond, AFM general counsel, and representatives of the recording industry.

Application for Washington approval marked the second move to end the stalemate, put into effect January 1. The agreement provides for a public music fund to be administered by a trustee. In the past the union had sole control over the fund, which amounted to about $1,500,000 received from royalties paid by the recording industry.

Agreement in principle on the plan was announced jointly on October 28. An immediate ruling by the Department of Justice is not expected.

TOA to Meet in January

NEW YORK — President Arthur H. Lockwood has called a meeting of officers and directors of the Theatre Owners of America for January 28 and 29 at the Mayflower hotel, Washington, D. C. About 75 are expected to attend.

Selznick-UA Sign Pact For Subsequent Sales

NEW YORK—In an effort to broaden its distribution and cut down selling overhead, Selznick Releasing Organization will turn over subsequent sales to United Artists, it was jointly announced by the two companies this week. It is estimated that this business will furnish 25 per cent of SRO revenue.



Gradwell Sears

Physical distribution of all Selznick product will be turned over to United Artists exchanges, spelling an end to the arrangement for handling which SRO has had for the last year with National Film Carriers.

Broad outlines of the pact were agreed upon Wednesday in final conferences between Gradwell Sears, UA president, and David O. Selznick. Mary Pickford arrived here later in the week to discuss details of the new agreement. Approval of the UA board of directors will be necessary after the two partners have given it their okay.

Selznick will continue to maintain key city offices and the SRO selling organization will handle deals with major circuits. Three quarters of the company's revenue comes from circuit deals and first run accounts.

United Artists has facilities for handling more product in all kinds of situations and wants to cut overhead. Selznick, on the other hand, wants specialized treatment for his big pictures. Hence, the current deal.



David O. Selznick

During the remainder of the year and next year, SRO expects to release "Portrait of Jenny," which will open in Los Angeles around November 25, and "The Third Man," "The Eye Witness," and "Gone to Earth."

"The Eye Witness" is a Korda production starring Ralph Richardson and Michele Morgan. Selznick recently bought the distribution rights for the western hemisphere.

SRO's advertising and publicity departments will continue as is, it was announced.

Sidney Deneau New SRO Sales Chief As Milton Kusell Resigns Post

NEW YORK—Sidney R. Deneau, assistant general sales manager of Selznick Releasing Organization, has been named general manager of domestic distribution. Milton R. Kusell has resigned as vice-president in charge of sales, but will not leave SRO for some weeks during which time he will work with Deneau on pending sales negotiations.



Sidney R. Deneau

Further changes in SRO domestic affairs put the top management in the hands of a committee of three, consisting of Paul MacNamara, vice-president in charge of public relations of all the Selznick companies; Deneau and Leonard Case, treasurer. The changes were decided upon at a special meeting of the board of directors which was attended by David O. Selznick and Daniel T. O'Shea, here from California for the purpose.

All SRO sales and distribution personnel in the United States and Canada will work under Deneau, who is 37 and one of the youngest sales executives in the business.

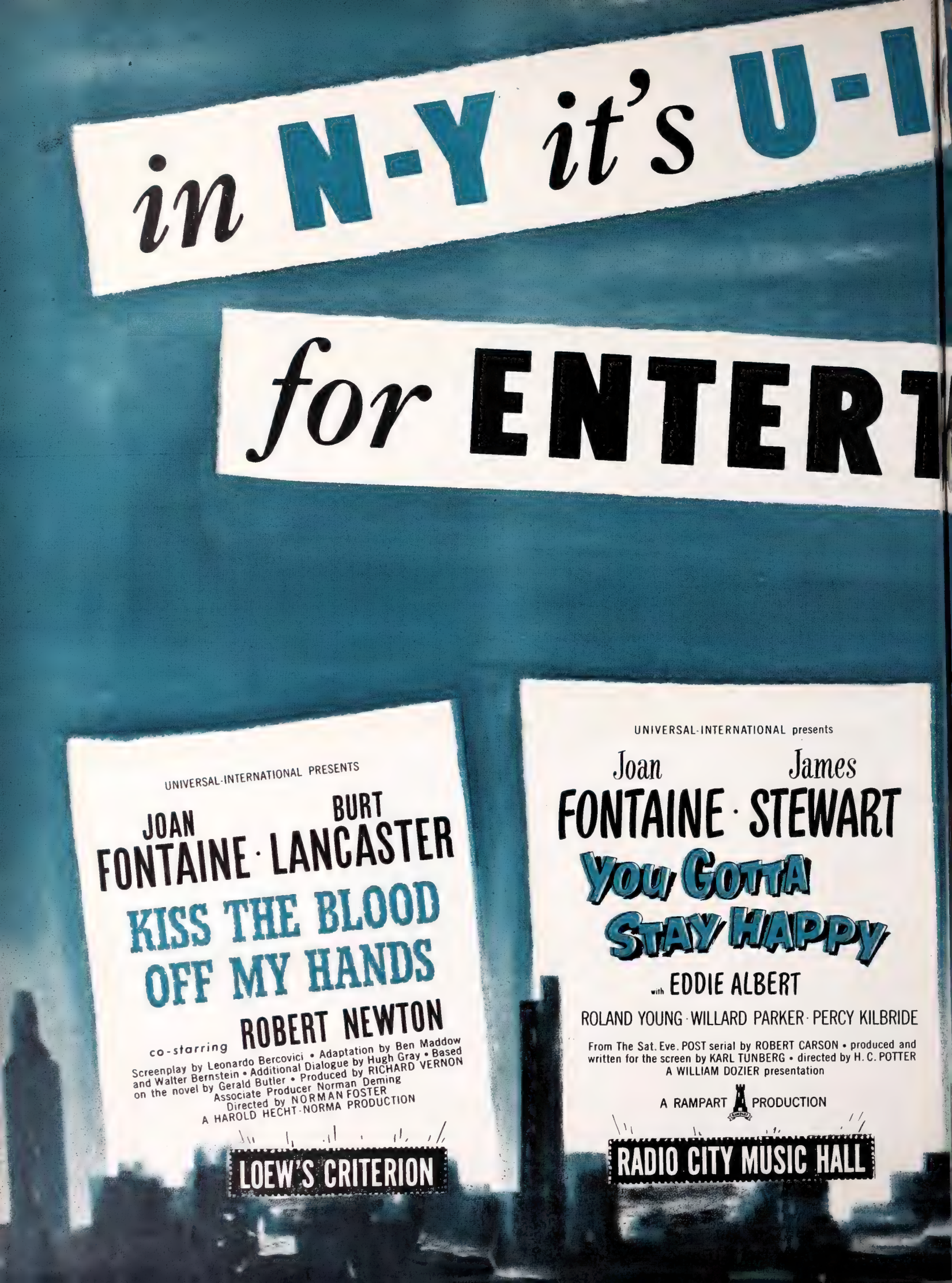
He has been in the industry for more than 20 years, starting with the old Fox Film Co. in New York City. In 1934, he moved into exhibition, joining S. H. Fabian as manager and treasurer of the Brooklyn Paramount and Brooklyn Fox Theatres. In 1936, he was transferred by Fabian to Albany, where he became film buyer and assistant zone manager. In 1939, he returned to New York City as chief film buyer for the expanding Fabian circuit. From 1942 to 1945, Deneau was in the army, which he left as a major on the general staff. In 1946, he joined the Schine circuit in Gloversville as general manager in charge of operation. In 1947, because of Mrs. Deneau's health, he was forced to leave Gloversville and he joined SRO as assistant general sales manager.

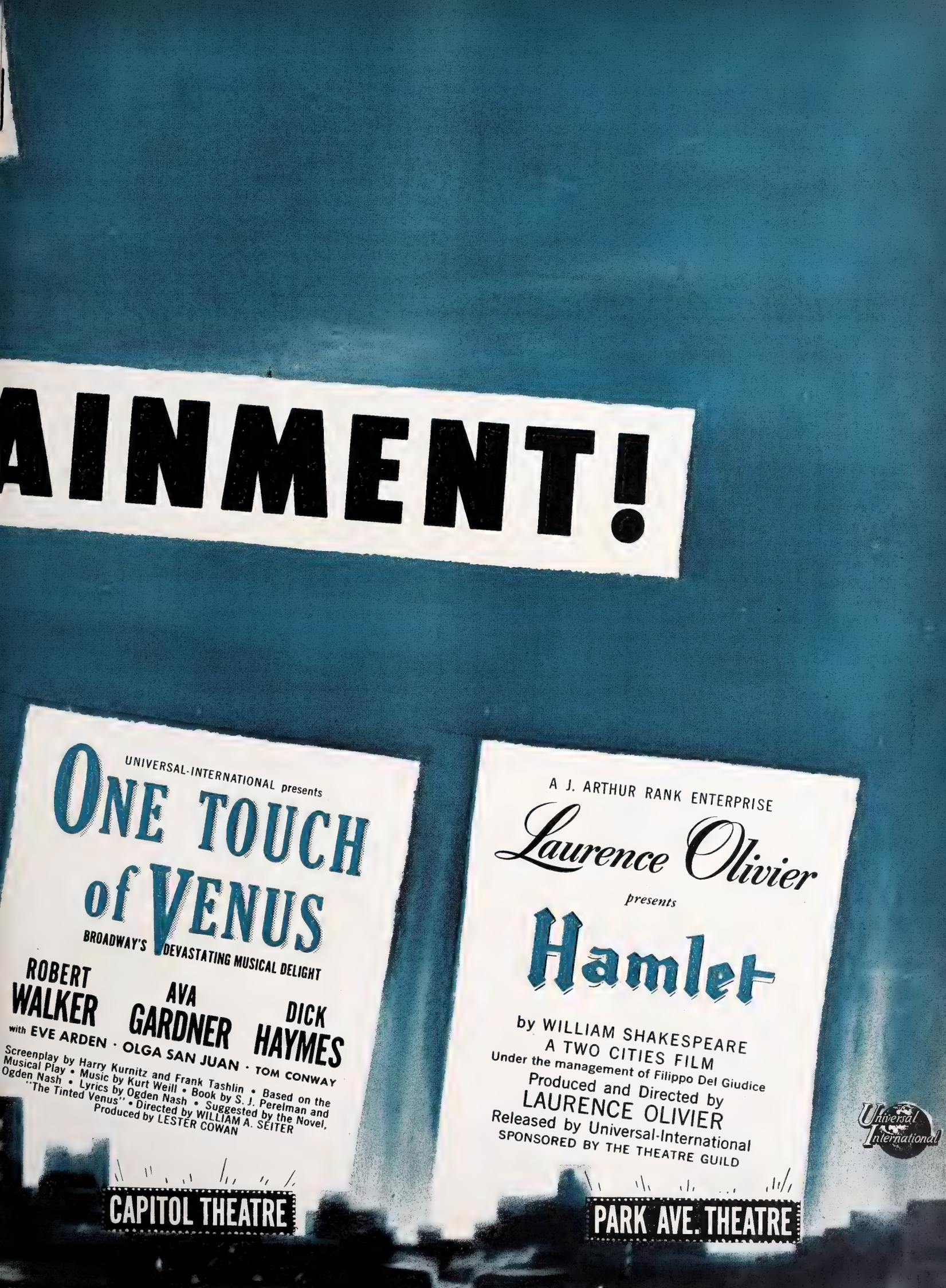
Weller Succeeds Poole As ITOSCA Secretary

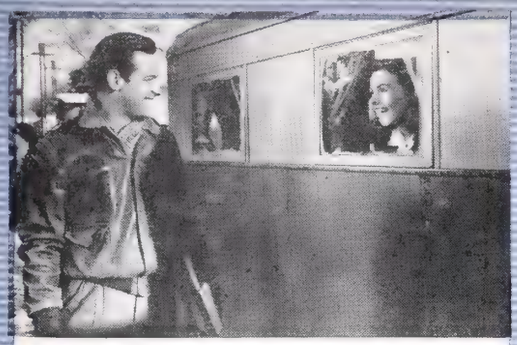
LOS ANGELES—Fred A. Weller, general counsel for the Independent Theatre Owners of Southern California and Arizona, has also been appointed executive secretary of the organization, succeeding Robert Poole, who resigned recently.

Weller's appointment was made by the ITOSCA's new board of directors, and was hailed by Leroy A. Pawley, new ITO president, as "an unusual organizational service to our members."

Weller, formerly with the Department of Justice's antitrust division, will maintain his private law practice in addition to his new duties.


in N-Y it's U-I
for ENTERT
UNIVERSAL-INTERNATIONAL PRESENTS
JOAN FONTAINE · BURT LANCASTER
KISS THE BLOOD OFF MY HANDS
co-starring ROBERT NEWTON
Screenplay by Leonardo Bercovici • Adaptation by Ben Maddow and Walter Bernstein • Additional Dialogue by Hugh Gray • Based on the novel by Gerald Butler • Produced by RICHARD VERNON
Associate Producer Norman Deming
Directed by NORMAN FOSTER
A HAROLD HECHT-NORMA PRODUCTION
LOEW'S CRITERION
UNIVERSAL-INTERNATIONAL presents
Joan FONTAINE · James STEWART
YOU GOTTA STAY HAPPY
with EDDIE ALBERT
ROLAND YOUNG · WILLARD PARKER · PERCY KILBRIDE
From The Sat. Eve. POST serial by ROBERT CARSON • produced and written for the screen by KARL TUNBERG • directed by H. C. POTTER
A WILLIAM DOZIER presentation
A RAMPART PRODUCTION
RADIO CITY MUSIC HALL


AINMENT!
UNIVERSAL-INTERNATIONAL presents
ONE TOUCH of VENUS
BROADWAY'S DEVASTATING MUSICAL DELIGHT
ROBERT WALKER
AVA GARDNER
DICK HAYMES
with EVE ARDEN · OLGA SAN JUAN · TOM CONWAY
Screenplay by Harry Kurnitz and Frank Tashlin • Based on the Musical Play • Music by Kurt Weill • Book by S. J. Perelman and Ogden Nash • Lyrics by Ogden Nash • Suggested by the Novel, "The Tinted Venus" • Directed by WILLIAM A. SEITER
Produced by LESTER COWAN
CAPITOL THEATRE
A J. ARTHUR RANK ENTERPRISE
Laurence Olivier
presents
Hamlet
by WILLIAM SHAKESPEARE
A TWO CITIES FILM
Under the management of Filippo Del Giudice
Produced and Directed by
LAURENCE OLIVIER
Released by Universal-International
SPONSORED BY THE THEATRE GUILD
PARK AVE. THEATRE
Universal International



JEANNE CRAIN AND WILLIAM HOLDEN AS THE GI COUPLE TEMPORARILY HOUSED IN THE TRAILER



SHOWING APPRECIATION TO EDMUND GWENN, RETIRED PROFESSOR, FOR HIS ATTIC APARTMENT



ANNOUNCING THEIR PLANS FOR A BIG FAMILY TO THE ONES WHO HAVE LEARNED TO LOVE HER

'Apartment for Peggy' Receives October Blue Ribbon Award

By VELMA WEST SYKES

TWENTIETH CENTURY-FOX made a winning picture in "Apartment for Peggy," which National Screen Council members voted to be best for whole family entertainment among October releases. Thus the BOXOFFICE Blue Ribbon Award for that month goes to this delightful film which weaves a pattern of humor, pathos, romance and human companionship into the background of current housing shortages for GI campus couples. Jeanne Crain's conversational "leap-frogging" in her role as Peggy is in excellent contrast to Edmund Gwenn's speech precision as the retired professor of philosophy, and he learns about life—and death—from her. William Holden manages to earn his own audience attention as the GI who struggles for an education along with the desire to take adequate care of his wife and the baby on its way, which makes an apartment so imperative. "Apartment for Peggy" is the second Blue Ribbon Award winner for 20th-Fox in 1948, the June Award going to "Green Grass of Wyoming."

For Jeanne Crain this is the first picture in which she has played a leading role that has received the Award, but William Holden has one other to his credit, "I Wanted Wings," for June of 1941. Edmund Gwenn now has a foursome of Blue Ribbon Plaques, his last being "Miracle on 34th Street" for July of last year. Of the cast, however, Gene Lockhart has appeared in the most Blue Ribbon pictures, this being his seventh. His last was also "Miracle on 34th Street." Production staff honors must go to Natalie Kalmus for the number of Award pictures, and this is the fourth which she has Technicolor-directed this year. Producer William Perlberg and Director George Seaton now will have two of the much-coveted Plaques for their office walls.

Film Has Numerous Assets

Reviewed by BOXOFFICE in the issue of September 18, this was the way the reviewer saw it in part: "If this isn't hailed as one of the season's outstandingly popular celluloid successes, with grosses in proportion to such acclaim, that will only be because everyone with a heart, soul, conscience and ability to laugh and cry has suddenly gone underground. The film's assets are numerous—among them Technicolor photography, a heartwarming, down-to-earth and honest story, and skilled direction by a recent Academy Award winner, George Seaton, who also contributed the script."

First run grosses as reported to BOXOFFICE from 15 of the 21 cities used to measure audience support of pictures gives "Apartment for Peggy" a rating as high or higher than 120 per cent in every city, and as high as 160 per cent and more in several. In most of the towns it has been held for at least the second week but it is bound to do as good or better business in the neighborhood and small town situations for it has that general family appeal which so many exhibitors have been demanding.

Fred Eastman, professor of drama and biography at the University of Chicago, found the winning film "as humorous and heartwarming as 'Miracle on 34th Street.'" Phil Willcox of Parents' magazine thought it "the most delightful all-family-audience production in years," and Mrs. George S. Graves, San Diego, state president of the A.A.U.W. contends: "A wonderful picture. The audience reaction perfect. Disregard Time (magazine) comment."

The Cast

Peggy.....JEANNE CRAIN
Jason.....WILLIAM HOLDEN
Prof. Henry Barnes.....EDMUND GWENN
Prof. Edward Bell.....GENE LOCKHART
Dr. Conway.....GRIFF BARNETT
Dorothy.....RANDY STUART
Ruth.....MARION MARSHALL
Jeanne.....PATI BEHRS
Prof. Roland Pavin.....HENRI LETONDAL
Prof. T. J. Beck.....HOUSELEY STEVENSON
Della.....HELEN FORD
Mrs. Landon.....ALMIRA SESSIONS
Prof. Collins.....CHARLES LANE
Carson.....RAY WALKER
Librarian.....CRYSTAL REEVES
Delivery Boy.....RONNOLD BURNS
Jerry.....GENE NELSON
Student.....BOB PATTON
Wife.....BETTY ANN LYNN
Nurses.....THERESE LYON, ANN STAUNTON
Salesmen.....HAL K. DAWSON, FRANK SCANNELL, ROBERT B. WILLIAMS
Boy.....PAUL FRISON

Production Staff

Executive Producer.....DARRYL F. ZANUCK
Producer.....WILLIAM PERLBERG
Screenplay Director.....GEORGE SEATON
Story by.....FAITH BALDWIN
Technicolor Color Director.....NATALIE KALMUS
Associate.....CLEMENS FINLEY
Music.....DAVID RAKSIN
Musical Director.....LIONEL NEWMAN
Orchestral Arrangements.....HERBERT SPENCER, MAURICE DE PACKH
Director of Photography.....HARRY JACKSON, ASC
Art Director.....LYLE WHEELER, RICHARD IRVINE
Set Decorations.....THOMAS LITTLE, WALTER M. SCOTT
Film Editor.....ROBERT SIMPSON
Wardrobe Director.....CHARLES LE MAIRE
Costumes Designed by.....KAY NELSON
Makeup Artist.....BEN NYE
Special Photographic Effects.....FRED SERSEN
Sound.....E. CLAYTON WARD, ROGER HEMAN

THE BEST PICTURE OF THE MONTH
BOXOFFICE
Blue Ribbon
Award
FOR THE WHOLE FAMILY

This Award is given each month by the National Screen Council on the basis of outstanding merit and suitability for family entertainment. Council membership comprises motion picture editors, radio film commentators, and representatives of better film councils, civic and educational organizations.

MORE MONEY for YOU

if you use the

BLUE RIBBON AWARD KIT to Sell "APARTMENT FOR PEGGY"

OCTOBER AWARD WINNER

KIT COMPLETE $1.50

8 2"x 3" DIE-CUT GUMMED SEALS — ... in striking blue-and-gold! Use them to snipe 8 x 10 and 11 x 14 stills.

4 3½" x 5¾" DIE-CUT GUMMED SEALS — ... attention compelling! Perfect for sniping 14x36 and 22 x 28 inserts!

2 DIE-CUT GUMMED RIBBONS — 4" x 4" ... for sniping 1-sheets, 30x40s, 40 x 60s and Banners!

6 MATS — ... three one-column, three two-column. Ideal for borders and inserts on your newspaper ads!

ONE ONE-SHEET — ... attractively printed in rich blue-and-gold. Use it for sniping 24 sheets and in a lobby frame!

Use this TAIL-PIECE after Feature Trailers and before the Feature!

NOW! . . . ANOTHER BLUE RIBBON AWARD WINNER for smart showmen to capitalize on . . . "APARTMENT FOR PEGGY" . . . it's the National Screen Council's choice for OCTOBER. Use the BLUE RIBBON AWARD KIT to remind patrons that this picture is BLUE RIBBON ENTERTAINMENT, and to add to the promotional opportunities in your lobby, newspaper and screen advertising. This Prize Package contains colorful die-cut seals and ribbons for your lobby displays, 1 and 2 column mats for your newspaper space, and a beautiful 2 color 1 sheet. Above all DON'T OVERLOOK the value of your screen . . . a TAILPIECE and a fine NSS TRAILER are available to point up to *your audience* that the BLUE RIBBON AWARD picture is Top Entertainment! Order your BLUE RIBBON AWARD KIT and TRAILERS . . NOW!

Here's the Trailer!

"Winner of the BOX OFFICE Blue Ribbon Award . . . Selected by the NATIONAL SCREEN COUNCIL . . . comprised of 242 Motion Picture Editors of Newspapers and Magazines . . . 30 Radio Commentators . . . 170 Clubwomen and representatives of social, civic, Religious and Educational Organizations . . . as the BEST PICTURE OF THE MONTH for the Whole Family!"

BRA-1 . . . $3.25



Order from your nearest NSS Exchange

BRA-2 $1.00

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Men and Events

By JAMES M. JERAULD

Optimistic Eric

ERIC JOHNSTON, MPAA president, is quoted in the U.S. News and World Report as saying that the pictures to be sold to Russia will give Russians a "balanced portrayal of the American scene"; that the Russians will be allowed to make deletions from U.S. films, but that they will not be allowed to add anything.

How American distributors will find out whether or not anything has been added is a prize mystery. A man has to be a super-optimist to think it can be done.

In this country three years after the war the Department of Justice and various agencies of this industry are still catching up with stolen 16mm prints of films intended for the armed services. Titles have been changed on some of them.

Nobody has the vaguest idea how many of these 16mm prints are in circulation in other parts of the world.

After a print goes to the other side of the Iron Curtain it is a certainty that the Russians will do with it whatever they happen to feel like doing.

The day after the national election the Romanian government — which is controlled by Russia—seized the offices of the Motion Picture Export Ass'n in Bucharest with all the prints of pictures and all the equipment. The industry has been nationalized there—by direction of Russia.

If Russia decides it wants to show any of these seized prints it will do so.

How About a Poll?

A NEAT and refined way to torture Manhattan film men from Wednesday through Saturday last week was to ask them if they wanted to take a poll on something—advertising penetration, want-to-see titles, youth preference, etc.

Tuesday night, up to and after 9 o'clock, it was possible to walk into any of the mid-Manhattan eateries where film men gather and get long odds on Dewey against Truman. In the early evening these odds were still 20 to 1, with Dewey the favorite.

A prominent executive boasted loudly that he had $25,000 up on Dewey. And the head of one large theatre company didn't mind letting his associates know that he "had shot the works" on Truman.

Some of his friends told him they felt "sorry" for him.

By noon Wednesday the "sorrow" had turned into anguished cries—"Quick, Henry, the aspirin!"

Wanger Surprised, Too

WALTER WANGER says that when he came to New York last month to plan for the opening of "Joan of Arc" he heard an "enormous amount of double talk from pool-takers with no experience in the show business."

He admits he was impressed, but not so completely impressed as was Dewey and his aides.

Now, he says, it is time to do some revised thinking about advertising, publicity and exploitation—time to get down to the brass tacks of a new approach. Whatever is wrong with the picture business at present, he says, is not due to pictures; it is due to management.

Plain talk, what? Members of Ampa who heard it were impressed. The applause was spontaneous and prolonged.

Good Election Draw

CROWDS in Times Square are traditional on election nights. Board barricades protect windows against the jam. Anything that can pull a full theatre audience out of this massed excitement is good. The Paramount Theatre tube-to-film television did it November 2.

Three edited segments of the eight-hour and 22-minute election returns from WPIX were shown, instead of the regular newsreel.

This was the first television program ever advertised in advance by the theatre.

The returns were put on at 9:50 p. m., 11:10 p. m. and 12:47 p. m. and the audience cheered. It was quite a feat with human interest angles to supplement the verbal reports. Jimmy Jemail, inquiring photographer of the News, introduced street interviews picked up in Times Square.

Something really new in show business!

Matthew Neeley Returns

IN THE mass of election returns which filled the newspaper pages there was a name that evoked memories among film men. It was Matthew Neeley. He was the U.S. senator from West Virginia, who, over a period of years, kept the Neeley anti-block booking bill alive in the senate.

In those days the possible end of block-booking seemed like the possible end of the world to film distributors. In their minds Neeley was an out-and-out radical who ought to be suppressed. Neeley had the ardent support of Allied and the Motion Picture Research Foundation.

Block-booking has become an academic issue and has moved off the stage, but Neeley is back. He is again U.S. senator, or will be when the new Congress takes over. He is now 74 years old.

Widespread Expansion

ST. CLOUD AMUSEMENT CO. now has 17 theatres in New Jersey, two in Wisconsin and two in St. Louis.

If this keeps up, the navy recruiting poster can be paraphrased with—"Join St. Cloud and see the United States."

Honor C. E. Kenneth Mees

CINCINNATI—Dr. C. E. Kenneth Mees, vice-president of Eastman Kodak in charge of research, has been awarded the progress medal of the Photographic Society of America. The presentation was made here at the 1948 convention. Dr. Mees described the varied phases of research carried on in the Eastman laboratory since 1912.

Trade to Pay Tribute To R. J. O'Donnell

DALLAS—Texas showmen and some of the film industry's top figures will come here December 4 to attend a testimonial dinner for R. J. O'Donnell, vice-president and general manager for Interstate circuit and chief barker of Variety Clubs International. The occasion will mark O'Donnell's 25th year in Texas show business.

The affair is being sponsored by Texas Variety Club and will be held in the ballroom of the Baker hotel. Bob Hope and Harold G. Hoffman, former New Jersey governor, are among the first outstaters to send in reservations for the dinner.

Raymond Willie is general chairman of the testimonial committee, and members include Julius Schepps, William O'Donnell, James O. Cherry, Ray Beall, Torrance Hudgins and Francis Barr.

O'Donnell is a native of Chicago, who started his career as an usher. He spent a number of years in various theatrical capacities in New York and came to Texas a quarter of a century ago to join the Interstate circuit.

Variety Clubs to Present Father Flanagan Statue

OMAHA—Variety Clubs International will present a memorial statue in tribute to the late Father Flanagan to Boys Town, Msgr. Nicholas H. Wegner, Boys Town director, announced here. It will be a Bedford stone monument showing Father Flanagan and four of his boys. Eugene Kormendi, resident sculptor at the University of Notre Dame, created the monument.

It will be erected at the north end of the parkway between the new trade school and field house, Monsignor Wegner said. The statue is 7½ feet tall and mounted on a 6x6-foot base.

Unveiling will be November 28, Edward Shafton, Omaha Variety Club spokesman said. He is in charge of arrangements. The ceremony will be open to the public. A. H. Blank, head of Tri-States Theatres, and General Manager G. Ralph Branton, both of Des Moines, are among those who have announced they will attend from out of town.

The late Monsignor Flanagan was named recipient of the first humanitarian award presented by the Variety Clubs International in 1938.

Motion Picture Pioneers To Honor Gus Eyssell

NEW YORK—Gus S. Eyssell will be named the picture pioneer of the year at the ninth annual dinner of the Motion Picture Pioneers to be held at the Waldorf-Astoria hotel November 17.

Eyssell, president and managing director of Radio City Music Hall and executive manager of Rockefeller Center, was recently guest of honor at a testimonial dinner in Kansas City. Local civic leaders and presidents of the film companies gathered there last month to celebrate his 30th anniversary in the motion picture business. Ben Shlyen, publisher of BOXOFFICE, made the gift presentation of a gold, platinum and diamond money clip.

Three MPAA Meetings Set for This Week

NEW YORK—Major problems of the industry are scheduled for discussion at a series of meetings with Eric Johnston, president of the Motion Picture Ass'n of America, November 16-18. Subjects on the agenda include conciliation, public relations, foreign trade. codes, censorship and television, and an attempt will be made to get members of the MPAA to agree on a date for a west coast meeting.

The meetings also will aim at a closer relationship between the MPAA and its affiliate, the M. P. Producers Ass'n. Johnston also is president of the latter.

Johnston was here from Washington November 9 arranging for the meeting and appearing on the Martha Deane radio show over WOR-Mutual to tell about his new book, "We're All in It," published by E. P. Dutton & Co.

Disks, Giveaways Galore For Danny Kaye Picture

NEW YORK—Seizing its exploitation opportunities where they find them, RKO and Samuel Goldwyn are supporting the current national release of the new Danny Kaye-Virginia Mayo starrer, "A Song Is Born" with a radio and music exploitation campaign that is remarkable.

James A. Mulvey, president of Samuel Goldwyn Productions, estimates that by the time the picture finishes its first run engagements around the first of the year, more than 30,000 transcriptions will have been distributed without cost to the exhibitors of the country.

Many of these transcriptions exploit the jazz and the hot musicians, Benny Goodman, Tommy Dorsey, Lionel Hampton, Louis Armstrong, the Golden Gate Quartet and the Page Cavanaugh trio, featured in the picture. Others are "open end interviews" for the use of disk jockeys. Dr. Sigmund Spaeth, eminent musicologist and tune detective, wrote a piece and did a transcribed talk which is being made available to exhibitors.

To encourage contests and local radio package deals, the Goldwyn office and its associate, RKO, have provided a whole group of jewelry novelties, a complete line of "Song Is Born" neckties, featuring musical motifs, a specially designed wallpaper, the already famous "High Note" line of cosmetics marketed by Harriet Hubbard Ayer and many other novelties. Many other prizes have been promoted by exhibitors in cooperation with their local stores and enterprises.

Funeral Services Held For Edgar Kennedy

HOLLYWOOD — Services were conducted November 12 with interment following at Holy Cross cemetery for Edgar Kennedy, 58, one of the last of the original "Keystone Kops" and a prominent film comedian since 1911. Kennedy, noted for his "slow burn," died November 9 at the Motion Picture hospital of cancer of the throat.

Under contract to RKO for the past 18 years, Kennedy appeared in approximately 500 pictures during his career, of which 106 were two-reelers for RKO. He leaves his wife, a son Larry and a daughter Colleen.



RELIGIOUS FILM PACT — Contracts for a $2,500,000 religious film in color were signed at Tulsa, Okla, recently by Kroger Babb (left), co-owner of Hollywood Productions and Hygienic Productions, Inc., and Neil Bogan (right), president of Principle Films, Inc. Charles R. Kirk (center) of Wilmington, Ohio, is counsel for Hygienic Productions. Contracts concluded negotiations for production and worldwide distribution of the Lawton, Okla., Easter Sunday pageant which depicts the life of Christ and is presented each year in an amphitheatre at Lawton's famed Wichita mountain before an audience of more than 200,000 persons from all parts of the United States as well as Canada and South America. The film—which is temporarily known as "The Lawton Story"—is still without an official screen title. It will have a cast of more than 3,000 and is said to be the first screen attempt at portrayal of the life of Christ in complete story form.

Supreme Court Turns Down Writer Lawson's Appeal

WASHINGTON — The supreme court refused to consider the appeal of Screenwriter John Howard Lawson from his district court conviction on contempt of Congress charges. Lawson, convicted because of his refusal to tell the house un-American activities committee whether he is a Communist, had sought to bypass the court of appeals in his attempt to reverse the lower court. It is likely the case eventually will go to the supreme court anyhow.

The Lawson case will set precedent for the cases of the other nine "unfriendly" witnesses in the Hollywood hearing.

The same day the supreme court refused to take this case, the District of Columbia grand jury brought down an indictment on four counts of fraud against the government naming Chairman J. Parnell Thomas of the un-American activities committee.

Warner of Manleys Off On a Five-City Visit

NEW YORK—P. A. "Bob" Warner, vice-president of Manley, Inc., left this week for an extended tour which will take him to Boston, Chicago and to Kansas City, where he will meet Charles G. Manley and B. J. McKenna for conferences.

Show Business Stars Help TB Campaign

NEW YORK—Twenty-five screen, stage and radio stars are featured in a series of six radio transcriptions produced by the National Tuberculosis Ass'n. The records will be used by the 3,000 affiliated state and local associations during the 42nd annual Christmas Seal sale which opens November 22 and will run through December 25.

The transcriptions include two variety shows, one with Eddie Cantor and the other with Jimmy Durante and Garry Moore; two musical shows with Ginny Simms and Mark Warnow; a 15-minute dramatic show with Van Heflin, and 20 spot announcements with the following: Jack Carson, Ronald Reagan, George Murphy, Dick Powell, Eddie Bracken, Margaret O'Brien, Dorothy Lamour, Douglas Fairbanks jr., Esther Williams, Miss Simms, Jack Haley, Henry Fonda, Fannie Hurst, Gertrude Lawrence, Gene Tierney, Joan Caulfield, Lanny Ross, Lena Horne, Joe E. Brown and Beatrice Lillie.

Hu Chain directed the shows, which were made with the cooperation of the Hollywood Coordinating committee, AFM and American Federation of Radio Artists.

Small Business Committee To Hear Myers Nov. 15

WASHINGTON — Canceling its plan for hearings during the forthcoming National Allied convention in New Orleans, the house small business committee will hear Allied General Counsel Abram F. Myers here Monday, November 15. Myers will deliver an extensive resume of the testimony the committee took during its field hearings this fall, when a number of independent exhibitors appeared with complaints against the majors, and will offer a series of legislative recommendations.

Once the chief federal enforcement officer for federal trade and antitrust legislation, Myers is expected to recommend legislation in both these fields. Establishment of special antitrust courts to speed up antitrust cases in the film industry and other industries probably will be proposed, as well as an amendment to the Robinson-Patman Fair Trade law to ban discrimination against independent exhibitors on film rentals.

Rep. Wright Patman of Texas, who will become chairman of the committee if it is continued in the next Congress, already has told BOXOFFICE he intends to press for the continuation of the committee.

Money Is Free—Or Was At Palace in Jamestown

Jamestown, N. Y.—Sometimes it pays to advertise and sometimes it doesn't. Take the case of Gus Nestle, manager of the Palace Theatre, a Warner house here.

Nestle put in an ad plugging a giveaway show he was planning for the following week and he posted a sign reading: "Money Is Free at the Palace."

Next morning he reported to the police that somebody had broken into the safe during the night and had disappeared with $1,000.

London Report

By JOHN SULLIVAN

PRODUCTION WAS HALTED last week at J. Arthur Rank's Denham studios by a lightning strike which has cost the production company an estimated $70,000 due to three days holdup. The background story behind the strike is that Rank, in common with every other producer in this country, is determined to bring his costs down and the unions are equally determined to insure that as many of their members as possible stay in employment. On October 29, 92 studio employes were dismissed as the studio management claimed that they were redundant and at a protest meeting attended by nearly all the 17,000 technicians employed at Denham it was decided that the workers would strike if the redundancy notices were not withdrawn.

By Wednesday, November 3, union officials had persuaded them to go back to work while they negotiated with the employers' representatives. The men agreed to this and were influenced probably by the fact that although they had appealed to other studios to come out on a sympathy strike this had not materialized. When the same proposal was made a couple of years back all studios downed tools to enforce their demands and it may be significant that the present feeling among technicians is to confine these disputes to the studio at which they occur. It is only when all studios are working to capacity and the production workers know that their services are in great demand that they will take the risk of universal strike action.

In the present case, although the strikers refused to go back to work until the redundancy notices were withdrawn they have, in fact, been persuaded to do so. They stressed, however, that they still might strike again if the employers could not put up a good case for the dismissal of the men. Employes' representatives claim that far from these men being redundant the studio needs even more men than are at present employed, as it is part of the announced production drive of the Rank group to change Denham over from a studio producing three pictures at once to a four-picture schedule.

* * *

THE LABOR UNIONS probably will become very vocal again over another event this week—this time, the compulsory closing of another studio. Arthur S. Abeles jr., as managing director of Warner Bros. in England, has revealed that his company will close down its British studio as from this week. The reason WB gives for taking this step is that the company rebuilt and reopened it after its wartime bombing with the idea of leasing it to independent producers. Two productions have been made there since the reopening, Edward Dryhurst's "Noose" and N. A. Bronsten's "Silent Dust." The last-named came off the floor in July and at that time Abeles stated that they were in the market for a tenant. So far, no other independent has come forward with an offer to rent and the statement issued by the company says: "We cannot afford any longer to stand the cost of upkeep. It is an unhappy fact that studios should have to close at a time when the new quota legislation demands an increase in British production, but I see no practical alternative."

As stated so often in this column independent production in England is, in most cases, independent in name only and the tendency is for an outside producer to tie himself up with one of the big distribution groups before he even takes his picture on the floor. This being the case, it means that any producer wishing to avail himself of studio space at Warners is presumably making his picture as a speculation and without a cut and dried guarantee of sale.

* * *

AS A RESULT OF THE terrific slating given by the London critics to "Bonnie Prince Charlie" some very peculiar advertising appeared in the London evening newspapers last week. The copy read: "The Scottish critics, who should know, praise 'Bonnie Prince Charlie' as a fine and exciting film. Some of the London critics have written about it not with a pen but with a hatchet. They say that the film cost over a million pounds. Actually it cost about half as much as they say and is many times as good." This appears over the signature of Alexander Korda and goes on to give a list of some of Korda's great films, most of which he made years ago, such as "Four Feathers," "Lady Hamilton," "The Ghost Goes West" and "The Private Life of Henry VIII." The advertisement ended: "Ungenerous critics may forget them. I am sure the British public do not." It seems an odd viewpoint for a producer to advertise a current film by telling the public how good his previous films were. No one denies that in his time Alex Korda has made a picture which will rank among the world's great classics, but the plain fact is that the present film is a very bad one and he certainly will get no more customers into the boxoffice by telling them how good the earlier ones were.

Since it was press shown, London Films has decided to take it back to the studio and cut about 20 minutes out of it. This is not the first time that this course has been adopted, for a similar procedure was followed over "Anna Karenina." Korda's motives in wanting to make large prestige productions are no doubt laudable, but it does seem that he should pay more attention to his script before the picture goes on the floor, for his production executives appear to be under the impression that mere length of footage makes a prestige picture. Overshooting by 20 minutes at present-day prices in England means ten or 15 days production time lost and with the lavish scale on which this picture was produced, that can mean many thousands of dollars wasted.

* * *

ONE SURPRISE LAST WEEK was the news from N. A. Bronsten that instead of using Riverside Studios his picture "Obsession" will be made at Rank's Pinewood Studios, and distributed by General Film Distributors. This is the film that Edward Dmytryk is directing with Robert Newton in the lead.

When Dmytryk first came over here the major companies were shy of using his services, although they acknowledged him as a first-class director and the news of the tie-up of this picture with the Rank interest came as a considerable surprise.

* * *

THERE HAS BEEN in recent weeks considerable bad feeling caused by the action of some critics of the national press in their reviews of British pictures. Some time ago American home office executives receiving press-cuttings from England were convinced that the press here was anti-American, but if that situation ever did exist it is certainly not true now. For many months film critics here have been attacking violently certain British pictures, mainly those which in line with the new economy campaign are being made on modest budgets. The new feeling among British producers is that the prestige picture is all very well and must continue, but that to make them, an increasing number of ordinary program pictures slanted at the widest possible market should also be produced. When these pictures are shown to the critics their reception is invariably unfavorable, although trade observers know that in most cases the films have more chance of immediate financial success than the more ambitious product. This tendency has now developed to such an extent that producers are considering the whole thing at BFPA level and may decide not to hold press shows in the future. Their argument is that critics at their morning press shows see the films at a bad time. They are viewed "cold" and the critic does not have the benefit of audience reaction. It seems probable that British producers will agree to cut out the idea of separate press shows and invite the critics to the first night or the first day's performance of any new film. The Rank Organization already has stopped the practice of holding press receptions after the performance, and it is very likely that some of its more modest films will not be shown at all to the critics but will start their run at a cinema just outside the west end and go straight into their release.

* * *

ONE AMERICAN COMPANY at least is applying to the National Film Finance Co. for government finance to make independent pictures in Great Britain. The company is United Artists and David Coplan, managing director, is basing his appeal for funds on the fact that UA consistently has distributed British product in the American market and elsewhere. He claims that dollar receipts of the films UA distributed amount to more than those received from any other source. There is every reason to believe that the company's application will be received sympathetically.

MPEA Lacks Information On Romanian Seizure

New York—The Motion Picture Export Ass'n has heard nothing from its eastern Europe representative at Prague regarding the taking over of its Bucharest office by the Romanian government November 3. Irving Maas, vice-president and general manager, said he was not surprised, since the MPEA had been out of business there for several months before nationalization went into effect, and that the action simply put a legal label on an existing situation. He felt that American companies would be paid for the films seized.


To a Waiting World..

WORLD PREMIERE

THURSDAY, NOVEMBER 11, 1948

VICTORIA THEATRE

Broadway at 46th St., New York, N.Y.

JOAN OF ARC

starring **INGRID BERGMAN**

A VICTOR FLEMING PRODUCTION

Produced by WALTER WANGER

Directed by VICTOR FLEMING

Based on the Stage Play "JOAN of LORRAINE" by MAXWELL ANDERSON

Color By TECHNICOLOR

A CAST OF THOUSANDS

with JOSE FERRER

FRANCIS L. SULLIVAN • J. CARROL NAISH • WARD BOND

SHEPPERD STRUDWICK • HURD HATFIELD • GENE LOCKHART

JOHN EMERY • GEORGE COULOURIS • JOHN IRELAND and CECIL KELLAWAY

Screenplay by MAXWELL ANDERSON and ANDREW SOLT • Art Direction by RICHARD DAY

Director of Photography JOSEPH VALENTINE, A.S.C.

Presented by SIERRA PICTURES, INC. • Released by RKO RADIO PICTURES

DRIVE-INS UP FROM 100 TO 761 IN 20-MONTH BUILDING BOOM

Open At Rate of More Than One Per Day, According To Survey by MPAA

By SUMNER SMITH

NEW YORK—More than six times as many drive-in theatres were built in the 20 months ending September 1, this year, than during the previous 14 years. The total leaped from 100 to 761, an increase of 641, at the rate of about 32 a month. This is more than one a day.

This total falls short of the 1,000 predicted for the end of this year by the enthusiastic backers of this new form of exhibition, but it is striking testimony to the sudden popularity of these ventures.

FIRST OZONER IN 1933

The figures were uncovered by the research department of the MPAA, under the direction of Robert Chambers.

The first drive-in was opened near Camden, N. J., in 1933. During the prewar years drive-ins were unpopular where there were neighbors because of the enormous volume of sound coming from the screen. In-car speakers came in later, but the building boom did not start until after the war when automobile use was resumed on a national scale.

The MPAA statistics were compiled from reports on the 31 exchange areas supplied by seven distributing companies. They provide valuable information and open the way for interesting conclusions and conjectures.

Some of the points they raise are:

What are the car and audience capacities of the drive-ins? How do they compare with "regular" picture theatres? In what sections of the country do drive-ins thrive best? How many days in the week and the year are they open and what are their program policies? How many are operated by circuits and how will a final decision in the antitrust case affect them?

A mere comparison of drive-in totals from year to year tells only part of the story of this mushroom growth. The figures on car capacity are revealing. The MPAA sets this total at 314,378. At the same time the American Automobile Ass'n estimates the number of registered passenger cars in operation at about 31,400,000.

ACCOMMODATIONS HIGH

So right now the drive-ins can accommodate about one out of every 100 registered passenger cars on American roads today. And this figure will continue to grow because the MPAA says that 86 more drive-ins were under construction during the period of the survey.

Then there is the matter of audience potential. On the basis of the generally accepted average of three persons to a car attending a drive-in show, these outdoor playhouses with all car spaces full accommodate 943,134 persons, or about one out of every 148 persons in the nation. Most of them put on two shows a night.

Now, how do drive-ins compare with "regular" picture theatres in number and capacity? The latter early this year totaled 18,351, seating 11,796,072. So while in number the drive-ins are only one to 24 of the "regulars," in point of audience potential they are one to 13.

Charlotte leads all exchange areas in total number with 108, of which only one, seating 200, is closed. The total car capacity is 23,644 cars. Six are controlled by circuits.

Dallas rates second with 78 having a capacity of 27,620 cars. All are active and circuits control 36 of them.

Cincinnati is third with 53 operating out of a total of 55. The capacity is 22,576 cars. The capacity of the two closed is only 350. Here seven are controlled by circuits.

Cleveland and Atlanta follow with identical figures of 51 active drive-ins, of which 15 are controlled by circuits. However, car capacity in the Cleveland area is 20,505 against 18,648 for Atlanta.

The areas with the least number of drive-ins are Milwaukee with two, Omaha with three and Des Moines, New Haven and Portland with five each.

Throughout the U.S., circuit-controlled drive-ins number 243, or about 32 per cent, with a capacity of 124,855 cars.

Operating on a year-around basis are 137 drive-ins, while 611 are seasonal. A few did not report on this feature. In the year-around classification are Atlanta with 49 drive-ins, Dallas with 32, Los Angeles with 19, San Francisco with 17, New Orleans with 10, Portland with five, Charlotte with three and Seattle with two.

The number of drive-ins open seven days a week totals 678. Each exchange area is represented in this grouping, but Dallas leads with 78, followed by Charlotte with 61, Cincinnati with 53, Cleveland with 50 and Atlanta with 43.

Those open six days a week total 65, with Charlotte the only double numeral entry with 45. None in the U.S. go in for five-day weeks, one is open four days and two are open three days or less.

As to program policies, 359 play single features, 97 double features and 290 alternate with both types of bills. Charlotte is far ahead in the single-feature grouping with 98, Dallas trailing a poor second with 50. In third and fourth places are Atlanta with 36 and Cincinnati with 25.

Only eight drive-ins in the U.S. had weekly program changes, half of them in the Chicago territory. Thirty-five changed their programs twice a week, 352 three times, 309 four times and 42 five or more times.

LOS ANGELES AREA LEADS

The leading areas in which construction is going on are Los Angeles with 11, Pittsburgh with eight and Atlanta, Boston and Oklahoma City with seven each. Circuits control 27 of the 86 being built. No capacities are given.

Of the 13 drive-ins not operating during the period of the survey, five were located in Boston where 24 were active, two in Cincinnati where 53 were active, two in Los Angeles where 19 were active, one in Atlanta where 50 were active, one in Buffalo where 16 were active, one in Charlotte where 107 were open and one in Denver where seven were active. Their total car capacity is 3,175 cars. The two in Los Angeles alone represented a capacity of 1,050.

Fourteen of the drive-ins are affected by the Department of Justice antitrust brief asking for the dissolution of partnerships and joint ownerships involving 1,347 theatres. agrees with the brief, with a sale of 13 of the 14 made obligatory.

OWNED BY PARAMOUNT

Six of these are controlled by Paramount-Richards Theatres. Their locations and car capacities follow: Jackson, Miss., 400; Baton Rouge, 440; Texarkana, Mobile and Pensacola, 500 each; Shreveport, 540.

Others charged to the Paramount list would be:

Beaumont and Port Arthur, 400 cars each, operated by the Jefferson Amusement Co.

Anderson, Columbia and Greenville, S. C., no capacities given, operated by the Wilby-Kincey Service Corp.

Albuquerque, 680 cars, operated by Texas Consolidated Theatres.

Des Moines, 700 cars, operated by Tri-States Theatre Corp.

The 14th drive-in is located at San Leandro, Calif., and operated by Golden State Theatres & Realty Corp.

Drive-Ins by Exchange Areas

	Theatres	Auto Capacity
Albany	17	6,525
Atlanta	51	18,648
Boston	29	10,725
Buffalo	17	8,741
Charlotte	108	23,644
Chicago	15	11,930
Cincinnati	55	22,576
Cleveland	51	20,505
Dallas	79	28,020
Denver	8	3,825
Des Moines	5	3,024
Detroit	28	13,755
Indianapolis	34	14,250
Kansas City	19	10,500
Los Angeles	21	13,106
Memphis	10	4,053
Milwaukee	2	1,554
Minneapolis	4	1,850
New Haven	5	2,150
New Orleans	16	6,129
New York	10	6,650
Oklahoma City	16	8,794
Omaha	3	1,850
Philadelphia	12	5,344
Pittsburgh	39	16,494
Portland, Ore.	5	2,800
St. Louis	12	4,940
Salt Lake City	26	11,179
San Francisco	21	11,791
Seattle	15	7,400
Washington, D. C.	28	11,626
Totals	761	314,378

(On an average of three persons per car, this is equivalent to adding 1,243,134 seats to the nation's total).

WB Sets 'Fighter Squadron'

NEW YORK—"Fighter Squadron," the Warner Bros. Technicolor production starring Edmond O'Brien, Robert Stack and John Rodney, will be nationally released the week of November 27. Three hundred pre-release engagements are being set in key situations.

Hollywood Report

By IVAN SPEAR

U.S. Stars Scheduled For Command Show

For the third straight year Hollywood film luminaries will be on hand for Britain's Royal Command performance, set for staging in London November 29. Designated to participate in the yearly hands-across-the-sea gesture are Alan Ladd, Virginia Mayo, Ronald Reagan, Joan Caulfield and Billy De Wolfe. In addition, American stars now abroad — including Robert Taylor, Elizabeth Taylor and, possibly, Myrna Loy—will take part.

The Royal Command picture this year won't be a Hollywood effort, however. It's J. Arthur Rank's "Scott of the Antarctic." The 1947 film was Samuel Goldwyn's "The Bishop's Wife."

The trip will be under the supervision of Norman Siegel, Paramount publicist who is serving as Hollywood coordinator for the affair.

Literary Market Improves With Seven Acquisitions

Authors and their agents found themselves with more bread in the house than in many past weeks as the period recorded a substantial rise with seven properties added to studio schedules. Warners built up its roster of sagebrushers with the purchase of "The Travelers," by Walter Doniger, depicting the struggles of a U.S. marshal to restore law and order in the cattlemen's wars of the '80s. Anthony Veiller will produce it . . . To Milton Sperling's United States Pictures, for distribution by Warners, went Henry Jordan's original semidocumentary, "The Linville Narcotics Case." Jordan was booked to write the screenplay . . . Producers Julian Lesser and Frank Melford of Windsor Pictures bought "Open House," a romantic comedy by Howard Eagan. Dealing with two newlywed couples, the opus is planned as a Guy Madison-Rory Calhoun starrer for Allied Artists release . . . Another AA production team, the King Bros., obtained rights to "The Giant Killer," a biography of the late Lieut. Joseph Petrosino, a New York policeman credited with breaking up the notorious Black Hand society. Burnet Hershey is writing the treatment . . . Producer Jack Wrather —who is also an oil tycoon—acquired "Wildcatters," an original by Arthur Hamm. Wrather, who recently completed "Strike It Rich" for AA distribution, hasn't set a release as yet for the new property . . . Bob Williams sold his original screenplay, "Death Valley Gunfighter," to Republic as an Allan "Rocky" Lane vehicle, with Gordon Kay to produce . . . To Orbit Productions went "Stranger in Town," magazine story by Curtis Kinney Thomas, for filming early next year. The property will be produced away from the Orbit schedule for Eagle Lion.

Brackett and Wilder To Be Separated

Paramount's top production twosome, Charles Brackett and Billy Wilder, aren't going steady any more.

Under the terms of new contracts just handed each of them, the studio "reserves the right, at its discretion, to associate them in connection with any picture to be made"—but in addition to such teaming each will be handed separate assignments, Brackett as a producer-writer, Wilder as a producer-director-scripter.

The Brackett commitment encompasses his exclusive services for the next five and a half years, while Wilder is booked for two pictures to be made within the next few years. Wilder is permitted to make outside commitments.

Both tickets become effective following completion of a current, as yet untitled, production project on which Brackett and Wilder are collaborating and which will get under way early in 1949.

They first began functioning as a team on "Bluebeard's Eighth Wife" and together turned out such successes as "The Lost Weekend," "To Each His Own" and "The Emperor Waltz."

Comic Book to Help Sell New 'Red Ryder' Series

Equity Pictures—the independent headed by Harry H. Thomas releasing through Eagle Lion—apparently intends to make every effort to see that the nation's younger set is fully aware that "Red Ryder" is coming back to the screen after a three-year absence.

Thomas has reached an agreement with Steve Slesinger, owner of the "Red Ryder" property, whereby the two inside covers of the "Red Ryder" comic book—a monthly publication—will be devoted to plugs for the forthcoming Equity film series. The comics have an estimated readership of 7,500,000—which could mean plenty of customers when "Ride, Ryder, Ride" and "Counselor at Gun-Law"—first two in the new series—reach the screens.

Drafting of Plans Started For Academy Awards

Although Hollywood's big party is still some months away, tentative plans for the 1948 Academy awards ceremonies already are being drafted. Assigned the gargantuan task of coordinating the yearly glamorfest is Don Hartman, member of the Academy's writers branch, who will have the assistance of a special committee including Charles Brackett, Jack Warner, Robert Haas, G. Carleton Hunt, Emmet Lavery, Perry Lieber, Gabe Yorke and Delmer Daves.

Date and locale for the ceremonies hasn't been announced, but the event in all probability will be staged in March of 1949.

MGM Borrows Errol Flynn To Co-Star with Garson

Loanouts have been few and far between for Warners' Errol Flynn, whose swashbuckling has been confined quite consistently to his home studio. Flynn, however, has been borrowed by MGM to play opposite Greer Garson, no less, in "The Forsyte Saga" . . . Republic signed Tom Brown for the title role in its prizefight opus, "Duke of Chicago" . . . Producer W. R. Frank set Dennis O'Keefe, Gail Russell, Ruth Warrick and Charlotte Greenwood for "Dan Patch," which goes into work shortly for United Artists release . . . Roland Winters takes time out from his "Charlie Chan" pictures to portray the heavy in Monogram's "Tuna Clipper" . . . Given a new seven-year acting ticket by Hal Wallis, Don DeFore will co-star with Barbara Stanwyck in "The Furies," which Wallis will make for Paramount.

Three Coming Releases Based on Hollywood

Ordinarily not averse to blowing its own horn, Hollywood nevertheless has pretty consistently avoided the production of pictures wherein the film capital itself has supplied the motivation, backgrounds and atmosphere. Now, however, discernible is a very definite trend toward the manufacture of films localed in Cinemania.

Latest to add impetus to the cycle is Glenn McCarthy Productions, the recently organized independent unit formed by the Texas oil millionaire, whose second film has been announced as "You Can't Do That!" a comedy set against the background of a movie cartoon factory. Slated for a January start, it is being written by Monty F. Collins and Frank Gill for an unannounced release. McCarthy's first, "The Green Promise," will be distributed by RKO Radio.

Recently completed by Warners was "Two Guys and a Gal," a Dennis Morgan-Jack Carson-Doris Day co-starrer, the plot of which also concerned movie-making and which was filmed "on location" right at the Burbank studio. Upcoming as a 20th Century-Fox entry is "You're My Everything," a burlesque on Hollywood's star system, which is on Lamar Trotti's production slate.

Two Producers Vacate Their Studio Berths

Two producers vacated their studio berths during the period. Jerry Bresler departs the Universal-International roster after two years with the company, during which he turned out four films—the last being "Live Today for Tomorrow," a Fredric March opus. Bresler, who did not announce his future plans, was previously a short subjects producer at MGM . . . In order to accompany her husband, Ben Lyon, to England, Bebe Daniels wound up her Eagle Lion production commitment. She had not turned out any celluloid for the company but was preparing a juvenile delinquency subject, "Catch Me Before I Kill," which will be reassigned to another producer by the studio. Lyon, 20th Century-Fox talent and casting executive, has been transferred to the company's London offices.

Leonard Goldstein draws the production reins at Universal-International on "Arctic Manhunt," northern adventure yarn to be megged by Ewing Scott. The latter garnered exterior footage last year in northern Alaskan outposts.

These men



C. J. FELDMAN
Western Sales Manager



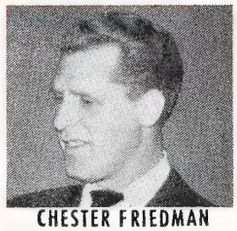
M. M. GOTTLIEB
District Sales Manager



FOSTER BLAKE
District Sales Manager



BARNEY ROSE
District Sales Manager



CHESTER FRIEDMAN
Editor, Showmandiser Section, BOXOFFICE

have $1500 for you

in U-I's UNITY DRIVE CAMPAIGN CONTEST!

These men are your judges in U-I's Unity Drive Campaign Contest.

If you book out of Albany, Boston, Buffalo, Cleveland, New Haven, New York, Philadelphia, Pittsburgh or Washington, D.C., these men have $1500 in cash prizes waiting for you.

Every exhibitor in America is invited to take part in U-I's Unity Drive between October 31, 1948 and April 30, 1949. Join us, in our effort to bring to your theatre the kind of motion picture entertainment most desired by the public, by presenting that entertainment with a maximum degree of showmanship so that we may all gain the greatest possible rewards for enterprise and work.

HERE ARE THE RULES

★ The U-I Unity Sales Drive competition among exhibitors is open to managers and theatre publicity men in the United States.

★ Entries will be judged on the basis of originality, initiative and promotional skill, with consideration for the theatre advertising budget and available facilities.

★ Each entry should consist of a brief summary listing all activities, substantiated by documentary proof-photos or snapshots, newspaper tearsheets, circulars, etc.

★ Campaigns should not be accumulated. They should be forwarded as soon as possible after playdates.

★ Exhibitors may enter a campaign on one or as many Universal-International pictures as they desire during the period of the competition.

★ Campaigns must reach the judges no later than May 15, 1949, to be eligible.

HERE ARE THE PRIZES

★ $4500 in cash prizes will be distributed to theatremen who submit the best promotion campaigns on any Universal-International picture played during the company's Unity Sales Drive starting October 31, 1948 and concluding April 30, 1949.

★ These prizes will be divided equally in U-I's three sales divisions—Eastern, Western, Southern. Prizes in each division will total $1500.

★ Theatres in each division will be classified in three distinct groups—affiliated circuits, independent circuits, unaffiliated theatres.

★ In each division, there will be identical first, second and third place prizes in each of the three different theatre groups. Best campaigns will be awarded $250; second best, $150, and next best, $100. Thus, there will be 27 major cash awards.

All entries become the property of Universal-International. In case of ties, duplicate prizes will be awarded.
All entries should be addressed: U-I Contest Judges, c/o BOXOFFICE, 9 Rockefeller Plaza, New York 20, N. Y.

Universal International

Ride high with UNITY!



Great Britain Arranges Sliding Scale Quotas

LONDON—Great Britain's new film quota has been reduced to a formula basis for the protection of those theatres which will be unable to devote 45 per cent of their top feature playing time and 25 per cent of the secondary time to British product.

Some will be unable to get that much British product due to competitive conditions. The first feature quotas will run from 40 per cent down to 10 per cent. The concessions, granted by the board of trade, apply to 1,353 independent theatres. These are somewhat more than one-fourth of the total of 4,706 theatres in Great Britain. Second feature quotas apparently will continue at a straight 25 per cent.

TWO MAIN CLASSIFICATIONS

There are two main classifications, each with subdivisions. The first is for independent exhibitors in opposition to circuits which play programs for an entire week.

In this grouping are: One independent against two circuits, 40 per cent; two independents against one circuit, 40 per cent; two independents against two circuits, 22½ per cent; three independents against one circuit, 30 per cent; three independents against two circuits, 17½ per cent; four independents against one circuit, 25 per cent; four independents against two circuits, 15 per cent; five independents against one circuit, 20 per cent; five independents against two circuits, 10 per cent; one independent against three circuits, 10 per cent; two independents against three circuits, 10 per cent.

Two-change-a-week houses: One independent against two circuits, 15 per cent; two independents against one circuit, 20 per cent; two independents against two circuits, 10 per cent; three independents against one circuit, 15 per cent.

The second main classification is independent exhibitors in opposition to each other.

Theatres changing once a week: one independent against two independents, 45 per cent; one independent against three independents, 35 per cent; one independent against four independents, 30 per cent.

Twice-a-week changes: one independent against two independents, 30 per cent; one independent against three independents, 20 per cent; one independent against four independents, 15 per cent.

Three changes per week: one independent against two independents, 20 per cent.

Rank Says U.S. Meeting Could Be Arranged

NEW YORK—J. Arthur Rank, Sir Alexander Korda and other top British film men told him they would like to meet with ranking members of the American industry here in the U.S. early next year, according to Bernard Kreisler, who has just returned from a 13-month survey of the foreign film industry for the Harvard School of Business Administration.

However, said Kreisler, a former distribution executive, they are doubtful that a conference can be arranged. A statement some time ago by Eric Johnston, MPAA president, that one was in the offing only confused them, they told Kreisler, because they had not been approached on the matter. In response to a question, he said he had not heard the rumor that the British want playing time guarantees before agreeing to a meeting.

Kreisler found the British people are convinced that their films are being denied bookings in this country. They blame U.S. circuits. When he told film men most of their product has little audience appeal here, they replied that an improvement in that respect already was well under way.

The only European area where American films are not preferred is Finland, Kreisler said. This is because the rate of illiteracy is so high most Finns can't read titles, so only films with Finnish dialog go over.

Minneapolis Projectionist Wins Seat in Congress

MINNEAPOLIS—Roy W. Wier, Democrat-Farm-Laborite, who was elected to Congress last week from the third district of Minnesota, is a member of Moving Picture Machine Operators, Local 13, IATSE. He was backed by Labor's League for Political Education.

Wier has been secretary of the Central Labor Union for 25 years and was a member of the board of education at one time. He ran against George MacKinnon, Republican, who voted to override President Truman's veto of the Taft-Hartley law.

RCA Official on a Tour

CAMDEN—J. F. O'Brien, sales manager of the theatre equipment section of the RCA, is visiting dealers and sales personnel in Los Angeles, San Francisco, Seattle, Minneapolis and Chicago.

WB Sets Release Dates Through January 15

NEW YORK—Warner Bros. has set release dates on seven features through January 15, starting with "June Bride," starring Bette Davis and Robert Monegomery, November 13.

The others are: "Fighter Squadron," in Technicolor, starring Edmund O'Brien, Robert Stack and John Rodney, November 27; "Angels With Dirty Faces," a re-release starring James Cagney, Pat O'Brien and the "Dead End Kids," and "They Drive by Night," a re-release starring Humphrey Bogart, Ann Sheridan and George Raft, both on December 11; "The Decision of Christopher Blake," starring Alexis Smith and Robert Douglas, December 23; "One Sunday Afternoon," Technicolor musical starring Dennis Morgan, Dorothy Malone, Don DeFore and Janis Paige, January 1, and "Whiplash," starring Dane Clark, Alexis Smith, Zachary Scott and Eve Arden, January 15.

IT'S A

SOUTH....

BIRMINGHAM, Melba...NEW ORLEANS, Joy...MEMPHIS, Malco

EAST....

CHICAGO, Apollo...DETROIT, Fox... CALGARY, Grand...WINNIPEG, Garrick

BOSTON, Paramount & Fenway...TORONTO, Imperial ...ATLANTIC CITY, Steel Pier...UTICA, Olympic

NORTHWEST

LOS ANGELES, Orpheum, El Rey, Belmont, Vogue & Culver...VANCOUVER, Vogue...SEATTLE, Orpheum...SPOKANE, Orpheum

STAMPEDE!

STARRING

Joan LESLIE · James CRAIG

Jack OAKIE

in Cinecolor!





Another hit for the BILL HEINEMAN DRIVE!

JOAN LESLIE - JAMES CRAIG - JACK OAKIE in "NORTHWEST STAMPEDE"
with CHILL WILLS - VICTOR KILIAN and The Dog, "FLAME" in CINECOLOR
Executive Producer David Hersh - Produced and Directed by Albert S. Rogell - Story and Screenplay by Art Arthur and Lillie Hayward
Suggested by Saturday Evening Post Article, "Wild Horse Roundup" by Jean Muir - An EAGLE LION FILMS Production

Washington Report

BY ALAN HERBERT

THIS CITY IS IN a period of suspended animation. After months of preparing for the Great Change, it is completely unprepared for the great change which has actually come upon it. And thus far nobody knows just what will happen.

Some things we can guess, but we can do no more than guess. We do not look for any important tax cuts next year—certainly no cuts in business taxes. Just how far price control will be carried is anybody's guess—we don't know, for instance, whether an attempt will be made to put a ceiling on fuel prices. We guess there will have to be fairly thorough price control, if there is to be any sort of federal control over wages.

The Department of Justice is in a peculiar position. It was generally thought it would be putting the incoming administration on the spot when it launched a series of major antitrust actions which would have to be carried through the courts next year or thereafter. The D of J is now obliged to go through with the most extreme antitrust program ever laid out. It will be watched so closely that political capital will be made of every concession.

It appears that Howard Hughes, who last year made the senate's Brewster committee look sick, last month pulled off a nifty which is even more impressive. We don't know whether he foresaw the election results, but we do know the others of the Big Five were governing themselves according to their belief that the change most of us were expecting would occur here. They reasoned that the new administration might be easier to deal with—or that the present administration might like to clean up this case before vacating office.

There are some who thought Hughes was a sucker, particularly in view of the general agreement that the government case against RKO was the weakest of the cases against the individual companies. They don't think so today. The eleventh-hour settlement by RKO is probably a good deal better for the company than what the government would have accepted a few days later.

Not that the Department of Justice has reason to be especially unhappy. The RKO consent decree was a victory for the government as well as for the company. After ten years of effort, the divorcement objective finally has been achieved in an important part of the industry, and even though the company involved had the smallest theatre holdings of the Big Five a major part of those properties will go to independent hands. Even the same settlement with the larger companies would amount to a government victory, though perhaps less far-reaching than what the government hopes to win via court order.

On Capitol Hill the battle for stronger antitrust legislation is sure to be pushed by such stalwarts as Senators O'Mahoney, Murray and Kefauver. The merger loophole which O'Mahoney and Kefauver have been trying to close up for some time probably will be blocked, and there is a possibility that some sort of legislation to assure independents of film prices comparable to those the circuits pay will be proposed. Even Senator Matt Neely of West Virginia will be back to help.

ANOTHER VERY DEFINITE possibility is legislation to set up a system of separate courts for antitrust litigation. This may prove to be especially interesting in the motion picture industry because it is virtually certain that the final judgment in the Paramount case will be followed by numerous treble damage cases based upon the court findings in the Paramount case.

It is more than ten years since that case was first filed by the government—with only three years attributable to the 1940 consent decree. The rest of the delay—seven years—is not unusual in a complicated case such as this was. But it is hoped that a special court might be helpful in speeding up the decisions in such cases.

The advantages would be greater ease in getting court hearings and greater familiarity with the antitrust laws and precedents by the judges.

We don't know just now what else is in the cards. We've gone out of the predicting business after what happened last week—although we certainly would be safe in predicting that J. Parnell Thomas will not be banging any gavels next year over the heads of Hollywood figures, be they red, white or blue.

COLUMBIA PICTURES
ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES
ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING

LEATHER GLOVES
with
CAMERON MITCHELL • VIRGINIA GREY
Jane Nigh • Sam Levene
Henry O'Neill • Blake Edwards
Screenplay by Brown Holmes
From a SATURDAY EVENING POST story by Richard English
Produced and directed by
RICHARD QUINE, WILLIAM ASHER

BLONDIE'S SECRET
Based upon the Comic Strip "Blondie"
created by CHIC YOUNG
with
Penny Arthur Larry
SINGLETON • LAKE • SIMMS
Marjorie Kent Jerome Cowan and Daisy
Original screenplay by Jack Henley
Directed by
EDWARD BERNDS

SMOKY MOUNTAIN MELODY
with
ROY ACUFF
Guinn (Big Boy) Williams
Russell Arms • Sybil Merritt
Carolina Cotton • Tommy Ivo
The Smoky Mountain Boys
Written by Barry Shipman
Directed by RAY NAZARRO
Produced by COLBERT CLARK

RACING LUCK
with
Gloria Stanley David Paula
HENRY • CLEMENTS • BRUCE • RAYMOND
Harry Cheshire • Dooley Wilson
Original screenplay by Joseph Carole, Al Martin and Harvey Gates
Directed by WILLIAM BERKE • Produced by SAM KATZMAN

CHARLES STARRETT • SMILEY BURNETTE
in
QUICK ON THE TRIGGER
with
Lyle Talbot • Helen Parrish • The Sunshine Boys
Original screenplay by Elmer Clifton
Directed by RAY NAZARRO • Produced by COLBERT CLARK

Pickman to Do Publicity For EL 'Mystery Drive'

NEW YORK—Max E. Youngstein, Eagle Lion vice-president in charge of advertising, publicity and exploitation, has named Jerry Pickman to represent the department during the forthcoming 18-week "Mystery Drive," which will start December 3. Pickman will work with Milton E. Cohen, eastern sales manager, who is serving as drive captain.

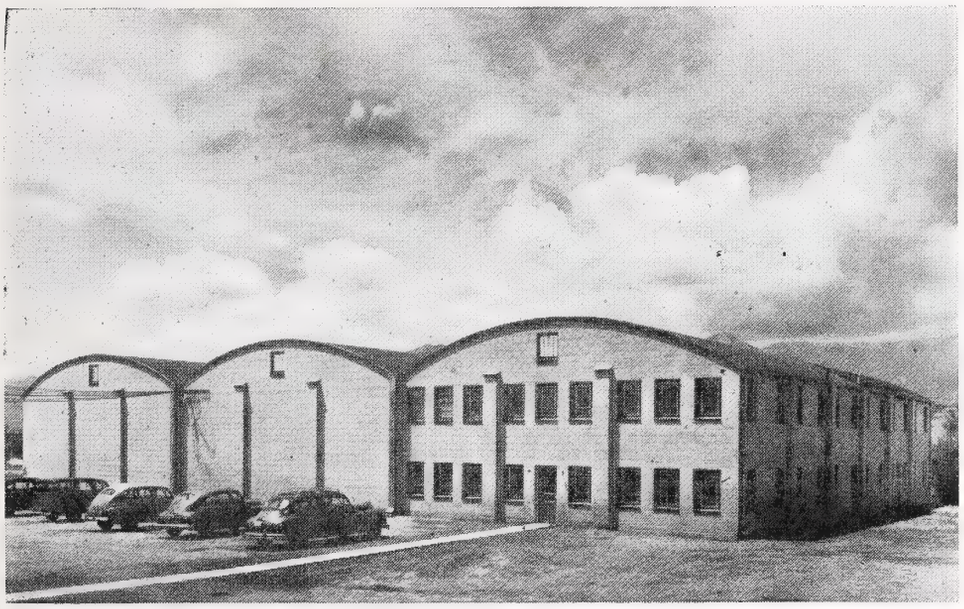
Each member of the home office advertising, publicity and exploitation departments and field exploitation representatives will be assigned one or more of the branches to handle special promotions in connection with the drive. Eagle Lion will also give an award to the branch arranging the most effective display for the drive.

New Canadian Theatres During 1947 Total 233

TORONTO—The Canadian film industry opened 233 new theatres in 1947, the government report issued this week revealed. This brings the total number of theatres in the Dominion to 1,693 houses.

For the year, aggregate expenditures for film entertainment totaled $78,685,000 including taxes. This amounts to a per capita expenditure of $6.30 compared to $6.15 the previous year. Despite the rise in per capita expenditure, film attendance dropped almost 7,000,000 in the year.

Six drive-in theatres, of which six are located in Ontario, reported gross receipts of $316,000 with an aggregate patronage of 637,000 persons over 12 years of age.



Alexander's New $250,000 Stage

SMART SHOWMEN CHOOSE ALEXANDER FILMS

Yes, thousands of smart showmen are screening Alexander short length advertising films because they are:

G O O D merchandising
B E T T E R color
B E S T productions

One of the finest commercial motion picture stages in the world was completed and equipped on the Alexander lot this year. Better facilities for production of the best merchandising films, to serve the local merchant and the national advertiser . . . for both theatre and television display.

Alexanders — for 29 years leaders in the field of production and distribution of short length advertising films —assure you Top Quality Productions.

Alexander films are the choice of smart showmen all over the country.

ALEXANDER FILM CO.

Colorado Springs, Colo.



Out Next Week

BOXOFFICE BAROMETER

EDITION

A Goldmine of Practical Information Of Everyday Usefulness for Exhibitors

plus

The MODERN THEATRE Red Book

Published under its own sturdy covers for year-round reference on all subjects concerned with the theatrical plant, including:

Expanded Editorial Features for Planning Guidance
Index and Digest of Modern Theatre Articles of Past Year
"Key to Better Buying" Directory of Equipment Sources
Index of Equipment and Supplies by Trade Names
Directory of Theatre Equipment and Supply Dealers

The MODERN THEATRE will continue to be published monthly as a bound-in section of BOXOFFICE. First 1949 issue will be dated January 8. Succeeding issues will be published on the first Saturday of each month. The Red Book Number, separately bound, will be published on the third Saturday of November.

THE GREATEST PLUS VALUE OF THE BUSINESS

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Cash, Credit

This department is honored to serve as one of the judges in Universal - International's exploitation contest among exhibitors in the Unity drive which will run until next April.

Two weeks ago we expressed the thought that by including exhibitors in the sales drive and by offering $4,500 in prizes for managers and theatre publicity men, U-I was buying a form of insurance for the success of its product. Bookings are not the only answer to distributor problems. Giving the exhibitor an incentive to merchandise the company's product will bring greater revenue for the exhibitor as well as the distributing company.

We think the BOXOFFICE Bonus does a grand job by inspiring theatremen to greater selling effort. We believe that most of the men in the field are anxious to earn a Citation of Honor. We are certain that the check which accompanies each citation is doubly welcome because it is a tangible reward for personal ability.

There may be some idealists who think they are in show business because their blood stream has become impregnated with some imaginary star dust. The practical realist knows he is in theatre business because it pays him better than any other type of work.

It's about time everyone in this industry began to take a more practical view of business. People try harder and work better when the rewards are greater. That applies whether the rewards are in the form of a salary or prizes.

This department has been selected to act as a clearing house for all campaigns entered in the U-I contest, which is handy for exhibitors. All such entries will receive full consideration for an additional $600 in Bonuses to be awarded by BOXOFFICE for outstanding ideas and promotions received here on any picture, short subject or institutional promotion during the next six months. Let's hear from you!

Chester Friedman

Practical Theatreman Executes Practical Seat-Selling Campaign

Sonny Shepherd of Wometco theatres used an all-around promotion campaign which literally helped to sell seats for the Miami Theatre in Miami.

Shepherd's campaign was designed to sell the new Kroehler Push-Back chairs which recently were installed in the Miami.

The advertising phase of his campaign included 15-inch Sunday ads placed in the Miami Herald, the Daily News and the Florida Sun to tie in with planted publicity releases on the same date. A trailer emphasized "cloud floating comfort." Underlines in daily newspaper ads for two weeks and the entire back page of the theatre program helped to bring the installation to the attention of Miami theatre patrons.

Radio contests planted with disk jockeys offered passes to listeners and an opportunity to try out the new chairs.

A sample chair was placed in the lobby with an invitation to patrons and passersby to try out the Push-Back innovation. Tieups



were arranged with two furniture stores handling Kroehler products using the theme, "In the home or theatre, Kroehler means comfort." The tieups resulted in window displays and co-op ads.

Page Co-Op Is Promoted On Ritz Remodeling

Following completion of major renovations at the Ritz, West Point, Miss., Manager Watson Davis promoted a full page co-op ad to inform the townspeople that the theatre has been modernized. Most of the page was devoted to interior and exterior scenes of the remodeled theatre, highlighted by an admission ticket to the Ritz, with the catchline, "Your Passport to the Entire World."

Page 'Blandings' Co-Op Scored by Bob Johnson

Bob Johnson, manager of the Rialto, Camden, Ark., promoted a full page of newspaper co-ops in conjunction with "Mr. Blandings Builds His Dream House." Six merchants paid for the cost of the page, which was topped by a huge illustration from the film and the playdates.

Congratulatory Ads

Observing the 21st anniversary of the Granada Theatre in Cleveland, Manager Edward Richardson promoted a full page of congratulatory ads from 26 local merchants. The Plain Dealer, Press and News, all Cleveland dailies, extended greetings to the theatre on their respective drama pages.

Ideal Father Contest Promotes 'Life' Date

An "ideal father" contest, started three weeks prior to the opening of "Life With Father" at the Forum Theatre, Los Angeles, was one of the highlights of Manager Reg Streeter's campaign.

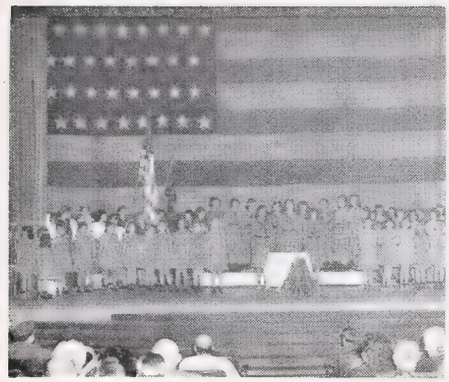
An entry blank ran in the Los Angeles Midwest News for three successive weeks. It included details of the contest and a list of participating merchants who contributed many prizes. All space in the News was promoted gratis.

Each merchant displayed signs giving details of the contest with full theatre credits. All gifts were placed on display in the lobby with a suitable display board supplying all information.

To promote extra interest, 5,000 heralds were distributed by throwaway method, and the theatre mailing list of 3,500 was circularized.

The merchants took care of all costs on the tieup which brought a very satisfactory number of entries.

The "ideal father" was presented to the theatre audience opening night, with businessmen and civic officials on hand for the ceremonies.







30 DAYS HATH SEPTEMBER; SHOWMEN USED ALL FOR YOUTH

Working under the handicap of serving a community which has no centralized youth committee, Dan Martin, manager of the Station Theatre, and R. S. Tretler, manager of the Huntington Theatre at Huntington, N. Y., did an outstanding job of promoting Youth Month.

The theatremen formed a local committee and submitted an outline of a comprehensive campaign which was adopted enthusiastically by the town supervisor, the executive secretary of the YMCA, superintendent of schools, president of the Chamber of Commerce and other civic officials.

The program included daily activities, most of which took place in one of the theatres. The most surprising note was the fact that capacity crowds turned up on successive evenings throughout the month to witness the proceedings and pay honor to the nation's youth.

The opening gun was an official proclamation from the town supervisor which broke all local papers on page one. The supervisor also urged all organizations in the community to lend full cooperation.

The three Huntington high schools each presented a program from the theatre stage on different nights. The school bands, glee clubs and Student Council executives participated actively. Wonderful audience reaction attested to the success of these "special school nights."

Church cooperation included a panel discussion on the subject, "Youth Looks at Our Town and Its Churches." The forum was staged at the Methodist church as part of the Youth Month program and was hailed by newspaper editors in front page stories and editorials.

More than 300 Girl Scouts from Huntington and several adjacent townships participated in a pageant on the theatre stage on Girl Scout night. Scores of friends and relatives of the Scouts were in the audience and likewise responded with enthusiastic applause.

Boy Scout night was observed with the presentation of a tableau depicting their activities, which was climaxed by a portrayal of the raising of the flag by the marines at Iwo Jima.

A program of acrobatic and gymnastic demonstrations by local "Y" teams and several Olympic performers highlighted an evening dedicated to the YMCA group.

The Chamber of Commerce came in with two promotions. In the first, a prize of $25 was offered to the youth who submitted the best essay titled, "Why I Like to Live in Huntington Township." The second involved a regular luncheon meeting presided over by a youth elected with other "Officials of the Day," who also attended as guests of the group.

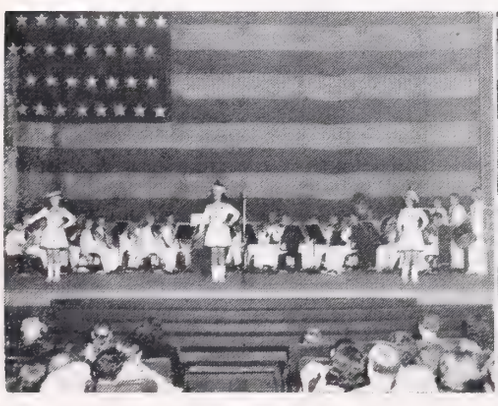
The Officials for a Day stunt involved the selection of high school honor students who substituted as town supervisor, chief of police, town justices, superintendent of schools, district attorney, newspaper editors and theatre managers on Youth day. Newspaper publicity in conjunction with this stunt as well as advance interest built up through the election of officials by the students themselves was extraordinary.

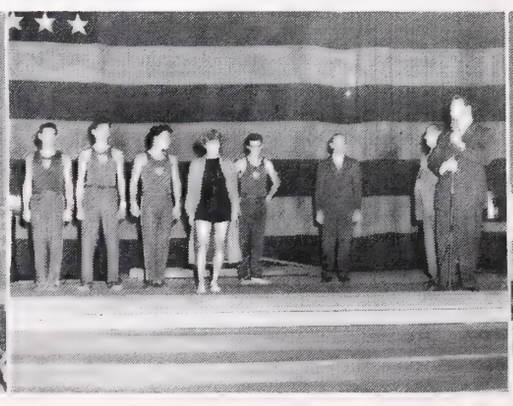
The local Board of Trade was moved to cooperate by recommending that the fire department band give a Youth Month concert. Announcements were made in the press and at all schools. In recognition of the firemen's interest in youth, the board voted a token gift of cash to the department fund.

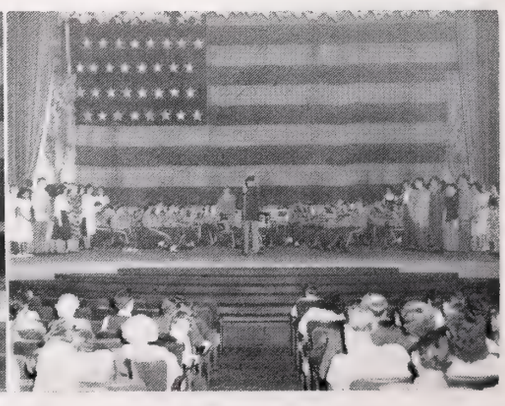
The Huntington Station Rotary club paid homage to the youth of the community by having a Father and Son luncheon with the high school G. O. president as speaker.

On the last Saturday of September, a free show for the kids was held at the Huntington Theatre, preceded by a costume parade. Scout contingents and other youth groups participated. The show and $50 in prizes were donated by civic-minded businessmen.

With the newspapers carrying daily stories of the program and the theatres acting in concert as the center of activity, the relationship between the youngsters of Huntington and the theatres, and the theatres' prestige with officials and the general public, has been placed on an extremely high plane.







SPECIAL YOUTH MONTH BONUS GOES TO CENTURY THEATREMEN

The special BOXOFFICE Bonus of $25 and Citation of Honor offered for the outstanding campaign conducted during September in behalf of Youth Month was awarded jointly to two Huntington, N. Y., theatre managers. They are Dan Martin of the Huntington Theatre and R. S. Tretler of the Station Theatre, who worked together in making Youth Month a memorable chapter in the history of the community. Both the Station and Huntington theatres are part of the Century circuit which operates in Brooklyn and Long Island.

The team engaged a campaign which was spread over the entire month of September with sustained activity almost every day.

Half of the $100 in BOXOFFICE Bonuses for October also was divided among five theatremen for activities of an outstanding nature in direct connection with Youth Month.

They are: FRED BOEMER, manager of the Wellston Theatre, St. Louis.

DAL SCHUDER, manager of the Pixy, Edinburg, Ind.

JESSE WHITE, President Theatre, Manchester, Ga.

RALPH LANTERMAN, Paramount Theatre, Long Branch, N. J.

DWIGHT KIRK, Paramount Theatre, Middletown, Ohio.

Each of the above named showmen will receive a $10 Bonus plus a citation from BOXOFFICE.

George Forhan jr., assistant manager of the Capitol Theatre in Kingston, Ont., received a Bonus for exceptional effort and skill in arranging a series of window displays to promote "The Emporor Waltz." Forhan, who only recently was assigned to the Capitol, took over during the vacation of the manager and delivered a creditable job by turning some of the finest window locations in the main shopping section into attractive theatre billboards.

For scoring a double truck newspaper co-op in the Schenectady, N. Y., papers two days in succession, a Bonus was awarded to Phil Rapp, manager of the State Theatre in that city.

Ray Light, manager of the Maryland Theatre in Cumberland, was awarded a Bonus for a general tieup in connection with "The Babe Ruth Story."

Jim Burleson, manager of the Wallace Theatre, Andrews, Tex., created a theatre front which was considered exceptionally good, and won a Bonus.

For an animated lobby display which attracted wide attention and helped to sell extra tickets at the Martin Theatre, Opelika, Ala., Manager Duke Stalcup was awarded a BOXOFFICE Bonus.

Competition for the special Youth Month Bonus was intense, with campaigns received from many sections of the country. The final selection of the winner was made extremely difficult due to the high caliber of many of the campaigns.

The monthly BOXOFFICE Bonuses of $100 are awarded to managers, assistant managers and theatre publicity men each month on the basis of outstanding promotions in all separate phases of theatre showmandising.



DAN MARTIN



R. S. TRETLER



Jim Burleson



Jesse White



Dal Schuder



Ray Light



Duke Stalcup



Ralph Lanterman



Fred Boemer



Dwight Kirk



George Forhan jr.

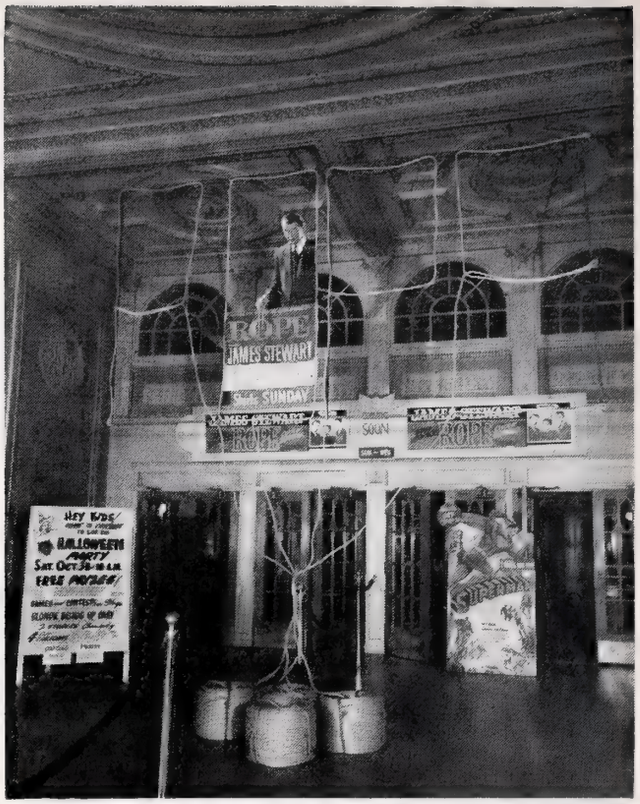
LURING PATRONS



Mickey Hendricks put out a front on "Big City" that had patrons of the Mayfair in Baltimore seeing double. Inexpensive, the flash was built with 24-sheets.

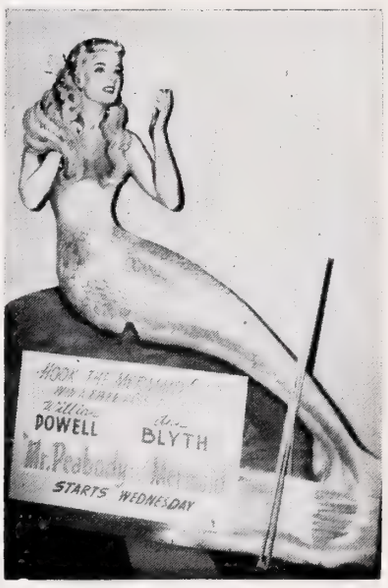
Below, another easily constructed front helped exploit "Tarzan" for Edmond Anthony, manager of the Bradley in Columbus, Ga.





Unique "Rope" display created by Manager Joe Goldberg at the Fond du Lac (Wis.) Theatre, utilized bales of rope for new stage lines. Mounted three-sheet was placed in letter "O."

★



Left, Bill Haven, Rocket Theatre, Rock Island, Ill., offered passes to "Mr. Peabody" to patrons who hooked this mermaid cutout.



Left, animated display heralds Halloween show for Ted Rodis, Pilgrim Theatre, Bronx, N. Y. Eyes flashed on and off.

★



In Cairo, Egypt, this eye-catching window display in Robell's women's store helped promote "Green Dolphin Street" for Sacha Epstein, manager of the Cinema Metro. Theatre signs are in French, English and Egyptian.

Youth Month Topped By Big Procession to Milwaukee Palace

Rudy Koutnik, manager of the Fox Palace Theatre, Milwaukee, concluded a program of activities in behalf of Youth Month with a Youth Parade on October 9. The demonstration elicited letters of praise from the mayor of Milwaukee, the executive director of Youth Achievement, Inc., chairman of Youth Activities for the Junior Chamber of Commerce and the Youth Aid bureau of the Milwaukee police department.

About 1,500 youngsters marched in the parade which started at the courthouse and proceeded through the city to the Palace where the marchers were guests of the theatre at a special screening of a juvenile delinquency film.

The audience was addressed by top officials of youth groups after an official welcome had been extended by Mayor Frank P. Zeidler.

Koutnik enlisted the full cooperation of the Milwaukee Sentinal and the Journal in his youth campaign and the parade was announced regularly by radio stations.

All youth organizations in the city and county were personally canvassed by Koutnik who staged a one-man speaking tour at regular meetings of the groups. The Palace manager also succeeded in getting officials of these groups to promote extra interest in Youth Month through circulars and leaflets which were distributed by hand and through the mail. Interest in the parade was also stimulated in this manner.

Dollars for 90 Cents Is Good Stunt for 'Sam'

Glenn Deeter, manager of the Page, Shenandoah, Iowa, released a valuable avalanche of publicity through several stunts used for "Good Sam." Deeter engaged a young man who visited every business firm in town, bearing a sign which read, "I'm 'Good Sam,' Now Showing at the Page, etc., etc."

Deeter was given 100 new dollar bills which he sold for 90 cents each to businessmen and pedestrians. When he called at the newspaper office, the editor was so amused at the stunt, he ran a two-column photo on page one of the evening edition.

According to Deeter, crowds gathered everywhere and created so much word-of-mouth comment that he rates the stunt the most prolific publicity getter in his 24 years of theatre business.

Placards to Beauty Shops In 'Hollow Triumph' Deal

Roy Robbins, manager of the Aldine in Philadelphia, tied up with the Philadelphia Hairdressers Ass'n on "Hollow Triumph" and promoted 500 three-color cards which were placed by the association in the windows and booths of all leading beauty shops.

Robbins worked up a letter-writing contest on radio station WIP by offering 200 autographed photos of the star to women who submitted the best letters on "Why I like Paul Henreid."

Book and window tieups and display signs in hotel lobbies helped to publicize the playdates.

NUGGETS

Myron Feltheimer, manager of the Shore Road Theatre, Brooklyn, tied up with a local store which donated $300 in merchandise plus the cost of all advertising to exploit a treasure chest in conjunction with "The Pirate." The prizes were placed on display in the theatre lobby along with a colorful treasure chest. Several thousand keys were distributed, attached to cards giving all details. Feltheimer reports the tieup resulted in business above normal.

Attractive window tieups helped exploit "The Pirate" for William Haver, manager of the Rocket, Rock Island, Ill. Haver obtained one of the original costumes worn during the filming of the production, which was used as the basis of several window displays with Newell's women's shop.

Cooperating with local safety officials and the police department, a Junior Safety show was staged by Frank Denehy, manager of the Orange (Mass.) Theatre. The program was sponsored by radio station WHAB in Gardner and included a talent program and safety talks. Denehy promoted a bicycle and other valuable prizes which will be awarded to the youngster submitting the best 25-word slogan on safety.

Keith Nickalson, manager of the Dunn (N.C.) Theatre, promoted a special exhibit of Fuller brush equipment which was tied in with a comic lobby display prior to the opening of "The Fuller Brush Man." More than 50 different articles were displayed around a cutout of Red Skelton taken from a six-sheet. The stunt provoked favorable comments from theatre patrons.

Cutout heads of the seven stars featured in "A Song Is Born," in a musical setting, were placed over the candy stand at the Woods Theatre, Chicago, to plug the opening dates of the picture. Device was the idea of Jack Belasco, manager.

Usher Mimics Cugat As 'Island' Bally

Hal Martz, manager of the Strand, Plainfield, N. J., put over an effective tieup in conjunction with "On an Island With You" which attracted wide interest.

Martz contacted a haberdasher who handles the Xavier Cugat sports shirts. The store loaned him a rubber face mask of Cugat and a pet shop supplied a Mexican hairless pup. An usher wearing the mask and holding the dog paraded the busy shopping center with a sign announcing the Strand playdates. Pedestrians manifested their curiosity and interest.

The men's shop also cooperated with window and interior displays plugging Cugat's appearance in the film and theatre mention.

Previews Are Popular

Sneak previews at the Capitol Theatre in Toronto were inaugurated recently and made a regular weekly feature, according to Manager Tiff Cook. Picture titles are not advertised, and following a slow start, the previews have proved very popular.

Husky Caravan Tour Starts in Des Moines With City Fanfare

Elaborate civic demonstrations marked the official start of MGM's Huskies Caravan which started its national tour in Des Moines on October 2. The demonstrations also were intended to stimulate interest in "The Secret Land" which was scheduled to open at the local Paramount Theatre.

The caravan arrived at the state capital and was welcomed by high ranking navy officers, a contingent of naval personnel from the entire state and Iowa's attorney general, Robert Lawson.

Accompanied by a cavalcade of navy trucks and cars and commercial motor cars, the Huskies Caravan proceeded to City Hall where another welcome was accorded Captain Phifer who is in charge of the exhibit.

Accompanied by a sound truck bannered with the Paramount playdates, the Caravan then went to the theatre where the dogs were exhibited. From the theatre the motorcade visited the offices of the Des Moines Register-Tribune where a reception was held and the dogs were photographed as they made the rounds of the editorial departments.

Captain Phifer was interviewed over KCBC and KWDM with prominent mention for the theatre engagement. Arrangements for the demonstration were made by Elliot Foreman, advance man for the caravan, and Robert Leonard, manager of the Paramount.

The caravan will tour principal cities throughout the country during the next few months as advance ballyhoo for "The Secret Land."

Scouts, Orphans Guests During Youth Month

During Youth Month, all Cub Scouts in Oklahoma City were guests of Robert Busch, manager of the Uptown and Villa theatres, with "Henry Aldrich, Boy Scout" as the main feature.

Passes were distributed to teen-agers of all high schools by a select group of representatives, and special student prices prevailed at both theatres throughout Youth Month.

Carrier boys of the Oklahoma City Advertiser and Daily Oklahoman and Times were guests at the Uptown, with the newspapers running special stories.

The theatres also played host to orphans from the Baptist orphanage at a special screening of "Melody Time."

Army Jeep Ballyhoos 'Unconquered' Date

James McDannold, publicity director for the Florida, State and Ritz theatres in Tallahassee, tied up with the army recruiting office to exploit "Unconquered" at the Ritz Theatre.

Army officials provided a jeep and a large banner, with copy: "Keep America 'Unconquered' . . . Join the U.S. Army . . . See 'Unconquered' at the Ritz." The jeep was driven to local football games, motorcycle races and parked in the downtown area.

The ballyhoo attracted wide attention and helped sell extra tickets.

Red Men Make Tracks for 'Red River' And Heifer Steers Fans to Loew's

"Red River" made its local debut at Loew's Regent in Harrisburg, Pa., supported by a strong promotion campaign engineered by Manager Sam Gilman.

A horse-drawn covered wagon traveled around Harrisburg and adjacent towns with banners announcing the showing. The local 4-H club lent Gilman one of its steers which was placed in an open trailer and towed about town with a banner reading: "I am one of the stars of 'Red River,' etc."

On opening night the Improved Order of Red Men, in full Indian regalia, headed a parade to the theatre front carrying banners with the theatre message. A fife and drum corps composed of Indian squaws and the covered wagon were also part of the procession, which had a police escort as it made its picturesque way to the theatre.

Tieups accounted for "western" window displays with toy shops, music stores, five and dime stores and apparel shops. Newsstands cooperated on western story tieins. Restaurants featured "Red River" beef steak dinners.

An advance screening for theatre reviewers and the delivery of steaks from "one of the players in 'Red River,'" gained extra publicity breaks for the picture.

Colorful advance displays in the lobby and a flash front during the current showing also helped to stimulate interest.

Manager Gilman reports the promotion was very successful at the boxoffice of the Regent, with all types of motion picture fans showing up to see the film as well as the dyed-in-the-wool western feautre addicts.



Contest Helps Locate 'Apartment for Peggy' At Poli, New Haven

Morris Rosenthal, manager of the Poli in New Haven, opened his campaign on "Apartment for Peggy" with a sneak preview a week in advance of playdate. The Yale News ran a boxed story inviting every Peggy in town, married to a G.I., to attend the showing. Comment cards were posted in the lobby on a 40x60. The Bridgeport and New Haven Herald carried photographs of the Peggys and their husbands attending the theatre.

A contest in the form of a letter-writing competition was held, to find an apartment for the winning Peggy and her G.I. spouse. Real estate offices cooperated and were on the alert for a vacant apartment. Offers were extended by local merchants to redecorate and repair the living quarters, donate furniture and also pay the first month's rent.

Blair and Brodrib, largest electrical appliance firm in New Haven, tied in with the stunt and used their windows to announce gifts of various appliances for the lucky Peggy's apartment.

A special story on the contest broke in the Evening Register. Radio stations picked up the story and used it on their news broadcasts. Station WELI ran a guessing contest on the picture, through means of records played by a disk jockey. Guest tickets to see the film were awarded to winners.

Personal Letters Mailed For 'Fuller Brush Man'

Harland Rankin, owner-manager of the Erie Theatre in Wheatley, Ont., used a personal endorsement letter to a select mailing list to exploit "The Fuller Brush Man." The letter played strongly on the hilarious antics and comedy angles in the film, cautioning the women to wear loose girdles to permit free laughter. Rankin also distributed teaser cards in parked automobiles throughout the city.

Handbills, Tent Cards Help 'Happen Again'

As part of his campaign on the documentary, "Will It Happen Again?," Albert Kelly, manager of the Capitol, Macon, Ga., distributed 7,000 handbills house to house and placed small standee cards on restaurant tables, drug store fountains and telephone booths. Some 40x60 standees were stationed in the lobbies of affiliated houses, with one reserved for the sidewalk in front of the Capitol.

Lucky Stars Guide Many To Evansville 'Liner'

Small size imprinted envelopes exploiting "Luxury Liner" were distributed by Arthur Groom, manager of Loew's in Evansville, Ind. Copy on the envelope asked, "Do you believe in astrology? What are your lucky stars? Look inside." The enclosure was a piece of paper listing the stars in the film, followed by "These are your lucky stars." Picture and playdate information completed the message.

Kid Hobby Contest Is Youth Month Builder

Youth Month promotions by Harold Murphy, manager of the Strand Theatre, Buffalo, were directly associated with a new Kiddy Karnival Klub which meets each Saturday.

A hobby contest was one of the successful ideas which won appreciation and approval from the youngsters. Entries included collections of dolls, model planes and ships, paintings, stamp collections and pet snakes.

An amateur contest open to club members went over very well with more than 35 volunteer artists entertaining a capacity crowd.

Although the Karnival Klub was started as a Youth Month stunt, it will be continued as part of the theatre's regular policy with games, contests and prizes for members and gifts for those who will observe birthdays.

Snapshot Event Focused To Exploit 'Canon City'

As part of a general exploitation campaign for "Canon City" at the Senate Theatre, Springfield, Ill., Dave Jones, ad-publicity director for Kerasotes Theatres, pasted a 24-sheet to the sidewalk. Jones tied up with a camera shop on a photo contest in which lens hobbyists were invited to submit snapshots of Canon City, Col., Royal Gorge bridge and other scenic places of interest, in competition for prizes.

Triple Threat Players Are Voted Free Jackets

Herb Gordon, manager of the St. James Theatre, Asbury Park, N. J., noticed a local clothing store was advertising "Triple Threat" jackets via newspaper ads. With "Triple Threat" booked to play the house the following week, Gordon contacted the businessman and promoted several jackets as prizes for high school football players who were voted triple threat stars by their fellow students. The stunt, not listed in the pressbook, helped promote special interest among teen-agers.

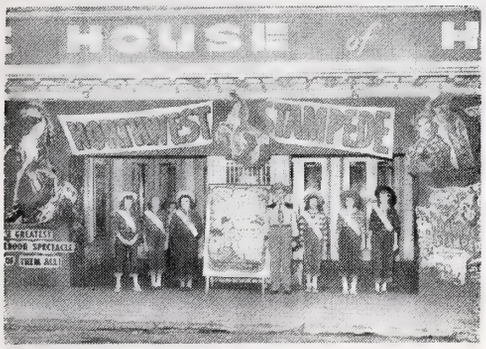
'Carmen' Roses to Women Through Florist Tieup

When "Loves of Carmen" played the Community Theatre, Morristown, N. J., Manager Ralph Lanterman tied up with an out-of-town florist who was anxious to gain patronage from the local townspeople. Lanterman sold the storekeeper on the idea of giving every woman who attended "Carmen" opening day a beautiful rose. Stunt was also advertised by the theatre and lobby. More than 2,000 roses were distributed opening day.

Halloween Spooks

A midnight spook show on Halloween eve helped boost business for Mike Piccirillo, manager of the Center Theatre in Hartford.

Pony Express Rodeo Ballys 'Stampede' In St. Joseph, Mo.



James Foster, manager of the Electric Theatre, St. Joseph Mo., promoted the use of a truck for three days prior to opening and during the current engagement of "Northwest Stampede" which was used as an effective ballyhoo. With banners on both sides and a Cub Scout band to provide music, the truck was driven around the main streets and also used in a parade staged in conjunction with the Pony Express Rodeo. Foster promoted public address announcements at the Rodeo.

For advance publicity, panels and cutouts were displayed in the lobby and moved to the marquee during the current showing. House personnel were dressed in western garb with silk banners across their chests announcing the starting date.

Local merchants sponsored a 4-H Club theatre party on the third day after opening. Cross plug trailers were run at two affiliated theatres in the city. Paid spot announcements were supplemented by gratis time promoted on two programs aired by KFEQ and two art breaks were planted with the daily newspapers.

A flash theatre front was constructed for current ballyhoo using poster cutouts from the 24-sheet, three-sheet and six-sheet.

Buses, Merchants Show 'Dream House' Posters

Jack Hodges, manager of the Georgia Theatre in Columbus, Ga., promoted a "dream kitchen" from a local electrical appliance firm, which served as a lobby display for "Mr. Blandings Builds His Dream House."

The merchant further cooperated with four radio announcements daily of picture and playdate, assisted in the distribution of 15,000 heralds and devoted a full window to a display with theatre credits.

Hodges placed cards on 15 Ft. Benning buses, and distributed 3,000 imprinted napkins in restaurants and bars around town.

Gets 'Hollow' Spots

Through a tieup with radio station WOLF, Dick Feldman, manager of the Paramount in Syracuse, gathered a total of 30 spot announcements for "Hollow Triumph." They were made during the current run and were complete plugs covering title, stars, theatre and playdate. The theatre reciprocated with a one-frame trailer for the station.

'Canon City' One-Sheet Shadowbox Standout

Forrest Carmichael, manager of the Campus Theatre, Middlebury, Vt., attracted wide attention to the engagement of "Canon City" by means of a novel shadowbox display which has the added value of being a permanent fixture.

Carmichael used an exchange one-sheet in the shadowbox. Prison bars made of cardboard strips were placed behind the one-sheet. With illumination, the shadow of the bars was seen through the transparent poster.

The display was surrounded by a gray brick effect simulating a prison.

Screening of 'Mickey' Wins Broad Approval

Walter Morris of the Pike Theatre, Knoxville, Tenn., screened "Mickey" recently for the local committee representing the National Board of Review which includes in its membership officials of many youth organizations. The response was enthusiastic approval of the film and endorsement in the press which resulted in excellent boxoffice reaction during the picture's current engagement.

Windows Highlight 'Luxury' Campaign

An abundance of window displays sparked the campaign on "Luxury Liner" for Robert Carney, manager of the Poli Theatre, Waterbury, Conn. A drug store window featured a cutout boat, surrounded by anchors and other nautical equipment in addition to star and scene stills, with appropriate film plugs.

The display of luggage in a dealer's window was tied to the line, "For that trip abroad the 'Luxury Liner,'" with prominent theatre and playdate credits.

Other windows were set with a music shop displaying Xavier Cugat records, and numerous women's wear shops.

Disk jockeys on station WWCO, broadcasting from a downtown restaurant, featured songs from the picture every day of the current run, with credit announcements in each instance.

Steaks Given to Patrons In 'Red River' Lobby Gag

A lobby takeoff on the "pin the tail on the donkey" game was used by Walter Kessler, manager of the Ohio Theatre in Columbus, to ballyhoo "Red River."

A life-size cutout of a cow was placed on an easel, and patrons were invited to try and pin a steak in the proper position on the animal. A costumed cowgirl assisted the blindfolded patrons. Twenty-five steaks promoted from a provision company were awarded for successful tries.

'Man-Eater' Tiger Realistic

A stuffed tiger, so realistic that many people thought it was alive, helped stimulate interest in "Man-Eater of Kumoan" for Bill Stewart, manager of the Paramount, Plainfield, N. J. Placed in a cage covered partially with foliage, the tiger was the center of a large display including cutouts and a sign asking patrons not to feed the animal.

Banners at Football Game Bally 'Amber' To School Youth



"Forever Amber" played its first popular-price engagement in New Haven at the College Theatre, preceded by a strong exploitation campaign put on by Manager Sid Kleper.

A 20-foot oilcloth banner reading, "Win or lose, see 'Forever Amber,'" brought the theatre message before thousands of spectators at the Hillhouse-Hamden football game the Saturday before opening and at the Yale Bowl on opening day.

One hundred window streamers were imprinted and spotted in selected locations throughout the city. An anagram contest over radio station WELI, a disk jockey tune contest over WNHC and gratis announcements over WYBC, the Yale university station, helped to stimulate advance interest in the production.

Window and counter displays were set on books, cosmetics, jewelry and in beauty salons. The Yale fencing team was invited to be guests of the theatre opening night, with resultant news breaks in the dailies. The local Planters Peanuts store sponsored a guessing contest in its main window, with guest tickets to "Forever Amber" awarded passersby who guessed nearest the correct number of peanuts on display.

Roses were promoted for presentation to women attending the opening matinee. Additional promotion facets included "Forever Amber" cocktails at local bars, news truck banners and signs at newsstands, and "Forever Amber" sundaes at luncheonettes and soda fountains.

Teaser Campaign Helps to Build Interest in Short

Taking advantage of the natural interest in a picture which concerns some one of local origin, Duke Stalcup, manager of the Martin Theatre, Opelika, Ala., used a teaser campaign to promote comment for "Man From New Orleans," which had wonderful boxoffice results.

Learning that the hero of the Technicolor short subject is a former Opelikan, Stalcup used teaser ads, a lobby display, house program and a trailer to pique the curiosity of the home town folks.

On opening day the daily newspaper broke a story revealing the identity of the man, with an interview of relatives who still live in the area. Stalcup reports a healthy increase in business during the showing.

FROM THE FILES OF

20 Years Ago

COLVIN W. BROWN, executive vice-president of Pathe, announces that the first Pathe 100 per cent talking picture will reach the filming stage as soon as final RCA Photophone tests determine the principals. Benjamin Glazer, supervisor of Pathe sound pictures, will personally direct "The Missing Man," a stage success written by Glazer and John Posner, European playwright.

* * *

A contract of international importance was announced by W. Ray Johnston at a luncheon given to George W. Pearson, managing director of British Screen Productions, Ltd., of London. The new contract is an affiliation between Rayart Pictures and British Screen Productions, providing for the production during the 1929-30 season of 12 special films, nine of them to be made in Hollywood and three at the British screen studios at Isleworth, near London. The entire series will be made under the personal supervision of Trem Carr, director-general of the Rayart organization, who will go to London to supervise the British-made pictures.

* * *

After a year of preparation, Phil Goldstone has opened the Metropolitan studios at Fort Lee, N. J. It is considered the most complete sound studio in the east.

George Lilygren Elected Carrier Vice-President

SYRACUSE, N. Y.—George N. Lilygren has been elected vice-president of Carrier Corp., manufacturer of air conditioning and refrigeration equipment. Cloud Wampler is president. Lilygren was appointed controller of Carrier Corp. in June 1947, and will now serve as vice-president and controller.

Prior to his association with Carrier Corp., Lilygren had broad experience in factory engineering work as well as factory accounting. He formerly was assistant controller of Briggs Manufacturing Co., Detroit.

Names New Distributors

NEW YORK—Edward Lachman, president of Carbons, Inc., has named the following new distributors: Cleveland and Cincinnati exchanges to Sheldon Theatre Service, Dayton; Charlotte exchange to Theatre Equipment Co., Charlotte; Memphis to Tri-State Theatre Service, Memphis, and Philadelphia to Continental Carbons, Philadelphia.

SELL YOUR POPCORN THE MODERN WAY . . . .

ALWAYS HOT WITH THE HOLLYWOOD Servemaster

TAYLOR-HUNT-MELCHER COMPANY
1908 So. Vermont Ave. • Los Angeles 7, Calif.

OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over ¼ Century

Now Specializing in Refreshment Service for DRIVE-IN THEATRES

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

HUSTLING SHOWMEN.. take note !! —
EVERY THEATRE MAN WHO HAS PLAYED "MOM AND DAD" THIS YEAR MUST HAVE A RESUME OF HIS CAMPAIGN ENTERED BY DEC. 1ST TO BE ELIGIBLE

$1,000.00 IN CASH PRIZES for best "MOM AND DAD" CAMPAIGNS

Jack Jossey and Kroger Babb HYGIENIC PRODUCTIONS INC. Home Offices: WILMINGTON, OHIO

PRODUCERS and DISTRIBUTORS of 'MOM AND DAD' • 'THE BEST IS YET TO COME' • 'CHASM OF SPASMS' • And in Production, 'ONE TOO MANY'

16MM ENGAGEMENTS NOW BEING BOOKED EXCLUSIVELY BY:
MAJOR FILMS CO., 1800 EAST 30TH ST., CLEVELAND, OHIO

CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

The seats of the mighty. And a mighty good deal SOS gives you. 422 Stafford fully upholstered, padded back, boxspring seats, all red plush, excellent, $5.25; 350 American panelback, boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback, boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly upholstered, $6.50. Plenty others. Get Chair Bulletin 15. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

1,600 streamlined spring cushioned full upholstered modern theatre chairs, like new. Reasonable for immediate delivery. Jesse Cole, 2565 McClellan Ave. Phone Valley 23445, Detroit, Mich.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

For Sale: Used chairs, good condition, reasonable. Write Boxoffice, 1327 S. Wabash Ave., Chicago 5, Ill.

Theatre chairs, projectors, screens. Trade your veneers on cushion chairs. Lone Star Film Co., Dallas, Tex.

New and used theatre chairs, carpeting, leatherette. LaSalle Recreations, Ltd., Vancouver, B. C.

THEATRE SEATING (Cont'd)

500 red mohair, fully upholstered, spring edge, Wisconsin chairs. 400 in very good condition. 100 need new upholstery material on cushion only. Entire lot at $4 each, f.o.b. Milwaukee, crated, loaded in car or truck. A very good buy. Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.

STUDIO AND PRODUCTION EQUIPMENT

Hollywood and points east buy from SOS. 2V plastic storage batteries, new, $1.95; Unit Eye shuttle for Belhowell, $650; Bardwell McAlister 5,000W Skypans, $111.75; Dinkie Inkies, $11.95; Baby Keglites, $54.75; Baby Boomlites, $114.50; 2,000W Junior Spots, $129.50; Double Broads, $114.65; Houston K1A 16mm processors, $3,485; Belhowell 35mm sound printer, $2,750; 1/12 HP 110V Synchronous motors, new, $57.50; B. Maurer variable density recording outfit, $2,275; Wall single system recording and studio camera, magazines, lenses, amplifier, mike, power supply, etc., rebuilt, $3,750; Western Electric preview magazines, $395; 35mm threeway sound Moviola, rebuilt, $895. Send for latest catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

MISCELLANEOUS

Complete 24-hour theatre service, new and used equipment, plus film bookings. Globe Theatre Service and Supply Co., MA. 3971 or OL. 3971, Dayton, Ohio.

DRIVE-IN THEATRE EQUIPMENT

SOS is drive-in headquarters. 180 amp. arc-lamps, $795 a pr.; complete sound projection outfits, $1,995 up; new 500W Western Electric booster amplifiers, $650; New Dual in-car speakers with junction box and transformer, $16.75; new driveway entrance and exit signs, illuminated, $22.50; burial cable, 6c ft.; Super Snaplite fl. 9 lenses increase light 25% from $150; 40 in. Weatherproof reflex horns complete, $39.75. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

In-a-car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

MORE CLASSIFIED ON INSIDE BACK COVER

Fire Loss Is $30,000 At Elizabethtown

ELIZABETHTOWN, PA.—The Moose Theatre, which was damaged by a $30,000 fire, will be repaired and reopened, according to Mitchell Garfinkle of Lancaster, general manager of the Chertcoff chain.

The blaze, said to have started on or near the stage, was battled for more than two hours by firemen from two boroughs, as flames shot 30 feet into the air. The theatre had been emptied only 15 minutes earlier. Two firemen were injured in fighting the flames on the stage and stage furnishings, and in attempting to salvage the false ceiling, parts of which fell into the auditorium under weight of thousands of pounds of water which poured into the space between the roof and the ceiling. Woodwork in part of the building near the street was blistered and a mirror was broken by the heat.

Donald Kersey, who lives opposite the Moose, said he heard an explosion, and looked out to see flames leaping. Firemen found a rear door blown out. One of the injured firemen, George Neidig, also heard a blast and began to roll cars out of a parking lot at the rear of the theatre. Firemen said the fire started at the right hand corner of the stage, and climbed curtains and backdrops. An investigation will be held to determine the cause.

The theatre was built in 1928 in the building owned by the Loyal Order of Moose Lodge 596, Elizabethtown. It is part of a chain operated by Harry Chertcoff of Lancaster.

Skouras Tuxedo Becomes Day-and-Date With RKO

NEW YORK—The Tuxedo Theatre, Bronx, became the first subsequent run Skouras house to play pictures day-and-date with RKO, beginning November 10.

The Tuxedo formerly had a seven-day clearance after RKO Fordham. The new policy went into effect last Wednesday with two WB features, "Johnny Belinda" and "Embraceable You."

Two weeks before the change, Skouras advertised the fact in window cards and posters that were widely distributed throughout the neighborhood.

The posters advertised that the Tuxedo will become a first run theatre and will play films sooner.

Skouras plans to renovate the theatre. Phil Chaiton is manager.

CIO Film Unions Give Up On Communist Affidavits

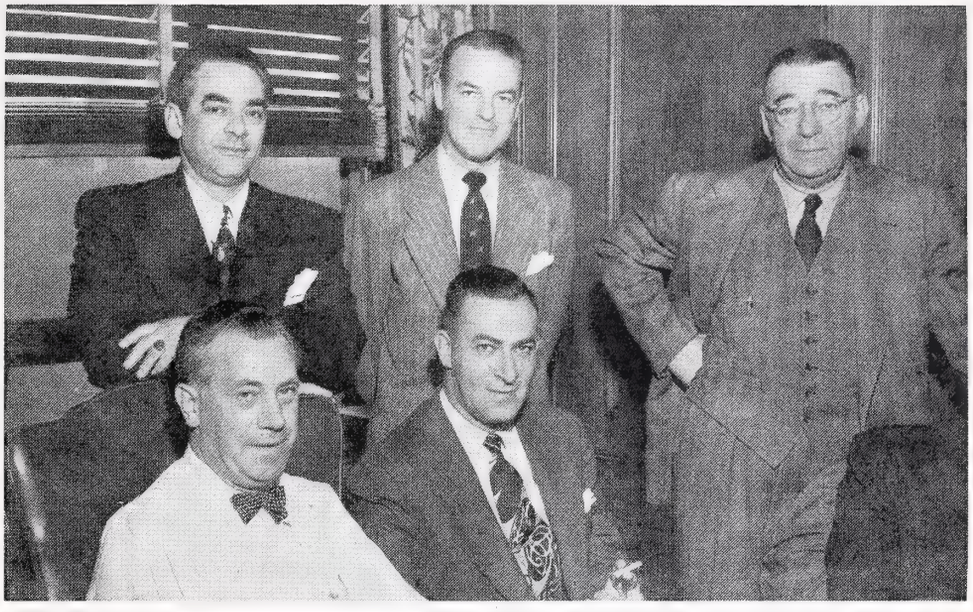
NEW YORK — Because AFL unions have been cutting into the territory of the CIO Screen Publicists and Screen Office and Professional Employes guilds, officers of the latter have decided to take the non-Communist affidavits required by the Taft-Hartley law. Company presidents have been refusing to negotiate new contracts with the CIO unions and the AFL organizations have been busy lining up new elections.

Permission to take the non-Communist affidavits has been granted by the United Office and Professional Workers of America, CIO parent group.

One meeting to face the new situation was held Monday night and another the following night. Until the oaths have been taken the CIO unions cannot get on ballots for shop elections conducted by the National Labor Relations Board. United Artists employes have already gone into the IATSE Motion Picture Employes Local H-63, and workers at RKO, Paramount, Republic and other places have been seeking NLRB elections.

The two unions have designated Thursday, November 18, as "Stay Away From the Movies Day" as part of their "cold strike" against the industry in an attempt to force the major companies to negotiate new contracts. The campaign is being carried to the public in the form of leaflet distributions, a direct mail appeal to theatre patrons in key sections of the city and picketing of theatres, according to SOPEG and SPG spokesmen.

UA Eastern Sales Meeting in New York



Home office executives of United Artists seen at the eastern and Canadian division sales meeting, seated, left to right: Edward M. Schnitzer and Paul N. Lazarus jr. Standing: Mark Silver, Howard LeSieur and Paul N. Lazarus sr.

NEW YORK—United Artists district and branch managers for the east met here November 6 at the home office. Edward M. Schnitzer, eastern and Canadian sales manager, presided.

Paul N. Lazarus jr., executive assistant to President Gradwell L. Sears, and Schnitzer discussed new product.

Other home office executives present were: Mark Silver, assistant eastern sales manager; Abe Dickstein, assistant to Schnitzer, and Howard LeSieur, advertising and publicity director.

District managers at the meeting were: Jack Ellis, metropolitan New York; Moe Dudelson, Cincinnati, Cleveland and Detroit, and Charles C. Chaplin, Canadian.

The branch manager contingent included: John Dervin, Boston; James L. Winn, Buffalo; Frank Meadow, New Haven; S. E. Appelgate, Philadelphia; Leonard Mintz, Pittsburgh; Gerad P. Price, Washington; Jack Finberg, Cincinnati; Harris Dudelson, Cleveland; Sidney J. Bowman, Detroit, and Douglas Rosen, Toronto.

'Hamlet' in Seventh Week In N. Y.; More Dates Set

NEW YORK—Laurence Olivier's "Hamlet" has gone into its seventh week at the Park Avenue Theatre, and it has been opened in San Francisco and Long Beach, Calif. It is now in its 13th week in Boston, fifth in Atlanta, fourth in Washington, third in Los Angeles, and second in Cleveland, New Haven and Pittsburgh.

Philadelphia, Detroit and Chicago openings are scheduled for the remaining half of this month.

Eiseman, Allerhand, Abner in N.Y. Shifts

NEW YORK—Three important shifts are scheduled to take place in the local MGM and Warner exchanges November 15.

Clarence Eiseman, Warner branch manager, will become metropolitan district manager, replacing Sam Lefkowitz, now on sick leave. Ben Abner, New Jersey manager for MGM, will move to Warners as branch manager. Lou Allerhand, New Jersey salesman for MGM, will become New Jersey manager.

Lefkowitz has been on leave for about a month. When he recovers from his present illness he will return to Warners for a special sales assignment in the home office.

Eiseman has been manager of the Warner exchange since 1943. He was formerly with UA as branch manager in the New York, Washington, Atlanta and Pittsburgh exchanges.

Abner started with MGM as a film checker 22 years ago and later became a salesman, and subsequently branch manager.

Allerhand also has been with the company 22 years. He worked successively as a poster clerk, booking clerk, booker and salesman.

Errol Flynn in 'Forsyte Saga'

Metro has borrowed Errol Flynn from Warners to star opposite Greer Garson in "The Forsyte Saga."

Along New York's Film Row

By SUMNER SMITH

THE exchanges closed Armistice day. Several managers said that in future negotiations with the unions, attempts would be made to schedule ahead for an entire year all holidays on which there would be no work or only part time work . . . Robert J. Fannon of the Republic sales force reports the office busy on bookings during the J. R. Grainger drive, which ends December 31 . . . Howard Levy of the MGM sales force reports that George Reisner is doing a nice job renovating his York Theatre at First avenue and 64th street.

Bert Sanford of Altec has moved his family to Long Beach. The talk along Filmrow is that he did it because of the proximity of the ocean and fish . . . Florence, daughter of John Cunniff, Brooklyn booker for MGM, suffered a broken collarbone while playing . . . William J. Unger of the Liberty at Poughkeepsie and Joliet at Arlington was visiting exchanges. He is now doing his own booking. He is a brother of Joe Unger, former general sales manager for UA.

The home office executives and contract department of Monogram are scheduled to move to new quarters at 1560 Broadway November 20. The exchange will remain on the ninth floor at 630 Ninth Ave. . . . Bill Murphy, Republic branch manager, celebrated a birthday during the week . . . Dave Burkan, UA city salesman, will observe his birthday November 27 . . . Dick Perry, upstate salesman for UA, will celebrate his 26th wedding anniversary Thanksgiving day.

Estelle Green, MGM print booker, is vacationing . . . Lola Szkolnick, assistant cashier at Republic, has returned from her vacation . . . Frances High, a clerk in the booking department of Monogram, is still on the sick list . . . A son was born during the week to Mrs. Mollie Ruchman, Paramount ledger clerk . . . Gloria Friedman, RKO stenographer, has set February 6 as the date of her marriage to Harry Paul Katz, who is in the wholesale confectionery business . . . Rose Bellino, also of the RKO stenographic force, will wed Ted Sardone June 5.

Abe Levin of the Elwood Theatre, Newark, and Dave Kahn of the Transfer, Union City, were seen along Filmrow for the first time in several weeks . . . John Dacey of RKO reports that Dave Snaper, operator of theatres in Keyport, New Brunswick and South Amboy, is back on the job after an illness . . . Dacey also said that capacity audiences of exhibitors and their families attended RKO screenings at the Normandy Theatre of "Every Girl Should Marry" and "Blood on the Moon" . . . Louis Allerhand, new New Jersey branch manager for MGM, was guest of the Colosseum of Motion Picture Salesmen of America at a November 10 luncheon at Toots Shor's restaurant.

District Manager Henry Randel's New York contingent in the Paramount booker salesman's month moved up from ninth to sixth place during the week . . . Filmrow heard that Fred Fejar, MGM head booker-office manager at Omaha, has been promoted to salesman.



EL SETS EUROPEAN DEAL—Eagle Lion executives complete the signing of the five-year agreement for the distribution of American product in six European countries. Seated are: Alfredo Zappelli, managing director of Gamma Films of Switzerland and Gestion et Participation Trust de Vaduz, Lichtenstein, and Arthur B. Krim, president of EL. Standing, left to right, are: Pierre Chavens, associate to Zappelli; Robert Benjamin, president of the J. Arthur Rank Organization; Robert Purcell, chairman of the board of Pathe Industries, and Sam Seidelman, EL foreign export manager.

Hollywood Analyzed In CBS Documentary

NEW YORK—The Columbia Broadcasting System offered an adult analysis of Hollywood and the picture business recently in an hour-long documentary program. Titled "The Hollywood Story," the show highlighted the various steps and work involved in creating and distributing a major production. In this case the picture was Samuel Goldwyn's "The Best Years of Our Lives."

Narration and drama were used to describe the process that began in the summer of 1944 when Goldwyn first got the idea for a film about returning veterans. The program followed through until the film opened in New York in the fall of 1946. It discussed problems of distribution and mentioned the deal made between Goldwyn and Ned E. Depinet, at that time executive vice-president of RKO, now president of the company.

It pointed up the differences between independent producers and the Big Five and stressed the Big Five's control of 3,000 important theatres and their vast distribution facilities. Also mentioned were the current antitrust case and the U.S. fight for divorcement. The program stressed the difficulties of producing films that would appeal to all types of audiences, meet with the approval of public censors, the Breen office and fit in with the findings of the Audience Research Institute.

It concluded with the statement that the public will get good films if it demands them. Peter Lyon wrote the show, John Dietz directed, Werner Michel was the producer, and Myron McCormick, narrator.

Private Fire Alarm Firm Has Monopoly, ITOA Says

NEW YORK — The Independent Theatre Owners Ass'n of New York has taken preliminary steps to oppose the American District Telegraph system which controls the fire alarm service which furnishes a telegraphic communication between theatres and the fire department, to be used in cases of emergency.

ITOA claims that the system was set up during the "horse and buggy" days, prior to the general use of the telephone and when modern safety conditions did not prevail. The ADT system charges "unnecessary and exorbitant fees" to all theatres with a capacity in excess of 600 seats and has recently demanded drastic increases, says the ITOA.

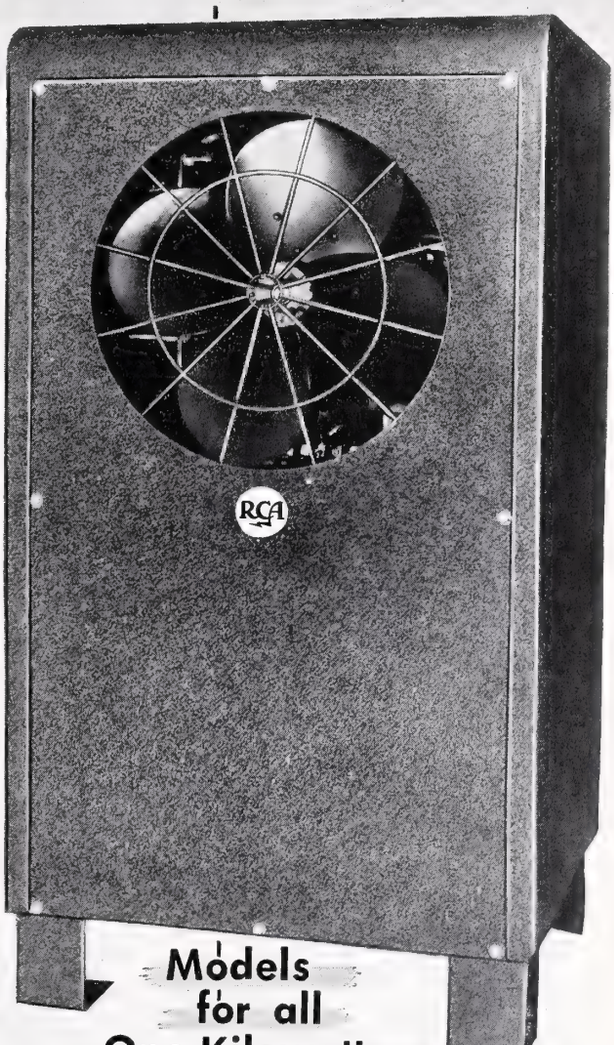
Although the fire department insists that a violation order will be issued in the event a telegraphic system is taken out by the theatre owner, it has consented to give its cooperation to a test case of the issues. An ITOA appeal against the system to the board of hazardous trades has been rejected without opinion. The organization will seek remedies within the fire department and the board of standards and appeals before taking legal action, according to an ITOA spokesman.

Benedict Joins Sherman

WASHINGTON—William H. Benedict has joined Sherman Plan, Inc., in charge of film production, according to Al Sherman, president. Benedict produced wartime films for the navy, Ullinger Productions, Business Films, National Geographic society and others.

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BROADWAY

Frank C. Hensler, MGM assistant sales manager for the central area, has ended conferences with William F. Rodgers, vice-president and general sales manager, and has gone to Kansas City to see his second grandchild, born last week . . . Ray Milland appeared on the Family Hour of Stars over CBS November 7 to aid exploitation of Paramount's "Sealed Verdict" . . . George F. Van Weyenbergh, assistant manager of the Brussels, Belgium, office of the Western Electric Co. of France, is here for the Westrex conference starting November 15.

Elliott Foreman of William R. Ferguson's MGM exploitation staff is back from the midwest where he worked on tieups for "The Secret Land" huskies tour . . . Robert M. Savini, Astor Pictures president, returned from sales meetings in southern states. He said that "Stallion Canyon" will be released nationally January 15 . . . Jacques Kopfstein, Astor Pictures executive vice-president, visited exchanges at Washington, Charlotte, Memphis and Atlanta en route to Florida.

Andy W. Smith jr., general sales manager for 20th Century-Fox, and Sam Shain, exhibitor relations director, went to Pittsburgh . . . Alan F. Cummings, in charge of MGM exchange operations, visited Milwaukee and Minneapolis during the week . . . Gene Kelly flew to London . . . Spencer Tracy is here from the coast . . . Janet Leigh has returned to the coast.

Joel Levy, Loew's out-of-town booker, was to leave for New England . . . Howard Dietz, MGM vice-president, returned from a two-week visit to the studios . . . James R. Grainger, Republic executive vice-president, visited Minneapolis during the week . . . D. A. Doran of Paramount's Hollywood studio is here on business . . . Lawrence Weingarten, MGM studio executive, returned to the coast . . . Sid Goldstein of the MGM publicity department returned from his vacation.

Barney Balaban, Paramount president; Russell Holman, head of eastern production, and Edwin L. Weisl, member of the board, have returned after two weeks of conferences with Henry Ginsberg, head of production . . . Edward L. Walton, Republic assistant general sales manager, is visiting Chicago, Des Moines, Omaha, Kansas City and St. Louis. He expects to return November 22.

A third child, Sarah Jane Fuller, was born November 6 to Mr. and Mrs. Harry K. McWilliams at the White Plains hospital. McWilliams, exploitation manager for Columbia, is a veteran of the film and advertising business. His wife has sung with the Chicago and Cincinnati opera companies . . . Also added to the Columbia roster is a son Robert, born November 7, to Mr. and Mrs. Milton Goodman at the Flushing hospital. Goodman is assistant to Columbia's short subject sales manager. His wife is art director for the Hershen-Garfield ad agency.

Walter L. Titus jr., Republic division manager, left for Buffalo, Cleveland, Indianapolis, Cincinnati and Pittsburgh . . . Hal Elias, assistant to Fred C. Quimby, short subject production head at the MGM studio, has ended his vacation here . . . Robert Weait, J. Arthur Rank Organization treasurer and director of Latin-American operations, flew to Buenos Aires. With him was Al Daff, U-I vice-president, and Fortunat Baronat, U-I foreign publicity director.

June Fulton, signed by Universal-International after winning a beauty contest in South Africa, is due here November 18 on her way to Hollywood . . . Sam Shain, 20th Century-Fox exhibitor relations director, left for Cincinnati and Pittsburgh . . . Eddie Albert will delay his departure for the coast to promote "You Gotta Stay Happy" (U-I) on several radio shows . . . Monty Woolley arrived from Saratoga Springs.

Sid Blumenstock, 20th-Fox assistant exploitation manager, went to Chicago for the opening of "The Snake Pit" at the Garrick . . . Marta Toren and Stephen McNally are due to arrive over the weekend. They will help to promote "Rogue's Regiment" (U-I) in Boston, Philadelphia, Baltimore, Pittsburgh, Minneapolis, Chicago and New Orleans.



SCHINE EXECUTIVES MEET—Pictured above are executives and theatre managers of the Schine circuit attending a regional meeting in Syracuse, N. Y., at which plans were discussed for the new fall season fashioned around "Schine's Autumn Harvest of Hits." The discussions involved Thanksgiving and Christmas giveaways and activites. Home office executives attending the meeting were Louis W. Schine, Gus Lampe, William Kraemer, Maurice Glockner, Bernard Diamond and Seymour L. Morris. Zone managers in attendance were Harry Unterfort, Lou Hart and Joe Schwartzwalder.

'Snake Pit' Is Smash In Broadway Field

NEW YORK—Only one of five new first run films, "The Snake Pit" at the Rivoli, received critical raves and did smash business in its first week. "You Gotta Stay Happy" at the Radio City Music Hall, "Sealed Verdict" at the Paramount and "Unfaithfully Yours" at the Roxy all did well enough, but were below hopes.

Much better were "The Three Musketeers," in its third week at Loew's State, "June Bride," in its second week at the Strand, and the two two-a-day films, "Hamlet," in its sixth week at the Park Avenue, and "The Red Shoes," in its third week at the Bijou, both at capacity business. The redecorated Victoria returned to the first run field with the opening of "Joan of Arc" November 11.

(Average is 100)

Astor—**A Song Is Born** (RKO), 3rd wk. ... 90
Bijou—**The Red Shoes** (EL), 3rd wk. of two-a-day ... 140
Capitol—**One Touch of Venus** (U-I), plus stage show, 2nd wk. ... 78
Criterion—**Kiss the Blood Off My Hands** (U-I), 2nd wk. ... 100
Globe—**Hollow Triumph** (EL), 2nd wk. ... 65
Gotham—**The Plunderers** (Rep), 2nd wk. ... 75
Loew's State—**The Three Musketeers** (MGM), 3rd wk. ... 135
Mayfair—**Road House** (20th-Fox) ... 110
Paramount—**Sealed Verdict** (Para), plus stage show ... 105
Park Avenue—**Hamlet** (U-I), 6th wk of two-a-day ... 145
Radio City Music Hall—**You Gotta Stay Happy** (U-I), plus stage show ... 110
Rialto—**Betrayed** (Mono); **Shanghai Cobra** (Mono), reissues ... 100
Rivoli—**The Snake Pit** (20th-Fox) ... 135
Roxy—**Unfaithfully Yours** (20th-Fox), plus stage show ... 98
Strand—**June Bride** (WB), plus stage show, 2nd wk. ... 120
Sutton—**Louisiana Story** (Lopert), 6th wk. ... 75

Grosses Up in Philadelphia; 'Road House' Registers 160

PHILADELPHIA—First run grosses here improved somewhat. "Road House" at the Fox chalked up a husky 160 per cent to take the lead, while "Kiss the Blood Off My Hands" at the Earle was close behind. Holdovers generally continued to draw briskly.

Aldine—**Hollow Triumph** (EL) ... 90
Arcadia—**Red River** (UA), 2nd run ... 120
Boyd—**The Loves of Carmen** (Col), 4th wk. ... 70
Earle—**Kiss the Blood Off My Hands** (U-I) ... 150
Fox—**Road House** (20th-Fox) ... 160
Goldman—**Julia Misbehaves** (MGM), 3rd wk. ... 100
Karlton—**Sealed Verdict** (Para), 2nd wk. ... 95
Keith—**Apartment for Peggy** (20th-Fox), 2nd run ... 105
Mastbaum—**Johnny Belinda** (WB), 5th wk. ... 100
Pix—**Children on Trial** (SR); **No Greater Sin** (SR), 3rd wk. ... 125
Stanley—**A Southern Yankee** (MGM), 2nd wk. ... 80
Stanton—**They Drive By Night** (WB); **Angels With Dirty Faces** (WB), reissues ... 110

'Thousand Eyes' Starts Strong in Buffalo

BUFFALO—"Night Has a Thousand Eyes" kept people on the edge of their seats at the Great Lakes and kept the boxoffice busy. By word of mouth, the film has gone around town as a honey. "Johnny Belinda" was still tops in a moveover at the Hipp and looked good for another week. Indian summer is waning and it's getting cold.

Buffalo—**Red River** (UA), 2nd d. t. wk. ... 87
Great Lakes—**Night Has a Thousand Eyes** (Para); **Night Wind** (20th-Fox) ... 120
Hippodrome—**Johnny Belinda** (WB), 3rd d. t. wk. ... 109
Lafayette—**Kiss the Blood Off My Hands** (U-I); **I Surrender, Dear** (Col) ... 98
Teck—**A Southern Yankee** (MGM); **Secret Land** 2nd d. t. wk. ... 108
20th Century—**A Song Is Born** (RKO) ... 100

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Building Patronage Can Be Different

NEW YORK—There always seems to be a new way of increasing patronage. Hal Martz, city manager for the Walter Reade Theatres in Plainfield, N. J., has come through with one of the most persuasive ticket selling angles seen here in years.

During recent weeks Martz had been a frequent visitor to local real estate offices. When forced to explain his visits, Martz said he had made deals with the real estate men to provide him with lists of newcomers buying, building or renting living quarters in Plainfield.

SENDS PASSES, TOO

Armed with these lists Martz began sending letters to the new residents, welcoming them to Plainfield and enclosing two passes good at the Strand Theatre where he makes his headquarters. He also mentioned that Reade operates the Paramount and Oxford.

Martz not only invited the newcomers to be his guests at the Strand, but also asked them to stop at his office after the show to say "hello." The letter also included a plug for the Reade operation in Plainfield, and stressed the high quality of product shown by the three houses, mentioning its appeal for every member of the family.

Martz's letter read:

"May I join with your new neighbors in Plainfield in wishing you a most cordial welcome to our city and the very best of luck and utmost happiness in your new home. As an organization that has been in Plainfield for many, many years, the Walter Reade Theatres feel it's a grand town and we're proud of it—certain too that within a short time you will be boasting about 'our home town.'

STRIVE TO PRESENT FINEST

"I don't know how much of an opportunity you have had to date to inspect the business section, but you may have noticed that we operate three fine motion picture houses in Plainfield—the Strand on East Front street, the Oxford on West Front street, and the Paramount on Second street. In all three we strive to present the finest in family entertainment as reasonably as possible. We feel that in a city such as Plainfield, the motion picture theatre should be a seat of entertainment for every member of the family—young and old alike—where the screen fare is wholesome and enjoyable, the service courteous, the surroundings clean and comfortable, and an atmosphere of friendliness prevailing.

"These things are easy to say—the proof, of course, is in the seeing. May I, therefore, extend an invitation to you to be my guests at the Strand Theatre? I have enclosed a pair of passes for your convenience. And, if you have the opportunity after the show, I hope you will stop at my office in the Strand long enough to say hello.

"Again, a most hearty welcome to Plainfield."

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COURTROOM SIDELIGHTS

At the Antitrust Hearing in New York

(News stories on pages 8 and 9)

THE RKO legal staff, including Gordon Youngman, Ralston Irvine and Roy McDonald, left their front row seats and the courtroom as soon as the RKO consent decree was signed.

James F. Byrnes, special attorney for 20th-Fox, did not appear in court until the second day of the proceedings. He just sat and watched. John Caskey, his sharp-spoken colleague, carried the ball for their client.

The spectators and press boys who sit in the jury box, unanimously agreed that Whitney North Seymour, Paramount attorney, should receive a citation for excellent diction.

The hearings were a holiday for visiting firemen. Herman M. Levy, TOA general counsel, was present opening day. S. Willard McKay, attorney for the Schine enterprises, also was in court. So was Philip Marcus, Department of Justice lawyer, who will oppose McKay when the Schine case is resumed in Buffalo.

The judges seemed to enjoy the sharp Irish wit of Edward C. Raftery, UA attorney, who kept the case of the little three defendants from fading into the background.

Nicholas M. Schenck, president of Loew's, Inc., caused a minor commotion when he entered the courtroom Monday. He was there as a spectator. Within five minutes most of the defendants' attorneys went over to say hello, and Justice Augustus N. Hand looked up to see what was going on in the back benches.

Phil Harling, assistant to Si H. Fabian, was in court taking notes. He was probably deciding which theatres divorced from the majors would make profitable additions to the Fabian circuit.

Cyril Landau, Universal home office lawyer, represented his company at the hearings. Thomas Turner Cooke, special appeal and trial attorney, was not present. Cooke is still on the case, his office reported.

Judge Alfred C. Coxe, who replaced the late Judge John Bright as third member of the expediting court, was silent all during the hearings. Judge Henry W. Goddard asked questions from time to time and Justice Augustus N. Hand acted as court spokesman.

Leonard H. Goldenson, president of Paramount Theatre Service Corp., sat through the proceedings until the last 30 minutes. Louis Phillips, Paramount lawyer, consulted him when necessary and passed the information on to Whitney North Seymour.

When the court adjourned Wednesday, John W. Davis, Loew's lawyer, began a private discussion with Louis D. Frohlich on arbitration as they were about to leave the U.S. court house building. Frohlich had opposed arbitration during the hearings.

Election News Telecast On Paramount Screen

NEW YORK—Patrons of the Paramount Theatre saw the WPIX television coverage of election night returns on the large-size film screen at 9:50 p. m., 11:10 p. m. and 12:47 a. m. November 2, 3. The reports, film-recorded and edited by Paramount's television staff, averaged 12 minutes each and were shown in place of the regular newsreel.

Lowell Limpus, veteran editor; Ben Gross, radio editor of the Daily News; Jimmy Jemail, inquiring photographer of the News who handled the street interviews on Times Square and Rex Marshall and Guy LeBow, announcers, all members of the WPIX staff, were heard in the special screen reports. This television feature was the first ever advertised at the Paramount in advance at regular admissions.



PLAN FJP DRIVE—Members of the executive committee of the Federation of Jewish Philanthropies plan the drive for the amusement division to raise $400,000. Seated, left to right, are: Emil Friedlander, Edward Rugoff, Sidney Markley, Fred Schwartz, chairman of the drive; Malcolm Kingsberg and Harry Brandt. Standing, left to right, are: Sol Strausberg, Si Fabian, Leopold Friedman and George Skouras.



HELLO AT WASHINGTON—MGM star James Craig dropped in to say hello to the employes of the MGM exchange while he visited in Washington with his parents. Craig is currently on a tour of veterans hospitals.

WASHINGTON

Earl Sweigert has resumed his post as manager of the Washington, Philadelphia and Pittsburgh Paramount district . . . Exploitation Manager Sid Mesibov visited at Paramount here . . . Marlene Dietrich was to be here Wednesday (17) to serve as a salesgirl at the annual Christmas bazaar for American aid to France at the French embassy.

The Washington Times-Herald mentioned Barbara Stanwyck as a sure nominee for the next Academy awards "for ringing up such a triumph in 'Sorry, Wrong Number.'"

Ralph De Burgos, former branch manager of Screen Guild, was married to Letitia Towery Galloway, daughter of Maj. Forrest Lee Towery . . . Buck Stover, Alexandria Amusement Co. still is confined to his home after a siege of pneumonia . . . Congratulations to Fritz Goldschmidt, 20th-Fox student booker, who became an American citizen this week.

William H. Benedict, producer, has joined Sherman Plan, Inc., in charge of film production, it was announced by Al Sherman, president of the Washington, D. C., film organization. Benedict's previous production activities included film work with the navy, Hullinger Productions, Business Films, America Film Services, National Geographic Society and others. As soon as negotiations are completed, Benedict will leave for Central America on an extensive location trip. Sherman Plan has been appointed American sales representatives for A. S. Nordlys Films, leading Norwegian producing company. The first Nordlys production, "Trollfossen," now is in this country and negotiations are under way for sale of the distribution rights.

Warners' redecorated and remodeled Colonial in Hagerstown will reopen November 22 with "Fighter Squadron" . . . Mr. and Mrs. Leonard Gordon, Palace Amusement Co., Newport News, were here several days . . . Ruth Wottitzky, Columbia, announced her engagement to Irving M. Binder . . . Bill Claspel, Clark Films, celebrated a birthday November 11 . . . All exchanges were closed on Armistice day.

Dominion Theatres closed the Rex, Hampton, Va., several days to install new equipment . . . Sympathy to the family of William F. Schlicht who died recently after being in ill health for several months. He was employed at the Pix Theatre.

The 20th Century-Fox Family club will hold its annual Christmas party December 18 . . . Ruth Carr and Anna Sknerski, cashier's department, both had wisdom teeth extracted and were off several days . . . Office Manager John O'Leary is still looking for a secretary . . . Bob Kutner and Wendell Allen, shipping department, were nominated for offices in Local B13 at the last meeting.

Albany Tent Elects Crew To Name New Officers

ALBANY—A new 11-man crew, chosen at a meeting of the local Variety tent in its clubrooms last Monday night (8), was to choose officers for 1949 at a gathering there Friday afternoon.

The new crew consists of Jack Bullwinkle, Columbia; Ray Smith, Warners; Eddie Ruff, Paramount; Nate Dickman, Monogram; Joe Saperstein, Fabian Theatres; Fred Sliter, 20th-Fox; Ed Wall, Paramount; Jerry Atkin, Warner Theatres; Sylvan Leff, Highland, Utica; Leo Rosen, WROW promotion manager, and Nate Winig, business man.

Ex-officio members of the crew include Herman L. Ripps, Metro; Charles A. Smakwitz, Warner Theatres, and Neil Hellman, Hellman Theatres, all former chief barkers, and Harry Lamont, the present chief barker.

Smakwitz and Saperstein were named delegates to the convention in San Francisco, while Hellman and Dr. Samuel Kalison, dentist, were chosen as alternates.

Big Variety Club Dance At Washington Nov. 20

WASHINGTON—The Variety Club welfare fund dinner dance at the Statler hotel November 20 will add $25 a couple to the fund. The committees appointed by Chief Barker Frank Barker follow:

General co-chairman, Carter T. Barron and Sam Galanty.

Welfare awards, Fred S. Kogod.

Program advertising, Archie D. Engel.

Publicity and Printing, Hardie Meakin, Lou Janof, Bill Hoyle, Jack Foxe and Sol Kullen.

Entertainment, Gene Ford, Arnold Fine, Maxim Lowe and Wade Pearson.

Tickets, Leon Makover, Dr. Sylvan Danzansky, Art Jacobson, and Jerry Adams.

Distinguished guests, Sidney Lust and Robert Denton.

Personnel, Angie Ratto and Harry Bachman.

Decorations, Herbert Sauber and Barney Klateman.

Menu, Dave Sadel and Sam Forst.

Music, Morgan Baer.

Seating, Nathan D. Golden, Ben Caplon and Paul Rich.

Souvenirs, Herman Paris, Robert Mittman, Cabot Feldman and Paul Rich.

Welfare gifts, I. S. Burka.

Budget and Expenses, James Sandford and Harry Coonin.

Warners Promotes Eiseman To Metropolitan Manager

NEW YORK—Clarence Eiseman, Warner Bros. New York branch manager, has been promoted to metropolitan district manager by Ben Kalmenson, vice-president and general manager. He replaces Sam Lefkowitz, who is on a temporary leave of absence due to ill health.



Clarence Eiseman

Ben Abner, manager of the MGM New Jersey branch office, will replace Eiseman as WB New York manager. Kalmenson will announce a new executive appointment for Lefkowitz as soon as he is well enough to return to office duties.

Eiseman has been with Warner Bros. as New York branch manager for the past five years. Before that, he served as branch manager for United Artists in their New York, Pittsburgh and Atlanta offices. Abner has been with MGM for over 20 years, the last ten of them as New Jersey branch manager.

Maloney Succeeds Ruff As Paramount Manager

ALBANY—Eddie Ruff, who has been succeeded as Paramount branch manager by Edward Maloney of Boston, plans to vacation in Chicago and Florida before taking another position. Ruff was transferred to Albany two years ago from Boston and has been with Paramount 26 years.

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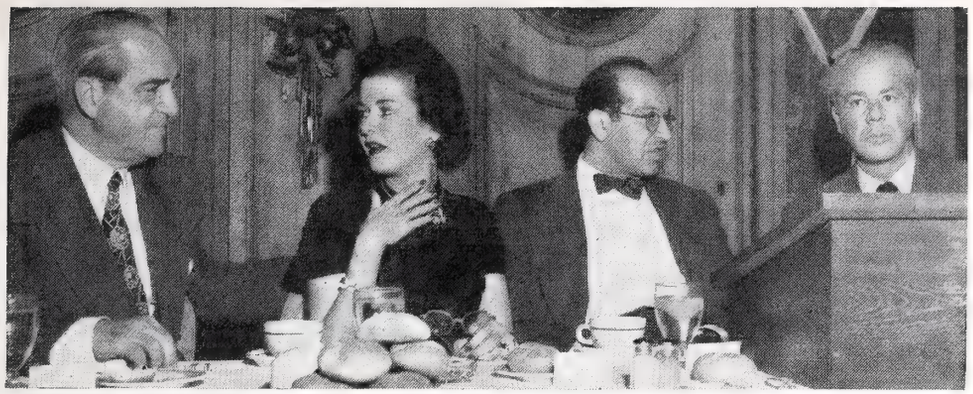
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ON THE AMPA DAIS—Appearing on the dais at the Associated Motion Picture Advertisers luncheon, left to right: Ned E. Depinet, RKO president; Joan Bennett; Max Youngstein, Ampa president, and Walter Wanger, producer of Sierra Pictures' "Joan of Arc" and principal speaker. **See story on page 14.**

ALBANY

Leo J. Drexler, assistant in the Warner Theatres zone office contact department, was re-elected commander of the Sullivan post of the Catholic War Veterans . . . Si Fabian, Fabian Theatres president; Harry Kalmine, Warner Theatres general manager, and Joseph Bernhard, Film Classics president, are among executives expected to attend the testimonial dinner honoring Charles A. Smakwitz on November 15.

Jack Goldberg, Metro branch manager, visited the Kallet headquarters in Oneida . . . Herman L. Ripps, MGM assistant eastern division manager, left to spend several days is New Haven . . . Alden Deyo, who built a theatre in Altona two years ago, was reported to be planning construction of a house at Mooers, also in the north country.

Nate Dickman, Monogram manager, conferred with Harvey English of the English circuit . . . Illness prevented Harry Lamont from attending the recent national TOA board of directors meeting in New York . . . Irwin Ullman, son of Saul J. Ullman, Fabian upstate general manager, will play ice hockey with the Siena college team this season.

Charles A. Smakwitz, Warner zone manager, returned from an inspection trip to Utica and other towns . . . J. Myer Schine, president of the Schine circuit, left for Los Angeles . . . Cliff Swick has returned to the Hellman circuit as overseer of the Royal and Paramount here, and the Palace in Troy. He was manager of the Mohawk Drive-In when it was opened in 1946, and later was associated with the Smalley circuit.

The Mohawk Drive-In is expected to remain open until November 21, the latest closing yet for the 900-car ozoner . . . Leo Young, assistant general manager of Fabian-Hellman drive-ins, resigned to rejoin the RKO branch in St. Louis as exploiteer . . . Drawings for the automobile and other prizes in the Will Rogers Memorial hospital drive will be made at the dance December 4 at the Ten Eyck hotel.

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Bergman, Wanger Attend 'Joan' Benefit Opening

NEW YORK—Ingrid Bergman, star of "Joan of Arc," Walter Wanger, the producer, and Victor Fleming, the production director of the Sierra Pictures, were among the film notables who attended the benefit showing of the picture at the Victoria November 10. The event, arranged by RKO, was for the benefit of the United hospital fund.

Others who attended: Ned E. Depinet, Eric Johnston, Joan Bennett (Mrs. Wanger), Pat O'Brien, Herbert Wilcox, Anna Neagle, Barbara Bel Geddes, Mrs. Jose Ferrer, Guy Kibbee, George Coulouris, Lucrezia Bori, Neil and Mrs. Agnew, James and Mrs. Mulvey and J. Cheever Cowdin.

Ludovic Chancel, French consul, and John M. Cannella, license commissioner, were also on hand. Society was represented by Mrs. Vincent Astor, chairman of the benefit committee, and these members: Mrs. Frank Adair, Mrs. Winthrop W. Aldrich, Mrs. William Armour, Mrs. Arthur Ballantine, Mrs. F. Meredith Blagden, Mrs. Cornelius N. Bliss, Mrs. J. Cheever Cowdin, Mrs. Frederic de Rham, Mrs. Robert Ellinger, Mrs. Marshall Field, Mrs. Edward Gerry, Mrs. Charles Shipman Payson, Mrs. John T. Pratt jr., Mrs. Edward Warburg, Mrs. Sheldon Whitehouse, Mrs. John Hay Whitney and Mrs. William Woodward. Five debutantes, Lou Irons, Anna Husted, Sue Lawton, Rosanna Bennett and Sandra Payson served as program girls.

The event was telecast in a 30-minute program by WJZ-TV from the Victoria lobby where Tex McCrary and Jinx Falkenburg interviewed the arriving film and social figures.

'In the Lurch' into Production

Columbia's two-reel comedy, "Waiting in the Lurch," featuring Joe Besser has gone into production.

Shuberts Buy Realty Films Once Sought

NEW YORK—The Shuberts have purchased four of New York's leading legitimate theatres, all adjoining each other on 44th St. and 45th St., and the narrow Shubert Alley which connects the two streets midway between Broadway and Eighth avenue. Although no purchase price was mentioned, it was reported to range between $3,500,000 and $4,000,000.

The deal ended plans by certain film interests for buying the block bounded by 44th and 45th streets and Broadway and Eighth avenue for transformation into a huge film center for theatres and office buildings. All property involved in the sale was owned by the William Waldorf Astor estate.

The theatres, all occupied with current stage shows, are: The Shubert, playing "My Romance"; the Broadhurst, playing "Make Mine Manhattan"; the Booth, playing "The Play's the Thing," and the Plymouth, playing "Private Lives" starring Tallulah Bankhead. Each of the four houses has been operated by the Shuberts under a long-term lease which would have expired Sept. 30, 1952. Shubert Alley will be widened and lined with stores, according to present plans.

The Shuberts also own ten other legitimate playhouses in mid-Mantattan. Of these, the Winter Garden and the Broadway recently reverted to legitimate shows after several years as first run film houses. Only the John Golden is still a film theatre, now playing Italian-language pictures.

Director Fred Niblo Dies Of Pneumonia at Age 74

NEW ORLEANS—Fred Niblo, who reached the top rung in the motion picture ladder of success in the early 1920s when he directed some of the big boxoffice pictures, died here November 11 of pneumonia. He was 74 years old.

He was one of the founders of the Academy of Motion Picture Arts and Sciences. He directed "Ben Hur" which was a big 1925 hit. He also directed such silent hits as "Blood and Sand," "Mark of Zorro' and "Three Musketeers."

Niblo played in vaudeville from 1900 to 1907. He was on the Broadway stage to 1918 when he turned to films.

Surviving him is his wife, the former Enid Bennett, erstwhile actress, and three children including Fred Niblo jr. the writer. His first wife was Josephine Cohan, sister of George M. Cohan, who died 30 years ago.

Incorporations

— ALBANY —

Boxoffice Pictures Corp: To deal in films, etc., with offices in New York; 100 shares, no par.

Guardian Films, Inc.: To conduct a motion picture business in New York; 150 shares, no par; Richard J. Cole, 895 Park Ave.; Philip K. Palmer, 245 W. 4th St.; Phyllis Kopp, 1450 Broadway.

Big U Film Exchange: New York, merged with Universal Film Exchanges of Delaware.

Official Films, Inc., of Delaware, recorded a notice of surrender of authority to do business in New York State.

CBS Has Tele Rights To British Films

NEW YORK—Columbia Broadcasting System has secured the exclusive American television rights to 52 British-made films for television broadcasting and distribution, according to J. L. Van Volkenburg, vice-president and director of television operations. All the features are scheduled to be ready for distribution to subscribing stations within six weeks.

Only a few of the films, which were all produced prior to 1938, have been released in the United States by Monogram or the now defunct Grand National and First Division. Among them is "High Command," starring James Mason, which reputedly cost $4,500,000. Among the British and American stars appearing in the others are: Gracie Fields, Michael Redgrave, Margaret Lockwood, John Loder, Anna May Wong, Bruce Cabot, Phyllis Brooks, Otto Kruger, Lilli Palmer and Jack LaRue.

THE COMPLETE LIST

In addition to "High Command," the complete catalog of films lists the following: "Java Head," "It Happened One Sunday," "Trader Spy," "Suspected Person," "Poison Pen," "The Tower of Terror," "The Night Has Eyes," "The Farmer's Wife," "The Outsider," "Thursday's Child," "East of Piccadilly," "Banana Ridge," "Warn That Man," "Spring Meeting," "Black Eyes," "Lucky to Me," "Luck of the Navy," "Murder in Soho," "The Flying Squad," "Women Aren't Angels," "Sally in Our Alley," "Looking on the Bright Side," "Tiger Bay," "Love, Life and Laughter" and "Secret of the Loch."

Also, "Sing As We Go," "Death at the Broadcasting House," "Joy Ride," "Silent Passenger," "It Happened in Paris," "Look Up and Laugh," "No Limit," "Captain Bill," "Play Up the Band," "Cheer Up," "Excuse My Glove," "Queen of Hearts," "Whom the Gods Love," "Everything Is Rhythm," "High Command," "The Mind of Mr. Reeder," "Missing People," "Mrs. Pym of Scotland Yard," "Room for Two," "Under Your Hat," "Quest," "Discoveries," "Turners of Prospect Road," "The Voice Within," "The Flamingo Affair," "Date With a Dream" and "What Do We Do Now?"

Edward Sherman of MPM, a California corporation, negotiated the deal with CBS.

Jack Goetz Gets New Post At Consolidated-Republic

NEW YORK—Jack Goetz has been named special consultant on laboratory and studio activities for Republic by Herbert J. Yates, president.

Goetz will be affiliated with both Republic Pictures Corp. and Consolidated Film Industries. He has been associated with Yates in Consolidated for many years. He was plant manager for Erbograph when Yates merged the company with two other laboratories to form Consolidated.

Since 1930 Goetz has had his own organization.

New Japanese Record Set

TOKYO—"The Best Years of Our Lives" has set a new record for a roadshow film in Japan by running 17 weeks at the Subaru-za to 255,447 persons.

Anglo-American Group Schedules First Meeting

New York—The first meeting of the Anglo-American joint film advisory committee will be held here March 23-26, 1949, according to simultaneous announcement in London by J. Arthur Rank and in New York by Eric Johnston, president of the MPAA.

A wide range of subjects involving the film industries of the two countries will be discussed. The agenda will be approved in advance by the participants who are, Rank and Johnston, Sir Alexander Korda, Sir Henry French, Nicholas M. Schenck and Barney Balaban.

Producers Must Play Safe In Making Films: Wanger

NEW YORK—With production costs as high as they are today, film producers are obliged to "play it safe" and attempt to provide pictures which they believe audiences will want rather than take a chance with experimental or artistic subjects, according to Walter Wanger. The film producer spoke on a radio forum on "Is the Movie Audience Getting What It Wants?" over WQXR November 3. The others who participated in the debate were: Clifford Odets, screen and stage writer; Florence Eldridge, actress and wife of Fredric March, and Bosely Crowther, film critic of the New York Times.

Wanger answered Odets who had declared flatly that better films were not being produced in Hollywood because those in charge of production did not believe artistic attempts would be sufficiently profitable. Crowther was of the opinion that the film industry could combine good business and good films and that there was a potential audience of millions who would start seeing films if they knew they would see good ones. Miss Eldridge said that actors and writers would be glad to cooperate in keeping the costs down in artistic attempts. Delbert Clark of the New York Times was moderator of the program.

U-I Will Open an Office In Holland About Jan. 1

NEW YORK—Universal-International is scheduled to open an office in Holland about January 1, according to Joseph H. Seidelman, foreign head, who has just returned from a European trip. Membership of the company in the Bioscoop Bond has been approved.

Seidelman was not enthusiastic about the French distribution situation. He called it "static," and figured the income might cover costs.

Universal films are getting normal distribution in England, he said, through J. Arthur Rank's General Film Distributors.

Arthur Mokin Appointed

NEW YORK—In line with its current program of expansion, the S.O.S. Cinema Supply Corp. of New York announced the appointment of Arthur Mokin as director of advertising and publicity. Mokin was formerly an account executive with the Bergman-Jarrett Co., Advertising.

Wilcox Seeks Joint Production Deals

NEW YORK—Herbert Wilcox, British producer, with Mrs. Wilcox (Anna Neagle), came into New York on the Queen Elizabeth Saturday, November 6, and is scheduled to leave on the Mauretania Tuesday, November 16.

It's a swift ten-day visit for a variety of things, he said—vacation, views of Broadway stage plays, discussions of joint production deals with American producers, and a look at "Joan of Arc." Walter Wanger, one of the three producers of "Joan," is strongly mentioned as a possible partner with Wilcox in a British production deal. Wilcox said, however, that no arrangement would be completed during his short stay; they will be started, and finished by his lawyer.

Wilcox said among other things that he expected 80 features will be produced in England during the current season. He hoped, he declared, that the American and British industries would come closer together instead of going further apart.

Sir Arthur Jarratt, managing director of British Lion Films, also happened to be in town, but he would not discuss details of his mission. He expressed the hope that the industries of the two countries would get together and work out a solution of some of their joint problems.

MPEA Thanks Emil Kekich For Cooperation Abroad

NEW YORK—Emil Kekich, commercial attache at the American embassy at Prague, was thanked at a luncheon November 9 at the Harvard club for the cooperation he has extended the Motion Picture Export Ass'n. Irving Maas, MPEA vice-president and general manager, told how Kekich had helped the organization meet its eastern European distribution problems. Kekich said that most European audiences want American films and are discontented when not allowed to see them.

Other MPEA representatives present were: Francis S. Harmon, vice-president; Joe C. Goltz, assistant to Maas; Herbert L. Erlanger, assistant secretary-treasurer; Frank J. Alford, assistant treasurer; Alfred F. Corwin, advertising-publicity director; Carl Selan, eastern European sales head; Gerald M. Mayer, international division managing director, and Theodore Smith, divisional assistant.

Eastman Promotes Barbee

NEW YORK — Paul A. Barbee has been named assistant manager of Eastman Kodak's industrial photographic sales division, according to James E. McGhee, vice-president and general sales manager. Barbee has been with the company since 1934, except for the period from 1942 to 1946 when he was procurement officer for the navy bureau of ordnance.

Dmytryk in England

LONDON—Edward Dmytryk, one of the ten directors and writers who refused to testify before the House committee on un-American activities, will start work here November 15 on a comedy called "Obsession," which is being produced by Nat Bronsten.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Extras Guild Claims Pay-Slashing Move

HOLLYWOOD—Amid charges that producers are "apparently determined to force a downgrading" of extras' wage scales, the board of directors and negotiating committee of the Screen Extras Guild strongly recommended a "no" vote on ballots currently being distributed to extra players and which contain the producer proposals.

The SEG negotiators had been striving for abolition of the $9.45 daily "mob scene" scale. A bulletin to members charged the producers turned this down even though "hundreds of extra players are being denied unemployment insurance because they refuse to agree to downgrade their regular wage scale by saying they will accept $9.45 calls, even though there is no work for them in this category."

A compromise was suggested by the SEG whereby only persons who had worked as extras for 30 days or less in 1947 would be eligible to accept the $9.45 calls, but this was also turned down by the filmmakers, who in turn made a counteroffer that extras working more than 100 days in the preceding year should be deemed ineligible for $9.45 work.

The SEG board and negotiating committee branded this offer "ridiculous" and an "insult to the intelligence of the extra players" on the grounds that, out of a total membership of more than 4,000, only a "very, very few" worked more than 100 days in 1947.

The SEG contends its objective is to "protect the legitimate extra players from being forced to accept far less than their regular wage in order to qualify for unemployment insurance." Pending possible agreement on a new contract, the existing EG-producer agreement remains in effect and may be cancelled by either party on 48-hour notice.

* * *

Designed to improve relations between scriveners and their agency representatives is a new "code of fair practice" okayed by representatives of the Screen Writers Guild and the Artists Managers Guild. The new agreement sets commissions at a maximum of 10 per cent and prescribes other adjustments in agency-writer contracts.

* * *

Bargaining representatives for the Screen Publicists Guild are studying a proposal submitted by producer spokesmen covering an amended seniority clause for inclusion in a new SPG-producer working agreement. Publicists have been functioning under terms of an interim agreement since last August, when the old contract expired, and since which time several parleys have been held for the purpose of drafting a new ticket.

* * *

Meantime the appeals board of the California unemployment insurance division handed down a ruling interpreting extra work as "casual and intermittent" and holding that extras are not entitled to unemployment benefits if they refuse to accept $9.45 work calls. After a meeting of the SEG board, President Richard Gordon disclosed the ruling would be fought "to the supreme court, if necessary."

Hollywood United Appeal Begun for $1,303,720

HOLLYWOOD—With a goal of $1,303,720 to benefit 227 health and welfare projects in the southland area, Hollywood's fourth annual United Appeal got under way with a studiowide rally at Paramount attended by Roy M. Brewer, campaign chairman, representatives of film guilds and unions, and studio toppers including Henry Ginsberg, production chief.

Other rallies were scheduled at other studios throughout the week.

* * *

The March of Dimes girl for the National Foundation for Infantile Paralysis 1949 campaign will be Virginia Mayo, Warner contract actress. She will aid in exploitation and publicity for the January 14-30 fund-raising drive to combat polio and will be featured in poster art and various other media.

* * *

Stimulating a campaign for a heart hospital to be established in Minneapolis under sponsorship of the Variety Club of the Northwest, Paramount is producing a short starring Alan Ladd and Billy DeWolfe. The subject will be shown in theatres during the drive, which gets under way shortly with a goal of $750,000.

Enterprise Productions Moves to GSS Studios

HOLLYWOOD—With the exception of film editors, who will remain at the California studios to complete shearing chores on "Caught" and "Forces of Evil," Enterprise is transferring its offices to General Service studios where David L. Loew, board chairman, and his aide Colin Miller will maintain their headquarters.

The two films being edited are the last of three filmed by Enterprise for Metro distribution. Loew will not determine his future production plans until all returns are in on the three pictures for Metro and six others made for United Artists.

Armistice Day Debut Is Staged for 'Joan'

HOLLYWOOD—Armistice day also was the world premiere day for "Joan of Arc," the Ingrid Bergman starrer produced by Walter Wanger under the banner of Sierra Pictures for release by RKO. The historical opus opened in New York with Miss Bergman in attendance.

* * *

Fourth and final in Paramount's series of regional premieres of "Miss Tatlock's Millions" was staged November 5 in Detroit. John Lund, one of the stars of the comedy, and Mary Hatcher made personal appearances in conjunction with the opening. The film made its bow in San Francisco and followed with regional dates in Kansas City and Minneapolis.

* * *

"Strike It Rich," Jack Wrather production for Allied Artists, will be world-premiered November 26 in Tyler, Tex., where most of the picture was filmed. Cast members including Rod Cameron, Don Castle, Bonita Granville and Stuart Erwin will attend.

SWG Decides to Amend Blacklisting Plaint

HOLLYWOOD — Authority to file an amended complaint was voted attorney Thurman Arnold by the executive board of the Screen Writer Guild following a recent ruling by Federal Judge Samuel Kaufman in New York in reference to the SWG's suit charging the Moiton Picture Ass'n of America had formulated an alleged blacklisting policy affecting the employment of scripters because of their political beliefs.

The SWG's action was undertaken shortly after J. Parnell Thomas' house un-American activities committee had charged a group of Hollywood writers with contempt of Congress when they refused to testify as to their political affiliations. Shortly thereafter the MPAA laid down a "no-Communist" hiring policy.

Arnold, now in Washington, advised the SWG board that Judge Kaufman had dismissed the suit only in part and had granted the plaintiffs the right to file an amended complaint.

Publicity Head Named

HOLLYWOOD—George Brown, Paramount publicity head, has been named chairman of the studio publicity directors committee of the Ass'n of Motion Picture Producers. Brown succeeds John Joseph, Universal ad-publicity director, who takes on the chairmanship of the publicity directors executive committee.

Spearheads

By IVAN SPEAR

AMERICAN JEWRY has been sharply divided in its opinion concerning the wisdom of Hollywood-made pictures designed to combat anti-Semitism through preachments for tolerance. Outstanding among such pictures of the recent past have been the widely-discussed and generously-patronized RKO Radio's "Crossfire" and 20th Century-Fox's "Gentleman's Agreement." Still in the offing are planned pictures of comparable theme, among them "Earth and High Heaven," which is on Samuel Goldwyn's docket, and "Focus," acquired some time ago by the King Brothers. Both originally were novels—the former by Gwethalyn Graham, the latter by Arthur Miller—and both have been in various stages of preparation for two years or more. Each is concerned primarily with the anti-Semitic problem.

The two conflicting schools of thought anent the advisability and effectiveness of such offerings have been too thoroughly aired in both the trade and the lay press to require further recapitulation.

Apparently, however, no such variance of opinion is existent about the harmful effects to the cause of tolerance that could stem from the current screen version of Charles Dickens' "Oliver Twist," produced in England by the J. Arthur Rank organization.

According to reports from those who have seen the feature, the character, Fagin, while not referred to as a "villainous-looking and repulsive old Jew"—which was Dickens' description—is, unmistakably, exactly that in the picture. In fact, the opinion has been expressed that David Lean, who directed the current "Twist," leaned over backwards in his conscientiousness in casting and making-up the character to adhere to Dickens and his illustrator, George Cruikshank.

Among the many protests engendered by Lean's treatment of the part was one from the New York Board of Rabbis, which appealed to Eric Johnston, MPAA president, to keep the film off of American screens. Another came from Manhattan Columnist Albert Deutsch, who had seen the picture in London. Deutsch opined that "even . . . Dickens . . . could not make Fagin half so horrible" and expressed the opinion that the picture was sure to increase anti-Semitism.

To his credit—and deserving of a vote of thanks from the American motion picture industry—Rank has announced that the U.S. release of the picture will be "indefinitely postponed."

Which is a salubrious indication that filmdom's cooperative hands-across-the-sea—announced with such fanfare more than a year ago and thrown for considerable of a loss by the establishment of various British taxes and restrictions—are losing some of their clamminess.

J. Parnell's eyebrows probably will go up another two inches when he reads that MGM is readying a subject called "The Red Son of Carlisle."

But if Witch-Hunter Thomas gets beyond the headline, he'll find it is a biography of Jim Thorpe, noted Indian athlete.

→

From the industry's wavering public relations front, items a pair:

L'affaire Robert Walker, which hit the headlines when the actor and a feminine companion were booked on drunk charges after an alert gendarme noted that the car Walker was driving was pursuing an extremely erratic course, brought forth a grunt of disgust from Earl Wilson, syndicated columnist. Wilson, who bills himself as a "saloon editor," and repeatedly emphasizes his broadmindedness, suggests:

"Eric Johnston and the movie moguls had better clean up all that recent Hollywood mess or suffer the inevitable consequences."

To which Dore Schary, chairman, and other members of the Motion Picture Industry Council, established to improve Cinemania's over-all public relations, will breathe a harried "You're tellin' us!"

Columbia studio representatives hastened to deny a report published in a local tradepaper that Collier Young, one of its production executives, was readying a film based on the recent revolting, lurid and sensational Overell murder case, which gave the nation's newspapers a field day while reporting the loves and the trial of "Beulah and Bud."

Columbia spokesmen said they had no idea of the source of the story. Whoever was responsible for it is, however, doing the industry a great disservice by even hinting that such a topic might be under consideration as a screen vehicle. Even to suggest it as a possibility is to invite increased agitation among already-too-active mentors throughout the country.

Which poses the possibility that Schary's MPIC, if and when it gets into action, might give a thought to the necessity for policing avaricious freelance press agentry and/or thoughtless trade reporting.

→

Irving Cummings has been set to direct a picture for RKO Radio called "It's Only Money," which proposed opus was added to the studio's agendum following its acquisition by Howard Hughes.

At Monogram there is evidence of wishful thinking in the upcoming Allied Artists feature y-clept "Strike It Rich." And Columbia gets ambitious with "Bonanza."

All of which might cause the poor exhibitor—confronted with falling grosses—to drag from the mothballs the well-worn line from the immortal bard anent, "What's in a name?"

United Int'l Will Produce Two as Season Starters

HOLLYWOOD—Launching its 1949-50 program, calling for the making of 26 new 16mm subjects, United International will produce "The Goldbug," based on a story by Edgar Allen Poe, and "Gallagher," a yarn by Richard Harding Davis, as the kickoff films. Functioning as production supervisor will be H. W. Irwin, president of the outfit.

* * *

Television films and sponsored pictures were discussed by Producer Jerry Fairbanks at a special meeting of the San Francisco Advertising club. At the session Fairbanks screened his latest commercial subject, "Treasure Islands."

* * *

With an announced slate of 26, 15-minute video shorts, organization of Hermes Films as a television production unit has been completed. Titled "Great Masters of Music," the films will feature the works of classical composers including Von Weber, Beethoven, Schubert, Brahms and others. Soulimar Stravinsky, pianist and son of composer Igor Stravinsky, will be starred. The outfit is headed by Eugene Lourie, Hans DeSchulthess and Aaron Sapiro.

Champion and Edwards Dissolve Partnership

HOLLYWOOD — After turning out two pictures for Monogram-Allied Artists release, John Champion and Blake Edwards have dissolved their production partnership. Edwards, an actor as well as a writer and producer, pulled out of the organization in order to devote more time to his Thespian activities.

Champion remains as head of Champion Productions and retains three sagebrush properties, "Gunpowder," "Battalions West" and "Ricochet." He and Edwards had been at Monogram-AA on a picture-to-picture arrangement and Champion currently is negotiating with several companies for a new distribution agreement.

Edwards has joined the Irving Asher-Richard Quine independent production unit at Columbia, taking with him one story property, "The Giant Killer."

Champion and Edwards made "Panhandle" and "Stampede" for Monogram-AA.

Tuna Industry Will Spend $250,000 for 'Clipper'

HOLLYWOOD—Monogram's current Roddy McDowall starrer, "Tuna Clipper," will be backed by a $250,000 advertising campaign to be undertaken by southern California's tuna fishing industry. Headed by L. R. Puccinelli, vice-president and general manager of Pan-Pacific Industries, the tuna men will use newspaper, magazine, radio, television and billboard advertising in the campaign on the Lindsley Parsons production.

RKO to Handle 'Ribbon'

HOLLYWOOD—'She Wore a Yellow Ribbon," historical western being produced by Argosy Pictures—headed by John Ford and Merian C. Cooper—will be distributed by RKO, which previously released Argosy's "The Fugitive" and "Fort Apache." The Ford-Cooper unit recently completed another western opus, "The Three Godfathers," for distribution by MGM.

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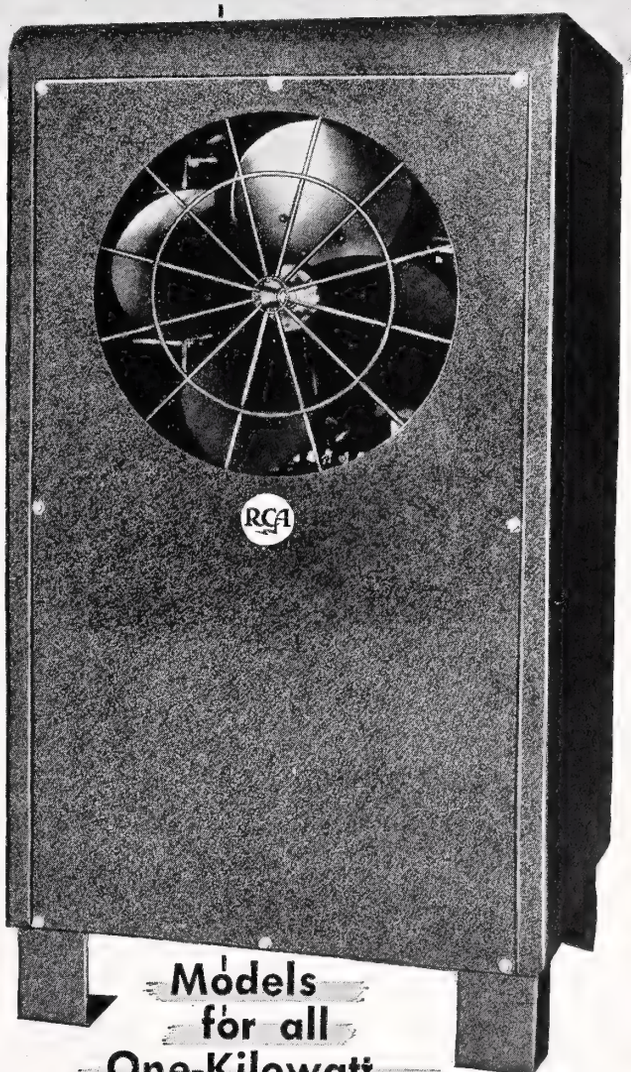
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STUDIO PERSONNELITIES

Barnstormers

Monogram

JOE KIRKWOOD has left for a Florida personal appearance tour in connection with the "Winner Take All" openings there.

Briefies

Columbia

"Waiting in the Lurch," a two-reel comedy featuring Joe Besser, went into production with Hugh McCollum as producer and Edward Bernds handling the megaphone.

RKO Radio

A two-reeler starring Leon Errol, "Cactus Cutup," went in to production as a George Bilson production, with Charles E. Roberts directing. Dorothy Granger and Tom Kennedy are in the supporting cast.

Republic

Now in production as Impossible Pictures' fourth cartoon short for the year is "Beyond Civilization to Texas," one-reeler written and being directed by Leonard L. Levinson. John Abbott is lensing.

Cleffers

Metro

HERBERT STOTHART has been assigned to score Gottfried Reinhardt's production, "Big Jack."

LENNIE HAYTON will write background music for "The Barkleys of Broadway," which Charles Waters directs and Arthur Freed produces.

GEORGIE STOLL has been assigned as musical director on Robert Z. Leonard's production, "Good Old Summertime."

Paramount

Composer-conductor ROBERT EMMETT DOLAN inked a new contract calling for four pictures within the next two and one-half years. His first assignment will be the Bing Crosby starrer, "Top o' the Morning."

Republic

STANLEY WILSON, composer and orchestrator, has been signed to a contract.

Universal-International

WALTER SCHARF has been assigned to write the musical score for Maxwell Shane's "The Amboy Dukes."

Loanouts

Metro

ERROL FLYNN checks in on loan from Warners to star opposite Greer Garson in Leon Gordon's production, "The Forsyte Saga," to be directed by Compton Bennett.

Meggers

Columbia

BUDDY ADLER has been assigned the production chores on "What My Next Husband Will Be," romantic comedy to star Rosalind Russell, being scripted by Nat Perrin.

Independent

JOE NEWMAN has been signed to meg "Blood Money" for Producer Frank Seltzer.

Monogram

LAMBERT HILLYER has been set to direct the next Jimmy Wakely western, tentatively titled "Gun Runner."

Options

Columbia

BRODERICK CRAWFORD has been set for the film version of Robert Penn Warren's novel, "All the King's Men," to be produced and directed by Robert Rossen.

TAMARA SHAYNE, who enacted the role of Jolson's mother in "The Jolson Story," repeats the characterization in "Jolson Sings Again," with Henry Levin directing for Producer Sidney Buchman.

Role of the heavy in "The Big Jump," upcoming George Raft starrer, goes to GEORGE MACREADY. Irving Starr is the producer.

PAUL FORD, New York stage and radio actor, has been signed for the role of a sheriff in "Bonanza."

Metro

JOY LANSING joins the cast of the Esther Williams-Red Skelton topliner, "Neptune's Daughter." Edward Buzzell directs and Jack Cummings produces.

Monogram

NOEL NEILL has the femme lead in the Jimmy Wakely starrer, "Gun Runner," with Lambert Hillyer directing for Producer Louis Gray.

Canadian orchestra leader RICHARD AVONDE has been cast to play a Portuguese fisherman in the Roddy McDowall starrer, "Tuna Clipper," which William Beaudine directs for Producer Lindsley Parsons. RICK VALLIN, PETER MAMAKES and DICKIE MOORE have joined the cast.

Paramount

Option on the acting services of MACONDALD CAREY was hoisted for another year.

MORT THOMPSON, screen newcomer from radio and stock companies, has been handed a long-term contract.

DON DE FORE has been ticketed to a new seven-year contract and assigned by Hal Wallis to a major role with Barbara Stanwyck in "The Furies."

JACK DEL RIO, JAMES CORNELL, TOMMY SUMMERS, THOMAS TAMAREZ, JOHN MARLIN and DARIO PIAZZA were added to the cast of the Bob Hope-Rhonda Fleming starrer, "Easy Does It," with Edmund Beloin producing.

New York stage and television actress CRISTINE COOPER will make her Hollywood debut in Hal Wallis' "Bitter Victory," toplining Robert Cummings and Lizabeth Scott.

Republic

TOM BROWN snagged the title role in "Duke of Chicago," fight yarn to be directed by George Blair for Producer Stephen Auer.

ROY BARCROFT and JACK LAMBERT are set to enact two of the top heavy roles for Producer Howard Welsch's "Montana Belle," starring Jane Russell and George Brent. ANDY DEVINE also takes a heavy role. Allan Dwan directs.

United Artists

HARRY SHANNON draws a top featured spot in Screen Play's "Champion," toplining Kirk Douglas and Marilyn Maxwell. Mark Robson directs for Producer Stanley Kramer. Stunt man JOHNNY DAY has been signed for an important featured role.

Universal-International

SHIMEN RUSKEN, DICK RYAN, WAYNE TREDWAY and DALE BELDING were added to the cast of Irving Brecher's William Bendix starrer, "The Life of Riley."

Producer-Director Chester Erskine has set SHELLEY WINTERS for the top femme lead opposite William Powell in "Take One False Step."

GAR MOORE has been signed to a long-term acting contract.

Warners

Veteran character comedian WALTER CATLETT has been secured to play an important role in the Danny Kaye starrer, "Happy Times," which Henry Koster directs.

PATRICIA NEAL is set to play opposite Ronald Reagan in "The Hasty Heart," to be filmed in England under the direction of Vincent Sherman.

VICTOR KILIAN, HALLENE HILL, JACK MOWER, PAUL KRUGER and ROBERT FILMER have been added to the cast of "Colorado Territory," toplining Joel McCrea, Virginia Mayo and Dorothy Malone. Raoul Walsh directs and Anthony Veiller produces.

Scripters

Film Classics

M.R.S. Pictures inked GERALD SCHNITZER to write the screenplay for "Chinese Blue," second of the Inner Sanctum series.

Metro

Writer WILLIAM STONE checks in to work on Producer Arthur Freed's "Pagan Love Song."

Republic

AL LEMOND has been assigned to script "Law of the Golden West," a Monte Hale western.

20th Century-Fox

Writer MILTON KRIMS had his option lifted for another year.

Warners

HAROLD MEDFORD has been set to script "The Hoodlums," an original based on the records of the New York police force.

Story Buys

Independent

Producer Jack Wrather has purchased "Wildcatters," an original by Arthur Hamm.

Monogram

King Bros. obtained the rights to "The Giant Killer," the story of the late Lieut. Joseph Petrosino of the New York police, who broke up the Black Hand society. The yarn will be based on a treatment by Burnet Hershey.

Republic

"Death Valley Gunfighter," an original screenplay by Bob Williams, has been purchased and assigned to Gordon Kay for production as an Allan "Rocky" Lane western.

Warners

Milton Sperling has acquired "The Linville Narcotics Case," original story by Henry Jordan, for United States Pictures production.

"The Travelers," western action drama by Walter Doniger, has been acquired and assigned to Anthony Veiller to produce.

Technically

Eagle Lion

JOHN ALTON will lens "The Blank Wall."

Metro

SERGEI PETSCHNIKOFF will be the unit manager for Joe Pasternak's production, "This Is Yours."

AL RABOCH has been assigned as assistant director for "Madame Bovary," which Vincente Minnelli will direct for Pandro S. Berman.

IRVINE WARBURTON draws the film editor assignment on "Neptune's Daughter," which Edward Buzzell directs for Producer Jack Cummings.

Paramount

WARREN LOW has been assigned as film editor on the Hal Wallis production, "Bitter Victory."

RKO Radio

J. ROY HUNT and EARL MOUNCE will handle the camera and sound chores, respectively, on the two-reel comedy, "Cactus Cutup."

United Artists

HARRY GERSTAD and BRUCE SHOENGARTH have been set as film editor and assistant film editor, respectively, on Stanley Kramer's "Champion."

Universal-International

Unit production manager assignments include HOWARD CHRISTIE for "Ma and Pa Kettle"; LEW LEARY for "Gambling Lady," and EDDIE DODDS for "And Baby Makes Three."

Title Changes

Paramount

"Betrayal," Pine-Thomas production starring Dorothy Lamour, Sterling Hayden and Dan Duryea, has been retagged MANHANDLE.

RKO Radio

"Gun Runners," Tim Holt western, has been retitled GUN SMUGGLERS.

United Artists

Producer Seymour Nebenzal's "Atlantis, the Lost Continent" will be released as SIREN OF ATLANTIS.

Nat Holt Crew to Shoot 'Cariboo Trail' in B.C.

HOLLYWOOD—Second on Producer Nat Holt's independent slate is "The Cariboo Trail," an original story of the Northwest Territory by John R. Sturdy. A followup to "Canadian Pacific," Holt's initialer, "Trail" will be for release by 20th Century-Fox, as was the first vehicle.

Holt plans to film "Trail" in color on location in British Columbia. Sturdy is now developing the screenplay.

U-I Gets 'Arctic' Film

HOLLYWOOD—Release through Universal-International has been set by Producer-Director Ewing Scott for "Arctic Manhunt," a story of adventure in the far north. Scott recently returned from the northern area where he filmed exteriors in the vicinities of Port Barrow and Port Hope, Alaska, with Michael Conrad in the starring role and Kay Norton as the lenser. Interior shooting will begin on the U-I lot early next month with Producer Leonard Goldstein supervising and Scott megging.

Install at Hot Springs

HOT SPRINGS, N. M.—Bernard Chancellor, manager of the El Rio and El Cortez theatres here, has installed new equipment in both houses. Chancellor said equipment included RCA rectifiers and sound.

Spokane Ban on 'Rope' Angers Columnist

SPOKANE—Following the Seattle ban on "Rope," the Spokane censor board previewed and banned the film which was booked for the Fox Theatre. James O'Connell, city manager for Evergreen Theatres, asked permission to show the film for adults only, but the censor board put "thumbs down" on the picture.

Margaret Bean, Spokane columnist, defended the showing of "Rope" before Spokane audiences and said "I too saw 'Rope' at the preview . . . I see no reason why adults should not be allowed to see the much-praised 'Rope.' As to children, why do parents allow any children to see murder pictures?"

The film, she added, "took the old formula of the so-called perfect crime and worked it out to its frightening climax to disprove the age-old speculation that a crime can be committed without leaving a clue. In the case of 'Rope,' two brilliant young men commit a 'perfect crime' just for the thrill of it, to discover their master-minding left a clue that put them in the toils of the law.

"If the idea is a horrendous thing and if the way in which the 'perfect crime' is worked out fills one with revulsion, still the picture is moral. It shows how the law closes down on the thrill murderers in the most powerful climax I have ever seen on the screen. And in his power to project the emotions of the characters across the footlights, Hitchcock creates such a revulsion for murder in the audience that the picture is doubly effective in its moral intent.

"I don't believe I have ever seen a crime story that is so well projected . . . Gripping is one of the most overworked words in dramatic criticism. But it applies to Hitchcock's 'Rope.' His success is quite complete. Possibly it was the very power of this picture which frightened the censor board and made its members feel that it wasn't wise to have it shown in Spokane. But since Hitchcock was able to create such a revulsion against it, I don't see why people who are attracted by the morbid in crime pictures shouldn't see it.

"I have seen too many pictures, with twisted moral precepts, that should have been banned rather than 'Rope.'"

Cashier Sets Off Alarm Which Prevents Holdup

SEATTLE—Defying a bandit armed with a loaded revolver, Mrs. Vivian Swan, cashier at the Florence Theatre here, set off an alarm which prevented her from being held up November 7.

The bandit appeared suddenly at the ticket window, through which he thrust a note reading: "I have a gun. Stuff all the money in a bag, or I will kill you."

Instead of complying with the demand, Mrs. Swan set off an alarm which brought other theatre employes and police, and the bandit fled in a hail of bullets. He was captured a moment later by a detective who launched a quick flying tackle.

Repair Flood Damages

PORTLAND—The Drive-In Amphitheatre at 9727 N. E. Union Ave. has reopened after repairing flood damage.

Executive Travelers

East: Howard Dietz, advertising-publicity director for Loew's, Inc., returned to his New York headquarters after studio parleys embracing promotional plans for upcoming Metro product. Meantime Director George Cukor checked in at the Culver City film plant after a six-month absence, during which he megged the Spencer Tracy starrer, "Edward, My Son," in London.

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East: Barney Balaban, president of Paramount, departed for Manhattan after two weeks of conferences at the studio with Henry Ginsberg, production chief, and other executives. Balaban was accompanied by Russell Holman, head of eastern production, and Edwin L. Weisl, member of the board of directors. Also checking out for the east was D. A. Doran, studio story department executive, who planned a two-week stay in New York on business. Returning from an eastern trip was Loren L. Ryder, head of the studio sound department, who presided at the 64th semiannual convention of the Society of Motion Picture Engineers in Washington, D. C.

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West: Here for parleys with studio chieftains and representatives of the Ass'n of Motion Picture Producers is Edward T. Cheyfitz, assistant to Eric Johnston, president of the Motion Picture Ass'n of America. Cheyfitz checked in from Washington, D. C.

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West: Due in at midweek was Gradwell Sears, United Artists president, who planned huddles with various UA producers on current and future filmmaking activities. Sears was expected also to complete arrangements whereby Howard Hughes, new RKO head, will take over three pictures he produced originally for UA—"Mad Wednesday, "The Outlaw" and "Vendetta." Meantime Arthur Kelly, UA's executive vice-president, returned to Gotham after a week of parleys here with George Bagnall, production chief, and UA producers.

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East: Dore Schary, vice-president in charge of Metro production, was to pull out over the weekend for New York for conferences with executives of Loew's, Inc., concerning the studio's picture-making plans for the next several months.

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East: William Hebert, Samuel Goldwyn's advertising-publicity director, planed to Manhattan for huddles with eastern officials of the Goldwyn company.

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West: Expected here around Thanksgiving is E. J. Mannix, Metro studio executive, who will sail for London in mid-November. He has been in England and Europe for some weeks surveying the status of films planned or in production abroad under the Metro banner. Returning to his studio desk was Producer Lawrence Weingarten, who spent three weeks in Gotham catching the new plays and discussing forthcoming productions with home office executives.

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West: George D. Burrows, Monogram-Allied Artists vice-president, returned from a two-week business junket to New York while Paul Short, AA producer, headed for Dallas to huddle with R. J. O'Donnell on plans for the upcoming release of "Bad Boy," which Short is producing under sponsorship of Variety Clubs International. O'Donnell is chief barker of that organization.

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East: Samuel Bischoff, United Artists producer, headed east for discussions with New York financiers and UA executives concerning his upcoming picture-making plans.

Saturday Children Show A Treat in Helena, Mont.

HELENA, MONT.—In an attempt to stymie juvenile delinquency, George McGaffick, local Firestone dealer, and Dan Driscoll, manager of the Marlow Theatre, have begun a series of 26 special Saturday morning children's shows.

Beginning at 10:30, a McGaffick-sponsored radio program precedes the regular children's show with youngsters from 6 to 12 competing in various contests, spelling bees and songfests. Community singing, with "I'm Looking Over a Four-Leaf Clover" as the theme song, usually winds up the half-hour broadcast.

Prizes are awarded to winning contestants and range from a pen and pencil set for girls to cowboy pistols for the boys. Following the broadcast, the children's show including a Superman serial and a color cartoon, keep the youthful audience occupied, rounding out the two-hour entertainment.

In order to provide an equal opportunity for each contestant, Driscoll devised a birthday system. During the week he checks on birthdays of Helena youngsters and notifies them by phone to be on the stage the following Saturday to participate in the contests.

Children of St. Joseph's orphanage were guests of the theatre for the first children's program and Driscoll plans to invite the children of both Helena orphanages frequently during the series, which will extend through Christmas.

Starts 15th Republic Year

HOLLYWOOD—Marking the beginning of his 14th year with the company, Joseph Kane's producer-director ticket at Republic has been extended for another year. Kane, who began his career as a film editor, will next spring to the screen "The Vanishing Westerner," starring William Elliott.

Start New Video Series

HOLLYWOOD—Producer-Director Joseph Santley is readying a 15-minute television domestic comedy series, "Home, Sweet Home," to star Nana Bryant. The video films have been booked by station KTLA, beginning in December.

Bob Hope in Parade

HOLLYWOOD—Bob Hope, who counts that week lost when he isn't set for some kind of benefit performance, and his wife Dolores served as grand marshals for the annual Armistice day parade of the American Legion's North Hollywood Post 307.

Australian Government Inquiries Into State of Film Production

By WILLIAM BEECHAM
Australian Bureau BOXOFFICE

The Commonwealth government is making inquiries into the state of the Australian film industry, particularly the condition of local production. It is believed that it has some idea of eventually giving local producers "a helping hand." In New South Wales two producing units are hoping to erect new studios, but so far the state government has refused them permission. However, as the result of serious representations, it is hoped that some move may be made at a comparatively early date.

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During the financial year ended March 31, 1948, American feature films imported by New Zealand totaled 281, a drop of 38 compared with the preceding year. Total number of features imported from Britain was 54, against the previous year's 34, an increase of 59 per cent. A total of 1,529 films of all classes, 4,245,590 feet, were examined by the censor, who rejected two outright. One of these, however, was later reconstructed and passed. Of 1,177 short films, 578 were British and 599 came from other countries. Feature films from the United States 281, from Great Britain 54, France 14, Australia 2, Russia 2, and Austria 1. Miniature films imported showed an increase, 83 as against 51.

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The Australian premiere of the J. Arthur Rank Children's Entertainment Films over the Acme-Odeon-King circuit was held recently and excellent business was recorded. Parents and citizens' associations gave considerable praise to the move, and although the first week's screenings were at only eight cinemas, the second week a further five had decided to screen the programs.

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The Western Australian government has rejected an appeal from local film exhibitors who asked that films might be exhibited on Christmas night this year, as Christmas falls on a Saturday. A deputation from the Motion Picture Public Relations council told the chief secretary that five-eighths of the week's takings came from the Saturday programs, and employes earned one-third of their wages on these nights. But the chief secretary replied that the decision to close cinemas and theatres on Good Friday and Christmas day was made by both houses of the State parliament. "So far as employes are concerned," he added, "their union wrote to me asking that theatres remain closed on Christmas night, as there were only two nights a year, apart from Sundays, when employes could be with their families.

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The managing director in Australia for RKO, Ralph R. Doyle, states that Hollywood producers, Meriam Cooper and John Ford, soon will send a camera crew to Australia to film backgrounds for the bush-ranging story "Stingaree." Doyle adds that Cooper considers Australia as "the last outpost" of the outdoor drama.

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The McCreadie Bros. first Australian production, "Always Another Dawn," has just been released, and their second feature, "Into the Straight," is almost completed. They have purchased Dale Collins' "Vulnerable" which will be put under way as soon as the second production is completed. These two brothers have committed themselves to a policy of continuity of production, believing that this is the only economical way to make films.

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A new peak in exhibitor-patron relationship was noted recently at Seymour, Victoria, when citizens of the town presented the proprietor of the Town Hall Pictures, W. Burns, with a canteen of cutlery, in recognition of his efforts in assisting local charitable institutions to raise funds. The Country Women's Ass'n, the Red Cross and the Catholic church united to thank Burns for his help. Burns is said to have raised more than $15,000 and speakers said they were amazed at his generosity.

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It is stated that Danny Kaye may visit Australia soon for a short season in vaudeville.

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The Commonwealth film censor has passed for exhibition in Australia the British production, "No Orchids for Miss Blandish," a film which caused a great deal of comment in Britain.

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The Cinema Unit Reunion Ass'n recently held its first annual reunion for present and former members of Forces Cinema units at the Legacy hall, Sydney. Some 200 members attended. George Preston of Universal-International was elected president.

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In an 11-day season at the St. James Theatre, Auckland, the Old Vic Co., headed by Sir Laurence and Lady Olivier, took some $75,000, attracting audiences of over 33,000 people. This is believed to be a record for a repertory theatre season, both in attendance and gross receipts.

Fox Theatres Transfers Two Wyoming Managers

CHEYENNE—Elmer "Pete" Foust has been named manager of the Paramount Theatre here replacing Charles Wallace, who is being transferred to Rawlins as city manager for Fox-Intermountain Theatres. Foust has been manager of the Princess Theatre here. Wallace, in Rawlins, will manage the Strand, Elk and Parco theatres. He was assistant city manager of Fox Theatres here along with managership of the local Paramount.

N. P. Jacobs Is Sole Owner Of Favorite Films Co.

SAN FRANCISCO—N. P. "Red" Jacobs now is sole owner of the San Francisco, Portland and Seattle branches of Favorite Films of California, Inc., following his purchase of the interests of Harry G. Price in the company. Jacobs last summer bought the interests of Moe Kerman and Joe Felder in the organization. He formerly was manager of the RKO branch here.

Sales Tax Increase Suggested in Utah

SALT LAKE CITY—Along with other businessmen, Utah theatre owners and operators were pondering the probability of an increase in sales taxes, a matter brought up when city auditor Louis E. Holley in announcing a decrease in the city budget said that another source of revenue must be found. He suggested an increase in sales tax by allowing municipalities of the state to slap on a levy of 1 per cent. At present, the sales tax is statewide and 2 per cent, with the full amount going to the state.

As soon as Holley made his announcement, Mayor Earl J. Glade of Salt Lake, who has been attempting to have the federal government abandon entertainment taxes so cities could tap that source of revenue, recommended the increase in sales tax. His idea and the idea of a business committee appointed by him would be to have the municipalities levy the extra 1 per cent and collect it, and continue the 2 per cent tax for the state. This, he said, would not cause one community to lose business to another if a city sales tax were levied. The state legislature will meet in January and the issue is expected to be fought out then.

Film Stars Taking Part In Arizona Fair Revue

PHOENIX—Arizona's annual state fair is being highlighted this year by a large contingent of screen performers, all of whom are here to appear in the "Hollywood Star Revue." Members of the Hollywood group are making personal appearances in the revue on a gratis basis, with all proceeds from the show going to the Phoenix post of the Veterans of Foreign Wars.

The production, scheduled to run six nights, alternated its performers every evening in order to allow for an influx of Hollywood talent to replace those who dropped out of the revue because of film commitments.

On hand for the opening performance were Sonny Tufts, Dick Lane, Martha Tilton, Hoagy Carmichael, Artie Wayne, Vince Barnett, Rod Cameron, Uki Sheren, Eddie Troy, the Williams Sisters, Mabel Todd, Heather Walsh, Jane Hazard, Elaine Sterling, Marjorie Riordan and Johnny James.

Robber Climbs Ladder To Loot Las Vegas Serf

LAS VEGAS—State Patrolman Nolan Utz said that the Serf Theatre here was robbed on a recent Sunday night by a man who gained entry to the theatre by using a ladder and climbing through a window in the manager's office near the projection room. About $50 was taken from a small cash box. Utz said a suspect was held on the case until the cash box could be processed for finger prints in Santa Fe.

Ask Permit at Belmont

BELMONT, CALIF.—The possibility of a motion picture theatre for Belmont became more definite recently as an unnamed firm submitted plans to the local planning commission asking a permit to build a new theatre at North road and El Camino Real in the northern city limits.

Seattle Gives 'Julia' Good 150 First Week

SEATTLE—Business was erratic last week and was off generally from the preceding period. The brightest spots were at the Fifth Avenue where "Julia Misbehaves" opened to 150 with the help of a Navy week tieup on "The Secret Land," the companion feature. "Johnny Belinda" also opened well, doing 135 at the Orpheum.

(Average Is 100)

Blue Mouse—**Apartment for Peggy** (20th-Fox); **The Big Punch** (WB), 3rd d. t. wk. ... 80
Coliseum—**The Return of Wildfire** (SG); **Jungle Goddess** (SG) ... 50
Fifth Avenue—**Julia Misbehaves** (MGM); **The Secret Land** (MGM) ... 150
Liberty—**Night Has a Thousand Eyes** (Para); **Rusty Leads the Way** (Col), 2nd wk. ... 90
Music Box—**One Touch of Venus** (U-I); **Sword of the Avenger** (EL), 2nd d. t. wk. ... 110
Music Hall—**Mr. Peabody and the Mermaid** (U-I); **The Strange Mrs. Crane** (EL) ... 60
Orpheum—**Johnny Belinda** (WB); **I Surrender, Dear** (Col) ... 135
Paramount—**A Southern Yankee** (MGM); **The Hunted** (Mono), 2nd wk. ... 120

'Song' Registers 175 To Pace Los Angeles

LOS ANGELES—Head and shoulders above the other attractions offered in first run circles from a business standpoint was "A Song Is Born," the Danny Kaye musicfest, which tabbed a husky 175 per cent in its initial stanze at two houses. It had very little competition. Holding down the second spot was "Hamlet," in its second week of a roadshow engagement. Still above average in its fourth stanze at five theatres was "Red River."

Belmont, Culver, El Rey, Orpheum, Vogue—**The Gallant Blade** (Col); **Racing Luck** (Col) ... 90
Carthay Circle, Chinese, State, Uptown, Loyola—**The Paradine Case** (SRO), 2nd run; **Million Dollar Weekend** (EL), 2nd wk. ... 90
Downtown, Hollywood Paramounts—**Station West** (RKO); **Jungle Goddess** (SGP), 2nd wk. ... 75
Egyptian, Los Angeles, Wilshire—**Luxury Liner** (MGM); **The Secret Land** (MGM), 3rd wk. ... 90
Four Music Halls, Pan-Pacific—**Red River** (UA), 4th wk. ... 115
Four Star—**Hamlet** (U-I), roadshow, 2nd wk. ... 125
Guild, Iris, Ritz, Studio City, United Artists—**Kiss the Blood Off My Hands** (U-I); **Sword of the Avenger** (EL), 2nd wk. ... 100
Pantages, Hillstreet—**A Song Is Born** (RKO) ... 175
Warners Downtown, Hollywood, Wiltern—**June Bride** (WB) ... 120

Holdovers Continue Big At San Francisco Houses

SAN FRANCISCO—Holdovers were the rule rather than the exception here. "Station West," paired with "Bodyguard" at the Golden Gate, paced the newcomers. "Red River," in a third round at the United Artists, topped the holdovers with 175 per cent. "The Loves of Carmen," playing with "Black Eagle" at the Esquire, continued to pull heavily. "Julia Misbehaves," showing with "The Secret Land" at the Warfield, also showed continued power at the boxoffice.

Esquire—**The Loves of Carmen** (Col); **Black Eagle, the Story of a Horse** (Col), 3rd d. t. wk. ... 150
Golden Gate—**Station West** (RKO); **Bodyguard** (RKO) ... 135
Orpheum—**One Touch of Venus** (U-I); **Shed No Tears** (EL) ... 125
Paramount—**Miss Tatlock's Millions** (Para); **Inner Sanctum** (FC), 2nd wk. ... 90
St. Francis—**Night Has a Thousand Eyes** (Para) ... 120
State—**Rope** (WB), 5th d. t. wk. ... 90
United Artists—**Red River** (UA), 3rd wk. ... 175
United Nations—**Cry of the City** (20th-Fox); **Sons of Adventure** (Rep), 2nd d. t. wk. ... 100
Warfield—**Julia Misbehaves** (MGM); **The Secret Land** (MGM), 2nd wk. ... 140

'Red River' Holds at Denver For Its Third Week

DENVER—"Red River" was held for a third week at the Broadway and "Isn't It Romantic" for a second at the Denham. Grosses in several theatres slipped because of Sunday snowstorm.

Aladdin—**Sitting Pretty** (20th-Fox); **Voice of the Turtle** (WB), 2nd run. ... 125
Broadway—**Red River** (UA), 2nd wk. ... 140
Denham—**Isn't It Romantic?** (Para) ... 110
Denver, Esquire and Webber—**Rope** (WB); **The Big Punch** (WB) ... 128
Orpheum—**The Velvet Touch** (RKO); **The Prairie** (SG) ... 100
Paramount—**Cry of the City** (20th-Fox); **My Dog Rusty** (Col) ... 90
Rialto—**The Hairy Ape** (UA); **The Wolf Man** (U-I), reissues ... 90

United Artists Theatre Remodeled, Repainted

SAN FRANCISCO—The United Artists Theatre here, under the new ownership of North Coast Theatres, is undergoing a renovating job. The 90-foot marquee has been repainted and new neon installed. The vertical UA sign and the front of the building were painted and a new idea in fronts will be used for each picture.

A new candy and soft drink bar is in operation, made possible by the removal of two rows of seats. The UA is managed by Jack Miller, formerly at the Palace in Los Angles. Assistant is Glenn Coffee, former assistant at the Esquire here.

Preview for Officials

SACRAMENTO—The new Manor Theatre, built here by McMahon and Ford and leased to the Manor Theatre Corp., was opened formally recently after a preview showing for city, county and state officials. Kenneth Wright, manager of the theatre, said the Manor was constructed at a cost of more than $100,000. The theatre seats 600 persons and has a parking area for 2,000 cars.

Employes Give Box Supper

CARLSBAD, N. M.—Employes of the Carlsbad theatres held a midnight box supper at the auditorium of the Cactus recently in an effort to raise funds for their annual Christmas party. After the auctioning of the boxes, dancing and games provided the evening's entertainment.

James Keefe of Orpheum, Spokane, Is State Senator

SPOKANE, WASH.—When you meet James Keefe, manager of the Orpheum Theatre, it is now "Hello, Senator!" For the genial Irishman, who comes from New York's East Side, was elected Washington state senator on the Democratic ticket at the last election. But it was no surprise to Keefe's friends that he was able to win in a hard-fought battle, for he is a popular fellow in this Inland Empire city.



James Keefe

Keefe entered the theatre business as a doorman at the same theatre back in 1930, when it was operated by RKO. After the house changed over to Evergreen Theatres in 1932, he started moving around at a rapid rate and worked at the Fox, State and Liberty before going back to the Orpheum as manager. Keefe attended Gonzaga university here, is married and has two sons. Keefe will perform his first official duties as senator when he goes to the meeting of the state legislature in January at Olympia.

Great Falls Grand Co. Ends 25-Year Activity

GREAT FALLS, MONT.—Application for the dissolution of the Grand Theatre Co. has been filed in district court here by Jeannette E. Bartley, Chester C. Adair and Maurice W. Kinzel, directors.

The firm was incorporated April 10, 1925 and September 21 stockholders voted for dissolution and liquidation. A resolution was adopted providing that all of its assets should be distributed to the sole beneficial shareholder, Jeannette E. Bartley, in complete cancellation of capital stock.

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Salt Lake City Lyric On First Run Basis

SALT LAKE CITY—A third group operating a theatre in downtown Salt Lake City will go after the city's first run business when the Lyric Theatre opens with MGM's "The Three Musketeers" November 19.

Heretofore, the Lawrence-Uptown Theatres and Intermountain Theatres, Inc., have shown first run pictures, but with a $22,500 remodeling program completed, the Lyric put in its bid for first run product and obtained the MGM pictures. It is understood that the price guaranteed was one of the biggest ever put up to get a picture in Salt Lake. Further, the film is booked in the Lyric for four weeks. Longest normal playing time in one local theatre has been two weeks with a moveover.

OWNED BY LDS CHURCH

The Lyric, owned by the Church of Jesus Christ of Latter Day Saints, is leased to the Favorite Amusement Co., managed by Joe Rosenfield of Seattle. Warren D. Butler is manager. The theatre once housed the top vaudeville shows and stock companies in the country, and such stars as Gladys George, Ben Erway, Maude Adams and Ralph Cloninger have appeared on its stage. It is located on Salt Lake City's State street which, although it has the Centre, the Intermountain circuit's A house, has been a second run street.

Efforts will be made through a newspaper and radio advertising campaign to make Salt Lake more than "a one-street town as far as film entertainment is concerned," Butler said. Cooperative full-page advertisements are being arranged with merchants on State street thanking the Lyric for "the forward step in focusing attention on State street."

Although it was the showhouse of Salt Lake City at one time, when vaudeville and the stock company died the Lyric gradually lost favor with much of the showgoing public. Several times it changed its name and management in an endeavor to come back.

REMODELED SEVERAL TIMES

When the Mormon church finally leased it to the Favorite Amusement Co., a large-scale rehabilitation program was carried on. Vaudeville programs and double bills became standard for more than a year until even they lost appeal. At least three times since Warren Butler has been manager, the Lyric has been remodeled, new seats have been installed and the lobby and foyer have been redecorated and painted. Now, more space has been allowed between rows of seats downstairs and new seats and carpeting have been installed upstairs.

A large amount of money has been set aside for advertising. To avoid the public tendency to think of "The Three Musketeers" as a reissue by announcing it is going into the Lyric, Butler and MGM have cooperated in a teaser campaign to sell the picture as "coming to your favorite theatre." This has been going on since November 7. The name of the theatre at which the picture is to be shown was scheduled to be announced November 14, along with a story on the remodeling and the new first run policy.

Dismantle Old Broadway

GRASS VALLEY, CALIF.—The old Broadway Theatre here has been closed for dismantling. In its place a modern and more spacious structure will be erected.

From the BOXOFFICE *Files*

(Twenty Years Ago)

DENVER'S most distinguished visitor in film circles this week was Will H. Hays, who stopped for a few hours en route to New York City. Hays said he believed the sound movies would have a wonderful future, and that sound effects would ultimately be used in all pictures.

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A fire in the projection booth of the Lyons Theatre at Lyons, Colo., resulted in damage estimated at $1,000. The theatre is owned by Mrs. Nettie McFadden . . . The Atlas of Cheyenne, Wyo., was robbed last week of $75. Mel Todd is manager of the Atlas, and also of the Princess in Cheyenne.

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Consolidated Theatres, Inc., of Denver recently opened the Egyptian at Delta, Colo. . . . The Mars in Denver, a landmark of Movie Row, has been renamed the Music Box and will reopen under the management of Al Haagen . . . H. W. Boyle has bought the Alcott, Denver, from Mrs. Ollie Heffernan Toppan . . . The Rialto, Sedgwick, Colo., has been sold by Pospicil and Kellogg to Dustin Q. Millat.

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Charles R. Gilmour, Denver manager for Warners, is ready for his first solo airplane flight . . . The Gem Theatre at Golden, Colo., has been purchased from M. W. McFarland by Richard A. Preuss, former manager of the Arvada at Golden.

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The Empress in Denver, recently leased by the Bert Levey vaudeville circuit, has closed. This is the second theatre failure in recent weeks on the once-popular Curtis street, where all first run picture houses were located a few years ago. It seems that Denver's first run houses soon will be scattered all over the downtown district instead of grouped within a few blocks of each other.

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The Broadway Theatre of Pueblo, which has been closed for the past six months, will be opened soon under the management of J. F. Duffy . . . Charles Gillen is now operating a new company of his own which is called the Denver Slide and Film Co. . . . The Broadway, Denver, operated by Peter McCourt for a number of years, has changed ownership for a reported sum of $25,000. John M. Mulvihill is the new owner.

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The Denver Film Board of Trade has attempted to secure information from exhibitors as to their opinion of what films they consider suitable for family night programs and children's matinees . . . R. A. Pruess has purchased all of the interest of M. W. McFarland in the Gem at Golden, Colo.

* * *

George Beard of Coalville won his case against the Summit county board of education when District Judge M. L. Ritchie in Salt Lake City ruled that use of public school buildings for commercial entertainment purposes is outside the law. Beard, theatre owner, had objected to the use of the county high school for showing pictures in competition with his offering.

* * *

J. A. Theobald, former owner of the Eclipse in Breckenridge, Colo., spent a few days in Denver in the interests of the theatre which is now being run by Mrs. M. C. Foote.

Kid Shows Scheduled For Pre-Xmas Period

LOS ANGELES—Fox West Coast has launched a series of junior morning matinees in eight local houses to run until December 23 in an effort to stimulate theatre attendance by juveniles during the Thanksgiving-Christmas holiday period.

Five showcases—the Loyola, Iris, El Rey, Studio City and Uptown—are booking westerns, cartoons and comedies in addition to three stage presentations featuring film and radio juveniles. The live shows are set for Grauman's Chinese December 18, the Carthay Circle December 19 and the Belmont December 21. These three houses are also scheduling film matinees during the period.

Personal Calls, Letters Help at Helena, Mont.

HELENA—Dan Driscoll, manager of the Marlow Theatre, says personal letters and telephone calls pay off in boxoffice receipts. Driscoll makes it a habit to contact teachers and leaders of young people's organizations when he is about to run a picture which he feels he can recommend for young patrons. Just before showing "The Babe Ruth Story," he sent special letters to friends interested in baseball and to schools, telling why this picture was the ideal type for baseball fans and all people interested in a good human interest story. His efforts, states Manager Driscoll, have been well received.

Charles Wallace Named Rawlins, Wyo., Manager

RAWLINS, WYO.—Charles Wallace, former manager of the Paramount in Cheyenne, has been named city manager of theatres in Rawlins and Sinclair, succeeding Marvin Skinner, who has been appointed house manager for the large Fox Intermount Theatre in North Platte, Neb.

Wallace, a native of Laramie, has been connected with Fox Intermountain in Laramie and Hot Springs and from June 1947 to January 1946 he was temporary manager of the Strand here.

Variety Tent 25 to Elect

LOS ANGELES—The annual election of officers of Tent 25, Variety Clubs of Southern California, will be held November 29 at a dinner meeting at the Ambassador hotel. Sherrill Corwin, chairman of Tent 25's entertainment committee, is handling arrangements. Charles P. Skouras, president of National Theatres and Fox West Coast, is the incumbent chief barker.

Ruth Strickland Named

HARLOWTON, MONT.—Ruth Strickland of Helena has been named manager of the Harlo Theatre, succeeding Wally Burton, who is now at Big Timber.

C. W. Hill Builds Theatre

SAN DIEGO—A new frame and steel theatre building is being erected on County road in San Diego county for Chester W. Hill. The structure will contain 1,110 square feet of floor space.

Arizona Vote Clears Way for Production

PHOENIX—Passage of initiative measure 304 at the Arizona general election last Tuesday undoubtedly will pave the way for the return of Hollywood motion picture companies to Arizona, once a favored locale for filming.

Production on several pictures scheduled to be shot here was held up pending the outcome of the voting on the measure, which limits compensation payments to $1,000 a month. Motion picture companies had previously balked at the high insurance rates charged under the former Arizona workmen's compensation law, which called for an injured employe to receive 60 per cent of his base salary.

'YELLOW RIBBON' FIRST

Probably the first local production to get under way following the passage of the new measure will be Argosy's "She Wore a Yellow Ribbon," which is being filmed in the Monument valley area, just across the Arizona border. The picture stars John Wayne, Victor McLaglen, John Agar and Joanne Dru.

A November shooting date is also scheduled for Columbia's "Bonanza," which will be filmed in the Superstition mountains near Phoenix. The picture is being held up pending the appointment of a new director to succeed George Marshall, who had been borrowed from Paramount to direct the Columbia production. Marshall returned to his home studio last week and has not as yet been replaced.

Also scheduled for filming in Arizona is "Blood Brother," which will be given the gun in February by Julian Blaustein, who has formed his own company. Blaustein, former executive assistant to David O. Selznick, will film the Elliot Arnold novel in its original setting, northern Cochise county.

SID STREET EXPECTED

Sid Street of Paramount was to visit Phoenix this week to scout locations for an as yet untitled picture, and at least one major company has scheduled camera work for Sedona, Ariz., this January.

There are more plans in the making and, from all indications, the motion picture industry will have a definite place in the Arizona sun.

SAN FRANCISCO

A supervisor's resolution urging Congress to repeal the federal amusement tax has been signed by San Francisco's Mayor Robinson. Repeal is sought so this source of revenue might be opened to local taxation . . . Plans and specifications for a theatre building were submitted to Belmont planning commission members by the present owners of the Manor Theatre in San Mateo.

Joseph Meyer is the sole owner of the Port Chicago Theatre following a change in the setup of Joseph Meyer Enterprises, Inc., at a regular meeting of the board here. Meyer resigned as president of the corporation and turned in his 51 per cent of the stock in exchange for exclusive ownership of the Port Chicago . . . Vallejo's Fox West Coast Theatres honored Herman Kersken, east Bay district manager for the chain, during the organization's Greater Show Season celebration. Kersken has been an FWC employe and executive for 28 years, during which he has served in nearly every position in the business.

The Boyes Springs Theatre, owned by Granville MacPherson, opened amid much festivity. The theatre is of quonset construction with two stores in front and two apartments above the stores . . . Work will commence immediately on a new $250,000 theatre to be erected at Mill and Second streets by Principal Theatres in Porterville, according to Everett Howell. The new theatre will seat 1,200.

Joseph Novitzky, former manager of theatres in Berkeley, and the Vista Theatre in El Cerrito, is manager of the new drive-in at El Cerrito. Novitzky said the theatre would run all year round, rain or shine. The drive-in is operated by Blumenfeld theatres. Original building estimate filed with the city as $500,000, was revised upward after construction began . . . Jack Hurlburt jr. has been promoted to Porter Theatre manager in Woodland, according to Jim Gellatly, city manager for State-Porter theatres. Hurlburt was formerly employed at the State and recently returned to Woodland from Eureka where he has been managing a George Mann theatre.

Renovation of the West Garrison Theatre in Pittsburgh is being rushed so that the building will be ready for use by November 12, date of the first concert series . . . A casting crew of 120 persons from Warner Bros. studios was aboard the U.S. Antietam at the Alameda naval air station for takes to be used in the forthcoming picture, "Task Force." Gary Cooper, Wayne Morris, Walter Brennan and others were there for the picture . . . Comedian Ned Sparks is in Victorville writing his memoirs.

Thirty-five of Hollywood's top names played in Oakland in the Santa Claus world series softball game, the proceeds from which go to the Santa Claus Foundation, Inc. Participation was between Jack Carson's Polar Bears and Dennis Morgan's Reindeers . . . Local San Francisco Republicans held a big rally for Gov. Earl Warren with a Hollywood contingent including George Murphy, Lee Bowman, Hoagy Carmichael, Penny Singleton, Arthur Lake, Dennis Morgan and Jack Carson . . . Claudette Colbert appeared at the French Trade and Travel exposition in San Francisco.

Irving Levin, head of San Francisco Theatres, is looking into the possibilities of a soundproof section for "sleepers" . . . Election returns were shown on the marquee and flashed on the screen of the San Francisco Telenews . . . Contrary to reports in last week's column Marie C. Marks has not sold the Acme Theatre on Stockton street in San Francisco . . . Dr. I. Q. will broadcast from the stage of the Golden Gate starting Monday (15).

Arthur Unger of Unger Popcorn Supply Co. was one of those who attended the premiere of the Robert L. Lippert production "Last of the Wild Horses" in Medford, Ore. Also up for the premiere was "Doc" Henning . . . Mel Hulling, Monogram, went to Los Angeles on business . . . Mrs. A. Newman was here visiting her daughter Nettie Unger.

Lou Rosen, Royal Amusement, Ltd., was here on business from Honolulu . . . Abe Karski, theatreman, left for New York, New Orleans and other points of interest . . . Filmrow basketball team, sponsored by Paramount exchange, is out fighting for the championship against the PGE team. The boys have won 17 straight games.

E. Harold Hall of the Pollock Pines Grand Theatre was here booking . . . Frank Maun, Lyric Theatre in Marysville, was along the Row . . . Magda Wenschek is the new bookkeeper at Favorite Films. Magda arrived here from Shanghai . . . Keenan Wynn and other film personalities were here to attend the opening of Ed Wynn's "Carnival" at the Curran Theatre.

Dan McLean, bossman of the Embassy Theatre in San Francisco, got into the spirit of the Portola festival by staging a Whiskerino contest at the theatre. The contest was open to all comers, male or female. Prize was $100.

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DENVER

Frank Culp, Tabor manager, who started in theatre business here 31 years ago, has retired and gone to Florida to live. Culp built the Granada, later sold it, and has been with Fox Intermountain Theatres for 21 years. The Culps were given a farewell party at the Rocky Mountain Screen club and were given going away gifts. Jack Copeland, manager of the Rialto, succeeds Culp as Tabor manager; Robert Lotito moves from the Webber to the Rialto, and Fred Hufsmith, assistant at the Tabor, is promoted to Webber manager.

Sam Appleman, RKO salesman, spent five days in a Newcastle, Wyo., hospital, as a result of a car wreck in which his car skidded and overturned on a patch of loose gravel. Appleman suffered head lacerations and body bruises . . . Louise, daughter of Al Kolitz, RKO district manager, and Jerry Appel, meat packing firm executive, will be married January 20 at the Green Gables Country club.

Eagle Lion extended an invitation to all exhibitors to make free use of a room being equipped for their convenience where they can check their books or call other exchanges in privacy. The room will have two desks as well as telephones. The Eagle Lion exchange has just undergone a 100 per cent remodel job . . . Robert Patrick has moved his Central booking agency to the Alpine Theatre.

While in Denver Jack Weiss jr. revealed that he and his father have spent about $25,000 on the remodeling of the Mission, Mesilla Park, N. M. The front has been done over, extra lobby space has been provided, new poster frames are installed and new drapes and curtains have dressed up the stage. A Baldwin organ, which will be used for community sings, talent shows, and the like, also was installed.

Kenneth MacKaig, United Artists manager, flew to Albuquerque, N. M., on a sales trip . . . Charlotte Sutton, branch manager's secretary at RKO, and Jack Underhill will be married November 20.

Exhibitors seen on Filmrow included Don Beers, Santa Fe; Mr. and Mrs. Fred Lind, Rifle; Mrs. Leon Coulter, Loveland; Doyle Shelton, Pritchett; John Steele, Limon; J. H. Roberts, Fort Morgan; Dr. F. E. Rider, Wauneta, Neb.; Marie Goodhand, Kimball, Neb.; Claude Graves, Albuquerque; June Canda, Westcliffe, Colo.; William Ostenberg III and William Boston, Scottsbluff, Neb.; Sam Reed, Fairplay, Colo.; Dave Warnock, Johnstown, Colo., and Clarence Martin, Hugo.

E. E. Jameson, owner of the Kansas City and Denver National Film Service franchises, and William Clark, vice-president of National, conferred here with Lynn Fetz, local manager . . . When you plan to attend the family dinners on Thursdays or the men's Monday luncheons at the Rocky Mountain Screen club, get there early. The fine food is gaining such a reputation that the place is filled to more than capacity.

Exhibitors on Filmrow included Mr. and Mrs. Bernie Newman, Walsh, Colo.; Mr. and Mrs. Leon Coulter, Loveland; John Steele, Limon; Frank Aydelotte, Fort Collins; Mr. and Mrs. Fred Lind, Rifle; L. F. Flower, Estes Park; George Nescher, Springfield; Frank Whalen, Deertrail, Doyle Shelton, Pritchett.

Tiein With Home Builder Nets 'Sam' Big Publicity

SEATTLE—"Good Sam," the RKO comedy, piled up handsome gobs of free newspaper publicity last week as the result of a charity premiere tieup with the morning Post-Intelligencer. The campaign was launched by Russ Morgan, exploiteer for RKO in the northwest. The P-I had been carrying on a small campaign for a widow and her seven children who were attempting to build with their own hands a home of their own despite the lack of money. Neighbors and other sympathizers had been contributing small amounts.

Morgan and Dan Redden, manager of Hamrick - Evergreen's Paramount Theatre, talked the editors into lashing on to a charity premiere at 11 o'clock the night before "Good Sam" was to open. It was felt that the theme of the picture lent itself very well to the cause involved. The newspaper announced the event with a seven-column spread with art and followed up for over a week with daily stories and pictures, with "Good Sam," of course, getting the benefit of a lot of publicity.

A group of businessmen in the widow's district volunteered to sell tickets, while others were sold in advance at the theatre boxoffice. While the take was small because the premiere was held the night after the exciting election, "Good Sam," RKO and Hamrick-Evergreen Theatres gained a terrific amount of sales and goodwill publicity.

Costa Mesa Theatre Opens

COSTA MESA, CALIF.—The grand opening of the new 900-seat Mesa Theatre was set for October 27 by Manager Bob Shirley. The theatre, which cost $150,000, is owned by the Griffith Co., owner of the Lido and Balboa theatres in nearby Newport Beach.

LOS ANGELES

Engagement of their niece, Constantina Skouras, to William Oldknow, son of Mr. and Mrs. Oscar Oldknow, was announced by Mr. and Mrs. Charles P. Skouras as the climax of a dinner-dance for friends and relatives of the two families. Miss Skouras, a native of Athens, Greece, is attending Scripps College in Claremont. Oldknow, a USC graduate, is presently active in the exhibition field here.

Down Long Beach way: Lou Clark, manager of Fox West Coast's West Coast, is in Seaside hospital for a checkup . . . Wayne Shepler has been set as manager of the Long Beach, replacing J. G. Poulos, who will be given another FWC house. Shepler comes from Pittsburgh and St. Louis.

At the end of the eighth week of National Theatres' 13th annual showmanship drive, two Fox West Coast districts maintained their holds on third and fourth place—Dick Spier's northern California group in third, Dick Dickson's southern California aggregation right behind.

Henry Davis, assistant booker in the local Paramount office, has been upped to a salesman's berth . . . Murray Peck, manager of the Regent, neighborhood house, boosted grosses recently when Rudy Vallee made a personal appearance and entertained in conjunction with the booking of "So This Is New York," in which Vallee has a featured role.

Here for product parleys with National Theatres toppers is Louis Astor, circuit sales executive for Columbia. Meantime Jerry Saffron, Columbia's western district sales head, checked in after a two-week Palm Springs holiday . . . Charles P. Skouras, NT president, was due to pull out for New York for eastern conferences, accompanied by John Bertero and Harry Cox, circuit executives.

Booking and buying visitors included Jay Burger, operator of the Del Mar in Carpinteria and the Valley in Camarillo; Bob Pangberg of the Times; Ned Calvi, Plaza, Hawthorne; Joe Markowitz, Encinitas, where he operates the La Paloma; Lou Berman, Harbor Drive-In; Mr. and Mrs. Done Samuels, owners of the Carlsbad in Carlsbad, and Ray Olmstead, Arizona circuit operator . . . Another local visitor was Pat Patterson of Astor Pictures in San Francisco.

The Eastland and Associated Theatres held a joint managers meeting at the Carolina Pines with Jack Goldberg, Izzy and Jack Berman, circuit executives, presiding . . . Dave Cantor, RKO exploiteer, returned from a trip to Seattle and San Francisco . . . Billy Sobelman is now managing the Campus in Hollywood.

Roy Hunt's new Rubidoux Drive-In in Riverside opened November 3 to a capacity attendance of 780 cars, all proceeds going to a West Riverside youth organization. Tariff was $4.80 a person . . . Johnny Dugan is managing the Lamont in Lamont for Selly Levinson, who also owns the Brentwood in West Los Angeles . . . Exhibitors Service is handling the booking and buying chores for the Campus, Kiva and Civic showcases.

Off to San Francisco for a week's vacation went J. J. O'Laughlin, United Artists manager, accompanied by his wife.

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SEATTLE

L. Barnet was to open his new theatre at Grayland, Wash., November 12 . . . Murry Lafayette, 20th-Fox exploiteer, returning from Spokane the day after election, said everyone on the train was playing the new game: "What Happened?" . . . Zollie Volchok, Sterling circuit city manager, made a quick trip to Port Angeles . . . Frank L. Newman sr. is nursing a sprained ankle received in Olympia.

Burch Shelton, manager of the Portland Film club, and Mrs. Shelton were weekend guests of Chilt and Lola Robinett for the Oregon-Washington football game. Others from the Rose City's Filmrow here for the game were Mark and Helen McDougal, John and Sue Matlock and Roy and Betty Wolford . . . John Danz, Sterling president, is back from a New York trip.

Jimmy O'Connell, city manager for Evergreen in Spokane, is handing out cigars after the birth of a son . . . Jack Kloepper's Favorite Film exchange has moved to new offices at 2323 Second Ave., while Hal Boehme of Astor Pictures and Bob Woock of Manley, Inc., have shifted to the old Favorite quarters at 2231 Second Ave. . . . Clarence Haviland, brother of Glenn Haviland, eastern Washington salesman for WB, has joined the National Screen Service staff.

Harry Ulsh, who operates a theatre in Anacortes and shares interest with his son in another at Tonasket, visited here from Los Angeles, where he resides . . . Filmrow visitors: Lou Pressler, general manager for WB in Hoquiam; Glenn Spencer, Proctor Street Theatre, Tacoma, and Bob Cleveland, eastern Washington salesman for EL.

Al O'Camp, former exploiteer for RKO here and later stationed in Buenos Aires, came back to the territory on special assignment for Samuel Goldwyn in connection with "A Song Is Born," playing at the Liberty . . . The motion picture projectionists union celebrated its 40th anniversary with a banquet for 500 guests and friends October 27. Richard Walsh, IATSE president, and Thomas T. Shea, his assistant; W. P. Raoul, secretary-treasurer, and O. M. Jacobson, IATSE representative in this area, addressed them.

Ted Heyder Will Manage Juneau, Alaska Capitol

JUNEAU, ALASKA—Ted Heyder jr. has arrived here to take over as manager of the Capitol Theatre replacing Homer Garvin. Heyder, a native of Juneau, entered theatre business in Seattle in 1936 as a projectionist. He returned to Alaska in 1941 as operator in theatres throughout Southeast Alaska. He started at the Capitol in Juneau in 1943 as assistant projectionist and in 1944 was named chief projectionist. Then in 1946 he was promoted to assistant manager of the Capitol and a year later was transferred to Bremerton, Wash., as manager of the Tower.

J. R. Dikeos Is Manager

LIVINGSTON, MONT.—John R. Dikeos is new manager of the Park Theatre here. Before coming here he was assistant at the Rialto in Missoula and manager of the Dream in Coeur d'Alene.

Paramount Sales Parley In Frisco This Weekend

SAN FRANCISCO—A two-day meeting of Paramount's western sales division was scheduled for November 12-13 with Charles M. Reagan, vice-president in charge of distribution, presiding. Huddles were to be held at the Fairmont hotel.

On the docket were discussions of forthcoming releases. Slated to attend were:

George A. Smith, western division manager; Hugh Braly, western district chief, and branch managers A. R. Taylor, Los Angeles; H. Neal East, San Francisco; Wayne Thiriot, Portland; Henry Haustein, Seattle; C. J. Duer, Denver; Frank Smith, Salt Lake City; Harry Hamburg, Kansas City; Harry Haas, St. Louis; Don Hicks, Des Moines, and Andy Anderson, Omaha. Also to be on hand was Harold Wirthwein, Smith's assistant.

'Human Growth' Approved For Child Audiences

SPOKANE—"Human Growth," a film showing the prenatal development of the child, has received the approval of Dr. Elizabeth White and Dr. R. D. Reekie of Spokane. Produced by the Brown Foundation at the University of Oregon, "Human Growth" has been shown in Oregon public schools, but since its distribution by the audio-visual department of the Spokane schools there has been controversy as to whether the picture is suitable for child audiences.

Flames Destroy Film

ALBUQUERQUE—Chief Theatre patrons got their money back on a recent evening when fire destroyed part of a reel of film which became lodged in the projector and ignited. George Tucker of Albuquerque said about half of one reel of "Life With Father" was destroyed. He said safety devices on the projector closed automatically and prevented flames from spreading. Equipment was undamaged, he said.

Buys Miller, S. D., Theatre

MILLER, S. D.—A. D. Fitzgerald has sold the Princess Theatre here to Ernest Schweigert of Artas, S. D. Fitzgerald has been in the theatre business here for the last 23 years and built the present theatre building.

FWC Renews 3 Leases

LOS ANGELES—Fox West Coast has renewed its lease, on a long-term basis, on the Glen, Glendale; the Starland in downtown Los Angeles, and the Capitol in Sacramento.

Tar Ignites on Theatre Roof

LOS BANOS, CALIF.—A small section of the new El Rey Theatre roof was slightly damaged by fire recently when a bucket of hot tar ignited as workers were preparing to spread it on the roof. Damage was limited to a small section of the roof.

Old Hit Films for Kids

SONORA, CALIF.—The Uptown Theatre here has begun a new Saturday policy for kiddy matinees, playing only the hits of a few years back, such as "Little Miss Marker," "Huckleberry Finn," "The Wizard of Oz" and many others.

SALT LAKE CITY

Cold weather swooped down on Salt Lake City with boxoffices apparently little affected. The approach of winter, however, did close the drive-ins, so the indoor theatres will get whatever patronage they can from them . . . The annual pay roll of the motion picture industry in Utah amounted to $2,222,487 up to June 30, 1948, according to figures issued by the State Industrial commission. The average number of workers for the year was 1,504, with the monthly wage averaging $123.12. This included ushers and cashiers. The average wage in amusements outside of theatres was $104.18 per month.

Annual bowling tournament of the Salt Lake Motion Picture club was held November 13 . . . A fashion show was sponsored by the Women's Motion Picture club . . The election had little effect on theatres in the area, according to most managers, many of whom flashed returns on their screens. Hall Baetz, manager of Fox Intermountain, was typical. He said his houses showed no slump during the election.

A shipping center for films is expected to open at the Intermountain Theatre Supply Bldg. being constructed along Filmrow by Phillip Guss, it appeared this week, with an official visit of the distributing company's representatives to Salt Lake.

Construction of a $135,000 theatre in Spanish Fork, Utah, to replace the Angelus Theatre there, which burned recently, will begin immediately, according to Vincent Gilhool, manager of the Huish-Gilhool Theatres. The new building will seat 800 persons. The old theatre was destroyed shortly after closing time by fire from an undisclosed source . . . Ray Webb will build two new theatres in Carbon county, including one in Sunnydale, according to word received on Filmrow.

Jim Bonholzer to Seattle

ABERDEEN, WASH.—James Bonholzer, manager of the New Bijou Theatre here, has been named manager of the Palomar Theatre in Seattle. He has been in the Grays Harbor area for about a year and for a time he managed the New Hoquiam Theatre in Hoquiam.

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High Costs Block Reconstruction At Santa Paula; Huish to Rebuild

SANTA PAULA, CALIF.—Allan Macpherson, owner of the fire-leveled Piru Theatre, said recently that the anticipated cost of $25,000 to construct a new theatre probably would obstruct plans now being discussed for rebuilding the Piru.

Partial blame for the leveling of the building in the fire was laid to the lack of available fire alarm boxes in the business section. The fire equipment is about three blocks east of the scene of the fire and the only alarm box was under lock and key, due to a series of false alarms turned in as Halloween pranks some time ago. The flames started in a nearby billiard parlor, apparently as the result of a carelessly dropped cigaret. Macpherson said some $500 worth of films was on hand at the time of the fire. He said remodeling operations at the Piru would have been completed in two months and that he was to have started on a new boxoffice and building front at the time of the fire.

Huish-Gilhool to Rebuild

SPANISH FORK, UTAH—Huish-Gilhool Enterprises, owner of the Angelus Theatre, which was destroyed by fire recently, has revealed plans to rebuild a new theatre here as rapidly as possible. Flames which swept through the Angelus caused an estimated $50,000 damages and brought firefighters from three communities. Half an hour after the blaze was discovered the roof of the theatre collapsed shooting flames to a height of 100 feet. Firefighters, though unable to save the Angelus, did keep the flames from spreading to other buildings.

Blair Davis is manager of the Angelus. The Huish-Gilhool company also owns the Star Theatres in Payston and Santaquin, as well as many other situations throughout the state.

Two Airers for Casper, Wyo.

CASPER, WYO.—Two drive-ins are scheduled to be built in Casper, one by Rialto Theatres, Inc., of Casper and the other by Skyline Theatres, Inc., headed by Bob Adams of Rawlins. Adams, owner of the Adams cafe in Rawlins, said that the Skyline Theatres project would be located on the Rawlins road near the entrance to the county fairgrounds. Construction already has started, he said.

The drive-in, he added, will be built by Cartwright & Wilson Construction Co., builders of about 50 drive-ins in various parts of the country.

C. H. Chidley, executive vice-president of Rialto Theatres, said the other airer would be located a few miles east of Casper on highway 20 and would cost about $130,000.

Award Porterville Contract

PORTERVILLE, CALIF. — Contract has been awarded for construction of a new theatre building here for Principal Theatres of America. The building was designed by architect Louis E. Wilson of Los Angeles. Separate contracts have been let for air conditioning to A. H. Berg & Sons of Wilmar, Calif., and for electrical work to Pacific Electrical & Mechanical Co. of Los Angeles. General contractors are L. H. Hansen & Son of Fresno. The concrete and brick veneer structure will cover an area of 100x160 feet. No information as to cost of the project is yet available.

Nautical Setting for Theatre

BELLINGHAM, WASH.—Blaine's new and ultra modern Sea Vue Theatre was dedicated recently by capacity crowds. The new theatre, built by Mr. and Mrs. George Borden jr., overlooks the bay on highway 99 and is decorated in keeping with its nautical setting. The main part of the house is built in quonset-style with curved ceiling sprayed with asbestos in brilliant green, blue and red, with various kinds of sea life pictured. The theatre was dedicated by Borden to his brother Bill, an army flier who failed to return from a mission in the South Pacific during World War II.

Open Dayton, Ore., Theatre

DAYTON, ORE.—The new Dayton Theatre held its grand opening recently with Mayor Earl Coburn giving a congratulatory talk and presenting a basket of roses to owners Mr. and Mrs. Floyd Willert. The 38x80 foot building has a seating capacity of 325 and is finished in white stucco.

The auditorium is fireproof and sound proof and the foyer is finished in NuWood with prevailing brown and green tones and indirect lighting. The front is finished in knotty pine and glass brick. A large triangle marquee with fluorescent lights tells of current attractions.

Architects Plan Bella Vista House

LOS ANGELES—Plans for a new theatre to be built in the Bella Vista area of East Los Angeles by United Artists Theatres of California were in the hands of architects for study and preparation, according to J. R. McDonough, vice-president of the theatre circuit. The theatre will be located on the southwest corner of Atlantic Blvd. and Brooklyn Ave., a site recently acquired by the circuit and described as ample to accommodate a full-size theatre and provide off-street parking space for automobiles.

$500,000 for New Ozoner

EL CERRITO, CALIF.—The $500,000 Outdoor Motor Movies Theatre, operated here by Blumenfeld Theatres, opened recently with Joseph Novitzky, former manager of theatres in Berkeley and of the Vista here as manager of the new airer. The drive-in has space for 900 cars on its spacious 10-acre site.

Novitzky said the theatre would run seven days a week all year around, rain or shine.

Improvements Cost $40,000

LOMITA, CALIF.—Sporting more than $40,000 worth of improvements, the Lomita Theatre here opened recently for the first time since it closed in April for a renovation job. E. S. Calvi, owner of the theatre since 1937, said he had installed new projection and speaker equipment in addition to the building changes. Floor, seats, decorations, ventilation and heating equipment are new, Calvi said. The ceiling also was reinforced with trusses and supporting beams, he said.

Rebuild at Golden, Colo.

GOLDEN, COLO. — Work is progressing rapidly on the rebuilding of the Golden Gem Theatre here with the completion of brick work on the 50x60-foot new addition. An elaborate new entrance will be constructed and the seating capacity will be increased to 950. Construction work is being done by the Art Moore Construction Co. of Denver and the Martin Construction Co. of Golden.

Enlarge Springer, N. M., Zia

SPRINGER, N. M.—John Wood, owner of the Zia Theatre, began a big project recently. He revealed that he would build a new ranch-type home here soon and began work on the Zia designed to increase the seating capacity. Approximately ten feet of space was cut off the stage at the Zia to facilitate the addition of several rows of seats.

Boyes to Open Soon

SONOMO, CALIF.—The opening of the 500-seat Boyes Theatre was expected to be only a matter of days as owner Granville McPherson revealed that all equipment was expected to be installed soon. Exterior work on the pink stucco building was nearly complete, with marquee and foyer lighting yet to be installed. Moll & Lobsinger were building contractors for the job.

Cortez, Colo., An Le Opens

CORTEZ, COLO.—A capacity crowd of 646 filled the new An Le Theatre here at both performances on its recent opening night. An impromptu dedication ceremony was held from the stage as civic officials expressed their appreciation to theatre builder John Survant, owner of a number of western theatres.

New Santa Fe Nearly Ready

SANTA FE—Don Beers, builder of a new theatre here, said he hoped to have that house, named the Santa Fe, opened this month. The Santa Fe will accommodate 877 people and parking facilities will be available. The theatre is located on Cerrillos road, next to the motor company which Beers also owns.

Reseat Los Angeles Holly

LOS ANGELES—The Holly Theatre has installed new seats, which cost more than $15,000 and manufactured by the Heywood-Wakefield Co., according to Arnold Schaak and Robert D. Whitson, co-owners of the theatre.

Sahati Buy Lincoln Site

SAN FRANCISCO—N. Sahati of Sahati Bros. of San Francisco said his firm had purchased the Chamberlain property in G street in Lincoln and will begin construction of a new $150,000 theatre, office and store.

Building Contract Awarded

LOS ANGELES—The Baruch Corp. has been awarded the contract for construction of an 1 800-seat theatre at Coliseum and La Brea avenues in Baldwin Hills for the Baldwin Hills Corp.

Former Mexico Owner Files Antitrust Suit

ST. LOUIS—Louis M. Sosna of Moberly, who sold the Sosna Theatre at Mexico, Mo., to the Frisina-Mexico Theatres Co., a subsidiary of the Frisina Amusement Co. of Springfield, Ill., on Jan. 14, 1944, has filed a $450,000 antitrust suit in the U.S. district court here against the Frisina interests and eight of the major film producers and distributors. He asks a jury trial.

The defendants are the Frisina Amusement Co., Frisina-Mexico Theatres Co., Loew's, Inc., Warner Bros. Pictures Distributing Corp., RKO Radio Pictures, Inc., 20th Century-Fox Film Corp., Paramount Film Distributing Corp., Columbia Pictures Corp., Universal Film Exchanges, Inc., and United Artists Corp. All were charged with conspiracy and monopoly in violation of the antitrust act. Five of the defendants, it is alleged, also ignored the terms of the consent decree and continued to refuse to deal with the Sosna Theatre "on a fair basis," but sought to impose unreasonable terms, clearances, restrictions, prices and conditions so as to circumvent the awards of an arbiter of the St. Louis arbitration tribunal.

ONLY TWO THEATRES IN TOWN

Sosna said in the petition that early in 1940 in response to the demands of merchants and officials of Mexico, he began considering opening a theatre there. At that time there were two theatres in town, the Liberty and the Rex, both owned by Cassius N. Clay. The Rex, Sosna alleged, was closed then and only the Liberty was operated. Sosna said that when the report that a new theatre was planned began circulating, the Rex reopened and began showing pictures on Fridays and Saturdays.

He charged that prior to the opening of the Sosna he was promised by the representatives of the eight film companies that he would be licensed to show first run films in sufficient quantity for the operation of the house. He said he did begin showing Warner Bros. first run product since these pictures were not purchased by the Clay theatres.

STALL AFTER CLAY SOLD OUT

However, the petition continued, after Clay sold the Liberty and Rex to Frisina interests the defendant producers and distributors "began to delay, put off and stall attempted negotiations . . . for the purchase of any first run pictures." He further charged that after the five companies who were parties to the consent decree were forced by the decision to make pictures available at the Sosna the defendants began to "impose unreasonable terms, clearances, restrictions, prices and conditions so as to circumvent the awards made by the AAA arbiter and to destroy any possible competition with the Frisina houses."

Sosna charged that as a result of the furtherance of their conspiracy against him by the defendants, he was compelled to sell the leasehold on the Sosna site on Jan. 14, 1944, to the Frisina circuit through its subsidiary company and was compelled to agree to abstain from competing with them in Mexico for a period of ten years from Feb. 15, 1944.

He charged that as a result of the operation of the alleged conspiracy he lost a total of $150,000 through loss of profits and potential profits. He asked treble damages, or a total of $450,000.



TEA TIME—President Mrs. V. Ray Alexander pours tea for Lester Kropp, manager of the Melba, St. Louis, at the annual cinema tea of Better Films Council (Pictorial Press Service.)

H. M. Burnett Is Manager Of Three FM Theatres

MOUNT VERNON, ILL.—H. M. "Gilly" Burnett, manager of the Fox Midwest Strand and State theatres in West Frankfort, Ill., for the last 11 years, has assumed new duties as resident manager of the Fox Midwest houses here. They are the 1,000-seat Granada, the 350-seat Plaza and the 690-seat Stadium. Burnett succeeded Homer Marvel, who is taking a leave of absence because of ill health. Marvel managed the houses for the last 24½ years.

Burnett has been with Fox Midwest since 1931 and has been a manager since 1935. He started his career in Christopher, Ill., as a ticket taker while still in grade school. Prior to going to West Frankfort in 1937 he managed Fox theatres in Marion, Benton, Sesser and Christopher.

Joseph H. Friedman Rites; Eagle Lion Salesman

CHICAGO—The funeral of Joseph H. Friedman, 55, motion picture distributor, was held here with burial at Westlawn cemetery. Friedman died at his home after being seriously ill for several weeks.

He was a film distributor and salesman for the past 30 years with MGM, Paramount and, recently, country salesman for Eagle Lion. He was a member of Variety Club of Illinois, Reel Fellows club and B'nai B'rith Cinema lodge. Surviving are his widow, Mrs. Florence Friedman, a son Norman, and two daughters, Winifred and Mrs. Grace Perlman.

Bette Davis Visits Cuba, Mo.

CUBA, MO.—The Southern hotel here had its busiest day recently as the result of a visit by actress Bette Davis and her artist husband W. Grant Sherry. Miss Davis ate one turkey dinner and found it so good she ordered and ate a second, according to Mrs. Rowena O. Wood, hotel operator. Word of Miss Davis's presence soon got around town and the citizenry gathered at the hotel to collect autographs and question the star.

Terre Haute American Lease Goes to Wilpert

TERRE HAUTE, IND.—Wilpert Amusement Co. of Indianapolis has been assigned the lease of the American Theatre here made recently by Fred H. and Sabina M. Bach to the William Rosenthal Enterprises, according to an instrument filed with the county recorder.

The assignment states that the assignee will carry out all provisions of the lease, which begins April 20, 1949 and expires 20 years later. The lease calls for a yearly rental of $10,000 and specifies that the premises are to be used for a motion picture theatre with the stores that are part of the property to be used by the lessee or subleased by him.

The theatre now is occupied and operated by the Fourth Avenue Amusement Corp. of Louisville which also operates the Wabash (Ind.) Grand and Liberty theatres.

Louis M. Rubens Estate Divided; Total $63,568

JOLIET, ILL.—The estate of the late Louis M. Rubens, local theatre magnate, totals $63,568 after deductions to be distributed among his widow and three daughters, according to an amended inheritance tax report filed in county court here. The report shows that the state will receive $323.81 in inheritance taxes from the estate. The widow Rebecca will receive $36,190 as her share of the estate and the three daughters Lillian, Irma and Charlotte will get $9,126 each.

Expenditures from the estate totaled $131,674 including $31,000 in attorney's fees, $7,500 in executor fees, plus $3,836 for executors' expenses and $66,532 in inheritance taxes to the federal government.

Rubens died November 18, 1942, after a lengthy illness. He was the founder of motion picture exhibition here and was president of the Royal Theatre Co., holding company of the Rialto Bldg. He opened his first theatre here in 1906 and soon became well known as a philanthropist and world traveler.

House Committee Leader Defeated for Re-Election

ST. LOUIS—Walter C. Ploeser, representative in Congress from the twelfth Missouri district and chairman of the house small business committee, which has been investigating independent motion picture theatre owners' complaints against film producing and distributing companies and their affiliated circuits, was overwhelmingly defeated for re-election in the Missouri landslide for President Harry S. Truman. The final unofficial returns from the district, which includes all of St. Louis county and a large portion of the southern part of St. Louis, show that Ploeser, a member of Congress for eight years, lost to his Democrat opponent by 24,977. Prior to the voting Ploeser's friends were confidently predicting he would win by 15,000.

Elgin, Ill., Airer Opens

ELGIN, ILL.—The Star View Drive-In, located four miles east of Elgin on route 20. opened recently.

CHICAGO

No boxoffice lull was reported at Loop houses election day. B&K circuit did a fine job of selling the fact that results would be announced at all houses. The campaign included a tieup with the Chicago Herald-American which the newspaper plugged in a daily promotion ad . . . A nationwide television conference has been planned here early next February to be held under the auspices of the Chicago Television council . . . Motiograph, Inc., has installed a new sound system in the Main Theatre, Okawville, Ill., owned by Grover Brinkman . . . Ampro Corp. is giving one of its latest projector models as a gift on the "Stop the Music" program.

Herman Goldberg, Warners' supervisor of maintenance and exchange purchasing, was in from New York for a visit and went on to Minneapolis . . . Essaness circuit managerial changes included Herb Crane, assistant at the Lamar in Oak Park, now manager of the Southern, Oak Park. Bill Koch, previously at the Southern, now manager of the Byrd in Chicago. Jimmy Current, manager of the Byrd, resigned. Edward Vail, assistant at Crawford, was transferred to the Lamar, Oak Park . . . Lee Hruby, manager of the Cozy, South Bend, for Lubliner and Booth circuit, visited on Filmrow.

The Empress, Van Nomikos circuit, reopened as the South Side's newest first run theatre. Exchange heads and the press were on hand for the opening and were greeted by Van Nomikos and his secretary Della Galla . . . Eddie Masters of the Lamar and Lenny Utecht of the Lake were working on big opening day campaigns for their theatres. Lamar opened with "Apartment for Peggy" and Lake with "A Date With Judy." Both features were direct from the Loop and were exclusive showings at both theatres. Much fanfare was in order with pennants flying, plenty of advance bally and publicity.

National Fire Waste council held a meeting last week at the Edgewater Beach hotel with over 300 delegates attending. Theatremen were very much interested in a feature film prepared by the Indiana state fire marshal, which was shown at the meeting . . . Rudolph Weiss, Ralph Sackley and Morris Montag have formed the Montag Enterprises, Inc., with offices at 59 Hubbard street, to distribute television equipment . . . John Dromey, chief booker for Great States circuit and mayor of North Chicago, returned from American Legion convention in Miami.

Morris Awerbuch of Havana, Cuba, will handle the Ampro line for the islands. He has finished a visit at the Chicago factory . . . Inez Paul and Lillian Stradley, cashiers at the Lake, Oak Park, were back at work after a rough siege with the flu . . . Gene White, assistant at the Southern in Oak Park, was happy over the prizes his kiddies won in the Halloween party and parade in the village . . . William Koerner, Koerner Motor Express Service, made a donation of $150 to the Will Rogers Memorial fund . . . The Morton Grove Drive-In soon may have to collect a 4 per cent amusement tax, which the village trustees say they need. The board expects $15,000 revenue from the new tax when enacted.

Evelyn Baker resigned as manager of the Ideal Pictures branch in Indianapolis and Bob Mirabella of local headquarters took over the position . . . The Ink Spots are observing the 15th anniversary in their current Chicago Theatre appearance. Peter Lorre, co-headlining, is making a hit with the crowds doing Edgar Allan Poe's "The Telltale Heart" . . . Balaban & Katz bookers are doing their Christmas talent shopping early. Billy De Wolfe already has signed for a return personal appearance at the Chicago Theatre beginning Christmas Eve.

Bert Wheeler, perennial comedy favorite, returns to Chicago Theatre November 19 co-headlining with Rose Marie, a stage show that should add to the record gross anticipated for "The Loves of Carmen."

A motion picture, "The Peiping Family," was the feature shown at the children's free program in James Simpson Theatre of Chicago Natural History museum . . . Capt. William C. Eddy received the Actors club Laurel award for 1948 at the club's Gaieties last weekend at the Drake hotel. Captain Eddy, a retired navy officer, formerly directed the Balaban & Katz television station and now heads Television Associates.

International complications at the Surf Theatre: Officials are considering cutting a 10-minute scene from "Tawny Pipit" starting November 10, because it shows English people befriending a Russian sniper. Picture was made in England during war and scene was especially written into the picture as

(Continued on next news page)

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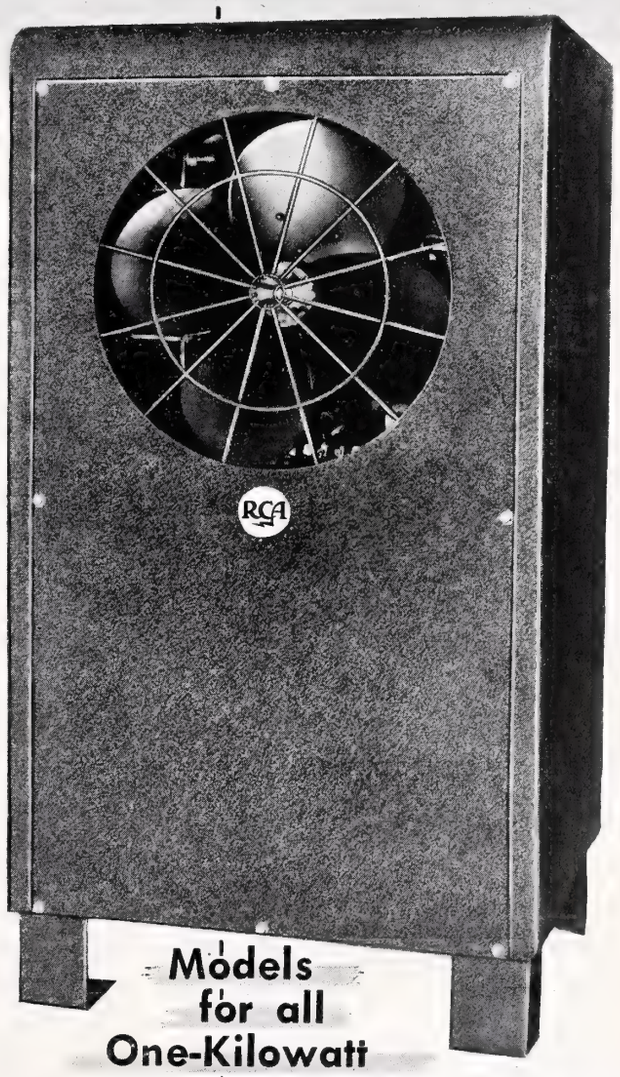
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CHICAGO

(Continued from preceding news page)

part of Anglo-Russian harmony . . . Ellis W. Levy, Telenews west coast manager, was here from San Francisco with attorney Eddie Levin and was a guest of local Telenews Division Manager Sylvan Goldfiner at the Variety Club . . . The Midwest premiere of "The Snake Pit" was held at the B&K Garrick November 11. The motion picture censor board gave it an "adult only" permit.

The board of directors of Variety Club of Illinois have set Tuesday, November 23, for a meeting to nominate officers, directors, international canvasman and two delegates as a crew for 1949. Members are urged to make every effort to attend the meeting in Variety Club rooms at the Sheraton hotel . . . Marcella Kaufman of Universal was married to Joseph Velick and is honeymooning in California. She will return to her duties as secretary to Ben Katz, U-I praiser . . . Robert Lubliner of Booth-Lubliner Theatres circuit was vacationing at Hot Springs.

Milwaukee Film Council Gives Picture Ratings

MILWAUKEE — The Milwaukee County Better Films Council staged a Wisconsin centennial program after the regular business meeting recently in the Public Museum conference room. Edith Quade, assistant curator, presented the film, "Wisconsin Today." Mrs. H. B. Nash, chairman of the preview committee, announced the following film ratings:

Family—"Triple Threat."

Young people—"Apartment for Peggy," "Black Eagle," "Hills of Home," "The Three Musketeers."

Mature—"Canon City," "The Gay Intruders," "Walk a Crooked Mile," "Johnny Belinda," "June Bride."

Adults—"Sorry, Wrong Number."

Mrs. Fred Rosenkranz acted as program chairman.

Form Company to Make Features in Jamaica

CHICAGO—Plans for an "international" Hollywood, on the island of Jamaica, conceived by a group of Chicago men who have formed the Kingswood Film Co., appear to be a step nearer realization.

A bill enabling the Jamaican government to grant a franchise to the new company is reported to have been passed by the house of representatives.

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'Belinda' Pace-Setter In Crowded Chicago

CHICAGO—Cool weather and an influx of out-of-towners here for conventions, plus presidential election excitement, brought huge crowds to downtown Chicago. Loop houses had midnight shows featuring election returns, and strong new attractions drew lines for solid business. The best newcomer was "Johnny Belinda" at the State-Lake, and the runnerup was "The Last Days of Pompeii," with "She" at the Grand. "Sealed Verdict" opened nicely at the United Artists, and a twin bill of reissues did very well at the Apollo. "Apartment for Peggy," plus Mickey Rooney on the stage, had a great second week at the Chicago. The Oriental, with "The Luck of the Irish" on the screen and Jane Powell heading the stage show, also had a nice second week.

(Average Is 100)

Apollo—**Hangmen Also Die** (UA); **Blockade** (UA), reissues 110
Chicago—**Apartment for Peggy** (20th-Fox), plus stage show, 2nd wk. 125
Garrick—**Untamed Breed** (Col); **Racing Luck** (Col) 100
Grand—**The Last Days of Pompeii** (RKO); **She** (RKO), reissues 125
Oriental—**The Luck of the Irish** (20th-Fox), plus stage show, 3rd wk. 115
Palace—**Station West** (RKO), 2nd wk. 110
Rialto—**Rope** (WB), 5th d. t. wk. 105
Roosevelt—**Cry of the City** (20th-Fox), 2nd wk. 95
State-Lake—**Johnny Belinda** (WB) 125
Studio—**Hollywood Burlesque** (SR); **Night at the Follies** (SR), 3rd wk. 110
Woods—**A Song Is Born** (RKO), 2nd wk. 120
World Playhouse—**Beauty and the Beast** (Lopert), 2nd wk. 110

Milwaukee Grosses Boom: 'Song' Leads Newcomers

MILWAUKEE—With 15,000 teachers in town for the annual state convention, all situations benefited. Early Christmas shoppers also added to traffic on downtown streets. In spite of special musical and other attractions, all film houses registered good business. "A Song Is Born," dualed with "Smuggler's Cove" at the Riverside, topped the newcomers. "Julia Misbehaves" continued strong in a second round at the Towne, while "Johnny Belinda," with "Out of the Storm," still was potent in a third stanza at the Warner.

Alhambra—**Wings Over Honolulu** (U-I); **Corvette K-225** (U-I), reissues 100
Palace—**Cry of the City** (20th-Fox); **Eyes of Texas** (Rep) 115
Riverside—**A Song Is Born** (RKO); **Smuggler's Cove** (Mono) 140
Strand—**Walk a Crooked Mile** (Col); **Sorry, Wrong Number** (Para), 2nd d. t. wk. 110
Wisconsin—**Night Has a Thousand Eyes** (Para); **Million Dollar Weekend** (EL) 125
Warner—**Johnny Belinda** (WB); **Out of the Storm** (Rep), 3rd wk. 135
Towne—**Julia Misbehaves** (MGM), 2nd wk. 125

'Carmen' High With 115 In Indianapolis

INDIANAPOLIS—Mild weather and outdoor events cut further into first run grosses here. Loew's led the week with 115 on "The Loves of Carmen" and the Indiana ran a close second with 110 on "Good Sam."

Circle—**Isn't It Romantic?** (Para); **In This Corner** (EL) 75
Indiana—**Good Sam** (RKO); **Behind Locked Doors** (EL) 110
Keith's—**Rope** (WB); **Joe Palooka in Winner Take All** (Mono), 2nd d. t. wk. 100
Loew's—**The Loves of Carmen** (Col); **Triple Threat** (Col) 115
Lyric—**So Evil, My Love** (Para); **Bodyguard** (RKO) 100

Reseat Rockford Midway

ROCKFORD, ILL.—New seats have been installed at the Midway Theatre here.

From the BOXOFFICE *Files*

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(Twenty Years Ago)

RADIO has changed the election news situation in St. Louis. In years gone by, election night was a bonanza for theatres in the downtown section. On that night some 100,000 or more persons would visit the big newspaper offices to read the returns screened by magic lantern slides and many of them finished the evening by attending some show. With radios in so many homes, that has changed and St. Louis managers are trying to counteract the stay-at-home slump with special features on the election.

* * *

Brooke Johns, who retired from his position of emcee in a number of the big motion picture theatres of the country, is leaving his Maryland farm and will become emcee at the Oriental in Chicago. Frank Fay is leaving the Missouri in St. Louis to become emcee at the Paramount in New York. Eddie Peabody, the banjo wonder, will move into the Missouri.

* * *

Fred Wehrenberg has taken over the Cinderella and Virginia in south St. Louis, formerly part of the St. Louis Amusement Co. chain. Wehrenberg also operates the Melba, Cherokee and Michigan, all in south St. Louis, and holds the Ivory, Lidel and Marguerite, which are dark at present. He is the largest independent exhibitor in the city.

* * *

Walter Light, vice-president of Progressive Picture Corp., has sold his interests in that organization to Tom McKean, president, and John Walsh, secretary-treasurer, and accepted a position on the sales staff of the Fox Film Corp. . . . The Saenger-Ehrlich Enterprises will erect a theatre at Park avenue and Caperton street in the west end of Shreveport, La., to have 1,200 seats and cost about $125,000.

Consider Two Meetings

ST. LOUIS—Midcentral Allied Independent Theatre Owners, which recently conducted a very successful regional gathering at Hannibal, Mo., is contemplating scheduling similar meetings in Mount Vernon, Ill., and Springfield, Ill.

Hosts Republic Staff

INDIANAPOLIS—Jane Ellen Lyons of the Republic office staff entertained the exchange personnel at her home in McCordsville at a wiener roast over an open log fire. Charles Acton was the chef, assisted by Russ Bleeke. There was homemade cider served in addition to baked beans, hard rolls and rye bread.



Ray Schneider Wins IATSE Golf Contest

MILWAUKEE—Ray Schneider copped top honors among IATSE Local 164 golfers to win the Abbott and Costello, trophy, presented at the annual banquet held this year at the South Shore Yacht club at the conclusion of the 1948 golf season.

The award presented by the comedians was given through an arrangement with Roy Bernier, a frequent visitor to the Hollywood film colony and emcee at the IATSE banquet. Bernier called on a few of the officers and members of the executive board for short speeches. Among the speakers were Glenn C. Kalkhoff, IATSE Local president; Robert Lucht and George Brader, executive board members; Floyd Woodsmall, golfer's club president, and Robert Wittman, treasurer of the golfer's club.

Every golfer received a dozen golf balls plus other prizes consisting of clubs, gloves and other equipment. Door prizes were won by Mrs. George Anderson and Kalkhoff.

Those in attendance included Mr. and Mrs. Roy Bernier, Mr. and Mrs. Rudy Lenz, Mr. and Mrs. Phillip Trampe, Mr. and Mrs. Robert Wittman, Mr. and Mrs. Glenn Kalkhoff, Richard Wittman, Mr. and Mrs. James Trimborn, Mr. and Mrs. Roger Mace, George Hawn, Mrs. Edna Olson, Mr. and Mrs. Harold Eifert, Mr. and Mrs. Robert Lucht, Mr. and Mrs. Ray Kieren, Mr. and Mrs. Floyd Woodsmall, Mr. and Mrs. George Anderson, Mr. and Mrs. George Brader, Mr. and Mrs. Ray Schneider and Bernadette Brazezinski.

Special Audience Asked To Judge Film Morality

ST. LOUIS—Circuit Judge Harry F. Russell held a special showing for 25 men and women of "Test Tube Babies," the controversial film now showing at the World Theatre under the protection of a temporary court restraining order. The special audience was asked by the judge to help him determine whether the film was "immoral."

The police department contends that it is and the police raided the theatre on October 14, confiscating the film after it had been showing there for 16 weeks. H. Paul Stroud, manager of the World, says the picture is "moral and educational."

Stroud, who also is president of the World Theatrical Enterprises, Inc., operators of the theatre, and two other officers of the company, Dr. Ralph Rutledge, vice-president, and Dr. Eugene Brezany, secretary, later were arrested on charges of maintaining a public nuisance under an information issued by prosecuting attorney William C. Lochmoeller. This offense is a misdemeanor, punishable upon conviction with a maximum penalty of a year in the city workhouse and a $1,000 fine.

Col. McCraw Will Speak At Variety Club Meeting

ST. LOUIS—Col. William McCraw, executive director of Variety Clubs International, will be guest speaker at a luncheon meeting of Tent 4 here Tuesday (9). At the meeting the final details of the Horace Heidt benefit show at the Kiel Auditorium will be announced. The club's heart fund is expected to net a nice sum from the affair.

The kings for the day will be Tom Canavan of Altec and Les Grand of Confection Cabinet Corp.

Radio Music Quiz Winner to Aid Cancer Fund With Popcorn Profit

BLUFFTON, IND.—The first $1,000 of income from the Star popcorn machine recently presented by the Blevins Popcorn Co. to Kenneth Crosbie, 41-year-old resident here, as one of the prizes in a Stop the Music jackpot won by him, will be contributed to the Damon Runyon cancer fund.

Crosbie declared his intention of aiding the fund following presentation of the popcorn machine, popcorn, seasoning, salt and bags to him at his home here by Alden Stallings, manager of the Blevins branch at Arcanum, Ohio.

The second $1,000 of income will be contributed by Crosbie to the Crippled Children's Society here, he announced. That organization defrayed medical expenses for care of his youngest daughter, now six years old, who was born a "blue baby." Crosbie stated that he was prepared to name the Stop the Music mystery melody as the result of a tip broadcast by Walter Winchell, who is an originator of the Damon Runyon cancer fund.

The popcorn machine will be installed at a location in Dayton, Ohio, with signs announcing the $2,000 in gifts to the two beneficiaries from proceeds. After the gifts have been presented, the machine will be returned to Crosbie for use as he may direct.

That Crosbie is known by the nickname of "Ping" to many friends and acquaintances was revealed when mention was made of a trip to Mexico and Hollywood, another of the prizes won by him in identifying the mystery melody as "Turkeys in the Treetops." Crosbie and his wife will take the trip soon.

"The nickname is not an imitation of 'Bing' Crosby," the Bluffton man said. "I have been known as 'Ping' since I was a small boy. And we intend to call on 'Bing' when we get to Hollywood."

Crosbie said that he and his wife may not accept some of the many jackpot prizes because of the high taxes which must be paid. They would accept a 1949 model automobile, to replace his present 1938 model car, he declared.



Alden Stallings, manager of the Blevins Popcorn branch at Arcanum, Ohio, presenting a Blevins Star popcorn machine, etc., to Kenneth Crosbie of Bluffton, Ind.

Randolph Street Corp. May File Objections

CHICAGO — Joseph Elward, master in chancery, has given plaintiffs in the 32 West Randolph Street Corp., which formerly operated the ace Loop Oriental Theatre, until November 15 to file objections to Elward's report against them in securing the theatre for bondholders. The house now is operated by Edwin Silverman and his Essaness Associates. Elward will rule on November 16 on the objections. The case is one of the most expensive in legal fees and length of time in hearing ever held in Chicago legal history.

Probation for Theft

MILWAUKEE—Samuel M. Pasich, 20, has been placed on two years' probation by municipal judge Herbert J. Steffes for taking $133 from a safe at the Oakland Theatre here. Police testified that Pasich, a former Oakland theatre manager, returned to the theatre to collect $1.03 back wages. After the assistant manager left the office, police said, Pasich took $133 from the safe. Pasich is on parole from the Chillicothe, Ohio, federal reformatory, where he was sentenced in September 1944 for violation of the Dyer act. He was paroled in June 1947 and his parole expires December 1948.

Grading Contract Let For Paducah Drive-In

PADUCAH, KY.—Leo F. Keiler, president and general manager of Columbia Amusement Co., Inc., has let the contract for grading of the site for the construction of a 500-car drive-in on the outskirts of Paducah. He also has let the contract for the equipment and screen. His company also has under consideration plans for a proposed drive-in near Murray, Ky.



MILWAUKEE

Werner Buchel, a native of Switzerland, will show "Sons of the Alps," an all-color film depicting the Swiss mountains, at the Pabst, November 28. Buchel spent over a year in shooting the picture . . . Bruce Waters staged an advance opening of the New Lake, Turtle Lake, Wisconsin, and plans the official unveiling with appropriate ceremonies as soon as all interior appointments have been made.

Casper Chouinard, UA manager, reports the addition of Lila Buettner, Ester Tielens and Joan Keller, to the staff . . . Charley Koehler, Astor Pictures, reports that "Tree to Tribune," a two-reel gratis subject, is available with one-sheets, 11x14s and 8x10s . . . Malitta Krueger, former Columbia biller and hello gal, shifted to Selznick as secretary to Bill Young, manager.

Manie Gottlieb, U-I district manager, and Al O'Keefe, assistant general sales manager, huddled with Jack Bannan, local manager . . . Lorraine Wittmann joined Columbia as biller and telephone operator . . . Casper Chouinard, UA, reports that "Henry V" registered outstanding business in runs at the Times, Bay, Tosa and Downer, and a one-day showing November 11 at the Varsity also clicked.

Several Wisconsonites will attend the national Allied convention at New Orleans late this month, including Helen Hanke and Charles Trampe, Milwaukee; Mr. and Mrs. William Ainsworth, Fond du Lac; Mr. and Mrs. Sig Goldberg, Wausau; Mr. and Mrs. Harold Pearson, Schofield; Mr. and Mrs. Russ Leddy, Green Bay; Mr. and Mrs. John P. Adler, Marshfield; Betty Adler, Marshfield; Eddie Vollendorf and Irene Preston, Milwaukee.

John Hanus of the Home, Antigo, has always engaged in growing small trees and scrubs as a hobby. In recent years the demand for his product has grown so much that today Hanus has a 15-acre tract for his fast growing nursery business and calls come in from all over the country . . . Mrs. Donna Borchert, Door, Sturgeon Bay, is remodeling the upstairs of the theatre into living quarters for herself.

Sigmund Goldberg of the Hollywood, Wausau, recently inaugurated Saturday kiddy shows with a radio tieup. In addition to special film fare, Goldberg puts the kiddies on the air from the Hollywood over a local radio station. Prizes are given to top talent. The stunt is linked with a Wausau jeweler for good public relations . . . Bob McWilliams, son of Frank J. McWilliams, Home and Portage, Portage, was graduated from an optometry school and has opened his own office at Madison.

Arnold Brumm, Ritz, North Milwaukee, was set for a bit of his favorite sport, hunting, but the recent ban due to heavy brush fires curtailed his activities . . . Ray Smith of the Ray Smith Co. got his deer the hard way. En route to northern Wisconsin a while back, Ray's car struck a deer and nearly put that genial gentleman in the hospital . . . The Abbey in Abbottsford, under construction for several months, may open about December 15 . . . Betty Fischer, ITO of Wisconsin secretary, is a great football fan and watched three games last weekend.

William Callen was named manager of the Palace and Wisconsin, Wisconsin Rapids, succeeding Herbert Graefe, resigned . . . The ITO of Wisconsin board meeting was postponed from November 9 to November 16, at which John P. Adler, newly elected president, will direct activities.

Eugene Van Norman, former Fox Wisconsin manager, has been enjoying several rounds of late season golf. He will announce his new connection shortly . . . Frank J. McWilliams, Home and Portage, Portage, is another showman who keeps following that white pellet until the snow covers the ground . . . According to present indications the new quarters of the Independent Theatres of Wisconsin, will be completely remodeled and painted and ready for an open house at the November 16 board huddle . . . Ben Marcus, general manager, reports Marcus Theatres will build a 1,000-car drive-in on U.S. 55 in eastern Wisconsin at a cost of approximately $250,000.

It is reported that Dick Saeger will succeed Joe McMahon as head of Eskin Theatres booking department. McMahon plans moving to the west coast . . . Nathan Marcus, Warner manager, reports that "Johnny Belinda" racked up outstanding business in a three-week run, and was moving over to the Alhambra . . . Viola Raasch of Metro returned from an oft-delayed vacation . . . Helen Rickcreek, secretary to Jesse T. McBride, says this year's Halloween party was the best in years.

The annual state teachers convention, bringing 15,000 into town, kept things humming. All theatre managers had a rough time keeping youngsters orderly during the long holiday . . . Louis Orlove, MGM exploiteer, was in for a clean shift, then shoved off for Minneapolis . . . The boys at Carl Thelin's are working overtime on those Christmas theatre displays . . . Erv Clumb, Towne advertising director, writes from Georgia that he's bringing some of the swell weather back to Milwaukee.

Ralph Maw, Minneapolis, Metro district manager, was in for a conference with John G. Kemptgen, local manager . . . Jules Serkowich, Chicago, Columbia exploiteer, was around town beating his tubs on "Loves of Carmen."

That Metro Pep club Halloween party was something for the books. John G. Kemptgen, attired in devil suit, kept things moving. Hortense Dricken surprised all by diving into the tub and winning the apple bobbing contest . . . Vince Flynn, Al Gross and Leroy Smith wept because there was no cartoon at the pre-party screening . . . Barney Wiese wandered into the cold while pinning the tail on the donkey . . . There were goblins and skeletons all over the recreation room, with some of them in the flesh.

Film Service now handles all storage, inspection, mounting and shipping for Selznick . . . William Schwartz, Metro office manager, journeyed to Detroit for a visit with the family. Now that Schwartz finally found an apartment here, his family will join him about December 1 . . . Emanuel Marcoglou, Varsity manager, does an outstanding job in keeping the youngsters happy and orderly during weekend special kiddy shows . . . The Valley Outdoor Theatre Co., Minneapolis, will build a new 750-car ozoner at Preble, in the Green Bay area.

Harold Pearson, ITO of Wisconsin field man on a swing through northern Wisconsin, ran into snow . . . Tom Cornfield, Wisconsin manager, weathered that appendectomy in great style and is on the rapid mend . . . Tom Finin was appointed manager of the Walworth, Walworth, replacing Louis Simonin . . . Miner circuit's new house at Menomonie, will open about January 1.

Ed Schwalbe, Riviera, La Crosse, is building lasting merchant public relations contacts through picture tieups that credit the merchant in all advertising . . . L. V. Bergtold, Westby, Westby, unwrapped his ice fishing equipment prepping for a heavy season on Lake Winnebago . . . Ernie Langemack, Colonial, Milwaukee, reports good Saturday kiddy show attendance, with special audience participation in the attraction . . . Incorporators building that new theatre at Grafton, Wis., are E. A. Rutowski, G. L. Kuchler and E. J. Heggestad. The house is near completion.

Several new drive-ins are in the works. Green Bay will have three, Wausau one, Appleton one, La Crosse one, Marinette one, one between Racine and Kenosha, another between Eau Claire and Chippewa Falls, one between Manitowoc and Two Rivers, and another near Madison . . . Miner circuit is building two indoor theatres, with one at Menomonee Falls slated for January 1 opening and another about set for ground breaking at Chetek . . . In a search for a name the winning tag selected for the new Florence, Wis., theatre was the Towne.

Elsie Seidl, MGM contract clerk, celebrated a birthday . . . The 1,200-seat house under construction by Standard Theatres currently is called the West, with a possible name change later . . . Milton Shefft, former National Screen shipper, is developing a comic strip for newspapers . . . Boris Karloff, Hollywood actor who planed in for a Truth or Consequences show here, gave a Milwaukee lady quite a scare after kissing her as a gag on the show.

Exhibitors on the Row: Barney Sherman, Douglas, Racine; Walter Baier Fort, Fort Atkinson; Joe Malits, Eighth Street.

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Freeburg Admission Up

FREEBURG, ILL.—Due to increased cost of the better type of films, Basil O. Clark, owner of the Freeburg Theatre, a 400-seater, says that he will increase admission prices to 44 cents for adults and 20 cents for children, tax included.

Milan, Ind., Projectionist Versatile Electrician

MILAN, IND.—John Andrew, projectionist at the Milan Theatre, is a man of versatility in electronics around this small Indiana town. Andrew, according to his boss, Jim Haney, manager of the Milan, is called upon frequently to fix everything from the elevator to the X-ray machine at the local hospital.



John Andrew

Haney said, in a letter to BOXOFFICE this week, "Even when the local tavern refrigeration outfits go wrong they call John. Let just about anything in the electric line in Milan go wrong and they call him."

Andrew has been projectionist at the Milan for ten years and, Haney says, he's "not missed a show all during this time." Andrew owns his home here, is married and the father of three children and currently left on a two-week vacation with pay and all expenses paid.

Five Drive-Ins Close

ST. LOUIS—The drive-in season here came to an end as five operating theatres announced there would be no more shows this year. Those terminating operations were the Drive-In on Manchester road at Des Peres, Mo., owned by Midwest Drive-In Theatre Corp.; Ronnie's Drive-In and the 66 Park-In, owned by Fred Wehrenberg, and the North Drive-In, owned by Wehrenberg, his son-in-law Paul Krueger and Clarence and Francis Kaimann, and the Airway Drive-In, owned by Henry Halloway.

Films Council to Meet

CHICAGO—Mrs. Joseph R. Chesser, president of Better Films Council of Chicago, announced a business meeting of the council Wednesday, November 17, at 1 p. m. at the Illinois Federation of Women's clubs' headquarters. Mrs. L. A. Kopecky will speak on "Recollections of My Trip to Britain," and Miss Mildred Bruder, director of public relations at Chicago public library, will speak on "Censored Books."

Airer to Close January 1

EVANSVILLE, IND.—Harry Coleman, operator of the drive-in here, will keep his theatre open until January 1. The house has a stage for personal appearances.

Alert Boy Scouts Lead to Capture Of Wehrenberg Drive-In Robbers

ST. LOUIS—Fred Wehrenberg, owner of Ronnie's Drive-In in St. Louis county, presented $100 to Boy Scout Troop 291, sponsored by the Salvation Army, for the fine work of eight members, Scoutmaster Charles Lambert and Major Henry Strissel of the Salvation Army in bringing about the arrest of two men who had stolen a 1,000-pound safe containing $800-$900 from the drive-in several hours earlier.

In a letter accompanying the reward of $100. Wehrenberg congratulated the scouts, their scoutmaster and sponsors for their work in capturing the robbers and the general good they do in the community. The boys had started out about 5 a. m. on an ordinary nature hike through the woods. They came upon two men trying to open a safe with acetylene torches. The boys and their companions strolled past the men and when they were out of sight, Major Strissel headed for a telephone and called the highway patrol.

"I told them to send squad cars from every direction," he said. The patrol and sheriff's office cooperated and soon seven deputies and two troopers found the men trying to hide the safe in a wooded area. They captured one of the men on the spot while the other fled toward the nearby railroad tracks. The scouts, hiding in the underbrush, watched him and informed the officers. The fleeting man was caught about 30 minutes later.

ST. LOUIS

Albert Dezel, head of Albert Dezel Productions, Inc., Detroit, was a recent local visitor. While here he conferred with Manager Johnny Walsh about the details of local circuit deals and other matters . . . C. D.. Hill, Columbia manager, was in Rolla, Mo. . . . Masonic funeral services were held for Richard Henry Richeson, father of Ruth Spillenkothen, assistant cashier at Eagle Lion.

Andrew Lonigro, father of Mrs. Lena Caruso, EL inspector, died recently from injuries received in an automobile crash last August. A requiem mass was held at Our Lady Help of Christians Catholic church followed by burial in Calvary cemetery . . . Tom Edwards of Farmington, Mo., president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, will preside at a luncheon meeting of directors and officers here Thursday (11) when plans for the coming year will be worked out.

Exhibitors seen along the Row included Tilden Dockson, Crystal City, Mo.; Leon Jarodsky, Paris, Ill.; Lawrence Leber, Pacific, Mo.; Forrest Pirtle, Jerseyville, Ill.; Izzy Wienshank, district manager for Publix Great States, Alton, Ill., and Rani Padrucci, feature booker for the Frisina Amusement Co. . . . The Gordon F. Hallorans have their third daughter, born in Des Moines recently. Halloran is 20th-Fox manager here.

In connection with the showing of "Red River" at Loew's State the Will Docter Meat Co. annuonced it would give a prize Hereford steer to the person who can combine skills in guessing weights and writing slogans. The meat company and the theatre are sponsoring the contest to guess the weight of the fancy steer and the best statement outlining reasons for liking the film . . . Ruby S'Renco's Art Theatre is presenting "Nicholas Nickleby," a J. Arthur Rank film based on the Charles Dickens novel.

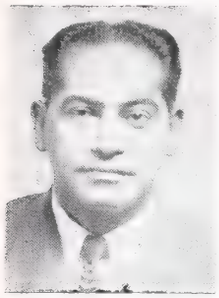
Ken Butterfield, Navoo, Ill., exhibitor who suffered a heart attack while on a recent visit to Chicago, is making good progress at Passavant hospital there . . . A labor film show sponsored by the St. Louis Labor Education Project was held recently at the International Ladies Garment Workers Union hall. The films dealt with labor's history, grievance procedures, civil rights, old age, etc.

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INDIANAPOLIS

Jules F. Goldman, office manager for Warner Bros., has been promoted to city salesman. Goldman began his career with Warner Bros. in 1930 and has served the company for 18 years. He began in the theatre department in New York, where he served 14 years, and later was sent to Atlanta, Ga., as head booker before coming to Indianapolis two years ago. With the promotion of Goldman, the following changes have been made in personnel. Ned Tillman, booker, has succeeded Goldman as office manager; John Forsha, assistant shipper, has been promoted to booker; Irvin Levison has been promoted to first booker, and Melvin Miller is the new assistant shipper.



Jules F. Goldman

James Parsons, former manager for Ross Federal, has joined Screen Guild and will cover the southern Indiana and Kentucky territory . . . Norma Geraghty, secretary at National Theatre Supply Co., was on a vacation in New York . . . Charles Acton, salesman for Republic, became a third degree Mason of Calvin Prather Lodge 717 . . . Clydine Miller is the new secretary to Russell M. Bleeke, office manager at Republic.

Harold G. Reckley, owner and operator of the Chateau Theatre, Greencastle, is remodeling his house. The interior of the auditorium has been rebuilt, new chairs installed, new booth equipment and a new front and marquee . . . "Johnny Belinda" was in its second week at the Mary Anderson, Louisville, and was set to do another week . . . Hobart Hart, operator of the Court and Smart theatres at Auburn, has gone on his annual hunting expedition.

Gilbert May, operator of the Dream Theatre, Corydon, Ind., is planning a 500-seater . . . Margie Hoyt, typist at National Screen Service, and Jack Feldman were to be married November 11, and on November 18 Esther Aldrich, also of National Screen, and James Thompson will be married at her home . . . Herman Hallberg, office manager for 20th-Fox, was confined to his home by a severe cold . . . Ralph Fischer, operator of the Maumee Theatre at Ft. Wayne, installed a new screen.

Max Meadows, southern representative for U-I covering Kentucky and southern Indiana, arrived by plane to attend the Eagle Lion sales meeting. Edward Huber, district sales manager from Chicago, attended the meeting at the local branch.

Joseph Rosen, manager for 20th-Fox in Cincinnati, visited the Indianapolis exchange in the interests of the Spyros Skouras anniversary drive, of which he is leader. At present the local branch holds first place in the drive . . . Peter Mallers, Fort Wayne exhibitor, and Alex Kalafat of the Kalafat circuit, Garrett, returned to their posts after visiting New York . . . The wife of R. H. Robertson, who operates the Majestic at Springfield, Ky., has been hospitalized.

Filmrow visitors included John Wyckoff, Indiana, Terre Haute; J. F. Griffis, Boswell, Boswell; Curtis Butler, Liberty, Muncie; Joe Million, Drive-In, Veedersburg; William Handley, Rembusch circuit, Franklin; K. Maurice, Wabash, Clinton; William Studebaker, Logan, Logansport; Don LeBrun, Kent, South Whitley, and Harry VanNoy, VanNoy, Middletown.

Gunmen Hold 3 Porters Prisoners, Rob Theatres

CHICAGO—Three masked gunmen held three porters captive for three hours recently while they cracked a safe at the Sheridan Theatre of the Essaness circuit and took $500. They failed to open another safe containing about $5,000. Police said Stanley Krueger, the manager, told them the robbers apparently hid in the theatre after the last show ended at midnight.

Buys at Clay City, Ill.

CLAY CITY, ILL.—The 400-seat Clayton has been sold by Albert W. Butler of Hillsboro, Ill., to Vern Elliott.

National Leads Standing, In Warner Theatre Loop

MILWAUKEE — Keglers in the Warner Theatres bowling league continued their hot scoring in the weekly rolloff, with Bill Maciejewski registering high three games for 577. Maciejewski, who has been pushing league-leading Harvey Black, holds a 168-13 average. Black's average is 172-7. Dick Allen rolled 567 for three games and Black, 561.

Richard Fahey clicked high individual game of 221, Maciejewski was second with 220 and Black 213.

National Theatre shattered the maple for top three games, with 1,904. Warner Theatre seniors, bowled 1,889 and Jalonies clipped 1,863 for three games. Granada Theatre seniors racked up high single of 724, Alhambra seniors were second with 696, and the Jalonies third with 684.

Lucille Higgith came up with top three games in the girls' bowling, with 453; Ruth Krause was second with 342 and Teddy Jones third with 423.

Teddy Jones clicked top individual girls' scoring with 173; Lucille Haggith, 167, and Evelyn Nimmer, 167.

Team standings show the National in the lead with 16 won and five lost and a 580-2 average. Jalonies are second with 14 won and seven lost.

'Adults Only' Film Halted

INDIANAPOLIS—The run of an "adults only" film at the Ohio Theatre here ended before it could finish its first day. The picture, "Marihuana," was billed on a double feature program with a western, "False Colors." A detachment of police ordered John Roach, manager, to "cut out" the picture because it was not good for the city. Posters and advertising in front of the theatre were removed immediately.

Reseat LaPorte Theatre

LAPORTE, IND.—Manager Wayne Sweeney said recently that the installation of new seats at the LaPorte Theatre had caused a loss of 102 seats in the capacity of the house reducing it to 1,410 persons. Sweeney said that in addition to the new seats the theatre soon would install new carpeting and draperies and would put acoustical tile on the walls. Cost of replacing the old seats, Sweeney said, was $24,560.

Walt Vollinger Manager

VAN BUREN, MO. — Following the death about two weeks ago of Mrs. Bessie Smalley, owner-operator of the Ritz Theatre here, her husband H. A. Smalley made arrangements with Walter Vollinger to take over management of the 240-seater.

Chicago Books Reissues

CHICAGO—Sol Cohen, Albert Dezel Productions sales manager, has booked two reissues with Balaban & Katz and Great States Theatres in local suburbs and elsewhere in Illinois. They are the Masterpiece film, "Blockade," featuring Henry Fonda and Madeleine Carroll, and the Favorite film, "Hangmen Also Die," featuring Brian Donlevy.

Open Moon-Lite Ozoner

RUSHVILLE, IND.—The Moon-Lite Drive-In was opened recently at the intersection of highway 52 and state road 9.

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Semiannual Meetings Being Eyed by KMTA

KANSAS CITY—Annual fall conventions of the Kansas-Missouri Theatre Ass'n, held regularly since its establishment, will be replaced on its official calendar by semiannual meetings, if a proposal now being considered by its officers is approved by the majority of its membership.

The proposed change from annual conventions to semiannual meetings is among subjects expected to be introduced for discussion at a monthly meeting of its officers and directors next Thursday, November 18, at the Phillips hotel here.

While the subject of semiannual sessions has been discussed unofficially by officers and members of the organization in the past, it is expected to be given careful consideration at the November 18 session preliminary to later action by the KMTA membership.

Another subject to be discussed at the meeting will be exhibitor grievances, and Elmer Bills, Salisbury, Mo., elected president of the KMTA at its recent annual convention, is expected to appoint a 5-member grievance committee composed of independent exhibitors.

Appointment of a special legislative committee also is being considered by Bills, but announcement of personnel selected for the group may not be made until a later meeting of KMTA officers and directors.

Durwood Circuit to Build Airer at St. Joseph, Mo.

KANSAS CITY — Construction will be started within 30 days on a 1,000-car drive-in to be erected by Durwood Theatres, Inc., near St. Joseph, Mo., Stanley Durwood, general manager of the corporation, said at its offices here.

The site of the new ozoner, planned to cost approximately $175,000, is at the intersection of the belt highway and U.S. 36 near St. Joseph. A neon-lighted tower will top the screen structure of the drive-in, construction of which is expected to be completed early next spring.

While the circuit now operates a total of nine theatres in Kansas City, St. Joseph and Jefferson City, Mo., and Leavenworth, Kas., the proposed ozoner will be its first drive-in.

H. E. Corbyn, Former K. C. Film Salesman, Is Dead

DALLAS—Henry E. Corbyn, 64, editor of the Southwestern Retailer, died last Friday (5) at a hospital here. Born in St. Louis, Corbyn was advertising manager of the Midwest Merchant, Kansas City, prior to moving to Dallas. Before that he was a salesman for First National Pictures and A. H. Blank Enterprises in Kansas City, and he also at one time had sold films in the Omaha territory.

Clue to Gas Bombs

HUTCHINSON, KAS.—Six boys are suspected by the police here in the release of four homemade tear gas bombs in a local theatre. Fumes drove 1,300 patrons into the street. There were no injuries. Police report finding fingerprints on one bottle.

Iowa-Nebraska ITO Sees Misuse of Print Shortage

OMAHA—The Allied Independent Theatre Owners of Iowa and Nebraska meeting here passed a resolution asking that a complaint on the shortage of prints be put on the agenda for the national board meeting at New Orleans. The resolution was passed after a Nebraska exhibitor asserted that the shortage of prints, under the disguise of economy, is nothing more than a method of setting up illegal clearance.

More than a hundred attended the one-day meeting here, which was preceded by a board session. Bill Ainsworth, Allied national president, telegraphed his regrets at not being able to appear due to illness, and said, "we are proud of the success of your unit which has now become one of the largest, strongest and most aggressive units in national Allied."

DISCUSS CONDUCT OF STARS

Other subjects discussed and actions taken include:

Conduct of stars—Talked at length, but no direct action to be taken until it comes before national board.

Advertising accessories—Resolution passed urging members to see that all advertising, 11x14s, one-sheets, 30x40s, etc., are returned promptly to the source in good shape, using care in wrapping, to aid exhibitor who uses the material the following time.

Print damage—Members urged to use care in handling prints and check machines regularly. The tension on a rewind can cause a print to be slipped so it becomes "rainy," it was pointed out.

Allied Caravan—Its use was gone into thoroughly and it was suggested by one member that a universal 100 figure he worked out for each theatre to simplify the interpretations.

'MOST ACTIVE IN U.S.'

Organization activity—President Myrick gave an account of this year's activity, pointing out that the Allied of Iowa and Nebraska is the most active exhibitor unit in the country. Fourteen meetings have been held this year, membership is at an all-time high, many local problems members have had with distributors have been worked out with the film companies who have shown a willingness to cooperate.

The Smith plan—It was decided so long as 20th-Fox insists on forcing percentage pictures, CRI checkers, etc., it was not interested in any kind of a plan.

Tailor-made trailers—An Iowa member suggested that all film companies be urged to make two trailers on pictures that have appeals for both class and action houses. For example a picture that has high class music would have a trailer for key runs that would show this music, and for the action and small town houses scenes that whet the appetite of that type patronage—comedy angles, etc. It also was suggested that many trailers are too long.

Baker Enterprises Plans New Oakley, Kas., House

KANSAS CITY—Construction will be started soon on a 550-seat theatre to be erected by A. F. Baker Enterprises at Oakley, Kas., George Baker, general manager of the company, said at its offices here.

Of colonial architecture and to be known as the Colonial Theatre, the new house will feature a cry room and other conveniences. The theatre is expected to be ready for opening early next July.

Screen Newcomer in Role

Laura Elliot, a screen newcomer, has been added to the cast of Hal Wallis' "Bitter Sweet," a Paramount picture.



MGM STAR VISITS KANSAS CITY EXCHANGE—In Kansas City as a representative of MGM at the testimonial dinner recently tendered to Gus Eyssell, manager of the Radio City Music Hall, New York, Walter Pidgeon visited the MGM branch, where Al Adler is manager. Pidgeon is shown in the above photo with branch employes grouped about him. The star also appeared several times at performances of the American Royal Livestock and Horse show.

OMAHA

Howard Brookings, Oakland, Iowa, exhibitor who was elected to the Iowa house of representatives, gets the political orchid of the week. He not only is a Republican, but also wears a mustache . . . Charles Lorenz, veteran MGM head shipper, is back at work after a long illness . . . Bill Toni, head of the Tri-States maintenance department, arrived at midweek from Des Moines, then was accompanied on to Grand Island by District Manager William Miskell.

A. F. Cummings, MGM manager of exchange operations, was to be here over the weekend . . . Youngsters attending the latest monthly World-Herald birthday party at the Tri-States Omaha Theatre not only saw the picture, but also got a chance to see the projectionist in action . . . Norman Pyle, MGM exploiteer from Chicago, visited here and at Lincoln and Clarinda, Iowa, to line up the appearance of the dog sled team in conjunction with the showing of "The Secret Land."

Gaylord Hower has decided to up capacity of the new drive-in at Worthington, Minn., from 350 to 500 autos. Western Theatre Supply Co. is doing the work . . . Faustine Boyer, former U-I inspector, has joined MGM . . . The Military, an R. D. Goldberg house here, soon will have a new manager.

Manager Donald Shane conducted a contest at his Paramount Theatre to find the man or woman who has seen the most motion pictures. It was an attention-caller for "Johnny Belinda" . . . New equipment is being installed in the Elm Theatre, Elm Creek . . . The West Dodge Drive-In staff will assist at downtown Tri-States houses during the winter.

Carl E. Milliken of New York, head of Teaching Films Custodians, described the Nebraska film project as "a great experiment," and said top educators and film industry officials have their eyes focused on the experiment. He also predicted the test use of educational Hollywood films in some small Nebraska schools will "broaden and enrich education here" . . . Will Singer, former Brandeis manager here now living in Chicago, writes that his luck has continued at Windy city tracks . . . Lois Brown, Paramount picture report girl, is vacationing.

M. E. Anderson, Paramount manager, left for San Francisco to attend a western division sales meeting . . . Dorothy Weaver, 20th-Fox assistant cashier, is back at work following an operation . . . Local exchanges were to close for Armistice day . . . W. T. "Bill" Keith, new UA district manager at Kansas City, made his first trip to Omaha . . . Another branch manager, Benny Marcus, also of Kansas City, was here . . . George Monroe, owner of the Fort Theatre at Kearney, Neb., has been confined to his home for a week due to illness.

Visitors along Filmrow: Elmer Tilton, Seward; Fritz Largen, Creighton; Harold Dunn, Valentine; Slim Fraser, Havelock; Max Shoemaker, Tabor, Iowa; H. Holden, Pisgah, Iowa; William King, Shelby, Neb.; Phil Lannon, West Point; Howard Brookings, Oakland, Iowa; Mons Thompson, St. Paul, Neb.; W. S. Powers, Glenwood, Iowa; Paul Tramp, Oxford; Mrs. Fred Shuler, Humboldt; O. J. Schneider, Osceola; Mr. and Mrs. H. C. Jensen, Walt Hill, Edward Gannon, Schuyler; H. O. Qualsett, Tekamah; Mrs. H. O. Wolken, Odell; Robert Bertram, Schleswig, Iowa. and Eddie Kugel, Holstein, Iowa.

Among those who sent regrets that they could not attend the "City of Little Men" premiere here were Spencer Tracy, Mickey Rooney, Director Norman Taurog, Harry Lord and Frank Whitbeck . . . John T. Quinlan, publicity man for the Bob Hawk show, was a visitor. He attended Creighton university and the University of Nebraska.

Don McLucas spent some time in Des Moines . . . Merrill Fie, George, Iowa, exhibitor, stopped here recently en route home from the homecoming at the University of Nebraska. Other visitors to Filmrow: Mr. and Mrs. Wally Johnson, Friend; Harold Qualsett, Tekameh; Mr. and Mrs. Omar Nelson, Soldier, Iowa, and Elmer Wulf, Kingsley.

Lester Versteeg Acquires South Dakota Theatre

SPRINGFIELD, S. D.—Lester Versteeg is entering the theatre business here with the purchase of the Virginia Theatre. He has bought out Mrs. H. I. Maggnett, who is retiring to live at Lemars, Iowa.

PLAINVIEW, NEB.—Mr. and Mrs. C. A. Craig, operators of the Plains Theatre since 1942, have sold out to Mr. and Mrs. Walter Austin of Orchard, Neb.

Show for Disabled

CEDAR FALLS, IOWA—Stephen Oellerich and Philip Winslow, co-managers of the Starlite Theatre here, recently sponsored a free show for all crippled and disabled persons in Waterloo and Cedar Falls. Civic Groups helped the two theatremen transport the guests.

Clarks, Neb., Theatre Sold

CLARKS, NEB.—Joe Miller has purchased the Clarks Theatre from Virgil Dodds. Western Theatre Supply Co., Omaha, will install new equipment.

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From the BOXOFFICE *Files*

(Twenty Years Ago)

LOCAL THEATREMEN are prepared to fight daylight saving time in Kansas City. M. B. Shanberg is on a committee of local businessmen studying the question, and some direct action is expected by the MPTO of Kansas and Western Missouri.

* * *

L. M. Crawford has bought a half interest in the Novelty, Topeka, Kas., from Hooper and Jencks of the National Theatres Co. Crawford's son is managing the Novelty . . . The Pantages, Kansas City's only de luxe downtown theatre without sound, will be wired in the near future according to Louie Charninsky, manager.

* * *

Ted Healy, star of "A Night in Spain," which played the Shubert recently, bought a corner lot at Fourth and Locust streets and a lot at third and Delaware while here . . . H. H. Daniels has made a number of improvements on the Reel, Oswego, Kas. . . . R. H. Montgomery an James Searle have arranged to show pictures in the IOOF building in Independence, Kas. . . . The new Beattie at Nashville, Kas., opened recently . . . Ed Rowland of Texhoma, Okla., has purchased the Doric, Elkhart, Kas.

* * *

David Rollins, Fox juvenile star, is a former student of Kansas City's Northeast high school, according to a report in the Kansas City Star.

* * *

Sioux Rapids voters turned down Sunday shows by three votes in a recent election. F. H. Remillard, theatre owner, said he would ask for another election . . . Albion, Neb., is another town that is demanding a hearing on the Sunday show question.

* * *

The Victor at Bertrand, Neb., is open for business, after a shutdown of several weeks for an overhauling of projection equipment . . . S. F. Negley of Berwyn, Neb., opened that town's first theatre recently . . . J. P. Hansen of Gibson has leased the Gibson opera house for a year and will show pictures two or three times weekly . . . George Cookley of Mapletown, Iowa, has purchased the theatre at Victor, Iowa . . . The Star Theatre at Mason City is being remodeled and will open under the name of the Iowa as a first run. M. R. Tournier is manager.

* * *

Nearly 1,500 newsboys and carriers of the Omaha Bee-News and the World-Herald were guests recently at the Orpheum of Charles Bennington's New York Newsboys band. They marched in a long column from 17th and Farnum streets to the theatre.

* * *

Seen on Omaha Filmrow, despite snow, rain, sleet and generally bad weather: Hi Robinson of Blair, Neb., and Sherm Fitch and Charley Williams who deserted their car out Kearney way during the snowstorm.

* * *

The Palace, Topeka, which opened on Labor day for colored trade exclusively, was sold recently by National Theatres Co. to Franklin Whittam of Kansas City. Whittam plans to change the policy from straight pictures to vaudeville and pictures. He operated the Strand and Bagdad in Kansas City and managed theatres in Bonner Springs and Junction City, Kas.

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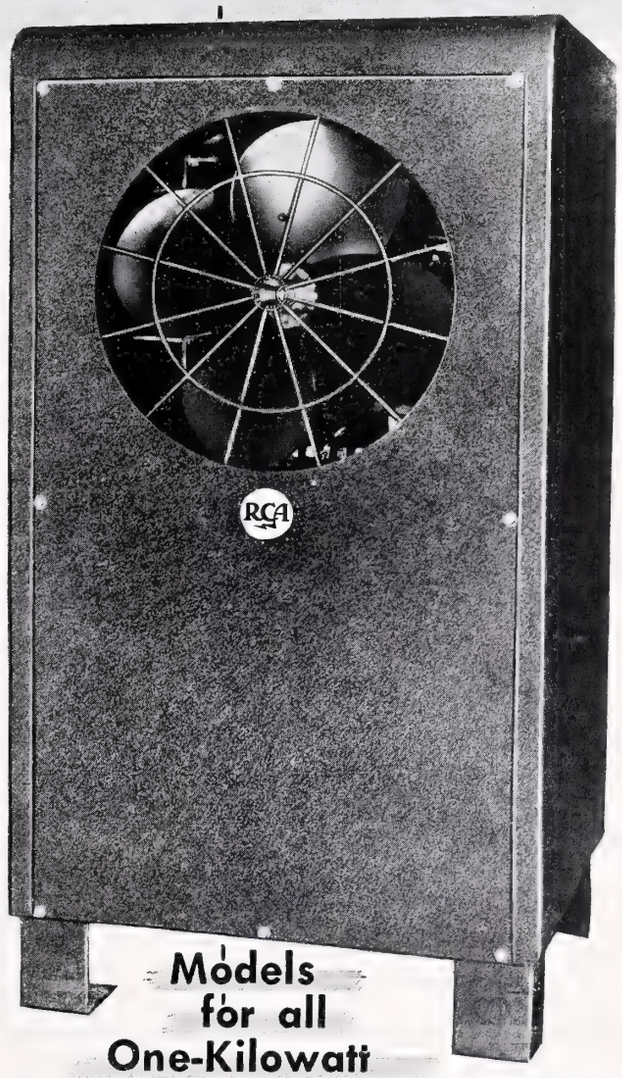
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Showmen Dickinson and Son Forge Ahead as Show Cattle Breeders

KANSAS CITY—Glen W. Dickinson and his son Glen jr., operators of a chain of 32 motion picture theatres in the middle west, have proved that not only are they successful theatremen but also outstanding livestock





Glen Dickinson sr. and jr.

raisers, their Glenwood Angus farm in Johnson county, Kansas, being a showplace for persons interested in fine cattle. The accomplishments of the Dickinsons on their farm, which is located at 95th street and Highway 69, are described in a story published in the Johnson County Herald. They started breeding purebred Angus about three and one-half years ago.

The highlight of the Dickinson farm is a five-acre man-made lake situated within a park area near the highway. It is surrounded by well-kept grass, landscaped and offers a boat dock with boat, barbecue oven and lawn chairs.

With the capable assistance of Cliff Henry, experienced livestock showman and breeder, the Dickinson hobby gradually is building up to what is planned to be a top-rating Angus farm with show stock equal to the best in Kansas and elsewhere.

The 570-acre farm produces the necessary crops for silage and roughage. There are about 100 cattle in the herd which comprises producing cows, calves and two senior herd bulls, whose mothers were respectively Pride Elsa of Hamilton and Blackbird of Hamilton, sired by Eileenmere 487, a $30,000 bull owned by the J. C. Penny of Hamilton, Mo.

Eileenmere 487 is one of the most celebrated Angus bull on record.

High quality and uniformity are strictly adhered to at the Dickinson farm. No scrub animals are sold for breeding purposes, all these being sent through the feed lot and sold at the stockyards. Dickinson and his son are striving for a distinctive show herd. They own one cow, Bernadette IV, a $2,000 purchase from the Angus Valley Farms of Tulsa and an American Royal livestock show champion, but they refuse to show her because she was not raised at Glenwood.

A few weeks ago several officials of the Aberdeen Angus Ass'n were visitors at Glenwood. They had words of praise for the herd and estimated that if the two parent males had to be replaced by one of their same caliber, it could not be done for less than $25,000 each at present values.

Teen-Age Youths Operate Thornton, Iowa, Theatre

THORNTON, IOWA—Two brothers, Richard and Donald Dorenkamp, have been appointed to operate the Thornton Theatre here. Richard graduated from high school a year ago and Donald is now a high school senior. They are the sons of Mr. and Mrs. Jake Dorenkamp.

The theatre is owned by John Kolb of Latimer. Mr. and Mrs. Merlin Floy have operated the Thornton for many months but have relinquished their duties because of the press of other work. Donald has been connected with the theatre for some time and has been operating the projection machines several months.

Warren Douglas Boosted By Hometown Paper

MINNEAPOLIS — Minneapolis Sunday Tribune published a lengthy letter from a former local resident, Toni Venturelli, now at San Mateo, Calif., boosting Warren Douglas, screen actor, a onetime Minnesotan who attended the University of Minnesota. She explained that the reason for the letter is that she's president of Warren's fan club and a great admirer of the actor.

Miss Venturelli praised Douglas in the letter for being so cooperative, helping the club to publish an interesting journal. Douglas supplies a letter each quarter, answers queries for the question and answer column, writes articles, lends negatives of informal poses of him and his family, wired roses to her when she had an appendectomy and arranged for her to go through the Warner studio. He also has offered to meet club members, according to the letter.

"Be proud of that Minneapolis boy—he's proud of his hometown—and we, his fans, are just plain happy to claim him as our friend," she wrote.

Free Tickets for Pledge On Halloween Pranks

Kearney, Neb.—It pays to be good in Kearney. The Kearney Hub has published pledge coupons in connection with the ninth annual Fort Theatre-Hub-Police Department Theatre party. Boys and girls who signed Halloween pledges could exchange them with their teachers for tickets to George Monfoe's theatre.

The pledge reads, "I hereby pledge that I will keep the true spirit of Halloween; that I will not be a party to defacing, destroying or damaging in any way anyone's property before or on Halloween night; that I will not cause injury to anyone by causing the sidewalks or streets to be blocked in any way. I understand that by keeping this pledge I am being a good citizen and as a reward am receiving my free ticket to the Fort Theatre."

'Johnny Belinda' Hits 180 in Kansas City

KANSAS CITY—Reports from first run houses here indicated another round of spotty trade. "Johnny Belinda," showing at the Paramount, registered an outstanding 180 per cent to lead the city by a wide margin and rate what is expected to be an extended run. "A Song Is Born," paired with "The Prairie" at the Orpheum, chalked up a lively 135 per cent. "Road House," playing day-date at the Tower, Uptown and Fairway, scored a hefty 110 per cent. "Apartment for Peggy," which paced the town with an opening round at the three houses, continued to draw heavily during a moveover stanza at the Esquire.

(Average is 100)

Esquire—**Apartment for Peggy** (20th-Fox), 2nd d. t. wk. 90
Midland—**The Gallant Blade** (Col); **Manhattan Angel** (Col) 80
Orpheum—**A Song Is Born** (RKO); **The Prairie** (SG) 135
Paramount—**Johnny Belinda** (WB) 180
Roxy—**Raw Deal** (EL); **Olympic Games of 1948** (EL), 2nd wk. 70
Tower, Uptown, Fairway—**Road House** (20th-Fox) 110

Three Strong Films Help In Minneapolis

MINNEAPOLIS—Business surged upward here with three strong boxoffice contenders, "Apartment for Peggy," "A Song Is Born" and "A Southern Yankee." Cold weather helped. Holdovers included "Miss Tatlock's Millions," "Walk a Crooked Mile" and the "Blood and Sand"-"I Wake Up Screaming" combination, all in their second week.

Aster—**Assigned to Danger** (EL); **I Wouldn't Be in Your Shoes** (Mono) 95
Century—**Miss Tatlock's Millions** (Para), 2nd d. t. wk. 115
Gopher—**Thunderhoof** (Col); **Triple Threat** (Col) 95
Lyric—**The Time of Your Life** (UA), 2nd d. t. wk. 100
Pix—**Blood and Sand** (20th-Fox); **I Wake Up Screaming** (20th-Fox), reissues, 2nd wk. 115
Radio City—**Apartment for Peggy** (20th-Fox) 135
RKO-Orpheum—**A Song Is Born** (RKO) 135
RKO-Pan—**Coroner Creek** (Col) 110
State—**A Southern Yankee** (MGM) 125
World—**Walk a Crooked Mile** (Col), 2nd d. t. wk. 100

'Song Is Born' Grosses 150 For High Des Moines Score

DES MOINES—A four-day holiday for school children during the state teachers' convention here resulted in good theatre attendance at most houses. Among the downtown theatres, "A Song Is Born," starring Danny Kaye, was at the top. The film was billed with "Gentleman From Nowhere" and the program was held over for a second week.

Des Moines—**Julia Misbehaves** (MGM) 105
Orpheum—**A Song Is Born** (RKO); **Gentleman From Nowhere** (Col) 150
Paramount—**On Our Merry Way** (UA); **Who Killed "Doc" Robbin?** (UA) 100
Strand—**The Search** (MGM) 85

'Rope' Registers 135; Leads Omaha Trade

OMAHA—"Rope," paired with "Gentleman From Nowhere," combined to draw plenty of patrons to the Brandeis. "Dream Girl" and "The Gallant Legion" at the Orpheum, and "A Southern Yankee" at the Paramount also grossed nicely.

Omaha—**Man-Eater of Kumaon** (U-I) 95
Orpheum—**Dream Girl** (Para); **The Gallant Legion** (Rep) 120
Paramount—**A Southern Yankee** (MGM) 115
RKO-Brandeis—**Rope** (WB); **Gentleman From Nowhere** (Col) 135
State—**Luxury Liner** (MGM); **The Secret Land** (MGM), 2nd wk. 100
Town—**Crossed Trails** (Mono); **Scared Stiff** (Para), reissue; split with **The Hawk of Powder River** (EL); **Daniel Boone** (RKO), reissue 95

Berger and MGM Head Confer on Percentage

MINNEAPOLIS—President Bennie Berger of North Central Allied was in New York this week conferring with W. H. Rodgers, MGM general sales manager, to try to induce him to abandon compulsory percentage and return to the former sliding scale selling policy. Berger said he hoped that Rodgers will "relent" before the matter becomes an issue at the forthcoming national Allied convention in New Orleans.

It was indicated by Berger that a modification of the compulsory percentage to exclude small town and neighborhood and suburban exhibitors might satisfy North Central Allied directors and members. The directors recently voted to instruct Berger and others attending the national Allied States convention to ask the national body to use pressure on Rodgers to go back to the sliding scale.

Berger and North Central Allied had been very friendly toward MGM and frequently had singled it out for praise as one of the fairest and most cooperative companies in its dealings with independent exhibitors. After its percentage demands for current releases, however, the North Central Allied bulletin denounced the demands.

North Central Allied officers met with Ralph Maw and W. H. Workman, MGM district and branch managers, respectively, on the matter. They promised to refer it to the New York home office.

While in New York Berger will visit Andy Smith, 20th-Fox general sales manager, to congratulate him on the success of the mediation plan established by his company and North Central Allied. Since its establishment all grievances against 20th-Fox have been settled before they reached the grievance committee.

IATSE Member Roy Weir Elected to Congress

MINNEAPOLIS—Roy Weir, elected to Congress on the Democratic-Farmer Labor ticket, has been a member of IATSE Local 13 for 35 years. He defeated the Republican incumbent in the Third district, comprising a part of Minneapolis.

The IATSE will give a dinner at the Hotel Radisson December 6 for Weir. President Richard F. Walsh will attend and Mayor H. H. Humphrey, U.S. senator-elect from Minnesota, will be a guest of honor.

Carbon Arc Film Shown

DES MOINES—A special screening of a film on carbon arc projection was held here in the Fox screening room. The film, in Technicolor, was described as of interest to theatre supply people, theatre owners and others connected with the industry. Here for the showing were C. E. Heppberger of Chicago; F. R. Sandy, Des Moines, and A. V. Brone, Kansas City. The 15-minute film is available, Heppberger said, in 35 and 16mm for exhibition to non-paying audiences. It can be shown only with carbon arc projection.

New Sound, Screen at Pix

WOODBINE, IOWA—A new sound system and a new screen have been installed in the Pix Theatre here. The owner is Wallace W. Deupree.

MINNEAPOLIS

James Grainger, Republic sales manager, was here visiting Joe Loeffler, branch manager, and contacting circuit buyers . . . Bertus Bishop, MGM division manager, visited . . . Herman Goldberg, Warner building maintenance department head, spent two days here . . . "Miss Tatlock's Millions," which has given a good boxoffice account of itself in its prerelease here, will be a Paramount Thanksgiving week release in the territory . . . Ted Mann, independent circuit owner, returned from a trip to Los Angeles for a conference with his partner Donald Guttman.

"Hy" Chapman, Columbia manager, will take an extended leave to recover his health. In his absence Bill Wood, office manager, and Byron Shapiro, city salesman, will pinch-hit for him . . . Ben Marcus, district manager, will spend much of his time at the Minneapolis exchange . . . Jack Heywood, New Richmond, Wis., independent circuit owner, was a Filmrow visitor.

After a three-day visit, Jack Lorentz, 20th-Fox division manager, returned to Chicago . . . W. H. Workman, MGM manager, visited Sioux Falls, S. D., accounts . . . Representatives of 12 southern Minnesota county fairs at their convention adopted a resolution asking the Minnesota congressional delegation to work for repeal of the 20 per cent federal amusement tax on fair admissions. They also decided there would be no more "first money" for carnivals and auto racing promoters. They'll insist on straight percentages from the first dollar receipt for themselves.

No deal has been made yet for the W. R. Frank independent circuit which is on the market and for which the asking price is said to be $3,000,000. Frank, head of the circuit, is in Hollywood getting his forthcoming picture, "Dan Patch," into full production . . . Many of the Filmrow gang were among the record-breaking crowd of 66,593, at $3.50 per head, which witnessed the Minnesota-Indiana football game last Saturday . . . Reno Wilk is distributing the fishing picture "Harpoon" and had Alaska Airlines fly in from Anchorage an elaborate, authentic lobby display for it.

The city council again deferred action for two weeks on the application of Mrs. Betty Secrest, former owner of the neighborhood Princess, for a license to build and operate a new neighborhood in another part of the city . . . William J. Clark, National Film executive vice-president, was a visitor.

No License Fee Levied

TAMA, IOWA—The city council has discovered that W. W. Mansfield, owner of the Mills Theatre here, has not been charged a license fee for years. No immediate steps were taken to license the theatre, however, since it was discovered the fee set in 1933, is $15 and the council members thought the amount insufficient. Discovery of the default in collection of the theatre license fee was made when the council was levying a $5 monthly rate for operation of a skating rink in the town.

Crash Kills Jake Gillen

WHITE RIVER, S. D.—Jake Gillen, 30, owner of the White River Theatre, was killed instantly when his auto and a truck collided. Two passengers with him were not seriously hurt.

Blames Writers for Bad Films

MINNEAPOLIS—Virginia Hoffstrom, St. Paul Dispatch film editor and critic, attributed in her column as "the principal cause of a decline in the quality of pictures" the failure of screen writers to deliver first-rate material. "It's beginning to be evident that the writers are warming up the leftovers," she wrote.

Back in Manhattan on Vacation

MANHATTAN, KAS.—Leonard Hollenbeck, former TEI employe here, visited friends here during his vacation. Hollenbeck is now assistant manager for the circuit in Gonzales, Tex.

Sell to Dwight Miller

SEYMOUR, IOWA—The first floor of the theatre building here has been sold to Dwight Miller by Earl Sens.

Vacation in Chicago

MANHATTAN, KAS. — Dave Dallas, city manager here for Theatre Enterprises, and his wife left for a vacation in Chicago.



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KANSAS CITY.

Frank C. Hensler, MGM assistant sales manager for the central area, was here to visit his second grandchild, a daughter born October 23 to Mr. and Mrs. Gerald M. Lively. Mrs. Lively was Thelma Hensler . . . Lawrence Lehman, Orpheum manager, became a grandfather October 26, when a son was born to Mr. and Mrs. Martin Lehman.

Sam Horowitz, Chicago, SRO division manager, visited the local branch . . . Elmer Bills, Salisbury, Mo., KMTA president, was a visitor on Filmrow . . . Lon Cox, Fox Midwest film buyer, returned from a vacation . . . Jack Shriner, operator of the Gem, was reported improved at Research hospital where he has been ill with pneumonia.

The Parnell at Parnell, Mo., was opened, with Richard Upton as manager . . . James Foster, manager of the Electric, Durwood-operated house at St. Joseph, Mo., returned from a late vacation, during which time Gene Blanchard substituted for him . . . The King, Dickinson-operated house at St. Joseph, has resumed full seven-day operation.

Mrs. Frances Vaughn, Bonner Springs, chairman of the Kansas State Board of Review, was convalescing after a recent illness . . . Mary Frances Bishop, secretary at RCA-Victor, received news of the death at El Paso, Tex., of her grandfather, W. J. Lipe . . . U-I branch staff members gave a party for Theresa Chaibonneau, who resigned recently.

The lobby of the Empress, Fox Midwest-operated house at Fort Scott, Kas., has been redecorated . . . New gas heating equipment has been installed at the Bailey, Waverly, Kas. . . . The yet-unnamed new theatre at Nickerson, Kas., being erected by W. A. Bollinger, is expected to be completed and fully equipped in time to permit opening by January 1.

Construction has been started at Hopkins, Mo., on a new theatre which will be known as the Rex, to be operated by Ralph White and sons . . . Thieves made an unsuccessful attempt recently to rob the safe in the Liberty, Sedalia, Mo. . . . The Cozy at Wheaton, Mo., closed for several weeks for remodeling, has been reopened by Warren Cullers, new operator.

In-car speakers will be installed in the Drive-In Theatre on U.S. 40, which closed for the season last Sunday night . . . The front of the Durwood-operated Roxy has been repainted, and new poster frames have been installed . . . "Naked Fury," French film, was being shown at the southside Dickinson-operated Kimo.

Among Missouri theatre operators seen on Filmrow were Joe Ghosen, Uptown, Sedalia; C. F. Shaner, Dixie, Odessa; T. A. Spurgin, Moderne, Stanberry, and F. L. Lowe, Star, Lebanon . . . Kansas showmen who were visitors included Homer Strowig, Lyric and Plaza, Abilene; Harry E. Newton, Turon, Turon; G. R. Crocker, Rialto, Lyndon, and C. A. Botkin, Harper, Harper.

Break Ground at Spencer

SPENCER, IOWA—Ground has been broken at the site of Spencer's Drive-In north of the city on highway 71. Plans for the theatre call for a rustic motif with halfpine logs with natural bark making up the fencing around the site.

Twin City Theatreman Arrested in Waterloo

WATERLOO IOWA—Charles A. McEvoy, 24, of Minneapolis, was arrested here last week on charges of obtaining money under false pretenses in a theatre deal. County Attorney Blair Wood said that McEvoy had obtained approximately $40,000 from four investors.

McEvoy was accused of obtaining $8,000 each from Karly Towsley and Donald Strahan of Waterloo by misrepresentation in selling them an interest in the Waterloo Theatre, which was to replace the closed Palace Theatre here. Wood said that McEvoy had obtained an additional $24,000 from Robert Hunerberg of Hedrick and H. L. Marks of Waterloo.

The county attorney said McEvoy sold Towsley and Strahan each a 24 per cent interest in the theatre. In the contracts between the two men and McEvoy, each was assured the job as manager of the house.

McEvoy later sold a 25 per cent interest to Hunerberg and a 24 per cent interest to Marks, and gave each of these men a contract to manage the theatre, Marks said. The contract between Hunerberg and McEvoy specified that McEvoy would retain 51 per cent of the stock in the corporation proposed to organize to operate the theatre. Hunerberg recently sold the State at Hedrick to a couple from Nebraska.

However, the investors later learned that the promoter had sold 97 per cent of the stock in addition to contracting with each of the four investors to manage the theatre.

Workmen have remodeled the marquee and front of the theatre which was formerly operated as the Palace.

Launch Durwood Circuit Employe Publication

KANSAS CITY—The initial issue of Circuit Chatter, new official publication of Durwood Theatres, Inc., is being distributed to employes at nine theatres operated by the circuit in four Missouri and Kansas cities.

News relating to circuit and theatre personnel is featured in the publication, the first issue of which contains four pages, illustrated with several pictures. Doug Burrill, Durwood exploiteer, is editor of the paper.

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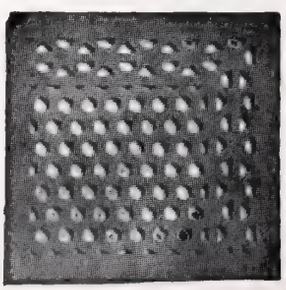
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DES MOINES

Don Hicks, local Paramount manager, attended a sales meeting in San Francisco . . . William A. Clark, RKO division manager from Minneapolis, spent several days here . . . E. Garbett has moved his Iowa United Theatres office into the old Republic exchange, adjoining the Des Moines Theatre Supply Co., also owned by Garbett.

Mildred Ratcliff, Republic stenographer, spent the weekend in Cedar Rapids . . . Bertie Cox, Warners' stenographer, has a new son-in-law. Her daughter was wed here November 5 . . . Roberta Chapman, former Eagle Lion secretary, is booking clerk for Warners . . . Helen Hanson, MGM cashier, returned from a week's vacation . . . Henry Fridel, MGM manager in Denver, visited the exchange here . . . E. W. Kerr of Pine, Colo., was a visitor on the Row, as was George Hart of Knoxville.

Marilyn Torode has resigned at EL and Cherie Jones will replace her . . . Barbara Graves has been promoted to billing clerk at EL . . . Enos Manfredini, Mayo Beatty's secretary, was back at her desk after a tonsillectomy . . . Mike Lee, former branch manager here and now boss of the St. Louis exchange, visited here . . . Jack Gibson, EL booker and office manager, went duck hunting and returned with 14 ducks.

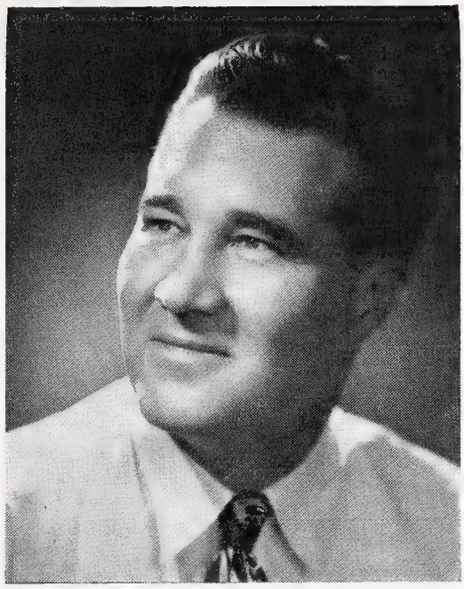
Edna Coonan, RKO, was back at his desk after a bout with the mumps . . . Eileen Engman, RKO, also was on the sick list with the flu . . . Mayo Beatty issued invitations to a screening of "Let's Live a Little" at the Fox screening room . . . Don Allen, Tri-States city manager in Sioux City, recently held a staff Courtesy drive meeting of all Sioux City theatre employes and screened "Johnny Belinda." The affair was in connection with the current Courtesy campaign being conducted by the Tri-States Theatres Corp.

Early Morning Preview For Des Moines Women

DES MOINES—Harold Lyon, manager of the Des Moines Theatre, was host at a breakfast matinee at which time a screening for "Johnny Belinda" was held. Guests were women employes in department stores, insurance offices and beauty shops. The picture was shown at 7:00 a. m., to allow the women to see it prior to going to their jobs. Following the picture, coffee, doughnuts and rolls were served.

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NEW TEI DISTRICT MANAGER—Ed Kidwell, former city manager for Theatre Enterprises, Inc., at Roswell, N. M., has succeeded Frank Plumlee as district manager for the organization at Kansas City. Plumlee resigned recently to become associated with Tom Edwards in the operation of the Lead Belt circuit of eight houses, with headquarters at Farmington, Mo.

Des Moines Strand Quiz Broadcast Each Friday

DES MOINES—The Strand Theatre here began a weekly "Fun on Friday" feature with a matinee broadcast from the theatre over station KCBC. One hundred dollars in prizes were awarded by radio emcee Dale Morgan. Participants submitted a biography of a film star, together with two or more clues. Prizes were awarded whenever the contestants were stumped. Entries which failed to stump theatre contestants received prizes of candy and tickets to the Strand.

W. R. Ardnt Opens Theatre

RUTHVEN, IOWA—W. R. Ardnt opened his new Palo Alto Theatre here last week. Site for the theatre was provided through subscriptions by the Ruthven Chamber of Commerce. The town has been without films since a fire last year. The Palo Alto has 323 seats. Arndt has been in the theatre business seven years, at Everly and with Warner Bros.

Hope for Peaceful Means To Prevent Forced Sales

MINNEAPOLIS—Hope was expressed by Bennie Berger, North Central Allied president, that "peaceful means" will prevail and that distributors alleged to be guilty of forced selling of shorts and other product in combination with requested features in violation of the supreme court consent decree decision will voluntarily cease such practices. In such a case, he pointed out, it would be unnecessary for his organization to bring the threatened suit in behalf of one of its members.

Berger said several branch managers already have assured him that there will be no attempts whatsoever to force the buying of unwanted pictures. Others have blamed "overzealous" salesmen for objectionable practices, he said.

At the same time, however, Berger says that S. D. Kane, executive secretary, is proceeding to collect affidavits from exhibitors, charging forced selling, to be used in case a lawsuit becomes necessary.

Good Business Foreseen By Northwest Circuit

MINNEAPOLIS—Winding up a successful season, Northwest Theatres circuit members, meeting in convention here, said they were optimistic about the near future, at least, and expect healthy boxoffice conditions to continue for the next 12 months as a result of agricultural prosperity and a high rate of employment throughout the territory.

Frank Mantzke, the circuit's general manager, presided at the convention and stressed the bright outlook. Number of theatres represented was 66. Circuit members will enter the drive-in theatre field on an expanding scale, it was brought out at the meeting. Optimism over forthcoming product was expressed.

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Hiller Theatres Pass 20th Crookston Year

CROOKSTON, MINN.—The Grand and Gopher theatres here, operated by C. L. and C. E. Hiller, observed their 20th anniversaries recently with free shows offered consecutively for three days. The observance also celebrated the redecoration program completed at the Grand Theatre this summer.

The Hillers said they received many fine compliments on the three-day celebration and added that the patrons "certainly did come out" for the shows.

"We played to 7,300 persons during the run, which is very close to the total population of the city," the managers said.

Showman Brookings Wins Seat in Iowa Assembly

COUNCIL BLUFFS, IOWA—Howard Brookings, 46, owner of theatres at Oakland and other Iowa towns, is the newly elected member of the Iowa house of representatives from Pottawattami county. He is also the only film industry member in Iowa or Nebraska legislatures. Brookings, a veteran of 21 years in the business November 8, is a past president of the Allied-Independent Theatre Owners of Iowa and Nebraska.

Joke Confuses Joker When It Backfires

Kansas City—It may be a little early to make resolutions for 1949, but Don Davis, RCA-Victor district manager, already has resolved not to try any practical jokes to tease his wife during the next year.

He was out of town one day this week and had not returned at 8 p. m. when his wife and 15-year-old daughter, Betty, went to a nearby drive-in restaurant for sandwiches.

When Mrs. Davis and the daughter returned home they noticed that lights they had left burning were out. When they saw the beams of a flashlight in the basement garage, they called police.

Two patrolment from a neighborhood station responded to the call. Entering the darkened garage, they shouted: "Come out or we'll shoot!"

"Don't shoot!" was the answering plea of a quavering voice found, when the lights were turned on, to belong to Davis.

"I was trying to play a joke on my wife," he said to the patrolmen.

Supervises Sosna Improvement

MANHATTAN, KAS.—Fred Hoenscheidt of the Dallas office of TEI, is here supervising work being done on the Sosna Theatre.

Arctic Exhibit in Iowa Promotes 'Secret Land'

DES MOINES—A publicity campaign for "The Secret Land" was launched here by William Bishop, MGM exploitation manager. An elaborate exhibit of eight Eskimo dogs, sleds and equipment, in charge of Capt. Volney Phifer, wild game hunter, will tour several Iowa cities during the month. Phifer, formerly with the famous Barnum & Bailey circus, has been with MGM for 25 years as animal trainer and consultant on many Hollywood productions. A colorful speaker, Phifer will make appearances in schools, at civic luncheon group meetings and radio interviews.

The route of the dog exhibit: Waterloo, November 4; Cedar Rapids, 5; Davenport, 6; Rock Island and Moline, 8; Sioux City, 15; Oskaloosa, 17; Ottumwa, 18; Iowa City, 19; Newton, 20.

Fire Extinguishers Quench Film Blaze

MONTEZUMA, IOWA—Automatic fire extinguishers in the fire-proof projection booth at the Monte Theatre put out a fire there one night recently. The blaze started when a film broke and was ignited by a hot lamp house. More than 2,000 feet of film were destroyed before the extinguishers went into action and stopped the blaze. Firemen from the Montezuma fire department were on hand before the siren stopped blowing but found the fire out. The crowd inside the theatre was not alarmed and there was no panic, according to Manager Joe Thurber.

File for Incorporation

DAVENPORT, IOWA—A proposal by RKO agreeing to split up its enterprises in return for dismissal of a government antitrust suit will not affect the operation of the Orpheum Theatre here, officials of the company have reported. Singer-Davenport Corp., a subsidiary of RKO which operates the Orpheum here, would undoubtedly come under control of a company set up to handle exhibition under the plan.

Articles of incorporation have been filed in the Scott county recorder's office for Davenport Orpheum, Inc., of Des Moines, an office of the firm which operates the similarly named theatre here. Authorized capitalization of the corporation, which is headed by M. Kingsberg of New York, is $50,000.

Jim Bey Is Assistant

STORM LAKE, IOWA—Jim Bey is the new assistant manager of the Storm Lake theatres. Manager is W. L. Hill. Jim came here from Washington, Iowa, where he was also in the theatre business.

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W. Va. Managers Ass'n Meets at Cincinnati

CINCINNATI—The West Virginia Theatre Managers Ass'n convention, to be here November 12, 13, marks the first time that a convention of West Virginia exhibitors has been held outside that state. Allied officers scheduled to speak at the convention included William Ainsworth, National Allied president; Trueman Rembusch, president of Allied of Indiana; Charles Niles, National Allied secretary; Pete Wood, secretary of the Ohio Allied, and Abram F. Myers, Allied's general counsel.

Justin Spiegle Appointed Cleveland SG Manager

CLEVELAND—Justin Spiegle, who stepped into the Screen Classics managerial shoes last week, needs no introduction to the Ohio film trade. Off and on for the last 22 years he has been serving theatre owners with films or advertising material.

Back in 1926 Eddie Fontaine, then Paramount branch manager, gave Spiegle a job as shipper. Paramount, at that time, was located on East 21st street just north of Payne avenue. In succeeding years Spiegle was promoted from shipper to poster clerk to booker. He then joined Warners as booker. But the grass across the street began to look greener so he took an eight-year flier in the electrical business. But in 1940 he returned to the fold, joining Universal in Buffalo as salesman. The next move was to join Republic in Cleveland, then, to Eagle Lion, and now to a post that every salesman aspires to, branch manager.

No Action by W. Pa. Allied On Conciliation Program

PITTSBURGH—Allied MPTO of W. Pa., took no action on the Smith conciliation plan presented to directors recently. A full board and several exhibitor members attended the session where Andy W. Smith jr., 20th-Fox general sales manager, offered the plan to settle intratrade disputes. Welden Waters, local 20th-Fox manager, and Sam Shain, exhibitor relations director for the company, also were among those present. Smith's discussion was "off the record," officers and directors of Allied reported. Local Allied members now are anxious to hear a report from the board of directors.

Exhibitor's Son Player On Lake Forest Squad

GREENSBURG, PA.—Al Manos, son of Mr. and Mrs. Michael Manos, builders of the new de luxe Manos Theatre in Nonessen, is a backfield player on the unbeaten Lake Forest College football squad, leader, along with Illinois Wesleyan, in the College Conference of Illinois. Young Manos is a sophomore and a member of Alpha Sigma Kappa fraternity.

Re-Elect F. A. Orban jr.

SOMERSET, PA. — Frank A. Orban jr., Hooversville and Cairnbrook exhibitor, has been re-elected to the Pennsylvania house of representatives. Orban is also a local attorney.

Gala Debut November 17 Of Manos, Monessen, Pa.





Michael Manos, head of the 21-theatre Manos circuit, and Bernard Buchheit, general manager.

MONESSEN, PA.—Michael Manos, head of a $4,000,000 theatre enterprise in the Pittsburgh Monongahela valley area, will formally open his new one-half million dollar Manos Theatre on Denver avenue here Wednesday night (17) in gala fashion.

Manos is president of the Monessen Amusement Co., which built the de luxer; of the Indiana County Theatres Co., Manos Enterprises, Inc., and Elkins Theatre Co. Monessen also operates the Grand and Star here, the former being the new name for the old Manos Theatre.

Sharing the spotlight with Manos at the opening will be Andrew Askounes, brother-in-law and managing director of the Monessen company; Bernard H. Buchheit, general manager of the 21-theatre Manos circuit; George M. Purcell, Manos booker and buyer, and Ken Woodward, manager of the new Manos. Louis and Harry Manos, brothers of Mike and also veteran exhibitors, will be there as will Mike's son Ted, who joined the circuit a year ago.

The Manos opening is being publicized by a month-long newspaper, poster and radio campaign, starting with teasers and winding up with full-blown pronouncements.

Victor A. Rigaumont, well-known theatre architect, is the designer while the Atlas Theatre Supply Co. equipped the 1,200-seat house.

"Red River" will be the opening attraction.

Manos, born in Greece, came to the U.S. Aug. 17, 1901, and obtained a job in Newark, N. J., as a candy maker's helper. A year later he was with Polites Bros., Pittsburgh, in the same capacity. In the next few years he operated candy stores in Jeannette, Kittanning and Washihngton, Pa., and finally at Greensburg.

He married Kallopia Askounes of Erie Nov. 9, 1910.

It was at Greensburg that Manos entered exhibition, opening the Lyric, 293 seats, in 1913. Two years later he opened the Greensburg Strand and in 1927 the Manos. He sold his theatres to the Warner circuit in 1930, but five years later he returned to the theatre business, buying theatres in Monessen, Vandergrift and Ellwood City.

The following year the Manos interests were merged with the Indiana County Theatre Co. and finally acquired were 21 theatres, located in Indiana, Kane, Hollidaysburg, Latrobe, Homer City, Uniontown, Pa., and Elkins, W. Va. Under the Manos ownership, too, are the Manos, Jeannette, operated by the Harris circuit, and the Palace, Tarentum, operated by the Warner circuit.

After the Manos opening, the circuit will turn attention to the construction of a new theatre, the Manos, at Grafton, W. Va.

The Manos family residence is in Greensburg. The Manos children are Teddy M., affiliated with the theatre interests; Mrs. Marie Kostakos, Elkins, W. Va.; Mrs. C. C. Mathas, Greensburg; Mrs. Bessie Giovan. Chicago; Mrs. Niki Deligiannis, Franklin, Pa., and Alexander, a student at Lake Forest college, Illinois.

The Manos circuit headquarters and executive offices are at 40 North Pennsylvania Ave., Greensburg.

General Manager Buchheit started as part-time usher in 1928 at the Alabama, Paramount-Publix house in Birmingham, as a schoolboy. Promotions came rapidly and early in 1929 he was named assistant at the Strand there, soon thereafter going to Montgomery, Ala., as manager of the Strand there. At that time he was known as the youngest theatre manager in the U.S.

He was transferred to the Cameo and Columbia in Bristol, Tenn.-Va., where he met and married Thelma Anderson. He left Bristol to open the Bentley in Monongahela. He joined Manos in 1934, as manager of the Manos in Ellwood City. In 1945 he was promoted to general manager of the Manos cir-

(Continued on next page)

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Ohio High Court to Hear Colony Fire Damage Suit

TOLEDO—The Ohio supreme court in Columbus has agreed to review the $198,518 fire damage suit brought by Mrs. Margery B. Soltz, Cleveland, and the Home Insurance Co., New York, against the Colony Recreation Center Bowling Alleys. Mrs. Soltz, one of the owners of the Colony development, which includes the Colony Theatre, had sued for $19,899 and the insurance firm asked $178,619 as the result of a fire alleged to have started in the bowling alley Jan. 12, 1944. The fire did but slight damage to the theatre, but destroyed several stores in the building. A jury in Lucas county common pleas court here returned a verdict for bowling alley operators, which was reversed by the Sixth district court of appeals.

Equipment Tax Planned To Yield $500,000 Yearly

ERIE, PA.—Mayor Joseph C. Martin has revealed that a machinery assessment, levied on such equipment as theatre seats, barber chairs, service station pumps, typewriters in offices, presses in newspapers and store showcases, is planned for 1949 and will be designed to yield an income of between $500,000 and $600,000 a year to the city coffers.

An ordinance being prepared by the mayor appropriates $50,000 to hire tax experts to begin the assessment survey after the first of the year. Major industrial plants are organizing to fight the proposal. The mayor's estimate of funds to be received through the tax, is based on an assessment of from $30,000,000 to $40,000,000.

Seven Pittsburgh Area Drive-Ins Are Closed

PITTSBURGH—Seven more drive-ins in the Pittsburgh area have closed for the season. They were the Brookside Drive-In at Sewickley, Pa., operated by Elson Marr and R. W. Johnson jr.; the Penn-Lincoln at Imperial, operated by Paul G. Trunick and Arthur E. Klixbull; the Skyway at Butler; the Family near New Kensington, managed by Henry Rolnick; the Hickory near Sharon, operated by Open Air Amusement Corp., in which Mrs. Cecilia Lampros and Mr. and Mrs. Peter L. Patti are officers; the White Way near Warren, operated by Ben White, and the Rainbow Gardens near McKeesport, owned by Joe Volpe.

Toledo Pantheon Named In $20,000 Injury Suit

TOLEDO—Operators of the Pantheon Theatre here were named defendants in a $20,000 personal injury suit filed by Lillian Pocock, who contended that she received severe injuries Oct. 22, 1947, when she fell in the theatre. She said she attempted to find a place in the 12th row and was not warned that a seat had been removed. The suit was filed against Pan-Pal, Inc., operator of the theatre.

Co-Op Hears Grievance

PITTSBURGH—The Co-Op combine grievance committee was scheduled to hear a complaint of Andy Biordi of the Majestic, Ellwood City.

New Manos Will Open In Monessen Nov. 17

(Continued from preceding page)

cuit. The Buchheit home is in Greensburg. They have two children, William and Betsy.

George Purcell, booker and buyer, entered exhibition in his home town of Independence, Mo., also the native city of President Harry S. Truman. In succession he worked at the Newman and Royal in Kansas City and at the State Empire and Aztec, Paramount-



George Purcell, buyer-booker, and Ken Woodward, manager of the new Manos.

Publix houses in San Antonio before coming to Uniontown, Pa., to join Penn-State Amusement Co., where he stayed 13 years, after which he was with Pennsylvania Enterprises, a licensing and booking combine, for two years. He joined Manos in 1945 as booker-buyer. He is married and has a son John.

Manager Woodward began his theatrical career in 1921 as assistant to Con McCloskey, noted showman, at the Penn in Uniontown. When the latter retired in 1928, Woodward became managing director of the Uniontown State, Penn and Dixie, which position he held until Publix acquired the circuit. With Meyer Silverman, Woodward established the Avenue Cinema, now the Art Cinema, Pittsburgh foreign film house. Later he was part operator and manager of the Capitol in Uniontown, the Clifton in Huntington and for a time was in Ames, Iowa, associated with Joe Gerbach.

Recently he was active with his son Kenny jr. in operation of Rocket Screen Service, producing 16mm trailers. The Woodwards have three children, Kenny jr., Donald and Barbara Ann.

Guests of Bart Dattola

NEW KENSINGTON, PA.—Members of the Junior Patrol, 125 strong, were guests of Bart Dattola at the Paramount recently. This was Dattola's second free show for the youths this year.

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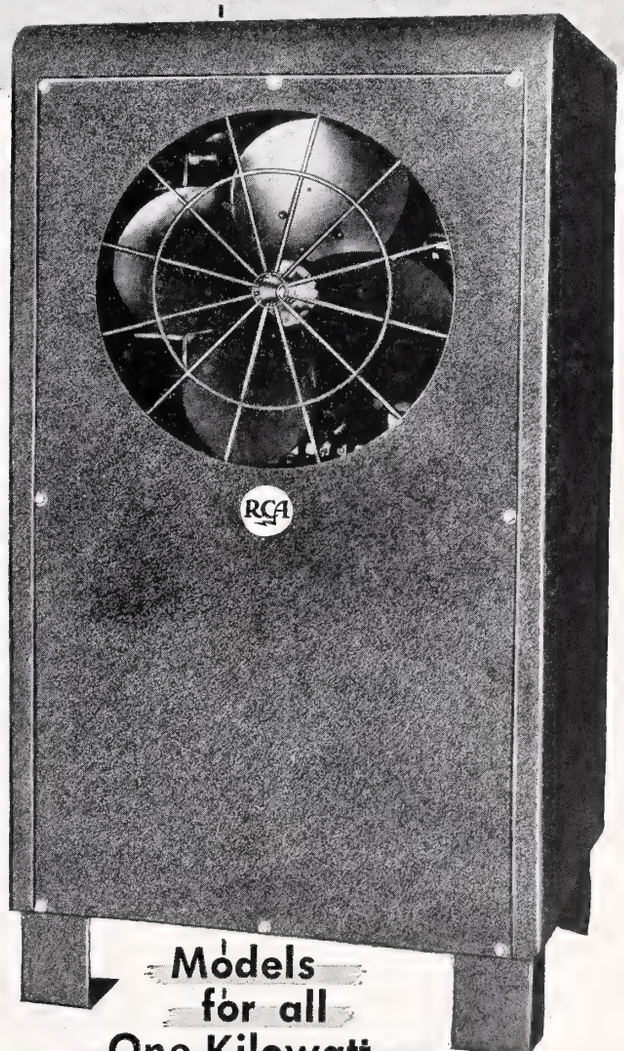
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CLEVELAND

Ted O'Shea, recently named Paramount division manager, was here for a brief business visit with District Manager Harry Goldstein and Branch Manager Saul Frifield.

An old rumor, recently revived, is to the effect that a newsreel theatre is slated for the East 105th street-Euclid avenue area. The location is said to be a store room on Euclid between East 105th and 107th . . . "Mom and Dad" has been passed in Virginia, J. S. Jossey, head of Hygienic Productions, was notified last week . . . Lee Goldsmith, former local U-I office manager who was transferred several months ago to Atlanta, has been shifted again, this time to Detroit.

Norman Levin, Republic manager until his health demanded his resignation, left with his wife and daughter Barbara to spend the winter in Florida . . . Visitors included George Manos, Toronto; Nat Walkin, Salem; August Ilg, Lorain; Joe Robins, Warren; Ed Ramsey, Plymouth; George Davis, Wellsburg . . . Bette Goske is now occupying the desk vacated by Ramona Welson at National Screen. She was appointed secretary to Manager Nat Barach's following Ramona's resignation after being with the company seven years.

Peter Wellman intends to open his de luxe Belmont in Youngstown as soon after Thanksgiving as possible . . . Ed Hinchy, head of the Warner contract department, was a visitor . . . Remember when Mike Moran ran the Lincoln in Youngstown? That was back in the days of silent pictures. The house has been shuttered since sound pictures came in, but it will open this month under Gene Gioppo, who is redecorating, rebuilding and re-equipping it . . . Dave Sandler, general manager of Theatrecraft Mfg. Corp., manufacturers of Mobiltone in-car speakers, and his sales manager Stuart Cangney will take time off to participate in the opening of the pheasant season between Port Clinton and Fremont.

Jack Gertz of Theatrical Enterprises is readying a pre-Christmas promotion deal for theatres . . . Roger Scherer, long associated with the Mallers circuit in Defiance, has resigned to operate the Family in Fort Wayne, which he bought . . . Because Macsay, head booker at Republic, and Jules Livingston, salesman, are such nice persons, this is a good time to give them a boost by helping them win the television set prize of the Jimmy Grainger playdate drive that will close the last day of 1948.

Terry De Young of Republic will leave shortly to marry Bernard Stern of New York on December 26. Also resigning from the front office staff is Margaret Waski, biller who is moving to Florida with her folks . . . The de luxe 1,800-seat house under construction on Lake Shore boulevard for Associated circuit will be called the Lake. The tentative name of Erie was discarded when Henry Greenberger and his associates, who bought the downtown Lake Theatre, dropped that name in favor of the Esquire.

Frank Cost did a good public relations job for the industry when he helped the village of Euclid put over three important bond issues in last week's election. As manager of the Shore Theatre, he ran trailers explaining the need of passage of the bonds, and he addressed his audiences from the stage. Local officials credit him with the kind of constructive civic cooperation that high industry ofifcials are seeking.

Two new faces greet Eagle Lion customers these days. They are Gordon Craddock jr., covering the territory formerly covered by Jack Walsh, and Al Glaubinger, succeeding Justin Spiegle in the Toledo territory. Glaubinger was transferred to Cleveland from the EL exchange in Pittsburgh . . . Mrs. Nazera Zegiob, owner of the Dreamland, Elvira, and Pearl in Lorain, is remodeling her Liberty in Vermillion. National Theatre Supply Co. has the contract.

Irwin Sears of Paramount doesn't want the exhibitors to forget that there's a Paramount bookers-salesmen's drive on and any extra dates will be greatly appreciated . . . Sam Reichblum of the Columbia, East Liverpool, and other theatres in Pennsylvania, and EL office manager Herb Horstemeier ought to get together and compare notes on their Boston terriers.

It was like old-home week to see Rose Weitz back at UA. She was transferred back here after three years in the New York office, where she was secretary to the division manager. Now she is in the booking department . . . Wade K. Carr, Manley district manager, was host to Division Manager N. L. Lyons . . . Oliver Theatre Supply Co. is doing a complete equipment job for Andy Masters' Liberty in Lowellville. Contract calls for new RCA sound, Brenkert projectors, International chairs and all interior decorating. Theatre was severely damaged by fire last spring and has been closed all summer and fall. It will reopen late this month.

M. H. Fritchle, manager of Oliver Theatre Supply Co., now has on display the new Viking popcorn machine, featuring all stainless steel construction, electric fan, fluorescent lighting and an automatic oil device. Irving Field will demonstrate at the drop of a hat.

The father of Dolores Smith, U-I assistant cashier, died recently . . . J. S. Jossey of Hygienic Productions left for Los Angeles to confer with Kroger Babb on their new production, "One Too Many" . . . Mrs. Norman Allin, wife of the Co-op booker, is home from the hospital convalescing after a major operation.

Nate Schultz, Monogram franchise owner, left by plane for Los Angeles to attend a business meeting . . . Change of title: "Angel on the Amazon" (Rep) from "Drums Along the Amazon." This and "The Plunderers" are both booked into the Esquire, Cleveland, for first run engagements . . . Filmrow's $64 question: Where is Henry Hellriegel? He's the much-in-demand theatre contractor.

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TOLEDO

Loew's Valentine is returning to Thursday openings November 18 after a few months of starting new programs on Saturday. A new single feature policy also will be tried out, said Abe Ludacer, manager. Instead of a second feature, a series of shorts known as "Loew's Variety Carnival" will be shown. Audience reaction to the change is requested, so that the management can repeat such programs frequently if they prove popular.

Henry Stickelmaier, Publix circuit official, was here recently for a brief visit . . . Toledo Tent 30 of the Variety Club sponsored a visit to the Lott Day school by Leon Mandrake, magician . . . "Holiday on Ice" revue will stay in the Sports Arena November 18-28, with matinees on Sunday, November 21, and Saturday and Sunday, November 27, 28.

First stage offering in Town Hall was Madeleine Carroll starring in "Goodbye, My Fancy," November 8-10. The show is booked into the Morosco, New York, November 17, for its Broadway opening . . . Toledo Ass'n of Home Builders, Inc., has announced it will sponsor the Toledo Sports and Home Show, Inc., to be held January 22-30 in the Civic auditorium.

Writes Score for 'Gambling Lady'

The musical score for Universal's "Gambling Lady" will be composed by Walter Scharf.



Congratulations to Mike — and The Monessen Amusement Company . . .

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AT KATO PARLEY—Snapped at the KATO convention in Louisville were, left to right: Fred J. Dolle, Fourth Avenue Amusement Co., Louisville; Leon J. Bamberger, RKO sales promotion manager; Ted Gamble, TOA board chairman, Portland, Ore.; Mrs. Guthrie Crowe; Dennis Long, Fourth Avenue Amusement Co.; Guthrie Crowe, La Grange, president of KATO.

LOUISVILLE

Willis Hopewell, chief engineer of the Switow Amusement Co., was enjoying the warm breezes of the Florida coast on his vacation. He expected to be gone about three weeks . . . Frank Riffle, sound engineer for the Falls City Theatre Equipment Co., has returned from an extensive trip through the northeast section of the state where he contacted numerous exhibitors.

Mr. and Mrs. C. R. Powers of Bryantsville have a baby son. Powers is a representative of the Alexander Film Co. in the Kentucky area and is well known in Kentucky theatrical circles . . . Seen on the Row for the first time in a good many months was R. G. Webb, Gym Theatre, Livingston, Ky. Other Kentucky visitors were Lyell Webb, Ritz, Burkesville; Rodger Davis, Grand, Lancaster; Jimmie Minnix, Southland, London; G. R. Mitchell, Barbourville Amusement Co., Barbourville; R. L. Gastrost, Victory, Vine Grove; Ben Reeves, New Lincoln, Stanford; R. H. Robertson, Majestic, Springfield; Dick Martin, Capitol, Ashland; Gene Lutes, Chakeres district manager, Frankfort; Joe Isaacs, Cumberland Amusement Co., Cumberland; C. O. Humston, Lyric, Lawrenceburg, and M. H. Sparks, Strand, Edmonton . . . Indiana visitors included Victor Weisenberger, Swiss, Tell City, and E. L. Ornstein, Rialto, Marengo.

Three of Louisville's six first-run theatres brought in new twin bills, while one brought in a reissue and the other two retained their current programs. Loew's held over "Red River" and "Manhattan Angel" while the Mary Anderson continued "Johnny Belinda." The Scoop brought in a reissue of "Flowing Gold." In with new programs were the Rialto with "One Touch of Venus" joined with "The Code of Scotland Yard," the National with "Texas, Brooklyn and Heaven" and "The Vicious Circle," while the Strand featured "Night Time in Nevada" and "Angel in Exile." "Apartment for Peggy" and "Night Wind" were moved to the Brown after a week's run at the Rialto.

The Scoop advertised new low prices with matinees at 34 cents, evenings at 45 cents, with children 20 cents any time . . . The Ohio, a subsequent run downtown theatre, continued its special show of "Marihuana" plus Robert Mitchum in "False Colors" at advance prices. The previous week's business exceeded all expectations according to the management . . . It has been reported that A. Edward Campbell has discontinued the operation of the Lyric Theatre here, having turned it over to the Williston Enterprises of Indianapolis. According to the report, the new management will assume operations immediately. Ed will devote considerable time to his new Lyric, which is near completion in Lexington, Ky., and to his numerous drive-in interests.

Louisville's contribution to a nationwide preshowing of "Walk a Crooked Mile" had approximately 17 recruits from the present Louisville police school with Director of Safety David McCandless and Chief Carl Heustis witnessing the film almost to the end. Then the lights were turned on and the police recruits were asked to give their solution. It was reported that nine of the 17 picked the right guy while at least two pointed out his methods. The showing was presented at the Rex screening room. The film has been booked by Loew's State and is scheduled to open soon. The stunt garnered some excellent newspaper coverage.

Ross Williams Elected Colosseum President

CINCINNATI—At the last meeting of the Colosseum of Motion Picture Salesmen here the following men were elected to office: Ross W. Williams, president; Manuel J. Trautenberg, first vice-president; Robert F. Morrell, second vice-president; Frank Schreiber, secretary; Emanuel Naegle, treasurer; Eugene Tunick, R. J. Burns, S. P. Eifert and Milton N. Gurian, board members.

Erie Lyric Owner Weds

ERIE, PA.—James D'Aurora, co-owner of the Lyric here, and Anna Marie Saturday were married recently. He is a partner with his brother Nick, projectionist, in operating the Lyric acquired earlier this year from Paul Bronder.

Action Films Draw Top in Pittsburgh

PITTSBURGH—Action pictures, "Cry of the City" and "Walk a Crooked Mile," took top honors locally in their respective spots at the Fulton and the J. P. Harris. "Cry of the City" garnered 110 per cent, just five points below the week's leader, "Walk a Crooked Mile," with 115. "Johnny Belinda" did well in its second week at the Stanley and moved over to the Warner for a third.

(Average Is 100)

Fulton—**Cry of the City** (20th-Fox) 110
Harris—**Walk a Crooked Mile** (Col) 115
Penn—**A Southern Yankee** (MGM); **The Secret Land** (MGM) 90
Ritz—**Sorry, Wrong Number** (Para), 3rd d. t. wk. 85
Senator—**Count of Monte Cristo** (EL); **Son of Monte Cristo** (EL), reissues 90
Stanley—**Johnny Belinda** (WB), 2nd wk. 100
Warner—**Smart Girls Don't Talk** (WB); **Isn't It Romantic?** (Para) 75

'Hamlet' Booms to 300 In Big Cleveland Week

CLEVELAND—Boxoffice take here was the biggest since Jack Benny scored a record last June at the Palace Theatre. Popular price pictures made high scores right down the line, while "Hamlet," a two-a-day roadshow at advanced prices, boosted the total to boom-day figures. "Johnny Belinda" was tops with 145 per cent at the Hippodrome but close on its heels came "Red River" with 125 at the State and "A Song Is Born" with 140 at the Allen. The foreign film, "The Damned," hit a high 150 at the Lower Mall.

Allen—**A Song Is Born** (RKO) 140
Esquire—**Moonrise** (Rep) 85
Hippodrome—**Johnny Belinda** (WB) 145
Lower Mall—**The Damned** (Discina Int'l) 150
Ohio—**Hamlet** (U-I), roadshow at $2.40 top 300
Palace—**Station West** (RKO) 75
State—**Red River** (UA) 125
Stillman—**A Southern Yankee** (MGM), 2nd d. t. wk. 100

General Slump in Grosses At Detroit First Runs

DETROIT—A slump in trade at the first runs generally was noted at the boxoffices, despite strong screen fare. "Close-Up," playing with a stage show at the Paradise, led the newcomers. "Sorry, Wrong Number," in a third week with "I Surrender, Dear" at the Palms-State, still continued to draw nicely.

Adams—**The Best Years of Our Lives** (RKO), 2nd wk. 50
Broadway Capitol—**Rachel and the Stranger** (RKO); **Lady at Midnight** (EL), 3rd wk. 80
Cinema—**Escape** (20th-Fox), 2nd run 85
Downtown—**A Southern Yankee** (MGM); **Song of Idaho** (Col), 3rd wk. 70
Fox—**Luxury Liner** (MGM); **The Secret Land** (MGM) 75
Michigan—**Good Sam** (RKO); **Out of the Storm** (Rep), 2nd wk. 80
Paradise—**Close-Up** (EL), plus stage show 100
Palms-State—**Sorry, Wrong Number** (Para); **I Surrender, Dear** (Col), 3rd wk. 95
United Artists—**Julia Misbehaves** (MGM), 2nd wk. 60

Trade at Cincinnati First Runs Improves

CINCINNATI—Business at the first runs headed upwards slightly. The stage show at the Albee hypoed "The Spiritualist" to 150 per cent. "Julia Misbehaves" at the Capitol rang up a lusty 140 per cent, while "Johnny Belinda" at the Palace was close behind.

Albee—**The Spiritualist** (EL), plus stage show 150
Capitol—**Julia Misbehaves** (MGM) 140
Grand—**For the Love of Mary** (U-I) 60
Keiths—**An Innocent Affair** (UA) 105
Lyric—**The Secret Land** (MGM); **Variety Time** (RKO) 110
Palace—**Johnny Belinda** (WB) 130
Shubert—**Apartment for Peggy** (20th-Fox), 2nd d. t. wk. 100

UA Chief Denies Company Will Televise New Films

COLUMBUS—Denial that United Artists would distribute any of its current releases by television was voiced by Paul N. Lazarus jr., executive assistant, in a reply to P. J. Wood, secretary of the Independent Theatre Owners of Ohio, reprinted in the current ITO bulletin.

In a previous bulletin, Wood had announced that United Artists was setting up a distribution program for video films. Wood feared that the same films offered to television stations would be sold to theatres.

"It is not the intention of United Artists to distribute at any time its current releases by television," said Lazarus. "The only feature films which will be made available to television stations will be those which have completed their theatrical distribution. The balance of our TV product will consist of films made exclusively for television and not available to theatres."



FILM STAR A VISITOR—Burt Lancaster, starred with Joan Fontaine in "Kiss the Blood Off My Hands," the Harold Hecht-Norma Production being released by U-I recently, visited Cleveland to aid in the promotion of the picture of which he is a part owner. He is seen here with, left to right: Howard Higley, RKO Allen Theatre manager; Orville Crouch, Cleveland manager for Loew's; Ted Minsky, Warner Theatres Ohio head film booker, and Joe Goldstein, Schine circuit booker.

Martin E. Klare, 76, Dies; Buried at Santa Fe, N. M.

PITTSBURGH—Word was received here from Santa Fe, N. M., of the death of Martin E. Klare, former exhibitor at Sharpsburg a number of years ago. They resided in Beaver Falls after withdrawing from exhibition. Klare, a native of Clearfield county, had been in declining health in recent years and died at the age of 76. Interment was at Santa Fe. Surviving are the widow, two sons Garman Richard, Pittsburgh attorney, and William, Oakmont, and a daughter Martha Ann Coons, Maryland. Mrs. Klare will continue to reside in Santa Fe.

DuMont Station Ready

PITTSBURGH—Construction of this city's initial television station WDTV has been completed. The transmitting tower, 500 feet high with a 50-foot "bat wing" antenna, is in the Brashear reservoir district. The DuMont network, owners of WDTV, will start experimental broadcasts of television test patterns, and perhaps shows, early in December. The local station will be linked to the cross-country coaxial cable that carries shows from the east coast early in January.

Larger Theatrecraft Space

CLEVELAND—Theatrecraft Mfg. Corp. is taking additional floor space in its present location, 1878 East 18th, to manufacture the new Mobiltone in-car speaker with heating and adjustable lighting equipment. This unit was first displayed at the TESMA show in St. Louis last month. Sandler said he had closed 48 deals for his new three-way combination speaker—sound, heat and light—which is all he can deliver this year. Deals now accepted are for 1949 delivery.

Huge Cooking School Crowd

BELLEFONTE, PA.—A cooking school staged by the Wolf Furniture Co. and West Penn Power Co. at the State Theatre here brought out "the largest crowd ever gathered in central Pennsylvania" for such an event. A dozen or more electric washers, ranges and appliances were demonstrated and the school assisted hundreds of Centre county women in improving their cooking.

Realart Closes Two Deals

CINCINNATI—Lee Goldberg, Realart franchise holder for Cincinnati and Indianapolis, has closed a deal with Pete Panagos and Jack Springer of Alliance Theatres to play the 1948-49 program of 40 pictures. Don Duff, Goldberg's Cincinnati sales manager, has closed a deal with Phil Chakeres and Ray Frisz of the Chakeres circuit to play the Realart 1948-49 program in all 25 theatres of the chain.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

AN ELABORATE radio installation will be made in the new Fisher Bldg. in Detroit, according to Leo J. Fitzpatrick of WJR, who is directing the work. Public-speaking apparatus will permit the Fisher Theatre audiences to listen in on notable broadcasts from other points, such as football games . . . Tom Moule, who does the booking for the John H. Kunsky theatres, is asking the public to select the opening picture for the new Fisher Theatre, to open November 16. Moule mentions the following as available: "His Private Life," "The Woman From Moscow," "Manhattan Cocktail," "West of Zanzibar," "Brotherly Love," "Little Angel," "Show Girl," "Outcast," "Annapolis" and "Show Folks."

* * *

The big Oriole Theatre at Linwood and Philadelphia, Detroit, has been leased to Alex Schreiber, who already has the new Plaza and the Oakman. The Oriole went into bankruptcy shortly after its erection and was taken over by the builders, who have been operating it with little success . . . Col. W. S. Butterfield announces the closing of a deal with the Dwight Properties for ground on Michigan avenue near Mechanics street, on which he will start building a 2,000-seat house within 30 days.

* * *

The Redford Theatre, Redford, Mich., is to be razed soon and a Kresge five-and-ten store erected on the site . . . The Dixie Theatre, formerly known as Dixie Gardens, Monroe, Mich., reopened recently after general refurbishing.

Refusal to Pay City Tax Brings Arrest Threat

CAMPBELL, OHIO—The city council and Mayor Anthony F. Pacella have asked city solicitor Joseph E. Julius to prepare a warrant for the arrest of the operators of the Bell Theatre on charges of refusing to pay the city amusement tax and refusing to open its records to city auditor William Glass. Councilman Emro Zetts demanded that nightly deposit of the theatre's receipts at the police station safe be stopped at once.

Premiere Purdue Film

LAFAYETTE, IND.—The premiere of "One Brick Higher," which was filmed on the campus of Purdue University last spring and summer, was to be held in the Sipe Theatre at Kokomo, Ind., November 10, 11. Acting in the picture was done by students, faculty members and officials of the university. Musical background was provided by the Purdue band and the glee club, concert and varsity choirs. The film is a review of the history of the university.

Lease Youngstown House

YOUNGSTOWN—The Lincoln Theatre on Hemrod street, closed since the old silent days, is about to come to life again. It has been leased by Gene Gioppo who is remodeling it and installing new sound equipment. Gioppo hopes to open the house later in November. Ohio Theatre Service Corp. will handle buying and booking.

Suburban Theatre Opens

PITTSBURGH—The new, air conditioned Hollywood Theatre on Potomac avenue in Dormant, was opened recently on the site of the old Hollywood. Modern and streamlined, it seats 980 and is the South Hills section's first postwar theatre. M. A. Silver, Warner circuit zone manager, appointed Harry Koch, former manager of the South Hills Theatre, now operated by the Harris circuit, as manager of the new Hollywood which was constructed by investors for the Warner interests. Victor A. Rigaumont, architect, prepared the plans and some of the equipment was installed by National Theatre Supply.

DETROIT

Harvey D. Allsing, associated with North Ayers in a theatre in western Michigan, plans to buy a small town house of his own . . . Shad D. Hakim, who recently sold the Colony, plans to open the old Fairview Gardens as a roller rink next fall . . . Harvey Callier is disposing of the Strand at Lowell to a new exhibitor from Muskegon . . . Joseph Lee, Paramount manager, took a day's tour of western Michigan with Eddie Westcott and returned by train . . . Paul Broder, who started stage shows at the Kramer two years ago, is bringing them back to the Times Square after a lapse of about 15 years.

Bluma Schreiber, daughter of Alex, is engaged to Walter Muller, Detroit lawyer . . . Alex Schreiber says the Grand River Drive-In will be ready for opening in early spring . . . Fred Walton is getting stage shows Monday and Tuesday nights at the Loop . . . George Ferrel is new manager at the Trenton Theatre in Trenton . . . Eddie "Dale" Oppenheimer has returned from the Empress to manage the Rialto in Wyandotte . . . Dutch Van Dox is new manager of the Majestic in Wyandotte, replacing Jack Buckley who returned to the Loop as night manager.

Rodger Secrest is laid up with a knee injury . . . Tommy O'Toole reports James Day has moved over to WXYZ-TV, while Wallace Ceglarek, formerly of the West Side Drive-In, has replaced him at WWJ-TV . . . Andy Trainer of the Adams got the cement work at his Green Lake cottage finished just before frost.

Col. George McCoy, pioneer salesman for Columbia in this territory until his retirement three years ago, is improving after an illness . . . Edward Andervick, formerly of the Whittier, is moving back to Tarentum, Pa. . . . Clifford Roebuck, former manager of the Virginia Park, who has been in poor health for some time, is active again as new manager of the Parkside.

E. K. "Ted" O'Shea, Paramount home office representative, was due in town for a visit . . . Jack Broder secured an okay from the council for a new front at the Senate . . . Ben and Wesley Green, father and son team formerly in the linen supply business, are planning to take over a Detroit house . . . Mrs. William Flemion is convalescing following an operation . . . Bert Holmes of Republic is making sure he won't get re-elected when Local F25 holds its annual pow-wow November 23 . . . Betty Lehr says Local B25 will pick its new officers December 8 . . . Mrs. Robert Haskin, wife of the Monogram booker, was taken to Mount Carmel hospital for an emergency appendectomy.

Manager Walter Bujak is supervising reconstruction of the Martha Washington in Hamtramck, due for reopening with a new balcony and new look in a couple of weeks . . . Chuck Weigle, film inspector at Jam Handy, left to go into business for himself in Rhode Island . . . Lottie Bazeli, secretary of IATSE Local 737, has a severe cold . . . Frank McMillan, Mr. and Mrs. Roy Gould and Carl Gustafson won costume prizes at the Jam Handy Halloween party.

William Bradley is back at the Chopin . . . Brother Pearce Bradley of the Avenue was an interested football spectator . . . William Crowley, formerly of the Paradise but now on the board, says his wife, who has been ill since April, is convalescing nicely following an operation . . . Roger Valiquette, night manager of the Fine Arts, left and Vera Allen, sister of owner Wade Allen, is managing the house.

Peter Kavel, relief manager for Wisper & Wetsman, landed over at the Tuxedo in time to handle a mob-scale Halloween matinee . . . Eleanor Nevin, formerly with Garner Roadshows, is recovering from a severe cold . . . Norman Pingel of Mount Clemens has moved out on Esplanade drive . . . Raymond Rei, former operator at the Atlas, has moved to Pacoima, Calif. . . . Joseph Spinelli is the new manager at the Plaza, recently taken over by Affiliated circuit . . . Sam Merson, former owner of the Amsterdam, may return to exhibition when conditions change.

Steve Kowalczyk has moved from the Crystal to take Charlie Collins' place as manager . . . Charles Farnam has taken his place at the Crystal . . . William Burnett, formerly of the Seville, moved to the Time to replace Nick Forest, and William Mannie, former maintenance man, has taken over at the Crystal . . . Howard Fiadette, former assistant at the Rio, has been upped to manager, succeeding Clayton Simons who went to the Allen Park . . . Robert L. Roger is new operator at the Alvin, replacing Ralph Haskin.

Henry Kaufman, who replaced Ronald Douglas at the Belle, is studying to be a doctor of optometry . . . Harry Balk, who has been with the Korman circuit for a dozen years, and Joseph Guterman have taken over the Chic from the Korman circuit. Balk will be supervisor, with Saul Saxon as house manager . . . Louis Stathos is now operator at the Chic, replacing William A. Rennie.

Tony Witkowski, former assistant at the Oliver, is the new manager at the Rose for Auto City circuit . . . Frank Turner is the new Rose operator . . . Sympathy to Ben Robins, U-I manager, upon the sudden death of his sister in Toronto . . . Joseph Ambers, formerly in the selling business, is relief manager for both the Roxy and Hollywood

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. . . Harry Hayes has Leon Schultz's old place as one of the three managers at the 24-hour Roxy.

Norman Neal now has Richard Wren's old job as manager of the Victory, and Gil Richards has replaced Neal at the Capitol . . . Mr. and Mrs. Edgar Douville have left for a Florida vacation . . . Floyd H. Akins, cooking up plans for the big Nightingale party at the Labor Temple December 20, says the boys need less absentee bowlers to keep the scores rolling.

Earl Evans, a newcomer to the business, bought the 480-seat Strand at Lowell from Harvey Callier, circuit owner . . . Glenn Wallace is booking for a new house at Hopkins . . . Jack Zide's Allied Films is still at the top in the race for the one thousand bucks in the current Realart drive.

COLUMBUS

The American Theatre Equipment Co. recently filled an order from the queen of Greece for two standard motion picture projectors. An order for the machines was placed by John Nickels, Canton, Ohio, whose mother lives in Athens . . . Morton K. Parker, former advertising manager of the Columbus Star, joined the sales staff of WVKO-FM, new local radio station.

Mrs. Lelia Stearn, general manager, and Bernard Gunley, manager of the Southern, are members of the recently-organized Main Street Merchants Ass'n . . . Indecent films and immoral comic books were rapped by delegates to the third annual convention of the Columbus Diocesan Council of Catholic Women here . . . Scarlet Mask, men's theatrical group at Ohio State university, has been revived.

A local antinoise ordinance received its second setback recently when Municipal Judge Charles R. Petree ruled that section 1 of the measure was unconstitutional. Judge Wayne B. Fogle previously ruled that section 2 was illegal. The last case was based on use of a sound truck, and the ruling indicates that theatres may use the devices without risk . . . Fred M. Weaver, 52, music teacher and theatre musician, committed suicide by hanging himself in the garage at his home here.

Municipal Theatre Tax Proposed in Detroit

DETROIT—Proposal of a municipal tax on theatres and other amusements was made here this week by Edward P. Riehl, deputy city controller. The plan was presented to the council tax study commission as one method of relieving the tax burden on real estate.

Riehl also suggested several alternative sources of taxation for municipal revenue, and the proposals were tabled for further study by the council committee.

B. M. Stearn New Member Of Pittsburgh Allied

PITTSBURGH—Bert M. Stearn, head of Cooperative Theatre Service, a film booking combine for about 150 theatres in the Pittsburgh and Cincinnati areas, has been accepted to membership by the board of directors for the local Allied exhibitor organization. Acceptance was based on Stearn's partnership interest in the Heights Theatre, Crafton Heights.

In other local Allied action members signed petition protesting continuance of the Pittsburgh mercantile tax levied by Mayor Lawrence and the city council and urged that the tax be eliminated for 1949.

Radio Music Quiz Winner to Aid Cancer Fund With Popcorn Profit

BLUFFTON, IND.—The first $1,000 of income from the Star popcorn machine recently presented by the Blevins Popcorn Co. to Kenneth Crosbie, 41-year-old resident here, as one of the prizes in a Stop the Music jackpot won by him, will be contributed to the Damon Runyon cancer fund.

Crosbie declared his intention of aiding the fund following presentation of the popcorn machine, popcorn, seasoning, salt and bags to him at his home here by Alden Stallings, manager of the Blevins branch at Arcanum, Ohio.

The second $1,000 of income will be contributed by Crosbie to the Crippled Children's Society here, he announced. That organization defrayed medical expenses for care of his youngest daughter, now six years old, who was born a "blue baby." Crosbie stated that he was prepared to name the Stop the Music mystery melody as the result of a tip broadcast by Walter Winchell, who is an originator of the Damon Runyon cancer fund.

The popcorn machine will be installed at a location in Dayton, Ohio, with signs announcing the $2,000 in gifts to the two beneficiaries from proceeds. After the gifts have been presented, the machine will be returned to Crosbie for use as he may direct.

That Crosbie is known by the nickname of "Ping" to many friends and acquaintances was revealed when mention was made of a trip to Mexico and Hollywood, another of the prizes won by him in identifying the mystery melody as "Turkeys in the Treetops." Crosbie and his wife will take the trip soon.

"The nickname is not an imitation of 'Bing' Crosby," the Bluffton man said. "I have been known as 'Ping' since I was a small boy. And we intend to call on 'Bing' when we get to Hollywood."

Crosbie said that he and his wife may not accept some of the many jackpot prizes because of the high taxes which must be paid. They would accept a 1949 model automobile, to replace his present 1938 model car, he declared.



Alden Stallings, manager of the Blevins Popcorn branch at Arcanum, Ohio, presenting a Blevins Star popcorn machine, etc., to Kenneth Crosbie of Bluffton, Ind.

New Variety Canvasmen Elected in Cincinnati

CINCINNATI—Variety Club members have elected 11 new canvasmen. They are: Jim Abrose, Jack Frisch, Saul Greenberg, Nat Kaplan, Allan Moritz, Arthur Manheimer, William Onie, William Ramsey, Noah Schecter, Manuel Trautenberg and Jules Sien. This committee was to meet at noon Monday (8) to elect officers for the 1949 year.

Delegates named to attend the international convention in San Francisco in May included William Onie and Noah Schecter. Their alternates are Maurice White and Allan Moritz.

Deny Tax Killing Request

AKRON—Asserting they would be "throwing $60,000 out the window," members of the city council refused to kill licensing ordinances on jukeboxes and pinball machines.

Variety of Michigan Election on Nov. 15

DETROIT—The winter season at Variety Club of Michigan opened with a whirl of activity as the first of a weekly series of Saturday night get-togethers was unveiled. Highlight was to be a surprise personal appearance.

Major formal event on the agenda is the annual election of officers and membership business meeting, to be held Monday (15) at the clubrooms. Event will include a free buffet supper, served at six o'clock, and all members were urgently requested to turn out for this event.

Social schedule for November will concentrate on bingo party, to be held November 22.

Schreiber Takes Over Bernstein Circuit

DETROIT—The five-theatre circuit operated by Harold Bernstein of Bay City has been taken over by Raymond Schreiber, operator of the Midwest Theatres in Detroit, for a term of 15 years. This gives Schreiber, who has been in business here 21 years, a total of ten houses, and marks his first venture into the upstate territory.

The houses involved in the deal, with seating capacities, are the 700-seat Daniel in Saginaw, and the following in Bay City: Lafayette, 600; Roxy, 400; Pines (formerly Tivoli), 400, and Royal (formerly Woodside), 300.

CINCINNATI

Mrs. **Fanny Voss**, head inspector, and Wayne Wilke, son of inspector Ruth Wilke, won the prize for the best dancers at the Gala Halloween party held in the basement of the Paramount exchange office. Sam Fox, song man, received a prize for having the most original costume . . . Tim Dooley, Kentucky salesman for Film Classics, will be married on Thanksgiving day to Peggy Putman, graduate nurse. Dooley will have a double anniversary to celebrate hereafter since November 25 also is his birthday.

John Kelly, manager of National Theatre Supply Co., was in Pikeville, Ky., for the formal opening of the Weddington Theatre by Darnell Theatres, Inc. The Weddington burned down some years ago and has been remodeled and redecorated . . . Mr. and Mrs. Floyd Williamson, Regal Theatre, Dayton, were among visitors on the Row . . . Marty Seed has located an apartment and brought his family here to live, eliminating commuting from Steubenville. Seed is Columbus salesman for Film Classics.

Mrs. Loretta Moellman has joined the Paramount staff in the billing department, replacing Gladys Smiglewicz, who resigned due to poor health . . . Morris Lefko, district manager for RKO, visited the Cincinnati exchange and Manager Stanley Jacques.

Jack Finberg, branch manager for UA, and his wife are parents of a daughter Diane born recently at Jewish hospital . . . Manny Weiss, Dayton salesman for 20th-Fox, batched it while his wife visited her family in Cleveland . . . Mrs. Joe Rosen, wife of the 20th-Fox manager, was visiting her family and friends in New York . . . The Fox club had a cocktail party at which the following members were guests of honor: Udelle Taylor, who was to be married soon; Peggy DeVault and Ruth Cawine, both of whom are expecting new arrivals. Robert McNab, Cincinnati 20th-Fox sales manager, celebrated his birthday recently and was remembered by the group.

A. D. Curfman of Westerville, Ohio, was a Filmrow visitor. Also Guy Greathouse, Aurora, Ind., and Jerry Jackson, Williamsburg, Ohio . . . William Borack, head of the local Co-Operative Theatre Service office, advised addition of the following theatres to the circuit; Alban Theatre, St. Albans, W. Va., operated by O. B. Pierce; Gauley Theatre, Gauley Bridge, W. Va.; Lorado Theatre, Lorado, W. Va., and Powellton Theatre, Powellton, W. Va., operated by Stanley Clemens.

Irving Sochin, U-I manager, underwent a tonsilectomy at Jewish hospital . . . Thomas Smiley, MGM salesman, resigned and left for Denver where he will assume management of the independent film exchange of Harris Wolfberg . . . The Freeman Theatre here, operated by Jack Frisch, has been closed indefinitely . . . Walter T. Campbell's Bell Theatre, Ravenna, Ky., burned down recently . . . The Variety Club rooms are in the midst of redecoration.

The Halloween party at Variety Club was one of the best attended affairs held in the clubrooms. Another party is planned for November 20 with an evening of dancing to a rumba orchestra. Jules Sien is chairman in charge of arrangements . . . Edward Salzberg, SG manager, was in Cleveland installing Jud Speigle as branch manager succeeding Ed Bergman, who resigned.

Lou Siebert, Kentucky salesman for Screen Guild, has recovered from his accident and is making the territory in a recently purchased Buick . . . R. Anthony, Gem Theatre, St. Paris, was a Filmrow visitor . . . The Home Theatre, Harrison, Ohio, will open November 20. It will be operated by the Harrison Theatre Corp., composed of ten businessmen in Harrison. Isaac Skidmore is president. The Home formerly was the old State Theatre, once operated by John Vlachos. It has been completely remodeled and new equipment has been installed.

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Wins Educational Post With Exploitation Ads

GASSAWAY, W. VA.—Raymond E. "Buck" Thayer, veteran West Virginia showman, was elected to the Braxton county board of education in the general election November 2. Previously he had defeated four opponents in the primary.



Raymond Thayer

Thayer discarded time-honored practices of hand shaking and "beating the bushes" for votes, and confined his campaigning to the use of exploitation-type ads in the county newspapers.

Starting in show business in 1933 at the age of 20 as an exhibitor here, Thayer later was manager of the Gassaway and Sutton theatres of the Alpine circuit. During World War II, he served with the 34th infantry in Italy, and was awarded the bronze star for gallantry in action.

Allied Tops Film League; NTS Leads Nightingales

DETROIT—Allied Film exchange pulled out of a tie to take a clear lead in the Film Bowling league. The standings:

Team	Won	Lost
Allied Films	20	12
Republic	18	14
Monogram	17	15
Theatrical Advertising	16	12
Scharun's Premiums	15	17
RKO Pictures	14	18
United Artists	13	19
Cooperative Theatres	11	17

Republic rolled a high three of 2,542 or a new season record, including one game totaling 901, second high single of the season. Stanley Malinowski hit a 611 for third high triple of the season.

High scorers of the week were Holmes, 225; Levy, 225; Pavella, 220; Malinowski, 201 and 214; England, 214; McDougall, 203; Buck, 202, and Lamb, 200.

National Theatre Supply continued to hold a narrow lead in the Nightingale league. The standings:

Team	Won	Lost
National Theatre Supply	13	9
Projectionists Local 199	12	4
National Carbon Co.	12	4
Altec Sound Service	10	6
Lorenzen's Flower Shop	8	8
Brenkert Projectors	5	11
McArthur Theatre Equipment	3	13
Ernie Forbes Theatre Supply	1	15

High rollers of the week were Carl Beals, 215 and 212; Ralph Haskin, 202 and 214, for a total of 603; Roy Thompson, 202; Gilbert Light, 202, and Maurice Beers, 209.

Election Eve Business Poor for Pittsburgh

PITTSBURGH—Despite publicity for theatre giving election returns on November 2, managers reported business was poor all evening. Local operators figured patrons stayed at home close to their own radios and in certain sections, close to television receivers. Most theatres offered the best possible radio reports and local area elections news, but in the national races, theatremen said, the audiences would have had to remain in the theatres until 11 a. m. November 3 to get the final results.

Maryland Theatres Builds Ritz at Akron

AKRON—Construction was in progress on the $160,000 Ritz Theatre at North Howard and Beech streets, scheduled for completion by March 1. The theatre is being built for the Maryland Theatres Corp., Washington, which is owned by District Theatres Co. of Washington and the Bijou Amusement Co., Nashville.

The new building is of fireproof construction and will have year-around air conditioning. Lighting will be of the indirect, concealed type. Provisions are being made to show television programs when equipment permits.

M. M. Konarski, Akron, is architect for the new house, and Howe Construction Co., Cuyahoga Falls, is general contractor. The theatre will seat 811 persons and will measure 55x177 feet.

Film contracts have been signed covering pictures starring Louis Jordan, Cab Calloway, Lena Horne, Paul Robeson, Dusty Fletcher, Louis Armstrong and the King Cole Trio. All-American News will be shown.

New Outdoor Theatre Planned by Jim Work

NEW MARTINSVILLE, W. VA.—James Work, exhibitor at Pine Grove and hardware dealer at Lumberport, will open a drive-in here early next spring. He has purchased dual-channel Motiograph equipment, high-intensity lamp houses and other fixtures from Atlas Theatre Supply. The outdoor theatre, unnamed at present, will open with 350 in-car speakers and the capacity may be increased at a later date.

Issues Drive-In Permit

DANVILLE, KY. — W. Terry Griffin and George Grider of Danville have been granted a permit by county judge Sam R. Cheek jr. to operate a drive-in two and one-half miles from Danville on Shakertown pike. The theatre, for which plans already have been drawn, will accommodate 500 cars, and will feature in-car speakers. Plans call for a spring opening.

Akron Linda to Open Nov. 18

CLEVELAND— Manager Frank Masek reports National Screen Service is installing all of the equipment in the new Linda Theatre, Akron, scheduled to open November 18. This includes Simplex sound, Simplex projectors, Crestwood carpets and all wall drapes.

New Hollywood Open

PITTSBURGH—The Hollywood, Dormont, practically rebuilt and newly equipped for Warner circuit, was reopened November 5. Victor A. Rigaumont, architect, designed the new Hollywood which seats more than 1,000. Harry Koch is manager.

Henry Fix Is Building

BROWNSVILLE, PA.—Henry Fix, operator of the Fix Tavern and tourist home on Route 40 near here on the road to Uniontown, will open a 350-car drive-in theatre early next spring.

Baker's Air Park Open

BURLINGTON, W. VA.—A new drive-in theatre here has entered the field as Baker's Air Park. Gray Barker, Clarksburg, has been named booker and buyer.

Marquee Erected at Roxian

McKEES ROCK, PA.—A modern marquee has been erected at the Roxian, owned and operated by Morris Naft. The marquee is V-shaped and has four lines of 10-inch Adler red letters. Demon Electric Co. constructed the marquee.

To Build at Neon, Ky.

NEON, KY.—The Virginia Amusement Co., operators of the Neon Theatre, were making final arrangements here for the construction of the New Bentley Theatre.

New Bridgeport Theatre

BRIDGEPORT, W. VA.—The new theatre here is expected to be ready for opening by mid-December, according to Joe Feeney, who will operate the house under long term lease.

Install New Marquee

PITTSBURGH—A marquee is being erected at Henry Schmitt's newly renovated and remodeled Imperial.

Theresa M. Kirchner Dies

DETROIT—Mrs. Theresa M. Kirchner, wife of Edgar E. Kirchner, died November 1 after several weeks' illness. She was well known to Detroit show people during the 48 years that her husband managed the Family Theatre, and particularly during the period that he was chief barker of Variety Club of Michigan. Survivors include one son, Lewis G. Kirchner, who was at one time active in the Variety Club.

Latrobe Hi-Way Closes

LATROBE, PA.—The Hi-Way Drive-In in Unity township has closed for the season, John Ridilla, manager, reported.

Butterfield Michigan To Start New Theatre

DETROIT — Construction will be started immediately on a new 1,000-seat theatre at Traverse City for the Butterfield Michigan Theatres Co., according to President L. E. Gordon. The new house will be named the State, and will replace the 961-seat Lyric, which was on the same site until its destruction by fire last January.

The State will include a mezzanine balcony, a thoroughly equipped stage with a modern switchboard, lighting system and concealed footlights to allow presentation of standard stage shows. The front will be built of stainless steel macotta.

Construction contract was awarded Christman & Co., general contractors. Structural steel work will be done by Whitehead & Kales, Detroit, and C. Howard Crane & Associates are the architects. The house is expected to be ready for opening during 1949.

Ed Claffey of Meadville Dies After Hemorrhage

MEADVILLE, PA.—Edward T. Claffey, 61, manager of the Academy here, died October 30 in Spencer hospital after suffering a cerebral hemorrhage. A veteran western Pennsylvania showman, he came here in 1922 as manager of the Park. In 1928 he was named manager of the Academy. Prior to coming here Claffey had operated theatres in Sharon and Greenville. Years ago he was connected with the Butterfield circuit in Detroit. Surviving are his wife, two daughters, a sister who resides in Sharon, and a brother, Briggs of Erie.

Claffey was a member of the Allied MPTO of W. Pa.

Stage Actor in Screen Debut

Broadway actor Stephen Chase will make his screen debut in "Bad Boy," to be directed by Kurt Neumann for Monogram.

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PITTSBURGH

James H. Alexander, RCA theatre supply dealer, was hospitalized for several days and at the same time, in the same hospital, Allegheny General, Alexander-Fineberg salesman Leo Isaacs was incapacitated . . . Frank Hamre, manager of the service department, is recuperating from pneumonia . . . Tom McCleary, RCA products district manager now making his headquarters in Cleveland, was a visitor.

Lyric, Oil City, presents bargain day Wednesdays and admissions are 25 and 12 cents for all performances . . . Richard D. Marks of the Orpheum, Clarksburg, W. Va., a past national vice-commander of the Amvets, was in the news recently, emphasizing that the organization's constitution prohibited participation in politics . . . D. S. Baker, who opened Baker's Air Park Theatre, Burlington, W. Va., operates a flight instruction school and airport directly across the road from the 200-car drive-in. Lovett & Co., Clarksburg, installed DeVry equipment and Gray Barker books and buys.

Exhibitors should have enough pencils to do their figurin'. Atlas Theatre Supply handed them out following similar distribution by Vincent J. Corso and Louis E. Hanna . . . W. B. Hines, White Sulphur Springs, W. Va., exhibitor, who died recently, had carried the same mountain state auto license number since their inception and had collected them. He operated the Plaza and the theatre in the Greenbrier hotel . . . RKO has been presenting special screenings of "Who's Delinquent?" new This Is America short subject.

The Lyric at Erie enjoyed a successful engagement of the "Barber of Seville," Italian opera . . . Malcolm J. Lowe, manager of the Burwell, Parkersburg, W. Va., and son-in-law of owner N. C. Burwell, was defeated in his bid for a seat in the West Virginia House of Delegates . . . Thieves entered the Columbia and the Liberty, Sharon, recently but nothing was taken. Both houses were entered by jimmying locks on side doors. In the Columbia, check room and office doors also were forced open, according to Manager Charles Shannon.

Louis Averbach, former Paramount city salesman here, and more recently assistant to Earle W. Sweigert in Philadelphia, is Harry Goldstein's new assistant at Paramount's district office in Cleveland . . . Joe Cevario staged a very successful 'costume party' for children at his Valley, Brackenridge . . . Marty Burnett, Loew's executive and former manager of Loew's Penn here, was a visitor.

The Jules Lapidus month was an exceptionally good one for the Warner branch, according to Manager Paul Krumenacker . . . Lapidus, eastern and Canadian sales chief, was a visitor recently as were Charles Rich, Warner district manager, and Ed Hinchy, in charge of exchange operations.

C. C. Kellenberg, 20th-Fox's sales manager and past president of the Federation of War Veterans Societies, was chief marshal of the annual Armistice day parade here . . . Art Greenblatt, Screen Guild general sales manager, was a visitor . . . Pennsylvania premiere of "Hamlet" was an event at Loew's Ritz. Prices ranged from 90 cents to $2.40, with seats reserved.

Garland West, Buckhannon, W. Va., exhibitor and swimming pool operator, has purchased drive-in equipment from Atlas Theatre Supply. He will open his outdoor theatre at Buckhannon next spring . . . Charles C. Deardourff, now in charge of MGM exploitation here and in Cleveland where he headquarters, has supervised such work for Leo the Lion's local branch on three occasions over a period of nearly a quarter of a century . . . Mary Ann Bock, film starlet of McKeesport, whose screen name is Joan Barton, and Frederick Scott Guggenheimer, millionaire Boston jeweler, were married recently at Nashua, N. H.

Smiley Burnette will be seen in person November 16, 17 at Jaffa Mosque, Altoona, with Lulu Belle and Scotty . . . Tom Hickes, Saxton exhibitor, is remodeling a home there for his married daughter Clara . . . Art Herzog is here managing the roadshow engagement of U-I's "Hamlet" at the Ritz . . . Tom Capuzzi of the Princess, Republic, Pa., has set a weekly bicycle giveaway with Jack Goldberg, agent . . . Paul and Jean Bechstein expect their second visit from the stork as a Christmas present. Paul manages the Avenue, uptown Fifth avenue, and is a brother of Mrs. Paul Bronder.

George Josack has been transferred by the Warner circuit from the Rowland, Wilkinsburg, to the Plaza, Bloomfield, and Al Katz, formerly at the Squirrel Hill, has replaced Josack at the Rowland. Al Skiegen, Cameraphone, moved into the Squirrel Hill post, and Regis McCall, Regal in Wilkinsburg, shifted to the East Liberty Cameraphone. Reuben Harris, former assistant at the Regal, Wilkinsburg, was promoted to manager.

Gene Kelly visited in Wilkinsburg for several days with his parents, the J. P. J. Kellys, and his sisters. Gene's wife Betsy Blair accompanied him. They are en route to Europe where Betsy will appear in a new picture . . . Mrs. L. L. Chamberlain, wife of the Johnstown exhibitor, is recuperating from an operation . . . Walter D. Stucky, the Heywood-Wakefield seating representative, and Mrs. Stucky were hosts at the November 5 family night party at the Variety Club.

Joseph Kaduk, projectionist at the Liberty, New Kensington, and Anthony Haracznak of the Kent, Arnold, thwarted the attempts of two auto thieves late one night when the theatre workers discovered the two men ready to take off in Kaduk's car. The tamperers escaped in different directions after striking the projectionists.

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SPRINGFIELD

More than 2,500 high school boys and girls attended a Coke-and-Cookie dance at Moose Hall sponsored by the Regent-State Corp. and radio station WJEL. All five local theatres ballyhooed the event on the screen an WJEL carried daily announcements. This dance climaxed the end of Youth Month. The orchestra, cokes and cookies were promoted by the Regent-State Corp. and WJEL.

The Duncan Yo-Yo Co. made a recent tieup with the Majestic Theatre and its Kiddy club. Arranged by Michael H. Chakeres, manager of the Regent-State Corp., the Yo-Yo company gave the Majestic a gross of Yo-Yos, 15 sweaters and 25 sailor caps each carrying an emblem reading "Champion Yo-Yo Twirler." In addition, the novelty company sent in three champion Philippine Yo-Yo artists who performed for the youngsters from the stage.

All five Regent-State Corp. theatres gave special election returns at frequent intervals to their audiences on election day. This was made possible through a tieup with radio stations WJEL and WIZE. Newspaper ads and lobby cards announced this special service a week before the day of election . . . A near capacity house at the Fairbanks greeted this city's third "The Best Is Yet to Come" stage attraction. The show featured Johnny Dee and his orchestra and ten vaudeville acts.

John Huffman, manager of the Regent, put put on a special advertising campaign to herald the coming of "Red River." For one of his stunts, he placed posters throughout the city reading "'Red River' at the Regent." Through these posters he placed real Indian arrows . . . Chakeres Theatres, Inc., announced through General Manager Frank Collins that James Atterbury, former assistant manager of the Capitol in Frankfort, Ky., has moved over as manager of the newly acquired Trail in Morehead, Ky. . . . Omer B. Goodpaster remains as manager of the Mills Theatre in Morehead. The Trail and Mills were purchased by Chakeres Theatres, Inc., from Warren Shafer.

Ted Minsky, chief film buyer for Warner Bros. Theatres out of Cleveland, was here for two days going over several special deals with Michael H. Chakeres, manager of the Regent-State Corp. . . . James Castile, former assistant manager at the Fairbanks, moved over to the same job at the Majestic. Daniel Grisso was transferred from assistant manager of the Majestic to the same post at the Fairbanks.

The mid-Ohio premiere of "Johnny Belinda" to which the Business and Professional Women's Ass'n sold tickets and shared in the receipts, played to a capacity house at the Regent . . . Harding Lemon, manager of the Fairbanks, came through with a swell promotion stunt on the special Saturday midnight attraction, "The Burning Cross." He had a white-cloaked horseman, resembling a member of the Ku Klux Klan, ride through the downtown section during the day. The horseman carried a sign telling of the show at the Fairbanks . . . The Melody, Stardust and Skyway drive-ins have closed for the season.

Directs 'Summertime' Music

Georgie Stoll has been assigned as musical director on Metro's "Good Old Summertime."

Lag in Subsequents Blamed on Product

HARTFORD — A number of independent subsequent run theatre men in this territory, queried on "How's business?" said that, generally speaking, "business is not as good as it was a year ago, but has shown some signs of increasing since a bad summer."

The half dozen or so key exhibitors declined to be mentioned by name, but here are some of the typical remarks:

"When you get a good picture in the first runs, you're bound to still have a good picture in the subsequents. I don't believe a good picture will be dead by the time it finishes playing the first runs in a territory."

MORE BIG PICTURES NEEDED

"Why doesn't Hollywood produce more big pictures on the scale of 'Johnny Belinda' or 'Red River'? They've got the production know-how, but just content themselves with putting out a few big pictures a year."

"We need, now more than ever before, pictures that will attract the patrons. How about more pictures like 'Sitting Pretty,' 'Loves of Carmen,' and a bunch of others that the customers come to see, and stay to enjoy."

One independent, who has operated in downtown Hartford for a number of years, declared: "We know the war is over, but apparently cannot convince the distributors of that fact. After all, this isn't 1943 or 1944, when anything on the screen would bring in the bucks. No, this is 1948. We've had a tough summer—really tough I'd say—and the only constructive way in which the distributors can help us get back to really normal business is by supplying us with top quality pictures all down the line—not just a scattering of grade A pictures backed up with inferior product. The distributor should be made to realize that we all benefit with top product."

SAYS EXPLOITATION HELPS

Another independent said he found business had picked up with so-so films on his screen and "plenty of outside exploitation. I've gone out and sold merchants on co-op ads, etc., and have found that businessmen cooperation has helped me."

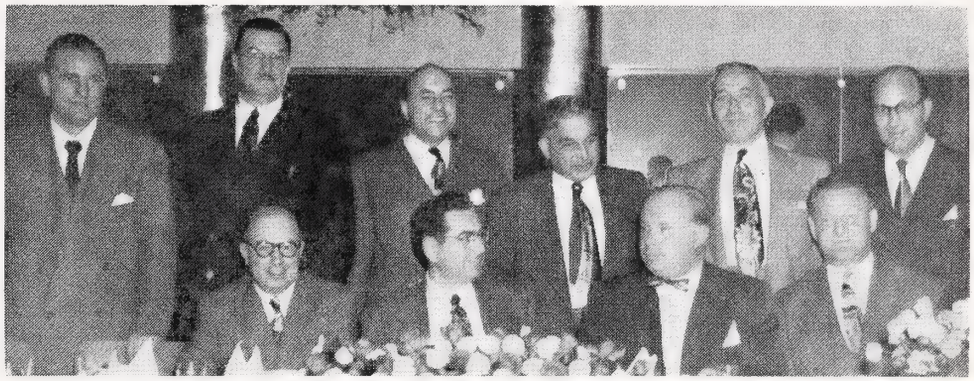
All six exhibitors, veterans of years in the industry, agreed that distributors, once convinced that good pictures will bring in good business, would start putting out motion picture product adaptable to both first run and subsequent run situations throughout the country.

One manager, a downtown Hartford subsequent, noted much opposition from neighborhood businessmen in the proposal to launch an area promotion group, with basic aim to bring more trade into the section of downtown Hartford.

"I thought I could bring in more business not only for my theatre but also for neighborhood stores and businesses. I was given plenty of reasons against such a plan from the merchants themselves. It seems that the old saying of 'Everybody for himself' applies not only to business itself, but also to city promotional efforts.

"I believe that such a group, backed strongly by businessmen as well as merchants, could bring in a lot of trade thus proving advantageous to all industries. Cost could be spread among members, with all money collected going into group affairs, such as Christmas holiday street lighting."

E. M. Loew Honors Louis Richmond; Introduces Successor F. J. Wolfe



Seen at the E. M. Loew farewell dinner for Louis Richmond at the Latin Quarter. Seated: Richmond; Arthur Lockwood, TOA president and emcee for the occasion, E. M. Loew and Samuel Hellman, accountant at E. M. Loew's theatres. Standing: Ray Canavan, general division manager; John Dervin, UA manager; Ben Williams, owner of Beacon Hill Theatre; Joe Cifre, Variety Club chief barker; Phil Berler, head booker at Loew's, and Louis Stern, partner of Richmond.

BOSTON—E. M. Loew gave a party and reception at the Latin Quarter in honor of Louis Richmond, for 20 years his executive assistant, who resigned recently to manage his own chain of theatres in association with Louis Stern, and to introduce Frank Wolfe as Richmond's successor.



Frank J. Wolfe

About 150 managers, heads of exchanges and personal friends were present at the party, which was emceed by Arthur Lockwood, president of the Theatre Owners' of America. Personal tributes to Richmond were given by Daniel Tyler, Brookline selectman, and Dr. Sydney Farber of Children's hospital, both neighbors of Richmond; Si Hellman, chief accountant for E. M. Loew Theatres; Lockwood; John Dervin, Joe Cifre and Loew. The latter told of his close association with Richmond for 25 years and ended his tribute by saying, "My loss is Louis Stern's gain."

Loew announced as his new executive assistant Frank Wolfe, former office manager at National Screen.

In response Richmond told of his many years of association with E. M. Loew. He asserted Loew's tremendous success was due to hard work and application rather than by sheer luck.

"E. M. has participated in many charitable deeds that no one but myself knows about," he said.

Richmond announced that his new headquarters with Stern will be in quarters at the Bradford hotel building formerly occupied by station WBZ.

Four Men Named Wolf On Boston Filmrow

BOSTON—There is a quartet of Wolfs in the film district, all in responsible Filmrow jobs and none of them related to the others. Three of the number have reecntly been promoted to higher jobs and the fourth, Maurice N. Wolf, is in his 29th year with MGM. Before that Maurice was with the old Goldwyn company. Last year he was transferred to MGM's public relations department and is currently traveling over the country addressing service clubs on the business of motion pictures.

Another of the four Wolfs, Joe, former Columbia salesman, recently was appointed vice-president of Embassy Pictures in partnership with Joseph Levine. Ben Wolf, office manager for MGM for some time and more lately with Interstate Candy, recently was promoted to office manager for Eagle Lion.

The latest of the quartet to be promoted is Frank J., who has been named executive aide at the E. M. Loew circuit where he replaces Louis Richmond, who resigned to operate his own theatres. Frank had been office manager at National Screen for 15 years.

Harold Freed Re-Elected Exchange Employes Head

NEW HAVEN—Local B41 of exchange employes re-elected Harold Freed of United Artists president for the coming year. Saul Shiffrin of MGM as elected vice-president, but since that time has been made booker at MGM, and will have to be replaced by the executive board. Other officers include Sol Vitali of Monogram, secretary-treasurer, and Bob Hoffman, business agent. In addition to the new officers, Belle Shiffrin of 20th-Fox and Ed Canelli of Republic were chosen for membership on the executive board. The local will meet again December 6 to discuss contract negotiations. The present contract expires November 30.

Al Lashway Is Manager

HARTFORD — Al Lashway, for 12 years manager of the M&P Strand, Pawtucket, R. I., has been named manager of the Walden Theatre, independent house at Williamstown, Mass.

Deny Ozoner License

WILLIAMSTOWN, MASS.—The application of Joseph L. Jette for a license to operate an outdoor theatre here has been rejected by the board of selectmen.

WORCESTER

Mike Sullivan, chief operator at the Plymouth, was back on the job after a month's absence due to illness, most of the time being spent in St. Vincent hospital . . . All of the downtown first runs gave special bulletin service on election night . . . Grace McTarnahan of the Playhouse has become affiliated with the new Broadway play, "Japhet."

"Johnny Belinda" was such a hit at the Warner that it became a cause celebre in the newspapers. Bill Moiles wrote his entire column (actually two columns) in the Worcester Telegram about the picture, explaining its success here. The film ran three weeks to packed houses and could have continued but had to make way for other commitments. Manager John Matthews said it broke all house records since he has been here.

Police are investigating a break at the home of Billie Regan, doorman at the Elm Street, in which thieves escaped with $290. The money was taken from a cedar chest after a second-floor bedroom had been ransacked . . . Lawson Daniels has been substituting at the Plymouth . . . Sam Wasserman of the Auditorium was host to 60 veterans from the Rutland Heights hospital.

Tom Cummings transferred from the Plymouth to the Auditorium . . . A high school Halloween party was conducted at the Sanford in Medway . . . Stanley Redmond, manager of the Strand in Southbridge, was dismissed from Harrington hospital where he was under treatment for injuries received in a fall at the theatre . . . Mike Powers, doorman, resumed at the Plymouth following a month's illness.

Leo Lajoie, manager of the Capitol, thought he might not be assigned right away when he was called for jury duty but he was the fourth juror selected . . . Night clubs, which have been packing 'em in with nude dancers, are running into grief with the police . . . Russell Guillam is the new chief of service at the Plymouth.

Dave Levine joined the Plymouth as electrician . . . "Oklahoma!" started a week's engagement at the Auditorium with a fairly good house, then packed it the rest of the week . . . Barbara Adams of the Olympia took her nuptial vows . . . Leon Task, owner of the Ideal in Milford, and his wife will spend the winter in Florida.

The battle of bowling vs. films ended in favor of the latter in Uxbridge. The Bowling Green there dismantled its alleys after a big-time start, and the building was purchased by, of all persons, Ned Eisner, owner of the Cameo. The price was reported as $20,000 . . . Mickey Monahan subbed at the Elm Street for Fred Cain.

Manager Harold Maloney of Loew's Poli put off "Rachel and the Stranger" to avoid having William Holden as leading man on successive weeks . . . Boxing is feeling a boxoffice slump here but pro basketball opens on Thanksgiving day night . . . Exis St. Jean of the Strand, Southbridge, has been a patient at Harrington Memorial hospital there . . . The lobby of Loew's Poli has undergone attractive redecorating and relighting . . . Harold Maloney became a grandfather when a daughter was born to his daughter and her husband, Mr. and Mrs. Fred B. Harney . . . Loew's Poli conducted a midnight preview for invited guests on "Apartment for Peggy."

The Cumings in Fitchburg started a glassware giveaway . . . Manager John Matthews recently installed a new screen at the Warner . . . Ethel Smith, famed organist, was in town . . . Bette Davis visited relatives in nearby Marlboro . . . Theatres took their annual bad week while the 89th Worcester Music Festival was in progress at the Auditorium . . . The Westboro Red Barn finally closed after what is believed to be the longest summer stock season on record . . . Worcester's Arthur Kennedy won't do a Broadway show but will resume film work.

Harry Shaw, Lou Brown and Ted Holt were in from the Loew-Poli home office in New Haven, Conn., to confer with the two local managers . . . Louise Kirtland of the Playhouse has joined Arthur Lesser's company of "Along Fifth Avenue" . . . Louis Gregory of the Plymouth was right down front for "Oklahoma" at the Auditorium.

Mary Rafferty and Mary Sheehan of the Warner returned from New York. They also stopped off in Norwich, Conn., to visit Tom Kilcoyne, Warner manager there, formerly of Worcester and Clinton.

William Yager, manager of the Plymouth in Leominster, participated in a panel discussion of "Movies and Comics—Good or Bad" at a meeting of the Leominster Parent-Teacher Ass'n . . . Maureen O'Connell, 12, of Clinton was treated at the hospital after she ran into a glass door at the Strand in Clinton . . . Bill Brown, manager of the Greendale, was a visitor in Springfield.

Don Fagerquist, formerly of the Plymouth, has joined Anita O'Day's sextet at the Rag Doll club in Chicago . . . "The Ice Vogues of 1949" are booked into the Auditorium for the week of November 15 . . . George Heeley manager of the Marlboro, was host to a large party of newsboys . . . Manager John Matthews of the Warner held over "Johnny Belinda."

Bob Robinson, former manager of the Plymouth, was in Tampa, Fla., promoting a Shriners show . . . Manager Leo Lajoie of the Capitol discovered that the cardiograph shown in "Sorry, Wrong Number" was made in Worcester . . . The Strand in Southbridge omitted a performance to permit a community concert.

Bob Portle, manager of the Elm Street, reproduced a scene from "The Loves of Carmen" as a street ballyhoo . . . The wife of Johnny Ryan of the Capitol broke her arm . . . Max Melnicoff of the home office was a visitor at the Warner.

PTA Convention Endorses Film Library Programs

WORCESTER, MASS.—Unqualified endorsement and sponsorship of the Children's Film Library programs in the New England area was one of the salient features of the 39th annual convention of the Massachusetts Parent-Teacher Ass'n, which concluded a three-day session at the Sheraton hotel here.

"The Children's Film Library is of inestimable value to parent-teacher groups everywhere who are working for special programs for children," declared Mrs. William R. Blair of Great Barrington, state president, in addressing more than 600 delegates. "The excellent material available should be in more hands," she said.

In undertaking the sponsorship of special performances for children as inaugurated by Eric Johnston, MPA president, Mrs. Blair urged the conventioneers to waste no time, upon returning to their respective communities, in contacting local exhibitors to launch such programs.

MPA was represented by Duke Hickey, field coordinator of the association's community relations division, who negotiated the New England group's sponsorship and brought to the convention an elaborate exhibit tracing the development of the Children's Film Library.

Oppose Business Center

HARTFORD—Proposal to erect a business center, including a motion picture theatre, at Trumbill, met with opposition on the part of townspeople, who objected to spreading commercial areas of the town.

In Chinese Character Role

Philip Ahn has been signed for a Chinese character role in Harry M. Popkin's "Impact" for United Artists' release.

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NAME..... POSITION.....

Nathan Yamins Center Started at Hospital

BOSTON—The cornerstone for the new Nathan Yamins research laboratory of the Beth Israel hospital was laid recently. The building was donated by Yamins in honor of his 25th wedding anniversary. Dr. Herman Blumgart, physician-in-chief at the Beth Israel hospital said "This new research center and laboratory will make possible an intensive study of the problems of medical science. Its facilities will be heavily concentrated in the fields of circulation, blood diseases, cancer and thyroid." The formal dedication of the laboratory will be held at the completion of the construction work, probably in the late spring. Announcement of the gift was made in August 1944 on the date of the Yamins' 25th anniversary.

LYNN

The many friends of Alfred Michalski, former assistant manager at the Warner who went to Manchester, Conn., to become manager of the Circle Theatre, will be pleased to learn that he has returned to his former home here after recovering from a severe illness at the Will Rogers hospital at Saranac Lake, N. Y., where he was a patient for three years.

Alfred G. Cummings, manager of the Warner, does not propose that his wife shall be a golf widow. He has taken up golf again and Mrs. Cummings goes with him to the links. Both are excellent players.

It is said that the Empire Theatre, Salem, is the only motion picture house east of Boston to present vaudeville during cooler months. It started again this year with four high class acts . . . Manager Ben Gruber, Waldorf, Lynn gave his sister in marriage at her wedding recently.

Much of the floor space in the foyer of the Paramount Theatre has been taken up with a grand display of merchandise to be awarded to women patrons who attend the classes of a cooking school on the stage early Tuesday afternoons until November 9 . . . Manager James Davis has as sponsors with the theatre, the P. B. Magrane store, the Lynn Telegram and the International Harvester Co. Margaret Gildea is the instructor. Two washing machines will be among the prizes.

Plan Christmas Kid Show

HARTFORD—Tom Carey, owner of Carey Theatrical Enterprises, has set a Kiddy show, consisting of Harry Foster Welch and other juvenile attractions, for the Nathan Yamins' Capitol Theatre, Fall River, Mass., for Christmas.

No Party for Halloween

NEW HAVEN—Variety Club Tent 31 abandoned its plan for a Halloween party, because of the delay in arrival of new furnishings for its Chapel street quarters. Instead, a dinner meeting was called for November 1 to plan an early "open house."

HARTFORD

Charlie Atamian of the Strand has a new Buick . . . Charlie Lowe, Hartford district engineer for Warner Theatres, upon reporting the completition of renovations in the lobby of the Embassy, New Britain, said that new structural glass was one prominent feature. The boxoffice has been moved from the center to the left side of the outer lobby. Joe Miklos is manager there . . . Jack Terry of the Bushnell has recovered from a long siege of pneumonia.

Bones Hamilton, son of the Gem, Willimantic, manager, is said to be playing with an orchestra in the midwest . . . Charlie Lowe was in Boston for a few days on circuit business . . . Harry Matarese of the State took in the Willie Pep-Sandy Saddler featherweight championship fight in New York.

The crew at the Strand hosted electrician Harry Hoff to a birthday party at the Bond hotel, with Jim McCarthy as toastmaster, and about 25 people attending . . . The Parkway Drive-In, Springfield, operated by Dave Willig and associates, has closed for the season . . . Bill Daugherty, Doug Amos' assistant manager at the Webb, Wethersfield, is out of Hartford hospital, recovered from serious auto accident injuries . . . Leonard Young, manager of the E. M. Loew's flew to Albany and his mother's home on his day off.

Russ Ordway, partner in the Princess, Rockville, was here and reported that Bronk Zibyk is his new doorman . . . George E. Landers, division manager for E. M. Loew's Theatres, visited North Adams, Springfield, Worcester and Boston . . . Dave Sugarman, former manager of the Colonial, was in from New Haven. He's now running an Elm City restaurant . . . Sam Schechter, manager of the Bijou, Holyoke, was here . . . The city of Manchester concluded extensive observance of United Nations week, with Jack A. Sanson, State manager, heading the week's committee.

The Star has a new screen . . . Al Lessow of the Poli, Waterbury, was here . . . Don Della Valli, former assistant manager of Lockwood-Gordon's Strand in Winsted, now is working for the Underwood Corp. in New Hartford . . . Irene Moquin, former Palace cashier, is the new cashier at the Colonial, replacing Emily Hurlburt, resigned.

Herman Rifkin's Jefferson, Springfield, has started a new encyclopedia giveaway . . . Yvonne Aubin, Regal candy girl, married Eustice Anderson of the navy . . . New Regal faces: Marilyn Beor, cashier, replacing Ann Conway, who moved over to the Strand in a similar capacity; Frank Albini, doorman, replacing George Franklin, resigned, and Richard Gauthier, usher.

Princess Corp. Officials In New York on Business

HARTFORD—Ed Kelleher, vice-president of the Princess Theatre Corp., and Bernie Stevens, assistant house manager at the company's Princess Theatre here, were in New York on business. Lillian Kelleher, secretary of the corporation, entertained non-industry friends from Albany.

To Screenplay His Original

Steve Fisher will screenplay his original, "Dead Letter," an Alan Ladd starrer, for Paramount.

Usherettes Resumed On Theatre Staffs

HARTFORD—A number of circuit and independent theatres in this territory have started to resume the wartime practice of usherettes instead of ushers on service staffs. First sizeable suburban location to make the change was the Nick Kounaris-Paul Tolis 750-seat Newington at Newington, managed by Paul Purdy. The manager said that he changed over from male to female aides, with "no comments whatsoever" from theatre patrons.

During the war, both circuit and independent situations utilized girls in all phases of theatre operations. This practice, gradually replaced by male personnel following V-J day, is coming into popularity again among area exhibitors, who point out that usherettes are "willing to take less money than men" and also "relieve experienced male personnel for better positions within the theatre."

One theatreman, who uses all girls on service staff—except for doormen positions, handled by men—said that he found female personnel during the war "easier to handle" and "just kept up the custom after the war."

Another theatreman summed up the situation thus: "We can't afford to pay ushering crew members high salaries. Turnover therefore is pretty heavy. The majority of high school boys contacted by me for ushering jobs want salaries practically twice as much as prewar, while the girls say they'll take less money."

Earl Sweeney Will Build At Williamstown, Mass.

PITTSFIELD, MASS.—Refused a permit for a similar development in Clarksburg, Earl Sweeney of Pittsfield now plans to open a drive-in on the Williamstown-Pownal, Vt., highway about three miles north of Williamstown. Sweeney said the theatre would be known as the Twilite Auto Theatre and will accommodate 200 cars, with plans to increase its capacity next year.

Sweeney recently applied for a permit to operate an outdoor theatre in Clarksburg, but the permit was denied by the Board of Selectmen after a hearing at which strong opposition was registered.







COMBINED JEWISH APPEAL MEETING—The theatre team of the combined Jewish Appeal of Greater Boston met here recently to hear Louis Nizer, lawyer and author, speak on behalf of the campaign to support the building of the new Jewish state of Israel, relief and rehabilitation for European D.P.'s and aid to refugees who come to this country. Louis R. Golden, general chairman of the local group, was guest at the dinner meeting. Pictured above, left to right: Corporal Alisa Penueli, Israeli army heroine; Golden; Nathan Yamins, toastmaster, and Nizer.

Exhibitor Builds His Own Drive-In

LOWELL, MASS.—It took George Abdallah of Lowell two years to complete his drive-in in Tyngsboro, but if that seems a long time, consider the fact that he built every bit of it himself. He did the grading, built the stone structure and the screen, the entrances and the exits.

"I had a helper once in a while when I got stuck," he explained, "but the major portion of the project I did myself." He owned the property which is on the Daniel Webster highway about a mile from the famous Tyngsboro bridge and decided to convert it into an ozoner. The theatre, not completely finished, was opened after Labor day and has been running successfully all summer.

With luck and more hard work, he hopes to have it ready for 500 cars in the spring. He has two projectionists in the booth, but his wife is the cashier and his two cousins are ushers. "I'm the repair man, the complaint department and the booker and buyer and it's all great fun," Abdallah said.



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BOXOFFICE

Interstate Manager Finishes 30th Year

BOSTON—Henry Johnson, manager of Interstate's Orpheum Theatre, Danielson, Conn., recently completed his 30th year as a motion picture exhibitor, and received many congratulatory messages from industry friends and townspeople. A well-known figure in civic affairs, Johnson started in business as manager of the Orpheum when the house was under the old S&A Amusement banner. When Interstate took over in 1928, he remained. His special interest is the children, all of whom call him Uncle Henry. He treats them to special kiddy shows and always has a kind word for them.

Stanley Redmond, manager of the Strand, Southbridge, Mass., has returned to work after 16 days in the Harrington Memorial hospital following a serious fall. During his absence Leon Bedard and Robert LaFleche took over his duties.

Although the Madison, Madison, Conn., has been open to the public since June after a complete renovation by William Riseman Associates, the final touches on the outside of the building have just been completed. Charles Fish is manager.

The Palace, Rockville, Conn., had a successful benefit sponsored by the Mountain Laurel Girl Scouts with the ticket sale totaling over 500. Approximately $80 was realized at the benefit, aided by Arthur Poirier, manager. The funds will be used by the troop for new outfits and uniforms.

An Interstate managers meeting was held at the Hotel Bond, Hartford, recently, called by James Mahoney, general manager, assisted by Erwin Neumann, district manager in Connecticut and southern Massachusetts. One of the features of the meeting was the discussion of ways and means to promote the sale of the New England Variety Club tickets for the club's annual charity drive. Managers in attendance were Arthur Poirier, Palace, Rockville, Conn.; Charles Fish, Madison, Madison, Conn.; Burton Bonoff, Saybrook, Saybrook, Conn.; Wilbur Neumann, Bradley, Putnam, Conn.; Henry Johnson, Orpheum, Danielson, Conn.; Earl Rafstanger, Mahawie, Great Barrington, Mass.; George Benway, Mahawie, Great Barrington, Mass.; Arthur Mabey, State, Milford, Mass., and Stanley Redmond and Leon Bedard, Strand, Southbridge, Mass.

Again Takes Mother Role

Tamara Shayne who portrayed the role of Jolson's mother in "The Jolson Story" has been assigned the same role in the Columbia picture, "Jolson Sings Again."

INCORPORATIONS

HARTFORD

Burnside Theatre, East Hartford; incorporators, Morris Keppner, Samuel Friedman and Stephanic Nowaset; authorized capital stock, $100,000.

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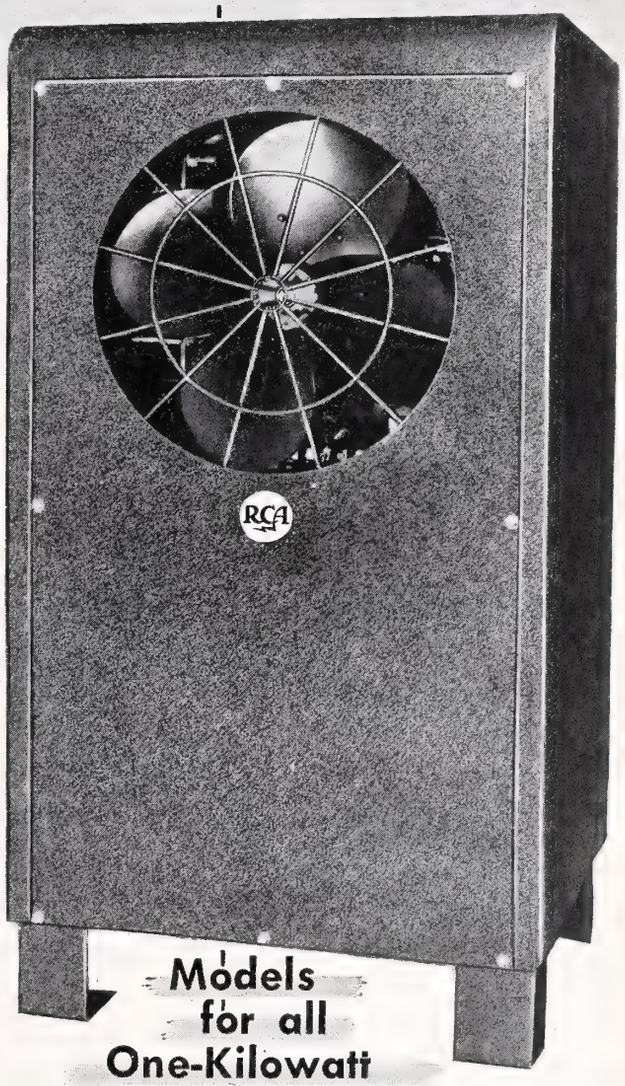
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BOSTON

The Cinema club of Boston, of which Charlie Wilson of Monogram is president, opened the Will Rogers Memorial hospital drive with a generous donation from members . . . Jed Prouty, newly appointed managing director of the State, Pittsfield, which is undergoing extensive alterations, was here visiting supply houses for sound equipment . . . Harry E. Fannon of West Acton, brother of Mrs. Joe Cifre, died while collecting funds for the Community Chest drive, of which he was chairman in the Acton division.

The Adams, Adams, owned and operated by Charles Morse and Louis Rothenberg, has installed new Century projectors and lamphouses, while the Star, Lawrence, Frank Boschetti's house, has installed new Century projectors and sound system. Both installations were made by Massachusetts Theatre Equipment Co.

The Unity, Unity, Me., owned by Mrs. Ethel Bronson, will reopen in mid-November after having been closed for six months . . . The Monogram club held a Halloween party with a screening and cocktails and buffet supper for the entire staff . . . Hal O'Day, assistant manager at the Boulevard, Revere, an Interstate house, is taking a six months leave of absence to take a trip to the west coast. John MacDonald will replace him . . . The Revere, Revere, also an Interstate house, was rented out for an evening's benefit which drew a large crowd. Eleanor Powell, now dancing at the Latin Quarter, was star of the occasion.

The 82nd theatre to go under the Affiliated Theatres banner for buying and booking is the Southern, Norwood, owned by John Hayes and his sister Mary Hayes Lynch. Recently there was some speculation as to whether or not the house would be sold to a circuit, but the owners decided to keep the theatre. Other Affiliated news: Joe Hochberg, booker, wanted to thank his industry friends for their kindness during the recent illness of his wife, who is now at home recuperating . . . Leslie Morgan Drury is new switchboard operator, replacing Betty Waugh, who resigned . . . John Cooney, Waldo, Waldoboro, Me., made one of his rare visits here, visiting Affiliated, which now does his buying and booking.

Jean Williams Pidgeon, secretary at Independent Exhibitors, Inc., celebrated her first wedding anniversary November 1. Her husband Norman is an assistant to the clerk in the house of representatives at the state house . . . The Jim Guarinos, of the Weymouth Drive-In Theatres, are parents of a fourth son, born at the Harley hospital, Dorchester.

Lew Gonick, Embassy salesman, has added Connecticut to his territory and has returned from a two-week sales trip there . . . Ralph Banghart, RKO publicist, was handing out cigars on the birth of his third son Robert Patten Banghart, born at the Cardinal O'Connell House of St. Elizabeth's hospital.

For the first time in four years a United Artists first run film will play the Metropolitan. "An Innocent Affair" will open there November 18, following the run of "Miss Tatlock's Millions." Phil Engel, UA publicist, is working on the campaign with Paul Levi and Jack Saef . . . Ray Canavan, district manager of the North Shore theatres for E. M. Loew, has been promoted to general division manager of the circuit.

George Roberts of the Rifkin circuit made the feature section of the Boston Sunday Post when his pet hobby of collecting post marks was written up for the paper. The article explained that George is a philatelist with ideas, that he has a huge collection of actual postmarks from remote parts of the country and that he has one entire roster of players from the Red Sox and the Braves. He also has another group of about 100 famous motion picture stars.

Alec Davis, Park Spencer and Leo Howard, Star, North Brookfield, have applied for membership in Independent Exhibitors, Inc., of New England . . . Herman Rifkin was off to the west coast for five weeks when he will visit the Monogram studios. En route he will pick up Charlie Trampe, Milwaukee franchise holder for Monogram . . . Abe Yarchin, well known theatre insurance man, left for California on a three-week business trip.

Kathleen Cuddelford, the English girl who transferred from the London office of Eagle Lion to the Boston exchange, has returned to London after a three-month stay here . . . No replacement at the Giles office has been announced for Wendall "Jed" Prouty, manager of the Uptown, who resigned to take over the directorship of the newly remodeled State in Pittsfield.

When Marshall Carlton, Yarmouth, Yarmouth, Me., came to town for the monthly luncheon meeting of Independent Exhibitors, Inc., he told of the local Community Chest drive in which his theatre played an important part.

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Trade at First Runs In Boston Is Spotty

BOSTON—Trade at the de luxe houses was spotty. New product at two houses took most of the business. "Johnny Belinda" at the Metropolitan topped the list and "Red River" at Loew's State and Orpheum was not far behind. "Hamlet" at the Astor, after completing its eleventh week, began its final stanza before moving to the newly remodeled Beacon Hill on the same roadshow basis. "Macbeth" at the Esquire completed its run of four weeks.

(Average Is 100)

Astor—**Hamlet** (U-I), 11th wk. 70
Boston—**Cry of the City** (20th-Fox); **The Creeper** (20th-Fox) 100
Esquire—**Macbeth** (Rep), 4th wk. 70
Exeter Street—**Blanche Fury** (EL); **The Gay Intruders** (20th-Fox), 2nd wk. 90
Memorial—**One Touch of Venus** (U-I); **Bodyguard** (RKO) 90
Metropolitan—**Johnny Belinda** (WB) 150
Paramount and Fenway—**Night Has a Thousand Eyes** (Para); **Smuggler's Cove** (Mono), 2nd wk. ... 90
State and Orpheum—**Red River** (UA); **Manhattan Angel** (Col) 140

New Haven Trade Spotty; 'Johnny Belinda' Is Tops

NEW HAVEN—Trade at the first runs was spotty. "Johnny Belinda," showing with "Lady Midnight" at the Roger Sherman, registered a strong 115 per cent and rated a holdover. "Red River," with "Night Wind" at the Loew Poli, earned a moveover to the College.

Bijou—**Rebecca** (Realart); **I'll Be Seeing You** (Realart) 70
College—**Moonrise** (Rep); **Lightnin' in the Forest** (Rep) 70
Loew Poli—**Red River** (UA); **Night Wind** (20th-Fox) 100
Paramount—**Night Has a Thousand Eyes** (Para); **Sons of Adventure** (Rep) 75
Roger Sherman—**Johnny Belinda** (WB); **Lady at Midnight** (EL) 115

'Belinda' Gross Hits 240 In Third Hartford Week

HARTFORD—"Johnny Belinda," holding for a third week at the Warner Regal, continued to do terrific business, totaling 240, to lead the rest of the downtown first runs. "Red River," in a second week at Loew's Poli Palace, did nicely.

Allyn—**Isn't It Romantic?** (Para); **Appointment With Murder** (FC) 85
Center—**O.S.S.** (Para); **Flying Tigers** (Rep) 70
E. M. Loew's—**Ali Baba and the Forty Thieves** (Embassy); **The Phantom of the Opera** (Embassy), reissues 90
Poli—**Apartment for Peggy** (20th-Fox); **Jungle Patrol** (20th-Fox) 120
Palace—**Red River** (UA); **Bungalow 13** (20th-Fox), 2nd wk. 175
Regal—**Johnny Belinda** (WB); **Million Dollar Weekend** (EL), 3rd wk. 240
State—**Kidnapped** (Mono), plus stage show 100
Strand—**A Song Is Born** (RKO); **In This Corner** (EL) 150

Enlarge at Stratford

STRATFORD, CONN.—The enlarged 780-seat Stratford Theatre, complete with new Colonial front, reopened with "Black Arrow." Friends were invited to cocktails after the opening. The newly added 200 upper floor seats will command a 10 cents higher admission price, it is reported. New steel booth, and new rest rooms also have been added.

Run Convalescent Homes

HARTFORD—Ted Markoff, partner with his brother Joe, in central Connecticut theatre interests, has formed a partnership with Chauncey G. Markham of Bozrah, Conn., and Joe Shapiro, Westchester, Conn., to operate three convalescent homes in this area.

NEW HAVEN

Walt Silverman and Barney Pitkin, chairmen of the Will Rogers Memorial drive, addressed a pep meeting of exchange personnel at the Liberty building recently. Film people were asked to sell tickets for the 1949 Buick and the 24 other prizes before the November 30 deadline . . . Variety Tent 31 will elect new officers late in November . . . Jim Darby of the Paramount took advantage of the school holiday November 11 to run a 10 a. m. kiddy show with a western, cartoons, a circus bear and circus clowns, 25 cents for the kids and 44 for the mamas.

The Paramount gave a merchant-sponsored free show for underprivileged children, with Captain Esposito of the Juvenile department of the local police addressing 1,300. "Little Miss Marker" and Popeye in person were the attractions . . . Letters from the neighborhood were pouring into Henry Cohan of the Dixwell on his excellent Halloween show, which he tied in with a lesson on conservation of personal property.

Rube Jackter, assistant general sales manager for Columbia, was in town . . . Also George Josephs, assistant to Abe Montague, and I. H. Rogovin, Boston district manager for Columbia . . . New assistant shipper to Mike Langello, head shipper at MGM, is Vincent Falanga . . . Herman Ripps, MGM district manager, was in to see the local boys . . . 20th-Fox is planning ahead for a Christmas party for the Family club . . . There was plenty of election discussion in the exchange district and some of the boys took their disappointments very keenly.

Variety's lush leather and fabric furniture arrived last week and the club is now rarin' to go . . . George Weber, former MGM office manager and now a popular and artistic photographer and dealer in photographic equipment, is proving as clever at wedding shots as at official Yale football film. The day after election the Worcester Telegraph-Gazette announced national advertising rates for the theatre page will be upped the first of the year.

Gloria Danzig of 20th-Fox is wearing an engagement sparkler. The Kent-Danzig wedding awaits an "apartment for Gloria" . . . "Red River" was playing second week over the Poli circuit . . . An attempt at stage shows for the Poli, Waterbury, proved so successful they will be continued. No regular policy has been announced . . . "Monsieur Verdoux" was held a second week at the Lincoln.

Joseph Glassman Rites; Built Hartford Rialto

HARTFORD—Joseph Glassman, 66, one of Hartford's veteran druggists and originator of neighborhood theatres in the city, died at his home here. He retired from business three years ago.

Glassman, for many years operator of the Glassman drug store, on Franklin Ave., founded and built the Rialto Theatre, in addition to organizing other neighborhood theatres in the city. The funeral was held in Hartford. Survivors include his wife, a son, a daughter, a brother and two grandchildren.

New England Premiere Of 'Red Shoes' in Boston

BOSTON—"The Red Shoes" will have its New England premiere at the Majestic Theatre here Thursday, November 18. Leon Brandt Eagle Lion exploitation manager, came here to confer with Joe Mansfield and Charles Barron, company field exploiteers, regarding an all-out campaign for the opening of the Technicolor spectacle. Accompanying Brandt were Jerry Dale, J. Arthur Rank Organization ad-pub chief, and Charles Amory, Monroe Greenthal Agency vice-president.

The Boston opening campaign will be comparable in scope, prestige and effectiveness to the highly successful promotion accorded the American premiere at the National Theatre in Washington. The event is expected to be the high spot of the Boston social and entertainment season.

As in all its engagements, "The Red Shoes" will be shown twice daily, with an extra supper show Saturday and Sunday. Admissions will range from $1.20 to $2.40, all tickets to be sold on a reserved basis.

Executives in Hartford

HARTFORD—Among recent Hartford visitors were Jack A. Sanson, manager, State Theatre, Manchester, Conn.; Bernie Levy and Lew Ginsburg, Amalgamated Booking Service, New Haven; Barney Pitkin, branch manager, RKO, New Haven; Joe Mansfield, regional exploitation man, Eagle Lion, Boston.



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Manager Lends Theatre To Help School Group

BOSTON—The Parent Teachers council of Walpole, which includes five school districts, has arranged a monthly series of selected films for adults at the Park Theatre, East Walpole. Charles Worth, president of the organization, and Roy Smith, owner and manager of the Park, have completed details to start immediately. Tickets will be distributed throughout the school units with the proceeds to the PTA projects.

A few of these are the development and maintenance of the school playgrounds and equipment, a school library of educational and musical records, a teacher's room to be set up in each school and a projector for 16mm films for audio visual education. The next step this active group hopes to put over is a series of non-profit children's Saturday morning shows to be selected by the organization from the library set up by the Johnston office. In lending the facilities of the theatre for the projects, Smith is furthering better relations between the townspeople and the motion picture industry.

Ushers' Value Questioned By Worcester Telegram

WORCESTER—A dissertation in the Worcester Telegram recently questioned the value of ushers, particularly tall, handsome, male ushers, in motion picture theatres. The article, delving into the psychology of ushering, came out with the premise that since the majority of the male population was of medium height or under there "would appear to be some reason for selecting ushers of more restricted proportions" than the tall, young men usually chosen.

"The explanation is simple," the article said. "It is good business to flatter the customer and one way to flatter him is to make him feel big. You don't make a man feel big when you compel him to walk down the aisle . . . behind an usher who is head and shoulders over him.

"If the gentleman happens to be in the company of a young lady who is also taller than himself, the situation is aggravated," the article continued. "He cannot help observing the contrast . . . The mediocrity that creeps over him as he compares statures causes his self-esteem to shrink.

"All of which leads us to inquire whether ushers are needed in theatres anyway. Most of us find our way about the streets and in our homes without assistance . . . When seats are not reserved . . . it is a reflection on our intelligence to suppose we cannot find a seat by ourselves in a theatre full of them . . . The seat the usher gives is usually the one you would pass up if left to your own inclinations," the article said.

Williamstown Drive-In Planned by E. Sweeney

HARTFORD—Plans to open a 200-car capacity drive-in at Williamstown, Mass., were revealed by Earl Sweeney of Pittsfield, Mass. He said he would call the ozoner the Twilite Auto Theatre, with plans to increase car capacity next year.

Some weeks ago, authorities at Clarksburg, Mass., rejected Sweeney's petition to erect an open air theatre there. A public hearing, held on the matter, had numerous residents protesting Sweeney's petition.

BRIDGEPORT

Ella Fleischer has resigned as cashier at the Black Rock Theatre to become a bride . . . James Luburti, projectionist at the Strand, celebrated his 29th wedding anniversary . . . Loew's Poli Manager Matt L. Saunders' son Robert is attending Yale this year, his second at the university. His roommate is a student from Paris.

Philip and Winifred Oliver celebrated their 22nd wedding anniversary. Phil, on sick leave from his duties as manager of the Strand, expects to have his artificial leg by the Christmas holidays . . . Manager William Finn is back at the Rialto after a fall vacation.

Manager Albert M. Pickus of the Stratford Theatre dined royally at the annual feast of the Gourmets society . . . Manager Harry A. Rose of Loew's Majestic and tobacco have parted company . . . The plan to bring straight vaudeville into the Klein Memorial once a week appears to have gone cold . . . Dorothy Grega, cashier at the Astor, is wearing a diamond on that certain finger.

Publicist Hunts 'Peggy' And 1924 Boston Data

BOSTON—The life of a 20th-Fox publicist is no bed of roses for Al Fowler, who in past weeks has been searching avidly and alternately for 20 former solider's wives named "Peggy" and data on Boston of 1924 for his company's Hollywood studios.

The Peggy stunt was local with Fowler, searching for the wives to invite them to attend a special screening of "Apartment for Peggy." The information on Boston is another matter. The data Fowler is gathering is in connection with the forthcoming, "You're My Everything," which will be shot in Hollywood with a 1924 Boston setting.

Al has been asked to dig up, among other things, an authentic 1924 Massachusetts license plate from the Registry of Motor Vehicles, a traffic ticket of the 1924s, a policeman's traffic book, an authentic 1924 driver's license and a picture of the uniform of a traffic cop of those days. He also was asked to check on the type of traffic signals used then, along with pictures of Boston street scenes and the theatre district, a picture of a taxi driver and a photostat of the theatre page from a 1924 local newspaper.

"It's like a scavenger hunt," Al said, "and lots of fun to track down these angles. But I can hardly wait to see the finished film with all my properties intact."

Leo Young in Midwest

HARTFORD—Leo Young, for many years identified with circuit theatre operations in the New England states, now is reported working for UA in the midwest territory as an exploitation representative. At one time, Young was associated with Ralph Snider in a number of theatres in Portland, Me., and later worked for drive-in interests in the Albany area.

Improve Hartford Central

HARTFORD—The Hartford Theatre circuit has recarpeted the Central, installed new push-back seats and aisle lights and redecorated the rest rooms. Hugh Campbell is manager.

State at Springdale Asks Delay in Suit

NEW HAVEN—The State, Springdale, arbitration complaint against the major distributors, seeking a 44-day clearance after first run at Stamford, was postponed one month until December 4, on application of the complainant. Meantime, the State sought to release 20th Century-Fox, MGM and Paramount from the complaint. However, under the rules of the consent decree, once an arbitrator has been appointed, the complaint cannot be withdrawn as to any respondent without the consent of the other respondents. Therefore the withdrawal as to these distributors is not yet official.

From present indications, no further hearings may be scheduled before the end of the year, since several tentative dates, set previously, have been unsatisfactory to all parties.

CAMBRIDGE

Remodeling work at the Rex was done by E. Hartstone Co. and the marquee was designed and manufactured by the University Sign Co. of which David Sawyer is president and his brother Joseph is treasurer. The Sawyers recently took over a modern plant here that is described as one of the most fully equipped neon factories in the east. They also are designing and installing new marquees at the Philips at Springfield, owned by the Rifkin circuit; the Beacon Hill, owned by Ben Williams, and the Broadway, Somerville, operated by Arthur Viano.

Hartford Chain Changes Part of Booking Setup

HARTFORD—Ernie Grecula, assistant to Al Schuman, general manager of the Hartford Theatre circuit, announced a change in booking policy for several circuit theatres in Hartford and West Hartford, with the Hartford Colonial, flagship house, and the Central, West Hartford, now playing day and date. Previously, the Colonial played films ahead of the rest of the circuit.

The Lenox, Hartford, which previously played day and date with the Central, is now playing product after the Central. Following the Lenox, the Lyric and Rialto are playing day and date. The Central, Colonial and Lenox are operating on split-week booking policy. Lyric and Rialto are changing product three times a week.

National Carbon Is Host

HARTFORD—National Carbon Co., New York, hosted 100 theatre managers, projectionists and stage managers from the Hartford area at a special screening of a Technicolor short on carbon arcs, held at the M&P Allyn. The showing was held after theatre closing time. Chief Engineer Reis of NCC spoke following the showing.

Dartmouth Season Opens

HANOVER, N. H.—The Experimental Theatre of the Dartmouth Players at Dartmouth College here opened its 22nd season with an announcement of plans for the presentation of the French classic, "Athaliah."

Wigwam at El Paso Is Reborn as State

EL PASO, TEX.—The passing of the Wigwam Theatre, which soon will reopen as the remodeled State, revived memories of silent days to many theatremen who recalled that the Wigwam was the first strictly motion picture house in town. It was opened in 1907 by Tom Powers after a reform wave smothered El Paso's flourishing gambling industry. The Wigwam had been a well-known gambling house and saloon.

Feature films in those days were never over two reels long, but the Wigwam offered three reels of entertainment, lasting 30 minutes and costing 10 cents. Stereo slides and illustrated songs often were on the program and a piano player supplied mood music for the feature.

Eddie Nix, Ellanay theatre projectionist, who hand-cranked the Wigwam's old-fashioned projection machine as relief operator nearly 40 years ago, recalled that some El Paso theatres tried out a device called Camera-Phone. It was a phonograph synchronized, more or less, with the films.

Nix recalled the Wigwam later was taken over by W. R. Winch and Edgar Campbell, who in turn sold out to the present owners, Interstate Theatres.

Conclave to Hear Pastor

OKLAHOMA CITY—The Rev. William H. Alexander, pastor of the First Christian church, has agreed to appear before the Theatre Owners of Oklahoma convention here for a luncheon speech December 6. Alexander spoke at the last two parleys on the banquet program. C. H. "Buck" Weaver, Paramount exchange manager and a deacon in Alexander's church, arranged for the pastor to participate in the 1948 program. The young pastor was at one time emcee for Fred Wehrenberg in St. Louis.

SAN ANTONIO

Van Johnson, MGM star, made personal appearances at Brooke general hospital, Fort Sam Houston . . . Crox Alvarado and Amanda del Llano, Mexican film stars, will be featured with the Trio Tamamlipeco at the Nacional on November 30.

Jean Wildenstein, municipal auditorium manager, was back at work following recovery from a recent stroke . . . Ruben Calderon, Azteca Films executive, Los Angeles, was a visitor . . . Dutch Willard, formerly at the Varsity, Austin, now is manager of the Prince.

"Furia," an EL production, will open November 14 at the municipal auditorium . . . Kelly Branson, Palace staff, returned from Dallas . . . Jake Elder, Interstate maintenance manager, was here preliminary to the beginning of remodeling at the State.

Visitors along Filmrow and at local theatres included E. J. Elkins, Astor Pictures, Dallas; George Spence, city manager for R&R, Laredo; H. B. Robb and Ed Rowley, Robb & Rowley circuit, Dallas, and W. Weins, Eagle Lion, Dallas.

Homer McCallon Came to Houston For Few Days in '27; Still There

HOUSTON—Homer McCallon, manager of Loew's State Theatre here, is a man who appreciates the true value of exploitation. He came here 21 years ago to assist with the opening of the theatre. His job was to establish press relations and it was not intended that he stay permanently. So many obstacles arose, however, that his departure was postponed time and again so that when he finally accomplished his objective, he had grown to like Houston.



Homer McCallon

A PUBLICITY DIRECTOR

It soon was arranged that he remain here permanently and at that time McCallon signed the pay roll as publicity director. Now manager, McCallon still handles his own publicity. He said that back 21 years ago he had to make his own layouts and write the copy for the newspapers.

He now devotes a good deal of his time and energy to working with local merchants "on anything within reason to promote business."

"Merchant tieups with Houston firms probably have run into several million dollars," McCallon said. "We always are interested in using pictures and the theatre to promote Houston stores and firms in Houston's interests."

STARTED IN KNOXVILLE

McCallon's first job with a theatre was in Knoxville, Tenn., his native state, where he worked for Jake Wells. He then went to Albany, Ga., where he opened the theatre for the Gortatowsky Bros. It was in Birmingham, Ala., when he was with the Marvin Wise firm that he met the Loew people and went to work painting lobby posters for Loew's Temple Theatre, the job which led to his appointment here.

Peanut-Pushers Pay BOXOFFICE Writer

Oklahoma City—Polly Trindle, former local newspaper writer, currently correspondent for BOXOFFICE, was "crowing" this week about the two big upsets which made her the winner in peanut-pushing bets. Miss Trindle, midst the horse-laughs of her betting opponents, picked Truman, even and nationwide, to plaster his opponent at the polls.

"And," she reports, "one loser paid off by pushing an unshelled peanut by nose twice across the mezzanine of the Biltmore hotel. This event drew a gallery, plus camera-snappers who photographed the loser in action, on all fours. That was a small feat, however. Coming up is one in which a six-footer has to push a small shelled peanut by his nose the length of a full city block."

The other prognostication called by Miss Trindle on the same betting basis was the Oklahoma-Missouri football game in which her home state upset the Mizzou visitors to the tune of 41-7.

Deny Job Change Report

DALLAS—R. J. O'Donnell, Interstate vice-president, was kept busy denying New York tradepaper reports that he will leave his present job soon. First he was reported going with more than one west coast producer. The latest is that a deal is cooking for him with RKO theatres. O'Donnell said he wasn't going anywhere.

Two Palestine Airers

PALESTINE, TEX.—Bert Morrow of Houston and J. F. Jones of the Robb & Rowley theatres here have erected signs on plots northeast of town, saying they soon will build drive-ins. The sites are relatively close together. The circuit has three attractive theatres here for the town's total 10,000 population.



NEW VARIETY OFFICERS—Pictured above are the new officers recently elected by Variety Club of Dallas. Left to right: John Rowley, F. W. "Doc" Allen, Heywood Simmons, Julius Schepps, R. J. "Bob" O'Donnell, Walter Penn, C. A. "Pappy" Dolsen, William O'Donnell, R. I. Payne, Harold Schwarz, Buddy Harris and James O. Cherry.

DALLAS

Forrest Dunlap, seat man and owner of two theatres at Whitney, could hardly talk this week, due to an attack of laryngitis, except about his new granddaughter Donna Patricia, just arrived at a Memphis hospital. Parents are the Harlan Dunlaps, he being known in the army and on the Texas scene as "Tuffy." They have a son, 2½ years old, named Dunne Phil.

Ray Beall, public relations director for Manley, Inc., is back from the company's home office and factory in Kansas City . . . Richard Warner, nephew of the Manley Vice-President P. A. "Bob" Warner, after selling in the Texas territory for a year, has been transferred to Connecticut to work that state for Sam Hornstein, district manager at Boston . . . C. B. Cass, Manley's south Texas representative, was in the Houston area recently and reports that territory dry as gunpowder for lack of rain, as is the case all over the state except in the northwest and the panhandle, where wheat is off to a good start with abundant downpours the past few days.

Fathers of two industry executives on Filmrow were called by death during the past ten days. S. W. Martin sr., retired from the builder's trade, was buried in Laureland cemetery. He was the father of Ronald Martin, general manager of Film Forwarding agency and associated companies. F. M. Green, painting contractor, was buried in Hillcrest mausoleum. He was the father of Ed Green, founder, and now a partner in Texas Theatre Service Co.

C. O. Wise, general manager of the Phil Isley Theatres, accompanied the boss to Hollywood to look over new properties of the circuit there, but returned home to look after the four Isley neighborhood houses here. Wise saw a good part of Hollywood and other west coast interest points on this trip, which was also a vacation for him.

J. A. Prichard, new Monogram district manager, had a slight case of ptomaine poisoning within hours after taking over the job, but recovered quickly and left for a company meeting in Los Angeles . . . Leon Glasscock of San Antonio, was again on the Row arranging film buys for a group of houses he and his father, E. D., are operating in south Texas.

Duke Clark, Paramount's district manager, and Mrs. Clark returned from a vacation trip to California. They visited a son Bob, a Paramount salesman in Los Angeles, and another son, Duke jr., who is employed by a drug firm and who resides at Anaheim. Thoroughly rested from the trip, the district manager and local Manager Heywood Simmons were ready to leave Saturday for Chicago for a sales meeting called by J. J. Donahue, the central division manager.

R. W. Simpson of the Palace at Paducah, but who has played an inactive role there the last two years, passed through with his

(Continued on next news page)

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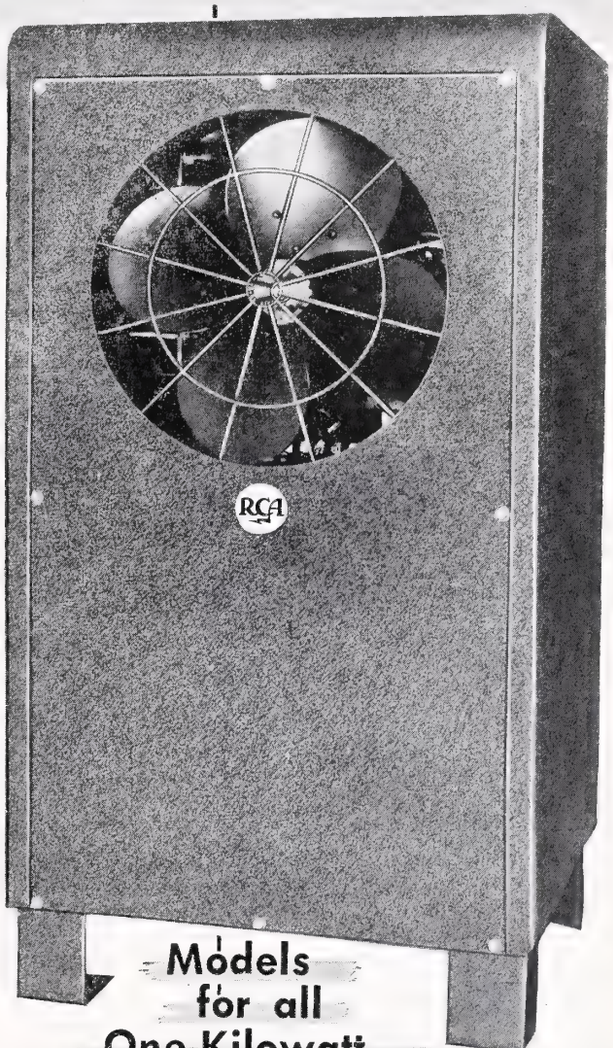
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DALLAS

(Continued from preceding news page)

wife after a coastal fishing trip, reporting big catches of specks and reds at Rockport. Before that he caught rainbow trout in Colorado streams. His skill with a flyrod was shown last year in a Fitzpatrick Traveltalk when he was "shot" walking along a western stream. When the Simpsons travel, fish and go to football games, the theatre is operated by B. H. Leathers, who acquired an interest in the house soon after the war.

Wallace W. Rucker of the Rock at Round Rock, here on a booking trip, said the worst drouth in central Texas history is hurting business and that the farm trade is becoming less and less at his boxoffice. Wells and stock tanks have dried up and the situation is serious, but a good rain and others to follow could change all that very quickly.

Cranfill H. Cox sr. of the Crystal and Strand at Gilmer sent out a few crates of yams (sweet potatoes to newcomers), one going to this reporter. The fine, juicy vegetable typified the East Texas Yamboree, an annual celebration, held this year from October 26-30. The elder Cox made the notation that "BOXOFFICE gets better all the time and especially do I enjoy reading about Texas exhibitors and their theatres." He and his son Cranfill jr. spend a lot of time fostering the Yamboree and tieing it in wherever possible with their theatres.

R. J. O'Donnell, Variety Club's International chief barker, officially notified Boys Town, Neb., that a statue of the late Father Flanagan would be erected there at once and that the unveiling would be November 28. Part of the chief barker's message read: "Variety Clubs International are proud and honored to be privileged to pay a tribute to Father Flanagan, a great and good man who will live forever in the hearts of those he helped along life's pathway." Father Flanagan received the first Variety Humanitarian award. He died a few months ago. Boys Ranch, instituted by Tent 22, was closely patterned after Boys Town, and the contact between Variety and Father Flanagan grew stronger from then on.

W. W. Spruce, MGM's office manager, continues to show some improvement in Medical Arts hospital and was allowed limited company last week. He has been there two months and may be able to return home shortly. E. B. Whorton, owner of the Rule Theatre at Rule, drove down in his station wagon to take from the fourth to 32nd degree in Masonry. He declined to tread the hot sands here, however, saying he would take the Shrine closer home and a little later on at Wichita Falls. Film and equipment fez wearers were hoping he would go all the way here and they would confront Whorton on the Scottish Rite desert here.

Entertains Woman's Club

PAHOKEE, FLA.—Members of the Pahokee Woman's club and their guests were invited by the management of the Prince Theatre to a showing of "Unconquered." Preceding the theatre party there was a luncheon at which Leonard Dobrow of the theatre was guest speaker.

Interstate Circuit Chooses Tyler Site

DALLAS—Interstate circuit has mapped its No. 2 location for a Texas drive-in on Bow street in Tyler, just inside the city limits. The plant will handle about 400 cars and will include in-car speakers, full concession service and a playground for children. The circuit is building a drive-in at Wichita Falls, on the Henrietta highway and also within the city limits. Its capacity also will be about 400 cars. Neither of the airers has been named.

Interstate has had previous experience in drive-in operation with its Cactus Outdoor Theatre at Albuquerque, N. M., opened during the 1947 season. The two new developments set up competitive situations in both cities. Brown and Bradley built the Open Air in Wichita two years ago and Dollison & Harrington followed with the Skyway. C. D. Leon has operated the Starlight at Tyler for two summers and plans to put in an in-car speaker system soon.

Party for School Kids

BARTOW, FLA.—Jack Cameron, manager of the Ritz Theatre, was host to three classes of elementary school children, winners in the PTA membership contest which was held in an effort to secure more members for the organization. The children were treated to a special showing of "Easter Parade."

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(Twenty Years Ago)

M. L. MOORE, former manager for the Victory Theatre Co. in East Texas, has taken over the management of the Robb & Rowley theatres at Palestine, succeeding J. F. Jones, who has been promoted to the management of the R&R properties at Sherman, Tex. . . . F. N. Adams of Memphis has purchased the American in Memphis from Carl Ellis and Mr. and Mrs. Virb, Conley. The Conleys have returned to Perryton to manage the American there.

* * *

Marsline K. Moore, former manager at the Melba in Dallas, has been transferred to Fort Worth to manage the Worth. He succeeds Raymond B. Jones, who goes elsewhere for Publix . . . Harry J. Gould has been made city manager for Publix in Fort Worth, including the Palace, Hippodrome, and Worth. He will work under C. B. Stiff, district manager with offices in Dallas, and L. E. Snyder, New York, in charge of the southwest Publix division.

* * *

C. John Pedari, who for the past few months has been commuting between New York and Dallas, is back in Dallas with prints of "Fighting the White Slave Traffic," which he screened several times for the trade . . . Mrs. Mollie Mayes of Erie, Okla., has let a contract for a new theatre building there to cost $15,000 . . . Ed Blumenthal, who continues to improve at a hospital in San Antonio, following a severe physical mishap, will go on the road soon for FBO.

* * *

Ted Tolbert, who about two weeks ago completed and opened a new theatre called the Campus at Norman, Okla., has sold out to Ray Barry. Tolbert will devote his entire time to operation of the Billings, a downtown house . . . Charles Collins, an Oklahoma City youth who two or three years ago was giving amateur dancing performances at home town theatres, has become a vaudeville headliner and has gone to London for stage appearances.

Floyd Magrill Killed In Automobile Crash

GLADWATER, TEX.—Floyd Magrill, 29, city manager for Jefferson Amusement Co. here, was killed recently when the car in which he was driving home from Longview left the highway, toppled over several times and pinned him beneath the wreckage. Magrill died en route to a hospital at Longview. His death marked the second automobile fatality among Jefferson managers in less than a year. Vernard Till, city manager at Conroe, was killed in a similar accident earlier this year. Magrill was unmarried and is survived by his parents at Longview.



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New Film Producers To Make Westerns

HOUSTON—Douglas Williams, production manager for the Williams, Tripp & Wright Motion Picture Producing Co., has announced that his firm plans to make some 35mm western films "right in the heart of cowboy land." The firm, organized only four months ago, has been working on a number of 16mm films, three of which are now on the market. Besides Wililams, who previously shot a good many screen ads in this area, other members of the firm are William M. Tripp and James Sheridan Wright, a former publicity man.

Another aim, Wright says, is to produce the more artistic type of motion picture such as "Fantasia" and "Stairway to Heaven." The company plans to use name actors to start, preferably native Texans for the westerns and it will try to develop local talent later on.

Several motion picture artists are working on the artistic films but they will not actually get under way for some time. Most of the location work on the westerns will be done around San Antonio, says Williams, and all studio work except developing will be done here. He believes his company will make more money on the westerns than on the artistic films.

William Powell in 'False Step'

William Powell has been ticketed for the star role in Producer Chester Erskine's suspense melodrama, "Take One False Step," a Universal picture.



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OKLAHOMA CITY

Morris Loewenstein, TOO president and Majestic owner, and his wife were among those packing the grandstands at Norman for the OU-Missouri football game . . . Also in the crowd, an alltime high of 38,500 fans, were Jess Bollman of C&R, his wife and Chuck Freeman, C&R general manager. Griffithites on hand for the game included Frank McCabe, Cliff White, Claude Fulgham, Mr. and Mrs. Claude Motley, C. R. Guthrie, Rogers Rice and his wife. There were reels and reels of film shot by newsreel men, including a representative of Paramount from Chicago.

E. K. Gaylord, president of Oklahoma Publishing Co., and other stockholders have filed a request with the FCC in Washington to sell two Colorado radio stations to Aladdin Radio & Television, Inc., of Denver, headed by Harry E. Huffman, district manager for Fox Denver theatres. Treasurer is Frank H. Ricketson jr. of Denver. The sale includes KLZ and KLZ-FM in Denver and KVOR in Colorado Springs. Ted Gamble of Cincinnati also is reported interested in the transaction.

R. Lewis Barton, owner of a string of theatres, and his wife have been visiting in Los Angeles . . . Polly Trindle, this correspondent, was named public relations director for the TOO convention December 6, 7 in the Skirvin hotel . . . Paul Rice of Paramount is selling the northeast territory . . . The Frank Nordeans of the Arcadia in Maud returned from a holiday in New Orleans.

Harry Lawrence of the Majestic and Ritz in Madill won a fishing contest in which he landed a seven-pound bass . . . L. E. Brewer of the Folly and Royal in Pauls Valley has turned carpenter. He built a new garage apartment . . . Brewer's son, L. E. jr., former A&M student, left school and now is assistant manager at the Folly and Royal . . . Mrs. Maude E. Baker of Talihina is a new grandmother. Her daughter Martha gave birth to a daughter recently. Mrs. Baker has the Ritz in Talihina.

H. T. Burns of the Opera House in Apache went to Lake San Juan in Mexico on a ten-day fishing trip . . . Wesley Hodges of Anadarko just returned from there. Hodges owns the Redskins . . . Mrs. Harry Waldron of Lindsey expects to have her new cabin at Lake Texhoma finished by November 15 . . . L. D. Burns of Temple has purchased a 600-acre wheat farm . . . Mrs. Kathryn Hendricks of the Velma Theatre in Velma attended the OU-Missouri game.

Mr. and Mrs. Max Brock of Lawton left November 11 for a visit in New York . . . Mr. and Mrs. Glen Thompson of Oklahoma City attended the SMU-Texas game one weekend then came back to Norman the following week to see the OU-Missouri game . . . W. T. Kerr of Sulphur and Charley Kimble of Wynnewood have finished their new cabin on Lake Texhoma and extended a hearty welcome to show people.

"The Paradine Case" went on the Criterion screen . . . Skating Vanities opened a six-night, one matinee stand . . . Buster Crabbe, former Olympic swim star and film actor, may be here in March with his swimming show, according to James C. Burge, Municipal auditorium manager. He was on a jaunt of 35 cities to examine facilities and fill out the string of performances for the coming season.



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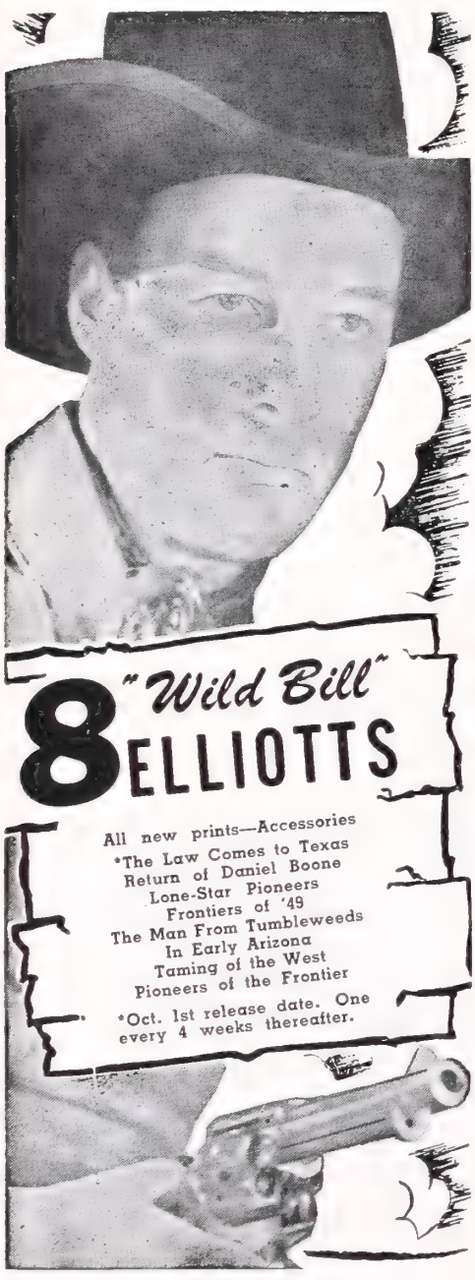
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Oklahoma City Warner Hosts City's Bluebloods

OKLAHOMA CITY—The Warner's prestige reached a new high with the staging of the Junior League Follies which drew packed houses of fur and jewel-bedecked patrons on two nights. The first night performance was the big one for the town's elite because of the cabaret party and floor show at the Skirvin hotel which followed the Follies. The society folk arrived in all their finery. The minks, glittering stones, orchids and glamor were a dime a dozen. All of which, plus the showcase of shiny limousines in front of the cinema, drew hundreds of onlookers who milled around watching the people and looking over the array of fine autos.



COWGIRLS FOR 'WILDFIRE'—Pictured above are Ralph Dodge, manager of the Uptown Theatre in Houston, and his cowgirl usherettes in the costume Dodge rigged up to exploit "Return of Wildfire" in its first Houston showing. Dodge is great for dreaming up costumes whenever an occasion arises and his usherettes love it.



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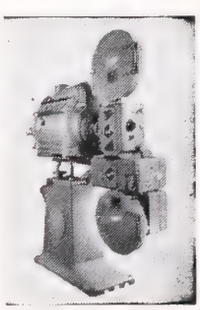


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Wolfson Makes Plea For Video Station

MIAMI — The Federal Communications commission began hearings here on revocation of the television construction permit issued to the Southern Radio & Television Co. Mitchell Wolfson, co-owner of Wometco, said his company had commitments of "$300,000 or more" in the proposed station WTVJ. He and his associates are prepared to take substantial losses if permitted to assume control of the station, he testified.

"We intend to make the station show a profit, or prove that a profit is impossible. We are enthusiastic about the possibilities of television in Miami," he asserted.

Wolfson explained negotiations for the Wolfson-Meyer Theatre Enterprises, Inc., to take over financial backing and control of WTVJ after E. N. Claughton had withdrawn support. FCC canceled the construction permit because it was not informed of the proposed change in control.

CLIMAXED LONG DISCUSSIONS

Wolfson said the information was filed with FCC a few days after the year-long discussions were completed. He outlined plans for the station, which included a tiein with the University of Miami, the state agricultural experiment station in South Dade, and other agencies to provide cultural, educational and entertaining programs.

A complete financial statement and report of operating setup of Wometco interests was furnished FCC by Wolfson.

Wolfson-Meyer Theatre Enterprises, Inc., is the parent company of the Wometco interests, Wolfson said. It is completely owned by Wolfson, Sidney Meyer, their wives and children. There would be no connection between WTVJ and radio station WMIE. The Wometco interests were active in organizing WMIE, but surrendered control to a Cleveland and Coral Gables group, retaining 9 per cent of the stock as repayment of funds advanced in organizational expenses.

TO BE VICE-PRESIDENT

Robert G. Venn will be vice-president and general manager of WTVJ if the FCC approves the transfer of control, Wolfson said. Studios have been built, equipment bought, staff assembled and WTVJ is ready to go on the air within a few weeks after the FCC approval.

Earlier E. N. Claughton explained his withdrawal of financial support from WTVJ. He lost interest "rather quickly," he said, because of a shrinkage in stock values in 1947. Claughton said he estimated the station would lose $140,000 its first year.

Zephyrhills, Fla., Krusen Will be Opened Soon

ZEPHYRHILLS, FLA.—The new 500-seat Krusen Theatre is nearly complete and will be opened some time before the holidays. A part of the building which will house several shops is in use. Only the arrival of certain pieces of equipment is holding up the formal opening. I. A. Krusen is builder of the theatre.

Mayor Opens New Theatre

BAXTER, TENN.—Mayor W. T. Sewell opened the new 300-seat State Theatre here to capacity houses for four shows. Sewell has been mayor of Baxter since 1935.

Birmingham Cashier Aids Capture of Lone Bandit

BIRMINGHAM—A pretty cashier, Elizabeth Turner, 19, was credited with helping apprehend a bandit who robbed the Temple Theatre of more than $100 on November 1. Miss Turner was selling tickets for the Hour of Charm show scheduled November 9 at the Temple when the bandit shoved the nose of a .38 caliber pistol through the ticket window and demanded the money.

After handing over the money and being forced to sit down on the floor of the box-office, Miss Turner pressed an alarm buzzer and kept pressing. The buzzer summoned Bill Coury, theatre manager, and Jimmy Bellows, assistant manager, from the upstairs office. Bellows sighted the fleeting man and called officer A. M. Bailey from a nearby corner. Bailey fired twice into the air before he captured the man with a flying tackle.

'Belinda' Grosses 102 To Lead in Atlanta

ATLANTA—Business in all local first runs hit average and slightly above as spring-like weather sent a few patrons to open air sports. "Johnny Belinda" was high man for the week with 102 at the Fox.

(Average Is 100)

Fox—**Johnny Belinda** (WB).....102
Loew's Grand—**Red River** (UA), 2nd wk.....100
Paramount—**The Velvet Touch** (RKO).....101
Roxy—**Beyond Glory** (Para), 2nd d. t. wk.....100

Changes Theatre Posts

GAINESVILLE, GA.—Bill Davis, former manager of the Lyric and Ritz theatres in Waycross, Ga., has taken over management of the Ritz here. Davis started his theatrical career seven years ago as a popcorn attendant at the Lyric in Waycross. He served two years in the navy during World War II.

Roy Acuff Loses Election

MEMPHIS—Roy Acuff, hillbilly radio and film singer, was beaten in his race for election as governor of Tennessee Tuesday. Acuff, the Republican nominee, received 159,000. Gordon Browning, Democrat, received 325,000.

TOA Heads to Speak At Tristate Session

MEMPHIS—An industrywide open meeting of exhibitors and distributors of Tennessee, Arkansas and Mississippi has been called for December 9 at the Gayoso hotel here to hear Arthur Lockwood, TOA president, and Herman Levy, general counsel. Announcement of the visit of the two leading TOA officials and the special business session was made here after a meeting of the Tristates Theatre Owners executive committee.

A conciliation plan to eliminate exhibitor-distributor litigation on a local exchange level will be discussed at the meeting December 9.

Lockwood and Levy will be welcomed to Memphis at a cocktail party and banquet shortly after their arrival December 8. They will be on their way home from the Oklahoma theatre owners meeting.

The next morning there will be a meeting of the board of directors of the Tristates Theatre Owners. At noon there will be an industrywide luncheon at the Gayoso hotel at which Lockwood and Levy will speak. That afternoon the industrywide open business session will be held at the hotel. A conciliation plan may be adopted at this business session.

The program was worked out at an executive board meeting Monday in Memphis attended by W. F. Ruffin jr., president of Tristates Theatre Owners, Covington, Tenn.; Arthur Rush, vice-president from Mississippi; M. A. Lightman jr., Memphis, vice-president from Tennessee; Max Connett, Newton, Miss., secretary-treasurer, and Orris Collins, Paragould, Ark., chairman of the board.

Connett, named chairman of a special committee at the recent Tristates annual convention to study the question of conciliation and to report at the next board meeting, expects to have a report ready for the open business session.

L. E. Purdy Is Manager

PALMER, TENN.—The Palmer Theatre here, closed for the last 15 months for remodeling and redecoration, is now under the management of L. E. Purdy. Palmer is a coal mining town and Purdy an experienced showman, is offering only the best pictures, a policy which is going over big.



AT GULF STATES ALLIED MEETING—The above group was snapped at the Allied Theatre Owners of the Gulf States in New Orleans. The organization adopted the Smith-Berger conciliation plan. From left to right: Mark Sheridan, New Orleans branch manager for 20th-Fox; Abe Berenson, secretary-treasurer of Allied Theatre Owners of the Gulf States; Andy W. Smith jr., general sales manager of 20th-Fox; W. A. Prewitt jr., president of Allied Theatre Owners of the Gulf States; H. C. Ballance, southern division sales manager, and Paul Wilson, assistant southern division sales manager.

ATLANTA

Mel Brown, manager of the Peachtree Art Theatre, was pleased with the reception accorded "Hamlet" in its four weeks here. The film brought in an all-time high for the theatre . . . Lam Amusement Co., Rome, Ga., announced that its drive-in in LaGrange, Ga., would open about May 1 . . . Lee Goldsmith, recently transferred from the U-I Cleveland office to office manager here, has left to take over the same duties in Detroit.

Ira Stone, RKO sales manager, recently celebrated his birthday . . . Butler Gore, Georgia and Florida theatre owner, was off on a trip to Florida . . . W. H. Rudisil, branch manager at Kay exchange, checked in at his office after a flying trip to Jacksonville . . . Mrs. Nora Bray joined the Kay booking department . . . Ike Katz, recently returned from New York, took off for his Memphis office and brother Harry was off to Charlotte.

Bill Raulerson says he will begin work on a new drive-in near Blackshear, Ga., immediately . . . Harriman, Tenn., reportedly voted not to have Sunday motion pictures . . . Ted Salizis and Bill Neal visited from Birmingham, Ala. Ted makes shorts for release through Astor Pictures. His most recent one was "Kilroy Was Here" . . . Tom Little and Frances White returned to Charlotte after visiting here.

Ralph McCoy, FC branch manager, and his newly appointed salesman Jack King, left on a Florida trip . . . R. H. Robinson said he would open his new colored theatre in Jackson, Ga., soon . . . Charlie Clark, general sales manager for Quiz night, checked in at his office after a trip to Jacksonville . . . Grady Farmer said he would open the New Theatre at Slocomb, Ala., about November 15 . . . Clyde Sampler of Duncan & Richards said that circuit would open its new Crisp Theatre in Cordele, Ga., November 15.

Filmrow visitors included Al Rook, Florida salesman for Columbia; Ed Williams, new owner of the Dixie in Sebring, Fla.; Al Schwalberg, manager of branch operations for Paramount; Leonard Allen, Paramount southern publicity chief; H. G. Moore, Fox, Brighton, Ala.; H. G. Willoughby, Hurytown, Hurytown, Ala.; J. W. Harris, Irondale, Irondale, Ala.; Mr. and Mrs. Wallace Smith, Gem, Barnesville, Ga.; H. T. Butler, Lakewood and Forest Park; Louis Hutchinson, Ritz, Austel; Nat Williams, Thomasville; L. S. Tankersley, Chatsworth; C. H. Bishop, Bishop Theatres, Columbus; Wendel Welch, Strand, Dallas, Ga., and Johnny Sruggs, former MGM shipping clerk who resigned recently to go to Florida.

Bob Savini, president of Astor Pictures in New York, stopped off here from Dallas, Tex., to meet with William "Snake" Richardson, president of Astor of Georgia. Both were pleased with their new all-Negro picture, "Jivin' in Be-Bop" . . . Martha Gunnel was back on the job at Kay exchange after an illness . . . Joan Howard of Kay will be married December 5 and will make her home in Augusta. Mrs. Nora Bray will replace her.

Flash Fire Demolishes Royal at Winona, Miss.

WINONA, MISS.—A flash fire, starting in the projection booth while films were being changed, gutted the Royal Theatre recently, after an entire block of business buildings had been threatened.

Only a few persons were in the theatre at the time and no one was injured. The building was owned by W. S. Gerard and Bailey Neal of Winona. Furnishings and equipment, owned by Manager E. S. Corban, were destroyed. The loss is covered in part by insurance.

Publisher Eulogizes Brackin Memory

OZARK, ALA.—Three years ago on Oct. 26, 1945, the Brackin Theatre Bldg. here was opened by Walter James Brackin. Two years later to the day, Brackin died. This year, on October 26 the Southern Star, local newspaper, ran a memorial editorial praising Brackin for bringing to Ozark "a vibrant and living memorial to the life, character and foresight of our beloved friend Walter J. Brackin."

Four theatres were owned by Brackin, the Brackin and Dale here and the Elba and Claire in Elba, Ala. All four now are operated by his widow, Mrs. Walter J. Brackin.

"We all well remember his entrance upon the scene of Ozark in 1935, as a representative and part owner of a large syndicated chain of theatres," the editorial said. "And later, in 1939, when he really and truly became one of us, by becoming sole owner, thereby becoming a 100 per cent citizen of our home and hearts."

Eulogizing Brackin, the editorial continued, "We are proud of the fact that he brought such a heritage and background of showmanship to us, by reason of his having begun his career in a most humble and modest way, back in the early days of 1905, and continuing until 1934 in the neighboring city of Bainbridge, Ga.

"We all so well remember his glad and happy spirit, when he often expressed his thought and purpose, in these words, 'It is my aim and desire to please the dear people' and he firmly believed that through his doors passed the nicest people in the world, his customers.

"Someone has said that his heart was as big as his fine strong body, and maybe that is the reason that he so indelibly stamped his favorite expression upon us when he used to say, 'always a good show, often a great show.' Even at this date, we can still look up to and salute you and earnestly say that we believe our community has been made better by having had you among us."

Sunrise Theatre Remodeled

FORT PIERCE, FLA.—The Sunrise Theatre, recently remodeled and reseated, is celebrating its 20th anniversary. A new marquee has added to the attractiveness of the theatre and is proving a good drawing card. The comfort, produced by air conditioning, also is attracting crowds. Howard F. Palmer is manager.

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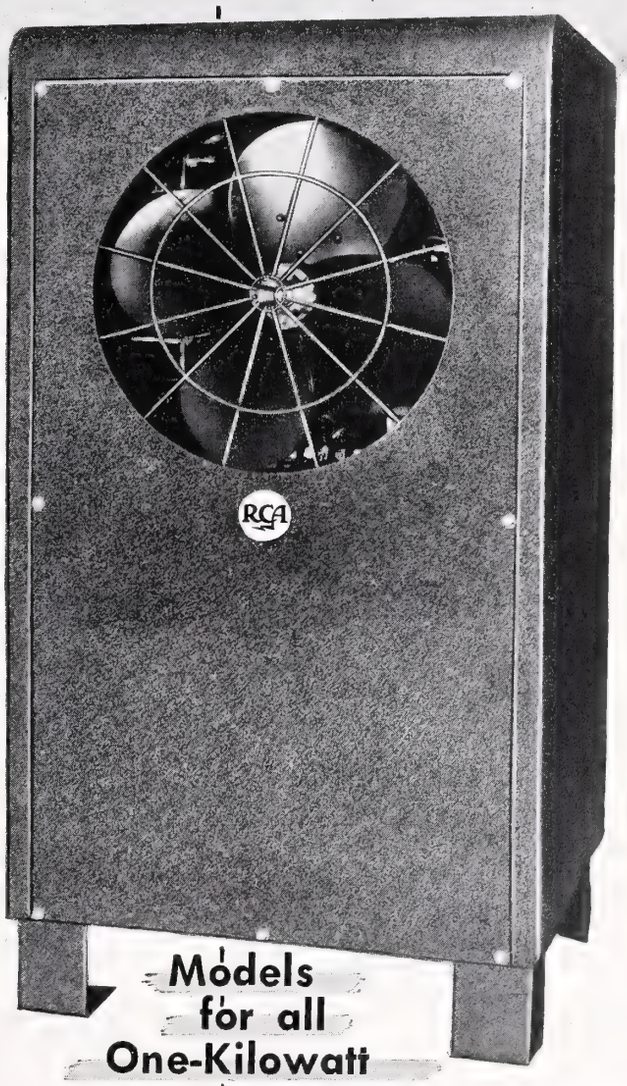
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Variety Plans Banquet, Game at Charlotte

CHARLOTTE—The Variety Tent 24 will hold its eighth anniversary banquet November 15 at the El Morocco. Scott Lett, chairman of the banquet committee, urged members to make their reservations immediately since the El Morocco will accommodate only 200 persons, the number of persons who attended last year's affair.

The local tent also revealed the names of committee members for the club's second annual football game Sunday, December 5, at the Memorial stadium here. The game will be between a handpicked team of college seniors, coached by D. C. Walker of Wake Forest College and Rex Enright of the University of South Carolina, and the professional Charlotte Clippers.

Heading the committee planning the game are Cy Dillon, general chairman, and Earl Mulwee, co-chairman. R. F. Branon is chairman of ticket sales and office detail and will be aided by Jack Webb and Hal Keeter. In charge of radio publicity is Everett Olsen, chairman, and Emery Wister and Al Burks.

Newspaper publicity — Chairman Bomar Lowrance, Bill White, Roy Bradley and Frank Beddingfield. Special advertising—Walter Griffith, chairman; Bob Simril and Frank St. Claire. Coaches and players all-stars—Bob Allen, chairman; Ralph Iannuzzi, Jimmie Greenleaf and Red Erskine. Stadium—Scott Lett, chairman; Hickey Lawing, Hal Jordan, Tom Bailey, Frank Harris.

Entertainment—T. D. Kemp, chairman; Roy Smart, Tom Little, Heck Everett. Ladies—Mrs. Bert Dyer, chairman; Mrs. Pearl Trincher. Sponsors—Hank Hearn, chairman; Skinner Williamson.

Radio Music Quiz Winner to Aid Cancer Fund With Popcorn Profit

BLUFFTON, IND.—The first $1,000 of income from the Star popcorn machine recently presented by the Blevins Popcorn Co. to Kenneth Crosbie, 41-year-old resident here, as one of the prizes in a Stop the Music jackpot won by him, will be contributed to the Damon Runyon cancer fund.

Crosbie declared his intention of aiding the fund following presentation of the popcorn machine, popcorn, seasoning, salt and bags to him at his home here by Alden Stallings, manager of the Blevins branch at Arcanum, Ohio.

The second $1,000 of income will be contributed by Crosbie to the Crippled Children's Society here, he announced. That organization defrayed medical expenses for care of his youngest daughter, now six years old, who was born a "blue baby." Crosbie stated that he was prepared to name the Stop the Music mystery melody as the result of a tip broadcast by Walter Winchell, who is an originator of the Damon Runyon cancer fund.

The popcorn machine will be installed at a location in Dayton, Ohio, with signs announcing the $2,000 in gifts to the two beneficiaries from proceeds. After the gifts have been presented, the machine will be returned to Crosbie for use as he may direct.

That Crosbie is known by the nickname of "Ping" to many friends and acquaintances was revealed when mention was made of a trip to Mexico and Hollywood, another of the prizes won by him in identifying the mystery melody as "Turkeys in the Treetops." Crosbie and his wife will take the trip soon.

"The nickname is not an imitation of 'Bing' Crosby," the Bluffton man said. "I have been known as 'Ping' since I was a small boy. And we intend to call on 'Bing' when we get to Hollywood."

Crosbie said that he and his wife may not accept some of the many jackpot prizes because of the high taxes which must be paid. They would accept a 1949 model automobile, to replace his present 1938 model car, he declared.



Alden Stallings, manager of the Blevins Popcorn branch at Arcanum, Ohio, presenting a Blevins Star popcorn machine, etc., to Kenneth Crosbie of Bluffton, Ind.

Usher Points Out Bandit Who Tried Theatre Holdup

OPELIKA, ALA.—A 24-year-old man is being held here on charges of attempting to rob the Martin Theatre. The man was arrested when he returned to the theatre several days after the robbery and bought a ticket. Previously, Chief of Police W. E. Holt and Manager Duke T. Stalcup had announced in local papers that the cashier, Mrs. Mary Frances Milam, would not be able to identify the bandit.

An alert usher, Thomas "Sonny" Riddle, spotted the man as he entered the Martin several days later and police arrested him. The bandit thrust a .45 caliber pistol in the boxoffice window and commanded Mrs. Milam: "Give me that stack of $20 bills." Mrs. Milam refused.

After his arrest, the bandit was quoted as saying that the pistol was not loaded.

Sulphur, La., Fox Opened; Designed by T. A. Pittman

SULPHUR, LA.—The Fox Theatre, new 1,325-seater belonging to T. A. Pittman, opened recently to capacity crowds. The theatre was designed by Pittman, assisted by Al Pittman, well-known former LSU football star and marine veteran.

Pittman said that his selection of Sulphur for his latest venture was prompted by the fact that the town is fast becoming one of the most enterprising in the state. Buying and booking for the Fox is handled by J. G. Broggi of the Broggi Booking Co. of New Orleans. Pittman also operates the Dalton and Delta theatres in Baton Rouge, both seating more than 1,000 persons.

Free Tickets Are Given As Birthday Greeting

COLUMBUS, GA.—Free tickets to the Georgia or Bradley theatres are being sent to all persons whose names appear in the "Today's Birthdays" column of the Columbus Ledger. The column is headed by a birthday sketch of some nationally known figure. A local birthday list is added and there is no charge for listing a name in the column.

Film tokens, placed in 10 and 25-pound bags of Capitola flour, also are being circulated here. The "film money" is redeemable at local theatres.

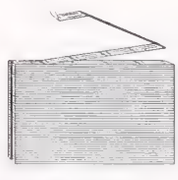
Damage Suit Refiled Against Florida House

SARASOTA, FLA.—A $30,000 damage suit against Central Florida Theatres, Inc., has been refiled by J. T. McCrumm, Whitfield Estates, on behalf of his wife who was injured last January when she fell in the lobby of the Florida Theatre. Suit was first filed against the Florida, but since that was not the legal name of the theatre, it had to be refiled. Mrs. McCrumm slipped on a wet floor in the lobby and has been bedridden ever since, the suit alleges.

Midnight Show Given

LINCOLN, ALA.—The Rex Theatre, owned and operated by Joe Watson, sponsored a Halloween street dance followed by a midnight show at the theatre.

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Women and Boys Carve Seats, Manager Says

LAKELAND, FLA.—Bob Anderson, manager of the Florida State Theatres here, has a problem for a psychonalyst, dealing with the emotions which cause women and boys to tear up theatre seats. Anderson said that in the Palace Theatre here as many as 60 seats had to be recovered during a one-month period because of apparent vandalism on the part of the patrons. He said cost of covering seat, including labor, ran close to $4.

Boys, Anderson explained, brought out pocket knives and ripped into the covering while women use a nail file to dig into and rip the leather. Stimulated by the pictures, he continued, they seem to be unaware of what they are doing. Boys attending exciting western pictures at the Palace got so bad, he said, that leather covered seats were removed from the front of the auditorium and the first 12 rows replaced with wooden seats.

Anderson said that at the Polk Theatre the destruction had not been so bad, although as many as 30 seats have had to be recovered in a single month.

He said he was at a loss to explain the motivation which prompted patrons to tear up the theatre seats. It does not seem possible that a woman would open her purse, fish around until she finds a nail file and then deliberately dig into the leather, or that boys would take out a pocket knife, open it and cut the seat covering, all without a realization of what they were doing.

Shopping Center, Theatre Planned by C. N. Hall

WEST PALM BEACH — Work will start immediately on construction of a dual open air theatre and shopping center in the southern section of West Palm Beach. C. N. Hall, owner and operator of the Halair Drive-In on Southern boulevard, and several associates, will construct and operate the new spot.

To be known as the Broadmoor shopping center and theatre, the new area will be opened immediately. Shops will be one of a kind located along a semicircular driveway, with the dual theatre in the rear. The theatre will have capacity of 1,400 cars. According to present plans, cost of the project will be from $300,000 to $350,000.

350 Patrons Flee Theatre

CARTHAGE, TENN.—Some 350 persons, mostly children, were sent scrambling for exits at a local theatre recently by a cry of "fire." No serious injuries were reported, although several seats were broken and some patrons reported losing shoes or pocketbooks. Someone shouted "fire," according to Manager Jack Almond, when ventilating fans picked up smoke from a trash fire outside the building.

Open Shelbyville Theatre

SHELBYVILLE, TENN.—The new 800-seat Princess Theatre here was opened recently by the Auditorium Co., and J. T. Tune, owner and manager. The theatre has been under construction for seven months and includes a modern cry room, ladies' and men's lounges.

MEMPHIS

Wilson Theatre, Wilson, Ark., was opened recently by C. L. Bird, owner. This is the latest midsouth playhouse to go into operation. N. B. Blount, manager, and M. E. Lehr, mechanic, Monarch Theatre Supply Co. of Memphis, attended the opening. The Wilson has 650 seats . . . The Melody, Leachville, Ark., a new theatre owned by Gene Higginbotham, Leroy Carter and John T. Hanni, will be ready for formal opening in about two weeks.

Herman Beiersdorf, southern division sales manager from Dallas, was a visitor at the Eagle Lion exchange here . . . The drive-in at Hot Springs closed for the season . . . 22 Drive-In, Fort Smith, has been sold by David Flexer, Memphis, to Carl Burton . . . Garden Theatre, Tuckerman, Ark., owned by Carl Christian, has closed for the summer. The Garden is an outdoor operation.

Lloyd T. Binford, chairman of the Memphis Board of Censors, was seen wearing a gold badge on his vest. Asked about the badge, he said: "The censor board is part of the police department. The badge is my credentials" . . . Col. William McCraw, three times attorney general of Texas and international director of Variety Clubs, was to address the Memphis tent of the Variety Club at Hotel Gayoso. Ed Williamson, chief barker, reported reservations were practically all gone in advance of the meeting.

Big downtown stores started staying open until 9 p. m. on Thursday nights. First run theatres didn't know how this would affect their attendance. The first night of the new experiment, however, business picked up sharply. Theatremen were delighted. It seems shoppers have dinner downtown, too, as restaurants had a big night. Then they shop and attend a late show.

Exhibitors from six states were shopping on Filmrow. From Kentucky came Ned Green, Legion and Princess, Mayfield. From Alabama came Whyte Bedford, Marion, Hamilton. From Missouri came W. C. Kroeger, Maxon and Shannon, Portageville; Nathan Reiss, Missouri, Campbell, and C. A. Gilliland, Semo, Steele.

Several exhibitors who do not get to Memphis often were here from Arkansas, Mississippi and Tennessee. Mississippi exhibitors included R. W. Tyson, Tyson, Clarksdale; A. J. Cole, Caskey, Webb; Leon Roundtree, who operates theatres in Holly Springs, Water Valley and Lexington; Felix Ouzts, Booker T. Cleveland; Mrs. E. L. Nicholas, Sherman, Sherman; Charles Boren, Joy, Nettleton; Joe Wofford, Eupora, Eupora; P. E. Morris, Honey, Indianola, and Jack Watson, Tunica.

From Tennessee came Mrs. F. A. Fitch, Erin, Erin; L. J. Denning, YMCA, Bemis; W. F. Ruffin sr., and W. F. Ruffin jr., Ruffin circuit, Covington; Cliff Peck, Gem, Covington; G. H. Goff, Rustic, Parsons; Mary Brackett, booker for Crescent Amusements Co., Nashville; W. H. Gray, Rutherford, Rutherford, and Louise Mask, Luez, Bolivar.

Arkansas led in visitors. Among them were S. J. Lichty, Rex, Fort Smith; Don Landers, Radio, Harrisburg; Paul Whiting, New, Hunter; E. A. Patton, Roxy at Huntingdon, Emerson at Hartford and New at Manfield; J. J. Sharum, Metro and Chandell, Walnut Ridge; W. R. Lee, Rice at Des Arc and New at Heber Springs; John L. Vandimere, Rainbow, Griffithville; Mrs. H. L. Love, Bono at Bono and Egypt at Egypt; J. K. Jameson, Joy, Bald Knob; Alvin Tipton, New at Caroway, Malina and Monette; Mrs. R. W. Kinkle, Joiner, Joiner; J. T. James, James, Cotton Plant; Jeff Singleton, Tyro, Tyronza; S. T. Freeman, Dell, Dell; Paul Myers, Belinda, McCrory; Lawrence Landers, Landers, Batesville, and J. D. Sheppard, Palestine, Palestine.

Memphis censors, who recently barred "Rope," pointed out that the picture has been banned in Atlanta "because the handling of the theme of murder" was objectionable to city film censors . . . Chief Robert Redwing, president of Sequoia Oil & Engineering Co., Washington, and president of Redwing Motion Picture Productions, was here for conferences with oil men. Chief Redwing is a veteran actor and director.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

ELDORADO, ARK., will have a new theatre and it will be equipped with both Vitaphone and Movietone, according to M. A. Lightman, president of the Arkansas Amusement Enterprises, Inc. . . . The Newport, Tenn., new Ritz opened recently. It was completely reconstructed from a building formerly occupied by the Taylor Grocer Co.

* * *

Tom Tyson, Granada, Miss., will open a new theatre at Sumner, Miss., early in December.

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Both Sides Denied Writs In Memphis Park Dispute

MEMPHIS—Chancellor Creson, after a two-day hearing, Tuesday (9) denied two applications for injunctions in connection with the picketing of the Park Theatre here by the motion picture projector operators union. He denied the theatre's application for an injunction against he union to stop the picketing. At the same time, he denied the union's application for an injunction to prohibit the owner of the theatre from interfering with the pickets.

Chancellor Creason warned the union against mass picketing and tresspassing on private property.

The theatre owner contended the union was picketing for an unlawful purpose—the closed shop, which is illegal under a new Tennessee state law. The court held that the anticlosed shop law cannot be stretched to cover such a circumstance.

JUDGE WARNS BOTH SIDES

Said the court to both sides: "There is not the slightest necessity for any intimidation, coercion or obstruction. It is my responsibility and it will be fulfilled to the utmost to stop vigorously and instantaneously any violence or threat of violence, any intimidation or any obstruction."

The court granted permission to the union to keep a car parked across the street from the theatre in which two members may sit to get help in case of violence. One picket was beaten recently. The court also held that the union practice of taking license numbers of cars coming into the theatre parking lot and counting the number of patrons entering the theatre was legal.

At the outset of the hearing, the union filed a cross-bill charging John T. Lester with "abuse and terrorism" of pickets.

John Shea, attorney for IATSE Local 144, read the bill at the hearing asking an injunction against picketing the theatre.

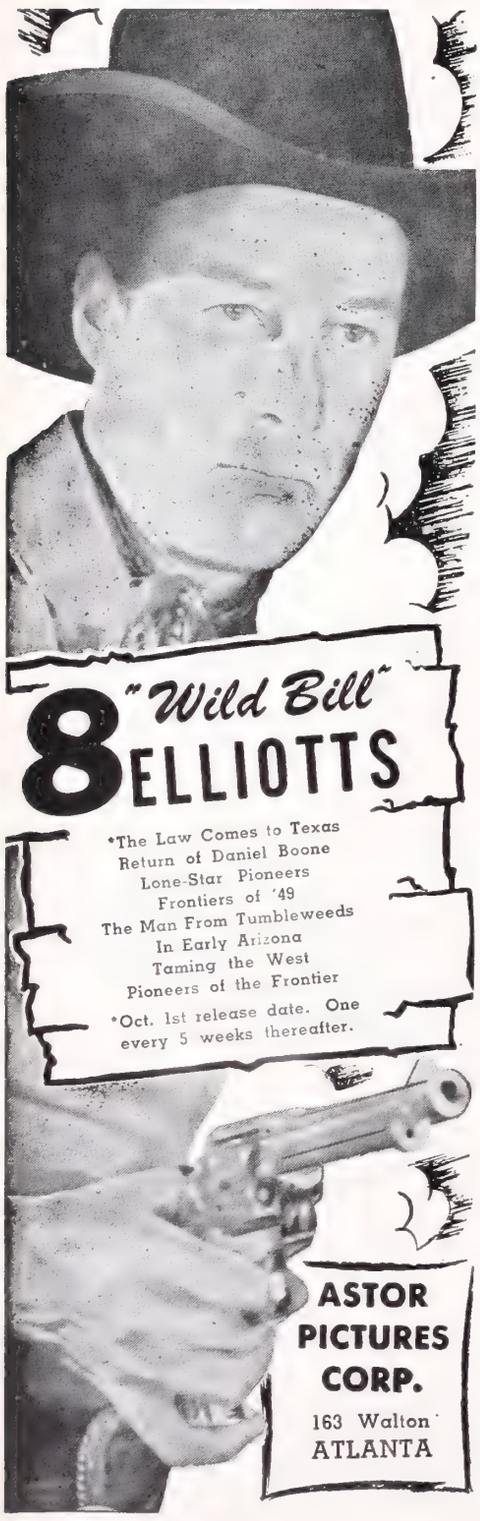
The union also asked an injunction to restrain Mr. Lester "from molesting and interfering with any member of said union" and further, "from directing abusive or profane language" at them.

SUIT HINGES ON SON

The controvery centers around R. J. Lester, son of John T. Lester, who has been employed by his father to operate the motion picture machine at Park Theatre. Lester agreed to sign a union contract on condition that his son be accepted into the union for membership and assigned to the Park Theatre as operator.

The union charged young Lester did not hold a city operator's license and had failed in a union examination for membership. Further, the union contended at the hearing, it is against the union's rules to assign a certain member to a certain theatre. The union's bill also charged that John T. Lester had "used abusive and profane language" with J. N. Cullins, a picket. The union also charged one picket was showered with rotten eggs and another was beaten.

Lester, in turn, charged that the union was taking down license numbers of cars that parked in the theatre's parking lots and that this practice caused him "great financial loss." He contended his son had eight years experience operating motion picture machines, including four years in the army.



White Sox Manager to Play Self

James Dykes, former Chicago White Sox manager, has been signed to play himself in "The Stratton Story," a Metro picture.

'Macbeth' Does Capacity At New Orleans Premiere

NEW ORLEANS—This city was selected for the Southern premiere of Orson Welles' "Macbeth" because of the tremendous interest shown here for the past 125 years in Shakespearean productions, Republic executives have revealed. Welles' version of the classic marked the first presentation of the screenplay here, although stage performances of "Macbeth" have been numerous since 1820.

The production opened at the Poche Theatre and Manager Irwin Poche reported capacity business throughout the run. All seats were reserved for the two daily performances. The first performance was dedicated to the Shakespeare Society of New Orleans, which has been active in building up interest in theatre production of the Bard's work over a number of years.

George Forgy to Manage New Charlotte Center

CHARLOTTE, N. C.—George Forgy, formerly connected with the Florida State Theatre, has been named house manager of the new Center Theatre on East Morehead street here. Al Burks, managing director of the H. B. Meiselman circuit, which will operate the theatre, said that Tom Carr, who came here from Iowa, will be assistant manager.

Rites for John Guerry

ATLANTA—Funeral services were held at the Henry M. Clanchard chapel here for John D. Guerry, Community Theatres maintenance man who died at his home after a brief illness. Guerry was 61 years old and had lived in Atlanta for 25 years. He is survived by his wife, two daughters, a son and three sisters.

Funds for Fireman's Family

ST. PETERSBURG—A fund is being raised by the Times for the benefit of the family of Kenneth Walker. Walker was the fireman killed in a spectacular Fire Prevention week demonstration at the Florida Theatre.

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Drive-Ins Will Be Built At Huntsville, Selma

BIRMINGHAM—New drive-ins have been announced for Huntsville and Selma, Ala. Construction already has been started on the Huntsville installation, which is being built by Acme Investments, Inc. It will cost $100,000 and will have a 400-car capacity. Completion is expected in April.

Officials of the Acme firm are Walton Fleming, president; Mrs. Walton Fleming, vice-president; Charles E. Crute jr., secretary-treasurer, and Fritz Thomas, general manager.

Alabama Theatres, Inc., of which R. B. Wilby is general manager, will build the drive-in near Selma. It will be located on highway 80 between Craig Field and the city. Construction is scheduled to start soon. The circuit operates the Wilby and Walton theatres in Selma. Only recently the Wilby interests announced plans for a drive-in near Montgomery.

Ritz Gets Video Equipment

PICAYUNE, MISS.—RCA Television Equipment has been purchased by Moseley Bros., Ritz Theatre, and is expected to be installed and in operation by January 1.

Start on New Theatre

BAINBRIDGE, GA.—Construction will be started soon on the 1,414-seat house to be erected by the Martin Theatres circuit here. Stainless steel and porcelain enamel will be used in an elaborate front, which will be topped by a neon-lighted tower. Features of the new house, which will be completely air conditioned, will include a snack bar and a cry room.

Crescent Plans New Drive-In

DECATUR, ALA.—A 500-car drive-in, costing approximately $75,000, will be built three miles south of Decatur on highway 31 by Crescent Amusement Co. Completion is expected next April or May.

The theatre is one of eight, including three drive-ins, which Crescent recently asked district court in Nashville for permission to build. Floyd Smith, resident manager here, said that the new airer would feature latest type equipment.

Boardman Plans Drive-In

AUGUSTA, GA.—Harold M. Boardman sr., operator of the Boardman Motors, Inc., has announced that he plans to build a 1,000-car drive-in on 38 acres of land which he recently purchased at the intersection of Milledgeville and Olive roads. Boardman said work would get under way immediately and he hoped to have the ozoner in operation by Christmas.

Donald Boardman, son of the owner, will take charge of operation of the theatre and supervision of the 15 employes Boardman plans to hire at the drive-in.

McComb Drive-In Opened

McCOMB, MISS.—The Ren Drive-In, owned by Mr. and Mrs. R. E. Renfroe, former operators of the Ren Theatre at Yazoo City, Miss., was opened formally recently. The opening reportedly was well attended. Buying and booking for the Ren is handled by J. G. Broggi.

NEW ORLEANS

Leonard Duckworth, local Manley, Inc., representative, returned from an extensive trip through the midwest. After conferring with home office officials in Kansas City he proceeded to Lakeview, Iowa, where he visited several processing plants and looked over the popcorn crop . . . Wilbur Jolet, who operates the Smyles Theatre at Weeks, La., is also a judge and notary public. Residents of Weeks have for some time enjoyed Jolet's magnanimity in the form of free Sunday matinees for the children with a free evening performance for adults.

A special advance showing of the National Film Service production, "New Orleans, the International City," was held at the St. Charles hotel . . . Complaints in connection with monopolistic practices in the theatre industry will be heard at a December 1 meeting of a subcommittee of the house small business committee. The announcement was made by Joseph D. Henderson, national managing director of the American Ass'n of Small Business . . . Local bobby-soxers had a field day with the arrival of Van Johnson to appear in a special program for veteran patients at the naval hospital, and Guy Madison to take part in a New Orleans Theatre Guild production.

Among Filmrow visitors were N. L. Ordeneaux, Lake Theatre, Lake Arthur, La.; Gordon Ogden, Ogden and Chimes, Baton Rouge; Roy Pfeiffer, Tivoli, Avenue and Istrouma, Baton Rouge; C. N. Dossett, Star, Hattiesburg, Miss.; Max Connett, Connett circuit, Newton, Miss.: Leo Bounds, Leo Theatres, Texarkana, Ark.; Jack O'Guinn, Joy, Kaplan, La.; Charles Waterall, Waterall circuit, Beaumont, Miss.; Ed Jenner, Drive-In, Laurel, Miss.; Max Trelles, Glennwood, Shreveport; Charles Levy, Harlem, Thibodaux, La.; Al Morgan, McLendon circuit, Union Springs, Ala., and B. V. Sheffield, Strand, Poplarville, Miss.

Ned Barrios succeeded Lynn Himel as manager of the Baby Grand Theatre at Thibodaux, La. Himel returns to the oil business in which he was interested before his advent into theatre operation . . . November 13 marked the closing of the Star Theatre, Mendenhall, La., for remodeling. Reopening date will be announced shortly, according to owner G. L. French . . . A daughter Laura Ann was born recently to Ralph Reid of Exhibitors Poster Service and his wife.

John Jarvis jr., local Kay Films manager, has returned from an extensive trip to Georgia, Alabama and Florida . . . W. A. Prewitt jr., Associated Theatres head; Paul Shallcross, American Desk executive, and T. A. Pittman, State Theatres head, enjoyed a recent pheasant hunt on a special game reservation in Hazelhurst, Miss. Each man bagged the limit permitted by game laws.

Andrew W. Orkin of Jackson, Miss., was a Filmrow shopper. Orkin recently purchased the Alamo Theatre in Jackson, a colored house, which he will reopen when renovation is completed and which will operate under the name of Amite Theatre . . . Joel Bluestone, Film Classics salesman, has returned from New York where he went to be at the bedside of his mother who recently underwent an operation . . . Twentieth Century-Fox home office executives conferring with Mark Sheridan, local manager, were Andy Smith, general sales manager; Sam Shain, southern district director of exhibition and public relations; Harry Ballance, southern district sales manager, and Paul Wilson, assistant southern division sales manager.

Noelie Indest, for two years 20th-Fox booker-stenographer, has resigned . . . Shirley Bourgeois, Fox biller, has selected January 29 as her wedding date . . . Becky Jones of the Fox clerical force has announced her approaching marriage. No date has been set.

"Cry of the City" opened at the Saenger and "Red River" was held for a second week at Loew's State. "The Loves of Carmen" opened at the Orpheum while "Walk a Crooked Mile" moved to the Liberty for a second week's run. The Joy presented "Hollow Triumph." "Good Sam" was at the Center. "Two Guys From Texas" began a second downtown week, playing at the Tudor and the Globe featured "The Flying Tigers." "A Night at the Follies" opened for an extended run at the Rio, while the Strand doubled "The Sea Wolf" and "Gun Town."

August Stierwald, assistant shipping clerk for Columbia, returned to his job after undergoing an operation recently . . . Approximately 63 persons, including all of the shippers on the Row and male employes of Transway, Inc., were guests of that company at a dinner Wednesday (10) at the Capitol restaurant . . . C. J. Tringas who operates the Roxy in Pensacola, Fla., is handling the booking for E. L. Padgett's Gulf Theatre. Tringas and Padgett called on local exchanges for two days.

Hunt Filming Location

CORAL GABLES, FLA.—Andre De Toth, 20th Century-Fox director, and his assistant Ad Schaumer are searching for a locale in south Florida for their new picture "Slattery's." Airplanes, speedboats and taxicabs are being used in the search. Other members of the party include Pat O'Hara, location manager for the studio; Charles Clark, chief cameraman, and Captain Howard Orville, naval technical adviser from Washington.



MIAMI

Wometco's Old Guard, composed of employes who have been associated with the organization seven or more years, had a highly successful Halloween costume party. Prizes were given for the best costumes, one of which was won by the "Invisible Man," whose identity is still a mystery. Prizes were given to the best men's and women's getups, so the mystery guest confessed to being feminine. Members of the Old Guard received certain benefits and privileges relative to the length of their employment. Four members have received Wometco's gift of a watch, signifying 20-year service.

Claughton is scheduling films now for the new Boynton Theatre, Boynton, which will open November 19. Al Shook will operate the new house, first film theatre in the town . . . Harold Russell, amputee hero of World War II and an Academy award winner for his role in "The Best Years of Our Lives," spoke at an Americanism rally here. His topic was "Freedom—the American Way." The event commemorated the 105th anniversary of B'nai B'rith.

Ten turkeys were given away at each of Wometco's houses as part of a Halloween celebration . . . From Wometco's public relations department this week, letters are being sent to principals of Dade county schools, with brochures and information detailing films available for visual education departments, and how they may be obtained.

Meeting fire department requirements, Claughton's new Trail in Coral Gables has provided smoking sections for its patrons. Two rows of seats have been omitted, thereby setting off the smokers from the rest of the audience. The extra space has proved to be a convenient place for putting the occasional patron confined to a wheelchair.

The foundation for Wometco's new Boulevard drive-in has been poured and work is progressing swiftly. When completed, the theatre will be a place where families may arrive in the afternoon, be fed, and amuse themselves until showtime. Besides the various concessions for food and soft drinks, there is to be a supervised playground complete with swings, teeter-totters, and other equipment for the entertainment of youngsters.

In honor of Dick Lowe, who recently took over the editorship of the Miami Daily News amusement page, a local club gave a "celebrity party." The affair was attended by most of the show people in town . . . Jack Fink, district manager for Wometco's downtown theatres, was called to St. Louis following a death in his immediate family.

In addition to Claughton's premiere showing of "A Southern Yankee" at the Embassy in downtown Miami and the Variety in Miami Beach, an extra added attraction was a newsreel of activities during the recent national American Legion convention here . . . Herb Elisburg of Miami Beach is now full owner of one of Rudolph Valentino's most famous pictures, "Son of the Sheik." He has 50 prints of the film . . . Those Branscome circuit theatres on Coral Way and in North Miami are expected to be ready by December 5. The Coral Way will be a drive-in accommodating 600 cars.

Negro Patrons Injured At Star in Shreveport

SHREVEPORT—Several Negro patrons of the Star Theatre, a Negro film house here, were injured recently when part of the plaster fell from the balcony to the rear of the lower floor during the feature picture. Several of those hurt received first aid at the Charity hospital here while others, less seriously hurt, returned to their homes.

Harry Glover, manager of the Star, said that there were not more than between 200 and 300 patrons in the theatre at the time. Most of those hurt were not injured by the falling plaster but in their rush to leave the theatre, Glover said.

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Drive-In Owners Group In Membership Drive

CHARLOTTE—The Drive-In Theatre Owners Ass'n, Inc., newly formed organization for open air theatre owners and operators, in a drive for membership here listed three activities in which the organization had taken part so far during its lifetime.

The association said it helped one member who was closed by fire, making it possible for him to reopen within a week instead of the several months it usually takes in such instances. The association also said it had obligated itself to aid financially the Sky-View Drive-In at Winston-Salem, N. C., in a suit brought against it claiming that existence of the airer was a nuisance. The third action taken by the association was the pledge of financial aid to the North 29 Theatre in its defense against the Park-In Theatres, Inc., Hollingshead patent suit.

CHARLOTTE

Crew members elected by the Variety Club at a meeting November 1 included T. A. Little, Scott Lett, A. B. Craver, J. E. Holston, H. F. Kincey, John H. Vickers, J. W. Bishop, Earl Mulwee, Ralph Iannuzzi, Paul Hargette and F. E. Dyer. Worth Stewart and Skinner Williamson were chosen delegates to the international convention, with Jimmy Greenleaf and Bob Saunders as alternates. Roy L. Smart was named international canvasman.

Walter Titus jr., Republic division manager, was here for conferences with Cy Dillon, local manager . . . Ben L. Strozier, Stevenson, Rock Hill, S. C., entered Memorial hospital for an operation . . . Mr. and Mrs. H. F. Kincey announced the marriage of their daughter Sara Bayne to Robert Pressley Wilcox . . . Jesse and Cliff Wells of Fayetteville, N. C., opened their new Sky-Vue Drive-in.

Visitors seen on Filmrow included H. E. Wessinger, Carolina, Lexington, and Ben L. Strozier, Rock Hill, S. C.; John Dineen and Bert Martin, Boulevard, Leaksville; Mrs. Runa Greenleaf, Curtis, Liberty, and Mr. and Mrs. H. F. Lee, Duplin, Warsaw, N. C. . . . Construction of a new nature museum for children will be started at Rock Hill, S. C., as soon as plans are approved.

Felony Charge Leveled By County Grand Jury

ATLANTA—The Fulton county grand jury has returned another indictment against the Hanger Theatre in Hapeville, Ga., on charges of showing allegedly obscene pictures. Charged with a felony count of "exhibiting pictures tending to debauch public morals" were B. E. Gore, manager of the theatre; P. G. McGregor, lessee of the theatre, and W. R. Hundly, projection operator.

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GOVERNMENT VIDEO MONOPOLY IS INDICATED IN THE DOMINION

FPC and Other Requests Rejected; Two-Year Delay Forecast

OTTAWA—Private operation of television studios in Canada appears to be extremely remote as a result of the decision of the Canadian Broadcasting Corp. to withhold the granting of licenses to Famous Players Canadian Corp. and other applicants, and to recommend to the government, of which the CBC is virtually a department, that no opportunity be given for the immediate commercial development of telecasting.

A. D. Dunton, board chairman of the CBC, gave the reason that television applications in the U.S. had been frozen and the Canadian board, accordingly, had no choice but to hold up the granting of licenses to Canadian applicants.

ASSURES FEDERAL MONOPOLY

Behind the decision, however, appeared the proposal for development of television on what was designated as cooperative lines under government auspices. This would mean federal government control of all telecasting in the form of a monopoly.

It was believed that Canadians would not have their own television for at least two years and a portion of the cost of the public service would be covered by license fees for TV receivers. For household sets, the annual fee of $10 or $12 has been suggested because of the greater investment necessary for television equipment. The present radio license fee is $2.50 a year. A much larger fee would be charged for television receivers which would be used for public entertainment, such as in theatres and clubs.

STATE-PRIVATE FUNDS NEEDED

Chairman Dunton has been quoted as saying that a national television system would have to be supported by both state and private funds because of the huge cost involved and the great distances between prospective telecasting centers in Canada. Dunton added that, from the time it was decided to have television in the Dominion, it would be another year and a half before any programs could be transmitted. Therefore, it looks as if television is still two years away, at least in Canada—it may be three or four years, judging by the rate of progress in recent months. As the development requires public funds, the television subject will probably be brought before parliament in 1949 where it might hang fire for months.

In any event, private telecasting in the Dominion is definitely out and it may be that the prospect for television entertainment in theatres has been dissipated.

Television films of hockey games, ball games and other outstanding news events can be put on a theatre screen within one minute of their occurrence, the CBC board of governors was told by J. J. Fitzgibbons of Toronto, FPC president, and his engineering aide, George Cuthbert, also of Toronto. They

(Continued on next page)

At Convention of Quebec Allied



Pictured above are groups of film executives chatting in the Perkins Salon during the recent Quebec Allied convention at the Mount-Royal hotel in Montreal. Top, left to right: L. M. Bleackley, vice-president, Perkins Electric Co., Ltd.; David Berzan, Centre Theatre, Montreal; Donat Paquin, Laurier, Hull; Raymond Berzan, Royal, Montreal; Alderman Frank Hanley, representing Mayor C. Houde of Montreal; John Levette, salesman for Columbia, and Rudolphe Vallee, Premier Theatre, Sherbrooke. Center: Unidentified; Rene Daoust, Victor L. Trudeau, LaSalle, Ville LaSalle; George Ganetakos, president, United Amusement Corp., and L. M. Bleackley, vice-president, Perkins Electric Co. Bottom: J. Arthur Hirsch, president, Quebec Allied Theatrical Industries, Ltd., and president of Consolidated Theatres, Ltd.; Alexis Gagnon, president, Quebec Board of Cinema Censors, and L. M. Bleackley.

MONTREAL—Because of the efficient administration of Premier Maurice Duplessis, citizens of the province of Quebec are the least taxed in Canada, Daniel Johnson told the Quebec Allied Theatrical Ass'n at its annual banquet at the Mount Royal hotel.

Johnson, who represented Premier Duplessis at the dinner, praised the work of the association in eliminating objectionable films, and the increase in instructive and elevating theatrical programs in the province. He also congratulated theatre owners on establishment of a public relations office, and for having passed on the 20 per cent reduction in amusement taxes to patrons.

Others who spoke briefly included Councillor Frank Hanley, representing Mayor Houde; Hon. Phillippe Brais, Hon. Earl Lawson, K. C. of Toronto, Odeon Theatres Co.; Robert Hirsch and C. O. Main, Ontario Motion picture Theatre Managerial Ass'n.

Dave Brager Given $150

ST. JOHN—Dave Brager, manager for Cardinal Films here for the last two years, was given a cash presentation of $150 in lieu of a party prior to leaving St. John. Brager was replaced here by Lou McKenzie of Toronto.

VANCOUVER

Don Colman, head of Steffens-Colmer and of Trans-Canada Films, and Marvin Thoreau, manager of Gaumont-Kalee, have left for Toronto for business conferences . . . Jack Corkum and Bert Stirling will open their 324-seat Moody Theatre at Port Moody, B. C., in December four days weekly. It is the first theatre in the town, situated a few miles from New Westminster with a population of 1,500 . . . The first moving picture house in Port Coquitlam will open November 20. It is a 445-seater and will operate on a six-day policy.

The divorced husband of Madame Melba, famous Australian singer, died in Victoria at the age of 90. He had been living at Shawnigan Lake on Vancouver Island for the past ten years . . . Registered under the British Columbia companies act were Canadian Selznick Releasing Corp., Vancouver, and International Film Distributors, Ltd., Toronto.

A local newspaper said that the film industry—and the public—could stand more films like 20th-Fox's "Apartment for Peggy," which finished a two-week run at the Strand here to excellent business . . . Theatremen are happy over the move of the provincial government in proclaiming Boxing day on Monday, December 27, instead of the 26th, so workers will get the holiday off.

Clyde Gilmore of the Vancouver Province is creating plenty of interest in its 15-minute broadcast each Sunday over CBC with his motion picture comments. Clyde cracks down plenty on pictures which he doesn't like. Exhibitors and distributors keep their radios tuned in to see what the Gilmore lad has to say . . . A. H. Newman, film liaison of the Ottawa Department of Trade and Industry, was here several days en route to Hollywood to confer on Canadian motion picture production. He conferred with Trans-Canada Films executives.

It's getting to be a habit with Ivan Ackery, manager of the Orpheum, to win exploitation contests. He was awarded $250 for his topnotch advertising campaign on International Distributors "T-Man" contest, open to all Canadian showmen . . . Bonnie Brooks, formerly with the Vogue here who went to Ontario to manage a circuit theatre, is back in Vancouver as secretary at National Film Board's British Columbia branch. Bonnie, who is hoping for a grand opera career, is known as Vancouver's Deanna Durbin in musical circles.

The Orpheum has installed a new neon sign which is a standout along the Theatre Row . . . Visitors: Stan Atkinson, president of General Films, and O. A. Paulson, his Dominion sales manager, here for the opening of the new General Films Bldg. downtown. GFL is Canada's largest 16mm film and equipment distributor.

The first theatre boxoffice holdup in a year happened here last week at the FPC Orpheum. A bandit handed cashier Marjorie Curtis a note reading, "Hand me the money or I'll shoot." She did not see a gun and handed out $55. The last theatre holdup also was at the Orpheum, Vancouver's largest theatre. This robber was caught and given two years in prison.

Fred Wostradowski will erect a 368-seat theatre at Rutland, B. C., the first theatre in the fruit town situated seven miles from Kelowna where Famous Players operates two houses. Two new fruit packing plants have been erected in Rutland and the town is booming . . . Leo Devaney, Canadian district manager for RKO, spent a week here with Jimmy Davie, local RKO manager . . . A local man, Douglas Sinclair, directed and photographed a Technicolor sports short called "A Nation on Skis" for Warners. It is playing at the Strand where Jack Randall, manager, gave it toprate publicity. The picture was made in Norway a year ago. Sinclair is vacationing here with his parents.

The Odeon Plaza staff gave a party at the home of Mary Ruddick, Plaza cashier, for Hugh Kavanagh, who resigned to move over to Eagle Lion exchange. A cigaret lighter was the present . . . "Abbott and Costello Meet Frankenstein," which was banned by both the British Columbia censor board and the appeal board, finally has been passed on appeal to the attorney general, who passed it with one elimination, where the werewolf chokes the girl. The picture opened at the Vogue this week.

"Hamlet," now being roadshown at the Park for six weeks, will not begin regular showings in the Dominion for at least three years, said Derek Inman, representative here for J. Arthur Rank Organization . . . It is really surprising the way patrons are going for reissues. The pictures of former days are outgrossing the new attractions in many British Columbia theatres. Theatres are getting them at a much lower rental than they are compelled to pay for the new pictures. Fourteen reissues were playing Vancouver this week.

Hugh Kavanagh of the Odeon-Plaza staff has resigned and will move to the Eagle Lion exchange as shipper, succeeding Bill Howell, who recently resigned . . . Jules Laine, who died in Toronto recently, was well known here where he started in film business in 1913 with the old Universal exchange. Later, he went east and worked for Columbia in Toronto and Montreal . . . The International Cinema interrupted its film showings for five performances of "The Desert Song."

A $20,000 alteration job is being done by FPC at the Capitol Theatre in Regina, Sask. A new marquee is included and an improved lobby entrance . . . After a most successful season western Canada's only drive-in, the Cascades near Vancouver, will close in November.

Federal Monopoly Indicated in Canada

(Continued from preceding page)

outlined to the governers their plans for a $2,000,000 television-theatre investment in Toronto. FPC was one of four Toronto applicants for television broadcasting licenses heard by the CBC.

All applicants agreed it would be the spring of 1950 before they could present television programs to the Toronto audience. The other applicants were Al Leary, radio commentator; Harry Sedgwick of CFRB, and Jack Kent Cooke, publisher of New Liberty magazine, on behalf of his station CKEY.

The FPC plan involved the erection of a radio mast on the Royal Bank Bldg. at King and Yonge streets, and the installation in the Imperial Theatre on Yonge street of equipment capable of processing television signals into film. The latter process, said Cuthbert, could be accomplished within 40 seconds of the actual photographing of any action, but he preferred to give it one minute. Thus the film would be one minute behind the action of any game or other event, he said.

Fitzgibbons said the films made from Famous Players mobile units covering news events would be available for exhibition at the same price through any other theatres or television stations. Additionally, the company planned to televise stage presentations at the Imperial and Victoria theatres for transmission through its own television station to the Toronto district audience. He held television and motion pictures were complementary and that television would help rather than harm the film industry.

According to Cuthbert, television has not yet been developed to the point where events could be televised and shown simultaneously on theatre screens. Such a process would involve the elimination of some of the present theatre seats and also the televised action would be inferior in appearance to a film made out of it, he said.

The board of governors was asked to give operators of existing radio stations the first opportunity to develop television in Canada. The request was made by Joseph Sedgwick of Toronto, counsel for the Canadian Ass'n of Broadcasters.

Leonard Brockington of Ottawa, counsel for the Odeon Theatres and J. Arthur Rank, Ltd., asked the board that the right to pick up and rebroadcast television shows be given to all theatres on an equal basis. Brockington said no theatre should be given the exclusive right to pick up or rebroadcast any television program, and no television station should be permitted to make a contract with a theatre or chain of theatres for the reproduction of a television program.

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MONTREAL

The United Amusement Corp. and Confederation Amusements were well represented at the annual meeting of the Quebec Allied Theatrical Industries. From United were George Ganetakos, president; W. H. Mannard, secretary-treasurer; Mel Johnston, publicity director; W. H. Giles, general supervisor; William Lester, managing director; W. Devault, assistant secretary-treasurer, and Johnny Sperdakos, assistant to Johnston. From Confederation were John Ganetakos, managing director; Allan Spencer, advertising director, and Ameen Lawand, booker. Quebec General Theatres was represented by Earl Lawson, Toronto, president of Odeon, and Gordon Dann, general supervisor.

James R. Grainger, New York executive vice-president and general sales manager of Republic Pictures, was here in connection with the sales drive in his honor. A. W. Perry, Toronto, president of Empire-Universal Films, accompanied him . . . Herb Mathers, Montreal sales manager of production Francaise de Luxe, spent the weekend in St. John, N. B. . . . H. Cass, MGM branch manager, spent a few days in Toronto . . . Charles S. Chaplin, general manager of United Artists, was here on business . . . Jean Dufort, owner of the Crystal Palace, was in the Hotel Dieu hospital, recovering from an operation.

A. Boudreau, manager of the Capitol at St. Johns, Que., was a Filmrow visitor . . . Leo Lofreddo, formerly assistant shipper for RKO, now is shipper for International Film Distributors.

Vancouver First Run Business Is Spotty

VANCOUVER—Business at the de luxe house boxoffices here was spotty. The best showings were made by "Tap Roots" at the Vogue, "A Date With Judy" at the Capitol and "Mr. Blandings Builds His Dream House," in a second round at the Strand.

Capitol—**A Date With Judy** (MGM)....Good
Cinema—**Counterfeiters** (20th-Fox); **Give My Regards to Broadway** (20th-Fox)....Moderate
Orpheum—**Rachel and the Stranger** (RKO); **Embraceable You** (WB)....Average
Park—**Hamlet** (JARO), 5th wk....Good
Paradise—**Thunderhoof** (Col); **Pennies From Heaven** (Col)....Good
Plaza—**I, Jane Doe** (Rep); **The Inside Story** (Rep), 3 days....Poor
Strand—**Mr. Blandings Builds His Dream House** (SRO), 2nd wk....Good
Vogue—**Tap Roots** (U-I)....Very good

Blackouts Lessen Grosses At Toronto First Runs

TORONTO—The theatres struggled with the problem of increased power blackouts, including the newly imposed evening switch-off, and patronage was definitely affected even for the big houses which had installed independent generators. "The Best Years of Our Lives" was held for a third week at the Odeon Toronto, while Loew's kept "Julia Misbehaves" for a second round.

(Average Is 100)

Biltmore—**Man-Eater of Kumaon** (U-I)....95
Danforth and Fairlawn—**Dear Murderer** (EL); **Triple Threat** (Col)....95
Eglinton and Tivoli—**Mourning Becomes Electra** (RKO)....100
Imperial—**Rope** (WB)....115
Loew's—**Julia Misbehaves** (MGM), 2nd wk....90
Nortown and Victoria—**Smart Girls Don't Talk** (WB); **Mr. Reckless** (Para)....95
Odeon Toronto—**The Best Years of Our Lives** (RKO), 3rd wk....85
Shea's—**June Bride** (WB)....115
Uptown—**Hills of Home** (MGM)....105

CALGARY

Mike Healy, operator of the Lyric and the Eagle theatres at Swift Current, left for a vacation in New York . . . George Annable, operator of the recently-remodeled Roxy at Stettler, was a visitor on Filmrow. He reported that business was thriving there, construction having recently been completed on a hotel and a block of storerooms.

Morris Saifer, Warner Bros. branch manager, returned to his desk following a tonsillectomy . . . Norah Serridge, in the United Artists shipping department for several years, resigned to be married to Ross Jeffries, contractor.

H. Ross, Columbia salesman, returned from a road trip. He reported the opening of the new Capitol at Smoky Lake by Nick Talanerck . . . Construction on a new theatre at St. Paul is expected to be completed before the end of December . . . Four health and recreational films were shown by the National Film Board to civic authorities.

Boom in Calgary Trade; 'Years' Tops First Runs

CALGARY—Continued fine fall weather was a powerful lift to trade at the first runs. Back at regular prices, "The Best Years of Our Lives" drew capacity matinee crowds and turned many away at night showings.

Capitol—**Mine Own Executioner** (20th-Fox); **Embraceable You** (WB), split with **Anna Karenina** (20th-Fox)....Fair
Grand—**The Best Years of Our Lives** (RKO)..Excellent
Palace—**So Evil, My Love** (Para); **Spirit of West Point** (FC)....Good

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Blackouts in Toronto May Force Closings

TORONTO—The power shortage here became definitely worse for theatre proprietors November 8 when the hydroelectric commission began a series of 45-minute citywide blackouts commencing at 7 p. m. The nightly cutoffs will be continued until further notice from Monday through Friday of each week, and are in addition to the compulsory blackouts during morning hours.

The latest move, which so far has affected the Toronto area only, aroused a sharp protest from all local exhibitors. Many neighborhood houses will be forced to close for financial reasons, it was declared by President H. C. D. Main of the Motion Picture Theatres Ass'n of Ontario, who has taken up the fight, particularly in behalf of the small operators.

Main pointed out that most of the neighborhood houses are open only at night and a 45-minute blackout made it impossible to stage two performances each evening. Thus they would be unable to keep out of the red, and he believed that a number of theatres would be forced to close.

Auxiliary power plants to provide independent lighting during the crisis, such as have been installed by larger theatres, are too expensive for the small houses, it was pointed out, the cost of a generating unit being $6,000 or more. Because of the crisis throughout Ontario, the small auxiliary systems already are hard to get. The emergency lighting installations, required in all theatres by Ontario law as a panic safeguard, are operated by storage batteries which are not strong enough for projection.

President Main advanced the argument, in a discussion with hydro officials, that the attendance of people at theatres actually saves considerable power because the lights are turned off at home during their absence. While admitting the point, the hydro commission could show no preferential treatment for the theatres.

Because of blackout uncertainties, theatre business has been adversely affected generally through the hesitancy of the public to seek entertainment with the prospect that the power may be turned off. Traffic problems also have increased. Further worry has been caused by a statement by Mayor H. E. McCallum on November 6 that the evening switchoffs may have to be increased from 45 minutes to three hours unless still more current is voluntarily saved.

20th Century Theatres Conference in Toronto

TORONTO—The managers of approximately 65 theatres in Ontario attended the annual conference in Toronto of 20th Century Theatres, a circuit affiliated with Famous Players. The discussions led by President N. A. Taylor, Raoul Auerbach and other officials of the company, dealt with plans and policy for the season. The visitors also had the opportunity to inspect the circuit's handsome flagship, the Downtown at Yonge street and Dundas square, which was opened recently. Among the visiting executives at the 20th Century meeting were head office officials of Famous Players Canadian Corp.

TORONTO

The men got a break when the Northeast and Northwest drive-ins here gave tubes of shaving cream to male patrons for three nights as a season-end gesture . . . The Capitol at Woodstock has been presenting vaudeville on Saturday nights. In Toronto there are stage presentations at the Christie, while amateurs are holding forth at the Grant.

Ruby English, cashier at the York, was the victim of a holdup when a robber made off with $20 after pretending to buy a ticket . . . Arthur Gottlieb, president of Film Laboratories of Canada and Audio Pictures, Toronto, was host to Joe Dimaggio, star of the New York Yankees, on a hunting trip at Gottlieb's camp in the Northern Laurentians.

"Chasm of Spasms," the spook stage show, played a midnight engagement November 5 at the new Odeon in London, Ont., the accompanying screen feature being "Blood and Thunder" . . . The Canadian Drive-In in the Niagara district has closed for the season . . . The Mountain at Hamilton, Ont., has been closed for extensive improvements . . . Frank Owens of the New Brunswick board of censors at St. John was here to confer with O. J. Silverthorne, chairman of the Ontario censors . . . Famous Players has provided a scholarship in journalism at the University of Western Ontario for annual award.

The new Odeon Hyland Theatre will be opened November 22 with the Laurence Olivier production, "Hamlet" . . . Martin Simpson, manager of new Downtown, was successful in locating a young woman who was the first ticket-holder at its opening three weeks ago. She was Miss Estelle Ross, and she was given a season pass.

Susan Fletcher, Toronto actress currently appearing in radio programs originating in Hollywood, has been signed by MGM for a role in "The Secret Garden" . . . FPC regional conferences were held November 7, 8 in Winnipeg, November 11, 12 in Edmonton. A third will be November 16, 17 in Vancouver.

Harold Kay, formerly with National Theatres, returned from a vacation in New York to assume his new duties as EL branch manager here . . . The Imperial Theatre here is being made ready for television . . . Most downtown houses in Toronto are installing Diesel generators to avoid shutdowns during power cutoffs.

Joe Cluet and sons, Delhi, Ont., opened their new Bay Theatre, Port Rowan, early in October . . . Celebrities visiting in Toronto recently included Robert Cummings, Julie Bishop, Hoagy Carmichael and Madeleine Carroll. Miss Carroll appeared at the Royal Alexandra in "Goodbye, My Fancy."

Sneak Preview of 'Rope'

TORONTO—The Famous Players' Capitol in North Toronto played a first nighter, preview of "Rope" as a sneak performance prior to the first run opening of the feature at the downtown Imperial. There was an excellent crowd in the suburban house for the preview which consisted of one performance with no other feature. The general admission price was 55 cents.

Vancouver Cancels Brutal Soviet Film

VANCOUVER—Showings of "Diary of a Nazi," a Soviet-made film depicting wartime resistance of Czechs, Poles and Russians to occupation by Nazi forces, have been banned by the British censor board.

The film was screened once at a midnight show at the State Theatre here. The next day John Hughes, chief censor, banned further screenings. An appeal against the action of the censor was rejected by M. Leo Sweeney and Mrs. T. Mingham, board members.

That no political reason exists for the banning of the film was declared by Sweeney, who said that the picture is "needlessly brutal."

"Showing of the film would be Russian propadanda," Hughes said to a representative of Art Kino, Toronto, distributors of the picture. "It would give greatest comfort to Communist organizations."

Under section 7 of the provincial motion picture act, the censor has almost blanket powers of preventing showing of any films which are "against the public welfare." The act specifies that anything immoral, brutalizing or likely to offend the public may be banned.

WINNIPEG

Business continues to hold up well at local theatres in spite of numerous counter-attractions and an unusually mild autumn. At the Gaiety, Frank Willis held for a third straight week "On an Island With You." The two Odeon houses had holdovers, with Dave Safer taking "The Love Life of Adolph Hitler and Eva Braun" into second weeks. The Capitol opened with "Easter Parade." Tom Pacey at the Odeon had "The Best Years of Our Lives."

Mark Kramer, longtime Starland manager and hard-working member of the Manitoba Motion Picture Exhibitors Ass'n, was honored by the industry at a stag prior to his departure for Edmonton. Kramer is reported to be severing his connection with the industry after a good many years of service in show business.

"The Desert Song" will be presented here by a road company November 9-13 under the sponsorship of Celebrity Concerts as previously announced, although it appeared for a while that the tour was being called off. According to reports from the west coast, the tour was on the point of being canceled due to money troubles, but the latest word is that arrangements were made with stagehands and performers which permit the local performance to take place after all.

A local girl, Ruth Popeski, is starred with the Vancouver Theatre Under the Stars company which is appearing here this week.

Patrons of foreign and art films are getting the opportunity of catching up with some of the classic pictures as the result of a film appreciation group organized by United College, a division of the University of Manitoba. The group has a limited membership of university students and teachers. Showings are at United College on 16mm equipment.

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Red River—
Denver 210

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
An Innocent Affair (UA)		85		105	95						115					110			80			98
Anna Karenina (20th-Fox)	100		85		180	110	100		90	70		125	100	100		85				140	65	104
Apartment for Peggy (20th-Fox)	125		140	140	120		167		125		120	125	140			125		130	120	160	130	133
Arthur Takes Over (20th-Fox)	100	100					100	95		95		100	95	90	90		60			100	100	94
Bodyguard (RKO)	90			120						100								90		100		100
Cry of the City (20th-Fox)	100		95		115						85	130	115			110		140	110	140	65	110
Eyes of Texas (Rep)											90	110	100	90	75						75	90
Good Sam (RKO)	120	118	130	150	120	120	140		90	110	190	150	96	125		120	150	80	120	175		128
Hollow Triumph (EL)			105		100							100				100				100		101
I Wouldn't Be in Your Shoes (Mono)	80		95			90	100		100	100	75	100	100							100	100	95
Isn't It Romantic? (Para)	100									75		55		85		80		100	75			81
Johnny Belinda (WB)	150	119	125	130	145			107				175	115		115	130		170	125		135	134
Julia Misbehaves (MGM)			100	140	90	120			115			140	115	150		135		135		180	150	131
Jungle Goddess (SG)			100									90	95							80	50	83
Loves of Carmen, The (Col)	130	112		200	165	115		140	110	115	130	175		135	115	150	125		115	160	125	136
Moonrise (Rep)			115		85								95		70					120	90	96
Night Has a Thousand Eyes (Para)	130			80			90					100	125		75	100		120		120	95	104
On Our Merry Way (UA)	130	90	105	140	100	110	140		120	110	115	140		95		120	135	140	80	140	80	116
One Touch of Venus (U-I)	90	126	95	120	110		147			100	100	115		95		95		120		125	120	111
Pirate, The (MGM)	100	82	105	130	100	90	100	105	110	120	140	150	140	100	100	118	125	120	120	180	120	117
Red River (UA)	140	100			125	135	210				220	200			100	125		190		190		158
Rope (WB)	135	122	120	140	155	100		140	115	120	135	140	125	140	108	165	135	155	110	150	150	133
Saxon Charm, The (U-I)				95				85			65	125		90		105		75	60	125	90	92
Secret Land, The (MGM)	100	100		110	100	80	100	90	75	100	100	100	95	85			120		90	100	100	97
So Evil, My Love (Para)	100	78	90	110	100	90	110		110	100	100	120		110	85	103		100	105	115	80	100
Song Is Born, A (RKO)			130		140	100							140			115						125
Southern Yankee, A (MGM)	100	100	100	130	115	110		110	80	150	130	125	100		90		115	95	90	130	145	112
Spiritualist, The (EL)	100		100	110			100					90						65				94
Stage Struck (Mono)	100					85	145		100	95		100	96		103		100			120	100	104
Station West (RKO)			110		75							90	115							135		105
Sword of the Avenger (EL)										100		100		90		70					100	92
Texas, Brooklyn and Heaven (UA)						100			80		65	75							80	100		83
Thunderhoof (Col)	100		90		75	85	100	100		100	105	100	100		98		100				110	97
Time of Your Life, The (UA)	120	72	148	100	100		110		115	110	110			95		130		95	85	200	120	114
Train to Alcatraz (Rep)	100						100		85			100	100	90	100		100			100		97
Triple Threat (Col)	100	100	90			75	80	100	100	100	100	100	100						110	100	100	97
Variety Time (RKO)				100				100	90		100				100		100			100		99
Velvet Touch, The (RKO)	120	97	100	110	110			100	90		120		98	95		103	95		110	135		106
Walk a Crooked Mile (Col)		118	90		130			100	120		100	150	125	105		105		110	115	200	140	122
Who Killed 'Doc' Robbin? (UA)		82							90			100	100		100	95	100			100	100	96
Winner's Circle, The (20th-Fox)	100	100					134	100		100		100	100	90	100		100			100	100	102

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Black Arrow, The (Col)—Louis Hayward, Janet Blair, George Macready. Very enjoyable and most people find the Robert Louis Stevenson tales to their taste and this tale of knights and ladies fair was well received. Color would have helped even more, but it can still be played without a qualm. Played Mon. through Sat. Weather: Warm—Ernie Warren, Dual Elgin Theatre, Ottawa, Ont. General first run patronage. *

Blondie's Anniversary (Col)—Penny Singleton, Arthur Lake, Larry Simms. This is better than the newer "Blondie's Reward," and brought them in here, as Blondie always does. Played Wed., Thurs. Weather: Cool and fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. **

It Had to Be You (Col)—Ginger Rogers, Cornel Wilde, Percy Waram. This is the type of picture that zoomed Ginger Rogers to stardom. She has the talent for a variety of roles and has proven it by doing straight drama, but I believe the fans still love her best in musical comedy. Orchids to Cornel Wilde also. Business about average. Played Sun., Mon. Weather: Fair and warm.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. **

Jolson Story, The (Col)—Larry Parks, Evelyn Keyes, William Demarest. I was late playing this picture but it still did good business. It is surely the best musical show made in recent years. If you have never played it, get it and give yourself and your customers a treat. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Rose of Santa Rosa (Col)—Hoosier Hotshots, Patricia White, Eduardo Noriega. This is the poorest of this series—not enough comedy from the Hotshots to suit my fans. However, "Six-Gun Law" held up the bill and business was fair for this time of year. Played Fri., Sat. Weather: Excellent.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. ***

Sport of Kings (Col)—Paul Campbell, Gloria Henry, Harry Davenport. This is a good action picture. We doubled it with a western to nice business. Played Fri., Sat. Weather: Rain.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ***

EAGLE LION

Canon City (EL)—Scott Brady, Jeff Corey, Mabel Paige. This is very good for a picture of this type with a true story to follow. Most of them would have thought it was fiction, had they not been advised in advance. Comments and draw were good. Played Wed., Thurs. Weather: Cool.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ***

Stage to Mesa City (EL)—"Lash" LaRue, "Fuzzy" St. John, Jennifer Holt. In my opinion this was better than the average "Lash" LaRue western opus. The comedy of "Fuzzy" St. John seems to be the main draw of this series in my house. This one will please the average western fan. Business above average on this one. Played Friday only. Weather: Rain.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. **

METRO-GOLDWYN-MAYER

Good News (MGM)—June Allyson, Peter Lawford, Patricia Marshall. This is a college picture which was okay for the younger set. The older people got fed up with the crazy antics. Somewhat disappointing after the buildup it got. Played Wednesday. Weather: Clear and warm.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. ***

Green Dolphin Street (MGM)—Lana Turner, Van Heflin, Donna Reed. We are inclined to go along with the other fellows on this one, the only exciting part being the earthquake. It is not for small towns. Played Tues., Wed., Thurs. Weather: Good.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

Harvey Girls, The (MGM)—Judy Garland, John Hodiak, Ray Bolger. This is a natural for the small town. If you haven't played it yet, then by all means do so. It is in Technicolor and our print was in good shape and the sound was good. It is the frontier story of the starting of the clean chain of restaurants, not the beer-rotten saloons. The story is really interesting and is good for any audience. Played Sat., Mon. Weather: Good, but still harvesting here.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. **

High Wall (MGM)—Robert Taylor, Audrey Totter, Herbert Marshall. Oh no, not again. No doubt good acting, but this type just doesn't go over for us. Played Tues., Wed., Thurs. Weather: Cloudy.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

Homecoming (MGM)—Clark Gable, Lana Turner, Anne Baxter. A show an exhibitor is proud to give his patrons. It's Gable's best for a long, long time. We had good attendance and very favorable audience comment. If this is an example of your "Vitamin MGM" keep it up! There's nothing wrong with this business that good pictures can't cure. Played Sun., Mon. Weather: Good.—R. O. Hall, Brooks Theatre, Brooks, Me. Small town patronage. *

Homecoming (MGM)—Clark Gable, Lana Turner, Anne Baxter. This was a good picture which enjoyed average business. It should do well in any-sized town. Played Sun., Mon.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

On an Island With You (MGM)—Esther Williams, Peter Lawford, Jimmy Durante. Some thought it was grand—others that it was very poor. Personally I thought it was mediocre, which goes to show you you can't please everyone. Had a fair crowd. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. **

Pirate, The (MGM)—Judy Garland, Gene Kelly, Walter Slezak. This is not up to expectations. Comments were divided. Overacting its greatest fault. Played Sun. through Wed. Weather: Very fine.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. City and rural patronage. ***

Pirate, The (MGM)—Almost every exhibitor has given this "hell," so I'll agree with them. Pictures like this are what hurts the motion picture industry in small towns. Just because a picture is in Technicolor and has big stars doesn't always fool the public. The previews ruined this before the playdate. My patrons didn't find any single scene that was entertaining.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

Sea of Grass (MGM)—Spencer Tracy, Katharine Hepburn, Melvyn Douglas. This is a big, strong, entertaining story of early southwest cattlemen and settlers. Tracy fine as head of the stockmen and in his fight to keep the plow from the sod.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. **

PARAMOUNT

Adventure Island (Para)—Rory Calhoun, Rhonda Fleming, Paul Kelly. We double billed this with "Big Town After Dark" and everyone was well satisfied. Playing one of these alone would make a very weak program but together they will pass. Played Wed., Thurs. Weather: Good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. **

Albuquerque (Para)—Randolph Scott, Barbara Britton, George "Gabby" Hayes. Played this on Wednesday to better than average attendance. The first western we've played in midweek and they responded to it as well as if it had been on Saturday. A good cast and it drew very well. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven

Jim Mote's Theatre Loss Makes Mail Interesting

FUNNY how something like the JIM MOTE FUND will get people to writing in that we never heard from before—and they say such nice things. Like this, for instance, from James W. Robinson, Bama, Dale and State theatres, Town Creek, Ala.:

"Enclosed please find $1 for each of my tiny little theatres ($3). It certainly does my heart good to know there is still a bit of brotherly love. My hat's off to BOXOFFICE, for making this possible."

"Find check for $5 for JIM MOTE FUND. We are very interested in knowing that there is someone like Mr. Hoffman willing and ready to help others."—C. J. Jamison, A-Muse-U Theatre, Muscatine, Iowa . . . "Enclosed find my check for $5 to add to JIM MOTE FUND. Although I am about to lose the lease on my own theatre, the show business has been good to me and I do want to see Mr. and Mrs. Mote back in business."—Erwin Koenigsreiter, Greendale Theatre, Greendale, Miss.

Who'll Surprise Us Next On Mote Bandwagon?

DID YOU ever notice how, when certain people are having a good time, others want to join in? Exhibitors started out to put their fellow exhibitor back into business with the JIM MOTE FUND, and what happens? Along comes Cecil Kellaway, not only a good actor but a good egg, it seems, and kicks in with $25, because he's also in show business.

Warren A. Slee from the MGM office in Chicago (in what capacity hasn't been learned yet) sends along his dollar, hoping it is not too late. Golly, a distributor? First thing you know we'll be hearing from some of the producers and big time operators. They can't want the exhibitors to have all the fun with this project!

Sisters Falls, Man. Small town and rural patronage. ★★★

Hazard (Para)—Paulette Goddard, Macdonald Carey, Fred Clark. This is quite an entertaining little package—a little screwy, maybe, but the folks liked it. It did average-plus business. Played Tues., Wed., Thurs. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ★★★

Mr. Reckless (Para)—William Eythe, Barbara Britton, Walter Catlett. A good picture and well liked by those who saw it. Farmers still pretty busy here trying to beat the frost. Played Thurs., Fri., Sat. Weather: Rain.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. ★★★

Unconquered (Para)—Gary Cooper, Paulette Goddard, Howard DaSilva. This is a fine picture that didn't draw as much as expected and I paid a little too much, as usual for a Paramount. Played Sun., Mon. Weather: Fair.—Lewis Hickok, Dream Theatre, Effingham, Kas. Small town and rural patronage. ★

RKO RADIO

Bambi (RKO)—Reissue. Disney feature cartoon. All came to see it again and loved every minute of it. The grade school turned the kids loose for a special matinee.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. ★★

Bishop's Wife, The (RKO)—Cary Grant, Loretta Young, David Niven. Wonderful acting by the three stars, but rather a slow-moving story with a weak plot. I guess I was expecting too much. Crowds only average. Played Sun., Mon., Tues. Weather: Fair.—R. W. Burgess, Roxy Theatre, McClusky, N. D. Rural and small town patronage. ★★★

Secret Life of Walter Mitty, The (RKO)—Danny Kaye, Virginia Mayo, Boris Karloff. We played this late. The color was still pretty, though. I guess Scandinavians don't like Danny Kaye. Business was not too good. Played Tues., Wed., Thurs. Weather: Good. G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. ★

Tarzan and the Mermaids (RKO)—Johnny Weissmuller, Brenda Joyce, Linda Christian. This gets by in nice shape but not on a par with some of the other Tarzans. Scarcity of animals—and now they've got a "geetar" and a crooner on the pay roll, so this must be about the end of one of our best bets. Okay for the lower half of a double bill at that. Played Fri., Sat. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

Trail Street (RKO)—Randolph Scott, Robert Ryan, Anne Jeffreys. I play them so late there is little use for me to report, but anyway this was tops for an action film. Plenty of action, stars and story. My customers came, saw and enjoyed. Played Mon. through Fri. Weather: Fair.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Strictly rural patronage. ★★★

Without Reservations (RKO) — Claudette Colbert, John Wayne, Don DeFore. Although a little late in playing this, they enjoyed it. It is good for lots of laughs. Played Wed., Thurs. Weather: Cool.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. ★★★

REPUBLIC

Driftwood (Rep)—Ruth Warrick, Walter Brennan, Dean Jagger. This has no big names but it's a super-duper family picture. After the first skeptical ones came and liked it and spread the news around, we had better crowds than we have for so-called big pictures. Natalie Wood is sweet as they come and she really can act. Play it, by all means. Played Sun., Mon., Tues. Weather: Fair.—R. W. Burgess, Roxy Theatre, McClusky, N. D. Rural and small town patronage. ★★★

Fabulous Texan, The (Rep)—William Elliott, John Carroll, Catherine McLeod. John Carroll steals the show—and there wasn't enough in my boxoffice to make anyone want to steal it! Another fair western pawned off on me as a top-bracket western. I don't see how they keep selling. Played Sun., Mon., Tues. Weather: Fine.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. ★★★

Gallant Legion (Rep)—Bill Elliott, Adrian Booth, Joseph Schildkraut. This is William Elliott's best to date and he has a good supporting cast. It was good to see Jack Holt back on the screen again, as he is one of my favorites. Better than average draw. Played preview Sat., Sun. Weather: Cool.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ★★★

Sons of Adventure (Rep)—Russell Hayden, Lynne Roberts, Gordon Jones. Here is a picture that should please the action fans. It has a western angle with a whodunit finish. We double billed it with "Trouble in Sundown" for a good program. Played Saturday. Weather: Good.—R. O. Hall, Brooks Theatre, Brooks, Me. Small town patronage. ★

Timber Trail, The (Rep)—Monte Hale, Lynne Roberts, James Burke. Make no mistake about this picture. If they like action and outdoor pictures, this is okay. Played Fri., Sat.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ★★★

Here Comes a Repeater On JIM MOTE FUND

IT IS INTERESTING to note that in contributing to the JIM MOTE FUND, exhibitors with more than one theatre have conscientiously given their dollar-per-theatre as originally suggested by W. H. Hoffman of the Lamar Theatre at Arthur, Ill. In fact, T. D. Field of Tazewell, Va., who operates the Clinch and Valley theatres in that locality, writes in:

"I rather shyly sent in my dollar to the above fund several weeks ago. I felt at the time that the appeal should have been made on a theatre basis, so now I am enclosing my check for $5, $1 for each of the small theatres we operate, and letting the dollar originally sent in apply for good measure. Trust the Motes will be back in business before too long."

If some of the big circuits would contribute from this angle, think what a wonderful showing they would make in this humanitarian project, started by an exhibitor, for an exhibitor, and taking in all exhibitors—or any others interested!

SCREEN GUILD

Death Valley (SG)—Robert Lowery, Helen Gilbert, Nat Pendleton. This is a good picture to run in the middle of the week, or Fri., Sat. The story and color are good—slightly better than average draw. Played Fri., Sat. Weather: Cool.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ★★★

20th CENTURY-FOX

Carnival in Costa Rica (20th-Fox)—Dick Haymes, Vera-Ellen, Cesar Romero. This is a good enough picture but definitely not for a small town. It has that Latin music—I guess that is what you would call it—but the farmers here don't want that stuff. They just keep walking out all through the show, and I sure felt cheap, and brother, did we ever go in the hole on it! If your town likes that kind of music, then play it. Played Wed., Thurs. Weather: Good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. ★★

Green Grass of Wyoming (20th-Fox)—Peggy Cummins, Charles Coburn, Robert Arthur. This is a good family picture and should do well in any town. The acting was superb and the Technicolor print was excellent. This picture went over well here and brought far above average crowds and the comments were all favorable. Book it. Played Fri., Sat. Weather: Fair.—Elmer Erickson, Westfield Theatre, Westfield, Wis. Small town and rural patronage. ★

Tribute to Show Business From 'Art' V. Phillips

WITH A CHECK for $2 comes this comment from "Art" V. Phillips, Haymond Theatre, Cromona, Ky.:

"I believe show business stands head and shoulders above all other professions or occupations when it comes to lending a helping hand to fellow colleagues. This fact is being manifested by the generous and voluntary contributions to the JIM MOTE FUND now in progress through BOXOFFICE. I'm sure that all who are giving to this cause are doing so of their own free will, with the complete absence of high pressure campaigning. Just a little late with my contribution but this represents a dollar for my employer, Dr. B. F. Wright, as well as myself. Come on, fellow exhibitors, let's keep the ball rolling."

Green Grass of Wyoming (20th-Fox)—Peggy Cummins, Charles Coburn, Robert Arthur. A good outdoor picture in Technicolor which played average business. This is an ideal show for a small town. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ★★★

Street With No Name, The (20th-Fox)—Mark Stevens, Richard Widmark, Barbara Lawrence. This is another "Naked City." In fact, you could intersperse the reels and no one would notice it. We didn't gross enough to pay Fox and the house overhead, so use your own judgment when you buy it. Not worth their top price to us. Played Tues. through Thurs. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

Swamp Water (20th-Fox)—Reissue. Walter Brennan, Walter Huston, Anne Baxter. One of the best reissues for all Georgia exhibitors. A good cast with an interesting story about the swamp of south Georgia. Played Sunday.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ★★★

UNITED ARTISTS

Texas, Brooklyn and Heaven (UA)—Guy Madison, Diana Lynn, James Dunn. This is one of the best program pictures to come from UA in some time. A swell little romantic comedy that seemed to please all. This one almost makes me forget some of the lemons I have played from this company recently. If you can buy it right, play it. Business average. Played Tues., Wed. Weather: Cool.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. ★★

Time of Your Life, The (UA)—James Cagney, William Bendix, Jeanne Cagney. A typical Saroyan vehicle that leaves everyone hanging in the air. Very few of my patrons found it interesting, after vainly searching all through the picture for the story. Strictly out of line with all former Cagney efforts, which depicted him as a roughhouse "actioneer." Played Mon. through Sat. Weather: Mild.—Ernie Warren, Dual Elgin Theatre, Ottawa, Ont. General first run patronage. ★

UNIVERSAL-INTERNATIONAL

All My Sons (U-I)—Edward G. Robinson, Burt Lancaster, Mady Christians. Edward G. Robinson turns in a fine performance but my rural patrons wouldn't know a "fine perform-

(Continued on page 14)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ✇ indicates color photography.

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS · MISCELLANEOUS

JANUARY 10	JANUARY 17	JANUARY 24	JANUARY 31	FEBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 2
9 (54) Western 962 SIX-GUN LAW Starrett-Burnette R—Jan. 10—PG-890	16 (68) Musical 907 GLAMOUR GIRL Virginia Grey Michael Duane Gene Krupa's Orch. R—Jan. 3—PG-888	23 (66) Mus-Dr 906 MARY LOU Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895	(94) Drama 934 I LOVE TROUBLE F. Tone-J. Blair R—Feb. 28—PG-905	5 (68) Drama 802 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ✪RELENTLESS Robert Young R—Jan. 17—PG-892	(109) Drama 9 TO THE ENDS OF T EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894
			(72) Drama 933 ✪PRINCE OF THIEVES J. Hall—P. Morison R—Dec. 6—PG-879			19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	
10 (91) Drama 809 T-MEN Dennis O'Keefe R—Dec. 20—PG-884	17 (71) Comedy 810 HEADING FOR HEAVEN Stuart Erwin Glenda Farrell R—Dec. 27—PG-886	24 (55) Western 853 CHECK YOUR GUNS Eddie Dean	31 (85) Drama 811 ✪THE SMUGGLERS Michael Redgrave R—Jan. 17—PG-892	7 (83) Drama 812 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 8 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901
9 (119) Drama 813 ✇CASS TIMBERLANE Spencer Tracy Lana Turner Zachary Scott R—Nov. 8—PG-872		23 (98) Drama 814 IF WINTER COMES Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885		6 (99) Drama 815 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891	
10 (66) Comedy 4704 JIGGS AND MAGGIE IN SOCIETY Joe Yule Renie Riano R—Feb. 14—PG-900	17 (53) Mus-West 686 SONG OF THE DRIFTER Jimmy Wakely		31 (58) Western 4751 OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 SONG OF MY HEART Frank Sundstrom R—Nov. 8—PG-871	7 (75) Drama 4709 FIGHTING MAD Joe Kirkwood jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudsen		22 (84) Drama A PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895
	16 (98) Drama 4708 I WALK ALONE Burt Lancaster Lizabeth Scott Wendell Corey Kirk Douglas R—Dec. 20—PG-883					20 (90) Drama 4709 ✪ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893	
Group 2 10 (60) Western 808 WILD HORSE MESA Tim Holt Nan Leslie R—Nov. 22—PG-975	Group 2 (65) Mystery 810 DICK TRACY MEETS GRUESOME Ralph Byrd Boris Karloff Ann Gwynn R—Oct. 4—PG-861	Group 2 24 (102) Drama 806 NIGHT SONG Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874	Reissue 30 (60) Western 884 LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy 811 IF YOU KNEW SUSIE R—Feb 7—PG-897	Group 3 (61) Western 81. WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ✪BAMBI		Special 28 (109) Com-Dr 8 ✪THE BISHOP'S WI Cary Grant Loretta Young David Niven R—Nov. 22—PG-875
10 (72) Outd'r-Mus 644 ✪GAY RANCHERO Roy Rogers Tito Guizar Andy Devine R—Jan. 10—PG-889	15 (65) Drama 702 SLIPPY McGEE Don Barry Dale Evans Tom Brown R—Jan. 31—PG-896			1 (61) Comedy 703 CAMPUS HONEYMOON Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899			22 (59) Western 7 OKLAHOMA BADLAN Allan "Rocky" Lane R—Mar. 6—PG-907 28 (60) Drama 7 MADONNA OF THE DESERT R—Mar. 13—PG-911
				Reissue 7 (70) Western HC14 IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt	
(140) Drama 801 ✪CAPTAIN FROM CASTLE Tyrone Power Jean Peters Cesar Romero Lee J. Cobb John Sutton R—Dec. 6—PG-880		(81) Drama 803 THE TENDER YEARS Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880		(91) Musical 802 YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 1 CALL NORTHSIDE 7 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894
			(90) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898				
	(93) Drama 652 CAPTAIN BOYCOTT Stewart Granger Kathleen Ryan Cecil Parker R—Dec. 6—PG-880			(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama 634 A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889	
10 (78) Drama 713 ALWAYS TOGETHER Joyce Reynolds Robert Hutton R—Dec. 20—PG-884		24 (126) Drama 714 TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890		7 (95) Drama 715 MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-893		21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886	

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Bunny Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(87) Drama Reissue
LITTLE MEN
Kay Francis
Jack Oakie

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reissue
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

MARCH 6	MARCH 13	MARCH 20	MARCH 27	APRIL 3	APRIL 10	APRIL 17	APRIL 24
		18 (63) Drama 920 **RETURN OF THE WHISTLER** Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama 902 **ADVENTURES IN SILVERADO** R—Mar. 13—PG-912 25 (55) Western 966 **WEST OF SONORA** Starrett-Burnette R—Mar. 27—PG-916	30 (84) Drama 936 **SIGN OF THE RAM** Susan Peters Alexander Knox R—Feb. 21—PG-904 30 (66) Mus-Com 952 **SONG OF IDAHO** Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 **MY DOG RUSTY** Ted Donaldson John Litel Ann Doran R—May 1—PG-925	15 (69) Drama 90 **PORT SAID** Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-922	
(71) Drama 815 **AN FROM TEXAS** ames Craig nn Bari hnnie Johnston —Mar. 6—PG-908	13 (58) Western 855 **WESTWARD TRAIL** Eddie Dean	27 (77) Drama 817 **ENCHANTED VALLEY** Alan Curtis-Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 **OCTOBER MAN** John Mills R—Mar. 20—PG-913	Reissues 27 (93) Drama 849 **SUTTER'S GOLD** Edward Arnold 27 (86) Drama 848 **SEVEN SINNERS** Marlene Dietrich John Wayne	3 (102) Drama 816 **RUTHLESS** Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 **HAWK OF POWDER RIVER** Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 **THE NOOSE HANGS HIGH** Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 **THE COBRA STRIKES** Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941
(115) Musical 817 **THREE DARING DAUGHTERS** anette MacDonald se Iturbi ne Powell ward Arnold —Feb. 14—PG-900		19 (76) Comedy 818 **ALIAS A GENTLEMAN** Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy 819 **BRIDE GOES WILD** Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 **B. F.'s DAUGHTER** Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903		20 (92) Drama 821 **SUMMER HOLIDAY** Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 **TARZAN'S SECRET TREASURE** Weissmuller-O'Sullivan 30 (71) M'drama 823 **TARZAN'S NEW YORK ADVENTURE**
	7 (76) Drama 4705 **ROCKY** Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 **ROSE OF THE RIO GRANDE** Movita John Carroll	21 (67) Drama 4708 **ANGELS' ALLEY** Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 **OKLAHOMA BLUES** Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 **DOCKS OF NEW ORLEANS** R—Aug. 21—PG-961 7 (85) Drama AA5 **THE HUNTED** Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 **CROSSED TRAILS** Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 **CAMPUS SLEUTH** Freddie Stewart June Preisser R—May 22—PG-935
(61) Drama 4711 **GED FURY** ster Crabbe chard Denning ry Beth Hughes —Feb. 14—PG-899	12 (94) Drama 4170 **SAIGON** Alan Ladd Veronica Lake R—Feb. 7—PG-897		26 (67) Drama 4712 **MR. RECKLESS** William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 **UNCONQUERED** Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 **THE BIG CLOCK** Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904		
issue (60) Western 885 **OUBLE IN SUNDOWN**		Special 20 (134) Comedy 868 **I REMEMBER MAMA** Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911		Special 3 (120) Drama 869 **MIRACLE OF THE BELLS** Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907		Special 17 (128) West-Dr 870 **FORT APACHE** Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 **TIMBER STAMPEDE**
		14 (87) Drama 705 **INSIDE STORY** Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama 706 **LIGHTNIN' IN THE FOREST** Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 **BILL AND COO** George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 **CALIFORNIA FIRE-BRAND** R—May 8—PG-928		15 (60) Western 754 **BOLD FRONTIERSMAN** Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 **OLD LOS ANGELES** William Elliott John Carroll R—Apr. 17—PG-921
ssue (71) Western HC17 **.VER ON THE SAGE** liam Boyd by Hayes ssell Hayden					Reissue 10 (60) Western HC18 **RENEGADE TRAIL** William Boyd Gabby Hayes Russell Hayden		
(118) Drama 806 **NTLEMAN'S AGREEMENT** gory Peck othy McGuire n Garfield este Holm -Nov. 22—PG-876	(68) Mystery 807 **THE CHALLENGE** Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 **HALF PAST MIDNIGHT** Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama 809 **AN IDEAL HUSBAND** Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 **SITTING PRETTY** Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 **SCUDDA HOO! SCUDDA HAY!** June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 **MEET ME AT DAWN** William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 **LET'S LIVE AGAIN** John Emery R—Feb. 21—PG-903 (66) Drama 814 **13 LEAD SOLDIERS** Tom Conway
						(111) Comedy **LAFF-TIME** William Tracy (60) Documentary **KINGS OF THE OLYMPICS** Bill Slater R—Mar. 6—PG-909	(120) Drama **ARCH OF TRIUMPH** Ingrid Bergman Charles Boyer R—Feb. 21—PG-904
	(96) Drama 654 **JASSY** Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 **A DOUBLE LIFE** Ronald Colman Signe Hasso Edmond O'Brien R—Jan. 3—PG-887	(96) Drama 651 **NAKED CITY** Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 **BLACK BART** Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 31—PG-986	(94) Musical 655 **CASBAH** Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932		
(78) Drama 717 **ECAME A CRIMINAL** y Gray or Howard fith Jones Feb. 14—PG-902	Reissue 13 (102) Drama 718 **ADVENTURE OF ROBIN HOOD** Errol Flynn Olivia de Havilland		27 (94) Comedy 719 **APRIL SHOWERS** Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 720 **TO THE VICTOR** Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 **WINTER MEETING** Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919

CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(74) Drama New Rel
DISCOVERY
Adm. R. E. Byrd

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(76) Drama New Rel
FOR YOU I DIE
Cathy Downs
R—Dec. 27—PG-885

(97) Drama Reissue
HENRY THE EIGHTH
Charles Laughton
Robert Donat

(..) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MAY 1	MAY 8	MAY 15	MAY 22	MAY 29	JUNE 5	JUNE 12	JUNE 19
COLUMBIA	30 (67) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	6 (75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 TRAPPED BY BOSTON BLACKIE R—May 8—PG-929 13 (54) Western 963 WHIRLWIND RAIDERS Starrett-Burnette R—May 22—PG-936		29 (87) Drama 938 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941		
EAGLE LION		5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 PRAIRIE OUTLAWS Eddie Dean	19 (66) Drama 821 ASSIGNED TO DANGER Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 822 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 85 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913
M-G-M	30 (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916				(113) Drama 826 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland Gene Kelly Walter Slezak R—Apr. 3—PG-918	
MONOGRAM	25 (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely	16 (56) Western 4756 FRONTIER AGENT Johnny Mack Brown Raymond Hatton		23 (72) Drama 4716 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 471 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-936
PARAMOUNT	30 (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 4715 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906		28 (95) Drama 4716 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 471 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922
RKO RADIO		Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 22 (68) Drama 813 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 814 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 19 (93) Drama 81 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931
REPUBLIC	1 (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 25 (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R. Lowery R—May 8—PG-929		10 (60) M'drama 709 KING OF GAMBLERS Janet Martin R—May 29—PG-938 13 (60) Western 755 CARSON CITY RAIDERS Allan "Rocky" Lane R—June 5—PG-939		25 (85) Drama 710 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (60) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 65 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947
SCREEN GUILD		Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden		21 (76) Drama 4705 THE PRAIRIE Lenore Aubert Alan Baxter		Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959	
20TH-FOX		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 ARTHUR TAKES OVER Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 820 ANNA KARENINA Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 8 THE COUNTERFEITER John Sutton Doris Merrick Hugh Beaumont
UNITED ARTISTS								15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898
UNIV.-INT'L.	(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman Greta Gynt Dennis Price R—May 22—PG-936	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906			(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 6 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924
WARNER BROS.		Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien	15 (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923		29 (110) Drama 725 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934	

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—April 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr
Eng. Films
CHILDREN ON TRIAL
R—Nov. 29—PG-878

(80) Musical
Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama
Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical
Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Dra
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary
Target Films
STRANGE VICTORY
R—July 24—PG-954

JUNE 26	JULY 3	JULY 10	JULY 17	JULY 24	JULY 31	AUGUST 7	AUGUST 14
	28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949			31 (90) 8'Western 939 ⊛CORONER CREEK Randolph Scott R—June 5—PG-946 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951
(87) Drama 825 ICKEY Butler Goodwin Sutton tie McDaniel June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944			21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954
(107 Comedy 828 N AN ISLAND WITH YOU er Williams my Durante r Lawford Charisse May 1—PG-926		(103) Musical 829 ⊛⊛EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 ⊛A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946			(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914	
(56) Western 4752 GGERMAN ny Mack Brown inia Carroll mond Hatton	27 (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-936	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 ⊛16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944
(64) Drama 4719 TERFRONT AT IDNIGHT iam Gargan y Beth Hughes May 8—PG-927	2 (106 Musical 4720 ⊛EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933	
(60) Western 819 S OF HATE Holt Leslie May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 ⊛MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934		(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954
	28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		15 (70) Outd'r-Mus 732 ⊛EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953		25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955
sue (70) Western HC21 TA FE MARSHAL am Boyd ell Hayden orie Rambeau			Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden		
sue 37) Drama 830 LE STARR -Tierney 1) Drama 831 NTIER MARSHAL olph Scott y Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Drama 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 ⊛THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951
(79) Comedy 'HIS IS NEW YORK y Morgan Vallee Herbert lay 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933			30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957
7) Musical 662 N CENTRAL PARK na Durbin Haymes nt Price une 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKENSTEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wendell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-948		(109) Drama 668 ⊛TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949
(80) Drama 727 BIG PUNCH e Morris Maxwell on MacRea lay 29—PG-937	3 (99) Musical 728 ⊛ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 ⊛LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950

(Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo
Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart
Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers
Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids

Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV. INT'L · WARNER BROS. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

MISCELLANEOUS | WARNER BROS. | UNIV.-INT'L. | UNITED ARTISTS | 20TH-FOX | SCREEN GUILD | REPUBLIC | RKO RADIO | PARAMOUNT | MONOGRAM | M-G-M | EAGLE LION | COLUMBIA

AUGUST 21

(87) Drama 941
LULU BELLE
Dorothy Lamour
George Montgomery
Albert Dekker
Otto Kruger
R—June 19—PG-943

Reissue
19 (86) Comedy 847
HOLD THAT GHOST
Bud Abbott
Lou Costello
Evelyn Ankers
Joan Davis

20 (116) Drama 4724
FOREIGN AFFAIR, A
Jean Arthur
John Lund
Marlene Dietrich
William Neff
Boyd Davis
R—June 12—PG-941

(61) Drama 828
FIGHTING BACK
Paul Langton
Cary Gray
Jean Rogers
R—Oct. 30—PG-982

(89) Drama 669
LARCENY
John Payne
Joan Caulfield
Dan Duryea
R—Aug. 14—PG-959

21 (80) M'drama 732
EMBRACEABLE YOU
Dane Clark
Geraldine Brooks
S. Z. Sakall
Wallace Ford
R—July 31—PG-955

AUGUST 28

27 (76) Adv-Drama 914
THE BLACK ARROW
Louis Hayward
Janet Blair
George MacReady
Edgar Buchanan
Rhys Williams
R—July 10—PG-949

Reissue
(96) Comedy 850
HIRED WIFE
Rosalind Russell
Brian Aherne

22 (53) Western 4763
SILVER TRAILS
Jimmy Wakely
Christine Larson
Dub Taylor

(59) Musical 902
VARIETY TIME
Leon Errol
Edgar Kennedy
Jack Parr
Hans Conreid
Frankie Carle
R—July 7—PG-958

25 (61) M'drama 717
OUT OF THE STORM
Jimmy Lydon
R—Sept. 25—PG-971
28 (66) M'drama 718
SONS OF ADVENTURE
Lynne Roberts
Russ Hayden

1 (81) Drama 4801
THE RETURN OF WILDFIRE
Richard Arlen
R—Aug. 21—PG-962
1 (61) Outd'r-Dr 4802
JUNGLE GODDESS
George Reeves

(70) Out'dr-Dr 829
THE WINNER'S CIRCLE
Jean Willes
Morgan Farley
Johnny Longden
R—Aug. 7—PG-957

(82) Comedy 670
ONE TOUCH OF VENUS
Ava Gardner
Dick Haymes
Robert Walker
R—Aug. 28—PG-964

SEPTEMBER 4

31 (79) Western 982
THE STRAWBERRY ROAN
Gene Autry
Champion
Gloria Henry
Jack Holt
R—Mar. 6—PG-907

(79) Outd'r-Dr 830
NORTHWEST STAMPEDE
Joan Leslie
James Craig
Jack Oakie
Chill Wills
R—July 10—PG-950

3 (98) Musical 901
LUXURY LINER
Jane Powell
Lauritz Melchior
George Brent
Frances Gifford
R—Aug. 21—PG-962

29 (69) Drama 4720
THE GOLDEN EYE
Roland Winters
Claire Trevor
Charles Bickford

3 (82) Drama 4726
BEYOND GLORY
Alan Ladd
Donna Reed
George MacReady
George Coulouris
Henry Travers
R—July 19—PG-944

(114) Com-Dr .962
GOOD SAM
Gary Cooper
Ann Sheridan
Edmund Lowe
Joan Lorring
Frank McHugh
R—July 31—PG-956

29 (67) Out'dr-Mus 733
NIGHTTIME IN NEVADA
Roy Rogers
Adele Mara
Andy Devine
R—Oct. 30—PG-981

Reissues
3 (62) Western HC23
HIDDEN GOLD
William Boyd
Russell Hayden

3 (81) Comedy
THAT'S MY BOY
Jimmy Durante

Reissues
(82) Drama 835
I WAKE UP SCREAMING
Betty Grable
Victor Mature
(125) Drama 834
BLOOD AND SAND
Tyrone Power

(77) Drama
VICIOUS CIRCLE, THE
Conrad Nagel
Fritz Kortner
Lyle Talbot
Philip Van Zandt
R—June 5—PG-939

(88) Drama 671
THE SAXON CHARM
Robert Montgomery
Susan Hayward
John Payne
R—Sept. 11—PG-967

4 (86) Mus-Com 801
TWO GUYS FROM TEXAS
Dennis Morgan
Jack Carson
Dorothy Malone
R—Aug. 7—PG-958

SEPTEMBER 11

9 (66) Drama 916
GENTLEMAN FROM NOWHERE
Warner Baxter
Fay Baker
Luis Van Rooten
R—Oct. 2—PG-973

(88) Documentary 902
OLYMPIC GAMES OF 1948
Bill Stern, Commen.
Ted Husing
R—Sept. 25—PG-971

5 (66) Musical 4721
THE MUSIC MAN
Phil Brito
R—July 24—PG-953
(65) M'drama 4802
JOE PALOOKA IN WINNER TAKE ALL
R—Aug. 28—PG-963

11 (66) Mystery 822
MYSTERY IN MEXICO
William Lundigan
Jacqueline White
Ricardo Cortez
Tony Barrett
R—July 3—PG-948

3 (90) Drama 719
ANGEL IN EXILE
John Carroll
Adele Mara
Barton MacLane

Reissue
10 (72) Comedy S-5
FLIRTING WITH FATE
Joe E. Brown

(99) Drama 837
THE LUCK OF THE IRISH
Tyrone Power
Anne Baxter
Cecil Kellaway
Lee J. Cobb
R—Sept. 4—PG-965

(61) Western
FALSE PARADISE
William Boyd

(90) Comedy 672
FOR THE LOVE OF MARY
Deanna Durbin
Edmund O'Brien
Don Taylor
R—Sept. 4—PG-966

SEPTEMBER 18

16 (76) Western 903
BLACK EAGLE, THE STORY OF A HORSE
William Bishop
Virginia Patton
Gordon Jones
R—Sept. 4—PG-965

(63) Mystery 905
BODYGUARD
Lawrence Tierney
Priscilla Lane
Philip Reed
Steve Brodie
R—Sept. 4—PG-965

15 (60) Western 757
DESPERADOES OF DODGE CITY
R—Sept. 11—PG-968
15 (60) Western 741
SON OF GOD'S COUNTRY
R—Sept. 25—PG-971

17 (69) Documentary
SOS SUBMARINE
R—Oct. 16—PG-977

24 (81) Drama
HARPOON
John Bromfield
Alyce Louis

(78) Drama 822
ESCAPE
Rex Harrison
Peggy Cummins
William Hartnell
Normal Wooland
R—June 5—PG-940

26 (126) West-Dr 585
RED RIVER
John Wayne
Montgomery Clift
Walter Brennan
Joanne Dru
R—July 17—PG-952

SEPTEMBER 25

(91) Drama 128
WALK A CROOKED MILE
Dennis O'Keefe
R—Sept. 11—PG-968
23 (62) Act-Mus 954
SINGIN' SPURS
Hoosier Hotshots

(62) Drama 903
IN THIS CORNER
Scott Brady
Annabel Shaw
Jimmy Millican
R—Sept. 4—PG-966

24 (90) Comedy 902
A SOUTHERN YANKEE
Red Skelton
Arline Dahl
Brian Donlevy
R—Aug. 7—PG-958

(107) Biog-Dr AA10
THE BABE RUTH STORY
William Bendix
Claire Trevor
Charles Bickford
Sam Levine
R—July 31—PG-955

24 (89) Drama 4801
SORRY, WRONG NUMBER
Barbara Stanwyck
Burt Lancaster
Ann Richards
Wendell Corey
R—July 31—PG-956

Special
(48) Docum 907
DESIGN FOR DEATH
R—Jan. 1—PG-893
18 (79) M'Drama 821
RACE STREET
George Raft
R—July 3—PG-948

Reissues
24 (108) Comedy S-7
DUKE OF WEST POINT
Louis Hayward
Joan Fontaine
24 (88) Comedy S-8
MISS ANNIE ROONEY
Shirley Temple

(139) Drama 638
FOREVER AMBER
Linda Darnell
Cornell Wilde
(—Oct. 18—PG-866
(64) Mystery 839
THE CREEPER
Eduardo Cinelli

(57) Docum 586
OLYMPIC CAVALCADE
Bill Stern, narrator
(—Sept. 11—PG-968
(65) Jungle Drama
URUBU
George Breakstone
R—Aug. 21—PG-961

25 (80) Drama 802
ROPE
James Stewart
John Dall
Farley Granger
Constance Collier
R—Aug. 28—PG-963

OCTOBER 2

30 (70) Spec-Act 104
TRIPLE THREAT
Richard Crane
Gloria Henry
R—Oct. 9—PG-975

Reissues
(102) Mystery 734
INTERNATIONAL LADY
George Brent
Basil Rathbone

(117) Drama 737
MY SON, MY SON
Brian Aherne

(87) Comedy AA8
THE DUDE GOES WEST
Eddie Albert
Gale Storm
R—May 1—PG-926

(..) Western
THE RANGERS RIDE
Jimmy Wakely

1 (90) Drama 714
MOONRISE
Dane Clark
Gail Russell
Ethel Barrymore
R—Sept. 18—PG-970
1 (60) Western 758
DENVER KID

(68) Comedy 840
THE GAY INTRUDERS
John Emery
Tamara Geva
Leif Erickson
Roy Roberts
R—June 12—PG-942

1 (81) Comedy 590
THE GIRL FROM MANHATTAN
Dorothy Lamour
George Montgomery
Charles Laughton
Hugh Herbert
R—Sept. 25—PG-972

OCTOBER 9

7 (68) Drama 1
I SURRENDER DEAR
Gloria Jean
David Street
Don McGuire
R—Oct. 9—PG-975

(83) M'drama 9
HOLLOW TRIUMPH
Paul Henreid
Joan Bennett
Eduard Franz
Leslie Brooks
R—Aug. 21—PG-961

8 (99) Comedy 9
JULIA MISBEHAVES
Greer Garson
Walter Pidgeon
Peter Lawford
Elizabeth Taylor
Cesar Romero
R—Aug. 14—PG-960

3 (55) Western 47
THE SHERIFF OF MEDICINE BOW
Johnny Mack Brown

8 (88) Comedy 48
ISN'T IT ROMANTIC
Veronica Lake
Mary Hatcher
Mona Freeman
Billy DeWolfe
R—Aug. 21—PG-962

(92) Drama 9
RACHEL AND THE STRANGER
Loretta Young
William Holden
Robert Mitchum
Gary Gray
R—Aug 7—PG-958

8 (93) Drama
THE MOZART STORY
Hans Holt
Winnie Markus
Irene von Meydendorff

(62) Western
STRANGE GAMBLE
William Boyd

9 (81) M'drama 8
SMART GIRLS DON'T TALK
Virginia Mayo
Bruce Bennett
Robert Hutton
R—Sept. 25—PG-971

FOREIGN Language

(95) Comedy Siritzky
ANTOINE & ANTOINETTE
R—May 8—PG-930
(90) Drama Siritzky
FARREBIQUE
R—May 8—PG-929

(87) Fantasy Lopert
BEAUTY AND THE BEAST
R—May 8—PG-929
(80) Comedy Duke Int'l
VOYAGE SURPRISE
R—May 22—PG-936

(100) Drama Discina Int'l
THE DAMNED
R—May 29—PG-938
(90) Drama Lopert
ROOM UPSTAIRS
Marlene Dietrich
R—June 5—PG-939

(128) Drama Siritzky Int'l
MARIUS
R—June 19—PG-944

(100) Drama Best Films
JEALOUSY
R—June 19—PG-943

(130) Drama Siritzky-Int'l
THEY ARE NOT ANGELS
R—June 26—PG-946
(100) Drama Schaefer
DAY OF WRATH
R—June 26—PG-945

(92) Com-Drama Oxford Films
FRIC-FRAC
R—July 3—PG-948

(105) Drama Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary Mayer-Burstyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954
(81) Drama Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

OCTOBER 16	OCTOBER 23	OCTOBER 30	NOVEMBER 6	NOVEMBER 13	NOVEMBER 20	NOVEMBER 27	DECEMBER 4
14 (..) Western EL DORADO PASS Charles Starrett Smiley Burnette Elena Verdugo	21 (59) Outd'r-Dr 111 RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977	(98) Drama ⊙THE LOVES OF CARMEN Rita Hayworth R—Aug. 21—PG-961 (79) Super West 130 ⊙THE UNTAMED BREED R—Oct. 23—PG-979		11 (75) Drama 119 LEATHER GLOVES Cameron Mitchell Virginia Grey Jane Nigh Sam Levene	18 (66) Drama 118 RACING LUCK Gloria Henry Stanley Clements David Bruce R—Nov. 6—PG-983	(89) Com-Fantasy ⊙THE RETURN OF OCTOBER Glenn Ford R—Oct. 23—PG-979 (81) M'drama 132 ⊙THE GALLANT BLADE Larry Parks R—Oct. 23—PG-979	
	(61) Mys-Dr 906 BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. SON OF MONTE CRISTO Louis Hayward			14 (85) Comedy 907 LET'S LIVE A LITTLE Hendy Lamarr Robert Cummings Anna Sten Robert Shayne R—Oct. 30—PG-981	21 (80) Drama 910 HE WALKED BY NIGHT Richard Basehart Scott Brady	(73) Act-Dr 908 MILLION DOLLAR WEEKEND Gene Raymond Stephanie Paull Frances Lederer Patricia Shay R—Oct. 16—PG-977
		(71) Documentary ⊙THE SECRET LAND Commentators Robert Montgomery Robert Taylor Van Heflin R—Aug. 28—PG-963		12 (96) Comedy 904 NO MINOR VICES Dana Andrews Lilli Palmer Jane Wyatt Louis Jourdan R—Oct. 9—PG-976		26 (125) Drama 906 ⊙THE THREE MUSKETEERS Lana Turner Gene Kelly June Allyson Van Heflin R—Oct. 16—PG-978	
12 (..) Western AA11 LAST OF THE BADMEN Barry Sullivan Marjorie Reynolds 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys		24 (..) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson		7 (..) Western 4758 GUNNING FOR JUSTICE Johnny Mack Brown Evelyn Finley Raymond Hatton	14 (..) Drama TEMPTATION HARBOR Simone Simon Robert Newton	21 (..) Western COURTIN' TROUBLE Jimmy Wakely "Cannonball" Taylor	28 (80) Cost-Dr KIDNAPPED Roddy McDowall Sue England Dan O'Herlihy Roland Winters R—Sept. 18—PG-969
	22 (81) Mystery 4803 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 4804 SEALED VERDICT Ray Milland Florence Marly Broderick Crawford John Holt R—Sept. 11—PG-967		19 (101) Comedy 4805 MISS TATLOCK'S MILLIONS John Lund Wanda Hendrix Barry Fitzgerald Monty Woolley R—Sept. 18—PG-970		3 (6) Drama 4806 DISASTER Richard Denning Trudy Marshall Will Wright Jack Lambert R—Oct. 23—PG-980
		(92) Outd'r-Dr 905 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	(110) Mus-Com ⊙A SONG IS BORN Danny Kaye Virginia Mayo Steve Cochran Esther Dale R—Aug. 28—PG-964		(88) Drama BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes		
		24 (60) M'drama 713 CODE OF SCOTLAND YARD Oscar Homolka R—Sept. 18—PG-970	1 (..) Drama DRUMS ALONG THE AMAZON George Brent Constance Bennett Brian Aherne Vera Ralston		15 (67) Western ⊙GRAND CANYON TRAIL Roy Rogers Jane Frazee		1 (87) Western 721 ⊙THE PLUNDERERS Rod Cameron Ilona Massey Adrian Booth Forrest Tucker R—Nov. 6—PG-982
	22 (64) Western STAGECOACH WAR William Boyd Russell Hayden		6 (60) Western DEAD MAN'S GOLD Lash Larue Fuzzy St. John	12 (82) Western LAST OF THE WILD HORSES James Ellison Jane Frazee Mary Beth Hughes	19 (62) Adv. THUNDER IN THE PINES George Reeves Ralph Byrd	27 (60) Western MARK OF THE LASH Lash Larue Fuzzy St. John	3 (62) Outd'r-Dr SHEP COMES HOME Robert Lowery Margia Dean
(96) Com-Dr 842 ⊙⊙APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-927	(70) Drama JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(95) Drama 844 ROAD HOUSE Ida Lupino Cornel Wilde Richard Widmark Celeste Holm R—Oct. 2—PG-974		(87) Western 846 BELLE STARR'S DAUGHTER George Montgomery Rod Cameron Ruth Roman Wallace Ford R—Oct. 30—PG-982	
16 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray R—Sept. 4—PG-966 16 (57) Documentary THE ANGRY GOD R—Oct. 30—PG-982	(83) Drama PLOT TO KILL ROOSEVELT Selected Films R—Nov. 6—PG-983		5 (94) Comedy 595 MY DEAR SECRETARY Laraine Day Kirk Douglas Keenan Wynn Helen Walker Rudy Vallee R—Sept. 11—PG-968		19 (71) Drama HIGH FURY Madeleine Carroll Ian Hunter Michael Rennie		
			(79) Drama 681 KISS THE BLOOD OFF MY HANDS Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978	(86) M'drama ROGUES' REGIMENT Dick Powell Marta Toren Vincent Price Stephen McNally R—Oct. 9—PG-975			
	23 (102) Drama 804 JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970			13 (97) Comedy 805 JUNE BRIDE Bette Davis Robert Montgomery Fay Bainter Betty Lynn Tom Tully R—Oct. 23—PG-979		27 (..) Drama 806 FIGHTER SQUADRON Edmond O'Brien Robert Stack John Rodney Henry Hull	

FOREIGN Language

(96) Drama Artkino
MURDERERS AMONG US
R—Aug. 28—PG-968

(105) Drama Azteca Films
LA MORENA DE MI COPLA

(105) Drama Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

(77) Documentary Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978

(87) Drama Discina Int'l
RUY BLAS
R—Oct. 23—PG-980

(102) Drama Film Right Int'l
BACK STREETS OF PARIS
R—Oct. 30—PG-981

(98) Musical Clasa-Mohme
LA REINA DEL TROPICO

(100) Drama Films Int'l
WOMAN HUNT
R—Nov. 6—PG-984

(103) Drama Vesuvio Films
MALACARME
R—Nov. 6—PG-984

MISCELLANEOUS

COLUMBIA · EAGLE LION · M. G. M. · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV. INT'L · WARNER BROS.

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
	947	Abbott & Costello Meet Frankenstein	(83)	U-I	7- 3-48	+	+	+	+	+	±	±	7+ 2–
	912	Adventures in Silverado	(75)	Col.	3-13-48	±	±			±	+		4+ 3–
	956	Adventures of Gallant Bess	(73)	EL	7-31-48	±	±	±	±		±	‡	7+ 5–
	895	Alias a Gentleman	(78)	MGM	1-31-48	–	±	±	+	±	±		5+ 5–
	906	All My Sons	(94)	U-I	2-28-48	‡	+	+	‡	‡	+	‡	11+
	965	An Act of Murder	(91)	U-I	9- 4-48	+	+		‡	+	+		6+
	894	Angels' Alley	(67)	Mono.	1-24-48	±	±	±		–		±	4+ 5–
	982	Angry God, The	(57)	UA	10-30-48	=	=		±			±	2+ 6–
	925	Anna Karenina	(111)	20-Fox	5- 1-48	+	±		+	+	+	+	6+ 1–
	924	Another Part of the Forest	(107)	U-I	4-24-48	‡	+	+	+	‡	+	+	9+
	969	Apartment for Peggy	(96)	20-Fox	9-18-48	‡	+	+		‡	‡	‡	10+
	978	Appointment With Murder	(67)	FC	10-16-48	±		±	±	±			4+ 4–
	913	April Showers	(94)	WB	3-20-48	+	+	±	+	+	±	+	7+ 2–
	904	Arch of Triumph	(120)	UA	2-21-48	+	+	+	+	‡	±	+	8+ 1–
	913	Are You With It?	(90)	U-I	3-20-48	+	±	+	+	+	±		6+ 2–
	923	Argyle Secrets, The	(63)	FC	4-24-48	+	±	±		+			4+ 2–
	917	Arizona Ranger, The	(63)	RKO	4- 3-48	+		±	+	+	±		5+ 2–
	953	Arkansas Swing	(65)	Col.	7-24-48	±					±		2+ 2–
	922	Arthur Takes Over	(63)	20-Fox	4-17-48	+	±	±	±	+	–		5+ 4–
	929	Assigned to Danger	(65)	EL	5- 8-48	±	±	+		±	±	+	6+ 4–
		B											
	955	Babe Ruth Story, The	(107)	Mono.	7-31-48	‡	‡	‡	‡	‡	+	±	12+ 1–
	942	Bad Sister	(90)	U-I	6-12-48	±	–		±		±	±	4+ 5–
	982	Belle Starr's Daughter	(87)	20-Fox	10-30-48	±	±	±	+	+			5+ 3–
	903	B. F.'s Daughter	(108)	MGM	2-21-48	+	±	+	+	±	+		6+ 2–
	969	Behind Locked Doors	(61)	EL	9-18-48	+	±	±		±	±		5+ 4–
	919	Berlin Express	(86)	RKO	4-10-48	‡	+	+	‡	‡	‡	+	11+
	929	Best Man Wins	(75)	Col.	5- 8-48	+	±	+		±	+		5+ 2–
	964	Betrayal, The	(183)	Astor	8-28-48	±		–				–	1+ 2–
	944	Beyond Glory	(82)	Para.	6-19-48	±	±	±	±	±	+	‡	8+ 5–
	915	Big City	(111)	MGM	3-27-48	+	+	+	+	+	+	+	7+
	904	Big Clock, The	(95)	Para.	2-21-48	+	+	+	+	‡	‡	‡	10+
	937	Big Punch, The	(80)	WB	5-29-48	±	±	±	+	+	±	±	7+ 5–
	933	Big Town Scandal	(62)	Para.	5-22-48	±	±	±	+	±	±	±	7+ 6–
	887	Bill and Coo	(61)	Rep.	1- 3-48	+	±	+	‡	‡	‡	+	10+ 1–
	949	Black Arrow, The	(76)	Col.	7-10-48	+	±	+		±	+	+	6+ 2–
	897	Black Bart	(80)	U-I	2- 7-48	±	±	+	±	+	±		6+ 4–
	965	Black Eagle, The	Story of a Horse (76)	Col.	9- 4-48	+		±		±	±		4+ 3–
			Back Trail	(54) Mono.				–				±	1+ 2–
	969	Blanche Fury	(93)	EL	9-18-48	–	±		+	–	+		3+ 3–
	951	Blazing Across the Pecos	(55)	Col.	7-17-48	±				+	±		3+ 2–
	935	Blonde Ice	(73)	FC	5-22-48	±		+		+		±	4+ 3–
	941	Blondie's Reward	(67)	Rep.	6-12-48	±		+		+	±		4+ 2–
	985	Blood on the Moon	(87)	RKO	11-13-48	‡					+		3+
	965	Bodyguard	(62)	RKO	9- 4-48	+	±	±	+	+	+		6+ 2–
	925	Bold Frontiersman, The	(60)	Rep.	5- 1-48	+		+	+	+	±	±	6+ 2–
	905	Bride Goes Wild, The	(MGM)		2-28-48	+	+	‡	‡		±	±	8+ 2–
	936	Brothers, The	(90)	U-I	5-22-48	+	±		+	–	+		4+ 2–
		C											
	928	California Firebrand	(63)	Rep.	5- 8-48	+		+	+	+	±	±	6+ 2–
	935	Campus Sleuth	(57)	Mono.	5-22-48	–	±	±				–	2+ 4–
	946	Canon City	(83)	EL	6-26-48	‡	±	‡	‡	‡	+	‡	12+ 1–
	939	Carson City Raiders	(60)	Rep.	6- 5-48	+		+	±	±	±	±	6+ 4–
	932	Casbah	(94)	U-I	5-15-48	+	±	±	+	+	±	±	7+ 4–
	957	Checkered Coat, The	(67)	20-Fox	8- 7-48	±	±	±		–	±	±	5+ 6–
	921	Close-Up	(76)	EL	4-17-48	±	±	±		±	±	+	6+ 5–
	941	Cobra Strikes, The	(62)	EL	6-12-48	±	–				±	±	3+ 4–
	970	Code of Scotland Yard	(60)	Rep.	9-18-48	+	±	±	‡	+	+		7+ 2–
	940	Coroner Creek	(90)	Col.	6- 5-48	‡	+	‡	‡		+	±	9+ 1–
	943	Corridor of Mirrors	(96)	U-I	6-19-48	–	+			±			2+ 3–
		Counterfeiters, The	(73)	20-Fox			±	+		±	±	±	5+ 4–
	984	Countess of Monte Cristo, The	(77)	U-I	11- 6-48	±	±	±	±	+			5+ 4–
		Creeper, The	(63)	20th-Fox			–	±		–	–	±	2+ 5–
		Crossed Trails	(53)	Mono.				±		±		±	3+ 3–
	972	Cry of the City	(95)	20-Fox	9-25-48	±	+	+	+	‡	‡	+	9+ 1–
		D											
	955	Daredevils of the Clouds	(60)	Rep.	7-31-48	+	±	±	+	±	±	±	7+ 5–
	946	Date With Judy, A	(113)	MGM	6-26-48	‡	‡	‡		+	‡	‡	11+
		Dead Don't Dream, The	(..)	UA				±				±	2+ 2–
	946	Dear Murderer	(90)	U-I	5-22-48	±	±		±	±	±	+	6+ 5–
	948	Deep Waters	(85)	20-Fox	7- 3-48	‡	±	±	+	+	+	±	8+ 3–
	896	Design for Death	(48)	RKO	1-31-48	+			+	±	+		4+ 1–
	968	Desperadoes of Dodge City	(60),	Rep.	9-11-48	+		+		±			3+ 1–
	926	Devil's Cargo	(61)	FC	4-10-48	±		±	±	–			3+ 4–
	980	Disaster	(60)	Para.	10-23-48	±	–	±					2+ 3–
		Discovery	(74)	FC						+		+	2+
	961	Docks of New Orleans	(70)	Mono.	8-21-48	±	–	±	±	±		±	5+ 6–
	887	Double Life, A	(103)	U-I	1- 3-48	+	‡	+	‡	‡	+	‡	11+
	927	Dream Girl	(86)	Para.	5- 8-48	+	±	‡	±	‡	+	‡	10+ 2–
	926	Dude Goes West, The	(87)	Mono.	5- 1-48	+	+		+	‡	+	+	7+
	986	Dulcimer Street	(112)	U-I	11-13-48	±				+			2+ 1–
		E											
	928	Easter Parade	(103)	MGM	5-29-48	‡	‡	‡	‡	‡	‡	‡	14+
	955	Embraceable You	(80)	WB	8-31-48	±	±	±		+	±	±	6+ 5–
	928	Emperor Waltz, The	(106)	Para.	5- 8-48	‡	‡	‡	‡	‡	‡		12+
	915	Enchanted Valley, The	(77)	EL	3-27-48	+	–	+			±		3+ 2–
	945	End of the River	(80)	U-I	6-26-48	+	±		+	+	+		5+ 1–
	940	Escape	(78)	20-Fox	6- 5-48	±	±		‡	–	±	+	6+ 4–
	953	Eyes of Texas, The	(70)	Rep.	7-24-48	±		+	±	+	±		5+ 3–
		F											
	943	Feudin', Fussin and a-Fightin'	(77)	U-I	6-19-48	±	±	+	‡	±	±	±	8+ 5–
	982	Fighting Back	(61)	20-Fox	10-30-48	–				±	±		2+ 3–
	931	Fighting Father Dunne	(93)	RKO	5-15-48	+	‡	±	+	+	+	±	8+ 2–
	966	For the Love of Mary	(90)	U-I	9- 4-48	+	±	+	+	±	+	±	7+ 3–
	941	Foreign Affair, A	(116)	Para.	6-12-48	‡	‡	+	‡	‡	+	‡	12+
	911	Fort Apache	(127)	RKO	3-13-48	+	±	+	+	+	‡	‡	9+ 1–
	933	Four Faces West	(89)	UA	5-22-48	+	‡	+	+	+	+	±	8+ 1–
	927	French Leave	(64)	Mono.	5- 8-48	+	±	±		±		±	5+ 4–
	932	Fuller Brush Man, The	(92)	Col.	5-15-48	+	+	+	‡	‡	+	+	9+
	920	Fury at Furnace Creek	(88)	20-Fox	4-10-48	‡	+	+	+	+	+	+	8+
		G											
	979	Gallant Blade, The	(81)	Col.	10-23-48	+	±	+	±	±	+	±	7+ 4–
	938	Gallant Legion, The	(88)	Rep.	5-29-48	‡	±	+	+	+	±	±	8+ 3–
	942	Gay Intruders, The	(70)	20-Fox	6-12-48	+	±		+		±		4+ 2–
	973	Gentleman From Nowhere	(66)	Col.	10- 2-48	+	±	±		–	±	±	5+ 5–
	972	Girl From Manhattan, The	(81)	UA	9-25-48	–		–	±	+	±		3+ 4–
	937	Give My Regards to Broadway	(89)	20-Fox	5-29-48	‡	+	+	‡	‡	+	+	10+
		Golden Eye, The	(69)	Mono.			±	±		+		–	3+ 3–
	956	Good Sam	(114)	RKO	7-31-48	‡	‡	+	‡		±	±	9+ 2–
	925	Green Grass of Wyoming	(89)	20-Fox	5- 1-48	‡	+	+		+	+		6+
	931	Guns of Hate	(61)	RKO	5-15-48	±		±	+		±		4+ 3–
		H											
	851	Hal Roach Comedy Carnival	(Curley and The Fabulous Joe) (112)	UA	8-30-47	±	±		‡	+	±		6+ 3–
	903	Half Past Midnight	(69)	20-Fox	2-21-48	‡	=	±	–	–	±		2+ 7–
	950	Hamlet	(155)	U-I	7-10-48	‡	‡		‡	‡	‡	‡	12+
	922	Hatter's Castle	(105)	Para.	4-17-48	±	±		±		±	±	5+ 5–
	911	Hawk of Powder River, The	(54)	EL	3-13-48	±		–	±				2+ 3–
	914	Hazard	(100)	Para.	3-20-48	+	±	+	+	±	±	±	7+ 4–
	929	Heart of Virginia	(60)	Rep.	5- 8-48	±	±	±	±	+			5+ 4–
	921	Here Comes Trouble	(54)	UA	4-17-48	+	±	+	+			±	5+ 2–
	986	He Walked by Night	(80)	EL	11-13-48	+							1+
	985	High Fury	(71)	UA	11-13-48	±	±	+	±	+			5+ 3–
	976	Hills of Home	(97)	MGM	10- 9-48	+	±	+	+	‡	‡		8+ 1–
	961	Hollow Triumph	(83)	EL	8-21-48	+	±	+	+	±	±	+	7+ 2–
	920	Homecoming	(113)	MGM	4-10-48	‡	+	‡	+	‡	+	+	10+
	898	Hunted, The	(85)	Mono.	2- 7-48	+	+	–	+		+		4+ 1–
		I											
	934	I, Jane Doe	(85)	Rep.	5-22-48	±	±	±	+	±	±	±	7+ 6–
	985	Indian Agent	(..)	RKO	11-13-48	+							1+
	911	I Remember Mama	(134)	RKO	3-13-48	‡	‡	‡	‡	‡	‡		12+
	975	I Surrender, Dear	(68)	Col.	10- 9-48	+	±		–		±		3+ 3–
	927	I Wouldn't Be in Your Shoes	(72)	Mono.	2-14-48	±	±	±	±	±	–	±	6+ 7–
	891	Ideal Husband, An	(96)	20-Fox	1-17-48	+	±		±	+	+	+	6+ 2–
	966	Innocent Affair, An	(90)	UA	9- 4-48	+	+	±	+	+	+	±	7+ 2–
	975	Inner Sanctum	(62)	FC	10- 9-48	–				±			1+ 2–
	918	Inside Story, The	(87)	Rep.	4- 3-48	+	±	+		–	±	±	5+ 4–
	966	In This Corner	(63)	EL	9- 4-48	±	±	+		+	±		5+ 3–
	931	Iron Curtain, The	(87)	20-Fox	5-15-48	+	‡	‡	+	‡	±	‡	11+ 1–
	962	Isn't It Romantic?	(87)	Para.	8-21-48	+	–	–	+	–	+		3+ 3–
		J											
	935	Jinx Money	(69)	Mono.	5-22-48	+	±	±		±		±	5+ 4–
	982	Joan of Arc	(145)	RKO	10-30-48	‡	‡	‡	‡				8+
	963	Joe Palooka in Winner Take All	(64)	Mono.	8-28-48	+	±	±	+			±	5+ 3–
	970	Johnny Belinda	(102)	WB	9-18-48	‡	‡	‡	‡	‡	+	+	12+
	960	Julia Misbehaves	(99)	MGM	8-14-48	‡	+	‡	‡	‡	‡	+	11+
	979	June Bride	(97)	WB	10-23-48	‡	+	+	‡	‡	‡	+	11+
	972	Jungle Patrol	(70)	20-Fox	8-25-48	+	‡	‡	+	+			7+
		K											
	949	Key Largo	(101)	WB	7-10-48	+	‡	+	‡	‡	‡	+	11+
	969	Kidnapped	(80)	Mono.	9-18-48	‡		+	+	+	+		6+
	938	King of the Gamblers	(60)	Rep.	5-29-48	‡	±	±	±			–	5+ 4–
	909	King of the Olympics	(60)	UA	3- 6-48	+							1+
	978	Kiss the Blood Off My Hands	(79)	U-I	10-16-48	‡	+	+	+	+	±	+	8+ 1–
		L											
	954	Lady at Midnight	(61)	EL	7-24-48	±	±	±		–	±	±	5+ 6–
	921	Lady From Shanghai, The	(87)	Col.	4-17-48	±	+	+		+	±	±	6+ 3–
		Ladies of the Chorus	(..)	Col.			±					±	2+ 2–
	959	Larceny	(89)	U-I	8-14-48	±	+	+	+	+	+	+	7+ 1–
	985	Leather Gloves	(75)	Col.	11-13-48	+		±		±	–	+	4+ 3–
	903	Let's Live Again	(67)	20-Fox	2-21-48	+	±		+	+	–		4+ 2–
	981	Let's Live a Little	(85)	EL	10-30-48	+	±	+	+				4+ 1–
	922	Letter From an Unknown Woman	(87)	U-I	4-17-48	+	–		±	+	+	+	5+ 2–
	924	Lightnin' in the Forest	(58)	Rep.	4-24-48	±	±	+	±			±	5+ 4–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
923	Lost One, The (84)		Col.	4-24-48	+		+	+	±			4+ 1−
961	Loves of Carmen, The (98)		Col.	8-21-48	+		±	ǂ		ǂ	ǂ	8+ 1−
965	Luck of the Irish, The (99)		20-Fox	9- 4-48	ǂ	±	+		+	±	+	7+ 2−
943	Lulu Belle (87)		Col.	6-19-48	+	±	±	±	+	±	±	7+ 5−
962	Luxury Liner (98)		MGM	8-21-48	+	+	±	+	+	ǂ	+	8+ 1−
	M											
977	Macbeth (107)		Rep.	10-16-48	±	±	±	+	−	ǂ		6+ 4−
945	Man-Eater of Kumaon (80)		U-I	6-26-48	+	±	±		+	+	+	6+ 2−
	Marshal of Amarillo (..)		Rep.				±		+	±	±	4+ 3−
914	Mating of Millie, The (87)		Col.	3-20-48	±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn (89)		20-Fox	3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time (76)		RKO	5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
944	Michael O'Halloran (79)		Mono.	6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey (87)		EL	6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend (73)		EL	10-16-48	±	±	±	±	±	±		6+ 6−
944	Mine Own Executioner (102)		20-Fox	6-19-48	±	±		+		+		5+ 2−
907	Miracle of the Bells, The (120)		UA	3- 6-48	+	ǂ	+	ǂ	ǂ	ǂ		10+
962	Miraculous Journey (76)		FC	2-21-48	+		±	+	−		±	4+ 3−
970	Miss Tatlock's Millions (101)		Para.	9-18-48	+	±	+	+	ǂ	ǂ		8+ 1−
917	Mr. Blandings Builds His Dream House (96)		SRO	4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid (89)		U-I	7-10-48	+	+	±	ǂ	±	+		7+ 2−
904	Mr. Reckless (67)		Para.	2-21-48	−	−	±	±	−	±	−	3+ 7−
918	Money Madness (73)		FC	4- 3-48	±		±				−	3+ 3−
970	Moonrise (90)		Rep.	9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra (173)		RKO	12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
953	Music Man (66)		Mono.	7-24-48	±	−			±			2+ 3−
968	My Dear Secretary (94)		UA	9-11-48	ǂ	+	+	+	+	±		7+ 1−
925	My Dog Rusty (67)		Col.	5- 1-48	±	±	±			±	±	5+ 5−
948	Mystery in Mexico (66)		RKO	7- 3-48	±	±	±	+		±		5+ 4−
	N											
896	Naked City, The (96)		U-I	1-31-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
876	Nicholas Nickleby (95)		U-I	11-22-47	+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes (81)		Para.	7-17-48	+	+	+	+		+	+	6+
981	Nighttime in Nevada (67)		Rep.	10-30-48	+		+	±	+	ǂ		7+ 1−
968	Night Wind (68)		20-Fox	9-11-48	±	±		+	±	+		5+ 3−
976	No Minor Vices (96)		MGM	10- 9-48	+	±	+	+	+	±		6+ 2−
920	Noose Hangs High, The (77)		EL	4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede (79)		EL	7-10-48	+	±	±	+	±	ǂ		7+ 3−
	O											
913	October Man, The (85)		EL	3-20-48	+	±		−	±	+	+	5+ 3−
921	Old Los Angeles (87)		Rep.	4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade (57)		UA	9-11-48	+			+				2+
971	Olympic Games of 1948 (88)		EL	9-25-48	+			+				2+
926	On an Island With You (107)		MGM	5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
964	One Touch of Venus (82)		U-I	8-28-48	+	±	±	±	+	±	±	7+ 5−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107)		UA	2- 7-48	+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret (70)		EL	1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61)		Rep.	9-25-48	±	±	−	+	±	−		4+ 5−
	P											
980	Paleface, The (90)		Para.	10-23-48	ǂ	+	+			+		5+
888	Paradine Case, The (117)		SRO	1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The (77)		RKO	2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
897	Piccadilly Incident (87)		MGM	2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The (102)		MGM	4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall (85)		UA	8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
983	Plot to Kill Roosevelt, The (83)		UA	11- 6-48	+	−	±	−	±			3+ 4−
983	Plunderers, The (87)		Rep.	11- 6-48	ǂ	+	+	+	+		±	7+ 1−
923	Port Said (69)		Col.	4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street (78)		RKO	7- 3-48	±	±	±	+		±	±	6+ 5−
983	Racing Luck (66)		Col.	11- 6-48	+				+			2+
958	Rachel and the Stranger (92)		RKO	8- 7-48	+	+	±	+	−	ǂ	ǂ	8+ 2−
959	Range Renegades (54)		Mono.	8-14-48	+						−	1+ 1−
937	Raw Deal (78)		EL	5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River (104)		UA	7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
980	Red Shoes, The (134)		EL	10-23-48	+	ǂ		ǂ	+	+	ǂ	9+
979	Return of October, The (89)		Col.	10-23-48	+	±	+	+	+	+		6+ 1−
934	Return of the Badmen (90)		RKO	5-22-48	+	±	±	+	−	+		5+ 3−
912	Return of the Whistler, The (63)		Col.	3-13-48	±	±	±		−	±	±	5+ 6−
962	Return of Wildfire (81)		SG	8-21-48	+	±		±	+			4+ 2−
932	River Lady (78)		U-I	5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House (95)		20-Fox	10- 2-48	±	+	+	+	±	±		6+ 3−
975	Rogues' Regiment (86)		U-I	10- 9-48	+	±	±	+	ǂ	+		7+ 2−
942	Romance on the High Seas (102)		WB	6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope (80)		WB	8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977	Rusty Leads the Way (59)		Col.	10-16-48	±					+		2+ 1−
915	Ruthless (102)		EL	3-27-48	+	±	±	+	+	+	±	7+ 3−
	S											
908	'Sainted' Sisters, The (90)		Para.	3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88)		UA	9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
908	Scudda Hoo! Scudda Hay! (95) 20-Fox			3- 6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict (83)		Para.	9-11-48	±	±	±		±	+	+	6+ 4−
914	Search, The (104)		MGM	3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
963	Secret Land, The (71)		MGM	8-28-48	+				+	ǂ		4+
939	Secret Service Investigator (60)		Rep.	5-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy (71)		Para.	4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest (65)		Mono.			±	±		−		−	2+ 4−
960	Shed No Tears (70)		EL	8-14-48	±	±	±	±	±		±	6+ 6−
904	Sign of the Ram, The (85)		Col.	2-21-48	+	±	+	+	ǂ	+		7+ 1−
919	Silent Conflict (61)		UA	4-10-48	±		±	−	−		±	3+ 5−
928	Silver River (110)		WB	5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey (..)		UA				±				±	2+ 2−
906	Sitting Pretty (84)		20-Fox	2-28-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
941	Sixteen Fathoms Deep (82)		Mono.	6-12-48	±	−	±	ǂ			+	5+ 3−
971	Smart Girls Don't Talk (81)		WB	9-25-48	±	±	−	±				3+ 4−
912	Smart Woman (90)		Mono.	3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
	Smuggler's Cove (66)		Mono.			±	±		±		±	4+ 4−
986	Snake Pit, The (108)		20-Fox	11-13-48	ǂ	ǂ	+	ǂ	ǂ			9+
933	So Evil, My Love (109)		Para.	5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia (83)		FC	9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York (79)		UA	5-15-48	+	+	+	+	+	±		6+ 1−
971	Son of God's Country (60)		Rep.	8-25-48	+		±		−	±		3+ 3−
964	Song Is Born, A (110)		RKO	8-28-48	+	±	+	+	ǂ	+	+	8+ 1−
916	Song of Idaho (66)		Col.	3-27-48	−		±		±	±		3+ 4−
	Sons of Adventure (60)		Rep.				−		±		±	2+ 3−
956	Sorry, Wrong Number (90)		Para.	7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977	S.O.S. Submarine (71)		SG	10-16-48	±				+			2+ 1−
958	Southern Yankee, A (91)		MGM	8- 7-48	+	+	+	ǂ	ǂ	+		8+
906	Speed to Spare (58)		Para.	2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The (79)		EL	8- 7-48	+	±	±	±	+			5+ 3−
935	Stage Struck (71)		Mono.	5-22-48	−	±	±		−		±	3+ 5−
916	State of the Union (122)		MGM	3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
966	Station West (92)		RKO	9- 4-48	±	±	+	±	+	+		6+ 3−
981	Strange Mrs. Crane, The (60)		EL	10-23-48	±	−	±	+	−			3+ 4−
907	Strawberry Roan (79)		Col.	3- 6-48	+		+	+	±	±		5+ 2−
950	Street With No Name (91)		20-Fox	7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
912	Summer Holiday (92)		MGM	3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger (76)		EL	5-29-48	±	−	±		−	±		3+ 5−
	T											
947	Tap Roots (109)		U-I	7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids (67)		RKO	4- 3-48	+	±	+	+	±	±	±	7+ 4−
954	Texas, Brooklyn and Heaven (76)		UA	7-24-48	±	±	±	±	±	±	−	6+ 7−
951	That Lady in Ermine (89)		20-Fox	7-17-48	+	±	+	±	−	+	±	6+ 4−
945	They Live by Night (Reviewed as Your Red Wagon) (95)		RKO	6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
	13 Lead Soldiers (66)		20-Fox			±	+		−	±	±	4+ 4−
978	Three Musketeers, The (125)		MGM	10-16-48	ǂ	ǂ	+	+	ǂ	+	ǂ	11+
949	Thunderhoof (77)		Col.	7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The (67)		Rep.	7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109)		UA	5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The (54)		EL	3-20-48	±		±	±		±		4+ 4−
918	To the Victor (99)		WB	4- 3-48	+	±	+	+	±	±	±	7+ 4−
951	Trail to Laredo (54)		Col.	7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz (60)		Rep.	7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67)		Col.	5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat (70)		Col.	10- 9-48	+	±	±		±	±	±	6+ 5−
958	Two Guys From Texas (86)		WB	8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered (146)		Para.	10- 4-47	ǂ	±	+	ǂ	ǂ	+	+	10+ 1−
931	Under California Stars (70)		Rep.	5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours (105)		20th-Fox	10- 9-48	−	+	−	ǂ	±	+		5+ 3−
979	Untamed Breed, The (79)		Col.	10-23-48	±		±		+			3+ 2−
940	Up in Central Park (87)		U-I	6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66)		UA	8-21-48	−	±	±		+	±	−	4+ 5−
	V											
958	Variety Time (59)		RKO	7- 7-48	+	±	±	±	+	±		6+ 4−
953	Velvet Touch, The (97)		RKO	7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The (77)		UA	6- 5-48	+	±	±	±	+	±	±	7+ 5−
	W											
968	Walk a Crooked Mile (89)		Col.	9-11-48	ǂ	±	+	+	+	+	+	8+ 1−
934	Wallflower (78)		WB	5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106)		20-Fox	7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight (63)		Para.	5- 8-48	+	±	+	±	±	±	±	7+ 5−
916	West of Sonora (55)		Col.	3-27-48	±				+	+	±	4+ 2−
986	When My Baby Smiles at Me (98)		20-Fox	11-13-48	+	+		+	+			4+
936	Whirlwind Raiders (54)		Col.	5-22-48	±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin? (55)		UA	5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again? (62)		FC	6- 5-48	±							1+ 1−
957	Winner's Circle (70)		20-Fox	8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting (104)		WB	4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The (109)		WB	4-24-48	+	±	+		−	+	ǂ	6+ 2−
891	Women in the Night (90)		FC	1-17-48	+		±	±			−	3+ 3−
	Y											
984	You Gotta Stay Happy (100)		U-I	11- 6-48	+	±	+	+	ǂ			6+ 1−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, − Poor, = Very Poor, © Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9437	Eight-Ball Andy (Clyde) (17½)	3-11		....
9425	Tall, Dark and Gruesome (H. Herbert) (16)	4-15	±	5- 8
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
1431	A Pinch in Time (..)	11-11		....
	CAN YOU TOP THIS?			
	1948-49 SEASON			
1411	Can You Top This? (13)	11-18		....
	COLOR FAVORITES			
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
1603	The Little Match Girl (8½)	11-25		....
	COLOR PHANTASIES			
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
9503	Flora (7)	3-18		....
	1948-SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
1502	Lo, the Poor Buffalo (6½)	11- 4	±	11- 6
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21	+	11- 6
	ONE-REEL SPECIAL			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9856	Photoplay's Gold Medal Awards (9½)	3-18		....
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	‡	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	‡	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
1853	Stars to Remember (9½)	11-18		....
	STOOGE COMEDIES			
9406	Squareheads of the Round Table (18)	3- 4		....
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
1403	Mummies Dummies (16)	11- 4	+	11- 6
	THRILLS OF MUSIC			
9956	Ted Weems & Orch. (10½)	3-25	±	5- 8
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
1952	Ray Eberle & Orch. (10)	11- 4	+	11- 6
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9806	Net Marvels (9)	3-11		....
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	‡	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
1803	Wonder Woman (..)	11-18		....
	SERIALS			
9160	Tex Granger — 15 Chapters	4- 1	+	5- 8
9180	Superman (Special) — 15 Chapters	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill — 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-933	King Size Canary (7)	12- 6	±	1- 3
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	‡	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-911	Visiting Virginia (9)	11-29	+	1- 3
T-912	Cradle of a Nation (9)	12-13	+	1- 3
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	GOLD MEDAL REPRINTS (Technicolor)			
W-921	Goldilocks and the Three Bears (11)	11-22	±	1- 3
W-922	The Fishing Bear (8)	12-20	±	1- 3
W-923	The Milky Way (8)	2-14	‡	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	‡	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-971	Miracle in a Cornfield (9)	12-20	‡	1- 3
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	‡	2-21
K-974	My Old Town (9)	2- 7	‡	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	PETE SMITH SPECIALTIES			
S-952	Surfboard Rhythm (8)	10-18	‡	11- 6
S-953	What D'Ya Know (9)	11- 6	+	11- 6
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	‡	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	©You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	‡	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-932	The Invisible Mouse (7)	9-27	‡	11- 6
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (10)	11- 5	+	11- 6
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	‡	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
FF7-6	Catalina Interlude (18)	11-19	+	11- 6
	NOVELTOONS (Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	‡	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	‡	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (7)	11-19	+	11- 6
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (11)	10- 8	‡	11- 6
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-2	Olive Oyl for President (6)	1-30	‡	1-24
E7-3	Wigwam Whoopee (8)	2-27	‡	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	‡	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (..)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (7)	11-12	+	11- 6
	POPULAR SCIENCE (Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	‡	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	‡	4-10
X7-6	Sing or Swim (8)	6-14	‡	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	‡	10- 9
	SPEAKING OF ANIMALS			
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (10)	11-26	+	11- 6

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
84,703	Little Hiawatha (reissue) (9)	2-20	‡	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	‡	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	‡	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	‡	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	‡	10-16
94,105	Pluto's Fledgling (7)	9-10	+	10-30
94,106	Soup's On (7)	10-15		....
94,701	Goofy and Wilbur (7) (Reissue)	10- 1	+	11-13
94,107	Three for Breakfast (7)	11- 5		....
94,108	Mickey and the Seal (7)	12- 3		....
94,702	Wynken, Blynken and Nod (7), reissue	11-19		....
	EDGAR KENNEDY COMEDIES			
83,403	No More Relatives (18)	1-30	+	3-13
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
94,301	Contest Crazy (17)	10- 1		....
	FLICKER FLASHBACKS			
84,204	No. 4 (9)	2-27	‡	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	1948-49 SEASON			
93,701	Uninvited Blonde (17)	11-12		....
	PATHE SPORTSCOPES			
84,305	Racing Day (8)	1- 9	+	1-31
84,306	Sports Coverage (8)	2- 6		....
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20	+	10-30
	1948-49 SEASON			
94,301	Texas Redhead (8)	9-24	±	11- 6
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10		....
93,502	Range Rhythm (17)	10-15		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano (17)	10-29		....
	SPECIALS			
83,901	Football Highlights of 1947 (18)	2-12		....
83,601	Twenty Years of Academy Awards (19)	4- 2	‡	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	‡	5- 8
83,202	Pal's Adventure (20)	6-11	+	10-30
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	THIS IS AMERICA			
83,103	Children's Village (19)	1-19	‡	1-24
83,104	Operation White Tower (18)	2- 6	‡	2-28
83,108	Crime Lab (17)	2- 8	‡	6- 5
83,105	Photo Frenzy (16)	3- 5	‡	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	‡	5- 8
83,109	Letter to a Rebel (17)	6-25	‡	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	‡	8-28
83,112	Friend of the Family (16)	9-17	‡	10- 9
83,113	Who's Delinquent? (17)	10-15	+	11- 6

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DRIBBLE PUSS PARADE			
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
	FEMININE WORLD			
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
	MARCH OF TIME			
Vol. 14, No. 4	Public Relations This Means You! (17)	11-28	++	11-29
Vol. 14, No. 5	The Presidential Year (18)	12-26		....
Vol. 14, No. 6	The Cold War (18)	1-24	++	1-31
Vol. 14, No. 7	Marriage and Divorce (17)	Feb.	++	2-28
Vol. 14, No. 8	Crisis in Italy (17)	Mar.	+	4-10
Vol. 14, No. 9	Life With Junior (18)	Apr.		....
Vol. 14, No. 10	Battle for Greece (18)	May	+	5-15
Vol. 14, No. 11	The Fight Game (18)	June	+	6-12
Vol. 14, No. 12	The Case of Mrs. Conrad (18)	July	++	7-10
Vol. 14, No. 13	White Collar Girls (17)	Aug.	+	8- 7
Vol. 14, No. 14	Life With Grandpa (19)	Sept.	++	9-18
Vol. 14, No. 15	Battle for Germany	Oct.	++	10-16
	MOVIETONE ADVENTURES			
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	◎Jungle Closeups (8)	12-12	++	3- 6
8254	◎Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	◎Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	++	6- 5
8256	◎Riddle of Rhodesia (8)	July	+	8-14
8257	◎Bermuda (8)	Aug.	+	8-14
8258	◎Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
	MOVIETONE SPECIALTY			
8801	Symphony of a City (11)	Sept.	+	10-23
	MOVIETONE NEWS (Released Twice Weekly)			
	SPORTS			
8352	◎Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	◎Playtime in Scandinavia (8)	Apr.	++	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
	TERRYTOONS (Technicolor)			
8506	Talking Magpies in the Super Salesman (7)	10-24	++	12-20
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	++	12-20
8505	The Wolf's Pardon (7)	12- 5	++	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	++	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ANSWER MAN SERIES			
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	++	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23	+	10-30
	JUVENILE JURY SERIES			
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
	LANTZ CARTUNES (Technicolor—Reissues)			
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
	MUSICAL WESTERNS			
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	++	5-29
	NAME BAND MUSICALS			
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle and His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	++	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (15)	10-13	±	10-30
	SING AND BE HAPPY SERIES			
2385	Let's Go Latin (10)	7-21	+	8-16
2386	Kernels of Korn (10)	8-18	±	10-11
2387	Manhattan Memories (10)	8-25	+	11-15
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Sons of the Season (..)	10-11		....
3385	Hits of the Nineties (..)	10-18		....
	SPECIALS			
2202	Harnessed Lightning (17)	11-12		....
5555	◎The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	++	9-27
3201	Snow Capers (19)	2-18	+	3- 6
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY VIEWS			
3341	Tropical Harmony (9)	9-29	+	11-15
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16	±	10-30
3348	Call of the Canyon (10)	10-18	±	10-30
	SERIALS			
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-12

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
	BLUE RIBBON HIT PARADE (Technicolor)			
4305	Curious Puppy (7)	4-24		....
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
	1948-49 SEASON			
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
	BUGS BUNNY SPECIALS (Technicolor)			
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
	1948-49 SEASON			
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25	++	11- 6
4721	My Bunny Lies Over the Sea (7)	12- 4		....
	FEATURETTE			
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
	JOE McDOAKES COMEDIES			
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
	1948-49 SEASON			
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
	MELODY MASTERS			
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
	MEMORIES OF MELODY LANE			
4204	Let's Sing Grandfather's Favorites (10)	3-13		....
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
	MERRIE MELODIES (Color)			
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2	+	11-13
4710	The Foghorn Leghorn (7)	10- 9	+	11- 6
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30	++	11-13
4713	Kit for Cat (7)	11- 6		....
4714	Stupor Salesman (7)	11-20		....
4715	Riff Raffy Daffy (7)	11-27		....
4716	Scaredy Cat (7)	12-18		....
	SPORTS NEWS REVIEW			
	1948-49 SEASON			
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4		....
	SPORTS PARADE (Technicolor)			
4507	Holiday for Sports (10)	4-17	+	5- 1
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9	+	11-13
	1948-49 SEASON			
5502	Sportsmen of the Far East (10)	12-18		....
	TECHNICOLOR ADVENTURES			
4806	Living With Lions (20)	6- 5		....
	1948-49 SEASON			
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11		....
	TECHNICOLOR SPECIALS			
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	++	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	++	9- 4
	1948-49 SEASON			
5001	Sons of Liberty (21)	11-20	+	9- 4
	WARNER-PATHE NEWS (Released Twice Weekly)			

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASTOR			
Vol. 1, No. 1	◎Makers of Destiny (15)		±	6- 5
	REPUBLIC			
	CARTOON			
761	◎It's a Grand Old Nag (8)	12-20	++	12-13
	SERIALS			
693	Jesse James Rides Again... 13 Chapters	8- 2		....
694	The Black Widow	11- 1		....
791	G-Men Never Forget 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release) 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James 13 Chapters	10-30		....
	UNITED ARTISTS			
	LANTZ CARTUNES (Technicolor)			
...	The Bandmaster (7)	12-19	+	12- 6
...	The Mad Hatter (7)	Feb.	±	2-14
...	Banquet Busters (7)	3-12	+	2-14
...	Kiddie Koncert (7)	4- 2	++	4-17
...	Wacky Bye Baby (7)	7-16	±	4-24
...	Pixie Picnic (7)	6-14	++	4-17
...	Wet Blanket Policy (7)	8-27		....
...	Playful Pelican (7)	9- 8		....
	LOEW MUSICOLOR			
...	Engulfed Cathedral (7)	June	+	9-20
...	Moonlight (7)	8-29	+	9-20
...	Enchanted Lake (7)	10-30	+	12- 6
...	Fingal's Cave (10)	3-26	±	2-14
...	Liebestraum (7)	5- 7		....
	INDEPENDENTS			
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) AF Films		++	7-24
	1-A, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l		+	10-16
	Fact and Fantasy (7) A.F. Films		—	10-30
	Kabylia (10) A.F. Films		+	10-30
	Journey to Mecca (15) A.F. Films		+	10-30

Goofy and Wilbur

RKO (Walt Disney Cartoon) 8 Mins.

Good. A reissue of one of the best of the earlier Disney cartoons. Goofy, the dog, has a clever little companion, Wilbur, a grasshopper who acts as lure on his fishing trips. One day, Wilbur takes too many chances and is swallowed by an angry fish and, when he escapes that fate, by a frog. The frog is swallowed by a stork, but Wilbur returns to life when the stork's egg hatches.

Daffy Dilly

Warner Bros. (Merrie Melody) 7 Mins.

Very good. Daffy Duck is really funny in this one. He learns that an ailing millionaire will pay handsomely if he can be made to laugh, but Daffy can't get by the butler. His every attempt, and they are many and novel, to get into the house result only in his going out on his ear until at last he solves the problem. The gags show real imagination.

Gauchos of the Pampas

Warner Bros. (Sports Parade) 10 Mins.

Good. Audiences liking travelogs will find this a fascinating series of views of San Pedro D'Timote, one of Uruguay's ranch estates. The South American cowboys are shown at work and play, principally tending large herds of cattle and sheep in highly picturesque surroundings. The film gives a good idea of the extent of the livestock industry of the southern republic.

Odor of the Day

Warner Bros. (Merrie Melody) 7 Mins.

Good. A dog, one freezing winter day, is looking for a place to get warm, is repulsed when he tries to occupy several kennels and finally winds up in bed in an unoccupied house in the woods. An unpleasant odor awakens him and he finds a skunk in bed with him. Action then gets fast, with the skunk spraying the dog and the dog spraying the skunk—with perfume.

Exhibitor Has His Say

(Continued from page 3)

ance" if they met one face to face, or anywhere else! This grossed my lowest midweek figures for any time in the past year. I repeat, this is fine for the big towns but no good for the overall trade. Pass it up! Played Wed., Thurs. Weather: Fine.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

Are You With It? (U-I)—Donald O'Connor, Olga San Juan, Martha Stewart. This little musical was far above my expectations, both as entertainment and drawing power. The comedy of O'Connor, Lew Parker and Martha Stewart was excellent. Musical numbers were furnished by O'Connor, Stewart and Olga San Juan. Don't pass this one up. It will please even the most critical audience. Business above average. Played Tues., Wed. Weather: Cool.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

Black Bart (U-I)—Yvonne DeCarlo, Dan Duryea, Jeffrey Lynn. A good western, with one of the most perfect Technicolor prints we've ever had. Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Black Bart (U-I)—Yvonne DeCarlo, Dan Duryea, Jeffrey Lynn. This is a very good western, nice color and better than average cast. Not too long or too high-priced to use for that weekend double and it will really satisfy them. Played Fri., Sat. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Buck Privates Come Home (U-I)—Bud Abbott, Lou Costello, Joan Fulton. This feature broke our house records for a midweek show. It really took here like a million dollars. This picture seemed different from the usual ones. At the last show we put on the lights and one male patron still sat in his seat. We went up to him and he said he had a cramp in his stomach from so much laughing. So the next A&C pictures, we will really have a good publicity campaign for it. Played Wed., Thurs. Weather: Perfect.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

Little Giant (U-I)—Bud Abbott, Lou Costello. This is an old picture but this is what they like. Played Fri., Sat. Weather: Fair.—Lewis Hickok, Dream Theatre, Effingham, Kas. Small town and rural patronage. *

River Lady (U-I)—Yvonne DeCarlo, Rod Cameron, Dan Duryea. Lots of action and splendid color helped the story. The scenery is splendid and it was very well received by our patrons. Played Thurs. through Sat. Weather: Fine.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. City and rural patronage. * * *

When the Daltons Rode (U-I) — Reissue. Randolph Scott, Kay Francis, Brian Donlevy. Another swell reissue with a big cast, all action, and plenty of laughs all the way through. Very well received and enjoyed by all who attended. You can't beat it for action and laughs. Played Fri., Sat. Weather: Rain.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

WARNER BROS.

Escape Me Never (WB)—Errol Flynn, Ida Lupino, Eleanor Parker. This is a well made show but business was off on it. Played Tues., Wed.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Key Largo (WB)—Humphrey Bogart, Edward G. Robinson, Lauren Bacall. Can't help how many big stars are in a picture, as long as the previews and reviews show it is connected with gangsters, the people in Gray don't want it. It was a good picture with plenty of action, but that didn't help us. Played Wed., Thurs.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

My Wild Irish Rose (WB)—Dennis Morgan, Arlene Dahl, Andrea King. Any time we can have picture like this one, we do business, but I'm afraid all the French in Belle River don't go for us Irish, so business was nothing to rave about. Played Mon., Tues. Weather: Cool.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

Romance on the High Seas (WB)—Jack Carson, Janis Paige, Don DeFore. This was enjoyed by our patrons and comments were favorable. People still appreciate a lot of action in a picture. Played Wed. through Sat. Weather: Fine.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. City and rural patronage. * * *

Silver River (WB)—Errol Flynn, Ann Sheridan, Thomas Mitchell. Bad weather ruined our business on this A western. To my surprise and delight, we had a checker. Played Mon., Tues. Weather: Rain.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

In the Newsreels

Movietone News, No. 88: First group of displaced persons to come to this country; mysterious smog brings death to town of Donora; United Nations plan to lift Berlin blockade vetoed by Russia; Henry Morgenthau returns from tour of Israel; tight rope walker in breathtaking act in the Alps; Citation wins Pimlico special. Notre Dame wins over Navy; California beats Southern California.

News of the Day, No. 218: U.S. welcomes first shipload of DPs; Morgenthau reports on trip to Palestine; champion daredevil performs over Alps; Notre Dame vs. Navy.

Paramount News, No. 21: Nation hails marine corps on anniversary; first DPs arrive in New York; Morgenthau reports on Palestine trip; football.

Universal News, No. 192: U.S. welcomes DPs; marine corps 173rd birthday celebration takes place in Washington, Quantico, Va., and Parris Island, S. C.; Notre Dame 41, Navy 7; Northwestern 21, Ohio State 7; Georgia Tech 19, Duke 7; SMU 21, Texas 6.

Warner Pathe, No. 23: Mystry smog kills 20; Morgenthau in Palestine; first DPs arrive in U.S.; exclusive report on Ruhr; charm school turns out Ph.D.s; new harvest by helicopter; life on rope one-half mile up; California vs. Southern California; Ohio State vs. Northwestern.

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Movietone News, No. 89: Truman's dramatic triumph; Israeli forces battle Arabs in the Negev; bike race; Canada-Gorgeous George, wrestler de luxe.

News of the Day, No. 219: Dramatic story of Truman's triumph.

Paramount News, No. 22: Israeli victory in Negev fighting; Truman's smashing victory.

Universal News, No. 193: Truman wins; fighting in Palestine; Greece hails war heroes; coal miner-ettes "shine"; Queen Mary steamship overhauled; Michigan State 46, Oregon State 21.

Warner Pathe News, No. 24: Truman wins! Warner Pathe news records the most stunning political upset in U.S. history as the Democrats win senate, house and White House.

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Telenews Digest, No. 44: Truman wins; mysterious smog kills 20; first DPs arrive in U.S.; New York City; Washington; Chicago; Connecticut; all quiet in the mines; unrest near canal; new recruits for RAF; Germany; England; Norway; Texas—mechanical lumberjack; New York—Cornell 20, Columbia 13; Texas—SMU 21, Texas 6.

He Plays Two-Reelers Instead of Serials

SING A SONG OF SIX PANTS (Col)—Two-reel short. I really believe this is the best in the 3-Stooges that we have ever played. Patrons really roared and laughed. We took the advice of one of the exhibitors (in EHHS) to play a two-reel comedy every week instead of a serial, and it really is paying. Try it and see if we are not right. Played Wed., Thurs.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

The Snake Pit

A — Drama

20th-Fox (901) — **103 Minutes** — **Rel. ————**

Stark realism is the keynote—in fact, the only note—of the screen version of Mary Jane Ward's widely read best-seller. Productionwise it is virtually flawless, and consequently is likely to earn a place high among the season's top revenue producers. Additionally, its provocative and controversial subject matter—the story of a demented woman in a state insane asylum—will add more grist to its boxoffice mill, thus rendering it a "must-see" entry whether or not audiences consider it entertainment in the popular conception of that term. Olivia de Havilland, superb in the starring role, dwarfs the unanimously excellent work of a talented roster of supporting players. The picture will bore no one, and impossible to conceive is the ticket-buyer who is not engrossed, even spellbound, from its main title to its closing—and only happy —sequence. Expertly and sensitively directed by Anatole Litvak.

Olivia de Havilland, Mark Stevens, Leo Genn, Celeste Holm, Glenn Langan, Helen Craig, Leif Erickson, Beulah Bondi.

When My Baby Smiles at Me

F — Comedy Drama With Music (Technicolor)

20th-Fox (845) — **98 Minutes** — **Rel. Nov. '48**

An entertaining blend of laughter, music and a few heart-throbs which makes a first-rate vehicle for the charms of Betty Grable and the dancing and comedy talent of Dan Dailey. In addition it has Technicolor plus the nostalgic appeal of the almost-departed era when burlesque flourished. The popularity of Miss Grable and the rapidly rising Dailey will insure strong grosses in almost any type of house. While the film follows the "good old days" formula of the original play, "Burlesque," Director Walter Lang maintains interest throughout the routine plot. Among the high spots are Miss Grable's warbling of the new "Hit Parade" tune, "What Did I Do?", Dailey's smooth tap routines and the comedy squabbling of June Havoc and Jack Oakie as burlesque old-timers. Richard Arlen is convincing as a sympathetic cattle-rancher. A burlesque couple temporarily split up when the male member goes on to Broadway fame.

Betty Grable, Dan Dailey, Jack Oakie, June Havoc, James Gleason, Richard Arlen, Robert Emmett Keane.

He Walked by Night

F — Melodrama

Eagle Lion (910) — **80 Minutes** — **Rel. Nov. 21, '48**

A winner for theatres specializing in action films and well worth secondary billing in many others where a film with name stars has top billing, though there isn't any heart interest. This story of daring, painstaking police detection of a vicious criminal, said to be based on a real case in police files, has everything—a well-knit, exciting and plausible tale, plenty of action that leads up to a high climax, and excellent direction, acting and backgrounds. Of great interest is the insight into police methods, especially the laboratory work, but the suspense and the progress of the plot are never interfered with. The final scenes of a manhunt through Los Angeles storm sewers are striking. The film follows "Canon City," another good Bryan Foy production starring Scott Brady and written by Crane Wilbur. Wilbur also directed "Canon City," but Alfred Werker directed this.

Richard Basehart, Scott Brady, Roy Roberts, Whit Bissell.

Dulcimer Street

F — Drama

Univ.-Int'l (——) — **112 Minutes** — **Rel. ————**

Adhering to the British propensity toward details and atmosphere, this loses its main story theme—one of crime and punishment—in a literal labryinth of characterizations and extraneous plot situations. True, the characterizations in most instances are splendidly done and some of the by-product situations are unusually amusing, but the over-all effect is one of snail-paced motivation and confusion. To further pose the picture as a problem for American exhibitors is the absence of marquee material in the cast and the film's excessive length. It is not sufficiently meritorious to go it alone or even to carry the topside of a dualer; and certainly it is much too long to be used for support in the average situation. Resultantly, the offering's best reception will be in houses that specialize in the artistic and/or unusual. Directed by Sidney Gilliat.

Richard Attenborough, Alastair Sim, Fay Compton, Stephen Murray, Wylie Watson, Susan Shaw, Gladys Henson.

Blood on the Moon

F — Western

RKO Radio (——) — **87 Minutes** — **Rel. ————**

Westerns with guts—and the more hard-boiled the better—seem to be the trend in current production of sagebrush stuff, a trend which apparently is paying off handsomely at theatre turnstiles. By such yardstick, this is a sure-fire winner. What's more, its assets do not end with its ruthless virility. Not to be overlooked is the fact that Robert Mitchum currently is as hot at the boxoffice as the proverbial four-dollar shotgun. And let it be noted that he does one of the best jobs of his acting career as the gunman who gets involved in a range war, the plot of which is more meaty and involved than one finds in most gallopers. In other departments the picture keeps pace with the high standards set by Mitchum, and that goes for the other mummers, production values, photography and the able direction of Robert Wise.

Robert Mitchum, Barbara Bel Geddes, Robert Preston, Walter Brennan, Phyllis Thaxter, Frank Faylen, Tom Tully.

Indian Agent

F — Western

RKO Radio (910) — **64 Minutes** — **Rel. ————**

Manifesting more than average attention to such details as story line, photography and, above all, the acting department, this entry in the Tim Holt sagebrush series stands head and shoulders above most of its predecessors—in themselves very satisfactory western fare—and looks like a cinch to merit the plaudits not only of Holt fans but also of that segment of the theatregoing audience which does not ordinarily evince much interest in tales of the rugged outdoors. Holt delivers in his customary competent style, ably aided in the comedy department by Richard Martin, and the picture —running the action gamut from the nefarious operations of a crooked freight line to an Indian uprising—is well supplied with the kind of ingredients which ought to make it a popular and profitable booking in almost every situation. Directed by Lesley Selander.

Tim Holt, Noah Beery jr., Richard Martin, Nan Leslie, Harry Woods, Richard Powers, Claudia Drake.

Leather Gloves

F — Drama

Columbia (119) — **75 Minutes** — **Rel. Nov. 11, '48**

Another program picture which gets away from the murder mystery angle that seemed to dominate so long. Better than the average for the lower half of dual bills, it may help to raise the standard, which has not been too high. Part of the credit should go to the script, but the acting is on the stock company level rather than amateur, and producers-directors Richard Quine and William Asher have teamed a good action film. Romantic and human interest overtones make it more than a fight picture, with suspense well sustained throughout. Running monolog when there is no dialog effective here as in many recent pictures, and the theme about a fighter, already on the skids, deciding not to throw a fight because he wants to save his opponent for the sweetheart he himself wanted is complicated but impressive. Any situation, any day of the week.

Cameron Mitchell, Virginia Grey, Jane Nigh, Sam Levene, Henry O'Neill, Blake Edwards, Bob Castro.

High Fury

F — Drama

United Artists (593) — **70 Minutes** — **Rel. Nov. 19, '48**

Filmed in Switzerland by a British company, the picture's chances for being of value to any program—either commercially or entertainmentwise—lie in the scenic beauties of its backgrounds, its sequences devoted to the thrills and dangers of mountain climbing and the fact that the toplines are filled by names fairly well established among American audiences. Foremost in the sizeable liability column is a paper-thin story and the unacceptability of the cast members—portraying Swiss nationals and/or French refugee children—delivering their lines in broad British accents. It was the care given such refugees by neutral Switzerland during the recent war which furnished the subject for the picture, but that idea was so fouled up in other story elements that it lost whatever potency it might have possessed. An unimportant supporting feature, at best. Directed by Harold French.

Madeleine Carroll, Ian Hunter, Michael Rennie, Anna Marie Blanc, Arnold Marle, Michael McKeag, Willie Fueter.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Blood on the Moon"**

See that your patrons are informed that the picture is based on a Saturday Evening Post serial by Luke Short. Blow up one of that magazine's covers for a lobby easel layout together with stills from the film, and stuff heralds into current issues of the publication. Stencil sidewalks leading to the theatre with hoofprints and footprints, with copy reading: "Follow the trail to adventure!" Make library tieups on a "Western Adventure Story" selection, with the Luke Short serial prominently displayed therein.

CATCHLINES:

An Unforgettable Story of Raw and Rugged Conflict . . . Of Vengeance That Explodes in the Fury of a Desperate Fight to the Finish . . . Packed With Blazing Action . . . Thundering Drama . . . And Stirring Romance.

Pulse-Pounding Drama of the Rugged West . . . And the Most Exciting, Ruthless, Savage Man-to-May Duel Ever Filmed . . . It's Fierce, Flaming, Furious Adventure . . . Drama Written in Blood and Fury.

SELLING ANGLES: **"Indian Agent"**

Comb your town for material for a lobby display of old-time western weapons, and tie in with sports shop owners on displays of firearms, archery equipment and western outfits. If you haven't already done so, launch a "Tim Holt Rangers" club for the juveniles. Stage an early-bird Saturday morning showing for the kids and offer merchandising prizes for the most realistic "Indian" and "cowboy." Dress ushers and door attendants in cowboy outfits and hire a husky lad dressed as a redskin for street ballyhoo.

CATCHLINES:

Fast Action and Bullet-Blazing Adventure . . . On the Danger Trails of the Old West . . . It's Tim Holt at His All-Time Best . . . Streaking Into Sizzling Action . . . Blazing a Trail of Thrills . . . Through Indian Territory.

Here Comes a Tornado of Smoking Guns and Wild Excitement . . . As Tim Holt Rides a Trail of Thundering Thrills . . . in a Fast-Riding . . . Fast-Punching . . . Fast-Shooting Tale of the Days When the West Was Wild.

SELLING ANGLES: **"Leather Gloves"**

Offer a pair of kid boxing-gloves to the boy who sells the most tickets before the show opens. Stage a youthful boxing contest on the stage, possibly in connection with the American Legion or Veterans of Foreign Wars. Give a season ticket prize for the best essay from a young woman on the subject: Why I Would Not Want to Marry a Prize Fighter. Get sporting-goods houses to carry boxing-glove window displays the week before the picture opens, using window cards on it.

CATCHLINES:

A Fighter Who Took the Count When Dan Cupid Entered the Ring . . . The Kid Was on His Way Up, But It Was No Life for a Nice Girl to Have to Live . . . Throwing a Fight Was One Thing, But He Had to Stay in and Win for Her.

Sensational Ring Drama That Pulls No Punches on Your Heart-Strings . . . A Picture About a Fighter Who Fought His Own Battle Within Himself—and Won . . . Two Men and a Girl, and One Saved Her Happiness by Knocking Her Fiance Out!

SELLING ANGLES: **"High Fury"**

Build up a lobby display around mountain-climbing equipment borrowed from local sporting goods stores, spotting a number of tiein stills to impart animation, and labeling various pieces of equipment such as pitons, crampons and carabiners. A couple of pretty gals attired in mountain-climbing costume would make a fetching street ballyhoo stunt. Persuade local newspaper sports columnists to attend a screening and give the picture a plug in their writings.

CATCHLINES:

Towering Thrills in the Towering Alps . . . Never Has Such a Sensational Story Been Filmed in More Dramatic, More Terrifying, More Suspenseful Surroundings . . . Atop the World's Most Treacherous Mountains.

It's an Avalanche of Thrills . . . Atop a Mountain of a Thousand Deaths . . . Never Has the Screen Found a More Terrifying Background for Heart-Chilling Adventure . . . On the Edge of the World . . . The Screen Hits a New Thrill Peak of Towering Thrills . . . Spine-Chilling Adventure.

SELLING ANGLES: **"The Snake Pit"**

Considering the subject matter and locale, your advertising and exploitation campaign should be handled with discretion. Stage a special showing for doctors, psychiatrists and others with a professional and clinical interest in mental diseases. Make the customary tieups with libraries and bookstores on Mary Jane Ward's book, from which the picture was made. Effective in advertising and lobby easels would be your "Personal Guarantee—One of the Finest Motion Pictures You Will See This Season."

CATCHLINES:

It Writes a New and Unforgettable Chapter in Motion Picture History . . . The Most Challenging Theme Ever Filmed . . . The Story of a Woman Who Fought to Rip Aside the Darkness of Her Mind.

Loving Her . . . He Plunged into the Shadow-World That Surrounded Her . . . Caught in the Trap of Desperate Emotions . . . And Each Had to Live the Drama That Fate Had Written . . . It's Magnificent . . . Unforgettable.

SELLING ANGLES: **"When My Baby Smiles at Me"**

In addition to playing up Betty Grable and June Havoc in the usual leg art, mention the return of Richard Arlen in a major film. Although the original title of "Burlesque" was not suitable for the screen, publicize that the picture is based on that play which was recently revived on Broadway with great success and is currently touring the country. Make a tieup with music shops for displays of recordings of the title song and the new hit, "What Did I Do?"

CATCHLINES:

Her Feet Were on the Burlesque Runway But Her Heart Was on Broadway . . . The Laughter as Well as the Tears Behind the Greasepaint of Burlesque.

Betty Grable Is Back in Tights Dancing with Light-Footed Dan Dailey . . . All the Glamor and Unreality of Burlesque, the Birthplace of Many Great Entertainers . . . When Small-Timers Become Big-Timers, Love Flies Out the Window.

SELLING ANGLES: **"He Walked by Night"**

Give your police department a special showing and get the chief to urge the public to see real police work. Blow up a photo of the criminal in the film trailing a victim, headline it with the film title and illuminate it with an intermittent light bulb, preferably red. With this as centerpiece in the lobby display, work out a big layout of action stills. Tie up with any local crime story. Increase newspaper advertising.

CATCHLINES:

In the Shadows Lurked a Violent Criminal Who Defied Police Detection Until —— . . . Ruthless, Cunning, Quick on the Trigger He Was, But the Police Finally Got Him . . . A Nerve-Tingling Nightmare of Crime . . . A Master Criminal Yields to Police Brains and Bullets.

The Latest in Police Methods Finally Brings a Trigger-Happy Murderer to Bay . . . A Wildly Exciting Story of a Criminal Almost Too Clever for the Police . . . Thrill Follows Thrill as Police Run Down a Master Criminal.

SELLING ANGLES: **"Dulcimer Street"**

Slant your exploitation along lines designed to create interest in the picture as the most "unusual" of the year. Secure permission of municipal authorities to rename the thoroughfare on which your theatre is located "Dulcimer Street" during the picture's run. One of the principals in the plot is a car thief, indicating possible tieups with insurance companies and locksmiths on the idea: "Carelessness costs money. Guard your valuables—be safe, not sorry."

CATCHLINES:

He Was Hunted . . . Feared . . . Branded . . . And Every Moment Was More Dangerous Than the Last . . . Every Footstep a Menace . . . Every Shadow a Threat . . . You'll Call It One of the Most Exciting Motion Pictures Ever Made . . . A Triumph of Suspense . . . Excitement . . . Romance.

Filled With Terror and Torment . . . Some of the Tensest Minutes the Screen Has Ever Showed . . . Its Suspense Will Grip Your Throat . . . As Its Fascination Draws You Deeper . . . Ever Deeper . . . Into Its Spell.

RATES: 10c per word, minimum $1.00, cash with copy. Four insertions for price of three.
CLOSING DATE: Monday noon preceding publication date. Send copy and answers to
• Box Numbers to BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo. •

CLEARING HOUSE

GENERAL EQUIPMENT—USED

We defy competition! Here's proof. Century mechanisms, like new, $750 pr.; RCA soundheads, belt driven, with motors, rebuilt, $150 pr.; Ashcraft 65 amp. lamphouses, 14 in. reflectors, rebuilt, $425 pr.; DeVry XD projectors, rebuilt and complete, $745 pr.; Spring seats, $2.50; complete booth equipment Simplex rear shutter projectors, Peerless lamphouses, rectifiers, RCA sound system, lenses, etc., excellent condition, a steal at only $975. Star Cinema Supply, 459 W. 46th St., New York 19.

SOS removes the guess from used equipment. Nothing leaves here unless it's absolutely right. 50,000 customers the world over built SOS and keep buying here since 1926 because they get fair treatment and their money's worth. Send for 1949 catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Dual DeVry XD transportable projectors with 3,000 ft. magazines, lenses, 1,000W lamps, amplifier, speaker, rebuilt, $595; rebuilt, $595; rebuilt Roth 50/100A generator, $395; RCA low frequency folded baffles, worth $300, $99.75; Dual Simplex Acme arc sound projector outfit, complete, $1,295; Simplex rear shutter mechanisms, excellent, $195; other Simplexes from $69.50; Dual Holmes, $667.50; DeVry late XDC theatre sound projection outfits with low intensity lamps, $1,995; with 1KW arcs, $2,495. Get 1949 catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

For Sale: Complete theatre equipment including 800 cushion seats, Western Electric sound system, Simplex projectors, Magnarc high intensity lamps, Hertner 50 amp. motor generator. Good condition. Available now. Selected Theatres Co., 507 Film Bldg., Cleveland, Ohio.

25 K.W. Generator. Rialto Theatre, Champaign, Illinois.

Complete Pictur-Fone sound equipment, two Strong lamps. Bargain. Grand Theatre, Plano, Ill.

Two Powers heads, rebuilt, renickled, like new. $150. Edward Holder, 60 N. Avenue B, Canton, Ill.

Pair Powers heads, 6B bases, upper and lower magazines, Ultraphone soundheads, Motiograph low lamps, Kni-tron 30 amp. portable rectifiers. Reasonable. Frank Winters, Bradford, Ill.

Pair Holmes educator 35mm projectors, factory rebuilt, complete with baby Strong lamps, rectifiers, bases, amplifier, speaker. Guaranteed $995. Simplex rear shutter mechanisms, rebuilt, $187.50. RCA PG-134 sound system with Lansing speakers, factory rebuilt, like new, $795. Columbia Sound Service, Box 27, Charleston, W. Va.

Two thoroughly rebuilt Simplex "BB" mechanisms, rear shutters, all spiral gears, cast iron film traps. Just overhauled by Chas. Achee, National Theatre Supply mechanic. Bargain. Contact Eddie Delaney, Pike Theatre, Magnolia, Miss.

Two Powers 6-B machines, good condition; two mellophone soundheads and amplifiers; stage and booth speakers; Strong lamp houses, Gardner rectifiers. Complete booth equipment. $450 takes all. Garland Theatre, Garland, Tex.

Two semi-portable Simplex 35mm projectors with amplifier and 4 in. super cinephor lenses, 2,000 ft. magazines, Mazda lamps. $1,175. Box 917, Mathis, Tex.

Pair 1948 DeVry sound projector machines, complete with new amplifier and speaker box. This equipment has only been used six months and is in a No. 1 condition. A value of $3,500 for only $2,200 cash. Harold McCloud, Star Theatre, Logan, W. Va. Phone 248-J.

400 late model American chairs, blue mohair, full upholstered backs, red leatherette cushions, like new, reasonable. Can be seen Herber Bros., Dallas. Also, pair Strong low lamps and rectifiers. Bob Yancey, Normangee, Tex.

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336, Cambridge, Ohio.

Bingo die-cut cards, 75 or 100 number, $3 per M. Screen dial $20. Premium Prod., 351 W. 44th St., New York 18, N. Y.

Comic books obtainable from world's largest and oldest theatre distributor. Best titles and latest issues in stock. Price 3c each. Sidney Ross. 334 W. 44th St., New York City.

Increase profits from $70 to $300 weekly with proved boxoffice and goodwill builder. Baby Sitter, Certainly. Ask about free trial offer. Write Booker-Cooper, Inc., 601 S. Rampart, Los Angeles, Calif.

GENERAL EQUIPMENT—NEW

Poster Cases. Stainless steel or extruded aluminum poster cases, illuminated or non-illuminated. Available in all sizes. Prompt delivery. Poblocki and Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

In-a-Car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

Phillips safety carbon savers. Ask your theatre supply dealer, or write Phillips, Box 788, Charleston 23, W. Va.

Junction box covers of waterproof material to fit most sound systems, 15c ea. At your dealer or send for complete information. Ringold Theatre Equipment Co., Grand Rapids 2, Mich.

EQUIPMENT WANTED

Pair good Baby Strong lamps, matching rectifiers, pedestals. Set booth equipment, Iowa. Boxoffice, A-3204.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Ohio, central prefered. Will pay cash. Small or large. Give complete details. Boxoffice, A-3220.

Will buy or lease theatre in Kansas. Confidential. Boxoffice, A-3221.

HELP WANTED

Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Wanted: Projectionists. Must be sober and reliable. Brenkert lamps, Simplex machines. Seven nights, one matinee weekly. State salary desired. Harper Theatre, Harper, Kas.

Wanted: House manager or experienced assistant that knows theatre operation, for Norfolk and Portsmouth, Virginia territory. Air mail special delivery qualifications and salary expected. Boxoffice, A-3229.

POSITIONS WANTED

Broadway showman seeking supervisory or managerial position. Prefer rural northeast. Partnership possibilities later. Box 101, Boxoffice, 9 Rockefeller Plaza, New York City.

Theatre manager. Ten years experience. Available November 21. Boxoffice, A-3212.

Projectionist: Ten years experience, Simplex equipment. Prefer job in Iowa or Nebraska. Jack L. Branson, Dunlap, Iowa. (in care R. W. Earlywine).

Theatre manager recently west coast desires situation small community outskirts Denver. Thoroughly familiar booking, buying, publicity. Independent or chain operation. Boxoffice, A-3226.

Thoroughly experienced all phases theatre circuit management. Now buying and booking for circuit in midwest. Desire change, will consider any offer with liveable compensation and opportunity for advancement. Boxoffice, A-3227.

Couple, now employed, want permanent connection with future. Projectionist, mechanic, B-electrician, major repairs, minor sound repairs, maintenance. Manaregess, cashier, adverttising. Ages early forties, lifetime experience, city to villeges, grind houses to one nighters. Congenial, co-operative, sober, 100 per cent dependable, anything considered. Replies confidential. Thirty day notice, housing possibilities. Boxoffice, A-3228.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

THEATRES FOR SALE

Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Theatre, 1,200 population, 320 seats, Simplex. Bargain for cash. Might lease, money in advance. No shoppers. Melba Theatres, Melvin, Texas.

For Rent: Downtown theatre, major Ohio city over 350,000. About 800 seats. Fully equipped for stage acts, films and sound. $1,000 per month and maintenance. Big money-maker. Wonderful opportunity. Boxoffice, A-3195.

Missouri theatre, 250 seats, Powers equipment. Drawing area 5,000. Splendid for retired couple. Long lease. $5,000, $3,000 cash. Boxoffice, A-3196.

For Sale: Beautiful theatre in small Ohio town. Only theatre, excellent opportunity. $25,000 required to handle. Deal direct with owner. Boxoffice, A-3197.

For Sale: Newly completed theatre. Most up-to-date equipment. Doing $800 weekly business. Six miles from Vancouver. Apply the Texas Hotel, Langley Prairie, B. C.

Theatres: Bells, Texas, $8,200. Coolidge, Texas, $8,000 down. Emory, Texas, $8.000 down. Henrietta, Texas, $75,000. Duke, Oklahoma, $22,000. Drive-in, Corsicana, Texas, $27,500. Many others. We hide nothing. Write "Joe" Joseph, 2409 Sunset, Dallas; Texas.

700-car Drive-In theatre. Attractive snack bar 50 ft. long. Beautiful screen tower. Newest sound and projection equipment. Located in northern Indiana. 70,000 population in five-mile radius. 27 acres of land. Doing fine business. Price $200,000. Boxoffice, A-3198.

Miami, Florida. 960 seats, Edison Theatre. Semi open-air. In good neighborhood. Uninterrupted daily operation, one owner, for over 12 years. Consistent money maker. Building includes four rental stores. Property, business and equipment for sale, $125,000. One-third cash. No brokers. Address John Cunningham, P. O. Box 1096, Savannah, Ga.

$17,000, half down. 450-seat, only theatre, furnished apartment. Concession room with everything. $1,300 custard machine. Located finest fishing-hunting area Texas Gulf. Partnership dissolution forces before December. Unique opportunity. Boxoffice, A-3200.

For Sale: Colored picture show seating 725. Owner ill and wants to sell. Silver City Theatre, Alexandria, La.

Midwest town, modern 327-seat theatre at Blandinsville, Illinois. R. D. Todd, LaHarpe, Ill.

Two theatres, Oklahoma county seat town, 5,000 population. One stadium type 600-seat theatre, the finest theatre of its type in the country. Other theatre 400 seats, well equipped. Annual profits of $30,000. No competition. State finances. $175,000. "Joe" Joseph, 2409 Sunset. Phone Y2-7650, Dallas, Tex.

Theatre in farming and industrial town. Population 1,500. $8,500, terms. Vincent Theatre, Vincent, Ala.

Texas small town theatres, also drive-ins. Send for prices, descriptions and locations. Montgomery, 400 N. Ashbel, Baytown, Tex.

First time offered. Located in north Louisiana. 430-seat house, brick and concrete construction; Super Simplex and four star sound. $32,500. Should pay out in three years. Disregard if you don't have the money and can't personally investigate. Boxoffice, A-3222.

For sale in Michigan. Construction of this 450-seat house will be complete sometime in December. All equipment and furnishings will be brand, spanking new. This will be only theatre in aggressive town of 1,500. Investigate. Boxoffice, A-3223.

Two theatres in adjacent towns. Will make active owner money. Boxoffice, A-3224.

South central Mississippi. Two theatres, town 3,000 population, plus agricultural school of 1,700. All equipment practically new with spring cushioned seats. Price, $42,500 not including buildings. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

One of the best theatres in fast growing northern Louisiana oil, lumber and farming town. Built this year; fine equipment; air conditioned. Modern and new. $20,000 cash will handle. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

Over 30% net. Northeast Mississippi. Two theatres in towns of 1,400 and 700 population. Will show over 30 per cent investment. Must be sold together. Price $30,000 including real estate. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

Near Missouri state university. Includes attractive building, five-room apartment. Simplex, high lamps, upholstered seats. Photographs available. $16,500, terms. Arthur Leak, 3422 Kinmore, Dallas.

THEATRES FOR SALE (Cont'd)

Only theatre attractive town 2,500, near Dallas. Finest equipment, size seldom available. Three-year payout including building, per owner, now. $54,000, terms. Similar offering west Texas. Leak, 3422 Kinmore, Dallas.

Texas college town 16,000. Plus 7,000 enrollment. Long established single feature theatre doing well. Non-union, easily operated. $16,000 down. Leak, 3422 Kinmore, Dallas.

Is approximate 1948 gross a fair price for modern, nearly new 400-seat theatre, growing southern town 2,000? Records wide open qualified prospects. $27,500. $15,000 cash or disregard. Boxoffice, A-3225.

Southwest Iowa including good building, four-room apartment. Check thoroughly. $11,400 down. Leak, 1109 Orchardlane, Des Moines.

Eastern Iowa college city. Top equipment. Attractive throughout. Under three-year pay out per owner. $25,000. Leak, 1109 Orchardlane, Des Moines.

South Dakota best area. Excellent profit. Building. $16,000 handles. Leak, 1109 Orchardlane, Des Moines.

Eastern Nebraska partnership dissolution. $10,000 down. Leak, 1109 Orchardlane, Des Moines.

Near El Paso, small county seat. Mile high health climate. $6,000 down. Leak, 3422 Kinmore, Dallas.

POPCORN MACHINES

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

Burch, Manley, Cretors, Advance, all electric french fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

One used regular size popcorn machine in very good condition. Melba Theatre, Oakwood, Tex.

Rebuilt popcorn machines, half price. Write for list. Drive-in poppers, bargain. Poppers Supply, Box 838, Atlanta, Ga.

POPCORN SUPPLIES

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Bee Hive for '48 is the best ever! Blevins not only gives you best popcorn but saves you money on all seasoning, bags, boxes, etc. Blevins Popcorn Co., Nashville, Tenn.

Attractively printed popcorn cartons for sale. 10c size, $6 M; 25c size, $17.50 M. Fabian Kontney, 609 N. Ashland, Green Bay, Wis.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

SCHOOLS

Prepare now for a better job at higher pay and a fascinating career in the Motion Picture industry. Choose your objective and act now! Motion Picture Operator; Motion Picture Equipment Technician; Motion Picture Sound Technician; Motion Picture Television Technician; Motion Picture Theatre Manager. Residence and correspondence courses. Part time employment and housing available. Free placement service. Approved for Veteran training under GI bill. Earn up to $290 per month while attending school if you are a veteran. Act today. Don't delay. Write for illustrated brochure and application blank. National Theatre Institute, P.O. Box 5769, 1105 Camp St., Dallas, Tex.

REAL ESTATE

Zoned Commercial. Exclusive Chicago neighborhood. Lot 200 ft. x 125 ft. Ideal for recreation center (theatre, etc.). Owner. Boxoffice, A-3205.

MORE CLASSIFIED ON PAGE 40

"SOARING TO TOP POSITION NATION-WIDE!" - VARIETY

BOXOFFICE BLUE RIBBON AWARD WINNER FOR OCTOBER!



JEANNE CRAIN
WILLIAM HOLDEN
and EDMUND GWENN

Apartment for Peggy

COLOR BY TECHNICOLOR

with
GENE LOCKHART • Griff Barnett • Randy Stuart

Directed and Written for the Screen by
GEORGE SEATON

Produced by
WILLIAM PERLBERG

From a Story by Faith Baldwin

SPYROS P. SKOURAS
35th Anniversary Celebration
SEPT. 26—DEC 25
Inclusive!

COAST-TO-COAST IT'S 20th CENTURY-FOX WEEK NOV. 21–27!

TOTAL NET PAID CIRCULATION OF THIS ISSUE EXCEEDS 23,000

BOXOFFICE

The Pulse of the Motion Picture Industry

BOXOFFICE BAROMETER

. . . Section Two of This Issue

MODERN THEATRE RED BOOK

. . . Section Three of This Issue

COVER STORY: Eagle Lion Honors Its New Sales Chief With Tribute Campaign.....Page 20

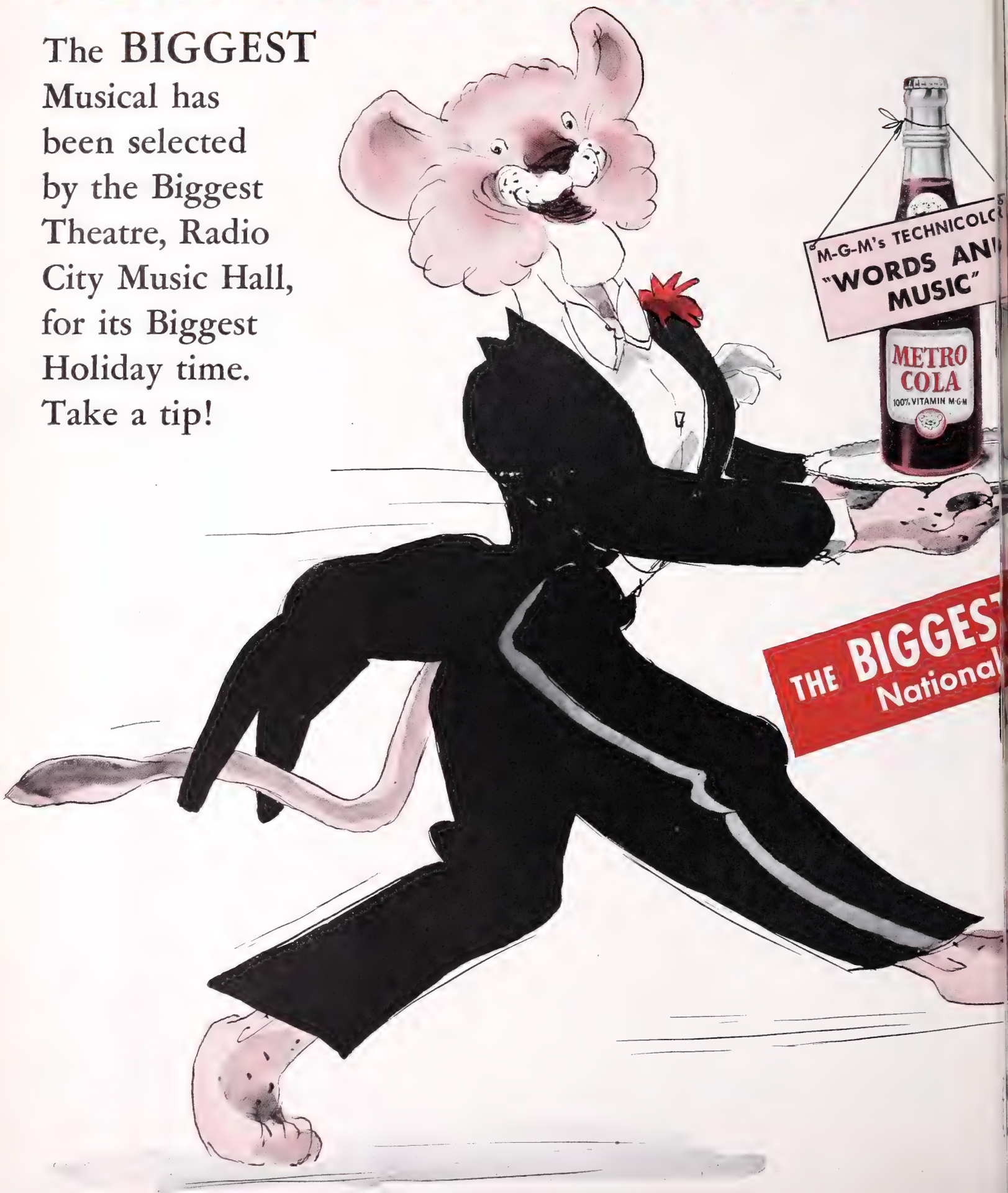


NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

In Three Sections—Section One
NOVEMBER 20, 1948

WHAT TO SERVE FOR NEW YEARS!

The BIGGEST Musical has been selected by the Biggest Theatre, Radio City Music Hall, for its Biggest Holiday time. Take a tip!





JUNE ALLYSON



GENE KELLY



JUDY GARLAND

M·G·M presents

a spectacular musical, packed with the beloved hits of the famed song-writing team of Rodgers and Hart; their own story, with all the adventure, romance, high life of the Great White Way.

Words AND Music

STARRING *(alphabetically)*

JUNE ALLYSON
PERRY COMO
JUDY GARLAND
LENA HORNE
GENE KELLY
MICKEY ROONEY
ANN SOTHERN

color by Technicolor

with

TOM DRAKE · CYD CHARISSE · BETTY GARRETT · JANET LEIGH
MARSHALL THOMPSON · MEL TORME · VERA-ELLEN

Musical Numbers Directed by ROBERT ALTON — *Directed by* NORMAN TAUROG — *Produced by* ARTHUR FREED

Based on the Lives and Music of RICHARD RODGERS and LORENZ HART



MICKEY ROONEY



PERRY COMO



LENA HORNE



ANN SOTHERN

MUSICAL! advertised!

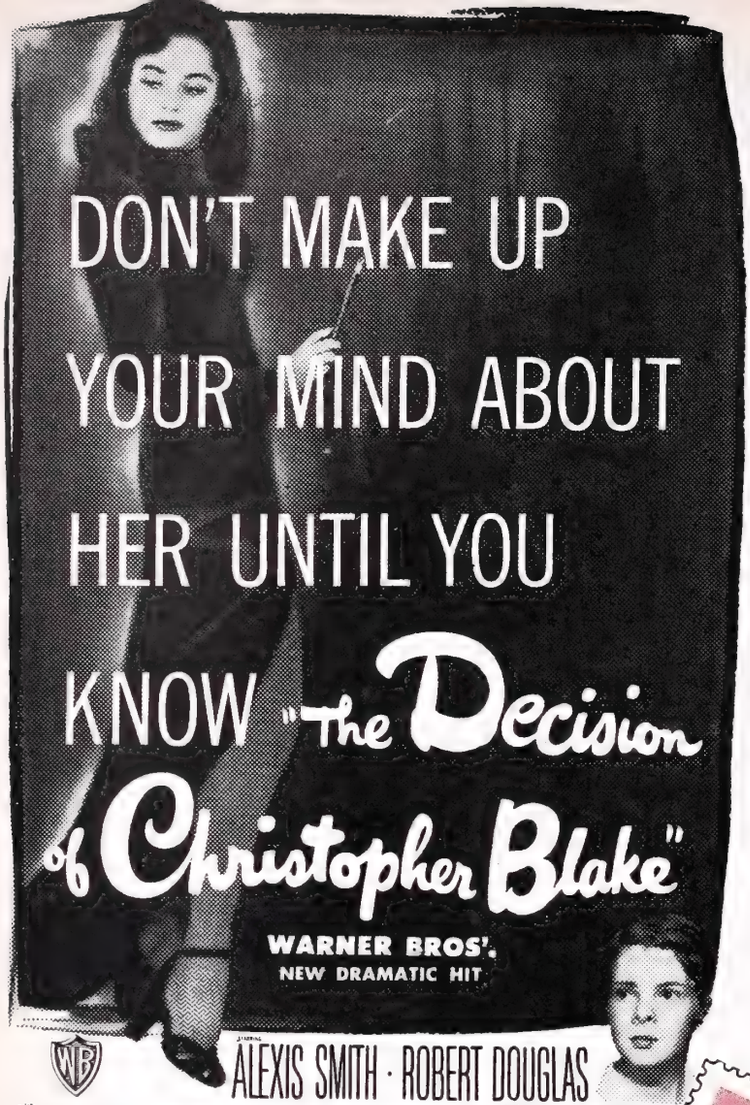
Screen Play by FRED FINKELHOFFE
Story by GUY BOLTON and JEAN HOLLOWAY
Adaptation by BEN FEINER, Jr.

20 Hit Songs

Manhattan
Small Hotel
With A Song In My Heart
Spring Is Here
Where Or When
The Lady Is A Tramp
On Your Toes
Blue Room
March Of The Knights
Thou Swell
Someone Should Tell Them
Blue Moon
I Wish I Were In Love Again
Mountain Greenery
Where's That Rainbow
A Tree In The Park
A Little Birdie Told Me So
Slaughter On 10th Avenue
Way Out West On West End Avenue • Johnny-One-Note

A METRO-GOLDWYN-MAYER PICTURE

NOTE: *Above ad appears in all fan magazines. Other advertising in Ladies' Home Journal, Look, Parent's, Redbook, Saturday Evening Post, American Magazine, Collier's, Cosmopolitan, Good Housekeeping, McCall's, Woman's Home Companion and True Story. Total readership 151,725,000. And more to come!*



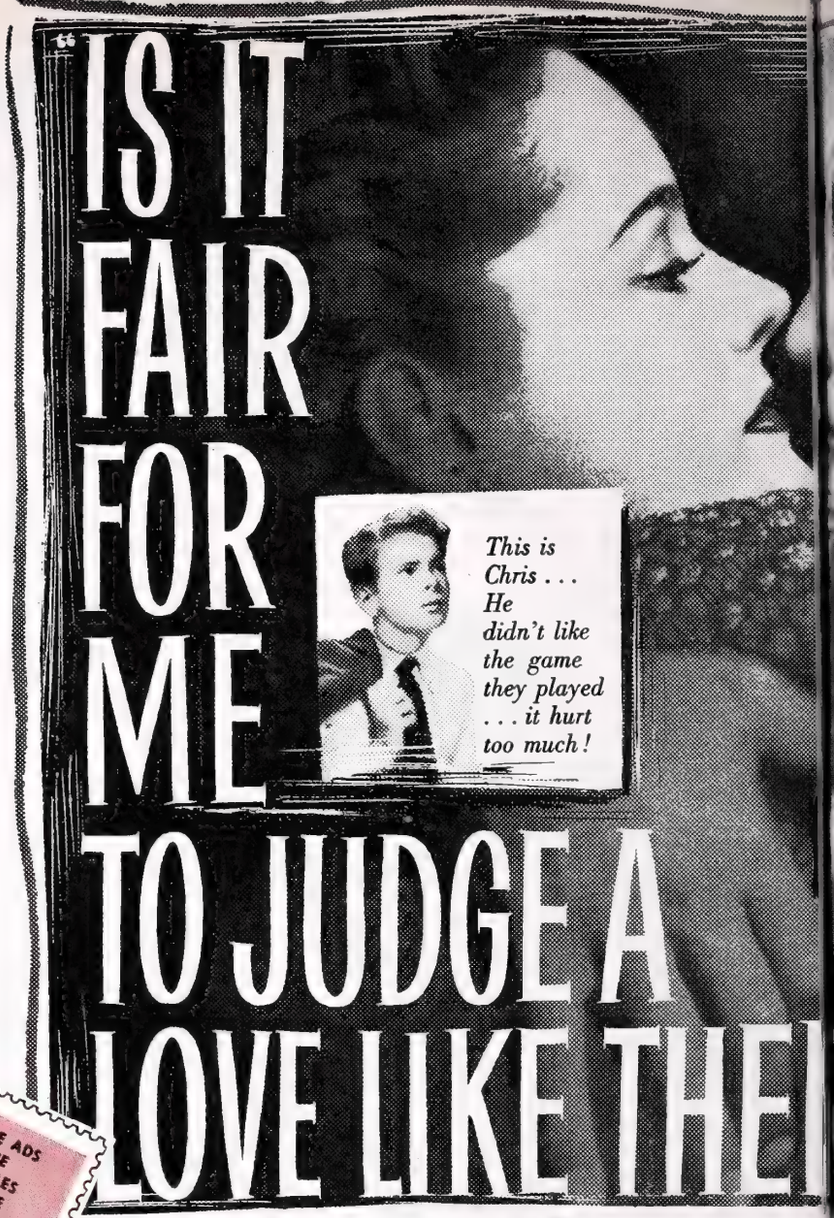
DON'T MAKE UP YOUR MIND ABOUT HER UNTIL YOU KNOW "The Decision of Christopher Blake"

WARNER BROS'. NEW DRAMATIC HIT

ALEXIS SMITH · ROBERT DOUGLAS

with CECIL KELLAWAY • TED DONALDSON • HARRY DAVENPORT • Based on the play by MOSS HART directed by PETER GODFREY produced by RANALD MacD

Screen Play by Ranald MacDougall • As produced on the stage by Joseph M. Hyman and Bernard Hart • Music by Max Steiner



IS IT FAIR FOR ME TO JUDGE A LOVE LIKE THE

This is Chris . . . He didn't like the game they played . . . it hurt too much!

THESE ADS ARE SAMPLES OF THE CAMPAIGN READY AND NOW AVAILABLE

Moss Hart's stage smash is the new dramatic triumph from WARNER BROS.!

"The Decisio Christopher

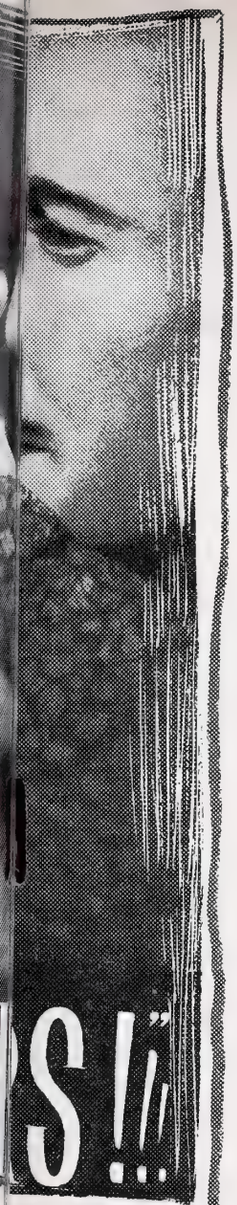
starring ALEXIS SMITH · ROBERT DOUGLAS direct PET

with CECIL KELLAWAY • TED DONALDSON • HARRY DAVENPORT • Based on the play

Screen Play by Ranald MacDougall • As produced on the stage by Joseph M. Hyman and Bernard Hart • M

ALL THE POWER OF MOSS HART'S STAGE HIT IS TURNED ON FOR THE

NEXT FROM WARN



S !!"

of

Jake"

produced by

FREY RANALD MacDOUGALL

HART

Steiner

ERS

SEE IT AT THE TRADE SHOW NOV. 29!

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ae. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

THE NATIONAL FILM WEEKLY

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BEN SHLYEN
Editor-in-Chief and Publisher

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NATHAN COHEN.....Associate Editor
JESSE SHLYEN.....Managing Editor
IVAN SPEAR.....Western Editor
FLOYD M. MIX.....Equipment Editor
RAYMOND LEVY.....General Manager

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Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y. Raymond Levy, General Manager; James M. Jerauld, Editor; Chester Friedman, Editor Showmandiser Section; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 1327 South Wabash Ave., Chicago 5, Ill. Jonas Perlberg, Manager; Donald Maggart, Central Representative. Telephone WEBster 4745.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Telephone GLadstone 1186.

Washington Offices: 6417 Dahlonega Road, Alan Herbert, Manager. Telephone, WIsconsin 3271. Filmrow: 932 New Jersey, N. W. Sara Young.

London Offices: 136 Wardour St., John Sullivan, Manager. Telephone Gerrard 3934-5-6.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; Morris Schlozman, Business Manager. J. Herbert Roush, Manager Advertising Sales and Service. Telephone CHestnut 7777-78.

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NOVEMBER 20, 1948

BOXOFFICE

BIG SERVICE PACKAGE

THE facts and figures of picture performance at the nation's boxoffices are graphically reported in the BAROMETER Edition which, as section two, accompanies this issue of BOXOFFICE. The tabulations which are given from week to week are put together and averaged in with additional business reports from typical cities and towns, thus giving a true cross-section analysis on picture performance. Not only are the results interesting, but they also have a practical value, particularly to those of exhibition in subsequent-run situations, many of whom have upwards of 50 per cent of last season's feature product yet to play.

This compendium of the releases for the 1947-48 season reveals an increase of 15 per cent in total feature output; 10 per cent in westerns. Thus, along with shorter runs in key spots, the product shortage of which there has been much complaint in recent years, virtually has ceased to be a problem.

Over-all performance shows a continuation of the downward trend with about the same consistency as has obtained since the peak of 1944-45. Top hits, while not reaching such high figures as in previous years, are on the increase. The index or average of all releases played in the closing season stands at 107 per cent. In the 1946-47 season it stood at 110 per cent; and in the peak season it hit 114 per cent. In the year prior to our entry in the war, it stood at 102 per cent. It must be borne in mind that the "normal" or "average" is adjusted to the times. Thus average business is today at a higher level than it was in prewar years.

Another guidance feature is the Looking Ahead department which lists up-to-the-minute data on forthcoming product. It indicates no dearth of product, either from the standpoint of quantity or quality. Evaluation on the latter score may not be too reliant from a brief synopsis in cold type. But many of the forthcoming releases already are finished and have been previewed; additionally, the personalities associated with these pictures—stars, directors, writers and producers—serve as a key.

The regular departments of the BAROMETER Section are continued for their interest and service to the industry, being designed especially to assist exhibitors in their buying and booking. And, with an eye to the physical side of theatre operation, something new has been added: The MODERN THEATRE "Red Book" as Section Three of this issue. The book-within-a-book for a dozen years, now has its own cover.

"The Key to Better Buying" Directory in that section, enlarged last year, is further expanded. Editorial features are improved. An Index and Digest of MODERN THEATRE articles which appeared in the past year's issues of that section of BOXOFFICE provides readers with a ready reference and cross-reference guide to every facet of theatre operation. Definitely something of year-'round service value, this regular feature of BOXOFFICE is at its biggest and best. But we promise to keep it growing and improving.

★ ★

Reissues and Business

The volume of reissues is greater this year than ever in the history of the industry. And it is likely to continue at a heavy rate, judging from exhibitor reports on business being done with reissues.

Currently four companies, one of which releases through its own branch exchange system, are specializing in product originally released from three to ten years ago. And every other distribution factor is reissuing from one to a half dozen pictures this season, with more likely to be handled in the ensuing months. As an example, one major company has just announced that it will distribute five re-releases next year, which are to receive sales and merchandising attention comparable to that given new product.

Indicative of the reason are the following excerpts from these sample exhibitor reports: "Very good. This repeat outgrossed most 'A' product for midweek." On another picture which, incidentally, is 16 years old and has already been reissued about three times: "Midweek. Capacity business."

All of which would seem to prove that good pictures, like good books never die. And, if properly merchandised, they prove profitable and patron-pleasing.

★ ★

Television Costs Go Up

The inroad that television would make on motion picture theatre patronage often has been tied to mass production and consequent low-cost television sets. But the cost trend, instead of coming down, is going up. With a single exception all televiser manufacturers have announced higher prices. The range on the minimum scale is between $350 and $500, plus installation cost which adds another $50 to $100.

Ben Shlyen

Pulse Beats

UA-Selznick Call Off Talks on Merging

In joint statement Friday, both say possible deal for SRO to use UA distribution facilities dropped because of disagreement on "certain basic phases" of the proposed arrangement. Believe reason is that decision could not be reached on how to keep SRO as a separate entity and maintain its organization throughout the world.

★

Delay Antitrust Hearing From Nov. 29 to Dec. 13

Judge Augustus N. Hand agrees after being told more time is needed to reach agreements with remaining defendants on theatre divorcement.

★

Theatre Divorcement Laws Sought by Wendell Berge

Former Assistant Attorney General tells house small business committee legislation is needed in order to protect independent motion picture theatre owners.

★

Independent Producers Told To Appear in Detroit

Court holds SIMPP plaintiffs must be present for examination by UDT and Co-operative Theatres in $8,700,000 antitrust suit prior to opening of trial.

★

SIMPP Offers Presidency To Arnall of Georgia

Conferences with former governor held on coast with view to naming him as successor to Donald Nelson; executive has had wide experience as an attorney.

★

Max Youngstein to Head March of Dimes Drive

Named by Louis Nizer, New York chairman, is director of plan to form industry-wide organization to carry on the annual appeal on an enlarged scale.

★

Big Net Profit for 20th-Fox For 39 Weeks Reported

For all subsidiaries including National Theatres and Roxy Theatres, Inc., it totals $9,119,613 after deduction of prior preferred and convertible dividends amounting to $3.12 on 2,769,000 shares of common.

★

British Government Drops Plan to Acquire Studios

Harold Wilson, Board of Trade head, tells the House of Commons this is not time for project, but says decision can be changed in the future.

★

Briefs to Supreme Court For Two Screen Writers

Appeals are filed for John Howard Lawson and Dalton Trumbo, both under sentence of one year in prison and $1,000 fine for contempt of Congress.

SEEK DISTRIBUTOR BACKING FOR NATIONAL ARBITRATION

New System to Replace 1940 Machinery Nearly Ready for Approval

By WALTER WALDMAN

NEW YORK—There is a concerted drive to get all distributors to come in on a national arbitration system—with teeth to make decisions binding and enforceable.

Representatives of Warners, 20th Century-Fox, Paramount, Loew's and RKO are discussing a system to replace the one set up by the consent decree of 1940. The old system legally expired June 25, 1948, when the antitrust case was returned by the supreme court to the three-judge expediting court in New York. Since then it has been operating on a voluntary basis.

BEHIND CONCILIATION PLAN

At the same time two exhibitor organizations have thrown their support behind the local conciliation plan formulated last June by Bennie Berger, head of North Central Allied, and Andy W. Smith jr., general sales manager of 20th Century-Fox. This plan calls for the conciliation of all disputes except rentals between local exhibitors and 20th-Fox. All regional Allied units except one have endorsed the plan and have put it into operation in several areas. The TOA has recommended a variation of the plan to its units for a 60-day trial. The ITOA also has put the plan into effect.

This exhibitor-distributor campaign for some form of arbitration or conciliation stems from two sources: one, the desire of most industry leaders to settle their disputes quickly outside the court; and two, the weight thrown behind arbitration by the supreme court and the three-judge expediting court trying the Paramount case.

How to merge them may turn out to be a problem.

OPEN UP DISCUSSIONS

During the three-day hearing November 8-10 before the three-judge court, attorneys for Paramount, Loew's, Warners and 20th-Fox said their companies had nearly completed an outline for an arbitration system that would go beyond the scope of the 1940 setup. RKO is willing to join this system, although no longer a defendant in the antitrust case. Eagle Lion, Monogram and Republic have attended a conference held by the majors on arbitration and are considering joining the plan. UA and Universal also are considering participation. Columbia is opposed on the ground that arbitration has failed to ward off litigation.

The three-judge court has been in favor of voluntary arbitration since taking over the case. In its decree of Dec. 31, 1946, the court went on record for arbitration, but ruled it did not have the power to order it.

The supreme court majority and minority opinions of May 3, 1948, on the antitrust decree stated that the three-judge court had power to authorize establishment of a voluntary system.

Most of those in favor of arbitration agree that it must go beyond the provisions of the 1940 consent decree.

From 80 to 85 per cent of the 523 cases handled by arbitrators between February 1941 and June 25, 1948, covered clearance. The remainder were taken up with disputes over run and several provisions of the consent decree. Four new cases filed under the voluntary system in effect since June 25 also have been over clearance.

The new system under consideration also will handle clearance and run complaints with other problems, but the lawyers hope to simplify the operations. Attorneys told the court that their arbitration proposal could substitute for competitive bidding, which had been eliminated from the 1946 decree by the supreme court. It could also handle complaints on unfair competition and license discrimination with less trouble than the old system.

The details are still to be worked out. Lawyers also are working on a provision to make the decisions of arbitrators as binding as a contract. Outside the motion picture industry both sides agree in advance that the award of arbitrators shall be binding.

There also are discussions over the type of arbitrators to be used. The consent decree excluded all persons connected with the industry.

One current school of thought on the subject, represented by William F. Rodgers, Loew's sales chief, and William J. Heineman, EL sales chief, favors industry-trained personnel for the jobs.

Under the Andy Smith-Bennie Berger plan, local conciliators are exhibitors. They discuss their disputes with local branch managers.

The five majors would continue to foot the major share of the bill for arbitration, with the additional participants paying the rest.

Since 1941 the majors have paid the American Arbitration Ass'n $300,000 a year for administering arbitration in the 31 exchange cities.

MAY CONTINUE AAA STEUP

The AAA will probably continue to administer the proposed setup, using the same offices in the 31 exchange centers.

It will cost the distributors more to finance arbitration in the future than it has in the past. The extra money will be used to cover the increased cost of labor, rent and transportation.

Whether or not UA and Universal join will depend on the cost. The non-defendants, Eagle Lion, Monogram and Republic, want to see the final form of the antitrust decree and the arbitration system approved by the court before they commit themselves.

Herman M. Levy, general counsel for TOA, is expected to offer recommendations to the membership soon.

Levy said the TOA favors arbitration and is interested in any plan the distributors may offer, but was not prepared to comment until its officers had seen their plan. He intimated he hoped the plan would be as broad in its application as the proposed TOA conciliation setup.

Meanwhile, Arthur Lockwood, TOA president, sent a bulletin to member units advising them that the association's conciliation policy will be to conciliate all claims arising between distributor and exhibitor excepting prices paid for pictures.

He said matters which may be taken up through arbitration are conditioning the sale of one feature upon the licensing of another, failure to deliver prints on schedule, tying in more than one theatre on licensing of a feature, forcing of features and shorts and failure of salesman to adequately solicit customers.

Midwest TOA-Allied May Unite on Plan

KANSAS CITY—A movement is under way in this area to bring both Allied and TOA units into the conciliation program—despite the fact that both exhibitor groups are currently involved in a rousing competitive drive for members.

In St. Louis, Tom Edwards, president of the MPTO of St. Louis, Eastern Missouri and Southern Illinois, this week suggested that the proposed trade dispute conciliation setup in his area include representatives of Mid-Central Allied and the United Theatre Owners of Illinois (TOA) as well as his own unit. A tentative lineup of members to represent the three organizations already has been suggested.

Similar steps toward a unified exhibitor front in the conciliation program are being taken in the Kansas City area. Directors of both the Kansas-Missouri Theatre Ass'n and the Kansas-Missouri Allied unit have discussed the proposal separately. Each group will name five members to the board.

Schultz Names Jameyson As Commonwealth Head

KANSAS CITY—Because of continued ill health, Clarence A. Schultz, president of the Commonwealth Amusement Corp. since its establishment in 1931, tendered his resignation Thursday (18), effective November 22.

Schultz will retain his interest in the Commonwealth circuit, and he also will continue to be a member of its board of directors. Such time as he may be able to give to business for an indefinite time will be devoted to Commonwealth in an advisory capacity.

Howard E. Jameyson, who retired last July as Wichita district manager for Fox Midwest Theatres, will succeed Schultz as president of Commonwealth. His retirement climaxed 30 years of service in the motion picture industry.

The Commonwealth Amusement Corp. operates approximately 70 theatres in Arkansas, Iowa, Kansas, Missouri and Nebraska.

EXPECT 20TH-FOX TO BOW OUT OF THE ANTITRUST CASE SOON

National May Be Allowed To Retain 355 Theatres Under a New Setup

NEW YORK—Twentieth Century-Fox was about ready to bow out of the antitrust case over the weekend. A consent decree calling for the partial breakup of National Theatres was ready for presentation to the court.

The agreement was reached during ten days of conference between representatives of the Department of Justice, 20th-Fox and National Theatres.

STILL FIRM ON DIVORCEMENT

Even while reports of the approaching agreement were circulating, the Department of Justice let it be known in Washington that it would continue to press for complete divorcement in spite of Justice Augustus N. Hand's flat statement last week that the supreme court mandate did not require complete divorcement.

Whether National Theatres will be separated from 20th-Fox as a corporate entity has not been made known. This was the procedure required in negotiating the RKO distribution-exhibition split, and the terms of that agreement require that if any other company gets more lenient treatment the same leniency will be extended to RKO.

Conferences also have been held by the government with Paramount and Loew's, but less progress has been made toward settling their status in the case. Late in the week there had been no meetings between Warner attorneys and Department of Justice spokesmen. They will get together before November 29, when the four theatre-owning defendants and U.S. are due in court with plans for disposing of jointly owned theatres.

Justice Augustus N. Hand, senior member of the three-judge court, had instructed both sides to work out agreements during the 19-day adjournment period set during the hearings November 8-10.

Conferences with 20th-Fox moved into high gear with the arrival here from Los Angeles November 12 of Charles P. Skouras, president of National Theatres.

Charles and Spyros P. Skouras, James F. Byrnes, Otto Koegel and Dan Michalove immediately went into huddles with Ass't Att'y Gen. Robert L. Wright and his aides.

Their agreement will force National Theatres to get rid of its interests in most of the 160 theatres jointly operated with other exhibitors. It also will result in the disposal of some wholly owned theatres in 72 closed situations located in 17 western and midwestern states. National has a total of 427 wholly owned theatres.

The government talks with Loew's and Paramount have, to date, been concerning the break-up of Buffalo Theatres, Inc., operator of 13 theatres upstate. The two majors own a majority interest in the circuit. Vincent McFaul has a minority interest.

The remainder of the vast Paramount holdings will be discussed at further meetings. During the recent court hearings, Whitney North Seymour, Paramount lawyer, had said that many joint holdings should not be broken up because they were not acquired in violation of the antitrust laws. He pointed out that Paramount originally owned these theatres 100 per cent, but was forced to sell part of its interests during the bankruptcy proceedings in the 1930s.

Loew's contends that minority interests in 115 theatres are held by investors. These investors would not become operators even if Loew's should get rid of the theatres.

Sees Legislation Need To Back Decree Action

WASHINGTON—Legislation is needed to insure that divorcement and divestiture are truly effective, regardless of possible judicial action, the house small business committee was told this week by Morris Ernst, New York lawyer and recently counsel to SIMPP.

Unless there is new legislation, Ernst said, there is nothing to stop any of the majors from selling their "500 to 1,000 key theatres to an uncle or a cousin," or dividing up the stock. When that happens, he continued, "you haven't helped that little fellow with a theatre in your home town."

He called for a greater voice for the exhibitor in the content of films. "What I think we have to get is the judgment of the little fellow who owns the theatre. He must ultimately be given some capacity or power to select his pictures, and not be told, 'You have got to take this picture, or you are out of our circle.'"

Ascap Decree in Effect; Court Denies a Stay

NEW YORK—Ascap and its members are now operating under the terms of the decree signed by Judge Vincent L. Leibell November 12. When he signed the decree, Leibell turned down Ascap's request that enforcement of its provisions be held up pending an appeal. Ascap has made a similar request of the court of appeals which will eventually rule on the decree.

Justice Augustus N. Hand of the court of appeals also rejected the request. This was for a temporary stay until November 29. At that time Ascap will argue for a permanent stay pending the outcome of its appeal. The appeal was filed November 15 with Justice Hand. He is the same A. N. Hand who is senior member of the three-judge expediting court hearing the Paramount case.

Meanwhile Ascap and its members are bound by the following rules:

1. Ascap is permitted to retain performing rights to music synchronized on film already produced or being produced.

2. Ascap and its members are not allowed to enforce these rights—demand payment or sue for non-payment on film that have already been made as long as Ascap continues as an illegal combination.

3. Ascap is barred from obtaining new rights to public performance of music synchronized on film.

4. Ascap members are restrained from licensing, except to motion picture producers, the right of public performance of music synchronized on film.

5. Ascap members are restrained from refusing to grant film producers the right to public performance of music synchronized on film.

6. Ascap and its members are restrained from conspiring with producers and distributors to compel exhibitors to obtain public performance rights from Ascap as part of regular sales contracts.

Unless Ascap can win a court stay on the enforcement of these provisions, they will have some of the following immediate effects: Ascap members currently negotiating with producers on recording rights to their music, must also make some provisions for the performing rights.

This means that exhibitors who buy films containing this music will have to get the performing rights from the producer.

Canadian Theatres Make Tentative Ascap Pact

TORONTO—A tentative three-year agreement with Ascap was made early this week by Canadian theatres. The new schedule, subject to the approval of the copyright appeal board at Ottawa in December, is as follows: Twenty cents per seat for theatres of 1,600 capacity or larger; 15 cents for theatres 800 to 1,599 seats; 12 cents for theatres 500 to 799 and 10 cents for 499 seats and under.

The present scale ranges from 5 to 15 cents and the increases vary roughly from 3 to 5 cents.

MPAA in an 'Open House' Problem Conference

NEW YORK—Every problem facing the film industry—antitrust litigation, television, falling grosses, blocked currencies abroad, economy moves, economic trends and the profit outlook in coming months—was discussed in a three-day series of meetings which began November 16 and ran through November 18.

What started out to be a meeting of the executive committee of the MPAA developed into a gathering resembling a small convention. All company members were represented by top executives, foreign department heads were called in, research experts were heard. The first meeting was held in the 20th Century-Fox directors room on West 56th street, the second at Warner Bros. home office, and the third at Paramount, with Eric Johnston presiding at all three.

JOHNSTON IN DETAILED REPORT

Johnston gave a detailed report on the British production and distribution problems and currency restrictions in continental countries. He also explained his deal with the Soviets for sale of 100 films.

While the sessions were in progress RKO attorneys were working out the details of consent decree settlement to take that company out of the industry antitrust case, and 20th-Fox and National Theatres executives were trying to reach a somewhat similar agreement with the Department of Justice for presentation to the court November 29.

Economic problems were on the agenda of the first session November 16. At this meeting domestic and foreign distribution executives and company treasurers were heard, and Dr. Isidore Lubin, head of Confidential Reports and former chief of the Bureau of Labor Statistics of the U.S. government, analyzed trends in this country.

Discussion of the various plans for arbitration and conciliation was one of the principal features of the November 17 meeting, held at the Warner Bros. board room. A strong presentation of the conciliation system recently installed by the TOA was made by Arthur Lockwood, TOA president, and executive director Gael Sullivan.

TOA PLAN EXPLAINED

The TOA plan provides for adjustment of differences, except those involving film prices, through meetings on local levels of a committee of three and the exchange manager. The committee is to be made up of one member of the TOA, one of any other exhibitor organization and a person outside the industry. Since it is conciliation and not arbitration, the disputants are not obliged to accept the decision. When this happens, disputes will be referred to the TOA national executive committee. In arbitration proceedings both sides agree to accept the decision.

According to industry representatives at the meeting, the TOA conciliation plan received favorable comment and stands a fair chance of eventually receiving distributor cooperation. However, the concensus was that because it has not yet been tested, any final decision will have to wait. For that reason there will be no official news to bring it to the attention of the three-judge expediting court when it meets November 29 to consider arbitration as part of the antitrust proceedings.

The American Arbitration Ass'n also was discussed and much satisfaction with its work was expressed. It was felt that the TOA plan would not conflict with its work. It was pointed out that where clearances are involved and the TOA fails to manage an agreement, both sides still have the opportunity to resort to arbitration.

Public relations came up for intensive discussion at the November 18 meeting. Viewpoints varied widely but the talk generally centered around plans submitted by Paul MacNamara, director of advertising and publicity for Selznick, and the TOA.

The MacNamara plan calls for the expenditure of $2,000,000 and would involve an agreement between producers, distributors and exhibitors to finance it through allocation of 2½ per cent of their advertising budgets. An institute of motion picture information and advertising would be formed that would spend the money on newspaper, magazine, radio and film advertising.

The TOA plan would make the exhibitor in his own home town a major factor in establishing good public relations, advising him on what to do to meet current problems. It listed these as the boxoffice slump, bad press and radio, television competition, the decline in foreign markets, legislative attacks, added taxation, costly litigation, censorship, juvenile delinquency and the stay-at-home audience.

The objectives listed were to maintain the exhibitor as an industry spokesman in his own community, the mobilization of resources for the reduction of discriminatory taxes, the organization of united front against adverse legislation, a building of public confidence in screen quality, the use of all media to highlight the industry's achievements, a defense against unfair competition and an increase in moviegoing habits.

At the final session it was voted to reconvene in Hollywood December 15-17 when all the problems confronting the industry will be explained in detail to producers and their cooperation in overcoming problems solicited.

Independent Producers' Future Has Rosier Look, Says Dozier

NEW YORK—The future for the deserving independent producer looks rosier than in some time, according to William Dozier, head of Rampart Productions, whose current picture, "You Gotta Stay Happy," will be released nationally by Universal-International in January. However, the producer must cooperate with the releasing company by contributing constructive advertising and promotional ideas so that the picture can realize its greatest potential grosses, he said.

Dozier, whose wife, Joan Fontaine, stars in "You Gotta Stay Happy," arrived November 16 from California for a series of conferences with U-I home office executives on campaign ideas on the picture, which opened a pre-release run at the Radio City Music Hall November 4. Dozier suggested that the ad campaign should stress the human interest elements of the film instead of playing up the screwball comedy idea which was used in the early ads.



William Dozier

Dozier predicts that the independent producer who is not equipped or willing to aid the distributor with selling ideas on his picture will be out of business soon. It stands to reason that a producer who spends six months in making a feature will have a greater knowledge of its content than a distributor who must sell 24 or more features each year, according to Dozier. Instead of "beefing" about the selling campaign, the producer should take the time to give the distributor the benefit of his first-hand knowledge and ideas. In order to combat the general falling off in business, the old-line selling methods must go and producers and stars must cooperate by giving their time and energy to help sell their pictures, he said.

Dozier believes that the day will come when even the writers will generally have a financial interest in the pictures for which they prepare a script. In the case of "Happy," a major company offered Author Robert Carson more than twice what Dozier gave him for the original story, but he took a lower salary plus an interest in the picture. H. C. Potter also took far less than his usual director's salary for an interest in the film. The picture, which cost approximately $1,500,000, is expected to gross more than twice that sum in the domestic market alone, Dozier said.

Dozier's third picture under a three-picture releasing deal with U-I will be "A Very Remarkable Fellow," which will be made on a $1,250,000 budget in Hollywood in February or March with Miss Fontaine co-starred with a top male star. He may make a picture in England later. He deplores the film cycles, now concentrated on comedies, which will only result in a succession of bad comedies He has also discounted the value of polls or graphs in deciding boxoffice values.


Like Merry Christmas
and Happy New Year,
THEY BELONG TOGETHER
... And They
Belong on Your
Screen for
Christmas and
New Year!
Bob
HOPE
Jane
RUSSELL
The New Star Team That's
News, In The Picture
That Makes Hope History

BOB'S BIGGEST PRODUCTION of all time. —And it's his first picture in Technicolor for Paramount

IT'S GOT EVERYTHING—comedy, color, spectacle, Indian fights, covered wagons, breathless chases and saloon brawls.

THE YANKS ARE COMING—with Bob turning on the giggle gas as a correspondence school dentist.



Paramount's "The Palef



3-WAY DRAW. Imagine *Bob Hope* and *Jane Russell* in a big-scale *western*, and you've got 3 of the biggest boxoffice elements any picture could have today.

THE LAUGHS are headed this-a-way from The Dirty Shame Saloon, as Bob sings the country's best-selling smash hit song, **"BUTTONS AND BOWS."**

NO DOPE, THAT HOPE—he's off on the "Road" to Ruin with Russell, the most famous outlaw in the whole U. S. A.

ace"

Color by Technicolor

The Critics Let go with both barrels



"MORE SATISFYING THAN 'ROAD' SERIES. Looks like big money in the tills. Hope triumphant . . . with a real story. The gags are all fresh . . . the western backgrounds lavish." —*Showmen's Trade Review*



"RUSSELL AN EYEFUL IN TECHNICOLOR. Strong box-office contender . . . for the delight of any audience out for an evening of laughs. Hope takes it away for sock results." —*Daily Variety*

"SHOULD PLAY TO CAPACITY AUDIENCES wherever customers seek escape through unadulterated merriment. Hope was never funnier. Technicolor and lush mountings complete the happy combination." —*Boxoffice*

"HITS TOP OF THE LAUGH-METER. A very hearty boxoffice effect should be assured. Merriment kept on broad, earthy level punctuated by running drumfire of quips and gags." —*Motion Picture Daily*

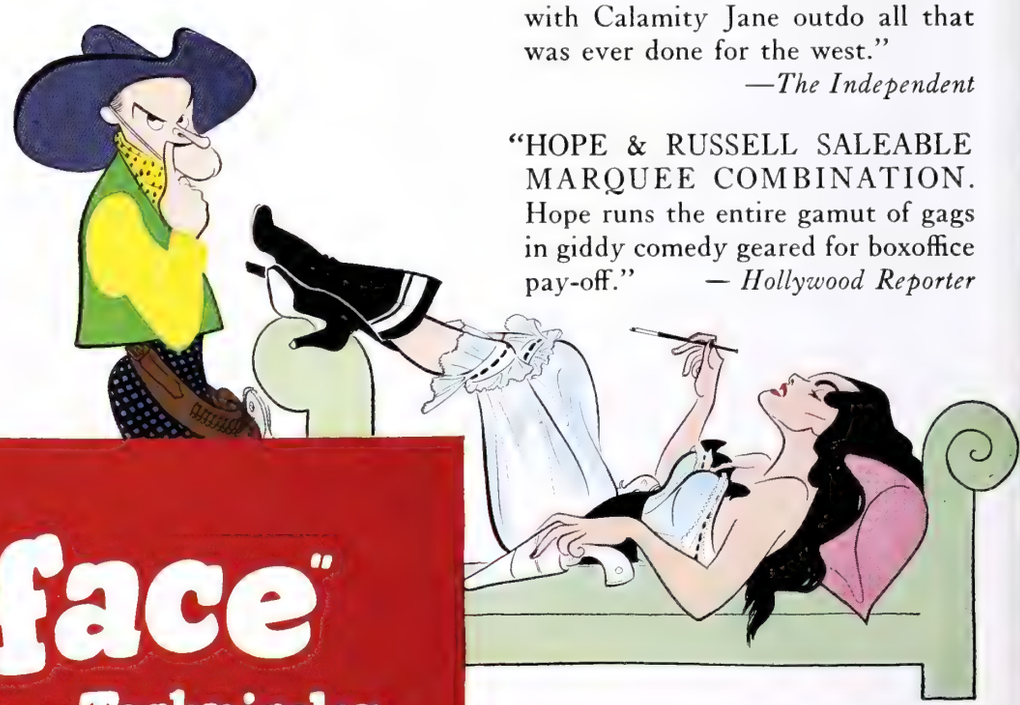
"PEAK LAUGH SHOW FOR HOLIDAY TRADE. Click Hopean display for the delight of the customers. Peak click on the meter that registers laugh decibels."–*Film Daily*

"HOPE WHAMS HIS WAY THRU WITH SOCK RESULTS. A natural for fun. Russell a sharp eyeful in Technicolor. 'Buttons and Bows,' now familiar to radio and record listeners, is top of the score's three pop numbers." —*Variety*

"HOPE AT HIS BEST. 'The Paleface' is cleverly set up. The results are pat." —*Motion Picture Herald*

"JUST THE PACKAGE TO MAKE EXHIBITORS HAPPY and please customers. DeMillesque production. Hope's harum scarum adventures with Calamity Jane outdo all that was ever done for the west." —*The Independent*

"HOPE & RUSSELL SALEABLE MARQUEE COMBINATION. Hope runs the entire gamut of gags in giddy comedy geared for boxoffice pay-off." — *Hollywood Reporter*



"The Paleface"

Color by Technicolor

Starring

BOB HOPE

JANE RUSSELL

Produced by ROBERT L. WELCH · Directed by NORMAN Z. McLEOD

Original Screenplay by Edmund Hartmann and Frank Tashlin

Additional Dialogue by Jack Rose

And Right After That Comes

Paramount's

GOLD RUSH OF '49

PRINTED IN U.S.A.

MGM HAS 16 READY, 4 IN WORKS, 21 OTHERS FOR '49 PRODUCTION

Color Predominates With 22 Technicolor Films; Best Sellers Listed

NEW YORK—Metro-Goldwyn-Mayer, which has 16 features completed and four before the cameras, has also scheduled 21 new productions to be filmed during the coming months, according to Nicholas M. Schenck, president; Louis B. Mayer, executive head of the studio, and Dore Schary, in charge of production.

Of the 21 new productions, 12 will be in Technicolor, while ten of the 20 completed or shooting are also in color. This is more than 50 per cent of the total MGM schedule. Two of the pictures are to be filmed abroad, "Conspirator" in England and "Quo Vadis" in Italy.

CLASSICS, BEST SELLERS SCHEDULED:

FORSYTE SAGA, a Technicolor production of John Galsworthy's novel, starring Greer Garson and Errol Flynn, to be produced by Leon Gordon.

MADAME BOVARY, from the novel by Gustave Flaubert, starring Jennifer Jones, James Mason and Louis Jourdan, to be produced by Pandro S. Berman.

INTRUDER IN THE DUST, from the new novel by William Faulkner, to be produced and directed by Clarence Brown.

GREYFRIAR's BOBBY, from the novel by Eleanor Atkinson, starring Edmund Gwenn and Lassie, to be produced in Technicolor by Robert Sisk.

ROBINSON CRUSOE, from the classic by Daniel DeFoe, to be produced in Technicolor by Sam Zimbalist.

EAST SIDE, WEST SIDE, from the novel by Marcia Davenport, to be produced by Voldemar Vetluguin.

THE CHOSEN, from the unpublished novel by E. J. Edwards, to be produced by Arthur Ripley.

YOUNG BESS, from the novel by Margaret Irwin, to be produced in Technicolor by Sidney Franklin.

ANY NUMBER CAN PLAY, from the novel by Edward Harris Heth, to be produced by Arthur Freed.

VIVA ZAPATA, starring Robert Taylor, to be produced by Jack Cummings.

CONSPIRATOR, from the novel by Humphrey Slater, starring Robert Taylor and Elizabeth Taylor, is being produced by Arthur Hornblow jr. and directed by Victor Saville at MGM's British studios.

QUO VADIS, from the Henryk Sienkiewicz classic will be filmed in Italy in Technicolor by Arthur Hornblow jr. in the spring of 1949.

MUSICALS TO BE PRODUCED:

ANNIE GET YOUR GUN, from the Irving Berlin Broadway stage hit, to be produced in Technicolor by Arthur Freed and starring Judy Garland.

GOOD OLD SUMMERTIME, to be produced in Technicolor by Joe Pasternak and starring Judy Garland and Van Johnson.



Dore Schary (right) greeted on his arrival in New York by Herbert Crooker, MGM publicist.

THREE LITTLE WORDS, the story of the song-writing team of Bert Kalmar and Harry Ruby, to be produced in Technicolor by Jack Cummings.

MIDNIGHT KISS, starring Kathryn Grayson, Jose Iturbi and Mario Lanza, to be produced by Joe Pasternak.

IT'S A DATE, to be produced in Technicolor by Joe Pasternak.

DUCHESS OF CHICAGO, to be produced in Technicolor by Joe Pasternak and starring Esther Williams.

BATTLEGROUND, from an original by Robert Pirosh will be produced by Pandro S. Berman starring Robert Taylor, Van Johnson, John Hodiak, Keenan Wynn and Ricardo Montalban.

OTHER PROPERTIES:

BLACK HAND, to be produced by William H. Wright.

SCENE OF THE CRIME, to be produced by Harry Rapf.

COMPLETED PICTURES:

THE THREE MUSKETEERS, in Technicolor, starring Lana Turner, Gene Kelly, June Allyson, Van Heflin and Angela Lansbury, produced by Pandro S. Berman and directed by George Sidney.

WORDS AND MUSIC, Technicolor musical starring June Allyson, Perry Como, Judy Garland, Lena Horne, Gene Kelly, Mickey Rooney and Ann Sothern with Tom Drake and Cyd Charisse, produced by Arthur Freed and directed by Norman Taurog.

COMMAND DECISION, starring Clark Gable, Walter Pidgeon, Van Johnson and Brian Donlevy, produced by Sidney Franklin and directed by Sam Wood.

LITTLE WOMEN, in Technicolor, starring June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor, Janet Leigh, Rossano Brazzi and Mary Astor, produced and directed by Mervyn LeRoy.

THE BARKLEYS OF BROADWAY, in Technicolor, starring Fred Astaire and Ginger Rogers, with Oscar Levant and Billie Burke, produced by Arthur Freed and directed by Charles Walters.

EDWARD, MY SON, first production filmed in MGM's British studios, starring Spencer Tracy and Deborah Kerr, with Ian Hunter, produced by Edwin Knopf and directed by George Cukor.

ANOTHER LASSIE STORY

HILLS OF HOME, in Technicolor, starring Edmund Gwenn, Tom Drake, Donald Crisp, Janet Leigh and Lassie, produced by Robert Sisk and directed by Fred Wilcox.

THE KISSING BANDIT, in Technicolor, starring Frank Sinatra, Kathryn Grayson, produced by Joe Pasternak and directed by Laslo Benedek.

TAKE ME OUT TO THE BALL GAME, in Technicolor, starring Frank Sinatra, Esther Williams and Gene Kelly, produced by Arthur Freed and directed by Busby Berkeley.

THE BRIBE, starring Robert Taylor, Ava Gardner, Charles Laughton, Vincent Price and John Hodiak, produced by Pandro S. Berman and directed by Robert Z. Leonard.

THE SUN COMES UP, in Technicolor, starring Jeanette MacDonald, Lloyd Nolan, Claude Jarman jr. and Lassie, produced by Robert Sisk and directed by Richard Thorpe.

ACT OF VIOLENCE, starring Van Heflin and Robert Ryan, produced by William H. Wright and directed by Fred Zinnemann.

THREE GODFATHERS, in Technicolor, Argosy production starring John Wayne, Pedro Armendariz and Harry Carey jr., directed by John Ford.

NO MINOR VICES, Enterprise production starring Dana Andrews, Lilli Palmer and Louis Jourdan, produced and directed by Lewis Milestone.

FORCE OF EVIL, Enterprise production starring John Garfield with Beatrice Pearson, produced by Bob Roberts and directed by Abraham Polonsky.

BIG JACK, starring Wallace Beery and Richard Conte, produced by Gottfried Reinhardt and directed by Richard Thorpe.

NOW BEFORE THE CAMERAS:

THE STRATTON STORY, starring James Stewart and June Allyson, produced by Jack Cummings and directed by Sam Wood.

NEPTUNE'S DAUGHTER, in Technicolor, starring Esther Williams, Red Skelton, Ricardo Montalban and Keenan Wynn, produced by Jack Cummings and directed by Eddie Buzzell.

THE GREAT SINNER, starring Gregory Peck and Ava Gardner, produced by Gottfried Reinhardt and directed by Robert Siodmak.

THE SECRET GARDEN, partly in Technicolor, starring Margaret O'Brien and Dean Stockwell, produced by Clarence Brown and directed by Fred Wilcox.

STUDIOS' PRODUCTION STATUS HAS THE DOPESTERS GUESSING

While Some Predicting Gloomy Period Others Are More Optimistic

HOLLYWOOD—Those differences of opinion which are said to contribute heavily to the popularity of horse-racing are making themselves emphatically felt among film colony dopesters who have been attempting to prognosticate the production trend during the upcoming holiday season.

On one hand, the chronic viewers-with-alarm are freely predicting that the already reeling and staggering camera tempo is about ready to fall flat on its face and that, therefore, toilers in the celluloid vineyards will be confronted with the gloomiest and least prosperous Christmas to be experienced in Hollywood in many years.

INACTIVE CONDITIONS NOTED

The other school of thought, bolstered by heartening—although possibly unreliable—statistics revealing an impending upswing in production, hold that the year's low point has been reached, and that ere Santa Claus sets off on his annual globe-girdling junket the picture-making pace will have taken a turn for the better.

There is plenty of evidence to support the soothsayers of gloom in the Hollywoodlands. Witness: The unquestionably dire plight of talent and technicians at two studios—Warners and Eagle Lion—where layoffs and dismissal notices have been the order of the day. The former lot will be virtually shut down, with only one picture in work until late in January, while EL has halted all production activity until early in 1949. A further note of discouragement has been sounded through the disclosure that Paramount, where five pictures currently are shooting, will wind them all up before Christmas—with no new ones slated for the sound stages until after New Year's. Also presently inactive, with indications that condition will prevail indefinitely, are Enterprise and the Selznick Releasing Organization.

HOW OPTIMISTS FIGURE

The optimists, however—and undoubtedly there is a measure of wishful thinking to contend with here—offer a considerably more cheering figure, based on the aforementioned statistical data supplied by the picture-makers, and indicating:

1. The present aggregate of films in work is 33.

2. By Christmas, if all goes well and the hoped-for schedules are adhered to, the total will have risen to an estimated 44, for a net gain of 11.

Therefore, reason the silver-lining brigade, although 21 subjects will have gone into the cutting rooms before Christmas, another 32-odd will be gunned during the next four weeks.

Productional Lineup by Studios

The accompanying table sets forth the current and announced future productional status of each studio.

Studio	In Work Currently	Finish Before Christmas	Start Before Christmas	Total by Christmas
Columbia	3	1	6	8
MGM	4	2	5	7
Monogram-AA	2	2	2	2
Eagle Lion	0	0	0	0
Equity (for EL release)	0	0	2	2
Film Classics	0	0	1	1
Paramount	5	5	0	0
Republic	2	2	2	2
RKO Radio	2*	0	2	4
20th-Fox	5	2	5	8
United Artists	4	2	3	5
Univ.-Int'l	2	2	4	4
Warner Bros.	4	3	0	1
	33	21	32	44

*One from Samuel Goldwyn; one from Argosy Pictures.

SRO-UA Talks Solely for Economy, According to David O. Selznick

NEW YORK—Discussions between Selznick Releasing Organization and United Artists on a distribution deal are solely for the purpose of cutting down overhead, said David O. Selznick before leaving for the coast.

No question of a merger of any kind is involved. In fact, the deal has not been signed and it may be possible that SRO will approach some other company, Selznick stated.

Selling costs to many theatres in the country, Selznick declared, have reached 50 per cent of the gross. He continued:

"The costs of distribution of all companies have been keyed to annual grosses no longer obtainable by any company, as a result of the drop in theatre business and the loss of foreign markets. Accordingly, we have found on all sides an eagerness to discuss with us ways and means of reducing distribution costs."

Selznick said to date the company had been able to sell its pictures rapidly with satisfactory results.

Negotiations with UA, he states, "have been concerned solely, and I wish to emphasize solely, with methods of reducing distribution costs by partial merger of domestic sales personnel and facilities considered necessary to reach that portion of the gross which it is presently costly to sell."

"At no time," Selznick emphasized, "has there been the slightest discussion as to any merger of SRO and United Artists as corporations, or for the top selling constituting between 75 per cent and 90 per cent of the distribution gross. Talks have been confined solely to merging of personnel and facilities on the selling of that portion of the business which is numerically very large as to accounts, but that constitutes only a fraction of the total gross achieved on each film. All talk of United Artists buying SRO, or purchasing assets, or vice versa, is nonsense, and has never been considered."

Selznick Denies Selling Films for Television

NEW YORK—David O. Selznick denies that he has sold any pictures to CBS for television use. His statement was in reply to a published report that he had sold television rights to "Nothing Sacred," "Made for Each Other," "Dancing Pirate" and "Little Lord Fauntleroy."

He has no intention at present of making any such sales, he says, and will not make any plans until the relationship between films and television has been clarified.

UA Executives Head West For SRO Deal Meetings

NEW YORK—Gradwell L. Sears, United Artists president, flew to the west coast November 17 while Mary Pickford and Arthur W. Kelly left November 16 to continue discussions in Hollywood about placing the distribution of Selznick Releasing Organization product in UA hands.

Two More Great Paramount Attractions Go On View At The

Paramount TRADE SHOWS Friday, Dec. 3

All Showings Dec. 3rd Except New York City Dec. 2nd
"WHISPERING SMITH"

ALBANY
Fox Projection Room
1052 Broadway.....8 P. M.

ATLANTA
Paramount Projection Room
154 Walton St., N. W.....2:30 P. M.

BOSTON
Paramount Projection Room
58 Berkeley St.....2 P. M.

BUFFALO
Paramount Projection Room
464 Franklin St.....2 P. M.

CHARLOTTE
Paramount Projection Room
305 S. Church St.....1:30 P. M.

CHICAGO
Paramount Projection Room
1306 S. Michigan Ave.....1:30 P. M.

CINCINNATI
Paramount Projection Room
1214 Central Parkway.....3 P. M.

CLEVELAND
Paramount Projection Room
1735 E. 23rd St.....2 P. M.

DALLAS
Paramount Projection Room
412 S. Harwood St.....2:30 P. M.

DENVER
Paramount Projection Room
2100 Stout St.....2 P. M.

DES MOINES
Paramount Projection Room
1125 High St.....1 P. M.

DETROIT
Paramount Projection Room
479 Ledyard Ave.....2 P. M.

INDIANAPOLIS
Paramount Projection Room
116 W. Michigan St.....1 P. M.

JACKSONVILLE
Florida Theatre Screening Room
128 Forsyth Bldg.....8:55 P. M.

KANSAS CITY
Paramount Projection Room
1800 Wyandotte St.....2:30 P. M.

LOS ANGELES
Boulevard Theatre
Washington and Vermont Sts...3 P. M.

MEMPHIS
Paramount Projection Room
362 S. Second St.....2:30 P. M.

MILWAUKEE
Paramount Projection Room
1121 N. 8th St.....3:25 P. M.

MINNEAPOLIS
Paramount Projection Room
1201 Currie Ave.....2 P. M.

NEW HAVEN
Paramount Projection Room
82 State St.....2 P. M.

NEW ORLEANS
Paramount Projection Room
215 S. Liberty St.....1:30 P. M.

NEW YORK CITY
Normandie Theatre
51 E. 53rd St.....12/2.. 10:30 A. M.

OKLAHOMA CITY
Paramount Projection Room
701 W. Grand Ave.....1 P. M.

OMAHA
Paramount Projection Room
1704 Davenport St.....2:30 P. M.

PHILADELPHIA
Paramount Projection Room
248 N. 12th St.....2 P. M.

PITTSBURGH
Paramount Projection Room
1727 Boulevard of Allies.....2 P. M.

PORTLAND
Paramount Projection Room
909 N. W. 19th Ave.....3:25 P. M.

ST. LOUIS
Paramount Projection Room
2949 Olive St.....1 P. M.

SALT LAKE CITY
Paramount Projection Room
270 E. 1st South St.....2:30 P. M.

SAN FRANCISCO
Paramount Projection Room
205 Golden Gate Ave.....1:30 P. M.

SEATTLE
Paramount Projection Room
2330 First Ave.....2:30 P. M.

WASHINGTON
Paramount Projection Room
306 H St., N. W.....3:55 P. M.

LADD In His First Technicolor Western

Produced on a scale to rival
"Union Pacific" and "The Plainsman"

"Whispering SMITH"



ALAN LADD
Robert Preston • Brenda Marshall
Donald Crisp
in
"WHISPERING SMITH"
Color by TECHNICOLOR
with William Demarest
Fay Holden • Murvyn Vye • Frank Faylen
Associate Producer Mel Epstein • Directed
by Leslie Fenton • Screenplay by Frank Butler
and Karl Kamb • Based on the Novel by
Frank H. Spearman

A Father And Son In Love With The Same Girl

In a daring story featuring
a fascinating new feminine star

"My Own True Love"



"MY OWN TRUE LOVE"
starring
Phyllis Calvert
Melvyn Douglas
with
Wanda Hendrix • Philip Friend
Binnie Barnes
roduced by VAL LEWTON • Directed by
OMPTON BENNETT • Screenplay by Theodore
auss and Josef Mischel • Adaptation by Arthur
ber • Based on a Novel by Yolanda Foldes

All Showings Dec. 3rd
"MY OWN TRUE LOVE"

ALBANY
Fox Projection Room
1052 Broadway.....2 P. M.

ATLANTA
Paramount Projection Room
154 Walton St., N. W.....10:30 A. M.

BOSTON
Paramount Projection Room
58 Berkeley St.....10:30 A. M.

BUFFALO
Paramount Projection Room
464 Franklin St.....10:30 A. M.

CHARLOTTE
Paramount Projection Room
305 S. Church St.....10 A. M.

CHICAGO
Paramount Projection Room
1306 S. Michigan Ave.....3 P. M.

CINCINNATI
Paramount Projection Room
1214 Central Parkway.....1:30 P. M.

CLEVELAND
Paramount Projection Room
1735 E. 23rd St.....11 A. M.

DALLAS
Paramount Projection Room
412 S. Harwood St.....10:30 A. M.

DENVER
Paramount Projection Room
2100 Stout St.....3:30 P. M.

DES MOINES
Paramount Projection Room
1125 High St.....10 A. M.

DETROIT
Paramount Projection Room
479 Ledyard Ave.....10:30 A. M.

INDIANAPOLIS
Paramount Projection Room
116 W. Michigan St.....10 A. M.

JACKSONVILLE
Florida Theatre Screening Room
128 Forsyth Bldg.....7:30 P. M.

KANSAS CITY
Paramount Projection Room
1800 Wyandotte St.....1 P. M.

LOS ANGELES
Boulevard Theatre
Washington and Vermont Sts. 1:30 P. M.

MEMPHIS
Paramount Projection Room
362 S. Second St.....10:30 A. M.

MILWAUKEE
Paramount Projection Room
1121 N. 8th St.....2 P. M.

MINNEAPOLIS
Paramount Projection Room
1201 Currie Ave.....10 A. M.

NEW HAVEN
Paramount Projection Room
82 State St.....10:30 A. M.

NEW ORLEANS
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NEW YORK CITY
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Paramount Projection Room
1727 Blvd. of Allies.....11 A. M.

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205 Golden Gate Ave.....3 P. M.

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2330 First Ave.....1 P. M.

WASHINGTON
Paramount Projection Room
306 H St. N. W.....2:30 P. M.

Allied May Ask an End To Percentage Sales

WASHINGTON — Possible action against all percentage deals and the advisability of protesting against release by any film companies of features for television are high on the agenda of the National Allied board as it meets in New Orleans Saturday, November 27. Other subjects for consideration, with board decisions to go before the membership in convention two days later, include disciplinary action against stars involved in public scandals, the possibility of extending the Smith-Berger conciliation plan, a legislative program and the encouraging of more regional meetings.

The convention itself, marking Allied's 20th anniversary, will draw more than 600 guests. Crowning event will be a banquet the evening of December 1, with testimonials to Honorary Life Councilor Herman A. Blum, President William I. Ainsworth and past presidents Abram F. Myers, James C. Ritter, Sidney E. Samuelson, Nathan Yamins, Col. H. A. Cole, Morris A. Rosenberg, Martin G. Smith and Jack Kirsch.

In outlining the agenda for the board this week, Myers called for special attention "to the abandonment by MGM of its sliding scale and its insistence upon a minimum of 40 per cent on percentage pictures." Then he said the board will consider "whether the time has arrived for an all-out drive against forced percentage playing; that is, against the distributors' forcing themselves into an unwanted partnership with the independent exhibitors."

The complete program for the convention follows:

Monday, November 29: 10 a. m., registration; 1-5 p. m., business session; 7:30 p. m., Old Man River party aboard the steamer President.



Here are officers of National Allied which is preparing for its annual convention: Left to right: William Ainsworth, president; Trueman Rembusch, treasurer; Abram Myers, general counsel, and Charles Niles, secretary.

Tuesday, November 30: 11 a. m., business session; 1 p. m., luncheon; 2-4 p. m., business session; 6:30 p. m., cocktail party, with Don Alexander of Alexander Film Co. as host; 8 p. m., Night in Old New Orleans party.

Wednesday, December 1: 11 a. m., business session; 1 p. m., luncheon; 2 p. m., business session; 8 p. m., convention banquet.

A special schedule of events also has been arranged for the ladies. In addition to the social events listed above, there will be a tour of Vieux Carre on Monday and a luncheon and style show with the Motion Picture Advertising Co. as host.

Majors Decide to Use New Safety Film, Abandon Use of Inflammable Stock

NEW YORK—Major producing and distributing companies have decided to abandon the use of inflammable nitrate film in favor of acetate or safety film as fast as Eastman Kodak and duPont can supply it. At present Eastman controls the field.

The decision was made after a six-month experiment with the safety film during which some companies provided exhibitors with prints in acetate without identification to see how they stood wear and tear. The tests were considered necessary because the old-type of acetate film was inclined to dry up and snap. The new type, it is said, performed perfectly.

The probability now is that all motion picture films will be made of acetate by 1951 instead of 1953, as previously expected. Eastman has agreed to increase its production of acetate by 25 per cent the coming year, and will cut its output of nitrate by the same amount. Opinions in the trade differ as to the increased cost of the new film, but it may be about 8 to 10 per cent.

MGM broke the ice when it distributed "If Winter Comes" last year entirely in acetate. Other companies made the test with short subjects. MGM will now release "Act of Violence" in acetate. Warner Bros. will make "Decision of Christopher Blake" in acetate. RKO, which has been making navy films in acetate, will continue experimentation with westerns and shorts. Paramount's selection is "Bitter Victory." The other companies have not yet made their choices.

The use of non-inflammable film can be beneficial to the entire industry. Present transportation restrictions because of fire hazard will go by the board, cutting costs and making every type of carrier available. Local fire prevention regulations which have worked hardships on exhibitors will no longer apply, and there will be no danger of new municipal demands for expensive remodeling to provide special air ducts to projection rooms and other fire prevention precautions.

Eastman announced perfection of the new film at a recent meeting of the Society of Motion Picture Engineers.

Business Looking Up Exhibitors Report

ALBANY—A cross section of opinion on current grosses and future prospects, expressed by six circuit men and independent exhibitors at the testimonial dinner for Charles A. Smakwitz Monday night, indicated conditions for them were quite good. Si Fabian, head of the Fabian chain of more than 60 houses, commented: "I would say the outlook is healthy, based on the business being done in my theatre." George Lynch, chief buyer for the Schine organization of 150 houses, stated, "Business has picked up some in the last two or three weeks. I hope this will continue until the Christmas slump." "Perhaps," added Lynch with a smile, "there won't be any slump this year."

SMALL TOWNS ARE GOOD

William C. Smalley, president of Smalley Theatres, all in small towns, said, "My business is satisfactory; it compares very favorably with that of a year ago. The average price increase of five cents, which I put into effect last March, naturally has helped. Too, I think pictures are a little better than they were last fall. One thing which has contributed to the improvement, in my opinion, is the fact Metro has come back with some solid product. Small town business conditions generally are good."

Elmer Lux, associated with Donald Schine, Darnell Theatre Corp., reported that business "has improved in the past three weeks." Lux, former Buffalo manager for RKO and a Buffalo city councilman at large, revealed that he had predicted President Truman would win re-election and had backed his opinion with several wagers.

Sid Kallet, chief buyer for Kallet Theatres of Oneida, observed that "Business is fair; everything is under control." Sid operates the Kallet chain of approximately 26 theatres in the Albany and Buffalo territories with his brother Mike.

PICTURE IS BRIGHTER

Sam Rosenblatt, who conducts theatres in Watervliet and Lake George and who is starting to build a new 650-seater in Catskill, found the picture growing brighter. "As I said before," remarked Rosenblatt, "the smaller, lower-priced houses have begun to profit from the tightness of money. In the past three weeks, my patronage also has increased, because of the jump to 74 cents on weekends by first runs in Troy (across the river from Watervliet). I moved up adult admissions at the Grand from 30 to 35 cents; children from 14 to 18 cents. At the Strand, I went up from 35 to 40 cents for grownups and from 18 to 20 cents for kids. No serious opposition was encountered. I heard today that another theatre, in a small town outside Troy, had benefited from the price hikes in Troy.

Settlement Seen Near

WASHINGTON — Negotiations were in progress here this week toward an out-of-court settlement of the troublesome partnership squabble over the MacArthur Theatre. Federal District Judge Matthew McGuire has withheld decision on conflicting motions argued before him earlier this month pending an attempt by attorneys for the Kogod-Burka circuit and Warners' Stanley circuit to reach agreement on the matter.

LANA KISSES AND KILLS!

Talk about thrills! "The 3 Musketeers" has more suspense and excitement than any 10 movies! No wonder it has set a new 27 year record at the State Theatre! Not since "Gone With The Wind" has there been so spectacular and magnificent a picture!



M-G-M *presents*

Alexandre Dumas'

THE THREE MUSKETEERS

color by Technicolor

3rd GREAT WEEK!

LANA TURNER · GENE KELLY
JUNE ALLYSON · VAN HEFLIN
ANGELA LANSBURY
FRANK MORGAN · VINCENT PRICE · KEENAN WYNN
JOHN SUTTON · GIG YOUNG
Screenplay by Robert Ardrey · Directed by GEORGE SIDNEY
Produced by PANDRO S. BERMAN A METRO-GOLDWYN-MAYER PICTURE

Loew's **STATE**

Broadway at 45th Street
Continuous from 9:30 A. M.
Late Shows Nightly

GET READY!

The National Thanksgiving Day Sensation!



BREATHTAKING!



WICKED LADY OF "THE 3 MUSKETEERS"

Lana Turner's most exciting role as wicked Lady De Winter who kisses and kills!
"Lana lavishes her earthy charms more brazenly than ever," *says World-Telegram.*

"A big picture and a wonderful picture . . . all-out entertainment!" —*SUN*

"Will start the blood racing!" —*MIRROR*

"A gay, exciting film . . . unadulterated entertainment!" —*NEWS*

M-G-M *presents*

LANA TURNER · GENE KELLY · JUNE ALLYSON
VAN HEFLIN · ANGELA LANSBURY
in Alexandre Dumas'
The Three Musketeers *color by* Technicolor
FRANK MORGAN · VINCENT PRICE · KEENAN WYNN · JOHN SUTTON · GIG YOUNG
Screenplay by Robert Ardrey · Directed by GEORGE SIDNEY · Produced by PANDRO S. BERMAN

Loew's **STATE**
Broadway at 45th Street
Cont. from 9:30 A. M.
Late Shows Nightly

3rd GREAT WEEK!

The newspaper ads on this page are part of the campaign being used in the record-breaking Loew's State engagement in New York.

Devise 'Snooproof' Ticket To Halt 'Peeping Toms'

SALT LAKE CITY—Snooproof—a new general admission theatre ticket to halt industry peeping toms—has been devised by two Salt Lake City theatremen and will be put on the market soon.

The new ticket, the same in size as the present ducat, has a perforated line across the length of the ticket. The serial numbers, which are required by the internal revenue code, are printed horizontally below the perforated line rather than across the width of the ticket. A special cutter attachment to the regular dispenser cuts along the perforated line and strips off the serial numbers as the tickets are sold. The upper two-thirds of the ducat goes to the patron as his admission ticket, to be torn by the doorman in the conventional manner. The lower one-third of the ticket, or the audit stub, containing the serial number is retained in the boxoffice. In any event, the patron never receives nor sees the serial number. The ticket he receives does not contain any serial number at all. Without these tell-tale serial numbers, it is impossible for unauthorized persons to get the opening and closing numbers for the purpose of determining a theatre's gross.

Henry S. Ungerleider and E. W. McGhan, co-inventors of the ticket, said it is a guarantee against peeping toms within and without the industry. Neither the landlord, competitors nor pressure groups advocating increased theatre admission taxes; in fact, no one, excepting persons authorized by the management, can obtain figures on theatre grosses. Ungerleider noted that the only information contained on the ticket given to the patron is the name of the theatre, city, established price, taxes and total admissions.

Ungerleider and McGhan have also invented ticket cutters to be used in connection with the Snooproof ticket.

Ungerleider pointed out that Snooproof was created to conform to all internal revenue department regulations, that boxoffice receipts can be kept confidential in a simple easy manner, without resorting to coded tickets which have been declared illegal by the internal revenue department.

Snooproof is the second new type ticket invented by Ungerleider within the past few months. The previous invention, Speed-E-Chex, was a new reserved seat ducat for all types of shows. The new reserved seat ticket provided for a fast daily check of ticket sales while eliminating the necessity of counting the ticket rack. Ungerleider already has obtained a marketing outlet for this ticket.

The new general admission ducat will be made available to the industry as soon as possible, stated the inventors. Ungerleider and McGhan have patents pending on both the Snooproof ticket and the cutters that separate the admission portion of the ticket from the serial number.

Incorporation Papers Filed For Essaness Pictures

HOLLYWOOD — Formation of Essaness Pictures by Frank Seltzer and Ed Silverman has been completed with the filing of incorporation papers in Sacramento. Seltzer, an independent producer, recently wound up a three-picture commitment with 20th Century-Fox, while Silverman is an executive of the Essaness circuit in Chicago, which he operates in partnership with Emil Stern.

The new unit's kickoff film will be "Blood Money," a crime documentary, on which Francis Swann is developing the screenplay. Joe Newman is set to direct.

Production is slated to get under way in March for a major company release now being negotiated.

Seattle Superior Court Upholds Ban on 'Rope'

SEATTLE—A superior court judge upheld the ban of Warners' "Rope" by censors after a two-day hearing.

"Rope" was ordered taken off the Orpheum Theatre screen October 18 after a 13-day run. Censors said the action was taken after they had received numerous complaints. They added that it was made clear in the picture that the guilty were punished after their crime.

The picture also has been banned in three other Washington cities—Spokane, Bellingham and Tacoma.

Novel Campaign Puts Over New Type Kaye Picture

NEW YORK—All the conjecture that preceded the release of "A Song Is Born," because Danny Kaye was cast in a new romantic role, has been dissipated by the results obtained in the early engagements which followed the Astor Theatre opening.

Samuel Goldwyn's publicity department set out to insure a good reception for the film by going off on a new promotion tangent with the help of RKO's exploitation department. About 30,000 transcriptions were issued by the producer and distributor. To encourage radio contests and package deals, the Goldwyn office took on the appearance of a department store. "A Song Is Born" wallpaper, ties, jewelry, cosmetics and other items were sent out wholesale.

Critics were so surprised by the new type of role for Kaye that they weren't sure they liked him, but once the campaign and the word-of-mouth advertising really got under way the customers piled in.

James Mulvey of the Goldwyn office says the grosses are close to those of 'The Secret Life of Walter Mitty," "The Kid From Brooklyn" and other Kaye films.

The Downtown Theatre, Detroit; Riverside, Milwaukee; Astor, Boston; Fulton, Pittsburgh; Allen, Cleveland; Albee, Cincinnati; Melba, Birmingham; Schubert, St. Louis; Town, Baltimore; 20th Century, Buffalo; Pan and Hillstreet, Los Angeles, report grosses running at the usual levels for Kaye pictures.

EL Renames Its Drive To Honor Schlaifer

NEW YORK—Eagle Lion will stage its big six-month sales campaign in honor of L. J. "Jack" Schlaifer who last week was named general sales manager of the company, a newly created position. William Heineman, vice-president in charge of distribution, announced that the 26-week "Mystery Drive," scheduled to open December 3, has been retitled "The Jack Schlaifer Testimonial Drive."

Schlaifer, who took up his new duties this week, is one of the veterans in film distribution. He has been selling pictures since 1912 when he joined Warner Bros. in Minneapolis, and in the intervening 36 years has held executive sales jobs with seven companies in the U.S. and Canada. His early sales ventures took him to the Calgary and Edmonton Filmrows where he was branch manager for Warners.

His entry into the top echelon of sales executives came in 1919 when he joined Universal. In that year he became western division manager for the company, then stepped along as western sales manager and as manager of theatre operations for the company. He went to United Artists as assistant to the general sales manager for four years, beginning in 1929, and in 1932 returned to Universal as general sales manager. He was back again at UA in 1934 and served as western sales manager and as vice-president in 1939 and 1940.

Transferring his talents to independent production, he became vice-president of Edward Small Productions in 1941-43. In 1943 he went with 20th Century-Fox as central sales manager, shifted to Allied Artists-Monogram sales in 1946, and went with Eagle Lion early this year as assistant to Heineman.

Milton E. Cohen, eastern sales manager, will serve as captain of the drive, and he shortly will begin a cross-country tour to visit each of the EL branches. He has named as his lieutenants Herman Beiersdorf, southern sales manager; Grove Parsons, Atlanta district manager; Edward Heiber, Chicago district manager, and Tom Donaldson, New England district manager.

ON THE COVER

L. J. "Jack" Schlaifer, Eagle Lion's new sales manager, gets a welcome from two of the company's top officials, Arthur Krim (left), EL's president, and William Heineman, vice-president in charge of distribution.

Jackter Named Chairman Of Columbia Campaign

NEW YORK — Rube Jackter, Columbia's assistant general sales manager, has been named chairman of the committee in charge of the current playdates and billings drive, which runs through February 17.

The drive, which is being personalized in each exchange as "My Drive" by the branch managers whom it honors, will be confined to district branch managers and salesmen. It will not include bookers and office managers, as previously announced. Jackter is organizing a committee to assist him in the management of the drive.

THE CROWNING TRIBUTE

. . . TO THE MOTION PICTURE WHICH WON MORE

AWARDS THAN ANY IN SCREEN HISTORY

. . . TO THE OUTSTANDING SHOWMANSHIP OF

EXHIBITORS ACROSS THE NATION!





20th CENTURY-FOX

Men and Events

By JAMES M. JERAULD

Finale Approaches

THIRTY or more years of tangled history are being unraveled in 18 days by a small group of lawyers connected with the antitrust case. It took half a lifetime of worry and battling to put the pieces of a distribution-exhibition empire together.

And it took more than ten years of expensive struggling in court to stave off its disintegration—or dissolution, to be more exact.

Then RKO decided it had had enough litigation in this particular case and offered to split up. It happened so fast after the decision was reached that it bordered on the miraculous. It was like worrying about having a tooth extracted. Suddenly it had happened!

Back in court November 8 the remaining defendants discovered Justice Augustus Hand meant what he had said shortly before. He wasn't going to spend the rest of his life hearing this case. After two and a half days in court the lawyers agreed to try to get together on what theatres would be divorced—after Judge Hand had admonished Assistant Attorney General Robert Wright that there would be no "total divorcement."

They are due back in court November 29 with a plan.

This may not be the end of the road in the case. Cleaning up the details will take some time and there is the ever-present possibility that one of the defendants will appeal, but all the outward signs point to a new setup in distributor-exhibitor relations.

Leans on Newspapers

DAVID A. LIPTON, executive coordinator of Universal-International advertising, is quoted in Editor and Publisher for November 6 as saying that more and more film advertising is being done in newspapers because it provides flexibility and assures blanketing of an area.

"This regional advertising," he says, "provides control of budgets and a version of point-of-sale advertising. It tells the public what it wants, when it wants it, and where it is available. And it is effective because of the blanket penetration of newspapers used in region after region, timed to the appearance of the film in that region."

Arbitration

THIS is the open season for conferences —all kinds. Conferences on arbitration take the spotlight at the moment because they include companies outside the antitrust case. Those in the case are busy with talks on theatre splitups, and at the same time they have to go into sessions on how to make arbitration work.

Columbia is opposed to arbitration; some of the others are mildly interested. The theatre-owning defendants in the antitrust suit are anxious to have it work. The courts—both the three-judge expediting court and the Supreme Court—lean toward it.

Perhaps something will come of it. Andy W. Smith jr. of 20th Century-Fox and Bennie Berger of North Central Allied did a lot of missionary work in behalf of simplified, common-sense arbitration when they agreed to discuss everything on a local basis at Minneapolis. The idea has spread rapidly.

How this can be incorporated into a formalized arbitration system that will take in all companies is now the problem. The old argument as to whether the arbitrators should be men in the business or outside of it has arisen again. Most exhibitors would like to have arbitration so simple they will not have to hire lawyers.

They're Studying Polls

THE Social Science Research Council has decided to make a study of polls to find out why they were so sure of Governor Dewey's election. The study will be scientific. Very interesting.

There are several things wrong with election polls. Practically all voters think their right to privacy on how they vote is one of their most precious possessions. In addition, considerable emotion enters into voting and emotion cannot be measured with calipers.

During the early part of the war a poll-taker came into a theatre we happened to be managing and asked us what we thought of a title for film purposes. We told him the title wouldn't begin to mean anything until we found out the nature of the story, what company or independent producer was going to film it and what stars would be cast, and even after that it wouldn't have any real value until the picture had been "sold" to the younger set by advertising.

We also told him we estimated our weekly advertising budgets on the comments picked up at soda fountains, juke parlors, barber shops and nearby retail stores by the assistant manager, cashier, maintenance man and a couple of ushers of high school age.

Then he floored us. "You're trying to *find out* something; it's easy. I'm trying to *prove* something for a client."

Right there we decided a lot of polls were applesauce.

Ochs and Herman Sell Out Drive-In Chain to Cowan

TORONTO—A. C. Cowan, a Toronto financier associated with the development of the Odeon Theatres, has purchased the Park Drive-In Theatres, Ltd., from Herbert Ochs of Cleveland and W. B. Herman of Toronto, the latter having a Canadian interest in the "Mom and Dad" picture.

Auto theatres at Ottawa, Peterboro, Oshawa and two at Toronto are included in the deal. Not long ago Famous Players acquired three other drive-ins at Windsor, London and Hamilton.



Ned E. Depinet (left), RKO president, accepts from Nelson A. Rockefeller (right) the chairmanship of the motion picture committee for Brotherhood week.

HEADS NEW DRIVE

NEW YORK—Ned E. Depinet, RKO president, has become chairman of the motion picture committee for Brotherhood week, Feb. 20-27, 1949, sponsored by the National Conference of Christian and Jews, at the invitation of Nelson A. Rockefeller, general chairman. Leon J. Bamberger will be Depinet's executive assistant.

An advertising and publicity director and the members of several committees will be named soon. All will be given a briefing at a luncheon November 23 at the Waldorf-Astoria. As in the past, newsreels will carry the message of Brotherhood week. There will be lobby posters and a press sheet for theatre use, and each participating theatre will receive a certificate from the national organization.

Ingrid Bergman Is Star Of Xmas Seal Trailer

NEW YORK—Ingrid Bergman makes an appeal for support of the 1948 Christmas Seal sale in a trailer to be shown in theatres throughout the U.S. during the 42nd annual seal sale, November 22 to December 25, according to the National Tuberculosis Ass'n. Approximately 8,000 prints of the trailer have been ordered by the local associations for distribution and NTA estimates that a minimum of 14,000 theatres will show the trailer.

The trailer was made for NTA by Walter Wanger, head of Sierra Prod., in cooperation with RKO. Miss Bergman took time out from filming "Joan of Arc" to star in the trailer, which was directed by Victor Fleming, who directed "Joan." Andrew Solt wrote the script. The trailer, which runs two minutes, has been cleared for theatre showings by the TOA.

WB Declares Dividend

NEW YORK—The board of directors of Warner Bros. Pictures, Inc., has declared a dividend of 25 cents per share on the common stock, payable Jan. 5, 1949, to holders of record Dec. 3, 1948.

Eagle Lion Gets a Colorful Associate

In Aga Khan, EL Gains One of the Richest Men in the World

By JAMES M. JERAULD

NEW YORK—Behind the carefully worded Eagle Lion announcement that it had signed a five-year European distribution agreement with Gamma Films of Lausanne, Switzerland, and Gestion et Participation Trust de Vaduz, Lichtenstein, there lies a story that can have a remarkable effect on the course of foreign distribution in this industry for years to come.

Aga Khan, head of the Ismaeli Mohammedans, was not mentioned. The only identification of Gestion et Participation, etc., was that it was one of the largest holding companies in Europe and was concerned in many enterprises.

Some well-known film men admitted Lichtenstein was just a name to them and asked questions about it. The information they received added a new element of mystery to something that was already shrouded in it.



INS Photo

Aga Khan is shown (right) leading his horse, "Masaka," after the steed, ridden by Jockey Nevett, had won the historical Oaks Stakes in England. "Masaka" won from a field of 25 runners—biggest entry in 100 years.

SOUNDED LIKE PRESS AGENTRY

The more they asked and the more they found out, the more mystified they became. The mass of history, legend and oriental magnificence began to sound like a publicity stunt for a picture based on a mythical kingdom—with music and fantasy and quantities of gold and diamonds and international intrigue with its sources rooted in a past from 500 to 700 years old.

Like a number of film companies here and abroad, Eagle Lion found it difficult to raise ready cash for production expansion in spite of a remarkable distribution achievement in its first two years. The fund shortage was due to no fault of Eagle Lion; it was the result of currency restrictions placed by foreign countries everywhere and highlighted by Great Britain's sudden imposition of a 75 per cent tax on film imports.

Obviously, if American pictures couldn't get into England on a profit-making basis British pictures might encounter customer resistance here. British banks suddenly became conservative on credit and American banks did likewise. Trying to cut production and distribution costs to fit the prospective domestic income isn't a headache peculiar to American companies.

It so happened that Eagle Lion pictures abroad were distributed by J. Arthur Rank. Eagle Lion distributed Rank pictures in this hemisphere, and still does. Robert R. Young, head of Eagle Lion, Pathe Industries, the Chesapeake & Ohio Railroad, etc., had faith in the new film company and wanted to borrow money for production expansion. Like many other men in the business, he thought William J. Heineman and Max Youngstein had done a first-class job in pulling the company almost into the black in little more than two years.

DEAL THROUGH H. W. AUTEN

How Aga Khan became interested is a long story. The Eagle Lion announcement said that H. William Auten, foreign department representative in Europe, did it. He is a former British army officer.

Some months ago Aga Khan's son arrived in Hollywood—Bagdad-on-the-Pacific—with some of the weird ostentation and fabulous unreality that makes India a 20th century anachronism.

If Hollywood and its ways appealed to Aga Khan's son, it should cause no wonder.

Aga Khan became interested. Yes, he would grant a loan to Eagle Lion. How large a loan it was has not been stated, but it can be stated definitely that it was not peanuts and it was in dollars—not rupees, or pounds, or francs, or marks. Good old-fashioned dollars! And they were on deposit in this country with no problems of international transfer.

In return Aga Khan wanted security. To put it in the language of New York's Filmrow, Aga Khan was willing to "take a flyer in films." Or, if you prefer it, in the elegant verbiage of London's Wardour street, he was willing to "assume a chawnce."

The security he wanted was the distribution of Eagle Lion films in several European countries on a percentage basis. Right here there was a hitch. J. Arthur Rank was already distributing the films, but without causing a rapid current of much-needed pounds—meaning sterling—to London. Mr. Rank "ceded" his distribution rights to Eagle Lion, and that may have marked the first strategic retreat in his worldwide expansion.

Eagle Lion expects to have 44 American-made films for the 1948-49 season—hardly enough films to warrant setting up a new European exchange system with the accompanying overhead.

CAN TAKE ON OTHER PRODUCT

So far as the record shows, there is no reason why the Gestion de Participation Trust de Vaduz cannot take on other products.

The full name of Gestion, etc., is repeated, because it might become familiar in this business.

Ask anybody under the level of top executive at Eagle Lion what Vaduz means and the chances are he will say he doesn't know.

Let's clear that up. In the middle ages when what is now Germany consisted of a flock of independent feudal states that had developed in the slow demise of the Roman Empire, Lichtenstein was one of them.

It's a 62-square mile area in a mountain fastness adjoining Switzerland where German is spoken. One railroad touches it and the simple peasants tend their flocks and raise whatever crops they can. Taxes are about the same as they were when their Lordships of Schellenburg and Vaduz decided in 1719 to have a merger and maintain their independence before they became swallowed up in the budding nationalism. They became an entity in the Holy Roman Empire that lasted until Napoleon went to work on it. In 1921 they adopted a constiution, elected a Diet of 15 members and a crowned head named Franz Josef who has rule since 1938 in a frugal style befitting the simple tastes of the mountaineers.

Capital fled there before the war, during the war and after the war. It's the greatest place for chartering practically tax-free corporations in the world. A vice-president of Bankers Trust Co. described it as a "corporation paradise," the Delaware of Europe.

When capital—meaning funds for investment—takes refuge some place, or just flows there naturally in search of interest returns Aga Khan takes note. He maintains balances everywhere. He probably does not know the total of his wealth in any given currency any given week, but he does know how to turn a pretty penny or a not-so-pretty yuan.

He is a fabulous figure—racing stables in England and France, homes in the principal capitals of Europe and on the Riviera and a palace in Bombay. For years his followers gave him his weight in gold on his birthday. Then came the postwar exchange difficulties. He wanted the gifts in diamonds, which are not currency, but have a universal value. These gifts are supposed to be for charity. His charities are immense, but he is said to use various currencies for charity.

FLAIR FOR SHOWMANSHIP

An American banker who knows something about the Aga and also about the film business said recently:

"He has a flair for what you men in the picture business call showmanship. Most orientals do. He knows how to make people want to see. He uses splendor beyond the dreams of Midas to give himself an air of aloof mystery.

"If he becomes interested in the picture business, watch him. He has no messages; he has no desire to have the people of the world want to see the British way of life on the screen, as the dour Mr. Rank does; and he is one of the smartest business men in the world. He gives the customers what they want in the way of spectacle. He has no regional prejudices; he is a man of the world in the broadest sense of the term."

...And it will do the same for you!



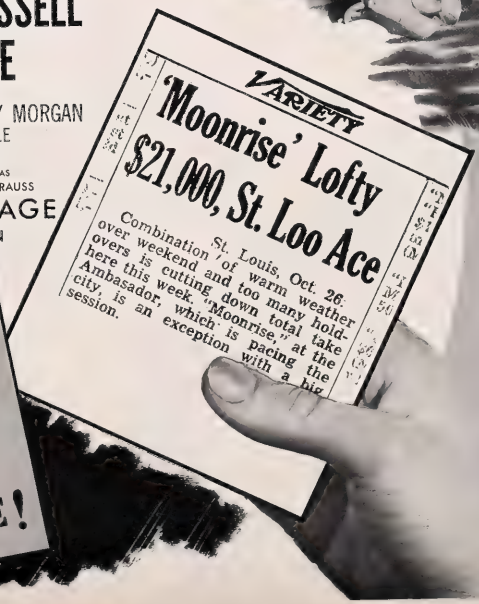
THIS CAMPAIGN

FRANK
BORZAGE'S
production of

MOONRISE



starring
DANE CLARK · GAIL RUSSELL
ETHEL BARRYMORE
WITH
ALLYN JOSLYN · REX INGRAM · HENRY MORGAN
AND DAVID STREET · SELENA ROYLE
LLOYD BRIDGES · LILA LEEDS
Screen Play by Charles Haas — Produced by CHARLES HAAS
Based on the Novel "Moonrise" by THEODORE STRAUSS
Directed by FRANK BORZAGE
A REPUBLIC PRESENTATION



GOT THIS BOX OFFICE BUSINESS ON MOONRISE!

Washington Report

BY ALAN HERBERT

THIS CITY APPEARS TO BE under domination by those dopesters who believe television is on the way to pushing motion picture theatres out of the No. 1 spot among the nation's entertainment industries. In New York, Chicago, Hollywood and elsewhere television is acknowledged as an important baby with a good pair of lungs, but estimates as to its future are far from uniform.



Wayne Coy

There are those who claim that already television is losing ground which it will not recover for decades. They argue that the video of today will be obsolete before very long, and that investors who have put millions into stations will be pointed to as warnings to possible future investors. And the public, they say, will be stuck with a sour investment of hundreds of millions in receivers which will be to the receivers of the future what the crystal set is to today's FM receiver.

OTHERS SAY TELEVISION will continue to gain public acceptance, but that the stake in America's theatres is so great the men who run the theatre business will never let their operation become subordinated to television. This thinking seems to be predicated on the assumption that film interests are in substantial control of key patents without which the high-quality image which will be ready for theatres soon will not be possible in the home. This assumption may be entirely correct—we cannot tell here.

Probably the most frequent observation to explode the theory that television will become a more important medium for drama than the theatre screen is that television will never be able to provide revenues comparable to the earnings of the nation's theatres. Certainly that is an impressive argument today—and one which many of those in Washington who are in position to know are willing to accept as the clincher.

But here in Washington the television enthusiasts smile and say, "you just wait ten years and you'll see how right we are."

Well, this reporter certainly does not claim the theatre business is doomed. It is not. Not even those most enthusiastic about television claim that. They do claim, however, that theatre attendance is going to shrink seriously and that television will become as important—and then more important—as a source of mass entertainment.

One of the most outspoken among this group is Wayne Coy, Federal Communications commission chairman. Just this week he told the Rotary club convention in Chicago that "the motion picture industry seems to be in for a period of great readjustment . . . Surveys show that when families acquire television sets their attendance at theatres dwindles seriously." (Incidentally, without arguing with Coy, we recall what surveys showed about the recent national election.)

Improved programming and the use of theatre television should cushion the drop in attendance, Coy said, but the serious danger arises as television "becomes a competitor for the production of the motion picture producer. Television broadcasters will bid against the exhibitor for the feature films, for the specialty films and other short subjects by film.

"Television operators face an almost superhuman task in programming their stations 12 to 18 hours a day. Film will be one of their essential requirements."

For the past ten years the big story in Washington, from the standpoint of the motion picture industry, has been the Paramount case and other antitrust actions. But it is our guess that for the next ten years the biggest story, not only from here but from other cities as well, will be the crystallization of a pattern—a balance—by which television will find its place among the other media of public entertainment.

We can get plenty of predictions, but no two will be alike.

* * *

DISCOVERY OF A NEW METHOD of inexpensive subtitling for 16mm film will mean a vastly improved market for 16mm features in Norway and elsewhere in northern Europe, according to information reaching the Department of Commerce. Film Consultant Nathan D. Golden reported this week that the new device cuts the cost of subtitling sufficiently to make the work profitable, with a Norwegian distributor already planning to distribute 16mm features by mail. He plans to charge rentals equal to those for 35mm film, but will not release the narrower films until at least one year after the 35mm original has been seen in Norway.

* * *

SWEDISH CENSORS PASSED 18 films for adults only of 31 American features reviewed during July and August, it was reported this week by Nathan D. Golden of the Department of Commerce. In addition, Golden reported that two U.S. features were rejected outright "because of the disregard for law and order exhibited therein."

The censors passed five films—domestic and imported—for children in July and 15 in August; 12 were passed for adults in July and 20 in August. During the summer one French and no British films were passed for children, while five features from each of these countries were approved for showing to adults.

* * *

KOREANS PAY an admission tax of 100 per cent, but can still feel that their government takes less of their boxoffice price than does the Japanese government. In Japan the levy is 150 per cent, it is reported by Nathan D. Golden, Department of Commerce film consultant.

In addition to the door tax, the Korean government also collects a 10 per cent ad valorem tax on each reel as an import duty, in addition to a 30 per cent ad valorem levy on each reel regardless of whether it is domestic or imported.

The Korean office of public information has unlimited censorship authority, but is apparently not using it too stringently.

TBA Clinic to Discuss Television Problems

NEW YORK—Seven speakers have already been scheduled to discuss "Current Problems of Television Operation" at the annual TBA television clinic which will be held at the Waldorf-Astoria hotel December 8. The session will be devoted to "problem airing for those who are already active in television or who expect to be active in the near future," according to E. P. H. James, vice-president of the Mutual Broadcasting System, who is chairman of the clinic.

The speakers will include: Robert P. Myers, assistant general attorney, NBC, who will talk on "Legal Problems of Television"; Leonard H. Hole, general manager, WABD, who will report on "DuMont's Daytime TV Development"; Robert L. Coe, vice-president and station manager, WPIX, who will discuss "Television Station Reception Problems"; Myron Kirk, radio and TV director, the Kudner agency, who will talk on "Television Advertising Showmanship"; Hugh M. Beville, director of research, NBC, who will talk on "Finding the Facts for TV Selling," and Doty Edouarde, radio and television time buyer for Badger, Browning & Hersey, and Eugene Katz, the Katz agency, who will be in a panel session covering topics of station representation, sales policies and affiliation arrangements.

Speakers to be announced later will discuss "Controlling Costs in Local TV Programming," "Station Management Do's and Don'ts," "New Developments in Equipment and Technique" and "Defrosting TV—Up to Date." Wayne Coy, chairman of the Federal Communications Commission, will be guest speaker at the annual luncheon in the Astor Gallery.

Coaxial Cable to Link TV In East, Midwest Cities

NEW YORK—The eastern CBS television network will be linked with midwest CBS television affiliates Jan. 12, 1949, according to J. L. Van Volkenburg, vice-president and director of television operations. The presidential inauguration in Washington January 20 will probably be one of the first major public events broadcast over the inter-connected CBS-TV network.

The linking is made possible by the laying of a coaxial cable, by American Telephone & Telegraph Co., between Philadelphia and Pittsburgh. This connects the CBS eastern seaboard television network of WCBS-TV, New York; WCAU-TV, Philadelphia; WMAR, Baltimore; WOIC, Washington; WNAC-TV, Boston; WRGB, Schenectady, and WNHC, New Haven, with midwest affiliates, WEWS, Cleveland, WJBK-TV, Detroit; WSPD-TV, Toledo; WGN-TV, Chicago, and WTMJ-TV, Milwaukee. The new coaxial link also makes it possible to hook up projected CBS television affiliates in Buffalo, Pittsburgh and St. Louis.

French Honor Zworykin

NEW YORK—Dr. Vladimir K. Zworykin, vice-president and technical consultant of RCA Laboratories, has been presented the Chevalier Cross of the French Legion of Honor for his contributions to television development. The award coincided with the 25th anniversary of Zworykin's invention of the iconoscope.

THE PRESS IS HIGH ON HIGH FURY

Top fare handled expertly. Tremendous engrossing entertainment. Exhibitors will find well satisfied audiences. Superb photography. Highly expert cast. Fine direction. Realism seldom found in film!"

Hollywood Reporter

"Highly exploitable. Action-full story topped by thrilling spills. Spectacular!"

Daily Variety



"Appealing, warm, simple, sincere, authentic, realistic, will generate nice response at box office!"

Weekly Variety

"Thrilling. Can hold top spot!"

Showmen's Trade Review

"Madeleine Carroll, concise title, conflict and excitement, a shot-in-the-arm combination for any theatre front. A near-masterpiece!"

MP Daily

"A sensitive story, warm and human. Suspenseful!"

MP Herald

HIGH profits from UA

Hollywood Report

By IVAN SPEAR

Two More U.S. Film Stars To Rome for Productions

That legendary road to Rome is becoming as crowded, these days, as are such congested U.S. arteries as Broadway in New York and Wilshire boulevard in Los Angeles.

Deanna Durbin is one film personality destined to make a junket to the Italian capital as the result of negotiations just completed between Universal-International and Scalera Productions, calling for the singing star to topline a musical film which the latter company will make.

The film, a cooperative project between U-I and Scalera, will be directed by Gofferdo Alessandrini, who megged "Furia." U-I will handle the distribution in the western hemisphere.

Also due to hit the trail to Italy are Robert Cummings and Eugene Frenke, partners in United California Productions, who also have set a cooperative deal with Scalera for the making of "Password to Love" in Rome. Frenke and Cummings will function as coproducers and Cummings will have the starring role in the film, based on a story by Alexandre Dumas. The Frenke-Cummings team will junket abroad early in 1949 to lay the groundwork for the project.

Cowboy Actors Forming Western Hall of Fame

The boys who ride thataway in Hollywood's output of that film staple, the sagebrushers, have decided to start beating the drums a bit louder about their relative importance in matters cinematic.

In association with western radio and recording artists, the motion picture cowpokes are in the throes of organizing the Western Hall of Fame, an nonprofit venture "dedicated to the preservation of the historical west and to the memory of the cowboys, past, present and future."

William Elliott and Russell Hayden are among the officers, while the organizers also include such boots-and-saddles luminaries as William Boyd, Andy Devine, Hoot Gibson, Monte Hale, Bob Nolan, Roy Rogers, Max Terhune, Jimmy Wakely and Stuart Hamblen. Plans are afoot for an all-star western show to raise funds for the construction of a building to house thousands of the mementoes left behind by such cowboy immortals as Tom Mix, Will Rogers, William S. Hart, Buck Jones, Harry Carey, Art Acord, Fred Thompson and others.

William Witney to Meg 'Down Dakota Way'

Handed a new one-year directorial ticket, William Witney's next megging assignment at Republic will be "Down Dakota Way," upcoming Roy Rogers western . . . Scrivening activity at MGM went on the upbeat with the assignment of four writers to new properties. William Stone went to work on "Pagan Love Song," with Ernest Byfield jr. and Alan Friedman teaming on "Arson Squad" and Syd Boehm developing "Side Street."

Story Sales on Upswing With Six Purchases

That old adage about the ill wind blowing nobody any good was applicable, in one sense at least, to the pall of gloom hanging rather generally over the film colony. Amid the "things-are-tough-all-over" attitude was a ray of optimism among the literary fraternity as they discovered the market for their brain-children definitely and paradoxically on the upswing.

Sales for the period totaled six—with two each going to 20th Century-Fox and Paramount. The former acquired "The Doctor Wears Three Faces," a new novel by Mary Bard, and "The FBI of Racing," semidocumentary by Art Cohn. "Three Faces" is earmarked as a Jeanne Crain vehicle and probably will be produced by Fred Kohlmar. The Cohn property, which will star Mark Stevens and is on Samuel G. Engel's production slate, is concerned with government efforts to safeguard the public in pari-mutuel betting . . . Paramount's acquisitions include "Explosion," by Dorothy Cameron Disney, and a new William Irish novel, "I Married a Dead Man." The Disney opus is a detective yarn with a Washington, D. C., locale, while "Dead Man" is a suspense yarn about a gal who, for protection, assumes the identity of another woman after the latter and her husband are killed in a train wreck . . . To Warners went "Ghost Mountain," California adventure story of the Civil War era, by Alan LeMay. It will be produced by William Jacobs . . . "Honor Among Thieves," by George Compton, went to Monogram as a starring vehicle for Roddy McDowall, with Lindsley Parsons to hold the production reins. It's concerned with corruption in London at the turn of the 19th century.

Hal Wallis to Use New Safety Film

Heretofore confined for the most part to 16mm home and educational films, the newly developed slow-burning safety celluloid is being used for the first time on a big-budgeted studio project by Producer Hal Wallis, who is utilizing it for the prints of daily rushes on "Bitter Victory," his new film for Paramount release.

The studio itself plans to use the safety film on rushes of all subsequent productions and, as the manufacturing output increases and laboratory facilities are enlarged, it will be employed also on all negative stock.

Eventually, it is predicted, the film will replace the inflammable variety entirely both for studio and theatre use.

MGM Signs Robert Taylor For 'Viva Zapata' Lead

Robert Taylor has been assigned by MGM for the lead in "Viva Zapata," biography of the Mexican revolutionary hero, which will be filmed on location below the border . . . After 23 years as a comedian, Andy Devine is doing an abrupt switch and will portray a double-crossing heavy in "Montana Belle" at Republic. At the same valley studio Skeets Gallagher, one-time prominent film comic, begins a screen comeback with a part in "Duke of Chicago" . . . The femme lead opposite Ronald Reagan in Warners' "The Hasty Heart," to be filmed in England, goes to Patricia Neal . . . Producer-Director Robert Rossen set Broderick Crawford for the lead in "All the King's Men," which Rossen is readying for Columbia release.

Crime Documentary Films Now Going Collegiate

Now the documentaries are going collegiate.

Producer Sam Marx and Scripter Leonard Spigelgass of MGM returned to the Culver City film factory after attending Harvard's famous crime clinic with material for "Murder at Harvard," a mystery based on the clinic's scientific solution of an actual slaying.

J. L. McEldowney Independent Unit Plans to Make 4 Films in India

Although Hollywood's production barometer is, lamentably, dropping lower and lower, hardly a day passes but what announcement is made by some producer of plans to launch a film project in some foreign locale—usually drawing upon the available technical manpower of the country involved to supplement American crews.

Latest nation to be added to the overseas list is India, destined to be the production scene for a group of pictures being planned by Oriental-International Films, independent unit headed by J. L. McEldowney. The producer, who says he has obtained all the necessary financial and governmental sanctions, just returned from that country after shooting several thousand feet of 16mm color film. McEldowney now is lining up players and technicians and will return with them to India early in 1949 to begin filming the first of a planned schedule of four features. The O-I outfit has not yet secured a release.

Meantime Wales was chosen as the locale for shooting on "Gone to Earth," slated to star Jennifer Jones and to be produced by David O. Selznick in collaboration with Michael Powell and Emerick Pressburger. Miss Jones will trek to England for the assignment when she has completed her role in MGM's "Madame Bovary." Her chore in "Gone to Earth," incidentally, necessitates her withdrawal from the cast of another upcoming Selznick opus, "Trilby," which has been done with boxoffice success before.

HEDY'S A DREAM!



BOB'S GOT THAT GLEAM!

WHEN THEY GET TOGETHER...
OH WHAT A TEAM!

"Smartly produced comedy that has the stuff to make audiences laugh." — *Film Daily*

"A merry romp . . . what the ticket-buying public wants." — *Motion Picture Daily*

"Madcap comedy romance." — *Variety*

"Enough action, laughs and eye-filling interiors to please all audiences." — *Motion Picture Herald*

"Certain to win hilarious approval" — *Showmen's Trade Review*

"Lamarr is a knockout!" — *Daily Variety*

HEDY LAMARR

ROBERT CUMMINGS

"Let's Live a Little"

An Eagle Lion Films Release

Another hit for the BILL HEINEMAN DRIVE!

with **ANNA STEN** Robert Shayne • Mary Treen • Harry Antrim • Norma Varden

Produced by EUGENE FRENKE and ROBERT CUMMINGS • Directed by RICHARD WALLACE • Associate Producer Joe Gottesman

Screenplay by Howard Irving Young, Edmund Hartmann, Albert J. Cohen and Jack Harvey • Original Story by Albert J. Cohen and Jack Harvey

A United California Productions, Inc. Picture

Trade Policies Censured In Exhibitor Survey

DETROIT—Sam Carver, vice-president and founder of the Michigan Independent Exhibitors Ass'n, has completed a survey of independent exhibitor opinion in a dozen eastern cities from New York to Miami. Carver reports that exhibitors generally have a fairly uniform series of complaints about the policies of producers and distributors. In summarizing the attitudes found in personal interviews in the extensive cross-country trip, Carver said he found seven major points:

"1. For the past 18 months and even longer, pictures have had very poor stories, driving theatregoers away and to other forms of entertainment.

"2. Too many of the stars do not fit into the pictures in which they have been featured. Also many so-called stars have lost their boxoffice value. In other words, they should be retired and replacements made with new faces. This goes for about 50 per cent of the featured players.

"3. Pictures are sold to exhibitors on fictitious future boxoffice values. It has been shown that many reissues have outgrossed so-called A pictures.

"4. Producers should reduce the cost of production. Good pictures can still be made for less than half of their present costs. It has been shown that during the past year some good pictures were made for less than $250,000.

"5. Every studio should enlist the services of an experienced exhibitor to help in advising about stories, casting, etc.

"6. Distributors of motion pictures should help exhibitors sell pictures to the public. A strong exhibitor public relations department should be established to bring the public back to the theatre before it is too late. Otherwise the goose that laid the golden egg will die.

"7. Every producer should keep in mind at all times that men and women attending the theatre are adults and in the main, somewhat intelligent."

Warners Lists 24 Shorts For Nov.-Dec. Release

NEW YORK—Warner Bros. will release 24 short subjects during November and December, according to Norman H. Moray, shorts general sales manager.

The two-reelers will be: three Technicolor specials, "Sons of Liberty," "Princely India" and "Sunday Roundup"; two featurettes, "Grandfather's Follies" and "Pie in the Eye," and two Joe McDoakes comedies, "So You Want to Be on the Radio" and "So You Want to Be a Baby Sitter."

The 11 color cartoons are: "Kit for Cat," "Stupor Salesman," "Riff Raffy Daffy," "My Bunny Lies Over the Ocean," "Fin'n Catty," "Scaredy Cat," "Wise Quackers," "Bedtime for Sniffles," "Hare Do," "Holiday for Drumsticks" and "Awful Orphan." Two in the Technicolor Sports Parade series, "Jungle Man Killers" and "Sportsmen of the Far East," and two Technicolor Adventure Specials, "Bannister's Bantering Babies" and "Circus Town," will also be released. Two in the new Sports News Reviews series, "Ski Devils" and "Swing and Serve," complete the two-month schedule.

Two British-Made Films For UA Distribution

HOLLYWOOD—United Artists will handle U.S. distribution on two British-made features to be produced by Artists Alliance—headed by Mary Pickford and Lester Cowan—in London in collaboration with Associated British Cinemas.

Cowan will head for England in January to set up details of the project. First of the pair of pictures will be "Sorrell and Son," to be followed by one property as yet unchosen.

Columbia Sales Drive Honors Branch Men

NEW YORK—Columbia's 31 branch managers will be honored by the 1948-49 sales and billings drive, which opened November 19 and runs through February 17. The managers in each territory will personalize it as "My Drive," according to A. Montague, general sales manager.

As in the past, cash awards will be made to the managers, salesmen, bookers and office managers of the branches, based on increased sales and billings over each branch's quota. Independent producers associated with Columbia have joined in and contributed a proportion of the prizes.

Montague stressed the importance of the drive at a time when the diminishing foreign market demanded a greater concentration on domestic distribution. Solid dating during the drive period will "aid us in filling the wide gap which we are going to suffer this year through the loss of a considerable portion of our foreign income," he said.

Among the pictures Montague listed as available during the drive period are: "Loves of Carmen," "Walk a Crooked Mile" and "The Untamed Breed," already in release; "The Return of October," in Technicolor, starring Glenn Ford and Terry Moore, and "The Gallant Blade," in Cinecolor, starring Larry Parks and Marguerite Chapman, released in November; "The Man From Colorado," in Technicolor, starring Glenn Ford, William Holden and Ellen Drew, and "Jungle Jim," first of a new series starring Johnny Weissmuller, slated for December release; "Shockproof," starring Cornel Wilde and Patricia Knight, and "The Dark Past," starring William Holden, Nina Foch and Lee J. Cobb, set for January release, and "Song of India," starring Sabu, Gail Russell and Turhan Bey, and "Slightly French," starring Dorothy Lamour and Don Ameche, set for February release.

WB to Show 'Afternoon'

NEW YORK — "One Sunday Afternoon," Warner Bros. production in Technicolor, starring Dennis Morgan, Dorothy Malone, Don DeFore and Janis Paige, will be tradeshown nationally December 6.

Monogram-AA Franchise Holders Assemble in Hollywood



Highlighted by reelection of the entire board of directors for the coming year, Monogram-Allied Artists franchise owners and stockholders staged their annual meeting in the film capital. Among those on hand, left to right: A. C. Bromberg, Atlanta franchise holder; William Hurlbut, Detroit franchise holder; Steve Broidy, Monogram-AA president; Herman Rifkin, franchise holder from Boston; C. W. Trampe, Milwaukee franchise owner; Edward Morey, vice-president; W. R. Johnston, chairman of the board; George Burrows, vice-president and treasurer, and Howard Stubbins, west coast franchise holder.

London Report

By JOHN SULLIVAN

THE FILM BANK set up by the government has made its first two loans to producers. In an interview this week J. H. Lawrie, who is controlling the Film Finance Corp. on behalf of the Treasury, stated that they have advanced $4,000,000 to British Lion, which is Alexander Korda's distributing company, and $80,000 to Exclusive Films, an independent concern producing second features. It came as no surprise to the industry that the first million was to go to Korda, for British Lion asked shareholders some weeks back for permission to apply to the government for this loan.

During the course of the interview at the headquarters of the Film Finance Corp., Lawrie emphasized that this taxpayers' money was being watched very carefully and that no proposition in the nature of a speculation would be entertained. The corporation is concerned mainly with financing long - term production — that is, a series of films rather than one film — and the loan had been made to British Lion on a statement from that company that it planned to handle 18 British-made features next year. It was made after the board of FFC had examined actual production budgets which were proposed for a number of pictures and Lawrie will be given day-to-day reports on how the money is being spent on production. Particular emphasis was laid on the fact that the security for the loan was British Lion's studio properties.



Alexander Korda

The smaller loan is of particular interest for James Carreras, managing director of Exclusive, is a young man who has made a decided success with his more modest product. Mention has been made before in this column of the fact that Carreras was the first film executive to visualize the appeal of a famous radio series called "Dick Barton, Special Agent" and to make a film based on the adventures of Dick Barton. This first film was a sensational success and was the forerunner of several which have been made since. Going on from there, Carreras is now engaged in filming two other series, "The Adventures of Dr. Morell" and "Police Constable '49" respectively. In his case also the loan was only granted after an exhaustive analysis of his production figures on the last two films and his estimated budgets on the prospective pictures.

A point of particular interest is that the government's interest rate on these loans is 4 per cent to British Lion and 4½ per cent on the smaller sum to Exclusive. This interest rate is considerably lower than could be obtained from a private finance house.

* * *

"THE SMALL VOICE," one of the independent pictures which British Lion is releasing, opened at the Plaza last week. It was produced by Anthony Havelock-Allan, who was until recently one of Rank's Cineguild team, and was directed by young Fergus MacDonnell who was the editor of "Odd Man Out." This is his first assignment as a director. The film stars Valerie Hobson, James Donald and newcomer Harold Keel who was brought into the cast from the American musical "Oklahoma," which has been running at a London theatre for well over a year.

The story tells of three military convicts who escape from a detention barracks and steal clothing and a car. They crash with another car in the Welsh mountains and are rescued by a young crippled playwright who is returning to his house with his actress wife. The playwright is a morose character, whose wife has decided to leave him although still in love with him. In the car crash the driver of the other car has been killed but two children are rescued alive. The three convicts with the children hide in the house of the playwright and prevent him at the point of a gun from contacting the police. The essential point of the story is that the young and active wife makes several attempts to communicate with the police and is foiled each time by Harold Keel as the convict leader, whereas the playwright takes the more passive line and tries to break the man's nerve. In the end he thinks he has succeeded and stealing a gun from one of the three men who is asleep he shoots and kills the ringleader only to discover that the latter knew quite well that escape was hopeless as the police were surrounding the house.

A sombre story, but one which is directed with such insight and such good technique that it holds the interest from opening to end. It is a credit to Fergus MacDonnell, who obviously has a future as a director, and to the actors who are uniformly good. Miss Hobson and Donald are both excellent as the playwright and his wife, but the best role in the picture is that of the American by Keel who gives a fine performance as the convict ring-leader—a performance vaguely reminiscent of Burt Lancaster at his best.

For England this one has star appeal and story appeal. For America it should be a first-class proposition in intimate theatres.

* * *

ALSO OPENING LAST WEEK was the Two Cities production, "It's Hard to Be Good," a comedy which was written and directed by Jeffrey Dell. It stars Jimmy Hanley and Anne Crawford.

Hanley is something of a film phenomenon, for England at least. Although only 30 years old he has been a film actor for some 18 years, starting as a child in the early Will Hay comedies. Before war service with the Commandos he was starred in several smaller pictures, but this is his first star role in a major production. It is also the first time for many years in which he appears as a straight actor, for he has specialized for some time in Cockney parts and the present picture will cause some surprise among his fans as many of them must have the idea that his Cockney characterizations are the true Hanley.

"It's Hard to Be Good" suffers from a patchy script. In spots the dialog is brilliant, but just as one feels that here at last is a British comedy which is really good and keeping up a cracking pace, so a sequence comes along that drags and is not nearly so funny, then the action picks up again and so on. The basic idea is essentially funny. We are presented to a young man who has joined the army straight from school and who knows no other life but killing and who is determined that when he leaves the service he is going to make it his life's work to spread goodwill among men. Unfortunately, all his efforts at creating goodwill end in disaster. The one big drawback to the film is that it ends so inconclusively.

There are first-class performances from Hanley and Miss Crawford in the leads and all the supporting roles are very well handled by veteran character actors. Certainly a box-office proposition for England, its potentialities in the U.S. are doubtful.

* * *

THE CINEMA EXHIBITORS ASS'N has decided to withdraw the resolution passed at the last meeting calling for a ban on all the films with which Ben Hecht had been associated. It was pointed out that the employment of Hecht on these pictures had occurred before he had expressed the views which had aroused such resentment here and the banning of pictures already made would not cause him the slightest worry. The resolution was accordingly altered to read: "This association strongly objects to any facilities being given for the exhibition of films with which Mr. Ben Hecht is in future concerned and that members be informed in future of the titles of such films and advised not to show them."



Ben Hecht

* * *

ASSOCIATED BRITISH last week announced its intention to enter the field of theatre television. After two years' research ABC's board has ordered full-scale development with an ultimate target of television in every ABC cinema. Plans have been adopted for the establishment of television studios and application has been made to the British Broadcasting Corp. for permission to make experimental transmissions to three ABC cinemas in London.





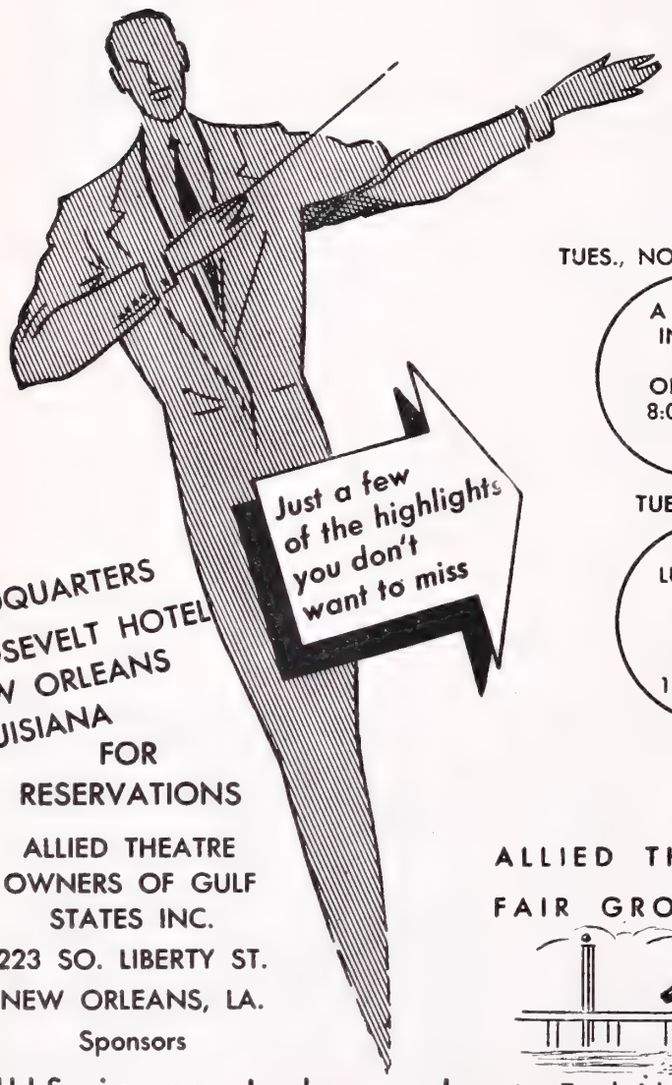
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ALLIED STATES ASSOCIATION MOTION PICTURE EXHIBITORS

WELCOMES ALL THE INDEPENDENT EXHIBITORS TO THE

1948 NATIONAL CONVENTION

A PROGRAM OF CONVENTIONAL ENTERTAINMENT



MON., NOV. 29
LADIES' TOUR OF **VIEUX CARRE** 1:00 P. M.

MON., NOV. 29
OLD MAN **RIVER PARTY** 7:30 P. M.

TUES., NOV. 30
A NIGHT IN OLD NEW ORLEANS 8:00 P. M. TILL

TUES., NOV. 30
COCKTAIL PARTY 6:30 - 8:00 P. M.

TUES., NO. 30
LADIES' LUNCHEON AND **STYLE SHOW** 12:15 P. M.

WED., DEC. 1st
CONVENTION BANQUET 8:00 P. M.

HEADQUARTERS
ROOSEVELT HOTEL
NEW ORLEANS
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FOR
RESERVATIONS

ALLIED THEATRE OWNERS OF GULF STATES INC.
223 SO. LIBERTY ST.
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ALLIED THEATRE OWNERS PURSE
FAIR GROUNDS, TUES., NOV. 30



THIS is an Independent Exhibitors Meeting
BRING Your Problems With You

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Incentive

Jimmy Nairn, ad-publicity head for Famous Players Canadian, favors us with a copy of the latest press manual supplied to circuit managers to help promote the annual sale of Christmas gift books.

The main reason for the continuing success the company has with gift books lies in the fact that every employe works enthusiastically on away-from-the-theatre sales. Their enthusiasm is whetted because every employe receives a percentage of his individual sales. Almost without exception, every FPC employe earns his personal Christmas gift-list money from this revenue.

* * *

Theatre managers who are still harboring thoughts of mayhem against youthful pranksters who make Halloween an annual nightmare of damage and destruction to theatre property should take note of how C. J. Otts, Royse City, Tex., exhibitor converted the problem into a goodwill builder.

Otts gave a midnight show and kept the young folk entertained with games and contests until the wee hours of the morning. Halloween passed in the night, and the townspeople awakened next morning without the customary ill-tempered feeling against the youth of the community.

* * *

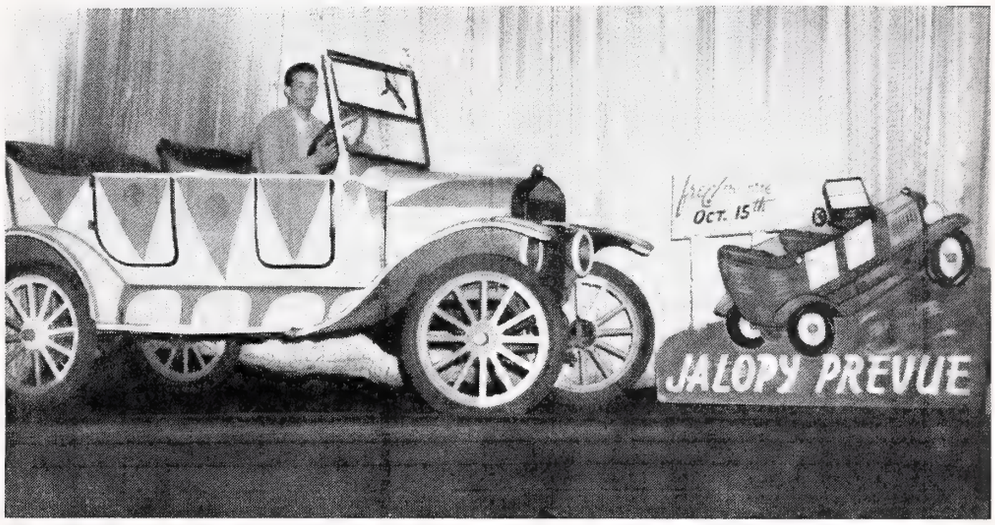
Circuit heads are joining this department in its appraisal of the Universal-International Unity drive which includes a $4,500 pot of gold for theatremen who submit the best exploitation campaigns for U-I pictures until next April.

Mitchell Wolfson, co-owner of the Florida Wometco circuit, has advised all Wometco showmen in a general bulletin that he would like to have at least one of them win a prize.

"It seems to me," wrote Mr. Wolfson, "that all wideawake theatre managers will accept the challenge and make a real effort to . . . promote your theatre business as well as Universal pictures. I will be watching with great interest your activities in this connection."

So will others.

Chester Friedman



Jalopy Prevue Is Good Substitute For Miami, Okla., Car Giveaway

Mom and Dad may still be waiting for that new car the dealer promised but the teen-agers still have their hearts aimed at owning one of those multicolored, open-topped, guaranteed 4-to-14-passenger jalopies which are so handy for football games, fishing or girl-angling parties. Al Powell, manager of the Melba Theatre, discovered just how interested the high school kids are in jalopies when he recently promoted what he calls a "Jalopy prevue."

The big come-on was an ostentatiously painted jalopy given away on a lucky number drawing. Merchants kicked in the deal in return for theatre advertising. They also plugged the deal through window announcements and the distribution of drawing tickets with purchases of one dollar.

A trailer, lobby display and the house program publicized the giveaway which was scheduled in conjunction with an advance screening of "Glamour Girl" at a special late show.

The jalopy was used to ballyhoo the stunt for three weeks in advance, being driven around the business area, school districts and parked in front of cooperating merchant stores.

John Wayne Contest

"How many pictures has John Wayne appeared in?" was the basis of a newspaper contest promoted for "Red River" by Fred Greenway, manager of the Palace in Hartford. Passes were awarded to winners. Greenway tied up with history instructors in the area's high schools and colleges and derived classroom mentions on the historical value of the film. The schools also cooperated by posting picture and playdate announcements on their bulletin boards.

'Carmen' Roses to Women

Through a tieup with a local florist, 2,000 "Carmen" roses were presented to women patrons attending "The Loves of Carmen" at the Community Theatre, Morristown, N. J. The flowers were promoted by Ralph Lanterman, city manager.

Ballyhoo Truck Covers Many Miles for 'River'

A week before "Red River" opened at the Arbor Theatre, Nebraska City, Manager Dwight Seymour had the theatre staff dressed in blue jeans, colored shirts, boots and ten-gallon hats. The doorman was equipped with an old thumb-buster six-shooter.

In the theatre lobby, a collection of saddles, blankets, bridles, bed rolls and other cowboy equipment was the center of a display which included cutouts of lithographed posters.

The theatre pickup truck was posted with signs, equipped with a public address system and sent to all towns within a radius of 25 miles to attract new theatre patrons.

Two thousand handbills were distributed in the downtown area by ushers in cowboy togs.

HALLOWEEN SPOOKS LIFT GROSS FOR ENERGETIC THEATREMEN

Halloween shows were the basis of increased business for theatremen who took advantage of the traditional attraction of witches, goblins and spooks. A large number of theatres specialized in midnight performances Halloween eve. Others provided extra entertainment and games geared for the juvenile trade at special Saturday shows.

In Cleveland, a midnight stage party was promoted by Ed Pyne, manager of the RKO 105th Street Theatre, under the sponsorship of a local advertiser. Pyne recruited Bud Wendell, popular radio personality for station WJMO, as master of ceremonies.

The sponsor donated prizes and cash awards for a series of games and contests and paid all advertising costs, including a trailer, lobby display and 10,000 special handbills. Highlight of the evening's entertainment was a costume contest with adults vieing with the kids for cash awards.

STORM MOLINE BOXOFFICE

In Moline, Ill., enthusiastic patrons stormed the boxoffice of the LeClaire Theatre for a midnight show which was advertised by Manager Roy Hill. Supplementing his stage activities, Hill booked the Abbott and Costello feature, "Hold That Ghost." The program was well exploited in advance.

Two appropriate features and a spook show paid off with another capacity house at the Reseda (Calif.) Theatre. C. W. Grenzbach and H. C. Kern, co-operators and managers of the Reseda, promoted the use of original "Wolfman" and "Frankenstein" costumes used by Universal-International in the production of horror pictures. Between the screening of the two features, the showmen dressed themselves in the Hollywood outfits and rampaged through the audience with hilarious results.

Ken Solomon, manager of the Plains Theatre, Roswell, N. M., put on a "Stay home if you can't take it" midnight show which received a two-week advance ballyhoo. A special trailer was prepared and run at both the Plains and Yucca theatres. Lobby displays urged people to buy their tickets in advance. Shadowboxes and skeleton cutouts were strategically placed in dark recesses at both houses. Two ushers dressed in white



bed-sheets carried a banner announcing the show across the field between quarters at a local night football game. This ballyhoo was used again in the city's annual spook parade and handbills were distributed announcing the show. Solomon booked a special "horror" program for the screen and staged a fun fest of games and contests.

"Abbott and Costello Meet Frankenstein" had an advance preview on Halloween eve at the Coleman Theatre, Miami, Okla. W. C. Cundiff, manager of the Coleman, ran the show following his last regular performance and attracted a big crowd. A 24-sheet cutout display in the theatre lobby helped to stimulate interest in the performance which included stage activities. The display was animated by a motor and pulleys to give the two comedians the simulated appearance of running from the "monsters."

Loew theatremen also were active with Halloween shows. In Providence, R. I., this show is an annual highlight. Manager J. G. Samartano booked "Bluebeard" and "Devil Bat's Daughter" as the screen attractions. A spook song festival was featured by the organist and the program was billed as "Halloween Holocaust of Horror." Samartano's promotion campaign was one of the reasons why the State Theatre was packed. He used a trailer and advance ads beginning three weeks ahead. Three hundred window cards were spotted in stores and tacked on fences. Full window displays were promoted with two five-and-dime stores and many other merchants. Ten thousand special heralds were distributed and spot announcements followed all radio programs with a mystery theme. Samartano also used an effective display in the lobby which was built around the advance ticket sale boxoffice.

Lester Pollock's annual Halloween show at Loew's in Rochester, N. Y., is a standard house-filler and popular with patrons in the city and surrounding territory.

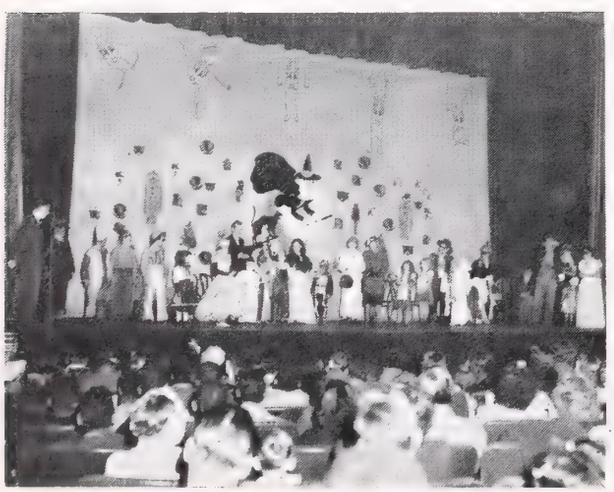
REALISTIC HORROR SHOW

Pollock booked the same show used in Providence and built a realistic horror stage show in support. Window cards, lamppost placards, window displays, heralds, large newspaper ads and additional exploitation helped to remind local fans of the treat. Pollock also promoted a contest over station WSAY in which passes were offered to listeners writing the best letters on why they wanted to see the horror show. The highlight of the stage activities was a pie-eating contest.

A. A. Hopper, manager of the Humota Theatre, Humboldt, Iowa, arranged a midnight Halloween show which featured spook screen attractions, and a series of games and contests on stage. The Saturday matinee show also enticed many kids on the basis of a stage party.

Endorses 'Belinda'

Nick Brickates, manager of the Garde Theatre, New London, Conn., used the personal touch in his newspaper advertising on "Johnny Belinda." Headed "Manager's Note," the message atop the ad read: "Seldom comes a picture like this. I predict that Jane Wyman will be the top contender for the 1948 Academy award for her magnificent performance in 'Johnny Belinda.'"





At left, adults and children compete for prizes against a backdrop of Halloween symbols at the RKO 105th Street Theatre in Cleveland. Right, an animated display created by W. C. Cundiff, manager of the Coleman, Miami, Okla. A small electric motor and pulleys kept legs of the comedy stars in motion.

Promotes Newspaper For Serialization of 'Loves of Carmen'



A strong advance buildup for "The Loves of Carmen" at the Elgin Theatre, Ottawa, Ont., was developed because of the alertness of Manager Ernie Warren.

Warren got a tip that the Evening Citizen had received a mat service of the story in serial form but was not intending to release it because it coincided with the theatre playdate. The newspaper's attitude in deleting any possible advertising advantages was overcome by Warren's persistence in pointing out that the serial would serve a distinct service to readers of the paper.

Warren was so convincing that the editor agreed to run the serial and even to include two scene cuts on consecutive days. Warren then cashed in by inserting a teaser ad inside the body of the story.

Window displays helped to ballyhoo the attraction through fashion tieups, record and florist promotions. A montage of stills of the story in pictures, and three-sheet and six-sheet cutouts, were built into an attractive lobby set-piece.

Window and street car cards were used for a nine-day advance period. Warren capitalized on the Bantam book tieup to the extent of getting window streamers in 150 stores and banners on six news company delivery trucks.

Radio, an augmented newspaper budget and a screening for newspaper and radio reviewers netted additional interest in the playdates.

Owners of Veteran Cars 'Summer Holiday' Guests

Oldtime automobiles dating back to 1901 provided a mild sensation at the opening of "Summer Holiday" at the Empire Cinema, Leicester Square, London, in England. The occasion was the visit of the president and members of the Veteran Car club in their vehicles as guests of the management to see the Stanley Steamer car sequence in the film production.

Charles Penley, manager of the Empire, promoted the deal. As the cars arrived, police had to be called to restrain the curious crowds which collected. Each car was bannered with a sign announcing the theatre dates.

NUGGETS

Tommy Roderick, manager of the State, Farmington, Me., placed a large sign on one of the chairs in the lobby, which read, "Don't sit here unless you have 'A Date with Judy.'" This was displayed for a week in advance. Another lobby stunt was a noose hanging from the chandelier, to call attention to "The Noose Hangs High." A large round sign, with picture and playdate information on both sides, was suspended from the rope.

Harry Greene, manager of the Hollywood Theatre, La Crosse, Wis., tied up with a downtown department store for an attractive window display on "Apartment for Peggy." The store created an apartment in the window and surrounded it with blowups from the picture and theatre credits.

Several gag stunts helped to exploit a last-minute booking of "Rope" for Manager Jim Barnes at the Huntington Park (Calif.) Theatre. An attractive girl was tied to a chair in the lobby with a sign nearby reading: "Nothing Ever Held Me Like Alfred Hitchcock's 'Rope.'" A boy paraded the streets with a similar sign and wearing rope instead of suspenders to hold up his trousers. The same copy was used near a Mexican chihuahua tied with a huge rope.

Harvey Marmor, manager of the State, Cambridge, Md., used flash art displays in the lobby and out front for "Bring 'Em Back Alive." A street ballyhoo consisting of a boy carrying a kitten in a bird cage attracted lots of attention from shoppers and pedestrians. Heralds paid for by a merchant also helped.

Eckel Manager Feeds 'Man-Eater' Publicity

Bob Thompson, manager of the Eckel Theatre, Syracuse, N. Y., gave "Man-Eater of Kumaon" a typical circus campaign. A travel agency gave him a full window, half of which was used for a display on travel in the Orient, the other half devoted to stills and advertising copy for the Eckel attraction. A realistic appearing tiger cutout was the central display.

Thompson also promoted book shop window displays using materials he obtained gratis from the film exchange. Streamers and circulars also obtained from the exchange were distributed to soda bars and drug stores.

Sunday advance issues of the Herald-Journal and two forein language papers carried stories and art. In addition, the Herald-Journal carried an interview with a girl from India, who commented freely on the picture. The Post Standard carried reviews and publicity stories.

Snowbirds Come Early

Snowbirds made an early appearance in Worcester, Mass., this year. To promote "Apartment for Peggy," Bob Portle, manager of the Elm Street Theatre, used signs affixed to long poles in vacant lots and at roadsides where heavy traffic passes by. The signs carried the picture title, star names and theatre playdates.





IF IT'S DIFFERENT IT WILL ATTRACT

Frank Denehy, manager of the York Theatre, Athol, Mass., had patrons guessing recently over a stunt he used to create word-of-mouth talk for his scheduled booking of "Melody Time."

Locating a projector dating back almost 50 years, the machine was placed at the rear of the house before show time. Between subjects, the house was blacked out completely and a slide announcing "Melody Time" was projected on the ceiling of the auditorium.

Word of the stunt got around town until it was picked up by the Athol Daily News and featured as a page one news item.

George O'Brien Makes Personal Appearance

Larry Jensen, manager of the Capitol Theatre, Lincoln, Neb., stole a march on the local competition when he learned that George O'Brien, popular western star, was appearing in town at the Veterans hospital.

Jensen contacted the star and arranged a personal appearance on the Lincoln stage. In spite of the short notice for all concerned, the Lincoln manager promoted four gratis announcements over the local radio station, had the sign shop make up an "A"-board, put up a sign on the marquee attraction and had an usher ballyhoo the stunt with a sandwich board.

When O'Brien showed up, Jensen interviewed the star personally on the stage and was rewarded with a fine turnout by patrons and excellent reception by the audience.

Souvenir Program Set For Roxy Anniversary

The Roxy in Gainesville, Ga., celebrated its second anniversary recently. Manager Dock Lowe jr. arranged a colorful stage presentation to which community leaders were invited as guests of honor and speakers. A souvenir program designed especially for the occasion was presented to everyone attending the performance. The event was covered in the local newspapers.

No Gum-Up at the Ritz; Kids Chew at Home

The first chapter of the serial "Superman" was publicized well in advance by Al Hatoff, manager of the Ritz Theatre, Brooklyn, N. Y. Overhead glass front was stenciled with starting dates and cutouts were placed at each door entrance. Three dozen "Superman" sweat-shirts were promoted as a giveaway opening day and bubble gum was given to each child as he left the theatre.

Makes Co-Op for 'Venus'

Frank Boyle, publicist for the RKO Keith, Lowell, Mass., landed an attractive co-op ad with a beauty salon in behalf of "One Touch of Venus." Copy played up a Venus hairdo which the shop featured for one week, "inspired by Ava Gardner, co-star of, etc., etc." Prominent credits, with a cut of Miss Gardner, occupied a goodly portion of the ad.

Tieups on 'Apartment For Peggy' Manifold And Easy to Land



Bill Kemp, manager of the State in Memphis, put signs on main stairway risers to emphasize his dates on "Peggy."

Imaginative showmen are reaping a bounty of tieups in connection with "Apartment for Peggy." College and fashion tie-ins and contests have been worked successfully in Miami, Charlotte, N. C., and Portsmouth, N. H., along with other attractive ideas.

In Portsmouth, John Howe, manager of the Colonial, made extensive use of "Wanted: Apartment for Peggy" tack-cards. He invited all girls named Peggy to be his guests opening night and obtained comment cards for use in display ads. Department stores gave active cooperation in exploiting the dates.

Prior to the opening of the picture at the Carolina Theatre in Charlotte, Manager Jack Austin promoted a Saturday morning Teen-Age Fashion show on the stage. A department store sponsored the show and invited 1,000 teen-age youngsters as its guests. Window displays and co-op ads ballyhooed the tieup with prominent mention of the Carolina engagement of "Apartment for Peggy."

The Miami Daily News sponsored a 12-day letter writing contest for Sonny Shepherd, manager of the Miami Theatre, prior to the picture's opening there. A rent-free apartment for a veteran was offered as top prize for the winner. To promote the contest, the Daily News ran its first story across eight columns on page one. Five more front-page features with illustration followed, along with photos of the lobby showing the prizes donated by participating merchants.

Cardboard Cowboy Hats Plug 'Guys From Texas'

Five thousand small flat cowboy hats, die-cut from light cardboard, were used by Charles Doctor, manager of the Capitol in Vancouver, to focus attention on "Two Guys From Texas." Against a background of assorted bright colors, copy was headed, "Howdy, Partner!" followed by regulation playdate announcement and a short blurb on the picture. Three days in advance of opening, the novelty hats were distributed at the theatre and on crowded streets around town by girls done up in full cowgirl regalia.

"300" System mounted on jeep on location for "Green Grass of Wyoming"



GREEN GRASS OF WYOMING
a 20th Century Fox Production

Produced by . . . . . Robert Bassler
Directed by . . . . . Louis King
Sound Engineer . . . . . Bernard Freericks
Sound by . . . . . Western Electric

How Western Electric's "300" system handled a tough location job

Location shots for "Green Grass of Wyoming" in the Cedar Breaks National Monument were recorded with ease by this jeep-mounted Western Electric "300" System.

The jeep sped over rugged mountain roads at elevations up to 11,000 feet, made its way into seemingly inaccessible spots, was always on hand when the going was the toughest. Yet the "300" equipment operated dependably throughout the entire nine weeks it was on location.

Successful performances under difficult conditions are earning a fine reputation for the "300" . . . a worthy companion for the Western Electric "200" Newsreel and Deluxe "400" Studio Systems.

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.
Hollywood office—6601 Romaine St.



Julius Lamm, manager of the Warner Uptown, Cleveland, developed a different style kiddy show for a Saturday matinee, which was ballyhood as "Circus Day at the Uptown Theatre."

The lobby was decorated with colored flags hung in festoons to simulate a circus tent. A lobby boxoffice was built to handle the advance sale of tickets with a clown in constant attendance. Display boards in circus style announced the program.

An all-circus screen shrow was booked composed of shorts on the circus and the feature, "Under the Big Top." Each child who attended the matinee received a free balloon. Although the show was advertised for 2:00 p. m., long lines of kids began to form an hour earlier.

Tradesmen Furnish Exhibit, Co-Op Ads For 'Boom Town'

Several unique features were incorporated in his campaign for "Boom Town" by S. Tenser, manager of the Central Cinema in Cambridge, England.

A month prior to opening, Tenser obtained the cooperation of several leading stores in a trades exhibition in the theatre lounge. He supplied each of the cooperating stores with leaflets for distribution to customers. The stores also used attractive window displays on the film. During the exhibition, Tenser achieved a noteworthy distinction by obtaining almost a full page of cooperative ads in the Cambridge Daily News. Six of the merchants took large newspaper ads urging readers to visit their booths at the exhibition, and including Central Cinema playdates and credits.

The Daily News ran a feature editorial story on the exhibition which included a two-column cut showing the mayor officially opening the "Boom Town" exhibition at the theatre.

Tenser reports that expressions of gratitude received from the various participating stores for reserving them space helped to promote friendly relationships with the tradesmen. The entire campaign cost the theatre three pounds (about $15).

In connection with "Vice Versa," another recent attraction at the Central, a tieup was made with the Embassy ballroom whereby a "Vice Versa" ball was staged as advance promotion. The dance itself, which was in the form of a competition, required the dancers to move around the hall in the opposite direction from each other.

For one month prior to the Central's engagement of the picture, the ballroom plugged the tieup continuously in daily newspaper ads and posted 150 announcements around town.

A suitably inscribed cup was offered to the winning couple. This was placed on display in a local music shop, surrounded by advertising for both the ballroom and the theatre.

Band and New Fords Parade for 'Ruth'

Highlight of Manager Jim Barnes' campaign for "The Babe Ruth Story" at the Huntington Park (Calif.) Theatre was a parade through the main boulevard on opening Saturday. Barnes lined up seven new 1949 Fords, each of which was bannered with signs reading, "The 'Babe Ruth Story' is the picture of the year . . . the 1949 Ford is the car of the year."

The American Legion championship baseball team, the Huntington Park band and the theatre staff participated in the parade.

Three sporting goods stores cooperated with appropriate window space and 40x60 displays plugging the theatres dates. One thousand autographed photographs of Babe Ruth, imprinted on the back with a history of many of his records, were distributed in advance.

The Owl-Sontag drug stores imprinted 10,000 heralds announcing the sale of Babe Ruth caps with a cut from the film and annonuncement of the playdates. The stores also donated two dozen caps as a giveaway at the Saturday morning show a week before opening.

Window tieups, special trailers, lobby display and a false front helped to publicize the picture in advance and currently.

Co-Op for 'Blandings'

A full page co-op newspaper ad was promoted for "Mr. Blandings Builds His Dream House" by Bob Wade, manager of the Playhouse Theatre, Canandaigua, N. Y. Building concerns and house furnishing stores took care of the expense.

Makes 'Peggy' Tieup

Paul Townsend, manager of the Criterion, Oklahoma City, tied up with the local Sears & Roebuck store for a mezzanine display on "Apartment for Peggy." The store reproduced "Peggy's" apartment.

Magic Mirror Reflects Transparent Poster

A magic mirror was used as a lobby stunt by Howard Elliott, manager of the Fairlawn Theatre, Toronto, in advance of "Corridor of Mirrors." The mirror was set up in a tall four-sided booth imprinted with: "The magic mirror . . . It reflects your face and the face of a beautiful woman . . . There has never been a woman who has not wished or dreamed she had a past."

The gag was worked with a light behind the mirror. When it was off, the patron saw himself reflected as he would in an ordinary mirror. When the light was on, however, what he saw was copy reading, "I am Edna Romney. Do you know the secret of my 'Corridor of Mirrors'?" The light behind the mirror came on every five seconds.

The gadget proved a remarkable attention-getter and there was scarcely a patron who passed it up.

Kids Pass 'Secret' Along; Publicity Costs Nothing

Howard Phillips, manager of the Renel Theatre in Philadelphia, used a new version of a whispering campaign to stimulate interest in "Little Iodine," booked as the feature for a Children's Theatre show. Two weeks before playdate, groups of youngsters from neighborhood schools were called into Phillips office and told "confidentially" that the film was booked and asked not to say anything to their school companions.

Being human and girls, the kids lost no time spreading the word around. Phillips reports a capacity house and did not spend one cent to advertise the show, using only the marquee and regular frames for his announcements.

Churches, Vets Support 'Fugitive' in Auburn, N.Y.

Cooperation from local churches and the Catholic War Veterans helped to make the engagement of "The Fugitive" successful for Ray Corcoran, manager of the Jefferson, Auburn, N. Y. Corcoran offered the veterans a share of the proceeds on tickets they sold in advance. He contacted seven Catholic churches in Auburn and enlisted all-out cooperation in the form of announcements to parochial school children and the distribution of heralds, which the youngsters were instructed to take home.

Gets 'Dream' Co-Op

"Mr. Blandings Builds His Dream House" was ballyhooed through two co-op ads which broke on the opening day at the Waller Theatre, Waller, Del. Herman Kopf, manager, promoted the ads from an insurance agency and an appliance shop. Each ad measured approximately two columns by eight inches.

Four Dallas Theatres Combine in Campaign For 'Roosevelt'

An extensive campaign was launched 13 days preceding the opening of "The Roosevelt Story" in day-and-date engagements at the Airway, Peak, Urban and Grove theatres in Dallas. The campaign was the combined effort of Dan Goodwin, manager of the Urban; A. F. Cameron, the Grove; J. P. Price, the Peak, and Ivan Yowell, the Airway, all under the general supervision of R. D. Yowell, city manager for Long Theatres.

Several thousand small cards were imprinted with the simple message that every man, woman and child should see the picture, and giving the playdates at all four houses. Employes of all the theatres received some of the cards for distribution among friends and fellow students in school.

STARTED TWO WEEKS AHEAD

Three-sheet displays were placed in each theatre almost two weeks in advance. The company pickup car was bannered with an overhead sign and was entered in a parade hailing the opening of the television station in Dallas.

Two hundred bumper strips were placed on passenger and commercial cars. Six-sheets were posted in prominent locations, and sidewalk stencils were used at cross walks throughout the city.

The Freedom Bus, which is similar to the Freedom Train and contains documents on the life and history of presidents of the United States, was promoted for exhibition purposes at the various theatres during playdate. This attracted a great number of people to the theatre.

BLOTTERS TO CHILDREN

Blotters were distributed to all children in and around Dallas, and personal letters plus an invitation to see the picture were mailed to every history teacher in the public school system. Ten thousand circulars were distributed announcing the playdates.

One of the high schools, anxious to raise funds for its football team, sponsored the sale of tickets to students in return for a percentage of the tickets they sold.

Combination ads in the daily newspapers, and publicity stories and art helped to promote the attraction. Five thousand monthly programs were distributed throughout the Dallas territory. They carried a special slug on top plugging "The Roosevelt Story."

Autographed Book Given Lucky 'Jericho' Patron

For "Walls of Jericho," Ansel Winston, manager of the Coliseum, New York, made a 40x60 blowup of a shot showing Ann Dvorak, featured in the film, autographing a copy of the book. This was displayed in front of the theatre a week in advance with an announcement that the 1,500th person to buy a ticket during the run of the picture would receive the autographed book as a gift. On the Saturday night of the run, the lucky person was selected and was awarded the book in the theatre lobby. Advance notice attracted a large crowd, and photographs of the presentation were taken and used in publicity stories.

Chimney Smoke Fires Imagination Of Pedestrians in 'Blandings'

A perambulating house with smoke pouring from the chimney was the unique street ballyhoo used by Tiff Cook, manager of the Capitol, Toronto, to exploit "Mr. Blandings Builds His Dream House."

Hand rails built inside the house permitted an usher to carry the device with ease. Vision was provided through an attic window which was part of the display.

The smoking chimney gag was an original idea of Cook's. A smoke pot made of oil rags burned for about two hours before requiring a refuel job.

Two weeks before opening, the outline of a house was painted on the lobby floor with title, star and playdate copy. Cook had a rubber stamp made in the shape of a house and during slow periods had his staff putting the imprint on merchant bags and napkins. This was considerably cheaper than using heralds and reached many thousands of shoppers and diners at restaurants and soda fountains.

A mailing piece was prepared and sent to 4,000 home owners in the surrounding area. Window displays were set with dealers handling General Electric appliances.



A special exterior display helped current exploitation and a house cutout was placed on the attraction sign with the picture title. Newspaper ads and radio plugs helped to exploit the playdate.

Baltimore 'Secret Land' Given Good Navy Boost

"Secret Land" opened at the Valencia Theatre in Baltimore following an extensive campaign put on by publicist Jack Sidney. Cooperation from naval officers in the area was a strong factor in key tieups.

The appearance of MGM's Traveling Huskies exhibit in conjunction with the picture's opening also helped to promote the playdates.

Advance lobby displays featuring equipment used by the navy's Arctic explorers, radio interviews of naval personnel and newspaper publicity were instrumental in publicizing the local engagement of "Secret Land."

Sidney used a street ballyhoo, distributed 2,000 blotters he promoted from the navy with the Valencia imprint, and arranged an advance screening which was attended by military officers, the press, radio newscasters and civic officials.

Heralds Give the Score For Election Returns

Sam Torgan, manager of the Keith in Lowell, Mass., imprinted the back of a herald advertising the opening of "Race Street" on election day with a score card device by which the townspeople could keep track of the returns in the presidential race. Through a tieup with radio station WLLH, returns were posted on a large board located on the Keith stage as rapidly as the station received them. Frequently this was five minutes ahead of the actual station report to radio listeners.

Co-Op for 'Blandings'

John Harrison, manager of the Lyric, Waycross, Ga., promoted a full window display and a full-page cooperative newspaper advertisement for "Mr. Blandings Builds His Dream House."

Rifles in Lobby Aid 'River' in New Haven

Upon discovering that Winchester firearms were used in the filming of "Red River," Morris Rosenthal, manager of the Poli in New Haven, tied up with the Winchester plant in that city for cooperation in publicizing the picture.

The firm loaned Rosenthal several rifles which were in use during the era portrayed in the film, which he placed on exhibition in downtown stores. In addition, gun displays were set up in the windows of all dealers handling Winchester arms and ammunition.

Announcement scripts with full credits were prepared and broadcast several times daily over the plant's public address system which reaches some 6,400 employes. Playdate notices were posted on bulletin boards in the plant and in the employes' clubhouse.

The firm's executives were invited to the theatre opening day as guests of Rosenthal. A two-column mat and feature story on the Winchester tie-in was planted in the New Haven Register.

Free 'Red River' Steaks Tossed to Pedestrians

Jim Shanahan, publicity manager for the State and Orpheum in Boston, used a novel ballyhoo stunt to exploit "Red River"—random pedestrians received two-pound porterhouse steaks. A parade was staged downtown with a large stage coach, a hay wagon and an open-sided wagon. The vehicles were occupied by attractive cowgirls and cowboys, comprising a local band. As the parade moved through the crowded streets, 500 steaks were tossed out to spectators. The wagons carried signs announcing the "Red River" playdates at both theatres.



Sears & Roebuck tieup in Tampa, Fla., had a live model taking a bath in the department store window as advance ballyhoo for "Julia Misbehaves." Stunt was arranged by Manager O. G. Finley and publicist Howard Jaudon.

PROMOTING PATRONAGE



During slow periods, Manager Jim Barnes had usherettes of the Huntington Park (Calif.) Theatre double in brass as street ballyhoo for "Two Guys From Texas."

At right, Eddie Mansfield, manager of the Regent Theatre, Kansas City, built this flash front to exploit an all-western screen show booked to coincide with the American Royal, an annual livestock show. The cowhands who attend are the Regent's exclusive property. They flock in, according to Mansfield.

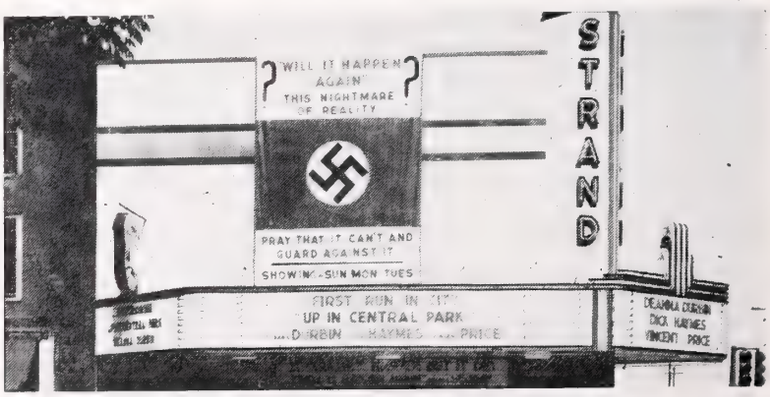




Right, dart board displayed in lobby of the Forum, Los Angeles, by Manager Reg Streeter gave patrons a chance to win passes to "Ruth Story" if they scored a "home run."



George Pappas, manager of the Roxy, Peru, Ind., promoted this unique front from a lumber company. It represented the exterior of "Mr. Blandings Dream House." For effect, Pappas engaged a maid to open the door as patrons entered the Roxy.



Here is facade display at the Strand, Owensboro, Ky., which Manager Adolph Baker created at a net cost of $5. He used two old screens, piano wire, two quarts of red paint and his marquee letters to obtain unusual three-dimension effect.

Cash Prizes Attract Entries in Contest On 'Saxon Charm'

In cooperation with the Toledo Times, Abe Ludacer, manager of the Valentine Theatre in that city, ran a contest to exploit "The Saxon Charm." Readers were invited to write a short letter expressing their views on charm and naming a specific resident of Toledo to prove their points. Cash prizes were awarded to the first three winners, with ten runnersup receiving theatre passes.

Another contest conducted on radio station WTOD asked listeners to guess the name of the band playing "I'm in the Mood for Love" sung by Audrey Totter in the film production. Theatre credits were generous and winners received guest tickets to the Valentine. Disk jockeys on WTOD, WSPD and WTOL also plugged the song with appropriate credits, starting opening day.

Small glassine envelopes containing several Charms lozenges were passed out on the street. Enclosed card read, "Susan Hayward's charms will thrill you in etc., etc."

Two Kresge windows were landed for displays, tied to the Toni Permanent Wave Hairdo, using 30x40s with stills from the picture. A drug store, florist and shirt shop also cooperated with window displays, featuring 22x28 cards and scene-stills.

Advance art and stories were planted in the Times, Blade, Union Journal, Legal News, Campus Collegian and Jewish Times.

Press, Radio Promotion Sells 'Olympic Games'

Sports tieups with newspapers, radio stations and a screening, helped to exploit "Olympic Games of 1948" for Irv Cantor, manager of the Eckel Theatre in Syracuse.

Stories were planted with sportscasters on WNDR, WAGE, WOLF and WSYR. Publicity planted with the Post Standard and Herald Journal played up the local stars who participated in the Olympics. The Edwards Co. and Wilson store ran co-op newspaper ads with theatre credits. Local sports personalities and newsmen attended a special screening of the picture which helped the advance publicity.

Lobby Display Connects For 'Wrong Number' Bill

A huge, over-size telephone instrument borrowed from the telephone company was the central figure of a lobby display for "Sorry, Wrong Number" at the Community Theatre in Morristown, N. J. Fred Utter, assistant manager of the Community, made the display which included cutout figures of the stars, title, cast, etc. A transcription of a busy telephone signal and a voice saying, "Sorry, Wrong Number" was played continuously to attract attention to the display.

Lets 'Em Eat Pie

A pie-eating contest on the stage of the Capitol Theatre in Halifax, Nova Scotia, enlivened a Saturday morning children's show for T. Murray Lynch, manager. The winner received a live puppy, and gifts of toys and candy were presented to the other children. "The Return of Rusty" was booked as the main attraction.

Outdoor Posting Bills Opening of 'Canon City'

Lobby and outdoor ballyhoo helped exploit "Canon City" at the Avon in Savannah, Ga. Manager Ed Seaman had convict-garbed ushers inside a jail cell replica in the lobby for two weeks prior to opening. Three-sheets and 24-sheets were posted in strategic locations in Savannah and highways leading to the city.

Two ushers in prison costumes with signs served as an effective street ballyhoo. For current exploitation, a prison-type false front was constructed which had sufficient punch to sell many extra tickets.

Navy A-Boards Sell 'Secret Land' Date

Several timely tieups helped develop incidental publicity for "Secret Land" at Loew's Theatre in Dayton, Ohio. Manager Bill Reisinger contacted navy officials who sent mimeographed forms to all reservists and active naval personnel in the territory, with a plug for the picture.

"The Secret Land" also was plugged on radio spots tied in with the navy recruiting drive. The local naval officer authorized the use of A-boards on which "Secret Land" one-sheets were posted. These were placed on sidewalks through the downtown area, although this is normally a violation of city regulations.

Schools were contacted and bulletin board announcements were permitted in the public school system. Window tieups and an exhibit of naval equipment in the theatre lobby helped to promote extra interest in the theatre playdates.

VFW Sponsors Matinee To Launch Youth Month

Gene Kistner, manager of the State, Elkhart, Ind., promoted Youth Month through several ideas. Youth Month shields were placed around the theatre canopy, inside the theatre and in the windows of stores. Bumper stripse were placed on automobiles, and windshield stickers were used on cars and in public places. Twenty-five standees were placed near cash registers in prominent stores.

Kistner got the Veterans of Foreign Wars to sponsor a free back-to-school show on September 3. Three complete performances were necessary to take care of the large turnout. The veterans also provided free popcorn for the youngsters.

National Guard Tieup Sells 'Buck Private'

In cooperation with the national guard, a sidewalk display in the form of a recruiting booth was set up by Grady Cofer, manager of the Rialto, Macon, Ga., for "Buck Privates." Guard personnel manned the booth which was plastered with large signs reading, "Join the National Guard and Be a Buck Private . . . See 'Buck Privates' at, etc." Passes were awarded to new recruits signing up.

The stunt received a lot of attention from passersby, and rated three-column art and cutlines in the Sunday Telegraph and News.

Canadian Theatreman Pulls Sports Fans For 'Ruth Story'



Attesting to the fact that the late Babe Ruth's popularity extended to Canada, the recent campaign put on by Claude Hunter, manager of the Odeon Theatre, Peterborough, Ont., brought excellent returns to the box-office. Supplementing regular theatre advertising on "The Babe Ruth Story," window cards were placed throughout the city. Hunter tied up with a book shop for an outstanding window display which not only helped to promote the theatre dates but was responsible for the merchant selling out the books before opening day.

A local sporting goods store used a double window tiein with the film in which a six-sheet, scene stills and theatre copy were topped by a streamer running the full width of the store, giving the title and playdates. The store also plugged the attraction through radio spot announcements.

Throwaway cards were distributed on the streets. Hardwood matches were inserted through the cards which were imprinted, "Strike one for the Bambino, etc., etc."

Hunter promoted a film star contest in the Peterborough Weekly Review with theatre tickets offered to winners. A huge lobby set-piece helped promote interest as did spots over CHEX.

The picture won extended playing time.

'Red River' Co-Op Page Ad Offers Red Hot Bargains

A full page of cooperative newspaper advertising was promoted by Matt Saunders, manager of the Poli, Bridgeport, Conn., in behalf of "Red River." Nine merchants ran ads on the page, with a "Red River" slug on each one. The theatre ad, larger than any of the store ads, was spotted in direct center, and a five-inch slice of the page, running straight across the top, was devoted to: "A hot screen hit . . . 'Red River' . . . The merchants on this page are offering red hot bargains." The layout was used in the Sunday Herald and cost the theatre nothing.

Coloring 'River' Contest

J. C. Smartano, manager of the State in Providence, worked up a coloring contest with the Bristol County News to bolster business on "Red River." A sketch of an action scene from the film was used for the contest, and guest tickets were awarded for the 15 best submissions received.

Air Tour for 'Happy' Gets Big Coverage

NEW YORK—Universal-International has received wide newspaper and radio coverage on the ten-city airplane tour made by Mrs. America of 1948 in connection with "You Gotta Stay Happy."

Mrs. America, Mrs. Ray Strohmeir, and her husband were guests of Joan Fontaine, star of the film, and William Dozier, head of Rampart Productions, the producer. The manufacturer of the Aeronca airplane co-sponsored the tour and provided a new craft for the trip.

The Mutual network also cooperated by providing free air time in each of the cities serviced by a Mutual station. The American Broadcasting System also helped.

The itinerary included: Cincinnati, Detroit, Chicago, Cleveland, Middletown, Ohio; Harrisburg, Washington, Philadelphia, Baltimore and Boston, visited in the order named.

During her tour Mrs. Strohmeir met Gov. Thomas J. Herbert of Ohio and Gov. James H. Duff of Pennsylvania. The trip received newsreel and television coverage in several localities in addition to the radio and newspaper play.

Charles Simonelli, U-I eastern exploitation manager, went along on the tour.

First Four 1949 Releases From Paramount Listed

HOLLYWOOD—Paramount's first four releases for 1949 include a pair each for January and February. The January titles are "The Accused," a Hal Wallis production starring Loretta Young, and Pine-Thomas' "Dynamite," with William Gargan. Following in February will be "My Own True Love," co-featuring Phyllis Calvert and Melvyn Douglas, and "Whispering Smith," outdoor opus toplining Alan Ladd.

SELL YOUR POPCORN THE MODERN WAY....

ALWAYS HOT WITH THE HOLLYWOOD Servemaster

TAYLOR-HUNT-MELCHER COMPANY
1908 So. Vermont Ave. • Los Angeles 7, Calif.

20 Years Ago

ALFRED WEISS, president of Biophone, formerly Tonefilm, announces that the first of hundreds of installations is being placed in the Plaza Theatre, New York, the second installation in the Stanley-Fabian's Goodwin Theatre in Newark, N. J. Within ten days the first Chicago installation will be made. The first orders for Bristolphone received by the Favorite Film Co. for installation in Michigan have been received and will be given immediate attention. One will be in a Muskegon house and the other in Jackson. Vitaphone continues to dominate the field in sound equipment installations.

* * *

A "call bureau" for contact between stars, supporting players and studios is being established by the Ass'n of Motion Picture Producers in Hollywood. This will cut into the operation of so-called agents who have been taking huge sums from players for getting them work. Bureau placements will be made without charge.

* * *

There is no danger that American films will ever lose their supremacy abroad, says Harry Cohn, vice-president in charge of production for Columbia Pictures, who has just returned from a four-month trip abroad.

* * *

Harold B. Franklin, one of the leading showmen in the U.S. and president of the West Coast chain of theatres, says that on the Pacific coast quality silent pictures are more than holding their own.

FOR SALE!

RCA MANUFACTURED

BI-CAR SPEAKERS

. . . PRICED AT $5.00 EACH

These Speakers are used but in good condition!

Write to:

Mid-West Drive-In Theatres
359 Boylston St. Boston, Mass.



16MM ENGAGEMENTS NOW BEING BOOKED EXCLUSIVELY BY:
MAJOR FILMS CO., 1800 EAST 30TH ST., CLEVELAND, OHIO

CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

The seats of the mighty. And a mighty good deal SOS gives you. 422 Stafford fully upholstered, padded back, boxspring seats, all red plush, excellent, $5.25; 350 American panelback, boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback, boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly upholstered, $6.50. Plenty others. Get Chair Bulletin 15. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

Theatre chairs, projectors, screens. Trade your veneers on cushion chairs. Lone Star Film Co., Dallas, Tex.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are the lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

For Sale: 842 International theatre seats, mohair upholstered backs, full spring bottoms, leatherette with mohair sides. Can be seen Granada Theatre, Plainview, Texas. Can deliver around December 8. For full particulars call or write C. E. McSwain, Granada Theatre, Plainview, Tex.

STUDIO AND PRODUCTION EQUIPMENT

Hollywood and points east buy from SOS. 2V plastic storage batteries, new, $1.95; Unit Eye shuttle for Belhowell, $650; Bardwell McAlister 5,000W Skypans, $111.75; Dinkie Inkies, $11.95; Baby Keglites, $54.75; Baby Boomlites, $114.50; 2,000W Junior Spots, $129.50; Double Broads, $114.65; Houston K1A 16mm processors, $3,485; Belhowell 35mm sound printer, $2,750; 1/12 HP 110V Synchronous motors, new, $57.50; B. Maurer variable density recording outfit, $2,275; Wall single system recording and studio camera, magazines, lenses, amplifier, mike, power supply, etc., rebuilt, $3,750; Western Electric preview magazines, $395; 35mm threeway sound Moviola, rebuilt, $895. Send for latest catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

MISCELLANEOUS

For theatre staffs, drive-ins, clubs, etc., name and emblem design on popular "T" shirts. $11 per dozen. State sizes and color. Remit check or specify C.O.D. Sportswear of America, Box 566B, So. Fallsburg, N. Y.

MORE CLASSFIED ON INSIDE BACK COVER

Negotiations Collapse On UA-SRO Merger

HOLLYWOOD—Inability to reach agreement on basic terms led to a collapse of negotiations relating to a possible merger of the Selznick Releasing Organization's distribution facilities with United Artists.

The parleys, initiated several weeks ago in New York by Gradwell Sears, UA president, and David O. Selznick, came to a permanent halt here only two days after Sears had arrived from the east to resume negotiations with Selznick, who had preceded him to the west coast.

A joint statement by Selznick and Sears declared the huddles were terminated because of disagreement on "certain basic phases of the proposed arrangement."

Sears amplified this with the comment that, "Although at the outset the merger . . . interested me greatly . . . United Artists is and has been purely a distributing organization for nearly 30 years . . . It is only reasonable for the stockholders . . . to expect the maintenance of its name and facilities intact."

Observers interpreted this as evidence that one of the "basic phases" on which agreement could not be reached would have called for the maintenance of SRO's separate entity. This was borne out by a statement issued by Selznick expressing regret the merger could not be worked out and declaring that he "could not contemplate any deal that does not permit of the separate identity and organization of SRO throughout the world."

Selznick added that the negotiations had been aimed toward "effectuating reasonable economies for both companies" and contended that "current conditions" do not permit "the present wasteful duplication in distribution" by any unit, "large or small."

UA Drops 13 Publicists, Shifts 5 Secretaries

NEW YORK—United Artists has dismissed 13 publicists and has transferred five secretarial members of its publicity-advertising-art department. They were told the layoffs were due to "economy." The dismissed employes received severance pay ranging from two to 24 weeks under the terms of the SPG contract that expired September 27.

The shakeup came last weekend while UA and Selznick Releasing Organization were negotiating an agreement to merge part of their sales activities and personnel.

Ruff Resignation Causes Change in Variety Crew

ALBANY—Resignation of Eddie Ruff, for two years Paramount branch manager here and recently elected to the local Variety tent crew, resulted in a recasting of the group at a meeting last Monday (15). He was chosen five days before he left Paramount.

The crew now includes Jack Bullwinkle, Ray Smith, Saul J. Ullman, Jerry Atkin, Fred Sliter, Ed Wall, Leo Rosen, Sylvan Leff, Joe Saperstein, Nate Winig and Nate Dickman, with four ex-officio members. It will choose officers for 1949 at a meeting November 22.

Loew's Vogel Asserts That Dipson Once Proposed Deal With Shea's

BUFFALO—The president of Dipson Theatres, Inc., which is suing local Shea interests and major film distributors on charges of conspiracy to eliminate competition, himself proposed a combination of Shea and Dipson interests for the same purpose in 1941, Joseph R. Vogel testified this week in U.S. district court. Vice-president and general manager of Loew's, Inc., one of the defendants, Vogel testified for the defense as trial of Dipson's $1,626,536 antitrust suit, resumed after a week's recess.

Attorneys expect that the case will end late this week. It began two months ago. Judge John Knight is presiding.

Loew's, Inc., Paramount Pictures, and Vincent R. McFaul own Buffalo Theatres, which operates the Shea Theatres. The Dipson company alleges that a conspiracy on the part of the Shea group and other distributors prevented it from successfully operating five theatres, two in Lackawanna, one in Tonawanda and the Century and Bailey in Buffalo.

CLAIMS DIPSON ASKED DEAL

"In 1941, two years after Nikitas Dipson opened his first theatre in the Buffalo area, he and his son William met with me and Mr. McFaul to discuss what he termed his 'unsuccessful business venture,'" Vogel testified.

"He asked that the Shea Theatres give up their Lackawanna theatre, which was in competition with his Ridge and Franklin theatres, arguing that the competitive situation forced us both to pay more for films and played into the hands of the distributors.

"He also suggested that Shea's Kensington Theatre and Dipson's Bailey form a partnership and split the boxoffice proceeds on the ground that with the two theatres in competition the 'film companies get the best of it' because they sell their pictures to the highest bidder. He suggested a similar deal for the Century Theatre and Shea's Hippodrome.

"I told him that Loew's was not interested in any pooling arrangement and that it was against our policy to eliminate competition."

DENIES OVERBUYING

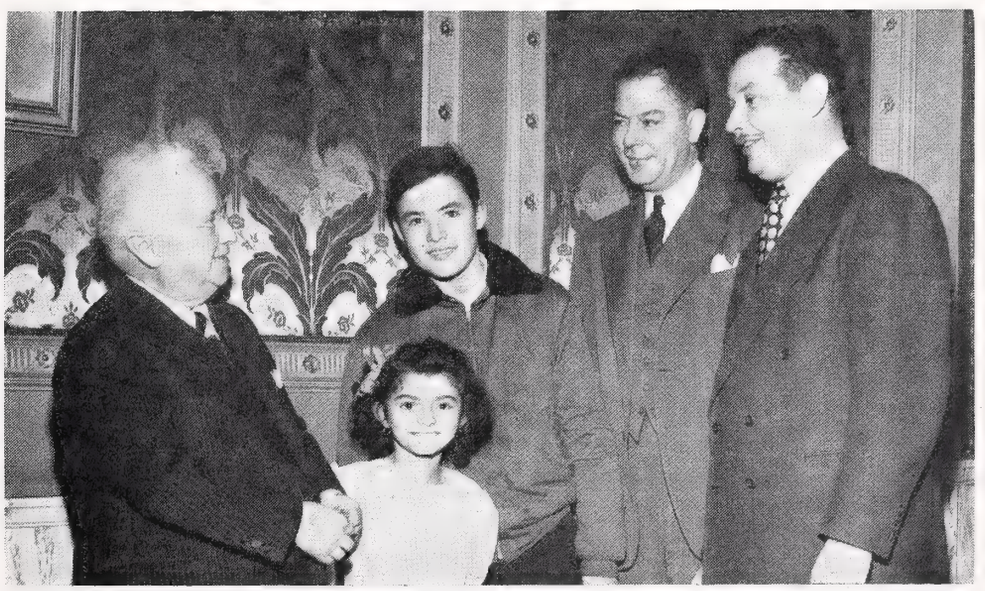
John F. Murphy, general manager of out-of-town theatres for the Marcus Loew Booking agency, testified that his company never bought more pictures than needed for the Shea houses simply to deprive Dipson theatres of the pictures.

Adjournment of the trial two weeks ago took the expensive litigation into its eighth week. At sessions immediately before adjournment, attorneys for the defense sought to show that the 20th Century Theatre Corp., which took over operation of the 20th Century Theatre in 1941, has made substantial profits since then using the products of RKO and WB, the same product that was available to it when it was operated by Dipson interests.

Records introduced by the defendants tended to show that the existing company made the following approximate profits: Year ending June 30, 1943, $61,000; 1933-44, $75,-800; 1944-45, $54,000; 1945-46, $83,000; 1946-47, $84,000.

Psychoanalysis Film Set

NEW YORK—"What's On Your Mind?" the first psychoanalytical film program, will be released by Oxford Films and will open at the Elysee Theatre early in December. The film represents the combined efforts of the National Film Board of Canada, the Realist Film Unit of London, the McGraw-Hill Co. and the Allan Memorial Institute of Psychiatry.



RED CROSS PREVIEW—Loew's Metropolitan entertains two of the "stars" of the 1948 trailer made by the Red Cross for its blood donation drive. Seen here with Edward C. Dowden, left, of the Loew's publicity staff are the "stars," Concetta Macaluso, and Stephan Diaz. Looking on are: J. Paul Thorn, Red Cross director for Brooklyn, and Lloyd Herzka, assistant to Borough President John Cashmore of Brooklyn.

Along New York's Film Row

By WALTER WALDMAN

THE Motion Picture Bookers club nominated officers for 1949 at a meeting held November 15. The election will take place December 6. The slate follows: President, Alex Arnswalder; vice-presidents, Irving Kaplan, Lee Kaye, Harry Margolis, Mel Morganstern and Dan Ponticelle; secretary, Louise Kress; financial secretary, Jean Slade; treasurer, Myron Starr; sergeants at arms, Max Fried and Ben Levine; board of trustees, Jack Birnbaum, Theodore Krassner and Etta Segall.

Nominations for members of the six-man board of directors: Archie Berish, Seymour Berkowitz, Harold Klein, Oscar Lager, Ruth Lowenthal, Fred Mayer, Bernard Myerson, Larry Morris, Jack Perley, Max Polinsky, George Trilling and Lou Wolff.

The club will hold its annual Christmas dinner at the Harem night club December 20 and its dinner for installation of new officers at the Tavern-on-the-Green January 24.

Allied Theatre Owners of New Jersey gave a testimonial dinner November 18 for Clarence Eiseman, Lou Allerhand and Ben Abner, who were promoted in recent MGM and WB exchange shifts . . . The promotion of Allerhand to MGM New Jersey manager resulted in several changes. Eddie Richter has replaced Allerhand as New Jersey salesman, and Harry Margolis has taken over Richter's job as head booker. Margolis will continue to double as Long Island and upstate booker until a new booker is hired.

Joe Vergesslich, former short subjects salesman for Warners, visited the exchange last Wednesday. He will leave for Florida November 26 for a four-month vacation . . .



LUCKY CUSTOMER—James Campbell (left) of Leonia, N. J., received more than he bargained for when he bought the 100,000th ticket at the Paris Theatre November 16. He was handed a box of candy and season pass to the Paris by Ann Dvorak. Edgar Van Blohm, manager of the theatre, looks on during the presentation. The 574-seat Paris opened in September with "Symphonie Pastorale," which is still running.

Morris Berns, another former Warnerite, will be in Hollywood for more than a month, beginning November 22 or 23. When he returns to New York early in January, Berns will take over a 1,000-seat theatre in the metropolitan area.

Walter Reade jr. has asked his city and theatre managers to devote as much of their spare time as possible to local civic and welfare work . . . Cinema 16 will show the surrealist film "Un Chien Andalou," November 24. It was produced by Salvador Dali and Luis Bunsel . . . Meta Abramson, chief inspector for 20th-Fox, is recuperating from an operation.

The Fox Family club re-elected its entire slate of officers November 17. Continuing in office are: Pat De Blasi, president; Robert Schmalzbach, vice-president; Bill Ahrbecker, treasurer, and Bess G. Allen, secretary . . . The club will have a buffet dinner and theatre party November 23 . . . Charles Dietz, MGM exploiteer for Detroit, has visited the New York exchange . . . Elliott Foreman, New York exploiteer, has returned from a month's tour with the husky team used to publicize "The Secret Land" . . . Max Wallach of the Orpheum and St. Marks theatres, Manhattan; Lilly Seidman of the Harry Harris circuit; Frank Gelbe of the New Ozone Theatre, Ozone Park; Jack Meltzer of the Independent Theatre Service, and Howard Lesser, formerly of the Calicoon Theatre, Calicoon, were recent Filmrow visitors.

The MGM exchange staff gave a farewell dinner November 12 at the Place Elegante to Ben Abner, who has resigned as New Jersey branch manager to become Warner Bros. branch manager. Louis Allerhand also was a guest of honor.

NEW MIRROPHONIC SOUND

JOE HORNSTEIN, Inc.

630 Ninth Ave., New York City

CORRECTION

In an advertisement in this edition of BOXOFFICE last week the judges in U-I's Unity Drive Contest were incorrectly shown for this area. The judges for this area are the following U-I executives:

Fred Meyers, Eastern Sales Manager,

John J. Scully, District Sales Manager,

Dave Miller, District Sales Manager,

P. T. Dana, District Sales Manager.

Chester Friedman, Editor, Showmandiser Section, BOXOFFICE.

N.Y. Theatremen Scan Sales Tax Legality

NEW YORK—A committee representing the metropolitan New York circuits and independent theatres will study the legal aspects of a threatened application of a dormant city sales tax on equipment in leased theatres before making a protest to Lazarus Joseph, controller of the city of New York. The committee, to be composed of Harry Brandt, president of the ITOA; Gael Sullivan, executive director of the TOA; Leo Brecher, president of the Metropolitan Motion Picture Theatres Ass'n, and James F. Reilly, representing legitimate theatres, was named at a protest meeting of theatre men at the Hotel Astor November 16.

William Brandt, president of the MPTO of Brooklyn and associated in the operation of the Brandt Theatres circuit in New York, presided at the meeting to formulate plans to fight the 2 per cent tax which might cost exhibitors as much as $500,000 in a lump sum, he said. The city is not only attempting to make the levy apply to current lease transactions, but plans to make it retroactive for the eight years the sales tax has been in effect, according to Brandt. The equipment involved under the threatened sales and lease taxes includes seats, screens, projectors, stage accessories, etc.

The theatre interests charge that the O'Dwyer administration is trying to levy a use tax under the guise of a sales tax and that its acceptance would make furnishings in hotels, hospitals and rooming houses liable to the same levies.

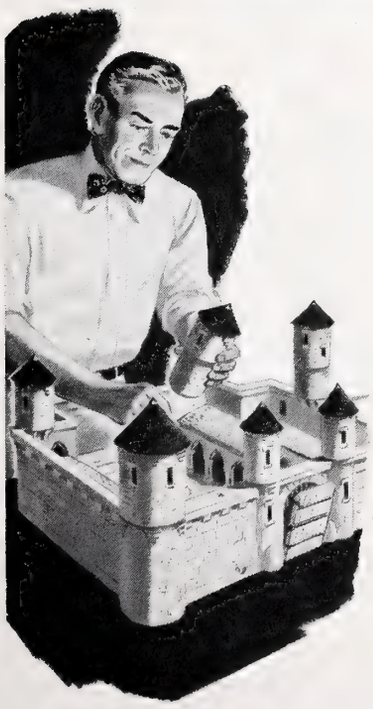
Max A. Cohen, president of Cinema circuit, was the first of the assembled theatremen to suggest that legal representatives study the technical side of the tax measure before presenting a united front against its application by the city. The majority of New York theatre circuits were also represented at the meeting.

Star Show Nets $110,000 For the Jewish Appeal

NEW YORK—More than $110,000 was raised for the United Jewish Appeal when 25,000 persons attended the 15th annual "Night of Stars" at Madison Square Garden November 15. Sales of a yearbook swelled the ticket proceeds. About 1,000 musicians, entertainers and technicians took part. The entertainment was in charge of Robert M. Weitman, managing director of the New York and Brooklyn Paramount theatres, assisted by Marvin H. Schenck, Ed Sullivan and Arthur Knorr, co-chairmen.







Architect for castles—and cottages...

FROM blueprint to model to full-size structure—so grew this "dream castle"—product of the set designer's skill.

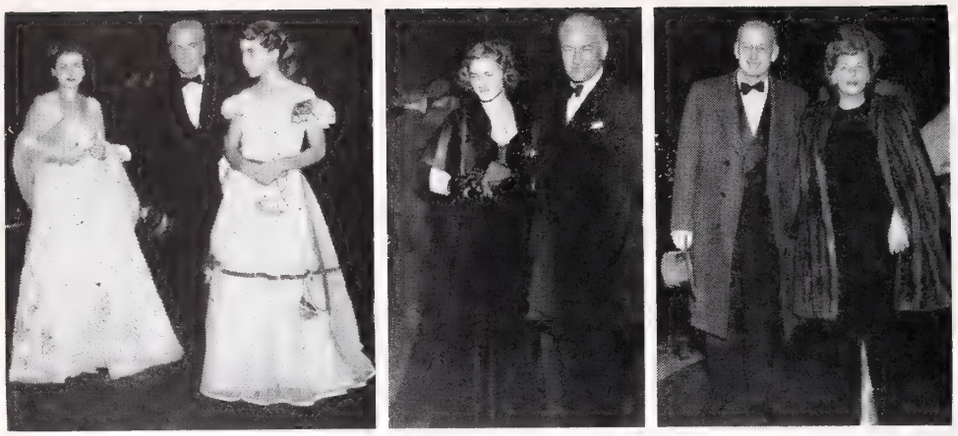
As architect for filmdom's castles and cottages, he heightens dramatic effect by his creative work with materials and textures. His sets help establish and maintain story mood... give camera and actors the freedom needed to do full justice to the scene.

For this he must be more than master architect: he must have real understanding of the photographic element in which his sets will "live."

And from his close association with the camera art, he knows how much creative latitude depends on the proper films. Films with the versatility for which the Eastman motion picture family has long been famous.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD



NOTABLES ATTEND PREMIERE—The above personalities were at the world premiere of "Joan of Arc" at the New York's Astor Theatre. The trio at the left are Joan Bennett, Walter Wanger, producer and their daughter Melissa. In the center are Ingrid Bergman, star, and Victor Fleming, director. To the right are Robert Mochrie, RKO vice-president, and Mrs. Mochrie.

BROADWAY

Max E. Youngstein, Eagle Lion vice-president, flew to Hollywood for a one-month business and holiday visit . . . Edward J. Mannix, MGM studio executive, is en route from England to New York and the coast . . . Mrs. Victor Saville, wife of the director, plans to sail December 1 for England to join her husband, who is directing "The Conspirator" there.

C. J. Feldman, U-I western sales manager, is making a business trip through the middle west . . . Jacques Chabrier, president of Pathe Cinema, went to the coast to talk production with major and independent producers . . . Charles Dietz, MGM promotion representative in Detroit, came here for home office talks . . . George R. Giroux, field representative for Technicolor Motion Picture Corp., arrived from Hollywood.

Allan Cummings, in charge of MGM exchange operations, visited midwest exchanges . . . Edward M. Saunders, MGM assistant general sales manager, returned to his office following an operation . . . Fred Meyers, U-I eastern sales manager, visited Binghamton and Buffalo . . . Johan G. van Erk, manager of the Western Electric branch in Holland, and Stewart Glass, commercial manager of the Eire branch, arrived in time for Westrex meetings starting November 15.

Peter Levathes, short subjects sales manager for 20th Century-Fox, is celebrating the arrival of a daughter named Louise Elaine, born to Mrs. Levathes November 13. This is their second child . . . Ed Hinchy, head of Warner Bros. playdate department, visited Chicago, Milwaukee and Minneapolis . . . Jules Lapidus, Warner eastern division manager, went to Buffalo . . . Ralph Wheelwright, assistant to Howard Strickling, MGM studio publicity head, arrived from the coast.

Bernard J. Gates, Latin American supervisor for Monogram, is en route from Peru to New York . . . Ben Rosenwald, MGM Boston branch manager, and Ben Bebchick, salesman, have returned to their posts after two days here . . . Carl Dudley, Dudley Pictures Corp. president, was visiting Chicago, Nashville, Washington, D. C., Norfolk and Philadelphia on his way to New York . . . Hugh Owen, Paramount eastern and southern sales manager, visited the company's Albany and Buffalo branches.

Kenneth MacKenna, MGM studio story head, is here talking to book publishers and agents . . . Jane Powell made a number of personal appearances at the Capitol . . . Frank C. Hensler, field assistant to John J. Maloney, MGM central sales manager, has returned to Detroit . . . Ingrid Bergman flew to Hollywood November 17 . . . Rose Klein of the MGM home office is back from a Miami vacation.

Maxwell Hamilton, editor of Motion Picture Magazine, has gone to Hollywood on a search for writing talent and story material. He will stay there two months and edit the magazine from its west coast office . . . D. L. Turner, Altec Service district manager in Atlanta, visited New York headquarters.

Jennifer Jones will go to England immediately upon completion of "Madame Bovary" to star in "Gone to Earth," a Technicolor film to be made by Michael Powell and Emeric Pressburger. Selznick will distribute it . . . More arrivals for the Westrex conference included David D. Wight, manager of Western Electric's China office, and Frederick H. Gildemeyer, manager and a vice-president of Western Electric in Brazil.

'Mozart Story' Opens

NEW YORK—"The Mozart Story," distributed by Screen Guild, opened at the Little Carnegie Theatre Saturday (13). It was produced in Vienna with German players and acquired by Patrician Pictures, a new American company. In Hollywood, the dialog was translated into English and dubbed into the sound track by American players.

1ST CLASS DISTRIBUTION FOR THE ENTIRE SOUTH — thru

(JOHN) JENKINS & (O. K.) BOURGEOIS

ASTOR PICTURES COMPANY

HARWOOD & JACKSON STS., DALLAS 1, TEX.

Broadway Leaders 'Joan' and 'Blood'

NEW YORK—Two new RKO releases, the much publicized "Joan of Arc," which reopened the redecorated and enlarged Victoria, and "Blood on the Moon" at the Globe, led the first run field with strong business in their first weeks. "The Snake Pit" in its second week at the Rivoli; "June Bride" in its third week at the Strand and "The Three Musketeers" in its fourth week at Loew's State held up well. "Hamlet" and "The Red Shoes," both two-a-day, continued at capacity.

(Average Is 100)

Astor—**A Song Is Born** (RKO), 4th wk. ... 85
Bijou—**The Red Shoes** (EL), 4th wk. of two-a-day.. 135
Capitol—**One Touch of Venus** (U-I), plus stage show, 3rd wk. ... 50
Criterion—**Kiss the Blood Off My Hands** (U-I), 3rd wk. ... 85
Globe—**Blood on the Moon** (RKO) ... 135
Gotham—**The Plunderers** (Rep), 3rd wk. ... 80
Little Carnegie—**The Mozart Story** (SG) ... 75
Loew's State — **The Three Musketeers** (MGM), 4th wk. ... 120
Mayfair—**Road House** (20th-Fox), 2nd wk. ... 110
Paramount — **Sealed Verdict** (Para), plus stage show, 2nd wk. ... 90
Park Avenue—**Hamlet** (U-I), 7th wk. of two-a-day.. 150
Radio City Music Hall—**You Gotta Stay Happy** (U-I), plus stage show, 2nd wk. ... 110
Rialto—**Crash Dive** (20th-Fox); **Man Hunt** (20th-Fox), reissues ... 95
Rivoli—**The Snake Pit** (20th-Fox), 2nd wk. ... 120
Roxy—**Unfaithfully Yours** (20th-Fox), plus stage show, 2nd wk. ... 80
Strand—**June Bride** (WB), plus stage show, 3rd wk. ... 115
Sutton—**Louisiana Story** (Lopert), 7th wk. ... 70
Victoria—**Joan of Arc** (RKO) ... 140

Trade Continues Steady At Philadelphia Houses

PHILADELPHIA — Trade at Quaker City first runs continued at a brisk pace. "A Song Is Born" at the Stanley topped the newcomers with a rating of 130 per cent, "Road House," in a second round at the Fox, still showed plenty of pulling power by registering a husky 130 per cent.

Aldine—**An Innocent Affair** (UA) ... 100
Arcadia—**Red River** (UA), 2nd run, 2nd wk. ... 120
Boyd—**June Bride** (WB) ... 125
Earle—**Kiss the Blood Off My Hands** (U-I), 2nd wk. ... 125
Fox—**Road House** (20th-Fox), 2nd wk. ... 130
Goldman—**Julia Misbehaves** (MGM), 4th wk. ... 80
Karlton—**The Secret Land** (MGM); **San Francisco** (MGM), reissue ... 110
Keith—**Forever Amber** (20th-Fox), 2nd run ... 125
Mastbaum—**Johnny Belinda** (WB), 6th wk. ... 50
Pix—**Walk a Crooked Mile** (Col), 2nd run ... 120
Stanley—**A Song Is Born** (RKO) ... 130
Stanton—**They Drive by Night** (WB); **Angels with Dirty Faces** (WB), reissues, 2nd wk. ... 100

'Romantic' Plus Heidt Show Is Leader in Buffalo

BUFFALO—An excellent week here was led by "Isn't It Romantic?" and a stage show at the Buffalo. "Julia Misbehaves" was a hit at the Great Lakes. "Johnny Belinda" rounded out a month's downtown run at the Hippodrome. Weather has been damp and cold.

Buffalo—**Isn't It Romantic?** (Para), plus stage show ... 172
Great Lakes—**Julia Misbehaves** (MGM) ... 125
Hippodrome—**Johnny Belinda** (WB), 4th d. t. wk., moveover ... 93
Lafayette—**Untamed Breed** (Col); **Gentleman From Nowhere** (Col) ... 87
Teck—**Red River** (UA), 3rd d. t. wk., moveover.... 100
20th Century—**A Song Is Born** (RKO), 2nd d. t. wk. 88

Gulistan Wilton Theatre Carpet
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Variety Testimonial Dinner for Smakwitz

ALBANY—About 265 guests at a Variety Club testimonial dinner recently heard Charles Smakwitz, Warner Theatres zone manager, praised for his hard work and enterprise in rising from the job of a part time usher to that of zone manager for a large circuit.



Words of praise from such speakers as Harry Kalmine, vice-president of Warner Bros., were many at the Albany Variety Club testimonial dinner to Charles A. Smakwitz held Monday (15). On the dais with the speaker were Howard Minsky, Chief Barker Harry Lamond, Smakwitz and Si Fabian.

Si H. Fabian, toastmaster for the occasion, told of Smakwitz' rise from a job in a Bronx theatre to Syracuse and on up the ladder through jobs as house chief, manager and district manager.

Smakwitz was a former chief barker in the local Variety Club and is the present driving spirit in the Denial day campaign on behalf of the Variety-sponsored Boys club summer camp.

Speakers who praised Smakwitz included Harry Kalmine, Warner Theatres general manager, who commended him for "loyal and faithful service" to the Warner organization. Kalmine termed Smakwitz' appointment as successor to C. J. Latta "a just and deserved reward."

Supreme Court Justice Isadore Bookstein, honorary Variety Club member, emphasized Smakwitz' efforts on "behalf of every worthy civic and charitable movement to improve the lot of his fellow men."

Praise also came to the Warner official from Edward G. Rogan, surrogate court judge; Murray Weiss, district supervisor of Variety International; Louis W. Schine, vice-president and general manager of Schine circuit; Hugh Owen, eastern division manager for Paramount; Neil Hellman, former chief barker and chairman of the dinner committee, and Harry Lamont, chief barker.

Hellman and Lamont presented Smakwitz with a fitted traveling bag and brief case and a testimonial plaque. Those sending messages included Joseph Bernhard, president of Film Classics and for a long time Smakwitz' boss as Warner Theatre general manager; C. J. Latta, who cabled from Belfast, Ireland, and Mayor Erastus Corning II, who wired from Hollywood.

Arthur "Bugs" Baer, columnist, was the principal speaker. Others who spoke were: Fred I. Archibald, publisher of the Times-Union, and Lou Golding, former manager of the Palace Theatre.

Among those who attended were: Leo Abrams, Joseph Bernhard, John Bullwinkle, Jack Chinell, Edward Catlin, Milton Cohn, Ralph Crabill, Frank Damis, Tom Donaldson, Clayton Eastman, Jack Ellis, Nat Fellman, Phil Fox, Irving Fried, Max Friedman, Joseph Gins, Harry Goldberg, Jack Goldberg, Charles Gordon, Dan Houlihan, Lou Kaufman, Charles Kosco, Bert Kulick, Jules Lapidus, Elmer Lux, George Lynch, Fred Meyers, Dave Miller, Joseph Miller, Ray Moon, Dinty Moore, Jack Mundstuk, Charles O'Reilly, Hugh Owen, Herman Ripps, Harold Rodrer, Sam Rosen, William Rosenow, Joseph Saperstein, Edward Schnitzer, Louis Schine, Benjamin Sherman, William Smalley, Saul Ullman, Eugene Vogel, Murray Weiss and Rudy Weiss.

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ALBANY

The Junior membership committee of the local DAR chapter will sponsor a series of children's films on three successive Saturdays starting November 20. The first will be at Warners' Delaware and the other two at Warners' Madison. Proceeds will be used for the chapter welfare fund . . . On the same day the Parent-Teachers' Ass'n of School 4 will sponsor a kiddy show, consisting of "Geronimo" and five color cartoons at the Madison.

The Ritz had a record-breaking opening with "Kiss the Blood Off My Hands." Standees were on hand the first three nights and there was excellent matinee business on Monday and Tuesday . . . Max Friedman, booker-buyer for Warner Theatres, served on the Gideon lodge, B'nai B'rith, committee which arranged for the appearance of Harold Russell, handless star of "The Best Years of Our Lives," at Chancellor Hall . . . Joe Grand, owner of the Eagle Theatre, was among those who heard Russell.

Booking of vaudeville into Schine's Rialto at Amsterdam for the last three days of the week is a test but one which has little significance for the circuit, an official declared . . . Approximately 1,000 collection cans have been placed in stores, office buildings, grills and factories for the 1948 Denial day campaign. Pickup of the cans will be made November 27 and 29.

C. J. Latta, former Warner Theatre upstate zone manager, currently director of the Warner British affiliated company, wrote that he and his wife had visited Paris and Brussels on a recent trip to the Continent . . . A number of theatres staged Armistice day kiddy shows. Warners' Delaware reportedly had a full house. The Lincoln, a Warner house in Troy, and Johnny Capano's State also had special performances . . . The Strand here is running a series of Saturday morning cartoon shows.

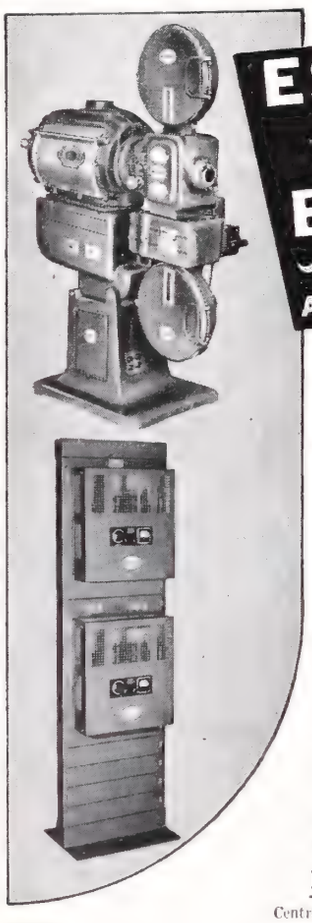
Bernard J. Nedell, a gypsy bandit in "The Loves of Carmen," visited friends here for the first time since he left Albany 20 years ago after appearing as leading man of the old Capitol Theatre stock company. Nedell went to England and remained there for 12 years trouping the boards of London legitimate houses. Nedell was en route to New York to join his wife and daughter, both of whom are actresses.

Bert Rosenbaum, son of Capitol owner Dave Rosenbaum, has completed basic training in the U.S. marine corps. He flew from Parris Island to New York for a visit with his parents . . . A six-day bicycle giveaway has been launched by Hellman's Royal, with the cooperation of eight Albany stores . . . The Schenectady symphony orchestra is to play three concerts this season at Fabian's Erie, the first of which was presented November 16.

Max Herschman, eastern district manager for Filmack, said that orders were pouring into the New York office for trailers on holiday giveaways of refrigerators, washing machines, cars, stoves and other articles . . . Visitors here included Sid Kallet, chief buyer and booker for Kallet Theatres; William Daniel Kiley, attorney for the circuit, Oneida, and Arthur Bailey, Little Hippodrome, Buffalo.



DECORATED BY NORWAY—Al Sherman, motion picture and public relations consultant to the Norwegian embassy information division in Washington and president of the Sherman Plan, Inc., film producers and distributors, was among the 15 distinguished American men awarded the Norwegian medal of St. Olav by King Haakon of Norway in recognition of their outstanding contributions to Norway's cause during the years of German occupation from 1940 to 1945. Norwegian Ambassador Wilhelm Morgenstierne presented the decorations at a reception at the Norwegian embassy in Washington. Among those who received the decoration, left to right: William R. Laune, overseas motion picture editor, New York Times; Drew Pearson, columnist and radio commentator; Ambassador Morgenstierne; Hans Olav, counselor of the embassy, and Sherman.



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N.J. Allied Pleased With Conciliation

NEWARK—Allied Theatre Owners of New Jersey is pleased with the conciliation plan now in operation with the local 20th Century-Fox exchange.

Irving Dollinger, chairman of the committee handling disputes against the company, said the system has worked smoothly and satisfactorily. To date, two clearance disputes have been forwarded to the New York branch. Action has already been taken on one.

Dollinger discussed conciliation at the membership meeting held here November 16.

The members also were alerted by George Gold to the threat of a censorship bill that may be introduced at the next session of the state legislature in January. The measure was said to be favored by Director of Public Safety Keenan of Newark. Last month Keenan tried to bar "Mom and Dad" from the Broad Theatre. He was blocked by a court injunction.

Clarence Eiseman of Warners, Nat Cohn of Columbia and David A. Levy of U-I also addressed the meeting. They asked for continued support of the Will Rogers Memorial Hospital fund.

There also was a recommendation made, instructing delegates to the national Allied convention November 29 to discuss Hollywood stars involved in public scandal.

Samuelson Is Elected

PHILADELPHIA — Sidney E. Samuelson was elected president of the Allied Motion Picture Theatre Service, Inc., by the new board of directors of the booking and buying group. Elmer Hollander was named vice-president; Cecil Felt, treasurer; Albert M. Cohen, secretary, and E. B. Gregory, financial secretary. The board consists of Samuelson, Hollander, Felt, Gregory, Martin B. Ellis, Ben Fertel, Percy Friedman, Jack H. Greenberg and Larry Woodin.



WELCOMING MRS. AMERICA to Washington with her husband Raymond Strohmeir during her flying tour on behalf of "You Gotta Stay Happy," are Loew's representatives (right to left): John Smithson, Joe Margolies and Jack Foxe. Couple was accompanied by Charles Simonelli, U-I eastern exploitation manager (not shown).



RECEIVES PLAQUE—Spyros P. Skouras, president of 20th Century-Fox, was presented a plaque for "Apartment for Peggy," which was adjudged "The Best Picture of the Month" for November by the magazine Seventeen. The presentation of the award, which was made by Mrs. Helen Valentine (center), executive editor of Seventeen, and Edward Miller, motion picture editor, took place in the 56th street office of the company. The award is the second for the picture, having received the Parents' magazine medal for the month of November.

Motion Picture Pioneers Induct 56 Members

NEW YORK—Supreme Court Justice Ferdinand Pecora conducted induction ceremonies at a dinner Wednesday night (17) for a group of 55 new members of the Motion Picture Pioneers as follows:

Ray Allison, William H. Applegate jr., Bernard P. Arons, Raph Brook Austrian, Philip F. Barbanell, Albert O. Bondy, Phil H. Chakeres, Albert M. Cohen, Samuel Cohen, Albert Cornfeld, Louis Davidoff, Y. Frank Freeman, Emil Friedlander, Edward Gabriel, Thomas W. Gerety, Max A. Goldbaum, Paul J. Greenhalgh, Monroe W. Greenhalgh, Jacques Grinieff, Nelson L. Gross, Milas L. Hurley, Henry W. Kahn, David Kerman, Harry E. Long, Irving Mack, Irwin Margulies, Sidney Meyer, David E. Milgram, William J. Miller, Lee W. Newbury.

Steve Pallos (from England), Georgie Price, Jack Rieger, Ed Rosenbaum, Julius Sanders, Harry J. Schad, A. A. Schubart, Charles Schwartz, Henry G. Segal, Joseph M. Shear, John Martin, "Sonny" Shepherd, Al Sherman, J. Ellis Shipman, David Snaper, Stanley S. Sobelson, Samuel Spring, Joseph R. Springer, Bert M. Stearn, Leo Tolen, Saul Trauner, Terry Turner, Walter Wanger, Emmett E. Weakley, Lester H. Wurtele, Carl P. York (from Sweden).

A highlight at the dinner at the Waldorf-Astoria hotel was the awarding of the first annual citation of "Picture Pioneer of the Year" to Gus Eyssell, executive director of Rockefeller Center and president of Radio City Music Hall.

Those on the dais, in addition to Justice Pecora, were: Jack Cohn, president; Ned E. Depinet, Barney Balaban, Adolph Zukor, Gus Eyssell, Hal Horne, Walter Wanger, Nate J. Blumberg, S. H. Fabian, Spyros P. Skouras, Eric Johnston, Maj. Albert Warner and Y. Frank Freeman.

Century of Delaware Out Of Anwell Damage Suit

NEW YORK—The Delaware holding company of Century Theatres is out of the $1,200,000 triple damage antitrust suit filed here last month by Anwell Amusement Corp., but Century Theatres of New York is still a defendant and so are RKO and Rugoff & Becker. The action was filed by Max A. Cohen, head of Anwell.

Good Industry Response To Fund Drive of FJP

NEW YORK—Spyros Skouras, chairman of the corporate gifts committee of the amusement division of the Federation of Jewish Philanthropies, reports that all branches of the industry are responding to the organization's drive for funds. The quota for the year is $16,500,000.

Many committees have been established under the general chairmanship of Fred Schwartz, vice-president of Century Theatres. The chairmen include Malcolm Kingsberg, Leo Brecher, Walter Reade jr., Leonard Satz, Max Gordon, Emil Friedlander, Harry Mandel and Leslie Schwartz.

Sauter to Ask Industry To Aid USO Campaign

NEW YORK—James Sauter has been made general chairman of an entertainment industry committee that will help the New York USO raise $6,650,000 in the metropolitan area for USO 1949 financing of veterans hospital camp shows. Sauter said all groups of the industry will be represented on a committee to be named by him at a November 30 luncheon.

Cocalis Circuit Planning New Elizabeth Theatre

ELIZABETH, N. J.—Cocalis Amusement Corp. intends to build a $250,000 1,500-seat theatre in the downtown section at 102-110 Third St.

The circuit owns two other houses here, the Strand and Royal. The Strand, at Elizabeth Ave. and Fourth St., may be torn down when the new state highway, Route 100, is constructed through the city.

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Arthur Levey Says British Theatres Paid 25c Per Seat for Tele in '39

NEW YORK—Arthur Levey, president of Scophony Corp. of America, contributes an illuminating sidelight on the current discussion of television in theatres by pointing out that the principle of buying exclusive television screen rights to sporting events was established in London early in 1939.

Sports promoters were paid 25 cents per seat for the theatre rights.

The Odeon Theatre, 2,000 seats, charged one pound top, equivalent to $5, and the Monseignor Theatre, a 750-seat newsreel house, charged $2.50 top. Both houses played to capacity during the running of the Derby on a screen 20 feet wide. Both houses used the Scophony supersonic projectors.

The projectors were installed at the Odeon and Monseignor Feb. 10, 1939, and continued in use until September 2 when the BBC television transmissions were stopped by the outbreak of war.

Several events were picked up each week to supplement film programs and boxoffice returns jumped, Levey states.

Twenty-five cents per seat was paid to the promoters of the Armstrong-Roderick championship fight. Boxoffice receipts increased nearly 300 per cent by charging $5 top at the Odeon and $2.50 at the Monseignor.

Scophony has been one of the defendants in an antitrust suit in this country since Dec. 18, 1945. Levey predicts early settlement of this suit through a consent decree and the start of production of Scophony apparatus.

Big Campaign Is Started For Johnston's Book

NEW YORK—Eric Johnston's new book, "We're All In It," is being given a heavy advertising campaign in newspapers and magazines by E. P. Dutton & Co., the publishers. Sunday editions of newspapers are giving it space, too, in their review columns.

The large six-column newspaper ads start off: "Eric Johnston brushes away the cobwebs of diplomatic double-talk and shows why foreign policy is everybody's business."

Johnston's recent European trip during which he interviewed government heads all the way from Moscow to Madrid, plus three stories emanating from Paris, that he might be appointed to a cabinet post in Dewey's expected cabinet may have been a buildup for the book, film publicists agree.

Fifth Stockholder Files Suit Against Warners

NEW YORK—Edward S. Birn, Warner Bros. minority stockholder, filed a suit in U.S. district court November 16 against United States Pictures, Warner Bros., Joseph Bernhard, Robert W. Perkins, Milton Sperling, Harry M. Warner, Jack L. Warner and Morris Wolf. The suit asks for an accounting of a production-distribution deal between United States Pictures and Warners, made in 1945, which is alleged to be detrimental to the latter.

This is the fifth stockholder suit filed against the same plaintiffs since September 20.

Kreisler Says State Dept. Should Aid Film Business

NEW YORK—Until the cooperation of the State department is obtained American films abroad are in "grave jeopardy," says Bernard Kreisler, who recently returned from a 13-month study of the industry in 17 European countries for the Harvard Graduate School of Business Administration.

"All European countries are taking greater recognition of pictures as an economic and propaganda medium. In many of these countries the industry is now being subsidized or trade barriers are being erected against films made in other countries," he says. "This calls for a greater cooperation between our State department and the American motion picture industry. Unless this is done quickly, the future of our films is in grave jeopardy."

Kreisler is now compiling his report.

Eastman Votes Stock, Wage Dividends

ROCHESTER—Eastman Kodak directors have voted a dividend of one share of common for each 20 shares held. This stock dividend is in addition to the cash dividend of 50 cents per share payable January 3 to stockholders of record December 6. This cash dividend brings the total for the year on the common to $1.60, which is the same as for 1947. The usual 1¾ per cent dividend on the preferred also was voted at the same time, bringing the total payments for the year to $1.50.

At the same time the board decided on a record-breaking wage dividend estimated at $13,000,000 for about 51,500 employes in the western hemisphere. This is the largest wage dividend in the history of the company. It will be paid next March. Eligible employes will receive $22.50 for each $1,000 earned during 1944 through 1948.

Of the total wage dividend about $9,000,000 will go to employes in Rochester.

A company executive explained the stock dividend by saying that cash dividends had been held to a conservative basis, because of the prospective need for working capital. The new issue will total to approximately 619,000 shares, as the company now has 12,380,065 common shares outstanding and 61,145 in the treasury.

Albert Spalter to Handle French, Italian Films

NEW YORK—Albert Spalter has formed Spalter International Pictures, Inc., with headquarters in New York, for the distribution of French and Italian films.

Spalter has just returned from a trip to Paris and Milan where he closed deals for four French features, "Love for Sale," "Remuntcho," "Figaro of Seville" and "Souvenirs of Romance," and six Italian films.

The French films are now being edited and titled here. The Italian films will arrive in New York before 1949, according to Spalter.

MGM Schedules 27 Pictures for 1949

NEW YORK—MGM will make approximately 27 pictures for the year 1949, six more than were produced during 1948, according to Dore Schary, executive in charge of production. The cost of the average A picture will be no more than $1,700,000 in the future while the average A made in 1948 cost close to $2,000,000. The current backlog is 20 completed features and four more still in production.

Schary, who arrived November 15 for five days of conferences with Nicholas M. Schenck and other home office executives, anticipates no slowdown at the MGM studio. He believes the shutdowns at other studios are due to their larger backlogs and smaller yearly releasing schedules.

While MGM will continue to make some of the documentary-type films as well as a few minor pictures with lesser star names, Schary believes that star values are still important at the boxoffice. If a mediocre multi-starred film is playing next door to a picture like "The Search," the public will crowd in to the star picture in preference to the latter, even if they have read or heard that it is an exceptional film, he said. MGM will also continue to make eight to ten elaborate musicals, most of them in Technicolor, because the public has proved that it likes them. The use of Technicolor adds 15 to 22 per cent to the cost of a film, Schary said.

MGM is also constantly reexamining its huge backlog of story properties, which numbers close to 1,000 titles, and preparing revised synopsis on books, plays, etc., which have been on the shelf for years. However, the only remake on the current program is "Little Women," originally filmed by RKO in 1933. Fewer original screenplays are turning up, Schary said.

Among the most promising younger MGM players, Schary mentioned Janet Leigh, Arlene Dahl and Harold Keel, young singing star of "Oklahoma!" who has been signed for "Annie Get Your Gun." He was scheduled to return to the coast Friday (19).

Syndicate Plans to Buy Adolph Zukor Estate

NEW YORK — A syndicate of prominent businessmen, including A. J. Balaban of the Roxy Theatre and Emil Friedlander, chairman of the board of Dazian's, Inc., has been organized to purchase the entire Adolph Zukor estate of 800 acres in Rockland county, N. Y.

Other members of the syndicate are: Benjamin S. Thaw, owner of Cavanagh's and the new Cardinal restaurant in New York City; Bernard G. Nemeroff, chairman of the board of Womrath Bookshops and Libraries, Inc., and Jack Abrams, president of the Mountainview Golf and Country Club, which is located on the site.

The syndicate plans to improve the golf course and to operate the golf and country club facilities on a membership basis as in the past few years. The purchasers also plan to eventually build a summer community of small homes. Earlier this year, Zukor announced plans to subdivide the land into small acreage plots and build a number of ranch-type homes. The syndicate is represented by Nemeroff, Jelline, Danzig and Paley, according to the Title Guarantee & Trust Co., which is examining the title.

HOLLYWOOD BOXOFFICE
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'Squadron' Unveils At Dayton Theatre

HOLLYWOOD—Warners staged the world premiere of "Fighter Squadron" at the Victory Theatre in Dayton November 18 with aeronautical scientists and air force officials in attendance. On hand were Gen. Joseph McNarney, chief of the air material command, and a delegation of officers from nearby Wright Field, as well as other aviation figures. The opening coincided with the beginning of the annual convention of the Institute of Aeronautical Sciences.

Earlier, the Edmond O'Brien starrer was given a special showing at the Burbank studio November 12 for local aviation editors and air force public relations officers, including Lieut. Col. Clarke Newlon, director of AAF public relations, and his aide, Capt. Burton English.

Dore Schary Participates In Columbia U. Panel

HOLLYWOOD—Dore Schary, Metro production chief, was to participate in a Columbia Institute of Human Relations panel this week (18) at the invitation of Dwight Eisenhower, new president of the university. Schary joined Dr. Lyman Bryson, Neil MacNeil, Robert Sherwood and Robert D. Swezey in a discussion of "Communications and Human Relations."

* * *

Manny Harmon, RKO musical director, made a repeat visit to Birmingham hospital to entertain veterans with a special band and show. Plans are being developed for scheduling the show as a regular weekly event.

Kilroy Award to Hope

HOLLYWOOD—Bob Hope's outstanding work in entertaining troops the world over during World War II was given further recognition when men of the European command presented him the first annual "Kilroy award." The plaque was forwarded to Hope from Germany by Lieut. Col. Walter G. Ball and was presented the comedian by Lieut. Col. Robert E. Kearney.

Robert Arthur to 'Bagdad'

HOLLYWOOD—U-I assigned Robert Arthur to replace Leonard Goldstein as producer of "Bagdad." Goldstein's overloaded schedule already included two films now in work and another pair slated to start within a few weeks.

Guild Re-elects Reagan; Firm for TV Film Rules



RONALD REAGAN

HOLLYWOOD—Election of officers for the coming year and reaffirmation of its opposition to the unrestricted reuse of films made especially for television highlighted the annual membership meeting of the Screen Actors Guild.

The actors' organization served notice that it "will oppose with all its resources" the use of television film unless it is regulated by "equitable collective bargaining contracts," on the grounds that the expected avalanche of thousands of video films will depress wages, reduce Thespian employment and "create for actors a Frankenstein monster just as recorded music has done for the musicians."

THE NEW OFFICERS

Ronald Reagan was re-elected president without opposition. Other new officers include Walter Pidgeon, William Holden and Paul Harvey, vice-presidents; Leon Ames, recording secretary; George Chandler, treasurer; Louise Beavers, Chick Chandler, Ray Collins, Rosemary DeCamp, Virginia Grey, Charles Kemper, Cliff Lyons, George Macready, Robert Ryan, Regis Toomey and Tudor Williams, directors for three-year terms; Richard Lane, director for two-year term; Warner Anderson, Macdonald Carey, Moroni Olsen, one-year term, and Gertrude Astor and Larry Steers, A-junior directors for three-year terms.

The SAG's position on television was presented by Lee Bowman, member of the board and of the video committee. Reviewing a plan approved by the SAG for AFL jurisdiction over television acting, Bowman emphasized that if a proposed merger of the other talent unions with headquarters in New York is not carried out, the SAG will proceed alone to organize the television film field.

In response to a plea by Jean Hersholt, president of the Motion Picture Relief fund, for increased contributions to support that charitable enterprise, the guild board recommended to the membership a boost in contributions from one-half of 1 per cent to 1 per cent.

$585,952 IN TREASURY

Other business at the session:

A net surplus of $585,952 was disclosed in the treasurer's report.

A plan to give A-junior members who do 25 days' acting work a year a full vote in the guild was outlined and will be submitted for membership approval via a mail referendum.

In his formal report as president, Reagan discussed negotiations with producers and agents, television, reissues, tax discrimination against actors, and labor legislation.

Reagan hailed the result of the guild's union shop election under the Taft-Hartley law, which was more than 99 per cent in favor of retaining the union shop, but emphasized that a number of newcomers—"brought to Hollywood by the producers"—are "taking advantage of a certain provision in the Taft-Hartley law to act in pictures here without joining the Screen Actors Guild."

Reagan added, however, that "fortunately, because of a certain recent development (which he did not reveal) I have high hopes that this provision . . . will be repealed." The SAG president urged all "free riders" to join the guild immediately and not wait for the "inevitable repeal of the . . . provision behind which you are hiding."

* * *

Members of the five "basic agreement" crafts—the teamsters, plasterers, electricians, laborers and janitors—have begun contractual discussions with the Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Ass'n. The five unions recently signed new working agreements with the major filmmakers.

Spearheads

By IVAN SPEAR

AS an aftermath of the recent national elections, the average American citizen divided his surprise, and in a majority of cases his satisfaction, between the dope-shattering results and the wide margin by which the various polls missed in prognosticating them. And the situation afforded Hollywood publicists an additional we-told-you-so chuckle.

During the past few years one of the most irritating thorns in the crowns of Cinemania's drum-beaters has been the activities of Audience Research, Inc., the pollster organization headed by Dr. George H. Gallup, which has sold its services—and at a princely fee—to many of the major production companies as well as to several of the more prominent among independent producers.

In return for such substantial honorarium, ARI undertook to feel the pulse of the American public as concerns John and Jane Doe's reactions to upcoming features. Penetration of advance publicity, effectiveness of titles, and even acceptability of story material were among the facets on which the pollsters allegedly furnished the filmmakers with expertly compiled, cross-section opinion. Many were the picture titles that were changed as a result, which tag-revampings usually were made after the features in question had been widely publicized under their original handles. In fact, there are cases on record where picture titles were changed, as a result of ARI's findings, after the films had been reviewed under earlier handles and even after advertising material had been prepared and printed.

That's why ARI's place in Hollywood's always vertiginous operations has been such a headache to publicity chiefs and their staffs at the studios availing themselves of the Gallup service. With sound logic, those blurbers argued that the moneys spent for the ARI probings could produce better ticket-selling results if devoted to hiring more publicity men and good old-fashioned publicity and exploitation.

Gallup's miscarry on the election, and his feeble efforts to explain it on a subsequent broadcast, add no small amount of substance to the publicists' position, and should cause a few red faces among the filmmakers who have so lushly supported his ARI—faces almost as red as the one being worn these days by the pollster himself.

→

Lending an additional touch of irony to Gallup's wavering situation is the fact that on election day, November 2, a local trade-paper, under a New York dateline, carried a story that the dean of doorbell-ringers had seen fit to register a sharp rap to filmdom's public relations procedure. Opined the good doctor, motion pictures are the "least alert" of all American industries in employing public relations programs to increase its market, his explanation of this charge being that the industry is neglecting an important source of revenue by failing to concentrate on the "over-30" age bracket. The poll-taker estimated that nearly $500,000,000 more could be harvested at theatre boxoffices annually if some 40,000,000 persons between 30 and 50 (the figures are Gallup's) could be "persuaded" to attend motion pictures once a week.

It requires no great imagination to assume that at this point Gallup wishes he had waited until after the election before sounding off anent anyone's "alertness."

→

Aga Khan, Moslem leader and reputedly one of the world's wealthiest men, is reliably reported to be one of the underwriters of a foreign distribution agreement just set by Eagle Lion for several European countries.

The this-we-gotta-see boys are enthusiastic over the prospect of publicity chief Sam Israel and staff salaaming in the direction of Mecca each sundown.

→

BITE-THE-HAND DEPARTMENT
Forever Amber Division

Recently cinemactress Linda Darnell, appearing on an eastern radio show, was asked by an interviewer about "what people do for entertainment in Hollywood these days." To which La Darnell supplied the startling information, "We seldom go out any more . . . we stay home and watch the television."

If enough of the general public get the same idea, and gandering current boxoffice takes indicate that such may be the case, Hollywood's pampered darlings won't have the wherewithal to buy television sets.

→

Upcoming on RKO Radio's schedule is the Robert Mitchum starrer, "Blood on the Moon," and a right smart galloper it is. The Cagney brothers Bill and Jim turned out as one of their early independent productions for United Artists a li'l actioner called "Blood on the Moon." Four-way Orson Welles was first catapulted to fame through his bloody approach to Mars.

Jupiter, Venus and Saturn had better protect themselves.

→

Tip to gossip columnists hard up for items:
A sign on the lawn in front of Hollywood cemetery reads:
"Free Dirt."

→

From Alex Evelove's Warner publicity straw-graspers, intelligence anent Grey Eyes, the Indian actor brought from the Navajo reservation, who has his own billing for the principals in "Colorado Territory," allegedly calls Joel McCrea "Hasteen-naz" (the Tall Man). "Tse-let-soy," which means Yellow Hair, is his designation for Virginia Mayo. Dorothy Malone is "Zu-nil-ki" (White Skin). And Director Raoul Walsh is "Nat-tah-ni"—the Boss.

And Grey Eyes' comment on publicity handouts like this is "Ugh!"

List New Techniques For Academy Awards

HOLLYWOOD—Although the awards ceremonies still are several months away, nominations for Academy of Motion Picture Arts and Sciences kudos for scientific or technical achievement have already been completed. Candidates include:

The "phomaide" falling snow effect, by Marty Martin and Jack Lannon.

Zoomar lens, by Frank G. Back, and the duoplane process, by Jerry Fairbanks.

A supersonic playback and public address system developed by the Paramount sound department under the direction of Loren H. Ryder, Bruce H. Denney and Robert Carr.

Paralite, a light-weight process for staff shop set construction, by Victor Caccialanza, Maurice Ayers and the Paramount set construction department.

Application of postexposure technique to color photography, by Alan M. Gundelfinger of Cinecolor.

A 1,000-foot bipack magazine and adapter, also by Gundelfinger.

An electronic cueing device, by James A. Larsen of Consolidated Film Industries.

A "mobilab" camera unit by E. B. McGreal.

Snow process, by Herbert E. Britt.

New reproducing optical system, by the ERPI division of Western Electric.

Automatic or semiautomatic remote control for selsyn operated shutters, by A. J. Moran, Warners electrical department.

RCA undirectional microphone, by RCA's Victor division.

Employment of the 35-32mm method for 16mm release printing, by Frank LaGrande, C. R. Daily, Bruce H. Denney and Loren H. Ryder of Paramount.

Sibilance suppressor, by Ryder, Denney and William L. Thayer.

Automatic variable density re-recording printup and printdown control, by Ryder and Daily.

Servo-operated recording and repeating device, by Gordon Jennings, G. L. Stancliff jr. and Paramount's special photographic and engineering departments.

A motion-reproducing machine for process shots, by Olin L. Dupy.

A high-intensity hand-held flashlight for use in night photographic sequences, by C. R. Daily of Paramount.

Rotary rain machine, by Robert Axman and Paramount's prop-making department.

Special effects underwater tank, by Republic.

Mobile filtered and refrigerated location drinking water unit, also by Republic, which studio additionally created an improved camera crane electric motor control and a portable conditioned cabinet for storage of bipack, color and negative film.

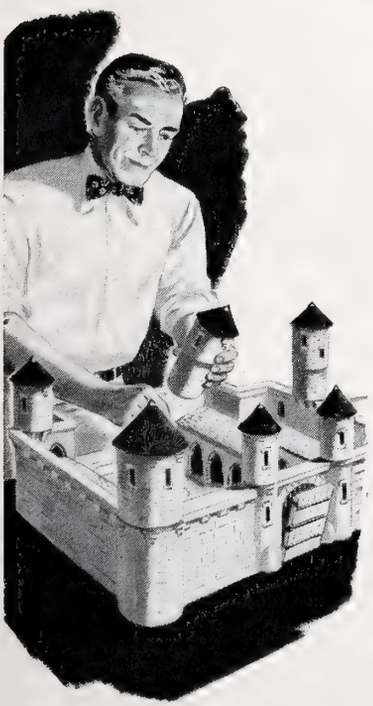
Process of preserving and flameproofing foliage, by Nick Kalten of 20th Century-Fox.

Improved safety motion picture film base, by Eastman Kodak.

500-Seater Opens at Ogden

OGDEN, UTAH—The Country Club Theatre, built and operated by Country Club Enterprises, Inc., opened formally recently. The new modernistic house has a seating capacity of more than 500 and includes such innovations as a cry room, and a hard surfaced parking lot.





Architect for castles—and cottages...

FROM blueprint to model to full-size structure—so grew this "dream castle"—product of the set designer's skill.

As architect for filmdom's castles and cottages, he heightens dramatic effect by his creative work with materials and textures. His sets help establish and maintain story mood... give camera and actors the freedom needed to do full justice to the scene.

For this he must be more than master architect: he must have real understanding of the photographic element in which his sets will "live."

And from his close association with the camera art, he knows how much creative latitude depends on the proper films. Films with the versatility for which the Eastman motion picture family has long been famous.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

STUDIO PERSONNELITIES

Barnstormers

Columbia

TERRY MOORE headed east for a three-week personal appearance tour in connection with the opening of "The Return of October," in which she stars with Glenn Ford.

Briefies

RKO Radio

"Pal's Escape," two-reeler starring Flame, canine actor, will be the first of four boy-and-dog featurettes on the company's 1948-49 slate. George Bilson handles the production reins on the quartet.

Cleffers

Metro

HERBERT STOTHART will score "The Forsyte Saga," which Compton Bennett directs for Producer Leon Gordon.

Monogram

EDWARD KAY will compose and direct the musical score for "Stampede." John C. Champion and Blake Edwards produced.

Paramount

HUGO FRIEDHOFER has been signed to compose the score of "A Mask for Lucretia," Paulette Godgard, John Lund and Macdonald Carey starrer which was directed by Mitchell Leisen for Producer Richard Maibaum.

Warners

MAX STEINER has been assigned to write the musical score for the Michael Curtiz production, "Flamingo Road."

Meggers

Monogram

DERWIN ABRAHAMS has been set to direct the Lindsley Parsons production, "American Rhythm," starring Louisiana's ex-governor Jimmie Davis.

Republic

WILLIAM WITNEY had his directional contract hoisted and was assigned to the forthcoming Roy Rogers starrer, "Down Dakota Way."

Universal-International

"Fright, Inc.," to be produced and directed by WILLIAM CASTLE, has been set for early 1949 lensing.

Options

Columbia

New York stage actress MERCEDES McCAMBRIDGE will make her film debut in "All the King's Men." JOHN IRELAND goes into the picture. It will be produced and directed by Robert Rossen. JOHN DEREK draws one of the top spots.

Assigned a character lead in the S. Sylvan Simon production, "Bonanza," was WILL GEER, Broadway character actor.

JUNE WALLACE, WILLIAM EDWARDS and FRED SEARS have been cast in the Roy Acuff action musical, "Home in San Antone," which Ray Nazarro is directing for Producer Colbert Clark. JACQUELINE THOMAS inked for the romantic feminine lead in the musical.

Independent

Lester Cowan has inked MARILYN MONROE to a term contract and given her a co-star role in "The Customer Is Always Right."

Metro

C. AUBREY SMITH has been inked to play the head of the Forsyte clan in the Errol Flynn and Greer Garson starrer, "Forsyte Saga," to be directed by Compton Bennett.

VAN HEFLIN has been selected to play Jennifer Jones' husband in "Madame Bovary," to be directed by Vincente Minnelli for Producer Pandro S. Berman.

Director Sam Wood has added GEORGE "PINKY" WOODS, Hollywood baseball pitcher, to the cast of "The Stratton Story," being produced by Jack Cummings.

ROBERT TAYLOR will star in "Viva Zapata," dramatization of Zapata's life, to be produced by Jack Cummings.

Monogram

KENNE DUNCAN, CAROL HENRY, PASCALE PERRY, CLEM FULLER, TED ADAMS, STEVE CLARK, MARSHALL REED and BUD OSBORNE have been added to the cast of the Jimmy Wakely starrer, "Gun Runner," with Lambert Hillyer directing for Producer Louis Gray. Veteran screen actress MAE CLARK has been cast for an important role.

RUSSELL SIMPSON and MIKE VALLON have been added to the cast of "Tuna Clipper," starring Roddy McDowall and produced by Lindsley Parsons.

Paramount

JOHN ELDREDGE starts his 14th year in Hollywood by joining the cast of the Bing Crosby starrer, "Top O' the Morning," with David Miller directing for Producer Robert Welch. Eight-year-old JIMMIE HUNT was signed for an important role.

FRANK McHUGH has been inked to play a bar proprietor in Hal Wallis' "Bitter Victory," toplining Lizabeth Scott and Robert Cummings. JOHN BISHOP has been inked for an important spot. Stunt man JIMMIE DUNDEE has been set for a straight dramatic role.

CARL ESSER, adolescent radio actor, has been inked for his first screen role in the Bob Hope starrer, "Easy Does It," being directed by Alexander Hall. GEORGE REEVES joins the cast.

VICTOR MATURE will star with Betty Hutton in Robert Fellow's production, "Restless Angel," to be directed by John Farrow.

PHILIP REED will play a heavy role in the Dorothy Lamour, Sterling Hayden and Dan Duryea topliner, "Manhandled." IRENE HERVEY also joins the cast of the film, to be directed by Lewis R. Foster for Pine-Thomas Productions.

RKO Radio

Set for the leads in "Sam Wynne," to be directed by Will Price, are JEFFREY LYNN and MARTHA SCOTT. RICHARD GAINES, KATHERINE EMERY, HENRY MORGAN and MICHAEL CHAPIN were added to the cast.

Republic

JACK LAMBERT draws a heavy role in the Jane Russell and George Brent starrer, "Montana Belle," to be directed by Alan Dwan.

MATT McHUGH has been signed to play Tom Brown's fight manager in "Duke of Chicago." Further additions to the cast include GRANT WITHERS, PAUL HARVEY, GEORGE BEBAN, KEITH RICHARDS, DALE VAN SICKEL and SKEETS GALLAGHER, with George Blair directing for associate Producer Stephen Auer. AUDREY LONG has been signed for the feminine lead opposite Tom Brown.

20th Century-Fox

RICHARD CONTE joins Susan Hayward and Edward G. Robinson as the third principal in Sol Siegel's production, "The Eastside Story," under the direction of Joseph Mankiewicz.

United Artists

JOHN HOYT and HENRY HULL have been signed for featured roles in W. R. Frank's "Dan Patch," to be directed by Joe Newman.

George Pal has signed NORMA HILL for an important role in his forthcoming Technicolor feature, "The Adventures of Tom Thumb."

Universal-International

PATRICIA HALL, winner of a recent most-beautiful-legs contest, has been signed to a term contract. Her first role was in "The Life of Riley."

MEG RANDALL has been set for the romantic lead opposite Richard Long in "Ma and Pa Kettle." Charles Lamont directs the film with Marjorie Main and Percy Kilbride playing the title roles. EDDIE WALLER, IDA MOORE, TED STANHOPE, SAM McDANIEL, HARRY TYLER and HARRY CHESHIRE drew supporting roles.

Role of a baby-sitter in "And Baby Makes Three," starring Donald O'Connor, goes to JOSHUA SHELLEY.

HOWARD DUFF, MARTA TOREN and GEORGE BRENT have been set to co-star in "Illegal Entry," with Frederick De Cordova directing for Producer Jules Schermer.

Warners

MAL MERRIHUGH joins the cast of "Task Force," starring Gary Cooper and directed by Delmer Daves for Producer Jerry Wald.

Scripters

Independent

CHARLES GRAYSON'S first assignment with Roy Del Ruth Productions will be to screenplay "Red Light."

Metro

BETTY COMDEN and ADOLPH GREEN will write the screenplay of their Broadway show, "On the Town," to be produced by Arthur Freed.

SYD BOEHM has been assigned to script "Side Street," a New York background film.

ERNEST BYFIELD JR. and ALAN FRIEDMAN will script the documentary "Arson Squad."

Story Buys

Metro

"Father of the Bride," the Edward Streeter story about a father's trials with a lovesick daughter and forthcoming Book of the Month club selection, has been purchased.

Monogram

Producer Lindsley Parsons purchased "Honor Among Thieves," original by George Compton dealing with corruption in London at the turn of the 19th century, as a Roddy McDowall vehicle.

Paramount

Screen rights to Dorothy Cameron Disney's best-seller, "Explosion," have been acquired and the film scheduled for early production.

"I Married a Dead Man," new novel by William Irish, has been acquired for early production. It concerns a girl who, for protection, takes the identity of another, who has been killed in a train wreck with her husband.

20th Century-Fox

"The FBI of Racing," original documentary by Art Cohn which deals with safeguarding the public in race-wagering, has been assigned to Samuel Engel for production. Mark Stevens will star.

Screen rights to "The Doctor Wears Three Faces," new novel by Mary Bard, have been purchased as a projected Jeanne Crain starrer.

Universal-International

"Going, Going, Gone," forthcoming Saturday Evening Post serial by James R. Webb, was acquired and Webb set to write the screenplay.

Warners

"Ghost Mountain," California adventure story of the Civil War era by Alan LeMay, has been acquired and assigned to William Jacobs for production.

"White Heat," a crime documentary by Virginia Kellogg, has been acquired and assigned to Lou Edelman for production. Ivan Goff and Ben Roberts will write the screenplay.

Technically

Metro

HARRY STRADLING has been set to lens Joe Pasternak's production, "In the Good Old Summertime," to be directed by Robert Z. Leonard. BERT GLAZER has been assigned as assistant director.

ROBERT PLANCK will lens Carey Wilson's production, "Storm Over Vienna," to be directed by George Sidney.

EDDIE IMAZU is the art director for Robert Sisk's production, "Greyfriars Bobby." CHARLES HUNT has been assigned as unit manager.

Paramount

Cinematographer ERNEST LASZLO has been set as director of photography for Pine-Thomas' "Manhandled," starring Dorothy Lamour, Sterling Hayden and Dan Duryea.

DEAN WILLIAM W. FLEETWOOD, retired Episcopalian minister, will be technical adviser for wedding and funeral sequences in Hal Wallis' "Bitter Victory."

Republic

JOHN MacBURNIE has been set to lens "Duke of Chicago." Other assignments on the film include: JACK LACEY, assistant director; HERB MENDELSON, second assistant; FRANK ARRIGO, art director; and MORTON SCOTT, musical director.

Screen Guild

STANLEY PRICE has been signed as dialog director on "I Shot Jesse James," a Robert L. Lippert production.

United Artists

BART CARRE will be the production manager on the Dennis O'Keefe-Gail Russell starrer, "Dan Patch," with Joe Newman directing for Producer John Taintor Foote.

Universal-International

JACK HIVELY has been assigned as assistant to Producer Chester Erskine on "Take One False Step."

JOHN DECUIR and DICK RIEDEL have been assigned as art directors on "And Baby Makes Three" and "Illegal Entry," respectively. BERNARD HERZBRUN designs the sets for "Arctic Manhunt."

MAURICE GERTSMAN will lens the Marjorie Main-Percy Kilbride vehicle, "Ma and Pa Kettle." The production staff has been completed with the assigning of RUSSEL SCHOENGARTH as film editor and PAT BETZ as dialog director.

Title Changes

Paramount

SIN OF ABBY HUNT is the final tag for the Claude Rains, Wanda Hendrix and Macdonald Carey topliner formerly called "Now and Forever."

"The Broadway Story," Betty Hutton and Victor Mature starrer, has been retagged RESTLESS ANGEL.

Republic

Final title for the George Brent-Vera Ralston topliner, "Drums Along the Amazon," is ANGEL ON THE AMAZON.

Screen Guild

SON OF A BAD MAN is the new tag on Western Adventure Productions' Lash LaRue-Fuzzy St. John starrer, "Son of a Gun Man."

Producer Pay Offer Spurned by Extras

HOLLYWOOD—By an emphatic majority of 2,512 to 67, members of the Screen Extras Guild rejected in a secret mail referendum an offer by major producers for a new contract which SEG executives had declared would have required many extras to accept a wage cut in order to qualify for unemployment insurance. The impasse came about when the California state unemployment insurance commission ruled that any extra player who does not indicate willingness to accept a $9.45 "mob scene" call shall be deemed ineligible for unemployment insurance benefits.

Producers will be requested to make a better offer. The filmmakers had been asked to abolish the $9.45 call or to limit it to extras who worked 30 days or less during 1947. Producers countered with an offer to set the $9.45 call for extras working 100 days or less.

The SEG directorate contends such an offer would downgrade all extras' wages and charges the players annual take-home pay is a "slave wage averaging about $1,000 a year."

* * *

Echoes of the moribund studio strike sounded anew when word came from Sacramento that the California state unemployment insurance appeals board had rejected the demands of some 1,100 striking members of the carpenters, painters and other crafts for unemployment insurance benefits. The appeals board ruled the workers in question were ineligible because they left their jobs as the result of a jurisdictional dispute.

Public Relations Films Set for 16mm Release

HOLLYWOOD — When regular theatrical bookings have been played out, motion picture industry public relations films, produced in cooperation with the Academy of Motion Picture Arts and Sciences, will be made available for schools, training circles and other educational outlets in 16mm form. The subjects also will be made available for television purposes on a nonsponsored basis, it was disclosed by Grant Leenhouts, producer-coordinator of the project.

First four films have been completed and 14 others are in various scripting stages. The finished shorts include "Let's Go to the Movies," "The Theatre and You," "The Art Director" and "Movies Are Adventure."

* * *

Live television production problems in Hollywood were discussed by four top video producers at the monthly meeting of the Academy of Television Arts and Sciences November 16. Speakers included True Boardman, Cal Kuhl, Mike Stokey and Kenneth Higgins. Chairman at the session was Charles B. Brown, Academy president.

* * *

Actor Lloyd Bridges, currently in a U-I opus, will make a series of educational video films, beginning in January, under the general title of "Spin the Globe." Scripts, dealing with geographical spots around the world, were written by Betty Mears.

Executive Travelers

East: Paramount homeoffice executives headed by Charles M. Reagan, vice-president in charge of distribution, headed for New York after a week of meetings at the studio during which newly-completed product was viewed and advertising-publicity campaigns thereon were outlined. Reagan was accompanied by Paul Raibourn, Ben Washer, Rudy Montgelas and Stanley Shuford.

* * *

East: Harold Mirisch, vice-president of Monogram-Allied Artists, planed for Chicago to set up midwestern premiere dates for the new Jack Wrather production, "Strike It Rich."

* * *

South: Michael Curtiz, who heads the independent unit releasing through Warners, checked out for Mexico, accompanied by his executive aide, George Amy, to scout locations for his upcoming film, "Serenade," which will be filmed south of the border.

* * *

West: Arthur Krim, Eagle Lion president, was due in from an extended stay at the company's eastern offices. Also expected was Max Youngstein, vice-president in charge of advertising and publicity, for studio huddles.

* * *

East: Mary Pickford, United Artists member-owner, planed for New York to huddle with home office executives concerning the possibility of a new distribution arrangement whereby David O. Selznick's film output might be handled through UA. She was accompanied by her husband, Charles "Buddy" Rogers.

* * *

West: Alan Gundelfinger, Cinecolor's technical director, checked in after a six-week business trip to London, where he conducted a survey to determine whether the company should establish a laboratory there. Meantime A. Pam Blumenthal, board chairman, and Karl Herzog, treasurer, headed for New York for a meeting of Cinecolor's board of directors.

* * *

West: James A. Mulvey, president of Samuel Goldwyn Productions, arrived from Manhattan for a week of huddles with the filmmaker.

* * *

East: William Dozier, Universal-International production executive and president of Rampart Pictures, planed to Gotham to discuss advertising-exploitation plans for "You Gotta Stay Happy," new Rampart entry for U-I release.

* * *

West: Gradwell Sears, United Artists president, and Arthur Kelly, executive vice-president, were due in from New York to resume discussions with David O. Selznick and other SRO officials concerning the possibility of the two organizations getting together on a distribution deal. Selznick, who arrived earlier in the week after a stay of several weeks in New York discussing the plan, emphasized that the transaction was still "a long way from finalization."

* * *

West: In from a business trip to New York was Producer Harry Sherman, who is shaping plans for a resumption of independent filmmaking activity. He had spent several weeks in the east discussing release arrangements with a number of major companies.

* * *

East: Harry H. Thomas, president of Equity Pictures, releasing through Eagle Lion, left on a four-week swing around the country, planning stopovers at key exchanges and winding up in New York for parleys with EL home office executives.



WE'RE CARPET SPECIALISTS!

...because we deal in nothing but fine floor coverings.

We're *specialists* in helping you select just the *right* carpet for your establishment..and, very important, we're specialists in seeing that your carpet is *properly laid.*

Come in and see our selection of carpet styles ..naturally we feature

GULISTAN *Carpets*

● *Shown at left.* FLORAL by GULISTAN, a swirling rhythmical tone on tone design in the new decorating trend. In five shades of Red and Green.

B. F. SHEARER COMPANY

Theatre Equipment Specialists

LOS ANGELES: 1964 South Vermont • ROchester 1145 • PORTLAND: 1947 N. W. Kearney • ATwater 7543

SAN FRANCISCO: 243 Golden Gate Ave. • UNderhill 1-1816 • SEATTLE: 2318 Second Ave. • ELliott 8247

Australian Taxes on Amusements Yield $9,400,000 in One Year

By WILLIAM BEECHAM
Australian Bureau BOXOFFICE

PERTH, W. A.—Prime Minister Chifley, in a recent statement to parliament, said that the entertainment tax levied on admittance payments of three shillings (about 48 cents at current exchange rates) and less to cinemas and theatres yielded 3,111,000 pounds (approximately $9,400,000) in the last financial year.

* * *

The Commonwealth film censor reports that only 20 feet of film was cut from the British production "No Orchids for Miss Blandish." These cuts, it was revealed, shortened a prolonged kiss, eliminated the word "guts," and wiped out off-screen sounds of boots thudding into a man's body as the camera pans to the bride's face. But an interesting point concerning Australian censorship is raised by the Sydney Sunday Sun, which points out that a reasonable censorship passed the film, whereas another type of censorship banned the book. However, the newspaper did not fail to tell its readers, in bold type, that this film had, in overseas countries, been called "revolting" and "obscene."

* * *

In the federal house of representatives, Labor Representative Conelan of Queensland asked Minister for Commerce Pollard whether he knew that "No Orchids for Miss Blandish" was to be screened in Australia. He stated that the film had been banned in Malaya, in certain states in America, in a large number of English counties and "on three big British film circuits." He added: "This film has been criticized by the press as being full of undesirable characters and brutality." In reply, the minister stated that he would be reluctant to accept a ban in Malaya or in any other country as a reason for banning a film in Australia. "The film has been passed by the Australian censors," he said, "but I will refer the matter to the minister for customs."

* * *

Six Melbourne firemen were temporarily overcome by fumes recently when the Swanston street premises of Moviegraph studios caught fire. The blaze, which resulted in nine brigade appliances and 28 firemen being called out, did damage estimated at nearly 1,000 pounds, over $3,000.

* * *

The Australasian Exhibitor, in a recent article headed "Flesh and Blood Stronger Than Celluloid," says: "Checking in the field of flesh-and-blood discloses that tremendous trade is being gathered into the coffers of various managements. Truly a veritable box-office harvest. And we of the celluloid world look on with envious eyes." It then goes on to name a number of shows which, it says, are "simply coining money while the majority of celluloid boxoffices starve. It has been said there is no obstacle good pictures cannot surmount. But ask exhibitors today, where are those good pictures promised by Hollywood?" However, the article ends on a somewhat more optimistic note: "Nevertheless, we have a feeling that worehwhile product is coming to meet the heavy opposition. Let's hope it will be soon—and in constant flow."

* * *

Cables from the United States announce that Producer Howard Brown will make the B. T. Shiel story "Gunawarra" in this country next year. This picture, it is stated, is budgeted to cost 100,000 pounds, about $300,000, and will be financed and released in the United States through Allied Artists. The director of the film which, it is hoped, may be filmed entirely in color, will be John English. So far the cast has not been fixed, but Brown expects to bring technical staff from Hollywood with him.

* * *

Freddie Bartholomew has been booked to visit Australia shortly for a four-week engagement at the new Celebrity club in Sydney. Officials of this night club, where Bartholomew will present a patter and song act, will not disclose the salary the star is to receive, but one of them discreetly says: "It is very high."

* * *

Mort Allen, who recently arrived in Australia from the United States, is offering the Hygienic Productions feature "Mom and Dad" to the trade here, and although no releasing arrangements have been made, negotiations are under way. Elliot Forbes will come to Australia to work in conjunction with the film.

* * *

With the coming in of summer weather exhibitors are expecting exceedingly heavy outdoor competition. In most cities and in a number of country towns showmen are doing their utmost to fight competition, but there are still a few exhibitors who cannot persuade themselves to do anything about it except blame the product which they are offered by the distributors.



HARVEY LEVENSON—Owner, Cozy Theatre, Los Angeles, California—says:

"I have used RCA Service for years. It fulfills all my requirements. It benefits both myself and my patrons."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

Telecast in Seattle Thanksgiving Day

SEATTLE—The first regular television broadcast in the Pacific northwest will take place Thanksgiving day, when KRSC-TV, a local station, will televise the state championship football game in the University of Washington stadium.

So far, KRSC, operated by Radio Sales Corp., of which P. K. Leberman is president and Robert Priebe is station general manager, is the only one of five applicants to be granted a television channel by the FCC. Three other outlets have been made available here. Present applicants are 20th-Fox of Washington, the Totem Broadcasters, of which KOMO is the present AM outlet, American Broadcasting System, Columbia Broadcasting System and KING.

Meanwhile the Post-Intelligencer, Hearst's morning paper here, has affiliated with KOMO and KRSC-TV for the televising of news and special events. KRSC will televise such events as the opening of the paper's new plant, its annual Home Show and Golden Gloves boxing championships.

KRSC is set for operation near the downtown area. KOMO recently completed a new building and a 492-foot FM tower. If and when it is granted a television license the tower will be raised to 547 feet.

KRSC will telecast all Coast league hockey games played in Seattle, University of Washington home basketball games and plans to carry major television shows from the networks with the shows being filmed and the films flown to Seattle.

The Post-Intelligencer will carry a special television section on November 24.

CORRECTION

In an advertisement in this edition of BOXOFFICE last week the judges in U-I's Unity Drive Contest were incorrectly shown for this area. The judges for this area are the following U-I executives:

C. J. Feldman, Western Sales Manager,

M. M. Gottlieb, District Sales Manager,

Foster Blake, District Sales Mancager,

Barney Rose, District Sales Manager,

Chester Friedman, Editor, Showmandiser Section, BOXOFFICE.



'Road House' Gets 160; Other Trade Spotty

LOS ANGELES—In a week marked by distinctly spotty trade, the standout attraction along the first run rialto was "Road House," rating 160 per cent in its first stanza. Runnerup, with 130 per cent, was "Belle Starr's Daughter," while "Red River" set its sights on a long run record by completing its fifth week to normal business.

(Average is 100)

Belmont, Culver, El Rey, Orpheum, Vogue—**Belle Starr's Daughter** (20th-Fox); **Appointment With Murder** (FC) 130
Chinese, State, Uptown, Loyola—**Road House** (20th-Fox) 160
Downtown, Hollywood Paramounts—**The Velvet Touch** (RKO); **Homicide for Three** (Rep) 90
Egyptian, Los Angeles, Wilshire—**No Minor Vices** (MGM) 70
Four Music Halls—**Red River** (UA), 5th wk. 100
Four Star—**Hamlet** (U-I), 3rd wk of roadshow 125
Guild, Iris, Ritz, Studio City, United Artists—**The Countess of Monte Cristo** (U-I); **Inner Sanctum** (FC) 85
Pantages, Hillstreet—**A Song Is Born** (RKO), 2nd wk. 125
Warners Downtown, Hollywood, Wiltern—**June Bride** (WB), 2nd wk. 100

'Baby' Premiere Grosses 200 In San Francisco

SAN FRANCISCO—With a loud 200 per cent, the Fox Theatre took over first place with its premiere of "When My Baby Smiles at Me" and an opening day stage show featuring noted Hollywood personalities.

Esquire—**One Touch of Venus** (U-I); **Shed No Tears** (EL), 2nd d. t. wk. 125
Fox—**When My Baby Smiles at Me** (20th-Fox); **Jungle Patrol** (20th-Fox) 200
Golden Gate—**Station West** (RKO); **Bodyguard** (RKO), 2nd wk. 95
Orpheum—**The Gallant Blade** (Col); **Rusty Leads the Way** (Col) 130
Paramount—**Johnny Belinda** (WB) 190
St. Francis—**Night Has a Thousand Eyes** (Para), 2nd wk. 85
State—**Trade Winds** (UA); **Blockade** (UA), reissues 90
United Artists—**Red River** (UA), 4th wk. 150
United Nations—**Sitting Pretty** (20th-Fox); **Golden Earrings** (Para) ..... No quote given
Warfield—**Belle Starr's Daughter** (20th-Fox); **Smuggler's Cove** (Mono) 120

'Julia' Packs Orpheum At Denver and Holds

DENVER—"Julia Misbehaves" with "Close-Up" packed the Orpheum, and held. "Red River," in a third week at Broadway, tied its second week and stayed for a fourth.

Aladdin—**Rope** (WB); **The Big Punch** (WB), 4th d. t. wk. 150
Broadway—**Red River** (UA), 3rd wk. 140
Denham—**Isn't It Romantic?** (Para), 2nd wk.; **Black Eagle, the Story of a Horse** (Col) 60
Denver, Esquire and Webber—**The Paradine Case** (SRO); **The Gay Intruder** (20th-Fox) 140
Orpheum—**Julia Misbehaves** (MGM); **Close-Up** (EL) 190
Paramount—**Raw Deal** (EL); **In This Corner** (EL) 135
Rialto—**To the Shores of Tripoli** (20th-Fox.); **The Fighting Lady** (20th-Fox), reissues 160

Seattle Gives 'Julia' 165 In Second Week

SEATTLE—"A Song Is Born" swept into the Liberty with a handsome 160 per cent for its opening but "Julia Misbehaves" paired with "The Secret Land" continued to set the pace with 165 in a week that generally was above average.

Blue Mouse—**Apartment for Peggy** (20th-Fox); **The Big Punch** (WB), 4th d. t. wk. 95
Coliseum—**Race Street** (RKO); **Olympic Games of 1948** (EL) 100
Fifth Avenue—**Julia Misbehaves** (MGM); **The Secret Land** (MGM), 2nd wk. 165
Liberty—**A Song Is Born** (RKO); **Leather Gloves** (Col) 160
Music Box—**One Touch of Venus** (U-I); **Sword of the Avenger** (EL), 3rd d. t. wk. 125
Music Hall—**Hollow Triumph** (EL); **Mickey** (EL) 40
Orpheum—**Johnny Belinda** (WB); **I Surrender, Dear** (Col), 2nd wk. 140
Paramount—**Good Sam** (RKO); **The Arizona Ranger** (RKO) 130



AT MONOGRAM-AA PARTY—Glimpsed at a cocktail party which climaxed the meeting in Los Angeles of stockholders and franchise holders of Monogram-Allied Artists were, top panel: Stewart Erwin chats with Harold Mirisch, vice-president of Monogram-AA; Mrs. Erwin, and Morey R. Goldstein, general sales manager. Center panel: Flanked by two actresses is President Steve Broidy, Florance Marly at right, and Martha Vickers, featured in Monogram's "Bad Boy." Bottom: A. C. Bromberg, Atlanta franchise holder, Whip Wilson, Monogram's new western star, and Scott R. Dunlap, executive aide to President Broidy.

R. B. Hathaway Is Manager

RIVERSIDE, CALIF.—R. B. Hathaway, former manager of the Fox Theatre in Pomona, has been named manager of the Lido Theatre here, replacing Raymond Pankow who will manage the DeAnza Theatre under direction of Roy Hunt and Harry Creasey.

Parade Precedes Opening

LOVINGTON, N. M.—The gala opening of the new Lea Theatre here was preceded by a unique parade in which several hundred local boys and girls displayed their ingenuity in clever costumes and gaily decorated bikes. The parade to the theatre was led by Sheriff Horace B. Owens and the Lovington high school band. Free passes were given each youngster appearing in the parade. Prizes were presented from the stage of the theatre for the most unusual costumes.

Irving M. Levin Is Feted For Altering Kid Shows

SAN FRANCISCO—Special commendations were bestowed upon Irving M. Levin, division director of San Francisco Theatres, Inc., by the California Congress of Parents and Teachers recently when the theatreman altered his Saturday matinee children shows to screen a "wholesome western" in place of a controversial feature.

Mrs. T. A. Huggins, secretary of the state PTA, told Levin: "We want you to know that we appreciate your evident desire to show suitable pictures to young audiences, and thank you for this fine cooperation."

Robbery at Rio Vista, Calif.

RIO VISTA, CALIF.—About $175 was taken from the office of the Vista Theatre recently by thugs who broke into the showcase after closing hours.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

THE K&F THEATRES CO. assumed complete ownership and control of all the theatres in Cheyenne, Wyo., in a recent deal with Carl Ray, owner of the Princess, Atlas and Capitol theatres there. The Lincoln is practically new and one of the finest houses in the state. Mel Todd, who has managed the Carl Ray theatres in Cheyenne for 18 months, has been retained to manage the newly acquired theatres.

* * *

The Exhibitors Film Delivery & Service Co., operating between Denver and Cheyenne and Denver and Pueblo, has been granted a certificate for operation by the state commission . . . Elwood Singer has sold the Isis Theatre in Broadwater, Neb., to a couple of newcomers by the names of Wehn and Merritt . . . The Central Theatre of Belden, N. M., has been transferred by Sam Feinstein to Gordon Hicks.

* * *

The new manager for the Rialto and Victory theatres in Denver is C. Clare Woods, who suceeds Roy Slentz, the latter being transferred to Pueblo to take charge of the Colorado, from which Woods was moved to Denver. Woods is one of the youngest.

* * *

Police closed the Denver Bijou showing of "The Streets of Forgotten Women." It was said to contain much sex but no morals and that a number of children under 12 were permitted to attend. This is the second time the Bijou has been ordered closed by local authorities within the last year. Sam Brody is manager.

* * *

On Denver Filmrow: Tom Villnave, Casper, Wyo., and Charles Klein, Deadwood, S. D.

* * *

Raoul Walsh, film director, was injured recently in an auto accident near Cedar City, Utah. A jackrabbit, blinded by the lights of the car, jumped into the windshield and the director's right eye was badly cut.

* * *

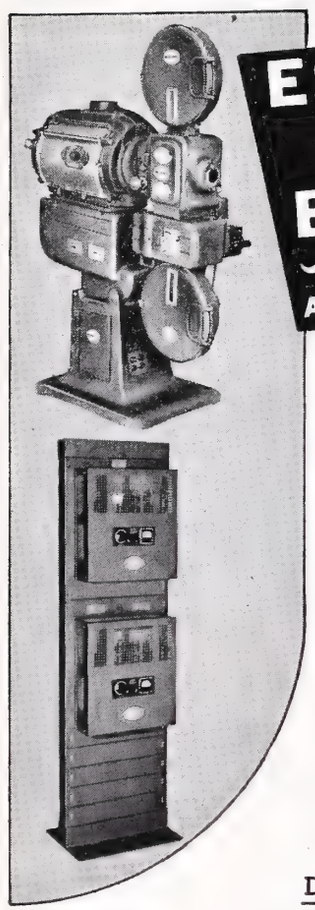
The Auditorium in Limon, Colo., a 250-seat theatre owned by John Blair, was burned to the ground recently with a loss of approximately $4,000 . . . A. J. Danielson, formerly operating the Crystal at Palisade, Colo., has re-entered the ranks of exhibitors by purchasing the Rex in Basin, Wyo., from Mrs. W. R. Logan, who has owned and managed the theatre for several years.

* * *

Pioneer Film Corp. of Utah has finished production of its first picture, "The Exodus," dealing with the incidents in the migration and travels of Utah's pioneers. There are 1,500 buffalo in a stampede, 138 covered wagons, ox teams, Indians, etc., in the film.

* * *

O. Wog, manager for Paramount Famous-Lasky in Salt Lake City, resigned recently. H. W. Braley, district manager, is in charge of the office . . . Seen on Salt Lake Filmrow: Earl Steele of Nephi; J. H. Miller, Cameo, American Fork; Royal W. Taylor of Salem; F. Ostlund, Rivoli, Springville; J. J. Gillette, Tooele; G. R. Lawrence, Cache Valley; Lee Stallings, Richfield; John Rugar, Egyptian, American and Orpheum, Park City; Harmon and Louis Peery, Egyptian and Ogden, Ogden; William Worman, Ogden; J. W. Noxon, Provo; J. A. Firmage, Star, Beaver; Mr. and Mrs. Dick Millward, Harris, Bancroft.



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Adv.

IATSE Local 150 to Name New Officers December 6

LOS ANGELES—With the election set for December 6, candidates for various offices in IATSE Local 150 of Projectionists were nominated at a general membership session.

Earl Hamilton and Incumbent Wallace Crowley are running for president, with Magnus Nielsen named to oppose George Schaffer, the incumbent business agent. Other nominations:

Harold Angel, incumbent vice-president, opposed by James Jefferson and Mort Sands; Charles Vencill, incumbent secretary-treasurer, running against Leo Stockwell, and Paul Mahoney, incumbent assistant business agent, unopposed for the new term.

Ceremonies Are Planned For Award to Zanuck

HOLLYWOOD—Guests on hand December 13 to participate in ceremonies at the Biltmore Bowl when Darryl F. Zanuck, 20th Century-Fox production chief, will be honored as B'nai B'rith Beverly Hills lodge's man of the year are expected to include Gov. Earl Warren, Gen. Mark Clark, Charles Skouras, Joseph M. Schenck, Frank Sinatra and Irving Berlin. Entertainment will be supplied by Al Jolson, Eddie Cantor, George Jessel, Danny Kaye, Jack Benny, Danny Thomas, Abbott and Costello, Red Skelton, Jimmy Durante, Betty Hutton, Tony Martin and other film and radio luminaries.

'Shot Jesse James' Starts Soon by Robert Lippert

HOLLYWOOD—Preston Foster, Barbara Britton and John Ireland are set for the leads in "I Shot Jesse James," soon to go before the cameras as a Robert L. Lippert production for Screen Guild release. With Samuel Fuller directing and Carl K. Hittleman producing, the historical western has Reed Hadley, Ann Doran, Tom Tyler and J. Edward Bromberg in supporting roles.

Film will be lensed at Republic.

Capra to Refilm 'Bill'

HOLLYWOOD—"Broadway Bill," first filmed by Frank Capra for Columbia release in 1934, will be remade by Capra as his first producer-director chore since he became affiliated with Paramount some months ago. Bing Crosby will be starred in the new version of the Mark Hellinger story. Warner Baxter and Myrna Loy had the toplines in the first filming. Musical score will be written by Johnny Burke and James Van Heusen.

Patrons Like New Policy

PORTLAND—W. F. Gildner, owner of the neighborhood Avalon, reported good patron reaction to new picture policies instituted at the house.

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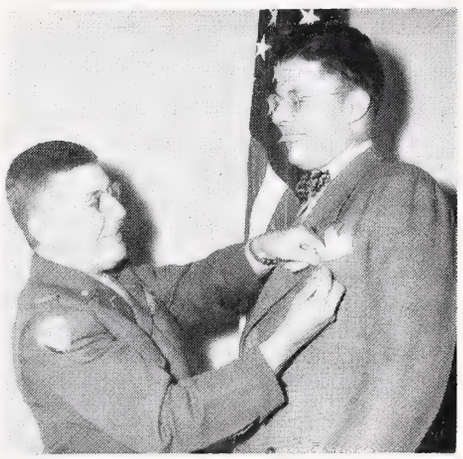
DENVER

The quarterly meeting of the directors of Gibraltar Enterprise Theatres will be held here December 5-8 in the offices of Charles R. Gilmore, president and general manager and a member of the board. Others on the board are Willliam Schulte, Casper; William Ostenberg III, Scottsbluff, Neb.; Ed Ward, Silver City, N. M.; Tom Murphy, Raton, N. M., and E. John Greer, Santa Fe, N. M.

Thomas C. Smiley, with MGM in Cincinnati for 17 years, has taken over Selected Pictures exchange . . . Eagle Lion has equipped a room especially for the use of exhibitors who want a place to go over their books while on Filmrow. There are also phones where they can call other exchanges.

Harry Barnes and Charles Ring are introducing films to Crook, Colo., with a 275-seat quonset-type theatre named the Pine . . . Richard Fulham has resigned as Republic salesman and has gone to Dallas to sell for Eagle Lion . . . Tillie Chalk, office manager, and James Ricketts, head booker for Paramount, went to Los Angeles for conferences . . . Merle Gwinn, RKO salesman, resigned after buying the Zorn, Benkelman, Neb.

Most of the delegation to the Allied New Orleans convention will leave by plane November 27. Others will go by train. The delegation is at present composed of Mr. and Mrs. Harris Wolfberg, Mr. and Mrs. John Wolfberg, Mr. and Mrs. Joe Ashby, Walter Ibold and Robert Patrick, all of Denver; Mr. and Mrs. J. R. Smith, Steamboat Springs; Mr. and Mrs. J. M. Key, and Marlin Butler, Albuquerque; Mr. and Mrs. Fred Lind, Rifle; Mr. and Mrs. Lloyd Kerby, Worland, Wyo.; John Steele, Limon, Colo.; J. W. Bohanan, Hatch, N. M.; Mr. and Mrs. George Nescher and Mr. and Mrs. C. W. Bowen, Springfield, Colo.; Mr. and Mrs. Dorrance Schmidt, Bridgeport, Neb., and Mr. and Mrs. Neal Beezley, Burlington, Colo. Mr. and Mrs. Ashby will leave November 22 by train so as to spend Thanksgiving in Miami, Okla., visiting their daughter and family.



STAR TO WOLFBERG—A belated Bronze Star medal is here being pinned on John M. Wolfberg, president of Allied Rocky Mountain Independent Theatres, regional vice-president of Allied States Ass'n, and president of Wolfberg Theatres, Denver. Making the award is Col. W. A. Gibney, commander of the Colorado-Wyoming military district. Wolfberg served as tank commander in the North African and Italian campaigns, was wounded in action and spent 13 months as a patient in army hospitals. In addition to the Bronze Star, Wolfberg has been awarded the Purple Heart, the French Croix de Guerre and a personal citation from the commanding general of the Fifth army.

Robert Quinn has returned from a Salt Lake City trip for Paramount. He is Paramount exploitation man . . . The local Eagle Lion exchange, headed by M. R. Austin, is about 3 per cent ahead in the William Heineman sales drive . . . Mrs. Kenneth MacKaig spent about a week in St. Anthony's hospital after undergoing an operation. MacKaig is United Artists branch manager.

Mr. and Mrs. Tom Knight, owners of the Acme, Riverton, Wyo., went to Dallas for a football game and to visit their son in college there . . . Lloyd Taylor has bought the Trenton, Trenton, Neb., from Max Campbell . . . L. A. Richey, Paramount projectionist, and head mechanic at National Theatre Supply, has taken a six-month leave of absence. He is going to California to visit his brother.

Dick Stafford, head booker and office manager for Universal, was vacationing in Buffalo, N. Y. Upon his return he will be head booker at the Kansas City exchange . . . B. J. McKenna, general manager for Manley, Inc., Kansas City, and W. H. Turpie, district manager, Los Angeles, were here for conferences with Arlie Beery, Denver representative.

C. U. Yaeger, president of Atlas Theatres and owner of a stable of racing horses in Chicago, has decided not to move his stables to Colorado. Colorado passed a law at the recent election legalizing pari-mutuel betting, but already there are differences as to how the law should be administered, with a possibility that it might be knocked out by the legislature, even though the measure carried by more than 50,000.

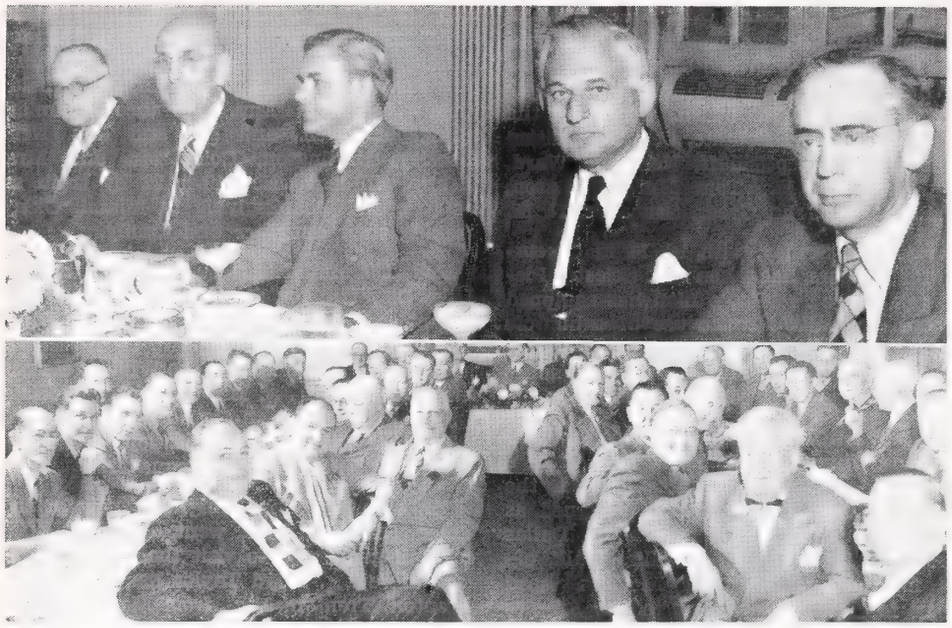
Exhibitors seen on Filmrow included Mr. and Mrs. Fred Lind, Rifle; Neal Beezley, Burlington; Claude Graves, Albuquerque; Dr. F. E. Rider, Wauneta, Neb.; George McCormick, Canon City; Robert Spahn, Mitchell, Neb.; D. D. Colvin, Louvieres, Colo.; L. N. Scheidegger, Seibert, Colo.; Selma and Marie Sawaya, Trinidad, and Esther Cleveland, Newcastle, Wyo.

From 'Drums' to 'Angel'

The final title of the Republic picture, "Drums Along the Amazon" is "Angel on the Amazon."

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Welcome L. J. McGinley at Seattle



A no-host luncheon was given recently at the Olympic hotel here for L. J. McGinley, former U-I branch manager in Seattle, who now is vice-president and general sales manager for Prestige Pictures, J. Arthur Rank distributing organization. Pictured above are those participating in the luncheon. Top, left to right: E. A. Lamb; McGinley; Judge William J. Wilkins, who introduced McGinley at the affair; B. F. Shearer and L. N. Walton. Lamb, Shearer and Walton were on the committee in charge of the luncheon.

Bottom: A picture of the entire group gathered at the luncheon. Those in attendance included John Hamrick, Frank L. Newman sr. and Frank Newman jr., J. T. Sheffield, F. M. Higgins, Maurice Saffle, Dwight Spracher, Keith Beckwith, Leroy V. Johnson, Fred Danz, Bill Danz, William Forman, Frank Christie, Herbert Sobottka, Carl Mahne, Vic Gauntlett, William H. Thedford, Bob Haase, Lowell Parmentier, Harry Blatt, George de Waide, R. J. Flannery, Tony Hartford, Harry Landstrom, Paul McElhinney, W. A. Slater, Vete Stewart, Jean Spear, A. J. Sullivan, B. W. Rucker, H. E. Daigler, Sam Davis, C. L. Robinett, Henry Haustein, Ralph Abbett, William Shartin, William Kostenbader, L. O. Lukan, Jack Kloepper, all of Seattle; George Blair, Vashon; Billy Conners, Tacoma; Mike Barovic, Puyallup; Fred Mercy jr., Yakima, and Joe McElhinney, Denver.

SEATTLE

L. O. Lukan, veteran northwest showman, has been promoted from manager of the Green Lake Theatre to supervisor of the B. F. Shearer circuit. William J. Van Alstine has been made the new manager. Other changes in the circuit boosted Harry Moore, assistant at the Roxy in Everett, to manager of the Tower in Bremerton. He succeeds Ted Heyder who was transferred to the Capitol in Juneau, Alaska.

William Graeper, PCCITO trustee from Portland, was in town accompanied by Les Humphreys, attorney . . . Thelma Bodding, from Juneau, has become secretary to Leroy Johnson at the Liberty. She succeeds Virginia Oehler, who became secretary to Max Hadfield, manager for SRO . . . Ted Galanter, MGM exploiteer, was in town to set up the campaign on "The Three Musketeers," scheduled to open the day before Thanksgiving at the Music Hall.

Tommy Tomlinson, Republic office manager and booker, is recovering from an operation . . . Bill Cooley, city manager for Evergreen in Everett, failed to get one shot on his recent deer hunting venture . . . The Paramount Theatre has just installed a massive new marquee that is a honey . . . A howling snowstorm failed to dampen the enthusiasm of a large crowd which attended a midnight Halloween show at the Fox, Spokane.

Ralph Swan, architect attached to the B. F. Shearer office, was guest of honor at a dinner hosted by Tom Shearer following the announcement that he was resigning and moving to California . . . Don Condon, navy booker, made a trip to Portland . . . Betty Wick, secretary to John Hamrrick and H. B. Sobottka, has announced her engagement to William Talbot . . . Jimmy Beale, Portland branch head for Columbia, was here to confer with Neal Walton, local manager.

Earl Nelson, U-I newsreel photograper, is driving a new car . . . Filmrow offices were closed on Armistice day and most first run theatres charged holiday prices althought retail stores were open . . . The Blue Mouse held a midnight show Saturday with two all-Negro features, "Bronze Venus" and "Boy! What a Girl!" The special program was billed as "Harlem Jubilee" . . . John Bretz, manager of the D&R Theatre in Aberdeen, held two special Halloween shows the same day, one in the morning for the kiddies and another at midnight.

Claude Morris is up from Los Angeles to work on UA's "Red River," set to open at the Paramount Thanksgiving day. He is being assisted by Willard Coghlan, northwest UA exploiteer . . . Visitors to Filmrow: John E. Olson of the Roza, Zallah; Elmer J. Rice, Community, Port Gamble; Jim Brunner, Island and Empire, Anacortes; J. R. Kane, Capitol, Tecoma, and Walter Graham, Shelton.

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C. H. Pings, Irwin Warner Buy San Pablo Theatre

SAN PABLO, CALIF.—C. H. Pings of Richmond, in partnership with Irwin Warner, purchased the Pablo Theatre here from Sidney Hogan. The theatre will be operated under the present name, Pings said, and extensive redecorating will be undertaken within the next few weeks.

LOS ANGELES

Helen Redlich, salesmen's secretary at RKO, is flourishing a diamond, the gift of Mel Myerson, to whom she will be married soon . . . Irwin Kanowitz, who leased his Union Theatre for a brief period, has again taken over its active operation . . . A visitor at the Monogram office was Nat Schultz, franchise holder from Cleveland and circuit operator there . . . Sid Lehman, vice-president of Exhibitors Service, celebrated a birthday, but couldn't be pinned down as to which one.

A booking-buying visitor was Dick Simms, division manager for the Eastland circuit in National City, where he supervises the National, Bay and Vista . . . Fred Stein of the Eagle Lion home office came in to set local bookings of "The Red Shoes," J. Arthur Rank opus which EL is distributing . . . Here from San Francisco was George Mann, who operates a string of houses in the Bay City.

F. A. Bateman, Screen Guild general sales manager, planed for Seattle to preside at a sales meeting and huddle with circuit buyers. He plans similar stopovers in Portland, Salt Lake City and Denver . . . The dinner scheduled for December 4 in Dallas for Bob O'Donnell, Interstate circuit executive and international chief barker of the Variety Clubs, will be attended by a pair of Hollywood producers—William Pine and William Thomas, who will be among a large contingent of production, distribution and exhibition toppers from the southland.

Formerly the Pix, the AAA has reopened as a suburban house under management of Fanchon & Marco. The showcase was shuttered for a complete remodeling and redecorating job . . . Paul Lawrence is managing the Vista in Hollywood for Sid Pink, who recently acquired the house from Western Amusement . . . Premiere staged November 10 by Glenn Harper.

Escape Through Vents When Fire Fills Booth

OURAY, COLO.—Theatre Manager Ray David and operator Jerry Joyner were forced to escape from the projection room of the Ouray Theatre through small air vents recently when flames destroyed the booth and equipment. David noticed the fire in the booth during the second show and dashed upstairs to help Joyner. Both men were trapped as the fire raged through thousands of feet of film. They made their escape by crawling through the air vents.

The fire at the Ouray followed by about a week an automobile accident in which David barely missed injury. The accident occurred as David returned from Silverton where he had delivered some film to the Lode Theatre. The automobile he was driving went off the highway and rolled 50 feet down the canyon lodging against a large rock.

Los Angeles Theatre Sold

LOS ANGELES—Edward P. Stein has sold the Mission Theatre here and all stock in trade to John Strauss and Irving Rubine, partners in the operation of the Mission Theatre in Holllywood.

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SAN FRANCISCO

Madera's first drive-in, the El Rio, which opened recently, is the result of a progressive policy by the New Rex Theatre Enterprises under the direction of Henry Preciado, who is associated with his brother Ben in the local Madera Theatre. Both brothers once operated Fox West Coast Theatres in Arizona and the Imperial Valley. Rudolph Preciado jr., a nephew, has been chosen to operate the drive-in.

The El Cerrito police called out the reserves to handle a traffic jam at Fairmont and San Pablo avenues at the opening of the El Cerrito Theatre. According to Sergeant Johnson, "the theatre will not cause a police problem, as the management will have additional gates open and an overflow parking lot will alleviate the congestion. Over 1,100 cars were said to have been at the theatre opening night.

Chester Bell returned to his post as manager of the Sequoia Theatre in Miss Valley following the solution of housing difficulties. In his absence, Al Goodwin, manager for Blumenfeld interest in Marin county, handled the house . . . Eddie Bracken made a personal appearance at the Golden Gate Theatre to tell the audience about the Santa Claus Foundation now under way. The project plans to establish a post office to take care of kiddy mail and to provide presents for underprivileged children. A group of Hollywood celebrities were feted at a buffet dinner and dance in connection with the Foundation.

Danny Andersen, manager of the Harding Theatre, built up a highly successful turkey giveaway three weeks before Thanksgiving. According to Andersen, the response was enthusiastic throughout his neighborhood. He said, "turkey is white meat at the boxoffice" . . . Work has been resumed on San Francisco's first telelvision theatre, the Coronet, de luxe house being built by San Francisco Theatres, Inc. Though the framework has been up for a year completion was delayed to allow additional time for a survey of new techniques in video facilities, according to Irving M. Levin, divisional director of the circuit.

Maria Paisely, elevator operator at the Golden Gate Theatre Bldg., returned from a month vacation in Puerto Rico . . . Jack Railey, comedian at the President Follies Theatre, won $2,000 on the election then threw a party for the staff which cost him $1,400 . . . The North Fork Theatre in North Ford, Madera county, reopened under the owner-management of Fred Schaefer, Altec Sound Service Engineer, and his wife Faye.

Ellis Levy, Telenews Theatres, left for New York on business . . . Herb Jacks, Kroehler seats, was here from his Los Angeles office . . . The EL office has been remodeled . . . Millie Williams is new inspector at Monogram . . . Helen Hildebrand of Monogram is engaged to Allison Rudolph Bunn . . . The name of Helen Dougherty's fiance is Edward Pullian. She's assistant booker at Monogram.

Anita Ruppel Hill, receptionist at UA for many years, resigned following her marriage . . . Norma Minkin is new billler at UA . . . Barbara Ely is new bookkeeper at Warner Bros. . . . WB publicist R. L. Epstein was in Portland . . . Lloyd James, Warner salesman, left for a tour of the territory . . . Joe Smith, RKO manager, found a new apartment.

The Quincy Theatre in Quincy has reopened after being closed nine months due to fire. Ed Rowden Theatre Service handles the house . . . The Winema Theatre in Scotia celebrated its 28th year recently. The theatre has been under the operation of Ed Rowden Theatre Service since June.

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Griffith to Construct New Theatre, Costing $500,000, in Westchester

LOS ANGELES—Working plans were being drawn for the Will Rogers Theatre to be built by Griffith Enterprises at the northwest corner of Sepulveda boulevard and Will Rogers street in Westchester.

William J. Kupper, general manager for Griffith, said construction work on the $500,000 showcase was expected to begin in about two months. Griffith now is building another theatre in Westchester which is expected to open about Christmas.

Just across the street from the Will Rogers will be the Paradise Theatre, construction on which also is expected to get under way soon, according to Alex Schreiber, officer of the firm planning to build the house.

The Will Rogers, Kupper said, would seat 1,900, contain a balcony, a cry room and air conditioning. Russell & Samaniego are architects for the job. The building will be of steel and concrete construction and completely fireproof. The facade will be of glass, stone and tile.

Construction Will Start Soon

SAN JOSE, CALIF. — Construction was scheduled to begin early this month on the $225,000 theatre building to be built here for Paul R. Catalana and Arthur Yarimie and scheduled for completion in the spring of 1949. The 936-seat house will include a cry room and will be of stadium-type construction. Walter D. Haugh is the builder and Nelson Madison, builder of the Las Vegas Theatre in Nevada, is consultant.

The building will be of reinforced concrete with a modernistic front and will have a 60-foot tower constructed almost entirely of glass brick. The interior will be decorated with murals depicting Lick Observatory and scenes in the east foothills.

Catalana is manager of the Victory Theatre and is publicity director for the Willow Glen, Jose and Liberty theatres. He began working in theatres at the State in 1939. Since then he has been house manager of the California, manager at the Liberty, Jose, Willow Glen and Santa Clara theatres and the Fox and Varsity in Palo Alto.

Yarimie is former owner of the Notre Dame Market, now president of a gold mining company in Dobbins.

Plan Bella Vista Theatre

BELLA VISTA, CALIF.—C. G. Fitzgerald, president of Hamilton Sales Corp., said recently that a site on the southwest corner of Atlantic boulevard and Brooklyn avenue here had been acquired by United Artists Theatres of California for construction of a new theatre. J. R. McDonough, vice-president of the theatre circuit, said plans for the theatre already were in the hands of architects and that construction work would begin as soon as plans were completed.

Raze Jail for New Theatre

PORTERVILLE, CALIF. — Razing of an early-day jail and an old building which for many years housed the local Red Cross chapter was begun recently to make way for a new $250,000 theatre building to be constructed here by the Principal Theatres of America.

The old building was erected about 45 years ago and the jail is about 40 years old. Everett Howell, manager for the Principal Theatres here, graded the lot, he said, when he was about 15 years old. The old jail, constructed of concrete blocks, was used until about nine years ago, when a modern jail was erected in the rear of the city hall.

Bids Too High at Yuba City

YUBA CITY, CALIF. — Plans for Yuba City's long delayed theatre to replace the small Smith Theatre received another setback recently when bids submitted for construction called for expenditure of more than $100,000. T&D Enterprises, who intended to build a steel-frame 960-seat showplace here, deemed the costs too great for its budget and is having new architectural plans drawn up, supplanting the steel frames with wooden trusses.

More than $50,000 will have to be spent by the chain to install seats, air conditioning, heating unit, screen, projectors and other equipment in addition to the building itself. As soon as new plans are complete T&D will call for bids again.

Permit at Colma, Calif.

COLMA, CALIF.—I. B. McMonagle of Palo Alto has received a permit to erect a $40,000 drive-in on a 14-acre site southwest of the intersection of Junipero Serra boulevard and El Camino Real here.

Rebuilt Lomita Opened

LOMITA, CALIF.—The Lomita Theatre here, closed for several months for partial rebuilding and a complete remodeling job, was reopened recently by owner S. E. Calvi. New manager for the house is Robert Saxton. Improvements at the Lomita included new seats, rungs, a new boxoffice, lighting and poster frames. All old walls and ceiling were torn out and new acoustic plaster was installed, along with a new heating and air cooling ventilating system. New sound system and a new concession stand also were added. The front of the building was modernized and remodeled to complete the job.



HOUSEWARMING—Some 150 representatives of production, exhibition, distribution and allied trades were guests when theatre architects William Glenn Balch and Louis L. Bryan recently reopened their new de luxe office building in Los Angeles. Among the visitors who signed the guest book were Hollin E. Wood (left), representing Sero Enterprises, operators of the Rancho Drive-In in San Diego and the Gilmore Drive-In in Los Angeles, and Jack Anderson (right) of the Ontario Theatres and the Valley Drive-In circuit.

Sunset Drive-In Cost $100,000

FORT COLLINS, COLO.—The new Sunset Drive-In, opened here recently by the Fort Collins Drive-In Theatre Corp., cost approximately $100,000, according to Joe LaConte, manager of the airer and president of the building corporation. The drive-in has a 500-car capacity.

Those associated with LaConte in the corporation are: Gordon A. Haynes, Tooele, Utah, engineer; Leon S. Cartwright of Tooele, who supervised the construction, and Leon Ginsberg, Denver attorney.

Work Starts at Great Falls

GREAT FALLS, MONT.—Construction was begun recently on the new drive-in being built by E. B. Pegram of Bozeman about 200 yards east of the city limits. Pegram said the airer would accommodate about 600 cars and would represent an expenditure of about $90,000. Cartwright & Wilson, Utah contractors, have been engaged for the job. The drive-in is expected to open next spring and will be affiliated with the Associated Amusement Co., owner of drive-ins in Utah and Idaho.

$90,000 Great Falls Airer

GREAT FALLS, MONT.—E. B. Pegram of Bozeman has started construction of a drive-in on Second avenue north of the city limits here. The drive-in is expected to open some time next spring and will be an affiliate of the Associated Amusement Co. The ozoner willl have a 600-car capacity and will represent an expenditure of about $90,000.

New Boyes Theatre Opens

BOYES HOT SPRINGS, CALIF.—Granville McPherson recently opened the new Boyes Theatre here and announced that policy of the house called for three changes of program a week with continuous Saturday, Sunday and holiday showings. General contracting work on the Boyes was done by Moll & Lobsinger.

D. L. Phillips Builds in Lyman

LYMAN, WYO.—Mr. and Mrs. Desmond L. Phillips have begun construction on a new theatre building designed to seat 250 persons and located on Main street here. The old Gem Theatre has been closed for a number of weeks.

Ora Hancock, 71, Dies

WEISER, IDA.—Mrs. Ora Ellen Hancock, 71, owner of a circuit of theatres in the upper country, died recently at a Council hospital. Mrs. Hancock was born in Indiana and came to Idaho 39 years ago. She is survived by two sons, Joseph and Leo of Council, Ia., four daughters, Mrs. Melvin Missman and Mrs. Ralph Longfellow of Council, Ida., Mrs. George McMahan, LaGrande, Ore., and Mrs. Estel Gulick, Everett, Wash.

ATOI COMMITTEE PERFECTING STATE WIDE GIVEAWAY PLAN

Prospective State Boost In Taxes Also Topic At Convention

INDIANAPOLIS—Allied Theatre Owners of Indiana in its annual fall convention here last week launched a plan for a statewide giveaway to combat radio competition and gave a general airing to the clearance and availability problems.

All officers were re-elected at the convention, including Trueman T. Rembusch of Franklin, Ind., as president; Sam W. Neall, Kokomo, Ind., vice-president, and Marc J. Wolf of Indianapolis, treasurer. William Carroll is executive secretary of the association.

Joe Finneran of Syndicate Theatres conducted the discussion about the giveaway and the plan was approved by the delegates. It will be presented to members after perfection and final approval by a committee made up of Finneran, William Carroll and Marc Wolf.

NEW ERA AND NEW TIMES

The meeting was opened by H. M. Richey of MGM who told exhibitors they were headed for a new era and a different time. He said exhibitors are facing a serious crisis and reminded them that lazy days are gone and will not return. Richey said there were no bad pictures, providing the exhibitors could sell the public. And, he added, the exhibitor must sell the public because of the decrease in patronage now being experienced. He added that exhibitors could not sell pictures unless they sell themselves and reminded theatremen that they were selling good entertainment at 15 cents an hour.

The tax problem came in for its share of discussion and exhibitors were warned that an additional state levy of $140,000,000 must be raised. They were urged to contact their legislators to prevent the tax burden from falling upon the theatre industry.

DRIVE-IN GROUP CONSIDERED

It was pointed out that 50 drive-ins were in operation in the state this summer and that only four or five of that number joined the association. Because of the short season the first complaint was the high rate of membership fees. It was brought out that drive-in operators reportedly were considering forming their own association. After considerable discussion the matter was tossed to the board of directors for final action.

The convention was opened formally by President Rembusch with his address of welcome in which he predicted that within another year some local distributors might be "ushered out the back door of the industry by their very own superiors" unless they released the "restraint of the monopoly bonds."

William Carroll, secretary of the group, read his report and told the convention that 18 new members had been added to the association rolls. Carroll listed the actions in which the ATOI had participated during the year and said he believed it "safe to predict that Ascap has been dealt a mortal blow."

"It was Allied," he said, "that blocked Ascap's 500 per cent rate increase and it will be Allied that finally eliminates Ascap forevermore."

Carroll said ATOI had inaugurated performance reports for the booking information of the exhibitors. "These," he said, "are the actual experiences of your neighbor exhibitors with the product rather than exaggerated trade paper advertising or over enthusiastic salesmen's claims."

Charles Niles, secretary of Allied States Ass'n, told of the value of the Caravan and how to make it work. William Ainsworth, president of National Allied, told of the progress made by the National Ass'n and related much of the history of units in various sections of the country.

Other speakers in the program were Edward Raub jr. and J. W. Spiselman. Abram F. Myers, general counsel, Allied States Ass'n, wired his regrets.

A number of equipment dealers had displays in the Gold room of the Antlers hotel including a marquee light flashing in many colors and other types of signs displayed by Swanson Munn of Evansville. Other displays were erected by National Theatre Co., Coca-Cola, The Air Purification Service of Indiana, Inc., Manley Popcorn, Mid-West Theatre Supply Co. and Prism Plastics, Inc.

Exhibitors attending the convention included Al Borkenstein, his wife and daughter, Fort Wayne; H. W. Peterson, Chicago; Ted Liebtag, National Screen Service Co., Indianapolis; Mr. and Mrs. George C. Weddle, Lawrenceburg, Ind.; Mr. and Mrs. Sam Neall, Kokomo; Walter M. Wolfe, Indianapolis; Glen Barnes, Indianapolis; Emory Rylander, Chicago; E. Roy Taylor, Chicago; Ethel K. Walsh and Harry C. Walsh, Scottsburg; R. L. Richards and Patricia J. Richards, Crothersville; Leroy L. Kalmer, Decatur.

Others included H. Lisle Kreighbaum,

(Continued on next page)

New ATOI Directors in Session



Pictured above are members of the board of directors of Allied Theatre Owners of Indiana meeting at the recent ATOI convention in Indianapolis. The board of directors made awards to Maurice Rubin, Michigan City exhibitor, and Herbert Johnson, exhibitor at Madison, for their tireless efforts and activities in the association. Rubin was a former president of the ATOI, and Johnson, one of the early members. New directors elected at the convention were: District 1—Alex Manta, H. Lisle Krieghbaum, Tom C. Baker and J. G. Vogel. District 2—Roy Kalver, Al Borkenstein, Teter Mallers and John A. Schwin. District 3—William Studebaker, C. F. Krieghbaum and S. J. Gregory. District 4—Marc Wolf, Sam Neall and Alex Kalafat. District 5—Abe H. Kaufman, J. B. Stein, Claude Flater and Stanley A. B. Cooper. District 6—Trueman Rembusch, Roy E. Harold, Walter F. Easley and Joseph P. Finneran. District 7—Oscar Fine, Bruce Kixmiller and Harry Kornblum. District 8—Sam J. Switow, H. P. Vonderschmitt, A. B. Thompson and William J. Haney. District 9—Ernest L. Miller, Mannie Marcus and Fred J. Dolle.



Trueman Rembusch



Sam W. Neall



Marc J. Wolf



William Carroll

Statewide Giveaway Is Being Perfected

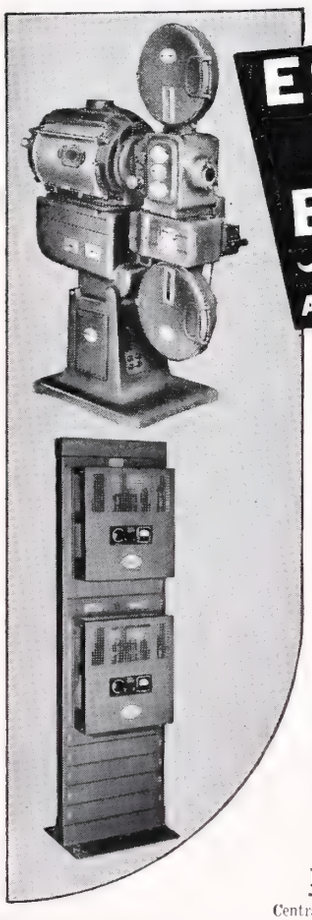
(Continued from preceding page)

Rochester, Ind.; T. R. Watson, Evansville; John Hull, Evansville; Wayne Burns jr., John Tisuson, Francis C. Truitt, Oscar Kuschner, Harry Marcum and A. C. Zaring, all of Indianapolis; Abe Kaufman, Terre Haute; R. H. Ball, Brownstown; William Studebaker, Logansport; George and James Heliotes, Fort Wayne; Leon and Lucille Wright, Mrs. N. E. Orr, R. N. Moore and Don Hammer, all of Indianapolis; Wayne Sweeney and his wife of Laporte; Sam J. Switow, his wife and daughter, and Glen Schnarr and his wife, Indianapolis.

Henry J. Halloway came here from St. Louis for the meeting and other exhibitors in attendance were Oscar Fine, Evansville; Mrs. Katherine Gramelspacher, Huntingburg; Roy E. Harold and his wife, Greenburg; Val K. Klaber, D. V. Taute and F. B. Gauker, Indianapolis; William G. Wallace, Veedersburg; R. E. Pullian, Chicago; Alfred J. Ackerman, Claude Allison and his wife, and Walter St. Clair, Indianapolis; Thomas Pallem, Detroit; James M. Steele, Rochester; Victor Sicilia, Muncie; H. M. Richey, New York; Michael G. Murphy, Huntingburg; Victor Weisenberger, Tell City, and Silver Raley of Tell City.

Others were Mr. and Mrs. William Carroll of Indianapolis; F. L. Ritchey, Lafayette; Claude Flater, Spencer; Mrs. Eva Harm, Zionsville; Arthur Clark, Bloomington; Mr. and Mrs. P. Vonderschmitt, Bloomington; Charles Hood, Elwood; Mr. and Mrs. William Handley, Franklin; T. P. Grady, Columbus; Mr. and Mrs. T. J. Cleary, Wabash; Mr. and Mrs. John A. Cook, Crawfordsville; Mr. and Mrs. Wayne Garman, North Manchester; Ray Brenner, New Castle; H. H. Johnson, Madison; H. C. McLachlan, Muncie; Paul Meloy, Shelbyville, and P. E. Ryan, Indianapolis.

From Danville, Ill., came E. J. Schulenburg and from Hartford, Ky., was Andrew Anderson. Also in attendance were Mr. and Mrs. Schneider, Hartford City, Ind.; C. E. Happleberger, Naperville, Ill.; Mr. and Mrs. G. Hargis, Rockport, Ind.; Larry Jacobs, Indianapolis; Harold E. Morin jr., Brookville, Ind.; Joe Schilling, Connersville; Mr. and Mrs. Ray Howard, Gary; Mrs. H. P. Long, Sheridan; E. L. Onrstein and his wife of Marengo; Ballard Long, Sheridan; Oral Ledbetter, Monon; Mr. and Mrs. F. M. Brauer, Paoli, and Mr. and Mrs. Frank Carroll of Orland, Ind.



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Galesburg, Ill., Owner Files Antitrust Suit

GALESBURG, ILL.—Weldon Allen, owner of the Grove Theatre here, has filed suit in U.S. district court asking $441,000 in triple damages for alleged antitrust violations by two theatre circuits and three major film companies. Balaban & Katz Corp., Publix Great States Theatres, Ind.; Warner Bros. Pictures; Paramount Pictures, Inc., and Universal Film Exchanges, Inc. were named as defendants.

Allen charged that the defendants had conspired to monopolize exhibition of motion pictures and to suppress competition. His suit claimed that five major distributors limited first run pictures to the West and Orpheum theatres here, making him wait 60 days after completion of the first run. He also sought an injunction to restrain the five from the alleged practices.

Drive-In Manager Pushes Wheelbarrow to Pay Bet

EAST ST. LOUIS—Stewart Gavette, manager of Publix Great States Drive-In here, though, like millions of others, that the so-called "scientific" polls and 50 high-powered Washington correspondents couldn't be wrong, so he bet Pat Marmion, union projectionist at the drive-in, that Governor Dewey would defeat President Truman on November 2.

Gavette paid his bet by pushing Marmion in a wheelbarrow to the French Village motel, a mile east of the drive-in, and paying for a steak dinner for his Democratic friend. The payoff attracted hundreds of spectators, many of them armed with railroad fuses to light the way for the election betters and to warn approaching motorists of the parade. The wheelbarrow pushing also made the local newspapers in a big way.

Ground Broken for Airer

LASALLE, ILL.—Ground has been broken on the old Tricity Speedway, three miles east of LaSalle, for the construction of a $150,000 drive-in to be built by Regla, Inc., of LaSalle and the Alliance Theatre Corp. of Chicago.

To Script 'Golden West'

The Monte Hale western, "Law of the Golden West" will be scripted by Al Demond for Republic.

'Road House' Grosses 140, Best in Chicago

CHICAGO—Ideal fall weather and hundreds of visitors here for conventions and other events gave strong new attractions and holdovers a big play. Night business was a standout at most houses. The top newcomer was "Road House," with a stage show headed by Peter Lorre and the Ink Spots at the Chicago. The Oriental with "My Dear Secretary," plus Bobby Breen on stage also had a nice week and the RKO Palace did well with "Race Street." "Johnny Belinda" was the top holdover and going strong at the State-Lake.

(Average Is 100)

Apollo—**Hangmen Also Die** (UA); **Blockade** (UA), reissues, 2nd wk..... 95
Chicago — **Road House** (20th-Fox), plus stage show..... 140
Garrick—**The Untamed Breed** (Col); **Racing Luck** (Col), 2nd wk..... 95
Grand—**Last Days of Pompeii** (RKO); **She** (RKO), reissues, 2nd wk..... 115
Oriental—**My Dear Secretary** (UA), plus stage show..... 120
Palace—**Race Street** (RKO)..... 105
Rialto—**Cry of the City** (20th-Fox), 3rd d. t. wk..... 105
Roosevelt—**Gallant Blade** (Col)..... 110
State-Lake—**Johnny Belinda** (WB), 2nd wk..... 120
Studio—**Hollywood Burlesque** (Cap); **Night at the Follies** (Cap), 3rd wk..... 110
United Artists—**Sealed Verdict** (Para)..... 100
Woods—**A Song Is Born** (RKO), 3rd wk..... 110
World Playhouse—**Beauty and the Beast** (Lopert), 4th wk..... 110

Business Trend Improves In Milwaukee First Runs

MILWAUKEE—Several conventions and a heavy influx of advance Christmas shoppers helped the first run attendance. The weather was rainy with some snow. "Johnny Belinda" in an Alhambra moveover had a banner fourth week. "The Loves of Carmen" opened well and followed through to a merry Palace week after heavy preselling. "A Song Is Born" plus "Smuggler's Cove" clicked a solid week.

Alhambra—**Johnny Belinda** (WB); **Out of the Storm** (Rep), 4th d. t. wk..... 120
Palace—**The Loves of Carmen** (Col); **Leather Gloves** (Col)..... 125
Riverside—**A Song Is Born** (RKO); **Smuggler's Cove** (Mono)..... 125
Strand—**Cry of the City** (20th-Fox); **Night Has a Thousand Eyes** (Para), 2nd d. t. wk..... 98
Towne—**On Our Merry Way** (UA)..... 100
Wisconsin—**Pitfall** (UA); **Trouble Preferred** (20th-Fox)..... 100
Warner—**June Bride** (WB); **The Strange Mrs. Crane** (EL)..... 125

'Belinda' and 'Red River' Top Indianapolis Trade

INDIANAPOLIS—Trade at the first run houses was spotty. "Johnny Belinda," paired with "Here Comes Trouble" at the Indiana, tied with "Red River," teamed with "I Surrender, Dear" at Loew's, for top position. Both rang up a healthy 130 per cent. Business at the subsequent run theatres also was spotty.

Circle—**Cry of the City** (20th-Fox); **Smuggler's Cove** (Mono)..... 75
Indiana—**Johnny Belinda** (WB); **Here Comes Trouble** (UA)..... 130
Keith's—**Good Sam** (RKO); **Behind Locked Doors** (EL), 2nd d. t. wk..... 105
Loew's—**Red River** (UA); **I Surrender, Dear** (Col)..... 130
Lyric—**That Lady in Ermine** (20th-Fox); **The Creeper** (20th-Fox)..... 100

Eli Zulas Named Manager Of 2 Forest Park Houses

FOREST PARK, ILL.—Eli Zulas has been named manager of the Forest and Lil theatres here, succeeding John Masavic, who has been transferred to the Ritz Theatre in Berwyn. Zulas has been in theatre business for 16 years, 15 of them with the Westmont Theatre in Westmont, Ill.

ST. LOUIS

Sol Hankins, Monogram salesman in this territory has been promoted to manager at Omaha, effective November 29. Hankins has been a film salesman, branch manager, operated his own exchange, managed individual theatres and served as district manager for large circuits . . . Bill Emas succeeds Johnny Morphet, resigned, as head booker for Monogram. Emas for the last three years has been on the booking staff at Columbia.

Horace Heidt and his Parade of Stars played to a capacity audience in the Kiel auditorium recently. The net result should be a tidy sum for the Heart Fund of the St. Louis Variety Club, which sponsored the engagement.

Adolph Rosecan, owner-manager of the Princess, reported to the police that a burglar broke into his residence recently and stole jewelry valued at $3,375 . . . Brenda Ann, daughter of Reuben Rosenblatt, Monogram manager, who broke her leg the first day of school at St. Anne's Village, recently discarded the cast.

R. D. Von Engeln, St. Louis Manley representative, flew to Kansas City for a business conference . . . Hall Walsh, Warner district manager, accompanied Roy Haines, western sales manager, to Des Moines and Kansas City for sales meetings.

Exhibitors seen along Filmrow included Johnny Giachetto and Rani Padrucci, Frisina circuit, Springfield, Ill.; Robert Johnson, manager of the Uptown in Farifield; Loren Cluster, Salem, who has recovered from a throat ailment; Herman Tanner, Pana; Izzy Weinsheink, Publix Great States district manager, Alton; Tommy Bloomer, Belleville; Bill Collins, DeSoto, Mo.; Bill Waring, Cobden, Ill.; Dean Davis, West Plains, Mo., and Elvin H. Wiecks, Staunton, Ill., just back from a vacation trip to California.

Mike J. Comer is the new Missouri salesman for Eagle Lion. He was branch manager in Oklahoma City for Monogram and Allied Artists . . . Joe Sugar, EL contract playdates manager, arrived from the home office to confer with Manager F. J. Lee . . . Col. William McCraw, executive director of Variety Clubs International, was guest speaker at a luncheon meeting of St. Louis Tent 4 recently. The annual meeting of Tent 4 will be held December 14.

Film Council Organized To Aid 16mm Film Users

ST. LOUIS—Organization of the Film Council of Metropolitan St. Louis to assist individuals, organizations and institutions in obtaining and using 16mm educational motion pictures and other visual materials has been announced by Willis R. Reals, dean at Washington University. Reals was named president of the council.

Other officers are: Vice-president, Louis M. Nourse, assistant librarian, St. Louis public library; secretary, LeRoy Congdon, general program director, Downtwon YMCA; treasurer, Virgil Borders, executive secretary, National Conference of Christian and Jews; program chairman, Nell Lee Jenkinson, assistant director of audio-visual education in the St. Louis public schools, and membership chairman, Mrs. L. F. Pinkus, St. Louis League of Women Voters.

It was announced that the council will preview educational films, provide instructions in their use, aid in planning film programs and engage in research on sources of visual materials.

Ransack Kentland Theatre

KENTLAND, IND.—Thieves recently entered the Kentland Theatre through a coal bin window and ransacked the ticket office, but succeeded in getting only a few dollars, according to owner C. E. Cannon.

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MILWAUKEE

John Falco, Beloit city manager for Standard Theatres, garnered some swell publicity on a Fairbanks-Morse tieup on "The Secret Land." The Beloit firm manufactured much of the equipment used by the navy on the expedition to the polar regions filmed in "Secret Land" . . . Sally Rollman, secretary to John G. Kemptgen, MGM manager, was seriously ill . . . Larry Schubuell, Enterprise booker, Detroit, was in for hellos with Bill Schwartz, Metro office manager.

Joe Reynolds, Oriental and Tower manager, sparked a meeting of 60 PTA representatives at the Oriental clubroom in which PTA chairman Mrs. N. Dennison directed the activities on special children's shows . . . Redecorating and painting at the Oriental is completed. There's new carpeting throughout also . . . Joe Woodward, manager of the Delft Theatres Milwaukee office, is searching for an abode . . . Ditto Dick Powers, new UA salesman.

Winnie DeLorenzo of Independent Film exchange has a stock of clean comic books, just the thing for Thanksgiving and Christmas giveaways for kiddies . . . Louis Orlove, MGM exploiteer, breezed in on "Three Musketeers," then shoved off for Minneapolis for more of the same . . . Al Perretz has rejoined Film Classics . . . Eddie Krofta shifted from Monogram to Eagle Lion as salesman . . . Charley Trampe, Monogram manager, was on the west coast for conferences.

Mary Mucci, 20th-Fox cashier, returned from a vacation at St. Louis and Belleville, Ill. . . . Bill Aschmann, well known here in earlier days as Pathe manager, who now is in Chicago with DeVry Corp., attended the Wisconsin State Teachers convention . . . The Gallagher Films booth on visual aid at the convention was handled by Jim Gallagher and Jean Brunette, Green Bay; John Weber, Mauston, and O. M. Melcher, Ray Bonner and Victor Persel, Milwaukee.

John Adler, Marshfield, president of ITO of Wisconsin, presided at the board meeting here November 16 . . . "Doc" Stewart G.

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NOV. 29 - 30 - DEC. 1

CORRECTION

In an advertisement in this edition of BOXOFFICE last week the judges in U-I's Unity Drive Contest were incorrectly shown for this area. The judges for this area are the following U-I executives:

C. J. Feldman, Western Sales Manager,

M. M. Gottlieb, District Sales Manager,

Foster Blake, District Sales Mancager,

Barney Rose, District Sales Manager,

Chester Friedman, Editor, Showmandiser Section, BOXOFFICE.

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CHICAGO

Honeck, Screen Guild salesman, returned from a swing through the territory and reported lots of snow . . . Casper J. Chouinard, UA manager, reports that "Henry V" racked up excellent business at the Varsity and other situations.

Erv Clumb, Towne advertising director, returned from a Georgia vacation . . . Isabelle Matecki, Film Classics cashier, will be married at Peshtigo November 27 . . . John Roach, Strand manager, was ill with pneumonia but is on the recovery side . . . Pearl Reinke, Metro hello girl, is back at the board following a tussle with the mumps . . . Mrs. Dewey DeLorenzo, Film Classics inspector, will celebrate a birthday November 28.

Otto Trampe, IATSE business agent, Glen Kalkhoff and Walter Behr represented Local 164 at the 38th anniversary observance of the Bloomington, Ill., projectionists union . . . Valerie Carter, secretary to the IATSE business agent, is recovering after an operation at Columbia hospital . . . The wedding reception of Sarah Orlando of National Screen at the Auditorium was attended by just about everybody on Filmrow . . . Irv Cinatl, Paramount booker, has become quite a female impersonator and has received several offers for amateur show appearances.

Robert Holzman joined Film Classics as shipper . . . Burt Lancaster, Hollywood actor who started in the show business as an acrobat, is booked for a week starting December 9 at the Riverside. Lancaster and vaudeville associate Nick Cravath will show the same wares used in the olden days . . . Weather permitting, workmen are busy on that new Film Classics building on the Row. Present plans call for completion early next year.

Charley Fox, Empress operator, has been active in local show business for over 40 years, with management of the Empress his major chore since 1921 . . . The "new look" in hats has managers frequently requesting women patrons to remove the vision-obstructors . . . Al Frank is back with Fox Wisconsin as manager of the Orpheum, Kenosha . . . Bertha Gold joined Film Classics as secretary.

Rudy Koutnik, Palace manager, distributed Carmen roses to the initial 500 women attending "Loves of Carmen" on opening and second day . . . Booking on the Row: Ken Peterson, Gerold, Weyauwega; M. L. Reiboldt, Princeton and Montello; G. Compston, Crandon and Wabeno; Joe Reynolds, Oriental and Towner, Milwaukee; Joe Malits, Eighth Street; Barney Sherman, Douglas, Racine; Walter Baier, Fort, Fort Atkinson; Nick Berg, State, Sheboygan.

Santa Claus arrived in Chicago over the weekend to open officially the Christmas shopping season. He received a cheering, warm-hearted greeting from some 250,000 children and adults whose reviewing stand was all State street between Congress and Lake. All the Loop was jam-packed from early morning until midnight.

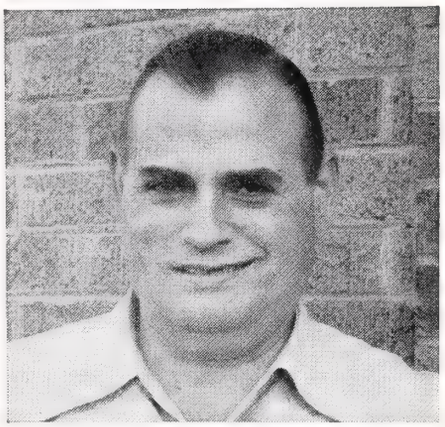
Foreign pictures are doing terrific in the outlying districts. An Italian opus opened big at the Annex. "Scampolo" (The Little Imp) with English titles, and "Shoe-Shine" is still going strong at several neighborhood houses. The Astor in the Loop is now showing two French films, "The Baker's Wife" and "The Well-Digger's Daughter." Giuseppe Verdi's "La Traviata" opened big at the World Playhouse.

Frank Smith, RKO Theatres division manager, returned from a two-week visit at the New York office . . . A new vertical sign, five stories high, has been erected on the RKO Palace by the Whiteway Sign Co. Several Loop theatres discontinued their vertical signs during the war days and this is the first one to be restored . . . Jim Booth of Lubliner & Booth circuit was vacationing in Hot Springs.

Newsreel camera crews were very busy at South Bend last weekend making shots of the Notre Dame-Northwestern game. Prints were ready in time to be shown at early Monday a. m. shows in Loop houses . . . Jerry Weiss, Eagle Lion salesman, has been transferred from Indianapolis to the local office . . . Screenwriter and former Chicagoan Charles Haas paused in town long enough to chat with Bill Saltiel on the final draft of "Runyon of Broadway" script. He was en route to Manhattan where he will seek friends of the late columnist to appear in the film. Morton Stark, formerly with Schoenstadt circuit, is now a booker for Warner Bros. Ben Goldblatt, former biller with Warners, is now manager of Charlie Cooper's Gold Theatre.

Alan Ladd and his wife, Sue Carol, Virginia Mayo and Billy DeWolfe, escorted by Paramount's Norm Siegal, were in town over the weekend en route to London for the annual royal command film performance . . . Clarence Philips, recent manager at Eagle Lion, is now with Metro Premium Co. . . . Fred Muir, E. G. Essington and Gordon Speers have organized the Odel Theatre Building Co. They operate the new Theatre in Odel, Ill.

Fred Kingsbury has been made western district manager for Radiant Mfg. Corp. He was connected with Paramount overseas department . . . A motion picture short, "How Not to Build a House," is being produced in Hollywood for the National Ass'n of Home Builders, which predicts an audience of 36,000,000 for the film after its release early in 1949. The film emphasizes the pitfalls facing the amateur who tries to build his home without professional help, and aims to show that methods used by organized, reputable home builders are streamlined, up to date, and keyed for economical production.



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Trade Disputes Conciliation System Approved by St. Louis MPTO Board

ST. LOUIS—Initial steps toward the formation of a trade dispute conciliation system for the St. Louis film trade territory were taken recently at a meeting of the board of directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

Tom Edwards of Farmington, Mo., president of the group, brought up the matter for discussion. He said it had been suggested that the proposed conciliation board for the area be composed not only of men from the MPTO but also from the Mid-central Allied Theatre Owners, the United Theatre Owners of Illinois and an owner who belongs to none of the three organizations.

In the ensuing discussion men proposed for the board were: Edwards, to represent the MPTO; James H. Arthur, Fanchon & Marco-St. Louis Amusement Co. circuit, to be the non-affiliated member; Henry Halloway, president of Mid-central Allied; George Kerasotes, Springfield, Ill., for the United Theatre Owners of Illinois, and Phillip Nanos, Laclede Theatre, St. Louis, MPTO.

Suggested as alternates were: L. A. Mercier, Fredericktown, Mo., for Edwards; Edward B. Arthur for James H. Arthur; Hugh Graham, Webster Theatre, St. Louis, and secretary of Mid-central Allied, for Halloway; Herman Tanner, Pana, Ill., for Kerasotes, and Mrs. Bess Schulter, Columbia Theatre, St. Louis, for Nanos.

It was decided that the proposed conciliation committee would not attempt to determine or fix the rentals to be paid by the exhibitors but would furnish its services for the amicable and equiptable adjustment of all other trade disputes and problems. The board was to be patterned after the board of conciliation as proposed by the Theatre Owners of America.

In other business matters the following permanent committees were established:

Legislation—Fred Wehrenberg, St. Louis, chairman; Dean Davis, West Plains; Bob Marchbanks, district manager for Commonwealth circuit, Columbia, Mo.; Tommy James, St. Louis; Charley Weeks, Dexter, Mo.; George Kerasotes, Springfield, Ill.; Isadore Weinschienk, district manager for Publix in Alton, Ill.; Edward Fellis, Hillsboro, Ill.; Bill Griffin, Cairo, Ill., and Tom Bloomer, Belleville, Ill.

Executive and membership (outstate)—L. J. Williams, Union, Mo., chairman; John Minardi, district manager for Fox Midwest, St. Louis; Harry E. Miller, Festus, Mo.; Russell Armentrout, Louisiana, Mo.; Sam Pirtle, Johnny Giachetto, Springfield, Ill.; Carson Rodgers, Cairo, Ill., Caeser, Jerseyville, Ill.; Berutt, Rolla, Mo., and G. Carey, Poplar Bluff, Mo.

Executive and membership (St. Louis area)—Louis Ansell, chairman; Clarence Kaimann, Fred Wehrenberg, Tommy James, Frank Speros, Ben Lueken, Russell Bovim, Sam Levin and Mrs. Bess Schulter, all of St. Louis.

Bullletin—Maury Davis, chairman; Dean Davis, West Plains; Tom Edwards, Farmington; L. J. Williams, Union; Fred Wehrenberg, St. Louis, and Tom Bloomer, Belleville, Ill.

Two others matters brought before the meeting were the use of the Missouri National Guard armory at Hannibal, Mo., by St. Louis promoters of wrestling shows, boxing matches and other entertainments "under the sponsorship" of the Hannibal American Legion post, and the competition resulting from the showing of 16mm films in private homes in St. Louis.

In the Hannibal situation, the local exhibitors will be advised by Edwards to contact the necessary public officials to see that an adequate rental is paid for the armory and a greater percentage of the receipts goes to the Legion post. In the St. Louis case Secretary Louis Ansell was instructed to contact the building commissioner's office to ascertain the observance of safety regulations where the 16mm films are shown.

Solution to School Jam Seen in Television Use

MILWAUKEE—Television as a solution to the nation's overcrowded schools was discussed here recently by C. A. Bejma, district representative for General Electric radio and television receivers, and Stephen W. Pozgay, district representative for the transmitter division.

Speaking before a meeting of industrial arts teachers, held in connection with the Wisconsin Teachers convention, Bejma described television as the most challenging of the new tools we have to work with in solving the problem of overcrowded colleges and universities. He declared that video sets, carrying current events and academic courses, may soon be as traditional in classrooms as books and blackboards, which would aid instructors in such courses as civics, art, mathematics, drafting and speech.

Bejma declared television combines the force of motion pictures with the immediacy and flexibility of the lecture hall.

Pozgay pointed out that since video network shows use only late afternoon and evening hours, programs could be set up for use in schools. He said television could be used for an interchange of ideas between schools in various parts of the country.

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Earl W. Bell Theatre Opens in Indianapolis

INDIANAPOLIS—The west side's new theatre, the Bell, opened recently with a continuous matinee performance. The house is located on the site of the old Arcade Theatre, which has been dark for the last 15 years.

Earl W. Bell, who has been active in local theatre circles for more than 16 years as former operator of the Avalon and Howard theatres, is the owner and operator of the new house. The opening attraction was "Mr. Blandings Builds His Dream House," and the policy is regular night performances with both children's and regular matinees on Saturday.

The new theatre has a cry room, new seats and fixtures, new lighting system, entire new front and boxoffice and modern rest rooms. Simplex 4-Star sound and projection equipment has been installed in the projection booth.

Bill Maciejewski Leads Scoring at Milwaukee

MILWAUKEE—Bill Maciejewski, Dick Allen and Harvey Black held their blistering pace in the Warner Theatres Bowling league, rolling 577, 567 and 561 three-game highs.

Single game highs: Richard Fahey 221, Maciejewski 220 and Sam Hoenig 214.

The National Theatre team rolled a 1,904 high three-game high, Alhambra piled up 1,889 and the Jalonies 1,863. The Granada Theatre Seniors blasted 724 for high single game, Alhambra Seniors rocked 696 and Jalonies 693.

In the girls league Lucille Haggith clicked 453 for high three games. Ruth Krause rolled 452 and Evelyn Nimmer 439. Ruth Krause bowled high single of 215, Teddy Jones 173, Lucille Haggith 167 and Evelyn Nimmer 167. National Theatre held the lead with an average of 583-16 for 19 won and 5 lost, Jalonies second with 587-20 for 16 won and 8 lost, Warner Theatre Seniors 590-21, Granada Seniors 549-19, and Juneau 570-4.

Harvey Black still led individual scoring with an average of 174-3 for 24 games. Others pushing the leaders are O. Petersen, Ted Gayes, Al Meskis, Dick Fahey, Al Neuendorf, Roland Krause and John Kraczek.

Harvey Black rolled high single game of 235 to hold top spot in the IATSE Local 164 league. G. Mace bowled 233 and J. Kraczek, 232. Mace clicked 615 for high three-game score.

In team play, H. Eifert's No. 7 rolled 2,546 for high three-game, Eifert's No. 2 scored 2,511 and E. Bigelow's No. 1, 2,454.

No. 5, captained by C. Mills, was leading with an average of 772-2 for 15 won and 9 lost.

High scorers are H. Black, E. Klase, S. Hoenig, R. Wittmann, R. Smith, C. Millis, G. Mace, J. Trimborn, R. Schneider, A. Neuendorf, R. Lenz, H. Eifert and R. Polcyn.

Wehrenberg Rewards Scouts

ST. LOUIS—Fred Wehrenberg presented a check for $100 to Boy Scout Troop 291, sponsored by the Salvation Army, members of which helped capture two safecrackers and recovered a safe containing $860 that had been taken from Wehrenberg's Ronnies Drive-In.

INDIANAPOLIS

Jack Anderson has joined Eagle Lion as head booker-office manager . . . Sal Iozzo of the EL booking department has been promoted to student salesman, replacing Jerry Weiss, who was transferred to the Chicago office . . . Meta Abramson, head inspector for 20th-Fox, was given two months leave of absence for a major operation. Mildred Klaiber will assume her duties.

Walter L. Titus, division sales manager for Republic, was here to confer with Edwin Brauer, branch manager. He also visited exhibitors in the Louisville area, accompanied by Brauer. Titus, who heads the "Titus Tigers" in the J. R. "Jimmy" Grainger tenth anniversary drive, commended the Indianapolis salesmen and bookers on their third place in the drive . . . John Allison, operator of the Vivian, Carlisle, Ind., was a business visitor.

William Hess, representative for Manley in Indiana, was saddened by the death of his father . . . Because of inclement weather conditions the Republic wiener roast was held in the social room at the home of Edwin Brauer, exchange manager. Plans to celebrate the event at the home of Jane Lyons, McCordsville, Ind., had to be abandoned owing to a heavy rain.

Roger Scherer, buyer and booker for the Mallers circuit, Fort Wayne, has returned to his post after an extended vacation . . . George Mallers, of the Mallers circuit, Fort Wayne, attended home coming, at the Culver Military Institute, Culver.

Alex Kalafat, head of the Kalafat circuit, Garrett, visited Chicago on business . . . Phyllis Brydon, former cashiers clerk at 20th-Fox, has been transferred to the contract department as assistant contract clerk replacing Hazel Patrick, resigned . . . Freida May Eubanks replaced Mary E. Barry as receptionist at Warner Bros.

Claude McKean of Warner Bros. was in Cincinnati with Jules Lapedus, eastern division manager, and Charles Rich, district manager . . . "Johnny Belinda" grossed more in its second week than its first week at the Mary Anderson in Louisville . . . Pauline Nesse, secretary, Selznick Releasing Organization, has returned from the west coast where she visited her son, who is in the submarine service of the navy.

Jack Dowd, manager for SRO, returned from a trip in the southern territory visiting exhibitors and calling on the Louisville showmen . . . Jerry Turner, national director of exploitation for RKO, and Hugh McKinzy, exploiteer in the Indianapolis area, went to Purdue to do a special screening of "So Dear to My Heart." RKO also had a special screening for civic leaders an heas of women's clubs at the U-I screening room of "Every Girl Should Be Married" . . . Walter Easley, operator of the K of P Theatre in Greensburg, Ind., is having a checkup at St. Vincent's hospital here.

Rockford Drive-In Closes

ROCKFORD, ILL.—The River Lane Outdoor Theatre has closed for the season, but the management said it would reopen the drive-in as early as possible next spring, possibly in late March or early April.



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Cost Placed at $500,000 on Theatre To Be Built by B&K at Marion, Ind.

MARION, IND.—Preliminary estimates on construction costs of the new 1,200-seat theatre to be erected here by Balaban & Katz were placed at $500,000. Ray B. Blass, Chicago architect, said the project would be ready for submission to contractors in from four to six weeks.

Plans call for a 132-foot square building and inclusion of five store rooms. All of the seats will be on the main floor but a second floor will be installed to provide for the projection booth and mechanical units such as the air conditioner.

Fawn colored brick will be used on the exterior except on the Fourth street front where red granite will be used for the theatre and store fronts. Construction is expected to be rushed on the house since the B&K lease on the Paramount here expires Oct. 31, 1949 and the management does not expect it to be renewed.

Alliance Theatre Corp. of Chicago, which holds leases on the Indiana and Lyric theatres as the result of litigation in the Wells circuit court and before the Indiana appellate court, also controls the Paramount through ownership of the ground lease. It is expected to assume management of the Paramount upon expiration of the present lease.

Robert Lowery for Lead

The lead in the Robert L. Lippert production, "Rolling Wheels," for Screen Guild release, has been assigned to Robert Lowery.



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RKO Asks to Be Exempted From Charge of Contempt

CHICAGO—An appeal by RKO to be exempted from contempt charges in the Jackson Park case was taken under advisement by Judges Fred Sparks, Sherman Minton and Luther Swygert, in circuit court of appeals here. Attorneys for RKO argued that the Palace and Grand theatres are separate entities from the distribution company, in which case the two houses should not be restricted to a two-week Loop run under the Jackson Park decree. Thomas McConnell, attorney for the Jackson Park Theatre, opposed the appeal.

Theatres Will Adopt Video, Expert Says

CHICAGO—Motion picture companies are evaluating and exploring the use of television in theatres and eventually will adopt this medium of communication, Ralph V. Little jr., member of the staff of engineering products department of Radio Corp. of America, said. Speaking at the national electronics conference in the Edgewater Beach hotel, Little said two motion picture companies, Warner Bros. and 20th Century-Fox, are working with RCA on theatre television because of the "phenomenal public interest in television."

Little's talk coincided with the first showing of theatre television in Chicago. The program, telecast by WGN-TV, was projected on a theatre-size screen by RCA's new experimental large screen projector.

RCA Gift to Appleton School

APPLETON, WIS.—Appleton high school, one of 55 in the nation selected as "pilot schools" to demonstrate developments in audio-visual education, has received a gift of nearly $800 worth of equipment from the Radio Corp. of America. Presentation was made by Dean Douglas, Chicago area education director for the corporation. The equipment includes a 16mm sound projector, a classroom phonograph, record libraries, slide and strip film projectors, film strip files, record albums and book and magazine subscriptions.

Theatre Near Completion

BYRON, ILL.—Construction Supervisor Donald Johnson said recently that construction work on the new motion picture theatre being erected here was near completion. The theatre will accommodate 423 persons and will provide space for a 50 per cent increase in capacity. A parking lot also will be provided near the theatre.

Test Run New Drive-In

INDIANAPOLIS — Irving Tamler, former owner of the Tuxedo Theatre on the east side, returned to Indianapolis recently and opened the Moon Lite Drive-In on highway 52 and state road 9. The theatre was opened for a four-week test run.

Purdue Picture Ready With Full Pressbook

CHICAGO—Production has been completed by the Film Studios of Chicago on a full-length motion picture, "One Brick Higher," made at Purdue university and featuring the Purdue Glee club and other musical organizations.

The film is the first of several to be financed by a Purdue alumnus, G. L. Reasor of Dallas and Chicago. In addition to the Purdue Glee club and other musical organizations, the cast includes Albert P. Stewart, club director; Jeanne Wilson, Purdue swim star and 1948 Olympic participant; Doree Martin, Purdue songstress, and many others.

Members of the Purdue faculty, its administrative staff and student body of 15,000 also participated in the making of the film, which was produced by Allyn Butterfield and directed by G. A. Durlam.

The film gets its unusual title from Dr. James H. Smart, who was president of Purdue in 1894. When fire that year destroyed Heavilon Hall, engineering building, only four days after its dedication, Dr. Smart declared that it would be rebuilt on the same spot, only one brick higher.

A pressbook prepared by Schooff Enterprises of Chicago is said to be the first publication of its kind ever produced here, and the first produced for a university film.

J. E. DeSilva Transferred To West Frankfort, Ill.

MARION, ILL.—J. E. DeSilva, who the last 18 months has been manager of the Fox Midwest Orpheum and Plaza here, has been transferred to West Frankfort, where he succeeds H. M. "Gilley" Burnett, who was shifted to Mount Vernon to replace Homer Marvel as city manager there.

DeSilva has been with Fox Midwest 15 years. He came to Marion from Benton and was formerly at Jacksonville, where he started his career as an usher. The new Fox Midwest manager in Marion is Al Sparguar of DuQuoin where he managed the Grand. Eugene Prowell continues as assistant at Marion. Ermin Alred, manager in Centralia, has succeeded Sparguar in DuQuoin.

CENTRALIA, ILL.—Darrell Praesnell, former assistant at the Lincoln in Springfield, Ill., has been promoted by the Fox Midwest circuit to manager of the 600-seat Grand here.

Grading Contract Given For Columbia, Mo., Airer

COLUMBIA, MO.—Commonwealth Theatres has awarded a contract to the Goodson Construction Co. of Columbia for grading work on its contemplated 544-car drive-in on West Broadway near the city limits.

Ipava, Ill., Cuba Opens

IPAVA, ILL.—The new Cuba Theatre, built here by Russell McConkey and Raymond Murphy, opened recently on the east side of the Ipava square. The structure cost more than $65,000 and general contracting for the job was done by Neil Hummel of Bushnell.

Twin City Unions Back New Construction

MINNEAPOLIS—In its efforts to prevent new theatre construction here, North Central Allied now is being opposed by Minneapolis Central Labor Union officials, who allegedly are using their influence to get the city council to let down the bars.

Union officials, affiliated with the building trades, lined up with Mrs. Betty W. Secrest, who wishes to build a new neighborhood showcase but who has been unable so far to obtain the necessary license. Despite union intervention, however, the council license committee voted four to one against Mrs. Secrest.

A minority report landed the matter on the council floor and, after a brief discussion, the aldermen adopted a motion to send the application back to committee for further consideration.

WOULD GRANT LICENSE

Mrs. Secrest lost her lease on a neighborhood theatre in a different part of the city from that in which she now wants to build. I. J. Oakes, secretary of the Central Labor Union's building trades council, told the aldermen, "there is no reason why Mrs. Secrest should not be given a license."

In the last 12 years, the council has granted only one license for a new theatre and that only after a stiff fight. North Central Allied claims the city already is overseated and has requested the council not to issue more licenses.

ELECTION DECEMBER 6

Meanwhile, exhibitors eyed fearfully the proposed new city charter and said that its adoption might open the way to more theatre taxes and remove the lid from additional theatre construction. The charter will be voted upon at a special election December 6.

Under one provision of the charter, the city council would be virtually deprived of its power to act on new theatre license applications. If an applicant could meet the financial and building and other code requirements, the city clerk would be required to issue the license to him.

Another provision gives broader tax powers to a newly constituted council which would be about half the size of the present one, and theatremen feel that there would be a strong likelihood that theatres would be a main target for additional taxation.

Paul Webster to U-I

DES MOINES—Paul Webster, former Warner branch manager, has taken a position as salesman for U-I here, replacing Mort Eichenberg, recently resigned. Webster came to Des Moines a year ago from the Warner office in Salt Lake City. Eichenberg has joined the selling staff at King Enterprises. He recently moved here from Kansas City.

Harry Pace Builds Theatre

SUMNER, IOWA—An important part of a townwide building program in this community of 1,800 persons is the new Sunset Theatre built at a cost of $65,000 by Harry Pace. The house replaces the old Sumner and has room for 460 customers, 170 more than the old house.

Rites for E. E. Erickson, Veteran Film Salesman

KANSAS CITY—Funeral services were held here for Edward E. Erickson, 60, a film salesman, who died November 14 following a heart attack while he was walking along a street near his home.

Born in St. Paul, Erickson had been a resident here about 20 years. He had been a salesman for the Republic Pictures Co. in St. Louis in 1937 and 1938. Later he became associated with the PRC branch here and subsequently shifted to the Dickinson circuit. Still later he returned to St. Louis to work for the Monogram branch there. At the time of his death he was a salesman for the A. V. Cauger Service, Inc., Independence, Mo., an advertising film concern.

Survivors include his widow, Mrs. Emma Erickson, and two sisters.

Estate of Sam Epstein Estimated at $50,000

OMAHA—The will of Sam Epstein, Omaha theatre owner, was admitted to probate here by County Judge Robert R. Troyer. The estate of the 61-year-old partner in the Epstein Theatre Corp. is estimated at nearly $50,000.

His interest in the corporation which controls six Omaha theatres was left to his son Jack G. His wife Rose will receive the bulk of the estate.

Epstein left $2,000 to Beth Israel synagogue and another $1,000 will be given to any charity the executors of his estate choose.

Big Popcorn Harvest

FALLS CITY, NEB.—The popcorn harvest is going to be terrific this year if the yield on the John Hartman farm is any indication. The average for a 7½-acre tract was 75 bushels an acre. A good popcorn crop ordinarily ranges between 20 and 30 bushels.

Burke Owner's Wife Dies

BURKE, S. D.—Mrs. C. Gehlsen, wife of the owner of the Burke Theatre, is dead. She had been ill for some time, following a stroke.

Ainsworth to Allied Parley December 7

KANSAS CITY—A meeting open only to independent exhibitors will be sponsored by the Kansas-Missouri Allied unit December 7 at the Continental hotel here. Plans for the session were completed at a committee meeting at the Allied offices here last Tuesday (16), when O. F. Sullivan, president, issued an invitation to attend the meeting to all independent exhibitors, regardless of affiliation with the organization.

The principal speaker at the meeting will be William L. Ainsworth, national Allied president, who will make a complete report to exhibitors on proceedings at the annual convention of the organization in New Orleans November 29-December 1.

Abram F. Myers, Allied general counsel, and other national officers of the organization, also may be among speakers to be heard at the December 7 gathering here, Sullivan said.

Kansas-Missouri Allied officers and directors will meet December 7 at 11 a. m. to prepare for the closed meeting, which will begin at 1 p. m.

Headed by Sullivan, a delegation of approximately 15 Allied members from Kansas and Missouri is expected to attend the national convention at New Orleans, and their comments on the conclave are expected to be heard at the meeting here.

Northwest Variety Club To Elect New Directors

MINNEAPOLIS—Northwest Variety Club will hold its annual election of officers Monday (22) following a dinner in the clubrooms. Chief Barker Bill Elson has asked for a full attendance of members. The members elect a board of directors which, in turn, chooses the chief barker. Elson has held the office for three non-consecutive terms.

The club recently held an auction of merchandise made by displaced persons in Europe and shipped here from their camps. The proceeds will be used to buy food and clothing for the displaced persons.



AT PARAMOUNT PRESS RECEPTION—An informal group at the fete honoring film stars attending the recent premiere of "Miss Tatlock's Millions" at the Paramount Theatre in Kansas City is shown in the accompanying photograph. Seated at the table, left to right, are: Mrs. M. D. Cohn, wife of the Paramount Theatre manager; Mary Hatcher, Paramount player; Dick Smith, radio station WHB; Howard Burkhardt, Midland Theatre manager, and Arthur Cole, film industry public relations director in Kansas City.

DES MOINES

E L. Walton, Republic representative, spent November 11 and 12 here . . . A. F. Cummings, Metro official, was in on the 15th . . . Lou Levy, U-I manager, was back at his desk after a week's vacation . . . A. H. Blank, Myron Blank, G. Ralph Branton and Leo McKeachneay, Tri-States executives, went to New York on business . . . Harry Warren, former Central States manager, has been visiting friends here.

Marie Slatkowske, office manager for King Enterprises, is on crutches following an accident which resulted in a sprained ankle . . . Bill Johnson, Monogram salesman, is also relying on crutches until the cast is removed from his foot. Johnson broke a bone while taking down storm windows several weeks ago.

Several Filmrowers have taken advantage of the fine fall weather and done some hunting. John Pilmaier, MGM booker, brought back his quota of pheasants. Jackie Barclay and Madelyn Sherman of Paramount were both on hunting trips, as were Chuck Elder of Paramount and Jack Gibon of EL . . . Ann Groves, secretary at Paramount for several years, and recently Tri-States manager's secretary, visited friends on the Row last week in company with her young son William Roger.

Visitors on the Row included Leo Wolcott, Eldora; G. H. Maxson, Jewell; Mrs. Dorothy Fritz, What Cheer; Verne Hageman, Waverley; Jack Beuma, Pocahontas; Leonard Caplan, Waterloo and Iowa City; Joe Smith, Laurens; Burdette Ross, Lamont; Don Gran, Sioux Rapids, and John Green, West Des Moines.

Ken Wagner jr., son of the owner of the theatre at Wilton Junction, has become a business man in his own right! Young Ken is raising Golden Hamsters to sell to laboratories throughout the state . . . The Uptown Theatre in Muscatine, owned by Ludy Bosten, boasts a new granite front . . . Richard and Audrey Fritz, children of the owners of the Tic Toc Theatre at What Cheer, have appropriately named their new black kittens Tic and Toc.

Butch DeFrenne, RKO salesman, has recently had as guests his son and daughter-in-law, Mr. and Mrs. Raymond DeFrenne of California . . . Thelma Washburn, RKO booker, has the minutes and hours counted until she leaves for Florida and a month's visit with her daughter . . . NSS is among the first of the exchanges to schedule its Christmas party. The affair will be held December 17 at the Pastime . . . Phyllis Evans, NSS, was married November 13 to Harry Brewer in a double-ring home ceremony.

Des Moines Theatre Supply Co., 1121-23 High St., Des Moines, is owned by R. G. Faulds and A. E. Thiele. Iowa United Theatres office, transferred recently to the former Republic exchange building, next door to Des Moines Supply, is owned by a partnership of three of which E. Garbett is one. The above corrects erroneous statements on the ownership of the two concerns in a recent BOXOFFICE item.

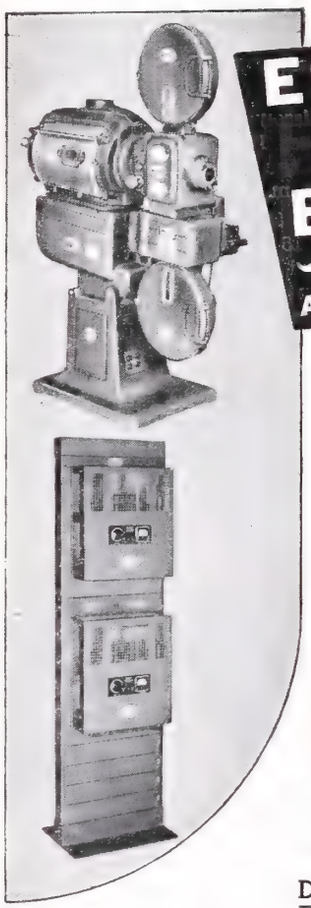
Atlantic, Iowa, Theatre Wins Pioneer Contest

ATLANTIC, IOWA—The Atlantic Theatre has won the annual attendance contest staged by the Pioneer Theatre Co. of Minneapolis. The local house, with a 65 per cent gain in attendance over a year ago, took first place among theatres in ten towns of the Pioneer circit in Iowa.

All employes of the Atlantic will receive a week's extra pay as the contest award.

Plan Mapleton Theatre

MAPLETON, IOWA—The State Theatre Co. of Holstein is planning to erect a theatre building here, it was revealed recently.



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'Julia' Grosses 140 To Lead Kansas City

KANSAS CITY—Business at the first run houses here continued in general at the same level as that reported for other recent weeks. The five-day convention of the Future Farmers of America helped to maintain trade at several situations. "Julia Misbehaves," showing with "The Search" at the Midland, proved to be the topper with 140 per cent. "Johnny Belinda," chalking up 130 per cent in a second round at the Paramount, earned a third stanza. "Road House," moved to the Esquire after a lively week at the Tower, Uptown and Fairway, continued to display pulling power.

(Average Is 100)

Esquire—**Road House** (20th-Fox), 2nd d. t. wk..... 95
Midland—**Julia Misbehaves** (MGM); **The Search** (MGM) 140
Orpheum—**A Song Is Born** (RKO); **The Prairie** (SG), 2nd wk..... 95
Paramount—**Johnny Belinda** (WB), 2nd wk.....130
Roxy—**The Dude Goes West** (Mono); **Smart Woman** (Mono) 85
Tower, Uptown, Fairway—**For the Love of Mary** (U-I), 5 days..... 55

'Belinda' Gets 120 Per Cent To Lead Minneapolis

MINNEAPOLIS—Three major newcomers, "June Bride," "Johnny Belinda" and "Cry of the City," helped swell the aggregate Loop take and each gave a good account of itself. Holdovers, all in their second week, were "A Song Is Born," "Apartment for Peggy" and "Coroner Creek."

Aster—**Mystery in Mexico** (RKO); **Close-Up** (EL).. 90
Century—**Apartment for Peggy** (20th-Fox), 2nd d. t. wk. 110
Gopher—**16 Fathoms Deep** (Mono); **Smuggler's Cove** (Mono) 90
Lyric—**Fighting SeaBees** (Mono); **Flying Tigers** (Mono), reissues 100
Pix—**Coroner Creek** (Col), 2nd d. t. wk.....100
Radio City—**Johnny Belinda** (WB) 120
RKO-Orpheum—**June Bride** (WB) 115
RKO-Pan—**A Song Is Born** (RKO), 2nd d. t. wk....110
State—**Cry of the City** (20th-Fox).....100
World—**Mickey** (EL) 90

Grosses Slip in Omaha; 'Peggy' Leads With 110

OMAHA — No first run did outstanding business in a week that generally was only average. "Apartment for Peggy" at the Paramount paced the city with 110. The first wintry blasts hit near the end of the week. Drive-ins closed down.

Omaha—**The Saxon Charm** (U-I); **Let's Live Again** (20th-Fox) 100
Orpheum—**Northwest Stampede** (EL); **Shed No Tears** (EL) 105
Paramount—**Apartment for Peggy** (20th-Fox).....110
RKO Brandeis—**Station West** (RKO); **Rusty Leads the Way** (Col).....100
State—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues 95
Town—**The Dead Don't Dream** (UA); **Wings Over Wyoming** (Rep), split with **Cowboy Cavalier** (Mono); **The Last of the Mohicans** (UA), reissue 95

Des Moines Grosses Slump; Two Films Hit Average

DES MOINES—Business was off at downtown houses here with only "Apartment for Peggy" at the Des Moines and "The Time of Your Life" at the Strand hitting normal.

Des Moines—**Apartment for Peggy** (20th-Fox).....100
Orpheum—**Son of Frankenstein** (FC); **Bride of Frankenstein** (FC), reissues 95
Paramount—**Isn't It Romantic?** (Para); **Woman in White** (WB) 90
Strand—**The Time of Your Life** (UA) 100

Buys Mystic, Iowa House

MYSTIC, IOWA—A. R. Van Dorn has purchased the Mystic Theatre from Mrs. A. Caldwell, and will assume the managership immediately.

MINNEAPOLIS

Charlie Jackson, Warner salesman, is owner of a new duplex here, in which he now resides . . . Abe Kaplan and Charlie Rubenstein, independent circuit owners, were among Filmrow folk who attended the Minnesota-Iowa football game at Iowa City. They also were at Madison for the Minnesota-Wisconsin contest. Kaplan, a former high school and professional gridder, is a great admirer of Coach Bernie Bierman and his single wing plays and never misses a game.

Bennie Berger, North Central Allied president, returned from New York to see his Lakers professional basketball team perform before a crowd of nearly 16,000 in Madison Square Garden and to try to prevail upon W. H. Rodgers, MGM sales head, to alter the new compulsory percentage policy to which North Central Allied objects.

Laurel Lano, owner of the Cozy, Long Prairie, Minn., is playing only one show nightly, Mondays to Fridays, to help relieve the power shortage in his town. The theatre's power will be cut by an estimated 30 per cent or more as a result of the voluntary reduction.

Ralph Cramblett, UA district manager, was a visitor . . . Ben Blotcky, Paramount manager, went to Chicago for a divisional sales meeting . . . Work started on two new drive-ins in the territory, one at Worthington, Minn., and the other at Mitchell, S. D. Guy Hower is building the Worthington and Henry Noltemier, Steve Moro and Bill Clark the other.

On the request of the plaintiffs for a venue change, the application of residents of Crystal, a Minneapolis suburb, for an injunction to restrain Clem Jaunich, Delano exhibitor, from building a drive-in will be tried in the courts here instead of in Wright county.

Walter Lower, Moose Lake, Minn., exhibitor, was a Filmrow visitor . . . Contracts were pouring into United Artists for "Red River." E. J. Stoller, United Artists manager, expects to have the picture set for its Twin Cities first runs soon . . . Ben Marcus, Columbia district manager, was a visitor . . . "Children of Paradise," French film, was an offering of the University of Minnesota Film society and landed a big writeup by Virginia Hoffstrom, St. Paul Dispatch critic.

Hearing of a defendant's motion to enjoin plaintiffs from examining their books in the suit brought by major distributors against the Volk brothers, independent circuit owners, charging false returns on percentage pictures, has been set back to December 13 on the plaintiffs' request . . . Norman Moray, Warner shorts and newsreel sales manager, postponed his Minneapolis visit when illness in his family necessitated his return to New York . . . "The Desert Song," musical comedy, which played a five-day engagement at the Lyceum, was the last definite booking the house had.

Louis Orlove, MGM exploiteer, was due back at the local exchange after a fortnight in Milwaukee . . . The next North Central Allied board of directors meeting is scheduled for early December after the national Allied convention in New Orleans.

Pilger Theatre to W. A. Hill

PILGER, NEB.—W. A. Hill of Omaha now has the theatre here. It had been operated previously as a community venture. He will install new seats and other equipment.

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KANSAS CITY

Senn Lawler, Fox Midwest director of public relations, left for a vacation in the south and the southwest . . . Harry Hamburg, Paramount branch manager, went to San Francisco for a meeting of exchange executives . . . Arthur De Stefano, National Theatre Supply branch manager, was recovering after an attack of influenza.

Larry Klein, U-I office manager, left for a vacation in the south . . . Ward Pennington, Paramount salesman here several years, has been transferred to San Francisco where he now is branch manager. Frank Westbrook, formerly at the Paramount branch in Denver, has been shifted to the local branch to replace Pennington in Wichita territory.

Elmer Bills, Salisbury, Mo., operator and KMTA president, was here for a meeting of its officers and directors . . . Ted Zohbel of the U-I home office auditing department was checking the local branch . . . O. F. Sullivan, Wichita operator and Kansas-Missouri Allied unit president, met with its board of directors at its offices here.

Ralph Morrow jr. is the latest addition to the U-I booking staff . . . Ned Busher, National Theatre Supply sales engineer, was in Kansas territory . . . R. R. "Tommy" Thompson, SRO branch manager, returned from a trip to central Kansas . . . Andy Anderson, Paramount branch manager, was a visitor briefly en route to a meeting in San Francisco.

Marti Boyer, secretary to Earl Jameson at Exhibitors Film Delivery, will be married November 29 at the Community Christian church to W. M. Poulson of Sheridan, Wyo. . . . Jane Cecil, RCA-Victor secretary, who is to be married November 24, was given a bridal shower at the home of Jane Van Duyne by friends and associates on Filmrow.

Harry F. Tatman is the new doorman at the Orpheum Theatre here . . . Bob West, assistant manager at the Roxy, was confined to his home with a badly sprained ankle. West recently was graduated from the Lear B. Reed Institute, having completed a course in criminal law . . . "Jenny Lamour" opened at the Kimo, south side foreign film house.

Kansas theatre operators seen on Filmrow included H. F. Higgins, Princess, St. Mary's; A. K. Smith, Southwest, Johnson, and Ray Handley, Royal, Tonganoxie . . . Among Missouri showmen who were at exchanges were C. J. Sherman, Uptown, St. Joseph; Bob Egender, Waverly, Waverly; Charles Thomas, Roxy, Sweet Springs, and J. O. Lloyd, Roxy, Everton.

Game Group Sees Film

MANHATTAN, KAS.—The Riley County Fish and Game Ass'n at its last meeting showed the 12-minute film, "Playground of the Nation," a 16mm color and sound film made available by the local chamber of commerce.

Remodel at Wayne, Neb.

WAYNE, NEB.—Phil March is remodeling the Coed and Gay theatres here. Both houses are remaining open during the work.

Film Stars Featured At Farm Convention

KANSAS CITY—Three film stars who have won huge followings of fans in western and hillbilly productions were among visitors and entertainers at the annual convention of the Future Farmers of America, a five-day conclave which attracted approximately 15,000 youths to session in the Municipal Auditorium here.

Judy Canova, screen and radio comedienne, was featured in a variety bill last Monday night (15) in the auditorium arena, with Ann Canova, a sister, playing her accompaniments.

Roy Rogers, leading western star, and Dale Evans, his wife, were featured in a jamboree, "Cowtown, U.S.A.," staged last Thursday night (18) jointly by the Chamber of Commerce and the Saddle and Sirloin club.

Scheduled appearances of the film stars during convention programs were affected only slightly by union trouble between the American Guild of Variety Artists and the American Federation of Musicians, both affiliated with the American Federation of Labor.



O. F. SULLIVAN—Owner and General Manager, Sullivan, Independent Theatres, Wichita, Kansas—says:

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Plan Special KMTA Legislative Group

KANSAS CITY—Establishment of a special legislative committee of the Kansas-Missouri Theatre Ass'n, and appointments to the group, are expected to be announced by Elmer Bills, president, at the next regular meeting of its officers and directors December 16 at the Phillips hotel here.

Creation of the new committee was one of the subjects discussed at the November session of KMTA officers and directors here last Thursday (18), when the need for such a group and the scope of its activities were stressed.

Another subject to which KMTA officials are giving attention is a proposal to replace the annual fall convention of the organization, held regularly since its establishment, with semiannual meetings of its membership. While no official action on the suggested change yet has been taken, consideration is being given to the question preliminary to future discussion.

The subject of exhibitor grievances is being given careful attention by Bills and other KMTA officials, since it is one of the most important items now on the TOA agenda. Appointments to a special grievance committee, composed of five independent exhibitors, are expected to be announced by Bills at an early date.

Hedrick, Iowa, State Sold

HEDRICK, IOWA—Robert Hunerberg, owner of the State Theatre here, has announced the sale of his house to E. G. Greene of Loup City, Neb. Greene will take over the management immediately.

Croft Theatre Redecorated

BANCROFT, IOWA—The Croft Theatre here has undergone a two-week program of painting and redecorating. Owners are Mr. and Mrs. C. E. Hendrickson.

CORRECTION

In an advertisement in this edition of BOXOFFICE last week the judges in U-I's Unity Drive Contest were incorrectly shown for this area. The judges for this area are the following U-I executives:

C. J. Feldman, Western Sales Manager,

M. M. Gottlieb, District Sales Manager,

Foster Blake, District Sales Mancager,

Barney Rose, District Sales Manager,

Chester Friedman, Editor, Showmandiser Section, BOXOFFICE.

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O M A H A

E G. Gannon, owner of the new 600-seat Sky Theatre at Schuyler, had an overflow opening crowd. Among those attending were Joe Scott and Mr. and Mrs. Hymie Novitsky of 20th-Fox; Bill Gadoni, Richard Wilson and Fred Fejfar of MGM; William Wink of Warners; Ed Cohen, Eagle Lion, and exhibitors Blanche Colbert of North Bend, Jeanette Schoeneman and Pat Plumber of Wahoo. The picture was "Northwest Stampede."

Elmer Tilton, Seward exhibitor, reports a fine hunting trip northwest of Mullen, Neb. . . . George Barton, booker for the Veterans Administration, headquartering in Minneapolis, was here . . . Harold Stover, Fremont, Neb., is trying to get a theatre in the Omaha territory.

Allan Cumings of New York City, in charge of MGM branch operations, was a visitor . . . The new company-salesman agreement is resulting in earlier leaving schedules for most Omaha salesmen . . . H. A. Raapke, head of Metropolitan Scenic Studio, has sold the Lorraine apartments for approximately $70,000.

Two exhibitors who have been ailing for some weeks were back on the Row. They were George Monroe of Kearney and Carl Johnson of Red Oak, Iowa . . . Sam Deutsche, U-I office manager, and Billy Laird, new salesman, were sporting new autos . . . Byron Hopkins, exhibitor at Bellevue and Sidney, Iowa, entered Mercy hospital . . . C. A. Craig, seller of the Plains Theatre at Plainview, Neb., is expected to undergo surgery soon . . . William Toney, head of maintenance for Tri-States Theatres at Des Moines, flew to town.

Jim Castle, Paramount exploiteer from Kansas City, arrived in Omaha . . . Robert Ballantyne arranged a tradescreening of "Carbon Arc Projection" at the 20th-Fox screening room. C. E. Hepberger, Chicago, and Walter Reed, local representative of the National Carbon Co., were on hand . . . Bright balmy weather helped bring a lot of visiting exhibitors to the Row, including Cliff Sherron, David City; Eddie Kugel, Holstein, Iowa; Oliver Schneider, Osceola; Frank J. Cook, David City; Arnold Johnson, Onawa, Iowa; Jim Burrus, Crete; H. O. Qualsett, Tekamah; Ray Brown, Harlan, Iowa; Earl Cowdin, Sidney, Iowa; Elmer Tiltonk, Seward; Wade Manchester, Dow City, Iowa; John McQuistan, Bloomfield; Harold Dunn, Valentine, and Herman Fields, Clarinda, Iowa.

Frank Van Husen, chief barker of the Omaha Variety Club and head of Western Theatre Supply Co., was taken to a local hospital . . . Fred Waring grossed $19,500 for two performances at the Orpheum Theatre, not far from the record . . . Joe Jacobs, Columbia manager, is recovering from a minor operation . . . Fred Aliano has returned to the Columbia staff after being away for a year and a half. He is an assistant booker . . . Ray Brown, Harlan, Iowa, exhibitor, thinks it swell his county recently was opened for pheasant hunting but laments that there are as many hunters as birds.

Henry Saggau, owner of the Ritz at Dennison and father of a Notre Dame student, attended the Irish-Northwestern football game . . . Fred Niblo, former silent screen day actor who died in New Orleans, was a York, Neb., native . . . A plastering delay put off the opening of C. N. Robinson's Home Theatre at Blair . . . Twenty members of the Dallas Variety Tent will fly here to see Boys Town and get some ideas for their Boys Ranch.

Kansas Wet Voting Hurts Border Theatres

OMAHA—Kansas going "wet" has put a damper on theatre business in some towns in Nebraska bordering on Kansas. The old habit of many Kansans making frequent trips across the border for liquor purchases used to mean that many stayed in Nebraska towns long enough to take in a show.

Owner on City Council

NEOLA, IOWA—Jerry Brown, owner of the Phoenix Theatre here, is a member of the Neola city council. Film salesmen recently have found him busy not at the theatre, but out overseeing a street repair program.

PURE VEGETABLE OIL POPCORN SEASONING

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Films Teach American Way of Life To Germans, Missouri Girl Finds

KANSAS CITY—The motion picture is proving to be one of the most effective aids in orienting the people of Germany and other countries in the principles of democracy, according to a former Kansas City girl, Miss Carol Denison, who recently returned to the U.S. from an assignment under the American military government.

Back from Germany, where she spent five months making a survey on government educational films being used there, Miss Denison has been visiting her parents, Mr. and Mrs. Leon Denison, who live here.

Progress of orientation of Germans in the American way of life is hampered by lack of capable personnel, inadequate supplies and poor transportation, according to Miss Denison. These obstacles gradually are being overcome, however, and the value of films in teaching is expected by her to become even more apparent.

"The job of remaking the thinking of a nation such as Germany is a tremendous one," Miss Denison said. "The best way to realize this fact is to consider the position in which America would have found itself if the war had ended differently."

Information centers known as "America House" have been established in many cities and towns in Germany, according to Miss Denison, and motion pictures are shown regularly to citizens, with the burgomaster or a school teacher assisting military governmental officials in directing the program.

"The German people generally are eager to see American films," Miss Denison remarked, "and the young men and women particularly are interested spectators. They are hopeful that the democratic teachings they receive will open new avenues of progress at a time when their nation is faced with the most crucial test in its history."

During World War II, Miss Denison was a civilian employe in the training films division of the navy. She formerly taught in several private schools in the east, and at one time she worked for a New York company which distributed educational films for classroom use.

New Sky Theatre to Open

SCHUYLER, NEB.—E. G. Gannon will open the new 600-seat Sky Theatre, November 11. The old Avalon will be closed.



Yes, you. An important picture. In fact, thousands of them!

Among many other uses, your Christmas Seal money buys X-ray units for chest "pictures" to detect tuberculosis so that it can be checked.

Since 1904, the whole program has helped cut the TB death rate by *eighty per cent.* Yet tuberculosis still kills more people between the ages of 15 and 44 than any other disease.

So please, send in your contribution today to your Tuberculosis Association.



Because of the importance of the above message, this space has been contributed by

Buy Christmas Seals

BOXOFFICE

Free Shows Two Days For Xmas Shoppers

OELWEIN, IOWA—Oelwein is making its Christmas plans early and the Grand Theatre here has an important part in the activities. As a contribution to the festivities, the theatre management is offering free shows December 16, 17 from noon to midnight. The picture showing these two days will be of the kind especially recommended for families and will enable shoppers to leave their children at the Grand while doing their Christmas buying.

In addition, it is urged that adults stop in to rest and enjoy themselves when they need relief from shopping worries.

Cable Work Brings Video Nearer to Kansas City

KANSAS CITY—Regular television programs for residents of the Kansas City area loom a step nearer as the result of a cable-laying project launched by the American Telephone & Telegraph Co. in territory between here and St. Joseph, Mo.

A coaxial cable being laid parallel with highway 71 between Kansas City and St. Joseph will add needed telephone facilities until the television network projected by the company is extended westward to include them.

The project, which is being directed by the long lines division of the company, is expected to cost approximately 5 million dollars for underground work, buildings and interior equipment.

Work was started last spring with the laying of 13 miles of conduit northward from Kansas City. An additional 12 miles of conduit will lead into St. Joseph. Between the two cities, the coaxial cable is being laid about 30 inches below the surface.

Hampton Theatre Is 31

HAMPTON, IOWA—The Windsor Theatre here is celebrating its 31st anniversary this month under the management of Charles Peterson and Walter C. Peterson.

Okay Navy Station Site

OTTUMWA, IOWA—Jake Cohen, general manager of the Ottumwa Theatre Co., said recently that government approval had been received for the construction of a drive-in at the former naval air station here and that construction work would begin as soon as the soybean crop was harvested from the land. Fifteen acres of the airport property will be used for the 500-car situation.

New Sunday Show Times

THOMPSON, IOWA—A new time schedule for Sunday evening has been announced by the management of the Thompson Theatre here. During the winter months the shows will begin each Sunday at 7 p. m. Boxoffice will be open at 6:45 p. m. During the week, shows will begin at 7:30 p. m.

Theatre for Fort Randall

OMAHA—The army engineers' Omaha district office is to take bids November 29 on a community recreation building at Pickstown, S. D., the Fort Randall construction town. A theatre also will be operated as a concession.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

JOHN L. FRANCONI has been appointed manager of the Kansas City branch of Tiffany-Stahl Productions. He succeeds Guy Bradford who has been transferred to St. Louis . . . Kansas theatres are faced with the possibilities of an amusement tax. R. R. Biechele, president of the MPTO of Kansas and Western Missouri, says: "Kansas exhibitors had better get busy. They are facing a drastic measure and unless they get in touch with their representatives and convince them that the proposal is unfair, an amusement tax is almost inevitable."

* * *

A contract has been awarded to P. W. Sparks of Oskaloosa, Iowa, for construction of a new theatre building to cost $20,000 in New Sharon, Iowa, for Elmo Hoffman, owner of the Star in that city . . . Ray Jones, formerly of the Worth Theatre, Fort Worth, Tex., is new manager of the Riviera Theatre, Omaha, succeeding Harry Watts.

* * *

A motion picture theatre is to be opened in Pittsburg, Kas., soon, according to Mrs. Nellie Jackson of Independence, Kas., who will manage the new theatre, to be located at 714 North Broadway . . . Bandits took approximately $3,000 from S. Bernard Joffee, manager at the Uptown Theatre, Kansas City, and bound Joffee with wire. He worked himself loose but found the robbers had torn the phone wires loose . . . A man put his hand through the cashier's window at the Pantages in Kansas City one night recently and took $90. He disappeared in the crowd.

* * *

Lou Ehlman, salesman for First National in Des Moines, has been in a hospital for treatment of a stomach ailment. J. J. Jacobson, salesman for Universal in Des Moines, likewise has been hospitalized for stomach trouble.

* * *

R. S. Ballantyne, manager of Pathe in Omaha, attended a Chicago convention . . . Frank Stallings of Gothenburg, Neb., has taken over the management of the theatre in Cambridge, Neb.

* * *

The Strand at Newton, Iowa, has been reopened by George Weigman of the Strand at Boone and Harry Frankle . . . Abe Frankle, owner of the Casino in Des Moines, underwent an operation.

* * *

C. A. "Red" Jones and J. F. Foland have organized the Southwest Orchestrola Co. to handle the Good-All Orchestrola in the Kansas City, Oklahoma City and Dallas territories.

$100.00 REWARD

READ YOUR NOVEMBER ISSUE OF "POINTERS TO POPPERS"

There's plenty of Good News, lowest prices of the year on BEE HIVE HYBRID. Lower prices on Seasoning . . . Special prices on popcorn cartons including imprinting your name and serial numbering . . . Read the jokes we stole . . . Sensational Expose of Popcorn Village Character by Eddie Ballantyne.

WATCH!!!

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Wareham in Manhattan Undergoing Renovation

MANHATTAN, KAS.—The Wareham Theatre, recently leased by Commonwealth Theatres, is being completely remodeled. The marquee sign has been repainted maroon and cream and a neon border and flashers have been added. The downstairs lounge has been repainted and all furniture has been reupholstered and new pieces added. The walls are decorated with plexi-glass murals. The men's restroom has been redone and the powder room boasts a new mirror.

One of the finest snackbars in this section has been installed in the foyer. Semicircular in shape it is done in padded leather and mirror glass trim. On the walls behind it are blownup murals of scenes from Kansas State College. The outer lobby has been repainted and new lighting added.

Later the house will be reseated, and the main floor will be relaid with concrete and new carpeting.

Jack Stephenson, formerly of Columbia, Mo., is manager.

Col. McCraw Will Speak At Des Moines Nov. 26

DES MOINES—Local Variety Tent 15 will hold two meetings on November 26, a luncheon and business meeting at noon at the Standard club and a dinner for members and their wives at the same place that evening. The speaker for both meetings will be Col. William McCraw, national executive director, Dallas. From here McCraw will go to Omaha, where he will speak at Boys Town.

William Laird on Road for U-I

OMAHA—William Laird started on the road this week as a salesman for U-I in the North Platte territory. He fills a position vacant since the resignation of Nate Galbreath due to illness. Laird began with Universal as a poster boy, then went into the navy and received more than his share of laurels. He came back to advance from shipper to assistant booker, the position he held before his new job.

Censorship Is Debated At Forum in Sioux City

SIOUX CITY, IOWA—A discussion of censorship at the fall forum of the First Unitarian church here last week showed a division of opinion on the wisdom of censoring motion pictures. Prominent Sioux City residents participating in the panel discussion, "How Much Censorship Can We Permit?" were divided on the action of Mayor Dan Conley's advisory review board in its recent deletion of a strangulation scene from the picture, "Rope."

Mrs. Berkeley Smith, president of the Sioux City chapter of the American Ass'n of University Women and member of the mayor's board, upheld the opinion that censorship is necessary for the protection of children. But Jesse E. Marshall, lawyer, argued that censorship curtails a "basic right" of the people and said: "Democracy is always subject to risks and dangers, but a program of vigilance and sound education can overcome the effects of movies that are brutal, obscene or lacking in good taste."

Edward E. Baron emphasized that censorship should be by "public opinion" and deplored censorship by "city ordinance." He expressed the belief that the "right of expression should be limited only when it infringes on the rights of others to express themselves."

Eddy Theatre Remodeled

EDDYVILLE, IOWA—The Eddy Theatre here, dark since 1947, has been remodeled and redecorated under the supervision of F. C. Reed, who recently purchased the house. A new canopy has been constructed over the entrance, and new seats have been installed.

Improvements at Diagonal

DIAGONAL, IOWA—Improvements have been made at the Diagonal Theatre here by Mr. and Mrs. C. W. McMurphy. The outside of the building has been painted and new linoleum laid in the lobby.



HOMER F. STROWIG—Owner and Manager, Plaza and Lyric Theatres, Abilene, Kansas—says:

"We attribute our excellent and unfailing sound quality to the efforts of RCA Service and top quality of RCA equipment."

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Adv.

Kansas City Suburban Theatre Ready in April

KANSAS CITY—Construction of the Englewood Theatre, 1,100-seat house being erected by Englewood Enterprises, Inc., at a site on Winner road, Independence, Mo., is expected to be completed about April 1, 1949, according to officials of the company.

Of modernistic design, the front of the new theatre will be of stucco. The boxoffice will be built of glass blocks, and a stainless steel marquee will be topped by converging neon signs.

Features of the theatre will include a cry room, modernistic lounges and a refreshment bar. Parking space for 200 cars will be provided for patrons on an adjoining lot.

Officers of the corporation building the theatre are Homer Vaughan, president; Dr. C. W. Aikins and L. J. Kirkham, vice-presidents; Lee E. Mathews, treasurer, and Virgil A. Julian, secretary and legal counsel.

MGM Films to 2 Theatres On 28-Day Clearances

MINNEAPOLIS — The Boulevard, Frank circuit neighborhood house, took a single MGM picture, "A Date With Judy," on 28-day clearance, instead of its customary 42 days. The Richfield, Mans-O'Reilly competitive house, which also has 42 days availability ordinarily, did likewise, with another MGM picture, "The Search." In each instance, there was "negotiation," but not competitive bidding for the earlier run. It's expected that these and other neighborhood houses here, aside from the regular 28-day availability situations, will continue to negotiate occasionally for earlier runs on individual pictures.

Reopen Thurman Portel

THURMAN, IOWA—The Portel Theatre, owned by Everett Surface, has been reopened following repairs required after a recent booth fire.

Attends Boat Club Meeting

MANHATTAN, KAS. — Harry Wareham, owner of the Wareham Theatre Bldg. and Commonwealth partner, was in Chicago recently attending the annual meeting of the Outboard Boating club of America and the Outboard Motor Mfg. Ass'n board of governors. Wareham is president of the board which heads the national organization.

Theatre Molester Is Fined

DES MOINES—Raymond E. Brown, 23, of Des Moines was fined $50 last week in municipal court for disturbing the peace at the Paramount Theatre. Brown, who pleaded guilty, was arrested after complaints had been made by women that they had been molested at the theatre, police said.

Films Admitted in Court

LINCOLN—For the first time motion pictures have been admitted as evidence in a criminal case in Nebraska. The films were used in Lancaster county court to try to prove a driver was drunk. Lincoln police have been taking pictures of drunk-driving suspects since early summer.

Ice Cream Makers Eye Theatre Trade

Des Moines—Motion picture fans will be buying ice cream in theatre lobbies, if the Ass'n of Ice Cream Manufacturers of Iowa heeds the advice of Hoard Grant, editor of Ice Cream Field. Grant addressed the ice cream men last week here at their convention. The New York editor, in urging the ice cream manufacturers to find new outlets for their products, told them that the theatres of America last year sold 500 million dollars worth of candy. He said there is no good reason why ice cream should not be sold at theatres, too.

Morning Kiddy Matinees Begun in Waterloo, Iowa

WATERLOO, IOWA—The Waterloo PTA council is sponsoring a series of children's morning shows, to be held once a month at local theatres with the cooperation of Waterloo theatremen. The initial program calls for four showings during the next four months. If it is successful, a more ambitious series may be attempted.

The program has been lauded in the Waterloo Courier, which commented recently:

"One difficulty in selecting movies for children is the double feature. Ofter the feature picture will be entirely desirable for the youngsters but the second will be of a different kind and undesirable. The Saturday morning showings primarily for children illustrate one way to overcome this difficulty.

"The success of this experiment will hingle largely on two things: attendance will have to be large enough to make the project financially feasible, and the children will have to conduct themselves in an orderly manner."

'Dan Patch' Is Scheduled For Release in Spring

MINNEAPOLIS—W. R. Frank, local theatre circuit owner and Hollywood producer, said before returning to Hollywood that his forthcoming "Dan Patch," film story concerning the career of the famous harness horse, is scheduled for completion before Christmas.

Picture will be distributed by United Artists and release is tentatively set for next March or April, with simultaneous premieres in Minneapolis, St. Paul and Indiana where Dan Patch did most of his racing.

Gail Russell and Dennis O'Keefe are starred and Charlotte Greenwood, Percy Kilbride and Bruce Warwick top the supporting cast.

Frank said no deal had been made yet for the theatre circuit which he, in association with others, owns. The asking price has been reported to be $3,000,000.

Bob Feller in Des Moines

DES MOINES—Bob Feller, Cleveland's pitching star, was a guest of the Tri-States Theatre Corp. at a safety show in the Paramount Theatre. The show, another step in the current Tri-States drive to improve traffic safety in Iowa, was attended by hundreds of youngsters admitted by "Hey Bob" buttons.

Dane Clark Hopes Warners Will Cancel His Contract

MINNEAPOLIS—Tired of turning down film roles he finds unsatisfactory and of being smacked with subsequent suspensions, Dane Clark, Warner star here to emcee a CARE rally, told a reporter he now hopes to get himself fired by his studio.

Clark, whose most recent contract rift with Warner Bros. occurred when he refused to make a film called "Amboy Dukes" on a loan-out deal, said that the on-again, off-again situation with the studio is "pretty rough" since he has been virtually deprived of income during six of the past nine months. He feels that if he can break off relations with Warners he'll be able to make a deal with another studio.

The "Amboy Dukes" fracas led to the third suspension of the year for Clark, who claims that the earlier disagreements were caused by similar trouble, distaste on his part for the film and role assigned.

Clark flew to Minneapolis from Hollywood at his own expense for the CARE rally for which he received no remuneration. It was his second recent benefit performance here. Last month he entertained at the local veterans hospital.

Children Draw Posters In Ames Civic Program

AMES, IOWA—Winners of a children's poster contest held in connection with the showing of "Alice in Wonderland," were presented prizes on the stage of the Capitol here last Saturday (13). Each of the posters, which were on display at a local store during the week, contained the child's impression of a character from "Alice."

The showing of "Alice," "Bambi" and a Gene Autry western, carefully selected for children, was held through the cooperation of Joe Gerbrach, manager-owner of the Ames Theatres. The poster contest was sponsored by the Ames Woman's club and the theatre program under the auspices of the Junior Town program. Regular admission prices prevailed at the three-feature show.

A group of children who attended the Capitol acted as a "press bureau" and wrote 25-word reports which were taken to the Ames public library for judging. Girl Scouts were in the theatre to act as monitors and to look after the little children.

Remodel St. Ansgar Roxy

ST. ANSGAR, IOWA—Remodeling of the Roxy Theatre here began with removal of the west wall of the lobby and installation of a new candy counter. The front doors and boxoffice will be refinished.

Host Football Squad

STATE CENTER, IOWA—Mr. and Mrs. John Shultz were hosts to the State Center High school football squad at a free show last Thursday evening. The free show is an annual event.

Buy New Screen and Rugs

NORA SPRINGS, IOWA—A new screen and new rugs have been purchased for the Fox Theatre here by the new owners, Mr. and Mrs. Earl Stanton. The theatre's interior also has been decorated.

34 Elected to Board Of Michigan Allied

DETROIT—Charles W. Snyder, executive secretary of Allied Theatres of Michigan, has announced the list of 34 members of the board elected in individual meetings held in each of the state's 17 congressional districts. Simultaneously it was revealed that the new board would hold its first meeting December 8 at the Variety Club rooms here.

In addition to the formal inauguration of the new and enlarged board, major item on the agenda for the meeting will be the election of officers for 1949 and discussions of legislative and other matters. The Allied Theatres of Michigan board was elected recently under a new organizational plan adopted at the group's convention two months ago.

Newly elected board members are:

First district—Al Ackerman, East Side, Detroit, and Irving Katcher, Willis, Detroit.

Second district—Rene Germani, Majestic, Monroe, and Dillon Wolverton, Sylvan, Chelsea.

FROM THIRD DISTRICT

Third district—Wayne Pulsipher, Palace, Bellevue; E. J. "Bob" Pennell, Coliseum, Bronson.

Fourth district—Ray Branch, Strand, Hastings; M. W. Dennis, Strand, Paw Paw.

Fifth district—Herb Boshoven, Franklin, Grand Rapids; John S. Oatley, Star, Rockford.

Sixth district—Herbert Fox, Fox, Mason; Owen Todd, Lincoln, Flint.

Seventh district—Robert Schuckert, Caro; Harry Hobolth, De Luxe, Imlay City.

Eighth district—C. R. "Bob" Beechler, Clinton, St. Johns; Earl Annett, Durand, Durand.

Ninth district—Glenn Wallace, Four Star, Scottville; Don Iverson, Don, Lake City.

Tenth district—Ed Johnson, Washington, Bay City; Lee Ward, Broadway, Mount Pleasant.

Eleventh district—Carl Johns, Ritz, Cheboygan; Harry Levinson, Hollywood, Petoskey.

FROM THE TWELFTH

Twelfth district—Lawrence Jacobs, Delft, Escanaba; Joseph DePaul, Soo, Sault Ste. Marie.

Thirteenth district—William Schulte, Detroit; E. E. Kirchner, Family, Detroit.

Fourteenth district—Arnold Wisper, Sheridan, Detroit; Del Ritter, Rivola, Detroit.

Fifteenth district—Jacob Stocker, Myrtle, Detroit; Ernie Kilbride, Beverly, Detroit.

Sixteenth district—Charles Shafer, State, Wayne; John Vlachos, Flatroc, Flat Rock.

Seventeenth district—Irving Belinsky, Clawson, Clawson; F. R. Forman, Oxford, Oxford.

Sidney Cooper Succeeds Bill Levy at Cleveland

CLEVELAND—William Levy is returning to the foreign field with which he has been affiliated for the past 18 years before coming to Cleveland two months ago as United Artists branch manager. He planed out here last Friday for New York where he receives his new assignment.

Sidney Cooper has been appointed local UA branch manager to succeed Levy. Cooper comes here from Detroit where he has been a member of the sales force.

Erie Greets New Strand, Warner 980-Seat House

ERIE, PA.—This city's first postwar theatre, Warners Strand, opened on Armistice day, 33 years less one day after the old Strand flashed its initial silent picture on the screen. The old Strand lease expired and the property was taken in an expansion of the G. C. Murphy Co. M. A. Silver, Warner circuit zone manager, executed plans with the Isaac W. Baldwin estate to build the modern York air conditioned new Strand.

The new theatre, seating 980, has a V-shaped Flexlume marquee with two lines of attraction letters and cutout name signs and neon trim. Front materials are brick, glass block and glass with steel frames. Ideal pushback chairs are installed in the main auditorium and the shelf balcony. Stairways are graduated for safety.

Seating sections have 13 chairs in the center row and on the sides there are six seats in each row. A candy stand was designed with storage room space. Walls are tapestry-covered.

Herman Maier, theatre construction engineer, was the activating head behind the planning and construction, and Victor A. Rigaumont was the architect. Felton Pinner, Warner construction engineer and maintenance director for the circuit, was in charge of the project. Phil J. DeIvernois, chief sound and projection engineer in the Pittsburgh zone, looked after projection and acoustics and supervised installations including RCA equipment.

Milford Parker, who started as an usher at the Strand 17 years ago, is manager. James M. Totman is northwestern Pennsylvania district manager for Warner Theatres. Strand policy is double features, subsequent run; prices are 29 cents matinees, 42 cents evenings, and 17 plus tax for children.

Veteran projectionists of IATSE Local 621, formerly employed at the old Strand, have been assigned to the booth. These operators are Joseph Williams, Charles Bierbauer, Phillip Stilwell and Dean Smith.

The former Strand here opened Nov. 2, 1915, and at that time was the largest two-floor theatre in Erie. W. J. Hays was managing director and John Gilson was house manager. Franz Kohler directed the orchestra and Otto Ebich was organist. In later years the old Strand presented the initial talking pictures in this city.

Allan Moritz Is Elected Cincinnati Tent Barker

CINCINNATI—Members of the local Variety Club have elected Allan Moritz chief barker for 1949. Other new officers of the tent include Arthur Manheimer, first assistant chief barker; Jack Frisch, second assistant chief barker; Manuel Trautenberg, dough guy; Saul Greenberg, property master, and James Abrose, Nat Kaplan, William Onie, Noah Schechter, Jules Sien and William Ramsey, crew men.

Maurice White, Ralph Kinsler, Levi Bugie and Irving Sochin, all past chief barkers, will serve with the board. A new position, sergeant at arms, has been created, and William Ramsey has been appointed to fill it. A date for the installation dinner has not yet been set.

New Amusement Tax

PITTSBURGH—Patton township school district will impose a 5 per cent amusement tax at a meeting November 26, along with resolutions imposing a trailer tax, income tax and coal removal tax. South Heights council passed nine new levies which will be effective Jan. 1, 1949.



Welcoming Mrs. America and her husband Raymond Strohmeir to Detroit during her flying tour on behalf of Universal-International's "You Gotta Stay Happy," are, left to right, B. J. Robins, U-I Detroit manager, newspaperman Andy Wilson, Dave Idzal of Fox Detroit and Al Weitschat, Detroit newspaperman.

Essick & Reif Start Construction Of $225,000 Berea, Ohio, Theatre

BEREA, OHIO—The new $225,000 de luxe theatre of the Essick & Reif circuit was started by the contractors, Frank Cole Construction Co. of Berea. Announcement of the new theatre was made by the owners three years ago, but scarcity of materials delayed the start until last Tuesday.

The new Berea Theatre is located at Front and Grand streets, on a 75x236-foot site. It will be a two-story structure with two stores in addition to the 1,500-seat theatre. The present Berea Theatre, operated by the same owners, opened Sept. 30, 1936.

The new theatre will be the ninth link in the Essick & Reif chain. The others are the Ezella, Madison, Mayland in Cleveland; Vine, Willoughby; Ohio, Galion and Parma, Parma, and the Beach Cliff, Rocky River.

December Opening Set

ROBERTSDALE, PA.—A newly constructed theatre here will be named in a contest and opening is planned for mid-December. The building is on the site of the old Liberty, destroyed by fire a number of years ago. F. D. "Dinty" Moore, now eastern district manager for Warner Bros. Pictures, was owner and manager of the former theatre. New structure materials include concrete block, reinforced concrete, steel, tile and brick. The front is constructed of red brick with glass block inserts and there is a short ledge type marquee. The auditorium is modern and will seat 425. A cry room is being installed adjoining the projection booth. Owners of the theatre are Gene Yanni of Robertsdale and Thomas Cupillari of Orbisonia. Equipment and fixtures are being installed by Alexander Theatre Supply.

Marco Ranalli Plans Drive-In

GLENSHAW, PA.—A modern outdoor theatre will be opened on route 8 next spring by Marco Ranalli and sons. A complete development is planned by the owners who have purchased 90 acres of land on both sides of the highway. Lots are being subdivided for residential and commercial purposes. Site is ten miles north of Etna. Drive-in acreage is being graded to take care of water drainage and the screen tower will be constructed on a hillside away from the highway. Ranalli is a grocer and beer distributor.

Installations Delay Opening

BEAVER, PA.—The new theatre nearing completion here has been named the Rex. Finishing touches are being applied but delay in installation of a heating plant will set back the opening until late in December. Peter Smiley and Egnac Miladin, both of New Brighton, are owners of the newly constructed theatre. Alexander Theatre Supply is installing equipment and fixtures.

Mars, Pa., to Get Theatre

MARS, PA.—Dr. Balinger and associates will follow through with plans for construction of a theatre here. The local dentist first planned to open a theatre several years ago but delays necessitated a postponement of the project. Mars never has had a theatre and commercial film exhibition has been confined to the high school auditorium.

Building Second Drive-In

ERIE, PA.—With the Star Drive-In, West 12th at Pittsburgh avenue, closed for the season, owners William Coleman and Joseph Gold are continuing construction of another outdoor theatre at Iroquois avenue and Nagle road, Lawrence Park.

Somerset, Ky., House Opens

SOMERSET, KY.—The Somerset Amusement Co. has reopened the Kentucky Theatre after a closure of several months during which the theatre was remodeled, redecorated and air conditioned.

Drive-Ins Open for Weekends

MORGANTOWN, W. VA. — The Bunker Hill Drive-In on the Fairmont road and the Cheat Neck Drive-In at Sunset Beach on Coopers Rock road, are operating only on Saturdays and Sundays.

Airer Open Weekends Only

BADEN, PA. — The A-B-C Drive-In is closed weekday nights, operating only on Saturdays and Sundays, Gabe Rubin, manager, said.

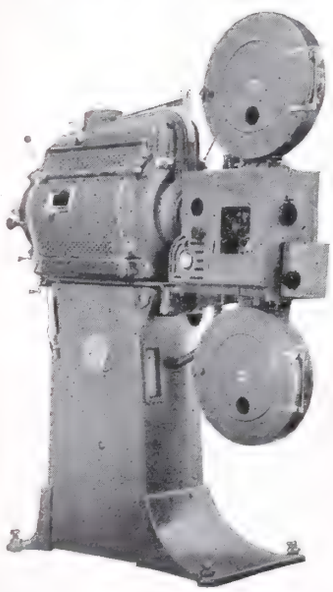
Operating on Weekends

FAIRCHANCE, PA.—Steve J. Danko's York Run Open Air Theatre is operating on Saturdays and Sundays only.

Present Italian Film at Drive-In

IRWIN, PA.—Super 30 Drive-In presented the Italian language film "Shoe-Shine" for three nights.

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LOUISVILLE

George Jaeggers, manager of the Switow Amusement Co. Elk Theatre at New Albany, Ind., journeyed to Bloomington recently for the Indiana-Notre Dame football game . . . Oscar Fine of Premier Theatres, Evansville, visited the Row en route to Indianapolis and a meeting of the Indiana Theatre Owners.

New Strong projection lamps and rectifiers have been purchased by J. T. Kennedy jr. for his newly acquired Stanton Theatre at Stanton, Ky. . . . Seen on the Row in one of his infrequent visits was F. X. Merkley of the Rialto, Columbia. Other visitors included Edwin St. Clair, St. Clair Theatre, Lebanon Junction; Homer Wirth, Crane, Ind.; Guy Roehm, Indiana, New Albany; G. M. May, Dream, Corydon, Ind.; J. T. Kennedy jr., Stanton; Oscar Hopper, Arista, Lebanon; Robert Enoch, Elizabethtown Amusement Co.; W. Tyler Smith, Bloom, Bloomfield; A. H. Arbenbright, Webb, Livingston; R. W. McClanahan, Estill, Irvine, and J. V. Snook, Griffeth, LaGrange.

The Strand, a downtown first run owned by the Fourth Avenue Amusement Co., is undergoing a complete facelifting. Improvements will include a new marquee and marquee letters, a new structural glass front and new poster cases . . . The Falls City Theatre Equipment Co. reports new chair installations are scheduled for the Veterans Theatre, Tompkinsville, Ky.; Rialto, Marengo, Ind.; Melody, Bardstown, Ky., and the balcony of the Grand, Evansville.

Jimmy Dorsey is scheduled to bring his orchestra to the armory Friday (19) for a concert and dance . . . Since "The Return of October" is more or less a racetrack story, with a number of the scenes at Churchill Downs, Columbia has announced its premiere will be held at Loew's here. Columbia says it will send feminine star Terry Moore for personal appearances at Loew's the day the picture opens.

The Columbia Auditorium in downtown Louisville, which at one time was used for motion picture presentations, stage shows and concerts, and which was converted for other uses during the war, is being restored to an auditorium. It will have approximately 713 chairs on the main floor, with 352 in the balcony . . . Suit has been filed to force the planning and zoning commission to allow a drive-in at Crittenden drive and Southern railway crossing here. Owner of the property and the owners of the American Drive-In Theatre filed the suit. An application was turned down some time ago. The suit charges the commission turned down the application to reserve the land for a possible state fairgrounds site, which the owners feel they had no right to do.

Downtown first run houses had a variety to offer local patronage. Capacity crowds at the Mary Anderson warranted a third week for "Johnny Belinda." "Julia Misbehaves" and "Leather Gloves" were scheduled to continue at Loew's, while reissues were in order for the Scoop with a double bill of "Tight Shoes" and "Swing Your Partner" and the Brown with "Four Feathers" and "Drums." In with new programs were the Rialto with "A Song Is Born" and "Bodyguard," the National with "The Girl From Manhattan" and "Blonde Ice," and the Strand with "The Luck of the Irish" and "The Creeper."



IN NEW OFFICES—Jack Armstrong, general manager of the Carl H. Schwym Theatres, has opened new offices in the Cla-Zel Theatre Bldg., Bowling Green, Ohio. The six-room suite will be the main office for the circuit, which includes the Cla-Zel and Lyric, Bowling Green; Paramount and State, Toledo; Lyric and State, Napoleon, and Portage Sky-Lite Drive-In, Portage, Ohio.

Remembers the Kids

HOLLIDAYSBURG, PA.—Jake Silverman, owner of the Blair, presented free cradle sets to girls and other gifts to boys in attendance.

Allied Still Tops League; NTS Heads Nightingales

DETROIT—Allied continues to lead in the Film Bowling league. Team standings are:

Team	Won	Lost
Allied	23	13
Republic	22	14
Theatrical	19	13
Monogram	17	19
Scharun's	16	20
RKO	15	21
Co-operative	14	18
UA	14	22

High 3 team: Republic, 2,542; Monogram, 2,535, and RKO, 2,496.

High 1 team: RKO, 974; Republic, 901, and Theatrical, 883.

High 3 individual: C. Sheran, 635; E. England, 626, and A. Malinowski, 611.

High 1 individual: C. Sheran, 265; E. England, 245, and A. Koskie, 241.

"200 club": C. Sheran, 217; A. Levy, 213; D. Ritter, 211, and R. Lamb, 204.

National Theatre Supply leads in the Nightingale Carbon Co. tied for second place. Team standings are:

Team	Won	Lost
National Theatre Supply	16	4
Projectionists Local 199	13	7
National Carbon Co.	13	7
Lorenzen's Flower Shop	11	9
Altec Sound Service	11	9
Brenkert Projectors	8	12
McArthur Theatre Equipment	6	14
Ernie Forbes Theatre Supply	2	18

Ralph Haskin and Gilbert Light were the only ones to get in the 200 scores.

Leon Webb Is City Mgr. For Darnell Theatres, Inc.

PIKEVILLE, KY.—Leon Webb, former manager of the Liberty Theatre here, has been named city manager for Darnell Theatres, Inc., the company revealed recently. Webb, a native of Lake City, Tenn., started his career in the theatre in his home town and stayed with theatre business except for three years service in the Pacific. He has been manager with the Crescent Amusement Co., Cherokee Amusement Co. and the Schine circuit. Before coming here he was manager of the Darnell Theatre at Appalachia, Va.

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Adv.

'Song' Leads Cincinnati With Rating of 140

CINCINNATI—Four of the downtown situations grossed better than par, while three others were below it. "A Song Is Born" scored 140 at the Albee and rated a move-over. "Red River" registered a strong 125 per cent at Keiths. "Julia Misbehaves" at the Capitol also was potent.

(Average Is 100)

Albee—**A Song Is Born** (RKO).....140
Capitol—**Julia Misbehaves** (MGM), 2nd wk.....120
Grand—**Cry of the City** (20th-Fox), 9 days..... 90
Keiths—**Red River** (UA), 4 days.....125
Lyric—**Apartment for Peggy** (20th-Fox), 3rd d. t. wk., split with **Slave Ship** (20th-Fox); **Rose of Washington Square** (20th-Fox), reissues..... 90
Palace—**Station West** (RKO)..... 90
Shubert—**Johnny Belinda** (WB), 2nd d. t. wk.....110

First Run Grosses Soar in Cleveland

CLEVELAND — With five holdovers and only three new attractions, the first run take was the biggest since last June when Jack Benny made personal appearances at the Palace. Heaviest attendance went to the higher priced shows. "Hamlet," at a $2.40 top, grossed 20 per cent more in its second week at the Ohio than in its opening week, hitting 320 per cent. The first stage show of the season at the Palace, Horace Heidt and his New Stars on Parade, registered 135 per cent.

Allen—**A Song Is Born** (RKO), 2nd wk.....105
Esquire—**The Girl From Manhattan** (UA).....105
Hippodrome—**Johnny Belinda** (WB), 2nd wk.....105
Lower Mall—**The Damned** (Discina Int'l), 2nd wk...100
Ohio—**Hamlet** (U-I), roadshow, 2nd wk.....320
Palace—**Bodyguard** (RKO), plus stage show.....135
State—**Red River** (UA), 2nd wk..... 85
Stillman—**Sealed Verdict** (Para)..... 90

Grosses Show Even Gain In Detroit First Runs

DETROIT—A slight business upturn was generally reported but there was no outstanding upsweep. Exhibitors generally attributed it to a natural postelection reaction, spreading around evenly between downtowns and neighborhood houses.

Adams—**A Song Is Born** (RKO).....125
Cinema—**Mine Own Executioner** (20th-Fox)..... 90
Downtown—**The Untamed Breed** (Col); **The End of the River** (U-I).....115
Fox — **Luxury Liner** (MGM); **The Secret Land** (MGM), 2nd wk..... 50
Madison—**Gallant Blade** (Col); **Angel in Exile** (Rep) 120
Michigan—**Miss Tatlock's Millions** (Para); **The Gallant Legion** (Rep).....105
Paradise—**Son of God's Country** (Rep), plus stage show 130
Palms-State—**Race Street** (RKO); **Return of Rin Tin Tin** (EL).....120
United Artists—**Julia Misbehaves** (MGM), 3rd wk... 60

'Red River' Grosses 130 in Pittsburgh

PITTSBURGH—"Red River" surged ahead of other local first runs to gross a neat 130 at the Penn. Trailing the UA epic were "Johnny Belinda" in its third local week at the Warner and "Kiss the Blood Off My Hands" at the Harris, both scoring 115.

Fulton—**Cry of the City** (20th-Fox), 2nd wk., 4 days 75
Harris—**Kiss the Blood Off My Hands** (U-I).....115
Penn—**Red River** (UA).....130
Ritz—**A Southern Yankee** (MGM); **The Secret Land** (MGM), 2nd d. t. wk., 6 days..... 70
Senator—**Walk a Crooked Mile** (Col), 2nd d. t. wk. 80
Stanley—**Night Has a Thousand Eyes** (Para)..... 70
Warner—**Johnny Belinda** (WB), 3rd d. t. wk.....115

Wins Theatre Amateur Show

WARREN, PA.—The winner of the four-week run of old time Amateur nights at Warner's Library was Rose Anna Oberg, 6-year-old singer.

Lloyd Rogers Is Elected By W. Va. Managers

CINCINNATI—The West Virginia Theatre Managers Ass'n meeting for the first time in its history outside the state, held its annual convention November 12, 13 at the Netherland Plaza hotel here. Selection of Cincinnati as the site for the conclave made possible the attendance of various national Allied officials following a yearly gathering of Indiana exhibitors.

William L. Ainsworth, national Allied president; Charles Niles, Iowa Allied secretary; Trueman Rembusch, Indiana Allied president, and P. J. Wood, Ohio Allied secretary, were among visiting industry leaders.

FRED HELWIG VICE-PRESIDENT

Lloyd E. Rogers of the Rogers circuit, Welch, was elected president. Other officers: Fred Helwig of the Mountain State circuit, Charleston, vice-president; Rube Shor, Cincinnati, secretary-treasurer, and director of National Allied; Ernest K. James, counsellor; Max Matz, Colonial Theatre, Bluefield, convention chairman, and Wendell H. Holt, New Star Theatre, Richwood, chairman of the board.

Directors: Frank Mandros, Charleston; E. R. Custer, Charleston; Ross Filson, Point Pleasant; E. L. Keesling, Bramwell; John Goodno, Huntington; Louis Shore, Williamson; Don Schultz, Fairmont, and Mrs. P. M. Thomas, Parkersburg, W. Va.

At an open meeting on Friday afternoon, Sam Shain, director of exhibitor and public relations for 20th Century-Fox, represented Andy Smith in outlining the Smith-Berger conciliation plan. Ainsworth addressed the delegates on the Allied organization, and Rembusch discussed television. Bert Stearn of the Cooperative Theatre Service, Pittsburgh, to which many of the West Virginia exhibitors belong, spoke on the service his company offers.

AMONG THOSE PRESENT

Ross Filson, State, Point Pleasant; Mrs. P. M. Thomas, Parker, Parkersburg; J. F. Walters, Walters Theatres Enterprises, Huntington; Louis Shore, Cinderella, Williamson; Mannie Shore, War, War; R. L. Letsinger, Amherst, Amherstdale; Willliam Munsey and Max Matz, Colonial, Bluefield; J. Woodrow Thomas of the Princess, and E. J. Buffa and W. Pattison, Mountain Air, Mount Hope; Wendell H. Holt, New Star, Richwood; Albert Aaron, West, Charleston; Stephen Lang, Liberty, Whitesville and Mrs. Gertrude Levine, Lyric, Williamson.

Distributor representatives who attended were: Sam Shain, 20th Century-Fox, New York; A. R. Showe, Theatre Co., Pittsburgh; John R. Salyer, Motion Picture Advertising Co., New Orleans; Frank Wolf jr., Alexander Film Co., Richmond; F. J. Stanton, Alexander Film Co., Charleston; William Borack, Cooperative Theatre Service, Pittsburgh; R. W. Amos and J. P. Ware, Midwest Theatre Supply, Cincinnati; Jack Fischer, Fischer-Lamb Electric Co., Covington, Ky.; Arthur Manheimer, National Screen Service, and L. P. Strange and W. H. Ramsey, Manley, Inc., Cincinnati.

H. K. McGowan, Berlo Vending Co., Cincinnati; H. M. Richey, MGM, New York; J. W. Knoop jr. and J. H. Kelley, NTS; M. G. Thomas, Altec Service; Bill Meier, Paramount; Irving Sochin and Al Kolkmeyer, Universal; Charles A. Schroeder, Warners; Ed Salzberg, Screen Guild, all of Cincinnati; Alden Stallings, Blevins Popcorn Co., Arcanum, Ohio; Joseph Rosen and Manny Weiss, 20th-Fox; Ned Merhie, Charleston Theatre Supply; Lee Goldberg, Popular Pictures; Stanley Jacques, RKO, Cincinnati.

John Goodno, Huntington, participated in a discussion following Sam Shain's talk. Henderson Richey, MGM, discussed distributor-exhibitor relations, and Arthur Greenblatt, Screen Guild Productions, also spoke. Willis Vance, circuit exhibitor of Cincinnati, explained his new ticket-numbering device called "Cryptics." One of the resolutions adopted by the delegates approved the use of Cryptics.

Allan Moritz, Columbia Pictures branch manager and area chairman of the Will Rogers Memorial Hospital Fund drive, urged cooperation of exhibitors in making it a success. Pete Wood, secretary of the Ohio Allied organization, discussed censor bills.

Cocktail parties were given visiting West Virginians by the Alexander Film Co., the National Theatre Supply Co., the Midwest Theatre Supply Co., the Fisher Laub Electric Co., Covington, Ky., and the Manley Popcorn Co.

BANQUET SATURDAY NIGHT

A banquet Saturday night, climaxing the two-day session, was informal. The Cincinnati Variety Club held open house for the convention guests.

Exhibitors who attended the convention: Don Schultz, Lee Theatre, Fairmount; E. R. Custer, State and Custer, Charleston; L. E. Rogers, Welch; W. H. Rogers, Rogers, Keystone; Chester Whitt, Stirrat and Peach Creek, Stirrat; Fred Helwig, Charleston; Clyde H. Bailey, Grand Opera House, Buckhannon; T. Cassinelli, Wyoming, Pineville and Mullens; John Goodno, L. Roy Smith and Leonard Polk, Palace, Huntington; C. C. Cassinelli, Mullens; Charles W. Beauvis, Mullens; Frank Mandros, Brown, Cabin Creek.

W. Sheffield jr. and J. A. Ginili, Motion Picture Advertising Co., Charleston; Arthur Greenblatt, Screen Guild, New York, and Walter L. Titus jr., Republic, New York.

Many of the men attending the convention brought their wives with them, the visiting ladies including Mesdames E. R. Custer, Fred Helwig, John Goodno, L. Roy Smith, Leonard Polk, Roy Letsinger, Rube Shor and daughter, Wendell Holt, Frank Wolf, F. J. Stanton, William Borack, Jim Ware, Arthur Manheimer, H. V. McGowan, M. G. Thomas, Edward Salzberg, Joseph Rosen and Charles Schroeder.

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CLEVELAND

Lou Averbach moved in last week as assistant to Harry H. Goldstein, Paramount district manager. He was assistant to Paramount Division Manager Earl Sweigert with headquarters in Philadelphia. He hails originally from Pittsburgh. Now all that's needed to make him really like Cleveland is an apartment for himself and wife . . . Jim Levine, Paramount publicity - exploitation man in these parts, had the pleasant assignment of spending last week in Detroit with John Lund and Mary Hatcher, who were playing a personal appearance engagement at the Michigan Theatre in the interest of their picture, "Miss Tatlock's Millions."

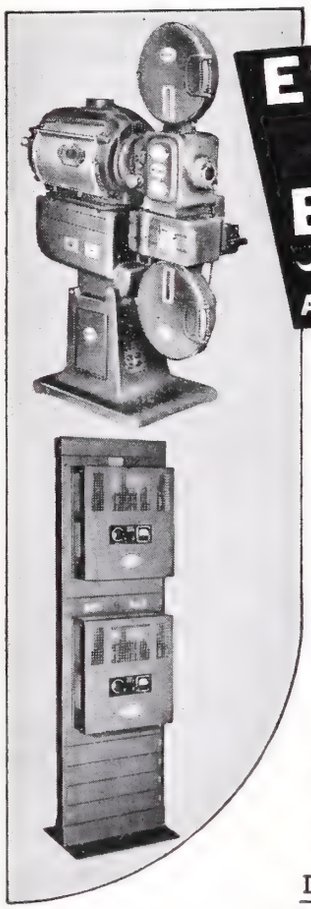
Joe Robins, Warren theatre owner, left Sunday for Florida immediately after delivery of a new Cadillac . . . Morris Lefko, RKO district manager, is a lucky guy not only because of his recent promotion but because he located an apartment. It's in Shaker Heights.

Louise Jade, who resigned as MGM cashier six months ago to look after her home, husband and pooch, is back in the film circle, as secretary for the Triangle circuit, operating the Parma, Yorktown and Broadvue. She is located in Frank Gross' office, 1745 East 23rd St. . . . The Notre-Dame-Northwestern football game at South Bend last Saturday drew many Cleveland customers, including Bill Gross and Leonard Steffens of Columbia and H. McManus and Blair Mooney of Co-operative Theatres of Ohio.

B. W. Payne of Modern Talking Pictures has put up his cabin boat for the winter . . . Lou Opper of Novelty Scenic studios, New York, was here calling on exhibitors who are building new theatres . . . Al Schwalberg, head of Paramount exchange operations, was a visitor . . . Also Mr. and Mrs. Ed Prinsen and Bill Twigg of Youngstown . . . The Essick menfolk and their wives will attend the national Allied convention in New Orleans; namely, Mr. and Mrs. P. E. Essick, Mr. and Mrs. Jack Essick and Mr. and Mrs. Ray Essick. Howard Reif, the other member of Essick & Reif, is in Florida and will probably join the party in New Orleans.

Nat Wolf heads a nominating committee composed of M. B. Horwitz, Henry Greenberger, Nat Barach and Jules Livingston, named by Chief Barker M. A. Mooney. They will make up a slate of officers to be voted on at a general membership meeting of the Variety Club November 27. Nominations from the floor will also be in order . . . A theatre romance culminated in the marriage of Andrew Zill, former projectionist at the Ezella, now at the new Mayland Theatre, and Anne Gunsch, cashier at the Ezella.

Howard Rutherford, manager at Loew's Park, is back from vacation . . . Nate Schultz, Monogram franchise owner, returned from a west coast meeting just in time to get his share of the family turkey . . . Walter J. Titus jr., Republic division manager, was here on a routine tour of exchanges.



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Joseph Lancaster Dies; Former Detroit Owner

DETROIT—Funeral services were held recently for former local exhibitor Joseph Lancaster, who died after he fell ill while driving his car.

Lancaster was associated with his brother Thomas in the ownership of the Grande Theatre, starting in 1906, and was active in the management of this and other Detroit houses in which they subsequently had an interest until the Lancaster and Grande were taken over by Associated circuit a few years ago.

Lancaster is survived by his wife and four daughters, his brother and a sister Mrs. Gustave W. Funk.

Arthur Ayres

CLEVELAND — Arthur Ayres, 50, one of Cleveland's pioneer projectionists, died on Armistice day of a heart attack. Surviving are his wife, the former Peg Moir who used to be with the old First National exchange here, and three daughters. Ayres' first job as a projectionist was some 30 years ago at the Doan Theatre. When the Embassy was built he took over its projection booth and remained there until his death.

Thomas McMahon

CINCINNATI—Thomas McMahon of the booking department at MGM died in his sleep Monday night (8). Apparently he had been in good health. Only 29 years old, McMahon leaves his wife Joyce, his mother and two brothers. McMahon, who served in the marines during the last war, had been in Metro's employ for about eight years. He was business agent for the Film Employes Local F37.

William Mellott

SALEM, OHIO—William P. Mellott, 77, retired, former part owner of the State in Salem, Ohio, and the American Theatre in nearby Leetonia, died November 8 of a heart ailment. His wife, daughter and son survive.

Rogers Memorial Drive Ahead in Cleveland Area

CLEVELAND—The Will Rogers Memorial drive is off to a good start in this part of the state. I. J. Schmertz, chairman, and Meyer Fine and Harry Goldstein last week held industry meetings in Toledo, Marion, Youngstown, Akron and Steubenville, where they received full exhibitor cooperation both in the matter of contributions and promises of theatre collections. The committee were to meet this week with the theatre owners and managers of Cleveland.

School Obtains Theatre For 'Hamlet' Matinee

CLEVELAND—Credit Robert Wile, roadshow manager of "Hamlet," in its third week at the Ohio Theatre, with establishing a new high in theatre-school cooperation. Through his efforts Cleveland Heights High school, with an enrollment of over 2,000 students, took over the Ohio Theatre for a matinee November 22. The high school is tieing in the screen version of "Hamlet" with classroom work in English.

Because of the widespread interest among the students, the theatre sent a treasurer out to the school and opened a boxoffice right on the premises. Following Wile's suggestion, the high school took a student poll to ascertain how many would be interested in going in a body to see "Hamlet." Almost half of the students responded in the affirmative.

Before attending the performance the English classes discussed the classic and indicated what lines and interpretation they should look for in the picture. After seeing it, the classes discussed what they saw in the picture. Students were given time off to attend the "Hamlet" performance.



PARKSIDE DRIVE-IN UNDER CONSTRUCTION—Work on the 650-car Parkside Drive-In being erected in Toledo, Ohio, is progressing rapidly. The prefabricated steel screen tower, supplied by the Selby Engineering Co., Cleveland, was erected in less than five hours. A. Bentley & Sons, Toledo, has been awarded the contract for the 35x35-foot projection booth and concession stand. Shown on the site of the new ozoner, which is expected to be opened next April 7, are, left to right: James Dempsey, who will own and operate the drive-in; John J. Hayes, architect; John P. Hayes, also an architect, and John Selby, Selby Engineering Co. Dempsey also owns and operates the Telegraph Drive-In, Toledo.

Bloomfield Theatre Sold

BLOOMFIELD, KY.—Roland D. Foster has sold the Bloom Theatre here to Tyler Smith and John Carl Smith of Taylorsville. The Bloom was built last year and has been in operation since January 20.

Bell Is Renovated

FAYETTE CITY, PA.—The Bell, owned and managed by Joseph Bell, has been renovated and new equipment has been installed, including Simplex projectors and Walker screen furnished by National Theatre Supply.

Uncle Jim McGowan Is 89

BUTLER, PA.—James A. McGowan's 89th birthday was celebrated at a dinner staged in the Willard hotel November 8 with 71 guests. James H. Alexander, veteran film and equipment distributor who is retiring from the industry at Pittsburgh, is a nephew of the self-admitted "world's greatest hitchhiker." Guests included Sam Fineberg and Mr. and Mrs. Hymen M. Wheeler of the film industry, Alexander and son Jimmy jr.

Football Night at Theatre

MEADVILLE, PA.—Allegheny college grid squad and band with students attended the Park Theatre to witness the football picture, "Triple Threat," and "Black Eagle."

Pays $400 in Ticket Taxes

CAMPBELL, OHIO—F. H. Hathaway, owner of the Bell Theatre, recently paid $400.74 in city amusement taxes. William Glass, city auditor, said the theatre was in arrears from May 1 to October 1. Hathaway told Glass the city was discriminatory in enacting the tax. The city council recently threatened to arrest Hathaway unless he paid.

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THEATRE.....

STREET ADDRESS.....

TOWN..... **STATE**.....

NAME..... **POSITION**.....

DETROIT

Bill Rennie, formerly of the Chic, is working full time at the Forbes Theatre Supply, serving as liaison man for the Brenkert factory . . . Sam Carver, vice-president of the Michigan Independent Theatre Owners, writes from Coral Gables, bragging about the weather and good show business down there . . . Herman Cohen, who has taken over both the southern and western territories for Columbia, advises that the theatre and entertainment chapter of the American Veterans Committee has been dissolved.

Al Ackerman of the East Side has his daughter Charlaine, who was stricken by polio last summer, home for weekends now and he hopes she will be home permanently soon as a result of the Sister Kenny treatment . . . Harry Clark of the Wisper & Wetsman circuit was back from a vacation . . . Louis Mitchell, Kilbride circuit general manager, who recently moved his office from the Beverly to the Globe Theatre Bldg., was in Massachusetts visiting his sister.

Jack Van Tien has moved up to assistant at the Norwood, after a period as relief manager . . . William Culliton has shifted from assistant to relief manager at the Telenews . . . Fred Sweet is booking for both newsreel houses at Lansing, as well as keeping up his duties at the Telenews here . . . William Cassidy of the Midland is well on the road to recovery after a major operation . . . Douglas Brosey, former owner of the Amsterdam, is building a new recreation room in his basement.

Matt Kaufman, formerly of the Imperial, advises that the Dearborn Drive-In, where he is now working, will remain open as long as weather permits. H. C. Howell is his partner now at Dearborn . . . Roy Cook of Merchants' Theatre Service has just completed a deal for the Shores . . . Tex Beneke and Jimmy Dorsey were due for a session at the Variety Club's big Saturday night party . . . Director Bud Pollard was in town to make "The Last Word," a new Jam Handy film for General Motors . . . Earl Hudson was planning a 20th anniversary celebration for the Fisher, November 15.

Claude Morris was in town, representing Howard Hawks, and Fred Abramson, from UA's home office, also was a visitor . . . Edward Nielsen, operator at the Victory, will move to Chicago . . . William Gagnon was recuperating following an appendectomy . . . Irvin Nitz and Paul Green are new Nightingale bowlers, with Green replacing Donald Lewis . . . Ed Douville writes from Florida that he rolled a series scoring 215-232-227 in that land of dreams . . . Floyd Akins was an Armistice day visitor at George McArthur's.

Earl Evans, a newcomer to the business, bought the 480-seat Strand at Lowell from Harvey Callier, circuit owner . . . Glenn Wallace is booking for a new house at Hopkins . . . Jack Zide's Allied Films is still at the top in the race for the one thousand bucks in the current Realart drive.

Robert Juckett is the new operator at the Imperial, replacing Nat Kaufman . . . Nathan Schreiber, father of Ray Schreiber of the Midwest circuit, was selected as the birthday guest by the Detroit Free Press on his 64th birthday . . . James McArthur officiated for the master of Ashlar lodge at Joseph Lancaster's funeral . . . Ted Krass, Coliseum manager, has a new baby daughter, Carolin, making Mr. and Mrs. Jack Krass grandparents.

William J. Girard, manager of the Virginia, is counting on getting that new house soon . . . Wayne Roberts is doing a spot of private recording work in between other assignments . . . Syd Bowman and Moe Dudelson are back from a meeting of the United Artists eastern division at New York . . . Arnold Wisper of the Auto City circuit closed the Rose recently.

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Air Leaders at Opening Of 'Fighter Squadron'

NEW YORK—Civilian and military aeronautical leaders turned out for the opening of "Fighter Squadron" (WB) at the Victory Theatre, Dayton, Ohio, November 18. The picture opened at the Strand here the next day.

The Dayton screening was tied in with the annual conference and dinner of the Institute of Aeronautical Sciences. Many of the scientists and military leaders attending the conference were present at the screening. These included Lieut. Gen. Muir Fairchild, deputy commanding general of the air forces, and Lieut. Col. Dave Schilling, liaison man between the army and Warners while part of the picture was being made in the Dayton area.

The picture is based on exploits of the 56th fighter group, now commanded by Schilling. It stars Edmond O'Brien, Robert Stack and John Rodney and contains film footage shot in Europe early in the recent war.

Projector Plan for Schools

CLEVELAND—John Urbansky jr. and Harry Urbansky of Reel Film Service are offering the Forway projector plan whereby schools, colleges and institutions may get the "little giant" Forway 16mm sound projector practically free. Plan provides the purchaser 20 free programs, which brings the projector price to less than half the established sales price. Price of the plan is contingent upon the school enrollment and ranges from $400 for enrollment under 251 to $600 for enrollment over 500.

Toledo Arena Active

TOLEDO—The Sports arena, mammoth indoor auditorium, celebrated its first birthday November 13, counting nearly one million persons twirling the turnstiles in the last year to see the various attractions. The largest crowd of the year was in the one-night performance of Horace Heidt, which drew 8,220 paid admissions. Virgil A. Gladieux, head of the arena activities, said that timidity cost the arena the city's biggest attraction of the year, the visit to Toledo of President Truman.

No Canton Auditorium Bid

CANTON, OHIO—The city received a disappointment recently when no bids were submitted for the old City auditorium. The city had offered the full block site and the building for sale is in hope of raising funds to help finance a proposed $925,000 civic auditorium. A bid of $226,100 was offered earlier but council had reopened the bidding in the hope of receiving a larger sum.

Exploits Youth Essay Winner

MEADVILLE, PA.—The Park Theatre used a ten-inch newspaper ad to exploit the appearance in Fox Movietone News of Catherine Rickert of Guys Mills, winner of the nationwide Youth Month essay contest.

Dogfight in Prospect Over Local Tax Law

HARRISBURG—The 1949 session of the Pennsylvania legislature will convene here January 4 with political leaders forseeing a dogfight over the 1947 local tax law in prospect.

The much-abused law permits Pennsylvania municipalities and school districts, numbering 3,588, to tax anything not already levied on by the state and use the money without any strings attached by the state. A weird variety of local taxes have been enacted during the last year and a half. Most local taxing bodies have placed levies on wages and income, amusements, mining of coal, retail and wholesale business receipts, professional services, real estate transfers, jukeboxes, etc. Rural legislators will lead the fight for outright repeal of the law as the act has accomplished nothing for their districts. Business organizations contend repeal of the statute would remove the fear of unforeseen taxes confronting industry.

Theatre owners will join any fight against the law.

More than one hundred municipalities have enacted amusement taxes.

Detroit Manager Charged, For Misinterpreted Law

DETROIT—Local police have charged a major theatre manager with employing a minor after legal working hours as the result of a misinterpretation of the law. Manager Frank Perry of the United Artists Theatre was charged with employing three 17-year-olds as ushers and candy salesmen after 11 p. m. The theatre is a first run house operated by United Detroit Theatres.

Perry assumed the law, which specifies a 10 p. m. deadline for school students and allows an hour later for minors up to 18 if they are not attending school, was not effective on Saturday nights, when the alleged violation occurred. It was learned, however, that the law makes no exception for any particular week day, contrary to the idea of many of the theatre managers.

School Board Tax Pays Off

TITUSVILLE, PA.—The school board's 4-month-old 10 per cent amusement tax is measuring up to expectations with the estimated intake set at $89,000 for a one-year period. The city council also recently imposed a $25 annual tax on juke boxes, $5 a year on coin-operated radios and $25 a year on mechanical games.

Projectionist Exams Close

PITTSBURGH—U.S. Civil Service examiners at the Veterans administration close applications November 15 for probational (permanent) appointments to motion picture projectionists, CAF-5, $2,974 a year, for duty in VA hospitals at Aspinwall, Butler, Coatesville and Lebanon, Pa., Wilmington, Del., and Lyons, N. J. Age limit is 18 to 62 years.

Reissue Bill at Akron Loew's

AKRON—Loew's recently showed a pair of reissues as a test booking. One was "Intermezzo," one of Ingrid Bergman's first American pictures, and the other is "'I'll Be Seeing You," with Ginger Rogers and Joseph Cotten.

CORRECTION

In an advertisement in this edition of BOXOFFICE last week the judges in U-I's Unity Drive Contest were incorrectly shown for this area. The judges for this area are the following U-I executives:

Fred Meyers, Eastern Sales Manager,

John J. Scully, District Sales Manager,

Dave Miller, District Sales Manager,

P. T. Dana, District Sales Manager.

Chester Friedman, Editor, Showmandiser Section, BOXOFFICE.

Release Two-Reel Ad Film

DETROIT—"A Good Man to Know," a two-reel film, has been produced by Harris Productions of Detroit for National Automotive Parts Ass'n. The firm is headed by Paul Harris and the film is being released in a package show with a one-man comedy routine, handled by Edward A. Ferguson, along with an informational talk by a representative of NAPA. The film was premiered in New York state for about two weeks, playing in auditoriums under the sponsorship of local parts jobbers to invitational audiences of car dealers, garages and other parts users. Stars in the film are Guy Kibbee, Ian Keith and Jed Prouty.

Video Permit Required

PITTSBURGH—The Pennsylvania supreme court recently ruled that television is an amusement and that all holders of liquor licenses must obtain amusement permits if video is exhibited. Fees vary with the population of the licensee's community. The amusement permit is set at one-fifth the license fee and in Allegheny county will range from $25 in small townships to $120 in Pittsburgh. While television in bars requires an amusement permit, juke boxes (except where dancing is allowed), pinball machines and automatic film boxes require no permit.

Foreign Films in Toledo

TOLEDO—The East Auditorium Theatre, de luxe neighborhood house in the east side section, recently booked four foreign films, all with English titles, following numerous requests for them. The bookings: November 15, "Die Fledermaus"; 16, "La Boheme"; 17, "I Live As I Please," and 18, a Hungarian film.

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PITTSBURGH

Jack Meadow has resigned as UA salesman and has returned to his home in New Haven . . . Joseph Josephs of Morgantown is the new assistant to Charlie Anderson, who heads the Alpine circuit of two dozen theatres. Headquarters are at Kingwood, W. Va. . . . Bill Heaton, Pennsboro, W. Va., exhibitor, is busy remodeling his home there . . . Mr. and Mrs. Fred A. Beedle, Canonsburg, will fly to the Allied convention in New Orleans.

Sam Fineberg had window cards displayed on Filmrow which read: "Welcome Home, Dinty!" F. D. "Dinty" Moore, former Warner branch manager, is Fineberg's new partner in the theatre supply business, having purchased the partnership interest of James H. Alexander, who is retiring.

J. E. Huckelberry, Motiograph field engineer, has a burglar alarm on his automobile . . . Joe Bell jr., 3-year-old son of the Fayette City exhibitor, has the measles . . . Alvino Rey appeared at the Warner, Morgantown, November 15 . . . Steve Manas of the new Victoria, Wheeling, tells us that his stolen automobile was damaged when located and returned to him.

Eddie Moriarty, MGM salesman, is mourning the death of an uncle . . . Phil DeIvernois, sound engineer for the local Warner circuit, is a grandpop, a son having been born here to his daughter, Mrs. C. J. Holleran . . . Vanessa Brown and Betty Ann Lynn are touring veterans hospitals in Pennsylvania, West Virginia and Kentucky . . . Anthony Latella, who continues in the bowling alley business in Natrona after transferring the Roxy Theatre there to Alex Mussano, has a new car. Mussano, who acquired the theatre November 16, formerly was in the grocery, meat and liquor business at Natrona Heights and operated the Oakmont inn at Oakmont.

Al Williams, who leased the old Pythian, Wheeling colored patronage house, is a warehouseman here for the Warner circuit. His partner in exhibition is Don Williams, and the Al and Don make up Aldon, the theatre's new name . . . Bob Dunbar, former Warner salesman here and later Detroit manager, after a leave due to illness, has returned to the Warner organization as Des Moines manager.

Mr. and Mrs. Theodore Grance, exhibitors and hotel proprietors in this area, attended the hotel exposition in New York City and are preparing to attend the Allied convention in New Orleans . . . Charles Rich, Warner district manager, was here on business for several days.

Recent stage attractions included Alvino Rey at the State in Uniontown, State in Johnstown, and Ritz in Clarksburg; Claude Thornhill at Dipson's Bradford in Bradford; Dr. Neff's mystery show at the Liberty, New Kensington; Butler, Butler, and Majestic, Johnstown; Dizzy Gillespie at the Roosevelt, Pittsburgh . . . Warner circuit's zone showmanship campaign of nine weeks again was won by the Erie district, now managed by James M. Totman.

Richard Marks of the Orpheum, Clarksburg, W. Va., is an active member of the Amvets post 14 finance committee. The post is making available for children a swimming pool, gymnasium and different other types of athletic apparatus . . . Max Shulgold, Crown Film manager, was in New York on business . . . "Allegro" opens December 13 at the Nixon, and "Oklahoma!" again is returning to the theatre which was dark this week.

Mr. and Mrs. Michael Manos vacationed in Atlanta City prior to the opening of the new Manos, Monessen . . , Jimmy Sippey, Screen Guild salesman, will transfer to the company's Dallas branch December 1. His 3-year-old daughter suffers a bronchial-asthmatic condition . . . A Filmrow treat recently was the appearance for the first time of Ronald James Nash. The papa and mama, exhibitors at Rockwood, accompanied the baby, but it was grandpop Jimmy Nash, West View exhibitor, who did the honors.

Sam Milberg arrived here from Detroit to take over RKO sales duties in the Erie area, succeeding Al Glaubinger, resigned . . . James H. Alexander is saying farewell to Filmrow, having sold his interest in the RCA products theatre equipment business to F. D. "Dinty" Moore, former local Warner exchange manager and recently eastern district manager who returns here with Mrs. Moore from Boston. Moore's partner is Sam Fineberg. Alexander, retiring on advice of his physician, was an independent film distributor here for more than a quarter of a century.

Mrs. Vincent J. Corso, wife of the Star Distributing Agency manager, is recuperating in the Charleroi-Monessen hospital. She had suffered a ruptured appendix . . . Mary Elizabeth Forestell, telephone operator at the Harris Amusement Co.'s office for more than 30 years, died November 8 in Pittsburgh . . . The state supreme court upheld Pittsburgh's mercantile tax applying to cigaret sales as well as other transactions and ruled the same tax cannot be levied against milk companies.

Clarence Eiseman, former UA manager here, who has been New York branch chief for Warners, has been promoted to the post of Metropolitan district manager, Ben Kalmenson, Warners' general sales manager and former local film man, announced . . . Johnny Long's orchestra appeared Tuesday at the Park, Meadville . . . A new booking assistant to John T. McGreevey at the Harris office is Kenneth "Bud" Hahn . . . Mother of Mrs. Elmer Hasley, wife of the East Pittsburgh exhibitor, was hospitalized for an eye operation.



MAX BLOOMBERG—Partner, Rivoli Theatre, Beaverdale, Pa. and the Rex Theatre, Portage, Pa.—says:

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CINCINNATI

Hoy Simons, Fayette Theatre, Washington C. H., Ohio, was at the Mayo clinic, Rochester, Minn., for a complete examination. Simons' daughter was also at the clinic for an operation . . . Edith M. Hedger, cashier's assistant at Universal-International, received condolences following the death of her sister, Mrs. Nellie Schultz, 54, South Newport, Ky., who died November 3. Edith's brother, Ray Hedger, formerly was a Warner employe.

Ralph Sacker, Liberty Theatre, Lawrenceburg, Ind., was a visitor on Filmrow, as were Mr. and Mrs. Nelson Ward of Georgetown and Mount Sterling, Ky., and Mrs. Mitchell, booker for the Ward theatres . . . William Onie, branch manager, Monogram Pictures, left for a sales meeting on the west coast . . . Jules Lapidus, Warner sales manager, and Charles Rich, district manager, spent several days here conferring with the local manager, Jim Abrose.

Marvin White, son of Maurice White, circuit operator here, was married November 7 at the Cincinnati club to Miss Gloria Renz of New York. The couple left for Florida for a honeymoon . . . Albert Glaubinger, former RKO salesman in Dayton and subsequently transferred to Pittsburgh, has resigned to join the sales staff of Eagle Lion in Cleveland, where he will handle city territory.

CIO Presents Free Shows

ALIQUIPPA, PA.—Free motion pictures for children are presented every Saturday morning at union headquarters by Local 1211, United Steelworkers of America, CIO. A spokesman states that the entertainments are provided "to keep children off the streets."

To Compose 'Lucretia' Score

Hugo Friedhofer has been signed to compose the score for "A Mask for Lucretia" for Paramount.

Pittsburgh Will Receive Television in January

PITTSBURGH — Full television programming will be scheduled here with the opening of the westbound coaxial cable on January 12, Lawrence Phillips of the Allen B. DuMont Laboratories, Inc., owners of WDTV, announced. He said test-pattern programs had been considered for December but that the DuMont executives believed set-owners, dealers and sponsors would be best served with the presentation of television at its best right from the start. A month's delay in local video will bring its introduction here following Christmas and New Year's events.

Good Business Reported At Uniontown Theatre

UNIONTOWN, KY.—The new 400-seat Union Theatre which opened November 10 has been playing to good business, according to Chief of Police Harry Whitefield, owner of the house, which was built on the site of the former local theatre. Whitefield has been operating a theatre in Uniontown for several years.

The Uniontown band gave a 30-minute concert at the opening.

Would Require Parking Lots

TOLEDO—The city plan commission has proposed that the council enact legislation requiring owners of new buildings to provide at the time of erection or enlargement off-street parking space. Minimum requirements for auditoriums, theatres, stadia and similar places of assembly would be one space for every five seats.

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COLUMBUS

A new antinoise ordinance has been presented to city council to replace the ordinance now on the books, two-thirds of which has been declared unconstitutional. The new ordinance, which will become law within 30 days if it wins approval in council, declares illegal "unreasonable noise of signaling devices on vehicles and amplification on trucks and aircraft." It would outlaw operation of sound equipment for commercial purposes, which would exclude sound trucks used by theatres in street ballyhoo. The new ordinance, however, allows amplification of sound on private property if it is audible only to persons "lawfully assembled as voluntary listeners." The ordinance was drawn by Robert E. Leach, assistant city attorney.

Milt Young, Columbia exploiteer, was in town preparing for two-day local visit of Terry Moore, 18-year-old starlet who is seen with Glenn Ford in "The Return of October," due Thanksgiving day at Loew's Broad . . . Colorful celebration in honor of the marine corps' 173rd anniversary was staged by Roger Garrett, University Theatre organist-manager, at the campus theatre. Garrett, who was a marine sergeant during the war, wrote the musical background . . . Vincent Moran is the new assistant manager at the RKO Grand.

Free admission is in effect at the Friday night film showings at the auditorium of the Columbus Gallery of Fine Arts. First film of the season was the French-made "The Pearls of the Crown" . . . Executive committee of the Ohio Fair Managers Ass'n is supporting the purchase of the Ackerman road site for the new Ohio state fairgrounds. The state board of agriculture is making another effort to get $425,319 from the state control board to buy the site, which has been a subject of controversy.

Harold Faught, former manager of the Colony and Forum theatres, Hillsboro, Ohio, is now manager of a new jewelry store in Jackson, Ohio . . . Prospective builders of drive-ins and indoor theatres in Franklin county will have to obtain zoning certificates from the county planning commission. New county zoning law was approved by voters in 16 of the 18 townships in the county in the recent election. The city of Columbus and all other cities and villages in the county have zoning laws of their own and do not come under rural zoning.

Walter Kessler, Loew's Ohio manager, staged a coup by getting the only theatre appearance of the football season of Coach Wesley Fesler, the Ohio State grid squad, and the Ohio band. The team, coach and band appeared at the Homecoming rally in the Ohio, with the ten candidates for Homecoming queen also appearing. The latter took a bow on the Palace stage on the Carmen Cavallero show.

Columbus ranks as one of the top markets in the nation in FM radio ownership per 1,000 people, it has been disclosed in a survey of FM set ownership here. Columbus has almost 28,000 FM sets . . . For the second year, the Mills Bros. circus has set up winter quarters in Circleville, Ohio, on the Pickaway county fairgrounds . . . The dramatics department of Hiram college, Hiram, Ohio, will operate the showboat Majestic on the Ohio and Kanawha rivers next spring and summer. The Majestic is the craft on which Kent State and Hiram students revived the showboat tradition last spring. Theatremen are not too happy about the competition provided by the floating theatre.

Harry Spang Is Featured In Erie Dispute Story

MEADVILLE, PA.—The Erie Dispatch, featuring personalities of Meadville recently, published an article about Harry S. Spang, RFD 1, Cochranton, captioned "Movie Projectionist's Job Is Riddle." A projectionist at the Park Theatre in Meadville, Spang likes his job. The article reported, "After 40 years, he's still glad that he cast his fortune with the then struggling new movie industry back in 1908." Spang was a Pittsburgh projectionist most of his two score years.

Free 16mm Two-Reelers

CLEVELAND—How a radio show is produced from script to broadcast is the subject of a series of NBC 16mm two-reelers available to churches, organizations, schools, churches and groups free through the B. W. Payne Motion Picture Service, distributors of Modern Talking Pictures. Payne also received prints in color of Alcoa's "Curiosity Shop" sequel to the prize-winning "Unfinished Rainbows"; "Song of the Pioneer," sponsored by the Chicago & Northwestern railroad; "Desert Venture," sponsored by the American Arabian Oil Co., and "Mr. Grant Sees the Light," a travelog.

Home Freezer Shown

WOOSTER, OHIO—The Wayne Theatre was the scene of a home-freezing demonstration for Wayne county homemakers recently. The demonstration was sponsored by the Wayne County Farm Bureau in cooperation with the agricultural extension service. There was no admission charge.

Johnstown Local 561 Meets

JOHNSTOWN, PA.—IATSE Local 561 approved cash donations for the Community Chest and for a memorial to the late President Roosevelt at Roxbury Park. Another donation will be free time for children's free shows during Christmas holidays. A representative of National Carbon Co. demonstrated new projection methods at the Cambria Thursday last week. James Hartman, 561 business agent, stated that the next IA meeting will be held November 26.

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Detroit Critic Demands End to Screen Brutality

DETROIT—A vigorous demand for "the Jonnston office to put an immediate stop to the snowballing trend toward brutality on the screen" was made by Harvey Taylor, film critic of the Detroit Times.

Taylor deplored the already obvious "indecision and lack of courage displayed by many filmmakers," but went on to point specifically to objectionable instances in "Coroner Creek," "He Walked by Night" and "Unfaithfully Yours."

Admitting that "editorials such as this one won't do any good—they'll just make adolescents and morbid adults buy tickets to see the pictures we are discussing," Taylor said that "the only way to clean up the situation is to cut these scenes out before the pictures are released. A few polite sentences in reviews won't deter the moviemakers from continuing to exploit the public's liking for the morbid, the brutal and the sanguinary.

"It is seldom necessary to screen brutality with graphic fidelity to detail."

Award 'Carmen' Roses

ALTOONA, PA.—First 200 ladies attending the Capitol to see 'The Loves of Carmen" were presented with a 'Carmen rose,' courtesy of Myers Bros., florist.



PRESENTING AWARDS—United Detroit Theatres supervisor Joseph W. Busic presents winning awards in a contest recently conducted among Detroit fans on the subject, "What Motion Picture Entertainment Means to Me." UDT discovered in the answers that motion pictures first of all meant relaxation, a chance to travel in comfort, new ideas, a chance to study customs of other countries and to forget self.

Heflin in 'Madame Bovary'

Van Heflin will play Jennifer Jones' husband in "Madame Bovary," a Metro picture.



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It's part of the American Christmas spirit — to give the greatest gift of all . . . health, life itself.

It began in 1907, this idea of buying Christmas Seals to overcome tuberculosis . . . and each Christmas since, the crescendo has swelled. Last year, it reached a mighty chorus of more than 15,000,000 American families.

You probably were included; thank you, and thank you again. If not, join in. Add even a tiny remembrance to the bottom of this year's Christmas list. Send your contribution to your Tuberculosis Association today, please.

BUY CHRISTMAS SEALS

Because of the importance of the above message, this space has been contributed by

BOXOFFICE

SPRINGFIELD

Thirty Thanksgiving turkeys will be given away to lucky patrons of the Majestic, Fairbanks and Ohio theatres, November 23. Michael H. Chakeres and David Sawyer, manager and publicity director, respectively, of the Regent-State Corp., arranged the tieup with a local turkey dealer. In return for the turkeys, the dealer gets free screen and lobby advertisements in the three houses. The live turkeys will be displayed in front of the theatres on the day of the giveaway.

Leah Frank of the Chakeres Theatres accounting department, was confined to her home for two weeks because of illness. She has been with the company for 27 years . . . Jerry Bigelow, projectionist at the State Theatre in London, Ohio, recently resigned to enter the electrical business . . . Bud Grote of the Lobby Shops, Inc., spent several weeks in Florida for his health . . . John Owens, projectionist at the State, was ill. Subbing for him was Edgar Huber, who moved over from the Princess.

Harding Lemon, manager of the Fairbanks, put on a regular circus ballyhoo campaign for "The Freak." He rigged up a colossal lobby buildup, hired and decorated a truck which drove around the downtown streets and set out a large number of display cards in store windows. Besides the screen showing, Lemon also presented a stage attraction, "Nudine," on the same bill.

The State celebrated its 21st birthday November 17 with local patrons honoring the theatre and Manager Ollie Nicklas, who has been at its helm for 20 years. During the festivities, the Omar Baking Co. served cake to patrons.

Patrons attending the five Regent-State Corp. theatres will have a chance to win a new 1949 Mercury automobile which will be given away December 23. The promotion stunt was worked out by Michael H. Chakeres, manager of the Regent-State Corp., and David Sawyer, publicity director . . . Fifteen local merchants will stand the cost of the new car and printing of the tickets. In return, they will be given free advertising on the screens of the five theatres and in the lobbies.

Simplex in New Esquire

National Theatre Supply installed complete Simplex equipment in the Esquire Theatre, recently opened in Cleveland by the Community circuit. The esquire is on the site of the old Lake, rebuilt from the four walls. A recent BOXOFFICE story inadvertently stated NTS had installed Motiograph equipment.

33rd Degree to Thomas Smale

DETROIT—Thomas Smale, projectionist at the Van Dyke Theatre, will be awarded an honorary 33rd Masonic degree at the supreme council session in Chicago next year. Smale has a long career of service in the Masonic order and was the recipient of the Meritorious Service award for 1944, conferred annually by the Michigan Council of Deliberation, governing body of the Scottish Rite in this state.

Warner District Head F. D. Moore Resigns

BOSTON—F. D. Moore, Warner district manager for the eastern territory, which includes Boston, Albany, Buffalo and New Haven, has resigned to enter the theatre supply business. He has bought a partnership in the Alexander Theatre Supply Co. of Pittsburgh from James Alexander who sold out because of ill health. His partner is Sam Fineburg of Pittsburgh. The company has the RCA dealership in that territory



F. D. Moore

Before he joined the distribution end of the business 11 years ago, Moore was an exhibitor, operating three theatres in central Pennsylvania and selling out these interests when he joined Warners in 1938. He was manager in Pittsburgh, where his family now resides, before taking on the eastern territory as district manager. No successor has been named.

Madison Pictures Corp. To Offer 'Package Shows'

BOSTON—Madison Pictures Corp. of New England, new distribution organization which recently completed a first run local engagement of "Prisoner of Japan" and "Bombs Over Burma," has moved into larger and more spacious quarters at 246 Stuart St., according to President Lew Breyer.

Breyer said the firm also had set other key city runs for the "Prisoner-Bombs" duo in Springfield, Providence, Worcester, Portland and New Haven. Breyer said his firm would specialize in "package shows" with test engagements in key cities and would release four "packages" each month.

He said now ready for release were the Alan Ladd thriller, "Gangs, Inc.," coupled with "Men of San Quentin"; a Buster Crabbe combination, "Jungle Man" and "Jungle Siren"; Jack LaRue in "Hard Guy" with "Today I Hang" and "Marked Men" and "Prison Girls." Among several horror combinations are "Invisible Killer" and "Buried Alive."

Jack Isrealson, former booker for MGM and Monogram, is serving in a similar capacity with Madison.

Book Vaudeville 2 Days At Waterbury, Conn., Poli

HARTFORD—Wednesday and Thursday vaudeville has been booked into Loew's Poli, Waterbury, Conn., for an indefinite period. Name bands and other acts are being used. Bob Carney is manager and Al Lessow is assistant.

Lessow said that the new policy is being plugged through extensive radio-merchant tieups. Pictures are played the rest of the week. The house is a first run location.

In addition, the theatre, says Lessow, has Tiny Daly playing the Hammond organ daily for an indefinite time.

Howard Richardson Quits New Britain Exhibition

NEW HAVEN—Howard Richardson, operator of the 494-seat State in New Britain for the last two and one-half years and previously associated with the same house as projectionist and booker for some 13 years, has retired from theatre business. Taking over the operation of the house is Otto Tefts, who has been associated with Richardson.

Richardson, whose first contact with the State was as projectionist under John Kata, plans to spend some time vacationing at his home in Bristol before announcing new plans. The theatre policy will remain unchanged under the new management.

Elm at West Hartford Opens to Big Crowd

HARTFORD—More than 2,000 patrons were turned away at the opening of the Elmwood Theatre Corp.'s new 1,070-seat Elm Theatre in West Hartford despite adverse weather. Pete Perakos is president of Elmwood Theatre Corp. and his son Sperie is general manager. Vincent Capuano, former manager of the Warner circuit's Capitol, Danbury, Conn., is manager.

Among trade figures at the opening were Dan Finn, B&Q circuit, Boston; John Hesse, Warner circuit, New Haven; Bill Hutchins, National Theatre Supply; Henry Germaine, Paramount; Barney Pitkin, RKO; Nick Kounaris, Newington Theatre, Newington; Ray Wylie, Film Classics; W. E. Gilson, Altec; John Pavone, Monogram; Arthur Greenfield, Universal, and members of the Perakos family.

Following the opening, the Perakos family held an informal gathering at the Manga Reva, West Hartford night club. Next new houses to be opened by Perakos interests will be two new theatres in Bridgeport. Completion date is not set.

Jack Brown Appointed Boston Sales Manager

NEW HAVEN—Jack Brown, local Paramount exchange salesman for the last six years, has been promoted to sales manager for the Boston office, and will leave here November 29. New to this territory is John Kane, former booking manager in Boston, who becomes Paramount salesman here.

Harold Hall Shifted To Boston Uptown

BOSTON—Harold W. Hall, manager of the Orpheum and Uptown theatres in Gardner, has been named manager of the Uptown in Boston, the largest unit in the George A. Giles chain. Alden Peterson, general manager of the circuit, in announcing the promotion, said Hall had been in charge of the Gardner theatres for eight years and will continue to supervise the activities of the two houses. He replaces Wendall "Jed" Prouty here who resigned early this month to take over the directorship of the State Theatre, Pittsfield, recently bought by Reuben Landau, Boston lawyer.

John S. Giles is head of the Giles circuit. Hall, a native of Gardner and a graduate of Norwich University, assumed direction of the Uptown in Gardner in 1941, succeeding his father, the late William P. Hall, long a familiar figure there. A year later he took on the Orpheum as well. A past grand knight of Gardner Knights of Columbus, he is currently a district deputy of the organization. The Gardner News gave the promotion a front-page spread, reporting in part:

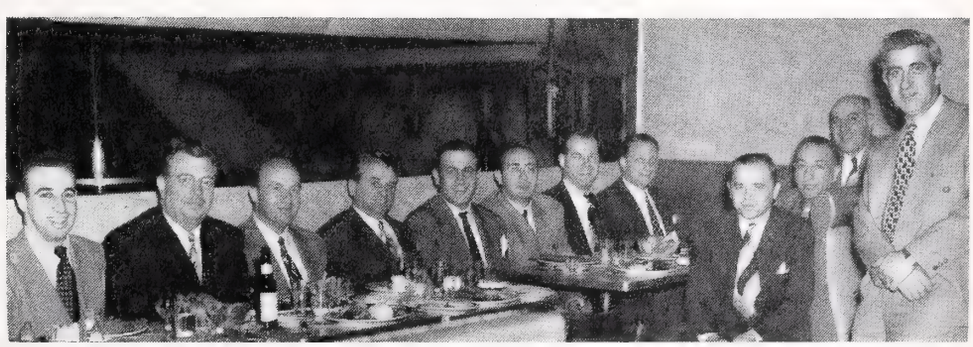
"Mr. Hall has been extremely community-minded and on every occasion has placed the facilities of both theatres at the disposal of all worthwhile community and charitable undertakings. His hundreds of friends are pleased at his promotion and happy that he will keep in touch with the local theatres in a supervisory capacity. He and his family will continue to make their home in this city."

Tovio A. Virta, assistant to Hall the last two years, will be resident manager of the Orpheum, and Raymond H. Bourgeois, doorman at the Orpheum, will direct the Gardner Uptown.

Zoning Law May Prevent Theatre at Swampscott

LYNN, MASS.—New zoning laws which went into effect August 3, before Atlantic Shore Properties could obtain a building permit, may prevent erection of a theatre at Fisherman's Beach, Swampscott.

Home owners sought a writ of mandamus, returnable in October, and the licensee has not yet filed a reply. The objectors claim that only store buildings may be erected under the terms of the zoning ordinance.



HAPPY DAYS—Snapped at the party given in New Haven for Morton Katz, MGM salesman who has been appointed booker for B&Q Associates, were, left to right: David Skvirsky, Earl Wright, Katz, Bill Canelli, Harry Shiffrin, Morris Weinstein, George Rief, Jack Brower, Philip Gravitz, Sam Germaine, Max Birnbaum, George Weber.

'Belinda' Still Leads Boston First Runs

BOSTON—"Johnny Belinda" again was the standout. Its second week gross almost equaled its initial take, so it rated a third stanza at the Metropolitan. "Red River," showing with "Manhattan Angel" at the Orpheum and the State, also rang up a husky second round. Completing its 12th week at the Astor, "Hamlet" moves to the recently-rebuilt Beacon Hill Theatre for an indefinite run.

(Average Is 100)

Astor—**Hamlet** (U-I), 12th wk. 75
Boston—**The Saxon Charm** (RKO); **Guns of Hate** (RKO) 95
Exeter Street—**The Mikado** (U-I); **Man of Evil** (UA) 100
Memorial—**Race Street** (RKO); **Variety Time** (RKO) 95
Metropolitan—**Johnny Belinda** (WB), 2nd wk. 135
Paramount and Fenway—**Moonrise** (Rep); **Texas, Brooklyn and Heaven** (UA) 115
State and Orpheum—**Red River** (UA); **Manhattan Angel** (Col), 2nd wk. 120

Two Warner Features Leaders in Hartford

HARTFORD—Warner's "June Bride" and "Johnny Belinda" led the town with grosses ranging from 80 to 100 points over average. "Belinda" was high with 200 at the Regal and "Bride" took 180 at the Strand.

Allyn—**Night Has a Thousand Eyes** (Para); **Nighttime in Nevada** (Rep) 80
Center—**Dakota** (Rep); **In Old Los Angeles** (Rep).. 65
E. M. Loew's—**The Gallant Blade** (Col); **I Surrender, Dear** (Col) 110
Poli—**Julia Misbehaves** (MGM); **The Search** (MGM) 100
Palace—**Apartment for Peggy** (20th-Fox); **Jungle Patrol** (20th-Fox), 2nd wk. 85
Regal—**Johnny Belinda** (WB); **Million Dollar Weekend** (EL), 4th wk. 200
State—**Silver Trails** (Mono), plus stage show 150
Strand—**June Bride** (WB) 180

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New Haven Trade Improves; 'Song' Leads First Runs

NEW HAVEN—Better fare at the first runs, without a Yale game as competition, resulted in increased grosses generally. "A Song Is Born," teamed with "Triple Threat" at the Poli, rang up 105 per cent and moved to the College for another stanza. "Johnny Belinda," with "Lady at Midnight" at the Roger Sherman, continued to draw and was held for a third round.

Bijou—**Frontier Badmen** (Realart); **Diamond Frontier** (Realart) 70
College—**Red River** (UA); **Night Wind** (20th-Fox), 2nd wk. 95
Loew Poli—**A Song Is Born** (RKO); **Triple Threat** (Col) 105
Paramount—**Isn't It Romantic?** (Para); **Angel in Exile** (Rep) 75
Roger Sherman—**Johnny Belinda** (WB); **Lady at Midnight** (EL), 2nd wk. 100

TOA Conciliation Plan Tabled by IEI Meeting

BOSTON — Three exhibitors were elected to membership at the November luncheon meeting of Independent Exhibitors, Inc., held at the Shangrila restaurant. They are Roy Smith, Park, East Walpole; Alec Davis, Park, Spencer, and Francis Howard, Star, North Brookfield.

The national TOA conciliation plan as proposed by Arthur Lockwood, president of TOA, was put before members for discussion and was tabled, to be brought up at the New Orleans national Allied convention in December.

A resolution on conduct of the stars, as proposed by Abram F. Myers of Washington, was a major issue. The Caravan was also discussed and ideas for bettering the system were referred to Ray Feeley, business manager, for discussion at the national convention. A large membership turned out for the meeting.

Distribute Ice Cream Pie

HARTFORD—Ice cream pie is being distributed to central Connecticut theatres by the Crown Ice Cream Co. of New Britain, of which Nicholas Kounaris, partner in the Newington Theatre, Newington, is an owner.

PORTLAND

Frank Clements, Capitol manager, and Fred Stone, Portland manager, attended a farewell party for L. W. Richmond, associate manager of E. M. Loew's Theatre, Boston . . . The front of the Maine has been repainted . . . Grangers, convening for an annual convention, will take over the State on November 15, 16.

A water color of the Empire is being exhibited at the local art museum . . . Mary Brown, State cashier, won a scholarship at St. Joseph's academy for her work in foreign languages . . . The Civic Theatre will present the Junior League Follies December 6, 7 . . . Eleanor Grant is back as cashier at the Civic.

Much interest was shown locally in "The Secret Land," which played at the Empire. Lieut. Com. Frank L. Dawley, who has been in charge of navy recruiting in Portland since last September, shot some of the footage in 1946 during four trips to the Antarctic and two to the Arctic . . . Maurice Landry, Maine operator, beat the housing shortage by building his own home.

HARTFORD

George E. Landers, Hartford division manager for E. M. Loew's Theatre, plans to visit his 19-year-old daughter Marilyn, who will appear in "Oklahoma!" in the Motor city the latter part of December . . . Richard Dibble is new on the Eastwood service staff, replacing Keith Fletcher, resigned.

The lobby at the M&P Capitol, New London, has been remodeled . . . Frank Smulski and his brother-in-law, Casimir Jachimowski, partners in the Music Box, New Britain, started an encyclopedia giveaway . . . New rubber floor mats were installed at Loew's Poli.

Norman Levinson, Loew's Poli assistant, saw the musical, "As the Girls Go," at the Shubert, New Haven, on his day off . . . Leonard Young, manager of E. M. Loew's, advocates the immediate formation of a National Corn club, with membership restricted to those persons able to tell a "corny story or gag." Young says he will serve as temporary president of the group. He wants would-be clubbers to contact him.

Al Edman of National Screen was here . . . Sister of Vickie Battalino of the Allyn was here from Syracuse for a visit . . . Lee Fiegen, formerly of Miami, has been named student assistant at Loew's Poli, replacing Robert Gentner, who was promoted to assistant at Loew's Poli Palace, succeeding Howard Padowitz, resigned. Padowitz plans to go into another branch of the industry.

Martha Donner and Gladys Johnson are the new usherettes at the Princess . . . Martin Kelleher and Maurice Shulman were in New Haven on business . . . Larry Gendron, formerly with Loew's Poli theatres here and now with the International Silver Co. plant in Meriden, was in town, reporting he will marry a Meriden girl soon . . . Bob Ritzert, assistant manager of Loew's Poli Globe, Bridgeport, was here; ditto Harry Moskowitz, Loew's construction department.

The Shulmans' Webster has a new dish giveaway . . . The M&P Capitol, New London, will host underprivileged youngsters of the city on December 18, under sponsorship of the Elks club of the city. Walter Murphy manages the house . . . The Edward Sherman agency, New York, is now booking weekend vaudeville for the E. M. Loew's Court Square, Springfield. House was formerly booked by the Arthur Fisher office in New York.

Robert Genter of the Palace will marry A. Wolferd December 4 . . . Howie Padowitz, formerly with Loew houses here, will be married soon.

A.P. Stewart Books Free Show Week To Thank Patrons in Last 25 Years

DURHAM, N. H.—The Franklin Theatre here will celebrate its 25th year of consecutive operation early in December. A. P. Stewart, owner and operator, has arranged for a week of free shows for the townspeople



A. P. Stewart and Wife

as a gesture of appreciation for their patronage. Using his regular policy of four changes a week, he will play "Melody Time," "Luxury Liner," "Arch of Triumph" and "Two Guys From Texas," all free.

The Franklin was constructed in 1922 by Frank F. Davison, who owned the Nugget, Hanover. Looking around for a working manager, he selected Stewart who had just graduated from Dartmouth College.

"And I mean a working manager," said Stewart. "I really worked. I was janitor, fireman, projectionist, booker and buyer and I kept all the accounts, and was manager and director."

When sound came in, Stewart acquired the services of a full time projectionist so that he could spend more time on the floor. In 1932, Stewart bought out the business from Davison and with the help of his wife, the former Sadie Marion Griffiths of Durham, he has operated the house ever since. He believes he is one of the oldest independent exhibitors in point of years that has stayed in the same spot in this section.

"That calls for some sort of celebration," he said. "So Mrs. Stewart and I decided to repay our many friends for their many years of faithful patronage by inviting them to our theatre for a week of free shows."

He believes that the Franklin is one of the best equipped smaller houses in the state. During the war he paid in advance for new sound equipment, to be delivered as soon as it became available. In that way he got in on the ground floor so that in 1945 he was one of the first to have new sound installed. Later he put in all new projection machines.

Stewart long has taken an active interest in the civic affairs of the town. In 1936 he was elected tax collector and in 1945 he was appointed and subsequently elected to the office of town clerk, both positions which he now holds. Two years ago he was one of the incorporators of Durham's first bank and was one of its first directors. Occasionally he has acted as judge of the municipal court.

In addition to their civic interests, Mr. and Mrs. Stewart have built up goodwill among the townspeople by their social and charitable endeavors which have endeared them to patrons.

Theatreman Says British Comic Books Are Better

HARTFORD—Tom Grasso, partner with Herb Jaffee in the New Colony Theatre, a summer situation at nearby Sound View, Conn., participated in a panel discussion on "The Comic Book Menace" recently in East Hartford.

Grasso, who is principal of the Center grammar school in East Hartford during the winter months, joined four other persons on the program. Grasso told the assembled parents that all comic books are written on a fourth grade level. "There are five influences that have a direct effect on the children," he said, listing auto, radio, motion picture, comic books and, very soon, television.

The summertime theatre operator, discussing British comic books, pointed out a better level in reading matter. "The comic books from England," he said, "are more happy and sophisticated."

'Professional Theatre' Planned for Hartford

HARTFORD—Plans were revealed recently to erect a new 700-seat "professional theatre" designed by Frank Lloyd Wright in Hartford. Estimated cost is $150,000, with construction to start early in 1949. Wright, it was understood, has agreed to build the theatre for Paton Price, Morgan O'Brien, James and Sam Capuano, all of whom are well-known in theatrical circles. The house, it is said, will be used for stage plays exclusively. More details will be revealed soon.



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BOSTON

Joseph Dimodica of Onset has closed the doors of the Onset Theatre for the winter months for the first time in many years. He also operates the Buzzards Bay Theatre at Buzzards Bay which will remain open the year round. The Cape, Onset, operated by the B&Q circuit, closed after Labor day, as is its regular policy . . . Doc Britton, operator of the Seaside Park in Virginia Beach, was renewing acquaintances in the district. Doc was a salesman for Paramount in New England and later operator of Atlantic Pictures of New England. He will remain in this section until after Christmas and will take a trip to the west coast for the winter.

Two weddings have been announced at B&Q Associates. Barbara Nihan, comptometer operator, was married to Arthur B. Zahn of Braintree and is back at her post following a wedding trip to Washington. Joan Burgess of the clerical department is on her honeymoon, following her marriage to Bernard Monagle jr. of Allston . . . Abe Garbose, Gardner exhibitor, is proud of his first son and third child, born at the Phillips house. The baby's name is Louis Edward.

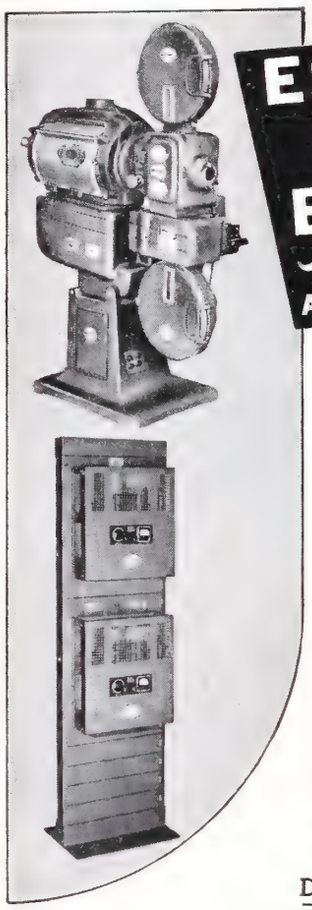
E. M. Loew's Victory Theatre on Washington street closed November 15 for complete remodeling. Reopening date was set for New Year's day. William Riseman Associates, architectural designers, drew up the plans which include a new front, foyer and outer lobbies, new lounges and restrooms. The auditorium will have new seats installed and the side boxes will be removed. A new painting job will be done throughout.

The engagement of Joan Mansfield has been announced to Walter J. Brannigan of Dorchester by Mrs. Frederick A. Mansfield of Arlington. Joan, assistant to Art Moger, Warner publicist, is planning an early spring wedding. Her boss Art is all smiles over the returns from the New England theatres that have played "Johnny Belinda." He now is working on the promotional campaign for "June Bride."

Film Classic's feature "Inner Sanctum" opens November 25 at the Keith-Boston, using a national tieup with Aristocrat Leather Products, maker of Inner Sanctum wallets, with 50 prizes to be distributed to exhibitors and managers who produce the best display windows. The first prize is a Crosley station wagon.

Jack Draddy, UA salesman, resigned and left for Florida on a prolonged vacation. No replacement has been named . . . Ross Cropper, RKO manager, was laid up for several weeks with a bad cold . . . Rosaria Hodgdon, wife of David Hodgdon of the Princess Amusement Co., returned to her Wakefield home after a three-month trip to Naples, Italy, where she visited her parents. She took her young son Charles with her . . . George Riel, Granite Square, Manchester, N. H., made one of his rare trips to town . . . Marie Bruno, Empire, Manchester, N. H., came in for the monthly meeting of Independent Exhibitors, Inc. . . . Leon Task, Ideal, Milford, and Ned Eisner, Cameo, Uxbridge, arrived in time to attend the luncheon-meeting of Independent Exhibitors, Inc.

John Mauran, RCA district manager for New England, hosted a dinner for RCA service men, supply dealers and salesmen at the Hotel Kenmore attended by the members of the staff of Capitol Theatre Supply of Boston and the Eastern Co. of



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Adv.

NEW HAMPSHIRE

Cambridge. M. F. Bennett of the New York office was master of ceremonies . . . Marty Mullin and Sam Pinanski, heads of M&P Theatres, arranged to have their district managers spend an afternoon at the Children's hospital, going through the wards under the personal supervision of Dr. Sydney Farber to get first-hand knowledge of the work being done at the hospital. The M&P Theatres are putting special emphasis on their managers in the large-scale selling of the raffle tickets benefiting the Children's Cancer research department, sponsored by the Variety Club of New England.

A memorial mass for members of the motion picture industry who have died since January 1 was held November 13 at the Church of Our Lady of Victory. The event was arranged by Leonard Dunn of the Catholic Motion Picture Guild . . . Walter Brown of the Garden and Ray E. Feeley, business manager of Independent Exhibitors, Inc., went to Pittsburgh to attend a dinner tendered by Variety Tent 1 to John H. Harris, president of Variety International.

Lloyd Bridgham, operator of theatres in Presque Isle, Me., and Dover, N. H., will take over the lease and operation of the Gem, Lydonville, Vt., on January 1. The Andrew Tegu circuit now operates the house . . . Peter Latchis of the Latchis circuit, Brattleboro, Vt., was planning erection of a theatre on a site adjoining the Newport House, Newport, N. H., also owned by him.

Lucien Decouteaux, who operates the Rex, Manchester, N. H., is working on plans for a new drive-in to be built on the outskirts of Manchester. It is expected to be ready for a spring opening . . . Phil Smith of Philip Smith Enterprises returned from a three-week survey of Midwest Drive-In interests . . . Reports are that Jerry Thayer, New Hampshire theatreman, is convalescing at home following a recent serious illness. He operates the Luddy's Theatre, Raymond, and the Community, Epping.

Brenda O'Brien, 9-year-old daughter of Manager Tom O'Brien of Columbia, was recuperating at the Faulkner hospital from an appendectomy. The Boston exchange of Columbia is starting its Tom O'Brien playdate drive in line with the national branch managers' drives throughout the country. Starting November 19, it runs for 13 weeks . . . George Somerell of National Carbon Co. and Bill McKinney of National Theatre Supply invited a group of technical men, projectionists and supply dealers to view the National Carbon film, "The Carbon Arc," a 15-minute short subject shown at the MGM screening room.

The day after election, the State in Manchester advertised that "Johnny Belinda" had been "elected" as the year's greatest picture and announced a holdover . . . Two Technicolor films, "Bringing Up Your Puppy" and "Bird Dogs," were shown at a recent meeting of the Southern New Hampshire Kennel club in Nashua.

Horse racing fans at Rockingham Park in Salem were given a treat recently when Gene Autry, whose rodeo was being staged in Boston, served as honorary steward during the running of the annual Cowgirl classic. Autry cowgirls appeared in the event, on which there was no betting. Sis Mills won the $600 race for the second consecutive year aboard Bartender.

Thanks to a film shown in the Town Hall by various civic organizations and local factories, approximately 300 children in Newmarket had their minds diverted from possible pranks on Halloween night. Youngsters of all ages were admitted to the free show . . . Freddie Bartholomew, film star, started an engagement as vaudeville headliner at the Palace in Manchester November 5.

Despite frigid evenings heralding the approach of winter, the drive-in at Pine Island Park in Manchester was still pulling crowds to its nightly shows . . . The Sherburne Parent-Teacher Ass'n in Portsmouth has voted to share expenses with the PTA Central council in furthering the motion picture visual aid program. The project will provide 36 short films on geography produced by Louis de Rochemont Associates for classroom use.

The Somersworth Theatre was used November 15 for the presentation of the three-act comedy, "Old Doc," by the local Kiwanis club for the benefit of the Kiwanis underprivileged children's fund.

When several hundred members of 4-H clubs in Strafford county gathered for their annual fall roundup in Rochester, the management of the Scenic Theatre played host to the young people at a showing of "Gallant Bess" . . . Burglars who broke into the Plymouth Theatre, Plymouth, smashed the combination of the office safe and escaped with $90.

More than 100 children from Catholic orphanages in Manchester attended a rodeo in Boston and were greeted by Gene Autry, the film star, and treated to refreshments . . . The Laurence Olivier production, "Hamlet," was shown November 10 at the Palace Theatre, Manchester, at 85 cents for a matinee and $1 for the night performance. Students were admitted for 50 cents.

CORRECTION

In an advertisement in this edition of BOXOFFICE last week the judges in U-I's Unity Drive Contest were incorrectly shown for this area. The judges for this area are the following U-I executives:

Fred Meyers, Eastern Sales Manager,

John J. Scully, District Sales Manager,

Dave Miller, District Sales Manager,

P. T. Dana, District Sales Manager.

Chester Friedman, Editor, Showmandiser Section, BOXOFFICE.

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NEW HAVEN

The Eagle Lion exchange, having outgrown its quarters in the Film Bldg. here, announced that it will occupy the entire fourth floor of the same building after December 1. Max Salzburg is manager . . . Most of the film district salesmen and managers were on hand for the recent opening of B&Q (Connecticut Theatres) Elm Theatre in Elmwood . . . Carl Miller, Universal auditor, paid New Haven a short visit . . . Armistice day was a holiday up and down Filmrow.

Herman Ripps, MGM district manager, was here from Albany for a visit . . . Mike Tomasino, recently retired circuit operator here, will vacation out of the city for two months. Son Angelo Tomasino, former 20th-Fox manager in Italy, has resigned to enter exporting business in Milan . . . Carl Goe, Warner manager, will take time off over Thanksgiving to drop in on a niece in Cleveland.

Variety Club Tent 31 will hold its third election of officers at the quarters following a dinner November 29 . . . Several exchanges are talking about Christmas parties and, at 20th-Fox it's definite, except for time and place . . . Bob Kaufmann, 20th-Fox exploiteer, traveled to New York, Albany and Hartford in the same week . . . Paramount is in fourth place in the current drive and straining every effort to wind up in a blaze of glory.

Saul Shiffrin's promotion to booker at MGM and arrival of his new Chevrolet came through simultaneously . . . Film folk, including Harry Shaw, Harry and Millie Rosenthal, Phil Gravitz, Mrs. Eliott Kronish and others were in a gay mood at the Temple Barn party. Several will participate in the coming musical revue . . . Foxites Fay Spadoni, Eva Foti, Jean Paszko, Betty Kelleher and Belle Shiffrin spent Armistice day in the big city, lunching at Sardi's, matineeing at the Ice Show and a radio broadcast and winding up at the Copacabana.

Congratulations to Leo Ricci, Meriden exhibitor, who joined the benedict ranks November 15 . . . Bert Lytell, recent president of Actors' Equity Ass'n, spoke at the second convocation of the Yale University school of fine arts November 16, discussing problems and opportunities of television for artistic production . . . Bill Colligan, who composed music for Hedy Lamarr's "Ecstasy," is performing on the piano at LaCouronne, New Haven.

Tony Masella, assistant at the Loew Poli, and his brother Guy, popular bandleader . . . hereabouts, are running a Thanksgiving eve dance at the Taft-Colonnade . . . Seen at the Shubert for Mike Todd's new show, "As the Girls Go," were Joan Blondell, wife of Todd, Gypsy Rose Lee and Anthony Farrell.

New Film Producers To Make Westerns

From Southwest Edition

HOUSTON—Douglas Williams, production manager for the Williams, Tripp & Wright Motion Picture Producing Co., has announced that his firm plans to make some 35mm western films "right in the heart of cowboy land." The firm, organized only four months ago, has been working on a number of 16mm films, three of which are now on the market. Besides Williams, who previously shot a good many screen ads in this area, other members of the firm are William M. Tripp and James Sheridan Wright, a former publicity man.

Another aim, Wright says, is to produce the more artistic type of motion picture such as "Fantasia" and "Stairway to Heaven." The company plans to use name actors to start, preferably native Texans for the westerns and it will try to develop local talent later on.

Several motion picture artists are working on the artistic films but they will not actually get under way for some time. Most of the location work on the westerns will be done around San Antonio, says Williams, and all studio work except developing will be done here. He believes his company will make more money on the westerns than on the artistic films.



A COLONIAL FRONT—The front of the enlarged and beautified Stratford Theatre of Albert Pickus in Stratford, Conn. Notable is the absence of a marquee in keeping with the Colonial architecture of the towns in that area. The recent reopening of the Stratford was attended by Senator Charles Wheeler, Mayor Peter Ring, Congressman John Lodge, PTA and church representatives and these exchange managers from New Haven: J. P. Byrne of MGM, Al Kane of Paramount, and Herman Levy.

WORCESTER

Leo Lajoie, manager of the Capitol, finally got his automobile, a long slinky Packard that has everybody's eyes popping . . . Additions to the staff at Loew's Poli include Jack Trainor, John Hersom, Robert Tainter and Roy Gustafson . . . Louise Reopel resigned from the Capitol.

Police arrested three boys charged with vandalism in the Greendale area. After getting 50 complaints from motorists who said the air had been let out of their tires, two policemen nabbed the boys in the parking lot of the Greendale Theatre where they had deflated tires on a dozen more cars.

More than 700 tickets representing $387 were stolen from the Plymouth. Thomas Kivlin, assistant manager, discovered a steel box in a storeroom broken and the tickets missing. The theatre immediately started using another color of ticket. Two days later, two state troopers were cruising along the highway in Westboro when they noticed a boy hitchhiking with a new radio under an arm. They stopped, questioned him and eventually discovered he was guilty of several breaks, including that at the Plymouth.

John Matthews, manager of the Warner, was a member of the original Red Devils basketball team in New Haven back in the '30s . . . The Poli was applauded in print for posting casts of current pictures where they could be seen by patrons leaving the theatre . . . At the meeting of the Better Films Council, Mrs. Carolyn K. Staff presided and Mrs. Dorothy L. Salter and Mrs. John D. McKinley spoke.

In its eight performances at the Auditorium, "Oklahoma!" played to 18,000 persons who paid $45,000, both figures being an alltime record in the city . . . Nate Goldberg, manager of the Plymouth, doubled into the pit orchestra for "Oklahoma!" . . . Frank Lyon of the Playhouse has been making television appearances in New York.

Bob Daggett has signed a one-year lease to operate the Westboro Red Barn Theatre again next summer . . . Bill Healey, publicist, in town to exploit "Red River" for the Warner, was recalling sadly when he brought the Cardiff Giant to Worcester years ago. The city just wouldn't go for it . . . Grace Stafford, former Worcester actress, has been in a Los Angeles hospital. She is the wife of Walter Lantz, cartoon film producer.

Theatres report a sudden upsurge in attendance . . . The mild weather has been a big boon to the drive-ins . . . Just because Leo Lajoie of the Capitol was serving on the jury in Fitchburg, the idea got around that he had been transferred to a Fitchburg theatre . . . Harold W. Hall, manager of the Uptown and Orpheum in Gardner, has been appointed manager of the Uptown in Boston, the largest house on the George A. Giles circuit. He became manager in Gardner in 1941, succeeding his father, the late William P. Hall.

Damage of $50 was done to the Elms in Millbury by fire. The flames started in a box of rubbish in the rear of the theatre and burned a window casing and plaster board. The auditorium of the theatre was filled with smoke when firemen arrived. There was no show in progress at the time.

FALL RIVER

Mrs. Mary Murphy is the new cashier at the Park, replacing Helen Golen . . . Nicholas Tetuan, doorman at the Strand, now is in the marine corps reserve . . . Popeye will appear in person at a free kiddy show to be held at the Capitol November 26, sponsored by the merchants. Each boy and girl will receive special gifts. The program will include cartoons and western pictures.

Claude Shaw, Academy assistant, and his wife were hosts to relatives from Ohio . . . Robert Zeitz, brother of Manager Carl Zeitz of the Academy and a student at Georgia university, attended football games in which his alma mater's team beat Florida and Alabama. Robert has joined the army reserve and is training for a commission . . . Harry, Morton and Fisher Zeitz, who operated motion picture houses in Fall River, New Bedford, Portland, Me., and Newport, R. I., visited Allentown, Pa., as guests of their niece, Mrs. Jay Aronsky, who recently moved to Allentown from New Bedford, Mass. Harry Zeitz will attend the Pioneer club dinner at the Waldorf-Astoria, New York, before returning.

Improvements are being made to the Academy Theatre entrance. The work is being done by the Zeitz Theatres' maintenance crew which is quartered at New Bedford. The crew includes painters and decorators, carpenters, electricians, mechanics and carpet layers . . . Sympathy to Charles Proctor, projectionist, on the death of his wife . . . Barbara Baker is new at the Durfee candy counter . . . Turkeys were given away as a Thanksgiving special at the Park, Capitol and Strand theatres, all Yamins houses.

Edna Hughes, Embassy cashier who starred in numerous Broadway plays a few years ago, recently was presented flowers by the Embassy staff for her interpretation of one of the leading roles in "Blithe Spirit," a presentation of the Little Theatre . . . Extensive alterations to the Empire lobby have been in progress for several weeks without program interference and are expected to be completed by December 1. Renovations include new frames, redecoration, glass boxoffice and glass doors.

Nathan Yamins was a recent visitor to his local houses before leaving for New Orleans and the Allied convention. From there he will go to Palm Beach where he will spend the winter months . . . Arline Fay, Empire cashier, recently underwent a minor operation at a local hospital. Madeline Marks substituted.

"Johnny Belinda," which opened three weeks ago at the Empire, played to capacity audiences at the Capitol in its second week and the Embassy in the third . . . Awards valued at over $3,000 will be presented to patrons attending a cooking school being conducted at the Capitol under the joint auspices of the management and the Swift Meat Packing Co. Sessions will be held every Monday forenoon for three weeks.

File Popcorn Trade Name

HARTFORD—Trade name has been filed with the town clerk's office for the Central Popcorn Co., 45 Arch St., by Brookie LeWitt of Glackin & LeWitt Theatres and his father George of New Britain.

Hollywood Starlet Weds

HUDSON, N. H.—Joan Barton, Hollywood starlet formerly under contract to Columbia, was married here recently to Frederick Scott Guggenheimer of Boston, head of the chain of Scott jewelry stores operating throughout New England.

Lower Balcony Prices

HARTFORD—Perakos circuit has dropped balcony prices at the Palace, New Britain, Conn., to 30 cents.





CLIFFORD BOYD — Managing Director, Academy of Music, Northampton, Mass.—writes:

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Assisting Variety Fund Campaign





An energetic campaign in behalf of the Cancer Research Foundation of the Children's Hospital of Boston is being conducted by the Variety Club of New England. Seen above in one photo is Sonia Zarsky, secretary to E. Harold Stoneman of the Interstate circuit, selling a book of tickets to champion Joe Louis after his recent exhibition bout at Boston Arena. Sonia, a volunteer worker for Variety, is handling all records for the books. She requests all sellers hand in money and stubs as soon as possible in order to eliminate last-minute confusion. Bill Koster, Variety director, looks on during the Miss Zarsky-Joe Louis transaction.

In the other photo are seen Albert J. Clarke, general manager of Fay Theatres, Providence, with Mrs. Martin Silverstein and Mrs. Bertram Bernhardt, heads of the Providence committee. Clarke called together a group of 50 civic-minded women to assist the Variety campaign. The women were addressed by Koster in the Biltmore hotel at Providence.

High-Powered Tieup On 'The Secret Land'

From Western Edition

SEATTLE—A high-powered tieup with the navy was the highlight of a well-laid exploitation campaign handled by Manager Jack Hamaker at the Fifth Avenue Theatre here on "The Secret Land." The film was booked in the second spot with "Julia Misbehaves" with the opening set for the day before the launching of Navy week in this area. At least 40 ships, including carriers and submarines, were to be in Puget Sound at that time and the tieup was a natural.

The climax came with the formal opening of Navy week from the stage of the Fifth Avenue. High navy officials were introduced by civic dignitaries amid a gala setting. Before the theatre, a huge navy surf boat was mounted on a semitrailer. A gangplank led from the sidewalk to the boat deck where a broadcast and interview of dignitaries was handled by station KOMO. Searchlights in the street and navy pennants strung from the marquee also lent a festive air.

The campaign was launched two weeks before with a screening for newspapermen at the navy installation theatre, which included reporters from the dailies, editors of community and small town weeklies and radio commentators.

Toronto Wrestler to Be Tested

TORONTO—Whipper Billy Watson, popular Toronto wrestler, may be screen-tested next spring for a role in Michael Kanin's next screen production. Kanin, who was here recently with the stage play, "Goodbye, My Fancy," feels that the handsome wrestler is right for the role he has in mind—that of a wrestler who is inherited, among other things, by a beautiful girl.

David Raksin Records 'Racket'

Composer David Raksin has begun the recording of his original score for the John Garfield starrer, "The Numbers Racket," for Enteprise.

If It's Good Promotion . . .

some one will report it in . . . **BOXOFFICE**

Fresh from the scenes of the activities each week come constant reports of merchandising of films. Most of these are ideas you can use for your own promotion. All of them are interesting and most of them are profitable in other similar circumstances. Make full use of these practical ideas by practical showmen, many of whom you may know.

Motion pictures lend themselves ideally to good advertising. The public interest is high. Capitalize on the interest that already exists and increase your attendance with proved ideas.

Tulsa Dinner Marks 35-Year Friendship

TULSA—Nearly 35 years of unruffled association were celebrated recently when Ralph Talbot, founder of the Talbot Theatres, Inc., and Charles Hathaway, theatre employes union representative, were honor guests at a midnight dinner given by the projectionists local. Also participating were Tulsa members of the International Ass'n of Theatre Stage Employes.

About 150 theatre representatives, union members and guests heard Glenn Condon, manager of radio station KAKC, review Talbot's career, beginning when he sang in Tulsa motion picture houses, accompanied by slides on the screen.

Hathaway, former president of the Oklahoma Federation of Labor, was praised for his efforts toward harmony between labor and management. He also was praised for his war work among labor organizations.

The program includes slides of nickelodeon days for singing by the guests, accompanied by several members of the long-disbanded Ritz Theatre orchestra, led by Tom Herrick, former leader now advertising manager for the Talbot Theaters. Talbot sang a solo reminiscent of his earlier days, "By the Light of the Silvery Moon."

An honorary lifetime gold membership card in the projectionists union was presented Talbot. Hathaway received a regular gold lifetime card.

Henry Sorenson to Handle Decoration for Lewis Co.

DALLAS—Henry Sorenson of the Modern Theatre Equipment Co. has completed an arrangement with the Russell Lewis Co. to handle theatre decoration for Lewis. The latter recently finished work on Bob Hooks' new Select in Mineola, Tex., Audry Cox's Lamesa and the De Luna in Pedras Negras, Mexico.

Circuit Sponsors 'Carmen'

DALLAS—Interstate circuit is sponsoring a production of "Carmen" by North Texas State College of Denton in Fair Park auditorium here December 7. Ticket sales are being handled by the circuit at its downtown boxoffice in the Melba Theatre. Four-inch, two-column ads on the attraction have appeared on the theatre pages of the two local newspapers.

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Censor Decisions on 'Apartment' And 'Belinda' Mystify Columnist

DALLAS—John Rosenfield, nationally known amusements editor and critic of the Dallas Morning News, has disagreed in his column with Interstate circuit and the Dallas Motion Picture Reviewing board over classifications of two current pictures. The critic has often expressed views in the past that sex is a natural for the theatre, or the film, and that it should be properly treated as an open book in view of all classes and ages.

The pictures involved were "Johnny Belinda" and "Apartment for Peggy," the reviewing board giving the first an "adult and young people" rating and the second an "adult only" classification.

The critic disagreed, saying "Peggy" was suitable for parents, grandparents and children and that "Belinda" is more suitable for "adults with adult intelligence." He recounted that Belinda, a deaf-mute, made a beast of burden by her family in a farm community, a victim of rape by the village lecher bears a child, murders the lecher who tries to kidnap it, disclosing her secret to the town. The picture has remarkable acting but it is not for adolescents, Rosenfield wrote.

He pointed out that Peggy, wife of a GI college student who uses the word "pregnant" to describe her condition, refers to a subject familiar to thousands of teen-agers.

"Why this picture is not urged on young people escapes our understanding," he wrote. "It is about young people who tackle soundly a question even teen-agers must ask themselves in only a few years. Perhaps Peggy's unembarrassed approach to motherhood shocked the reviewing committee. We doubt, however, if any young person of 1948 would be shocked, as they certainly have heard about Princess Elizabeth. The point at issue is nothing they haven't been taught in school, that they don't see daily with their own eyes, and that is presented in the picture in the best taste.

"The reviewing committee strains at the gnat of legal and sanctified propagation in 'Apartment for Peggy' and swallows the camel of statutory rape and unwed motherhood in 'Johnny Belinda.' The first is about the happiest and healthiest movie of the season and the second is among the most sordid."

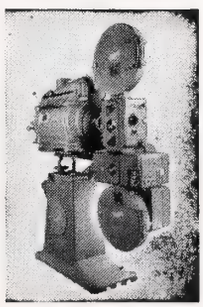
For several months now the reviewing board's classification of pictures have been included in Interstate circuit ads and in newspaper reading columns. R. J. O'Donnell, Interstate vice-president, said although Interstate officials long had been credited with some responsibility for classifications of new pictures, this really is the work of the reviewing committee headed by Mrs. Clarence Echols. "The reviewing committee is independent; we will continue to accept their ratings but will withdraw all responsibility concerning them," he added.

The disagreement here of a newspaper editor or critic with theatres, the producers or a private reviewing board is regarded as a healthy, constructive development, distinct from writings of other newspaper critics over the country who are accused of delighting to point out what they personally don't like in motion pictures.

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From the BOXOFFICE *Files*

(Twenty Years Ago)

A NEW THEATRE is in course of construction in McGhee, Ark., by Dr. O. W. Clark of Pine Bluff, at an estimated cost of $50,000 . . . The LaVista Theatre at Hillis, Okla., was formally opened recently with G. A. Peterson in charge . . . The Rex Theatre at Maud, Okla., managed by P. C. Crown, has been extensively refurbished . . . Sol Shelton has sold his Mecca Theatre at Rocky, Okla., to Chester Glancy and C. R. Hamilton, who came with him to Oklahoma City . . . O. H. Smith has opened the Community Theatre at Keota. Recently the Rialto there, formerly operated by W. D. Tarkington, has been closed.

* * *

M. S. Wainwright has taken over the Salina Theatre in Salina, Okla., the lease of S. S. Seibert having expired . . . Guy Culver, many years ago a stage manager in Oklahoma City and in recent years vice-president of the stage employes union, died recently in Oklahoma City.

* * *

H. E. Ellington, district manager of the United Film Ad Service, which is cooperating with the MPTO of Oklahoma, has placed five salesmen in Oklahoma, who also will look out for the interests of Wallace Walthall of National Screen Service.

* * *

With but two dissenting votes, the MPTO of Texas joined the Allied States Ass'n in a recent convention in Dallas. Col. H. A. Cole, recognized leader locally and nationally known as a leader in the exhibition field in Texas, was re-elected president. Vice-presidents elected: Burt King, Stamford; E. J. Callahan, Crockett; A. V. Wade, Gainesville, and Henry Sparks, Cooper. A. W. Lily of Greenville is secretary-treasurer.

* * *

P. C. Crown, one of the best-known motion picture showmen in the southwest, has bought the Rex in Maud, making extensive improvements in the house and also its program . . . Phil R. Isley, head of Midwest Film Co., an independent exchange, and also of a chain of theatres in Oklahoma, has purchased the Isis Theatre in Oklahoma City from the Griffith Amusement Co.

Theatre in Holiday Scene

DALLAS — The current issue of Holiday magazine has a story about the Waggoner Three-D cattle and oil empire and pictures of the main street at Vernon, hub of that far-flung area. A cowboy is shown tying his horse to a hitching post and eying the sign of C. C. Hamm's Majestic Theatre announcing Tim McCoy in one of his latest westerns. Another Texas theatre recently received publicity in a national magazine when the Saturday Evening Post carried a picture of the Pecos Theatre on its front cover. That house is owned and operated by Theatre Enterprises.

'Strike It Rich' Debut Nov. 26 in Tyler, Tex.

TYLER, TEX.—The Tyler Theatre here will be the site of the world premiere showing of "Strike It Rich" on November 26, and other houses in the state are expected to show it shortly afterwards.

Jack Wrather, a native Texan, became a producer two years ago and started work on the story of the oil fields near Lindale, Apy and Kilgore, where his father "struck it rich."

Wrather said in Dallas last summer that he hoped to release the film in December, and the Tyler premiere indicates that he is ahead of his earlier schedule. His wife, Bonita Granville, is starred in "Strike It Rich." Raleigh Leatherman, Interstate Theatres city manager, is seeking to arrange personal appearances of several of the stars at the premiere.

Fort Worth White Theatre Sold to Roy V. Starling

FORT WORTH—Roy V. Starling of Dallas has purchased the White Theatre here, a house built just before the war by M. S. White, who later sold it to Underwood & Ezell interests. For the last few years Starling has been manager of the Texas and Wings theatres at Grand Prairie for U&E. He held a principal interest in the Wings. Starling has a long record of success both as a film salesman and in theatre operation.



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Golden Rule Formula Quiets Opposition

ARGYLE, TEX.—George Franklin and his wife, who have operated the Colonial Drive-In near here during the last season, used an old formula to quiet church opposition. Both the Methodist and Baptist churches were opposed to Sunday shows and theatres in general, and the pastors were very active in their opposition.

The Franklins were giving away big prizes at the show to attract crowds, including stoves, ice boxes and radios. Then they decided to give the two churches badly needed pianos. Both pastors gratefully accepted the instruments, one made a formal dedication of its gift and the other gave a dinner for the donors. The feeling became more friendly but the Franklins decided to make an even better job of it. They turned over the drive-in to the pastors for the coming week, one to sell tickets, the other to take them up, with the churches to retain all but film rental and light bill. The money will be used to help lay a new floor in one of the churches and to build a new parsonage for the other.

The Franklins believed they have solved this phase of their problem and are grateful for the friendship of the two churches. But there was still another barrier. The Denton county attorney recently stopped the giving away of prizes. Franklin decided to give them away out in front of the theatre entrance. Men of the town lined up to go to jail with Franklin if it came to that.

Franklin was hailed into court at Denton and charged with conducting a lottery on over 100 counts. His attorney demanded more specific charges on at least one item, but the county didn't have the facts as to just what was given away and to whom. The case was dismissed and the Franklins quit giveaways for the time being, but have other plans of operation following their tie-in with the churches.

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SAN ANTONIO

Manager Henry Bergman of the Empire Theatre brought back "Blood and Sand" for a revival showing at his popular price house . . . Red River Dave, singing guitarist of cowboy ballads, is now playing high school auditoriums and halls in theatreless towns within a radius of 100 miles from San Antonio.

Tommy Howell's Broadway Theatre had the first Alamo Heights showing of the Texas vs. Baylor films . . . Tom London, Hollywood character actor, was here on a personal engagement tour of the southwest . . . J. C. Chamoun, theatreman of Ybor City and West Tampa, Fla., Mrs. Addison Burkholder, Marine Theatre, Fort Worth, and Maurice Levy, Dallas newsreel cameraman for Telepix, New York, were among recent visitors along the Mexican Filmrow and downtown theatrical district.

Among late visitors to the Mexican film exchanges were L. S. Arnold, Bishop and Odem; Frank "Panchito" Trevino, Pearsall and Paul J. Poag, R&R city manager, Del Rio . . . Nils Moore, fan dancer, has reopened at the Tropics.

Showing along Theatrerow was "Bambi" at the Texas; "Johnny Belinda" at the Majestic, and "Apartment for Peggy" at the Aztec. "That's My Man" opened Armistice day at the Josephine, independent neighborhood house . . . Tuffy Dale, dancer, singer and musical entertainer, has joined the Eddie Arnold roadshow now touring Texas.

C. M. Anding Recuperates

FORT WORTH—C. M. Anding, owner of the Haltom Theatre, is recuperating at his home here from injuries in a recent automobile accident. He was driving between Mineola and Gladewater when he collided head on with an approaching car. The theatre has been operating with its regular staff while the owner gave some directions from the sidelines. He hopes to get back on the job soon.

Mature in 'Restless Angel'

Victor Mature will star with Betty Hutton in Paramount's "Restless Angel."



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DALLAS

O **B. Bridges,** a well-known theatre and film man, and his wife have opened a new drug store at Elkart near Palestine. Showmanship was evident in the opening with the store taking a half-page ad in the local newspaper and with six other merchants taking ads welcoming the new store. Bridges last worked for Joy Houck as manager of the Joy Theatre in Houston.

Twentieth Century-Fox has announced a tradeshow of "Trouble Preferred" for 10:30 a. m. December 1 in its local screening room on Wood street at St. Paul . . . Roy Deviney of the Hawk Theatre in Hawkins and the Strand at Big Sandy, here on a regular market trip, said he has finished a facelifting at the Strand, and the latter now outshines his first house. Roy jr., navy veteran, is manager of the Strand and goes to Tyler Commercial college, 12 miles distant, by day. Roy said Hawkins is getting a continued oil play and the field is getting bigger all the time.

Thomas W. Luce jr., Paramount head booker, and Fredna Sue Slaton were married in Lovers Lane Methodist church. After a honeymoon in San Antonio, they now are at home here at 6555 Circle Drive. The bride will continue her job in the Monogram exchange . . . Edward Rubin, former RKO talent scout, recently set up shop here as a screen career consultant. His wife, screen actress Audrey Long, returned to Hollywood to appear in a Republic picture and on a December 11 broadcast of Stars Over Hollywood. She will return here for the holidays.

George Schepps, Variety Club worker, and two associates have purchased the Greenville baseball club. Shepps also has become general manager of the Lubbock ball team, acting for the widow of the owner who died recently. Shepps formerly owned the Dallas club along with his brother Julius, Variety's chief barker.

Lin Harrington, former RKO salesman who has been operating the Skyway Drive-In at Wichita Falls in partnership with Lester Dollison, returned to the Row this week as U-I salesman. The drive-in has closed for the winter. Harrington succeeded Burl Lovelace at U-I, who resigned to go with Jimmy Prichard and Monogram . . . B. R. Goodman, supervisor of exchanges, and R. A. McGuire, manager of accounting, were here from the Warner home office . . . Claude Atkinson, former salesman for RKO, Monogram and 20th-Fox, has gone to work at Warners as a booker.

B. Nickles, assistant to Raymond Cornes at the Palace and Cornes in Farmersville; Bran E. Garner, Arcadia Theatre in Ranger; C. C. Caldwell of the Rex, O'Donnell, and Cranfill Cox jr. of the Crystal and Strand, Gilmer, were among the early out-of-town shoppers on the Row. Cox was showing several pictures of the East Texas Yamboree, which he helped to promote.

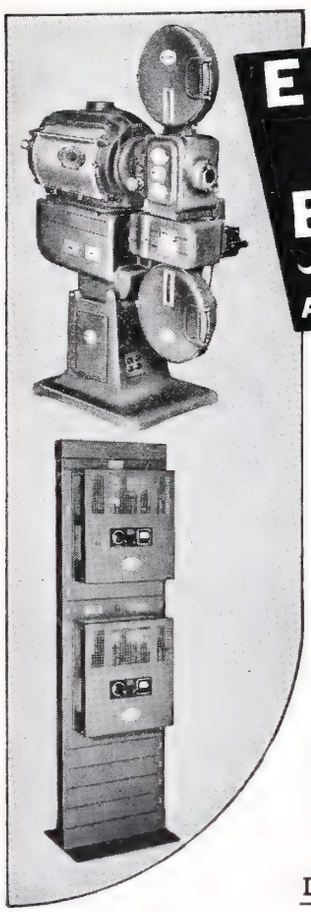
Theatre Enterprises is winding up the remodeling of the Palace in Lubbock and will reopen the house November 20 as the Clifton . . . W. O. Bearden, owner of two theatres in Lubbock, one in Clovis and the Trail Drive-In at Amarillo, said it has been mighty dry in the south plains country, but Amarillo had been getting plenty of moisture. In spite of the drouth, which seems to be breaking this week in some areas, Bearden was going right ahead booking pictures as usual for his four theatres.

Eph Charninsky, general manager of the Underwood & Ezell theatres in San Antonio, was here booking. He is a partner in that operation and has been responsible for bookings since that task was taken back from Interstate circuit several months ago.

Santa Claus came a few weeks early to L. F. "Chic" Turner, former Filmrow booker and a shut-in for the last two years. Roy Harding and his wife took the latest model television set out to Chic's living room for Saturday's big football games. The former booker used to go to all the important games. Mrs. Harding is the former Velma Adams, daughter of Jack K. Adams. She served in the exchange as cashier for several years. Chic worked at the same place until he became ill.

Maurice Kleinman of the Cactus Drive-In at Odessa and Carroll Jones of the Texan Drive-In at Midland were here on a joint booking trip. C. C. Hamm of the Queen at Quitaque was among the visiting indoor exhibitors. I. B. Adelman, well-known circuit operator with four de luxe houses, returned to his Jackson street office after spending the summer in California.

Roy Litsey, former office manager at Warners, has moved to Brownfield to work



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for Hiram Parks, operator of a string of small west Texas theatres. Parks was formerly a salesman for Warners in the same area. Parks left Warners a few years ago to operate the Rialto, Ritz and Rio theatres in Brownfield in association with Mrs. Earl Jones, and has since taken over several other houses.

R. L. Bostick, manager of the Memphis and Dallas branches of National Theatre Supply, took a dozen members of the Dallas staff out to Pappy's Showland for an evening of dinner and dancing. It was a company gesture for a group of hard working and loyal employes and will be repeated at intervals.

Lloyd Rust, who recently sold his Monogram franchise back to the company and retired from film business, has gone with his wife to Galveston for a visit with his parents, the I. W. Rusts. After a few days of fishing, the four will take a leisurely trip through the Rio Grande Valley and, perhaps, into Mexico.

Lauritz Melchior will be guest soloist with the Dallas Symphony orchestra Tuesday night (23) in Fair Park auditorium. He and his wife will arrive from Chicago Monday. Tickets are from $1.80 to $3.60 . . . Edmund Gwenn, who won an Academy award for his Kris Kringle in "The Miracle of 34th Street," will repeat the performance in person at the Neiman-Marcus store . . . John E. Sparks of the Liberty in Fort Worth was over on his weekly trip to the exchanges. He was with the house as assistant to the late Leon Lewis and has been retained under the new ownership by L. N. Crim of Kilgore.

Joe Beckham, manager of the Grand at Grandview and a GI student at Southern Methodist University, is also a proud father despite several cuts and bruises. While dashing to the hospital, there was a minor car wreck in which Joe received some injuries. Joe attends morning classes in Dallas and drives 55 miles to run the theatre at night. His father helps with the show when Joe's schedule is too tight.

A picture of Jane Wyman appears on the front cover of Showtime for November. The Interstate circuit's fan magazine for Dallas area patrons acknowledged that Miss Wyman was selected "for her amazing performance in 'Johnny Belinda' which may bring a 1948 Academy award."

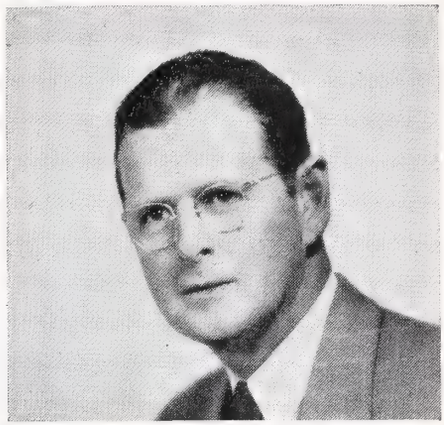
Variety Club officers and directors have chartered a plane to take them to Boys Town on November 28 for the unveiling of the Father Flanagan memorial which the organization donated to the Nebraska institution . . . Partners and managers of Robb & Rowley Theatres began arriving early for the two-day convention held by that circuit at the Adolphus hotel. It was to be strictly a business meeting without fanfare.

Cisco, Tex., Airer Closed

CISCO, TEX.—The Joy Drive-In has closed for the winter after a month's operation. Joy Houck of New Orleans bought the Palace and Texas here a year ago, and soon had the drive-in in operation.

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Big O'Donnell Dinner On Dec. 4 at Dallas

DALLAS—Plans for the Bob O'Donnell dinner to be given as a national affair here by the Variety Club of Texas, are coming along nicely, according to Chairman Raymond Willie. The December 4 dinner will be stag and formal and will be preceded by cocktails. Tickets are $10 each and Jack Bryant, club manager, will handle reservations for members.

Advance reservations from Oklahoma include Ralph Talbot and J. C. Hunter of the four Talbot theatres, Tulsa; Charley Freeman, city manager of C&R Theatres; Morris Loewenstein, president of Theatre Owners of Oklahoma, and Horace Falls, chief barker of Variety Tent 22, all of Oklahoma City.

Loewenstein hopes to corral several Texas exhibitor leaders and take them back with him to Oklahoma City to witness a state exhibitor convention there on December 6, 7. Falls will hurry back to hold a Variety election of his tent on December 6.

Bells, Tex., Theatre Burns

BELLS, TEX.—The Arcadia Theatre here was badly damaged by fire November 4. No estimate of loss was made by Coy Anderson, the owner.

Hi Martin to Dallas U-I; Chas. Hudgens Steps Up

DALLAS—H. H. "Hi" Martin of Oklahoma City arrived this week to take over duties



Henry H. Martin



Charles Hudgens

as manager of the U-I exchange. He was transferred here from the Sooner capital where he had been with the company for 15 years, the last three as manager.

Martin proceeded about the Dallas exchange early Monday morning surrounded by salesmen and key figures of the office as though he had been here for a long time. Although a native of Oklahoma, he is well acquainted in Texas as a result of many contacts with Texas film men and exhibitors. He succeeds James A. Prichard, who resigned recently to go with Monogram as district manager. Martin said his wife and daughter Patricia, 13, will join him here early next year.

His transfer here brought promotion for Charles Hudgens, who succeeds Martin as manager of the U-I exchange in Oklahoma City after serving as salesman for two years.

Plan Raleigh Drive-In

RALEIGH, N. C.—North Carolina Theatres, Inc., operators of the Ambassador Theatre here, have completed plans for construction of a 600-car super drive-in on a site a few miles east on highway 64. Work is scheduled to get under way soon.

Minister Advises Technically

Dean William W. Fleetwood, a retired Episcopal minister, has been chosen to give technical advice for wedding and funeral sequences in Paramount's "Bitter Victory."

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R. I. Payne Appointed Texas Bank Director

DALLAS — R. I. "Rip" Payne, executive vice-president of Theatre Enterprises, Inc., operating 125 theatres in five states, has been



R. I. PAYNE

elected a director of Texas Bank & Trust Co. here. In its announcement, the bank related a short history of Payne's connection with show business.

He was born at Grand Prairie, between this city and Fort Worth, and in 1919 went to work for Universal Pictures after his discharge from the naval air service in World War I. He was later promoted to branch manager of the Oklahoma City exchange and returned to this city in 1936 to join with the late R. E. Griffith, who started building a circuit of Texas and New Mexican theatres. This venture grew into the present organization following Griffith's death.

Payne is vice-president of R. E. Griffith Realty Co. and is a director in Hotel Last Frontier, Inc., in Las Vegas, Nev., a Griffith property. He is chairman of the board of trustees of Variety Foundation of Texas, and was recently elected property master.

Youths Held by Police For Theft of Tickets

SAN ANTONIO—Two local youths enjoyed unsurpassed popularity for a while recently, but enthusiasm waned sharply when they were picked up and held by police for allegedly stealing some 6,000 tickets from the Follies Theatre here.

Anthony Garza, manager of the Follies, notified police of the theft, then questioned two other boys when they attempted to use some of the tickets. The boys told Garza they had gotten the tickets from two young friends. A 13-year-old girl admitted she also had obtained 38 tickets from the two boys.

Police Ban on 'Marijuana' At San Antonio Prince

SAN ANTONIO—Police Commissioner Raymond South has ordered the Prince Theatre here to cease showing "Marijuana" and "How to Undress in Front of Your Husband," double bill currently showing at the house.



V. A. WILKINSON—Owner, Ritz Theatre, Comanche, Oklahoma—says:

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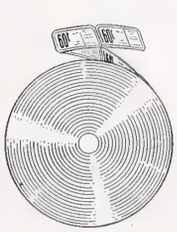


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Wometco Publishes Book for Employes

MIAMI — Mitchell Wolfson and Sidney Meyer, co-owners of Wometco, have published a new booklet welcoming new employes, and introducing them to the field of motion picture exhibition. The greeting page reads as follows:

"Hello, There!

"It is only natural for a person to feel strange on a new job. Realizing this, the management of Wometco Theatres has prepared this introductory booklet as one way of sincerely saying to each new employe: 'We're glad to have you with us. We hope you'll like us and like your work.'

INDUSTRY FACTS EXPLAINED

"As a first step in getting acquainted, we want to explain a few things you may not have known about the business you have chosen; facts and traditions which have made it the nation's fourth largest industry. Briefly, we shall try to tell you the things about Wometco that you would like to know: its history, its officers, its general policies and the opportunities for you. Read this booklet carefully. It will assist you to overcome any feeling of strangeness, and will help us both to get off to a good start with each other.

"Wometco has every reason to expect continued success. We should like for you to share it with us. Good luck, and our sincere best wishes!"

The smartly arranged booklet contains thumbnail descriptions of the three branches of the motion picture industry—production, distribution and exhibition. The historical facts are accurate and interestingly written. Reference is made to the war activity of the Wometco organization and personnel, with appropriate recognition to those who gave their lives in the service of their country.

COMPANY POLICIES DESCRIBED

General company personnel policies are described, giving employes comprehensive explanations of such items as applications, emblems, probationary periods, training, work schedules, how and when paid, promotion, vacations, pass privileges, holidays, uniforms, absences, injuries, personal and business problems, termination, ideas and suggestions, credit union, social security, unemployment compensation, group life insurance, free health plan, Old Guard and Troupers clubs, incentive pay, employe publications, responsibilities and personal conduct.

Included is a section which could easily be used as a motion picture theatre management textbook, setting forth the functions of the various departments of the Wometco organization. No detail is left to the employes' imagination, so complete is the description of booking, accounting, advertising, art, public relations, publicity, building, construction, purchasing, maintenance, air conditioning, ventilation, confection, real estate, legal and personnel.

Finally, on the inside cover, the booklet lists all theatres under the Wometco banner, with information about each of them.

Turkey Night at Theatre

REFORM, ALA.—Each Thursday night until Thanksgiving is Turkey night at the Pickens Theatre here.



NEW VARIETY CHIEF—Scott Lett, above, has been elected chief barker of the Variety Club in Charlotte. Gene Dyer was named first assistant, J. E. Holston, second assistant; Ralph Iannuzzi, property master, and Earl Mulwee, doughguy. The selections were made by the Variety crew, consisting of T. A. Little, A. B. Carver, H. F. Kincey, John H. Vickers, J. W. Bishop, Earl Mulwee, Paul Hargette and the above named officers.

Two Florida Showmen Save Theatre in Fire

TALLAHASSEE—The Florida Theatre next door to an automobile salesroom on North Monroe street was evacuated recently when a fire started in the motor establishment. The blaze broke out at 1:15 p. m. The theatre was evacuated by W. P. Neel, manager, and James McDannold, assistant.

The theatremen then went to the roof and fought the flames with a hose pulled up by a rope, thus preventing the heat from setting their house afire.

The heat was so intense that paint was blistered on metal exit doors and water spouts were melted, but the only damage inside the house was from smoke seepage.

Stars Visit Charlotte

CHARLOTTE—Two film stars, Adele Mara of Republic and Tex Ritter, the western star, were here for the big Carolinas pre-Christmas festival November 17. Ritter, on his horse White Flash was to lead the parade. Miss Mara was to give the main address at the luncheon at Hotel Charlotte at noon on Festival day, then attend the Central-Wilson high school football game at Legion Memorial stadium in the afternoon and be guest at a buffet supper honoring her and visiting princesses from neighboring towns at the Charlotte Variety Club at 4:15 in the afternoon. She rode in the parade and was to crown the queen of the ball at the Armory-Auditorium in the evening.

Sunday Shows Voted Okay in Moulton, Ala.

MOULTON, ALA.—The Moulton city council has amended the town code to permit Sunday films, and adopted an amusement tax to go along with it.

Prohibition of Sunday motion pictures by city ordinance dates back to 1939. The amended ordinance provides for Sabbath shows after 1 p. m. only and no admission tickets may be sold between 6 and 7 p. m.

The amusement tax ordinance provides the following sliding scale: 15 to 34 cents, 1 cent tax; 35 to 49 cents, 2 cents; 50 to 59 cents, 3 cents; 60 to 69 cents, 4 cents; over 70 cents, 5 cents.

Places of amusement outside of the town limits, but within the police jurisdiction, will be charged one-half of the above scale. Proceeds of the tax will not be earmarked, but will be placed in the general fund.

Violation of the Sunday movie ordinance is subject to a maximum penalty of a $100 fine and six months imprisonment. For the first violation of the amusement tax ordinance, a $10 minimum fine is provided, with $25 for subsequent violations.

Fear Polls Pick Pictures On Election Day Basis

ATLANTA—Rufus Blair, publicity director for Paramount, predicted upon his recent visit here that the Gallup-type poll would no longer "contribute to the delinquency of filmmaking." Blair said many producers noted with interest the errors of the pollmakers during the recent election and had begun to fear that the system might have been choosing pictures "on the same basis that it picked presidents."

Blair said "the poll system has been used by producers to make surveys of what type of pictures the public wants and to determine the faults of current films." But, he added, many of Hollywood's films that were based on the surveys turned out to be poor attractions.

Special Edition Features Theatres in Birmingham

BIRMINGHAM — Local theatremen were the subjects of many feature stories and photos in the ninth annual fall picture season edition of the Birmingham Post. A contest in which ten prizes, all valued at more than $300, were awarded, was promoted by the theatremen in connection with the special edition. Top prize was a Crosley motor car.

All of the downtown theatre managers were given stories and pictures, as were officials of the three circuits, Wilby-Kincey, Acme and Waters.

Dance on Public Square Promotes 'Red River'

ATLANTA—A real oldtime square dance with a hillbilly band was given on the street in front of the Grand Theatre for the opening of United Artists' "Red River." Prizes were awarded to the best dancers in contests which were part of the promotion dreamed up by Ben Hill, southern publicity chief for the company.

Grosses in Atlanta Stay Near Average

ATLANTA—Local first runs seemed to be having a hard time getting out of the summer doldrums as grosses continued to stand near the average mark. Competition from circuses and legitimate shows didn't help. The week's high mark was 102 on "Julia Misbehaves" at Loew's Grand.

(Average Is 100)

Fox—**Good Sam** (RKO) 101
Loew's Grand—**Julia Misbehaves** (MGM) 102
Paramount—**Larceny** (U-I) 99
Roxy—**Johnny Belinda** (WB), 2nd d. t. wk. 99

Joy Theatres Remodels Strand in New Orleans

NEW ORLEANS—The Strand Theatre reopened recently after a ten-day closing to complete final portions of an all-out renovation and remodeling program. Feature of the remodeled house is an inclined floor which replaced the stairways. A new marquee, indirect lighting, rest rooms and a cry room also have been installed. A total of $150,000 was spent on modernization, according to W. A. Hodges, general manager of Joy Theatres, Inc., operators of the Strand.

Harbor Starts New Season

SAFETY HARBOR, FLA.—The Harbor Theatre has opened its doors for the 1948-49 season with a special invitational show. The theatre was recently purchased by M. Leventhal of New York and has been remodeled. New seats, carpets, lighting and projection equipment are among the improvements. The theatre will be operated by Leventhal's son-in-law Eddie Smith.

Three Toronto Houses Feature Organists

From Canadian Edition

Toronto — With the opening here of the magnificent Odeon Toronto, key house of the Canadian Odeon chain, Toronto has three theatre organists on a permanent basis, indicating popularity of organ recitals at local cinemas. The musician at the new Odeon Toronto is Al Bollington, who came from J. Arthur Rank's theatre organization in England to preside at the console of the three-manual instrument.

For years Famous Players' Shea's was the only Toronto theatre to feature the pipe organ as a supplement to film offerings. Quentin Maclean, who arrived in Canada just prior to the second world war, is organist there.

The Odeon Fairlawn in the North End came forward with John Mack as the artist at a Wurlitzer organ which has been installed for a nightly program.

Various other local first run theatres have long-silent pipe organs which are masked by ornate fronts but the trend has led to a belief that they will be dusted off for regular use as added attractions.

Starts Great Books Forum

FLORENCE, ALA.—A Great Books discussion movement has been launched here under the leadership of Stanley Rosenbaum of Muscle Shoals Theatres. The group, which meets on alternate Monday nights, is sponsored by Florence State Teachers college.

Big Suburban House Slated in Memphis

MEMPHIS—Construction of a 1,200-seat theatre in the Highland Heights community will be started next spring on Summer avenue here by E. R. Gillett, theatreman who now operates the Bristol Theatre. Gillett's lease will expire Aug. 1, 1949, on the present theatre building and he does not plan to renew it.

"The new show will have the largest seating capacity of any Memphis suburban theatre," Gillett said. "It will be a stadium-type house. The balcony will not extend over any of the downstairs portion. The first row of the balcony will begin where the last row of the downstairs section ends in the back."

Gillett said he would spend $75,000 on the building which will be started in March or April. His total investment in the new theatre when it is fully equipped will be about $140,000. It will have a buff brick front with common brick for the three other walls.

Gillett has operated the Bristol since 1939. He has been in the theatre business for 16 years. He owns and operates theatres in Dyersburg, Tenn., and Russellville, Ark., in addition to the Bristol. Owners of the Bristol building said they have no announcement to make yet regarding its future use.

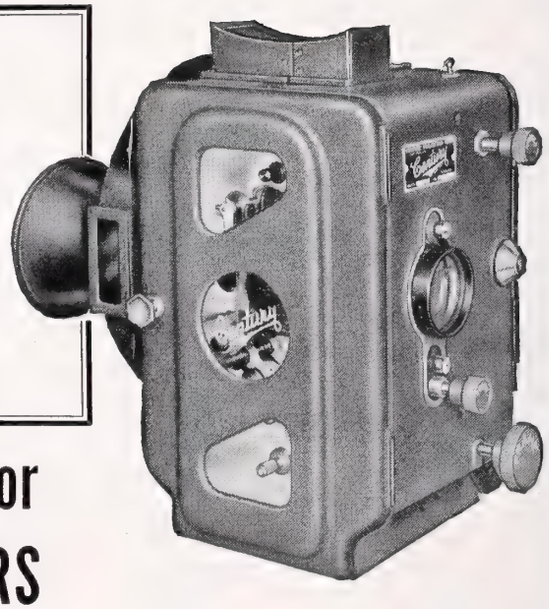
First Role Is in Hope Starrer

Carl Esser, adolescent radio actor, has been ticketed for his first screen role in the Bob Hope starrer, "Easy Does It," a Paramount picture.

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ATLANTA

The installation dinner of the Atlanta Variety Club will be held at the Brookhaven Country club December 13. Tickets and $5.00 per plate . . . Katherine Brown of Wil-Kin Theatre Supply Co. was confined to the hospital by illness . . . Carter Barrow, former manager of Loew's Grand, now in Washington, was a visitor . . . Mr. and Mrs. Fred G. Weis, Savannah and Macon owners, returned home to Savannah after a visit here.

More than 200 Variety Club members and their guests went to Athens, Ga., for a recent football game. Moon Crooker and Dan Hill of Georgia Theatres Co. hosted the group to a big dinner . . . Jimmy Gillespi, former southern publicity chief for 20th-Fox here and now in Memphis for the same company, visited the Row . . . Mrs. Rachel Gravely jr., formerly with Monogram, wrote that she arrived in the Panama Canal Zone safely.

Mrs. L. King of Capital Supply Co. returned to her desk after visiting in Dallas . . . Ralph McCoy, FC branch manager, left on a trip to Nashville . . . Ralph Peckham, Realart manager in Jacksonville, visited here . . . Ben Hill, southern publicity chief for UA, took off for Dallas . . . Howard Wallace, Sack Amusement Enterprises manager, checked in from New Orleans.

Grover Parsons, EL southern district manager, left for New Orleans . . . Earl Humphries, manager for Theatrical Printing Co., recently acquired a 160-acre farm . . . Gene Reese from the St. Louis plant was a visitor . . . New Variety Club directors are Emory Austin, Guy Brown, Fred Coleman, Boyd Fry, R. J. Ingram, Bob Langer, Nat Williams and John Fulton . . . Blanche Wager of RKO has announced her marriage . . . The Lincoln Theatre, Gainesville Ga., closed recently.

Visitors on the Row included H. Greene, Albertsville, Ala.; Kay Porter, Perry and Foley, Fla.; E. P. Clay and his wife; P. L. Taylor, Dixie Theatre, Columbus, Ga.; Sidney Laird, West Point Amusement, West Point, Ga.; Clyde Sampler, Strand, Carrollton, Ga.; John Thompson, Pal Amusement Co., Vidalia, Ga.; Troy Candy, Dixie, Swainsboro, Ga.; Morris Arbans, Lumpkin Theatre, Lumpkin, Ga.; Cleo Shingler, Buena Vista Theatre, Buena Vista, Ga.; John Cunningham, Savannah Theatre Corp., Savannah, Ga., and Walter Morris, Pike Theatre, Knoxville, Tenn.

Sailor Theme Attracts

JACKSONVILLE—Archie Adams, manager of the Edgewood Theatre, invited patrons to "go aboard" for "Luxury Liner" and instead of being met by the usual ushers, the "crew" was garbed in natty sailor uniforms. A mahogany speedboat perched in front of the entrance gave additional atmosphere for the occasion.

Ask Horror Show Halt

CLEARWATER, FLA.—PTA organizations have been actively working to bring pressure on local theatres to stop showing horror shows for school children. This applies in particular to the Saturday midnight shows. It is claimed that these late shows affect the health of the teen-age boy or girl.

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NEW ORLEANS

Republic's "Angel on the Amazon" premiered at the Saenger. Loew's attraction was "Julia Misbehaves," "Station West" opened at the Orpheum, while "The Loves of Carmen" moved to the Liberty for a second week. The Joy offered "The Doctor Takes a Wife" and "Pitfall" was at the Center. "Gung Ho!" was the Tudor feature, while the Globe showed "Rose of Washington Square." "To Live in Peace" opened at the Poche. "Jack London" and "Colt Comrades" made up the Strand's double bill and "A Night at the Follies" continued for a second week at the Rio.

The congressional hearing in connection with alleged monopolistic practices by the theatre industry in New Orleans, announced for December, has been postponed until early 1949, according to Joseph D. Henderson, national director for the American Ass'n of Small Business. Henderson said the delay was necessitated by the short time between now and the beginning of the 81st Congress "to develop the problem and find a solution."

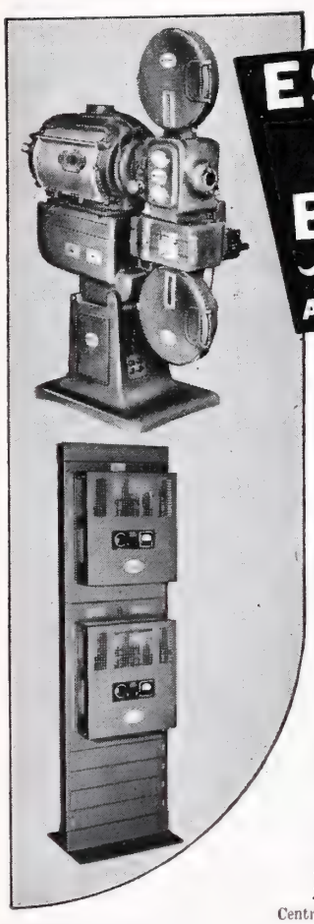
Fred Niblo, 74, Hollywood director and co-founder with Louis B. Mayer and Conrad Nagel of the Academy of Motion Picture Arts and Sciences, died at a local hospital recently from pneumonia. Niblo and his wife, the former Enid Bennett, arrived here in October and he became ill. His death terminated plans for a 30th wedding anniversary cruise with his wife. Niblo's body was sent to Hollywood for burial.

George Simpson, Film Transit representative from Memphis, was here to confer with local Transway officials. He attended the dinner which Transway gave for employes and exchange shippers . . . M. H. Brandon, Transway president, has returned to Memphis after conferences with his son Dan, general manager of the local Transway office . . . Ed Ganucheau, head booker for Theatres Service Corp., is reported improving at the Lakeshore hospital where he was admitted recently.

A group which included Bill Cobb, Ralph Reid and Milton White of Exhibitors Poster Service, and Joe Silva, John Johnson, Red Murphy and Henry Werling motored to Grand Isle on a fishing trip. They reported a fair catch despite results of the recent storm in that area . . . Herman Biersdorf, EL southern district manager, conferred with local manager George Pabst.

The 1948 Allied States Ass'n of Motion Picture Exhibitors year book is off the press. All Allied members have been urged to attend the November 17 meeting of the board. General Manager Artigues has announced that the Smith-Berger conciliatory plan has been accepted by the local unit and machinery to put the plan into effect is being set up.

Visiting exhibitors included Mr. and Mrs. Ed Jenner, Drive-In, Laurel, Miss.; Mr. and Mrs. Charles Waterall, Waterall circuit, Beaumont, Miss.; Milton Guidry, Bijou, Erath, La.; William Terrell, Joy, Roseland,



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and Bonnie, Amite, La., and E. Hicks, Joy, Clayton, La. . . . Fred Goodrow, Novelty Films head, and Tom Neely, National Theatre Supply manager, returned from trips into the territory, as did Cy Bridges, MGM representative . . . MGM Manager Jimmy Briant completed an extensive trip into Alabama, Florida and Louisiana . . . A son was born recently to Mr. and Mrs. Armand Portie. Armand is the U-I booker . . . The new clerk in the U-T office is Catherine Ladner.

Van Johnson was a recent visitor to the veterans hospital here, then went on to San Antonio . . . The Liberty Theatre will be the scene for the New Orleans Better Film's chapter's big Christmas party for orphans. It will be held December 11 for some 800 orphans from 15 institutions.

Grand Jury Asks Theatres To Cancel 'Rope' Schedules

ATLANTA—The DeKalb county grand jury, in its first such action, has requested that "Rope," already banned by Atlanta censors, not be shown in the Emory Theatre just outside the city limits. The action followed a private screening attended by a five-man committee appointed by the grand jury.

Roy Avey, director of the Atlanta Amusement Co. and owner of several houses outside the city, accepted the recommendations and cancelled the bookings of "Rope" in his company's theatres. The Emory, however, is not an Atlanta Amusement showcase.

The committee protested the film, not on its moral content, but because it is "very morbid." Christine Smith, Atlanta's censor, banned the film on the "horror" angle also.

Toy Matinee at Bessemer

BESSEMER, ALA.—A toy matinee is to be held at the Grand Theatre Saturday, December 11. Children will be admitted free on presentation of a toy. The toys will be turned over to the Junior Auxiliary for the community Christmas program.

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MEMPHIS

The ban on "Rope" is spreading in the midsouth. First the Memphis Board of Censors banned it. Covington, which automatically bans all pictures banned in Memphis, was next. Then Greenfield announced "Rope" had been banned there. Mayor Richard Jobe took the action. The Rev. O. C. Cooper of the First Baptist church, Greenfield, and delegates from five other churches and the PTA called the film "a dangerous example for young people."

Variety Club of Memphis staged a dinner and dance for visiting barkers, their families and friends at the clubrooms following the Mississippi-Tennessee football game here. Exhibitors were present from five states . . . Macon & Sheared of West Helena, Ark., has announced that the Silver Star Theatre has been reopened after extensive repairs and remodeling.

Savoy Theatre, Macon, Miss., was sold by J. K. Holcomb to Joe Winkler, who will book here for the house . . . The drive-in at North Little Rock has closed until spring . . . T. E. Rice, Rice, Brownsville, Tenn.; J. C. Bonds, Von, Hernando, Miss.; J. M. Forte, Nor-Jan, Olive Branch, and Gene Higginbotham, Leachville, Ark., were among midsouth exhibitors visiting Filmrow.

Herb Kohn, assistant to the president of Malco Theatres, Inc., has been on an inspection tour of Malco theatres in Arkansas . . . Exhibitors are planning to be here December 9 for the open industrywide meeting at which Arthur Lockwood, TOA president, and Herman Levy, general counsel, will speak. Tri-States Theatre Owners will have a board of directors meeting that morning. There will be a luncheon at which the two visitors will speak and that afternoon an industry-wide business session will be held to discuss conciliation and other matters.

John Jenkins, Astor representative, Dallas, was a visitor . . . Dennis Duke, booker for Columbia, has been promoted to office manager and J. W. Pope, the office manager, has been promoted to salesman for Columbia. Charles Jones is the new booker . . . Jerry Jernigan, branch manager for Screen Guild, has recovered and is back at work after a serious illness.

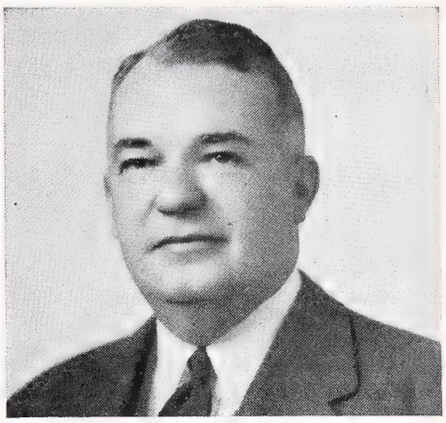
Larry Klein, office manager for Universal in Oklahoma City, visited the local exchange . . . Employes of Universal gave a shower for Jolly Sullivan, office manager's secretary, who will be married November 28 to Jimmy Wright jr.

Mrs. Marion Hunter, booker stenographer at Universal, resigned and was replaced by Irene Marie Rhodes . . . Orpha Lee Baker, inspector at Universal, is back at work recovered from a recent illness . . . Jean Russell is a new employe at Universal . . . Elizabeth Stepherson, U-I assistant cashier, has taken a leave of absence and has been replaced by Ruby Herron, former employe.

Melody Theatre, Leachville, Ark., a new house, was opened to the public November 13 . . . Howard Horton, location manager for MGM, was in Oxford, Miss., looking for scenes to use as background in "Intruder in the Dust," William Faulkner's latest novel which will be made into a film.

Video Must Match Films

ATLANTA—Bob Savini, president of Astor Pictures of New York, on a recent trip to Atlanta offered encouragement to exhibitors who fear television. "The theatre can expect a drop in attendance only when television in the homes can present pictures as large as theatres now offer and just the same class pictures," he said.



MACK JACKSON—Owner, Jackson Theatres, Alexander City, Alabama. Also president of Southeastern Theatre Owners' Association—says:

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BIRMINGHAM

Alabama guests at the Alabama-Georgia Tech game in Atlanta on Saturday (13) included four leaders in the Alabama Theatre Owners and Managers Ass'n. They were William R. Griffin, Cullman, president; T. E. Watson, Montevallo, secretary-treasurer; Mack Jackson, Alexander City, TOA board representative, and R. M. Kennedy, Birmingham, a director. They got together at the Atlanta Variety Club after the game for Bingo.

Lewis Waits, Queen Features Co. technician, is back in the office after an absence of about three weeks, during which time he assisted in supervising installations at the new Shoals Theatre, Florence; the new Grand, Slocomb, and the new Rosemont, Hartford . . . Exhibitor visitors included Mrs. John Lakeman, Princess, Haleyville; C. G. Thompson, new Home Theatre, Russellville; F. L. Tate, new Tate Theatre, Boaz, and B. Ward Wright, Gadsden.

Fred McCallum, Strand manager, had more than 300 boys and girls as his guests for his recent Cartoon Carnival. The kids were admitted free on presenting a clipped Bugs Bunny cartoon strip from the Birmingham Post. The stunt rated a three-column picture in the Post . . . Mrs. Lettie Kite Amberson, 56, wife of John T. Amberson, Empire projectionist, died at a local hospital after an illness of about a year.

Jack Dumestre of Southeastern Theatre Equipment Co., Atlanta, was entertained at the Downtown club here by the Alabama representative, R. M. Ware . . . R. W. Tarwater, EL branch manager, was a visitor . . . Salesmen noted in town were Walter Walker, Columbia; Ken Laird, Universal; Ben Butler, MGM; Nelson Tohler, SRO, and Ben Jordan, Monogram.

H. M. Roddison, EL publicist, was here setting up the Melba campaign for "The Adventures of Gallant Bess." Accompanied by his wife, they had just returned from a two-week vacation in New York where they obtained delivery on a new Pontiac . . . Another drum-beater here was Spence Pierce, 20th-Fox. He was working on "Road House," "Belle Starr's Daughter," "Cry of the City," and "When My Baby Smiles at Me."

"Rope" was pulled at the Alabama by Manager Francis Falkenburg on Tuesday (16) after several cuts had been made by Police Chief Floyd Eddins, city censor. Pulled two days earlier than usual, the film had opened to slow business. "A Southern Yankee" was substituted, and will run nine days instead of the customary week . . . Frank Merritt, Acme general manager, has returned to his office after an absence of several days due to a heavy cold.

Ray Stegall, EL manager, and Joe Lackey, North Birmingham, also were ill for several days. Lackey suffered an attack of ptomaine poisoning. L. E. Holcomb, Woodlawn manager, worked relief for Stegall . . . Joan Bromall, former Woodlawn cashier, is new secretary to Harry M. Curl, general manager

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of Community Theatres. Miss Bromall has been replaced as cashier by Faye Peel.

Manager Joe Jackson of the Empire donated use of the theatre to the Birmingham Advertising club for a midnight show on Saturday (20). Proceeds from the show went to the club's educational fund. Tickets were $1.50. The screen attraction was "Let's Live a Little," donated by EL . . . Members of MPMO Local 236 are to see a 15-minute instructional film made by National Carbon Co. at the Ritz Theatre December 12. The local has voted to purchase a 12-grave lot at Valhalla cemetery for members who desire to be buried in the plot.

Lash LaRue has been making a series of personal appearances in Birmingham and other Alabama cities in connection with the premiere of his Screen Guild release, "Frontier Justice." LaRue was at the Royal two days and also played Community Theatres houses here. John Manghum of Screen Guild, Atlanta, came here during LaRue's personal appearance tour . . . Frank Emerson, Capitol projectionist, who has been ill for a long time, is up and around . . . Claudine Hardin, former Galax cashier, is now relief cashier for Acme.

Charles C. Smith Opens

SLOCOMB, ALA.—Charles C. Smith opened the new Grand Theatre, a 400-seater, Monday (8). The equipment supplied by Queen Features Co., Birmingham, includes Voice of the Theatre sound. Julian W. Epps was architect.

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'Peggy' Buildup Turns Into Civic Enterprise

MIAMI—Filmgoers at five Wometco theatres viewed John W. Thompson and his family, in Fox-Movietone newsreels, taking possession of their rent-free-for-one-year apartment. Thompson was the winner of a contest spearheaded by Sonny Shepherd and suggested by the film, "Apartment for Peggy," which opened at the Miami and Lincoln theatres recently.

The newsreel pictures were made by Al Waldron, and a description of the presentation is given by Ed Thorgersen. The film shows D. J. Mahoney, vice-president and general manager of the Miami Daily News, presenting the apartment lease to the Thompson family, guaranteeing a year's free rent at Larchmont Gardens. Others in the picture include Hoke Welch, the paper's managing editor; Ben Gaines, one of the builders of the new apartment building; Sonny Shepherd, managing director of the Miami and Lincoln theatres; Scott Bishop, radio station WIOD announcer, and Mrs. Charles Morrison, who wrote the letter which won the prize for Thompson.

Besides the apartment, the Thompsons were awarded many other gifts by Miami merchants. They received a houseful of furniture, laundry and dry cleaning service for a year at no cost, and free shoes for a year for the babies. They had been living in a converted barn.

This citywide promotion grew out of an idea for publicizing the 20th-Fox film, "Apartment for Peggy." The Miami Daily News took it on as a worthwhile project, and the idea quickly ballooned. An avalance of letters was received, and hundreds of merchants and private citizens contributed furnishings and services, a large proportion unsolicited. The story was given unprecedented newspaper coverage.

Phil Sawyer Will Paint Dunedin Theatre Murals

DUNEDIN, FLA.—Phil Sawyer, Dunedin artist, has been commissioned by Clayton Bennett to paint the murals near the stage in Dunedin's new theatre. Work will start immediately and Sawyer says his tentative plans are to glorify the trees of this section and a glimpse of St. Joseph's Sound. Some of Sawyer's murals have won national recognition.

The new theatre, owned by Clayton Bennett, is expected to be completed early in December. Much of the equipment already is on hand. So far the theatre is without a name. Many entries were received in a contest run through the local paper, and Bennett plans to announce the winning name on opening night.

Marshall Drive-In Chain Plans New $75,000 Airer

ALBERTVILLE, ALA. — The Marshall Drive-In Theatre Corp. has announced plans for a $75,000 open air theatre on a 20-acre tract between Albertville and Guntersville. Completion is expected by March 15. The new theatre is owned and operated by Cullen B. Goss of Albertville and A. W. Hammonds and W. W. Hammonds jr., of Fyffe, Ala.

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MIAMI

The Tivoli, an independent theatre, is undergoing considerable remodeling but will not close to business. Work continues in the daytime . . . When the short subject, "Acrobatic Babies," came on Wometco screens in Miami Beach, murmurs of recognition came from the audience. Nancy Russack, whose family has resided here for many years, is the star performer for Ralph Smith, who is featured. The short was filmed here.

Whether or not local night clubs can afford the fabulous sums stars of stage and screen have been receiving for appearances here is food for speculation among showfolk. Nevertheless, many big names already are signed for this season including Sophie Tucker, Olsen and Johnson, Morton Downey, Danny Thomas, Buddy Lester, Dean Murphy, Gracie Fields, Ted Lewis, Willis D'Burgoos, Tony Martin, Frances Langford, Jackie Miles, Joe E. Lewis, Kay Thompson and Frances Faye.

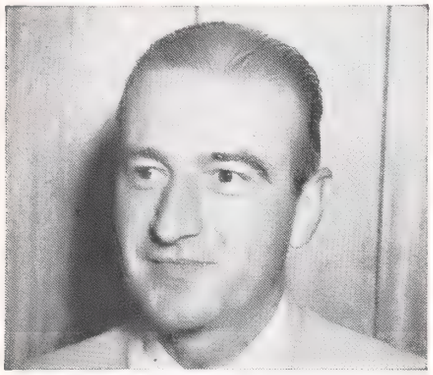
Keith Bain, public relations man for RKO, was here working with George Leonard, publicity director for Claughton Theatres, on extensive promotional plans for showing "A Song Is Born" . . . Tom Galvin and a group of North Shore associates have signed a contract with the Macfadden-Deauville hotel to house a professional repertory company there. First curtain is set for January 18, and ranking stars such as Margaret Sullavan and John Loder are promised.

The Mayfair Theatre recently found use for the 84 wallets and purses lost and never claimed in Wometco theatres over past months. Into each was slipped a card reading: "Don't be guilty of larceny—turn this into the Mayfair Theatre and get a free ticket to see 'Larceny,' opening November 4 for a five-day run." To date only 30 of the 84 planted wallets have been returned.

The Plaza on Miami Beach again departed from custom and presented a double feature, "I Married a Witch" and "Trade Winds," both starring Fredric March. A big children's show is the Saturday morning offering, with prizes including ice cream, bubble gum, toys and a bicycle ticket. Seven other Wometco houses offer children's matinees.

"Mozart's Melodies," the Italian-made production with English subtitles, has been showing at Brandt's Flamingo and has been pleasing music lovers. It received prominent notice on the Herald's amusement page, which said that this picture was one of the "long series of romantic dramas based on the world's best music, and the musicians who created it." The Flamingo has attracted considerable attention with its foreign showings, and has met with great success.

On election day Wometco reminded the public that "bad people are elected to public office by good people who fail to vote" . . . The Cameo Theatre receives a line in the advertising of a local restaurant which gives its location as "just across the street" from this house . . . The Olympia booked actor Johnny Downs for a personal appearance . . . Claughton's Embassy packed them in for the Red Skelton film, "A Southern Yankee," which was held over for several days.



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CHARLOTTE

G. "Hickey" Lawing has joined Kay Films as city salesman and office manager. He is well known in the trade through his connections with supply houses . . . Harry Katz of Kay Films, Atlanta, conferred with local Manager Joe Bishop . . . Herman "Jake" Arenson, independent distributor, is the father of a baby girl.

Willie Sams, Statesville Theatre Corp., is the father of a baby girl. It's the second for the Sams, the first being a son . . . Cathy LeGrand, cashier at Kay Films, celebrated a birthday . . . Charlie Leonard, city salesman for Astor, is hobbling around after attempting to play football with his sons.

Everett Enterprises has purchased the Red Springs (N.C.) Theatre, the State, Inman, S. C.; the Rialto, Greer, S. C., and the new 1,000-seat theatre at Greer, which will be equipped by Everett and named the Greer, from Boyd B. Horton of Concord . . . Everett Enterprises has disposed of its interest in the Strand at Whitmire, S. C., to F. H. Beddingfield of Consolidated.

Charlie Utley, Lyric, Elkin, N. C., was on the Row . . . A. F. Sams jr., Statesville, is taking over the Reeves and State in Elkin from Dr. and Mrs. W. B. Reeves. Sams also operates the Lyric in Elkin . . . George D. Carpenter, president of the Theatre Owners of North and South Carolina, has appointed Tom A. Little and Walter Griffith as co-chairmen of the annual convention of the association which will be held in Charlotte January 30-February 1.

Ben L. Strozier, Stevenson, Rock Hill, is recuperating at Memorial hospital in Charlotte from an operation . . . Yeggs failed in their efforts to rob a safe at the Gem Theatre in Kannapolis, N. C. The break-in was discovered shortly after midnight, and police immediately started tracing flimsy clues. J. W. Jessup of Concord, agent of the State Bureau of Investigation, assisted in the probe. Police surmised that the men who attempted to crack the safe were frightened away, possibly by the janitor, who reported to work about five minutes after midnight. In the office upstairs, the 500-pound safe was lying on its front, with the combination several feet away. The back had been cut open, showing that the culprits had attempted to enter the box first through the front, then through the back. Entrance to the theatre was gained through a skylight.

Perry Spencer Is Buried; Coral Gables Manager

ATLANTA — Perry Spencer, 50, widely known theatre press agent, died recently at Miami, Fla., just three weeks after he left here to accept a position as manager of a theatre in Coral Gables, Fla. Funeral services were held at the Spring Hill funeral home and interment was at West View.

Spencer formerly worked as southern publicity chief for U-I and did special work for United Artists. He was a world war veteran and a member of Variety Club here. He is survived by his wife, the former Lillian Childers of Atlanta and a stepson, John William Scott of Memphis.

Double Feature Bills On Decline in Canada

MONTREAL—The double feature bill is on the decline in Canada, it is revealed in the Dominion bureau of statistics' annual survey of the Canadian film trade, which shows that last year the double bill made up 53 per cent of performances against 57 per cent in 1946.

Some other points in the report were:

A record $78,684,000 was shoved through the boxoffices, 5 per cent up from 1946. Of the total, $15,819,000 went to governments in amusement taxes.

The take was a record $6.30 for every man, woman and child in Canada. This was 15 cents more than the 1946 average.

Despite the higher receipts, attendance declined from 227,538,000 in 1947 to 220,857,000 last year.

The average admission price in 1947 (exclusive of tax) was 28.5 cents, compared with 26.3 the year before.

Theatres had increased receipts in all provinces except Nova Scotia, where the 1947 take was down 10 per cent from 1946. Biggest gain was Prince Edward Island's 14 per cent. Only Prince Edward Island and Quebec showed increased attendance.

Of Canada's 1,693 theatres, 893 were owned by individuals rather than by chains. These got 18 per cent of receipts.

Six drive-in theatres, five in Ontario and one in British Columbia, had gross receipts of $316,000. They were attended by 637,000 patrons.

Five legitimate theatres, whose main source of revenue was stage performances, grosses $1,214,000 from 702,611 patrons. This was down from 1946.

The 1,693 theatres operated during the year had a combined seating capacity of 834,360. This compared with 1,477 theatres and 758,642 seats in 1946.

Last year 27 theatres closed their doors, 233 new ones began operation and ten others were reopened.

Centre Opened by FPC In Windsor Armistice Day

TORONTO—Famous Players Canadian Corp. opened the Centre on Wyandotte street east in Windsor, November 1, with head office officials from Toronto participating. FPC already operates a group of theatres at Windsor in cooperation with Simon Meretsky, managing director of Windsor Paramount Theatres, Ltd.

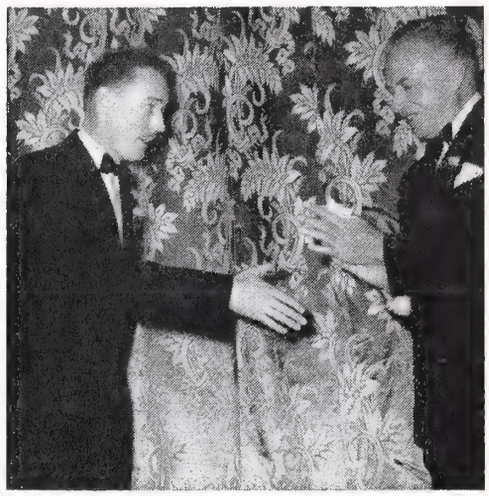
The new Centre operates with a double-bill policy, the opening program consisting of "It Happened on Fifth Avenue" and "Song of the South." Matinee prices are 14 and 20 cents for juveniles and 35 cents for adults, and night admissions are 25 and 44 cents.

To England for Conferences

TORONTO—Oscar R. Hanson, general manager of J. Arthur Rank 16mm Films of Canada, and Isabell Oulahan, manager of the religious film division of that company, accompanied a group of Canadian authorities on visual education on a flight to England to confer with Rank officials on the use of educational films. Their itinerary includes visits to historic places and film studios before returning to the Dominion at the end of November.

Two Lakehead Theatres Opened by Odeon Circuit





Left: E. MacKay, publisher of the Port Arthur News Chronicle, and Archie J. Laurie, public relations director for Odeon Theatres, seen at a reception in the Port Arthur hotel following the opening of the Odeon there. Right: Steve McManus, manager of the new Odeon in Fort William, accepting congratulations from Clare J. Appel, eastern general manager of Odeon Theatres, following introduction to the audience.

TORONTO—Odeon Theatres opened two new theatres on successive nights at Port Arthur and Fort William, twin cities of northwestern Ontario, last week. Officiating at the two ceremonies were George H. Peters, Odeon vice-president; Clare J Appel, eastern division general manager, and Arch J. Laurie, director of public relations.

The Port Arthur Odeon, which opened with "Jassy" with a distinguished audience in attendance, has 993 seats including a smoking loge in the 250-seat balcony. This theatre, which is the first new cinema for Port Arthur in some 25 years, was dedicated by Mayor Charles Cox and the performance was followed by a reception in the Prince Arthur hotel Admissions are 14 and 50 cents, matinees, and 20 to 65 cents nights.

The manager at Port Arthur is Leonard McGuire, former manager of the independent Somerset at Ottawa, who served with the merchant marine during the war.

The Odeon at Fort William opened with "Blanche Fury." The dedication ceremony was performed by Mayor Garfield Anderson. The capacity is 998, with 250 seats in the smoking loges, and the admission scales are the same as at the Port Arthur unit. The inaugural performance was followed by a reception at the Royal Edward hotel, Fort William.

The manager at Fort William is Steve McManus, formerly at the Odeon in Kingston and previously at Hamilton, Ont. McManus, who has been made district manager for the Lakehead area, has had lengthy experience in the theatre business with the exception of two years during which he had a hotel in western Ontario.

Both theatres have been fitted with Gaumont-Kalee projectors and other equipment supplied by Gaumont-Kalee, Ltd., Toronto. The architect was the late Jay I. English and the cost of each theatre has been announced at $350,000.

The structural theme is plain in treatment insofar as the front facade is concerned, with the entrance to one side and a large expanse of glass providing a vista of the lobby and foyer. The screen is flanked by huge drapes which have a circular sweep into the auditorium. Each theatre has a modern snack bar where food and confections are available

Odeon Opening New Hyland In Toronto November 22

TORONTO—Odeon Theatres has appointed Vic Nowe as manager of its Hyland, which is being opened November 22 in the north central section here with "Hamlet" roadshowing at $1.50 top.

Nowe served as assistant at the Odeon Danforth when that theatre was under the management of James Hardiman, recently appointed to the new Odeon in London, Ont. For the past two months Nowe has been house manager of the Kent in Montreal during the run of "Hamlet," which completed its eighth week there November 13.

An unusual plan has been worked out for the first matinee showing of the Shakespeare picture at the Hyland in that high school teen-agers will man the house for the presentation. The audience will be made up of students except for a number of school principals and educational authorites as invited guests.

A Consolidated Dividend

MONTREAL—Directors of Consolidated Theatres have declared a dividend of 12 cents per share on Class A stock, payable in Canadian funds on December 1 to shareholders of record November 8.

TORONTO

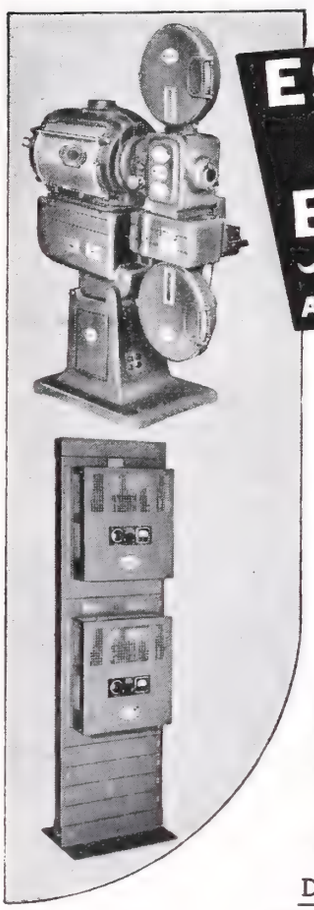
Considerable trade interest has been aroused in the decision of the Children's Film Library committee of Canada to reject five of the first 17 reissues examined for Saturday juvenile shows. The films were provided by Mrs. Marjorie Dawson of the Motion Picture Ass'n of America, New York. Voted out were "Great Expectations" and "Nicholas Nickelby," believed to be too mature for children 8 to 12 years of age; "Barefoot Boy," too antiquated in technique; "Little Miss Marker," too much American in theme, and "The Story of Alexander Graham Bell," because it did not give credit to Brantford, Ont., as the birthplace of the telephone.

"The Vicious Circle" remained at the International Cinema for only one week and was followed by "The Pearl" . . . Lionel Lester, for 21 years on the sales staff of 20th Century-Fox in Toronto, has gone over to the National Booking Co. following the departure of Harold Kay from that company to Eagle Lion Films of Canada.

Because of the local blackouts there was a considerable delay in the printing of the special reserved seat tickets for the road-show engagement of "Hamlet," which will open the new Odeon Hyland November 22, long after the newspaper advertising started. Because of power difficulties, the new kitchen equipment of the restaurant in the Odeon Toronto was not completed for a week after the opening of the cafe also because of power shortage.

Allen's ace theatre in Toronto, the Hollywood, which formerly had a lady manager, is now under the direction of Bill Watt, previously manager of the Strand at Simcoe and district manager for the circuit in western Ontario. Jack Silverthorne of the Strand at Tillsonburg has become district manager and Morley McPhee of the Strand, Aylmer, has moved over to the Simcoe house.

Archie Laurie effected a splendid job in connection with public relations work for the opening of the Odeons at Port Arthur and Fort William. The Port Arthur News-Chronicle ran a special section of 11 pages while the Fort William Times-Journal published a supplement of 12 pages . . . L. M. Devaney, Canadian general manager of RKO-Radio Pictures, has returned to Toronto from a business trip to St. John, N. B.



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H. J. Binns Named Manager Of Garrick at Halifax

HALIFAX — Management of the Garrick Theatre here has been taken over by Howard J. Binns, formerly of Oakville, Ont. The house is the former Strand, which was remodeled extensively while closed recently for about five months. Owned by Abe Garson of St. John, the theatre is operated by the Odeon circuit.

Binns was an air force officer during World War II, and his wife is a native of Halifax. The Garrick is the first Odeon house in the maritimes to receive a managerial appointment from the home offices in Toronto. Henry Deveau, manager of the house several years, previously was manager of the Savoy at Glace Bay, and also assistant manager of the Capitol here before switching from FPC to Odeon.

Canadian EL Manager Finds Peak Business

CALGARY—Frank Fisher, general manager of Eagle Lion in Canada, spent a couple of days here en route to headquarters at Toronto. Fisher had just come from the coast and said he found business generally up to the peak war years, especially in the Pacific coast cities. He had inspected the new Odeon theatres at Vancouver and Victoria. Speaking of EL pictures soon to play the prairies he mentioned that "Oliver Twist" was being well received at the Vogue in Vancouver.

Refurbishing Massey Hall

TORONTO—Massey Hall, home of the Toronto Symphony orchestra, and scene of many ballet presentations, is completely modernized. New seats, new dressing rooms and a new stage have been installed to make the 54-year-old hall a modern showplace. The first and second balconies will be altered next June. It is estimated the cost will reach one-half million dollars.

Anna May Wong in 'Impact'

Anna May Wong has been assigned a role in "Impact," which Leo C. Popkin will produce for United Artists.

Operation Problems Up at FPC Meeting

WINNIPEG—An intensive analysis of problems affecting operation and maintenance of Famous Players houses was featured during the two-day Winnipeg managers' regional convention at the Royal Alexandra hotel here. Attended by house managers from as far west as Moose Jaw, Sask., the convention heard an exhaustive review of a wide array of subjects including children's shows, gift ticket sales, confections merchandising, construction and maintenance, at closed discussions led by FPC head office officials.

Particularly stressed at the meeting was the important role played by service in merchandising confections. Sales of gift tickets in anticipation of the Christmas season also received special emphasis. As a feature of the meeting, all theatre confections companies in the city combined to make a highly attractive display in a room adjoining the convention hall.

FILMS SHOWN AT DINNER

The convention ended with a dinner at which color motion pictures taken at last year's FPC conference at Banff were shown.

Top FPC officers attending the regional meet included J. J. Fitzgibbons sr., president; R. W. Bolstad, vice-president; L. I. Bearg, western divisional manager; B. Geldsaler, head booker; J. R. Nairn, public relations manager, and J. J. Fitzgibbons jr., general manager, Theatre Confections, Ltd.

The company's Winnipeg office was represented by E. A. Zorn, prairie regional manager; H. A. Bishop, Manitoba district manager; J. Ferguson, superintendent of maintenance and construction; G. E. Dowbiggin, Winnipeg district booker; K. M. Wells, manager, Theatre Confections, Ltd., and C. Maybee, branch manager, General Theatre Supply Co.

THEATRE MANAGERS ATTEND

Winnipeg theatre managers present included W. V. Novak, Capitol; E. E. Newman, Metropolitan; F. L. Willis, Gaiety; H. Gunn, Uptown; A. Ostrander, Tivoli; G. West, Crescent; D. Robertson, Osborne; H. Gray, Lyceum, and S. Swartz, Rio. Officials of Western Theatres, Ltd., who attended were J. Miles, president; R. Miles, general manager; K. Beach, controller; L. Cooper, manager, advertising accessories, and S. Rosenblat, supervisor.

Out-of-town visitors included the following house managers and assistants:

C. W. Taylor, Playhouse, Portage la Prairie; W. E. Winterton, Capitol, and R. Plumb, Daylight, both of Saskatoon; J. Pungente, Strand, and L. Turoldo, Capitol, both of Brandon; F. Tickell, Capitol, C. Bahrynowski, Orpheum, G. Carson, Royal and Fort, and N. Novak, Lake, all of Fort William; C. Dilley, Colonial, and L. Palmer, Lyceum, both of Port Arthur; J. Derry, J. Heaps and J. Dugan, Palace and Bijou, Kenora; C. V. Marshall, Empress, North Battleford; H. K. Durham and Madge Durham, Plaza, Shaunovon; R. C. Sutherland, Hi-Art, Weyburn; H. Summers and W. Plummer, Northland, Flin Flon; J. Proudlove, Capitol, H. Gray, Metropolitan, and J. Watson, Rex and Grand, all of Regina; E. P. Fields, Capitol, and O. Bowes, Orpheum, both of Moose Jaw.

OTTAWA

The Junior Film club, associated with the National Film Society, has approached the managers of commercial theatres offering cooperation in the staging of Saturday juvenile shows, the programs of which will comprise films approved by the Children's Film Library committee. The latter has been encouraged by the Motion Picture Distributors Ass'n of Canada and the Motion Picture Ass'n of America, New York.

Claude Hunter, manager of the Odeon at Peterboro, was a visitor . . . George Oullahan of Foto-Nite Distributors, Toronto, has been on a business tour in eastern Ontario and Quebec . . . The Auto-Sky Drive-In, just off the Prescott highway near Ottawa, closed for the season on November 13 simultaneously with the Northeast Drive-In in York county, thus ending operations of open-air theatres in Ontario for 1948.

Foundations have been poured for the Soper at Smiths Falls, a 900-seat project which is to be completed next spring according to present schedule. Smiths Falls, in the Ottawa district, has had one theatre, the Capitol, for many years. Winchester, 25 miles south of the Canadian Capital, is looking forward to its first theatre, the Winchester, a 400-seat house which is being erected by Walter C. MacDonald and Herbert T. Meldrum.

A talk on television, illustrated with moving pictures from the General Electric Co., Schenectady, N. Y., is scheduled for the next meeting of the Anglican Fellowship club in St. George's parish hall. Local people know virtually nothing about visual broadcasting because of the delayed policy of the Canadian Broadcasting Corp.

Barbara Ann to Debut at Roxy

OTTAWA—Barbara Ann Scott announced here that her professional debut will take place December 22 at the Roxy Theatre in New York. It is understood that several motion pictures are under consideration as the next assignment for the young skating star. Her appearance at the Roxy is expected to extend to four or five weeks at a rumored $10,000 a week.

Write 'Morning' Songs

Johnny Burke and James Van Heusen have been inked to write two songs for the Bing Crosby starrer, "Top o' the Morning," a Paramount picture.

Danger to Canada TV Is Seen in U.S. Push

MONTREAL—Serious danger to Canadian television frequencies, reserved under an international agreement, was indicated here by Dr. George H. Brown, research engineer of the RCA Laboratories at Princeton, N. J., who told members of the local branch of the Engineering Institute of Canada that "high pressure is being brought to bear by American broadcasters to get allocation of all frequencies not in use at the present time."

Brown, an expert on television antennae and allocation problems, discussed prewar and postwar standards in allocation and described the present television situation in the U.S., where ultra-high frequencies are being considered for television broadcasting, although it would involve considerable expense and delay in bringing television to the average consumer.

The speaker, after a description of the technical perfection achieved in television in the New Jersey area, where he can receive in his own home more than nine different television stations without interference, explained that "allocation, however, is a very important problem." He said there was a limit to the number of stations being able to operate within a certain area and that therefore the allocation of certain channels within the low-frequency range was most essential. He also mentioned the possibility of using high frequencies and of assigning one frequency with different timing to two stations as a means to overcome the "crowding" or interference experienced by some stations in the U.S., where 30 to 40 stations already are in operation.

Regarding the danger to Canadian frequencies, anticipated by some members of the club and expressed in various questions from the floor, Brown said that "there can be no doubt, the pressure from American broadcasters for any unused frequencies is tremendous."

In reply to Brown's remarks, J. A. Ouimet, assistant chief engineer of the Canadian Broadcasting Corp., said that Canada's frequencies were guaranteed by international treaty and that the CBC "was definitely sold on television" but would not make a decision on frequency allocation because of some technical problems still to be solved and clarified. He stated, "We have had only four applicants in Toronto and six in Montreal . . . and television became only commercially practical during the past two years."

To Lens 'Blank Wall'

John Alton will lens 'The Blank Wall" for Eagle Lion.

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New Maritime Exhibitors Group Elects Archie Mason President

ST. JOHN, N. B.—The Maritime Allied Exhibitors Ass'n, successor to the Allied Exhibitors of Nova Scotia and Motion Picture Exhibitors League of the Maritime Provinces. made its initial dive into the theatre organizational sea with its first annual convention held here recently.

The one-day affair included two business sessions and a banquet. Archie Mason, owner of the Springhill Capitol and president of Allied of Nova Scotia for 1947-48, was named president of the new unit. Gordon Spencer was elected vice-president for New Brunswick; Harold Gaudet, owner of the Summerside Capitol, vice-president for Prince Edward Island, and Fred Gregor, owner of the New Waterford Majestic, was elected vice-president for Nova Scotia.

NAMED DIRECTORS

Named to the directorate were R. S. Roddick, Halifax; Art Fielding, owner of the Avon and Capitol in Bridgewater and the Capitol in Digby; B. H. Yeo, Montague; G. Walters, Charlottetown; W. W. O. Fenety, Fredericton, and G. Spencer, St. John. Pat Dwyer, Halifax, supervisor for Franklin and Herschorn, was named secretary-treasurer, the post he formerly held with the Nova Scotia group.

In the business sessions the association went on record pointing out the need for high moral standards among performers and a decision was made to form a strong public relations committee to represent both exhibitors and distributors to fight adverse publicity. Named to the public relations or executive committee were Robert S. Roddick, Halifax, N. S., manager for FPC; F. Gordon Spencer, St. John, general manager for F. G. Spencer Co.; W. W. O. Fenety, Fredericton, N. B., owner of the Capitol and Gaiety there; William H. Cuzner, owner of the Strand, Sydney Mines; Bruce H. Yeo, owner of Yeo's Montague, P.E.I., and George A. Walters, manager of the Capitol and Prince Edward in Charlottetown, P.E.I.

JUVENILE BLAME REFUTED

A report was given on the results of an investigation by a group of English judges on charges that motion pictures were a vital factor in the increase of juvenile delinquency in that country. The judges declared that no substantiation for the charges was found and the association here decided to disseminate copies of the judicial report to offset criticism of the industry.

A resolution was passed calling on municipal governments in the maritimes to tighten regulations for places of assemblage and to see that they were fully enforced. Attention also was given to various forms of discriminatory taxation which have been suggested and planned by some legislative bodies in the maritimes. On the matter of Ascap, it was agreed that rates were far too high in relation to patronage decreases in the theatres.

ATTENTION TO TOURISTS URGED

The program closed with a dinner at which Bob Roddick urged exhibitors to devote more attention to tourist development. Calling attention to Hollywood's plan to spend more U.S. dollars in Canada, Roddick suggested several means through which exhibitors could promote tourist attractions. He suggested placing a large map in the theatres to show points of interest and extending a special welcome with a staff trained to give information about the community.

Ray Lewis, Toronto exhibitor-distributor and trade paper publisher, told the potential power of the industry when exhibitors and distributors cooperated, and urged closer cooperation between the two groups.

F. Gordon Spencer presided at the dinner in the absence of Archie Mason who left for Montreal after the closing afternoon business session.

Attendance at the meeting was reported as the largest at any meeting held since the original Motion Picture Exhibitors' League was founded in 1916. Some 44 exhibitors were present at the 1948 gathering and about 20 distributors joined them for the dinner.

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First Run Business Dips in Vancouver

VANCOUVER—First runs here reported only ordinary business. Armistice day trade helped somewhat, but grosses generally were not too impressive. "Tap Roots," in a second stanza at the Vogue, still was potent. "Mr. Blandings Builds His Dream House," playing a third round at the Strand, also continued to draw well.

Capitol—Night Has a Thousand Eyes (Para) ..... Average
Cinema—**A Foreign Affair** (Para); **Mr. Reckless** (Para) ..... Fair
Orpheum—**That Lady in Ermine** (20th-Fox); **Temptation Harbour** (I-D) ..... Average
Park—**Hamlet** (JARO), 6th wk. ..... Fair
Plaza—**The Return of Wildfire** (SG); **Jungle Goddess** (SG) ..... Good
Strand—**Mr. Blandings Builds His Dream House** (SRO), 3rd wk. ..... Good
Vogue—**Tap Roots** (U-I), 2nd wk. ..... Good

Business at Calgary Better Than Expected

CALGARY—Both mercantile and theatrical prospects are panning out better than expected, the theatre grosses hitting above average with every good picture. But let word get out that a picture is weak, the chill is on and the sooner the film is pulled the better. But an attraction with some meat or even a mild comedy or musical, if happy in tone, packs them in. It is noticeable that a simple plot with a family twist to it, is now a certain draw, even when raw hokum. There is a prospect that festive shopping may start early this year which so spreads out the spending weeks that theatres suffer less than when gifts are purchased in a more condensed period.

"The Best Years of Our Lives" held up to capacity in its second and last week while "A Foreign Affair," with its sardonic wit and somber background did remarkably well owing to appearance of Marlene Dietrich in cast.

Capitol—**A Foreign Affair** (Para) ..... Good
Grand—**The Best Years of Our Lives** (RKO) .. Excellent
Palace—**Berlin Express** (RKO); **Fighting Back** (20th-Fox) ..... Fair

Many Holdovers in Toronto In Spite of Blackouts

TORONTO—In spite of power blackouts which caused plenty of confusion throughout Toronto, the larger film palaces held over their attractions, although business on the whole was off. "The Best Years of Our Lives" remained a fourth week at the Odeon-Toronto, and "Julia Misbehaves" was good in a third week at Loew's. "Rope" at the Imperial, "June Bride" at Shea's and "Hills of Home" at the Uptown were steady in second stanzas.

(Average Is 100)

Biltmore—**Brigham Young** (20th-Fox); **The Counterfeiters** (20th-Fox) 90
Danforth and Fairlawn—**The Babe Ruth Story** (Mono) 90
Eglinton and Tivoli—**Road House** (20th-Fox) 100
Imperial—**Rope** (WB), 2nd wk. 100
Loew's—**Julia Misbehaves** (MGM), 3rd wk. 85
Nortown and Victoria—**Blood and Sand** (20th-Fox); **The Gay Intruders** (20th-Fox) 90
Odeon Toronto—**The Best Years of Our Lives** (RKO), 4th wk. 85
Shea's—**June Bride** (WB), 2nd wk. 100
Uptown—**Hills of Home** (MGM), 2nd wk. 95

CNR Series at Winnipeg

WINNIPEG—The Canadian National Railways series of educational pictures for employes and their friends is being screened at the University of Manitoba theatre here. The subjects include generators and gear manufacturing equipment, electricity, diesel engines and railway operation.

Theatres Race to Install Private Power Plants

TORONTO—A race has been under way by Toronto theatre companies for installation of auxiliary generating plants to meet the increasing power crisis which has developed from the low level of the streams which feed the hydroelectric stations.

With three compulsory blackouts daily totaling nearly three hours from Monday to Friday inclusive, FPC adjusted the operating hours at 12 of its major suburban theatres. Because of the power cutoff of one hour starting at 4 p. m., matinee shows were canceled at a number of theatres while night performances were scheduled at 7:45 p. m., to miss the night blackout of 45 minutes. The emergency timetables were arranged pending completion of private generators which will provide electricity independent of the hydroelectric system.

Canadian Odeon has abandoned matinee shows at the Danforth and Fairlawn in Toronto except on Saturday when there are no blackouts, due to reduced power consumption through the closing of industries for the weekend.

All of the large downtown theatres have placed their own power plants in service so there are no interruptions to performances, but patronage has been adversely affected because many people are staying at home where they are using oil lamps, lanterns and candles for lighting.

Directs Music for 'Laredo'

Victor Young has been ticketed as music director for Paramount's "The Streets of Laredo."

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Many Theatremen in Maritime Area Also Active in Other Businesses

ST. JOHN—A number of film exhibitors and distributors have other sources of revenue than selling pictures. Dan MacDonald, owner of the Sydney Vogue and Capitol, is a veteran footwear wholesaler and also active in commercial reality.

Fred G. Spencer, founder and head of F. G. Spencer Co., is heavily interested in commercial real estate in St. John and elsewhere in the maritimes.

A. I. Garson, maritime head of Odeon and owner of the Garrick and Oxford, both at Halifax, long has been operating in commercial and apartment real estate in St. John and went into the theatre business later.

FARR DOES WOODWORKING

John W. Farr, manager and former owner of the North Sydney Rivoli and now manager of the new Odeon there, also operates a woodworking shop.

Ivan Haley, manager of the Dundas and Mayfair, Dartmouth, is a consulting mechanical engineer, and skilled in plumbing and heating, sheet metal working, machinery operating, etc.

Mitchell Franklin and Peter Herschorn are partners in a confectionery supply service as well as vice-president and secretary of the Franklin & Herschorn Theatres. Franklin has also been in the pulpwood selling field.

W. W. Affleck, Halifax, was selling fire insurance (and still is), while part owner and manager of the Halifax Orpheus.

Wallie Humby, chief projectionist at the St. John Mayfair, does electrical contracting and jobbing on the side.

LEGER OWNS MINES

Jimmy Howes of the staff of F. G. Spencer Co. here produces art signs for public sale.

Peter Leger, owner of the Opera House, Bathurst, the past 30 years, has holdings in iron and manganese mines in his home in Gloucester county . . . E. A. Swim, owner of the Vimy, Clark's Harbor, N. S., operates a bowling alley there. Ditto for Harold Gaudet, owner of the Capitol, Summerside, P.E.I.

Harry Adkins, owner of the Victory, Richibucto, N. B., and whose Roxy at neighboring Buctouche was recently burned, is a touring stage show producing veteran.

W. W. Whitebone, St. John, whose diversified activities have included theatre managing, billposting, etc., is a professional magician and touring show sponsor.

The Rev. F. P. Meaney, exhibitor at Windsor, N. F., is priest at the St. Joseph Catholic church there.

White & Son, owners of the Princess Pat, Alberton, P.E.I., also operates a clothing and footwear store.

Green & Sons, Centreville and Florenceville, N. B., neighboring border towns, has added theatre owning and operating to lumber, box and barrel making. Art Fielding, owner of the Bridgeport Capitol and Avon and Digby Capitol, is an authority on diamonds.

William O'Neill, long a partner with Ed Finigan in the Marina, St. Andrews, N. B., operates a grocery store and a restaurant.

B. D. "Bernie" Parsons, owner of Cornwall, St. John's, N. F., and head of United Movie Pictures, small town chain of six houses, also is a stock and bond broker.

Reg March, manager for 20th Century-Fox in St. John, has an interest in a lobster cannery.

KUNITZKY IS MUSICIAN

Sammy Kunitzky, UA manager, is a professional musician and formerly had an orchestra of his own.

Louis A. LeBel, secretary-treasurer of the Montcalm, St. Quentin, N. B., is a lawyer. Abe Smith, MGM manager at St. John, is reported financially interested in two mercantile companies.

Ron Kerr, who helps out at the Strand, St. John, is in the electrical supply trade. He is an ex-film distributor.

Leslie Sprague, part owner of Gaiety, Fairville, N. B., sells and repairs theatre equipment, and is a projectionist at the St. John Empire.

Aubie Sprague, his brother and ex-partner, also a projectionist, have been operating an eatery at Fairville.

Frank and Myrtle Audas, partners in matrimony and the Gem, nee Community, Parrsboro, N. S., also are in the roadside camp business.

Makes Debut in 'Bitter Victory'

Christine Cooper, New York stage and television actress, will make her film debut in Paramount's "Bitter Victory."

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TOWN..... **STATE**.....

NAME..... **POSITION**.....

VANCOUVER

Herb Call, former Columbia manager at Calgary who resigned from the film business and entered the real estate business here, reports sales are brisk.

Vancouver's "theatre bandit" struck a second time Monday night, menaced four persons at gunpoint and robbed the Capitol of $80. The thug closely resembled the man who robbed the Orpheum in the same block of $55 last week. The same method was used in both cases, handing a note to the cashier reading, "Hand over the money or I'll shoot," this time to Kay MacDonald, Capitol cashier. All local theatre managers have been warned to be on the alert for more holdups. Both robberies were made between 5 and 6 p. m. when the streets are crowded with passing people.

Frances Langford, headliner of a local night club show, led a Remembrance day entertainment troupe at Shaughnessy Military hospital. The Hollywood star was accompanied by actor husband Jon Hall . . . The new theatre at Port Coquitlam, B. C., which opens soon, was equipped by Harry Howard of Theatre Equipment Supply Co. "A Nation on Skis," Warner Bros. Technicolor about Norway, filmed by Vancouver cameraman Doug Sinclair, is now being shown at the Strand for the third week. The short was given feature promotion by Jack Randall, Strand manager. Sinclair, who now is back in Vancouver, is a former National Film Board cameraman who resigned to enter the freelance field.

Merlyn Marks, manager of Coast Films, which handles Artkino films, has quit the film business and now is running the Co-operative Ass'n book store here. Marks said he could not get vault space or prints. Russian pictures now are running into plenty of opposition from various authoriites and organizations and bookings are getting scarce. Censors have recalled "Fall of Berlin," which was booked to play at the State next week, although passed a year ago.

Ivan Ackery and his Orpheum staff are celebrating the theatre's 21st anniversary this week and the event is getting plenty of newspaper space. Ackery landed a full page of congratulation messages from local downtown merchants boosting the Orpheum and "A Southern Yankee." Ackery is always on his toes to promote toprate publicity for the theatre.

Destruction of a large quantity of obscene motion pictures and stills was ordered by the provincial court of appeal. The court confirmed a 15-month jail sentence given Harold Hirst, Vancouver photographer. The films were used at stag parties in British Columbia . . . The local film exchange employes will hold their annual Christmas party December 3 at the Pacific club.

Lilian Davis of the Kitsilano Theatre staff became a bride November 6 and will reside in Saskatoon . . . Shirley Beaton of the Kerrisdale Theatre was married November 6, but will stay in show business after the honeymoon . . . Marjorie Curtis of the Orpheum staff will be married in December.

Earl Dalgleish, Warner manager, and Willard Adamson, International Distributors manager, were visiting exhibitors in the interior . . . On the sick list were Judy Wallace, Plaza cashier; Percy Fletcher, Paradise; Jack Richards, Kitsilano, and Ted Joy of the Odeon Plaza.

Max Banbury of the State Theatre sign shop is making a reputation for his many outstanding and striking color lobby displays . . . Al Mitchell, manager of the Odeon Hastings, held his annual Christmas party Saturday, giving a cartoon show sponsored by Woodward's department store . . . The Film Exchange Employes F71 is still waiting for the conciliation board to meet on the wage and working conditions dispute with the distributors. The case has been hanging fire since January. The union covers front office bookers and office employes, and lists 35 members.

"Rope," WB picture which three Pacific cities considered "too naughty" and banned, was passed by the British Columbia censors. It plays the Orpheum next week . . . Mrs. Earl Dalgleish, wife of the Warner manager, was elected president of the Vancouver Parent-Teacher council . . . The following FPC executives were here from Toronto for the November 16, 17 Vancouver regional convention: J. J. Fitzgibbons, president; R. Bolstead, vice-president; Larry Bearg, western district manager, and Ben Gensaler, head booker.

Hymie Singer of the State Theatre here and the Rio in Victoria was in California on business deals. His Rio is closed and being renovated, including a new booth and theatre chairs. Sheila Bejay is looking after the alterations in his absence . . . The Odeon Hastings is sponsoring a talent hunt show every Wednesday night and has made an excellent tieup with the Vancouver Daily Province, which is giving the contest toprate publicity. It has proven an excellent boxoffice builder, on what is considered Vancouver's worst show day of the week.

Advertising trailers for industrial products are being introduced in local theatres the first time in many years. They are produced in eastern Canada . . . The vault space problem is actual here and exchange heads say that a new film exchange building is a necessity, but to date promoters are not doing anything about it because of the high cost of construction.

Cardinal Films, distributors for Screen Guild and other features, is operating by remote control from Toronto. No manager has been appointed since Harry Allen jr. left for Montreal. International Film Distributors handles the physical distribution for British Columbia for Cardinal releases . . . Pursell Bros. have opened the Roxy Theatre at Coleman, Alta. It is a quonset theatre, seating 378, and replaces the old structure destroyed by fire last January.

Ivan Ackery, manager of the Orpheum, handled a great campaign on "Rachel and the Stranger." He got radio plugs and windows and plenty of newspaper coverage. Ackery also used his lobby with splash cards in bright colors, resulting in good business . . . Frank Gow, district manager, made an inspection tour of units of FPC theatres in the interior, and took a look at the progress of construction on the two new theatres being built for the circuit at Chilliwack and Kelowna.

52nd Fine for Selling Tickets to Children

Montreal—For the 52nd time, Andre Capandriftis of the Cameo Theatre, 1371 Ontario St. East, was fined recently for admitting children under the age of 16. Recorder Irenee Lagarde, on his last day on the recorder's court bench prior to being sworn in as judge of the court of session, fined him $10 and costs. The police charge noted that the theatre owner had had 51 previous convictions and that when the present charge was laid, five children had been seen buying tickets to see pictures entitled "Hands That Kill" and "Wife Wanted."

Scripts Police Force Records

"The Hoodlums," based on New York police force records, will be scripted by Harold Medford for Warner release.

ST. JOHN

The Capitol Theatre here recently has deviated from its long-standing single feature policy by showing double bills, but single pictures still appear to be favored by patrons . . . Sammy Kunitzy, UA manager here, was reported improved following a spinal operation.

A hearing is expected soon in the supreme court at Halifax in the suit involving the fence erected between the Odeon Casino and the F&H Vogue. The fence was torn down shortly after it was built, as the result of an injunction obtained by F&H . . . Remodeling of the Capitol at Sydney, N. S., owned by Dan McDonald and operated by FPC, includes a new front, new lounges for women and men, and an enlarged projection booth.

Plans for a sports stadium to be erected on North Commons, Halifax, under city sponsorship, are progressing, and grading may be started before the end of the year . . . That J. Arthur Rank will start production of educational films for Canadian distribution was forecast at Halifax by Frank Murphy, Nova Scotian visual education director.

Advertising for the Academy and Roseland theatres in New Glasgow, and the Jubilee in Stellarton, all Odeon houses in Pictou county, N. S., is being grouped and made uniform in size and layout . . . "Now I See," produced by the U.S. Lutheran church, was shown one Sunday night recently at the oldest Baptist church in Canada, located in Wolfville, N. S., the first time films had been screened in the edifice.

The front of the Mayfair, Dartmouth, N. S., has been remodeled, and the boxoffice has been shifted to a new position, the work having been directed by Ivan Haley, manager . . . A costume party, with prizes for those judged best, was arranged by L. P. Charlton, manager of the Oxford in Halifax, as a feature of a recent Saturday morning program for children.

Manager of Drive-In Reports Most Of Patrons Not Regular Showgoers

From Central Edition

MILWAUKEE—Much interest is manifest here in the construction of the double-faced 90-foot tower of the 41 Outdoor Theatre. Bill Hoster is manager. When the work is completed, the theatre will have a capacity of 1,800 cars, or 5,000 persons.

EMPTIES IN 12 MINUTES

The 41 Outdoor has 14 ramps, with 32 cars on the first ramp, to 106 cars on the 14th ramp. The theatre has two boxoffices, each with cashier and four ticket vendors. Using two boxoffices, the top number of cars that can be handled per minute is 15, filling the theatre in one hour. A large spillway, or exit road, permits the emptying of the theatre in 12 minutes.

Koster says, "During the last summer, managers from theatres in Milwaukee have told me that the 41 Outdoor must be affecting their grosses. I made an effort to find out where my patrons were coming from and whether they were regular attendants by questioning over 300 families during the hour before the show started. Over 95 per cent of those questioned claimed that they seldom attended indoor motion pictures, especially in the summer. I am convinced that at present, at least in the Milwaukee area, drive-ins do not reduce attendance in other theatres; but will, on the contrary, develop the film going habit and will bring new faces into the indoor theatres during the winter season."

MANY VISITORS COME

"Since the opening of the 41 Outdoor," Koster continued, "many theatre managers of other outdoor theatres from all over the country, including one prospective builder from South America, visited and inspected it. Their opinions on construction, operation and product, varied to such an extent that I am convinced there are few who know all the answers about outdoor theatres. Some elaborate drive-ins are apparently doing less business than some which have been inexpensively constructed. So far, the important factors of a successful operation are in projection, sound, and visibility, plus the amount of competition in the area. In Ohio and Texas, so many drive-ins have been built within a limited radius that a large share of them are not too profitable. A year ago, an operator who had 15 drive-ins scattered around the midwest, claimed that a population of 100,000 within a radius of 20 miles was necessary for the successful operation of a 600-car outdoor theatre. Our own experience has shown this to be quite accurate. A successful outdoor theatre requires a much larger proportion of population than an indoor theatre. Operators who might plan to build drive-ins near small communities may find that they will not have enough patronage for a successful operation.

"Every night brings its quota of car breakdowns. They run out of gas. They have flat tires and often no spare. Their motors die just as they drive up to the boxoffice or in the middle of the spillway when we are trying to unload 800 cars as fast as possible. To give good service, it is necessary to have gas available and to have one or two men on the parking crew who are proficient mechanics. The handiest gadget in the entire theatre is a jeep which can tow stalled cars, bring employes to and from work, grade roads and ramps and sprinkle calcium chloride during a long dry season to prevent road dust.

Pioneer Corp. Celebrates Its 18th Anniversary

From Midwest Edition

DES MOINES—The Pioneer Theatre Corp., with headquarters in Minneapolis, Minn., this month is observing its 18th anniversary in Iowa. The corporation operates theatres in ten Iowa communities. All of the houses are planning special events in connection with the anniversary.

One of the events is a midnight jam session featuring a parade of outstanding dance bands. Students from high schools in towns where Pioneer operates theatres attended a special program at Storm Lake. The group viewed screenings of the latest name band musicals and voted for their choices in selection of the program for the midnight jam session.

The students, two from each high school, were furnished transportation to Storm Lake and a special golden jubilee luncheon. The results of their selection will be featured at a special jam session at each Pioneer theatre late this month.



From Western Edition

FILM FASHION IN COLOR—The crew pictured above is filming the initial Cinecolor shots for a Warner-Pathe Newsreel, marking the first time color has been used in fashion newsreels. The film was made at the Broadmoor hotel, Colorado Springs, Colo., and four models from Marshall Field & Co., Chicago, did the modeling. In the front row, left to right, are Leonard Jones, in charge of equipment for Cinecolor Corp.; Robert Rhea, assistant cameraman, and Norma De Paul, fashion editor for Warner-Pathe News. Standing, Andy Gold, cameraman, Warner-Pathe News; Jean Dubois, Denver newsreel cameraman, and Arthur Phelps, director of photography for Cinecolor.

Newsreels and Shorts In U.S. Boosting Canada

OTTAWA—A. H. Newman, film liaison officer for the trade department, said here recently that American film producers are lauding Canada in many ways to American picture audiences. More Canadian scenes are being included in American newsreels, and since the beginning of 1948 ten short subjects dealing with Canada's scenic beauty, the hospitality of her people, and the close relationship between the two countries, have been produced. These are expected to reach an audience of 250,000,000 admissions. Even feature productions sometimes include a plug for Canadian hunting, fishing and vacation grounds in efforts to bring to the American public a vivid picture of Canada's tourist facilities.

United Amusement Corp. Declares Dividends

MONTREAL—Directors of United Amusement Corp. have declared a semiannual dividend of 50 cents, plus an extra of 50 cents, on the A and B shares, payable November 30 to stockholders of record November 15. The company paid a similar extra last year and a semiannual disbursement was made last May.

For the fiscal period ending Jan. 3, 1948, the company paid $1 plus 50 cents extra, while for the preceding fiscal period the company disbursed $1 plus 25 cents extra. Net earnings for the 1947 year were $262,511 compared with 1946's $254,899. Results equalled $3.25 per share on the combined A and B against $3.15 in the preceding year.

Don DeFore in Major Role

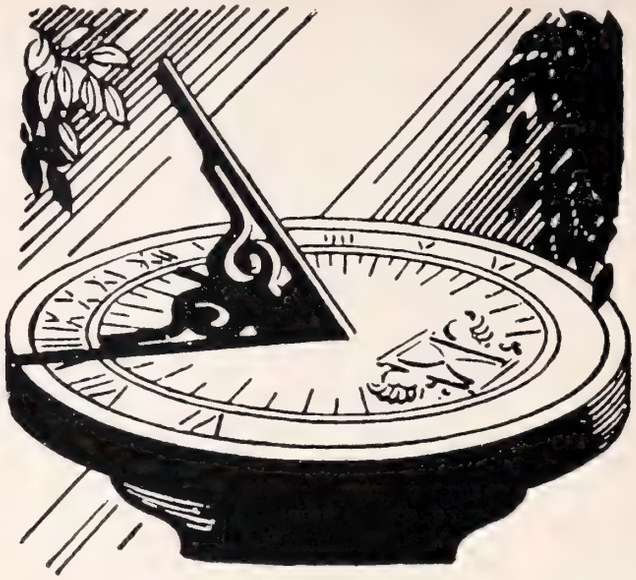
Hal Wallis has inked Don DeFore for a major role with Barbara Stanwyck in "The Furies" for Paramount release.

MONTREAL

The Paramount here, managed by Tom Dowbiggin, received word from Gordon Lightstone, Canadian general manager, that it was winner of the annual September sales drive, the third consecutive year it has won such an event . . . O. R. Hanson, general manager of J. Arthur Rank 16mm, organized a group of 11 visual education experts who left for England November 3 to inspect the Rank studios.

William Elman, Montreal manager for Columbia Pictures, was in New York on a business trip . . . Miss Francoise Michaud, Arthur Rank 16mm representative in Montreal, was at Lake St. John on business . . . Orville Fruitman, Columbia booker, spent the weekend in Toronto . . . M. J. Isman, Canadian general sales manager for Empire-Universal, was a visitor.

Alexander Metcalfe, Montreal manager for Sovereign Films, was in Toronto on business . . . Miss Mary Heaton, secretary to S. Jacobs, Eagle-Lion manager, resigned to return to Edmonton. She will be replaced by Mrs. Eileen Thatcher . . . Short circuits on the night of November 10 interrupted showings at four centrally located theatres in Montreal and blacked out their marquees.



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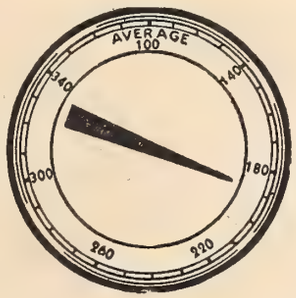
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BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Johnny Belinda—
San Francisco 190
Kansas City 180

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Apartment for Peggy (20th-Fox)	125	108	140	140	120	95	167		125		120	125	140	135		125	110	130	120	160	130	129
Arizona Ranger, The (RKO)	90					85	95		100	100	100	115		90			105			100	100	98
Big City (MGM)		75	100	90	75	70	95		100	120	100	150		120	90	100	115	110		100	100	101
Big Punch, The (WB)	90	85	90	95	80	95	100	100	90	100	100	100	100	85	100		80	95	85	100	100	94
Coroner Creek (Col)	95	86	85	110	85	110	125	100	110	110	125	140	90	110			115	100	90	100	135	106
Cry of the City (20th-Fox)	100		95	90	115		90			75	85	130	115			110		140	110	140	65	104
Dream Girl (Para)	100	85	120	100	75	85	95	90	100	100	115	100	115	85	75	100	120	75	70	85		95
Gallant Blade, The (Col)			110						120		80	90				95				130		104
Good Sam (RKO)	120	118	130	150	120	120	140		90	110	190	150	96	125		120	150	80	120	175	130	128
Guns of Hate (RKO)	95					85	100			100	100	100										97
Here Comes Trouble (UA)	100	58								100	100	100	100		100	100	100			100	100	96
Isn't It Romantic? (Para)	100						110			75		55		85	75	80		100	75			84
Johnny Belinda (WB)	150	119	125	130	145	90		107		130	180	175	115		115	130		170	125	190	135	137
Julia Misbehaves (MGM)			100	140	90	120		105	115			140	115	150		135		135		180	150	129
Kiss the Blood Off My Hands (U-I)		120										110				150		150	115			129
Let's Live Again (20th-Fox)	140	84					100			100		100	125	80	100		100		70	100	60	97
Loves of Carmen, The (Col)	130	112		200	165	115		140	110	115	130	175	125	135	115	150	125		115	160	125	136
Man of Evil (UA)	100		95		80				90			100	100			85		70		100		91
Night Has a Thousand Eyes (Para)	130	120		80			90					100	125		75	100		120	70	120	95	102
On Our Merry Way (UA)	130	90	105	140	100	110	140	100	120	110	115	140	100	95		120	135	140	80	140	80	115
Pitfall (UA)	110	114	110		115				100	95	125	150	100		103	120		80		140	75	110
Prairie, The (SG)	95		90				100				100				75							92
Red River (UA)	140	100		125	125	135	210			130	220	200			100	125		190	130	190		151
Rope (WB)	135	122	120	140	155	100	128	140	115	120	135	140	125	140	108	165	135	155	110	150	150	133
Rusty Leads the Way (Col)	100									95	100						100			100	95	98
Saxon Charm, The (U-I)	95			95				85			65	125		90		105	100	75	60	125	90	93
Sealed Verdict (Para)			100		90						140					105		130				113
Search, The (MGM)	110	105	105	110	100	105	80	85	65			150	95	250		115	125	110		105	110	113
Shed No Tears (EL)	100						100			100	65		105				105			100		96
Smart Girls Don't Talk (WB)	110	106	110	110						95			100		102			90	75			100
Smuggler's Cove (Mono)	100					95				75		100	100							100		95
Sofia (FC)	100			70		57						90				120				80		86
Song Is Born, A (RKO)	100		130	140	140	100		150	125		135	175	140	135	105	115					160	132
Southern Yankee, A (MGM)	100	100	100	130	115	110		110	80	150	130	125	100	125	90		115	95	90	130	145	113
Station West (RKO)			110	90	75							90	115				100			135		102
Texas, Brooklyn and Heaven (UA)	115					100			80		65	75							80	100		88
That Lady in Ermine (20th-Fox)	120	87	115	140	100		143	85	125	100	110	150	100		80	105	80	105	80	110	100	107
Thunderhoof (Col)	100		90		75	85	100	100		100	105	100	100	95	98		100				110	97
Triple Threat (Col)	100	100	90			75	80	100	100	100	100	100	100	95	105				110	100	100	97
Variety Time (RKO)	95			100				100	90		100				100		100			100		98
Velvet Touch, The (RKO)	120	97	100	110	110		100	100	90		120		98	95		103	95		110	135		106

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Best Man Wins (Col) — Edgar Buchanan, Anna Lee, Robert Shayne. Here is a good comedy if you can get them to come in and see it, but it lacks length and star power. All who came were pleased but it will not stand alone unless you have Bank Night or Dish Night.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Corpse Came C.O.D., The (Col)—George Brent, Joan Blondell, Adele Jergens. Fine—all liked this mystery very much. About the best mystery we ever had. Good enough for a weekend date. Played Wednesday. Weather: Rainy and the roads bad.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Fuller Brush Man, The (Col)—Red Skelton, Janet Blair, Don McGuire. I worked this one together with brush giveaways and I must say it is a natural for a small town. It is worthy of playing time and all the cooperation you need from your local Fuller Brush representative is yours for the asking. Played Sun., Mon. Weather: Fair.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Her Husband's Affairs (Col)—Lucille Ball, Franchot Tone, Edward Everett Horton. This was a swell little comedy that seemed to please all my patrons. Lucille Ball is a natural in this type of role and Franchot Tone was never better. This is the type of entertainment theatre patrons need to help them forget their own problems. Business above average. Played Tues., Wed. Weather: Fair. —"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * * *

Lady From Shanghai, The (Col)—Rita Hayworth, Orson Welles, Everett Sloane. One of Columbia's bigger budget pictures that didn't react as such at the boxoffice. Played Mon., Tues. Weather: Cool.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

Loves of Carmen, The (Col)—Rita Hayworth, Glenn Ford, Ron Randell. This has everything that makes good entertainment. Rita is gorgeous, Ford is excellent, and there is nothing "hammy" in any part of the picture. Be sure to stress the fact that there is no music from the opera in it, to avoid repercussions, and also to bring out the romantic adventure angle that will bring you holdover business like ours. Played Mon. through Sat. Weather: Mild.—Ernie Warren, Dual Elgin Theatre, Ottawa, Ont. General first run patronage. *

Mating of Millie, The (Col)—Glenn Ford, Evelyn Keyes, Ron Randall. The most refreshing comedy we've shown in a long time. It is just plain cute! There was almost continuous laughter from the audience and everyone came out with a smile still lingering. Played Sun., Mon. Weather: Cold.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

Nervous Shakedown (Col)—Two-reel short. Brother, here is a two-reeler that really had my patrons in an uproar from laughter. If you get a chance, play it. It's really good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

Prince of Thieves (Col)—Jon Hall, Patricia Morison, Adele Jergens. This was a beautiful picture in color, but was a lemon at the boxoffice. People don't go for this type of picture here. The few that saw it liked it. Played Sun., Mon. Weather: Hot.—O. D. Conner, Gem Theatre, Cache, Okla. Small town patronage. *

Relentless (Col)—Robert Young, Marguerite Chapman, Willard Parker. This is a fooler. It has color, horses and scenery, plus action; but our folks didn't go for it. They stayed away by the dozens. Maybe it would be better on a Fri., Sat. It died on us. Played Sun., Mon., Tues. Weather: Warm.—R. E. Halstead, Tri-Town Theatre, Linstrom, Minn. Small town patronage. * *

Thunderhoof (Col) — Preston Foster, Mary Stuart, William Bishop. This is excellent for the rural situations. I got a good print and good sound. There are some wonderful horse scenes in this picture, so it should go over well where good westerns are liked. Played Wed., Thurs. Weather Pretty good.—I. Roche, Vernon Theatre, Vernon, Fla. Rural and small town patronage. * * *

EAGLE LION

Close-Up (EL)—Alan Baxter, Virginia Gilmore, Richard Kollmar. This is a good mystery picture and timely, too. Comments were good, but the weather was bad. Played Mon., Tues.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Smugglers, The (EL)—Michael Redgrave, Jean Kent, Joan Greenwood. This is another good show that flopped here. Attenborough's portrayal of the coward was perfect. Marvelous acting. He should have had top billing instead of Michael Redgrave. First night, average. Second night, the poorest Saturday in the history of this theatre. Those who saw it liked it, but it just wasn't a Fri., Sat. picture. Weather Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

METRO-GOLDWYN-MAYER

Alias a Gentleman (MGM)—Wallace Beery, Tom Drake, Dorothy Patrick. This is really a good show but it did only fair business here, playing Fri., Sat., and with good weather conditions.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Big City (MGM)—Margaret O'Brien, Robert Preston, Danny Thomas. A good supporting cast helped Margaret O'Brien put this one over to average business. No complaints and no walkouts. Played Wed., Thurs. Weather Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Green Dolphin Street (MGM)—Lana Turner, Van Heflin, Donna Reed. A gripping picture which left the greater majority well satisfied. A few didn't like it. Played Fri., Sat. to average attendance. Weather: Clear and warm.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

Merton of the Movies (MGM)—Red Skelton, Virginia O'Brien, Gloria Grahame. Red Skelton—enough said. The ones that came out really got their money's worth of laughs. We need more of this type of picture, and Leo was right on the rental. Keep up the good work, Leo. Played Thurs., Fri. Weather: Cool. —O. D. Conner, Gem Theatre, Cache, Okla. Small town patronage. *

Summer Holiday (MGM)—Mickey Rooney, Gloria DeHaven, Walter Huston. This is one of the best pictures I've played in a long time. It has good stars, a good, wholesome story that the whole family will enjoy, good Technicolor—what more could you ask? Good attendance. Played Sat., Sun. Weather: Good. —T.M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. * *

Tenth Avenue Angel (MGM)—Margaret O'Brien, Angela Lansbury, George Murphy. This is a nice little picture that held up well the second night. Little Miss O'Brien surely does draw the children, and the grownups come along, too. The story is plausible and the acting throughout is good. Played Wed., Thurs. Weather: Good.—I. Roche, Vernon

Even Some Outsiders Contribute to Fund

RECENT contributors to the JIM MOTE FUND plug away to get as much in as possible before December, when the full amount will be sent the Motes as a sort of Christmas expression of goodwill to a fellow exhibitor:

"I am a little late with my dollar but know I am not too late still to do good, and neither are you others who have not sent in your dollars. Come on, let's put old Jim back in show business in '49."—M. E. Ginn, Manon Theatre, Pickens, Miss. . . . "Here's a couple of bucks for the JIM MOTE FUND—the show must go on. Congratulations, BOXOFFICE editors!"—Ray S. Hanson, Fertile, Minn. . . . "Enclosed find $3 for the JIM MOTE FUND, $1 for my wife, $1 for myself, and $1 for being late. Success to your grand idea. I know Jim and family appreciate it."—Virg Harbison, Tarkio Theatre, Tarkio, Mo. . . . "Here is my dollar. I think it was a splendid idea of W. H. Hoffman to be so thoughtful of a fellow exhibitor."—Jack H. Hoffman, Hunter Theatre, Greenup, Ky. (Any kin?).

Then listen to this: "Here's my check for $2. I'm a former theatre owner now in the dry cleaning business."—Charles W. Griffith, Glenville, W. Va. The nice things we're learning about human nature!

Showmen's Best Friends Coming to the Fore

Contributor W. W. Ward, Atlantic Theatre, Washington, D. C. chides Jim Mote with this: "Dear Jim, shame on you for thinking show people wouldn't respond to some fellow showman's bad luck! And now that Cecil Kellaway has responded, he will see to it that the pixies, leprechauns and maybe a few good gremlins will always be with you and your family from this day on."

F. J. Stanton, representative of the Alexander Film Co. at Charleston, W. Va., makes us realize showmen have their friends outside of other exhibitors: "Would like to add my dollar to the JIM MOTE FUND. Wish it were $100, but with coal strikes and postwar adjustment in my case, it is the best I can do. May God bless those many other friends who so gallantly pitched in to help a fellow exhibitor in distress.

"I will call this to the attention of showmen in W. Va. as I go along; also at our state convention next week."

Theatre, Vernon, Fla. Rural and small town patronage. ***

Three Daring Daughters (MGM)—Jeanette MacDonald, Jose Iturbi, June Powell. This is a beautiful show. It didn't hold the interest of our matinee small fry and I had to patrol like a school teacher so the adults could hear the show. It wasn't the boxoffice we had expected, but those who did come were very enthusiastic. Probably too "long hair" for small towns and rural patronage. I doubt if any mother is quite as sugary as Miss MacDonald!—R. E. Halstead, Tri-Town Theatre, Linstrom, Minn. Rural and small town patronage. **

MONOGRAM

Bringing Up Father (Mono)—Joe Yule, Renie Riano, George McManus. This is a nice little program picture. However, we were disappointed in boxoffice results. Played Thurs., Fri. Weather: Fine.—Abe H. Kaufman, Fountain Theatre, Terre Haute, Ind. Suburban patronage. ***

PARAMOUNT

Beyond Glory (Para)—Alan Ladd, Donna Reed, Tom Neal. This is just an average picture. It is not worth top allocation and is not as good as you might be led to believe. The plot is far-fetched and again Ladd is out of character. My patrons just took it for granted. Played Fri., Sat. Weather: Fair.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Big Clock, The (Para)—Ray Milland, Charles Laughton, Maureen O'Sullivan. This one was not a draw here. It lets the audience in on the murder too soon and spoils the suspense. Also, it is unrelieved by humor, and lush settings in the office building not enough, our patrons thought. It fell flat here. Played Sun., Mon., Tues. Weather: Fine.—R. E. Halstead, Tri-Town Theatre, Lindstrom, Minn. Rural and small town patronage. **

Crusades, The (Para)—Reissue. Loretta Young, Henry Wilcoxen, Ian Keith. This is educational as well as entertaining and a picture that everyone should see. However, it didn't draw and I played to a small crowd. Those who saw it liked it very much. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. **

Desert Fury (Para)—John Hodiak, Lizabeth Scott, Burt Lancaster. Oh, brother, this hit the jackpot! It had just what the small town goes for—color, good sound, good story, and a superb cast. The beauty of it is, the rental was so that you stood a chance to make a little more than film rental. Played Sun., Mon. Weather: Cool.—O. D. Conner, Gem Theatre, Cache, Okla. Small town patronage. *

Sealed Verdict (Para)—Ray Milland, Florence Marly, John Hoyt. Seen at the Film Exchange screening room in Winnipeg. Audience reaction was good. Action was quite fast and gave one an idea of the procedures military courts take in the denazification of Germany.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. ***

Shaggy (Para)—Brenda Joyce, George Nokes, Robert Shayne. Just fair interest—absolutely no trouble finding seats for everybody. Played Thurs., Fri., Sat. Weather: Cool.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. ***

Welcome Stranger (Para)—Bing Crosby, Barry Fitzgerald, Joan Caulfield. This is very good—not a single complaint. Sound is good, fine story that kept the audience tense. Bing and Caulfield and Fitzgerald make a good cast and we would like more pictures with them. The only thing against us was a two-day exposition, following which several started waiting for Sat., Sun.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

RKO RADIO

Miracle of the Bells, The (RKO)—Fred MacMurray, Valli, Frank Sinatra. This is a fine photoplay with an excellent cast, splendid acting by MacMurray and Valli. What a girl, that Valli! She's lovely.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. **

Miracle of the Bells, The (RKO)—Fred MacMurray, Valli, Frank Sinatra. This was no miracle so far as we're concerned. Perhaps I expected too much but after all the advance ballyhoo, why shouldn't I? Another disappointment was Valli. I admit she can act and is beautiful but she has nothing our American actresses do not have except a foreign accent, which is no asset that I can see, so why import her? Fine acting by Frank Sinatra and Fred MacMurray but the story was rather slow and in places, morbid and depressing. I think Lee Cobb rates an honor of some kind for his fine character acting. He is good in any part. Our crowds were only average but I suppose it would go over better in a Catholic community. Played Sun., Mon., Tues. Weather: Fair.—R. W. Burgess, McClusky, N. D. Small town patronage. ***

Riff-Raff (RKO)—Pat O'Brien, Walter Slezak, Anne Jeffreys. This didn't make expenses for me, as this kind never does. However, it is a nice little programmer that provides good entertainment, and if your fans like this kind, it is worth running. You won't have any squawks. Played Wed., Thurs. Weather: Fine.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. ***

Wants Cartoon Serials As Welcome Change

DESIRE for change is indicated in this comment from Exhibitor Abe H. Kaufman, Fountain Theatre, Terre Haute, Ind.:

"For years and years we have been furnished with the same 'stuff' in serials and it's about time someone gave us something different. Who will be the first to give us a serial in cartoon? The most hair-raising thrills could be put in a cartoon serial, and it wouldn't have to run more than 15 or 20 minutes. That is no longer than two cartoons.

"Come on, brother exhibitors. If you like the idea, let's have more comment on it."

Tycoon (RKO)—John Wayne, Laraine Day, Sir Cedric Hardwicke. This should do well in any action house. Comments were good, the boxoffice fair. The flood at the end was terrific. Played Fri., Sat. Weather: Good.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

REPUBLIC

Bill and Coo (Rep)—George Burton's Love Birds. This is a charmer. Double it with a fast western and you've got something. It brought parents with kids and kids alone. It brought in some people who rarely come. Played Fri., Sat. Weather: Good.—R. E. Halstead, Tri-Town Theatre, Lindstrom, Minn. Rural and small town patronage. **

Northwest Outpost (Rep)—Nelson Eddy, Ilona Massey, Joseph Schildkraut. This was a clinker and very few liked it, even our musical patrons. Crowds far below average. Pass it up, if possible. Played Thurs., Fri., Sat. Weather: Fair.—R. W. Burgess, Roxy Theatre, McClusky, N. D. Rural and small town patronage. ***

Wild Frontier (Rep)—Allan "Rocky" Lane, Jack Holt, Eddy Waller. Rocky Lane in a "purty" good western. He is "lightnin' on the draw," rough on outlaws (beats 'em to a pulp), crawls out of a wreck, and never loses his hat! He must have had it screwed on.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. **

Bouquet of the Week To 'Date With Judy'

DATE WITH JUDY, A (MGM)—Wallace Beery, Jane Powell, Elizabeth Taylor. Now if it is a really good movie you are looking for, this is it. By all means play it. There is splendid music, beautiful Technicolor, plenty of human interest and lots of comedy. In my opinion it is tops. Last but not least, it is "clean," and after all, Mr. Producer, don't you think that is what the public wants, good, wholesome entertainment? I had the largest crowd I had had in a long time and everyone praised it to the skies. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. **

SCREEN GUILD

Hollywood Barn Dance (SG)—Ernest Tubb, Lori Talbott, Helen Boyce. In my own personal opinion, this is nothing. No story, no acting—not even an attractive face in the whole cast. The entire picture is Ernest Tubb's singing. But what does my opinion matter when the people turn out to see it? Business was good both nights. Played Fri., Sat. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. **

SRO

Duel in the Sun (SRO)—Gregory Peck, Jennifer Jones, Joseph Cotten. This is a good outdoor picture in color but it failed to do the extra business the salesman said it would. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Duel in the Sun (SRO)—Gregory Peck, Jennifer Jones, Joseph Cotten. This super-western still pulls them in after playing the nearby towns. If you are in a small town, you need not be afraid of this one, for it will pay for itself. Played Sun., Mon. Weather: Good.—L. Roche, Vernon Theatre, Vernon, Fla. Rural and small town patronage. ***

20th CENTURY-FOX

Daisy Kenyon (20th-Fox)—Joan Crawford, Dana Andrews, Henry Fonda. This isn't small town filmfare. They want to laugh, not to see troubles. They have enough of their own. Played Wed., Thurs. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ***

Fury at Furnace Creek (20th-Fox)—Victor Mature, Coleen Gray, Glenn Langan. This is a good action western but it would have done lots better if it had been in color. Excellent as a fast-moving drama. Played Sun., Mon. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ***

Green Grass of Wyoming (20th-Fox)—Peggy Cummins, Charles Coburn, Lloyd Nolan. This is a natural for rural areas. The color is superb. The races will thrill anyone who ever went to a county fair. Don't miss this! Played Sun., Mon., Tues. Weather: Fine.—R. E. Halstead, Tri-Town Theatre, Linstrom, Minn. Rural and small town patronage. **

Kiss of Death (20th-Fox)—Victor Mature, Coleen Gray, Brian Donlevy. It's been a mighty long time since we've played one of these gangster pictures that drew like this one. The story and the acting really good so the comments were very good. In my personal opinion, you can't go wrong with it

(Continued on page 14)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is nation release date. Production number is at right. Number in parentheses is running time, furnished by home office of distributor; checkup with local exchanges is recommend R—is review date. PG—is Picture Guide page number. Symbol Q indicates BOXOFFI Blue Ribbon Award Winner. Symbol ⊙ indicates color photography.

COLUMBIA

EAGLE LION

M-G-M

MONOGRAM

PARAMOUNT

RKO RADIO

REPUBLIC

SCREEN GUILD

20TH-FOX

UNITED ARTISTS

UNIV.-INT'L.

WARNER BROS.

MISCELLANEOUS

JANUARY 17	JANUARY 24	JANUARY 31	FEBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH
16 (68) Musical 907 GLAMOUR GIRL Virginia Grey Michael Duane Gene Krupa's Orch. R—Jan. 3—PG-888	23 (66) Mus-Dr 906 MARY LOU Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895	(94) Drama 934 I LOVE TROUBLE F. Tone-J. Blair R—Feb. 28—PG-905 (72) Drama 933 ⊙PRINCE OF THIEVES J. Hall—P. Morison R—Dec. 6—PG-879	5 (68) Drama 902 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ⊙RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894	
17 (71) Comedy 810 HEADING FOR HEAVEN Stuart Erwin Glenda Farrell R—Dec. 27—PG-886	24 (55) Western 853 CHECK YOUR GUNS Eddie Dean	31 (85) Drama 811 ⊙THE SMUGGLERS Michael Redgrave R—Jan. 17—PG-892	7 (83) Drama 812 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXA James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-90
	23 (98) Drama 814 IF WINTER COMES Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885		6 (99) Drama 815 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 12 ⊙THREE DARING DAUGHTERS Jeanette MacDonal Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-9
17 (53) Mus-West 686 SONG OF THE DRIFTER Jimmy Wakely		31 (58) Western 4751 OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 SONG OF MY HEART Frank Sundstrom R—Nov 8—PG-871	7 (75) Drama 4709 FIGHTING MAD Joe Kirkwood jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudsen		22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895	
16 (98) Drama 4708 I WALK ALONE Burt Lancaster Lizabeth Scott Wendell Corey Kirk Douglas R—Dec. 20—PG-883					20 (90) Drama 4709 ⊙ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-89
Group 2 (65) Mystery 810 DICK TRACY MEETS GRUESOME Ralph Byrd Boris Karloff Ann Gwynn R—Oct 4—PG-861	Group 2 24 (102) Drama 806 NIGHT SONG Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874	Reissue 30 (60) Western 854 LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy 811 IF YOU KNEW SUSIE R—Feb 7—PG-897	Group 3 (61) Western 81 WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ⊙BAMBI		Special 28 (109) Com-Dr 852 ⊙THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western TROUBLE IN SUNDO
15 (65) Drama 702 SLIPPY McGEE Don Barry Dale Evans Tom Brown R—Jan. 31—PG-896			1 (61) Comedy 703 CAMPUS HONEYMOON Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899			22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911	
			Reissue 7 (70) Western HC14 IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt		Reissue 6 (71) Western H SILVER ON THE SA William Boyd Gabby Hayes Russell Hayden
	(81) Drama 80 THE TENDER YEARS Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880		(91) Musical 802 YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 805 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-87
		(90) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898					
(93) Drama 652 CAPTAIN BOYCOTT Stewart Granger Kathleen Ryan Cecil Parker R—Dec. 6—PG-880			(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama 634 A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-880		
	24 (126) Drama 714 TREASURE OF SIERRA MADRE Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890		(..) Drama 715 MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-898		21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama I BECAME A CRIMI Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(80) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Bunny Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reissue
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

(..) Western Reissue
LONE STAR PIONEERS
"Wild Bill" Elliott

MARCH 13	MARCH 20	MARCH 27	APRIL 3	APRIL 10	APRIL 17	APRIL 24	MAY 1
	18 (63) Drama 920 **RETURN OF THE WHISTLER** Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama 902 **ADVENTURES IN SILVERADO** R—Mar. 13—PG-912 25 (55) Western 966 **WEST OF SONORA** Starrett-Burnette R—Mar. 27—PG-916	30 (84) Drama 936 **SIGN OF THE RAM** Susan Peters R—Feb. 21—PG-904 30 (66) Mus-Com 952 **SONG OF IDAHO** Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 **MY DOG RUSTY** Ted Donaldson John Litel Ann Doran R—May 1—PG-925	15 (69) Drama 909 **PORT SAID** Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (67) Comedy 940 **MATING OF MILLIE** Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914
3 (58) Western 855 **VESTWARD TRAIL** ddie Dean	27 (77) Drama 817 **ENCHANTED VALLEY** Alan Curtis-Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 **OCTOBER MAN** John Mills R—Mar. 20—PG-913	Reissues 27 (93) Drama 849 **SUTTER'S GOLD** Edward Arnold 27 (86) Drama 848 **SEVEN SINNERS** Marlene Dietrich John Wayne	3 (102) Drama 816 **RUTHLESS** Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 **HAWK OF POWDER RIVER** Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 **THE NOOSE HANGS HIGH** Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 **THE COBRA STRIKES** Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941	
	19 (76) Comedy 818 **ALIAS A GENTLEMAN** Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy 819 **BRIDE GOES WILD** Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 **B. F.'s DAUGHTER** Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903		20 (92) Drama 821 **SUMMER HOLIDAY** Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 **TARZAN'S SECRET TREASURE** Weissmuller-O'Sullivan 30 (71) M'drama 823 **TARZAN'S NEW YORK ADVENTURE**	30 (122) Drama 824 **STATE OF THE UNION** Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916
7 (76) Drama 4705 **OCKY** toddy McDowall ita Hunter ale Sherwood t—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 **ROSE OF THE RIO GRANDE** Movita John Carroll	21 (67) Drama 4708 **ANGELS' ALLEY** Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 **OKLAHOMA BLUES** Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 **DOCKS OF NEW ORLEANS** R—Aug. 21—PG-961 7 (85) Drama AA5 **THE HUNTED** Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 **CROSSED TRAILS** Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 **CAMPUS SLEUTH** Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 **FRENCH LEAVE** Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 **SMART WOMAN** Constance Bennett R—Mar. 13—PG-916
2 (94) Drama 4170 **AIGON** lan Ladd eronica Lake —Feb. 7—PG-897		26 (67) Drama 4712 **MR. RECKLESS** William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 **UNCONQUERED** Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 **THE BIG CLOCK** Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			30 (90) Drama 4714 **THE 'SAINTED' SISTERS** Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908
	Special 20 (134) Comedy 868 **I REMEMBER MAMA** Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911		Special 3 (120) Drama 869 **MIRACLE OF THE BELLS** Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907		Special 17 (128) West-Dr 870 **FORT APACHE** Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 **TIMBER STAMPEDE**	
	14 (87) Drama 705 **INSIDE STORY** Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama 706 **LIGHTNIN' IN THE FOREST** Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 **BILL AND COO** George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 **CALIFORNIA FIREBRAND** R—May 8—PG-928		15 (60) Western 754 **BOLD FRONTIERSMAN** Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 **OLD LOS ANGELES** William Elliott John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 **UNDER CALIFORNIA STARS** R—May 15—PG-931 25 (60) M'drama 707 **HEART OF VIRGINIA** Janet Martin-R. Lowery R—May 8—PG-929
				Reissue 10 (60) Western HC18 **RENEGADE TRAIL** William Boyd Gabby Hayes Russell Hayden			
(68) Mystery 807 **THE CHALLENGE** Tom Conway une Vincent R—Feb. 28—PG-906	(69) Mystery 808 **HALF PAST MIDNIGHT** Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama 809 **AN IDEAL HUSBAND** Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 **SITTING PRETTY** Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 **SCUDDA HOO! SCUDDA HAY!** June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 **MEET ME AT DAWN** William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 **LET'S LIVE AGAIN** John Emery R—Feb. 21—PG-903 (66) Drama 814 **13 LEAD SOLDIERS** Tom Conway	
					(111) Comedy **LAFF-TIME** William Tracy (60) Documentary **KINGS OF THE OLYMPICS** Bill Slater R—Mar. 6—PG-909	(120) Drama **ARCH OF TRIUMPH** Ingrid Bergman Charles Boyer R—Feb. 21—PG-904	
(96) Drama 654 **JASSY** Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 **A DOUBLE LIFE** Ronald Colman Signe Hasso Edmond O'Brien R—Jan. 3—PG-887	(96) Drama 651 **NAKED CITY** Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 **BLACK BART** Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 21—PG-986	(94) Musical 655 **CASBAH** Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 **ARE YOU WITH IT?** Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913
Reissue 13 (102) Drama 718 **ADVENTURE OF ROBIN HOOD** Errol Flynn Olivia de Havilland		27 (94) Comedy 719 **APRIL SHOWERS** Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 720 **TO THE VICTOR** Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 **WINTER MEETING** Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919	

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(..) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

(..) Drama New Rel
FILE 649, STATE DEPARTMENT
William Lundigan

(..) Drama New Rel
DAUGHTER OF RAMONA
Phillip Reed
Martha Vickers

(..) Drama New Rel
ALASKA PATROL
Richard Travis
Helen Westcott

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MAY 8	MAY 15	MAY 22	MAY 29	JUNE 5	JUNE 12	JUNE 19	JUNE 26
COLUMBIA	6 (75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 TRAPPED BY BOSTON BLACKIE R—May 8—PG-929 13 (54) Western 963 WHIRLWIND RAIDERS Starrett-Burnette R—May 22—PG-936		29 (87) Drama 938 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941			
EAGLE LION	5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 PRAIRIE OUTLAWS Eddie Dean	19 (66) Drama 821 ASSIGNED TO DANGER Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 822 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944
M-G-M				(113) Drama 826 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107 Comedy ON AN ISLAND WI YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926
MONOGRAM	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely	16 (56) Western 4756 FRONTIER AGENT Johnny Mack Brown Raymond Hatton		23 (72) Drama 4716 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 47 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton
PARAMOUNT		14 (58) Drama 4715 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906		28 (95) Drama 4716 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 47 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927
RKO RADIO	Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 22 (68) Drama 813 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 814 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 8 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931
REPUBLIC		10 (60) M'drama 709 KING OF GAMBLERS Janet Martin R—May 29—PG-938 13 (60) Western 755 CARSON CITY RAIDERS Allan "Rocky" Lane R—June 5—PG-939		25 (85) Drama 710 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (60) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947	
SCREEN GUILD	Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden		21 (76) Drama 4705 THE PRAIRIE Lenore Aubert Alan Baxter		Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC2 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau
20TH-FOX	(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 ARTHUR TAKES OVER Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 820 ANNA KARENINA Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 8 BELLE STARR Scott-Tierney (71) Drama 8 FRONTIER MARSHAL Randolph Scott Nancy Kelly
UNITED ARTISTS							15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YOR Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932
UNIV.-INT'L	(90) Drama 658 DEAR MURDERER Eric Portman Greta Gynt Dennis Price R—May 22—PG-936	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906			(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 66 UP IN CENTRAL PAR Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940
WARNER BROS.	Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien	15 (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923		29 (110) Drama 725 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 72 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937
MISCELLANEOUS								

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—April 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr
Eng. Films
CHILDREN ON TRIAL
R—Nov. 29—PG-878

(80) Musical
Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama
Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical
Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Dram
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary
Target Films
STRANGE VICTORY
R—July 24—PG-954

JULY 3	JULY 10	JULY 17	JULY 24	JULY 31	AUGUST 7	AUGUST 14	AUGUST 21
28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949			31 (90) S'Western 939 CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943
1 (55) Western 965 BLAZING ACROSS THE PECOS R—July 17—PG-951							
30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944			21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis
	(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946			(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914		
27 (89) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-936	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944	
2 (106 Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941
Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934		(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954	
28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		16 (70) Outd'r-Mus 732 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953		25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 26 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955	
		Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden			
(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Musical 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray Jean Rogers R—Oct. 30—PG-982
	9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933			30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957	
(90) Drama 669 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKENSTEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wendell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943		(109) Drama 668 TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959
3 (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-850	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo
Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart
Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers
Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids
Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA EAGLE-LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH-FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV.-INT'L. · WARNER BROS. · MISCELLANEOUS

AUGUST 28	SEPTEMBER 4	SEPTEMBER 11	SEPTEMBER 18	SEPTEMBER 25	OCTOBER 2	OCTOBER 9	OCTOBER 16
27 (78) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George MacReady Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 ⊙THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973	16 (76) Western 903 BLACK EAGLE, THE STORY OF A HORSE William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91) Drama 128 WALK A CROOKED MILE Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 SINGIN' SPURS Hoosier Hotshots	30 (70) Spec-Act 104 TRIPLE THREAT Richard Crane Gloria Henry R—Oct. 9—PG-975	7 (68) Drama 113 I SURRENDER DEAR Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (..) Western EL DORADO PASS Charles Starrett Smiley Burnette Elena Verdugo
Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Outd'r-Dr 830 ⊙NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary 902 ⊙OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971		(62) Drama 903 IN THIS CORNER Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966	Reissues (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone (117) Drama 737 MY SON, MY SON Brian Aherne	(83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961	
	3 (98) Musical 901 ⊙LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962			24 (90) Comedy 902 A SOUTHERN YANKEE Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958		8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960	
22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953 (65) M'drama 4802 JOE PALOOKA IN WINNER TAKE ALL R—Aug. 28—PG-963		(107) Biog-Dr AA10 ⊙THE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955	(87) Comedy AA8 THE DUDE GOES WEST Eddie Albert Gale Storm R—May 1—PG-926 (56) Western THE RANGERS RIDE Jimmy Wakely	3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	12 (74) Western AA11 BAD MEN OF TOMBSTONE Barry Sullivan 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys
	3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George MacReady George Coulouris Henry Travers R—July 19—PG-944			24 (89) Drama 4801 SORRY, WRONG NUMBER Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956		8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962	
(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958	(114) .Com-Dr .962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring Frank McHugh R—July 31—PG-956	11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948	(63) Mystery 905 BODYGUARD Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 907 DESIGN FOR DEATH R—Jan. 1—PG-893 18 (79) M'drama 821 RACE STREET George Raft R—July 3—PG-948		(92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum Gary Gray R—Aug 7—PG-958	
25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden	29 (67) Out'dr-Mus 733 ⊙NIGHTTIME IN NEVADA Roy Rogers Adele Mara Andy Devine R—Oct. 30—PG-981	3 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane	15 (60) Western 757 DESPERADOES OF DODGE CITY R—Sept. 11—PG-968 15 (60) Western 741 ⊙SON OF GOD'S COUNTRY R—Sept. 25—PG-971		1 (90) Drama 714 MOONRISE Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 1 (60) Western 758 DENVER KID		
1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown	17 (69) Docum. 4803 SOS SUBMARINE R—Oct. 16—PG-977 24 (81) Drama HARPOON John Bromfield Alyce Louis	Reissues 24 (108) Comedy S-7 DUKE OF WEST POINT Louis Hayward Joan Fontaine 24 (88) Comedy S-8 MISS ANNIE ROONEY Shirley Temple		8 (93) Drama THE MOZART STORY Hans Holt Winnie Markus Irene von Meydendorff	
(70) Out'dr-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965	(78) Drama 822 ESCAPE Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(139) Drama 638 ⊙FOREVER AMBER Linda Darnell Cornell Wilde R—Oct. 18—PG-866 (64) Mystery 839 THE CREEPER Eduardo Cinelli	(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 ⊙⊙APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969
	(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd	26 (126) West-Dr 585 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(57) Docum 586 OLYMPIC CAVALCADE Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama URUBU George Breakstone R—Aug. 21—PG-961	1 (81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western STRANGE GAMBLE William Boyd	15 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray R—Sept. 4—PG-966 15 (57) Documentary THE ANGRY GOD R—Oct. 30—PG-982
(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966					
	4 (86) Mus-Com 801 ⊙TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958			25 (80) Drama 802 ⊙ROPE James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963		9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971	

FOREIGN Language

(95) Comedy Siritzky ANTOINE & ANTOINETTE R—May 8—PG-930 (90) Drama Siritzky FARREBIQUE R—May 8—PG-929	(87) Fantasy Lopert BEAUTY AND THE BEAST R—May 8—PG-929 (80) Comedy Duke Int'l VOYAGE SURPRISE R—May 22—PG-936	(100) Drama Discina Int'l THE DAMNED R—May 29—PG-938 (90) Drama Lopert ROOM UPSTAIRS Marlene Dietrich R—June 5—PG-939	(128) Drama Siritzky Int'l MARIUS R—June 19—PG-944 (100) Drama Best Films JEALOUSY R—June 19—PG-943	(130) Drama Siritzky-Int'l THEY ARE NOT ANGELS R—June 26—PG-946 (100) Drama Schaefer DAY OF WRATH R—June 26—PG-945	(92) Com-Drama Oxford Films FRIC-FRAC R—July 3—PG-948 (105) Drama Siritzky-Int'l NAIS R—July 3—PG-947	(75) Documentary Mayer-Burystyn THE ILLEGALS R—July 17—PG-952 (88) Drama Discina Int'l BLIND DESIRE R—July 17—PG-952	(90) Comedy Siritzky-Int'l PORTRAIT OF INNOCENCE R—July 24—PG-954 (81) Drama Creative FRANCOIS VILLON R—Aug. 14—PG-960

OCTOBER 23	OCTOBER 30	NOVEMBER 6	NOVEMBER 13	NOVEMBER 20	NOVEMBER 27	DECEMBER 4	DECEMBER 11
1 (59) Outd'r-Dr 111 USTY LEADS THE WAY ed Donaldson haryn Moffett ohn Litel nn Doran —Oct. 16—PG-977	(98) Drama ⊙THE LOVES OF CARMEN Rita Hayworth R—Aug. 21—PG-961 (79) Super West 130 ⊙THE UNTAMED BREED R—Oct. 23—PG-979		11 (75) Drama 119 LEATHER GLOVES Cameron Mitchell Virginia Grey Jane Nigh Sam Levene R—Nov. 13—PG-985	18 (66) Drama 118 RACING LUCK Gloria Henry Stanley Clements David Bruce R—Nov. 6—PG-983	(89) Com-Fantasy ⊙THE RETURN OF OCTOBER Glenn Ford R—Oct. 23—PG-979 (81) M'drama 132 ⊙THE GALLANT BLADE Larry Parks R—Oct. 23—PG-979	2 (..) Western QUICK ON THE TRIGGER Charles Starrett Smiley Burnette Helen Parrish	(99) Drama ⊙THE MAN FROM COLORADO Glenn Ford William Holden Ellen Drew R—Nov. 20—PG-988
(61) Mys-Dr 906 EHIND LOCKED DOORS ucille Bremer ichard Carlson ouglas Fowley alf Harolde —Sept. 18—PG-969	Reissues 30 (119) Adv. 738 COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. 739 SON OF MONTE CRISTO Louis Hayward			14 (85) Comedy 907 LET'S LIVE A LITTLE Hendy Lamarr Robert Cummings Anna Sten Robert Shayne R—Oct. 30—PG-981	21 (80) Drama 910 HE WALKED BY NIGHT Richard Basehart Scott Brady Roy Roberts Whit Bisaell R—Nov. 13—PG-986	(73) Act-Dr 908 MILLION DOLLAR WEEKEND Gene Raymond Stephanie Paull Frances Lederer Patricia Shay R—Oct. 16—PG-977	
	(71) Documentary ⊙THE SECRET LAND Commentators Robert Montgomery Robert Taylor Van Heflin R—Aug. 28—PG-963		12 (96) Comedy 904 NO MINOR VICES Dana Andrews Lilli Palmer Jane Wyatt Louis Jourdan R—Oct. 9—PG-976		26 (125) Drama 906 ⊙THE THREE MUSKETEERS Lana Turner Gene Kelly June Allyson Van Heflin R—Oct. 16—PG-978		
	24 (57) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson		7 (55) Western 4758 GUNNING FOR JUSTICE Johnny Mack Brown Evelyn Finley Raymond Hatton	14 (..) Drama TEMPTATION HARBOR Simone Simon Robert Newton	21 (56) Western COURTIN' TROUBLE Jimmy Wakely "Cannonball" Taylor	28 (80) Cost-Dr 4725 KIDNAPPED Roddy McDowall Sue England Dan O'Herlihy Roland Winters R—Sept. 18—PG-969	
22 (81) Mystery 4803 IGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 4804 SEALED VERDICT Ray Milland Florence Marly Broderick Crawford John Holt R—Sept. 11—PG-967		19 (101) Comedy 4805 MISS TATLOCK'S MILLIONS John Lund Wanda Hendrix Barry Fitzgerald Monty Woolley R—Sept. 18—PG-970		3 (60) Drama 4806 DISASTER Richard Denning Trudy Marshall Will Wright Jack Lambert R—Oct. 23—PG-980	
	(92) Outd'r-Dr 906 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	(110) Mus-Com ⊙A SONG IS BORN Danny Kaye Virginia Mayo Steve Cochran Esther Dale R—Aug. 28—PG-964		(88) Drama BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes Robert Preston Walter Brennan R—Nov. 13—PG-985	(..) Com-Dr 992 SO DEAR TO MY HEART Bobby Driscoll Luana Patten Beulah Bondi		
	24 (60) M'drama 713 CODE OF SCOTLAND YARD R—Sept. 18—PG-970 Reissue (..) Outd'r-Mus SHINE ON HARVEST MOON	1 (86) Drama 720 ANGEL ON THE AMAZON George Brent 5 (60) Western 861 SUNDOWN IN SANTA FE Allan "Rocky" Lane		15 (67) Outd'r-Mus 734 ⊙GRAND CANYON TRAIL Roy Rogers Jane Frazee	24 (..) Western RENEGADES OF SONORA Allan "Rocky" Lane Eddy Waller	1 (87) Western 721 ⊙THE PLUNDERERS Rod Cameron Ilona Massey Adrian Booth Forrest Tucker R—Nov. 6—PG-982	
22 (64) Western STAGECOACH WAR William Boyd Russell Hayden		6 (60) Western DEAD MAN'S GOLD Lash Larue Fuzzy St. John	12 (82) Western LAST OF THE WILD HORSES James Ellison Jane Frazee Mary Beth Hughes	19 (62) Adv. THUNDER IN THE PINES George Reeves Ralph Byrd	27 (60) Western MARK OF THE LASH Lash LaRue Fuzzy St. John	3 (62) Outd'r-Dr SHEP COMES HOME Robert Lowery Margia Dean	
(68) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-927	(70) Drama JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(95) Drama 844 ROAD HOUSE Ida Lupino Cornel Wilde Richard Widmark Celeste Holm R—Oct. 2—PG-974		(87) Western 846 BELLE STARR'S DAUGHTER George Montgomery Rod Cameron Ruth Roman Wallace Ford R—Oct. 30—PG-982	(98) Com-Dr 845 ⊙WHEN MY BABY SMILES AT ME Betty Grable Dan Dailey Jack Oakie June Havoc R—Nov. 13—PG-986	(105) Com-Fantasy 850 UNFAITHFULLY YOURS Rex Harrison Linda Darnell Barbara Lawrence Rudy Vallee R—Oct. 9—PG-976
(83) Drama PLOT TO KILL ROOSEVELT Selected Films R—Nov. 6—PG-983		5 (94) Comedy 595 MY DEAR SECRETARY Laraine Day Kirk Douglas Keenan Wynn Helen Walker Rudy Vallee R—Sept. 11—PG-968		19 (71) Drama 593 HIGH FURY Madeleine Carroll Ian Hunter Michael Rennie R—Nov. 13—PG-985			
		(79) Drama 681 KISS THE BLOOD OFF MY HANDS Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978	(86) M'drama ROGUES' REGIMENT Dick Powell Marta Toren Vincent Price Stephen McNally R—Oct. 9—PG-975				(100) Comedy YOU GOTTA STAY HAPPY Joan Fontaine James Stewart Eddie Albert Roland Young R—Nov. 6—PG-984
23 (102) Drama 804 JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970			13 (97) Comedy 805 JUNE BRIDE Bette Davis Robert Montgomery Fay Bainter Betty Lynn Tom Tully R—Oct. 23—PG-979		27 (..) Drama 806 ⊙FIGHTER SQUADRON Edmond O'Brien Robert Stack John Rodney Henry Hull		

FOREIGN Language

(96) Drama — Artkino
MURDERERS AMONG US
(105) Drama — Azteca Films
LA MORENA DE MI COPLA
E—Aug. 28—PG-968

(105) Drama — Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972
(77) Documentary — Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama — Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974
(75) Comedy — Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy — Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973
(92) M'drama — Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr — Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973
(65) Drama — Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama — Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978
(87) Drama — Discina Int'l
RUY BLAS
R—Oct. 23—PG-980

(102) Drama — Film Right Int'l
BACK STREETS OF PARIS
R—Oct. 30—PG-981
(98) Musical — Clasa-Mohme
LA REINA DEL TROPICO

(100) Drama — Films Int'l
WOMAN HUNT
R—Nov. 6—PG-984
(103) Drama — Vesuvio Films
MALACARME
R—Nov. 6—PG-984

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV.-INT'L WARNER BROS. MISCELLANEOUS

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
947	Abbott & Costello Meet Frankenstein (83)	U-I	7- 3-48		+	+	+	+	+	±	±	7+ 2–
987	Accused, The (100)	Para	11-20-48		‡							2+
912	Adventures in Silverado (75)	Col	3-13-48		±	±			±	+		4+ 3–
956	Adventures of Gallant Bess (73)	EL	7-31-48		±	±	±	±		±	‡	7+ 5–
906	All My Sons (94)	U-I	2-28-48		‡	+	+	‡	‡	+	‡	11+
965	An Act of Murder (91)	U-I	9- 4-48		+	+		‡	+	+		6+
894	Angels' Alley (67)	Mono	1-24-48		±	±	±		–		±	4+ 5–
982	Angry God, The (57)	UA	10-30-48		=	=		±			±	2+ 6–
925	Anna Karenina (111)	20-Fox	5- 1-48		+	±		+	+	+	+	6+ 1–
924	Another Part of the Forest (107)	U-I	4-24-48		‡	+	+	+	‡	+	+	9+
969	Apartment for Peggy (96)	20-Fox	9-18-48		‡	+	+		‡	‡	‡	10+
978	Appointment With Murder (67)	FC	10-16-48		±		±	±	±			4+ 4–
913	April Showers (94)	WB	3-20-48		+	+	±	+	+	±	+	7+ 2–
904	Arch of Triumph (120)	UA	2-21-48		+	+	+	+	‡	±	+	8+ 1–
913	Are You With It? (90)	U-I	3-20-48		+	±	+	+	+	±		6+ 2–
923	Argyle Secrets, The (63)	FC	4-24-48		+	±	±		+			4+ 2–
917	Arizona Ranger, The (63)	RKO	4- 3-48		+		±	+	+	±		5+ 2–
953	Arkansas Swing (65)	Col	7-24-48		±					±		2+ 2–
922	Arthur Takes Over (63)	20-Fox	4-17-48		+	±	±	±	+	–		5+ 4–
929	Assigned to Danger (65)	EL	5- 8-48		±	±	+		±	±	+	6+ 4–
	B											
955	Babe Ruth Story, The (107)	Mono	7-31-48		‡	‡	‡	‡	‡	+	±	12+ 1–
942	Bad Sister (90)	U-I	6-12-48		±	–		±		±	±	4+ 5–
982	Belle Starr's Daughter (87)	20-Fox	10-30-48		±	±	±	+	+			5+ 3–
903	B. F.'s Daughter (108)	MGM	2-21-48		+	±	+	+	±	+		6+ 2–
969	Behind Locked Doors (61)	EL	9-18-48		+	±	±		±	±		5+ 4–
919	Berlin Express (86)	RKO	4-10-48		‡	+	+	‡	‡	‡	+	11+
929	Best Man Wins (75)	Col	5- 8-48		+	±	+		±	+		5+ 2–
964	Betrayal, The (183)	Astor	8-28-48		±		–				–	1+ 2–
944	Beyond Glory (82)	Para	6-19-48		±	±	±	±	±	+	‡	8+ 5–
915	Big City (111)	MGM	3-27-48		+	+	+	+	+	+	+	7+
904	Big Clock, The (95)	Para	2-21-48		+	+	+	+	‡	‡	‡	10+
937	Big Punch, The (80)	WB	5-29-48		±	±	±	+	+	±	±	7+ 5–
933	Big Town Scandal (62)	Para	5-22-48		±	±	±	+	±	±	±	7+ 6–
887	Bill and Coo (61)	Rep	1- 3-48		+	±	+	‡	‡	‡	+	10+ 1–
949	Black Arrow, The (76)	Col	7-10-48		+	±	+		±	+	+	6+ 2–
897	Black Bart (80)	U-I	2- 7-48		±	±	+	±	+	±		6+ 4–
965	Black Eagle, The Story of a Horse (76)	Col	9- 4-48		+	±	±		±	±	±	6+ 5–
	Back Trail (54)	Mono					–				±	1+ 2–
969	Blanche Fury (93)	EL	9-18-48		–	±		+	–	+		3+ 3–
951	Blazing Across the Pecos (55)	Col	7-17-48		±				+	±		3+ 2–
935	Blonde Ice (73)	FC	5-22-48		±		+		+		±	4+ 3–
941	Blondie's Reward (67)	Rep	6-12-48		✓		+		+	±		4+ 2–
985	Blood on the Moon (87)	RKO	11-13-48		‡	±	±		+	+		5+ 2–
965	Bodyguard (62)	RKO	9- 4-48		+	±	±	+	+	+		6+ 2–
925	Bold Frontiersman, The (60)	Rep	5- 1-48		+		+	+	+	±	±	6+ 2–
987	Boy With the Green Hair (82)	RKO	11-20-48		±							1+ 1–
905	Bride Goes Wild, The (MGM)		2-28-48		+	+	‡	‡		±	±	8+ 2–
936	Brothers, The (90)	U-I	5-22-48		+	±		+	–	+		4+ 2–
	C											
928	California Firebrand (63)	Rep	5- 8-48		+		+	+	+	±	±	6+ 2–
935	Campus Sleuth (57)	Mono	5-22-48		–	±	±				–	2+ 4–
946	Canon City (83)	EL	6-26-48		‡	±	‡	‡	‡	+	‡	12+ 1–
939	Carson City Raiders (60)	Rep	6- 5-48		+		+	±	±	±	±	6+ 4–
932	Casbah (94)	U-I	5-15-48		+	±	±	+	+	±	±	7+ 4–
957	Checkered Coat, The (67)	20-Fox	8- 7-48		±	±	±		–	±	±	5+ 6–
921	Close-Up (76)	EL	4-17-48		±	±	±		±	±	+	6+ 5–
941	Cobra Strikes, The (62)	EL	6-12-48		±	–				±	±	3+ 4–
970	Code of Scotland Yard (60)	Rep	9-18-48		+	±	±	‡	+	+		7+ 2–
940	Coroner Creek (90)	Col	6- 5-48		‡	+	‡	‡		+	±	9+ 1–
943	Corridor of Mirrors (96)	U-I	6-19-48		–	+			±			2+ 3–
	Counterfeiters, The (73)	20-Fox				±	+		±	±	±	5+ 4–
984	Countess of Monte Cristo, The (77)	U-I	11- 6-48		±	±	±	+	+			5+ 3–
	Creeper, The (63)	20th-Fox				–	±		–	–	±	2+ 5–
	Crossed Trails (53)	Mono					±		±		±	3+ 3–
972	Cry of the City (95)	20-Fox	9-25-48		±	+	+	+	‡	‡	+	9+ 1–
	D											
955	Daredevils of the Clouds (60)	Rep	7-31-48		+	±	±	+	±	±	±	7+ 5–
946	Date With Judy, A (113)	MGM	6-26-48		‡	‡	‡		+	‡	‡	11+
	Dead Don't Dream, The (..)	UA					±				±	2+ 2–
946	Dear Murderer (90)	U-I	5-22-48		±	±		±	±	±	+	6+ 5–
948	Deep Waters (85)	20-Fox	7- 3-48		‡	±	±	+	+	+	±	8+ 3–
896	Design for Death (48)	RKO	1-31-48		+			+	±	+		4+ 1–
968	Desperadoes of Dodge City (60)	Rep	9-11-48		+		+		±			3+ 1–
926	Devil's Cargo (61)	FC	4-10-48		±		±	±	–			3+ 4–
980	Disaster (60)	Para	10-23-48		±	–	±					2+ 3–
961	Docks of New Orleans (70)	Mono	8-21-48		±	–	±	±	±		±	5+ 6–
887	Double Life, A (103)	U-I	1- 3-48		+	‡	+	‡	‡	+	‡	11+
927	Dream Girl (86)	Para	5- 8-48		+	±	‡	±	‡	+	‡	10+ 2–
926	Dude Goes West, The (87)	Mono	5- 1-48		+	+		+	‡	+	+	7+
986	Dulcimer Street (112)	U-I	11-13-48		±	±		±	+			4+ 3–
988	Dynamite (67)	Para	11-20-48		±							1+ 1–

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	E											
928	Easter Parade (103)	MGM	5-29-48		‡	‡	‡	‡	‡	‡	‡	14+
955	Embraceable You (80)	WB	8-31-48		±	±	±		+	±	±	6+ 5–
928	Emperor Waltz, The (106)	Para	5- 8-48		‡	‡	‡	‡	‡	‡		12+
945	End of the River (80)	U-I	6-26-48		+	±		+	+	+		5+ 1–
940	Escape (78)	20-Fox	6- 5-48		±	±		‡	–	±	+	6+ 4–
987	Every Girl Should Be Married (85)	RKO			+	±	‡		‡			6+ 1–
953	Eyes of Texas, The (70)	Rep	7-24-48		±		+	±	+	±		5+ 3–
	F											
943	Feudin', Fussin and a-Fightin' (77)	U-I	6-19-48		±	±	+	‡	±	±	±	8+ 5–
982	Fighting Back (61)	20-Fox	10-30-48		–				±	±		2+ 3–
931	Fighting Father Dunne (93)	RKO	5-15-48		+	‡	±	+	+	+	±	8+ 2–
966	For the Love of Mary (90)	U-I	9- 4-48		+	±	+	+	±	+	±	7+ 3–
941	Foreign Affair, A (116)	Para	6-12-48		‡	‡	+	‡	‡	+	‡	12+
911	Fort Apache (127)	RKO	3-13-48		+	±	+	+	+	‡	‡	9+ 1–
933	Four Faces West (89)	UA	5-22-48		+	‡	+	+	+	+	±	8+ 1–
927	French Leave (64)	Mono	5- 8-48		+	±	±		±		±	5+ 4–
932	Fuller Brush Man, The (92)	Col	5-15-48		+	+	+	‡	‡	+	+	9+
920	Fury at Furnace Creek (88)	20-Fox	4-10-48		‡	+	+	+	+	+	+	8+
	G											
979	Gallant Blade, The (81)	Col	10-23-48		+	±	+	±	±	+	±	7+ 4–
938	Gallant Legion, The (88)	Rep	5-29-48		‡	±	+	+	+	±	±	8+ 3–
942	Gay Intruders, The (70)	20-Fox	6-12-48		+	±		+		±		4+ 2–
973	Gentleman From Nowhere (66)	Col	10- 2-48		+	±	±		–	±	±	5+ 5–
972	Girl From Manhattan, The (81)	UA	9-25-48		–		–	±	+	±		3+ 4–
937	Give My Regards to Broadway (89)	20-Fox	5-29-48		‡	+	+	‡	‡	+	+	10+
	Golden Eye, The (69)	Mono				±	±		+		–	3+ 3–
956	Good Sam (114)	RKO	7-31-48		‡	‡	+	‡		±	±	9+ 2–
925	Green Grass of Wyoming (89)	20-Fox	5- 1-48		‡	+	+		+	+		6+
931	Guns of Hate (61)	RKO	5-15-48		±		±	+		±		4+ 3–
	H											
851	Hal Roach Comedy Carnival (Curley and The Fabulous Joe) (112)	UA	8-30-47		±	±		‡	+	±		6+ 3–
903	Half Past Midnight (69)	20-Fox	2-21-48		‡	=	±	–	–	±		2+ 7–
950	Hamlet (155)	U-I	7-10-48		‡	‡		‡	‡	‡	‡	12+
922	Hatter's Castle (105)	Para	4-17-48		±	±		±		±	±	5+ 5–
911	Hawk of Powder River, The (54)	EL	3-13-48		±		–	±				2+ 3–
914	Hazard (100)	Para	3-20-48		+	±	+	+	±	±	±	7+ 4–
929	Heart of Virginia (60)	Rep	5- 8-48		±	±	±	±	+			5+ 4–
921	Here Comes Trouble (54)	UA	4-17-48		+	±	+	+			±	5+ 2–
986	He Walked by Night (80)	EL	11-13-48		+	+						2+
985	High Fury (71)	UA	11-13-48		±	±	+	±	+			5+ 3–
976	Hills of Home (97)	MGM	10- 9-48		+	±	+	+	‡	‡		8+ 1–
961	Hollow Triumph (83)	EL	8-21-48		+	±	+	+	+	±	+	7+ 2–
920	Homecoming (113)	MGM	4-10-48		‡	+	‡	+	‡	+	+	10+
898	Hunted, The (85)	Mono	2- 7-48		+	+	–	+		+		4+ 1–
	I											
934	I, Jane Doe (85)	Rep	5-22-48		±	±	±	+	±	±	±	7+ 6–
985	Indian Agent (64)	RKO	11-13-48		+		±		+			3+ 1–
975	I Surrender, Dear (68)	Col	10- 9-48		+	±		–		±		3+ 3–
927	I Wouldn't Be in Your Shoes (72)	Mono	2-14-48		±	±	±	±	±	–	±	6+ 7–
891	Ideal Husband, An (96)	20-Fox	1-17-48		+	±		±	+	+	+	6+ 2–
966	Innocent Affair, An (90)	UA	9- 4-48		+	+	±	+	+	+	±	7+ 2–
975	Inner Sanctum (62)	FC	10- 9-48		–				±			1+ 2–
966	In This Corner (63)	EL	9- 4-48		±	±	+		+	±		5+ 3–
931	Iron Curtain, The (87)	20-Fox	5-15-48		+	‡	‡	+	‡	±	‡	11+ 1–
962	Isn't It Romantic? (87)	Para	8-21-48		+	–	–	+	–	+		3+ 3–
	J											
935	Jinx Money (69)	Mono	5-22-48		+	±	±		±		±	5+ 4–
982	Joan of Arc (145)	RKO	10-30-48		‡	‡	‡	‡				8+
963	Joe Palooka in Winner Take All (64)	Mono	8-28-48		+	±	±	+			±	5+ 3–
970	Johnny Belinda (102)	WB	9-18-48		‡	‡	‡	‡	‡	+	+	12+
960	Julia Misbehaves (99)	MGM	8-14-48		‡	+	+	‡	‡	‡	+	11+
979	June Bride (97)	WB	10-23-48		‡	+	+	‡	‡	‡	+	11+
972	Jungle Patrol (70)	20-Fox	8-25-48		+	‡	‡	+	+			7+
	K											
949	Key Largo (101)	WB	7-10-48		+	‡	+	‡	‡	‡	+	11+
969	Kidnapped (80)	Mono	9-18-48		‡		+	+	+	+		6+
938	King of the Gamblers (60)	Rep	5-29-48		‡	±	±	±			–	5+ 4–
909	King of the Olympics (60)	UA	3- 6-48		+							1+
988	Kissing Bandit, The (102)	MGM	11-20-48		‡							2+
978	Kiss the Blood Off My Hands (79)	U-I	10-16-48		‡	+	+	+	+	±	+	8+ 1–
	L											
954	Lady at Midnight (61)	EL	7-24-48		±	±	±		–	±	±	5+ 6–
921	Lady From Shanghai, The (87)	Col	4-17-48		±	+	+		+	±	±	6+ 3–
	Ladies of the Chorus (..)	Col				±					±	2+ 2–
959	Larceny (89)	U-I	8-14-48		±	+	+	+	+	+	+	7+ 1–
985	Leather Gloves (75)	Col	11-13-48		+		±		±	–	+	4+ 3–
903	Let's Live Again (67)	20-Fox	2-21-48		+	±		+	+	–		4+ 2–
981	Let's Live a Little (85)	EL	10-30-48		+	±	+	+				4+ 1–
922	Letter From an Unknown Woman (87)	U-I	4-17-48		+	–		±	+	+	+	5+ 2–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
924	Lightnin' in the Forest (58)	Rep.		4-24-48	±	±	+	±			±	5+ 4−
923	Lost One, The (84)	Col.		4-24-48	+		+	+	±			4+ 1−
961	Loves of Carmen, The (98)	Col.		8-21-48	+		±	ǂ		ǂ	ǂ	8+ 1−
965	Luck of the Irish, The (99)	20-Fox		9- 4-48	ǂ	±	+		+	±	+	7+ 2−
943	Lulu Belle (87)	Col.		6-19-48	+	±	±	±	+	±	±	7+ 5−
962	Luxury Liner (98)	MGM		8-21-48	+	+	±	+	+	ǂ	+	8+ 1−
	M											
977	Macbeth (107)	Rep.		10-16-48	±	±	±	+	−	ǂ		6+ 4−
945	Man-Eater of Kumaon (80)	U-I		6-26-48	+	±	±		+	+	+	6+ 2−
899	Man From Colorado (99)	Col.		11-20-48	+					ǂ		3+
988	Manhattan Angel (67½)	Col.		11-20-48	±							1+ 1−
	Marshal of Amarillo (..)	Rep.					±		+	±	±	4+ 3−
914	Mating of Millie, The (87)	Col.		3-20-48	±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn (89)	20-Fox		3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time (76)	RKO		5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
944	Michael O'Halloran (79)	Mono.		6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey (87)	EL		6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend (73)	EL		10-16-48	±	±	±	±	±	±		6+ 6−
944	Mine Own Executioner (102)	20-Fox		6-19-48	±	±		+	±	+		5+ 3−
907	Miracle of the Bells, The (120)	UA		3- 6-48	+	ǂ	+	ǂ	ǂ	ǂ		10+
962	Miraculous Journey (76)	FC		2-21-48	+		±	+	−		±	4+ 3−
970	Miss Tatlock's Millions (101)	Para.		9-18-48	+	±	+	+	ǂ	ǂ		8+ 1−
917	Mr. Blandings Builds His Dream House (96)	SRO		4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid (89)	U-I		7-10-48	+	+	±	ǂ	±	+		7+ 2−
904	Mr. Reckless (67)	Para.		2-21-48	−	−	±	±	−	±	−	3+ 7−
918	Money Madness (73)	FC		4- 3-48	±		±		±		−	3+ 4−
970	Moonrise (90)	Rep.		9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra (173)	RKO		12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
953	Music Man (66)	Mono.		7-24-48	±	−			±			2+ 3−
968	My Dear Secretary (94)	UA		9-11-48	ǂ	+	+	+	+	±		7+ 1−
925	My Dog Rusty (67)	Col.		5- 1-48	±	±	±			±	±	5+ 5−
948	Mystery in Mexico (66)	RKO		7- 3-48	±	±	±	+,		±		5+ 4−
	N											
896	Naked City, The (96)	U-I		1-31-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
876	Nicholas Nickleby (95)	U-I		11-22-47	+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes (81)	Para.		7-17-48	+	+	+	+		+	+	6+
981	Nighttime in Nevada (67)	Rep.		10-30-48	+		+	±	+	ǂ		7+ 1−
968	Night Wind (68)	20-Fox		9-11-48	±	±		+	±	+		5+ 3−
976	No Minor Vices (96)	MGM		10- 9-48	+	±	+	+	+	±		6+ 2−
920	Noose Hangs High, The (77)	EL		4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede (79)	EL		7-10-48	+	±	±	+	±	ǂ		7+ 3−
	O											
921	Old Los Angeles (87)	Rep.		4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade (57)	UA		9-11-48	+			+				2+
971	Olympic Games of 1948 (88)	EL		9-25-48	+			+	+			3+
926	On an Island With You (107)	MGM		5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
964	One Touch of Venus (82)	U-I		8-28-48	+	±	±	±	+	±	±	7+ 5−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107)	UA		2- 7-48	+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret (70)	EL		1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61)	Rep.		9-25-48	±	±	−	+	±	−		4+ 5−
	P											
980	Paleface, The (90)	Para.		10-23-48	ǂ	+	+			+		5+
888	Paradine Case, The (117)	SRO		1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The (77)	RKO		2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
897	Piccadilly Incident (87)	MGM		2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The (102)	MGM		4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall (85)	UA		8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
983	Plot to Kill Roosevelt, The (83)	UA		11- 6-48	+	−	±	±	±			4+ 4−
983	Plunderers, The (87)	Rep.		11- 6-48	ǂ	+	+	ǂ	+		±	8+ 1−
923	Port Said (69)	Col.		4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street (78)	RKO		7- 3-48	±	±	±	+		±	±	6+ 5−
983	Racing Luck (66)	Col.		11- 6-48	+		±		+			3+ 1−
958	Rachel and the Stranger (92)	RKO		8- 7-48	+	+	±	+	−	ǂ	ǂ	8+ 2−
959	Range Renegades (54)	Mono.		8-14-48	+						−	1+ 1−
937	Raw Deal (78)	EL		5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River (104)	UA		7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
980	Red Shoes, The (134)	EL		10-23-48	+	ǂ		ǂ	+	+	ǂ	9+
979	Return of October, The (89)	Col.		10-23-48	+	±	+	+	+	+		6+ 1−
934	Return of the Badmen (90)	RKO		5-22-48	+	±	±	+	−	+		5+ 3−
962	Return of Wildfire (81)	SG		8-21-48	+	±		±	+			4+ 2−
932	River Lady (78)	U-I		5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House (95)	20-Fox		10- 2-48	±	+	+	+	±	±	+	7+ 3−
975	Rogues' Regiment (86)	U-I		10- 9-48	+	±	±	+	ǂ	+		7+ 2−
942	Romance on the High Seas (102)	WB		6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope (80)	WB		8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977	Rusty Leads the Way (59)	Col.		10-16-48	±					+		2+ 1−
915	Ruthless (102)	EL		3-27-48	+	±	±	+	+	+	±	7+ 3−
	S											
908	'Sainted' Sisters, The (90)	Para.		3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88)	UA		9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
908	Scudda Hoo! Scudda Hay! (95) 20-Fox			3- 6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict (83)	Para.		9-11-48	±	±	±		±	+	+	6+ 4−
914	Search, The (104)	MGM		3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
963	Secret Land, The (71)	MGM		8-28-48	+				+	ǂ		4+
939	Secret Service Investigator (60)	Rep.		5-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy (71)	Para.		4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest (65)	Mono.				±	±		−		−	2+ 4−
960	Shed No Tears (70)	EL		8-14-48	±	±	±	±	±		±	6+ 6−
904	Sign of the Ram, The (85)	Col.		2-21-48	+	±	+	+	ǂ	+		7+ 1−
919	Silent Conflict (61)	UA		4-10-48	±		±	−	−		±	3+ 5−
928	Silver River (110)	WB		5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey (..)	UA					±				±	2+ 2−
906	Sitting Pretty (84)	20-Fox		2-28-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
941	Sixteen Fathoms Deep (82)	Mono.		6-12-48	±	−	±	ǂ			+	5+ 3−
971	Smart Girls Don't Talk (81)	WB		9-25-48	±	±	−	±				3+ 4−
912	Smart Woman (90)	Mono.		3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
	Smuggler's Cove (66)	Mono.				±	±		±		±	4+ 4−
986	Snake Pit, The (108)	20-Fox		11-13-48	ǂ	ǂ	+	ǂ	ǂ		ǂ	11+
933	So Evil, My Love (109)	Para.		5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia (83)	FC		9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York (79)	UA		5-15-48	+	+	+	+	+	±		6+ 1−
971	Son of God's Country (60)	Rep.		8-25-48	+		±		−	±		3+ 3−
964	Song Is Born, A (110)	RKO		8-28-48	+	±	+	+	ǂ	+	+	8+ 1−
916	Song of Idaho (66)	Col.		3-27-48	−		±		±	±		3+ 4−
	Sons of Adventure (60)	Rep.					−		±		±	2+ 3−
956	Sorry, Wrong Number (90)	Para.		7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977	S.O.S. Submarine (71)	SG		10-16-48	±				+			2+ 1−
958	Southern Yankee, A (91)	MGM		8- 7-48	+	+	+	ǂ	ǂ	+		8+
906	Speed to Spare (58)	Para.		2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The (79)	EL		8- 7-48	+	±	±	±	+			5+ 3−
935	Stage Struck (71)	Mono.		5-22-48	−	±	±		−		±	3+ 5−
916	State of the Union (122)	MGM		3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
966	Station West (92)	RKO		9- 4-48	±	+	±	+	+			6+ 3−
981	Strange Mrs. Crane, The (60)	EL		10-23-48	±	−	±	+	−			3+ 4−
907	Strawberry Roan (79)	Col.		3- 6-48	+		+	+	±	±		5+ 2−
950	Street With No Name (91)	20-Fox		7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
912	Summer Holiday (92)	MGM		3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger (76)	EL		5-29-48	±	−	±		−	±		3+ 5−
	T											
947	Tap Roots (109)	U-I		7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids (67)	RKO		4- 3-48	+	±	+	+	±	±	±	7+ 4−
954	Texas, Brooklyn and Heaven (76)	UA		7-24-48	±	±	±	±	±	±	−	6+ 7−
951	That Lady in Ermine (89)	20-Fox		7-17-48	+	±	+	±	−	+	±	6+ 4−
945	They Live by Night (Reviewed as Your Red Wagon) (95)	RKO		6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
	13 Lead Soldiers (66)	20-Fox				±	+		−	±	±	4+ 4−
978	Three Musketeers, The (125)	MGM		10-16-48	ǂ	ǂ	+	+	ǂ	+	ǂ	11+
949	Thunderhoof (77)	Col.		7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The (67)	Rep.		7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109)	UA		5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The (54)	EL		3-20-48	±		±	±		±		4+ 4−
918	To the Victor (99)	WB		4- 3-48	+	±	+	+	±	±	±	7+ 4−
951	Trail to Laredo (54)	Col.		7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz (60)	Rep.		7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67)	Col.		5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat (70)	Col.		10- 9-48	+	±	±		±	±	±	6+ 5−
958	Two Guys From Texas (86)	WB		8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered (146)	Para.		10- 4-47	ǂ	±	+	ǂ	ǂ	+	+	10+ 1−
931	Under California Stars (70)	Rep.		5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours (105)	20-Fox		10- 9-48	−	+	−	ǂ	±	+	ǂ	7+ 3−
979	Untamed Breed, The (79)	Col.		10-23-48	±		±		+			3+ 2−
940	Up in Central Park (87)	U-I		6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66)	UA		8-21-48	−	±	±		+	±	−	4+ 5−
	V											
958	Variety Time (59)	RKO		7- 7-48	+	±	±	±	+	±		6+ 4−
953	Velvet Touch, The (97)	RKO		7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The (77)	UA		6- 5-48	+	±	±	±	+	±	±	7+ 5−
	W											
968	Walk a Crooked Mile (89)	Col.		9-11-48	ǂ	±	+	+	+	+	+	8+ 1−
934	Wallflower (78)	WB		5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106)	20-Fox		7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight (63)	Para.		5- 8-48	+	±	+	±	±	±	±	7+ 5−
916	West of Sonora (55)	Col.		3-27-48	±		±		+	+	±	5+ 3−
986	When My Baby Smiles at Me (98) 20-Fox			11-13-48	+	+	ǂ	ǂ	+			7+
936	Whirlwind Raiders (54)	Col.		5-22-48	±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin? (55)	UA		5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again? (62)	FC		6- 5-48	±							1+ 1−
957	Winner's Circle (70)	20-Fox		8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting (104)	WB		4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The (109)	WB		4-24-48	+	±	+		−	+	ǂ	6+ 2−
891	Women In the Night (90)	FC		1-17-48	+		±	±			−	3+ 3−
	Y											
984	You Gotta Stay Happy (100)	U-I		11- 6-48	+	±	+	+	ǂ		+	7+ 1−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ++ Very Good, + Good, ± Fair, − Poor, = Very Poor. © Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9425	Tall, Dark and Gruesome (H. Herbert) (16)	4-15	±	5- 8
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
1431	A Pinch in Time (16)	11-11		....
1423	Parlor, Bedroom and Wrath (16)	12-16		....
	CAN YOU TOP THIS?			
	1948-49 SEASON			
1411	Can You Top This? (13)	11-18		....
	COLOR FAVORITES			
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
1603	The Little Match Girl (8½)	11-25		....
1604	Glee Worms (7½)	12-16		....
	COLOR PHANTASIES			
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
9503	Flora (7)	3-18		....
	1948-49 SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
1502	Lo, the Poor Buffalo (6½)	11- 4	±	11- 6
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21	+	11- 6
1653	No. 3 It's Magic (..)	12- 9		....
	ONE-REEL SPECIAL			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	++	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	++	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
1853	Stars to Remember (9½)	11-18		....
	STOOGE COMEDIES			
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
1403	Mummies Dummies (16)	11- 4	+	11- 6
1404	Crime on Their Hands (17½)	12- 9		....
	THRILLS OF MUSIC			
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
1952	Ray Eberle & Orch. (10)	11- 4	+	11- 6
1953	Buddy Rich & Orch. (..)	12-16		....
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	++	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
1803	Wonder Woman (..)	11-18		....
	SERIALS			
9160	Tex Granger (15 Chapters)	4- 1	+	5- 8
9180	Superman (Special) (15 Chapters)	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill (15 Chapters)	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	++	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	1948-49 SEASON			
T-11	Wandering Through Wales (9)	10-16		....
	GOLD MEDAL REPRINTS (Technicolor)			
W-923	The Milky Way (8)	2-14	++	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	1948-49 SEASON			
W-21	The Little Goldfish (8)	11-20		....
W-22	Fine Feathered Friends (..)			....
W-23	The Blue Danube (..)			....
W-23	Sufferin' Cats (..)			....
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	++	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	++	2-21
K-974	My Old Town (9)	2- 7	++	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	1948-49 SEASON			
K-71	The City of Little Men (10)	11-20		....
	PETE SMITH SPECIALTIES			
S-953	What D'Ya Know (9)	11- 8	+	11- 8
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	++	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	©You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
S-53	Ice Ace (..)	11-16		....
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	++	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (10)	11- 5	+	11- 6
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	++	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
FF7-6	Catalina Interlude (18)	11-19	+	11- 6
	NOVELTOONS (Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	++	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	++	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (7)	11-19	+	11- 6
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (11)	10- 8	++	11- 6
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-2	Olive Oyl for President (6)	1-30	++	1-24
E7-3	Wigwam Whoopee (8)	2-27	++	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	++	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (..)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (7)	11-12	+	11- 6
	POPULAR SCIENCE (Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	++	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	++	4-10
X7-6	Sing or Swim (8)	6-14	++	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	++	10- 9
	SPEAKING OF ANIMALS			
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (10)	11-26	+	11- 6

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
84,703	Little Hiawatha (reissue) (9)	2-20	++	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	++	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	++	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	++	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	++	10-16
94,105	Pluto's Fledgling (7)	9-10	+	10-30
94,106	Soup's On (7)	10-15		....
94,701	Goofy and Wilbur (7) (Reissue)	10- 1	+	11-13
94,107	Three for Breakfast (7)	11- 5		....
94,108	Mickey and the Seal (7)	12- 3		....
94,702	Wynken, Blynken and Nod (7), reissue	11-19		....
	EDGAR KENNEDY COMEDIES			
83,403	No More Relatives (18)	1-30	+	3-13
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
94,301	Contest Crazy (17)	10- 1		....
	FLICKER FLASHBACKS			
84,204	No. 4 (9)	2-27	++	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	1948-49 SEASON			
93,701	Uninvited Blonde (17)	11-12		....
	PATHE SPORTSCOPES			
84,305	Racing Day (8)	1- 9	+	1-31
84,306	Sports Coverage (8)	2- 6		....
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20	+	10-30
	1948-49 SEASON			
94,301	Texas Redhead (8)	9-24	±	11- 6
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10		....
93,502	Range Rhythm (17)	10-15		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano (17)	10-29		....
	SPECIALS			
83,901	Football Highlights of 1947 (18)	2-12		....
83,601	Twenty Years of Academy Awards (19)	4- 2	++	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	++	5- 8
83,202	Pal's Adventure (20)	6-11	+	10-30
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	THIS IS AMERICA			
83,103	Children's Village (19)	1-19	++	1-24
83,104	Operation White Tower (18)	2- 6	++	2-28
83,108	Crime Lab (17)	2- 8	++	6- 5
83,105	Photo Frenzy (16)	3- 5	++	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	++	5- 8
83,109	Letter to a Rebel (17)	6-25	++	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	++	8-28
83,112	Friend of the Family (16)	9-17	++	10- 9
83,113	Who's Delinquent? (17)	10-15	+	11- 6

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DRIBBLE PUSS PARADE			
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
	FEMININE WORLD			
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
	MARCH OF TIME			
Vol. 14, No. 4	Public Relations This Means You! (17)	11-28	‡	11-29
Vol. 14, No. 5	The Presidential Year (18)	12-26		....
Vol. 14, No. 6	The Cold War (18)	1-24	‡	1-31
Vol. 14, No. 7	Marriage and Divorce (17)	Feb.	‡	2-28
Vol. 14, No. 8	Crisis in Italy (17)	Mar.	+	4-10
Vol. 14, No. 9	Life With Junior (18)	Apr.		....
Vol. 14, No. 10	Battle for Greece (18)	May	+	5-15
Vol. 14, No. 11	The Fight Game (18)	June	+	6-12
Vol. 14, No. 12	The Case of Mrs. Conrad (18)	July	‡	7-10
Vol. 14, No. 13	White Collar Girls (17)	Aug.	+	8- 7
Vol. 14, No. 14	Life With Grandpa (19)	Sept.	‡	9-18
Vol. 14, No. 15	Battle for Germany	Oct.	‡	10-16
Vol. 14, No. 16	America's New Air Power (..)	Nov.		....
	MOVIETONE ADVENTURES			
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	◎Jungle Closeups (8)	12-12	‡	3- 6
8254	◎Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	◎Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	‡	6- 5
8256	◎Riddle of Rhodesia (8)	July	+	8-14
8257	◎Bermuda (8)	Aug.	+	8-14
8258	◎Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
	MOVIETONE SPECIALTY			
8801	Symphony of a City (11)	Sept.	+	10-23
	MOVIETONE NEWS (Released Twice Weekly)			
	SPORTS			
8352	◎Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	◎Playtime in Scandinavia (8)	Apr.	‡	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
	TERRYTOONS (Technicolor)			
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	‡	12-20
8505	The Wolf's Pardon (7)	12- 5	‡	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	‡	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ANSWER MAN SERIES			
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	‡	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23	+	10-30
	JUVENILE JURY SERIES			
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
	LANTZ CARTUNES (Technicolor—Reissues)			
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
	MUSICAL WESTERNS			
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	‡	5-29
	NAME BAND MUSICALS			
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle and His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	‡	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (15)	10-13	±	10-30
	SING AND BE HAPPY SERIES			
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Sons of the Season (..)	10-11		....
3385	Hits of the Nineties (..)	10-18		....
	1948-49 SEASON			
4381	Choo Choo Swing (..)	11- 1		....
	SPECIALS			
2202	Harnessed Lightning (17)	11-12		....
5555	◎The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	‡	9-27
3201	Snow Capers (19)	2-18	+	3- 6
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY VIEWS			
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16	±	10-30
3348	Call of the Canyon (10)	10-18	±	10-30
	1948-49 SEASON			
4341	Canada Calls (..)	11- 8		....
	SERIALS			
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-12

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
	BLUE RIBBON HIT PARADE (Technicolor)			
4305	Curious Puppy (7)	4-24		....
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
	1948-49 SEASON			
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
	BUGS BUNNY SPECIALS (Technicolor)			
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
	1948-49 SEASON			
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25	‡	11- 6
4721	My Bunny Lies Over the Sea (7)	12- 4		....
	FEATURETTE			
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
	JOE McDOAKES COMEDIES			
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
	1948-49 SEASON			
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
	MELODY MASTERS			
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
	MEMORIES OF MELODY LANE			
4204	Let's Sing Grandfather's Favorites (10)	3-13		....
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
	MERRIE MELODIES (Color)			
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2	+	11-13
4710	The Foghorn Leghorn (7)	10- 9	+	11- 6
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30	‡	11-13
4713	Kit for Cat (7)	11- 6		....
4714	Stupor Salesman (7)	11-20		....
4715	Riff Raffy Daffy (7)	11-27		....
4716	Scaredy Cat (7)	12-18		....
	SPORTS NEWS REVIEW			
	1948-49 SEASON			
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4		....
	SPORTS PARADE (Technicolor)			
4507	Holiday for Sports (10)	4-17	+	5- 1
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9	+	11-13
	1948-49 SEASON			
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5502	Sportsmen of the Far East (10)	12-18		....
	TECHNICOLOR ADVENTURES			
4806	Living With Lions (20)	6- 5		....
	1948-49 SEASON			
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11		....
	TECHNICOLOR SPECIALS			
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	‡	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	‡	9- 4
	1948-49 SEASON			
5001	Sons of Liberty (21)	11-20	+	9- 4
	WARNER-PATHE NEWS (Released Twice Weekly)			

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASTOR			
Vol. 1, No. 1	◎Makers of Destiny (15)		±	6- 5
	REPUBLIC			
	CARTOON			
761	◎It's a Grand Old Nag (8)	12-20	‡	12-13
	SERIALS			
693	Jesse James Rides Again... 13 Chapters	8- 2		....
694	The Black Widow... 13 Chapters	11- 1		....
791	G-Men Never Forget... 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted... 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release)... 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James... 13 Chapters	10-00		....
	UNITED ARTISTS			
	LANTZ CARTUNES (Technicolor)			
...	The Bandmaster (7)	12-19	+	12- 6
...	The Mad Hatter (7)	Feb.	±	2-14
...	Banquet Busters (7)	3-12	+	2-14
...	Kiddie Koncert (7)	4- 2	‡	4-17
...	Wacky Bye Baby (7)	7-16	±	4-24
...	Pixie Picnic (7)	6-14	‡	4-17
...	Wet Blanket Policy (7)	8-27		....
...	Playful Pelican (7)	9- 8		....
	LOEW MUSICOLOR			
...	Engulfed Cathedral (7)	June	+	9-20
...	Moonlight (7)	8-29	+	9-20
...	Enchanted Lake (7)	10-30	+	12- 6
...	Fingal's Cave (10)	3-26	±	2-14
...	Liebestraum (7)	5- 7		....
	INDEPENDENTS			
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) AF Films		‡	7-24
	1-A, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l		+	10-16
	Fact and Fantasy (7) A.F. Films		—	10-30
	Kabylia (10) A.F. Films		+	10-30
	Journey to Mecca (15) A.F. Films		+	10-30

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

(Continued from page 3)

as Walter Winchell said in the preview of this picture—"it was written with a machine gun." Incidentally, it has the best trailer I ever played here. Played Wed., Thurs. Weather: Snowing.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

Scudda Hoo! Scudda Hay! (20th-Fox)—June Haver, Lon McCallister, Walter Brennan. If you have farmers among your patrons, play this. Advance advertise it well. Those beautiful mules will draw them in like honey does bears. It brings the whole family. A simple story and the color is great. Played Sun., Mon., Tues. Weather: Fair.—R. E. Halstead, Tri-Town Theatre, Linstrom, Minn. Rural and small town patronage. * *

Sitting Pretty (20th-Fox) — Robert Young, Maureen O'Hara, Clifton Webb. Everyone liked this down-to-earth picture. It was a natural for a small town. I played it very late, after everyone else, but it did very well. It played several weeks ago and some are still talking about it and asking for others like it. Hint, hint, Mr. Producer. Played Wed., Thurs. Weather: Warm.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

You Were Meant for Me (20th-Fox)—Jeanne Crain, Dan Dailey, Oscar Levant. This title, along with the trailer, attracted above average attendance. No one was disappointed as it was a very entertaining show. Played Wednesday. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

UNITED ARTISTS

Other Love, The (UA)—Barbara Stanwyck, David Niven, Richard Conte. No comebacks, no walkouts, and a fine show. Not the drawing kind for all but those that did attend liked it. Played Sat., Sun. Weather: Good, cool.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Red River (UA)—John Wayne, Montgomery Clift, Joanne Dru. This is one of the best westerns ever made and business was good. Play it. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

UNIVERSAL-INTERNATIONAL

Feudin', Fussin' and a-Fightin' (U-I)—Donald O'Connor, Marjorie Main, Percy Kilbride. This is a good picture for anyone who has a patronage that likes to laugh. I played it pretty hot. Marjorie Main is a natural for this spot, anyhow. The whole cast handled their parts very well. Small towns need more pictures like this one. Played Fri., Sat. Weather: Cool.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Powder River Gunfire (U-I)—Three-reel short. I don't want to get in any argument about "best shorts," but I nominate this for the poorest short ever made. Here, where everybody rides a horse, they razzed me to death about these cowpokes who needed a ladder to get on. If you've bought it, run it in 1980. Played Sun., Mon. Weather: Fine.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. * * *

Senator Was Indiscreet, The (U-I)—William Powell, Ella Raines, Peter Lind Hayes. This is full of satire and sophisticated comedy (?)—so full, in fact, that it smells to high heaven in a small town where the overall trade just naturally won't get what it is all about. Naturally, too, I never got transportation out of it, much less film rental. Played Wed., Thurs. Weather: Fair.—I. Roche, Vernon Theatre, Vernon, Fla. Rural and small town patronage. * * *

Slave Girl (U-I)—Yvonne DeCarlo, George Brent, Broderick Crawford. The Technicolor in this picture was really nice but it could not draw them out. I really don't know why as the story is good and the talking camel makes you laugh with its wisecracks. Believe if the picture was really advertised, it would do all right. Played Sat., Mon. Weather: Good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

Vigilantes Return, The (U-I)—Jon Hall, Margaret Lindsay, Paula Drew. This was a nice job in Cinecolor, a good cast and better than average story for a western. Also, an ending that sends everyone home laughing. Business was off but it always is on the so-called "bigs" these days. I'd say this is worth running, but too short for a single bill. Played Sun., Mon., Tues. Weather: Fine.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. * * *

WARNER BROS.

Adventures of Robin Hood (WB)—Reissue. Errol Flynn, Olivia de Havilland, Claude Rains. I paid top rental for this reissue and gave it preferred time, but I'm not sorry. This is truly a classic reissue. It has action, romance, comedy and color. I received an excellent print from my exchange so everything was swell. Enjoyed by all. Business above average. Played Sun., Mon. Weather: Fair and warm.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

April Showers (WB)—Jack Carson, Ann Sothern, Robert Alda. A low budget musical that you will never miss if you don't play it. Little Ellis stole the show and the customers liked him, but the plot of this one has been used until it is worn out. I should have played it on family night. Ann Sothern was pretty good and still has boxoffice appeal. Played Sun., Mon. Weather: Warm.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

My Girl Tisa (WB)—Lilli Palmer, Akim Tamiroff, Sam Wanamaker. Yes, it was slow, we did have walkouts, and it was no boxoffice sensation, but all in all I thought it much better than reports I had read. I would recommend that Warner Bros. give all their prints of "My Girl Tisa" to all the high schools in America. It is a fine, patriotic picture for young Americans to appreciate. Played Sunday.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Silver River (WB)—Errol Flynn, Ann Sheridan, Thomas Mitchell. I think we should have played this one on Fri., Sat. because our Sunday crowd didn't go for it. A mighty good western, but they just want westerns on weekends here. Played Sun., Mon. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Treasure of Sierra Madre (WB)—Humphrey Bogart, Walter Huston, Bruce Bennett. Tops from every standpoint; acting, sound, photography, story, suspense. Bandit leader is out of this world. Hope we see more of him in this type of role. Why won't small town folks go for fine pictures like this? I bought it at a fair flat rate and still it cost me nearly 50 per cent. Played Sun., Mon. Weather: Excellent.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. * * *

Treasure of Sierra Madre (WB)—Humphrey Bogart, Walter Huston, Bruce Bennett. Pass this one up if you are in a situation like mine. It wasn't good for business and we were all nuts when we finished playing it. Played Mon., Tues. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

Unsuspected, The (WB)—Joan Caulfield, Claude Rains, Audrey Totter. This had a good draw, due to Michael North, whose folks used to play Effingham in a roadshow years ago—"The Ted North Show." Played Sun., Mon. Weather: Fair and cool.—Lewis Hickok, Dream Theatre, Effingham, Kas. Small town and rural patronage. *

Voice of the Turtle, The (WB)—Ronald Reagan, Eleanor Parker, Eve Arden. This is a crazy title and did no business for us. It just didn't go over at all. I lost my voice cussing! Played Mon., Tues., Wed. Weather: Fair.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. * * *

In the Newsreels

Movietone News, No. 90: Truman returns to Washington in triumph; De Gaulle scores in election; Athenagoras heads Greek church; men enter army in nation's first peace time draft; French Arctic expedition; Theatre of Adams; Army-Stanford game; Penn State-Penn game.

News of the Day, No. 220: Truman hailed as conquering hero; mounties star in national horse show; Berlin kids run the Red blockade; Army power smothers Stanford; Penn beaten by Penn State.

Paramount News, No. 23: Washington's greatest victory show; football.

Warner Pathe News, No. 25: Truman and Barkley; new inductees; Berlin Reds; Colorado vacation; Horse show; Penn-Penn State; Army-Stanford.

Universal News, No. 194: President Truman hailed in capital—takes Florida holiday; canyon fire; first inductees; S.M.U 20, Texas A&M 14; Penn State 13, Penn 0; Army 43, Stanford 0.

●

Movietone News, No. 91: Thunderbolt hunters; Vanport, Ore., salvaged; bumper crop potatoes are buried; fashions in furs; Navy-Michigan game; Melbourne cup; stag hunt, dog training story.

News of the Day, No. 221: Will De Gaulle stop the Reds?; more power for Berlin air lift; new wonder of science; the Saint Hubert stag hunt.

Paramount News, No. 24: Snow birds rush season for ski doings; troops restore order in mine crisis; tanks come out of moth balls; fashions—look what Paris has; Missouri is shown by Oklahoma.

Universal News, No. 195: French crisis—coal strikers return as Reds lose at polls; General Patton—Tank; poppy queen; jet auto; smoking match; Navy vs. Michigan; skiing.

Warner Pathe News, No. 26: West opens new airlift base; Danny Kaye; Dr. Paul Muller; Mrs. Roosevelt; new title of General Patton—Tank; giant magnet is most attractive; kids football; ski season starts; Miami goes to the dogs; U.S. marines created—Great Events.

●

All American News, No. 316: Bill Robinson greets friends after long illness; former GIs learn valuable skills in training program at Norfolk, Va.; Andrew Means of Gary, Ind., builds a community of homes; Governor Dewey defeated in close race; President Truman wins re-election.

●

Telenews Digest, No. 45: Thomas indicted; Truman returns to capital; first draftees report for duty; rare films show atomic sun blasts; football winners clean out tailor; inflation spurs crisis; France; Toyko; London; hair styles get "New Look"; Army 43, Stanford 0; action in the bullring.

The Kissing Bandit

F — Musical (Technicolor)

MGM (——) — **102 Minutes** — **Rel. ——**

Lavish, laugh-laden and lithesome is this filmusical which in story, mountings and music leans toward the operetta technique. The plot was cleverly contrived to fit the acting and singing talents of Frank Sinatra so that his appearance in the title role is sufficiently tongue-in-cheek to make it acceptable—even ingratiating. His still-high popularity with the adolescents undoubtedly will prove foremost among the countless assets which certainly should carry the film to capacity business in all of its bookings. Prominent among the aforementioned additional assets are the performances by Co-star Kathryn Grayson and a hand-picked supporting cast, in which J. Carrol Naish is a standout; the rich production values with which Joe Pasternak endowed the offering; Technicolor photography; and specialty dances by Ricardo Montalban, Ann Miller and Cyd Charisse which in themselves are worth the price of admission. Expertly directed by Laslo Benedek.

Frank Sinatra, Kathryn Grayson, J. Carrol Naish, Mildred Natwick, Mikhail Rasumny, Billy Gilbert, Sono Osato.

The Man From Colorado

F — Western Melodrama (Technicolor)

Columbia (——) — **99 Minutes** — **Rel. Dec. '48**

This is a riproaring film in the best western tradition and a top feature for theatres with strong western patronage. It has a real story, above average acting, colorful costuming and beautiful outdoor and indoor backgrounds in Technicolor. The romance belongs in the plot, advancing rather than interrupting it. Glenn Ford as the brutal judge, William Holden as his sheriff and Ellen Drew as the heroine were never better, and all players are well cast. Up to a point near the end where the film goes wildly sensational, it is a colorful recital of events in an interesting period in American history. That is the period after the Civil War when Colorado miner-war veterans lost their claims to a gold mining company through legal technicalities, and formed a band that robbed and killed. The screen play was by Robert D. Andrews and Ben Maddow. Henry Levin directed.

Glenn Ford, William Holden, Ellen Drew, Ray Collins, Edgar Buchanan, Jerome Courtland, James Millican, Jim Bannon.

Manhattan Angel

F — Comedy With Music

Columbia (116) — **67½ Minutes** — **Rel. ——**

One of those programmers that can fill in with almost any type of feature and in almost any situation. While the plot is filled with improbable happenings, they are entertainingly fantastic and have certain vaudeville angles brought out. Several of those playing supporting roles have better than average lines and the whole thing has snap and virility. However, there are no big name stars and the picture falls short in marquee value on that account. Gloria Jean plays the part of a young advertising writer who seems more interested in a local youth center than in her work, so gets herself involved to the point where there is danger of losing one of the biggest accounts. Of course this doesn't happen and she even saves the youth center from a factory encroachment—it's all terribly socially conscious. Is the public still on entertainment? Arthur Dreifuss directed.

Gloria Jean, Ross Ford, Patricia White, Thurston Hall, Alice Tyrrell, Benny Baker, Russell Hicks.

Dynamite

F — Drama

Paramount (4809) — **67 Minutes** — **Rel. Jan. 28, '49**

Strictly adhering to the formula that Producers Pine and Thomas have repeatedly used in their series of action pictures concerning the lives of men who work at hazardous occupations, this time it is explosive experts, known as powder monkeys, who are the characters. That P&T's well-worn story herein comes out much thinner than in earlier applications. It is a single-situation screenplay and that situation is repeated to a point of boredom. Resultantly, performances, despite a competent cast, suffer proportionately and the final ensemble stacks up as one of the poorest parcels the Paramount B boys have contributed to the company's lineup. The picture, like its predecessors, is designed, of course, as supporting material and as such it can serve, albeit without great distinction. As concerns production values and technical details, the film is up to established standards. Directed by William Pine.

William Gargan, Virginia Welles, Richard Crane, Irving Bacon, Mary Newton, Frank Ferguson, Douglass Dumbrille.

The Accused

F — Drama

Paramount (4808) — **100 Minutes** — **Rel. Jan. 14, '49**

During the past several seasons, psychology and murder have been considered prime and principal ingredients by film-makers trying to whip up an emotional screen cocktail. Seldom if ever before have they been more adroitly or more engrossingly blended than in this Hal Wallis production which bears all of the earmarks of top bracket popularity and profits. Superbly done in every department—scripting, acting, directing and all technical details—the film would be a natural even with a lesser cast. But with marquee dynamite to aid and abet its productional endowments, there should be no ceiling on its commercial possibilities. Motivation is of the school which reveals the killer at film's beginning and builds suspense around the possibilities of detection. This time it is justifiable homicide with Loretta Young, portraying a college professor, the slayer. Directed by William Dieterle.

Loretta Young, Robert Cummings, Wendell Corey, Sam Jaffe, Douglas Dick, Suzanne Dalbert, George Spaulding.

Every Girl Should Be Married

F — Comedy

RKO Radio (908) — **85 Minutes** — **Rel. Dec. '48**

A light, frothy girl-gets-boy comedy, delightfully acted by the dependable Cary Grant and a refreshing newcomer, Betsy Drake, which is sure-fire for general audience appeal. Grant and Franchot Tone will insure strong grosses and the picture should clean up in neighborhood houses. While a few of the older patrons may find the contrived situations implausible, the teen-agers will shout with glee at the elaborate plan devised by a department store sales girl to ensnare a noted baby doctor for a husband. The doctor is at first annoyed, later amused and finally he falls for her persistence. The dialog is breezy and the picture has been smoothly directed by Don Hartman, who also produced and collaborated on the script. Miss Drake is a real find and Grant plays his role in tongue-in-cheek style, exactly right for a broad comedy film. Eddie Albert, who is unbilled, contributes a standout bit.

Cary Grant, Franchot Tone, Betsy Drake, Diana Lynn, Alan Mowbray, Elisabeth Risdon, Richard Gaines, Chick Chandler.

The Boy With Green Hair

F — Fantasy (Technicolor)

RKO Radio (——) — **82 Minutes** — **Rel. ——**

Those customers who like this offering will like it a lot, but subject to some question is the possibility that they are to be found in sufficient quantities to make the feature a financial success in average situations. Certainly, the film is different, and thereby it tosses a challenge at the disparagers of Hollywood who hold that film-makers are in a rut. Its additional assets include praiseworthy performances —most especially that contributed by Dean Stockwell as the emerald-topped moppet; Technicolor photography, which makes the green thatch quite startling; and fine-grained, imaginative direction. The yarn is, of course, on the fantasy side, with a preachment for peace as its backbone, but in addition to its whimsy there is little of dramatic impact to command attention. Directed by Joseph Losey.

Pat O'Brien, Robert Ryan, Barbara Hale, Dean Stockwell, Richard Lyon, Walter Catlett, Samuel S. Hinds.

Long Is the Road

F — Drama

Lopert Films (——) — **77 Minutes** — **Rel. Nov. 11, '48**

Jewish audiences and art theatres will find this satisfying entertainment that at times reaches a high emotional pitch. It was produced by International Film Organization in the American occupation zone in Germany and clearly is an attempt to focus attention on the plight of displaced persons still pent up in camps. Yiddish, German, Polish and English are spoken and there are titles in English. At times it resembles a documentary because of clips from German and Allied war reels. In among these is woven the tragic story of a Jewish family sent to a concentration camp, especially that of the son who escapes and fights on the side of the partisans. Israel Becker, who plays the son; Bettina Moissi, daughter of Alexander Moissi, Jewish actor, and most of the others handle their roles well. Lopert's address is 148 West 57th St., New York.

Israel Becker, Bettina Moissi, Berta Litwina, Jakob Fischer, Otto Wernicke, Paul Dahlke, Alexander Bardini.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"The Accused"**

Select 12 ticket-buyers as a "jury" to determine whether Loretta Young should have been convicted or acquitted for the crime of which she is "accused." Use the "verdict" in lobby advertising. Tieups are indicated with bookstores on the novel by June Truesdell from which the picture was made. Point up the fact that Miss Young was last year's Academy award winner. Since the locale is a college campus, arrange a special showing for students and faculty members of a university if there is one nearby.

CATCHLINES:

An Adventure into Emotion and Suspense . . . That You'll Remember for Many Moons . . . With Loretta Young Topping Her Brilliant Performance in "The Farmer's Daughter" . . . The Police Labeled Her a Murderess . . . In the Most Breathtakingly Exciting Film of the Year.

Suspense That Grips Your Emotions . . . Races Your Pulse . . . Holds You Enthralled . . . A Towering Achievement in Thrills and Excitement . . . Presenting Loretta Young in the Finest Performance of Her Career.

SELLING ANGLES: **"Every Girl Should Be Married"**

Play up the popular Cary Grant in his new role of a noted baby doctor. Franchot Tone is another selling name and the new RKO find, Betsy Drake, has been well publicized in fan magazines, etc. Make tieups with department stores for window displays of baby clothes with stills of the stars buying baby garments. Also for displays of bridal dresses silverware, etc., with copy that makes a play on the title.

CATCHLINES

Cary Grant, as the Noted Baby Doctor, Delivers a Fine New Romance to Husband-Chasing Betsy Drake . . . It May Be a Man's World, but It's Women Who Work Hardest—to Catch a Husband . . . She Laid an Elaborate Trap to Capture Her Ideal Man.

Dr. Grant Has the Babies Cooing and the Babes Woo-Wooing . . . Just When She Was About to Give Up the Chase for a Husband, Her Ideal Man Gave In.

SELLING ANGLES: **"The Boy With Green Hair"**

In addition to the exploitation possibilities inherent in the title, the film carries a preachment for peace, indicating the advisability of tieups with churches, civic service organizations, local veterans' groups and the like. An obvious but effective street ballyhoo stunt would be the use of a youngster with a green wig. Snipe the neighborhood with posters bearing a portrait of Dean Stockwell and the query: "Why Did This Boy's Hair Turn Green?"

CATCHLINES:

You've Never Seen a Picture Like It . . . So Completely New . . . So Utterly Different . . . That You'll Remember It Forever . . . And Want to See It Again and Again . . . The Story of a Boy Who Underwent an Incredible Adventure . . . And Found Himself Alone Against the World.

Among the Great Screen Masterpieces of All Time . . . Here Is the Picture That Will Reaffirm Your Faith in Humanity . . . Destined to Inscribe a New and Unforgettable Chapter in Film History.

SELLING ANGLES: **"Long Is the Road"**

Tie up to current appeals to the United Nations to find homes for the displaced abroad and to the arrival of refugees in this country . . . Circularize Jewish congregations and societies and ask a prominent rabbi to comment on the film. Emphasize that Bettina Moissi, daughter of Alexander Moissi, celebrated Jewish actor, plays the heroine. Reach out for other audiences by pointing out that this is an authentic story in actual surroundings.

CATCHLINES:

An Anguished Cry for Help Meant for the Ears of the Whole World . . . Tragedy Stalks a Jewish Family in the Days of Hitler, but Love and Faith Pull Them Through . . . A Heartrending Story of Homeless Persons Still Held in Concentration Camps Abroad.

Even the Horror of a German Concentration Camp Could Not Kill Their Love for Each Other . . . A Story of High Devotion Against a Background of German Concentration Camps and Imminent Death.

SELLING ANGLES: **"The Kissing Bandit"**

Casting of Frank Sinatra as a dashing early-California caballero suggests employment of a street-ballyhoo identification stunt. A masked man appropriately garbed walks through a designated area on a given date. Alert citizens who properly identify him win guest tickets. See that disk jockeys and juke boxes plug Sinatra's records, including songs from this picture. Make over the lobby in early-California style and work out tieups with restaurants which specialize in Mexican and Spanish foods.

CATCHLINES:

Guns Blazed . . . And Warm Lips Beckoned . . . In the Romantic Long-Ago When California Was a Colony of Spain . . . But Then . . . Even as Today . . . There Were Three Classes of Men . . . Rich Men . . . Poor Men—and Bandits! . . . And Sinatra Was the Most Daring and Reckless of Them All.

It's a Technicolor Tornado of Flaming Lips and Smoking Guns . . . With Frank Sinatra as King of the Bandits in a Rough-and-Ready Era . . . When Bandits Ruled the Land—With Bullets and Kisses.

SELLING ANGLES: **"The Man From Colorado"**

Send special invitations to veterans' organizations, but avoid any controversial comparison of treatment of veterans after the Civil War and now. Plug the name players as being in the best film of their careers. Advertise to attract lovers of the outdoors and horseflesh as well as western fans, stressing the beauty of the Colorado landscape. To get the women in, arrange with a woman's shop to show fashions of the period.

CATCHLINES:

Glenn Ford, William Holden, Ellen Drew in a Thrilling Frontier Drama in Technicolor . . . A Riproaring Drama of the West When Blazing Guns Enforced Justice.

Frontier Men Battle for Justice and a Beautiful Woman in the Colorful Mountains of Colorado . . . She Chose Him for Her Man Only to Learn He Was an Insane Killer.

Injustice Fans the Passions of Strong Men in an Epic of the Colorado Frontier . . . The Greatest Western of All Time.

SELLING ANGLES: **"Manhattan Angel"**

Since the plot is on trying to save a youth center, city situations should use these to dramatize the showing. In other towns, the youth themselves should be told of the picture which is built around them. There is also the musical angle, one number in particular by a little Negro girl that will win applause. This has angles for Christmas showings and also for beauty contests, with a bit of democratic hokum thrown in.

CATCHLINES:

Wonderful Tunes, Wonderful Kids, Wonderful Happenings . . . Her Advertising Tricks Almost Tricked Her Out of an Account . . . The Winner They Picked Was a Southern Charmer—South of the Tracks!

It Was All in Good Fun but the Boss Didn't Like Being a Pig in a Poke . . . She Had Beauty, She Had Brains—and Used Them Both . . . They Gave Him a Warmer Reception Then They Planned . . . Youth Center Antics Unappreciated by Their Victim.

SELLING ANGLES: **"Dynamite"**

Since the picture is based on one of the world's most hazardous professions — dynamiting — secure newspaper and/or radio backing in a search for local citizens engaged in death-defying jobs. They should be good for interviews and could be invited as special guests to the first night's showing, Placard the neighborhood with signs designed like traffic markers, reading: "Danger—'Dynamite,'" with theatre billing beneath. Use the title in commercial tieups, as with gasoline.

CATCHLINES:

Reckless Powder Monkeys . . . Laughing at Death . . . For a Woman Whose Kiss Is TNT . . . It Sizzles With Tremendous, Breathtaking Adventure . . . The Thrill Picture of the Year . . . Loaded With Entertainment.

Thrills and Chills Are Coming Your Way . . . With All the Explosive Impact of a Charge of TNT . . . A Slambang Story of the Most Dangerous Job in the World . . . Of Rugged Powder Monkeys . . . Hitting a New High in Lusty, Red-Blooded Entertainment . . . An Avalanche of Thrills.

RATES: 10c per word, minimum $1.00, cash with copy. Four insertions for price of three.
CLOSING DATE: Monday noon preceding publication date. Send copy and answers to
• Box Numbers to BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo. •

CLEARING HOUSE

GENERAL EQUIPMENT—USED

SOS removes the guess from used equipment. Nothing leaves here unless it's absolutely right. 50,000 customers the world over built SOS and keep buying here since 1926 because they get fair treatment and their money's worth. Send for 1949 catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Dual DeVry XD transportable projectors with 3,000 ft. magazines, lenses, 1,000W lamps, amplifier, speaker, rebuilt, $595; rebuilt, $595; rebuilt Roth 50/100A generator, $395; RCA low frequency folded baffles, worth $300, $99.75; Dual Simplex Acme arc sound projector outfit, complete, $1,295; Simplex rear shutter mechanisms, excellent, $195; other Simplexes from $69.50; Dual Holmes, $667.50; DeVry late XDC theatre sound projection outfits with low intensity lamps, $1,995; with 1KW arcs, $2,495. Get 1949 catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

25 K.W. Generator. Rialto Theatre, Champaign, Illinois.

Complete Pictur-Fone sound equipment, two Strong lamps. Bargain. Grand Theatre, Plano, Ill.

Pair Holmes educator 35mm projectors, factory rebuilt, complete with baby Strong lamps, rectifiers, bases, amplifier, speaker. Guaranteed $995. Simplex rear shutter mechanisms, rebuilt, $187.50. RCA PG-134 sound system with Lansing speakers, factory rebuilt, like new, $795. Columbia Sound Service, Box 27, Charleston, W. Va.

Two semi-portable Simplex 35mm projectors with amplifier and 4 in. super cinephor lenses, 2,000 ft. magazines, Mazda lamps. $1,175. Box 917, Mathis, Tex.

400 late model American chairs, blue mohair, full upholstered backs, red leatherette cushions, like new, reasonable. Can be seen Herber Bros., Dallas. Also, pair Strong low lamps and rectifiers. Bob Yancey, Normangee, Tex.

500 red mohair, fully upholstered, spring edge, Wisconsin chairs. 400 in very good condition. 100 need new upholstery material on cushion only. Entire lot at $4 each, f.o.b. Milwaukee, crated, loaded in car or truck. A very good buy. Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.

Pair DeVry X D projectors, rebuilt complete, lenses, lamps, amplifier speaker. Must be seen to appreciate. Also Holmes projectors, $600. Jack Arth, 1201 University Ave., Bronx 52, N. Y.

Priced to sell: Complete pair DeVry ESF portables, 2,000′ with amplifier and 15′ Jennsen speaker. Spare parts. Good condition, $325. Bogen 28 sound truck, two speaker system $100. Tremblay, Chiefland, Fla.

16mm Moviola with reel arms and foot switch, $200; T-16 editing table, $50; 2,000-watt Junior spot with extra bulb, $100; SVE AAA projector with 5" and 7" lenses, $50; Leica (no rangefinder), f2 Summar lens and case, $125. All excellent condtion. Swank Films, 19 West 4th St., Dayton, Ohio.

Two Simplex projectors, Western Electric sound system, plastic screen. Arthur Kalbfell, 5000 Claxton Ave., St. Louis, Mo.

Complete theatre equipment (Texas) 321 seats, Simplex, all year old. Bargain, $6,800 cash. Boxoffice, A-3230.

Two 35mm movie projectors with speaker, amplifier and all accessories. Slightly used. $850 cash. Kenison Crawford, Pearl River, La.

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. **Large variety latest** 48-page newsstand editions. **Comics Premium Co.,** 412B Greenwich St., New York City.

Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336, Cambridge, Ohio.

Bingo die-cut cards, 75 or 100 number, $3 per M. Screen dial $20. Premium Prod., 351 W. 44th St., New York 18, N. Y.

Comic books obtainable from world's largest and oldest theatre distributor. Best titles and latest issues in stock. Price 3c each. Sidney Ross, 334 W. 44th St., New York City.

Increase profits from $70 to $300 weekly with proved boxoffice and goodwill builder. Baby Sitter, Certainly. Ask about free trial offer. Write Booker-Cooper, Inc., 601 S. Rampart, Los Angeles, Calif.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

GENERAL EQUIPMENT—NEW

Poster Cases. Stainless steel or extruded aluminum poster cases, illuminated or non-illuminated. Available in all sizes. Prompt delivery. Poblocki and Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

In-a-Car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

Phillips safety carbon savers. Ask your theatre supply dealer, or write Phillips, Box 788, Charleston 23, W. Va.

Junction box covers of waterproof material to fit most sound systems, 15c ea. At your dealer or send for complete information. Ringold Theatre Equipment Co., Grand Rapids 2, Mich.

EQUIPMENT WANTED

Pair good Baby Strong lamps, matching rectifiers, pedestals. Set booth equipment, Iowa. Boxoffice, A-3204.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. **Claude Crockett,** 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Want to lease or buy small town theatre. Reed Whatley, 1207 Josiphine, Sweetwater, Tex.

HELP WANTED

Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Wanted: House manager or experienced assistant that knows theatre operation, for Norfolk and Portsmouth, Virginia territory. Air mail special delivery qualifications and salary expected. Boxoffice, A-3229.

Salesman: Permanent sales position open with reliable motion picture advertising company, midwestern territory. Inquiries confidential. Car necessary. Theatre experience helpful. Give references. Our men know of this ad. Boxoffice, A-3236.

POSITIONS WANTED

Theatre manager. Ten years experience. Available November 21. Boxoffice, A-3212.

Projectionist: Ten years experience, Simplex equipment. Prefer job in Iowa or Nebraska. Jack L. Branson, Dunlap, Iowa. (in care R. W. Earlywine).

Employed projectionist wants to better himself and have chance for advancement. Age 20, 8 years experience, married, sober, reliable and steady. Can make repairs or do anything around the theatre. Excellent references. Please send all details in first letter to Dean Hendricks, Beaver Theatre, Beaver, Okla.

Manager, dependable, experienced all phases show business. Top publicity man. Will go anywhere. Prefer South or West. Sober, reliable, best of references. Boxoffice, A-3231.

Couple, now employed, want permanent connection with future. Projectionist, mechanic, B-electrician, major repairs, minor sound repairs, maintenance. Manageress, cashier, advertising. Ages, early forties, lifetime experience, city to villages, grind houses to one nighters. Congenial, co-operative, sober, 100% dependable, anything considered. Replies confidential. Thirty day notice, housing possibilities. Boxoffice A-3228.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

THEATRES FOR SALE

Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in **Oregon** and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

For Rent: Downtown theatre, major Ohio city over 350,000. About 800 seats. Fully equipped for stage acts, films and sound. $1,000 per month and maintenance. Big money-maker. Wonderful opportunity. Boxoffice, A-3195.

For Sale: Newly completed theatre. Most up-to-date equipment. Doing $800 weekly business. Six miles from Vancouver. Apply the Texas Hotel, Langley Prairie, B. C.

Miami, Florida. 960 seats, Edison Theatre. Semi open-air. In good neighborhood. Uninterrupted daily operation, one owner, for over 12 years. Consistent money maker. Building includes four rental stores. Property, business and equipment for sale, $125,000. One-third cash. No brokers. Address John Cunningham, P. O. Box 1096, Savannah, Ga.

$17,000, half down. 450-seat, only theatre, furnished apartment. Concession room with everything. $1,300 custard machine. Located finest fishing-hunting area Texas Gulf. Partnership dissolution forces before December. Unique opportunity. Boxoffice, A-3200.

For Sale: Colored picture show seating 725. Owner ill and wants to sell. Silver City Theatre, Alexandria, La.

Midwest town, modern 327-seat theatre at Blandinsville, Illinois. R. D. Todd, LaHarpe, Ill.

Two theatres, Oklahoma county seat town, 5,000 population. One stadium type 600-seat theatre, the finest theatre of its type in the country. Other theatre 400 seats, well equipped. Annual profits of $30,000. No competition. State finances. $175,000. "Joe" Joseph, 2409 Sunset. Phone Y2-7650, Dallas, Tex.

Theatre in farming and industrial town. Population 1,500. $8,500, terms. Vincent Theatre, Vincent, Ala.

Texas small town theatres, also drive-ins. Send for prices, descriptions and locations. Montgomery, 400 N. Ashbel, Baytown, Tex.

Near Missouri state university. Includes attractive building, five-room apartment. Simplex, high lamps, upholstered seats. Photographs available. $16,500, terms. Arthur Leak, 3422 Kinmore, Dallas.

Only theatre attractive town 2,500, near Dallas. Finest equipment, size seldom available. Three-year payout including building, per owner, now. $54,000, terms. Similar offering west Texas. Leak, 3422 Kinmore, Dallas.

Texas college town 16,000. Plus 7,000 enrollment. Long established single feature theatre doing well. Non-union, easily operated. $16,000 down. Leak, 3422 Kinmore, Dallas.

Is approximate 1948 gross a fair price for modern, nearly new 400-seat theatre, growing southern town 2,000? Records wide open qualified prospects. $27,500. $15,000 cash or disregard. Boxoffice, A-3225.

Southwest Iowa including good building, four-room apartment. Check thoroughly. $11,400 down. Leak, 1109 Orchardlane, Des Moines.

Eastern Iowa college city. Top equipment. Attractive throughout. Under three-year pay out per owner. $25,000. Leak, 1109 Orchardlane, Des Moines.

South Dakota best area. Excellent profit. Building. $16,000 handles. Leak, 1109 Orchardlane, Des Moines.

Eastern Nebraska partnership dissolution. $10,000 down. Leak, 1109 Orchardlane, Des Moines.

Near El Paso, small county seat. Mile high health climate. $6,000 down. Leak, 3422 Kinmore, Dallas.

$2,400 monthly gross. Exceptional concessions. 398 seats. Controlled growing town 2,100. Ideal personal operation. Prolonged investigation, audited records available. $25,000, terms. Arthur Leak, 3422 Kinmore, Dallas.

We have quite a few theatres for sale in Mississippi, Arkansas, Tennessee and Missouri. These theatres range in price from $10,000 to $100,000. All of them will show you a safe and excellent income. These theatres can be purchased with a reasonable cash payment and on terms. Theatres are located in towns of from 1,000 to 10,000 population. Write or call us for details. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

Theatre For Sale: Ozark town, population 10,000. Priced for quick sale. Exceptional opportunity, 350 new seats, good equipment. Boxoffice, A-3232.

Theatre, 300 seats. Northern Indiana. $12,500 down. No phone information. Cressner & Co., Plymouth, Ind.

Western Oklahoma, 350-seat, Simplex machines. 30x80 brick building included. $14,000. Money maker. No competition. Must change climate. Doctors orders. Boxoffice, A-3233.

THEATRES FOR SALE (Cont'd)

Drive-In theatre in Northeastern Ohio, established ten years. John Marburger, realtor, Dover, Ohio.

Southern California. Will sacrifice, on account of sickness, 450-seat theatre in town of 5,200. Boxoffice, A-3234.

Theatres For Sale: Pacific Coast listings now available. Write for information. John L. Gray, Theatre Sales Division, 4616 Southeast Hawthorne Blvd., Portland 15, Ore.

Theatres For Sale: California. One or chain. City or suburban. Will help finance. Exclusive theatre brokers for more than 15 years. Barsky & Klein, 1914 S. Vermont Ave., Los Angeles 7, Calif. Rooms 5 or 24.

700-car drive-in theatre, large modern concession stand, mammoth 56 ft. screen tower with 40 ft. curb service stand facing highway. R.C.A. equipment throughout. 200,000 population 10-mile radius. 26 acres land. Western Pennsylvania. Doing big business. Price $150,000. Boxoffice, A-3235.

POPCORN MACHINES

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

Burch, Manley, Cretors, Advance, all electric french fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

One used regular size popcorn machine in very good condition. Melba Theatre. Oakwood, Tex.

Rebuilt popcorn machines, half price. Write for list. Drive-in poppers, bargain. Poppers Supply, Box 838, Atlanta, Ga.

POPCORN SUPPLIES

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Bee Hive for '48 is the best ever! Blevins not only gives you best popcorn but saves you money on all seasoning, bags, boxes, etc. Blevins Popcorn Co., Nashville, Tenn.

Attractively printed popcorn cartons for sale. 10c size, $6 M; 25c size, $17.50 M. Fabian Kontney, 609 N. Ashland, Green Bay, Wis.

DRIVE-IN THEATRE EQUIPMENT

SOS is drive-in headquarters. 180 amp. arc-lamps, $795 a pr.; complete sound projection outfits, $1,995 up; new 500W Western Electric booster amplifiers, $650; New Dual in-car speakers with junction box and transformer, $16.75; new driveway entrance and exit signs, illuminated, $22.50; burial cable, 6c ft.; Super Snaplite fl. 9 lenses increase light 25% from $150; 40 in. Weatherproof reflex horns complete, $39.75. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

In-a-car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

SCHOOLS

Prepare now for a better job at higher pay and a fascinating career in the Motion Picture industry. Choose your objective and act now! Motion Picture Operator; Motion Picture Equipment Technician; Motion Picture Sound Technician; Motion Picture Television Technician; Motion Picture Theatre Manager. Residence and correspondence courses. Part time employment and housing available. Free placement service. Approved for Veteran training under GI bill. Earn up to $290 per month while attending school if you are a veteran. Act today. Don't delay. Write for illustrated brochure and application blank. National Theatre Institute, P.O. Box 5769, 1105 Camp St., Dallas, Tex.

REAL ESTATE

Zoned Commercial. Exclusive Chicago neighborhood Lot 200 ft. x 125 ft. Ideal for recreation center (theatre, etc.). Owner. Boxoffice, A-3205.

MORE CLASSIFIED ON PAGE 42

10 Months In A Row!

Leading the entire industry on Motion Picture Herald's list of Boxoffice Champions... The ONLY Company to make the list EVERY month to date in '48!

OCTOBER BOXOFFICE CHAMPION!



Apartment for Peggy

TECHNICOLOR

...And November & December to Go!



First 17 Dates Topping "Mother Wore Tights" in EVERY Situation!

"When My Baby Smiles At Me"

TECHNICOLOR



"Will Delight Every Audience!"—*Film Daily*

Unfaithfully Yours

Top Grosses Coast-to-Coast Topping Every Previous Widmark Mark!



ROAD HOUSE

Your Perfect Holiday Hit!



YELLOW SKY

20th CENTURY-FOX

TOTAL NET PAID CIRCULATION OF THIS ISSUE EXCEEDS 23,000

The Pulse of the Motion Picture Industry

BOXOFFICE

Antitrust Defendants Get More Time for Settlement

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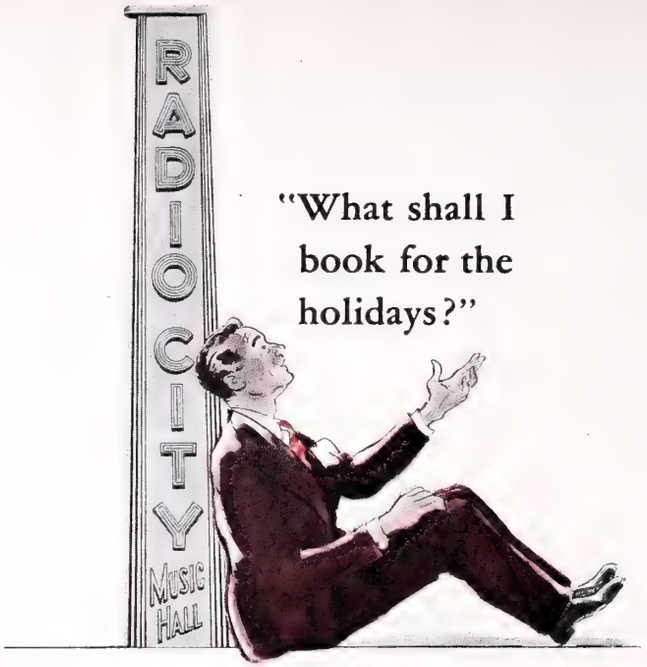
COVER STORY: Darryl Zanuck Is Presented With Boxoffice Barometer Award

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NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

NOVEMBER 27, 1948



IF YOU RAN RADIO CITY MUSIC HALL!

You'd be mighty careful what pictures you selected for your precious Thanksgiving, Christmas and New Years time, the richest prizes of the year!

You'd look over all the available product and get the best entertainments on the market.

That's what the Music Hall did!

They booked M-G-M's "HILLS OF HOME" for a Technicolor Thanksgiving to be followed by

(*continued*)

(continued)

M-G-M's Technicolor "WORDS AND MUSIC" for Christmas and New Years.

Here's more proof that the Music Hall picks them wisely. The national theatre gross of its recent attraction "JULIA MISBEHAVES" has now topped Technicolor "DATE WITH JUDY" another M-G-M Music Hall record-breaker!

From Coast-to-Coast they're saying: "M-G-Merry Christmas! M-G-Moneyful New Year!"

COMING M-G-M TRADE SHOWS

"THE KISSING BANDIT"
Technicolor

Starring
Frank Sinatra
Kathryn Grayson

"WORDS AND MUSIC"
Technicolor

Starring (alphabetically)
June Allyson
Perry Como
Judy Garland
Lena Horne
Gene Kelly
Mickey Rooney
Ann Sothern

"PICCADILLY INCIDENT"

Starring
Anna Neagle
Michael Wilding

CITY	PLACE	ADDRESS	PICADILLY INCIDENT	WORDS AND MUSIC	THE KISSING BANDIT
ALBANY	20th-Fox Screen Room	1052 Broadway	12/8 8 P.M.	12/13 8 P.M.	12/14 8 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N.W.	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	12/8 1:30 P.M.	12/13 1:30 P.M.	12/14 1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
CINCINNATI	RKO Screen Room	16 East Sixth Street	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	12/8 1 P.M.	12/13 1 P.M.	12/14 1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	12/8 2:30 P.M.	12/13 2:30 P.M.	12/14 2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	12/8 1 P.M.	12/13 1 P.M.	12/14 1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	12/8 1:30 P.M.	12/13 1:30 P.M.	12/14 1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	12/8 1 P.M.	12/13 1 P.M.	12/14 1 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	12/8 1:30 P.M.	12/13 1:30 P.M.	12/14 1:30 P.M.
LOS ANGELES	20th-Fox Screen Room	2019 S. Vermont Ave.	Previously Tradeshown	12/6 10:30 A.M.	12/14 2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	12/8 10 A.M.	12/13 10 A.M.	12/14 10 A.M.
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Av.	12/8 1:30 P.M.	12/13 1:30 P.M.	12/14 1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	12/8 1:30 P.M.	12/13 1:30 P.M.	12/14 1:30 P.M.
NEW YORK-N. J.	M-G-M Screen Room	630 Ninth Avenue	Previously Tradeshown	12/6 10:30 A.M.	Previously Tradeshown
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	12/8 1 P.M.	12/13 1 P.M.	12/14 1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	12/8 1 P.M.	12/13 1 P.M.	12/14 1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	12/8 11 A.M.	12/13 11 A.M.	12/14 11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N.W. Kearney St.	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	12/8 1 P.M.	12/13 1 P.M.	12/14 1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	12/8 1 P.M.	12/13 1 P.M.	12/14 1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	12/8 1:30 P.M.	12/13 1:30 P.M.	12/14 1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	12/8 1 P.M.	12/13 1 P.M.	12/14 1 P.M.
WASHINGTON	20th-Fox Screen Room	932 New Jersey, N.W.	12/8 2 P.M.	12/13 2 P.M.	12/14 2 P.M.

THIS IS WARNER BROS.'

true STATISTICAL story

THAT SHOWS YOU THAT

"Johnny Belinda"

HAS A HOLDOVER POWER BEYOND ANYTHING YOU'VE EXPECTED!



FIRST IT HOLDS OVER—THEN IT MOVE

THEN IT HOLDS OVER AG

READ THE STATISTICS CARE

THEY ARE IMPORTANT TO

RIVOLI, TOLEDO

Plays one week. Moves to the Pantheon for an additional week. Then moves again to the Palace for 2 weeks more!

WARNER, WOR

Plays 3 weeks an
4th time in his
thing has happe
will come back
additional week

STRAND, HARTFORD

2 weeks. Then moves over to the Regal for 2 weeks more.

MAJESTIC, PRO

2 weeks. Then mo
the Carlton for

CAPITOL, SPRINGFIELD, O

2 weeks. Then moves over to Art for 2 weeks more!

PARAMOUNT &
PORTLAN

One week day-da
Moves over to M
Box for 10 day

OHIO, LIMA, O.

One week in usual 4-day situation! (Practically every split-week engagement everywhere is held over.)

WARNER, MIL

Plays one week. H
week. Holds a 3rd
moves over to th
for an additiona

OVER!
AIN!
LLY
OU!

MASTBAUM, PHILADELPHIA

6½ weeks — all-time record run for this house!

PALACE, CINCINNATI

Plays one week. Moves over to the Shubert for a 2nd. Then moves over again to the Lyric for a 3rd week!

AMBASSADOR, ST. LOUIS

Runs 10 days — then moves over to the Missouri for 3 additional weeks!

STER

a day, y such a (and an ater) !

DES MOINES & ROOSEVELT, DES MOINES

Runs 2 weeks day-and-date then moves over to the Ingersoll for another week!

DURFEE, FALL RIVER

One week. Then moves over to Capitol for another week. Then moves over again to the Embassy for another week. Unheard of before!

STATE, WATERBURY

Plays full week in normal split-week situation. Then re-booked for additional 3 days! (First day of rebooking made new record)!

DENCE

s over to ther!

WARNER & AMBASSADOR WASHINGTON, D. C.

2 weeks day-date. Then moves over to Met for 9 days more!

WARNER, WILMINGTON

One week. Then moves over to Arcadia for 2 weeks more!

METROPOLITAN, BOSTON

4 weeks -- first time in history of this house!

ENTAL

ic ore!

STATE-LAKE, CHICAGO

4 weeks in this huge house!

HIPPODROME, CLEVELAND

Extended to a 3rd week — then held for a 4th for the first time in Hippodrome history!

STANLEY, PITTSBURGH

2 weeks. Moves over to Warner for 2 weeks more!

AUKEE

is a 2nd eek. Then lhambra eek!

WARNER, ERIE

One week. Moves over to Columbia for a week. Then holds there again!

BUFFALO, BUFFALO

One week. Then moves over to the Hippodrome. Then holds there again for 3 weeks more!

FOX, BROOKLYN

One week. Holds for a 2nd week! Holds for a 3rd week. Holds for 5 days more!

THE NATIONAL FILM WEEKLY

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Editor-in-Chief and Publisher

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NATHAN COHEN.....Associate Editor
JESSE SHLYEN.....Managing Editor
IVAN SPEAR.....Western Editor
FLOYD M. MIX.....Equipment Editor
RAYMOND LEVY.....General Manager

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Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y. Raymond Levy, General Manager; James M. Jerauld, Editor; Chester Friedman, Editor Showmandiser Section; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 1327 South Wabash Ave., Chicago 5, Ill. Jonas Perlberg, Manager; Donald Maggart, Central Representative. Telephone WEBster 4745.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Telephone GLadstone 1186.

Washington Offices: 6417 Dahlonega Road, Alan Herbert, Manager. Telephone, WIsconsin 3271. Filmrow: 932 New Jersey, N. W. Sara Young.

London Offices: 136 Wardour St., John Sullivan, Manager. Telephone Gerrard 3934-5-6.

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BOXOFFICE

TWENTY ACTIVE YEARS

REFERRED to as a fifth of a century, 20 years sounds like a long time. Used as a reference to two decades in the turbulent film business it seems like a series of yesterdays. It is difficult to realize that Allied States Association of Motion Picture Exhibitors went into action in the latter days of "Coolidge prosperity" and has remained on the firing line continously since that time.

Abram F. Myers refers to the record as "20 Glorious Years" in the souvenir booklet issued for the annual convention in New Orleans.

Glorious or not, they have been active, and filled with fantastic action upon which Allied has left its imprint.

Since the early battles over sound and the resulting acquisition of theatres by major companies, the bankruptcies, the opposition to block booking and blind selling, the legislative strategies, the endless litigation, there has never been a dull moment.

Allied disdains the middle of the road. It will take a stand on anything. Right or wrong, it has re-shaped the course of industry history. Its dynamic leaders have done some consistent hewing to the line, and at the present time production, distribution and exhibition stand on the threshold of a new era.

* *

Maybe Now's the Time?

Out of the negotiations, which have been terminated, whereby United Artists was to handle certain physical operations in the distribution of films for Selznick Releasing Organization, there comes this significant statement from David O. Selznick:

"It should be apparent to everyone in the business that current conditions do not permit the present wasteful duplication in distribution on the part of any unit, large or small, in the industry."

The high-cost-of-distribution factor has been ever-present, even dating back to the earliest days of the industry. And the deal which Mr. Selznick sought to effectuate also had its genesis in early-day distribution methods. About 30 years ago, the

original Pathe Company was, aside from some short subjects it produced, strictly a distributing concern. It handled the physical distribution for a number of producing units such as American Releasing Corp., Associated Exhibitors, Inc., W. W. Hodkinson and others, while these firms maintained their own sales forces which resided in the Pathe exchanges. To be sure, there were economies in such an arrangement and they were paralleled elsewhere.

When straight-out mergers of distributors began to take place in the early '20s, they were preceded by talk of merging only the physical handling or shipping and inspection of films. From time to time since, there have been renewals of effort by the Railway Express Agency and by the film delivery service firms to make available central shipping facilities in each of the exchange cities.

SRO films and those of other independent firms now are being handled by such central control through the National Film Carriers organization which is made up of local film delivery outfits. And this latter organization has, we understand, expanded its facilities for storage, inspection and shipping of films with an eye to eventual complete handling of this operation for the majority, if not all of the distributors.

Whether or not such a method is a natural evolution, it may be worth further study. It could be the means of effecting savings totaling millions of dollars annually, for there is much duplication in costly floor space, vaults, insurance, etc.

* *

Non-Inflammable Film

Industrywide use of non-inflammable film is on the way. After a series of long and satisfactory tests with acetate or safety film developed by the Eastman Kodak Company, its use in new production is being expanded, with the probability that it will come into exclusive use by 1951. While the cost is presently higher than inflammable nitrate film, increased production facilities doubtless will result in lowered costs.

Non-inflammable film offers many advantages. It will eliminate transportation restrictions, reduce fire prevention regulations and attendant costly precautionary structural installations as well as reduce insurance rates.

Ben Shlyen

Pulse Beats

Voluntary Arbitration Is Set For Two Cases Next Month

Boston and New Haven complaints to be first handled by new voluntary setup since Supreme Court decisions are to be heard in New Haven and Boston.

*

MGM Considers Speedup Of St. Louis Clearance

While holding to 35-day clearance for Loew's State, will increase day-and-date second and third runs; move availability 14 to 21 days for many smaller situations.

*

Selznick Now Negotiating For Tieup With RKO

With United Artists deal dropped, SRO has sent out feelers to other companies, principally RKO; Eagle Lion also is mentioned as a possible associate.

*

Film Dividends This Year 12-20% Under Last Year

Payments through October reached $36,000,000, compared with $48,465,000 for the first ten months of 1947 and $35,544,000 in 1946.

*

Eagle Lion in a Protest On French Film Quota

Company asks State department for reasons why film quotas arranged with French government favor large distributors against independents; to get answer in 10 days.

*

Raibourn Denies Paramount Will Buy Share of WPIX

Declares published story about company being approached to buy "undisclosed interest" in Daily News station is 100 per cent "wrong."

*

Many Theatres Snowed-In During Midwest Storm

Nebraska and Kansas rural theatres hit by big snow; many theatres without change of program, and an estimated 100 houses closed for one day or more.

*

Czechoslovakia Approves Eric Johnston Film Pact

The arrangement, like the Russian agreement, permits the country to pick 25 films from list of 100 to be submitted, starting Feb. 1, 1949.

*

Harry and Jack Cohn Plan To Sell 1,414 Shares

Columbia heads file registration statement with SEC for permission to sell "at the market"; stock was received as dividends under arrangement with company.

PARAMOUNT DEFENDANTS GET MORE TIME FOR SETTLEMENT

Second Postponement Fixes Hearing Date as Dec. 20; Discuss Theatre Deals

NEW YORK—Defendants in the Paramount case now have 21 additional days to negotiate deals with the Department of Justice covering their theatre holdings. Two postponements within 24 hours set back the date of the hearings from November 29 until December 20. The three-judge expediting court had originally adjourned the hearings November 10 to give Warners, Loew's, Paramount and 20th Century-Fox time to work out settlements with the government attorneys and to prepare written testimony for court consideration.

WELCOME DELAY FOR LAWYERS

The first postponement from the November 29 deadline was made at the request of the defendants. They asked for and received a two-week delay until December 13 to gather the necessary testimony on joint theatre holdings. Twenty-four hours later Justice Augustus N. Hand, senior member of the expediting court, told the lawyers that he would not be able to hear the case until the 20th because of his duties as a circuit court of appeals justice December 13.

The lawyers welcomed the unexpected delay. It gave them more time to discuss their theatre holdings with the Department of Justice.

Loew's and Paramount have agreed to split their operation of Buffalo Theatres, Inc. The two companies hold a majority interest in the 13-theatre circuit; Vincent McFaul, a minority share. They plan to divide the circuit, either on a seven-six or eight-five basis, between them.

Robert L. Wright, special assistant attorney general, made it clear during two conferences that he wanted both companies to dispose of their entire interest in the circuit. Wright has proposed that the 13 theatres should be owned and operated by an independent exhibitor.

SETTLEMENT ENCOURAGING

Wright is pressing for total divorcement by all defendants. The court has already told him that his demand is "too sweeping," and that the supreme court opinion of May 3 has indicated partial divorcement would provide sufficient antitrust relief.

Wright was encouraged by the RKO settlement which will split the theatre activities from the distribution-production activities and also will reorganize the corporate setup of Radio-Keith-Orpheum, Inc. During the November 8-10 hearings he said this pattern of divestiture should apply to the other companies.

Meanwhile Department of Justice lawyers have been discussing partial divestiture with 20th-Fox. These negotiations were delayed last week because Spyros P. Skouras, 20th-Fox president, was busy with MPAA meetings. Now that the MPAA meetings are over, Skouras has time for the antitrust talks.

The preliminary talks covered disposition of wholly-owned and partially-owned theatres. National Theatres (20th-Fox subsidiary) has 427 wholly-owned and 160 partially-owned houses.

Warners will soon begin to discuss the fate of its 25 partially-owned theatres. The WB circuit operates 487 houses.

Loew's has already started to sound out partners on the sale of its interests in the Criterion, New York; Parkway, Brooklyn, and Lee, Richmond. No deals have been discussed. The conversations have been exploratory. Prices and terms will be gone over at future meetings.

Loew's will fight to retain its control of 115 theatres owned more than 50 per cent.

Attorneys for the Little Three—Columbia, United Artists and Universal-International—met during the week to work out a joint statement on trade practices. They will ask the court for a special session on these issues after arguments on divestiture have been heard.

Trade Practice Session Is Little Three Goal

NEW YORK—The Little Three—Columbia, United Artists and Universal-International—will ask the three-judge expediting court to hold a special session on trade practice issues raised in the antitrust case. Lawyers for these companies have expressed the opinion that the Paramount case hearings to date have been monopolized by divestiture. They feel that their problems merit separate consideration.

The lawyers met during the week to draft a memorandum and proposals that would eliminate some trade practice bans of the Dec. 31, 1946 decree, modify others and also block court acceptance of new bans recently proposed by the Department of Justice. The bulk of their arguments will be included in a joint statement to be filed on or before December 20.

STRATEGY IS OUTLINED

According to one of the Little Three lawyers, their general argument will take the following line: The Department of Justice has attributed most of the industry abuses to the control of theatres by the Big Five. If the court should order complete or partial divestiture, the chief source of monopoly will have been eliminated. Therefore, many of the trade practice bans will be unnecessary.

Specifically, the Little Three will ask that the U.S. proposal for a partial ban on franchises should be relaxed. The present proposal would permit distributors to make franchise deals with independent exhibitors competing with affiliates. The attorneys will point out that the RKO and other theatres divorced from the Big Five should be permitted to sign franchise agreements. These theatres, it will be argued, will be independent once their ties with distributors have been cut.

They will also ask for clarification on block selling. The supreme court had eliminated the original decree ban on block selling, but specified that conditional selling was illegal.

WANT TO SELL IN BLOCKS

The Little Three, especially Columbia, will ask for clear-cut permission to sell in blocks, or even by the season.

The lawyers also will ask the court to reject the U.S. proposal restricting clearance systems with affiliates and other "circuits of theatres." They will point out that any independent exhibitor owning four or five or more theatres would be dragged into the antitrust case, and distributors would be handicapped in doing business with these customers. The lawyers want a sharp distinction made between affiliated circuits and independent circuits that are not involved in the case.

They also want the court to eliminate the U.S. proposal linking clearance with the availability of prints. They will argue that this clause could destroy the entire clearance system.

The Little Three lawyers will then ask that the trade practice provisions of a final decree should leave no doubt as to what a distributor and exhibitor may or may not do while licensing films.

ITOA Conciliation Unit Rules on First Cases

NEW YORK—The Independent Theatre Owners Ass'n of New York has disposed of the first two complaints filed under its conciliation plan. Both were made by Leon Rosenblatt of Rosenblatt & Welt against 20th Century-Fox. One, which had to do with clearance, availability and run, was decided in the exhibitor's favor after referral to Seymour Florin, New York branch manager for 20th-Fox, and the other was withdrawn. Rosenblatt is a member of the conciliation committee but did not take part in the proceedings. No other complaints are pending.

MYERS ASKS FOR LEGISLATION TO BOLSTER ANTITRUST LAWS

Allied Executive Proposes Congress Enact Sweeping Monopoly Law Changes

WASHINGTON—Sweeping new antitrust legislation is needed if the free enterprise system is to continue to function in the film industry and other industries of the nation, the house small business committee was told last week. Two of the dozen witnesses appearing dwelt specifically on film problems—New York lawyer Morris Ernst and Abram F. Myers, general counsel of National Allied.



Abram F. Myers

Both warned that legislation presently on the books is inadequate to insure that the objectives of the government's ten-year struggle to break up distributor-exhibitor combines in the film industry will actually be achieved.

JOBS AT RKO SETTLEMENT

Ernst said there is nothing to prevent the majors from selling their key theatres to relatives, and sneered at the RKO settlement because it leaves a large circuit of the most important houses under RKO control. Myers told the committee government counsel are under pressure by the court as well as the defendants to yield here and compromise there in order to reach a negotiated settlement.

Such a settlement, Myers insisted, could only be based upon "concessions against the public interest." He said the 1940 consent decree was reached only after pressure was put on the government attorneys by the presiding judge. Signing of that decree before evidence was taken by the court meant that for a period of seven years independent theatre owners were barred from use of court findings or decisions in this case as evidence to prove conspiracy against the majors.

It "stopped the wheels of justice for five long years," said Myers. Again today, he said, "it is perfectly obvious that government counsel is being subjected to very great pressure (by the court) to make concessions in the interest of saving time."

(Today, however, the May decision of the supreme court is at hand for independent theatre owners to offer courts as prima facie evidence of conspiracy by the majors.)

BOTH OFFER SOLUTIONS

Both Ernst and Myers offered solutions for the evils they told about——the same solution. Creation of a special antitrust court is the answer, they said. Ernst would have this court see to it that divorcement be carried out in fact as well as in form, while Myers stressed the importance of such a court in cutting the time of antitrust litigation.

Ten-year cases such as the Paramount case would be eliminated were a special antitrust court set up, Myers said, and litigants would not be under pressure by the judges to settle out of court in order to spare the judges the difficult and lengthy study frequently required before a decision can be reached in an antitrust case.

Creation of a special antitrust court would mean more uniformity in court handling of litigation also, Myers said. For instance, he told the congressmen, the supreme court seemed to find great similarity in the government cases against the Crescent, Griffith and Schine circuits. The lower court judges who first tried these cases had quite different reactions, however — the Memphis and Buffalo courts ruled against Crescent and Schine, while the Oklahoma City court dismissed the case against Griffith.

The supreme court, said Myers, "indicated that there should be equality of treatment as between the three circuits involved. We may applaud the supreme court for this gesture, but gesture it is, because the three cases were sent back to three separate courts and nothing in the judicial tradition leads me to think that they will confer with one another in order to give effect to the supreme court's dictum.

"And I do not think that anyone reading Judge Knight's decision in the Schine case and Judge Vaught's decision in the Griffith case would ever suppose that they could place the same interpretation on the supreme court's rather broad general directions and achieve anything approaching uniformity in the final results."

20th-Fox Bids for ABC As Video Films Outlet

New York—Twentieth Century-Fox is negotiating for an outright purchase of the American Broadcasting Co., including all of its radio and television facilities as an outlet for television films and as a promotional medium for its theatre films, according to Spyros P. Skouras, president.

The two companies have been discussing the deal for the past six weeks but the terms have not yet been agreed upon. The sale of ABC would have to be approved by the Federal Communications Commission.

If Skouras cannot arrange the 100 per cent acquisition of ABC, it is understood he will settle for a controlling stock interest. Sales of ABC shares in Wall Street have been active since November 22 when rumors of an impending film purchase started. The shares were quoted at $9 November 24, after hitting a low of $6.25 early in November.

The deal would help the network finance its television operations and give it access to talent and film sources. However, ABC officials had "no comment" to make on the progress of the deal November 24.

Like Paramount, 20th-Fox has shown considerable interest in television and has affiliates ready to operate its own television stations in San Francisco, Boston, Kansas City, St. Louis and Seattle. ABC holds permits for television broadcasting stations in New York City, Chicago, Los Angeles, San Francisco and Detroit and in Philadelphia and Washington through its affiliates. It owns and operates five key radio stations in New York, Chicago, San Francisco, Los Angeles and Detroit and has 252 affiliated radio stations. ABC started producing television over its station WJZ-TV, New York, August 10.

Washington—Refusing flatly to go on record, a high Federal Communications Commission official said simply, "Remember the Mesters," when asked for comment upon the disclosure that 20th Century-Fox is negotiating to purchase the American Broadcasting Co. His reference was to the FCC's refusal to permit the sale of WOV, New York, to the Brothers Murray and Meyer Mester because of federal complaints against their Balboa Oil Co. The analogy is to the antitrust findings against Fox by the Supreme Court and lower courts in the Paramount case and numerous others.

It was pointed out here also that FCC approval could be out of line with its policy also in that the FCC has stated as an objective the preservation of diversity in the ownership of the public communications media.

Zanuck Accepts BOXOFFICE Honor

Ceremony Is Held to Make Barometer Trophy Award

HOLLYWOOD—As was revealed last week in this publication's BOXOFFICE Barometer section, Darryl F. Zanuck's production, "Gentleman's Agreement," was the highest grosser distributed during the 1947-48 season and, resultantly, the 20th Century-Fox production chief was awarded the BOXOFFICE Barometer yearly trophy.

The trophy was presented to Producer Zanuck on behalf of Ben Shlyen, publisher of BOXOFFICE, by Jean Hersholt, president of the Academy of Motion Picture Arts and Sciences, whose long experience with the distribution of the Academy's annual Oscars makes him an old hand at the business of handing out coveted kudos.

In making the presentation, Hersholt called attention to the double honor represented by the trophy. He pointed out that the picture's stirring and intelligent plea for tolerance endowed it with value and significance over and above its widely-acclaimed entertainment quotient. That it should also score as the year's top money film, Hersholt held, should prove most gratifying to everyone connected with the making, distribution and exhibition of motion pictures. In which connection, the Academy president reminded that "Gentleman's Agreement" had been the recipient of three of the most imporant Oscars for 1947 accomplishments. First and foremost, it was voted the best picture of the year; Elia Kazan won an Oscar for his directorial chore thereon; while Celeste Holm won an Academy statuette as the best feminine supporting actress as a result of her portrayal in the film.

Zanuck's acceptance of the annual honor, and in his word of thanks to Publisher Shlyen therefor, paid high tribute to everyone who worked with him in the making of "Agreement"—Laura Hobson, author of the novel from which the film was made; Moss Hart, who wrote the screenplay; Director Kazan; and the members of a sincere and enthusiastic cast.

"To learn that 'Gentleman's Agreement' was established as the year's highest grossing picture by BOXOFFICE's annual compilations is exceptionally pleasing on several counts," Zanuck said. "We who make pictures are, most naturally, always happy to learn of their financial success. But in the case of this picture it goes deeper than that. The fact that the American public patronized above all others a film which carried to them a message of tolerance, and at a time when tolerance was one of the nation's major needs, is irrefutable evidence that the true principles of democracy are so deeply rooted in our country that the forces of prejudice and bigotry can never gain a dangerous foothold."

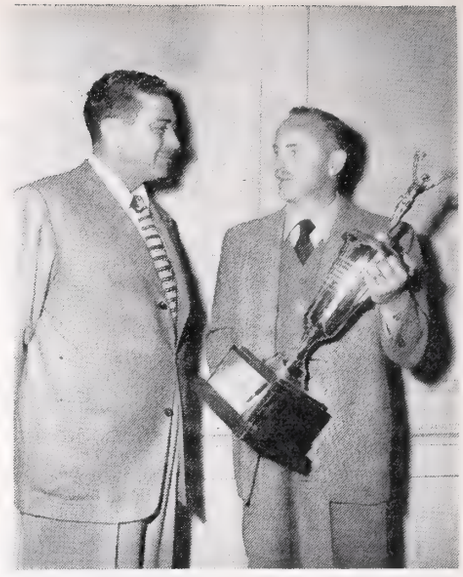
The presentation was the second to be made in as many years by BOXOFFICE. The 1947 BOXOFFICE Barometer trophy went to Samuel Goldwyn for "The Best Years of Our Lives," which was distributed by RKO Radio.

It is interesting to note that with "Best Years" as with "Agreement," here again was a picture that had been acclaimed best by the Academy. It was, in fact, awarded more Oscars during the 1946 ceremonies than any other one film in the industry's history.

"Agreement" will bring still another honor to Producer Zanuck, moreover. For his making of the film, and for his long record of high-level production furthering the forces of tolerance and goodwill throughout the world, Zanuck has been named "Man of the Year" by the Beverly Hills lodge of B'nai B'rith. Formal tribute will be paid him December 13 in ceremonies to be staged at the Biltmore Bowl, with civic, industry and religious leaders in attendance.



This is the BOXOFFICE Barometer trophy which was awarded to "Gentleman's Agreement" as the boxoffice picture of the year. It is the second time that such an award has been made. Last year the Barometer award went to "The Best Years of Our Lives."



Ivan Spear (left), western manager for BOXOFFICE, is shown with Producer Darryl Zanuck at the presentation ceremony at 20th Century-Fox.

COVER PHOTO

Jean Hersholt (left), veteran radio and screen actor and president of the Motion Picture Arts and Sciences, acting on behalf of Ben Shlyen, publisher of BOXOFFICE, presents to Darryl F. Zanuck, production chief at 20th Century-Fox, the BOXOFFICE BAROMETER trophy for the latter's production of "Gentleman's Agreement." The feature, which co-starred Gregory Peck and Dorothy McGuire, achieved the highest boxoffice rating among pictures released during the 1947-48 season. The admiring onlookers are Anne Revere and Celeste Holm (extreme right), who had important supporting roles in the picture. Miss Holm won an Oscar for her supporting role.

Annual Academy Awards Ceremonies On March 24 to Be Closed Affair

HOLLYWOOD—The film colony's favorite glamorfest, the Academy awards sweepstakes, is going to be a closed affair come next March 24.

On that date the 21st annual presentation ceremony will be held on a major motion picture studio double sound stage, with the awarding of Oscars to be followed by a buffet and ball.

Attendance is to be limited to Academy and film industry members—a change from the policy pursued during the past several years, when the Awards ceremonies were staged at the Shrine Auditorium, with the public admitted.

Jean Hersholt, Academy president, declared the event will be broadcast on a sustaining 60 or 90-minute program via the American Broadcasting Co.

The working committee to assist Writer-Director Don Hartman in presenting the event will include George Jessel, master of ceremonies; Harry Tugend, Charles Brackett, Norman Panama and Melvin Frank, writers and production aides; Bill Lawrence, in charge of radio direction, and Johnny Green, musical director.

Which studio sound stage will be used has not yet been determined.

Meantime two more Oscars were added to the list when the Academy board okayed a petition filed by the costume designers, a division of the Academy's art directors branch, for recognition. Awards will be given in two categories—for the best costume design in a black and white film and for best costume design in a color production. Rules for selecting nominations will be the same as for the art directing award, with final voting by the entire Academy memberships.

ALLIED CELEBRATES BIRTHDAY AT NEW ORLEANS CONVENTION

Important Topics Are on Agenda for the Group's 20th Anniversary

NEW ORLEANS—Allied States Ass'n of Motion Pitcure Exhibitors will celebrate its 20th birthday November 29, 30 and December 1 when theatremen from all sections of the country join in the anniversary convention at the Roosevelt hotel here.

The event will be a festive one, with the delegates scheduled to do New Orleans in its pictured and storied style, but there will be serious business sessions, too. There will be four business meetings, and A. F. Myers, general counsel, William Ainsworth, president, and members of the committee preparing the agenda have lined up a long line of topics which will be discussed.

IMPORTANT ISSUES UP

Among the more urgent matters will be:

1. The RKO consent decree which Myers blasted before the house of representatives small business committee this week. Myers alleged that the consent negotiations are being carried on under pressure to bring an early end to the antitrust litigation.

2. The "abandonment of MGM of its sliding scale and its insistence on a minimum of 40 per cent on percentage pictures," to be considered with the possibility of taking action against all percentage deals.

3. The advisability of taking disciplinary action against film stars involved in public scandals.

4. Consideration of a proposal to protest against the release of feature pictures for telecasting.

In addition, the convention will consider the extension of the Smith-Berger conciliation program, current legislation affecting exhibition, and developing greater organizational activity.

The big social event of the convention will come December 1 when more than 600 guests will attend the anniversary banquet. At this affair, testimonials will be presented to President Ainsworth, Past Presidents Abram Myers, James C. Ritter, Sidney Samuelson, Nathan Yamins, Col. Harry A. Cole, Morris A. Rosenberg, Martin G. Smith, Jack Kirsch, and Herman A. Blum, honorary life councilor.

PUBLISH A BROCHURE

For the occasion, Allied has published an elaborate brochure, 12x9 inches, on fine book paper entitled "Twenty Glorious Years." It is the work of Abram Myers and serves as a narrative of the organization, activities and accomplishments of the association. The frontispiece is a photograph taken Dec. 17, 1928 when a group of ten independent exhibitors met with Myers to sign the contract whereby the onetime chairman of the Federal Trade commission became Allied's general counsel and president.

Myers pays tribute to the late Al Steffes who was one of the first instigators to establish an association of independent exhibitors, as well as such others who pioneered in the movement as Colonel Cole, Glenn Cross, James Ritter, Herman Blum, Ray Branch, Sidney Samuelson and H. M. Richey. There is a nostalgic chapter in which Myers recalls the first meeting with Allied leaders when he sat as chairman of the FCC and the day 20 years ago when he signed the Allied contract.

Myers brings out the fact that actually no one really knows when Allied was created. "Diligent inquiry by your veracious narrator," he says, "has failed to disclose a single witness who knows of his own knowledge exactly where it was that a group of motion picture theatre owners first decided to form a national exhibitor organization and to name it Allied States Ass'n."

"To most readers of this unadorned tale it will come as a shock to learn that there was an Allied States Ass'n long before Allied, as we now know it, was born; what we are commemorating in romantic New Orleans is not so much the formal organization of our association as it is the culmination of the efforts and aspirations of a valiant band of crusaders."

"In measuring Allied's accomplishments," writes Myers, "exhibitors will reflect that as the result of its resourcefulness and untiring efforts they now enjoy a security in their property and business which 20 years ago would have been branded as the pipe dream of a gang of crackpots. Gone, or in the process of solution, are such serious problems as affiliated chain expansion, chain invasion of independent situations, the systematic selling away from independents of runs and product, compulsory block booking, and blind selling, increased admission price pictures, unreasonable clearances, Ascap and others. A score of years may seem like a long time, but the obstacles to be overcome were great and the harvest has been a rewarding one."

Court Rules Independent Producers Must Make the Trip to Detroit

DETROIT—Indications of the direction of judicial thought on the suit brought by the Society of Independent Motion Picture Producers against Cooperative Theatres of Michigan and United Detroit Theatres—viewed by industry authorities here as the most important lawsuit filed in the industry in the past half dozen years—are given in the first extended legal ruling in the case this week, by Federal District Judge Arthur A. Koscinski.

The ruling came after nearly two months of procedural activity over the demand of the defendants to producer plaintiffs that they be required to appear here for examination and the taking of depositions, prior to the filing of an answer to the original bill of complaint.

Judge Koscinski in effect ruled against the producers, who had sought to escape the requirement of depositions here by various legal methods, and gave the first major victory in the case to the defendants.

The court appeared impressed by the view that, while the ten witnesses named would be required to make a trip of 2,000 miles and appear here for, at most, a "relatively short stay," for any one of them, the alternative plan proposed by the plaintiffs that the depositions should be taken at Los Angeles, would require that the defense counsel would have to make the trip of 2,000 miles and stay for an extended time in order to take testimony from all the witnesses. Further, the court said, this would mean that the defense counsel would be denied the "benefit of material and relevant records which are in Detroit, during the taking of depositions in California."

This matter of records loomed significantly important in the opinion of the court. Pointing out that defendants claimed that the records in Detroit were necessary for reference at the time of taking the depositions.

Subpoenas were issued over a month ago for the production of relevant records by United Artists, Universal-International, Eagle Lion, and RKO from the local exchanges. These firms are the distributing outlets for the plaintiffs involved in this suit. However, despite the importance attached to these records, a check by BOXOFFICE brought the information from the branch managers of all except U-I, who could not be reached, that no service of the subpoenas had been made, despite the lapse of time since they were issued.

Pointing out that the producers' "agents for licensing and exhibiting their productions in the Detroit area are in Detroit with all their local records," the court ruled that the depositions would have to be taken here, rather than at Los Angeles.

The producers lost another minor round in the same opinion, when the court ruled that they must produce certain other records or documents sought by the defendants. This was given largely upon technical rules of court procedure.

The point that most of the plaintiffs regularly travel back and forth to New York, as evidenced by various tradepaper exhibits among other detail, was cited by the court in support of the requirement that the hearings be held here, since they usually traveled through or near Detroit, and could stop off without undue hardship.

Willingness to allow scheduling to suit the convenience of the producers within reason was evidenced.



5 times in LIFE alone, 3 times in LOOK . . . and again and again in THE SATURDAY EVENING POST, COLLIER'S, McCALL'S, COSMOPOLITAN, SEVENTEEN, AMERICAN, WOMAN'S HOME COMPANION, LADIES HOME JOURNAL, DELL SCREEN UNIT, FAWCETT SCREEN UNIT, HILLMAN MOVIE GROUP, SCREENLAND UNIT

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INDUSTRY KEEPS COURTS BUSY WITH NEW BUSINESS AND OLD

WASHINGTON—Hope for out-of-court settlement of two antitrust actions in this area went skittering last week as both the MacArthur Theatre and the Windsor Theatre cases went bounding back to court. In the latter case, a new suit was filed in Baltimore asking $600,000 damages from Thomas D. Goldberg, owner of the Walbrook and Hilton theatres. Goldberg last summer was excused from the Windsor's damage suit against him and the distributors when it was filed in federal court here in Washington.



Thomas Goldberg

Several conferences were held here between spokesmen for the Kogod-Burka circuit and Warners' Stanley Co. in an attempt to reach agreement on disposition of the MacArthur, a neighborhood theatre in Washington. The house is currently operated by a partnership including KB and Stanley, as the result of a shotgun wedding three years ago when both circuits broke ground to build theatres within a few blocks of each other.

Stanley is unwilling to proceed now with construction of a second theatre to be operated by the partnership, as contemplated by the parties when the partnership agreement was signed, with the result that KB wants to break the partnership.

Early this month a KB motion for summary judgment and a Stanley motion for dismissal were argued in federal district court here. Judge Matthew McGuire asked the parties to settle out of court and save him a headache—but he has now been notified that the parties cannot get together.

The Windsor case still pends in Washington against MGM, Universal, UA and Warners. Paramount and Fox have reached separate agreements to give the Windsor equal treatment with the Walbrook, while RKO and Columbia had reached a deal with the Windsor before the case was filed. Negotiations for a deal with MGM—and perhaps with Universal—fell through this month.

Theatre Enterprises Files Answer in Griffith Suit

OKLAHOMA CITY—Theatre Enterprises, Inc., which headquarters in Dallas, has filed an answer to the government effort to bring it into the Griffith antitrust case. The government contends TEI has essentially the same ownership as other Griffith companies.

In its answer, Theatre Enterprises says H. J. Griffith is the lone defendant who owns any stock in the company.

Federal Judge Edgar Vaught on November 30 will decide whether Theatre Enterprises will be brought into the case. On that date, the court will take additional steps in meeting provisions of the Supreme Court in the antitrust action against the circuit.

Puente Exhibitors Ask $241,500 Damages

LOS ANGELES — Major distributing companies were ordered by Federal Judge Ben Harrison to show cause by December 15 why they should not be restrained from asserted discrimination in the distribution of films to the Puente Theatre in Puente, operated by Steve and Emma Chorak. Defendants, in addition to Columbia, Loew's, Paramount, Republic, RKO Radio, Universal, 20th Century-Fox and Warners, include Monogram, Azteca Films and Clasa-Mohme Films.

The Choraks contend in the federal court action that the defendants are guilty of conspiracy and antitrust violations on the grounds that whereas first run clearance in the Puente area formerly was 14 days after the Pasadena first run closing, it was boosted to 28 days to the Puente Theatre when that showcase opened last February. This asserted action gave the Puente's competitors an advantage, the Choraks maintain, which resulted in financial loss, payment of exorbitant rentals and jeopardy to their $130,000 investment.

They are seeking triple damages of $241,500.

Ascap Case Advances With Plea for Stay

NEW YORK—The Ascap antitrust case will enter another phase Monday, November 29. At that time lawyers for the organization will ask the U.S. circuit court of appeals to hold up the enforcement of Judge Vincent L. Leibell's decree pending the outcome of the Ascap appeal. The appeal probably will be argued before the same court late in January or early in February.

In the meantime Ascap has been refunding approximately $10,000 in performing rights fees collected from the 164 plaintiffs in the antitrust case between March 15 and July 19, 1948. The money had been placed in escrow as a result of an agreement made during the trial last March.

The plaintiffs will soon file an appeal of their own asking for $900,000 in triple damages. Judge Leibell had rejected this demand.

Ascap Files Appeal On Nordbye Decision

MINNEAPOLIS—Ascap has filed notice of appeal from Judge Gunnar H. Nordbye's decision in the copyright society's suits against Bennie Berger and Mrs. J. L. Jensen, exhibitors who had held that the theatre fee was illegal and had refused to pay it. Judge Nordbye in a sharply-written opinion, held that individual members of the copyright society could not sue for copyright infringements.

DETROIT—Settlement of the four-year-old Allen Park case, involving antitrust charges against eight major distributors, was reached this week here with an agreement granting Nicholas George, the plaintiff, some of the points he sought in raising the case. Essential details of the settlement were:

1. The Allen Park is to be played day and date with the Mel in Melvindale, owned by United Detroit Theatres.

2. The Allen Park may have the run sought in the litigation—namely one day after second Detroit runs—in effect playing ahead of the regular key or third run houses.

3. The defendant distributing companies released the Allen Park from any claims they might have had against George.

5. George received a "very substantial" cash settlement, the amount of which was not disclosed.

The case had aroused marked interest since it was started several years ago, but sundry delays occurred before it was ever brought to trial. International implications were brought in when the relationship of the opposition Allen Park to Paramount of Canada was raised, since it is a Famous Players affiliate—and the only house in the U.S. owned by that circuit.

Court Denies Plea To Kill a Suit

WASHINGTON — Federal Court Judge Matthew McGuire this week refused to dismiss the antitrust complaint filed this summer by the Center Theatre, Centerville, Md., against four film exchanges here and two film salesmen who are also partners in a theatre in Church Hill, Md., eight miles from Centerville. The four exchanges are Fox, Paramount, RKO and Columbia.

The salesmen are Fred Klein, employed by Fox, and Charles Wingfield, employed by Columbia. The four distributors have denied conspiracy to favor Churchill over the Center in booking, but Klein and Wingfield had sought to have the suit dismissed. They now have a week in which to reply to the charges.

The case might come to trial by spring unless there is an out-of-court settlement first.

Philon Suit Is Settled With Four Distributors

CHICAGO—The Liberty Theatre of Michigan City, owned and operated by Louis B. Philon, is making a settlement with four of eight defendant major film distributors against which it filed suit in federal court a year ago for the right to compete for first run pictures.

Theatre counsel said the settlement is being negotiated with Paramount Pictures, Warner Bros., Columbia Pictures and Republic Pictures.

This marks the second time Philon has filed. The first suit was dismissed without prejudice on motion from plaintiff.



Broadway Engagement at Brandt's Globe Theatre

60-DAY BUILDING SURGE SHOWS 23 OVER 1,000-SEAT THEATRES

Altogether 69 New Houses, Costing Over 11 Million Put Into the Works

Exhibitors are going ahead with the unprecedented surge in theatre construction, despite mounting building costs and approaching winter months. A survey of theatre projects shows that since October 1 exhibitors have placed 36 projects under way and have announced plans for 23 others to get under way within the next few months.

ADD 58,000 SEATS

Altogether, these 69 new theatres will add approximately 58,000 seats to exhibition at a cost of more than $11,600,000. This estimate is based on an average cost of $200 per seat, although in many instances this cost will be considerably higher when expensive equipment is purchased.

The survey reveals an unexpected trend in the size of theatres. Last spring, when building costs began to mount, exhibitors in many instances revised their figures downward. The big theatre went out, and few houses of more than 1,000 seats were started. However, there has been a shift. Now, despite the top costs, exhibitors are returning to the idea of bigger houses. Of the 69 new theatres announced, 23 will have capacities of more than 1,000 seats.

California continues to be the bright spot for builders. Exhibitors have placed 21 projects into the works, either in actual construction or in the advanced planning stages. Top project is the Will Rogers Theatre to be erected by the Griffith circuit in Los Angeles, a de luxe house of 1,900 seats and costing a half million dollars.

B&K THEATRE IS TOPS

Biggest theatre announced in the 60-day period is the new Loop theatre which Balaban and Katz will build in Chicago. This will be a $2,550,000 job, the first major theatre built in Chicago business district in two decades. B&K officials have announced that when completed, the theatre will have few equals in the world for beauty, patron comfort, efficiency of operation and screen and stage presentation.

The list of October-November projects follows:

ARKANSAS

CAMDEN: New theatre announced in behalf of unidentified builder.

ALABAMA

RUSSELLVILLE: A $200,000, 825-seat house under way for Rockwood Amusement Co. of Nashville.

CALIFORNIA

ARVIN: James Banducci to build 700-seat, $150,000 theatre, ready in March.

ANTIOCH: Stamm Theatre, now under construction.

BALDWIN HILLS: Contract let for 1,800-seat theatre for Baldwin Hills Corp., to cost $250,000.

CAMPBELL: Sunnymount Theatres, Inc., to build new house, plans being readied.

ENCINO: Plans revealed for $300,000 theatre for Lee Theatres, to have 1,000 seats.

HAYWARD: Contract let for 1,105-seat house for Golden Gate Enterprises.

GRASS VALLEY: New building to replace Broadway, destroyed by fire.

No Films for Theatre, Sues for $498,000

LOS ANGELES—First antitrust action involving the Los Angeles first run situation was filed in U.S. district court by Phil Isley Theatres, naming major distributors and the Fox West Coast circuit and charging the defendants refused to sell Isley's new Picwood Theatre any product on day and date first run.

The court has ordered the defendants to show cause why an injunction against such alleged discrimination should not be handed down. Isley seeks triple damages of $498,000 and is represented by Fred A. Weller, motion picture attorney and secretary of the Independent Theatre Owners of Southern California and Arizona.

Isley recently completed and was ready to open his Picwood, a 1,650-seat house in West Los Angeles. His district court complaint charges that although the theatre was planned as a first run outlet and is "larger and more luxurious" than most local theatres playing first runs, he was unable to secure product.

LAKEPORT: A 700-seat house for Leo Reese.

LINCOLN: $150,000 theatre for Sahati Bros. to start soon.

LODI: T&D Enterprises to build here.

LOS ANGELES: $500,000 showcase, Will Rogers Theatre, to be built by Griffith Enterprises, with 1,900 seats; new theatre in Bella Vista area for UA Theatres of California.

NEVADA CITY: Old Broadway Theatre being wrecked for new theatre.

PALMDALE: Frank Smith building new Palm Theatre.

PALM SPRINGS: Earle Strebe asking bids for new theatre.

PORTERVILLE: Contract let for $250,000 theatre for Principal Theatres of America.

SAN DIEGO: New theatre announced by Chester Hill.

SAN JOSE: $225,000, 936-seat house for Paul Catalna and Arthur Yarimie.

SAN FRANCISCO: Theatre with television provisions, the Coronet, announced by San Francisco Theatres, Inc.

VALLEJO: Syrify Enterprises to build 1,500-seat, $250,000 theatre.

WILLOWS: New theatre started for Mario Menconi.

COLORADO

GUNNISON: Plans ready for $150,000 house for B. H. Snyder and George Besse.

CONNECTICUT

BRIDGEPORT: Two theatres, each seating 1,000, under way for Tom Fruge and associates.

MERIDAN: Nick Kounaris, Paul Tolis and George Ulysses building 1,000-seater.

NEW BRITAIN: Perakos Theatres has 1,100-seater under way.

NORWICH: Bergman Bros. building 1,400-seater to be leased by Loew's Poli New England Theatres.

FLORIDA

JACKSONVILLE: Beach Theatre, Inc. awarded contract for 991-seat, $100,000 theatre; H. Stanley Lee and associates get permit for $100,000 theatre.

GEORGIA

BAINBRIDGE: Martin Theatres to start soon on 1,414-seat house.

GRANTVILLE: Plans revealed for new theatre for unidentified exhibitor.

ILLINOIS

ABBINGTON: 690-seat house to be built by Pirtle circuit, under way.

CHICAGO: Balaban and Katz to build $2,500,000 Loop theatre in 1949.

GRAYVILLE: Turner Farrar circuit to build 600-seat theatre to replace Premiere, destroyed by fire.

JERSEYVILLE: Plans to be ready within week for new 680-seat theatre.

INDIANA

EVANSVILLE: Grand-Carlton Corp. to build 1,000-seater. Corporation formed by Isadore, Oscar and Jesse Fine.

FORT WAYNE: Helen Quimby to build Clyde Theatre, 1,800 seats.

INDIANAPOLIS: Neighborhood house, seating 1,000, costing $200,000, for Richard Lochry.

MARION: Balaban and Katz to build 1,200-seat house, costing $500,000, to call for bids in four to five weeks.

IOWA

COLLINS: New Community Theatre started.

MAPLETON: Ed Kugel to build a new house here.

KANSAS

OAKLEY: A. F. Baker Enterprises to erect 550-seat theatre.

KENTUCKY

BARDSTOWN: Melody Theatre being built for C. D. Arnold and Pope Sisco.

NEON: Virginia Amusement Co. building new Bentley Theatre.

NICHOLASVILLE: Charles Behlen to build 700-seat theatre.

MASSACHUSETTS

MAYNARD: Work to start soon on 450-seat house for Bert Coughlan.

MICHIGAN

DEXTER: McLaughlin Oil Co. building 450-seat house.

PORTLAND: John Kortes to build 500-seat theatre, plans ready.

TRAVERSE CITY: Butterfield circuit to erect 1,000-seat house, as replacement to Lyric, destroyed by fire.

MISSOURI

INDEPENDENCE: Englewood Enterprises putting up 1,100-seat theatre in Harry S. Truman's home town.

RAYTOWN: Bell Theatre Corp. starts 500-seat theatre.

NEW JERSEY

ELIZABETH: Cocalis Amusement Corp. to erect 1,500-seat, $250,000 theatre.

NEW MEXICO

TATUM: Blankenship Theatres erecting theatre, seating 750.

OHIO

AKRON: Maryland Theatres Corp., owned by Bijou Amusement and District Theatres Co., to have $160,000 Ritz ready by March 1.

BEREA: Essick and Reiff circuit started on 1,500-seat, $225,000 theatre.

CLEVELAND: Sam and Maurice Barck to have 1,000-seat de luxe neighborhood theatre, costing $250,000, ready by spring.

OREGON

STAYTON: Work started on Star Theatre.

TENNESSEE

MEMPHIS: Malco circuit to build 900-seater in crosstown district; E. R. Gillette to erect 1,200-seat house in same district.

TEXAS

DALLAS: Robb and Rowley to build two theatres in Oakliff district, work under way.

SEAGOVILLE: Charles Weisenberg building 600-seater in this Dallas suburb.

UTAH

SPANISH-FORK: Huish-Gilhool to rebuild Angeles Theatre.

WASHINGTON

OLYMPIA: House seating 1,000, costing $250,000, being built for lease for Evergreen circuit.

WEST VIRGINIA

BRIDGEPORT: Work started on 400-seat theatre for C. C. Pierce.

WISCONSIN

MADISON: New theatre announced by Standard Theatres, Inc.

WYOMING

LYMAN: Mr. and Mrs. Desmond Phillips start on 250-seat theatre.



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M-G-M presents "HILLS OF HOME" starring EDMUND GWENN • DONALD CRISP • TOM DRAKE JANET LEIGH • and LASSIE • Color by TECHNICOLOR Original Screen Play by William Ludwig • Suggested by the Ian MacLaren Sketches "Doctor of the Old School" • Directed by FRED M. WILCOX • Produced by ROBERT SISK • A Metro-Goldwyn-Mayer Picture.

Eastman Decree Drawn, But Signing Delayed

HOLLYWOOD—Ruling that some phases of the proposed consent decree are ambiguous, Federal Judge William C. Mathes ordered attorneys for Eastman Kodak and the federal government to amend and strengthen the decree, under terms of which antitrust and monopoly charges against the film manufacturing company would be withdrawn. The pre-trial hearing was set for January 7.

The suit, filed by the government last August, named both Eastman Kodak and Technicolor. The latter firm, however, maintains its original position that there is "no foundation for action" against it. Therefore, a Technicolor representative told BOXOFFICE, the monopoly and antitrust charges against the color processing company undoubtedly will go to court.

The consent decree involving Eastman Kodak includes such major points as:

1. All Eastman professional color cinematography patents would be thrown open royalty free. Compulsory licensing of such patents would call for conveyance of full rights on a nonexclusive, unrestricted basis.

2. All technical information relating thereto would be furnished by Eastman to the licensees.

3. Eastman would be required to sell to applicants all the film required by them in connection with the operation of their business.

4. Eastman would be restrained from disposing of any of the patents listed, or from becoming a licensee of rights which it cannot sublicense to others.

William C. Dixon, assistant U.S. attorney-general attached to the Department of Justice's antitrust division, represented the government in the preparation and filing of the consent decree, which is being studied by Judge Mathes of the U.S. district court.

On hand at the hearing as representatives of Technicolor were Hugh Fulton and George Frampton, while attorneys James Winthrop and Arthur Stern appeared for Eastman Kodak.

A further development at the judicial session embraced another action filed against Eastman Kodak and Technicolor in New York by the Keller-Dorian Color Film Corp., of which George J. Schaefer is chairman of the board. In a telegram to Judge Mathes, Schaefer urged the jurist to postpone signing the decree "in the interest of the public and the film industry." Judge Mathes was advised by Dixon, however, that the Keller-Dorian company had been granted a full hearing only a few days ago and that it had presented no new proposals of especial interest to the drafting of the decree.

Meantime Technicolor's president, Dr. Herbert T. Kalmus, labeled the Keller-Dorian suit, charging violation of the Sherman and Clayton antitrust acts, "preposterous and without foundation." Technicolor, he said, "has never violated the antitrust laws or any other law and has not at any time entered into negotiations with the government for a consent decree."

Although Technicolor's policy, said Kalmus, has always been "to endeavor to its utmost with both time and money to improve and develop its technical processes in every possible way," his company has "never been much impressed with the Keller-Dorian prospect."

The Schaefer company's contention in its legal action against Technicolor and Eastman Kodak is that it could have made $50,000,000 with its process if it had been reduced to commercial practice. Such progress, however, Dr. Kalmus asserted as his belief, "has not been possible in the 35mm field despite an enormous amount of work to that end on the part of Kodak and others."

Vaudeville Is Not Dead, Fox West Coast Decrees

LOS ANGELES—Vaudeville may be dead, but the ghost of the old two-a-day is still pretty lively.

So active, in fact, that the territory's largest circuit, Fox West Coast, is departing from a general policy of many years standing by booking a musical stage aggregation in an effort to bolster waning grosses in several California situations.

Set for one-night stands is Spike Jones, radio and recording star, and his troupe of musicians and comedians. The itinerary, beginning November 30, includes such FWC situations as the Wilson and Fox, Fresno; the Orpheum, Oakland; the Fox, Pomona; the Arlington, Santa Barbara; the Fox, Bakersfield; and the Fox, San Bernardino.

The theatre in each location is the circuit's largest in that area. On the nights Jones and his entertainers appear, films will be dropped from the schedule at 6 p. m.

Admissions will be boosted from regular prices to a top of $3.60, with Jones cut in for a flat guarantee plus a percentage of the gross.

The Question Is: Who Will Purchase Performing Rights to Music on Films?

NEW YORK—Who will buy the performing rights to music recorded on film if the appellate courts uphold Judge Vincent L. Leibell's Ascap decree?

The replies to this question have been conflicting, and the last word will not be stated until the drawn-out legal processes connected with the appeal filed November 15 have been completed.

Ascap will ask that the entire decree be shelved pending the outcome of its appeal. Louis D. Frohlich, Ascap lawyer, will make this request November 29. Later in the day he will appear before the three-judge expediting court hearing the Paramount antitrust case in which Columbia Pictures, another of his clients, is one of the defendants.

Meanwhile Judge Leibell's decree has been in effect since November 12, and spokesmen for the film and music industry have been speculating on the ultimate effect upon performing rights and the motion picture industry.

They have been concerned with those provisions that bar Ascap members from refusing to grant performing rights to producers for music to be recorded on film. And they also have been discussing the provision that bars Ascap members from enforcing these rights as long as they remain with the society.

The head of one of the largest music publishing companies said that according to these rules his company must sell the performing rights with the synchronization rights to the producer. At the same time the producer must buy the performing rights for music he plans to record on film, he added.

A copyright lawyer for one of the majors disagreed with this interpretation. He said he will continue to buy the synchronization rights, but will not buy the performing rights until the Ascap appeal has been decided by the highest court.

He argued that his company and the exhibitors who licensed film containing the synchronized music are protected against infringement suits by Judge Leibell's decree. The lawyer added that as the situation now stands, it looks as though nobody has to buy the performing rights.

Counsel for one of the exhibitor organizations said both men may be right.

Ascap, in the meantime, has stopped trying to collect performing rights fees from exhibitors. Some exhibitors are still paying, but most are either placing payments in escrow or have just ignored them.

Judge Leibell had ruled that Ascap and its members cannot sue for non-payment of music already recorded on film.

If Ascap receives a stay, it will continue to skip the payments. What will happen if the higher courts favor Ascap and throw out the decree? Exhibitor lawyers dread the day and pray in silence.

TOA to Watch Army Posts For Film Competition

NEW YORK—Gael Sullivan, Theatre Owners of America executive director, has asked all members of the organization to report any unfair competition that may develop because of the decision of the army and air force to let their personnel take civilian girls to film shows in military post theatres.

The military announced its decision after a meeting in Washington with the Motion Picture Ass'n of America and representatives of exhibitor organizations, at which time, according to an army spokesman, its plan was approved. The TOA says it gave no official approval to the plan.

The army spokesman November 24 said the situation will be controlled by the issuance of passes and that its main purpose is to let military personnel take their girls to the shows.

Wisconsin U Studying Film Preferences

MADISON—A study of the effect of motion pictures on various classes of society has been launched at the University of Wisconsin by Prof. Hans H. Gerth and 15 graduate research assistants.

The group will try to determine, by means of questionnaire survey of the "film experiences" of selected social groups, what part motion pictures play in the life of modern adults, adolescents, criminals, delinquents, youthful and uneducated members of society; whether pictures of law violations increase crime; what part films play in the mental growth of children, teen-agers, and youths of dating age, and to what extent kids holding hands in a theatre borrow their emotions toward one another from the actors they watch on the screen.

TO SEEK SCIENTIFIC DATA

"We hope to get scientific information on the film preferences of peoples of different educational backgrounds, religious beliefs and economic situations," Prof. Gerth said. "We know, for, example, that the lower the income the more frequently people go to the picture show. Why is this true?"

Pointing out that motion pictures enter very intimately into the lives of those who attend them, Gerth said motion pictures have artistic and propaganda possibilities never approached by any other artistic medium.

"Activities on the screen can be observed much more closely than any on a stage," he asserted. "Never before in history have the great majority of people had a chance to watch the smallest, yet most revealing gestures of emotion—grief, love, joy, disgust —on the human face."

The professor and his assistants hope their study will reveal what the average person in each social group prefers to see on the screen, and will reflect a "personality pattern" of the major social groups.

Prof. Gerth said the "institutional drawbacks" for producing realistic motion pictures must be assessed, declaring that usually movies cannot achieve artistry because of the many "must nots" dictated by economic pressure, and therefore are insipid compared with good literature.

OBJECTIONS TO REALISM

"There are always kickbacks against a realistic approach," he asserted. "Writers and directors avoid definite localities, definite types. The Junior League protests whenever a debutante is held in a bad light, the unions object whenever the villain happens also to be a unionist."

Pointing out that the pressures thus exerted on the movie industry prevent American audiences from seeing movies as realistic and as great, artistically, as some of the European movies, Prof. Gerth said the important thing in avoiding communication of anti-social attitudes through motion pictures is to present the plot in the proper context.

"After all, you can't say Shakespeare's tragedies increased crime," he said, "yet the plays are filled with murder."

Sugarman in London Post

LONDON—Dave Sugarman has taken over his post as London branch manager of Warner Bros. after several years with Eros Films.

A Texas Exhibitor and Legislator To Lead Fight on Ticket Taxes

LUBBOCK, TEX.—The only man in show business among the 181 Texas legislators is spearheading the opposition to the proposed authorization of municipal amusement taxes in this state.

He is Preston E. Smith, 36, operator of four motion picture theatres in Lubbock, who will start his third term in the legislature, when the body convenes its regular biennial session in January, as representative from the 20-county 119th district surrounding Lubbock.

Chief advocate of the city amusement tax is the League of Texas Municipalities, an organization of city officials. At its recent convention in El Paso, it voted to urge the legislature to approve a bill empowering city governing bodies to impose amusement taxes, if and when the federal government repeals those levies. The stipulation as to federal government repeal was an amendment to an original proposal to seek legislative authorization to levy amusement taxes wholly without restrictions.

Smith declared his opposition to the proposal immediately. The practically unanimous opposition of motion picture and other amusement place operators throughout Texas has been crystalizing around him since.

Probably of much greater importance and significance, motion picture patrons—who naturally would have to pay the bill—are stringing wholeheartedly along with Smith.

The gathering opposition is so formidable, in fact, that observers have become increasingly doubtful whether the city amusement tax authorization bill will be proposed at all.

However, if it should be introduced, Smith is, by general acknowledgment, well equipped to lead the opposition on the legislative floor. Few, if any, of the 150 representatives and 31 senators, are more popular with or enjoy higher prestige among their legislative colleagues.

A farm boy, Smith has risen the hard way. He worked his way through Texas Technological college, in Lubbock, by picking cotton, ushering in theatres and other tasks, graduating in 1934.

Two years later he scraped together $1,500 and bought the 300-seat Tech Theatre near the college campus. Soon after he doubled the capacity of that house. Since then he has opened or acquired the 1,000-seat State, a first run downtown theatre; the 400-seat Plains, also downtown, and the 325-car Five Points Drive-In. His holdings now inventory at well over $200,000.



PRESTON E. SMITH

Smith's first entry into politics was as a candidate for the legislature in 1944. He was the victor in one of the most hotly contested races in the history of this area. His legislative record was so outstanding he was re-elected without opposition in 1946 and this year.

Quiet, studious and a hard worker, he made a record at Austin, the state capital, so favorable and impressive as to win increasing attention as a gubernatorial possibility.

The consensus of observers seems to be that he would make a good race any time he chooses to run. Whether he might be elected is another question. No west Texan ever has been elected a governor of Texas.

Smith maintains silence as to his personal political ambitions, if any.

But probably no one would be greatly surprised if he should make the race in 1950. Furthermore, no one would be greatly startled if he should win, despite unfailing precedent to the contrary.

Soviet Films Stress Communist Ideas

MOSCOW—Soviet films, like all other Soviet cultural institutions, are undergoing a self-critical re-examination. The Central Committee of the Communist party has demanded a higher ideological content for Soviet-produced movies and has called for the rejection of films which are "unpolitical" or indifferent to the Communist doctrine, according to "Izvestia," the government newspaper.

The Russian films are not intended for pure entertainment but are expected to serve as weapons in the struggle for realization of Communism. Of the feature films listed for production this year, three will be devoted to the battles of Stalingrad, Leningrad and Berlin, two will deal with the nationality problem in the Soviet union and two will relate to historic Russian personalities. In addition there will be full-length documentary films descriptive of Armenia, Moldavia, Hungary, Albania, the Ural Mountains and the Volga river.

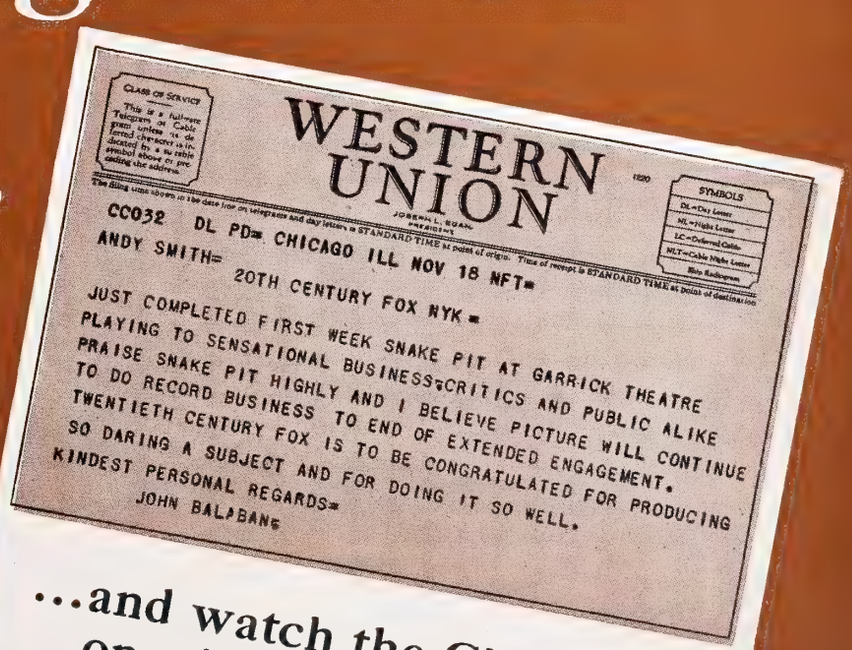
The five-year plan provides for 46,000 "projection units" by 1950, compared with 28,000 units existing in 1940. The term "unit" applies to any film showing, either in a regular theatre, factory, club, village school or army hall. The motion picture theatre tickets in Russia cost from two to seven rubles, or from 40 cents to $1.40.



In its first
Rivoli, N. Y., and in
the Garrick, Chica
has definitely estab
attraction of box
SURPASSING "The g
office picture of 19

"GENTLEMAN'S AGREEMENT" as announced in Boxoffice

3 weeks at the
its first 2 weeks at
go, the Snake Pit
ished itself as an
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JUST COMPLETED FIRST WEEK SNAKE PIT AT GARRICK THEATRE PLAYING TO SENSATIONAL BUSINESS=CRITICS AND PUBLIC ALIKE PRAISE SNAKE PIT HIGHLY AND I BELIEVE PICTURE WILL CONTINUE TO DO RECORD BUSINESS TO END OF EXTENDED ENGAGEMENT. TWENTIETH CENTURY FOX IS TO BE CONGRATULATED FOR PRODUCING SO DARING A SUBJECT AND FOR DOING IT SO WELL.
KINDEST PERSONAL REGARDS=
JOHN BALABAN=

...and watch the Christmas opening in Los Angeles!

20th CENTURY-FOX

Men and Events

By JAMES M. JERAULD

Arbitration

AT SOME point along the line between now and the final scenes of the antitrust trial, proponents of arbitration may get together and decide on what kind of arbitration—or conciliation—will satisfy the largest number of exhibitors and distributors.

One very important reason why distributors want arbitration more than ever is the fact that the court has ruled the burden of proof for the fairness of clearances is on the distributors. It's no light burden. The man who gets clearance is satisfied and the man who doesn't is not. Most of the cases under the arbitration setup have revolved around clearances. An exhibitor who finds his bookings delayed by clearances immediately consults his attorney about a triple-damage antitrust suit. That's the reason Columbia has not joined in the general arbitration talks.

The Smith-Berger plan has suddenly become popular because it is informal. An exhibitor can get a beef off his chest to a committee of his fellow exhibitors before the complaint is taken up with the exchange manager. After he has expressed himself and has listened to the comments of his associates he feels better. The case may proceed from there, or it may not.

How to get informality into a court-approved system is now the big problem, and how to induce both sides to agree in advance to accept a decision is another angle under discussion.

An Institution

THERE'S a grass roots foundation to the glamor that has enveloped the Radio City Music Hall over a period of 16 years —if it is proper to describe the basis of glamor as a foundation. The word seems to fit in this case, because of the homespun, common sense atmosphere that prevails in the place. It seems to reflect personalities.

Gus Eyssell explained some of this at the Motion Picture Pioneers dinner. He reminded his hearers that the theatre was built during a depression. The mere fact of its building was a demonstration of faith in it as an institution. The early concept of an immense vaudeville house broke down, but a "benign old gentleman," as Eyssell described W. G. Van Schmus, took over. Sixteen years later more than 25 per cent of the original employes are still on the job. Eyssell is one of them.

This agglomeration of artists and artisans is a family. Each feels he has an important part in making a success of the theatre. Each takes pride in the achievements of the place. A stranger meeting Eyssell for the first time might think he was secretary of the chamber of commerce of Bangor, Me. He is completely unassuming. He thinks of himself as a fellow worker at the Music Hall.

More than 400 persons contribute mental effort toward making the Music Hall a success. That's why it's a great institution. It is unique, but there is no reason why it should be. The methods are open for the study of all exhibitors.

Nationalization?

NATIONALIZATION of the British film industry may be approaching by easy stages without advance ballyhoo. Harold Wilson, president of the Board of Trade, intends to ask the government for appointment of a committee to study the background and economics of the industry. He says the industry has "many attractive qualities, but certain vices."

Government loans are being made for production and a proposal has been under discussion for establishment of a government studio. Private sources of capital have dried up.

Both Mussolini and Hitler discovered that films made solely for propaganda purposes couldn't get outside their own borders, and, even under the dictators' powerful means of compulsion, attendance declined.

Wilson thinks the only way to encourage British production is to bar imports. J. Arthur Rank thinks the only way to get foreign showings is to own theatres. And neither seems to understand that the only way to make successful pictures is to make them so interesting people will want to see them.

All the other worldwide merchandising of the British is based on customer appeal, not on customer compulsion.

They Liked It

ROGER FERRI, editor of the 20th Century-Fox sales department paper, The Dynamo, had "Three Wives" screened at the home office and then asked all the home office employes and sales executives for their reactions. These were printed on two solid pages of The Dynamo.

All the employes liked the picture—unanimously!

Altec Promotes H. S. Morris To Product Sales Head

NEW YORK—H. S. Morris has been promoted to product sales manager of Altec Service Corp. in a move by H. M. Bessey, executive vice-president, to expand the sales organization. Morris, formerly eastern representative of Altec Lansing, will handle sales in the eastern, middle western and southern territories.



H. S. Morris

The present distribution of theatre-type Altec Lansing speaker systems through theatrical dealers is not affected, and the Pacific coast sales organization remains unchanged.

SIMPP Helm Offered Arnall of Georgia

HOLLYWOOD—Determination to push its fight for "open film markets" and the abolition of alleged monopolistic practices in motion picture distribution and exhibition has led the Society of Independent Motion Picture Producers to offer Ellis Arnall, former governor of Georgia, the post of president of that organization—vacant since the resignation of Donald M. Nelson some months ago.

Arnall spent some days here huddling with SIMPP executives and planed back to his Georgia home without comment as to whether negotiations had been finalized.

An attorney and one-time attorney general of Georgia, Arnall won a U.S. supreme court decision against 21 of the nation's leading railroads on charges that they conspired to fix discriminatory freight rates in his home state.

While in Hollywood Arnall discussed what the SIMPP referred to as "monopolistic practices in the motion picture industry" with SIMPP members including Mary Pickford, Samuel Goldwyn, James Mulvey, Walt Disney, David O. Selznick, Edward Small, Gradwell Sears, Arthur Kelly, George Bagnall and Gunther Lessing, chairman of the organization's executive committee.

SIMPP spokesmen said no further action was expected on the Arnall offer for "a week or two."

March of Dimes Now Needs Dollars, Says O'Connor

NEW YORK—Recent epidemics of polio have drained the funds of the National Foundation for Infantile Paralysis and the March of Dimes slogan is no longer sufficient to support the program, says Basil O'Connor, president. Dollars are needed, he declares.

O'Connor says the research activity must be expanded. This year's drive will start January 14 and continue through February 1. The March of Dimes slogan will be continued through this campaign because it has become so well known.

Kalmenson Makes Shift Of Warner Branch Men

NEW YORK—Ben Kalmenson, Warner Bros. vice-president in charge of distribution, has promoted John Sokley, office manager of the Chicago exchange, to a post on the sales force in that area.

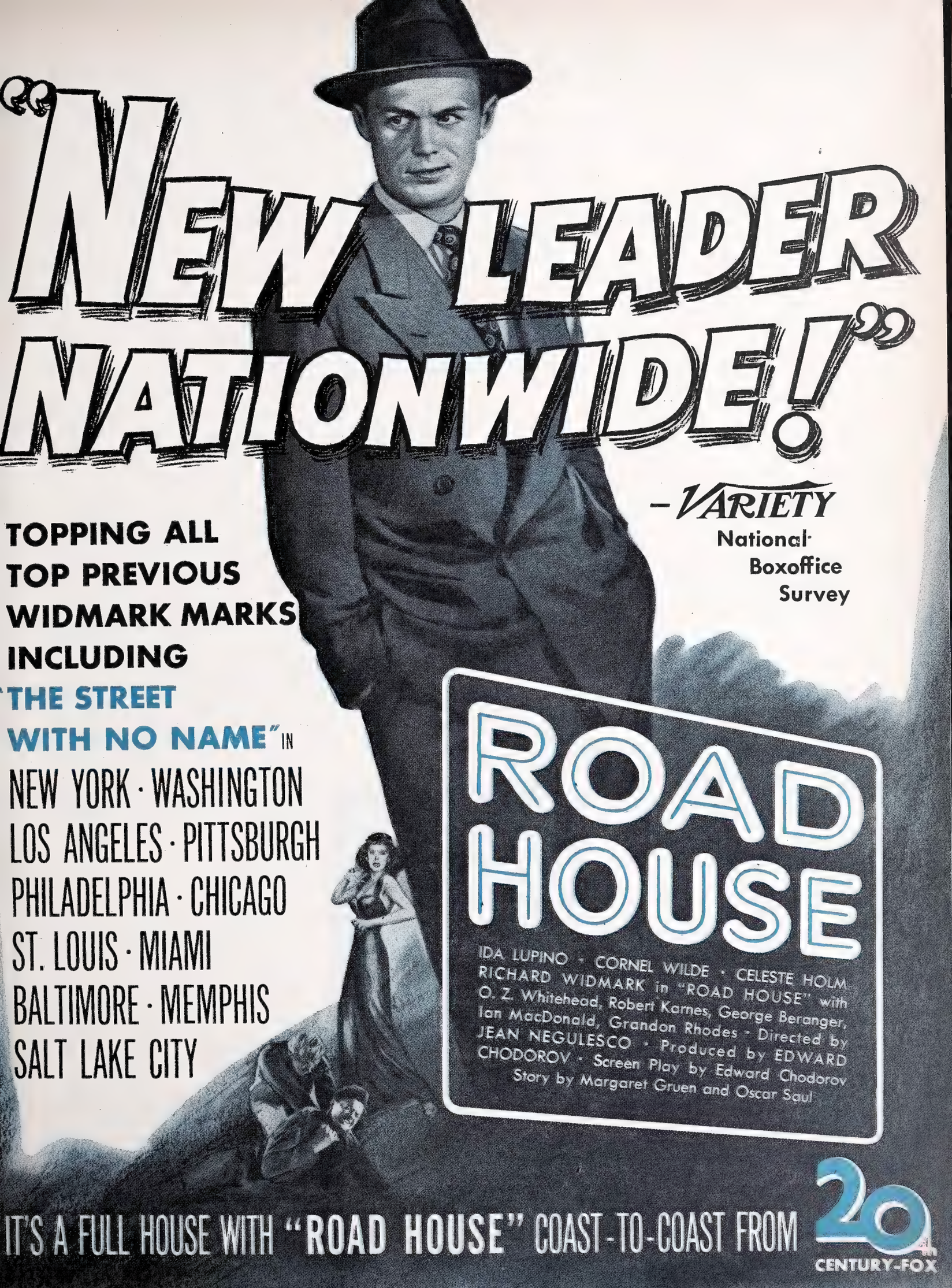
Arthur M. Weinberger, office manager in New York, will replace Sokley. Cal Leader, home office booker for Warner Pathe News, will replace Weinberger as New York office manager. All changes will take effect November 29.

Paul Benjamin Will Retire As NSS Production Head

NEW YORK—Paul Benjamin will retire as head of the National Screen Service production department December 31. He has been with the company 29 years.

The NSS staff will hold a farewell luncheon for him December 10.

Benjamin will leave for Florida in January. Most of his family lives there, and several relatives are in the automobile accessory business.


"NEW LEADER NATIONWIDE!"
– VARIETY
National Boxoffice Survey
TOPPING ALL TOP PREVIOUS WIDMARK MARKS INCLUDING "THE STREET WITH NO NAME" IN
NEW YORK · WASHINGTON
LOS ANGELES · PITTSBURGH
PHILADELPHIA · CHICAGO
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SALT LAKE CITY
ROAD HOUSE
IDA LUPINO · CORNEL WILDE · CELESTE HOLM
RICHARD WIDMARK in "ROAD HOUSE" with
O. Z. Whitehead, Robert Karnes, George Beranger, Ian MacDonald, Grandon Rhodes · Directed by JEAN NEGULESCO · Produced by EDWARD CHODOROV · Screen Play by Edward Chodorov
Story by Margaret Gruen and Oscar Saul
IT'S A FULL HOUSE WITH "ROAD HOUSE" COAST-TO-COAST FROM
20
CENTURY-FOX

Hollywood Report

By IVAN SPEAR

Republic Approves Scripts For 17 New Productions

There's ample evidence out Republic way—to the gratification of Hollywood's talent and technicians—that while not exactly setting a burning production tempo, the valley lot intends to proceed for the next several months on an even, normal-level production keel. With 16 of its 1948-49 releases already completed, the Herbert J. Yates company's planning board has okayed finished scripts for an additional 17 properties, the making of which will put the studio over the two-thirds-completed mark on the current season's output.

Being scrutinized for casts and early starting dates are a trio to be produced and directed by John H. Auer—"Crosswinds," "Panama Passage" and "Faces in the Sun"—while Producer-Director Joseph Kane is readying another pair, "The Vanishing Westerner" and "Sea of Darkness." John Wayne will produce and star in "Eagles in Exile," and on Sidney Picker's schedule are "Streets of San Francisco," "Hideout," "Flaming Fury" and "Post Office Investigator." Being prepared by Stephen Auer is "Fathoms Deep," while Edward White will supervise two Roy Rogers starrers, "Down Dakota Way" and "Hills of Oklahoma." Also in the western category are two Allan "Rocky" Lane vehicles, "Death Valley Gunfighter" and "Tucson Trigger Man," to be produced by Gordon Kay, while Mel Tucker holds the reins on "Law of the Golden West." Rounding out the batch of finished screenplays is a serial, "Ghost of Zorro," which Franklin Adreon will supervise.

'Copper Canyon' Is Added To Paramount Westerns

It will be a dull week indeed in Hollywood when one studio or another doesn't bob up with the disclosure that it has added another super-western to the lineup.

Such announcement has been made by Paramount with the disclosure it has acquired "Copper Canyon," an original by Richard English, which has been assigned to Mel Epstein to produce.

Set in the period just after the Civil War, the English opus concerns two factions at a mining camp still at odds over the conflict, and of a Confederate general who arrives at the camp and is instrumental in bringing the factions together—thereby creating prosperity.

An Active Literary Week With Seven Purchases

Scriveners and the purveyors of their literary brainchildren basked in another active and prosperous period wherein no less than seven properties were acquired by the studios. MGM led the list with the acquisition of three. To Leo the Lion went "The Yellow Cab Man," an original by Devery Freeman, and tentatively set as a Red Skelton comedy; "Father of the Bride," comedy about a father's trials with a love-sick daughter, by Edward Streeter, a forthcoming Book-of-the-Month club selection; and "Tender Is the Night," the F. Scott Fitzgerald novel, purchased from David O. Selznick, who formerly held the film rights thereto. As a possible starring subject for Jeanne Crain, 20th Century-Fox bought "The Doctor Wears Three Faces," a new novel by Mary Bard . . . Warners acquired Virginia Kellogg's crime documentary, "White Heat," which will be scripted by Ivan Goff and Ben Roberts for production by Lou Edelman . . . Dorothy Cameron Disney's new mystery novel, "Explosion," went to Paramount. The murder yarn has a Washington. D. C., locale.

Paramount Signs Mature To Betty Hutton Film

When he winds up his current co-starring commitment opposite Hedy Lamarr in Cecil B. DeMille's "Samson and Delilah," Victor Mature will remain on the Paramount lot to team with Betty Hutton in "Restless Angel." Mature is, of course, on loan from 20th Century-Fox . . . Meantime Mature's home studio ticketed Veronica Lake for a femme topline in "Slattery's Hurricane" and set Richard Conte for one of the leads in "The Eastside Story" . . . Mae Clarke, veteran film actress, draws an assignment in Monogram's "Gun Runner" . . . Don McGuire will appear in RKO's Frank Sinatra-Jane Russell-Groucho Marx musical comedy, "It's Only Money" . . . Booked to co-star in Universal-International's "Illegal Entry" were Howard Duff, Marta Toren and George Brent . . . Joanne Dru and Mercedes McCambridge are cast additions to "All the King's Men" at Columbia . . . Van Heflin will portray Jennifer Jones' husband, Charles Bovary, in MGM's "Madame Bovary." On the same lot Sir C. Aubrey Smith was cast as the head of the Forsyte clan in "The Forsyte Saga."



INGRID'S PROTEGE — Ingrid Bergman (right), give good luck wishes to her 17-year-old protege, Jane Jordan, before returning to Hollywood following the New York opening of "Joan of Arc." Miss Jordan, who hails from Tucson, Ariz., is a New York drama student.

'Senator Claghorn' Set For His Second Film

Just how the Lone Star State is going to feel about it hasn't yet been determined, but radio's "Senator Claghorn"—in the person of Kenny Delmar, who portrays that southern solon on the Fred Allen show—has been set to make his second screen appearance.

He has been booked by Impossible Pictures—the cartoon unit headed by Leonard Levinson and producing for Republic release—to star in "Beyond Civilization to Texas," for which he also will supply the narration. "Claghorn" made his screen bow, it will be remembered, in the Eagle Lion feature, "It's a Joke, Son."

The cartoon opens in the chamber of the U.S. senate, where "Claghorn," senator at large from the south, introduces an amendment to the constitution which provides that the rest of the U.S. be moved to Texas.

San Antonio papers please copy.

Screenplays, Inc., to Exploit Tiomkin Symphonic Music

The judicious exploitation via radio and recordings of popular songs from films' musical scores has become a standard corollary to the promotion of the pictures involved.

It's considerably more of a rarity, however, when a feature's background music of symphonic nature is subjected to such drum-beating technique. That is the policy to be undertaken by Screenplays, Inc., which has signed a dual contract with Composer Dimitri Tiomkin calling for him to create and conduct the score for "Champion"—and, from this, to develop a modern symphony to be played by nationally-known orchestral groups next spring.

Tiomkin plans a highly impressionistic composition for the United Artists release. Keynoted to the picture's prizering background will be the thud of boxing gloves, the roar of crowds and the rhythmic staccato of punching bags integrated into the music.

Ted Tetzlaff to Direct Columbia Raft Starrer

"The Big Jump," new George Raft starrer for Columbia, will be megged by Ted Tetzlaff . . . Piloting chores on Monogram's "American Rhythm" go to Derwin Abrahams . . . John Quillan is penning the script of "Sing Your Way Out," to star Tony Martin at Universal-International . . . 20th Century-Fox worked out a five-year deal with Independent Artists whereby Director Jack Gage will make one picture a year for the Westwood lot during that time.

Film Tells About Quartz

NEW YORK—The Western Electric Co. has released "Voice Sentinel," a sound film describing the vital role of the quartz crystal in present-day communications. It will be distributed through the operating telephone companies of the Bell System.

Leaders Pledge Aid For Interfaith Role

NEW YORK—Plans for the 15th annual campaign in the industry to raise funds for the National Conference of Christians and Jews were discussed Tuesday at a luncheon in the Waldorf-Astoria. Ned E. Depinet, RKO president, is industry chairman this year.

It was decided to hold a luncheon for a general discussion of fund-raising plans on December 22.

National Brotherhood week will be observed February 20-27.

REAGAN AS AN AIDE

Charles M. Reagan of Paramount will be distributor chairman, with C. J. "Pat" Scollard as his executive assistant. Leon J. Bamberger will act in the same capacity for Depinet.

Gil Golden will handle the advertising.

J. Robert Rubin was toastmaster at the luncheon and on the dais with him were Barney Balaban, Spyros P. Skouras, Dr. Everett Clinchy, Depinet and Bamberger.

Depinet described the proposed campaign as an "opportunity to contribute something to the public relations of the industry and to the welfare of America."

Dr. Clinchy said that during the 14 years the conference has been operating it has spread into schools, churches, fraternal organizations and labor unions, and now it is hoped to introduce its influence and work into factories, manufacturing plants and all forms of industry. Dave Weinstock, Balaban, Will H. Hays and others made strong pleas for support.

LIST THOSE PRESENT

Among those present were: Malcolm Kingsberg, William F. Rodgers, Robert Mochrie, Gus S. Eyssell, Joseph Bernhard, Sol Schwartz, Ernest Emerling, H. M. Richey, Harry Goldberg, Si Seadler, S. Barret McCormick, Rutgers Neilson, Sam Shain, Ben Shlyen, Mort Sunshine, Herman Schleier, Charles E. Lewis, Gael Sullivan, Robert Coyne, Leo Brecher, Irving Lesser, Chester Bahn, Sherwin Kane, James M. Jerauld, Martin Quigley jr., Herman Levy, Michael Clofine, Jack Haney, Al Margolies, Gil Golden, Stanley Shuford.

Canada's '47 Film Revenue Reaches All-Time High

OTTAWA—The government report for the 1947 film trade reveals that 35mm film rentals for distributing companies in Canada totaled $18,284,074 while boxoffice revenue on 16mm product was $1,180,632, for a combined revenue of $19,464,706, an all-time high. In the previous year the rental total was $18,652,892.

Last year's film revenue was practically double the 1939 total of $10,315,000. Ten years ago there were 62 film exchange offices and branches in Canada, compared with the present total of 114, which are operated by 29 companies.

Eleven firms operating 31 branches handled 16mm product. The number of theatres with 16mm equipment was 163 in 1947, an increase of five over the previous year, but the number of itinerant showmen using narrow films dropped to 233 from 275 in the two years. Saskatchewan led all provinces with 52 itinerants.

MGM to Release 17 Films, December Through May

NEW YORK—William F. Rodgers, MGM vice-president and general manager, has mapped out a releasing program of 17 pictures for the six months starting with December. Two of these will be Masterpiece reprints. Eight of the new pictures will be in Technicolor.

This figure compares with 16 features, including three reprints, for the same period in the 1947-48 season. With the four pictures scheduled for December, the total from MGM for 1948 is 29, of which four are reprints. This compares with the 1947 calendar year of 30 pictures, of which two were reprints.

FOUR FOR DECEMBER

The four December releases will be: "Hills of Home," in Technicolor, produced by Robert Sisk and directed by Fred Wilcox, starring Edmund Gwenn, Donald Crisp, Tom Drake, Janet Leigh and Lassie; "Words and Music," in Technicolor, produced by Arthur Freed and directed by Norman Taurog, starring June Allyson, Perry Como, Judy Garland, Lena Horne, Gene Kelly, Mickey Rooney and Ann Sothern; "San Francisco," a reprint starring Clark Gable, Jeanette MacDonald, Spencer Tracy and Jack Holt, and "A Night at the Opera," a reprint starring the Marx Bros. with Kitty Carlisle and Allan Jones.

For January there will be: "3 Godfathers," in Technicolor, produced by Argosy Pictures and directed by John Ford, with John Wayne, Pedro Armendariz, Harry Carey jr., Mae Marsh and Jane Darwell; "Force of Evil," an Enterprise Production directed by Abraham Polonsky, starring John Garfield with Thomas Gomez and Beatrice Pearson; "The Kissing Bandit," produced by Joe Pasternak and directed by Laslo Benedek, starring Frank Sinatra, Kathryn Grayson and J. Carroll Naish, and "Piccadilly Incident," produced and directed by Herbert Wilcox, starring Anna Neagle and Michael Wilding with Reginald Owen.

The two pictures for February will be: "Act of Violence," produced by William H. Wright and directed by Fred Zinneman with Van Heflin, Robert Ryan, Janet Leigh, Mary Astor and Phyllis Thaxter, and "The Sun Comes Up," in Technicolor, produced by Robert Sisk and directed by Richard Thorpe, starring Jeanette MacDonald, Lloyd Nolan, Claude Jarman jr., Lewis Stone and Lassie.

During March there will be: "The Bribe," produced by Pandro S. Berman and directed by Robert Z. Leonard, starring Robert Taylor, Ava Gardner, Charles Laughton, Vincent Price and John Hodiak, and "Take Me Out to the Ball Game," in Technicolor, produced by Arthur Freed and directed by Busby Berkeley, starring Frank Sinatra, Esther Williams, Gene Kelly and Betty Garrett.

APRIL'S RELEASES

The three for April will be: "Little Women," in Technicolor, produced and directed by Mervyn LeRoy, starring June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor, Janet Leigh, Rossano Brazzi, Mary Astor, Lucille Watson and Sir C. Aubrey Smith; "The Great Sinner," produced by Gottfried Reinhardt and directed by Robert Siodmak, starring Gregory Peck, Ava Gardner, Walter Huston, Ethel Barrymore, Melvyn Douglas and Frank Morgan, and "The Barkleys of Broadway," produced by Arthur Freed and directed by Charles Walters, starring Fred Astaire, Ginger Rogers, Oscar Levant and Billie Burke.

During May there will be: "The Stratton Story," produced by Jack Cummings and directed by Sam Wood, starring James Stewart and June Allyson with Agnes Moorehead, Frank Morgan and a number of baseball stars, and "The Secret Garden," filmed partly in Technicolor, produced by Clarence Brown and directed by Fred Wilcox, starring Margaret O'Brien and Dean Stockwell with Herbert Marshall, Gladys Cooper and Elsa Lanchester. All but these last two are completed.

Jack L. Warner Emphasizes Hiatus By No Means a Studio Shutdown

HOLLYWOOD—Warner Bros.' current production slowdown—which will find only one picture before the cameras during the Christmas season—is by no means a shutdown.

That's the word from Jack L. Warner, vice-president in charge of production at the Burbank studio, who emphasized in an official statement that "this is a time in the motion picture industry when rumors fly in all directions about our own as well as other studios."

The studio topper affirmed that "this period of preparation is not a shutdown but a time of appraisal, analysis and planning."

The studio, he said, is not closing, and "preparations will continue to go forward and pictures will start as scripts are fully completed."

Warner insisted his company will "continue to do all in our power to give the public the kind of entertainment it wants and enjoys," and added:

"The public is smart. It cannot be fooled. It knows value in motion pictures, as well as in anything else it buys."

The production chieftain asserted that his studio will not be hampered by fixed schedules, but that, on the contrary, "if one hundred scripts materialize as solid filming possibilities, we will make one hundred pictures from those scripts."

258 TOP THEATRES IN THE GREAT SOUTHWEST ARE THE FIRST TO...

STRIKE IT RICH

ALLIED ARTISTS' SMASHING BOOM TOWN THRILLER GETS A RECORD-CRACKING DAY & DATE SEND-OFF FROM THE SHOWMEN OF TEXAS AND OKLAHOMA!

ROARING, BRAWLING BOOM TOWN THRILLS!



Flowing oil mixed with bloody gunplay...in the savage story of men who gamble for millions... and the women who keep them guessing!

ALLIED ARTISTS PRODUCTIONS presents

STRIKE IT RICH

A JACK WRATHER PRODUCTION

starring ROD
CAMERON
BONITA
GRANVILLE
DON
CASTLE

with **STUART ERWIN**
LLOYD CORRIGAN ELLEN CORBY

Produced by Jack Wrather • Directed by Lesley Selander • Written by Francis Rosenwald

BOOKED FOR TOP "A" TIME BY INTERSTATE, ROBB AND ROWLEY, JEFFERSON AMUSEMENT CO., R. E. GRIFFITH AND LONG THEATRES

London Report

By JOHN SULLIVAN

CONSIDERABLE RESENTMENT is felt by producers here at the report from America that CBS has bought the rights of 50 old British films for transmission by television. The producers feel that this will completely ruin the quality angle which they have always stressed in selling modern British films to the American exhibitor. Many of the films on the list sent over are anything up to 15 years old and were made at a time when the British industry was producing pictures as cheaply and as quickly as it could to fill the quota.

In this country television sets are still more expensive than radio sets and if this condition applies in the United States these old films will be shown to just the kind of people who, we are told, are the best customers for the present day British films.

In England, a film only ranks as quota for a limited number of years and at the end of that time an application has to be made to give it an extended quota life. The quality of some of the product bought by CBS can be judged by the fact that several of the films have been put up to the Films Council with a request for extended life, which request has been refused as their quality is not sufficiently good enough to rate their continuing as quota.

* * *

BRITISH PRODUCTION reached a new low level this week with only 15 films on the floor. At this time last year, when everybody was expressing grave concern for the slump in production, there were 20 films on the floor and it is somewhat surprising that with all the help that is being given to film production at the moment by means of the quota and the Film Finance Corp., the production industry should still be in such a low state.

It is quite probable that this is a purely temporary hiatus in production, for all three of the big groups have ambitious plans for the New Year. Rank's Denham studios, for example, is scheduled to have five productions at work simultaneously and Korda, when he got his million pound loan from the Film Finance Corp. gave details of 18 films which he intends to make.

Associated British will also be increasing their production. At the moment they have only two stages in operation at their Elstree studios, but by Easter of next year a further two will be ready. Their tieup with Warner Bros. means that they will have several large productions during the course of 1949 with their smaller product going into Welwyn Studios. The first of the ABPC-Warner productions will be "The Hasty Heart," which Vincent Sherman will direct. Sherman met the press this week and impressed everyone with his pleasant and modest manner. So far, he is not able to announce any casting other than Ronald Reagan, who will play Yank, the wounded American soldier, and Patricia Neal. Both of these players are arriving shortly and will appear in the stage show of the Royal Command Film Performance.

* * *

IN A STATEMENT ISSUED last week the J. Arthur Rank Organization claims that its output at Pinewood studios next year will be nearly three times as great as the annual rate since the opening in 1946. The statement announces for the first time that Independent Producers, Ltd., the organization controlling Pinewood studios, ceases to exist, mainly owing to the confusion caused by its title. Independent Producers, Ltd., was formed with a directors board consisting of David Lean, Ronald Neame, Sidney Gilliatt, Frank Launder, Michael Powell and Emeric Pressburger and the idea of its formation was to act as a servicing company for Launder and Gilliatt's Individual Pictures, Lean and Neame's Cineguild, Ltd., and Powell and Pressburger's the Archers Film Productions. Since only Lean and Neame of the original team remain with Rank there is little point in continuing the life of Independent Producers, Ltd., particularly in view of the confusion which the name causes.

A new company has been formed called Pinewood Films, Ltd., with a board of directors consisting of J. Arthur Rank, John Davis and George Archibald. Unlike its predecessor it will be both a servicing company and a production company, in other words, it will presumably control staff and rental terms of the studio and will also produce on its own account.

Cineguild, Ltd., will continue to work at Pinewood as will Aquila Film Productions and Wessex Film Productions. Neame has left Cineguild to form Ronald Neame Productions, Ltd., and this unit will take the floor in May 1949 with a Victor Canning story titled "The Golden Salamander." Another interesting item of news is that Edward Black, who was formerly a producer for Gainsborough and 20th Century-Fox and later worked in the same capacity with Korda, will join Pinewood Films, Ltd., as a producer with a program of two films a year. The first of these will be "Anna" from the novel by Norman Collins. Black has some fine films to his credit including "Night Train to Munich," "Man in Grey," "Waterloo Road" and "A Man About the House."

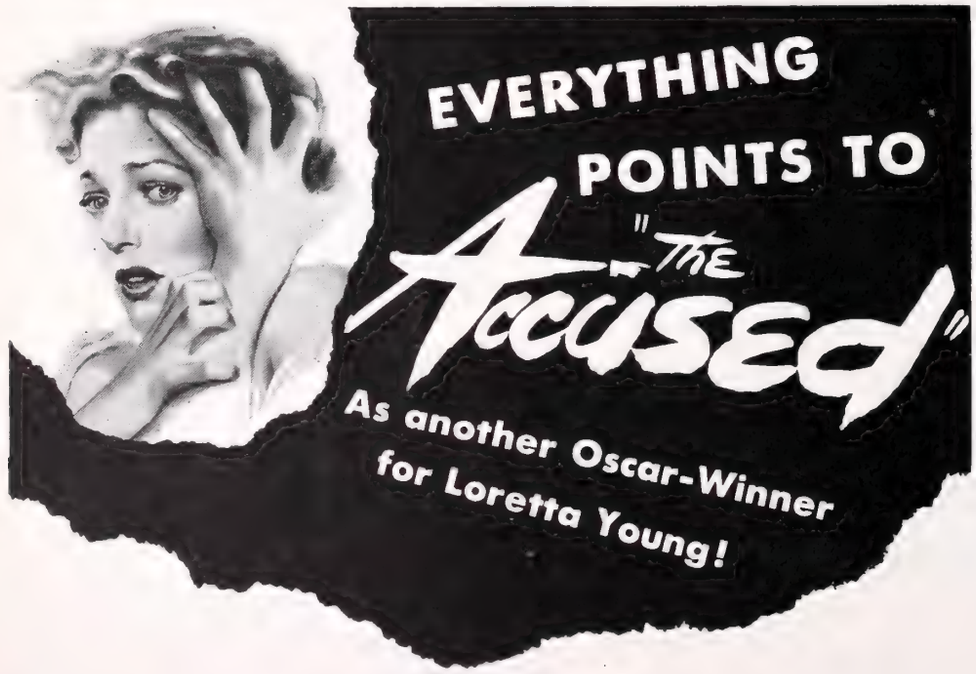
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SOME MONTHS AGO Sydney Box announced the first of a series of family films along the same general lines as the popular Andy Hardy series made in Hollywood. He appealed through the press for a typically British name for his film family and chose the name Huggett from the thousands of suggestions which poured in. This week, the first of this series, appropriately titled "Here Come the Huggetts," was tradeshown in London. It has a first class cast of well-known British feature players headed by Jack Warner and Kathleen Harrison as the father and mother. This couple first achieved popularity in Sydney Box's film "Holiday Camp." The present film is an admirable introduction to the series and to the individual members of the family. Apart from mother and father there are three daughters—Jane, Susan and Pet, all well played by Jane Hylton, Susan Shaw and Petula Clark. One particularly shrewd move is the use of these young stars' Christian names in their film characters, which is carried further when Jimmy Hanley and Peter Hammond appear in the film and are also Jimmy and Peter respectively.

This picture is well up to Gainsborough standard. It has a carefully written screenplay with evenly spaced gag lines, although the comedy is at the slower tempo in which British films seem to specialize.

'Antartic' Is Selected For Command Show

LONDON—"Scott of the Antarctic," the J. Arthur Rank picture in Technicolor starring John Mills in the title role, has been chosen by the reviewing committee to be the 1948 command performance feature to be shown to their Majesties and other notables November 29. It will be released in the U.S. by Eagle Lion in 1949.



Paramount Net Drops For 9-Month Period

NEW YORK—Paramount Pictures, Inc., estimates its earnings for the nine months ended Oct. 2, 1948, at $20,015,000, including $4,729,000 of undistributed earnings of partially owned non-consolidated subsidiaries and approximately $1,250,000 of non-recurring income. This compares with $25,512,000, including $4,336,000 shares of undistributed earnings of partially owned non-consolidated subsidiaries, for the same period in 1947.

The Paramount earnings for the third quarter ended October 2 were estimated at $6,445,000, after all charges including estimated provision for taxes on income. This includes $1,417,000 representing Paramount's direct and indirect net interest as a stockholder in the combined undistributed earnings for the quarter of partially owned non-consolidated subsidiaries and approximately $600,000 of non-recurring income. This is under the $8,105,000 earnings for the quarter ended Oct. 4, 1947, which included 1,147,000 shares of undistributed earnings of partially owned non-consolidated subsidiaries.

Effective with the beginning of the 1948 fiscal year, the company excluded the earnings of all subsidiaries operating outside the U.S. and Canada, except to the extent that dividends have been received in dollars. The company has continued its practice of taking up film revenues from subsidiaries operating outside the U.S. and Canada only to the extent that such revenues have been received in dollars or are remittable under existing restrictions on remittances.

The $6,445,000 of estimated earnings for the third quarter represent 94 cents per share on the 6,835,839 shares outstanding and in the hands of the public Oct. 2, 1948, which compares with $1.15 per share for the quarter ended Oct. 4, 1947, on 7,020,972 shares then outstanding. On the same basis, the $20,015,000 earnings for the nine months of 1948 represent $2.93 per share, compared with $3.63 per share for the first nine months in 1947.

The board of directors has also declared a quarterly dividend of 50 cents per share on the common stock, payable Dec. 24, 1948 to stockholders of record December 3.

Paramount Provides Cars For Its Film Salesmen

NEW YORK—Paramount will provide most of its 90-100 salesmen with 1949 Ford sedans. This is the first time that a film company has bought cars for its sales staff, according to C. J. Scollard, assistant to Charles M. Reagan, company sales chief. Reagan set a fleet deal with Peterson, Howell & Heather of Baltimore. Seventy-five automobiles have already been delivered. Fifteen more will be delivered by January. They have no identification marks.

The salesmen also will be permitted to use the automobiles for their personal use at the rate of two cents per mile. Paramount will service and fuel the cars. Salesmen who now own automobiles will be free to sell them.

Under the terms of the deal Paramount will trade in the cars at the end of the year for new models.

Elaborate TOA Brochure On Goodwill in Mails

NEW YORK—The TOA is mailing out to exhibitor members and others copies of an elaborate eight-page, 14⅞x11 inches brochure printed in three colors on its public relations program. The booklet is printed on heavy deckled-edged paper and is being sent out in a light green envelope.

Six questions are asked—"How did it happen? When is it needed? Where does it reach? Who makes it click? What must it do? Why it needs you!"

The text reviews in short sentences and display type the "red" label pinned on the industry by the committee on un-American activities; tax problems; costly litigation; censorship; juvenile delinquency.

The book estimates that 60 million potential patrons are staying home in their rocking chairs.

An effective public relations campaign operates 24 hours per day and cannot be "a one-shot program," the author states. It then points out that the Youth Month activities were put over by 2,722 exhibitors and the publicity reached over 35 million via the radio, newspapers, civic organizations and other means.

Local exhibitors can make future efforts click, the brochure points out, and it states the following objectives: Maintain exhibitor as industry spokesman in his community; mobilize resources for reduction of discriminatory taxes; organize united front against adverse legislation; build public confidence in screen quality; use all media to highlight industry's achievements; guard against unfair competition, and increase movie-going habits.

In conclusion, it is stated that the results so far prove one thing—the campaign must go on—and states: "The campaign for today and tomorrow needs more money and more manpower to guarantee its total success. It challenges the resources of all exhibitors. It needs your time, your energy and your loyalty to the motion picture industry. It needs your vast experience and ability. It needs the full exercise of your knowledge of showmanship. It needs you."

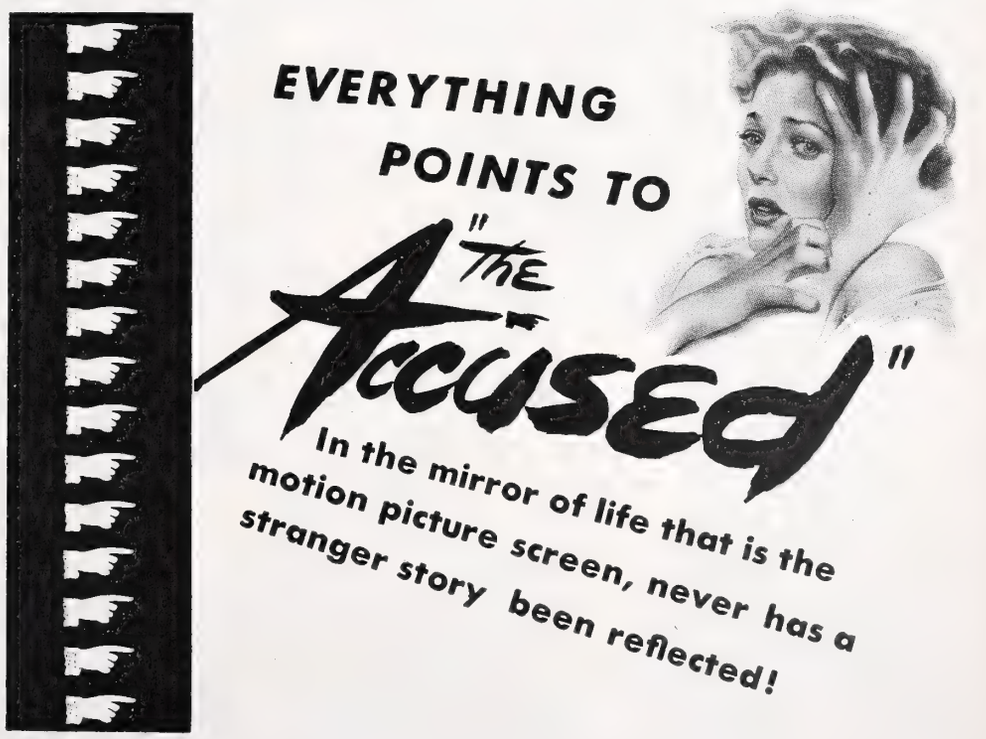
Mochrie Committee Plans Distribution of Shorts

NEW YORK—The four short subjects which will be distributed to theatres as part of the Motion Picture Ass'n of America public relations program were screened November 23 for the special distribution committee headed by Robert Mochrie, vice-president and general sales manager of RKO. They had previously been approved by the MPAA executive committee. Another meeting will be held to arrange final distribution details.

The films were produced under the supervision of the Industry Film Project committee during the chairmanship of N. Peter Rathvon. Y. Frank Freeman, Paramount vice-president, succeeded him upon his resignation. The films are titled "Let's Go to the Movies," "This Theatre and You," "Movies Are Adventure" and "The Art Director."

Reiner Meeting With SRO

HOLLYWOOD—Manny Reiner, managing director for Latin America and Australasia for the Selznick Releasing Organization, arrived November 23 for conferences with David O. Selznick, Paul MacNamara, Daniel T. Shea, E. L. Scanlon and other SRO executives. The talks will center around foreign distribution.



TOP GROSS PICTURES

ACTION!..THRILLS!..COLOR!



The Plunderers

in TRUCOLOR

starring

ROD CAMERON · ILONA MASSEY

and **ADRIAN BOOTH** with **FORREST TUCKER**

GEORGE CLEVELAND · GRANT WITHERS · TAYLOR HOLMES · PAUL FIX

Screen Play by Gerald Geraghty and Gerald Adams
Based on an Original Story by James Edward Grant
Associate Producer and Director—JOSEPH KANE





STEINBECK'S GREAT AMERICAN STORY!

CHARLES K. FELDMAN *presents*

MYRNA LOY · ROBERT MITCHUM

in *John Steinbeck's*

THE RED PONY

COLOR BY TECHNICOLOR

A Lewis Milestone Production

with **LOUIS CALHERN** and **SHEPPERD STRUDWICK**

and introducing

PETER MILES as Tom and... **MARGARET HAMILTON**

Screen Play by JOHN STEINBECK... Music—AARON COPLAND

Produced and Directed by LEWIS MILESTONE



FROM REPUBLIC!!



SOLD A MILLION COPIES AS A BOOK!

JOHN WAYNE
GAIL RUSSELL in

WAKE OF THE RED WITCH

with
GIG YOUNG · ADELE MARA · LUTHER ADLER
and
EDUARD FRANZ · GRANT WITHERS · HENRY DANIELL
PAUL FIX · JEFF COREY

Screen Play by Harry Brown and Kenneth Gamet
Based on the Novel by Garland Roark
Directed by Edward Ludwig
Associate Producer—Edmund Grainger





"CURSED WITH ETERNAL YOUTH"

ANGEL ON THE AMAZON

starring
GEORGE BRENT · VERA RALSTON
BRIAN AHERNE · CONSTANCE BENNETT
with FORTUNIO BONANOVA
ALFONSO BEDOYA · GUS SCHILLING · RICHARD CRANE





Screen Play by Lawrence Kimble
Original Story by Earl Felton
Associate Producer-Director
JOHN H. AUER

REPUBLIC PICTURES

Westrex Managers Report Foreign Business Good

NEW YORK—General business conditions in the majority of foreign areas have not completely recovered from the effects of the war, but theatre attendance is good and the postwar demand for American pictures continues high, according to 18 Westrex foreign managers who are here for a series of conferences with home office executives.

In Denmark, at least 50 per cent of the playing time is given to American films, with British, Danish, French and Swedish product filling the remainder, according to H. T. Peterson, manager of the Western Electric Co., AS., Copenhagen. Foreign language films are subtitled in Danish because the limited number of theatres makes dubbing uneconomical. There is virtually no 16mm activity in Danish theatres. Four motion picture studios are now operating in Denmark, each producing about three features annually, he said. The only Danish film shown to any extent in America was the recent release, "Day of Wrath."

HOLLAND, BELGIUM CONDITIONS

In Holland, American, English and French pictures are regularly screened with Dutch subtitles although most of the people are at least bi-lingual, according to J. G. Van Erk, manager Nederlandsche Western Electric N.V., Amsterdam. There are three studios, including the recently opened Cinetone which has a program to produce features. The others produce newsreels, advertising films and shorts. In Belgium, which has 1,300 theatres in operation, more than the total prior to 1939, the screen time goes almost exclusively to American, British and French films, according to George F. Van Weyenbergh, assistant manager of the Brussels office of the Western Electric Co. (France). Exchanges offer American films both with dubbed French dialog and with subtitles.

In South America, Argentine law requires that a fairly large percentage of screen time there must be given to Argentine films, although American films are quite popular, according to Harro Zeppelin, manager of the Western Electric Co., Inc., of Argentina, Buenos Aires. A program of about 50 features annually is being contracted in the seven or eight studios which also produce newsreels and shorts. English language newsreels are dubbed, but all other English language films are subtitled. There is some new theatre construction. In Brazil, American pictures, utilizing Portuguese subtitles, are most popular, according to F. H. Gildemeyer, a vice-president of the Western Electric Co. of Brazil, in Rio de Janeiro. Spanish language pictures from Mexico, Argentina and Spain are also shown and a few French films are shown with Portuguese subtitles. A large number of 16mm sound and projection equipments have been sold for use in small towns throughout Brazil, he said. In Venezuela, American pictures are popular and all carry Spanish subtitles, according to Dennis L. Smith, assistant manager of the Caracas branch of the Western Electric Co. (Caribbean). Spanish language pictures produced in Mexico and in Argentina are also in demand.

Other foreign managers who attended the meetings were: J. J. de Boer, manager of the Havana, Cuba, branch of the Western Electric Co. (Caribbean), who said that films shown there are primarily American or Mexican with a very few British; W. H. Meisel, manager of the Puerto Rican branch of the Western Electric Co. (Caribbean), who said that the screening time there is dominated by American pictures which the Spanish-speaking population prefers with subtitles as an excellent way to learn English; B. W. Budtz, manager of the British West Indies branch of the Western Electric Co. (Caribbean), who said that in Trinidad the major theatres screen American and English pictures, but the suburban areas prefer films produced in India, as the population is 70 per cent Indian descent; R. R. Abarbanell, manager of the Manila branch of the Western Electric Co. of Asia; H. E. McFarland, manager of the Western Electric Co. of Asia in the Indonesian, Malayan and Siamese areas; D. D. Wight, former manager of the Western Electric Co. of Asia, Shanghai; Robert Hill, commercial manager of the Western Electric Co. (Australia) Pty., Ltd.; R. F. Crews, manager of the Western Electric Co. of India; William E. Kollmyer, manager of the Shanghai, China, office of the Western Electric Co. of Asia; Stewart Glass, commercial manager of the Dublin, Eire, branch of the Western Electric Co., Ltd., and Miles A. Goldrick, managing director of the Western Electric Co., Ltd., London.

FAIRLY STEADY IN EIRE

In Eire, theatre attendance has been fairly steady throughout the past ten years with no war boom and subsequent slackening. The greater amount of playing time is given to American pictures with some British also shown. There has been practically no theatre construction in Eire in recent years, Glass said.

The 18 foreign managers were entertained by the Westrex Corp. at a dinner and cocktail party at Cavanagh's restaurant November 17. E. S. Gregg, Westrex vice-president, presided.



U.S. Films Most Popular, New Zealanders Report

WASHINGTON—Higher standards of taste, better dialog and cartoons are major reasons that New Zealanders prefer American films to British, according to reports from our embassy there as reported this week by Nathan D. Golden of the Department of Commerce. Of 337 features reviewed by the New Zealand censors in the year ending last March, 281 were American and 52 British.

An official of the censorship office was quoted by Golden as saying that "British films vary. Some are first-class productions; others are not so good. Often they go a bit further than the U.S. films and present crime perhaps too attractively, while the dialog is sometimes coarse and vulgar —which we don't get with U.S. pictures."

British Academy Offers Annual UN Film Award

LAKE SUCCESS—The British Film Academy has sent word to United Nations headquarters here that it will set up a United Nations award to be given annually for "any film of outstanding merit which embodies ideals implicit in the United Nations charter."

The decision to make the award was made recently at the annual meeting of the academy and was transmitted to Jean Benoit-Levy, director of the films and visual information division of the UN department of public information by Roger Manvell, secretary-general of the academy.

When You Ask For Action, Pine-Thomas Delivers It —and it's

"DYNAMITE"



A Paramount Picture with

WILLIAM GARGAN
VIRGINIA WELLES

Richard Crane · Irving Bacon
Douglas Dumbrille
Directed by WILLIAM H. PINE
A Pine-Thomas Production





Thrills will rock your screen as a sputtering, burning fuse inches reckless powder monkeys closer and closer to Kingdom Come—while they fight for a woman's kiss.

Washington Report

By ALAN HERBERT

WHILE WE WERE GLAD to see that Drew Pearson predicts the admission tax will be scaled down by the next Congress —and we hope Pearson is right—our own soundings on Capitol Hill have not developed any such bright tidings. Once again the budget is certain to demand every penny of revenue which can be brought in by excise and other taxes—and that almost certainly means no reduction.



Drew Pearson

It is not that there is any strong hostility to the film industry. The difficulty is that if the boxoffice tax is reduced, the pressure to cut other taxes will be that much greater. Already the pressure from lobbyists for various industry groups affected by one or another of the excises is extremely heavy.

Of course there is in some breasts a hostility to the film industry. In fact, that hostility is apparent in conversations with Bob Doughton, house ways and means committee chairman, and although not open it almost certainly is shared by Senate Finance Committee Chairman Walter George. We recall that Doughton only last winter told us he thought parents should keep their children home from the movies if they can't afford to pay the tax.

Retiring Chairman Harold Knutson feels more sympathetic—but sympathy was all he provided during the two years he was committee chairman. While Doughton never hesitated to say "No," Knutson was always willing to say rather uncertainly that he thought something could be done about lowering the 20 per cent levy. Gradually, however, as his committee progressed with its tax bill, his assurances would become less assured and finally he would stop talking about the boxoffice tax.

The administration did not call for tax reduction last year—excise or income—and there is little chance it will this year. The film industry does have powerful friends in the Treasury and the White House, but it does not look now as if they can be prevailed upon to ask reduction of the door tax. Even if they should ask that, the feeling at the Capitol is that any step to cut down the admissions tax will be followed by immensely heavier pressure to chop down fur levies, jewelry and cosmetic taxes, telephone and telegraph taxes and others of that nature.

BUT DON'T SELL PEARSON'S prediction too short. Watch what happens to Christmas sales in the nation's retail stores. If holiday business is slow and if the early spring business is slow, there will be a great deal of concern here about slowed consumer spending just as the new tax bill is being written. At that time, arguments that tax reduction will step up sales of cosmetics, furs and jewelry will bear more weight than they possibly could today.

And if these levies are reduced, it will be extremely difficult for Congress to say "no" when asked to reduce the boxoffice tax.

Whether there will actually be a recession this winter and spring important enough to result in reduction of the excises is far from certain, but the possibility cannot be dismissed lightly.

OVER AT THE MPAA offices Jack Bryson, who keeps his ear attuned to the tax and censorship talk in the states, tells us he has no reason to be greatly concerned now about prospects for next year. Some 44 legislatures will meet, however, and it is certain that there will be proposals for states admissions levies. Bryson has no reason, he reports, to look for passage of these proposals—nor does he predict any new municipal boxoffice taxes for next year.

The Hoover commission, incidentally, is expected to recommend among its long-range proposals that the admissions tax along with several others should be reserved for employment by states rather than by the federal government. This is the proposal reached last year by the governors' conference. It will be tabled for this year—and probably for a few years to come.

Video Output Is Now 28,000 Sets Weekly

WASHINGTON—With more than 28,000 television receivers being turned out each week, the Radio Manufacturers Ass'n revealed last week that more than one-third of the sets thus far made have gone into the New York-Newark area. Some 240,000 sets have been put in the hands of dealers in that area, or 609,892 turned out in 1947 and thus far in 1948.

A total of 447,711 sets were shipped by manufacturers in the first nine months of this year, with Chicago, Philadelphia, Los Angeles and Washington all receiving important shares of the set output.

Loew's Votes 37½c Dividend

NEW YORK—Loew's, Inc., declared a quarterly dividend November 17 of 37½ cents for each share of common stock. It is payable December 31 to stockholders.



Mr. David Weinstock,
President,
Raybond Theatres Corp.,
and Chairman of the Board,
Independent Theatre Owners
Assn. of N.Y., says:

"WE'RE GLAD TO BE BACK WITH ALTEC AGAIN"

"It's a matter of confidence and peace of mind to me to know that our sound equipments are being taken care of by an organization that, in case of trouble, gives me *prompt* service. Since taking over the servicing of my theatres Altec has made important recommendations to further improve sound quality and performance. We are happy they are working for us. We're glad to be back with Altec again."

ALTEC
SERVICE CORPORATION
161 Sixth Avenue
New York 13, N. Y.

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

Joe Hornstein has purchased a half interest with

Mr. Morton Gottlieb of the

Midstates Theatre Supply, Inc.

3146 Olive Street
St. Louis, Mo.

and Mr. Joe Hornstein is now located in St. Louis, ready, willing, and able to personally take care of his exhibitor friends.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Bright Spots

Our youngsters' 12-year-old playmate was stricken with polio three weeks ago. There followed a period of agonizing uncertainty for the mother of the unfortunate child, a widow. Public health officers moved the girl to a hospital where, because of the family's circumstances, the best medical attention was provided without cost.

A few weeks later the mother received a letter from the National Foundation of Infantile Paralysis. The letter stated that financial assistance was available in any amount, if necessary, by applying to the foundation offices. The letter has served to revive hope and bring comfort to the little family group.

It is an incident which, because of the personal proximity, makes us happy to have been able to give assistance to the March of Dimes in the past. It will also be an incentive for the future.

We thought the readers might like to know what happens to all those dimes they help to collect.

* * *

Mike Siegel, ad-publicity head for Century circuit, took us to Garrison's, our favorite restaurant, for lunch last week.

The eatery has just installed a 90-minute noontime broadcast in its front window. The show is a combination disk jockey program and guest interviews with diners.

Mike, ever on the alert to recoup for an occasional lunch tab, came away with a mystery tune tieup for Century Theatres and a bid to make the circuit's Long Island houses depots for the collection of hospitalized veterans' Christmas gifts.

With all that free publicity lined up, Mike came out way ahead on the deal.

* * *

Several weeks in succession we received snapshots from an exhibitor which showed stills and theatre signs in a tobacco shop. The tieups were made via photos of stars smoking cigars. Instead of snapshots the other day, came the terse memo: "Sorry, no tieup this week, our feature is "Rope."

Chester Friedman

Kids With Pigtails, Freckles, Vie For Prizes in 'Big City' Contest



In cooperation with merchants, the editor of the local daily and the radio station in Bridgeton, N. J., Dan Dandrea, manager of the Stanley there, promoted a boy-and-girl contest to exploit "Big City." The contest, conducted on the Stanley stage opening day, was a search for the youngsters who best personified Margaret O'Brien's pigtails and Butch Jenkins' freckles.

The campaign opened with announcements in the newspaper giving complete details and listing merchants who donated prizes. At the same time the radio station plugged the contest four times daily in return for a few passes. Songs from the film were played and the first persons who identified the title received passes. This was a big factor in arousing adult interest and causing their attendance during the engagement of the film.

The contest was further publicized by the distribution of entry blanks in schools in Bridgeton, Millville, Port Norris and Cedarville. This resulted in a large out-of-town attendance on opening Saturday, with some of these youngsters winning prizes.

Dandrea arranged an attractive window display with the distributor of Hallmark greeting cards which centered around cutouts of O'Brien and Jenkins. The dealer also donated a large variety of gifts, including 120 Hallmark dolls for the contest winners. Dresses, wrist watches, lockets, treasure chests, Margaret O'Brien hats, coloring books and albums, roller skates and many other useful items were among the prizes for girl winners. The boys' gifts were equally valuable.

Dandrea also promoted newspaper ads from cooperating merchants. He used a trailer, the regular theatre ads and a display of all prizes in the lobby.

Newsmen Receive Steaks

Boyd Fry, manager of the Grand Theatre in Atlanta, got special column and editorial breaks for "Red River" by having a packaged steak delivered to local editors and film reviewers. Fry promoted several T-bone steaks, took them to a local florist and had them dressed with parsley and other edible greenery. The steaks were then placed in plastic containers and tied up neatly with a lavender ribbon.

Autoists Get Summons For 'Date With Judy'

Frank Denehy, manager of the Orange (Mass.) Theatre, used a novelty herald in the form of a summons to promote "A Date With Judy." The summons ordered recipients to appear at the Orange to see the hottest hit of the year, etc. The heralds were placed on every vehicle in the downtown section as well as the parking areas of the Saturday afternoon football contests.

Wax Works Exhibit at County Fair A Timely Plug for 'Will It Happen?'



Aggressive showmanship paid off on two recent attractions for P. E. McCoy, city manager for the Augusta Amusement Co. in Augusta, Ga.

McCoy put over an effective tieup in connection with "Will It Happen Again?" for its engagement at the Imperial Theatre. The booking coincided with the annual fair sponsored by the Exchange club in Augusta. An exhibit of Hitler and his henchmen was one of the featured sideshow attractions at the fair.

McCoy used his relationship with the president of the Exchange club and the fair manager, and received approval for the display of three 40x60s announcing the Imperial dates in prominent locations around the exhibit. Several thousand people who visited the exhibit each day saw these signs. In addition, the sideshow barker plugged the picture orally. McCoy also used a sound truck with three-sheets mounted on each side, and built a colorful front for current exploitation.

A tieup with radio station WRDW in Augusta and the Colonial Baking Co., sponsor of the station's half-hour Showboat program featuring teen-age talent, resulted in an interesting publicity break for the engagement of "Luck of the Irish" at the Miller Theatre.

Announcements made on WRDW sought a lass with an Irish dialect who could hum Irish ballads. The station selected a young miss from Aiken, S. C., who had just arrived in this country. She was featured on the Miller stage four days in advance of opening, with WRDW cutting a wire tape each time. The recording was then played back the following day, with plugs for the playdates.

Additional announcements were received when the Irish lassie was also booked on the Colonial Showboat program. She was worked into a melody quiz, singing several well-known Irish ballads and occasionally hitting a rare tune. Listeners properly identifying the mystery tune received theatre passes, and prizes also went to those writing in the correct titles of all five mystery tunes featured on the program.

The Irish atmosphere was further carried out in the lobby through compo board shamrock cutouts.

Pixies in Lobby Forest Exude Charm for 'Luck'

A distinctive and artistic lobby display for "The Luck of the Irish" was arranged by John Conheim, manager of the Hollywood, East Orange, N. J.

Exhibited in a showcase were about a hundred pixies popping from behind trees in a miniature forest. Dressed in different colors, some of the pixies rode turtles, others turned out to be ash trays, many assumed various comic poses.

A local florist, the only one in town selling pixies, designed the entire setup, which was on view in the theatre lobby for several weeks in advance of playdate. It drew admiring glances and favorable comments from patrons.

Mirrors for 'Musketeers'

The mirrors in the entrance doors to the auditorium were utilized for exploitation purposes by Joseph Boyle, manager of the Broadway, Norwich, Conn. Copy pasted to the mirrors read, "LOOK! 'The Three Musketeers' starting here, etc." Stair risers on both balcony stairs were used a week in advance and a 40x60 was placed in the lobby.

'Mickey' Albums Free

To exploit "Mickey," Dick Feldman, manager of the Paramount in Syracuse, N. Y., had the morning program, WSYR Goes Calling, give away albums of Lois Butler songs during every day of the picture's run. The albums were promoted from the local distribtuor of Capitol records.

Oregon State College Gives Football Rally On Paramount Stage

Frank Pratt, manager of the Paramount Theatre, Portland, Ore., put over a successful football rally in conjunction with the Oregon State College student body the night before the OSC-Huskies game. The student chairman and faculty members became so enthusiastic that they gave the rally more daily newspaper breaks in their campus-published Daily Barometer than any other event. This included page-one banner stories, editorials and breaks, in addition to daily coverage on the sports pages for ten days.

Originally, the school intended to supply a few acts drawn from campus talent, pep talkers and cheerleaders. Interest was aroused to such a degree, however, that two days before the show the student body president arranged for the appearance of the 150-piece OSC military band. It cost the college $600 to put up the band in hotels.

In previous years, OSC rallies had been held in the streets where they were competition to theatres the night before each big football game. This year, Pratt turned the tables and pulled everyone in town into the Paramount, with his gross topping the usual Friday night business by more than $600.

Only expense incurred by the theatre was the cost of printing 3,000 special tickets which were placed on sale at the school, two shorts, a community sing reel and "Football Finesse," an organist and a stagehand.

Ushers Endorse Capital Date for 'June Bride'

An inexpensive stunt which got the local townspeople talking about "June Bride" was a personal card idea used by Fred Reeth, manager of the Capitol in Madison, Wis.

The cards were imprinted with the heading, "Your Capitol Theatre usher is not an eavesdropper, but . . . " and went on to quote complimentary remarks on the film which had been overheard. The cards were signed at the bottom by staff members. They were distributed among friends and businessmen, and left on counters in restaurants, soda fountains and stores.

Woolworth Tieup Plugs 'Father' in New York

The local Woolworth store devoted an entire window to a display on "Life With Father" through the efforts of Ansel Winston, manager of the Coliseum in New York.

Colored 11x14s, posters and reproductions of the cover which Newsweek magazine devoted to this picture were featured in the display. The window was filled with an assortment of candies and the tiein poster read, "Wouldn't you like some candy while enjoying 'Life With Father?' "

Classified Ad Teases Stir Gossip for 'Millie'

J. A. Davidson, manager of the Hume Theatre, Burlington, Ont., stimulated advance conversation for "The Mating of Millie" by inserting a novel classified ad in the local newspaper. Copy read: "Wanted—a husband. Income no object. Appearance no object."

Pictures of Oldtime Baseball Stars Aid 'Ruth' in Florida

A newspaper contest, centering around a series of questions on Babe Ruth's career, was set up by T. A. MacDougald, manager of the Ritz, Panama City, Fla. For four days prior to the opening of "The Babe Ruth Story," five different questions a day were listed in the paper, and anyone presenting the correct answers at the boxoffice of the Ritz received a pair of guest tickets to see the picture.

MacDougald is the proud owner of two small cardboard baseball pictures dating back to 1908, with a history of the respective players depicted listed on the reverse side. He stuck the pictures on beaverboard and displayed them in the boxoffice window. They drew the attention and appreciation of many oldtimers.

A huge card in the form of a baseball, imprinted with picture title and playdates, was set up in the front of the house next to the boxoffice, where it could scarcely be missed by a single passerby. A number of baseball bats surrounded the sign.

MacDougald believes that all of these stunts were effective and contributed to the above-par business he did with this picture.

Grid Stars Advertised In Cinema Stadium Fray

Dan Shepherd, manager of the Embassy in Johnstown, Pa., created a furor among sports fans when he placed an unusual ad on the sports page of the daily press. The ad stated "the greatest array of pro football talent assembled," worked in the "Cinema Stadium," then listed the big-name stars who appear in "Triple Threat."

A followup ad explained that "Cinema Stadium" was the Embassy Theatre, but not before the local sports editor had been swamped with telephone inquiries on the location of Cinema Stadium. The stunt was the chief topic of conversation among sports fans and had a stimulating effect on the Embassy gross during the engagement of "Triple Threat."

Fayetteville 'Man-Eater' Helped by Jungle Front

An atmospheric false front helped "Man-Eater of Kumaon" for Loris Stanton, manager of the Uark Theatre, Fayetteville, Ark. An overhead banner and two side pieces were built with large tiger cutouts, title, star names and stills set against a background of foliage. Stanton reports the display proved profitable.

Ballyhoo for 'Yankee'

To ballyhoo "A Southern Yankee" at the State and Orpheum Theatres in Boston, publicist Jim Shanahan had two ushers dressed in white interne jackets carry a stretcher through the streets with a dummy figure lying on it covered with a blanket. Cards on either side read, "He died laughing at Red Skelton in etc., etc."

W.C. Smith, Malco Showman, Heads 10-Year Youth Plan in Hot Springs

The recent appointment of W. Clyde Smith, Malco Theatre city manager in Hot Springs, Ark., to head a citywide ten-year program dedicated to youth is a major achievement for this theatreman. Smith's appointment by Mayor Earl T. Hicks is recognition for his capable direction of many civic programs during the last 12 years.

The movement is a comprehensive plan to support the Department of Justice's National Youth program, which was supported by the motion picture industry during September. It provides a working schedule which could become a perfect formula for every community in the nation because of its scope and long range perspective.

The plan has the endorsement and support of the Civic Improvement Ass'n composed of 76 civic, professional and business organizations pledged to perpetuate the long-range youth and recreation program as a major objective.

The Hot Springs Youth Opportunity and Recreation Program has already been organized, with Smith's steering committee at the top. A working publicity committee is represented by three radio executives and two newspaper editors.

Under a coordinator, various committees have been established as panels representing the school, the church, the home, recreation, juvenile courts, police and sheriff, development and planning, etc. Each panel is composed of volunteer citizens, all members of the CIA and, in most cases, qualified leaders for such work.

The function of each panel is to submit a program of youth activity covering its individual category. Through the coordinator and the steering committees, the over-all plan is intended to systematically direct youth activities into channels which will prevent and curb delinquency.

So thorough is the scope and coverage of the program that its influence is expected to affect the youngsters through every phase of their home, social and public environment.

Patterned partially on the Philadelphia coordinated plan for youth, the Hot Springs program is already beginning to attract national attention by virtue of the enthusiasm and concentrated effort displayed by the entire community and results which are already becoming evident.

Robot Costume Is Winner Of Halloween Contest

A Halloween costume party was the highlight of a recent Saturday matinee show at the Ritz in Berwyn, Ill. John Misavice, manager, booked 15 cartoons and plugged the show via lobby displays, heralds distributed in schools, a screen trailer, marquee and outdoor banners. Indicative of the many unusual costumes the children wore was the fact that one of the winners showed up as a mechanical man in a complete robot suit. The Berwyn Beacon ran art and a story on the winners.

Vancouver Daily Prints Cover Page on 'Melody'

A feather in the cap of C. E. Doctor, manager of the Capitol in Vancouver, B. C., was landing the full cover page of the Daily Province Sunday magazine section for a display on "Melody Time." The page featured Pecos Bill and other leading characters of the film in full color, and referred the readers to a story inside the magazine, which ran two columns with a scene cut.

WGR, Buffalo, Sponsors 'Triple Threat' Contest

A contest, sponsored by radio station WGR, Buffalo, aroused interest of local football fans in the engagement of "Triple Threat" at the Lafayette. The tieup arranged by Bill Brereton, assistant general manager for Basil Theatres, was based on the picture title. Autographed footballs were awarded as prizes.

Navy and School Help Exploit 'Secret Land'

Active naval air base and PTA assistance in selling "The Secret Land" at the Telenews Theatre in Dallas was promoted by Manager Jim Preddy. Five days before opening, the picture was screened at the air base for heads of schools, the press, city and naval officials. During the run of the picture, recruiting officers maintained a booth in the theatre lobby manned by naval personnel.

A committee representing the Dallas PTA council met in the theatre newsroom to work with Preddy on the promotion. The committee released a story to the press in which they gave the picture endorsement along with comments from each member.

The chairman of the motion picture reviewing board drafted a letter which was sent to the heads of all Dallas schools. The letter was read to various student bodies at assembly.

On opening day, a group of navy mothers attended the show, which resulted in many newspaper stories.

Cost-Free Co-Op

Fred Perry, manager of the Liberty in Cumberland, Md., promoted a cost-free co-op ad from a local jewelry store for "For the Love of Mary." The 8x6-inch space was predominantly filled with picture copy, star heads and theatre credits. The merchant's plug was tied to the catchline, " 'For the Love of Mary' and Your Dear Ones, It's a Fine Gift From Spear's, etc."

Showmen Develop New Approach To Sales Problem for "Search"

When a picture entertains audiences but fails to attract large crowds at the boxoffice, it is usually called a problem picture. The solution to the problem is a sales campaign which can attract regular patrons and a percentage of the public which polls indicate seldom go to the theatre.

Pat McGee, general manager of the Cooper Foundation Theatres, Denver, held a meeting with circuit showmen recently to discuss this problem in relation with the booking of "The Search." The group came up with a consolidated campaign which has been instrumental in getting above-normal grosses for the picture which in many areas has not grossed what the picture merits on its production and entertainment values.







The campaign was designed to attract maximum attention two weeks prior to opening through advance previews. These previews engaged the sponsorship of non-sectarian organizations which sold advance tickets on a commission basis. They were also intended to provide word-of-mouth publicity and comment cards suitable for screen, lobby and newspaper advertisements.

The consensus among the managers was that war illustrations of every medium be eliminated from all advertising. National newspaper ads, trailers and posters were discarded entirely and a complete new campaign devised which attempted to sell the picture via national and local quotes and the merits and quality of the picture itself.

All circuit houses played the film on preferred time. Managers received specially prepared advertising kits which included the predesigned selling angle, except that allowances were made for local quotes.

Advance showings were sponsored by veteran organizations, welfare groups and social clubs with large memberships. At these previews, permission was obtained for the use of photos and comments of local citizens for use in the local promotion campaign. In some cases, two showings were arranged the same evening, admission being sold through tickets furnished to the sponsor group. A group of 20 prominent tradesmen were invited to the previews for the purpose of getting opinions to be used in advertising.

As special exploitation for the regular run of the picture, the Cooper managers used treasure hunts, a classified ad stunt involving a "Search" for bargains, direct mail with cooperating sponsors, co-op ads, window promotions and a tieup with PTA groups for special children's cutrate tickets.

Merchants Provide Co-Op On 'Blandings Builds'

Paul Jones, Malco Theatres city manager, promoted a full page of newspaper cooperative advertising on "Mr. Blandings Builds His Dream House" at the Saenger Theatre, Pine Bluff, Ark. Twelve merchants, with individual ads, paid for the page and had their copy tied in with the picture title. Designed in the form of a house, the page was topped with a large cut of Cary Grant and Myrna Loy with prominent theatre credits.

Two Dailies Support 'Melody' Contest at Roxbury Rivoli

Norton Shapiro, manager of the Rivoli, Roxbury, Mass., reports that he is proud of the campaign he put on for "Melody Time." No doubt he is justified because any time a picture is on the receiving end of a four-week sustained publicity barrage at a net outlay of $10 to the theatre budget, the exploiteer is entitled to swell his chest a bit.

Shapiro tied in with the RCA Victor agent and obtained 20 "Melody Time" albums which were used as prizes for a coloring contest. He also succeeded in planting the contest with two local newspapers, the Roxbury and Jamaica Plain Citizen and the Dorchester Record. A line sketch was given to each paper and readers were invited to color them and submit them for prizes. The theatre's home stencil machine enabled Shapiro to imprint additional entry blanks at a huge saving in printing cost, and these were distributed at schools.

Free plugs for the attraction and the contest were promoted from the local radio station. Window displays dominated the downtown section of Roxbury. Screen and lobby announcements helped stimulate additional interest in the playdates.

Vancouver Newsboys See 'Fighting Father Dunne'

Norman Duncan, manager of the International Cinema, Vancouver, B. C., arranged a theatre party for over 250 newsboys and invited them to a special showing of "Fighting Father Dunne."

The tieup was arranged in conjunction with the local newspaper's annual award of the newsboy trophy. The award was made on the theatre stage. The newspaper helped to promote the picture by announcing the contest for seven consecutive days prior to opening, with subscribers asked to select the winner.

Five thousand blotters imprinted with picture playdates were distributed by all teachers in local schools.



A PREDICTION OF THINGS TO COME!

With No Apologies to Drew Pearson or Anyone Else!

We Predict That Jane Wyman Will Be Top Contender for the 1948 Academy Award for Her Magnificent Performance in "Johnny Belinda."

Starts Wed., Oct. 20th, For 4 Days.

J. O'LOUGHLIN, Manager, Strand Theatre.

This clever advertisement is appearing in all New England newspapers where Warner theatres are operated. Conceived by Max Melincoff, Warner district manager, the personal angle represented by the local theatre manager's name is proving effective in prmoting playdates for "Johnny Belinda."

NUGGETS

An atmospheric street ballyhoo was used by William May, manager of the Grove Theatre, Freeport, N. Y., to call attention to his showing of "Two Guys From Texas." A sad-sack horse, led by an usher in cowboy getup, paraded up and down the street in front of the theatre. The animal had signs hanging from both sides reading, "Think I look funny? Go and see, etc." At frequent intervals when crowds gathered, the cowboy and horse marched up to the boxoffice, presumably to buy a ticket. The stunt was used on opening day.

Matt Saunders, manager of the Loew-Poli Theatre in Bridgeport, Conn., planted newspaper stories in advance of the opening of "Larceny," based on the fact that Joan Caulfield, featured in the picture, appeared locally in summer stock last season. All dailies used the news item.

Abe Cohen, manager of the Massena Theatre, Massena, Ohio, used large cutouts of Abbott and Costello and a hangman's noose to focus attention on the booking of a late release which features the two stars. Cutouts were moved outside during the engagement.

Gloversville Mat Out For Sons of Pioneers

For the personal appearance of Sons of the Pioneers at the Glove Theatre, Gloversville, N. Y., Manager Milt Baline rolled out the welcome mat and then used it to blanket the town with publicity.

The Pioneers were entertained at a dinner which was plugged through co-op ads, following which an interview and platter show were aired over the local radio station. A tieup was made with a record shop in which the Pioneers made a personal appearance in exchange for announcements mailed to several thousand RFD residents at the expense of the cooperating merchant.

A western parade was staged opening day, 125 window cards distributed to surrounding towns and local news agency trucks carried signs announcing the Glove booking.

Tabloid Helps Promote 'Julia' in Harrisburg

A tabloid style herald on "Julia Misbehaves" was made up by Sam Gilman, manager of the Regent Theatre, Harrisburg, Pa. It was headed, "Extra! Garson misbehaves and Pidgeon loves it," and was completed with scene cuts and smart copy. The heralds were distributed in doctors' offices, beauty parlors, barber shops and other places where they were likely to be read by people while waiting.

Marines Exhibit Guns

In cooperation with the U.S. marine recruiting drive, Peter Manzione, manager of the Triangle Theatre, Brooklyn, N. Y., displayed an exhibit of machine guns, bazookas and other lethal weapons in the theatre lobby. Stunt was tied to the showing of "Guadalcanal Diary" and attracted patron interest and volunteer recruits for the marines.

RKO RADIO PICTURES, INC.

TRADE SHOWINGS OF WALT DISNEY'S "SO DEAR TO MY HEART"

Color by TECHNICOLOR

ALBANY, Fox Projection Room, 1062 Broadway, Tues., Dec. 7, 8:00 P.M.

ATLANTA, RKO Projection Room, 195 Luckie St., N.W., Tues., Dec. 7, 2:30 P.M.

BOSTON, RKO Projection Room, 122-28 Arlington St., Tues., Dec. 7, 10:30 A.M.

BUFFALO, Motion Picture Operators Screening Rm., 498 Pearl St., Tues., Dec. 7, 10:30 A.M.

CHARLOTTE, Fox Projection Room, 308 So. Church St., Tues., Dec: 7, 2:00 P.M.

CHICAGO, RKO Projection Room, 1300 So. Wabash Ave., Tues., Dec. 7, 10:30 A.M.

CINCINNATI, Esquire Theatre, 320 Ludlow Ave., Tues., Dec. 7, 2:30 P.M.

CLEVELAND, Fox Projection Room, 2219 Payne Ave., Tues., Dec. 7, 10:30 A.M.

DALLAS, Fox Projection Room, 1803 Wood St., Tues., Dec. 7, 10:30 A.M.

DENVER, Paramount Projection Room, 2100 Stout St., Tues., Dec. 7, 2:00 P.M.

DES MOINES, Fox Projection Room, 1300 High St., Tues., Dec. 7, 10:30 A.M.

DETROIT, Blumenthal Projection Room, 2310 Cass Ave., Tues., Dec. 7, 10:30 A.M.

INDIANAPOLIS, Universal Projection Room, 517 N. Illinois St., Tues., Dec. 7, 1:00 P.M.

KANSAS CITY, Paramount Projection Room, 1800 Wyandote, Tues., Dec. 7, 10:30 A.M.

LOS ANGELES, RKO Projection Room, 1980 So. Vermont Ave., Tues., Dec. 7, 2:30 P.M.

MEMPHIS, Fox Projection Room, 151 Vance Ave., Tues., Dec. 7, 10:30 A.M.

MILWAUKEE, Warner Projection Rm., 212 W. Wisconsin Ave., Tues., Dec. 7, 10:30 A.M.

MINNEAPOLIS, Fox Projection Room, 1015 Currie Ave., Tues., Dec. 7, 10:30 A.M.

NEW HAVEN, Fox Projection Room, 40 Whiting St., Tues., Dec. 7, 10:30 A.M.

NEW ORLEANS, Fox Projection Room, 200 So. Liberty St., Tues., Dec. 7, 10:30 A.M.

NEW YORK, Normandie Theatre, 53rd St. and Park Ave., Tues., Dec. 7, 10:30 A.M.

OKLAHOMA, Fox Projection Room, 10 No. Lee St., Tues., Dec. 7, 10:30 A.M.

OMAHA, Fox Projection Room, 1502 Davenport St., Tues., Dec. 7, 10:30 A.M.

PHILADELPHIA, RKO Projection Room, 250 N. 13th St., Tues., Dec. 7, 10:30 A.M.

PITTSBURGH, RKO Projection Room, 1809-13 Blvd. of Allies, Tues., Dec. 7, 1:30 P.M.

PORTLAND, Star Film Exchange, 925 N.W. 19th Ave., Tues., Dec. 7, 10:30 A.M.

ST. LOUIS, RKO Projection Room, 3143 Olive St., Tues., Dec. 7, 11:30 A.M.

SALT LAKE CITY, Fox Projection Room, 216 East 1st South St., Tues., Dec. 7, 1:00 P.M.

SAN FRANCISCO, RKO Projection Room, 251 Hyde St., Tues., Dec. 7, 10:30 A.M.

SEATTLE, Jewel Box Projection Room, 2318 2nd Ave., Tues., Dec. 7, 10:30 A.M.

SIOUX FALLS, Hollywood Theatre, 212 No. Phillips Ave., Tues., Dec. 7, 10:00 A.M.

WASHINGTON, Fox Projection Room, 932 New Jersey Ave., Tues., Dec. 7, 10:30 A.M.



Weekly Programs of Lex Build Up Wide Coverage

Jack Demos, manager of the Lex in Chicago, makes the most of his house programs by seeing to it that they receive the widest coverage. He uses about 2,500 a week and, in addition to distribution at the theatre during breaks, he has them spotted in five prominent hotels in the area, three of the busiest restaurants in the locality and a large cafeteria.

Demos has gone to the trouble of making some check observations and asking questions, and has come to the conclusion that the programs are actually picked up and read. He reports that many people stop by at the boxoffice and ask for them, particularly on the day a new one comes out.

Merchant Co-Ops Help Humboldt, Iowa, 'Judy'

Alva Hopper, manager of the Humota in Humboldt, Iowa, promoted a full page of co-operative newspaper advertising on "A Date With Judy." Topped straight across the page with "Specials this week for 'A Date With Judy,'" the picture title or the word "Judy" was mentioned in every one of the 14 merchant ads. The 8x10-inch theatre ad was in the direct center of the page.

Hopper also had small calling cards made up, imprinted in red with "Meet me at the Humota Theatre on (playdate) and you have a date. (Signed) Judy." The throwaways were distributed by the theatre staff and left at restaurants, fountains and stores for use on cash registers, counters, booth, etc.

Pageantry of Old West Heralds Buffalo 'River'

A western parade was staged by Charles B. Taylor, advertising-publicity director for Shea Theatres, to stir up interest in the showing of "Red River" at the Buffalo (N.Y.) Theatre.

The pageant featured an oldtime stage coach, suitably bannered and escorted by mounted cowboys and girls. With a motorcycle cop escort and a playdate banner, the paraders marched along the main streets of the downtown section three days in advance and on opening evening.

Costume Contest Draws Children for 'Pirate'

A costume contest was conducted for "The Pirate" by Ed Kraus, manager of the Fargo (N.D.) Theatre, with the costumed children showing up for judging at a Saturday matinee. The contest was promoted on the radio time of Bernie's Record shop, in the neighborhood of the theatre, and received an overwhelming response.

Record albums of music from the film, contributed by the merchant, were awarded the winners.

Betty Cutout in Window

An unusually attractive window display on "That Lady in Ermine" was promoted by Sol Sorkin, manager of the RKO Keith's Theatre, Flushing, N. Y. A huge cutout of Betty Grable in a bathing suit dominated the scene, accompanied by a large credit card with scene stills. The window is a ladies specialty shop, close by a subway station, where pedestrian traffic is unusually heavy.

Student Tickets Given 20,000 School Kids For 'Secret Land'

As soon as Nate Wise, RKO Theatres publicity manager in Cincinnati, received word that "Secret Land" was booked at the Lyric, he arranged a screening for heads of the board of education. They were so impressed that letters were sent to all school principals endorsing the picture and adding a personal plea that school children see the film. They also helped distribute 20,000 special student-rate tickets which were accepted at a small discount at the Lyric during the engagement of "Secret Land."

The local navy office cooperated. Navy personnel arranged for posters in 200 windows in the Cincinnati area, each with theatre dates. Navy A-boards also were posted with announcements. An amphibian duck was bannered with the Lyric signs and dispatched to schools for advance publicity.

Opening night a parade was staged to the Lyric with navy personnel, sea scouts, Navy Mothers, Waves, and other contingents participating. Recruits were sworn into the navy in a colorful ceremony illuminated by searchlights in front of the theatre.

A flash front including pennants and streamers, plus an exterior display of navy equipment helped current exploitation. Newspaper publicity was abundant and radio spots promoted on the navy recruiting announcements over all local stations.

Laundry Airs Playdates For 'Glory' in Maryland

A local laundry which sponsors the Alan Ladd series of transcribed radio shows took a hand in publicizing "Beyond Glory" for Herman Stevens, manager of the Arcade, Cambridge, Md. Stevens got the sponsor to add a plug for the Arcade showing on all spot plugs which boost the air show.

Kids Vie for Pie

Doug Amos, manager of the Webb Playhouse, Wethersfield, Conn., held a pie-eating contest for kids on the stage in connection with an all-western program of features and shorts. Lining up plenty of merchant support, Amos was enabled to offer candy, flashlights and toys to the winners. The show was well publicized in advance and the house was jammed with local youngsters.

Mile-Long Petition For Rivoli Patrons

Monty Salmon, manager of the New York Rivoli, is asking patrons to endorse the suggestions of newspaper critics that this year's Academy award go to Olivia de Havilland for her performance in "The Snake Pit." The petition has been placed in the theatre lobby on a roller device equipped with paper a mile long. Current attraction on the Rivoli screen is "The Snake Pit." Salmon intends sending the signatures to the Academy of Motion Picture Arts and Sciences for consideration.

Music Theme Promotes All-Italian Program At Center, Hartford

An all-Italian screen show consisting of two features went over in grand style at the Center Theatre, Hartford, because of an extensive promotion campaign put on by Manager Mike Piccirillo with the help of assistant Jimmy Doran.

The theatremen made two attractive lobby displays; two thousand special heralds were distributed through Italian restaurants, music shops and via the house-to-house method, and 200 window cards were placed in stores throughout the Italian district.

Two private cars were bannered with signs and these toured the city for four days prior to opening. A sandwich man was employed to reach pedestrian traffic.

The star of one of the features is Ferruccio Tagliavini, the great Italian tenor. Piccirillo capitalized on music tieups through window displays and contacted music teachers in Hartford to inform them of the dates. Records of Tagliavini were obtained and played in the theatre lobby.

The Italian paper as well as the Hartford Courant, Times and Sunday Herald carried stories, and newspaper ad space was increased slightly for the engagement of the show.

Gum, Comics Promoted For Matinee Show Kids

A merchant tieup recently provided every child who attended the Saturday kid show at the Wicomico Theatre, Salisbury, Md., with free bubblegum and comic books. Manager George Sullivan, who made the tieup, also promoted four record albums as door prizes. To exploit "The Noose Hangs High," recently, Sullivan used 24-sheet cutouts of the stars in the lobby and out front and "hung" two dummy figures from the marquee.

Army Recruiting Tieup Aids Lynn, Mass., Land

A tieup with the army recruiting station played an important part in the campaign for "Beyond Glory" handled by Jim Davis, manager of the Paramount Theatre, Lynn, Mass.

The station had a parade of national guard engineers, with police escort, marching down the main stem of town. They were accompanied by an army band from the Murphy General hospital of Waltham, Mass. Signs proclaimed the opening of "Beyond Glory."

Leaders of the parade were interviewed on a local radio station, direct from the theatre lobby, with plugs for the picture and playdate. The army band also played at the theatre on opening night.

Campus News Assists Contest for 'Peggy'

An interesting promotion worked by Helen Garrity, publicist for the Centre Theatre, Salt Lake City, garnered plenty of extra publicity for "Apartment for Peggy."

Miss Garrity tied up with the University of Utah on a letter writing contest open to all GI student wives. Contest was sponsored by the Utah Chronicle, campus paper, on "What I've Had to Do to Keep My Husband in College."

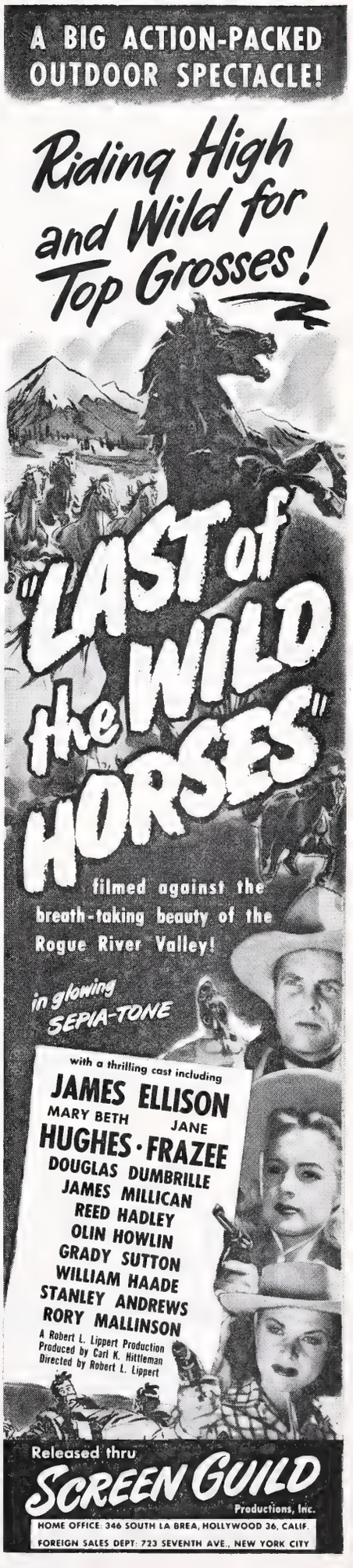
Veterans administration backed the stunt, which won added support from radio station KALL and the Salt Lake Telegram. A dozen prizes were promoted from businessmen as prizes.

Uses Pinup Gag

Clarence Shafer, manager of the Piqua (Ohio) Theatre, hung diapers across the lobby to publicize "Butch Minds the Baby." Diapers were lettered to spell out the title. During the run, they were hung on a clothesline strung across the theatre front.



The Palace in New York currently is demonstrating how a good flash front can literally drag patrons right from the sidewalk to the boxoffice. "Last Days of Pompeii" and "She" are the screen attractions. The front includes a flaming volcano with fire-effects, color blowups and still montages. People approach, stop, look, and buy admission tickets.



20 Years Ago

HECTOR TURNBULL, who has occupied several executive and editorial positions with Paramount, has been named associate producer of sound pictures at the Hollywood studios by B. F. Schulberg, general manager of west coast production.

Schulberg has announced that Paramount will immediately launch at its west coast studio a vigorous sound campaign, preparatory to the opening of its four new sound stages early in January. Work is being rushed on 12 all-talking pictures. On January 15 five completely equipped sound stages will be in full operation at the west coast studios.

* * *

Joe E. Brown, vaudeville and talking picture comedian, has been cast in support of Harry Richman in "Say It With Music," the Irving Berlin talking and singing picture that is to be made in New York for United Artists release.

Seven Republic Releases For January, February

HOLLYWOOD — Republic will release a total of seven features during the first two months of 1949, with four set for distribution in January and three in February.

Leading off the January slate will be the John Wayne starrer, "Wake of the Red Witch," to be followed by "Rose of the Yukon," "Sheriff of Wichita" and "Frontier Pony Express." The latter is a Roy Rogers reissue.

"The Last Bandit," with William Elliott, heads the February releases, which also include another Rogers reissue, "Saga of Death Valley" and "Daughter of the Jungle."

Paramount Plans Starting Five Films After New Year

HOLLYWOOD—Although Paramount's production pace will grind to a dead halt during the Christmas holiday season, 1949 will see a burst of activity with the gunning of five top-budget films at the studio during the first 90 days of the new year.

Set for camera starts are Frank Capra's "Broadway Bill," starring Bing Crosby; "After Midnight," an Alan Ladd starrer to be produced by Richard Maibaum and megged by Lewis Allen; "Restless Angel," co-starring Betty Hutton and Victor Mature, with John Farrow directing, Robert Fellows as the producer; a Charles Brackett-Billy Wilder opus, "Sunset Boulevard," and "Dear Wife," sequel to "Dear Ruth," under Maibaum's productional guidance, with Richard Haydn directing.

New RKO Two-Reel Series

NEW YORK—"Comedy Specials" will be the title of a new series of six two-reel comedies to be released by RKO replacing the series starring the late Edgar Kennedy.

The only Kennedy subject during the 1948-49 season is "Contest Crazy," the first of the group. The second subject, which will star Wally Brown and Jack Kirkwood, is tentatively titled "Heart Troubles." The third will be titled "The Newliweds" and the fourth will be another Wally Brown-Jack Kirkwood show. The fifth will be another Newliwed short and the sixth is undecided.

MR. HAROLD BLOCK
is no longer connected with the
Midstates Theatre Supply, Inc.
St. Louis, Mo.

SELL YOUR POPCORN THE MODERN WAY . . . .

ALWAYS HOT WITH THE HOLLYWOOD Servemaster

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OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over ¼ Century

Now Specializing in Refreshment Service for DRIVE-IN THEATRES

SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.



16MM ENGAGEMENTS NOW BEING BOOKED EXCLUSIVELY BY:
MAJOR FILMS CO., 1800 EAST 30TH ST., CLEVELAND, OHIO

CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

They'll be sitting pretty in these. 422 Stafford fully upholstered padded back boxspring seats, all red plush, excellent, $4.95; 350 American panelback boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly upholstered, $6.50. Plenty others. Get Chair Bulletin 15, Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

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Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

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Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are the lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

For Sale: 842 International theatre seats, mohair upholstered backs, full spring bottoms, leatherette with mohair sides. Can be seen Granada Theatre, Plainview, Texas. Can deliver around December 8. For full particulars call or write C. E. McSwain, Granada Theatre, Plainview, Tex.

Must vacate warehouse, advise immediate action. Your opportunity to purchase all types of used theatre chairs and parts of chairs. No order too small or too large. Allied Seating Co., Inc., 36-38 W. 13th St., New York 11.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, boxspring, and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

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400 used Veneer chairs, good condition, bargain. Contact Arthur Lehmann, Alamo Theatre, Jackson, Miss.

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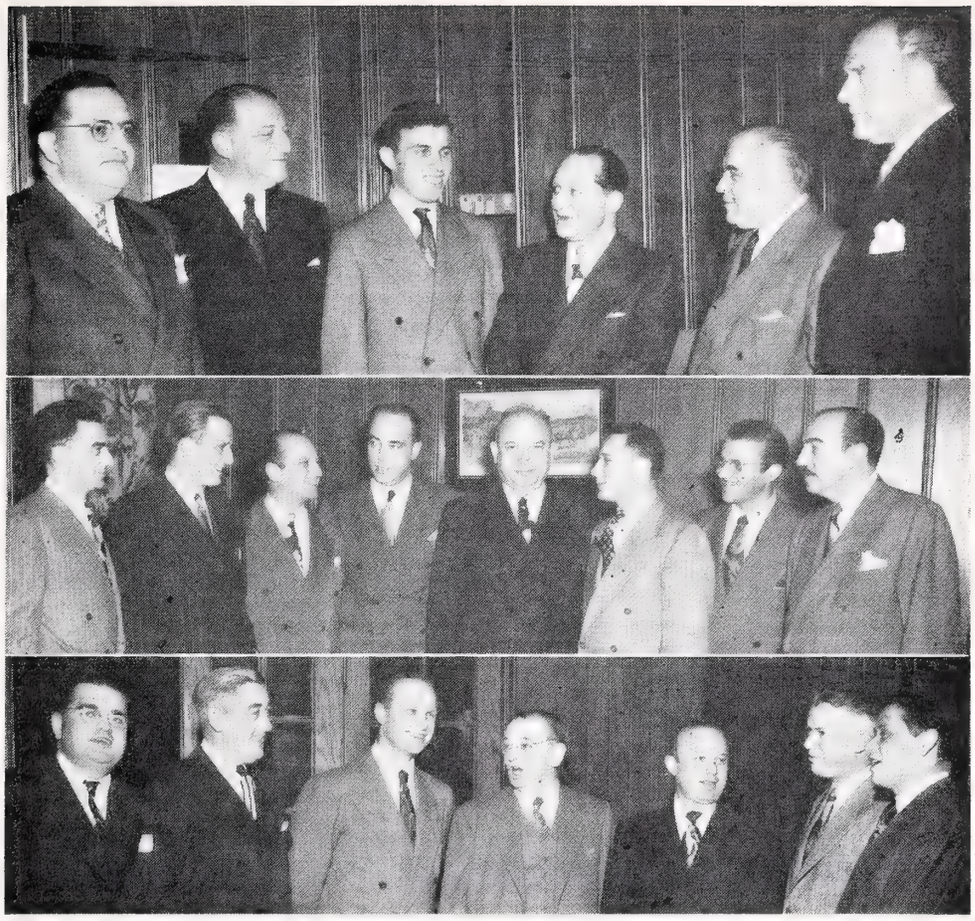
WASHINGTON—More than 500 persons, members of Variety Tent 11 and their families and friends, attended its 13th annual dinner November 20 at the Statler hotel here climaxing a year of charitable work.

Highlights of the year were contributions of an emergency hospital dental clinic, resuscitators for Gerfield Memorial hospital, equipment for the crippled children's service of Arlington county, maintenance of a clinic at the Episcopal Eye, Ear, Nose and Throat hospital, equipment for various shut-in institutions, and screenings at 15 local hospitals, and gifts to other local organizations.

Among Variety International officers present at the fete were Carter T. Barron, first assistant chief barker; Nathan D. Golden, chairman of the Heart committee, and Jack Beresin, property master.

Herb Sachs was awarded a gold watch for selling the greatest number of subscriptions, and Mrs. Frank Boucher and Mrs. Clark Davis received radios as awards for leading the ladies' team in sales.

Welfare awards and their recipients included Miss Gertrude Freedman, Cadillac sedan; John P. Starkgraf, Pontiac sedan; Mrs. J. R. Kemp, Ford sedan; Pfc. Paul H. Galliot, Caloric gas range; C. B. Graves, Blackstone washer; Miss Erma M. Hart, Stromberg-Carlson television set; William A. Maranda, Philco room cooler; Miss Amy Gauvreau, Philco radio; Miss Hope Phillips, Orley freezer, and Miss Hilda Criniti, fur cape.



SMAKWITZ TESTIMONIAL DINNER—Shown above are groups of Variety Club members attending the testimonial dinner given recently for Charles A. Smakwitz, new Warner Theatres zone manager in Albany. Top, left to right: Saul J. Ullman, general manager for Fabian Theatres upstate; S. H. Fabian, president of Fabian Theatres and toastmaster at the Smakwitz dinner; Don Schine, vice-president of Darnell Theatres Corp., Buffalo; Smakwitz; Harry Kalmine, general manager for Warners, and Sam Rosen, vice-president of Fabian Theatres.

Center: Schine circuit officials Chris Pope, feature booker in the Albany district; Seymore L. Morris, director of exploitation and publicity; Bernard Diamond, personnel director; Lewis W. Schine, vice-president and general manager; Bill Kramer, zone manager; James M. Patterson, Ten Eyck hotel; two unidentified.

Bottom: John Gardner, owner of the Colony Theatre, Schenectady; Ed V. Malloney, new branch manager for Paramount; Leonard Rosenthal, general counsel for Upstate Theatres, Inc.; William C. Smalley, president of Smalley Theatre, Cooperstown, N. Y.; Dan Houlihan, 20th Century-Fox manager; Joe Grand, owner of the Eagle Theatre, Albany, and Jules Perlmutter, owner of the Rivoli Theatre, Schenectady.

Jersey Allied Ponders Code For Members' Advertising

NEWARK—New Jersey Allied is considering adoption of a code regulating advertising and exploitation that would provide for the disciplining of any exhibitor members violating it. President Edward Lachman said that New Jersey problems will be outlined to the National Allied convention in New Orleans in the hope that helpful suggestions will be made.

The New Jersey director of public safety is advocating passage of a censorship law because of bookings and advertising of "Mom and Dad," described as a sex educational film. It is distributed by Hygienic Films.

Application by Skouras Studied in Lynbrook

LYNBROOK, L. I.—The town council is studying a building permit application filed here by Skouras Theatres for a 1,700-seat house.

The council discussed the application at a meeting Monday night, November 22. The members are to decide whether or not local zoning laws permit the construction of a third theatre. Century already operates the 1,751-seat Lynbrook Theatre and Island circuit has an interest in the 574-seat Arcade.

Arthritis Drive Receives Industry Cooperation

NEW YORK—The film industry is cooperating with the Arthritis and Rheumatism Foundation in its current drive to raise $2,000,000.

Ida Lupino is appearing in the one-minute trailer, "It Might Be You," made by the foundation. The trailer has been given national release by the five newsreel companies and has played in more than 300 theatres in the New York area.

Floyd B. Odlum of Atlas Corp. is chairman of the board of directors of the foundation. Emerson Foote of Foote, Cone & Belding is chairman of the executive committee.

Industry Leaders Attend Israeli Red Cross Event

NEW YORK—Spyros P. Skouras, George Skouras, Malcolm Kingsberg, Si Fabian, Sam Rosen, Harry Brandt and Manny Frisch represented the industry on the dais at the $100-a-plate dinner for the Red Mogen David, the Israeli Red Cross, at the Waldorf Astoria November 22. More than $100,00 was raised at the dinner. The speakers included Mayor William O'Dwyer, Congressman Emanuel Celler, Mrs. Wendell Willkie, Judge Joseph M. Proskauer and Elihu Epstein, special Israeli representative to the U.S.

Neil Hellman Acquires Fabian Drive-In Interest

ALBANY—Neil Hellman, general manager of the Fabian-Hellman Drive-In Theatres, has bought out the Fabian interest in the Tricity Drive-In, Binghamton. This will not affect the three other drive-ins which are jointly owned by the Fabian and Hellman interests.

Hellman plans to spend $25,000 in modernizing the Tricity. Work has been started under the direction of Leon Einhorn, Albany architect, and alterations will be completed before the opening scheduled for April 16, 1949.

Fabian and Hellman operate drive-ins at Lathams on the Albany-Saratoga road, the Colonie on the Schenectady road at North Philadelphia, Pa.

In addition Hellman operates the Saratoga Drive-In which he and his late father, Harry, built in 1941. Hellman said this 475-car airer also will be improved, under supervision of Einhorn, at a cost of approximately $20,000.

Along New York's Film Row

By WALTER WALDMAN

THE MGM sales department held a farewell dinner at the Astor Monday night (22) for Edwin A. Aaron, assistant general sales manager. Aaron resigned from the company two weeks ago after 31 years service. Among those present were William F. Rodgers, vice-president in charge of distribution; Edward M. Saunders, assistant general sales manager; John P. Byrne, eastern sales manager; J. J. Bowen, metropolitan district manager; Ralph Pielow, New York branch manager; Lou Allerhand, New Jersey manager; Alan F. Cummings, manager of exchange operations; H. M. Richey, director of exhibitor relations, and Arthur Lacks, manager of News of the Day bookings.

Also present were Harold Postman, Charles W. Aaron, W. B. Zoellner, Mike Simons, William Gleicher, P. J. Richrath, Irving Helfont, Leon Hirsch, Charles F. Deesen, J. A. Gove, R. A. Harper, Pincus Sober, J. M. Eisenberg, Joel Bezahler, A. J. Nelson, William J. Brenner, Maj. Harry Miller and Arthur Stockton.

The rival New Jersey exhibitor organizations, TOA and Allied Theatre Owners, agree that they may have to join forces to combat censorship and tax threats that may arise during the forthcoming legislative session. Cooperation was indicated during an informal street corner discussion of these threats by George Gold of the Allied unit and Maury Miller, head of the New Jersey TOA.

Both men predicted that Republican Assemblyman Stephen Bator of Maplewood will introduce censorship legislation. Two of Bator's bills affecting exhibition were pigeonholed during the last session. The first measure would have increased the present age limit for children accompanied by parents from 14 to 16. When that proposal was shelved, Bator introduced another measure that would have created a state censorship board. Only children of 18 and over would have been permitted to see films not approved by the board. Younger children would have been barred even if accompanied by adults.

Bator had asked for a $150,000 appropriation to finance the censorship board. He has recently been conferring with parent-teacher groups on suggestions for a new censorship proposal. There may also be a move to pass ticket tax enabling legislation for the entire state. At present it is restricted to coastal cities.

Edward Lachman, Irving Dollinger and A. J. Sabo will represent the New Jersey Allied unit at the New Orleans convention November 29-December 1.

George Waldman, John McKenna, Harry Decker and Bert Bluhm are busy selling the Film Classics Thanksgiving, Christmas and New Year's holiday shows. The exchange has mailed blotters to 1,100 exhibitors and film buyers in the metropolitan area listing the shows which come in three to four-hour packages.

Local exhibitors have been complaining to their regional units of unfair competition from army post theatres. They say that since the resumption of the draft, post theatres have been admitting many civilian visitors. The TOA will discuss this problem at the next meeting of its national officers.

Condolences to William Quinn of the Raybond circuit. His mother died Monday (22) . . . Seymour Schussel, Eagle Lion district manager, now has an elegant office to go with his title and duties. The EL quarters were recently renovated . . . Also new at EL is the replica of the J. Arthur Rank gong on the door with the announcement: "Distributors of J. Arthur Rank Pictures." U-I added a similar announcement early this year . . . Mrs. Jerry Sager, wife of the Criterion publicity man, has been hospitalized for rheumatic fever.

Jack Halpern and Harold Rosenfeld opened the Star Theatre Supply Co. at 427 West 46th St. last Monday. Rosenfeld was formerly with National Theatre Supply. Halpern has been in the film industry 43 years . . . Loew's Oriental, Melba, Embassy, Bay Ridge and Bedford theatres offered one-night vaudeville shows during the week.

Ayres to Assist Gehring In Reissue Department

NEW YORK—Larry Ayres, former salesman at the 20th Century-Fox Philadelphia and Buffalo exchanges, has been promoted to assistant to William C. Gehring, assistant general salesman, in the company's new reissue department.

Except for five years in the army, Ayres has been with 20th-Fox since 1930. He has been in the home office sales department the last eight months.

RCA Vets to Get Watches

NEW YORK—In recognition of 25 or more years of service with the Radio Corp. of America, 853 active and retired employes, representing 21,000 years of employment, will receive gold watches from the company near the end of the year. Frank M. Folsom, executive vice-president, said the presentations will be made at each plant location.

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Brandt Must Face Para Fraud Suit

NEW YORK—New York Supreme Court Justice Hofstadter has refused to dismiss the $573,000 Paramount percentage fraud suit against Harry Brandt and 166 co-defendants. The defendants were told to reply to the complaint within 20 days of November 18. Paramount filed the complaint Jan. 12, 1948.

This was the second time that the Brandt defendants failed to win a dismissal. Last March Justice Samuel Null denied the plea after Brandt had argued that Paramount was using the suit to intimidate independent exhibitors.

Brandt's argument before Justice Hofstadter was that the action should have been limited to a breach of contract suit.

Hofstadter rejected the defendants' motion for dismissal on the following grounds: one, he said the complaint stated a good cause for fraud action, and two, the complaint was valid in stipulating the various charges of fraud, underpayment and damage.

Paramount had opposed dismissal by arguing that Brandt and the other defendants were seeking to delay a trial.

NSS and Bonded Film Set June as Moving Time

NEW YORK—The National Screen home office staff will move from 630 Ninth Ave. to 1600 Broadway next June. NSS bought the 1600 property from Loew's early this year.

At the same time Bonded Film Storage will move into part of the space to be vacated by NSS. Bonded is the new owner of 630 Ninth. A number of other tenants in the Broadway building also will move out next June.

NSS probably will keep its New York branch at 630 Ninth. The company now occupies the 14th, part of the tenth, the fifth, part of the third and the second floors in the building.

New Tele Studios Opened With Party by I. Shane

NEW YORK—The new studios of the Television Workshop were opened here November 18 by Irwin A. Shane, executive director. There was a cocktail party and an hour of entertainment to mark the event.

Among the guests present were: J. R. Poppele of the Television Broadcasters Ass'n, George Shupert of Paramount, C. E. Hooper, the radio pollster, and Dr. Alfred N. Goldsmith of CBS. The studios are at 1780 Broadway on the corner of 57th street.

SMPE Meets at Studios

NEW YORK—William H. Rivers, head of the Atlantic coast section of the SMPE, presided at an eastern division meeting at the Reeves Sound studio November 23. Engineers of the Reeves studio spoke on "A Complete 35mm Recording System for Sound Motion Pictures and Television."

Kosiner Makes Lake Aide

NEW YORK—Sam Lake has been named assistant to Harry Kosiner, sales manager of the Edward Small Productions. Lake has been with Paramount's New York sales force and Selznick.

UJA Honors Skouras For Fund Raising

NEW YORK—Spyros P. Skouras, president of 20th Century-Fox, was guest of honor November 24 at a luncheon given by the United Jewish Appeal. A number of industry executives attended the luncheon at the Hotel Astor to express their appreciation for Skouras's work as a fund raiser for the UJA.

Those present included: Si H. Fabian, chairman of the UJA amusement division; Barney Balaban, Joseph Bernhard, Jack Cohn, Harry Brandt, Herman Robbins, Lou Novins, Abe Schneider, Fred J. Schwartz, Leo Brecher, Arthur Israel jr., Malcolm Kingsberg, Andy Smith jr., Walter Reade jr., Sol Strausberg, George P. Skouras, Max A. Cohen, Edward Fabian, Philip Harling, Sam Shain, Joseph R. Vogel, David Weinstock, Sam Rinzler, Dr. Jonah B. Wise and Lieut. Shula Friedberg of the Israel army.

O'Dwyer to Be Honored By Amusement Leaders

NEW YORK—The amusement industry will honor Mayor William O'Dwyer December 14 at the annual luncheon of the Federation of Jewish Philanthropies of New York to be held at the Hotel Astor. The dais guests will include film company presidents, distribution chiefs, circuit operators, officials of exhibitor organizations and representatives of the music, radio and legitimate theatre fields. Invitations have been sent to these entertainment leaders by Fred J. Schwartz, chairman of the FJP amusement division.

Trans-Lux Chain to Show 'Make Way for Youth'

NEW YORK—"Make Way for Youth," the two-reel documentary released by the National Social Welfare Assembly, will be shown in all Trans-Lux theatres during the next three weeks. The film opened at the Trans-Lux Theatre on Madison avenue November 17 for a five-day run and will play the Trans-Lux on Broadway and 49th street December 6 and 7. It will play at the Washington, D. C., Trans-Lux house December 2 through December 8 and at the circuit's Philadelphia outlet later.

The film, which was directed by Robert Disraeli, director of the American Jewish committee's department of audio-visual education, was recently shown as part of the National Youth Month program, sponsored by the TOA.

RKO Employe Vote Dec. 8

NEW YORK—The National Labor Relations board has set December 8 for a shop election among RKO white collar workers at the home office. The Screen Office & Professional Employes Guild, the CIO union which had previously refused to sign the noncommunist affidavit provision of the Talft-Hartley act, has filed the affidavit and will be represented on the ballot along with Motion Picture Home Office Employes Local H63, AFL. RKO is the first company to have both unions represented on the same ballot since the SOPEG contracts with the film companies expired September 27. When H63 won the United Artists shop election several weeks ago, SOPEG was not on the ballot.

B R O A D W A Y

Dore Schary, MGM executive in charge of production, and Armand Deutsch, his assistant, have returned to the coast following a five-day stay here . . . Ella Raines, star of "Impact" (UA), arrived November 22. She will leave soon to play in a film to be produced in England . . . W. M. Richardson, Astor Pictures franchise holder in Atlanta, is here for production talks with R. M. Savini, Astor president . . . Alan F. Cummings, in charge of MGM exchange operations, is back from a three-week tour of branches which took him as far west as Kansas City.

Elizabeth Patterson, well known Hollywood character actress, is spending a month's vacation in New York. She recently finished roles in "Miss Tatlock's Millions" and "Sin of Abby Hunt" for Paramount . . . Anna Sten arrived to make personal appearances at the Capitol in connection with "Let's Live a Little" (EL), which opens December 9 . . . Walter Pidgeon, MGM star, and Mrs. Pidgeon came here from the coast . . . Phoebe and Henry Ephron have returned to the Warner Bros. studio after three weeks here.

P. F. Thomas, treasurer of Altec Service, is back from a two-month stay on the coast . . . Harry Kalmine, president and general manager of Warner Bros. Theatres, and Rudolph Weiss, head of the real estate department, have returned from visits to Washington, Baltimore and Hagerstown . . . Charles Dietz, MGM promotion representative in Detroit, returned there after a week at the home office . . . Macdonald Carey, who has co-starring roles in four Paramount 1949 releases, is here for two weeks of radio appearances and interviews . . . Anne Sanger Nayfack, secretary to William R. Ferguson, MGM exploitation manager, is mourning the death of her mother . . . Gene Kelly is expected back from England about December 12.

David D. Horne, Film Classics foreign sales manager, was scheduled to leave over the weekend for London and an extended tour of the continent . . . Douglas Fairbanks jr. arrived from London and will be here about a week discussing promotion plans on his film, "The O'Flynn" . . . Carroll Puciato, Realart general manager, was in Denver during the week . . . E. L. McEvoy, U-I short subjects sales manager, visited Cleveland.

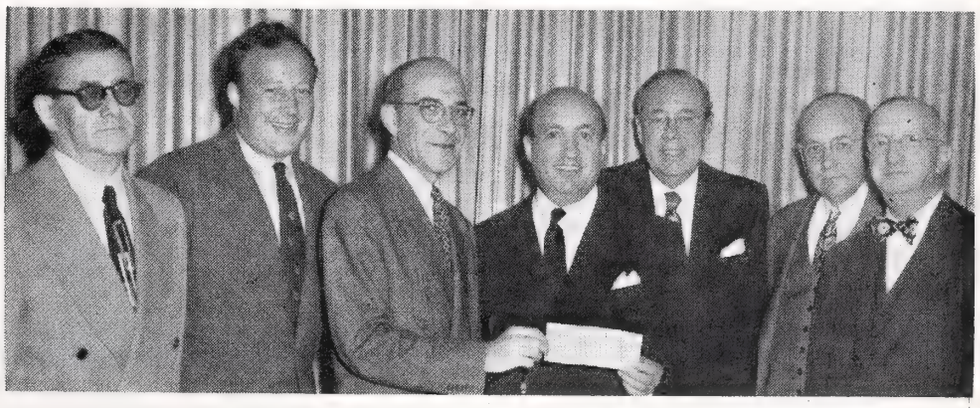
Maurice A. Bergman, Universal-International eastern advertising and publicity director, has returned from Chicago . . . Sol C. Siegel, producer, and Joseph L. Mankiewicz, director, are selecting locations for "East Side Story," tentative title of a 20th Century-Fox film . . . Al Horwits, Universal-International eastern publicity manager, has ended a five-city tour with Marta Toren and Stephen McNally on behalf of "Rogue's Regiment." McNally returned to California and Miss Toren went to Minneapolis.

Movietone Makes Films For State Department

NEW YORK—Fox Movietone News has made two documentaries for the State department. One covers the re-election of President Truman and also includes background biographical material. The second deals with the activities of the Economic Cooperation administration. The films are for distribution overseas by the office of information and education exchange of the State department.

Morgan Honored in B'klyn

NEW YORK—Henry Morgan, radio star whose first picture, "So This Is New York," will open at Loew's Metropolitan November 24, was guest of honor at the Brooklyn Tuberculosis and Health Ass'n Christmas seal dinner at the Hotel Granada November 18. Edward J. Quigley and Everett M. Clark presided at the event which launched the borough's 1948 drive.



DOWN PAYMENT ON HIS PLEDGE—Harry Brandt, who has promised he and his associates will sell $10,000 worth of tickets in the raffle being conducted for the Will Rogers Memorial hospital, gives the committee for the New York area a "down payment" on the pledge—a check for $7,000—representing the proceeds from the sales of tickets thus far. At the same time Brandt assured the committee the additional $3,000 would be forthcoming before the drive ends late this year, if not through the sale of the remaining tickets then through his own personal efforts. Seen in the above photograph are, left to right: Jack Ellis, Leonard Gruenberg, Clarence Eisemann, chairman of the drive, Brandt, Jack Bowen, Nat Furst and David Levy.

New B'way Films Big, Most Holdovers Low

NEW YORK—The two new films, "The Kissing Bandit" at the Capitol and "Fighter Squadron" at the Strand, registered strong grosses in the face of a decline which was general where the pictures were second or third week holdovers. Two films, "Kiss the Blood Off My Hands" and "Unfaithfully Yours," were pulled before completing four and three weeks, respectively, to bring in new pictures for the Thanksgiving holiday. The other pictures which held up well were "Joan of Arc" in its second week at the Victoria, "The Snake Pit," in its third week at the Rivoli and the two-a-day films, "Hamlet" and "The Red Shoes," which again played to capacity in their eighth and fifth weeks, respectively.

(Average Is 100)

Astor—**A Song Is Born** (RKO), 5th wk..... 70
Bijou—**The Red Shoes** (EL), 5th wk. of two-a-day..125
Capitol—**The Kissing Bandit** (MGM), plus stage show 115
Criterion—**Kiss the Blood Off My Hands** (U-I), 5 days of 4th wk..... 70
Globe—**Blood on the Moon** (RKO), 2nd wk.....120
Gotham—**San Francisco** (MGM); **Captains Courageous** (MGM), reissues.....105
Loew's State—**The Three Musketeers** (MGM), 5th wk. 105
Mayfair—**Road House** (20th-Fox), 3rd wk.....100
Paramount—**Sealed Verdict** (Para), plus stage show, 3rd wk..... 75
Park Avenue—**Hamlet** (U-I), 8th wk. of two-a-day..145
Radio City Music Hall—**You Gotta Stay Happy** (U-I), plus stage show, 3rd wk..... 85
Rivoli—**The Snake Pit** (20th-Fox), 3rd wk.....110
Rialto—**Crash Dive** (20th-Fox); **Man Hunt** (20th-Fox), reissues, 2nd wk..... 85
Roxy—**Unfaithfully Yours** (20th-Fox), plus stage show, 4 days of 3rd wk..... 65
Strand—**Fighter Squadron** (WB), plus stage show..110
Sutton—**Louisiana Story** (Lopert), 8th wk..... 75
Victoria—**Joan of Arc** (RKO), 2nd wk.....135

Buffalo Trade Is Spotty; 'Cry of City' Is Leader

BUFFALO—"Cry of the City," teamed with "Bungalow 13" at the Hippodrome, rang up a lusty 150 per cent to lead the first runs here. Other houses were average or below.

Buffalo—**June Bride** (WB)..... 87
Great Lakes—**Julia Misbehaves** (MGM), 2nd wk.... 89
Hippodrome—**Cry of the City** (20th-Fox); **Bungalow 13** (20th-Fox) 150
Lafayette—**For the Love of Mary** (U-I); **Open Secret** (EL) 100
Teck—**I'll Be Seeing You** (MGM); **Intermezzo** (MGM), reissues..... 81
20th Century—**Hollow Triumph** (EL); **Mickey** (EL)..100

Grosses Run Below Average In Philadelphia

PHILADELPHIA—Business hit a definite snag here and a pre-holiday slump was given as the main reason. "Fighter Squadron," which opened at the Mastbaum, did the only real business in town, but a full week's return was not available due to a late opening. With a batch of newcomers scheduled for the holidays, theatremen looked for increased business.

Aldine—**An Innocent Affair** (UA), 2nd wk..... 90
Arcadia—**The Velvet Touch** (RKO), 2nd run..... 95
Boyd—**June Bride** (WB), 2nd wk..... 85
Earle—**Kiss the Blood Off My Hands** (U-I), 3rd wk. 85
Fox—**Road House** (20th-Fox), 3rd wk., 5 days only.....No average
Goldman—**Julia Misbehaves** (MGM), 5th wk..... 70
Karlton—**The Secret Land** (MGM); **San Francisco** (MGM), reissues, 2nd wk..... 90
Keith—**Cry of the City** (20th-Fox), 2nd run..... 70
Mastbaum—**Fighter Squadron** (WB), 4 days only.....No average
Pix—**Night Has a Thousand Eyes** (Para), 2nd run.. 95
Stanley—**A Song Is Born** (RKO), 2nd wk..... 95
Stanton—**The Argyle Secrets** (FC); **Sofia** (FC)..... 90

Baltimore Business Off, 'Baby' And 'Station West' Lead

BALTIMORE—A week of rainy and muggy weather crimped the boxoffice. Extra shopping nights for the Christmas season have not shown the activity of past years.

Century—**Julia Misbehaves** (MGM), 2nd wk.....104
Stanley—**June Bride** (WB), 2nd wk.....100
Hippodrome—**Bodyguard** (RKO), plus stage show..123
New—**When My Baby Smiles at Me** (20th-Fox)....147
Town—**Station West** (RKO).....140
Keith's—**Isn't It Romantic?** (Para)..... 95
Mayfair—**The Plunderers** (Rep).....110
Valencia—**San Francisco** (MGM), reissue.....108

Boys Camp Hall Will Honor Harry Hellman Memory

ALBANY—A dormitory in memory of his father, Harry Hellman, an Albany exhibitor for 40 years until his recent death, will be built by Neil Hellman at the Variety-Alanby Boys club summer camp at Thompson's Lake. The son, in making the announcement at Tent 9's recent testimonial dinner for Charles A. Smakwitz, said: "I wish my dad were here. He would want to help in the Denial day drive which we are starting at tonight's dinner, to raise money for free vacations for needy boys next summer. In his memory, my mother and I will build a dormitory at the camp, to be known as Hellman Hall."

The dormitory will be twice the size of the present one, Neil said.

New Prudential Theatre For Port Jefferson

NEW YORK—Prudential circuit will build a 900-seat theatre in Port Jefferson, L. I. Construction will begin next spring from plans by John and Drew Eberson.

The town is now served by the 650-seat Port Jefferson Theatre. Port Jefferson is approximately half-way out on Long Island's north short. The latest population figure was 3,500.

George Schaefer to Lead Appeal for USO Funds

NEW YORK—George Schaefer, vice-president in charge of distribution for Enterprise Films, has accepted chairmanship of the USO sub-committee for the film industry. Campaign plans are to be set at a luncheon scheduled for December 2.

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"Voice of Theatre Speakers"

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Eagle Lion Protests French Film Quota

NEW YORK—William C. McMillen, Eagle Lion vice-president in charge of operations, said November 24 that the U.S. State department has been asked why it allowed the film quotas arranged with the French to be worked in favor of the big distributors and against the independents, including EL. In answer to his request for a correction of the situation, the State department promised to furnish EL with a statement in a week to ten days, he said.

The influence of Robert R. Young, railroad magnate, figured at least indirectly in the EL complaint, since McMillen has been associated with Young and Ohio's Governor-elect Frank Lausche, a Young lawyer, aided in the State department negotiations.

McMillen said he held no grudge against Gerald Mayer of the MPAA, who acted as advisor in working out the French film pact, but held the State department responsible for not seeing that all were equally protected.

Under the pact only 11 films were allotted independents. Two independents got allotments of three each, leaving only five to be divided up between EL and the others.

20th-Fox Reports Profit For 39-Week Period

NEW YORK—Net profit for 20th Century-Fox and all its subsidiaries, including National Theatres and Roxy Theatres, Inc., for the 39 weeks ending September 25 was $9,119,613.

The net reported above was after deduction of prior preferred and convertible preferred dividends amounting to $3.12 per share on the 2,769,100 shares of common outstanding.

The board has voted a quarterly dividend of $1.12½ per share on the prior preferred, 37½ cents on the convertible preferred and 50 cents on the common. These are payable December 23 to holders of record on December 1.

INCORPORATIONS

ALBANY

Wallis-Hazen, Inc., of Delaware recorded a statement that its New York office is in the Paramount Bldg. Hal Wallis is president; capital stock is 10,000 shares, no par.

Affiliated TV, Inc.: Telecasting and television in New York; 200 shares, no par; Irving Jacoby, Willard Van Dyke, Henwar Rodakiewicz, 164 E. 38th St.

Vanity 5th Corp.: Theatrical business in New York; 100 shares, no par.

Bakertown Amusements: To do business in Woodbury, Orange county; 100 shares, no par.

Animation House: To design cartoons, moving pictures, games, etc., in New Rochelle; 450 shares, 250 preferred at $100 par, and 200 common, no par; Edwin W. Rehberg, 481 Main St., New Rochelle; Dorothy Silverman, 1565 Vyse Ave., Bronx; Arthur L. Newman, 11 W. 42nd St.

Brod-Herm Amusement Corp.: To deal in motion pictures, etc., in New York; 110 shares, no par.

Monogram-AA Reduces Amount Owed Banks

HOLLYWOOD—Monogram-Allied Artists has reduced a $3,000,000 revolving line of bank credit by $455,000 since the issuance of the annual report to stockholders for the fiscal year ended July 3, 1948, it was reported by President Steve Broidy.

Currently outstanding is a balance of $2,130,000, which—according to present plans—will be substantially reduced in the immediate future.

Meantime Broidy also revealed that operations of Monogram and subsidiaries for the 13 weeks ended Oct. 2, 1948, resulted in a loss of $117,608, after reflecting an estimated refund of prior years' federal income taxes under the loss carryback provisions of the internal revenue code.

This compares with a loss of $86,414 for the same period last year.

Broidy further revealed the appointment of Earl E. Revoir to the post of assistant treasurer. Revoir has been with the company since May 1944.

HARRISBURG

Bob Sidman, Senate manager, had quite a time with "One Touch of Venus" after he decided to change the name to "Venus Jones" for the Harrisburg run. He got the okay, then after all ads were set and columnists primed, the orders came through to return it to the original, causing no end of consternation in the film newspaper circles . . . Betty Crouse, veteran State cashier, is engaged to Robert Holler, son of the Camp Hill Burgess. No date has been set for the wedding . . . Spasis "Spike" Todorov, assistant manager of the State, bought a new convertible.

Mrs. R. A. Bair is new candy attendant at the State . . . The Ink Spots will come to the State December 3 for a one-day stand, the first legitimate attraction since 1942 in a downtown motion picture house. Vaughn Monroe and his orchestra is booked also, as one of the first attractions in what Fabian City Manager Gerry Wollaston hopes will become a winter policy.

George Trilling, Fabian head, was in town and spent considerable time at the home of publicity and exploitation director Ed Goth and his wife . . . Ted Gilbert, Evening News reporter, substituted for film editor Dick Wolff, who was on a vacation . . . New at Loew's Regent are Jean Phillips, usherette, and Helen Schmeck, relief cashier. Bill Blankenship, assistant manager at Loew's, was back on the job after being hospitalized for several days.

Carter Barron, Loew's regional manager, who paid a flying visit here, had to call upon Loew's Manager Sam Gilman to drive him back to Washington after all planes were grounded . . . Walter Yost, owner of the new Valle, in nearby Mechanicsburg, said the apartment in the new theatre building is now occupied, as is the first floor storeroom, in which a dress shop has located.

To Portray Psychiatrist

Art Smith, Broadway actor, will portray a psychiatrist in the Paramount's "Manhandled."

WASHINGTON

Variety Club dinner-dance at the Statler hotel has been voted the finest ever . . . New members of Tent 11 are William H. Benedict, motion picture producer for the Sherman Plan, Inc.; Paul Linson, manager of the Greenbelt Theatre, and Frederick G. Rippingale, salesman for Loew's, Inc. . . . Another Variety Club gin rummy tournament and dinner will be held for members only Monday (29). Sam Forst and Morris Kraft will supply the dinner and Dave Legum will be king for the night. Prizes will include two television sets and two portable radios. Entry in the tournament and the dinner costs $12.

Happy birthday to Tent 11 barkers Fred Schnider, William Stempil, Clark Griffith, November 20; George Kelly, 21; Harley Davidson, 22; J. C. Brown, Saul Greber, Frank Sobotka, 23; Glenn Norris, 24; Graham Barbee jr., Sol Kullen, Jeff Hofheimer, 27, and Mike Uline, 28 . . . Myer and B. Emanuel are now in the motion picture theatre supply and accessories business at 1108 Ninth St., N.W. Myer Emanuel formerly was associated with the Sidney Lust circuit as auditor.

Mrs. George Clanton, wife of the owner of the Daw Theatre, Tappahanock, Va., spent several days in New York recently . . . Bill Michalson, 20th Century-Fox, celebrated his birthday by moving into a two-bedroom apartment . . . Sara Young is entertaining her sister, Mrs. Minna Leavitt, who came down from Brookline, Mass., to attend the Variety Club dinner dance . . . Newt Carskadon, Keyser and Piedmont, W. Va., theatres, returned home from Johns Hopkins hospital in Baltimore where he underwent a series of treatments.

Twentieth Century-Fox now is serving the Dutch Theatre, Holland, Va. The theatre, owned by James Jones, is located half way between Suffolk and Franklin and seats 250 . . . Columbia salesman Jimmy Whiteside's son is recuperating from a recent appendectomy . . . Inspector Mrs. B. Murdock has returned to work after a recent illness . . . Sam Galanty's secretary, "Jimmy" Finney, is "raking in the dough" for Variety Club. Her boss is treasurer of Tent 11.

Eagle Lion soon will be moving into new quarters on New Jersey avenue. Work is progressing rapidly on the recently vacated National Screen Bldg. Joe Walsh plans to move into the same building . . . Paramount District Manager Earle Sweigert was here . . . Dick Carroll, New Haven office manager and head booker, came in to visit . . . Rufus Blair came in from the west coast studios to visit the newspaper offices.

Local F13 executive board held a regular monthly meeting . . . Betty Richardson and Eva McDonald have moved over from National Screen to RKO . . . Leon Bakberger is sending to all exhibitors in the U.S, Canada and other parts of the world an attractive sales promotion mailing piece on Cary Grant's new production, "Every Girl Should Be Married."

Gordon Contee, 20th-Fox, was recovering from a siege of pneumonia . . . Jack Safer of Monogram went to Richmond, Va., to visit Thalhimer circuit houses . . . Miss Regina Lust, daughter of Mr. and Mrs. Ben Lust, returned from Holy Cross to spend the Thanksgiving holidays with her parents.

Allen Fisk opened a 200-seat theatre for Negro patronage in Hopewell, Va. . . . Glenn Norris, 20th-Fox branch manager, drove with his family to Port Chester, N. Y., for the Thanksgiving holidays . . . Helen Rosenthal, biller at 20th-Fox, will resign soon preliminary to her approaching marriage.

Robertson & Edwards are building a 400-seat theatre in Hillesville, Va., and it is expected to be ready for opening about December 15 . . . Mrs. Sara Young went to Defiance, Va., to visit her son, Cadet Lieut. Richard Young, who is attending Augusta Military academy.



CITATION FOR SHORT—The New York State Federation of Women's Clubs has cited RKO Pathe and MPAA for the short, "Letter to a Rebel." Mrs. James F. Hubbell, chairman of the motion picture division of the federation, is shown here, center, presenting the citation to Phil Reisman jr., author of the film. Looking on is Arthur DeBra of MPAA.

RKO Calls 2-Day Meeting Of District Managers

NEW YORK—Robert Mochrie, RKO vice-president and general sales manager, has called a two-day meeting of district managers, to be held at the Waldorf-Astoria hotel November 29, 30.

Ned E. Depinet, RKO president, will head the home office delegation attending the meeting. Others will be: Harry J. Michalson, short subject sales manager, and Walter E. Branson, Nat Levy and Charles Boasberg, sales managers for the western, eastern and north-south divisions, respectively.

MGM Film to Music Hall

NEW YORK—"Hills of Home," MGM film in Technicolor starring Edmund Gwenn, Tom Drake and Lassie, will open at the Radio City Music Hall following the current run of "You Gotta Stay Happy." It is scheduled for general release in December.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them*

Old Fashioned Promotion Clicks With 13-Year-Old RKO Reissues

NEW YORK—Old-Fashioned exploitation has been paying off at the RKO Palace here and RKO Grand in Chicago, where two 13-year-old reissues are the current attractions. Standing-room-only crowds have been paying first run admission prices at these theatres to see "She" and "The Last Days of Pompeii," originally released in 1935.

The Palace front features a replica of Mt. Vesuvius that emits make-believe smoke and fire with sound effects. This is for "The Last Days of Pompeii" which stars Preston Foster, Basil Rathbone, Alan Hale and Louis Calhern.

The front and lobby of the theatre are covered with colored drawings and tinted stills that play up the sex and pagan angles. Typical catchlines are: "Pagan Revels . . . Arena of Death . . . Deadly Eruptions of Vesuvius . . . Lust Mad Mobs."

"She," which was based on the novel by H. Rider Haggard, stars Randolph Scott, Nigel Bruce and Helen Gahagan, now Democratic representative from California. Tinted illustrations also stress sex and sensationalism. The catchlines read: "Mystery World . . . Human Sacrifice . . . Flame of Eternal Life . . . Men Enslaved by Barbaric Queen."

Most of the audiences consist of men under 30. Sol Schwartz, vice-president of the circuit, said the first week's gross at the Palace was well above average for the first run films formerly shown at the theatre. The same held true for the opening session at the Grand.

The circuit spent less than one-third the average first run advertising budget, he added. He said a new generation has grown up since these films were originally released. They are spectacles that would cost millions to produce today.

He said the films will be sold as a package after they have played the RKO circuit. In some RKO situations they will be offered as three-day weekend shows, and in others they will play a week or longer, depending upon the grosses. In all situations they will be backed by highpower old-fashioned exploitation, he declared.

ALBANY

Johnny Belinda" had its initial showings on the Schine circuit in Ogdensburgh and Watertown . . . Chris Pope, Schine feature booker for the Albany territory, was on Filmrow for several days . . . Jim Dufty is new assistant to Manager Al LaFlamme at the Strand. Dufty is from Rensselaer . . . Ed Maloney, new Paramount manager here, worked through the ranks from shipper, spending most of his 20 years with the company in Boston.

Hugh Owen, Paramount division manager, was here for a few days . . . Utica theatres ran into stiff competition recently when a Shrine indoor circus drew 35,000 customers during a week's run . . . Schine's Pontiac, Ogdensburgh, had a special 12-cent matinee for children with selected pictures and a stage prize drawing.

The Lincoln, Schenectady, featured a candy giveaway at a Saturday kiddy matinee . . . Dick McKay, former Sherburne and Edmeston exhibitor, and one time Schine manager in Hamilton, is working in the booking department at Smalley Theatres headquarters in Cooperstown.

Gus Schaeffer, RKO district manager, stopped off here recently and opined that the separation of RKO production and RKO exhibition would be advantageous to both organizations. Schaeffer reported that "Rachel and the Stranger" was doing well and added "Blood on the Moon" was the latest Robert Mitchum western.

Morris Koffsky, assistant to Manager George Schenck of Tri-State Automatic Waterford, for Sam Slotnick. He had been doubling between the two jobs . . . The Colonial opened John Steinbeck's "The Pearl," made in Mexico.

This exchange district's contribution to the Will Rogers Memorial hospital drive is expected to reach $6,000 by December 4, when a dance and drawing will be held in the Ten Eyck hotel. Up to Monday night. $5,400, exclusive of the cost of a Buick sedan and other prizes, had been raised.

Air force veterans attended a preview of "Fighting Squadron" in the Warner Theatres studio a few nights before the picture opened at the Strand . . . "Red River" pulled heavy weekend business at the Strand. Many youngsters attended with their parents and candy patronage zoomed . . . Hellman's Paramount and Royal held a Sunday opening for "Duel in the Sun" . . . Cliff Swick has been temporarily in charge of the Royal.

Albany Theatre Supply Co. has installed Wagner plastic letters on the marquee of the Glove, Gloversville, Rialto and Regent, Amsterdam, and Riveria in Rochester. Manager Jack McGrath also reported a similar installation at Frank Wieting's Park, Cobleskill . . . The Brandt circuit now is buying and booking for Jolo Amusement Co., new owner of the James, Utica. Jolo purchased the theatre from Morris Slotnick, who operates houses in Oriskany Falls and Waterville. Exchanges were notified the change took effect November 12. The Brandts buy and book for the Colonial in Albany, the Community and Star in Hudson, the Hunter in Hunter and the Copake in Copake.

Filmrow callers: Don Violetta, the Van Buren, Cairo; Clarence Dopp, operating theatres in Johnstown, Frankfort, Poland and Northville; Morris Slotnick, Oriskany Falls and Waterville, and Paul Wallen, manager of Fabian's Leland, Albany . . . Brother John Capistran, CSC, son of John Bylancik, manager for National Screen here, is teaching at a high school in Dacca, India.

NEW MIRROPHONIC SOUND
JOE HORNSTEIN, Inc.
630 Ninth Ave., New York City

Saul Ullman Heads Variety of Albany

ALBANY—Saul J. Ullman, general manager for Fabian Theatres upstate, was chosen chief barker of the Variety Tent 9 by the crew at a meeting Monday. Ullman, who had been first assistant, will assume office December 1. He is an industry veteran of 30 years, having advanced through the ranks with Fabian, Fabian-Stanley and old First National (once a salesman for the latter in New Jersey). He succeeded Lou Golding as upstate general manager four years ago when Golding took the same position for Fabian in the Wilmer & Vincent chain. Ullman served as Fabian's Schenectady city manager before coming to Albany.

Jack Bullwinkle, Columbia manager, was named first assistant chief barker, while Leo Rosen, recently appointed WROW promotion director after long service with Warners and two years as assistant general manager of Fabian-Hellman drive-ins, is second assistant.

Joe Saperstein, buyer and booker for Fabian Theatres, was re-elected doughguy, and Ed Wall, Paramount advertising-publicity director in this territory, was chosen property man.

Kalmenson to Hold Meet Of WB District Heads

NEW YORK—Ben Kalmenson, Warner Bros. vice-president in charge of distribution, will preside at a meeting of the district managers to be held at the home office December 1 and 2. The gathering will discuss merchandising plans of forthcoming releases including: "The Decision of Christopher Blake," "One Sunday Afternoon," "Whiplash," "Adventures of Don Juan," "John Loves Mary" and other features on the spring and summer schedule.

The district managers who will attend the meet are: Clarence Eiseman, metropolitan, with headquarters in New York; Robert Smeltzer, mid-Atlantic, with headquarters in Washington, D. C.; Charles Rich, central, with headquarters in Cleveland; Harry Seed, midwest, with headquarters in Chicago; Hall Walsh, Prairie, with headquarters in St. Louis; John F. Kirby, southeastern, with headquarters in Atlanta; Doak Roberts, southwestern, with headquarters in Dallas; Henry Herbel, west coast, with headquarters in Los Angeles, and Haskell Masters, Canadian, with headquarters in Toronto.

Home office executives who will attend include: Major Albert Warner, Samuel Schneider, Mort Blumenstock, Jules Lapidus, Roy Haines, Norman Ayers, Norman Moray, Ed Hinchy, Mike Dolid and Bernard Goodman.

ATS Film Forum to Hear Television Discussions

NEW YORK—The American Television Society will hold the first film forum of the new season at the Museum of Modern Art Theatre December 1, according to Emerson Yorke, secretary and chairman of the film committee.

The program will include panel discussion by television authorities on network operations, advertising, film production, film distribution, camera lenses and their uses, large screen operation and technical aspects of pictures made especially for television.

RKO Stockholders to Act On Splitup in January

NEW YORK—Plans for the reorganization of RKO under the terms of the consent decree will be placed before the stockholders for approval in the latter part of January. The deadline is February 8.

In the meantime there is still much work to be done in carrying out the provisions of this settlement signed November 8.

RKO attorneys and executives are working on details of the reorganization which will dissolve the present Radio-Keith-Orpheum Corp. and establish separate production-distribution and theatre companies. As one of the lawyers explained, the decree merely supplied the broad outlines for reorganization.

Some of the details to be worked out cover the following problems: splitting the 3,600,000-plus shares of common stock between the two new companies; organizing two new companies with separate directors and officers; nominating officers and selecting necessary personnel for the new companies.

Howard Hughes, who controls 24 per cent of the stock, will have to decide how to dispose of his interests in either of the two new companies.

Tax Specialists Study NYC Two Per Cent Tax

NEW YORK—A committee of five industry tax specialists, named by the heads of local theatre circuits, held a preliminary meeting November 22 to document evidence to support the New York City exhibitors' campaign attacking a dormant two per cent municipal tax on equipment in leased theatres. The city is now attempting to make the levy apply to current lease transactions and also make it retroactive for the eight years the tax measure has been in effect.

The tax specialists are: Donald Schiff, Loew's; Harry Levine, RKO; W. S. Halladay, Warner Bros.; S. L. Klein, Independent Theatre Owners of New York, and Philip Harling, Fabian Theatres. John S. Waters has been named by the League of New York Theatres, representing the legitimate houses. William Brandt, Brand Theatres executive; John Phillips of the Metropolitan Motion Picture Theatre Owners, and Mort Sunshine of ITOA will assist the committee.

National Board of Review Honors 'The Snake Pit'

NEW YORK—"The Snake Pit" (20th-Fox) has been given starred selected features rating, the top honor of the National Board of Review, in the weekly guide to selected pictures. Selected features rating has been awarded to "The Accused" (Para), "Every Girl Should Be Married" (RKO) and "One Night With You," released by the Prestige unit of Universal-International.

Raybond, Altec Sign

NEW YORK—David Weinstock, president of Raybond Theatres Corp., operating 17 theatres in New York, New Jersey and Connecticut, has signed with Altec Service for all his houses. M. N. Wolf represented Altec and William Quinn Raybond.

NEWARK

Jewish features scheduled to run at the Hawthorne include "Miracle Efros," "Her Second Mother," "Kol Nidre" and "The Jewish Melody." Jewish films have proved so popular that the theatre is using them two days a week part of the time instead of on Wednesdays only as was the original plan . . . Sally Harper, local girl, is scheduled for a part in a motion picture.

"The Loves of Carmen" was held over a second week at Loew's . . . The Wellmont, Montclair, ran a 7 to midnight five-hour show on election day in the form of a sneak preview on "Kiss the Blood Off My Hands" and did a terrific business . . . A. J. Rettig, owner of the Ormont, East Orange, is running morning shows for children at intervals of every three weeks. Dog acts, magicians and other stage performers are included on the programs.

John C. Winant, who was connected with the Liberty, Elizabeth, is now managing the Fox, Hackensack . . . The Liberty reports good business on "Luck of the Irish" . . . The Savoy, Bloomfield, holds a record of being the first theatre in the territory to have air conditioning, the system having been installed two years ago. Samuel Hoxberg, manager, says the house did its best business recently during the untimely hot weather last summer.

The Lincoln, Arlington, ran a puppet show in conjunction with its Armistice day kiddy program. Harmonicas were given away through tiein with the Magnus Harmonica Co. . . . The Lincoln gave away ten turkeys November 19.

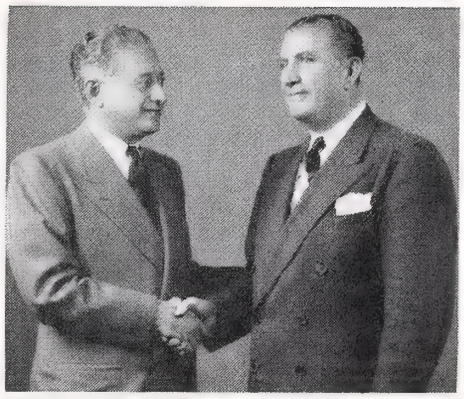
Grant Mitchell, film star, appeared at the Montclair Theatre . . . Thomas Arrants, manager of the Lincoln, Arlington, has resigned to manage a theatre in Denver. He plans to leave about December 4 by auto . . . A huge turkey decorated with flitter was featured on a 16x12-foot lobby display at the Regent in Kearny prior to its turkey giveaway nights. The display was the work of Jack Short of Carlstadt . . . The Sisterhood of B'nai Israel held a theatre party at the Regent, Kearny, November 17. Twenty-five hundred tickets were sold . . . The Regent's last cartoon show for youngsters drew a crowd of 1,100. Free candy proved a hit.

Proctor's drew attention to "Cry of the City" with a display of finger print equipment in a traveling kit similar to that used by local police. The equipment was loaned by the manufacturer . . . For "Apartment for Peggy" Proctor's tagged automobiles passing through the city. Keys were attached to each tag and tags bore the inscription: "Here's the key to Peggy's apartment. Call Market 2-3645."

Sidney Bratter, manager of the Castle, Irvington, has been in Beth Israel hospital for a hernia operation . . . William Paul Robinson is the new Castle assistant, replacing Murray Mankowitz . . . Perry Leib, former assistant at the Regent, Elizabeth, and now a teacher at Linden high school, called on Ed Kane, Regent manager . . . Anna Scott, candy attendant at the Regent, was married recently to William Hubb and will leave for Minneapolis where her husband is employed at Westinghouse.

C. P. Murphy, manager of the Ritz, Elizabeth, through the cooperation of the fire department, displayed a century-old fire engine in front of the theatre to exploit the short, "Going to Blazes." There also was a lobby display of fire apparatus.

Two show saddles worth $2,500 apiece, borrowed from the commissioner of a dude ranch, helped exploit "Two Guys From Texas" at the Hollywood, East Orange. John Conheim, manager, arranged the tiein . . . Ice cream sales are going over even better at the Embassy than expected, according to the management. The theatre is running an all-Italian show November 29 . . . The Regent plays to more children than any theatre in the city.



TO HONOR MANAGER—Al Weiss (right), of Loew's Pitkin, Brooklyn, will be feted at a dinner sponsored by the Federation of Jewish Philanthropies at the DeLuxe Palace, November 29. With him here is Abraham Stark, New York commissioner of commerce, who will be one of the guest speakers.

Tele Equipment Company Is Formed by Milliken

NEW YORK—John B. Milliken, president of International Television Corp., has organized the Television Equipment Corp. and is its president. Leonard Mautner, formerly a DuMont Laboratories chief engineer, is vice-president and William Brown, formerly with RCA, is secretary and chief engineer.

The company will manufacture in the fields of television pick-up and transmission, and military electronics. It first plans to market a low-cost television camera for industrial and studio use. Laboratories have been set up at 238 William St.

Philadelphia Variety Tent Selects Ed Emanuel

PHILADELPHIA—Variety Tent 13 has elected Ed Emanuel, chief barker; Hal Cohen and Meyer Adelman, assistants; Ben Biben, treasurer, and Harry Penneys, property manager.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

MPAA Awaits Russian Move on Film List

NEW YORK—The Motion Picture Ass'n of America is awaiting word from Russia as to its selection of at least 20 American films for Russian theatre use from the list of 100 film titles recently submitted through the U.S. state department. Eric Johnston, MPAA president, described the deal at the November 16-18 top secret meetings of the executive committee, and company executives are said to have approved it as providing a source of foreign revenue.

Silence is still being maintained about the identity of the films on the list. The theory is that if the titles were made public, thousands of Americans might suddenly consider themselves experts on U.S.-Russian relations, find fault with some of the titles and upset the deal. The pictures chosen are considered to best represent the American way of life.

When Russia makes its selection from the list, it undoubtedly will ask to see the films. Local distributor executives believe that a request will be made to have prints sent to Paris for special Soviet screenings there.

The state department, according to the MPAA, is not exercising any jurisdiction in the matter, but is simply acting as the transmittal medium.

U-I Makes Eight Changes In Field Selling Force

NEW YORK—Universal-International has made eight changes or additions in the ranks of its field selling forces.

The new assignments are: Milton Schneiderman, who formerly assisted Fred Meyers, eastern sales manager in the home office, transferred to the field to become a salesman in the Washington branch; Peter C. Quiter, former office manager in the Pittsburgh branch, who recently has been selling, officially assigned as salesman in that city territory and George Byrd, former head booker in Oklahoma City, promoted to salesman to fill the vacancy created by the recent promotion of Charles W. Hudgens to Oklahoma City branch manager. Schneiderman takes over the Baltimore city territory previously handled by Vincent Dougherty, who has been transferred to the city of Washington zone territory. Carl Miller, salesman in Seattle, has been transferred to Los Angeles.

The additions are: W. E. Maddox as new salesman in Oklahoma City, Lin Harrington as new salesman in Dallas and Paul Webster as new salesman in Des Moines.

Weed & Co. to Handle Para Video Ad Sales

NEW YORK—Paramount has appointed Weed & Co. as national advertising and sales representative for Paramount television stations WBKB, Chicago, and KTLA, Los Angeles. John Dickinson and Cris Rashbaum will continue to represent Paramount television sales and advertising activities in New York.

Weed & Co. will represent the Chicago station in Los Angeles and the Los Angeles station in Chicago, according to George T. Shupert, director of commercial operations for Paramount's television division.

Eric Pleskow to Assist MPEA in Germany

NEW YORK — Eric R. Pleskow, former films officer for the American Military Government in Bavaria, has been named assistant general manager of MPEA in Germany under Marian F. Jordan, according to Irving Maas, MPEA vice-president and general manager.

Pleskow's post was created because of the expansion in distribution activities in Germany since the MPEA took over from the military government early this year and the subsequent entry of American product into the British and French zones. Pleskow served from 1945 to 1948 as films officer in Bavaria where he was actively engaged in the reopening of some 675 theatres and supervised film production and dubbing activities at the Bavaria Film Studio. Prior to military service, he was associated with Adventure Films and Non-Theatrical Pictures Corp. in New York.

IATSE Exchange Pact Up for Discussion

NEW YORK—The IATSE and nine distributors are negotiating a new contract for exchange employes in 32 offices to replace the two-year pact which will expire December 1.

The first meeting was held November 23; another meeting will take place soon.

The IATSE has asked for a wage increase. The present contract gave the employes a 15 per cent or $10 a week raise last February. The pact has a one-year wage re-negotiation clause.

Distributors involved are: Warners, MGM, 20th Century-Fox, Paramount, RKO, Columbia, United Artists, Universal-International and Republic. They were represented in the negotiations by a committee consisting of Clarence Hill, 20th-Fox; Anthony Patti, U-I; C. J. Scollard, Paramount; Charles O'Brien, MGM; Henry C. Kaufman, Columbia; Leslie Thompson, RKO; Saul Schneider, Warners, and Harry Buckley, UA.

The union negotiators were: Thomas J. Shea, assistant international president; Louise Wright, vice-president, and Joseph D. Basson, international representative.

Republic's Foreign Unit Affiliates With MPEA

NEW YORK—Republic Pictures International has joined the Motion Picture Export Ass'n after several months of conferences between MPEA and Republic officials. It becomes the tenth member company.

Approval of the application was given last week by the MPEA board and the membership was made retroactive to November 1.

The application was put in after long talks between Eric Johnston, Francis Harmon and Irving Maas, representing MPEA, and Richard W. Altschuler, president, and Douglas F. Yates, vice-president, and Theodore R. Black, counsel, representing Republic.

A group of Republic pictures is being made ready for inclusion in the MPEA distribution program, and some of these will be included in the group of 100 pictures which it is proposed to sell to the Soviets.

Eyssell Says Video Can Be Film Ally

NEW YORK—Gus Eyssell, who received a special plaque as Pioneer of the Year at the annual Motion Picture Pioneers dinner at the Waldorf Astoria November 17, isn't losing sleep over prospective television competition.

All the dire predictions about what the new medium will do to the film business also were made when radio first became popular, he recalled. Instead of proving a detriment to the picture business, he pointed out, radio helped make pictures bigger and better and stronger.

TELEVISION AS AN ALLY

"We can make an ally of television," he declared. "The best productions and the best entertainment are not going to be supplanted by an inferior medium. What we have to do is close our ranks and step forward."

Eyssell's presentation was preceded by a short talk by Winthrop Rockefeller, one of the men who picked him to take over management of Radio City. Rockefeller drew applause when he said that he was substituting for his brother, Nelson,who is "making a tour in behalf of the National Conference of Christians and Jews."

Rockefeller said he was happy to be at the presentation of the plaque to Eyssell, because the esteem in which he was held by his associates in the picture business confirmed the Rockefeller judgment in putting him in charge of Radio City.

One of the interesting statements made by Eyssell was that of the 515 employes of the Music Hall 116 are "pioneers" at the theatre because they have been with it since it opened 16 years ago.

Dr. George Gallup was one of the speakers. He admitted that he had come to the affair hoping to talk to "some of his present clients and many of his former clients." Dr. Gallup's Audience Research Institute was polling film tastes long before Governor Dewey was elected by the polltakers and defeated by the voters.

LACKED LAST-MINUTE POLLS

One of the mistakes the polls made, Dr. Gallup admitted, was their failure to take last-minute polls. They didn't do this, he said, because all the researchers thought there was no change in sentiment during a campaign.

Dr. Gallup told the diners he thought the business could develop an entirely new market among men and women 30 to 50 years of age, and that grosses could be increased a half billion from this group.

He admitted his researchers had made mistakes in the past and said one of them was when he advised RKO that "Kitty Foyle" probably would go above average. That proved a fantastic under-statement. Again, he said, he had overrated "Sister Kenny."

"There was plenty of want-to-see sentiment uncovered," he declared, "but not enough lay-the-money-on-the-line."

Milton Berle drew a laugh later in the evening when he discovered Dr. Gallup was present. He turned to him and said:

"Well, anyway, you've got nothing to worry about for four years."

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Directors Censured By Ascap Members

HOLLYWOOD — A reprimand of Ascap's board of directors and an exhaustive discussion of the recent New York federal court ruling against the organization's theatre licensing program highlighted the annual meeting of west coast members.

Ascap's directorate was censured for its recent refusal to appoint L. Wolfe Gilbert as west coast representative functioning as a liaison between the Hollywood and New York branches. Gilbert had held such a post until five years ago, when he resigned.

President Fred Ahlert presented a detailed survey of the anti-Ascap ruling in which Judge Vincent Leibell maintained the society cannot collect film theatre performance fees from members of the Independent Theatre Owners Ass'n of New York who brought suit against the organization.

Ahlert contended the ruling was out of Judge Leibell's jurisdiction and declared Ascap would immediately seek a stay of execution.

* * *

New president of the Screen Writers Guild, elected at the organization's recent annual meeting, is George Seaton. Other new officers include Don Hartman, Oliver H. P. Garrett and Wells Root, vice-presidents; Karl Tunberg, secretary, and Valentine Davies, treasurer. The new executive board comprises Edmund Beloin, Warren Duff, Richard English, Erwin Gelsey, Edmund L. Hartmann, Karl Kamb, Arthur Kober, Gladys Lehman, Winston Miller, Richard Murphy, Sloan Nibley, Leonard Spigelgass, Dwight Taylor, Wanda Tuchock and M. Coates Webster.

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Revision of 20th Century-Fox's personnel division was completed with the naming of Fred S. Meyer, the studio's labor liaison director, to head a newly created central hiring hall. All new employes will be hired through the new office.

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Pro-Democratic segments of Hollywood organized labor will participate in a presidential tribute dinner to be staged here December 6 honoring President Truman and Vice-President Alben Barkley. Named chairman of the Hollywood labor committee for the affair was Roy M. Brewer, IATSE executive.

Lease Enterprise Site

HOLLYWOOD—California Studios, resuming its previous identity after being called Enterprise for more than two years, has leased office and shooting space to a new independent production unit headed by Irving Asher, Richard Quine and Blake Edwards.

Academy Retains Rules On Music Award Choice

HOLLYWOOD—Members of the music branch of the Academy of Motion Picture Arts and Sciences voted overwhelmingly in favor of retaining the same rules for balloting on music awards for the upcoming Oscar sweepstakes as were in effect last year. At the same time Johnny Green was appointed musical director for the 21st Academy Awards presentation, a chore which he held down three years ago.

Nominate Officers for Video Academy

HOLLYWOOD—Simplicity is the key to success, live video program producers were told at a meeting of the Academy of Television Arts and Sciences, attended by more than 400 members. Speakers included such producers of live television shows as Cal Kuhl, Mike Stokey, True Boardman and Kenneth Higgins, all of whom stressed that video stations currently are going through a trial-and-error period and that packagers must understand and appreciate station problems.

Nominations for the Academy's 1949 officers and directors were made at the session. Submitted for the presidency were Hal Bock and Harry Lubcke, while candidates for directors at large, from which three will be chosen, include Mal Boyd, Leon Benson, Mark Finley, Russell Furse, Richard Goggin, Dave Lipton, Ray Montfort, Ed Nassour, Jack O'Mara, Jack Strauss, Robert Stock and Harlan Thompson.

* * *

Lee Loeb, film scenarist, inked Frank Veloz of the Veloz-Yolanda dance team to star in a series of 15-minute television shorts which Loeb will write and produce. The video films will be based on a "learn-how-to-dance" theme, with Veloz doing the teaching.

George Murphy Scheduled For Southwest Dates

HOLLYWOOD—Functioning as an unofficial goodwill ambassador for his home studio, MGM, Actor George Murphy is slated to make three appearances in the south and southwest. On December 1 in New Orleans he will address 600 members of Allied States; December 4, in Dallas, he is to emcee a banquet honoring Bob O'Donnell, chief barker of Variety Club International, and December 6 he will speak before an exhibitors' convention in Oklahoma City.

Financier Files Suit To Recover $80,000

HOLLYWOOD—A test case seeking closer government scrutiny of loans secured from private investors by independent motion picture producers was filed in superior court on behalf of Murray P. Koch, San Francisco financier, naming Sam Coslow, Beacon Pictures, and other personalities as defendants in an action to recover an alleged $80,000 loan.

Attorneys for Koch contended that in arranging for the financing, described as "preproduction money," the Beacon company violated California's corporate securities act, which requires the issuance of a permit before such money can be invested in a business project. The picture involved was "Copacabana," filmed by Coslow for United Artists release.

Observers attached considerable significance to the action on the premise that a majority of independent film-makers pursue similar courses in obtaining financing.

In addition to Coslow and his Beacon company, defendants listed were Walter Batchellor, George Frank, David Hersh and five "John Does."

Koch's contention is that his $80,000 loan was never repaid and that the defendants' agreement to repay him out of the picture's profits was not adhered to.

Albert Rogell Is Named Cinema Lodge President

HOLLYWOOD—Created for the purpose of disseminating religious tolerance among all peoples, Cinema lodge of B'nai B'rith held its first charter membership meeting and elected Producer-Director Albert S. Rogell, president pro tem. Publicist Carl Post will head the public relations committee, aided by Al Gordon and Gene Gach, with Post also functioning as pro tem treasurer.

The Cinema lodge, headed by an advisory council including Nate Blumberg, Henry Ginsberg, Samuel Goldwyn, Barney Balaban, Joseph M. Schenck and John M. Stahl, plans a comprehensive campaign on behalf of tolerance, utilizing the screen, radio, television and music.

* * *

Although SRO's new Jennifer Jones starrer, "Portrait of Jennie," will be given its world premiere at the Carthay Circle Theatre next month, the film will be screened first for combat veterans in southern California area hospitals. "Portrait" also will be shown at other veterans hospitals throughout the country prior to public exhibition.

STUDIO PERSONNELITIES

Barnstormers

Columbia

TERRY MOORE's personal appearance tour has been extended for another two weeks. Currently in Buffalo, she will junket to Minneapolis, Hartford, Miami and Providence in conjunction with openings of her first starring film, "The Return of October."

Monogram

Western star WHIP WILSON leaves early next month for a personal appearance tour in conjunction with the release of his first film, "Crashing Through."

Cleffers

Universal

WALTER SCHARF will score "Calamity Jane and Sam Bass," "The Amboy Dukes," "Gambling Lady" and "And Baby Makes Three," while FRANK SKINNER will handle the scoring on "Ma and Pa Kettle" and "Illegal Entry."

Warners

MAX STEINER will write the score for "Fountainhead," starring Gary Cooper and Patricia Neal. King Vidor directed for Producer Henry Blanke.

Loanouts

20th Century-Fox

Negotiations have been completed with Independent Artists, Inc., under terms of which Director JACK GAGE will meg one picture a year for the next five years.

Meggers

Columbia

TED TETZLAFF will direct the next George Raft vehicle, "The Big Jump," to be produced by Irving Starr.

Metro

NORMAN TAUROG will meg "Midnight Kiss," Technicolor musical with Kathryn Grayson and Jose Iturbi.

20th Century-Fox

LLOYD BACON has been booked to meg "It Happens Every Spring," toplining Ray Milland and Jean Peters.

Options

Columbia

KATHARINE WARREN, studio drama coach, draws a character assignment in "All the King's Men." JOANNE DRU has been signed for the feminine lead.

Metro

Los Angeles Athletic club swimming star ANITA LHOEST checked in for a role in "Neptune's Daughter," starring Esther Williams and Red Skelton.

EILEEN KORLEY joins the cast of Pandro S. Berman's production, "Madame Bovary," with Jennifer Jones in the title role.

SPRING BYINGTON replaces Mary Astor, out with illness, in the Judy Garland-Van Johnson starrer, "Good Old Summertime," under the direction of Robert Z. Leonard for Producer Joe Pasternak.

JANET LEIGH draws the second femme lead in "Storm Over Vienna," to be directed by George Sidney.

New term contract was set for JOSE ITURBI, whose next film is "Midnight Kiss."

Monogram

EDDIE MAJORS, BOB WOODWARD and BOYD STOCKMAN have been added to the cast of the Jimmy Wakely starrer, "Gun Runner."

Added to the cast of Lindsley Parsons' "Riverboat Rhythm" are JAMES FLAVIN and DUKE YORK. Broadway actor JOEL MARSTON has been assigned an important role. Derwin Abrahams directs.

Paramount

JOHN ELDREDGE begins his 14th year in Hollywood with a role in the Bing Crosby starrer, "Top o' the Morning," which David Miller directs.

GEORGE REEVES was added to the cast of Cecil B. DeMille's "Samson and Delilah," starring Hedy Lamarr and Victor Mature. NILS ASTHER has been signed for a role.

Broadway actor ART SMITH will portray a psychiatrist in Pine-Thomas' "Manhandled," starring Dorothy Lamour, Sterling Hayden and Dan Duryea. Lewis Foster will direct. ALAN NAPIER was inked for a featured role.

Radio actor JIM BACKUS portrays a detective in the Bob Hope-Rhonda Fleming topliner, "Easy Does It."

Broadway actor LOUIS JEAN HEYDT was signed for a top supporting role in Hal Wallis' "Bitter Victory," starring Robert Cummings, Lizabeth Scott and Diana Lynn, with William Dieterle directing. DOROTHY BARRETT has been added to the cast. BYRON BARR has been inked for an important role.

RKO Radio

Former heavyweight prizefighter LOU NOVA and NESTOR PAIVA join the cast of "It's Only Money." DON McGUIRE joins Frank Sinatra, Jane Russell and Groucho Marx for a top role in the picture, directed by Irving Cummings sr. and produced by Irving Cummings jr.

Twelve-year-old MICHAEL CHAPIN will play the son of stars Martha Scott and Jeffrey Lynn in "Sam Wynne," which Will Price directs for Producer Frederic Ullman jr.

PAUL FIX and HARRY WOODS have been handed top character roles in Argosy's "She Wore a Yellow Ribbon."

Republic

LOIS HALL drew one of the leading roles in "Duke of Chicago," with Tom Brown and Audrey Long.

Romantic leads in the Sidney Picker production, "Hideout," go to LLOYD BRIDGES and ADRIAN BOOTH, with ALAN CARNEY and SHEILA RYAN assigned supporting spots. Phil Ford is the director.

SRO

Producer-director Carol Reed signed ORSON WELLES to star with Joseph Cotten and Valli in "The Third Man," the first of a series of films to be produced in Europe by David O. Selznick and Sir Alexander Korda.

20th Century-Fox

VERONICA LAKE joins Richard Widmark and Linda Darnell in the cast of "Slattery's Hurricane," with Andre DeToth directing for Producer William Perlberg. Added to the cast was GARY MERRILL.

Producer George Jessel has set MARTHA STEWART for a top role in "Oh, You Beautiful Doll," to be directed by John M. Stahl.

Universal-International

Starring role in "Sing Your Way Out," to be produced and directed by Maxwell Shane, goes to TONY MARTIN.

PATRICIA ALPHIN has been assigned a featured spot in "Ma and Pa Kettle." REX LEASE plays the part of a sheriff.

ENID MARKEY was signed for a key role in Producer Chester Erskine's "Take One False Step," starring William Powell. MARSHA HUNT was ticketed for the second femme lead.

Scripters

Metro

ALLEN RIVKEN has been assigned to script "Tension," to be produced by Robert Sisk.

Paramount

Frank Capra's first producer-director chore for the studio, "Broadway Bill," is being written by RICHARD L. BREEN. Bing Crosby will star in the remake of the 1934 film.

20th Century-Fox

ANDREW SOLT is developing "Methinks the Lady," suspense mystery, for Producer-director Otto Preminger. Gene Tierney and Richard Conte will star.

Universal-International

JOHN QUILLAN checked in to script "Sing Your Way Out," to be directed by Maxwell Shane for Producer Leonard Goldstein.

Story Buys

Columbia

"The Hero," a first novel by Millard Lampell, has been purchased. Buddy Adler is assigned to produce the film which will star John Derek.

Metro

Film rights have been acquired to the Devery Freeman story, "The Yellow Cab Man," tentatively earmarked as a Red Skelton vehicle.

"Tender Is the Night," F. Scott Fitzgerald novel, has been purchased from David O. Selznick as a starring vehicle for Jennifer Jones.

Technically

Metro

AL JENNINGS is set as assistant director; CHARLES SCHOENBAUM, cameraman, and EDDIE IMAZU, art director, for "Greyfriars Bobby," under the direction of Richard Thorpe for Producer Robert Sisk.

ROBERT PLANCK will lens Carey Wilson's production, "Storm Over Vienna," under the direction of George Sidney.

Cameraman assignment for "The Forsyte Saga" goes to JOE RUTTENBERG.

Unit manager stint on Joe Pasternak's production, "Midnight Kiss," is assigned to SERGEI PETSCHNIKOFF, to be directed by Norman Taurog. Dolph ZIMMER will be assistant director.

ROBERT SURTEES has been assigned as cameraman for "Madame Bovary," to be directed by Vincente Minnelli.

Paramount

Staff for Pine-Thomas' "Manhandled" includes HOWARD PINE, assistant director; LEWIS CREBER, art director; HOWARD SMITH, film editor; L. B. "DOC" MERMAN, business manager, and ERNIE LASZLO, cameraman.

RKO Radio

Assignments to the Martha Scott-Jeffrey Lynn starrer, "Sam Wynne," include HARRY WILD, cameraman; FRANK SARVER, sound; FREDERICK KNUDTSON, film editor; SAM RUMAN, assistant director; CARROLL CLARK, art director.

Republic

Assignments on "Hideout" are: JOHN MACBURNIE, cameraman; ROY WADE, assistant director; FRANK HOTALING, art director; RICHARD VAN ENGER, film editor, and MORTON SCOTT, musical director.

20th Century-Fox

Film editor HARMON JONES has been reoptioned for another year.

United Artists

GILBERT WARRENTON has been set as cameraman on W. R. Frank's "Dan Patch," which FRED BERGER will edit.

Universal-International

Producer Chester Erskine signed ORRY KELLY to design the wardrobe for Shelley Winters in "Take One False Step."

Title Changes

Columbia

"Bonanza" becomes GREED.

Metro

MIDNIGHT KISS is the new tag for Joe Pasternak's production, "This Summer Is Yours."

Monogram

BAD MEN OF TOMBSTONE is the release title for the King Bros.' "Last of the Badmen."

Lindsley Parsons' production, "American Rhythm," is retagged RIVERBOAT RHYTHM.

Paramount

Final title for the Alan Ladd-Donna Reed starrer, "One Woman," is CHICAGO DEADLINE.

RED, HOT AND BLUE is the new tag for the upcoming Betty Hutton comedy, "Restless Angel."

Pledges Total $544,146 In United Appeal Drive

HOLLYWOOD—First tally of returns in the fourth annual United Appeal campaign revealed pledges totaling $544,146 from 7,566 subscribers, nearly 42 per cent of the drive's goal of $1,303,720, according to Roy M. Brewer, campaign chairman. Of this total some $341,945 was secured in advance pledges from producers, executives, actors, directors, writers and artists' managers. Pledges from 6,749 members of unions and guilds totaled $157,987.

* * *

Climaxing a six-month fund-raising drive for construction of a new $7,500,000 memorial medical center, the $60,000 "Blandings Dream House" in West Los Angeles was won by Mr. and Mrs. R. L. Brand, Los Angeles residents.

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Edmond O'Brien, Warner star, was a special guest at the Hollywood Community Chest kickoff luncheon. He spoke on benefits to be derived from the Chest and pledged his aid to the current campaign.

Newsboys Guests of Theatre

RED BLUFF, CALIF.—Dale Pickell of the State Theatre honored newsboys from the Daily News recently with a show from the theatre stage, climaxing a week-long tribute.

'Green Promise' Set For 4-H Club Debut

HOLLYWOOD—"The Green Promise," being released by RKO and marking the entry of oilman Glenn McCarthy into film production, will be given its first public showing December 2 before 1,700 members of the annual 4-H Congress in Chicago. McCarthy will attend the screening with his production staff including Robert Paige and Monty F. Collins, co-producers; Blake McVeigh, publicity director, and Dick Farrell, film editor.

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Samuel Goldwyn's "Enchantment," for RKO release, will be world premiered December 23 in twin openings at the Pantages and RKO Hillstreet theatres. The David Niven-Teresa Wright co-starrer was megged by Irving Reis.

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World premiere of "Strike It Rich," the Jack Wrather production for Allied Artists, was slated for November 26 in Tyler, Tex., where much of the oilfield film was produced. The debut was to be followed by openings in Beaumont, Tulsa and Oklahoma City, with Wrather and Thespican luminaries including Rod Cameron, Bonita Granville, Don Castle and Stuart Erwin making public appearances. Dallas, Longview, Kilgore, Austin, Abilene, Houston and San Antonio also are on the list of "Strike It Rich" playdates.

Four Actor Groups Plan Consolidated Union

NEW YORK—Joint committees representing Actors Equity, the American Federation of Radio Artists, the American Guild of Musical Artists and Chorus Equity have drawn up a plan for the consolidation of the four entertainment unions. Their recommendations have been submitted to the boards of Actors Equity and Chorus Equity and were scheduled to be presented to AFRA and AGMA Friday (26).

The decision of the boards, if favorable, will then have to be ratified by the memberships. The merger would facilitate negotiations of actors with the television industry, which has no individual union for its players. Their affairs are now conducted by a television committee of the four unions, which is powerless to act before each unit has reported back to the parent union.

The joint committees have decided that the setup of the national union board will consist of 40 members divided as follows: Actors Equity, 15; AFRA, 15; Chorus Equity, five, and AGMA, five. Members of the new association will carry only one card, instead of several, and will pay dues to only one organization.

San Francisco Orpheum Undergoes Renovation

SAN FRANCISCO—The Orpheum Theatre, managed by Al Dunn, is being renovated with improvements, including redecoration of the lobby, new marquee and newly decorated offices. Eddie Deal is Dunn's assistant while Jack Barnett moved over from the United Artists to the Orpheum as treasurer. Bob Broadbent moved to the Esquire as assistant to Manager Jack Lowry.

Spearheads

By IVAN SPEAR

THROUGH his press agent, the extremely enterprising and energetic Epstein—Dave, that is—Jack Conway, the veteran director who recently secured his release from MGM in order to establish an independent unit, submits a subject worthy of a passing thought by the showmen of the nation.

His commentary concerns the annoying, embarrassing and, at times, downright vulgar spread of hoodlumism—catcalls, Bronx cheers and insults—with which motion picture personalities are being confronted when making personal appearances in theatres throughout the country.

Conway's contention is that, faced with such barbaric responses from audiences, top Hollywood players—particularly the film stars—are exhibiting more and more reluctance to accept public appearance engagements. The director cites three prominent actresses who, to his own personal knowledge, have turned down such dates purely because of the unfortunate experiences they have already encountered with audience hecklers.

"There were two recent instances," Conway declared, "in which actresses flew from Hollywood to New York at their own expense to appear in purely charitable benefit shows. They made nothing out of it; it cost them money. Although all proceeds of their shows went to humanitarian causes, these two girls were subjected to insufferable vulgarism from lowbrows in the audience, and each has confided to me that she will never make another public appearance again until this situation is changed.

"Correction of this evil does not lie within the province of the entertainers themselves," Conway insisted. "It is a problem for the individual theatres and the local police."

As a means of combating the growing problem, the megaphonist suggests the invocation of laws already on the statute books permitting police to nab "theatre bums"—just as the gendarmes arrest street-corner loafers whose specialty is insulting passing women.

It is interesting and just a mite gratifying to note that Hollywood at long last apparently is becoming a little conscious of a problem that has been a major thorn in the sides of theatre operators for the past several years. Juvenile delinquency has subjected them to hundreds of thousands of dollars of expense through malicious vandalism and through their organized efforts to combat it.

The refusal of femme stars to make personal appearances because of such hoodlumism will be just another straw added to an already groaning load of grief which includes such cute items as ripped seats, wrecked restrooms and countless other results of misguided adolescent exuberance.

But there is a small trace of silver lining in the additional cloud precipitated by Director Conway's observations. Anything that makes the production end of the business cognizant of the problems confronting those on the exhibition front——and vice versa—is a step in the right direction—toward the inter-department understanding and cooperation which is and always has been one of the industry's greatest needs.

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Edward Small made "The Fuller Brush Man," starring Red Skelton, for release through Columbia—which studio currently is dickering for film rights to "The Good Humor Man." And, meanwhile, MGM announced the purchase of a property called "The Yellow Cab Man."

Eventually the film-makers may get around to the legendary iceman—provided the inevitable Johnston Office objections can be circumvented.

→

A possibility for the double-bill fans:
"Bad Boy" (Allied Artists).
"Bad Girl" (20th Century-Fox).

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Incidentally, Lou Lifton, drumbeater-in-chief for Monogram and Allied Artists, takes a doubtful bow because AA has completed a tieup with the Cigar Institute of America for a special poster on "Bad Boy," aimed to reach 30,000,000 consumers.

It will not illustrate what happens to the stomachs of bad boys just after they have smoked their first stogie.

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Through the machinations of John Joseph's Universal-International blurbery, the U.S. army has adopted the title of Rampart Productions' "You Gotta Stay Happy" for its current recruiting drive. Special posters will be displayed throughout the country featuring the line, "You Gotta Stay Happy If You Enlist in the U.S. Army."

Let it be hoped that it is not a trend. Shudder to think of the repercussions should the U.S. navy make a similar tieup with "Romance on the High Seas."

→

It makes its appearance every time Cecil B. DeMille has a picture in production—the hackneyed yarn about an alleged new method the maestro has hit upon to reward the actors in the film for turning in a good job, a worthwhile suggestion or an unusual service. On "Samson ad Delilah," it is alleged, C. B. hands out souvenir coins which were recently presented to the producer-director by the Numismatic Gallery of Beverly Hills.

Maybe the American Federation of Radio Artists will accept one of the mementos and say, "Come home, C. B., all is forgiven."

→

In two high-budget outdoor offerings submitted for critical reaction within a recent 24-hour period, much of the footage was devoted to the hardships encountered by desperadoes who got powerful thirsty headin' thataway over limitless expanses of salt flats. Such coincidental motivation appeared in "3 Godfathers," the Argosy entry for Metro. and in 20th Century-Fox's "Yellow Sky."

It appears that the shortage of sugar in Hollywood has made it necessary to go on a salt diet.

Winners of 'Babe Ruth' Awards



The dilatory cameraman finally clicked his shutter on the recipients of the BOX-OFFICE Blue Ribbon awards with which they were presented when the National Screen Council voted Monogram-Allied Artists' "The Babe Ruth Story" the "best picture of the month for the whole family" to be released in September. Among those proudly displaying their Blue Ribbons are:

Top: Steve Broidy (second from right), president of Monogram-AA, glimpsed here with Scott R. Dunlap (left), his executive aide; Herman Rifkin, AA franchise holder from Boston, and Charles W. Trampe, Milwaukee franchise owner. Rifkin and Trampe were recently in Hollywood attending the annual Monogram-AA stockholders and franchise holders meeting.

Bottom: Producer-Director Roy Del Ruth (seated) and his associate producer, Joe Kaufman, inspect their awards.

The star of the show—William Bendix—photographed in costume on the set of "The Life of Riley" at Universal-International. Bendix has the title role in the U-I film, being produced and directed by Irving Brecher (right).





Children Share $204,545

SAN FRANCISCO—The four children of the late Sadie L. Levin, whose husband Samuel H. Levin heads a chain of San Francisco theatres, will share in the $204,545 estate left by their mother. Her will named as beneficiaries Irving M. Levin, Jewell L. Scheeline, Richard G. Levin and Robert B. Levin. The estate included $29,000 in cash and 2,500 shares of San Francisco Theatres, Inc.

Realtor Handles Theatres

PORTLAND—John L. Gray, long established local realty firm, has branched out to cover the sale of theatres in the northwest. The new department is headed by Irv Bowron, formerly associated with the Theatre Exchange Co., who resigned recently to take charge of theatre sales for Gray. Bowron now is located at 4616 S. E. Hawthorne Blvd., here.

Executive Travelers

North: Manny Reiner, SRO's managing director for Latin America and Australasia, planed in from Buenos Aires for parleys with David O. Selznick, Paul MacNamara, Daniel T. O'Shea, E. L. Scanlon and other SRO executives. They discussed distribution plans for "Portrait of Jennie" in the foreign field.

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West: Karl Herzog, treasurer for Film Classics and Cinecolor, returned from Manhattan, where the attended a board of directors' meeting.

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West: Joseph Hazen, president of Hal Wallis Productions, arrived from New York for conferences with Wallis concerning the status of negotiations for a contract renewing Wallis' distribution commitment with Paramount.

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West: Herbert J. Yates, president of Republic, checked in at the studio after several weeks in the east. He was accompanied by his executive aide William Saal.

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West: Arthur Krim, Eagle Lion president, returned from a three-week New York business trip.

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West: William Hebert, Samuel Goldwyn's advertising-publicity chief, returned from Gotham after a two-week huddle with officials of the Damon Runyon Memorial fund for cancer research. All profits will accrue to the fund from the forthcoming release of a "Giants of Jazz" album from the new Goldwyn-RKO film, "A Song Is Born."

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West: Dore Schary, vice-president in charge of Metro production, is back at his studio desk following a ten-day trip to the east, where he talked with executives of Loew's, Inc., on the company's upcoming production schedule.

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East: Arthur Kelly, executive vice-president of United Artists, pulled out for his New York home office after sessions here with Gradwell Sears, UA president, and David O. Selznick concerning a talked-of association of UA and SRO. Those parleys collapsed when Sears and Selznick announced no agreement could be reached on certain "basic phases."

* * *

West: Lindsley Parsons, Monogram producer, leaves early next month for British Samoa to scout locations for "Typee," his next film starring Roddy McDowall.

Frisco Tent 32 Crewmen Will Elect December 14

SAN FRANCISCO—Eleven canvasmen will be elected by members of Variety Tent 32 at a meeting Tuesday night, December 14. Eighteen men nominated for the eleven posts at the last meeting of the tent include Roy Cooper, Ken Dailey, Nate Blumenfeld, Neal East, Al Gubstick, Hal Gruber, L. S. Hamm, Leslie Jacobs, Bill David, Ellis Levy, Mel Klein, Irving Levin, Jimmy O'Neal, Dick Spier, Jerry Zigmond, Charles Maestri, Sam Roth and Gerald Karski.

'Musketeers' in Lead At Los Angeles

LOS ANGELES—Holdovers were the rule along the local first run rialto. Of two new bills, "The Three Musketeers" rated tops for the week with a resounding 175 per cent, while "Rogues' Regiment" grabbed show money by tallying 140. In its sixth stanza "Red River" showed signs of tapering off.

(Average Is 100)

Belmont, Culver, El Rey, Orpheum, Vogue—**Belle Starr's Daughter** (20th-Fox); **Appointment With Murder** (FC), 2nd wk.....100
Chinese, State, Uptown, Loyola—**Road House** (20th-Fox), 2nd wk.....125
Guild, Iris, Ritz, Studio City, United Artists—**Rogues' Regiment** (U-I).....140
Downtown, Hollywood Paramounts—**The Velvet Touch** (RKO); **Homicide for Three** (Rep), 2nd wk. 70
Egyptian, Los Angeles, Wilshire—**The Three Musketeers** (MGM) 175
Four Music Halls—**Red River** (UA), 6th wk.....80
Four Star—**Hamlet** (U-I), roadshow, 4th wk.....110
Pantages, Hillstreet—**A Song Is Born** (RKO), 3rd wk. 90
Warners' Downtown, Hollywood, Wiltern—**June Bride** (WB), 3rd wk.....90

San Franciscans Prefer 'Bride,' Grosses 180 Per Cent

SAN FRANCISCO—"June Bride," opening at the Warfield, grossed a happy 180 per cent as second honors were tossed to the Orpheum and the opening of "Kiss the Blood Off My Hands." Third spot was claimed by the Golden Gate with the opening of "Blood on the Moon."

Esquire—**The Gallant Blade** (Col); **Rusty Leads the Way** (Col), 2nd d. t. wk.....100
Fox—**When My Baby Smiles at Me** (20th-Fox); **Jungle Patrol** (20th-Fox), 2nd wk.....140
Golden Gate—**Blood on the Moon** (RKO); **Joe Palooka in Winner Take All** (Mono).....165
Orpheum—**Kiss the Blood Off My Hands** (U-I); **Racing Luck** (Col).....175
Paramount—**Johnny Belinda** (WB), 2nd wk.....120
St. Francis—**Let's Live a Little** (EL).....100
State—**The Count of Monte Cristo** (UA); **The Son of Monte Cristo** (UA), reissues.....125
United Artists—**Red River** (UA), 5th wk.....135
United Nations—**Belle Starr's Daughter** (20th-Fox); **Smuggler's Cove** (Mono), 2nd d. t. wk.....100
Warfield—**June Bride** (WB); **Homicide for Three**..180

'Julia' Leads Seattle at 175 In Third and Final Week

SEATTLE—"Julia Misbehaves" and "The Secret Land" finished up a third and final week with a whooping 175 to remain the leader. "June Bride" came in at a healthy 135 to lead the newcomers.

Blue Mouse—**Race Street** (RKO); **Olympic Games of 1948** (EL), 2nd d. t. wk..... 40
Coliseum—**The Dude Goes West** (Mono); **Sixteen Fathoms Deep** (Mono)..... 90
Fifth Avenue—**Julia Misbehaves (MGM); The Secret Land** (MGM), 3rd wk.....175
Liberty—**A Song Is Born** (RKO); **Leather Gloves** (Col), 2nd wk.....150
Music Box—**Johnny Belinda** (WB); **I Surrender, Dear** (Col), 3rd d. t .wk.....125
Music Hall—**So This Is New York** (UA); **The Creeper** (20th-Fox) 55
Orpheum—**June Bride** (WB); **Sofia** (FC).....135
Paramount—**Good Sam** (RKO); **The Arizona Ranger** (RKO), 2nd wk.....140

'Miss Tatlock' Grosses 160, High Spot in Denver

DENVER—"Miss Tatlock's Millions" ran to a fine figure and was held over at the Denham, but most other business was off. "Red River" entered its fifth week at the Broadway.

Aladdin—**The Paradine Case** (SRO); **Gay Intruders** (20th-Fox), 3rd d. t. wk.....100
Broadway—**Red River** (UA), 4th wk.....110
Denham—**Miss Tatlock's Millions** (Para).....160
Denver and Esquire—**Johnny Belinda** (WB); **Joe Palooka in Winner Take All** (Mono).....150
Orpheum—**Julia Misbehaves** (MGM); **Close-Up** (EL), 2nd wk..... 90
Paramount and Webber—**Pitfall** (UA); **Meet Me at Dawn** (20th-Fox) 70
Rialto—**Raw Deal** (EL); **In This Corner** (EL), 2nd d. t. wk..... 50

From the BOXOFFICE *Files*

(Twenty Years Ago)

JAMES S. HOMMEL is the new manager for MGM in Denver, succeeding R. J. Garland . . . Lee Roy Hobson, assistant manager for United Artists, has returned to his former position with Warner Bros. as salesman . . . Jasper J. "Jap" Morgan, manager of National Theatre Supply in Denver, missed the election because of an important business trip.

* * *

Seen on Denver's Filmrow: Mrs. Frank Kelly, Empress, Salida, Colo.; Hobart Kincaid, Rialto, Florence, Colo.

* * *

Samuel Henley, Paramount manager in Denver, and Hugh W. Braly, Paramount district manager, returned from a New York sales conference. E. I. Reed was in charge of the office while they were gone.

Old Owl Show Ordinance Bobs Up in Colorado Spgs.

COLORADO SPRINGS—Local theatres will continue to run midnight shows but an old law on the city books will keep children under 15 out if unescorted. The Cooper Foundation, owner of two local houses, appeared recently before the city council to propose a "new curfew" ruling only to discover one already was in effect. The council, together with the owners and the Ministerial Alliance, which had protested late shows as causes of juvenile delinquency, decided the police would enforce the present law and theatres would not allow unescorted children to attend midnight shows.

Fox Circuiteers Confer

LA JUNTA, COLO.—Managers and employes of Fox Intermountain theatres in five southern Colorado cities met here recently at a special meeting called by Dick Conely, manager of the local house. Those attending: Harold Rice of Denver, southern district manager; Shirley Benefield, Jerry Kranz, Joan Basham, Franky Bravo and Johnny Tella, all of La Junta; Harold McCormick, C. B. Martinez and Margaret Ceneco of Trinidad; Don Campbell, Gene Moss and Bob Cross, Walsenburg; Pop Gallagher,, Carolyn Young and Shirley Osborn, Canon City; Elmer Snyder, Don Williams and Katherine Kincaid of Florence.

Sues Theatre and City

FORT COLLINS, COLO.—Mr. and Mrs. A. B. Wattles have filed suit for $18,000 damages against the city of Fort Collins and Fox Intermountain Theatres for injuries Mrs. Wattles allegedly sustained last July 19, 1947, when she tripped and fell into an excavation in the sidewalk in front of the theatre stairway. The excavation had been made by the city for installation of utilities.

Bonus to Theatre Employes

GRAND JUNCTION, COLO.—B. V. Warren, manager of the Mesa Theatre here, recently handed all employes a special cost of living bonus totaling the amount of one week's salary. The bonus was issued by the Westland Theatres in addition to the regular quarterly salary bonuses and the special Christmas bonus.

IATSE Granted Time To Amend Complaint

LOS ANGELES—Projectionists Local 150, IATSE, has been granted additional time by the American Arbitration Ass'n to amend its complaint against the Fox West Coast circuit, slated for scrutiny by the AAA. The dispute arose some months ago when FWC staged mass premieres of "Forever Amber" in local suburban houses which normally are subsequent run situations.

At that time Local 150 declared its operators should receive first run scale, a demand which was turned down by the chain and which led to a two-week walkout by Local 150 members in the houses booking "Amber." FWC continued operating, however, by moving in nonunion projectionists, and a truce was reached when circuit and union representatives agreed to discuss the situation during conferences concerning a new Local 150-FWC working agreement.

Robert P. Corbin Named Eureka District Chief

EUREKA, CALIF.—Robert P. Corbin, formerly of Detroit, Mich., has been named district manager for the Redwood Theatres, Inc., houses in this area. They include all of Humboldt county, Fort Bragg, Grants Pass and Klamath Falls. Corbin came to the coast from Detroit in 1941 and was manager of the Pantages Theatre in Hollywood prior to taking over the management of the Golden Gate Theatre in San Francisco. Before taking the local position he served as manager of a new theatre in Fresno.

Pep Rally on Theatre Stage

PORTLAND—An oldtime pep rally took over the stage of the Paramount Theatre as campus entertainers, athletic speakers and an OSC rooting section took charge of ceremonies. "Spec" Keene, athletic director, headed the coaching staff, delivering brief talks on what they hoped to do to the Washington Huskies at Multnomah stadium the following night. The films, "Sorry, Wrong Number" and "The Adventures of Casanova," were shown before and after the rall.

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Murals of 275 Pieces of Fitted Wood Featured at New Seattle Magnolia

SEATTLE—Before an opening crowd of prominent industry leaders, civic dignitaries and public officials, John Danz opened his



JOHN DANZ

new 1,000-seat Magnolia Theatre and welcomed it into his Sterling circuit of 28 houses.

The big neighborhood theatre is located on Magnolia Bluff, one of the fastest growing local residential districts, and is the only theatre in the area. It is the first new theatre built in Seattle since the Admiral, also a Sterling situation, opened in 1942.

The formal opening was held November 23 and the house was opened to the public the following evening. It culminated 12 months work. No estimated cost was released by the company. B. Marcus Priteca, nationally known theatre designer, was the architect while A. B. Heinsbergen, internationally prominent decorator, designed the interior.

MAGNOLIA THEME CARRIED OUT

The exterior is done in Roman brick and concrete, colored in shades of pastel green and brown. The marquee carries out the Magnolia theme. The interior is done in a modern manner, rather than modernistic. The basic color scheme of the auditorium is a golden yellow ceiling, with walls in deep bottle green, relieved by metallic moldings and bands. The rear auditorium wall is in a salmon tone.

Two 22x20 panels on each side of the stage are a modernistic version of the Magnolia blossom. This same theme is carried out in the lobby with carpets especially designed by Firth Mills. Lobby murals are made up of 275 pieces of 23 different kinds of wood. Each piece is individually cut, shaped and fitted into place. It is said this type of work never before has been done on a theatre interior.

The restrooms on the mezzanine, in addition to combining beauty with utility, feature ultra-violet germ-free fixtures. Also on the mezzanine is a cry room. Latest RCA sound equipment is used while Kroehler push-back seats are installed. The latest in air conditioning is used. At the rear of the theatre is a large lighted parking area.

Robert E. Lee, veteran Sterling manager, was appointed to operate the house. The Sterling circuit operates in six cities in Washington and Oregon, with 20 of them in Seattle. It operates the biggest neighborhood and second run circuit in the city. Other theatres are located in Longview, Kelso, Port Angeles and Tacoma, Wash., and The Dalles, Ore.

Danz, president, who operates Sterling with the assistance of his two sons, Fred Danz, general manager, and William Danz, treasurer, is a veteran Seattle showman who started out with a 250-seat house here in 1914 and gradually added to it to finally become one of the northwest's biggest figures in the industry.

Ontario, Ore., Center Opens

ONTARIO, ORE.—Howard Matthews recently opened the new $125,000 Center Theatre here to a capacity crowd. The Center will seat 750 persons. Entrance to the Center is flanked by burgundy tile and Arizona flagstones and the rest of the 75x120 foot building is constructed of cinder blocks, steel, concrete and brick.

The auditorium of the house is painted in coral and turquoise while drapes are in varying shades of gold. Entrance doors are padded to eliminate noise. A small stage was included to accommodate small productions and special features of the theatre include a cry room and a private party room which will seat 14 persons.

Custom built, modern furniture was selected for the lobby and carpets are of turquoise and golden brown.

J. O. Young of Nampa was general contractor for the theatre job and American Electric Co. of Caldwell did all of the wiring while Hawk Plumbing and Heating of Ontario installed plumbing, heating and air conditioning equipment.

Paul Evans, Salt Lake City architect, drew the plans for Matthews.

Plan Yuba City Drive-In

YUBA CITY, CALIF.—Frank Maun, president and general manager of the newly organized Auto-See Theatres Corp., says that construction work will get under way on the $100,000 drive-in planned here as soon as final plans and specifications are completed by the architects.

The drive-in will have a capacity of 550 cars and will be located on a 12.9 acre tract of land. Charlie Holtz is vice-president of the corporation and Harry Sarber is secretary-treasurer. The directors said they intended to have the theatre in operation next February or March.

Theatre Costs $175,000

COSTA MESA, CALIF.—The new $175,000 theatre built here by the Griffith Co., developers in Newport Beach, will be leased and operated by Mason E. Siler, harbor theatreman. The MESA opened recently with Robert Shirley named as house manager.

Architect for the house was Dwight Gibbs of Los Angeles and innovations in construction included block-type spun glass acoustic treatment, Heywood-Wakefield seating, a smoking bar, cry room with bottle warming facilities and a paved parking area at each side of the house.

Center Project at Hayward

HAYWARD, CALIF.—Plans are being prepared for construction of a large shopping center on First street at B and C streets for the Thompson Realty Co. The one and two-story reinforced concrete structures will include a theatre, market, bank, laundry, roof restaurant, department store and a roof parking area. Designed by Architects Roselyn & Gartner of San Francisco, the project will cover an area of 300x400 feet, and will cost approximately $1,500,000. Plans provide for escalators to the roof.

$150,000 Arvin Project

ARVIN, CALIF.—Working drawings are being prepared for construction of a new theatre and store building for James A. Banducci, formerly a member of the firm of Banducci & Lemucchi Theatre Co., operating the Arvin, River, Grenada and Tejon theatres in Bakersfield and suburbs.

The project, designed by architect C. A. Balch, Los Angeles, will be of concrete block construction, equipped with forced-air heating and evaporative cooling, and with plaster interior. Cost is estimated at $150,000.

Building Work to Begin

WATSONVILLE, CALIF.—Construction of a $100,000, 500-car capacity drive-in was scheduled to get under way immediately here, after issuance of a building permit to H. F. Boyer and Charles J. and Robert L. Ide. The Ides, owners of the new Osocales Theatre in Soquel, will operate the drive-in which will be erected on land owned by Boyer. The drive-in was designed and engineered by the James C. Foss Engineering Co. of Watsonville and Santa Cruz.

Work Starts on FWC House

INGLEWOOD, CALIF.—Fox West Coast Theatres has begun construction work on the new Granada Theatre, a replacement for the old Granada which was destroyed by a $250,000 fire three years ago. E. C. Glover, job superintendent, said the building would be completed about the first of the year. He said the new, stadium-type theatre would be built much like the Loyola Theatre in Westchester and would seat about 1,025 persons.

Open Payette, Ida., House

PAYETTE, IDA.—William Blackaby recently opened the new Payette Theatre, designed and constructed by I. C. Whitley here. The theatre will seat about 700 persons in the auditorium and in addition has some 30 to 40 seats in a special room for the hard of hearing and a cry room.

Let Suburban Contract

LOS ANGELES—The contract for the construction work on the 1,700-seat theatre planned here by the Baldwin Hills Co., has been awarded to the Baruch Corp. The new suburban house will be built of steel, wood and concrete. Plans and specifications were prepared by architect Lewis Wilson.

SEATTLE

Dick Sager, who resigned as RKO salesman here, went to Milwaukee to take over duties as film buyer for the Eskin circuit . . . Henry Haustein, Paramount manager, returned from a San Francisco meeting . . . Managers in for a meeting with Carl Mahne, Evergreen's Washington district manager, were Murt Makins, Bremerton; John Bretz, Aberdeen; Bill Cooley, Bellingham; LeRoy Kastner, Bellingham; James O'Connell, Spokane, and Harold Murphy, Seattle.

A. G. Peechia will have his new Tacoma neighborhood theatre ready to open within two months. It will seat 450 and is located in the north end. Peechia also operates houses at Eatonville, Morton and Randle . . . A. M. Ahlskog, Evergreen treasurer, and his wife returned from a vacation in Los Angeles, Palm Springs and San Francisco . . . Ira Epstein, WB exploiteer, came in to work on a tieup with the air force in connection with the opening of "Fighter Squadron" at the Orpheum.

Bob Cleveland resigned as eastern Washington salesman for EL to rejoin the RKO sales staff . . . Thanksgiving week bookings include "The Three Musketeers" at the Music Hall, "Red River" at the Paramount, "Fighter Squadron" at the Orpheum, "Miss Tatlock's Millions" at the Liberty, the second week of "When My Baby Smiles at Me" at the Fifth Avenue, and the second week of "Kiss the Blood Off My Hands" at the Coliseum.

John Hamrick and his wife left for their winter home at Palm Springs . . . The Palomar returned to vaudeville for Thanksgiving week with a western jamboree featuring Cottonseed Clark and his Barn Dance gang . . . Ralph Hayden, office manager, and David Dunkle, head booker for Paramount, went to Los Angeles for a meeting of accountants and bookers.

The Brook Theatre near Snoqualmie, built 25 years ago by Mr. and Mrs. Cochrane and operated continuously since then by them, has been purchased by Joe Lewis of Bellevue . . . Betty Shadoan succeeded Estelle Nierman in the Paramount accounting department . . . Earle Thompson sr. has taken over the Roxy in Auburn from B. C. Johnson. He turned operation over to his son Earle Thompson jr. The house has been closed almost a year.

Jimmy Brooks, 20th-Fox booker, and his wife celebrated their 20th wedding anniversary as guests of honor at a party given by friends in Issaquah . . . Frank Barovic, Puyallup theatreman and a brother of Mike Barovic, was seriously ill in Virginia Masson hospital here . . . Exhibitors visiting Filmrow included L. A. Gillespie, Okanogan; Ollie Hartman, Coulee Dam; J. R. Gardner, Burlington; Jim Brunner, Anacortes, and L. L. Barnett, Grayland.

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Office, Booking Managers Meet With Para Official

LOS ANGELES—A two-day meeting of Paramount's office and booking managers was staged by A. W. Schwalberg, executive aide to Charles M. Reagan, distribution chief, to acquaint them with a new auditing and booking system currently being installed in all branches.

At the gathering Schwalberg revealed Paramount's current Booker-Salesmen's month contest will go over the top with a heavy overquota result. An alltime record of 141,550 playdates already has been set in the campaign, he asserted.

Attending the session were George A. Smith, western division manager; Harold Wirthwein, Smith's assistant; Hugh Braly, west coast district manager; and office and booking managers including M. A. Anderson and Eddy Canty, San Francisco; Roland Smith and Gene Beuerman, Los Angeles; Bert Turgeon and Don Foster, Salt Lake City; Tillie Chalk and Jim Ricketts, Denver; Lou Hummell jr., Portland; Ralph Hayden and Dave Dunkel, Seattle; and Walter MacIntosh of the New York home office auditing department.

LOS ANGELES

Dick Dickson and Thornton Sargent of Fox West Coast have been appointed chairman and vice-chairman, respectively, of the general arrangements committee for a Presidential Tribute dinner to be staged December 6 at the Cocoanut Grove. Speakers of national prominence will pay homage at the affair to President Truman and Vice-President-Elect Alben W. Barkley.

Al Olander and Jack Chazan sold their 825-seater, the Melvan, to Sam C. Sunness . . . FWC staged special late Thanksgiving eve shows in all houses and, in some situations, arranged special morning programs for Turkey day. Most showcases scheduled morning and afternoon shows for November 26, a school holiday.

Ben Sachey is back on the job as a Monogram booker after a Las Vegas vacation, on which he was accompanied by Mrs. Sachey . . . Julian "Bud" Lesser of Windsor Pictures, releasing through Monogram-Allied Artists, was a visitor at that company's exchange . . . C. H. Code, Alaska circuit operator with headquarters in Nome, is basking in that famous southern California sun during his vacation . . . Back from New York after a lengthy vacation, Ethel Price has been added to the Eagle Lion staff as a receptionist . . . S. V. Erdloff is the new manager of Dave Fred's Roundup Theatre.

Booking and buying visitors included Paul Glick, Canoga Theatre, Canoga Park; Jack Grossman of the Sherman, Sherman Oaks; Leo Hanecher, Ramona, San Diego; and Judge Leroy Pawley, who operates the Desert in Indio . . . Here for product huddles are Monogram's general sales manager, M. R. Goldstein; Harold Mirisch, vice-president of Mono-AA, and Nicky Goldhammer, new western division manager.

Mel Hulling, Monogram franchise owner in San Francisco, flew down from the Bay City for huddles with his partner, Howard Stubbins.

DENVER

Norman Probstein, St. Louis, has bought the State, Denver, from the Pathe Industries. Probstein bought the stock of the State Theatre Co., a Pathe subsidiary, and the only theatre owned by that company. The house has been managed for 21 years by E. P. "Buzz" Briggs. Briggs resigned as vice-president of the State Theatre Co. when the sale was made but is continuing as manager. Sale price was reported at around $200,000 . . . William Peregrine has resigned as assistant manager at the State to become manager of the Federal. He is succeeded by George Ryder, formerly with Loew's in Cleveland.

The Alamosa city council passed on first reading of a ten-cent tax on all admission tickets over 30 cents. Fifty residents attended a protest meeting and Mayor C. A. Dolvin urged the council to defeat the measure . . . Frank H. Ricketson jr., president of Fox Intermountain Theatres, has been re-elected head of the Central City Opera House Ass'n, which sponsors the annual play festival at the 70-year-old opera house in Central City, Colo. Robert Selig, his assistant, again was named to the board of directors.

The new 877-seat Santa Fe is set to open December 1. The house, being built by Don Beers, auto dealer, will be managed by Bill Williams, recently a Film Classics salesman. All equipment, including 877 Ideal chairs and complete booth equipment, Motiograph projectors and sound, are being furnished by Ted Knox . . . Robert Riddle, New Mexico salesman for United Artists, has resigned . . . Mr. and Mrs. Robert Spahn of the Nile, Mitchell, Neb., moved into a new home.

Lon T. Fidler, Monogram franchise owner, has returned to his Denver headquarters after attending the franchise owners annual meeting in Los Angeles and visiting his Salt Lake City exchange . . . E. D. Van Dyne, Kansas City, supervisor for RCA Service Co., was here calling on Western Service & Supply . . . Ross Bluck is back on Filmrow as a Universal booker.

Colorado exhibitors on Filmrow included John Steele, Limon; Mr. and Mrs. Fred Hall, Akron; Neal Beezley, Burlington; Robert Smith, Steamboat Springs; Frank Aydelotte, Fort Collins; Fred Anderson, Eaton.

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SAN FRANCISCO

Pittsburgh's Enean Theatre closed November 13. Blumenfeld Theatre circuit, operators of the Enean, declined comment but one report credited the closing to alteration work which would be undertaken. There was no indication as to when the theatre would be reopened . . . A new marquee and loges are in store for the State Theatre in South San Francisco, according to Manager Matt Knighton . . . Matthew F. Trotter will succeed Gordon Shirley as manager of the Roxy Theatre in Pleasanton and the State at Livermore. Trotter has nine years experience in show business, the last three with the Blumenfeld circuit at Los Angeles.

The St. Francis Theatre here, in cooperation with a local newspaper and the National Safety Council, will give six daily awards to pedestrians who observe safe walking rules . . . Joseph Sunn Chew, noted showman and owner of the Grandview Theatre here and the Grand View Film Co., is leaving to make his home in Hong Kong. Chew and his film company have turned out 25 full-length pictures in six years. He expects to reopen a studio in Hong Kong which was closed after the Japanese invasion, and will be on location in December prior to shipping product to 25 U.S. theatres next spring.

Vern Shattuck of Truckee was here saying hello to friends along the Row . . . Robert Abelson, division manager for FC, was in from Los Angeles . . . Jay Golden, head man at the Golden Gate Theatre, returned from a New York trip . . . George Stribling, Screen Guild salesman, has a new car . . . Yvonne West of SG is planning a trip to Los Angeles . . . Harry Buxbaum, assistant at MGM, purchased a new home on the peninsula . . . S. J. Gardner, assistant MGM west coast sales manager, went to meet George A. Hickey, west coast sales manager, in Los Angeles.

Van Heflin visited the local newspapers and radio stations on behalf of "The Three Musketeers" to open here soon . . . Mary Marquart, MGM secretary, returned from Missouri after attending the funeral of her mother . . . Ted Galanteer, MGM publicist, returned from Seattle . . . Mrs. Jerome Adams, wife of the MGM manager in Washington, visited the local exchange.

Twentieth Century-Fox crews were on location here shooting scenes for "Hard Bargain" which will be released next spring. In town were Richard Conte, Jack Oakie, Lee J. Cobb and Barbara Lawrence. Jales Bassen is directing the film . . . Walter G. Preddey's new Showman's Directory has been issued. One correction: Film Classics telephone number is ORdway 3-1923.



LONG DISTANCE PARLEY—Barney Rose, U-I district manager; Jack Tillman, Columbia manager; Clarence Olson, UA manager, and Cliff Giesseman, division manager for North Coast Theatres, gather round the new teletype machine in Giesseman's office in San Francisco and converse with Sherrill Corwin at the other end of the line in Los Angeles.

Rumors have it that on December 1 Loew's, Inc., will take back from Fox West Coast control of the Warfield Theatre here and the Loew's State in Los Angeles. Fox West Coast has been operating the local house on a month-to-month lease for the last few years . . . Coming to the state of the Fox Theatre here for one performance only is Spike Jones and his musical depreciation revue. All seats are reserved . . . The mother of Mike Naify of United California Theatres died recently.

Bakersfield Tax Suit Reset for Next March

BAKERSFIELD, CALIF.—The suit brought by Fox West Coast Theatres and the Fox Paradise Theatre Corp. here questioning the constitutionality of the city's 10 per cent amusement tax, will be heard next March before Superior Judge Frederick E. Stone of Visalia. The suit was brought last year and heard by the late Judge Pat R. Parker of Mono county, who had taken the case under submission. His sudden death recently made necessary a new hearing, which was announced by city attorney J. Kelly Steele. The city has been collecting the tax for the past year.

Frank B. Culp of Denver Retires From Fox Chain

DENVER—Frank B. Culp, veteran Denver theatreman and manager of the Tabor Theatre, has retired from the Fox Denver organization after 31 years in theatre business and 21 years with the circuit. Culp plans to move to Miami soon. Harry E. Huffman, Fox Intermountain district manager here, has named Jack M. Copeland, manager of the Rialto, as new Tabor manager, Robert Lotito, Webber manager will move to the Rialto, and Fred Huffsmith, present assistant to Culp, moves to the Webber.

Remodel at Laurel, Mont.

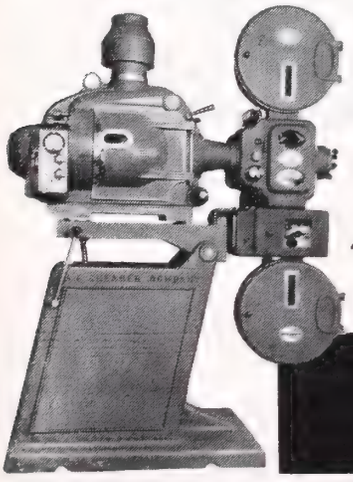
LAUREL, MONT.—Owner Elmer Jackson closed the Royal Theatre here for a few days while the remodeling program that has been under way for several weeks was completed. Jackson recently purchased the business and building from John Moran and has undertaken complete remodeling. Final work for which the house was closed included laying a new floor and installation of new seats.

McKevitt Buys Theatre

NEWPORT, ORE.—William McKevitt of Newport has revealed that the firm of which he is a member, McKevitt, Inc., has purchased the Waldport Theatre, from E. A. Tedrow.

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Allied of Wisconsin Committees Named

MILWAUKEE—The newly elected board of directors of Independent Theatre Owners of Wisconsin held its first meeting recently at remodeled Milwaukee offices. President John P. Adler presided. The following committees were named:

Legislative—Charles W. Trampe, Milwaukee; F. J. McWilliams, Madison, and Eric Brown, Plymouth.

Finance and Budget—Floyd Albert, Mount Horeb; Sigmund Goldberg, Wausau; Edward Johnson and Mrs. Helene Hanke, Milwaukee, and L. V. Bergtold, Westby.

Membership—Russell Leddy, Green Bay; Edward Johnson, Milwaukee; George Panka, Prairie Du Chien; John Hanus, Antigo; L. V. Bergtold, Westby, and John Hanus, Antigo.

Convention—Arnold Brumm and Charles W. Trampe, Milwaukee; Floyd Albert, Mount Horeb; Edward Johnson and Mrs. Helene Hanke, Milwaukee.

Special committee to cooperate with national Allied—F. J. McWilliams, Madison; Charles W. Trampe, Milwaukee; L. V. Bergtold, Westby; Sigmund Goldberg, Wausau; Arnold Brumm and Harry Perlewitz, Milwaukee.

John P. Adler, Marshfield, was named ex-officio member of all committees. Adler will attend the national Allied convention at New Orleans as a delegate from ITO of Wisconsin. Harry Perlewitz, ITO business manager, and Harold Pearson, field man, as well as other Wisconsin ITO members will attend.

Three new exhibitor-memberships were admitted. They are Ford, Waterford, owned and operated by Al and Gus Jahnke; Towne, Florence, operated by Florence Community Center, Norman D. Equist, manager, and Walworth, Walworth, operated by C. J. Papas.

Harry Perlewitz was reappointed business manager and Harold Pearson continues as field man.

Wisconsin Theatre Opens At Beaver Dam, Wis.

BEAVER DAM, WIS.—The Wisconsin Theatre, formerly the Davison, was scheduled to open here November 24 after complete remodeling. The theatre, closed for a number of years, will be operated by the Fox Wisconsin Amusement Corp., which also operates the Odeon here.

James Langenfeld Shifted

BEAVER DAM, WIS.—James Langenfeld has been named manager of the Fox Odeon Theatre here, succeeding Francis Bickler who has been transferred to the Lyric at Stevens Point. Langenfeld has been with the Fox Amusement Co. about four years and comes here from the Ozaukee at Port Washington.

Burglars Get $700

PRINCETON, IND.—Burglars recently broke open a rear door in the Princeton Theatre and stole $700 from the theatre safe, which was broken open with a heavy sledge and chisels taken from a tool box in the basement of the theatre.

W. Ballard Long Is Dead; Sheridan, Ind., Exhibitor

SHERIDAN, IND.—W. Ballard Long, 60, former Indianapolis businessman and local theatre owner, died here recently after suffering a heart attack. Long came here in 1932 from Indianapolis and since that time he and his wife have operated the Hippodrome Theatre here. Long was a native of Georgetown, Ky., a veteran of World War I, a member of the Sheridan Masonic Lodge, Scottish Rite and Shrine and a member of the American Legion. Long is survived by his widow.

Police Ban on 'Babies' Upheld in St. Louis

ST. LOUIS—"Test Tube Babies" did a disappearing act in the closing moments of a court battle revolving around its run at the World Theatre here as Circuit Judge Harry F. Russell dissolved the temporary restraining order which had prevented police from interfering with the showing of the film. The action came after Hosea Paul Stroud, president of World Theatre Enterprises, took his second print of the film "to a safe place outside Missouri."

Judge Russell held that the picture was "indecent and violates the state criminal code" after he had received a report from the informal jury of physicians, educators, lawyers and representatives of religious and civic groups he had assigned to view the film in the Paramount projection room.

The "jury" of 43 decided that the film violated the ethics of good taste and was not good entertainment. Judge Russell admitted he had issued the writ against the police department "improvidently and erroneously," but since the police had allowed the film to run for 12 weeks prior to the raid on October 15, in which one print of the film was seized and confiscated, he had believed that the question of indecency probably was a "borderline case."

Stroud, who was present at the private showing, needed no pollster to tell him the audience reaction so he had the second print of the film, obtained from Hollywood after issuance of the restraining order, taken to a nearby Illinois town.

"Custer's Last Stand" and "Sangamon Fighter" were the features that went on the World screen this week. There is a charge pending against Stroud and two other officers of the theatre company of maintaining a nuisance, scheduled for hearing November 23.

Temporary Ban on 'Rope' By Hammond, Ind., Mayor

HAMMOND, IND.—"Rope" has been banned temporarily by Mayor Vernon A. Anderson, who called it "gory, gresome and unfit for decent people" after discussing it with a protesting delegation of church members. The manager of the Parthenon Theatre, where the picture was to have opened, said he was unable to cancel his contract on such short notice. He postponed the opening date to November 29 and proposed making it for "adults only."

Midcentral Nears Membership Goal

MOUNT VERNON, ILL.—Charles Niles of Anamosa, Iowa, secretary of Allied States Ass'n and a director of ITO of Iowa and Nebraska, was the principal speaker at a recent regional meeting of the Midcentral Allied Theatre Owners held at the Emerson hotel here.

In his talk to the 16 exhibitors attending the meeting, Niles explained the operations of Allied States Ass'n, particularizing on the Caravan and its advantages to the small, independent owners.

Henry Halloway of St. Louis county, president of Midcentral Allied, presided at the morning session and also at the luncheon. He told of the progress attained by Midcentral since its organization a few months ago.

During the afternoon session Vice-President Jeff Jefferis of Piedmont, Mo., and Secretary Hugh Graham, Webster, St. Louis, went into detail concerning the aims and purposes of Midcentral and the advantages of membership to the smaller theatres.

Two new members were announced, Frank J. Glenn of Tamaroa and B. Edel, Centralia, raising the total to 19, within one of the objective of 20 paid-up members before the opening of the national Allied convention in New Orleans. The total of 20 was set because this meeting will market the 20th anniversary of Allied States and Midcentral would be the 20th unit of the national group if it is taken in at the New Orleans gathering.

The Midcentral delegation to the New Orleans meeting will include President Halloway, Vice-President Jefferis and Secretary Graham, Mr. and Mrs. Charles Beninati, Carlyle, Ill.; Mr. and Mrs. W. H. Horrman, Arthur, Ill., and Andy Dietz, Cooperative Theatres, St. Louis.

Those in attendance at the regional meeting here included Loren Cluster, Salem; M. Edel, Centralia; V. L. Davis, Golconda; Eddie Rudolph, Columbia; Frank J. Glenn, Tamaroa; Harold Grear and W. Smith, Egyptian Drive-In, Herrin; Jeff Jefferis, Piedmont, Mo.; Charles Beninati, Carlyle; Mr. and Mrs. Fred Young, Mascoutan, and C. T. Dusinberre, Red Bud.

Contract Let for Work On Piedmont Jefferis

PIEDMONT, MO.—The Supreme Heating & Ventilating Co. has completed installation of a new Lennox oil burning heating system in the Jefferis Theatre here. The theatre management also has awarded a contract to the Alma Construction Co. of Piedmont for construction of a new front for the 300-seater. The house is operated by Jeff Jefferis, vice-president of Midcentral Allied.

Baby to Bernard Mack

CHICAGO—A daughter Laurel Ellen was born recently to Dorothy and Bernard Mack. Mack is head of Filmack Trailers production department. He is the son of Irving Mack, Filmack president.

New Assistant Named

INDIANAPOLIS—Harry Wachendorf, formerly connected with drive-in theatres in Canada, is new assistant manager at the Lyric here.

MILWAUKEE

Chet Millis, Riverside projectionist, shoved off for some deer hunting in northern Wisconsin . . . Valerie Carter, secretary to Otto Trampe, IATSE business manager, recovered from recent surgery and was due back at her desk . . . Max Krofta, Capitol and Granada, Racine, and Abbey, Milwaukee, has built outstanding business and public relations through effective merchant contacts. He keeps his patrons coming back each week and attributes steady patronage to close attention to the little things that keep theatregoers happy.

John R. Freuler, midcity operator, broke his second run policy with bookings of action attractions . . . Fred W. Krueger, operator of the Ogden, Milwaukee, has established the real attraction policy so firmly in the minds of his patrons that the Ogden canopy copy reads: "Always a Good Show." Krueger does not have to indicate attraction names on the canopy. He spends most of his operating time at the entrance greeting patrons personally, a business getter.

Lewis Astor, New York, Columbia circuit sales manager, huddled with Harry Olshan, local manager . . . Mike Chesnick and Angelo Provinzano of the Mozart and Alamo report that the same patrons return regularly for each change of program . . . Danny Kelliher, Sprague, Elkhorn, reported considerable activity at his theatre is planned for the holiday season. Kelliher featured special kiddy Thanksgiving shows and plans a steady run of such events during the Christmas season.

Carl Michel, former 20th-Fox and Eagle Lion salesman who recently opened his own theatrical giveaway sales firm, is out of the hospital . . . Gil Nathanson, Minneapolis, film buyer for the Oriental and Towner, spent a few days here . . . Plans are under way for RKO's annual Christmas party, a yearly must for exhibitors. The date is December 17 and RKO exchange the place . . . Johnny Mednikow, National Screen manager, toured the state calling on exhibitors.

The Fox, Marinette, is getting a facelifting . . . The Alhambra, Milwaukee, has new lobby doors and the canopy just received improved treatment . . . Bob Guiteran of the Capitol and Mikadow, Manitowoc, is at work on a drive-in near that city . . . Ted Karatz directs activities of a group building a 750-car drive-in, with 500-car overflow capacity near Green Bay. It is the initial such ozoner in Wisconsin.

Jack Loeks has a spot near Oshkosh, Wis., where work has begun on a 800-car drive-in, due for opening next spring . . . Sigmund Goldberg, operator of the Hollywood, Wausau, and a syndicate are building a 600-car drive-in near Wausau . . . Donald Weisfeldt, who functioned as 41 Outdoor assistant, resigned at the Times where he had been working since the 41 Outdoor closed. He entered the television department of Taylor Electric.

Roy McMinn and Clarence Kaake plan a 550-car ozoner at Superior . . . Frank Eisenberg is new owner of the Lake, Washburn. He will build a second theatre at Washburn soon . . . Elmer Brennan, Standard Theatres division head at Green Bay, has appointed Harold Klika as Strand manager . . . Chet Millis, Riverside projectionist, was named commander of George Patton Post 2 of the AMVETS.

Orpha Smith of the Ray Smith Co. was a Manitowoc caller recently . . . Ray Smith, head of the firm, missed the ten-pin in that IATSE turkey bowling tussle and lost the bird. He ate the big dinner at his sister's in Chicago . . . Ted Redding, Strand projectionist, shoved off for the north for some deer hunting combined with a search for Christmas trees . . . Adam Schneider, Warner projectionist, and Herb Marker, another IATSE member, were after deer in the northern wilds also . . . John Falco, Standard Theatres, Beloit district manager, and Al Janecky, State, Beloit, manager, reported excellent results on "Secret Land" following some heavy exploitation.

Sigmund Goldberg, Hollywood, Wausau, with an assist from MGM exploiteer Louis Orlove, racked up some notable ballyhoo on "The Secret Land." Exhibitors on the Row: Leonard Dorece, Crown, Racine; Charley Guelson, Badger, Stoughton; Mike Eshref, Liberty, Milwaukee; Erv Koenigsreiter, Greendale, Greendale; Mrs. Helene Hanke, Lyric, Milwaukee; Floyd Albert, Strand, Mount Horeb; Barney Sherman, Douglas, Racine; George Panka, Metro, Prairie du Chien; L. V. Bergtold, Westby, Westby; Bob Guiterman, Capitol and Mikadow, Manitowoc; Russell Leddy, Orpheum, Green Bay.

Also Eric Brown, Plymouth, Plymouth; James Juell, Garden, South Milwaukee; John Hanus, Home, Antigo; Sigmund J. Goldberg, Hollywood, Wausau; John P. Adler, Marshfield; F. J. McWilliams, Home and Portage, Portage; Sid Margoles, Regal, Milwaukee; Nick Berg, State, Sheboygan; Edward Johnson of the Roosevelt; Arnold Brumm of the Ritz, and Billy Pierce, Savoy, Milwaukee.

Bill Sullivan, son of Jack Sullivan, joined the Thelin firm . . . Louis Orlove, MGM exploiteer, was in from Minneapolis, for "The Three Musketeers" Towne opening . . . In exploiting "The Three Musketeers" at the Hollywood, Eau Claire, Sheldon Grengs and Louis Orlove arranged for wires from Lana Turner and Gene Kelly to be sent to Eau Claire high school students. A series of cards depicting scenes from the film also were distributed.

Johnny DeLorenzo, Colonial projectionist, recently was elected commander of the Milwaukee coast guard league . . . William Callen, manager of the Palace and Wisconsin, Wisconsin Rapids, is doing a great job exploiting new films and building public relations with merchants .



Dreary Days Benefit Loop Show Houses

CHICAGO — Early Christmas festivities brought crowds of shoppers to Chicago's downtown, and plenty of cold, wet weather most of the week chased many of them into theatres. Houses with morning and afternoon bargain prices had lobby holdouts most of the day.

"Snake Pit" at the Garrick was the outstanding newcomer. "La Traviata" brought out the music lovers to the World Playhouse in a big way.

(Average Is 100)

Apollo—**Gallant Bess** (EL); **The Enchanted Valley** (EL) 100
Chicago—**Road House** (20th-Fox), plus stage show, 2nd wk. 130
Garrick—**Snake Pit** (20th-Fox) 140
Grand—**Last Days of Pompeii** (RKO); **She** (RKO), 3rd wk., reissues 115
Oriental—**Dear Secretary** (UA), plus stage show, 2nd wk. 120
Palace—**Race Street** (RKO), 2nd wk. 100
Rialto—**Angels With Dirty Faces** (WB); **They Drive at Night** (WB), reissues 110
Roosevelt—**The Gallant Blade** (Col), 2nd wk. 95
State-Lake—**Johnny Belinda** (WB), 3rd wk. 120
Studio—**Hollywood Burlesque** (Cap); **Night at the Follies** (Cap), 4th wk. 95
United Artists—**Let's Live a Little** (EL) 100
Woods—**A Song Is Born** (RKO), 4th wk. 100
World Playhouse—**La Traviata** (Col) 130

'Bride' Leads Indianapolis; Other Grosses Slump

INDIANAPOLIS—Adverse weather conditions with five days of rain, coupled with Christmas shopping and numerous other amusements, cut down local first run grosses. "June Bride" led the city with 135 per cent at the Circle and "Johnny Belinda" came through with 125 in its second week.

Circle—**June Bride** (WB); **Inner Sanctum** (FC) 135
Indiana—**A Song Is Born** (RKO); **Appointment With Murder** (FC) 100
Keith's—**Johnny Belinda** (WB); **Here Comes Trouble** (UA), 2nd d. t. wk. 125
Loew's—**Red River** (UA); **I Surrender, Dear** (Col), 2nd wk. 80
Lyric—**Four Faces West** (UA); **Sons of Adventure** (Rep) 100

'Musketeers' Scores 145 In Milwaukee Opening

MILWAUKEE—A run of major conventions brought an influx of visitors. Although rain fell every day, Christmas shopping started with a rush. "The Three Musketeers," with holdouts at nearly every performance, registered a lusty 145 per cent at the Towne.

Alhambra—**Johnny Belinda** (WB); **Out of the Storm** (Rep), 5th d. t. wk. 115
Palace—**The Loves of Carmen** (Col); **Leather Gloves** (Col), 2nd wk. 120
Riverside—**For the Love of Mary** (U-I); **Northwest Stampede** (EL) 100
Strand—**Pitfall** (UA); **Trouble Preferred** (20th-Fox), 2nd d. t. wk. 100
Wisconsin—**Road House** (20th-Fox); **Sofia** (FC) 100
Warner—**June Bride** (WB); **The Strange Mrs. Crane** (EL), 2nd wk. 120
Towne—**The Three Musketeers** (MGM) 145

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Joe Hornstein Buys Midstates Supply

ST. LOUIS—Joe Hornstein reports that Joe Hornstein, Inc., New York City and Miami, has purchased Midstates Theatre Supply, Inc., here and that its name will be changed to Joe Hornstein, Inc., operating as one of the branches of the organization's national setups.

Morton S. Gottlieb, one of the owners of Midstates, will be associated with Hornstein here, but Harold Block, the other partner in Midstates, will leave the organization. Milton Hornstein, a son of Hornstein, will be with the local branch.

Hornstein has had 45 years experience in the theatre equipment and supply business. The local branch will handle projectors, sound equipment, lamps, lamp houses, generators, rectifiers and other auxiliaries and accessories in projection and sound, screens, Ideal chairs and the Gulistan, Alexander Smith & Sons and Leedom carpets and other lines of supplies and equipment for theatre and drive-ins.

Milwaukee Bowlers Vie For League Lead Spot

MILWAUKEE—Pin topplers in the Warner Theatres Bowling league in their weekly session at Hank Marino's plant registered more solid scoring, with Bill Maciejewski clicking high three games for 577. Maciejewski, who has been pressing league-leading Harvey Black all season, holds an average of 162. Black's average is 174-8. Richard Allen racked up 567 for three games and Black, 561.

Richard Fahey toppled the maple for high individual game of 221. Maciejewski was second with 220 and Black third with 219.

National Theatre blasted the pins for top three games, with 1,904. Alhambra Theatre Seniors bowled 1,889 and Jalonies clicked 1,863 for three games. Granada Theatre Seniors piled up high single game of 724. Alhambra Theatre Seniors were second with 696, and the Jalonies third with 693.

In the girls' league Lucille Haggith came through with top three games of 453. Ruth Krause was second with 452 and Evelyn Nimmer third with 439. Ruth Krause rolled top individual girls' scoring with 215; Teddy Jones, 173; Lucille Haggith and Evelyn tied with 167.

In the team standings National Theatre leads with 20 won and 7 lost and 576 average. Jalonies are second with 17 won and 10 lost. Granada Theatre Seniors are in third spot with 16 won and 11 lost.

Harvey Black clings to his lead in individual scoring with an average of 174-8 for 27 games. Bill Maciejewski holds 162 average; Ted Gayes 161-20; Dick Fahey 155-17.

Remodeled Alamo Opens With Action Film Policy

INDIANAPOLIS—The new Alamo Theatre, formerly the Cozy, opened recently with a policy of western and action films. The house has been remodeled, including new seating facilities, screen, sound and projection equpiment and acoustical treatment to walls. The house is operated by the M. Marcus Enterprises, operators of theatres in Indiana and Ohio.

CHICAGO

The office of Mickey Rooney, Inc., holds Peter Lorre's contract, and more than anything else Lorre wanted his Chicago Theatre engagement to outgross Rooney's recent appearance. It did, with help from the Ink Spots and "Road House" . . . 20th-Fox exploiteers couldn't be happier. They have nothing but hits in release. "The Snake Pit" is doing excellent business at the Garrick, "Road House" cleaned up at the Chicago and "When My Baby Smiles at Me" was filling seats in a big way at the Oriental with the help of Burt Lancaster on the stage.

Oscar Holmes, theatre projector manufacturer, has organized Holmes Television Projector Co. to manufacture television equipment . . . Herb Elisburg, owner of the Studio Theatre, has acquired the Orpheum and Downtown theatres in Lansing, Mich., formerly operated by Telenews. He will start operating them the first of the year . . . Edward Arnold, motion picture star, was here to speak before more than 1,000 men and women civic leaders at the 20th anniversary dinner of the National Conference of Christians and Jews.

Bob Hope's pal Jerry Colonna headlines the stage bill at the Chicago beginning December 3. He'll also lend a hand exploiting Bob's picture "Paleface" coming December 24, assisting Herald-American photographers in shooting happy palefaces among shopping crowds beginning December 7. Stunt is contest promotion cooked up by B&K's Ed Sequin and Paramount's E. G. Fitzgibbon . . . William J. Clark, National Film Service, Inc., vice-president, was a visitor here and reported the Chicago branch under Christian Chinn was taking care of the trade here in fine style. Clark returned to Philadelphia headquarters . . . Maurice A. Bergman, U-I eastern advertising-publicity director, was in for a huddle with Ben Katz, local praiser.

S. J. Gregory of Alliance circuit announced that work has started on the 650-car drive-in on Route 28 near Frankfort, Ind. This will be the seventh drive-in operated by the circuit. Others are being planned in Alliance territory . . . C. J. Feldman, U-I western sales manager, was here for a confab at the local exchange . . . Harold Mirisch, vice-president of Monogram, was in from Hollywood for a visit with local franchise holder Irving Mandel.

H. V. Williams, sales manager for the theatre chair division of the Kroehler Co., will go to the Allied convention in New Orleans. Helping him at New Orleans meeting will be L. N. Childress from the Dallas office, Harry Peterson from the local office and F. W. Alex from New York headquarters. The company will display late model padback, springback and Hi-back chairs . . . Next meeting of the Chicago chapter of SMPE is set for November 29.

Harold Chikamoto of Honolulu, Hawaii, was a recent visitor at Natco headquarters and made a trip through the plan to observe manufacturing operations of the new Natco projector. He is a well-known equipment distributor in the island . . . A British film, "Psychiatry in Action," was shown free at Lake View public library . . . Billy DeWolfe, changing trains here, called his friend Ed Seguin at B&K and told him he'd bring back a monocle from London for Christmas. Bill accompanied the Alan Ladds to England where they'll appear at the royal command performance for the king and queen on November 29. DeWolfe will be back in Chicago about December 20 for his return stage engagement at the Chicago Theatre.

James Gregory, John Doerr, Jack Springer, Peter Panagos and Lou Harris were in Kokomo, Ind. for the premiere of "On Brick Higher," at Alliance Theatre . . . C. A. Donandville of the Chicago Popcorn Supply Co., says the company soon will open a large factory to supply the trade with a new line of popcorn equipment. The plant will be ready for production late in December.

Manager Conducts Drive For Homeless Family

BENTON, ILL.—Dick Wright, manager of the Capitol Theatre, has begun a drive for funds to build a new home for a local family left homeless when fire destroyed their dwelling, and all their possessions. Wright said the drive would include a free show, a car auction and a donation campaign.

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ST. LOUIS

Janet Pruitt, who operates the Pruitt Theatre, Plainfield, Ind., and who has been seriously ill, is on the mend and will take up her duties soon . . . Sam Abrams, Film Classics manager, visited exhibitors in Louisville . . . Mrs. Jane Robertson, wife of J. R. Robertson, operator of the Majestic, has recovered from a major operation and returned to her home.

LeRoy Furman, general manager of the Ted Gamble circuit and Fred Dolle of the Fourth Avenue Amusement Co., called on Kenneth Collins, city manager for the Greater Indianapolis Amusement Co. . . . George Jacoby, home office representative for RKO, was at the local branch making an audit . . . Joe Sugar, head of the Eagle Lion contract department, was here on business.

F. J. A. McCarthy, division manager from New York and Peter Rosian, district manager in Cincinnati, visited the U-I office . . . Norma Slagel, Columbia inspection department, and Jack Baldwin were married November 13.

Sympathy to Abe Gelman, salesman for Columbia, whose mother died recently . . . Tom Guinan and E. L. Cronin, Eagle Lion home office representatives, spent several days here . . . Charles Acton, salesman for Republic, planned to spend Thanksgiving day in Erie, Pa., visiting relatives. His wife will accompany him . . . Mrs. Laura Davidson replaced Helen Holthaus in the U-I accounting department.

A series of motion pictures are shown during the last half of each lunch period in the Shortridge high school auditorium. Five-cent admission tickets are on sale in the cafeteria before the picture starts. The pictures are sponsored by the student board . . . Margorie Johnson joined Columbia replacing Kitty Kihn in the billing department.

Visiting exhibitors included William P. McGovern, Loogootee; Don Lebrun, South Whitley; Grany Henley, Carthage; Mrs. Eva Harm, Zionville; Doyle Carter, Bloomington; T. W. Buxton, Roachdale; Silver Ray, Swiss City; Jesse Fine, Evansville; Pete Mallers and John Micu, Fort Wayne.

East St. Louis Tax Bill Rejected by Council

EAST ST. LOUIS—A proposed 3 per cent amusement tax bill has been rejected by the city council. The measure was brought forward last July.

Mayor John T. Connors said the bill was regarded as too one-sided in that it was aimed chiefly at motion picture theatres and would leave out forms of amusements where no tickets are used. The Chamber of Commerce opposed the bill, contending that it would open the way for all kinds of "nuisance" taxes.

Turkey to Harv Black

MILWAUKEE—The weekly session of the IATSE Bowling league was highlighted by a rolloff for a turkey. Harvey Black, who has led the league all season, copped the festive bird by rolling 611. There were ten additional prizes. Winners were Ray Smith, who bowled 605, $4; Dick Polcyn, bowling 594, $3; C. Conrad, 590, $2. Other winners were Ray Schnieder, Sam Hoenig, James Trimborn, Al Heiking, Elmer Klase, Myrl Melton and Harry Eifert, all bowling in the 500 bracket.

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INDIANAPOLIS

Edward L. Walton, Republic assistant general sales manager, was a visitor . . . Pat Byrne, RKO salesman, was in Columbia, Mo. . . . Jerry Lubin, Films Classics auditor, completed his work here . . . Allied Entertainment Enterprises, Kansas City, has received a charter to do a general theatrical business and booking agency. Incorporators were J. L. Campbell, M. Campbell, P. Pagano, J. Conrad and B. Conrad . . . Sol Hankins, formerly a salesman for Monogram in this territory, left for Omaha to take his new duties as branch manager for Monogram-Allied Artists in that city.

Alan Cummings, in charge of MGM exchange operations, was a visitor . . . Carl Shalit, Columbia division manager, was here . . . Bud Edele, Film Classics manager, bagged a brace of ducks for his Thanksgiving day dinner on a hunting trip to the Jefferson City area . . . Johnny Walsh, manager for Albert Dezel Productions, was in Cairo, Ill., and Paducah, Ky.

Exhibitors seen along Filmrow included: Bernie Palmer, Columbia Amusement Co., Paducah; Rani Padrucci, feature booker, and John Giachetto, short subjects booker for Frisina Amusement Co., Springfield; Herman Tanner, Vandalia; B. Temborius, Lebanon; Charles Beninati, Carlyle; Tom Baker, Bunker Hill; Bill Williams, Union, Mo.; Tilden Dickson, Crystal City, Mo., and Arthur Struck, Mason City, Ill.

Margaret Duggan, formerly with Monogram, has joined the Republic office staff . . . Russell Armentrout, Louisiana, Mo., was on a hunting trip.

Marvin Rosecan, son of Princess Theatre owner Adolph Rosecan, is due to graduate in medicine from Washington university next June and has received an appointment as intern at the Barnes hospital of St. Louis. His father Adolph hasn't been so fortunate, however. First, burglars broke into the Rosecan residence and carried away a large amount of jewelry. Then, a few nights ago a hit and run driver smashed into his car while it was parked in front of the Park Royal apartments.

Funeral services for Charles J. Brady, interior decorator at Loew's State Theatre for the last 15 years, were held at the Epiphany Catholic church recently. Brady died in a local hospital after a sudden illness. He is survived by his wife, a brother and three sisters.

Eddie Rosecan, owner of the Rialto Theatre in Hannibal, planned to leave for Los Angeles November 22 for an extended visit with his mother. He will return after Christmas and his brother Adolph, owner of the Princess here, will arrive in the California city about January 1. The brothers for many years have spaced their holiday visits so that one of them is with the mother for about six or seven weeks.

L. E. Goldhammer, who recently became sales manager for Monogram and Allied Artists, was a recent visitor here . . . Maury Davis, manager of the Will Rogers Theatre, is a three-time grandfather. His daughter, Mrs. Marvin Harris, former cashier at the theatre, gave birth to a son Robert Alan.

Mill City Suit Looms Over New Clearance

MINNEAPOLIS—The new clearance setup here which followed the consent decree decision and has provided earlier availability for a number of independent neighborhood and suburban situations, now threatens to result in lawsuits. Some disgruntled exhibitors charge discrimination on the part of certain distributors.

The Richfield, a suburban house owned by the Paul Mans group, has served notice on five exchanges—Paramount, Warners, Eagle Lion and Selznick—that unless 28-day clearance is made available for it, suits will be filed seeking a court order for it and for damages.

One of the companies on which the notice was served, Columbia, immediately restored "Loves of Carmen" for the Richfield. After originally making the deal it had withdrawn the picture.

The Mans group intimates that if suits are filed the Minnesota Amusement Co. and Theatre Associates, the latter a buying and booking combine comprising leading independent chains and operators, also may be named with the exchanges as co-defendants. The suits would allege they acted in concert with the distributors to keep product away from the Richfield on 28-day availability.

Before the consent decree decision the only local neighborhood or suburban theatre to have the 28-day availability was the Minnesota Amusement Co.'s Uptown. Since the decision the 28-day availability was offered to a small number of independent neighborhood theatres in different sections from where the Uptown is located. Several have taken the deals. Others have had their availability reduced from 69 and 48 to 48 and 42 days.

The Richfield has declined to bid competitively with other independent houses in the same zone for the 28-day availability.

Elect 3 New Directors To Northwest Variety

MINNEAPOLIS — Three new directors, Gilbert A. Nathanson, Harold Kaplan and Sol Torodor, were elected by the Northwest Variety Club here this week. Directors who were re-elected are Bill Elson, Ted Bolnick, Art Anderson, John Branton, Bill Volk, Ben Friedman, Pat Halloran, Ben Blotcky and Joe Loeffler.

The directors will meet next week to name a new chief barker. Present Chief Barker E. Elson has held office three times and is not a candidate for a fourth term.

Liberty at Horton, Kas., Bought by Bills, Landau

KANSAS CITY—The Liberty Theatre, 680-seat house here operated for several years by Robert Gorham, has been purchased by Elmer Bills and Marcus Landau, according to information received here.

Bills, who is president of the Kansas-Missouri Theatre Ass'n, operates the Electric Glasgow; the El-Jon, Brunswick, and the Casino, Boonville, Mo. Landau operates the Tivoli here, and the State, Mound City, Mo.

Veronica Lake in 'Hurricane'

Veronica Lake has been cast for "Slattery's Hurricane," which William Perlberg will produce for 20th Century-Fox.

Many Theatres Snowed-In During Storm; Power Off in Some Spots

OMAHA—Nebraska was digging out from its worst snowstorm in years. Almost every type of business, including the film industry, was tangled. Seven Nebraskans lost their lives and many cattle died. The only offsetting feature was the improved outlook for winter wheat.

At one point at least 121 communities in Nebraska and northwest Iowa were shut off from all outside communication, the Northwestern Bell Telephone Co. reported. Many cities and towns had no electrical power for several days.

Exchanges along Filmrow still were trying to find how many of their pictures had or hadn't got through. Many film salesmen were stranded. Hundreds of theatres shut down for one to several days. A few film trucks still were out of service.

* * *

FILM SIDELIGHTS:

At Grand Island, when Wally Kemp's staff stuck their noses out of the theatre the first night of the storm it was so bad most of the employes decided to spend the night at the Orpheum Theatre. The next day they found drifts so high they had to wait hours before anyone could get the doors open and they could get out. Jimmy Pickett, Tri-States city manager at Hastings, ran into a similar situation at the Rivoli there.

* * *

Glen Mills, owner of a film truck line out of Lincoln, put a new truck on the road during the week. The driver failed to drain the block. Cold burst the motor.

* * *

Paul Back, RKO salesman, was "missing" for four days until he reported in Sunday night from snow-buried Broken Bow. He phoned that he couldn't get out so he would stay there for another week. Ed Rostermundt, United Artists salesman, reported Sunday from South Dakota.

* * *

Norm Nielsen, another RKO salesman, finally got out of Neligh by train and arrived home after a 29-hour trip. "The last time I saw my car," he said, "there were six inches of the radio aerial still showing."

* * *

Howard Dunn, exhibitor at Valentine, and Rod Bailey, theatre owner at Ainsworth, faced the same predicament: no new picture to show over the weekend.

Their film truck was stuck half way to Ainsworth. But little snow had hit their towns. So they got together on the phone.

Their's was the mutual surprise of the year. They could and did exchange pictures without changing the billing at either theatre.

* * *

Walt Bradley, owner of the Moon Theatre at Neligh, on Thursday telegraphed Howard Clark at RKO for permission to "borrow" a film from a stuck film truck in his town. The telegram finally reached Clark via ham radio station WOGTC in Omaha Saturday night after the picture had finished its run.

* * *

Larry Weisner, Genoa, left his theatre Thursday night and finally reached his home. Neither he nor any other member of the staff was able to get back to the theatre until Saturday night.

* * *

In Omaha exchanges, employes like Regina Molseed, 20th-Fox, worked late Saturday night and all day Sunday trying to straighten out and get out film.

Theatres Take Donations For Variety Hospital

Minneapolis—Collections have been taken in more than 200 of the territory's theatres for the Northwest Variety Club heart hospital project. An additional 200 will take similar collections the week of December 4. All Minnesota Amusement Co. houses are participating along with the majority of independents. Art Anderson, Warners manager, is chairman of the committee in charge of the campaign. The club already has raised $300,000 for the project and seeks an additional $137,000. Construction of the hospital on the University of Minnesota campus will start next week.

Group From Midwest To Allied Conclave

KANSAS CITY—Headed by O. F. Sullivan, Wichita, president of the Kansas-Missouri Allied unit, a delegation of from 12 to 15 members is expected to attend the national Allied convention November 29-December 1 in New Orleans. Allied members from Kansas expected to attend the national conclave include O. C. Alexander, Kiowa; Don Phillips, Colby; R. R. Winship, Phillipsburg, and Warren Weber, Winfield. Members from Missouri who have made reservations include Jay Means, Kansas City, and A. E. Jarboe, Cameron. Several other members have signified their intention to attend the convention.

Preparations virtually have been completed by Kansas-Missouri Allied unit officials for the open meeting, open only to independent exhibitors, which the unit will sponsor December 7 at the Continental hotel here.

Directors of the Kansas-Missouri Allied unit will meet December 7 at 11 a. m. to complete preparations for the open meeting, which will begin at 1 p. m.

Mrs. Maude Gandy Dies; Kansas Film Figure

KANSAS CITY, KAS.—Funeral services were held here for Mrs. Maude Pearl Gandy, 78, widely known in the motion picture industry in Kansas, who died last Saturday (20) at her home. Burial was at Mound Valley, Kas.

For many years, Mrs. Gandy represented various film exchanges supplying the Kansas State Board of Review with films for censoring. She moved here when the offices of the board were shifted from Topeka, continuing the work until 1927. Following the advent of talking pictures, she established an exchange and dealt with small town exhibitors who continued to show silent films.

KANSAS CITY

A. W. Schwalberg, New York manager of operations for Paramount Pictures, was at the local branch last Monday and Tuesday . . . E. L. Walters, New York, vice-president of Republic Pictures, visited the Kansas City branch . . . Jerry Shinbach, Chicago, RKO Theatres district manager, was here for a conference with Lawrence Lehman, Orpheum manager.

Arthur de Stefano, National Theatre Supply branch manager, was back at his desk after having recovered from an attack of influenza . . . Jim Castle, Paramount exploiteer, was in Nebraska territory . . . Lou Patz, National Screen Service division manager, bought a new home in the Plaza district . . . Harry Hamburg, Paramount branch manager, returned from San Francisco.

J. Eldon Peek, Oklahoma City theatre supply dealer, was a visitor on Filmrow . . . Tom Smiley, Denver, Selected Pictures general manager, was expected to visit the Kansas City branch . . . Capt. Humphrey Cotton Minchin, British consul here, and Mrs. Minchin were hosts at a showing of English documentary films, dealing with postwar conditions, in Edison hall.

Billie Mistele, former contract clerk at the Paramount branch, now is secretary to A. H. Chaffee, office manager there . . . Ruby Pasley, Republic office manager, left for a vacation . . . Betty Caruso, secretary at Monogram, was hostess at a bridal tea tendered to Marti Boyer, who will be married November 29 to W. M. Poulson, Sheridan, Wyo., at the Community Christian church.

The Tivoli Theatre, operated by M. D. Landau, was robbed of approximately $265 by thieves who pried open a rear fire exit and removed hinges from the office door to reach a safe . . . Repainting of the front at the Roxy, Durwood-operated house, was completed and new poster frames were installed . . . New projection machines have been ordered for the Tower, Fox Midwest house.

Floyd Lorimer, formerly at the Star, Hays, Kas., now is manager of the Royal at Sterling, Kas. . . . Construction of the new Rex being erected by Ralph White and sons at Hopkins, Mo., is progressing . . . E. W. Kerr, operator of theatres in Albany and Bethany, Mo., sponsored annual special matinees for the benefit of needy families, with canned fruit or vegetables as admission fees.

Among Kansas exhibitors on Filmrow were J. W. Spielman, Gem, Baldwin; Kenneth H. Ehert, Star, Clay Center; W. A. Weaver, Pic, Iola; Leon Pugh, Poric, Erie; L. A. McDaniel, Rex, Wetmore, and Don Burnett, State, Larned . . . Missouri theatre operators seen included M. B. Presley, Globe, Savannah; John Courter, Courter, Gallatin; Harry Till, Artilla, Hamilton, and F. F. Chenoweth, Noll and Roxy, Bethany.

Bargain Show Prices Raised

CABOOL, MO.—The State Theatre has announced a price increase for its Tuesday night bargain shows to 10 and 20 cents. Other prices were not increased.

Grievance Board Named by KMTA

KANSAS CITY—Establishment of a 5-member grievance committee has been perfected by the board of the Kansas-Missouri Theatre Ass'n, and appointments to the conciliatory group have been completed by Elmer Bills, Salisbury, Mo., president.

Members from Kansas named to the committee are Ralph Larned, La Crosse, and George Baker, Kansas City, with H. V. Doering, Garnett, and Marcus Landau, Horton, as alternates. Missouri members appointed are Jay Means, Kansas City, and Harley Fryer, Neosho, with Glen Hall, Cassville, and William Bradfield, Carthage, as alternates.

Bills will serve as chairman of the grievance committee, with J. A. Becker, Independence, KMTA secretary, as alternate.

Any exhibitor in the area from which the Kansas-Missouri Theatre Ass'n draws its membership, whether he belongs to the organization or not, is welcomed by its officials to apply for hearing of a complaint against a distributor, and efforts will be made to adjust the matter without litigation.

Appointments to a special legislative committee are expected to be announced by Bills at the next regular KMTA board meeting, tentatively scheduled for Thursday, December 16, at the Phillips hotel here.

R. R. Biechele is chairman of the KMTA legislative committee, with Homer F. Strowig, Abilene, as member from Kansas, and C. E. "Doc" Cook, Maryville, as member from Missouri. One additional member for each congressional district in the area will be appointed.

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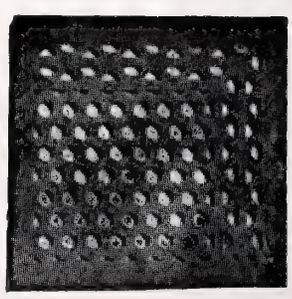
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Waterloo Fraud Suits Filed Against 2 Men

WATERLOO, IOWA—Charles A. McEvoy and Harry Buckwold, both of Minneapolis, and the Gopher Brokerage Co., in which they are said to be partners, were named defendants in two suits totaling $18,000 in petitions filed in district court here. The suits alleged misrepresentation.

The petitions, filed by Karl Towsley and Donald Strahan, both of Waterloo, alleged that because of "fraudulent misrepresentation" upon the part of the defendants, they each invested $8,000 in a corporation to be organized by McEvoy and Buckwold. Each plaintiff also asks $1,000 for wages and expense incurred in moving to Waterloo.

PROMISED $75 A WEEK

Purpose of the corporation was to operate the Waterloo Theatre, formerly the Palace, here. Towsley stated in his petition that McEvoy and Buckwold promised him he would be manager of the theatre at $75 a week and that he was not aware the defendants had promised the same position to three other persons. The same promise was made to Strahan, according to his petition.

The petitions alleged that McEvoy and Buckwold represented themselves to be theatre brokers doing business under the name of the Gopher Brokerage Co. Each of the plaintiffs stated that the defendants agreed to give Towsley 24 per cent of the corporation and Strahan 25 per cent. It also alleged that the plaintiffs learned that the defendants had purportedly sold 24 per cent to Robert Hunnerberg of Hedrick, Iowa, for $12,000 and another 24 per cent to H. L. Marks of Waterloo for $12,000.

AGREED TO PAY $10,000

Towsley was to pay $10,000 in all, of which he actually paid $8,000, the petition stated. The suits alleged that the defendants represented that they owned the full leasehold interest in the Waterloo Theatre building, and that actually the defendants did not own or control all of the leasehold interest.

The plaintiffs claimed that the defendants were not in a postion at any time during the negotiations to deliver a full leasehold interest in the project. The petition also alleged that the defendants claimed they owned capital in the company amounting to 51 per cent of the capital stock and that subsequently the defendants organized a corporation, the structure of which differed from that represented to the plaintiffs.

Each plaintiff also stated that he was hired to supervise the work on the theatre building at $50 a week which was not paid. Strahan is asking $250 and Towsley $750 for expenses in moving to Waterloo.

DES MOINES

Filmrow salesmen departed for their various towns with full equipment for shoveling themselves out in case of heavy snowstorms last week, and many exhibitors were unable to make their weekly trip to Des Moines because of the weather . . . Joe Sugar, Eagle Lion representative, met with Mayo Beatty, branch manager, and salesmen here on Monday . . . A. C. Brown, Paramount auditor, is working in the office . . . Jim Foley of Paramount attended the district meeting of bookers and office managers in Kansas City last week.

To exploit 20th-Fox's "Apartment for Peggy," Dick Stoddard, manager of the Fort Theatre in Rock Island, enlisted the cooperation of a local furniture store to place a model apartment on the mezzanine of his theatre. The furniture company also ran a 40-inch ad on opening day devoted to the picture and the model apartment.

Warners is having plumbing trouble again! About once a year, the main floor of this exchange is dug up to replace pipes . . . Grace Reid, NSS, is leaving her position to go to Wyoming . . . Esther Needham, Universal cashier, has returned from a pheasant hunting trip . . . "Pete" Peterson, RKO booker, is back after a week's vacation, part of which was spent hunting.

Bernice Dykstra, Universal, spent Thanksgiving in Pella with her parents . . . Sol Yaeger, RKO salesman, is driving a new Dodge, and the Paramount salesmen are now supplied with new cars—company cars! . . . Zeldene Seidenfeld, MGM, and her twin sister Helene, 20th-Fox, journeyed to Omaha over the weekend to attend the wedding of their cousin . . . Thelma Crittenden, former secretary to Myron Blank at Tri-States, is filling in for Joy Canaday, Dale McFarland's secretary, while Joy is on vacation.

Four of the original gowns worn in the filming of "Luxury Liner" were modeled in the Tuesday noon fashion show at Younkers tearoom last week as a publicity stunt for the picture which played at the Strand Theatre during the week.

Roy Hill, manager of the LeClaire Theatre in Moline, Ill., has designed an attractive display which meets the eyes of his patrons when they enter the theatre. The setpiece is in connection with the current Tri-States Courtesy campaign, and assures theatregoers that the employes pledge every courtesy possible to earn and retain their goodwill.

Visitors on the Row: Leo Wolcott, Eldora; C. J. Jamison, Muscatine; Ray Jenotte, Exira; Robert Hessell, Green; M. L. Dickson, Mount Pleasant; B. J. Shipwright, Osceola, and Bill McGraw, Manson.

'Belle Starr's Daughter' Gets 70 Town Premiere

DES MOINES—Plans for a territorial premiere of 20th-Fox's "Belle Starr's Daughter" have been announced here by exploiteer Walter Hoffman. The picture will open in about 70 Iowa towns the second week in December and will be shown at the Paramount and Roosevelt theatres here. There has been some discussion of bringing Hollywood personalities for the premiere, but no final decision has been reached. A vigorous newspaper and radio campaign throughout the state has been organized for the event.

James Greene Is Manager

TOLEDO, IOWA—James Greene has been named manager of the Wieting Theatre here.

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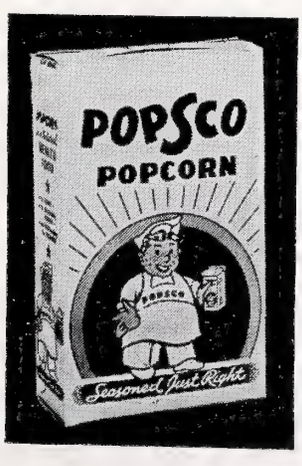
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'Station' Rates 130 As Kansas City Top

KANSAS CITY—Trade at the first run wickets here generally indicated a slight downward trend. Dualing of "Station West" and "Smart Girls Don't Talk" at the Orpheum registered a lively 130 per cent and topped the city. "Johnny Belinda," playing a third week at the Paramount, continued to show pulling power after approaching record volume in its initial stanza. "Julia Misbehaves," paired with "The Search" at the Midland, also was potent in a second round.

(Average is 100)

Esquire—**Son of Dracula** (U-I); **The Ghost of Frankenstein** (U-I), reissues 80
Midland—**Julia Misbehaves** (MGM); **The Search** (MGM), 2nd wk. 100
Orpheum—**Station West** (RKO); **Smart Girls Don't Talk** (WB) 130
Paramount—**Johnny Belinda** (WB), 3rd wk. 100
Roxy—**Hollow Triumph** (EL); **The Spiritualist** (EL).. 80
Tower, Uptown, Fairway—**Belle Starr's Daughter** (20th-Fox) 75

Minneapolis First Runs Feel Blow of Weather

MINNEAPOLIS—Bad weather, snow, sleet storms and icy thoroughfares did boxoffice damage here and the sole major newcomers, "Luck of the Irish," "Pitfall" and "Kiss the Blood Off My Hands," did not fare so well as they merited. The four holdovers were "Apartment for Peggy" in its third week and "Johnny Belinda," "June Bride" and "Cry of the City" in their second.

Aster—**Here Comes Trouble** (UA); **Who Killed "Doc" Robbin?** (UA) 90
Century—**Johnny Belinda** (WB), 2nd d. t. wk. 110
Gopher—**Frontier Badmen** (U-I); **Diamond Frontier** (U-I), reissues 90
Lyric—**Cry of the City** (20th-Fox), 2nd d. t. wk. 90
Pix—**Private Life of Henry VIII** (FC), reissue. 100
Radio City—**Luck of the Irish** (20th-Fox). 100
RKO-Orpheum—**Kiss the Blood Off My Hands** (U-I) 95
RKO-Pan—**June Bride** (WB), 2nd d. t. wk. 110
State—**Pitfall** (UA) 100
World—**Apartment for Peggy** (20th-Fox), 3rd d. t. wk. 110

Weather and Competition Lower Des Moines Grosses

DES MOINES—Uncertain weather conditions coupled with such attractions as a 10-day run of "Suds in Your Eyes," a 4-day engagement of the All-American Male Chorus, a Drake University symphony concert and a 3-day circus engagement, brought local grosses to near par or below. "June Bride" was the only over-average attraction, scoring 110 on a double bill with "Black Eagle" at the Orpheum.

Des Moines—**When My Baby Smiles at Me** (20th-Fox) 95
Orpheum—**June Bride** (WB); **Black Eagle, the Story of a Horse** (Col) 110
Paramount—**Pitfall** (UA); **Texas, Brooklyn and Heaven** (UA) 95
Strand—**Luxury Liner** (MGM) 90

'Belinda' Grosses 130, Others Good in Omaha

OMAHA—"Johnny Belinda" at the Paramount Theatre drew the most film patrons in a week that was generally favorable to Omaha first runs. Weather was ideal with record high temperatures.

Omaha—**Apartment for Peggy** (20th-Fox); **The Checkered Coat** (20th-Fox), 2nd d. t. wk. 105
Orpheum—**Raw Deal** (EL); **Sofia** (FC) 110
Paramount—**Johnny Belinda** (WB) 130
RKO Brendeis—**Walk a Crooked Mile** (Col); **Rusty Leads the Way** (Col), 2nd wk. 100
State—**Moonrise** (Rep); **Flirting with Fate** (SG), reissue 105
Town—**Racketeers** (SG); **Call It Murder** (SG); split with **Jungle Woman** (U-I), reissue; **Triggerman** (Mono) 100

MINNEAPOLIS

Eddie Stoller, United Artists manager, has made a "saturation deal" with the Minnesota Amusement Co. for the eagerly awaited "Red River," named by critic Bob Murphy as one of the year's ten best pictures. The film goes into the State here for a minimum of two weeks, into the St. Paul Paramount and the Duluth Norshore January 20 and into eight more Minnesota Amusement Co. towns the next two days. Other Minnesota Amusement Co. towns follow. The picture will finish the circuit by Febuary 3.

Northwest Variety Club's auction of items sent to it by European displaced persons was a big success. More than $600 was realized and will be forwarded by Bill Elson, chief barker, to displaced persons' camps in Europe to buy necessities . . . Walter Hoffman, 20th-Fox exploiteer, left for Omaha where he'll start handling the campaign for "Belle Starr's Daughter." It has 150 playdates in the district.

The boys are tossing a stag party at the Hotel Dyckman December 17 for Jerry Gruenberg, Eagle Lion salesman, who will be married December 19 to Joyce Orenstein . . . Arnold Kahn, 20th-Fox auditor, was a visitor . . . Sid Lax and Morrie Steinman, Columbia and RKO salesmen, respectively, were among those stranded by the near-blizzard. They had to leave their autos in Duluth and return to Minneapolis by train . . . Steve Edwards, Republic publicity head, was here from New York for a two-day visit with Joe Loeffler, branch manager.

Bill Elson, Northwest Variety Club chief barker and theatre circuit owner, and his wife will spend the Christmas holidays in New York, taking in the Broadway shows and night spots and visiting with their friend Fred Allen. Bill has been Variety Club chief barker for three non-consecutive terms . . . S. D. Kane, North Central Allied executive director, was back from a weekend hunting trip in northern Minnesota . . . Louis Orlove, MGM exploiteer, came in from Milwaukee to work out of the Minneapolis office for ten days . . . Ardis Baltz, 20th-Fox manager's secretary, was on a vacation.

Ben Spewack, after failing to make a deal for the W. R. Frank circuit, shipped his racing stable to New Orleans where he'll make his winter headquarters . . . Among the local film industry personages who attended the Minnesota-Wisconsin football game at Madison were Ben Blotcky, Ted Mann, Charlie Rubenstein, Lowel Kaplan, Martin Lebedoff and Sol Fisher . . . Bennie Berger is planning a trip to Palestine next summer . . . RKO is preparing for its first Ned Depinet drive meeting, December 8.



Silver Brothers Buy Two Texas Theatres

GRAND PRAIRIE, TEX.—Sherman and Jerome Silver, Minnesota exhibitors, have purchased the Wings and Texas theatres here from Underwood & Ezell, Dallas.

Sherman Silver has moved here with his wife and 3-year-old son Randy after selling his theatre in Cukato, Minn., which he operated for 13 years. The other brother has several theatres in small towns over the Gopher state which he will continue to operate. He returned north after a brief visit here to look after the properties and to bring one of his managers, Elmer Aamods, to assist in operating the two local theatres.

The Silvers have also purchased a site near the Texas where they will soon start building a 900-seat theatre. Smith & Warner, local architects, are now working on the plans. It will have a television lounge.

C. C. Ezell has retained a minor interest with the Silvers in the Grand Prairie situation. Roy V. Starling, who owned or had the major interest in the Wings Theatre, operated it and the Texas for the U&E circuit for several years. He came out of the local setup with clear title to the White Theatre in Fort Worth, given him by U&E, and he now is operating the White.

Twelve miles from Dallas on the highway to Fort Worth, Grand Prairie was a sleepy village until the giant North American aviation plant went in and population zoomed.

Starling started building his house and Underwood & Ezell bought out the Texas from J. S. Walker, who had owned it for over a decade. During the next few years the town has grown and developed into a population of nearly 20,000 with many industries.

Sherman Silver, the local partner, brings an active record of participation in civic affairs and has already transferred several of his memberships to this city. Already he has attended meetings of civic clubs.

Annual 16mm Workshop Set for Nov. 29-Dec. 2

KANSAS CITY—Many widely known producers of 16mm films from all sections of the United States are expected to attend an annual film production workshop to be sponsored November 29-December 2 by the Calvin Co. at its studios here.

Production trends script writing, photography, titles, editing, sound recording, laboratory methods, music and various other phases of production will be discussed during the sessions, and several outstanding 16mm films will be shown.

A feature of the final session will be the production of a complete 16mm film on the Calvin sound stage, with a director and full crew demonstrating set lighting, photography, sound recording, editing and viewing a pilot print.

Speakers to be heard during the four-day workshop will include Fred Kugel, publisher of Television magazine, New York; Tom Hope, General Mills, Minneapolis; Ken Edwards, Eastman Kodak Co., Rochester, N. Y.; Dr. Don Williams, Syracuse university, Syracuse, N. Y.; J. S. Stolzoff, Cramer-Krasselt Agency, Milwaukee; P. M. Stallings, University of Minnesota, Minneapolis, and Dr. A. W. Vander Meer, Pennsylvania State university, State College, Pa.

Fire and Dust Blast Hit Old Sandusky

SANDUSKY, OHIO—The Sandusky Theatre, housed in the old Biemiller Opera House downtown, weathered a fire and dust explosion November 17, which threatened the landmark but was finally brought under control by a turnout of all of the city's available firefighters.

The blaze started in a room behind the stage where props were stored, and was bottled up there and in adjoining dressing rooms. The explosion, blowing out into the street a section of the outer brick wall, occurred shortly after firemen began pouring water into the props storage room.

John A. Himmelein, who leased the theatre, said he planned to rebuild the destroyed portions of the building. A two-foot firewall helped prevent the fire's spread into the front part of the theatre. Acting Fire Chief Clarence Owen, who said the fire's cause remained undetermined, blamed the explosion on an accumulation of dust in the room where the stage equipment was stored in the heyday of the old opera house.

Cleveland Film Editor Praises Art Products

CLEVELAND—W. Ward Marsh, dean of local motion picture editors, in a recent issue of the Plain Dealer, turned his critical microscope on the roadshow-policy for big screen productions and came up with the conclusion that this policy, with advanced admission prices, is justifiable for worthy productions. He expressed concern, however, of attempting to sell some 50-cent films for $2.00.

"It takes a combination of prosperity and extraordinary screen to elevate the occasional motion picture into the $2 reserved seat class," Marsh said. In this class he lists in addition to "Hamlet," currently in its fourth week at Loew's Ohio Theatre, "Joan of Arc," "The Red Shoes," which, according to reports will be the holiday attraction at the Esquire, and Cecil B. DeMille's "Samson and Delilah."

Marsh lists another danger of the financial success of quality film as, a practice in some instances, of bringing to Cleveland a super-picture at top prices with the promise that it would not be seen at popular prices for a year, and then, after a month or so, putting it on the general release agenda.

Will Rogers Prize Book Given on Bank Nights

MINGO JUNCTION, OHIO—Mike Kendrach of the Mingo Theatre is killing two birds with one stone by tying up the Will Rogers Memorial hospital drive with bank night. Every bank night between now and December 22, he will give away, in addition to his regular weekly cash awards, one Will Rogers charity book on prizes to be awarded at the vaudeville and screen show in Cleveland's Music Hall December 22.

Quiz at Saturday Shows

BRADDOCK, PA. — Capitol's Saturday morning shows now include screen cartoons, amateur acts and a stage quiz program directed by Russ Wehrle.

800-Seat Linda in Akron Features Radiant Heating

AKRON—The Linda was opened in the Goodyear Heights section November 18 under the management of Lino Alessio, 21 years old, who designed and built the 800-seat house. His father Ernest, head of a cement contracting firm, always had wanted to be in the theatre business, so Lino and his brother Reno, 19, built the Linda. The house is named for the youngest member of the Alessio family, age 2. There are five children altogether.

The Linda is situated at Goodyear boulevard and Newton, in the heart of Goodyear Heights, and contains radiant heat supplied by 15,000 feet of pipe line laid under the floor. Flipup type seats are laid on a radius, and staggered for better vision. The auditorium is on a reverse incline. The building, which contains two storerooms, is made of blocks of Haydite, lighter than concrete. The front is terra cotta. The lobby is lined with gray Letheret diamonds, brightened with colored lights of red, blue, and white. A parking lot accommodates 1,000 cars.

Entering, the patron passes through a series of five glass doors. The auditorium has a flowered carpet of red and brown, with red and gray damask walls to blend into tourquois and silver near the stage, and a red and gray stage with silver curtains.

The Alessio brothers have been helping their father in the contracting business since their early teens. Lino took some engineering courses at the University of Akron. When they decided to build the theatre, they found estimates were too high, so Lino decided to design the house himself. He planned the entire building. The first block was laid last April. To prepare for running the theatre Lino worked as manager at the Liberty in Akron for three months.

The theatre has Chrysler air-temp air conditioning, marquee and sign by Bellows Electric and Simplex-Super cameras and American seats furnished by National Theatre Supply.

Big Louisville Welcome For Star Terry Moore

LOUISVILLE—With the first personal appearance in Louisville since Audrey Totter came here some time ago, Terry Moore was on hand at Loew's State for the premiere of "The Return of October." She presented autographed photos to early arrivals. She was accompanied by her mother, Mrs. Luella Kolford. A Kentucky welcome was extended to Miss Moore by Lieut. Gov. Lawrence Wetherby. On a full program she visited the mayor's office, presided at a luncheon for the press, visited the new Courier-Journal and Louisville Times building, appeared on several radio shows and made three personal appearances on the stage of Loew's. At the evening performance Miss Moore was made an honorary first sergeant of the air guard of Kentucky in recognition of her aid in recruiting. Cooperating further in the premiere the air guard brought in heavy equipment which was parked in front of the theatre, and which was complete with the giant air searchlights predominant at premiers.

Jossey, Ochs Give Option On Canada Airer Sale

CLEVELAND—J. S. Jossey, Herbert Ochs and associates have granted to A. C. Cowan of Toronto, Canada, an option to buy the five drive-ins they now own and operate in Toronto, Ottawa and Oshawa. The deal, expected to be closed this week, will entail turning the theatres over to the prospective new owners right after the first of the year.

Strand at Lowell, Mich., Sold to Earl H. Evans

LOWELL, MICH. — The Strand Theatre here has been sold by Callier Enterprises, Inc., to Mr. and Mrs. Earl H. Evans of Muskegon Heights, Mich. The Strand was built by Harvey Callier in 1928.

Detroit East End Sold To Affiliated Chain

DETROIT—Purchase of the East End Theatre from the DeLodder circuit has been completed by Affiliated Theatres, marking another step in the rapid expansion of this newest Michigan circuit organization. This was the second theatre to be taken over this fall from DeLodder. Coincident with the acquisition, a $200,000 remodeling program was launched, to be divided between the East End, Plaza, and Lakewood in Detroit, and the Ritz in Flint. The circuit came into active being January 1, when the new Melody in Inkster was opened, and, on the same day, four houses, the Iris and Lakewood in Detroit and the Ritz and Rialto in Flint, were taken over from Associated Theatres.

Affiliated started with the Admiral and President theatres, owned for several years by Bernard and Leonard Brooks, and their newphew Arnold Brooks London, son of William A. London, a partner in Associated. All three owners served in the armed forces during the war when expansion was at a standstill, but they have taken rapid strides during the last year to build up a full scale independent circuit.

Seal Trailers Feature 'Joan'

PITTSBURGH — Christmas Seal trailers featuring Ingrid Bergman in her "Joan of Arc" costume were on exhibition in theatres of the area this week. The theme is appropriate since the double-barred cross, international emblem of the world campaign against tuberculosis, is adapted from the original Lorraine cross of the crusading dukes of Lorraine, Joan's native province.

Drive-In Tax Plaints Cast Out of Court

ERIE — Two equity actions against Millcreek township's 10 per cent amusement tax were thrown out of court on technicalities involving defects in preparation and presentation of papers in the cases. Plaintiffs were the proprietors of the Star and Skyway drive-ins, who had asked injunctions against collection of the tax. William Coleman of the Star and Carl Guerrein of the Skyway contended that the tax on admissions is unconstitutional in that it does not apply to all persons in a given classification, citing exceptions made which exempted certain school, charitable and other organizations from imposing the tax on their patrons.

Millcreek township school district, which levied the tax, contended the suits were unnecessary in that the theatre owners had sufficient remedy at law through a right of appeal from the tax. Judge Burton R. Laub agreed with the plauntiffs that they did not have equitable remedy at law and pointed out that the law permitting the tax specifically gives them the right to appeal the tax in equity court. The court's opinion noted that the cases were dismissed "without prejudice," leaving an opening for re-submitting the matter in a new and corrected action.

Appeal for Tax Relief

PITTSBURGH—More than 1,000 city merchants, including theatre owners, have petitioned the mayor and council to drop the retail and wholesale mercantile tax which this year grossed approximately $2,300,000. Joseph Feldman of the Warner circuit headed the petition campaign for theatres.

The city also imposed a 10 per cent tax on amusements and a levy on personal property in addition to the mercantile tax.

Income Tax Under Fire

JOHNSTOWN, PA. — This city's earned-income tax again is under fire, and if repealed, some other source of revenue must take its place. States the Johnstown Tribune: "Sales taxes on amusements or necessities invariably weigh heavier on those in the lower-income brackets." Various civic groups also oppose amusement taxes.

Ask Repeal of Tax

BRADFORD, PA.—Two thousand bowlers petitioned city council to withdraw the city's 10 per cent amusement tax on the sport. They contend that bowling is a recreation and not an amusement.

Homer City to Levy Ticket Tax

HOMER CITY, PA.—The council has given notice it will meet December 6 to adopt a resolution levying a 10 per cent admission tax, to become effective January 8.

Foreign Films at Nittany

STATE COLLEGE, PA.—Foreign films offered weekly at the Nittany are very successful this season. They are presented in cooperation with the modern languages department of Pennsylvania State College.

Improvements Planned At Bowling Green Airer

BOWLING GREEN, KY.—Construction of new ramps and other improvements to the Sunset Drive-In here will be started just after the December 3 closing date, according to J. T. Flowers, executive vice-president and general manager of the theatre. Flowers said cost of the enlargement and improvements would be approximately $10,000 to $15,000.

Civic Arena Start in '49

CANTON—Construction of the $925,000 Civic auditorium will start about June 1, said Mayor Carl F. Klein. Preliminary plans have been approved for a new arena-type auditorium. The old auditorium building in downtown Canton will be offered for sale again after the new year. The complete block of property has been advertised twice in recent months, but only one bid of $226,100 has been received.

Ralph Parracks Building Theatre

MILLCREEK, W. VA. — The Ralph Parracks will occupy one of four apartments being erected on the second floor of the new Pictureland Theatre which they will own and operate. The new theatre, constructed of cinder block, steel and brick, seating 350, will have a small stage and marquee. The Parracks operate other theatres in the district.

'Midnight Kiss' Is New Title

"Midnight Kiss" is the new title for the Metro picture, "This Summer Is Yours."



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Theatre Poll Pennies Net $200 to Variety

DETROIT—Variety Club of Michigan held its annual membership meeting at the clubrooms here with a large turnout of members discussing club affairs and reintegration of the club's charity activities.

H. E. Stuckey, Paramount manager, was named chairman of a committee to study the financial structure of the organization. Al Ackerman of the East Side talked on the significance of the Sister Kenney treatment and its results upon his two children, who were stricken several months ago.

A special event of the evening was the presentation of about $200 to the Heart fund by Norman F. Wheaton, city manager of the two Telenews theatres, representing pennies collected by the theatres in a mock-pre-election presidential ballot in which each voter donated a penny to charity.

Charles W. Snyder, executive secretary of Allied Theatres of Michigan, was elected national canvasman. Snyder will retire as chief barker of the Detroit tent in January. Arthur Robinson, circuit owner, another past chief barker, was named alternate.

The Michigan tent elected as its own canvasmen or directors: Louis Mitchell, general manager, Kilbride circuit; Irving Goldberg, partner in Community Theatres; Jack Zide, manager at Allied Film exchange; Edward Stuckey, manager for Paramount; Lew Wisper, partner in Wisper & Wetsman Theatres; Earl J. Hudson, president of United Detroit Theatres; Charles Perry, managing director of the Adams and Downtown theatres; Sam Seplowin, district manager for Republic; Del Ritter, manager of the Rialto and Rivola theatres; Ralph Raskin, Independent premium distributor, aand Joseph Lee, manager for 20th-Fox.



ADD TO CLEVELAND FUND—"Pennies for Crippled Children," amounting to $210, were presented by Ben Cohen, manager of Telenews Theatre, to Milt Mooney, chief barker of the Cleveland Variety Club. This contribution was the proceeds of the recent presidential penny poll held in the Radio-TV Lounge of the newsreel theatre. The money will be used by the local Variety Club to augment its heart fund activities aiding underprivileged children.

Whistles Herald Opening Of De Luxe Monessen

MONESSEN, PA.—The grand opening of the new Manos Theatre here November 27 saw many members of various branches of the motion picture industry on hand for festivities which included a parade, street clowns, jugglers, uniformed bands, giant searchlights, pyrotechnical displays, official ceremonies and a big reception.

Steel mill plant whistles were blown to herald the opening of the de luxe 1,200-seater, and a golden ribbon was cut by the mayor as a crowd of several thousand stormed the boxoffice. Patrons were interviewed on radio broadcasts after passing hundreds of baskets of flowers and boards displaying telegrams of congratulations to Mike Manos and the Monessen Amusement Co., builders and owners of the theatre.

SKY-BLUE CEILING AND STARS

More than 135 tons of steel were used in the framework of the fireproof building and reinforced concrete footings were buried 20 feet into the ground. House features include a sky blue ceiling covered with sparkling stars, a colorful, thick mohair carpet, a stage equipped to handle large attractions, Ideal slideback chairs, automatic dimmer ceiling lighting, tile rest rooms and a floral island constructed of inner lighted glass block with dozens of South American plants and ivy vines.

Equipment and fixtures include Motiograph projectors, Mirrophonic sound, Strong lamps, Poblocki stainless steel marquee with thousands of "waterfall" lights, York refrigeration, Gas-Vac heating, Frame electric illumination, Mohawk carpets and Pittsburgh plate glass.

CIRCULARS FROM AIRPLANES

Two days prior to the opening the theatre was inspected by members of the Chamber of Commerce who were entertained at a luncheon. The opening campaign was handled by Ken V. Woodward, manager, and included newspaper and radio station plugs in four cities starting six weeks before the formal event. Preview comments were broadcast by stations in Uniontown, McKeesport and Charleroi and special circulars were dropped from airplanes flying over the entire Monongahela valley.

Monessen Amusement Co. officials sharing the spotlight with Mike Manos were Andrew Askounes, Nick Kusulis, Bernard H. Buchheit, George Purcell, Ted, Jack, Louis, Harry and Pete Manos, H. G. Pattison, Anthony Askounes and V. L. Wadkins.

Andy Askounes, treasurer, has directed Monessen theatres since 1932. He became associated with Manos Enterprises in 1924. Nick Kusulis, secretary, is a life-long associate and friend of Mike Manos. He entered exhibition with Manos at Washington, Pa., in 1909. In 1932 he moved here with Manos and Askounes, taking over direction of theatres controlled by the late William McShaffrey.

Anthony Askounes, nephew of Andy, is manager of the Star and Grand here. He came here in 1932 and prior to that managed theatres in New Castle and Farrell. H. G. Pattison is controller of the association with its ten-town circuit of 21 theatres.

V. L. Wadkins, Latrobe manager for the Manos circuit, is in charge of confection sales and service at all Manos theatres. A number of years ago he was a managing executive for the Paramount-Publix organization and Bernard H. Buchheit, now general manager for Manos circuit, credits him with much of his early theatre education. Wadkins has been in show business for 27 years. Ted, son of Michael Manos, entered actively into circuit operation a year ago.

Richard J. Crosby and Nick Askounes, who have worked together for over 15 years in Monessen theatres, are the projectionists. Crosby has been an operator for 28 years, Nick, a brother of Andy, for 20 years.

Search for 'Good Sam'

UNIONTOWN, PA.—Joseph Bugala, manager of the Manos, is conducting a search for a local "Good Sam." The Evening Standard is cooperating in the exploitation with Bugala and Alan Wieder, RKO representative. Local "Good Sams" are being nominated in 100-word letters addressed to the newspaper or the theatre.

Form KS&D Theatres, Inc.

COLUMBUS—KS&D Theatres, Inc., of Columbus has been incorporated with 500 shares of no par value common stock by Harry J. Knight, Julius B. Knight and Herbert L. Solomon.

Building Job Under Way

WHITESBURG, KY. — Construction work on the new theatre being built here by the Virginia Amusement Co. was reported to be progressing rapidly. The theatre will have a 570-seat capacity.

Western Stage Show Given

REPUBLIC, PA.—The Roosevelt presented Big Slim and his western revue from the WWVA Jamboree as a special stage treat together with two western pictures.

Marine Band on Stage

WHEELING, W. VA.—U.S. Marine band presented a concert under the auspices of the Ohio Valley Jaycees council at the Virginia Theatre.



DETROIT

Jack Hurford, former manager of the Fox, was back in town representing a new screening process . . . Bud Kirby and Roy Ruben got left off that list of 20-year alumni of the Fox. Sorry . . . Ronald Colton, son of Mike Colton of the Colonial, has joined the ballet line at the Radio City Music Hall, his first big break . . . David Farlow, manager of the Community circuit's Rogue, became the father of a baby girl November 12 . . . Clifford A. Roebuck, manager of the Parkside who used to live in Birmingham, has moved back into town.

Harold Welch has the triplet record of the season. He rolled three 119 games the other night, and earlier hit 141 three times the same night . . . Floyd Akins is getting arrangements set for the big feather party at the Labor temple December 20, jointly sponsored by the Nightingales and Theatrical post . . . Irvin Nitz has replaced William Gagnon on the National Carbon team, with Joseph Michel replacing Edward Nielsen.

John Goossen of the Madison is back with the Nightingales after a spell away from bowling . . . Jack Colwell missed out on a session the other night, but we hear John Lasko made one of his rare appearances at the alleys.

Manuel Helfman is taking over night duties at the new Model, while father Ben, who is a partner with him in the venture, is handling the house days . . . Charles L. Anderson of the Model booth is readying a new home for his wife, who is coming on soon from Chicago . . . William Vogler of the Dix has a regular filing desk for his favorite trade paper right next to the booth . . . Ted Krass, manager of the Dix, expects a family addition, come June.

Mrs. Thomas Beeton, wife of the Senate manager, reports the youngsters are steady BOXOFFICE readers at their house . . . John Pival, former Senate manager, is supervising a really terrific layout at WXYZ-TV, where he is station manager, and his old theatre and photography experience help a lot.

Art Weisberg, supervisor for the Broder circuit, is on a heavy reducing diet during his leave . . . Wilfred Mevis, head shipper at Republic, is doubling as assistant manager at the Bexter . . . Garry Lamb of the Eastown has moved out on Grayton avenue . . . Virginia Martin, manager at the Varsity, scared off a would-be boxoffice burglar.

Jim Missel, theatre concessioner at the Civic and other houses, is changing the name of his firm . . . Milton Jacobson's Fox at Grand Rapids is being restored after a fire in the basement that destroyed the joists and did about $5,000 damage. It happened while the house was closed for a month during suspension of the license by the city authorities because of objectionable pictures.

Al Ackerman's daughter, seriously hit by polio four months ago, was due home this weekend, well on the road to recovery and discharged from the hospital . . . Ben Zimner, former UA salesman, now has two boys to keep him at home. The latest is six weeks old . . . Joe Lee is not on two payrolls; he's still working for Fox.

Eddie Jacobson was host Tuesday midnight to a regular oldfashioned theatre party after the show at the Forest, marking his fourth anniversary running the house, with an excellent attendance of filmites . . . Harry C. Commodore has taken over the share in the Michigan Popcorn Co. formerly owned by his partner Burton A. Richmond, and is now sole owner of the business.

Rudy Schroeder, former manager of the Palmer Park, is establishing the Aristocrat Popcorn Co. at 16909 Hamilton Ave. in the north end suburb of Highland Park to handle both machines and supplies, catering to the theatre trade . . . Casper Bondy, Detroit projectionist now in the army, was back home on furlough and is being transferred to Omaha . . . Carl Dorst, former salesman for Monogram, has joined Paramount as booker, replacing Bob Bufford . . . Morris Lefko, RKO district manager, was in from Cleveland.

Wally Mazur, formerly of the Civic, is now managing the Ace for Wisper & Wetsman, replacing former Manager Howard Wills . . . Charlie Dietz, MGM exploiteer, headed east for a visit to the home office for a few days . . . Ed Bigley has moved from Grand Rapids to city sales for United Artists.

Gus Studebaker of National Theatre Supply outfitted himself with new glasses and a telescopic sight, and journeyed northward in search of 1 wolf, 1 bear, and 1 deer . . . Clair Townsend, Eagle Lion manager, is enthusiastic over "Let's Live a Little," going into the Madison December 2. He is heading east for a home office visit . . . Gladys B. Pike and Jane Robinson of Film Truck Service were both ill with flu last week.

Don Fill, office manager at Eagle Lion, is leaving to become assistant general manager

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at Midwest Theatres, where he will specifically handle booking of the five houses acquired from the Bernstein circuit, in addition to general supervision . . . Kenneth Guibord, formerly at EL, has joined General Theatre Service as shorts booker.

Rose Cardia, cashier at the Downtown, was held up by a boxoffice bandit, who got away with $100 Thursday night . . . Wesley Benac and H. Toten are the reported owners of a new theatre at Hillman. Only previous theatre in town, the Hillman, was owned by William J. French . . . Earl Evans, new owner of the Strand at Lowell, was with the Lakey Foundry Co. at Muskegon for 27 years.

Allied Leads Film League; NTS Is Nightingale Head

DETROIT—Allied retains the lead in the Film Bowling league. Team standings are:

	Won	Lost
Allied	27	13
Republic	25	15
Theatrical	22	14
RKO	19	21
Monogram	18	22
Scharun's	16	24
UA	15	25
Co-operative	14	22

High 3 team: Republic, 2,542; Monogram, 2,535, and RKO, 2,496.

High 1 team: RKO, 974; Republic, 901, and Theatrical, 883.

High 3 individual: C. Sheran, 635; E. England, 626, and W. Goryl, 618.

High 1 individual: C. Sheran, 265; E. England, 245, and W. Goryl, 244.

National Theatre Supply retains the lead in the Nightingale Club Bowling league. Team standings are:

	Won	Lost
National Theatre Supply	19	5
Projectionists Local 199	16	8
National Carbon Co.	14	10
Altec Sound Service	13	11
Lorenzen's Flower Shop	12	12
Brenkert Projectors	10	14
McArthur Theatre Equipment	9	15
Ernie Forbest Theatre Supply	3	21

Bowlers rolling 200 scores were: Carl Bacon, 222; Romuls Albu, 203; Eddie Waddell, 219, and Maurice Beers, 203.

Moves to New Quarters

PITTSBURGH—Ben Stahl of Theatre Enterprises, offering audience games and premiums, has taken larger quarters at 1705 Blvd. of the Allies. He is a brother of Herman, Oil City exhibitor, and Harry, Sharon exhibitor.

Burlesque to Youngstown

YOUNGSTOWN—The Park Theatre is the new home of burlesque here, every Monday through Thursday from 7 to 11 p. m., and on Friday, Saturday and Sunday from 7 p. m. to 2 a. m. A new illuminated runway has been installed.

Ads Recommend 'Peggy'

MEADVILLE, PA.—The Park Theatre management purchased special newspaper advertisements recommending "Apartment for Peggy."

Reissues Play at Altoona

ALTOONA, PA.—Warner's reissues, "Angels With Dirty Faces' 'and "They Drive by Night" were presented at the Strand as a "2 for 1 action smash."

COLUMBUS

In the first of a series of articles on television, the Columbus Dispatch stated that it is not yet possible to tell definitely when the Dispatch video station, WBNT-TV, will be in operation. The Dispatch also said that its best information indicated that Columbus could not expect network facilities before Dec. 31, 1950. The network service will be provided by microwave links from Columbus to Dayton with coaxial cables from Rayton tying in with the east-west cables at Toledo . . . James Leonard, program director of WSAI, Cincinnati, Ohio, will become manager of WLWC-TV, the projected Crosley TV station here, December 1.

Columbus and Franklin County Motion Picture Council has voted to make application for affiliation with the Columbus Federation of Women's clubs. The council has 60 members, representing 30 clubs . . . Two budding screen stars, Penny Edwards and Terry Moore, were in town simultaneously. Miss Edwards was featured on the stage bill at the Palace and was chosen queen of the annual pre-Christmas parade. Miss Moore made several appearances in advance of showings of "The Return of October" at the Broad. Sid Zins and Milt Young of the Columbia home office exploitation staff prepared the way for her appearances here, working with Manager Carl Rogers and Publicist Fred Oestreicher.

Ben Hayes, Citizen columnist, visited Bill Cunningham, former Citizen theatre editor now on the Paramount studio publicity staff, on his recent California trip.

Fire, followed by a dust explosion, damaged the Biemiller opera house in downtown Sandusky, Ohio. The old theatre has been used as a film theatre with Saturday and Sunday showings only. John A. Himmelein, the lease holder, declined to estimate the damage. He said he planned to have rebuilt a section of brick wall blown into the street by the blast.

Mrs. Helen Lyons, owner of three theatres in Pomeroy, Ohio, was robbed of $1,000 in theatre receipts by two masked men who were waiting at her home. The bandits bound and gagged Mrs. Lyons and her three companions, including a sister Henrietta. Leo Phillips, Columbia detective chief, was called in by Pomeroy officials to assist in the investigation.

Four newsstand operators at Mansfield, Ohio, have agreed to discontinue handling comic books described by parents and teachers as unsuitable for children. The action followed a request from Parent-Teacher associations which are conducting a campaign to eliminate obnoxious reading material in Mansfield.

AKRON

Goodyear Heights residents gave the new 800-seat Linda Theatre a rousing housewarming last week (18) at a formal invitational opening show. The Linda was built and will be managed by 21-year-old Lino Alessio . . . "Fantasia" returned to the Colonial.

The Palace pulled "Dream Girl" and "Larceny" and replaced the bill with "Return of the Badmen" and "Triple Threat." The first two films were not doing business . . . The West, neighborhood house in Barberton, booked "Duel in the Sun" for a Sunday opening. However, since Vincent Lauter, manager, did not consider it proper family fare, he arranged a special matinee for kids, featuring a Laurel and Hardy film and cartoons Sunday afternoon.

"Die Fledermaus" showed at Liberty . . . Loew's double bill, "Julia Misbehaves" and "The Search," were held for a second week.

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PITTSBURGH

Bud Andrews, Emporium exhibitor, is the father of a fourth child, a daughter born November 5. There are two sons and two daughters now . . . Bill, son of Mr. and Mrs. Joseph Kosco, Brockway exhibitors, suffered a broken collarbone while playing football. Daughter Judy also was hospitalized recently . . . Sympathy to Mrs. Patrick McCann of MGM division headquarters here on the death of a brother, Owen M. Cook . . . Ben Williams, owner of the local Monogram franchise, was here from Boston for conferences with Abe Weiner, manager.

Lige Brien, Eagle Lion assistant exploitation manager and former local theatre manager, was here in connection with "Let's Live a Little" . . . Andy Gibson of the Nick Dipson circuit, a Filmrow visitor from Batavia, N. Y., has been kept busy in connection with the hearings in the $5,000,000 antitrust suit filed by the Dipson interests against eight distributors . . . A. E. "Addie" Klein, formerly in the theatre equipment business here, is distributing equipment in Chicago . . . Hearing date for seven of nine suits attacking the legality of Pennsylvania's soft drink tax law has been set for December 14. The tax will bring the state an estimated $27,000,000 its first year.

Bob Stahl, who withdrew from exhibition at Munhall recently when he transferred the Park to Christine Pelger, now is a cemetery lot salesman . . . Leo Isaacs, theatre supply salesman, is recuperating at home after being hospitalized . . . Charlie Anderson, who heads the Alpine circuit, was in from Kingwood, W. Va., with his new assistant Joseph Josephs . . . Jim Alexander, film distributor and supply manager who retired recently, has returned from Baltimore where he visited a daughter.

Stanley Dudelson, RKO salesman, continues his search for a city apartment for his family which includes two children . . . Abe Weiner, Monogram manager, is another house or apartment seeker here . . . Lou Gilbert, veteran with the Warner circuit, hopes to improve his health in Florida this winter. Dave Smith of the Boulevard has replaced him at the Regent in East Liberty. Ray Laux, formerly an assistant manager, now is managing the Boulevard in Brookline.

The J. P. J. Kellys and daughters of Wilkinsburg greeted many friends at the opening of the new Manos in Monessen and they viewed the exciting trailer on "The Three Musketeers" in which their son Gene scores his greatest hit as D'Artagnan . . . The Metropolitan in the city's Bloomfield district, formerly booked by Vincent J. Corso, now is an account of Louis E. Hanna . . . Warners' Ambridge presented a cooking school matinee . . . The Eastland, Fairmont, distributed bubble gum to kiddies attending matinee performances last Saturday.

William R. Stich, MPA Screen Broadcasts district representative, and wife will motor to New Orleans to attend the January convention of Motion Picture Advertising Service Co. . . . Mrs. Fred J. Herrington, wife of the Allied MPTO secretary, will not accompany him to the national Allied convention as planned . . . William L. Zedaker, Claysville exhibitor, brought his son Bill jr. of the navy to Filmrow while he booked some pictures.

Firemen at Aliquippa were summoned to the Temple Theatre on Franklin avenue early Wednesday morning last week to extinguish a rubbish fire in the basement. A passerby noticed smoke pouring from the building and turned in the alarm. Firemen believe the fire was caused by spontaneous combustion in paper and other refuse. No damage was reported.

New Castle city council adopted a 1 per cent wage tax . . . A group of citizens and the Erie Industrial Union Council is waging a court fight against Erie's 1 per cent income tax, hearing being set for December 6 . . . Recent stage attractions included "Smart Affairs of '49," all-colored revue at the Majestic, Johnstown; Joe Barker's entertainers at the Palace, Parkersburg; Vaughn Monroe at the Manos, Greensburg; the Ink Spots, Thanksgiving day singers at the Columbia, Sharon, and Alvino Rey at the Library, Warren, and at the Warner, Morgantown.

Mannie Youngerman of New York, former RKO salesman at Philadelphia, is the new local Erie area salesman for Eagle Lion . . . Andy Biordi has withdrawn the Majestic, Ellwood City, from Cooperative Theatre Service . . . Moe Gould, discharged from the Will Rogers Memorial hospital some weeks ago, is residing in Wilkinsburg and his health is excellent . . . Joe Fecheck staged a Porky Pig birthday party at the Menlo, Charlerci, last Saturday morning in connection with a cartoon carnival. All kiddies were given comic books and prizes including guest tickets, piggy banks, etc., and a feature was the cutting and distribution of the Porky Pig birthday cake.

Brownsville theatremen have organized a popcorn agency, registered as the Mon-Valley Distributing Co., with warehouses at Charleroi and Brownsville. Officers are Lloyd Baker and Don Dickinson of the Moody & Dickinson theatres; Joe Fecheck, manager of the Menlo, Charleroi, and Lester Tracy of the Grand, Fredericktown. Fecheck is wholesale buyer and Tracy is retail distributor of corn, seasoning, boxes, salt, etc.

Mr. and Mrs. Anthony Antonoplos and son Peter have returned from a vacation in Arizona and California.

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To Design for Shelley Winters

Orry Kelley has been ticketed by Producer Chester Erskine to design the wardrobe for Shelley Winters in "Take One False Step," a U-I picture.

Cincinnati Grosses Up; 'River' Gets 165

CINCINNATI—A considerable improvement was flet in first run business here as all but one of the houses reached par or went way over. "Red River" in its second week at Keith's made the best showing, grossing a neat 165 per cent. "Road House" at the Palace took second place with 140 and "June Bride" got 120 to gain a moveover from the Albee to the Shubert.

(Average is 100)

Albee—**June Bride** (WB) 120
Capitol—**Julia Misbehaves** (MGM), 3rd wk. 100
Grand—**Hollow Triumph** (EL) 80
Keith's—**Red River** (UA), 2nd wk. 165
Lyric—**Johnny Belinda** (WB), 3rd d. t. wk. 100
Palace—**Road House** (20th-Fox) 140
Shubert—**A Song Is Born** (RKO), 2nd d. t. wk. 110

Detroit Grosses Slump; 'Song' Leads With 125

DETROIT—Uncertain weather conditions, sports events and what major exhibitors termed "poor pictures" brought Detroit grosses down to near average. Grosses remained fairly even but there were no outstanding successes. Top honors of the week went to the Adams with 125 on its second week of "A Song Is Born" and second place went to the Fox with "Cry of the City" at 120 per cent.

Adams—**A Song Is Born** (RKO), 2nd wk. 125
Cinema—**Jenny Lamour** (Foremost), 2nd run. 100
Downtown—**The Untamed Breed** (Col); **The End of the River** (U-I), 2nd wk. 90
Fox—**Cry of the City** (20th-Fox) 120
Michigan—**June Bride** (WB); **Smart Girls Don't Talk** (WB) 105
Paradise—**Denver Kid** (Rep), plus stage show. 115
Palms-State—**The Return of Rin Tin Tin** (EL); **Race Street** (RKO), 2nd wk. 85
United Artists—**An Innocent Affair** (UA); **Shed No Tears** (EL) 95

'Hamlet' Continues to Lead Business in Cleveland

CLEVELAND—All downtown houses played to holiday business. "Hamlet," with a rating of 320 per cent, still topped the field in its third stanza. "Kiss the Blood Off My Hands" chalked up a big 160 per cent at the Allen to earn a holdover. Dualing of "Confessions of a Rogue" and "Her First Affair" at the Lower Mall also registered 160 per cent. The Palace, with "Embraceable You" and a stage show, hit 125 per cent.

Allen—**Kiss the Blood Off My Hands** (U-I). 160
Esquire—**Sofia** (FC); **Miraculous Journey** (FC). 101
Hippodrome—**Johnny Belinda** (WB), 3rd wk. 80
Lower Mall—**Confessions of a Rogue** (Dist. Films); **Her First Affair** (Dist. Films) 160
Ohio—**Hamlet** (U-I), 3rd wk. 320
Palace—**Embraceable You** (WB), plus stage show. 125
State—**Hills of Home** (MGM) 100
Stillman—**Red River** (UA), 3rd d. t. wk. 110

'Hamlet' Grosses 280 To Lead Pittsburgh

PITTSBURGH—Local first runs enjoyed good grosses as all except one theatre hit average or over. High spot of the week was the roadshow engagement of "Hamlet" at the Ritz where admissions were from 90 cents to $2.40 and where the picture rolled up a roaring 280 per cent. Trailing far behand in second place was "A Song Is Born" at the Fulton with 120 per cent.

Fulton—**A Song Is Born** (RKO). 120
Harris—**Kiss the Blood Off My Hands** (U-I), 2nd wk. 100
Penn—**Red River** (UA), 2nd wk. 105
Ritz—**Hamlet** (U-I), roadshow engagement. 280
Senator—**Wolf Man** (U-I); **The Hairy Ape** (UA), reissues 80
Stanley—**Station West** (RKO). 110
Warner—**Johnny Belinda** (WB), 4th d. t. wk. 105

CLEVELAND

Stuart Cangney, sales and publicity manager for Theatrecraft Mfg. Corp., and Jack Gertz of Theatrical Enterprises represented the film industry on the first day of the hunting season. The score was one goose and two ducks for Cangney, one pheasant and one rabbit for Gertz . . . Bob Holzworth, son of Hillard Square Manager Fred Holzworth, has been appointed to an internship at St. Luke hospital, Cleveland, following his graduation from eastern Reserve University school of medicine.

William J. Banks moves out of the Detroit Theatre, where he has been manager for more than 15 years, on December 1 when S. P. Gorrel, new owner, takes over. Banks has been transferred to the Lincoln Theatre as manager . . . Republic's Cleveland office is in second place for de luxe productions in the current sales and booking drive . . . Schine theatres in this area have come up with something new. Because there was no school the day after Thanksgiving, most Schine theatres will put on a special kiddy show in addition to the regular Saturday children's program.

When the decorators get through with the private offices of officials of Associated circuit, they will have all the glamor of a modern de luxe theatre, with light grey walls, rose color carpets and hangings to match . . . David Sandler, general manager for Theatrecraft, spent a week in the east visiting ceramic plants in connection with securing improved equipment for the heater unit of his Mobiltone combination in-car speaker and heater.

"Bill and Coo" will play four Akron theatres day and date during Christmas week. This will mark the first time for a special kiddy show to be given simultaneously at a group of theatres. Theatres involved are the Holland, Copley, Rialto and Nixon. Jules Livingston, Republic sales manager, is credited with the idea.

Marion Ward, secretary to J. S. Jossey of Hygienic Productions, visited her sister in Rochester . . . Mollye Davis, MGM cashier, returned from a California vacation and brought back regards from Johnny Coine, now with MGM's Los Angeles office . . . M. E. Ames of the Ames Theatre, Jefferson, paid his semiannual visit to Filmrow.

Visitors included L. J. Furman, Ted Hooper and R. M. Swanson of the Gamble theatres in Akron and Steubenville . . . "Johnny Belinda" chalked up a record as the only picture to be held four weeks at the Hippodrome in several years. "Kiss the Blood Off My Hands" rated a second week at the Allen and "Red River" held strong during its third week on the main stem.

Laura Kovach, secretary to U-I District Manager Pete Dana, celebrated a birthday . . . Nat Lefton, who held a high place in the industry's distribution branch until his retirement several years ago, is still in Cleveland, but he'll be leaving soon for his Florida winter home.

Guizar in Stage Show

WHEELING, W. VA.—Another 20th anniversary presentation at the Capitol here was the appearance of Tito Guizar and company on the stage.

Rogers Hospital Fund Is Boosted by $20,000

CLEVELAND—Northern Ohio's contribution toward support of the Will Rogers Memorial hospital was boosted approximately $20,000 as the result of a luncheon rally held Monday (22) at the Statler hotel and attended by 150 Cleveland exhibitors and distributors. Pledges for this amount covered purchases of donation prize books and tickets to a gala stage and screen show to be in the Cleveland Music Hall December 22 when prizes will be awarded.

Ernest Schwartz, Cleveland Motion Picture Ass'n president opened the meeting, Lester Zuker told of the hospital needs and Nat Wolf roused the audience to enthusiastic financial support of the project. Theatre collections and disposition of donation books are left to purchasers' discretion. I. J. Schmertz, local fund chairman, reported fine industry cooperation resulting from rallies held in surrounding towns with large local industries buying blocks of tickets. Wolf estimates minimum $13,000 gross raised to date on the show for which projectionists, stagehands and musicians are donating their services.

The show will be made up of top vaudeville acts, headlined by the personal appearance of a popular screen star and a preview of an outstanding film.

Nat Wolf, Warner Ohio zone manager, is general chairman in charge of the benefit show. Merle Jacobs, local MCA head, Fred Meir of the News and Dick Jackson, vauadeville booker, make up the committee in charge of the acts. Louis Ratener of Ohio Theatre Service, heads the ticket committee. J. Knox Strachan, Warner publicity director, heads the publicity committee, aided by Ted Barker of Loew's, Shirley Fishman of the RKO Palace, Harry Deidd of 20th-Fox, Sam Abrams of Ohio Advertising Co. and Ray Allison, manager of the Shaker Theatre.

Others who have agreed to help put over the show include Herman Pirchner, owner of the Alpine Village; Orville Crouch, Loew theatre district manager; Dick Wright, Warner theatre assistant zone manager; Harry Goldstein, Paramount district manager; I. J. Schmertz, 20th-Fox manager; Meyer Fine, Associated Theatres circuit; Max Mink, manager of the RKO Palace; William Ong, head of the Cleveland Community Chest; John Fitzgerald, IATSE, and Lee Repp, orchestra leader.

Awarding of prizes including a Cadillac sedan and a mink coat will be one of the highlights of the show.

Frank Slavik Takes Over Marsh in Wheeling, W. Va.

WHEELING, W. VA.—The Marsh here has been transferred to Frank Slavik of Mingo Junction, Ohio, by Michael Halm. Slavik formerly was associated with the Walter B. Urling Alpine circuit. The theatre is being renovated, new lighting system is being installed and the front is being painted in blue and cream colors with the sash in maroon. A blue and cream Coolvent awning is being added to the front to serve as a unique marquee.

LOUISVILLE

According to District Manager Gene Lutes, the following personnel changes have been made in Chakeres Kentucky theatres: James Atterbury, former assistant at the Capitol in Frankfort, has been named manager of the newly acquired Trail in Morehead; Ben Hathaway, former assistant at the Fairborn, Fairfield, Ohio, has been named assistant at the Capitol, Frankfort.

Following his return from an extensive vacation in Florida, J. E. Elliott jr. of the new Lincoln, Hodgenville, visited Filmrow here and took in the "Ice Show of 1949" at the Jefferson county armory . . . Paul Sanders, president of Sanders Theatres, Campbellsville, also returned from Florida and was visiting here. Paul said he expects to leave soon for Washington. During his absence, Louis Phumphery, general manager, will handle affairs at the theatres.

George Bauers, maintenance engineer, and Gene Lutes, district manager, both of Chakeres, were here lining up improvements for the newly acquired Trail and Mills theatres in Morehead . . . W. E. Carrell of the Falls City Theatre Equipment Co. drove to Indianapolis for the convention of the Associated Theatre Owners of Indiana . . . From reports gathered throughout various sections of the state boxoffice receipts seem to be off as much as 35 per cent. No real reason could be given for the slump. Some put the blame on a lack of ready cash in the hands of the potential customers and others blamed the quality of the pictures being offered.

W. T. Stout was to open his new 400-seat Plaza in Owensboro recently. Stout, who is connected with the Stout Electric Service in the same city, said the new theatre would be for colored patronage . . . A. Edward Campbell of the new Lyric, Lexington, was here for a brief visit. Also seen on the Row were: C. O. Humston, Lyric, Lawrenceburg; E. T. Denton, Majestic, Owingsville; Homer Wirth, Crane, Crane, Ind.; Bob Enoch, State and Grand, Elizabethtown; C. K. Arnold, Melody, Bardstown; F. X. Merkley, Rialto, Columbia; George Peyton, Griffeth, LaGrange; Robert Bowman, Rio, Cloverport; A. N. Miles, Eminence, Eminence, and Bertha Wolf, Pastime, Owenton.

Melvin Honaker of the Hill Top Theatre is back in town after approximately two months on the west coast . . . Mrs. Gratia Locke, co-owner of the Savoy here, attended the recent TOA convention in Chicago, then journeyed to Oklahoma for the funeral of her uncle Ernest Blake, thence to Pennsylvania for a short stay, then back to Chicago for a brief visit and on to Louisville for the recent KATO convention. After the convention here Mrs. Locke returned to Chicago, and now is back in Louisville and ready for another jaunt.

The local Hill Top Theatre, managed by Voiers Hudson, cooperated with the local Benjamin Franklin school PTA by running a midweek matinee for the children, featuring "Bill and Coo" and four cartoons. The program was sponsored by the PTA which also sponsored the concession counter in the lobby.

Flying South Soon

PITTSBURGH—Jerry Castelli, Library exhibitor and drive-in theatre manager, and wife will fly to Tampa to spend Thanksgiving in their new Ryan Navion plane, and will go from Florida to New Orleans to attend the Allied convention.

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Son of Warner Executive Talks on Film Business

CLEVELAND — Donald Wolf, son of Nat Wolf, Warner Ohio zone manager, in a recent talk to the persuasive speech class at Western Reserve University here, defended Hollywood against the average American conception and presented various facets of filmaking and presentation as a business which could be compared with any other major industry in the nation.

He emphasized that "a great deal of the country's economy is tied up in the film business."

"The fallacy of our stereotypes about Hollywood," he said, "is illustrated strikingly by the fact that whereas uneducated captains are praised as self-made men, uneducated film executives are dismissed as illiterates. Erratic bankers are called 'eccentric,' but erratic film makers are called crazy. Hard-bargaining businessmen are praised as being shrewd while their counterparts in Hollywood are denounced for being mercenary. And where the private indiscretions of Park avenue are winked at slyly, those of Beverly Hills are paraded forth as proof of Hollywood's licentiousness."

TOLEDO

The Rivoli has booked Woody Herman and his orchestra and Singer-Comedian Mel Torme for a four day stay, January 27-30 . . . Smiley Burnette, western film star, will bring his own show to the Civic auditorium November 27. On the following day, Rod Brassfield and his "Grand Ole Opry" troupe will come to the same stage.

"Citizen Kane," with Orson Welles, will be offered December 2 by the University of Toledo Motion Picture club . . . The Westwood was taken over by Bellman's Super Markets for a free cooking school for five afternoons, Novemer 22-27. The Park Theatre will be the scene of similar sessions December 6-10.

CINCINNATI

Vinette Lucas, formerly in the art department of RKO Midwest Theatre here, was married to Tom Swope, sports writer for the Cincinnati Post . . . Ben Goldman, Cincinnati lawyer associated with his brother Jack in operation of the colored Lincoln, Roosevelt and Regal theatres, died recently . . . Dale Tysinger of Newark, Forney Bowers of Cambridge, Joe Scanlon of Marietta and John Woodward of Zanesville, visited the exchanges together with Carol Lawler of the Shea home office, New York.

Theatre Owners Corp. has taken over booking and buying for Willard Gabhart's Harrod Theatre, Harrodsburg, Ky. . . . M. K. Murphy, who operates the Corlee Theatre, Cumberland, Ky., was a visitor . . . Jerry Jackson jr., Happy Hour Theatre, Williamsburg, Ohio, was also in, tying up loose ends in preparation for his vacation trip with his wife to the Florida shores . . . K. R. Hill, who operates the Oak Theatre, Columbus, and the Grove, Grove City, was here attending to business details.

Rube Shor, secretary-treasurer of the West Virginia Theatre Managers Ass'n and a member of the National Allied board, will attend the national Allied convention in New Orleans, November 29-December 1. Other Cincinnatians planning to attend include Herman Hunt and Willis Vance, the latter the originator of the new numbering device called Cryptics.

Ruth Becker, office manager's secretary at RKO, attended the wedding of her cousin Thyra Rehn in Miami Beach, Fla. . . . Mrs. Mary Semelroth and Manager Jim Herb of Dayton, Ohio, made one of their rare appearances on Filmrow . . . Another rarely seen operator was George Delis of Canton, Ohio, who operates theatres in Portsmouth and in Cleveland area. He was accompanied by C. A. Metro of the Eastland Theatre, Portsmouth.

Ed Riesenbeck, manager of Keiths Theatre, Cincinnati, and his wife spent ten days in New York on a business and pleasure trip. Riesenbeck conferred with officials of City Investing Co. which operates the Keiths Theatre here and attended the opening of the Astor Theatre, which has been remodeled and redecorated. Another theatre of City Investing Co., the Victoria, opened with "Joan of Arc," and Riesenbeck and his wife witnessed the premiere. He reports that crowds gathered at 6 a. m. and waited in line for admission to the opening of the attraction.

Nate Wise, publicity director for RKO Theatres, reports that two outstanding stage attractions have been booked to the Albee, the King Cole trio, Thanksgiving week, and on December 6, Dick Haymes in person. Wise has been busy with the campaign in connection with "Miss Tatlock's Millions," which included many novel stunts. One was the passing out of cards containing new pennies to start recipents on their first million.

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Ray Canavan Is Moved To New Loew Position

BOSTON—Ray Canavan has been appointed to the new position of general division manager of theatre operations for E. M. Loew Theatres, Canavan, former district manager, was named by President E. M. Loew following reorganizational meetings. Canavan will work directly under Max Finn, general manager of E. M. Loew's Theatres.



Ray Canavan

Canavan started his career as an usher when 15 years old at the Scollay Square Theatre, Boston, then under the Paramount Publix banner. From head usher, he was promoted to the front house operation under Chester Stoddard, then director of front house operations for the circuit. He traveled extensively through the east, establishing modern front house methods for the circuit. He later managed several of the larger houses for Publix.

He joined the E. M. Loew circuit in 1935 as manager of the Regent, Arlington. He ended his managerial career when director of the Ware, Beverly, three years ago, being promoted by E. M. Loew to district manager of 14 theatres, including houses in Boston, Lynn, Salem and Peabody.

In speaking of Canavan's latest promotion General Manager Finn said: "Ray Canavan's promotion pleases me immensely. After working with him for several years it is my opinion that success will be his in his new post, and that our theatres will greatly benefit from his experience and knowledge of theatre operation. He is a man of many capabilities, but what is most important is his first hand appreciation of the problems confronting theatre managers."

Party for Lou Moscow

NEW HAVEN—More than 150 friends of Lou Moscow, a member of the Shubert Theatre staff and for the past 20 years known on Filmrow for his former association with the late Morris Nunes' premium operations, gave Lou a "Sunshine special dinner" Tuesday night at Eleanor's grille. Moscow intends to recuperate from a recent illness in Florida after the coming holiday season. He was presented a purse by those present. Earl Wright of Columbia was treasurer of the event, assisted by a committee of film men. Termed "one of the sincerest demonstrations of friendship witnessed here," the dinner marked a warm sendoff and prefaced a hoped-for healthful vacation.

To College Fund Drive Post

HARTFORD—Charles Seaverns, president and director of the Bushnell Memorial Foundation, which operates the Bushnell Memorial, downtown theatre, has been named Connecticut chairman for the Colby college, $1,750,000 Mayflower Hill development fund, which will be used to provide additional dormitory and academic buildings on the college campus.

Nathan Levin Elected Salesmen's Club Head

BOSTON—Nathan Levin of Monogram was elected president of the Motion Picture Salesmen's club of Boston. William Cuddy of Screen Guild was named vice-president; Louis Josephs, Bay State Films, secretary, and Joseph Wolf, Embassy Pictures, treasurer. Frank Hyland of Monogram was elected sergeant at arms and the board of directors, named to serve for one year are: Harry Goldstein, RKO; Saul Simons, Columbia; Carl Divisia, RKO; Saul Levin, Eagle Lion; Williams Kumins, Warners, and Irving "Mac" Farber, Regal Pictures.

Plans were discussed for the second annual Children's Christmas party to be held at the Variety Club rooms with Saul Simons named chairman for the event.

Graphic Chain to Build Newport, Vt., Theatre

BOSTON—The permit for a new theatre to be built in Newport, Vt., by the Graphic circuit has been approved by the state and actual work should start soon. Plans were drawn by Krokyn-Browne, Boston architects, and contracts have been awarded. To be called the Newport, the theatre's setting is on the site of the old Hurst hotel, not far from Graphic's other theatre, the Burns. It will accommodate 1,000 patrons and the seats have been purchased from Heyward-Wakefield Co.

Plans also were drawn up by Krokyn-Browne for remodeling the Dreamland, Nantucket's only motion picture house, and bids are being received. Owned by Rita Hull, the theatre will have additional seats installed and a general inside and outside redecoration, Colonial in design, in keeping with the early American charm of the island. A late spring reopening is planned.

Nick Karnaris, A. Tolisof Market Ice Cream Pies

NEW BRITAIN—Nick Karnaris and A. Tolisof of the Newington Theatre have gone into the ice cream pie business, incorporating as the Crown Ice Cream Co., and are installing dispensing machines for their product in a growing list of Connecticut theatres. The pie is wrapped in tinfoil, and is reported to be a popular item already at the Eastwood, East Hartford, Strand, Thompsonville; Newington, Webster and Lyric, Hartford, and at the Plainfield.

Broadbrook Theatre Sold To Joseph Kras, Ludlow

BROADBROOK, CONN.—Andrew Murphy, operator of the Broadbrook Theatre the last eight months, has sold the theatre, effective December 1, to Joseph Kras, a former insurance man from Ludlow, Mass.

Big Prize Awards Nov. 30

NEW HAVEN—Distribution of 25 valuable prizes, topped by a 1949 Buick, in the Will Rogers Memorial campaign, will be held November 30 at the Variety Tent 31 headquarters on Chapel street.

George Moore Dies; Hyannis Exhibitor

HYANNIS, MASS.—George R. Moore, former professional baseball player who came here in 1916 to manage the Idle Hour Theatre, and remained to build his own, died at his home.

Moore became manager of the Idle Hour, then the only film house here. In 1923 he built the Hyannis, one of the largest summer resort theatres in New England. Later he became partner in Cape Cod Theatres, Inc., which controlled the Idle Hour, Hyannis and Osterville summer theatres. In 1930 he incorporated the Chatham Theatre Corp. and was president.

He leaves his wife Alice and two sons, Raymond and G. Winthrop.

David Sidman, Veteran Theatre Manager, Dies

HARTFORD—David Sidman, active for many years in the motion picture industry, is dead. His most recent affiliation with the industry was as manager of E. M. Loew's Mohawk Theatre, North Adams, Mass. He left this position some months ago to retire.

Sidman, who passed away at his North Adams, Mass., home, was widely known throughout the eastern seaboard. At one time he managed theatres for the RKO and Randforce circuits.

Better Films for Kiddies Asked by Letter Writer

HARTFORD—Under the heading of "Bad Movies," a local newspaper writer, signing her letter "Mother," wrote as follows to the Letters to the Editor column in the Hartford Times:

"I have just seen a certain film at my neighborhood theatre. At this picture, like most, is shown indiscriminately to adults and children, I feel compelled to remonstrate.

"How can we complain about juvenile delinquency and still allow pictures of this sort to be shown at our neighborhood theatres? Some will say, 'Censor your child's movie fare. Don't let him go at these times.' That can be done to some extent, but when carried too far it can hurt the child's independence and remove him from a special event his friends are permitted to enjoy. It also arouses his curiosity regarding all these forbidden pictures.

"Sometimes we permit our children to see an approved picture only to find the co-feature is entirely unsuited for youthful consumption. Why can't the neighborhood theatres revamp their schedules to incorporate more suitable pictures for children, especially on weekends and school holidays?"

Shorter Clearance Asked

BOSTON—Following a review of the problems of clearance in the Boston area, Paramount's branch office has recommended to the home office that the first run clearance be reduced from 28 to 21 days in this territory. A favorable response to the request is expected from the home office. The reduction would affect all sub run situations as well.

BOSTON

George Tradd has signed a lease on a building at 11 Winchester St. where he plans to open a modern projection equipment repair shop . . . Leon Task, Ideal, Milford, motored to New Orleans for the national Allied convention. He will stop over in Dallas and Houston. After the convention he will drive to Florida for the winter.

Cigars were passed out by Wendell Clement, Paramount booker, on the birth of his first child, Nancy Jane, at Norwood hospital . . . "The Boy With Green Hair" is set for a Thanksgiving day opening at the Keith-Boston in one of two prerelease engagements. Ralph Banghart, RKO publicist, is working with James "Red" King, RKO Theatres publicist, on a campaign which will include heavy advance teasers, a subway posting and a full page two-color ad in the Record-American.

Arthur Frank, film buyer for the Lockwood & Gordon circuit, returned from a two-week vacation at Miami with his family . . . The office staffs at Monogram and the Rifkin circuit tendered a surprise birthday party to Charlotte Cutler, Herman Rifkin's secretary.

E. M. Loew presided at a managers' luncheon meeting at the Hotel Bradford . . . Mrs. Rita Johnson, a graduate of Northwestern law school, has been named secretary to Frank J. Wolf, newly appointed executive assistant to E. M. Loew. Formerly with National Screen, Rita replaces Cleo Jacove, who resigned to visit her family in Long Island.

Ernest Zuretti, manager of the Lexington, Lexington, and a nephew of Bill Viano, owner of the theatre, plans to go back into the army on extended active duty. He was a captain in the infantry at the time of his discharge in May 1946 and expects his orders shortly . . . Les Bendslev, Community Playhouse, Wellesley Hills, and his wife spent a few days in Easton, Pa., visiting her family.

Lew Breyer, head of Madison Pictures Corp. here, is all smiles over the returns from the double bill played at E. M. Loew's Victory Theatre, Boston. The duallers were "Prisoner of Japan" and "Bombs Over Burma," final playdates for the Victory before it closed for a complete overhauling by William Riseman Associates. It is set for a reopening on New Year's day. Madison Pictures Corp. has moved to 246 Stuart St., taking over the quarters vacated by Louis Stern Enterprises.

The plans for a new drive-in to be built on the outskirts of Manchester, N. H., by Lucien Decouteaux have been temporarily postponed . . . Joe Cifre, Inc., has installed new Motiograph projectors, Motiograph sound and Voice of the Theatre speakers in the Little Theatre at the Boston Sanitorium, the city's tuberculosis hospital. The same company has installed new Strong lamps and rectifiers at the Strong Theatre, Burlington, Vt., managed by Linwood Curtis.

J. W. Bird, Modern, Manchester Depot, Vt., is modernizing and renovating the house. National Theatre Supply is supplying new equipment, including a concessions stand, a Drincolator, carpets, seats and new stage curtains. The complete painting and refurbishing is being done by a local contractor. The house will be closed for at least a week to allow the work to be done.

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WORCESTER

Harold Kelley resigned from the Warner to join the Capitol . . . Maurice Radin of the Loew-Poli circuit has been laid up recently . . . A columnist in the Sunday Telegram says, "It bothers Harold Maloney, manager of Loew's Poli, that men insist on wearing their wallets in their hip pockets. It not only makes it easy for pickpockets on the street, but also the pocketbooks have a way of sliding out when the owner is seated. He blames the hip pocket for the numerous wallets found in his theatre—eight or ten every week."

Johnny Cummins, stage manager at the Warner, has built a home at Lake Quinsigamond . . . Arthur Mabey, manager of the State in Milford, capitalized on the fact that two Milford men appeared in "The Secret Land" when he played the picture . . . Ronald Whitney and Jean Leslie joined the Warner staff.

Mrs. Fred Madden, manager of the Hudson, entertained newspaper carriers of the Daily Sun . . . Billy DeWolfe sent word to his brother, Bob Jones, in Worcester that he will visit here upon his return from a command performance in London . . . Roy Elkins, who used to be with the Worcester and the Grand, came back to town to conduct a week's health course at the Sheraton.

A thief broke into the Playhouse in Ayer, and after ransacking every desk drawer in the office to no avail, found $160 in an open safe . . . Mary Cummings, matron at the Warner, has been out due to illness, one of the very few times during her 26 years at the house. Mrs. Elizabeth Tubert substituted . . . Patricia Powers was promoted to relief cashier at the Warner.

Two of the cast of "Ice Vogues" were married here while the show was playing a week's stand. After getting a waiver of the five-day law, Doc Carlin, young comedian, and June Ross, line girl, took their nuptial vows in St. Paul's rectory . . . Two of "Carousel's" backstage staff are particularly interested that the musical is coming to the Auditorium. They are All Bowness and George Dumas, formerly with Worcester theatres.

Mrs. John Matthews, wife of the Warner manager, is teaching at the Lincoln Street school . . . Leon Bedard and Bob LaFleche subbed for Manager Stanley Redmont at the Strand in Southbridge . . . Selectmen of Lunenburg turned down the petition to conduct parimutuel horse racing. Central Massachusetts is yet to have parimutuels of any kind.

Toivo A. Virta, newspaperman and assistant manager of the Orpheum in Gardner, has been promoted to manager to succeed Howard Hall, transferred to Boston. Raymond H. Bourgeois, doorman at the Orpheum, is new manager at the Uptown . . . The Polish National Alliance sponsored a benefit film show in the Franco-American Theatre in Three Rivers.

Bob Robison, now busy staging shows in Florida, plans to spend Christmas in Worcester, where he once managed the Plymouth . . . Construction is under way on the new film house planned in Maynard by Bert Coughlin. The Colonial there will be closed when the new one is ready.

Three first run houses played revival bills simultaneously . . . George Lemire and John Carpenter are new on the staff of Loew's Poli . . . Bob Portle was getting ready for his first roadshow at the Elm Street in several years.



First Run Grosses Higher in Boston

BOSTON—The best week of the season was registered here with five houses holding over programs. "A Song Is Born" at the Astor got off to a staunch start and "Johnny Belinda" entered its fourth stanza at the Metropolitan. The surprise of the week was the reissue bill at the Keith-Boston of "Last Days of Pompeii" and "She" which warranted another week.

(Average is 100)

Astor—**A Song Is Born** (RKO); **In This Corner** (EL) 130
Beacon Hill—**Hamlet** (U-I) ..... No average taken
Boston—**Last Days of Pompeii** (RKO); **She** (RKO), reissues 130
Exeter Street—**Mikado** (U-I); **Man of Evil** (UA), 2nd wk. 90
Memorial—**Station West** (RKO); **Appointment for Murder** (FC) 110
Metropolitan—**Johnny Belinda** (WB), 3rd wk. 120
Paramount and Fenway—**Sealed Verdict** (Para); **Million Dollar Weekend** (EL) 125
State and Orpheum—**Julia Misbehaves** (MGM); **Big City** (MGM) 130

'Song' Hits 180 to Lead Hartford First Runs

HARTFORD—"A Song Is Born," paired with "In This Corner" at the Regal, was the top grosser. "Sealed Verdict," showing with "SOS Submarine" at the Allyn, was next best. The State, with Stan Kenton and his orchestra on the stage to bolster "Smoky Mountain Melody," also was strong.

Allyn—**Sealed Verdict** (Para); **S.O.S. Submarine** (SG) 160
E. M. Loew's—**The Gallant Blade** (Col); **I Surrender, Dear** (Col), 3rd wk. 90
Poli—**Rachel and the Stranger** (RKO); **The Pearl** (RKO) 110
Palace—**Julia Misbehaves** (MGM), 2nd wk. 85
Regal—**A Song Is Born** (RKO); **In This Corner** (EL), 2nd wk. 180
State—**Smoky Mountain Melody** (Mono), plus stage show 150
Strand—**Angels With Dirty Faces** (WB); **They Drive by Night** (WB), reissues 120

New Haven Trade Spotty; Reissue Bill Is Tops

NEW HAVEN—Trade at the first run houses here was spotty. Dualing of two reissues, "In the Navy" and "Pardon My Sarong," rang up a hefty 150 per cent at the Bijou. "Julia Misbehaves," paired with "The Search" at the Loew Poli, was moved to the College after drawing better than average trade. "Johnny Belinda" held up fairly well in a third round at the Roger Sherman.

Bijou—**In the Navy** (U-I); **Pardon My Sarong** (U-I) 150
College—**A Song Is Born** (RKO); **Triple Threat** (Col), 2nd d. t. wk. 50
Loew Poli—**Julia Misbehaves** (MGM); **The Search** (MGM), 9 days 112
Paramount—**Sealed Verdict** (Para); **Sixteen Fathoms Deep** (Mono) 80
Roger Sherman—**Johnny Belinda** (WB); **Lady at Midnight** (EL), 3rd wk., 5 days 80

NEW HAMPSHIRE

The Pine Island Drive-In closed for the season November 20 . . . All-cartoon shows for kiddies were staged by the Palace and Strand theatres in Manchester on November 20 . . . "Our Fabulous Great Lakes," a colored motion picture, recently was shown by Clifford J. Kamen, world traveler, at Colby Junior college, New London.

"Color in Clay," "Shrine of a Nation," "Country Town" and "Historic St. Paul's," British films, were shown free to the public recently at the Currier Gallery of Art in Manchester . . . Proceeds from a special performance at the Scenic in Keene, staged in connection with a local paper collection drive, were to be used in buying Thanksgiving baskets for needy families.

Beacon Hill to Reopen With Big Press Party

BOSTON—As a special feature of a press party for the reopening of the newly remodeled Beacon Hill Theatre, owned by Ben Williams and managed by Harold Mason, a film will be shown reviewing the career of Actor Laurence Olivier. High spots from several Olivier films will be offered, arranged by special U-I representatives Paul Anglim who is handling "Hamlet" in the New England territory.

Excerpts from "Wuthering Heights," "Rebecca," "Divorce of Lady X," "That Hamilton Woman," "The Invaders," "Henry V" and the key scene from "Hamlet" will be shown. The Beacon Hill, formerly the Beacon, has been remodeled and refurbished by William Riseman Associates and is playing a roadshow engagement of "Hamlet" as its opening feature. The picture just concluded a successful engagement at the Astor, where it ran 12 weeks. Following its "Hamlet" run, the Beacon Hill will offer first run pictures for the class trade.

Altoona School Parades To See 'Triple Threat'

Bob Martin, publicity manager for the Olympic Theatre in Altoona, Pa., arranged a private screening of "Triple Threat" for the high school football team, and the school reciprocated by parading to the theatre opening night, led by the school band. Both events were mentioned by sports writers and radio sportscasters. Martin sold the merchants of the city a double-truck cooperative ad in the Tribune, with all copy tied to the "Triple Theatre Value" angle. Theatre displays and window tieups also helped.



NEW HAVEN

Ruth Gumbulevich of the Paramount office has been elected president of Local F41 of Front Office Exchange Employes to replace Leon Jakubson, recently upped to head booker and office manager . . . A good turnout was delighted at the sneak-preview of Continental Films' "Beauty and the Beast" at the Whalley.

That faraway look in Thelma Jaffe's eyes is a fixation on the picture of Thelma center-aisling it with Dr. Louis Rubin of New Haven March 27 at B'nai Jacob synagogue, after which the couple will reside in an apartment in Westville . . . It is reported Russ Ordway will sell the Princess, Rockville, and the adjacent grille, which he has been operating the last ten months.

Morris Keppner of the Glastonbury Theatre is constructing a new 700-seater of colonial architecture, midway between East Hartford and Manchester, to be called the Burnside . . . Shortage of tickets kept film men from attending the Yale-Harvard game, but Harry Rosenblatt of Metro made it. Meantime Mrs. Rosenblatt took a trip to New York to meet some former film friends from the Coast.

Ban Abrams, Boston Monogram district manager, and Leo Abrams, National Screen Service district manager, were visitors . . . The 20th-Fox Family club will hold its gala Christmas party December 11 at Donat's on the Post road. Dinner, dancing and floor show will round out the evening . . . Other exchanges are talking about festivities, but haven't set dates . . . Bob Kaufman returned to his desk here to work on "When My Baby Smiles at Me" contests, etc. . . . Gene Alden, a Filmrow manager from New York was on the Row.

The State, Springdale arbitration complaint has been withdrawn as to 20th-Fox but all respondents have yet to agree on withdrawal against the other companies. Lou Anger's arbitration matter will wind up the only one heard this year at the local quarters, with some five more on the docket but not scheduled for one reason or another.

Harry Shaw was New Haven's only representative at the Motion Picture Pioneers dinner at the Waldorf-Astoria . . . Joel Levy of Loew's, Inc., was in . . . Syd Gross, Film Classics exploiteer, and A. P. Waxman of the same company were in on the big campaign for the Bijou world premiere of "Unknown Island" December 1.

"Hamlet" looks like another month's tenant at the Crown . . . The Lincoln wound up two good weeks of "Torment" and "Passionelle" after playing "Torment" a week in June. The small art theatre will repeat "Henry V" in December after a five-week previous run . . . Guy Masella and his orchestra have been booked by Frank Ferguson at the Whalley for a special Thanksgiving eve attraction just before the orchestra plays for a dance at the Taft . . . After Thanksgiving, Thursday openings at several Poli houses will change to Saturday until the ensuing holidays are over.

Jed Harris, producer and director of "Red Gloves," play recently opened at the Shubert, was once a Yale student. Lead Charles Boyer said in an interview, "The reputation of playing the lover on the screen has always bored me" . . . Bernhart E. Hoffman of the Warner circuit was presented a gift as outgoing president of the Jewish Community council.

Middletown's new radio station WCNX will go on the air early in December . . . Several columnists thought "The Search" should be billed ahead of "Julia Misbehaves" on the College marquee . . . In the crowd and at the parties at Harvard for the Yale football weekend were Bobby Abbott of the 20th-Fox staff and husband Herman . . . I. H. Hogovin, Columbia district manager, was in from Boston.



EL DISTRICT HEAD QUITS — Tom Donaldson, manager for Eagle Lion of the district comprising New England and the Albany and Buffalo exchange areas, resigned, effective December 1. He joined EL in May 1947 after 20 years with MGM. His future plans are undecided. No replacement was announced.

LYNN

The Warner Theatre here will show "Henry V" at advanced prices November 22, 23 . . . Lillian McKeague and Charles Reilly have been added to the staff at the Olympia.

Joseph Bresnahan, manager of the Strand at Amesbury, and Mrs. Bresnahan were visitors. He formerly was manager of the Warner here . . . Because of the scarcity of new films, several houses in this area have been running reissues with good results.

To Direct 'Dakota Way'

William Witney has been assigned to direct the Roy Rogers starrer, "Down Dakota Way" for Republic.

INCORPORATIONS

HARTFORD

Burnside Theatre: 580 Burnside Ave., East Hartford; amount paid in cash, $10,000; amount paid in property, $20,000; president, Morris Keppner; vice-president, Helen Keppner; treasurer, Samuel H. Friedman; secretary, A. R. Friedman, all of Hartford; directors, the same.

HARTFORD

The Ahepa, Greek social club, held a banquet and dance in New Britain, under the supervision of Sperie Perakos, general manager of Perakos Theatres and district president of Ahepa. The banquet and dance honored the club's past district governors . . . The Capitol, an M&P house in New London, has a new front and lobby. Walter Murphy is manager.

Norman Levinson, Loew's Poli assistant, and Willie Pep, Hartford's featherweight title contender, have been friends since 1941, when Levinson was Johnny Compo's second in the Compo-Pep fight at the New Haven Arena . . . Al Monty has booked his Mr. Sweep kiddy show series into the Capitol, Middletown, for Saturdays. Monty formerly managed the Roxy, New Britain . . . Ann Santoro is the new candy girl at the E. M. Loew's.

Bill Hutchins of National Theatre Supply installed new lamps and generator at the Star . . . Hawley Fairchild has been promoted from assistant to manager of the Warner circuit's Capitol at Danbury . . . Jane Wojkiewicz, resigned as cashier at the Eastwood, East Hartford, and Mrs. Edward Garlick has replaced her . . . The marquee and lobby at the Regal, were redecorated . . . John Caroll is the new usher and Dan Zangarie the new house policeman at the Regal, and Douglas Brown has been promoted to chief usher there.

Vince Capuano of the Elm, West Hartford, arranged to have the West Hartford Parent-Teacher council sponsor a series of children's motion pictures on Saturday mornings . . . The Astor, East Hartford, is using a western jamboree stage show on Friday nights in addition to regular film features . . . A new policy has been inaugurated at Loew's Poli, Meriden, with a new show on Saturday and another new program on Sunday. Previously, the house played one program both days. The weekend spot is managed by Mollie Stickles, who also manages the Loew's Poli Palace, Meriden.

Dan Egan, Regal aide, resigned . . . Assistant Manager Jim Cotia, Regal, planned to visit Bermuda this winter. Jim went fishing off Niantic last week on his day off . . . Connie and Frances Gordon, daughters of the Jack W. Gordons of the booking agency, are now living in New York, after spending a number of months locally working at the agency office . . . Irene Morrissey is the new candy girl at the Regal, and John Murphy is the new usher there.



PROGRAM OF OKLAHOMA ASS'N TO DRAW LARGE ATTENDANCE

Industry Leaders and Film Stars to Come on From Dallas Dinner

OKLAHOMA CITY—With the testimonial dinner for R. J. O'Donnell, International Variety chief barker and Interstate circuit vice-president, drawing top leaders of the industry to Dallas Saturday night, the annual convention of the Theatre Owners of Oklahoma, opening in the Skirvin hotel here December 6, is assured of the attendance of several distinguished speakers and guests, who will come here from the Dallas festivity.

As a result membership registration for the convention is the largest in years.

Among the guests will be George Murphy, Metro dancing star; Rod Cameron and Stewart Erwin of Universal; Bonita Granville, actress-wife of Jack Wrather, producer of "Strike It Rich," and O'Donnell, himself.

Morris Loewenstein, TOO president, who is being assisted in planning the program by Harry Lowenstein, Ardmore exhibitor, and John Giffin, Miami, announced the following speakers:

THE SPEAKERS

Arthur Lockwood, Boston, treasurer of the Lockwood-Gordon circuit in New England and vice-president of Screen Guild Productions, and president of TOA.

Nathan D. Golden, Washington, chief of the motion picture photographic section of the Department of Commerce, who will discuss foreign motion picture problems.

Dave Palfreyman, Washington, representative of the office of Eric Johnston, president of the Motion Picture Ass'n of America.

Henderson M. Richey of MGM and Leon Bamberger of RKO, New York.

George Dembow, vice-president of National Screen Service.

Andy W. Smith jr., sales manager of 20th Century-Fox.

BEN SHLYEN TO SPEAK

Ben Shlyen, editor-in-chief and publisher of BOXOFFICE, Kansas City.

Herman Levy, general counsel for Theatre Owners of America, New Haven, Conn.

The Rev. W. H. Alexander, Oklahoma City.

William C. McCraw, executive director of International Variety, Dallas.

MGM officials here said Murphy would be here both days of the convention and make other appearances, mainly radio and before civic groups.

Giffin is mayor of Miami and chairman of the TOO board, and Harry Lowenstein is regional vice-president of TOA. Morris Loewenstein is TOA secretary and owner of the Majestic Theatre here.

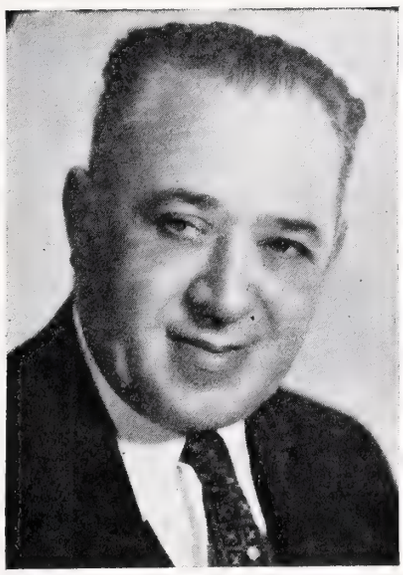
President Loewenstein said he will attend the dinner in Dallas and issue a blanket invitation to all there to attend the TOO meeting here. He said he expected many to swing around to Oklahoma for the convention.

Horace R. Falls, chief barker, said Variety Tent 22 will hold its annual election again this year in conjunction with the TOO meet. The Variety business meeting and buffet supper is set for the night of December 6 in the clubrooms atop the Black hotel.

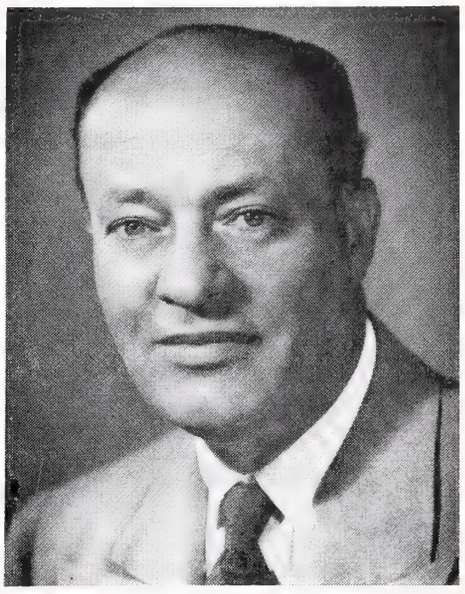
The TOO officers and board will be elected on the afternoon of December 7 at the closing session. The annual banquet and dinner dance will be held that night in the Silver Glade room. Preceding the affair will be a cocktail party in the Skirvin with the Oklahoma Theatre Supply as host. The J. Eldon Peeks of OTS give this affair each year.

Convention women will be honored with a party on the night of December 6 at the Oklahoma club.

One of the highlights of the parley will be a discussion and demonstration on television for the screen by Paramount Pictures, which will demonstrate its 35mm television film which is a later development than that shown at the TOA meeting last September in Chicago. This screen television demonstration will start with reception and carry through to the theatre screen 44 seconds later. The company is sending reels of televised subjects for the demonstration.



MORRIS LOEWENSTEIN



GEORGE DEMBOW



ANDREW W. SMITH JR.



ARTHUR LOCKWOOD

Charter Houston Company

HOUSTON — Houston Moving Picture Operators Home Co. has been granted a 50-year charter of incorporation. Incorporators are J. O. Anderson, J. E. Hogue and E. J. Miller and authorized capital stock is listed at $50,000.

O'Donnell Testimonial Guest List Is Roster of Industry's Leaders

DALLAS—George Murphy, MGM star, vice-president of the Academy of Motion Picture Arts and Sciences and past president of the Screen Actors Guild, will act as master of ceremonies at a testimonial dinner which will be held here December 4 by the Variety Club of Texas for Robert J. O'Donnell, chief barker of Variety Club International.

Raymond Willie, general chairman for the dinner, said the affair would be held in the Crystal ballroom of the Baker hotel here December 4 at 8 p. m. and is in recognition of O'Donnell's sixth term as chief barker of the International group, and in recognition of the contributions which he has made to the welfare of the motion picture industry.

In addition to screen stars and dignataries from Hollywood and New York, the guest list includes a host of outstanding Texas citizens, such as Gov. Beauford Jester, Mayor James R. Temple, and City Manager Roderic Thomas of Dallas; H. J. Griffith, president of Theatre Enterprises; Karl Hoblitzelle, president of Interstate Theatres; E. H. Rowley, president of Robb & Rowley-United; R. L. Thornton, president of Mercantile National bank; Fred Florence, president of Republic National bank, and P. A. Warner of Manley, Inc., Dallas.

Members of the production staff and cast of "Bad Boy," Allied Artists production, who will attend are Paul Short; George Bertolon, associate producer; Kurt Newman, director, and stars Lloyd Nolan and Audie Murphy.

Among industry leaders who plan to attend: Norman Ayres, Warner Bros., New York; James Balmer, Harris Theatres, Pittsburgh; Charles Berns, 21 Brands, New York; Rudy Berger, MGM, Washington; Maurice Bergman, U-I, New York; Charles Boazberg, RKO, New York; William Brenner, National Screen, New York; Steve Broidy, Allied Artists, Hollywood; Cubby Brocoli, Hollywood; Turk Carter, Paramount Richards Theatres, New Orleans; Tom Connors of Tom Connors Associates; Max Cohen of Cinema circuit; George Dembow of National Screen; Sam Dembow and Ned Depinet of RKO, all from New York.

MANY FROM NEW YORK

Also Pat DiCicco, Hollywood; Jim Donahue, Paramount, New York; Gaston Dureau, Paramount Richards, New Orleans; Scotty Dunlap and D. D. Feldman, Hollywood; Horace Falls, Oklahoma City; Nathan Golden, U.S. Department of Commerce, Washington; Julius Gordon, Jefferson Amusement Co., Beaumont; Jimmy Grainger, Republic, and Morey Goldstein, New York; John Harris, Harris Amusement, Pittsburgh; William Heineman, Eagle Lion, New York; Gov. Harold Hoffman, Trenton, N. J.; Tom James, James Theatres, St. Louis; Ben Kalmenson of Warner Bros., Maurice Kann of Quigley Publications; William Key of Coca-Cola, Bernard Krass, Film Classics, and C. E. Lewis, Showmen's Trade Review, all of New York, and Arthur Lockwood, president of TOA, Boston.

Others include Morris Loewenstein, Oklahoma City; Sam Maceo, Galveston; Irving Mack, Filmack, Chicago; Harold Mirisch, Allied Artists, Hollywood; Abe Montague, Columbia, New York; John McGreevey, Harris Theatres, Pittsburgh; Pat McGee, Cooper Foundation; B. J. McKenna, Manley, Inc., Kansas City; Kurt Neumann, Allied Artists, Hollywood; E. K. O'Shea, Paramount, New York; William Pine and Wiliam Thomas, Pine - Thomas Productions, Hollywood; Charles Reagan, Paramount, New York; Herman Robbins, National Screen, New York; Pete Rosian, Universal, Cincinnati; E. C. Rhoden, Fox Midwest Theatres, Kansas City.

OSCAR OLDKNOW EXPECTED

Also Oscar Oldknow, National Theatres, Los Angeles; Nathan Sandler, Tri-States Theatres, Des Moines; Joe Schenck, Hollywood; George Schaefer of Enterprise Productions; A. W. Schwalberg of Paramount; Sol A. Schwartz of RKO, William Scully of Universal and A. W. Smith jr., 20th Century-Fox, all from New York; E. J. Sparks, Miami Beach; Sam Skitow, Kentucky Theatres, Louisville; Ralph Talbot, Talbot Theatres, Tulsa; Harry Thomas, Eagle Lion, New York; Maurice J. Tobin, secretary of labor, Washington; Harry Voiler, Miami Beach; Col. Paul Wakefield, Austin; Murray Weiss, Boston; Seymour Weiss, New Orleans; Billy Wilkinson, Hollywood, and Herbert Yates, Republic, New York.



DALLAS

R N. Smith, the well-known circuit operator of Mission, timed a booking trip to coincide with the SMU-Baylor game. He likes a big show and crowds other than in his theatres as was provided by 58,000 people in the Cotton Bowl, two top teams and the antics of rootin' sections and bands.

Jack Lilly of Commerce was another independent exhibitor at the game, who also attended the Robb & Rowley convention and the Democratic Victory dinner all in one week. He voted Democratic straight down the line and said so. Besides being a circuit partner, Lilly is treasurer of Allied Theatre of Texas, a post he has held for 20 years. He attends the meetings of both groups and is noted for that rare faculty of getting along with everybody. Lilly became a Robb & Rowley partner ten years ago to prevent another major circuit entering Commerce and Sulphur Springs. His brother John manages the latter town.

Here for a Dallas and east Texas visit and as a game spectator was John Mitchell, once a managing partner of Lilly's at Commerce and at other places. He withdrew from the show business over a decade ago and became a bank official in Lubbock and more recently a bank president at Odessa. On trips to this part of the state he always comes by to talk over old times with film men he did business with through those years.

Hal Horton, 55, hillbilly radio show announcer over station KRLD, died Sunday in a local hospital after a heart attack. For over a year he has put on a noontime radio quiz show in the Arcadia Theatre in addition to his other programs over the station. He was a member of the Variety Club and was praised for emceeing an air show over his station telling about Tent 17 in advance of the turtle derby last fall. A wife and son Arthur survive.

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From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

ALTHOUGH the fight between Will Horwitz in Houston and unionists has the Horwitz theatres tied up in wage dispute controveries, both sides seem to take it good-naturedly. A Houston newspaper reports that Horwitz gathered up a crate of eggs and let them fly in the direction of a brass band that was performing in the interest of unionism. One musician caught an egg and saved it intact, then tossed it back at Horwitz, scoring a hit.

* * *

Doak Roberts has been appointed manager for United Artists in Dallas, succeeding Ralph A. Morrow, who has conducted the branch since J. E. Luckett left after long years of service . . . The Grand Theatre in Waco is being sued by a patron for $10,000 for alleged ejection and arrest of the patron on a drunkenness charge.

* * *

Dave Rubens of Amarillo has opened a new 500-seat theatre at Silverton . . . E. W. Nichols, owner of the Imp Theatre in Elgin, Tex., died of a heart attack . . . Ben Donaldson, former manager at Miles, Tex., has been transferred to the Palace at Big Lake by the M. R. Williams circuit . . . The Majestic in Devins, Tex., has been sold to H. D. Talley . . . Kelly Jackson is the new owner of the Crystal in Gilmer, Tex., formerly owned by H. C. Houston.

* * *

E. Gutierrez is the new owner of the Athenas in Robstown, Tex. . . . R. Leff has purchased the Lyric at aVn Alstyne, Tex.

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OKLAHOMA CITY

The Oklahoma City Theatre Owners and Managers Ass'n, organized several weeks ago, is being incorporated. At the last meeting, the members decided to use directory type of advertising in local newspapers in addition to regular ads . . . Morris Loewenstein, secretary of the TOA, will attend a TOA board session in Washington soon after the presidential inaugural festivities are over . . . Eye-catching is the miniature marquee-type attraction board over the entrance of a religious meeting place on Grand, near the Black hotel. The attraction board, erected recently, advertises that religious pictures are shown in the church meeting place.

"An Innocent Affair," which opened Tuesday (23) in the Center Theatre, was publicized in advance with a calling card, distributed in the city's better dining spots, the hotel lobbies and the like. The card asked, "How would you like to have an 'innocent affair?' Call 2-5444." This caused a flood of calls to the theatre's boxoffice, which answers to the dial of 2-5444, and the word is that some classic conversation was exchanged on some of the phone calls.

When Dean "Doc" Davis was moved from Lincoln, Neb., this month, it threw together a trio that was a working team back in Lincoln many years ago. The trio was with Nebraska Theatres, Inc. The threesome is now supervising operations of the Center and State theatres. They are, in addition to Davis, Howard C. Federer and Alvin Hendricks. Federer, head of the two houses here, has Hendricks working as manager of the fine Center house, and Davis overseeing the State's operation. Hendricks was managing the State until Davis arrived about the middle of the month.

Showpeople of stage, radio and screen, as well as state exhibitors, lost a friend with the death, November 18, of L. H. "George" Poesch, 45, manager of the Biltmore hotel, of a heart attack. Poesch, his wife and another couple, had just sat down to eat dinner at one of the night spots when he collapsed. President of the Oklahoma City Hotel Ass'n, Poesch was named manager of the Biltmore late in 1946. Assistant manager four years, he came to the city from Fort Worth, where he was assistant manager of the Blackstone hotel. The funeral was held Sunday.

Mr. and Mrs. Max Brock of Lawton were here briefly en route to New York to see their son James Harry in "As the Girls Go," which opened in the Winter Garden Theatre November 13. Young Brock has been studying in Chicago and New York. The Max Brocks planned to leave the east on November 28 to be back in time for the annual convention of Theatre Owners of Oklahoma, December 6, 7. Brock is vice-president.

James E. Coston of Warner Bros., Chicago, and his family stopped here en route to Los Angeles . . . Ed Terhune of RKO was in town as was George Bannan of Warners . . . Bill Coleman of MGM also was here on business. All three are Dallas residents . . . Fred Waring and his Pennsylvanians appeared recently here before a jam-packed audience in the 6,000-seat Municipal Auditorium.

The Home Theatre will be used December 9-11 for the roadshow, "Carousel," the initial presentation of owners Harold T. Braucht and Robert D. Curran, who bought the theatre about a year and a half ago from Lewis Barton. Braucht and Curran recently signed a new, long-term lease on the house and have acquired the roadshow franchise for the city. Braucht, Curran and Lester Loyd, manager of the Home, will be the active managers in the new setup.

Lynn Riggs, who wrote "Oklahoma!," has been inducted into the state's Hall of Fame . . . The Criterion had a private screening of "Miss Tatlock's Millions" at a recent midnight show. The picture opens Thanksgiving day . . . A group of city businessmen and civic leaders saw a private showing of "The Power Behind the Nation" recently. The film was prepared by MPAA and Warner Bros. and donated to the U.S. Treasury Department.

Henry S. Griffing, executive vice-president of Griffith Theatres, was re-elected to the

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board of directors of the Oklahoma county Red Cross chapter . . . Jimmie Gillespie of 20th-Fox, Dallas, was a visitor . . . Bruce Cabot was here talking show business with Joe Kelleam, who wrote "Blackjack," the book Cabot plans to adapt for the screen . . . Title of a full-length film on the Wichita mountains Easter service will be "The Lawton Story," said Neil Bogan, Tulsa, president of the Principle Film Corp., which filmed the picture. World premiere of the film will be in Lawton early in 1949.

Mr. and Mrs. Marce Douglas Brazee are parents of a baby daughter, Karen Douglas. Brazee is district manager for Warner Theatres circuit . . . The Rev. W. H. Alexander admits he knows nothing more about proposed plans for a film on his life. The story was optioned to Lee Bonnell and Gale Storm and the option has only about two months to run.

Mr. and Mrs. Morris Loewenstein, Claude Fulgham, C. R. Freeman of Oklahoma City and Harry Lowenstein, Ardmore, attended the OU-Nebraska football game at Norman . . . Others at the game included Frank Roberts and Ralph Ayer of the Cooper Foundation and Pat McGee, general manager of the foundation in Denver.

The young daughter of the J. Eldon Peeks of OTS was pictured on the front of the Daily Oklahoman society section recently as a member of the local sub-deb group. The club had a benefit carnival November 26 and Carolyn was listed as chairman of the ticket committee . . . Mr. and Mrs. Russell Gaus have returned to Oklahoma City. He is the new MGM manager. The couple lived here before the war.

Sam Shain of New York, 20th-Fox public relations executive, notified TOO officials that he'd be here for the convention of the state group December 6, 7 . . . Also expected for the TOO parley are Jimmy Coston, Warner Theatres zone manager in Chicago, and Harry Kalmine, New York, president of Warner Theatres . . . A Jet 33 engine, supplied by Tinker Field, is used in front of the Warner Theatre to advertise "Fighter Squadron."

Larry Hendrix is the new booker for EL, according to Ed Harris, who recently joined the EL force as office manager. Harris was head booker at U-I and Hendrix is new at the business . . . "Strike It Rich" will open December 7 at the Criterion with four stars and a producer in attendance. Rod Cameron, Bonita Granville, Stu Erwin, Don Castle and Producer Jack Wrather will be with the troupe. The stars and producer will participate in the TOO festivities December 7 when a dinner and dance will close the two-day parley.

Fire Destroys Theatre

QUAPAW, OKLA.—Flames which started in the Palace Theatre here raged out of control for several hours after rapidly destroying the theatre and one block of the business district. All patrons of the theatre were evacuated safely. Fire departments from Miami, Picher, Baxter Springs, Kas., and Joplin, Mo., aided in fighting the blaze but a strong southwest wind and low water pressure hampered the firefighters.

Promotions Follow Hi Martin Transfer

OKLAHOMA CITY—Hi Martin, U-I manager here until his recent transfer to Dallas, returned for a farewell party at the Variety Club recently. Other changes at the U-I exchange include Bill Maddox, formerly of Griffith and Republic, now selling for U-I; George Byrd, booking department, now on the sales force; Jack Box, former Paramount booker, in the same capacity with U-I, and Earl Weaver, new to the Row as an apprentice booker.

Firm Name Is Changed

TEXARKANA, TEX.—Paul Ketchum Theatres, Inc., has amended its charter changing its name to Oaklawn Theatres, Inc.

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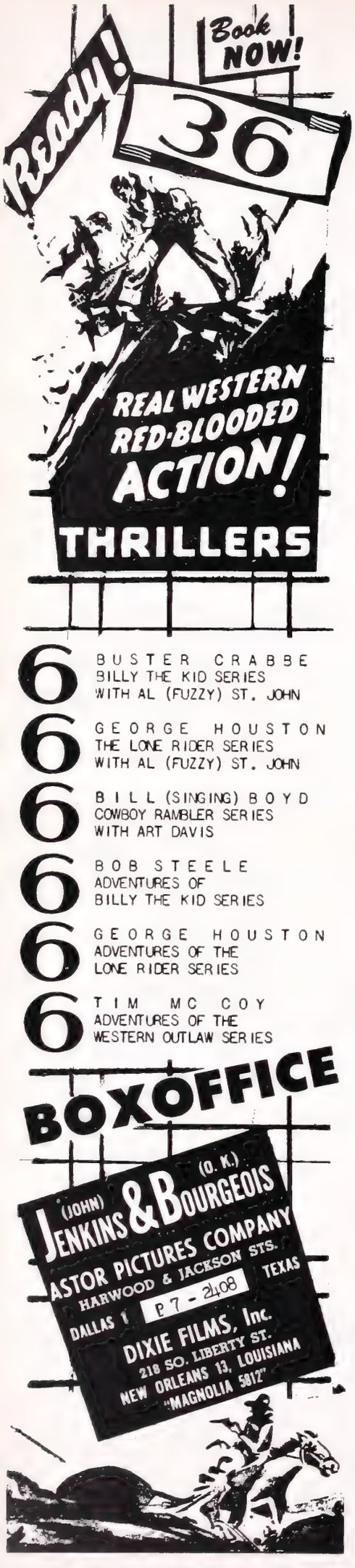
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Patronage 20-40% Under Wartime, Oklahoma City Survey Indicates

OKLAHOMA CITY — Theatre managers and businessmen alike are looking forward to a record Christmas buying spree in this territory to alleviate the far below par business which has clung to the area since a few months ago.

A survey of conditions revealed that the bad business period is affecting all concerns including the boxoffices at local theatres. Some attributed the initial drop to pre-election activity and others explained the continued slowness as due to the election wind-up. An increase in business activity also is expected after Congress reconvenes.

THEATRE PATRONS SELECTIVE

The survey of the theatre situation found the public shopping for better product and houses reportedly doing 20 to 40 per cent less business than during the war. Managers agreed that the number of filmgoers is dwindling because of the high cost of living, poor film diet, radio giveaway competition, drive-ins, national and sporting events and the automobile.

Managers said that the public is shopping for the better films as well as for other commodities. The public, they said, is well informed and is rarely fooled as to the prime pictures and their dates. One manager added that entertainment isn't really a necessity and that since people can take it or leave when it's competing with the family budget, they usually leave it.

He recalled wartime crowds who went to see anything and everything. They were a floating population, he said. They had no homes, fewer family obligations and no gasoline to go driving. Now, he added, people have ways to get to innumerable recreation events in far-flung areas.

PRICES SLIGHTLY HIGHER

The same managers defended slightly higher admission prices, saying they did not keep patrons away. Admissions are more in line than anything else, they agreed. Managers pointed out that patrons get 2½ hours of entertainment for 65 cents and the same films that draw from $1.25 to $1.75 in the east.

Poor pictures also were credited with hurting attendance and one manager said that higher production costs cut the quality of films when producers tried to economize. One operator asserted that attendance would not rebuild until salaries rise proportionately with living costs. He said attendance still is 20 to 30 per cent better than before the war.

Another reason for attendance slumps, particularly in Oklahoma City, is the fact that the city is overseated. Managers said the city's average is one seat for every eight persons, while the national average is one to every 12 or 13 persons.

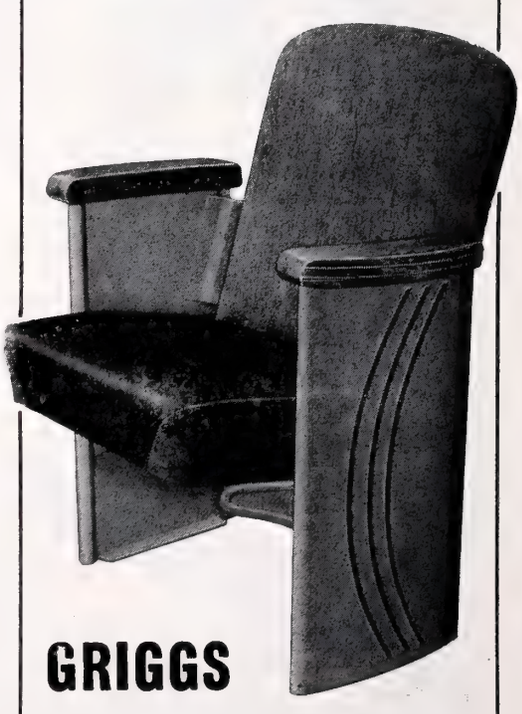
The survey of managers showed a confidence, however, that television, if anything, will boost theatre attendance. It was predicted that within two years, audiences will see sporting and other events on Oklahoma City theatre screens.

Drive-ins were credited with building their own audiences by downtown houses, where managers said the drive-in competition has not hurt boxoffice receipts. But in neighborhood situations, managers said that drive-ins have drawn from them, particularly in the summer.

The extent of competition wasn't determined, but drive-ins are getting a new kind of patronage, according to suburban managers, who identified the outdoor patrons as those who want to smoke, who like the novelty or who don't want to drive into town. Drive-ins also were said to be drawing a large rural patronage.

Suburban business generally has shown an upward trend, principally because they are communitly theatres and are more conveniently located.

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Ford Taylor to Build Theatre in Merlzon

BALLINGER, TEX.—H. Ford Taylor, owner of the new Ritz here, has purchased a lot and will build a 350-seat brick theatre in Mertzon which he plans to open in the spring. This will give him four fulltime houses here, in Big Lake and in Rankin. He has operated a drive-in at Barnhart during the summer.

In his day as a small town independent exhibitor, mostly in western Texas, Taylor probably has owned and operated more theatres during a 25-year period than any other living exhibitor in his range. He bought and built theatres almost any place where the grass appeared greener during the silent pic-ture days, then moved on in a few months. Finally he came to Ballinger and promised his wife he would never move again. The venture turned out profitably, and Ford became a solid and influential citizen, firmly imbedded in the town. Now Taylor is known throughout this area as a handsome west Texas figure, and he is planning all the time to acquire or open new theatres.

SAN ANTONIO

Jackie Lamont and Jane Lynn Ketner celebrated birthdays recently . . . Eddy Arnold drew around 4,000 to the Auditorium during his twilight engagement here . . . Manuel Gonzales, manager of the Pan-American Film Co., was among the recent visitors . . . The Hi-Ho and Josephine theatres had the first local showing of "The Tender Years," "Good Sam" went into the Majestic, "The Return of Wildfire" and "Flight Lieutenant" played the Empire, and "The Search" showed at the Texas. The English picture, "Meet Me at Down," was a bell-ringer for the Josephine, and "Black Arrow" bowed into the Texan.

Red River Dave, cowboy film star, appeared in person for the opening of the New Jefferson Village which drew huge crowds to the north side suburb . . . Bill Schomette, WOAI staffer, back from a recent trip to Kansas City . . . Yvette Dare drawing the late night patrons to the Rocking M dude ranch . . . Renwicke Carey, conductor of the Around the Plaza column in the San Antonio Light, returned from his New York vacation . . . Joe Allison, local radio announcer formerly with Tex Ritter and his roadshow, is producing the top talent for the floor shows each Saturday night at Shadowland.

Henry Bergman, Empire manager, was seen taking out a little time to scan his favorite tradepaper . . . Ramiro Cortes, Mexican stage show artists representative, is commuting between San Antonio and the lower Rio Grande valley . . . Charles Sander and wife, formerly with the Dailey circus, were in town last week looking for work. Charles is the world's tallest man on stilts . . . Leslie Clifton Ketner, former assistant musical director at the old Grand Opera house, celebrated his 60th birthday Thanksgiving eve.

Among the late callers at the film exchanges here were Jose Carabaza, owner of the Carabaza Film exchange, Mexican distributor, Laredo; Francisco Irlas, Azteca Teatro, Big Wells; Silvero Valencia, Valencia Teatro, Gregory, and Veteran's Hall, Aransas Pass, and Eddie Reyna, booker for the Frels circuit of theatres, Victoria. Reyna is mourning the death of his mother recently.

Grant to Delaware Firm

CORPUS CHRISTI—A ten-year operation permit has been granted to Southwest Theatres Inc., Delaware, and its Texas agent C. A. Richter of Corpus Christi. Texas offices are in Corpus Christi, Edinburg and Harlingen. The home office is in Wilmington, Del.

Hearing November 30 In Long Griffith Suit

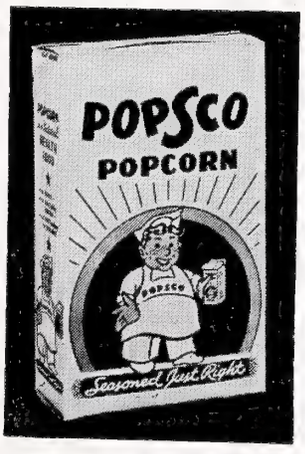
OKLAHOMA CITY — The nine-year-old Griffith antitrust suit comes back to the forefront November 30 when another hearing is scheduled. The case names as defendants Griffith Amusement Co., R. E. Griffith Theatres, Inc., Westrex Theatres, Inc., and H. J. Griffith of Dallas.

Theatre Enterprises, Inc., of Dallas, although not a defendant, recently was asked 16 questions by Robert Shelton, U.S. district attorney. Answers were filed in federal court here recently. H. J. Griffith, one of the defendants in the case, is president of Theatre Enterprises and the Dallas firm said that Griffith was the only defendant owning any of its stock. Theatre Enterprises operates in many of the same areas as the defendants.

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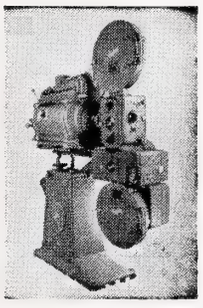
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Joseph Schenck Tells R&R Parley Showmanship Is Patronage Recipe

DALLAS—Joseph M. Schenck of Hollywood, executive head of production of 20th-Fox, a director in Fox West Coast Theatres and executive of United Artists Theatres, was a principal figure at the two-day annual convention of Robb & Rowley Theatres held late last week in the Adolphus hotel.

Schenck has been an R&R partner for 12 years, since the late H. B. Robb and E. H. Rowley went to Los Angeles and offered Schenck a substantial interest in the R&R chain. This was during the days when circuit expansion from other sources appeared imminent in this territory. Schenck is said to have paid between two and three million dollars for his interest and Robb & Rowley retained full operating authority. The circuit name was changed to Robb & Rowley-United, Inc. During the decade, R&R has made noted advancement in the exhibition field and many major improvements in its properties. It is regarded as one of the most successful circuits in the country and has held all of its situations intact since the Schenck alignment.

60 MANAGERS PRESENT

The meeting opened with a luncheon at which 60 managers and partners were present. On the dais were E. H. Rowley, president; C. V. Jones and Pat DiCicco, vice-presidents; Don Douglas, public relations director and emcee for the day; Schenck and partners John D. Jones, San Angelo, George Procter of Muskogee and J. Y. Robb of Big Spring. A stranger to all but the R&R officials, Schenck was introduced to and shook hands with each partner and manager.

In past years film and equipment executives were invited to the opening luncheon and wind-up banquet, but not this year. An inner-sanctum business meeting followed for the afternoon and in strictest R&R privacy. Schenck told the managers, however, that exploitation days were here again and that it was going to take more and more shopmanship to increase patronage in the face of growing outside competition. He had previously said in an interview that "the industry is in a precarious condition; bad times have been surmounted before, but never have the problems been so cumulative."

"We must cut costs, not salaries, but production wastes and if those now making pictures don't do that, others will come along who will," he said.

Because films are the best mass entertainment, he believes the industry will conquer its current problems just as the country will win out in its present crisis.

He said humorously that the R&R men seemed so pleased and happy, reflecting good times ahead. He was told, he said, the reason for this was that they all voted for Truman. Laughter followed.

Schenck returned Saturday to Hollywood. This was his first visit to Texas since his R&R affiliation.

The managers were told by circuit officials



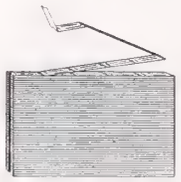
JOSEPH M. SCHENCK

they could have television now if they wanted it, the same equipment as the New York Music Hall, and the price was $30,000. None of the managers put in their orders; however, some of the bigger towns might have as all of them have full authority in house operation and policy, which is one of the acknowledged secrets of success by this circuit.

Concerning drive-ins, the R&R managers were told circuit officials had not fully decided on this type of operation, although some construction is under way now. A discussion was held next morning in the circuit's swanky general offices on Filmrow. Many have said this is the most streamlined theatre headquarters in this part of the country. Most managers saw it for the first time. They also met with department heads to talk about services and requirements of their situations. A windup business session was held at the hotel that afternoon.

The visitors found food and entertainment in the evening at Variety Club quarters.

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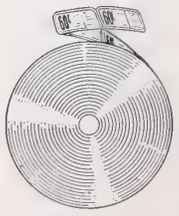


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Gulf Allied Selects Nominating Group

NEW ORLEANS—Directors of the Allied Theatre Owners of the Gulf States, Inc., in their November meeting set up a nominating committee to recommend nominations for vacancies to be filled on the board of directors or among the officials for the forthcoming year. President W. A. Prewitt jr. appointed W. M. Senday, chairman of the committee. Others named were W. A. Lighter jr., J. V. O'Quinn, Lyall Shiell, and Nick Lamantia.

M. J. Artigues will assist in an advisory capacity. The committee was told to bear in mind the geographical picture, as well as the qualifications of the members. And, it was further pointed out, that other nominations for the various offices could be forthcoming from the floor of the convention.

The new committee held its first meeting Tuesday (23) and a report now is being prepared for the membership at large.

In other business Maurice Artigues, general manager, announced that the Smith-Berger conciliation plan had been accepted on the recent letter vote and that the conciliation committee would meet soon. He also said that in conjunction with the national convention here, the Gulf States convention will be held December 1 at 9 a. m.

NEW ORLEANS

E A. Barney has leased the Roxy Theatre, a colored house, at Mansfield, La., from the L&S Amusement Co., and will begin operation December 1. Barney will handle his own booking and buying . . . January 1 has been set as opening date for the Amite Theatre, Jackson, Miss. This colored house, formerly the Alamo, was sold recently to A. J. Orkin by Arthur Lehman.

Don Brandon, Transway general manager, came back on the job after an illness of several days . . . Gail DeJarnette, Theatre Sound Service head, was confined to his home by illness . . . Independent Booking Co. has announced the closing of the drive-in in Monroe, La. . . . Joy Theatres new drive-in at Monroe has delayed its opening indefinitely due to high water brought on by recent rainfalls.

Exhibitors visiting Filmrow included F. G. Pratt jr., Vacherie, La.; Milton Guidry, Erath, La.; W. M. Sendy, Kenner, La.; Locke Bolen, Jackson, Ala.; Jack Dowling, Brookhaven, Miss.; Nick Lamantia, Bogalusa, La.; Don George, Shreveport; Sidney Otis, Gulfport, Miss.; J. V. O'Quinn, Kaplan, La.; Mr. and Mrs. Corban, Winona, Miss.; Mr. and Mrs. W. L. Paternostro, Lake Charles, La.; Fred T. McLendon and A. L. Morgan, McLendon circuit, Union Springs, Ala.; Ira Phillips, Bordelonville and Moreauville, La., and Joe D. Lyons, Lucedale, Miss.

Maurice J. Artigues, Allied general manager, says that George Murphy, Chill Wills and Gene Autry have accepted invitations to appear at the national Allied convention here November 29-December 2 . . . "A Foreign Affair" opened at Loew's State. "Roadhouse" was the Saenger feature.

Show Children's Films On Saturday Morning

ST. PETERSBURG—A series of children's films is being sponsored at the Roxy Theatre by the Motherettes club on Saturday mornings from 10 to 12. Frank H. Bell, district manager of Florida State Theatres, is cooperating with the local club in presenting the series.

Merchants, PTA and civic groups all were interested in the project and are cooperating. A number of stores have taken 100 tickets which they give out to children accompanied by their parents. One of the schools is providing tickets for its own children, and the Coca-Cola company has tickets for the Crippled Children's hospital, Masonic Home, County Day school and the Welfare Board. Hood's Diary will provide tickets for a different school each week. No tickets will be sold at the theatre and any one wanting admission must obtain it through some one of the cooperating firms. Merchants are paying for tickets covering the 13-week period and if a child does not get admission one week, he can try for the next week. The first picture to be shown was "Huckleberry Finn."

Thank Wometco Theatres

MIAMI—Perry Botwin, chairman of the mayor's steering committee on behalf of the mayors of Dade county, expressed appreciation to Wometco Theatres for their cooperation in the Youth Month program.

"I would like to compliment Wometco for allowing us the use of their theatres. It was indeed a pleasure to meet so many keenly civic-minded employes as your group contains," he said.

Particular reference was made to the cooperation extended to the committee by Gordon Spradley, Joseph Rynock, and the Capitol staff, and Joseph Freyer, Tony Sober and the Ritz staff.

J. R. Stiles Named Manager Of Cartersville Theatres

CARTERSVILLE, GA.—J. R. Stiles, manager of the Grand and Legion theatres here for the last three months, has been transferred to Columbus where he will manage the Idle Hour Park, another Martin Amusements project. Ralph Langston, assistant at the local houses, succeeded Stiles until the arrival of George Marlow from Columbus, where he managed the Idle-Hour.

Owner on City Council

VENICE, FLA.—Victor Retty, owner of the Gulf Theatre, is entering local politics and will become a member of the city council. Retty owns two other theatres in Detroit.

Hand Trucks Are Stolen As SG Employes Rest

Atlanta—Trucking employes of Screen Guild Productions paused in unloading film on Walton street recently, turned their backs for a moment, returned to the trucks and found that someone had walked off with the hand trucks they had been using to move the film. Officials said they failed to see how anyone was able to push the hand trucks unnoticed down the busy street.

Fred Coleman Named Atlanta Tent Chief

ATLANTA—The Atlanta Variety Club in a recent meeting here named Fred Coleman as chief barker for the forthcoming year. Guy Brown was elected first assistant and Emory Austin was named second assistant.

Directors elected at the meeting included Emory Austin, Guy Brown, Fred Coleman, John Cunningham, Boyd Fry, John Fulton, R. B. Wilby, R. J. Ingram, William K. Jenkins, Robert Langer and Nat Williams. Delegates are William J. Jenkins and Oscar Lam and alternates are R. B. Wilby and Nat Williams.

The biggest event of the year for the Variety Club here will be held at the Brookhaven Country club December 13 for the installation of officers and the annual dance.

Lee Herr Named Manager Of Clermont, Fla., Lake

CLERMONT, FLA.—Lee S. Herr has been named manager of the Lake Theatre here. He is a native of Kentucky and was connected with the Warner studios in Hollywood for some time as sound technician. Later he became assistant manager of the Loew Theatre in Nashville.

Robbery in Birmingham

BIRMINGHAM—The Birmingham Theatre was robbed of $300 in receipts by a bold Negro who snatched a box containing the money out of the hands of Robert Mallory, Negro manager. Police were told by Mallory that he had just checked over the night's receipts and was walking from the boxoffice to his own office when the bandit snatched the box. Mallory said he and three other theatre employes chased the bandit for a block before losing sight of him.

Toys to Kid Patrons

DOTHAN, ALA.—"Rudolph, the Red-Nosed Reindeer," a magic toy, was presented by the Martin Theatre to every child accompanied by an adult at its shows on November 23, 24.

Duncan & Richards Opens Crisp

CORDELE, GA.—The Crisp Theatre, newest unit in the Duncan & Richards Theatres circuit, was opened recently with a dedication ceremony attended by representatives of civic organizations and Atlanta film folk. Those attending the opening from Atlanta included Charlie Lester, National Screen Service; George Roscoe and Cliff Wilson, Columbia Pictures; Charlie Clark, Quiz Night; Clyde Goodson, Paramount, and Roy Martin jr., Martin Theatres. Others in attendance were Nat Williams, Thomasville, Ga.; Mr. and Mrs. J. H. Thompson, Martin & Thompson Theatres, Hawkinsville, Ga., and L. J. Duncan and Sidney Laird, West Point Amusement Co., West Point, Ga.

Herb Kennedy Gets Permit

BRUNSWICK, GA.—A construction permit has been granted by the county to Mr. and Mrs. Herbert Kennedy for a $7,000 drive-in to be erected on the Brunswick-Jesup highway. Contractor for the project is Cliffton Erection Co. of Savannah.

Martin-Thompson Acquires Cochran, Ga., Roxy

COCHRAN, GA.—The Martin-Thompson Theatre Co. has purchased the Roxy Theatre and adjoining property here from Mrs. L. B. Kennington, Mrs. R. T. Cooper, both of Cochran, and Harry Wynne of Augusta.

Announcement of the purchase came only a few days after the mayor and city council here reported that a new theatre had been placed on the "must" list of civic enterprises. Both the mayor and council went on record that they would entertain concessions to any group or concern willing to provide a suitable, safe theatre for the town.

Plan Brotherhood Week

NEW ORLEANS—Ned E. Depinet, president of RKO and chairman of the motion picture committee for Brotherhood week, has advised the local committee that preparations will get under way at once to assure one of the most comprehensive industrywide celebrations since the week was inaugurated.

Plan Hartwell, Ga., Judy

HARTWELL, GA.—Mr. and Mrs. W. T. Yarbrough have announced that plans are being drawn for a new theatre, the Judy, to be built here soon. The theatre will occupy a lot 36x120 feet and will cost about $50,000. The Yarbroughs now operate the Emily Theatre, named for their daughter. The new house will be named the Judy for their young granddaughter.

Knoxville Permit Issued

KNOXVILLE—The city building inspector has issued a $5,000 permit for the erection of a substructure of a new theatre building here to George L. Denton. The theatre will be located on North Central street at Oklahoma avenue and will be owned and operated by Denton, a circuit operator.

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BIRMINGHAM, ALABAMA

MIAMI

Wometco's Plaza Theatre at Miami Beach presented a three-day vaudeville show featuring Paul Durstein and Lilliam Lux. The Plaza has been varying its policy, offering double features, foreign language films and children's matinees in addition to its regular bookings . . . "The Crusades" opened at Paramount's Florida and Sheridan and is expected to draw considerable attention because of its historical background.

The Jack and Jill caterers, children of the Harry Saffers, Variety Club members, will play host to their parents at a silver wedding party . . . Ken Maynard, screen cowboy hero of some years back, was a featured attraction on Al Weiss' Olympia bill. His horse Tarzan also was in the act.

A new amateur series, Wometco's "Stairway to Stardom," got under way on the Rosetta stage. It will continue for 13 weeks. The Allied Furniture Mart is sponsoring the shows with $2,500 in total prizes. Ambitious amateurs may arrange for an audition by calling Rosetta Manager Phil Masters. The Rosetta is a neighborhood Wometco house in Little River.

Leading circuits saluted the 173rd anniversary of the marine corps in ad headers . . . The first 500 patrons attending "The Babe Ruth Story" at the Miami and Lincoln theatres were given a Ruppert Keg key chain with nickel holder . . . Claughton's Royal met with such success with its showing of "The Corsican Brothers" and "Second Chorus" that the program was held over . . . "Hatter's Castle" is showing at Paramount's Florida and Sheridan.

A $10,000 damage suit was filed in circuit court by a Fidelity Press salesman for injuries allegedly received when he slipped on a melted chocolate bar in a Miami theatre aisle last May. Defendant is Wometco Theatres.

Cecil B. DeMille will be a guest at Fuller Warren's inauguration as governor of Florida along with Greer Garson, Walter Pidgeon and other Hollywood notables. B. A. Cawthorne is coordinating the photographic end of the event for television and newsreels. He said film would be available at 8:30 inauguration night in New York, Washington and Chicago and about 11:30 in Los Angeles.

Harry Goldstein of Allied Artists says the percentage deal on picture profits of "The Babe Ruth Story," plus a share in exploitation gimmicks, probably will net the Ruth estate $750,000 within the year, more than the Babe took down in baseball salary in all his years on the diamond.

Al Brandt and Ed Singer, operator and builder of the new Venetian Theatre, were pictured leaning on a shovel as they spaded up the first scoop of earth for the building which will be erected in Miami Beach. Brandt, who operated the Flamingo on Lincoln road, plans to give legitimate plays in the new house, but may reverse the usual order and open with screen attractions, switching to legitimate presentations later.

To Star in 'Sing Your Way'

Tony Martin has been assigned to a starring role in "Sing Your Way Out," a U-I picture to be produced by Maxwell Shane.

Wometco Men Study How to Be Helpful

MIAMI—All Wometco managers, department heads and executives attended a breakfast roundtable recently to discuss a four-point program designed to improve and emphasize the high standard of theatre personnel responsibility toward the patron. All staff members whose duties bring them in contact with theatre patrons were present. A number of demonstrations were given by team captains showing the right and wrong ways to extend courtesy and service.

In addition a contest, "Why I Like My Job," was begun, with practically all employes of Wometco eligible to compete. An employe evaluation plan will become a vital part of personnel policy. Employes' work will be evaluated each quarter and appropriate recognition given to those who perform outstandingly.

The company also adopted a formal suggestion plan which will be publicized to employes. Frequently an idea, casually expressed, has great value. If it is set down in a comprehensive form, subject to evaluation by those in responsible positions, much good may be obtained from the ideas. Suggestions acceptable and adopted will receive proper recognition based upon relative value.

State at Lake Wales, Fla., Reopens After Remodeling

LAKE WALES, FLA.—The State Theatre here has been reopened after having been closed about 70 days for thorough remodeling and redecorating. The seating capacity of the house will be increased from 500 to 800 when new seats now on order are installed.

A new projection booth has been built, and new projection equipment has been installed. Other improvements include new air conditioning equipment. The auditorium was entirely redecorated.

While work was in progress at the State, at which Leslie Pendleton is manager, the Scenic was reopened temporarily. With the State again in operation, the Scenic will be closed until about January 1.

Atlanta Projectionists Get Voluntary Pay Hike

ATLANTA—Atlanta theatre "bosses" could claim the happiest projectionists in the land. For the third straight year the theatres have given operators a voluntary raise in pay despite contracts which do not expire until 1951. The gesture was made by William K. Jenkins and his associates Fred Coleman, Willis Davis, Fred Storer and John Stemoler, by Mel Brown of the Peachtree Art Theatre and other independent operators.

Back From Caribbean

MOBILE—Orville O. Dull, MGM producer, was a passenger on the S.S. Alcoa Clipper when it docked here recently. He had just returned from the Caribbean looking for a location to film "Robinson Crusoe." Dull said that shooting probably would start in Jamaica in February.

MEMPHIS

M **A. Lightman sr.,** president of Malco Theatres, Inc., and his wife visited New York and Battle Creek, Mich. Mrs. Lightman returned home while Lightman stopped off for a few days in Chicago . . . Memphis Variety Club staged its third annual Thanksgiving dinner party for paraplegic patients at Kennedy General hospital. Patients were taken by automobile with portable wheelchairs to the club's headquarters at Hotel Gayoso where a turkey dinner with all the trimmings was followed by a show. Ben Bluestein, chairman, was assisted by R. V. Reagin, Bailey Prichard, Leonard Shea, Tommy Baldridge, R. L. Bostick, William Kemp, Herman Chrisman, R. M. Hammond, Cliff Wallace, Herb Kohn, Steamboat Johnson, Henry Hammond, Babe Rounsville and Chief Barker Ed Williamson in staging the party.

Douglas Pierce, owner, opened his New Theatre, Pocahontas, Ark. Pierce will book and buy in Memphis . . . Wilson Theatre, Wilson, Ark., another new house, has been opened . . . L. J. Lenhart, Commonwealth Amusements Co., Kansas City, was here on business . . . M. E. Rice jr., Rice, Brownsville; W. F. Ruffin jr., Ruffin Amusements Co., Covington; G. L. Helms, Hill, Scott's Hill, and W. H. Gray, Rutherford, Rutherford, were visiting Tennessee exhibitors.

Arkansas exhibitors visiting Filmrow included Mrs. Earl Day, New at Peach Orchard and Noble; Mrs. John Lowrey and son Jeckie, Lowrey, Russellville; L. N. and Ed Hynes, Hynes Amusements Co., Jonesboro; W. E. Rigger, Gem, Leachville; Carl Burton, 22 Drive-In, Fort Smith; Orris Collins, Majestic and Capitol, Paragould; Henry Haven, Imperial at Forest City, Marianna and Wynne and Haven at Brinkley; Moses Sliman, Lux, Luxora; K. K. King, Plaza and Rialto, Searcy; E. E. Reeves, Palace, Oil Trough; Gordon Hutchins, State, Corning; John Staples, Carolyn, Piggott, and Roy Bolick, Kaiser, Kaiser.

Nathan Reiss, Missouri, Campbell, Mo., was a visitor . . . From Mississippi came J. C. Bonds, Von, Hernando; Howard Langford, Folly, Marks; J. A. Thornton, New, Bruce; Mrs. Vallery Burke, Benoit, Benoit; Mrs. C. H. Collier, Globe, Drew; C. J. Collier, Globe, Shaw; Ben Jeckson, Delta, Ruleville; Bernice Cochran, Kim, Oakland; J. A. Owen, Amory, Amory; S. D. McRee, Coffeeville, Coffeeville, and C. A. McGowan, Strand, Moorehead.

Two Theatres Are Closed

NEW ORLEANS—Charles Waterall, operator of a circuit of theatres in Alabama and Mississippi, has closed the Lakeside Theatre, Leaksville, Miss., and his Beaumont Theatre, Beaumont, Miss.

Attends JDA Conference

FLORENCE, ALA.—Louis Rosenbaum of Muscle Shoals Theatres attended a meeting of national council of the Joint Defense Appeal in Cleveland, Ohio, November 19-21. The JDA, currently seeking a national goal of $6,104,540, is the fund-raising arm of the American Jewish committee and the anti-defamation League of B'nai B'rith.

Atlanta's Top Gross Is 99 in Poor Week

ATLANTA—Business remained below average in local first runs with the top spots of the week grossing only 99 per cent. They were "When My Baby Smiles at Me" at the Fox and "Julia Misbehaves" in its second week at Loew's Grand. Other grosses hit 90 per cent and over.

(Average Is 100)

Fox—**When My Baby Smiles at Me** (20th-Fox)..... 99
Loew's Grand—**Julia Misbehaves** (MGM), 2nd wk...99
Paramount—**Cry of the City** (20th-Fox)..... 95
Roxy—**Good Sam** (RKO), 2nd d. t. wk..... 90

Theatre Aids Red Cross

ST. PETERSBURG—The Plaza Theatre was host to all school children in St. Petersburg from kindergarten through senior high school at a rally to enlist children in the Junior Red Cross. Numerous prizes were donated by local merchants and children were asked to guess names of songs and answer other questions.

Comedian's Mother Dies

ATLANTA—Mrs. Oliver Hardy sr., mother of the Hollywood comedian, died at her apartment at the Georgian hotel here recently. She was 87 years old. Services were held at Spring Hill and interment was in West View cemetery. Mrs. Hardy spent most of her time with her son in Beverly Hills, Calif.

New Airer Near Completion

WAYCROSS, GA.—Bill Raulerson of Blackshear, Ga., soon will open his new drive-in on the Blackshear-Waycross highway just outside the city limits here. Raulerson said he hopes to begin showing pictures about the end of the month.

Janet Leigh in 'Vienna Storm'

The second femme lead in "Storm Over Vienna" has been given to Janet Leigh. George Sidney will direct for MGM.

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BIRMINGHAM

Manager J. A. Jackson of the Empire reported a sellout for the theatre's midnight show Saturday (20) to benefit the Birmingham Advertising club's educational fund. The theatre was about two-thirds filled, Jackson said, but advance tickets unused equalled a full house. Richard Smith, WB talent scout, caught the stage show which preceded EL's "Let's Live a Little." He was reported interested in several of the acts.

Marvin L. Ryan has been named manager of Waters' Avon, replacing Joe Cocke, who resigned . . . Willie Bunch, cashier at Waters' Shades Mountain Drive-In, is one of the local theatre folk taking belated vacations this year. . . Mrs. Margaret Belew is new cashier at Waters' Wylam, replacing Margaret Zannis, resigned . . . Mrs. John Douglas, wife of the assistant general manager for Acme, is new cashier at the Empire. She replaces Carol Burks, who has been transferred to Community's North Birmingham Theatre . . . Bob Langer of National Screen was one of the few out-of-town visitors.

"Betrayal" broke all house records for the Birmingham during its five-day run, according to General Manager Harry W. Roberts. On the strength of its showing, Roberts plans to bring the Astor release back to the Birmingham for another five-day run in January. Roberts is booking occasional stage shows for the Negro house and reports Lionel Hampton did the best business of the current season. Larry Steele's "Smart Affairs of 1948," a 50-member revue, is the next big attraction lined up by Roberts.

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New Orleans Aereon To Open This Month

NEW ORLEANS—Vernon Dupepe planned to open the new 1,000-seat Aereon at 3409 Metairie road here the latter part of November. The theatre is fireproof and air conditioned and has the latest RCA sound equipment. A $20,000 parking lot adjoins the theatre and will accommodate 100 cars free of charge to theatre patrons.

Work on Twin Drive-In Starts

JACKSONVILLE, FLA.—Construction work was under way here on the $250,000 Normandy Outdoor Twin Theatre being built on a 35-acre plot by Tropical Drive-In Theatres, Inc., a corporation headed by Richard Beck of St. Cloud, Fla., owner of houses in Kissimmee, Daytona Beach and St. Cloud, and the newsreel theatre Today in Chicago.

E. D. "Jack" Miller is directing construction on the 1,700-car drive-in which will also include enclosed seating facilities for 1,000 customers. The theatre is expected to be ready for opening by next January.

New Columbus Drive-In

COLUMBUS, GA.—The Georgia Theatre Co. recently opened the Rexview Drive-In here with elaborate ceremonies attended by many of the state's dignitaries. Frank Bickerstaff is manager of the Rexview, which was built on a 12-acre plot and has a 668-car capacity. The theatre was constructed by the Martin Theatre Co., and leased to Georgia Theatres for operation.

Open Crestview Drive-In

CRESTVIEW, FLA.—The Park Drive-In, located just outside the city limits, has been completed. The theatre will accommodate between 250 and 300 automobiles, and is the first of its kind to be opened in the county. J. C. Powell is owner and Rudolph Sims, manager. Admission price will be 30 cents for adults and 15 cents for children.

Valdosta Drive-In Opens

VALDOSTA, GA.—The Forrest Drive-In, owned by Ralph Moody and A. G. Jones of Omega, opened recently just outside the city limits. Work on the project has been under way for several weeks. The Forrest covers 7½ acres of land and accommodates 222 automobiles.

Marietta Job to Start

MARIETTA, GA.—Martin Theatres of Columbus, Ga., planned to begin construction work on its new $75,000 drive-in on Rosewell road here sometime this week. Charles J. Thomas Co., a local firm, was awarded the contract on the 400-car airer.

Begin Work on Dual Airer

WEST PALM BEACH — Construction has been started on a dual open air theatre by C. H. Hallowner, operator of the Halair Drive-In here. According to present plans the project will cost approximately $350,000.

Jasper Drive-In Opens

JASPER, ALA.—John M. Miller and George Vines have opened a new drive-in on Highway 78 near here. The ozoner accommodates 500 cars.

ATLANTA

J. E. McLeory of the Monogram exchange, Charlotte, N. C., visited his family here . . . Mrs. Sara Van Hook, formerly of the EL booking department, has resigned . . . Hugh Martin, president of M&M Theatres, visited in Florida . . . Grover Parsons, EL district manager, checked in at his office after a New Orleans trip . . . Fred McLendon, McLendon Theatres, Alabama, visited on the Row.

Other Filmrow visitors included Hap Barnes of Montgomery, Ala.; Charles H. Richelieu, the Florida showman; Mr. and Mrs. Harlow Merryday, New Palatka, Fla.; Louis Hutchinson, Ritz, Austell, Ga.; Mr. and Mrs. Wallace Smith, Gem, Barnesville, Ga.; John Carter, Brookhaven, Brookhaven, Ga.; Mrs. Cleo Shingler, Buena Vista, Buena Vista, Ga.; Wendal Welch, Strand, Dallas, Ga.; Mr. and Mrs. Jack Barrett, Florida Monogram; O. C. Lam, Lam Amusement Co.; Mrs. J. M. Lakeman, Princess and Dixie, Haleyville, Ala.; Mack Jackson, Jackson and Strand, Alexander City, Ala.; R. W. Getzen, drive-in operator of Griffin, Ga.; Jay Soloman, booker for Independent Theatres, Chattanooga, and John Cunningham, the Georgia Theatres executive from Savannah.

Filmrow was saddened by the death of Perry Spencer, theatrical publicist . . . Howard Wallace, Sack's manager, checked in after visiting Florida . . . Katie Evans has been appointed cashier at Film Classics replacing Belle Heard . . . Johnnie Bachman, UA manager, returned from a business trip to Tennessee . . . Mr. and Mrs. Bernie Shapiro of the Southern Poster & Printing Co. returned home from a pleasure trip to Philadelphia and New York.

The Strickland Film Co. will film the Alabama-Auburn football game and Monogram will handle bookings . . . EL Manager Bob Tarwater has appointed Bob Turner as salesman replacing George M. Jones, who resigned . . . George M. Jones went to U-I as office manager.

Mrs. Dorothy Ford joined the EL force . . . The remodeled and redecorated Paramount Theatre has been reopened at Palm Beach, Fla. New projection equipment was installed . . . Paramount Theatres, Inc., has revealed plans for a new 1,000-seat theatre at Miami Springs, Fla.

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Maritime Allied Exhibitors at Their First Convention



Pictured above are exhibitors attending the first annual convention of the Maritime Allied Exhibitors' Ass'n at St. John recently. Archie Mason of Springhill, N. S. president of the new organization is seated fourth from the left on the front row. On his right is Fred Gregor of New Waterford, N. S., a vice-president.

ST. JOHN — Exhibitors from throughout the maritimes were enthusiastic this week in their reception of the first maritime Allied Exhibitors Ass'n convention held here recently. Father and son combinations attending the meetings and the dinner included Joe and Mitch Franklin of St. John, Fred G. and Gordon Spencer, also of St. John, and Archie and Lloyd Mason of Springhill.

Other news notes picked up during the convention included the observation that Morris Elman, maritime manager for Alliance Films, was the only distributor to sponsor a shindig for the exhibitors.

The three women exhibitors attending all are located in New Brunswick and all in the northern section. They are Mrs. Emma Fournier of the Acadia at St. Leonard, Mrs. Jeanie McLaughlin, Opera House, Newcastle, and Mrs. E. Nesbitt, Star, Edmundston.

Harry Adkins, Roxy, Buctouche, and the Victory, Richibucto, reported he started rebuilding the burned out Roxy before the debris was cold after he heard natives of Buctouche bemoan the lack of entertainment.

The youngest member present at the convention was Bill Staples, son of Charlie of the Queen at St. Stephen.

Also in the group were two mayors, Archie Mason, Springhill, and Joe LeBlanc, Shediac, and a former mayor, Edgar Neal, Woodstock.

Stevie Doane, at 65 years of age, was heard challenging anyone to run for a side bet, a distance of 50 to 200 yards.

Winfield Newman of the Maple Leaf, Campobello, reported that fishermen there were getting a dollar per pound for herring scales.

The only chain without representation was Odeon. Checking in were managers from Famous Players, Spencer, Franklin & Herschorn, Bernstein & Lieberman and Walker.

It was a reunion for oldsters for Pete Leger of the Opera House, Bathurst; W. W. O. Fenety, Capitol and Gaiety, Fredericton; Fred Spencer, St. John, and Joe Franklin, St. John.

Jack Bellamy, International, St. John, was heard stressing the genius of his little daughter.

Arthur Cooper was here reviving old friendships, providing a shock at his sudden death two days later in Springhill.

A group of small town and village exhibitors were heard expressing the view that distributors who supply them with 35mm films shouldn't furnish jack rabbiters with 16mm.

Larry Druxman, Montreal, got a chair at the dinner but most of the time it was SRO for him.

W. W. O. Fenety, Fredericton, put his foot down on vaudeville suggestions for the Capitol or Gaiety regardless of the trend. He said previously when he offered acts there was always something missing from the theatre, even though he wasn't giving away samples.

Harry Cohen, RKO, St. John, got one exhibitor cornered with all exits blocked.

Jimmy Mitchell, Capitol manager, had only to go next door to attend the meetings and Harrison Howe, new Paramount manager, just crossed King Square.

Fred Gregor of the Majestic, New Waterford, was contacting veterans he hadn't seen for years.

Joe Franklin of St. John was on the verge of heading for his Miami Beach home.

Gordon Spencer told of high altitudes and ethereality.



Officials of the newly organized Maritime Allied Exhibitors Ass'n at the first annual dinner held recently in St. John, N. B. Left to right: Pat Dwyer, Halifax, N. S., secretary-treasurer; F. G. Spencer, St. John; Ray Lewis, Toronto; Bob Roddick, Halifax, a director; F. Gordon Spencer, St. John, a vice-president, and James W. Brittain, St. John, education minister.

Comics, Education Media Montreal Economist Says

MONTREAL—Francis Rankin, Montreal economist, told the St. James Literary Society here that "comics" might be useful media of education for democracy and special reform. Not so the motion pictures, however. Rankin in an address entitled "Can Education Save Democracy?" said "British and Continental films, though on a higher level, must aim to please and therefore seldom instruct."

He could quite believe that the comics might be a different proposition, he said, because they are a species of cartoon and we eradicated many evils by laughing at them.

As George Bernard Shaw pricked the bubble of Victorian smugness with words, so Lil' Abner may topple big business off its pinnacle of self-righteousness with shmoos, he said.



TEEN CLUB EVENT ON STAGE—Calgary's Sat Teen club is one of the most progressive and largest in Canada. It sponsors activities during every season of the year, ranging from indoor to outdoor events. A Beauty and Brains contest was held recently with the final decision made and prizes presented on the stage of the Capitol Theatre. Ralph Mitcheltree arranged this tieup with the engagement of "A Date With Judy," since both events occurred during the month and dates were arranged to coincide. Against a special Sat Teen backdrop the presentation of prize is pictured above. From left: Joyce Turner, modeling a winter ski outfit for a department store; Annley Patterson, runner-up; prizewinner, Pat Laidlaw, and two semi-finalists, Jean Speckmaire, Gretha Gothfredson. The men are announcers from CFAC.

MONTREAL

The Strand, United Amusement theatre on St. Catherine street, has had large attendances resulting in several holdovers since Orville Harrigan took over management . . . The Orpheum of Consolidated Theatres chain recently reverted to Hollywood films after a long season of French language pictures . . . "Canon City," distributed by International Film Distributors, was the latest holdover.

International also is enthused over the reception given "Quiet Weekend," a British picture, at the Avenue, where it is in its seventh week, a record for this theatre . . . A Canadian Picture Pioneers club luncheon was attended by Earl Lawson of Toronto, national president, at Ruby Foo's.

Wedding bells rang for Nick Lazanis, for 15 years manager of the Granada. The reception was at Victoria Hall . . . Ronald Reagan, Warners star, came through Montreal on his way to Halifax to embark for England . . . H. Harnick, Toronto, general sales manager for Columbia, flew to the Maritimes after a brief call on Montreal's Filmrow.

Larry Sheehan, assistant to Mel Johnson, United Amusement's director of advertising, will start work in the display department as apprentice artist, and will be replaced by Graham McKeen . . . Doris Jones, secretary to the bookers at Columbia, has returned from a week's holiday . . . William Trow, president of Montreal Poster exchange and Quebec's Cinema Booking Reg'd, completed a business trip to Quebec and Gaspe peninsula.

Haskell M. Masters of Toronto, Canadian general sales manager for Warners, was a Filmrow visitor . . . Peter Lambert, salesman for Alliance, returned from a business trip to Sherbrooke, Grand'mere and other Quebec towns . . . H. A. Kaufman, general manager for Cardinal, arrived from Toronto to discuss business policy with Ted Atkinson, Montreal manager.

George Heiber, Montreal manager for United Artists, underwent an operation in the Jewish General hospital . . . Emmett J. Gallagher, booker at Montreal Poster exchange, is the father of a baby girl . . . Fifteen night club and dance hall owners were fined $10 each and costs for either presenting a Sunday show or permitting dancing on Sundays.

Bob Roddick Is President Of Film Pioneer Group

ST. JOHN—At the first general meeting of the maritime branch of the Motion Picture Pioneers here recently, members decided to cooperate with the Toronto headquarters in raising a benevolent fund as part of a coast-to-coast campaign.

Bob Roddick is the new president and Joe Lieberman, secretary-treasurer. Among those at the meeting were Pat Hogan, Herman McArthur, Reg March and Abe Smith, distributors; Joe Franklin, Joe Lieberman, Mitch Bernstein, Bob Roddick, Archie Mason, Bill Cuzner, Jack Butler, Pete Leger, Art Fielding, Fred Gregor, Tom O'Rourke and W. W. O. Fenety, exhibitors.

Fans Mob Ronald Reagan

TORONTO—Ronald Reagan, Hollywood personality, was accorded a rousing welcome in the early morning at the Union station as he passed through on his way to Halifax, N.S., en route to England and a command performance. Film fans crowded the rotunda to greet the actor before he had had time for breakfast and the Canadian National train for Montreal had to be held 12 minutes before Reagan could be freed from the mob. Previously Toronto had glimpsed Alan Ladd, Virginia Mayo, Michael O'Shea, Patricia Neil and Billy DeWolfe who were on the same mission.

Arthur Cooper Dies At Springhill, N. S.

ST. JOHN—Arthur R. Cooper, 56, died suddenly at Springhill, N. S., while visiting his mother just two days after he attended the Maritime Allied Exhibitors Ass'n convention here. Cooper for about 20 years had been manager of F. G. Spencer Co. situations, such as the Capitol and Prince Edward at Charlottetown, P.E.I.; the Capitol and Empire in Kentville, N. S., and others at Halifax.

During World War II, he was a captain and major in the Canadian army in Halifax. After being discharged from the army, he moved to St. John, where for a time he was a booker for Columbia and United Artists. His work was interrupted by ill health but recently he had been seeking an affiliation.

Interment was at Malvern Square, N. S. Cooper is survived by his wife Grade, two sons, Arthur, a law student at St. John, and Roland, a student at Mount Allison university, Sackville, N. B. Other survivors include his mother and a brother, both of Springhill.

After army service in the first war, Cooper was a patient in the Kentville tuberculosis sanitarium for about two years. He was on the sanitarium staff when he joined the Spencer managerial force at Kentville. He volunteered for active service in the second war when it started but because of ill health, was assigned to home service. While at Kentville, Halifax, Charlottetown and St. John, he was a band and orchestra musician and a member of the Canadian Legion and the Oddfellows lodge.

Mounties See 'Canon City'

TORONTO — Officials of police departments, including the Canadian Mounted Police, were asked their opinion of "Canon City" after they had attended a special screening of the picture at the 20th Century Downtown here. Principal scene of the picture is a realistic prison escape. One officer gave his candid opinion that the feature should not be shown to the public. Other representatives of law and order believed that the film had value as a deterrent to crime.

CALGARY

Jack Reid, well known film salesman of the west, has joined the sales staff of Paramount, assisting W. Kelly, local manager . . . Salesman Reg Doddridge is now special sales representative for Eagle Lion, Monogram and Allied Artists products . . . Visitors to Filmrow were H. G. Stevenson of Lacombe, Walter Fowler of Edson and D. A. Boyle of Macleod, whose trips to Calgary film exchanges are infrequent.

Reopening of the airport at Claresholm is expected to greatly stimulate business. A thriving airport during the war years, the large runways, now are being resurfaced.

Frank Scott of Eagle Lion reports that "The Babe Ruth Story" is running close to some records in prairie cities this past month . . . William Guss of MGM also is delighted with the exceptional business reports on "A Date With Judy," which now has played the four biggest cities of Alberta and is pulling strongly.

Donlands at Toronto Opened by B&F Co.

TORONTO—One year ago Bloom & Fine Theatres, an affiliate of Famous Players Canadian, opened its first Toronto postwar theatre, the Vaughan. This year the company inaugurated the Donlands at Donlands avenue and O'Connor drive, considered a further advance in architectural design.

The Donlands, built at a cost of $300,000 and seating 850 persons, opened without ceremony after a preview party was prevented because of blackout interference. Instead, an "afterview" was conducted on Sunday for invited guests when "Paleface" was given a prerelease screening, free of power switchoffs. A Diesel generating plant is being installed in the theatre but it was not ready for use on the opening date.

The manager of the Donlands is Martin Bloom, former assistant manager of the Toronto Century. Martin is the son of Sam Bloom, one of the partners in the B&F circuit.

The scale of prices ranges from 14 cents for juveniles to 42 for the smoking loges. The theatre has a modern glass entrance, spacious lounges and a built-in candy bar. The Simplex projectors were installed by General Theatre Supply Co. H. G. Duerr was the architect and Dr. Karel Rybka the consulting engineer.

Odeon Opens Hyland In North Toronto

TORONTO—Screen devotees had their second theatre opening in three days when the Odeon Hyland at Yonge and St. Clair in the north end opened with the first local presentation of "Hamlet" at $1.50 and $1, under the management of Vic Nowe, who had been transferred from Montreal.

The opening ceremony got under way at 8:30 p. m., shortly after the lights went on following the evening blackout. Matinee performances are scheduled to conclude before the hydro-electric switches are pulled for the late afternoon cutoff. Tickets on a reserved seat basis have been sold for three weeks in advance.

H. D. C. Main Is Re-Elected As Association Head

TORONTO—At a directors meeting, subsequent to the recent annual convention in Toronto, H. C. D. Main, proprietor of the Capitol at Listowel, was renamed president of the Motion Picture Theatres Ass'n of Ontario. Honorary secretary is George H. Peters, vice-president of Odeon theatres, while Arch H. Jolley, key official of the organization, was reappointed executive secretary and manager, a position which he has held for four years.

Other officers for 1948-49: vice-president, Roy D. Miller of St. Catharines, manager of the Lincoln; treasurer, William Summerville of B&F Theatres; membership and organization committee, Lou Rosefield, chairman, Westdale Theatre, Hamilton, Floyd Rumford, owner of the Kineto, Forest, and Morris Berlin, Somerset, Ottawa, and the budget and finance committee, W. Summerville, chairman, Morris Stein of Famous Players and Herb Allen, Premier Theatres, Toronto.

OTTAWA

The Canadian capital obtained virtually a new theatre with the opening of the Century by 20th Century Theatres, the unit being the former Victoria which had been done over since it was acquired several months ago. The Century, located in the West End, opened with "A Foreign Affair." Ted Smiley continues as the manager. Proceeds of the opening night were turned over to the St. John Ambulance Ass'n.

Manager Frank Gallop featured the NFB film, "The Boy Who Stopped Niagara," at his Odeon club morning show November 20 at the Glebe. Special interest attached to the picture because the lead role was played by a student at the Glebe Collegiate, Norah Anne McFarlane.

Barney Simmons, manager of the Rideau, had officers of the Ottawa and other police departments, the Mounties and the county jail as invited guests at a special screening of "Last Instalment," a film dealing with the rehabilitation of a juvenile criminal . . . The Rialto, a neighborhood house in Ottawa, played "The Jolson Story" for four days as its last local booking . . . The Centre played a midnight show featuring "Chasm of Spasms" on the stage and "Blood and Thunder" on the screen.

The Kingston Home and School Ass'n has asked for a local ban on the showing of sex films following an engagement of the Canadian-made feature, "Sins of the Fathers." The association protested segregated audiences and the sale of sex literature in a licensed theatre . . . The Capitol is presenting a stage quiz show one night each week in conjunction with the regular screen bill. The program is sponsored by a local jeweler . . . The Ottawa Field Naturalists club, in conjunction with the National Audubon society, is presenting a series of wildlife film programs during the winter months in the Glebe auditorium.

Annual Theatre Party

CHATHAM, ONT.—The American Pad & Textile Co., a local concern, will once more hold its annual theatre party in conjunction with the management of the Plaza Theatre in Tilbury, owned by Harland Rankin, exhibitor in three Canadian cities. The party will be held November 29-December 1 and guest theatre tickets will be distributed by American Pad & Textile Co., dealers in this area.

First Runs Rivaled By Football Finals

CALGARY—Fall football has been a serious weekend rival as Calgary entered the western Canada finals to draw a 10,000 attendance, biggest in its history. The first break in Indian summer was a slight snowfall which lifted with sunny skies the next day but all signs pointed to snow and zero weather soon. "The Best Years of Our Lives" closed a capacity run, with a slowdown of matinee attendance the last few days, probably caused by the start of shopping season.

Capitol—**A Date With Judy** (MGM).....Very good
Grand—**The Best Years of Our Lives** (RKO), 2nd wk. .....Excellent
Palace—**Mickey** (EL); **To the Victor** (WB).....Good

'Peggy' Leads Toronto Theatres With 120

TORONTO—Five local first runs not troubled with blackout interruptions because of private sources of power, held their attractions. "The Best Years of Our Lives" played a fifth week at the Odeon Toronto. "Julia Misbehaves" stayed a fourth week at Loew's, "June Bride" was held for a third week at Shea's, and "Road House" went a second week at the Tivoli and Eglinton. The Royal winter fair and championship football games provided strong opposition.

(Average Is 100)

Biltmore—**Wyoming** (Rep); **Secret Service Investigator** (Rep) 95
Danforth and Fairlawn—**Sally, Irene and Mary** (20th-Fox); **Second Honeymoon** (20th-Fox), reissues 95
Eglinton and Tivoli—**Road House** (20th-Fox), 2nd wk. 90
Imperial—**Apartment for Peggy** (20th-Fox).....120
Loew's—**Julia Misbehaves** (MGM), 4th wk..... 85
Nortown and Victoria—**Black Eagle, the Story of a Horse** (Col); **I Surrender, Dear** (Col)..... 90
Odeon Toronto—**The Best Years of Our Lives** (RKO), 5th wk..... 80
Shea's—**June Bride** (WB), 3rd wk..... 80
Uptown—**No Minor Vices** (MGM); **The Secret Land** (MGM) 100

FORT WILLIAM

The Odeon Theatre here opened with less glamor than the opening of the Port Arthur house, because of weather conditions. The Port Arthur Theatre had the Fort William Girls Pipe band playing on the street in front of the theatre to attract a crowd when it opened the previous night. The Fort William Odeon was opened by Mayor Anderson who was introduced by Clare Appel, division manager for Odeon.

Jack Hilmarson, assistant manager of the Capitol here, resigned and his place has been taken over by Lillian Lutz, head cashier . . . Stella Giroux, candy girl, takes Lillian's place in the boxoffice.

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FPC to Begin A-House In Edmonton Soon

EDMONTON—Construction of a 2,000-seat downtown theatre will commence here early in 1949. The new building will be erected and occupied by Famous Players Canadian as an ace unit of the Dominion circuit, J. J. Fitzgibbon, president, announced at the recent regional convention here. Completely modern in design, the new theatre will occupy the site on Jasper avenue between 102nd and 103rd streets, just west of the Strand Theatre. The site was bought by the theatre company five years ago.

Remodeling of the Strand, also a unit of FPC, will follow when the new house is completed.

The regional convention of Alberta FBC executives was held here with President Fitzgibbons as chairman. Officials accompanying the president from the Toronto head office were R. W. Bolstad, vice-president; Ben Geldsaler, chief booker; L. I. Bearg, western divisional supervisor; J. Nairn, publicity chief, and E. A. Zorn from Winnipeg, prairie district supervisor.

Two days were packed with talks on plans for the coming year, discussions of incomplete theatre renovations, television prospects, labor and house personnel.

Managers attending from Alberta units included, from Edmonton: Walter Wilson of the Capitol; Everett Ethridge, Empress; Roly Kenil, Strand; Bill Wilson, Graneau; Morris Rice, Princess; Clarence Entwisle, Dreamland, and Alec and Arnold Entwisle, Entwisle Theatres.

From Red Deer Theatres came Morris and Edward Beatty and from Lethbridge Theatres was A. W. Shackleford. Leo Maher represented the Monarch-Roxy Theatres, Medicine Hat and Paul Cardell attended from the Calgary district office. Others from Calgary included Ralph Mitcheltree, Capitol; Pete Egan, Palace; Don Menzies, Palace; Ken Leach, K. M. Leach Theatres, and Roy Chown, Strand and Variety.

Draft Taxation Bills

ST. JOHN—Three bills aimed at amusement taxations may be presented to the provincial assembly by the city councils of Fredericton, Sackville and St. John. The bill at Fredericton has been drafted for submission to the assembly and the Sackville town council has named a committee to study and prepare a similar measure. One may also be presented from the St. John city council.

TORONTO

Bob Maynard, manager of the Palace, was elected president of the Hamilton Theatre Managers Ass'n at its annual meeting, and Mel Jolley, manager of the Century, was chosen vice-president. Mrs. Jean Ford is the new secretary-treasurer, and directors are Kent Craig, Oscar Lang, J. P. McDonough, Lou Rosefield and Paul Turnbull, all of Hamilton . . . Color films of the wedding of Princess Elizabeth and the Duke of Edinburgh and of the silver wedding anniversary of the British monarchs were featured at the winter fair in the Toronto Coliseum.

Mayor H. E. McCallum of Toronto has asked the Ontario government how much of the 20 per cent amusement tax collected in the city is to be returned to the Toronto hospitals . . . J. J. Williams, 67, former violinist of Shea's orchestra, died at his Toronto home after a lengthy illness . . . Leslie Vicary, 55, manager of two theatres at Orillia for many years, died there recently.

Instead of "The Pirate," booked for Friday and Saturday at the Brant in Brantford, juvenile patrons at the Saturday matinee saw "Moon Over Montana" because of censorship regulations. For the Saturday morning Movie club show, "Gallant Bess" was the attraction. The Capitol at St. Thomas showed "Jungle Terror" at the Saturday matinee. The International Cinema, Toronto's art theatre, held "The Pearl" for a second week after juggling the performance time table to fit blackout periods.

The B'nai B'rith "Night of Stars," featuring many personalities of screen, stage and radio, will be staged at the Capitol in Windsor, Ont., on December 4 . . . The Toronto Symphony orchestra will play a concert December 1, at the Odeon Palace in Hamilton . . . A vaudeville show one night each week is being featured at the Granada, Hamilton, in addition to a double film bill . . . Ontario theatres are playing stage features.

$75,000,000 1946 Admissions

In 1946, Canadians paid almost exactly $75,000,000 for admissions (including amusement taxes) to the Dominion's 1,500 motion picture theatres. That amounts to slightly more than $6 per capita and would allow for 19 shows in the year for every man, woman and child, since average admission price was 32.9 cents.

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TOWN..... STATE.....

NAME..... POSITION.....

National Film Board Under New Regime

OTTAWA—The elevation of R. H. Winters of Lunenberg, N. S., to the cabinet as minister of reconstruction and supply presages a new policy for the National Film Board. According to an announcement by Louis St. Laurent, successor to W. L. M. King as prime minister, the National Film Board will no longer devote its attention exclusively to the production of cultural films.

Along with the Canadian travel bureau, the National Film Board has been transferred to the jurisdiction of Winters from the Department of National Revenue where it came under the supervision of J. J. McCann. The board itself will continue under the managerial direction of Ross McLean as commissioner. The board has made approximately 150 films a year.

The film board has had 65 field men traveling through communities on regular schedules for the showing of films free of charge. With the use of portable equipment, screenings are conducted in halls, schools and private houses. However, NFB is gradually turning its circuit over to other agencies although it continues to operate 57 circuits, largely in rural areas. There are 61 circuits which are operated by provincial, regional and community agencies and 39 others which are joint enterprises with NFB participating. No indication has yet been made of any possible change in arrangements for sponsorship of circuits.

Little Relief Is Seen In Power Situation

TORONTO—Although water is needed to raise the level of rivers which operate the hydroelectric plants in Ontario, little hope for relief in the power crisis is expected at the start of a rainy season in the southern section of the province as a prelude to winter, because leaden skies mean only increased consumption of electricity.

Increased blackouts have become the order in a number of cities and towns. In Ottawa the evening blackouts have been increased from two to four times weekly, and each has been lengthened from 30 to 45 minutes, with an additional 15 minutes for the hour-long switchoffs earlier each day.

Conditions have become extremely unfavorable for operation of the two theatres in Brockville. Every evening, Monday through Friday, commencing at 5 o'clock, the current is turned off every alternate hour for a total of three hours, the switchoffs coming at 5, 7 and 9 o'clock, separated by an hour of lighting.

Various industries have switched operation of factories to Saturday and Sunday which are free of blackouts. Previously these plants had operated on a five-day week, Monday to Friday inclusive, but these are the days for scheduled cutoffs. In this connection, the suggestion has been made that Toronto theatres adopt a policy of Sunday shows for the first time, to make up for the weekday blackouts. Religious bodies are opposed to Sunday amusements, even in the power emergency.

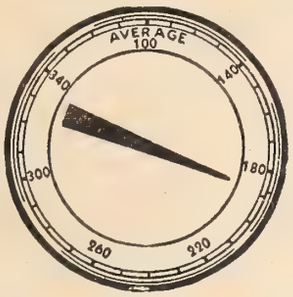
Taylor in Zapata's Life

Robert Taylor will star in the dramatization of Zapata's life, "Viva Zapata," which Jack Cummings will produce for Metro.

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Julia Misbehaves—
Denver 190

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Apartment for Peggy (20th-Fox)	125	108	140	140	120	95	167	100	125		120	125	140	135		125	110	130	120	160	130	127
Bad Sister (U-I)	100		90		100	65			100			100		80		75				95	90	90
Checkered Coat, The (20th-Fox)	100	70					100		100	100		100	100	90	80		105			100	90	95
Close-Up (EL)	100	100					100		100	75		100	100	90	75	85					75	91
Creeper, The (20th-Fox)	100									100		100			80						55	87
Deep Waters (20th-Fox)	130	105	90	140	110		123	100	80	105	90	125	100	100	103	75	105	90	105	130	90	105
Dude Goes West, The (Mono-AA)			95	90			130				85	125	120				95		80	110	90	102
Gallant Legion, The (Rep)	100		90		100		160		100				100		60	50	100	90	70	90	120	95
Gay Intruders, The (20th-Fox)	100	100					100			100		100	100		80					110	80	97
Gentleman From Nowhere (Col)	100	87					100	100	85	100	100	100	95		100		100			100	100	98
Hunted, The (Mono)	100		90	125			100	100	100			125		90	100		95			80	100	100
In This Corner (EL)	100						100			75		100	98								85	93
Jinx Money (Mono)	100					100	100		85	95		100	95	80	85		100			100	65	92
Joe Palooka in Winner Take All (Mono)	100									100		100			100					100		100
Johnny Belinda (WB)	150	119	125	130	145	90		107		130	180	175	115	120	115	130		170	125	190	135	136
Julia Misbehaves (MGM)	130	125	100	140	90	120	190	105	115			140	115	150	112	135		135		180	150	131
June Bride (WB)				120					105	135		120	125	115		125		125		180	135	129
Kiss the Blood Off My Hands (U-I)		120			160							110				150		150	115	175		140
Lady at Midnight (EL)	100								95			100	100		100		100			90	100	98
Lulu Belle (Col)		100	110		70	60	100	100	85	100	50	75	90			85	100	90	100	90	90	88
Man-Eater of Kumaon (U-I)	85	91	90	85	105	75	100		85	110	85	125	100	80	75	117	95			110	65	93
Mine Own Executioner (20th-Fox)					150	95			90	100				90	75					100		100
Miraculous Journey (FC)					100	90						90				110				80		94
Moonrise (Rep)	115		115		85								95		70		105			120	90	99
My Dog Rusty (Col)		90				85	90	85	100		50	100	100		40		90			100	100	86
Northwest Stampede (EL)	110		90		100		100		90			125					105				85	101
Olympic Games of 1948 (EL)	130				80						80	100				105				100	100	99
Paradine Case, The (SRO)	250*	135	115	140	120	100	140			115	135	175*		100	110	110		120	120	160		134
Race Street (RKO)	95	119	105	130	115	100		100	120		100		95	95		105	115	150	110	150	100	112
Raw Deal (EL)	100		100	120	75		135	95	95	110	80	150	95		75	80	110	125	80	160	85	104
Return of Rin Tin Tin, The (EL)	100		95	70		70	125		120	100	80			100	65		110				125	97
Road House (20th-Fox)			140	140							110	160	100			110		160				131
Search, The (MGM)	110	105	105	110	100	105	80	85	65		100	150	95	250	100	115	125	110		105	110	112
Secret Land, The (MGM)	100	100		110	100	80	100	90	75	100	100	100	95	85			120	110	90	100	100	98
Shanghai Chest, The (Mono)	100					85	100			85	100	100			93					100	120	98
16 Fathoms Deep (Mono)	125		90									125		90	80	105				100	90	101
Smart Woman (Mono)	100	95	90				100		100	95	85	90		110			100	50	70		100	91
Song Is Born, A (RKO)	130	100	130	140	140	100		150	125	100	135	175	140	135	105	115		130			160	130
Sons of Adventure (Rep)	100									100		100			75					100		95
Untamed Breed, The (Col)		87	100						115			90							60			90
Walk a Crooked Mile (Col)		118	90		130			100	120		100	150	125	105		105	100	110	115	200	140	121

*Playing at advanced prices.

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Adventures in Silverado (Col) — William Bishop, Gloria Henry, Forrest Tucker. This is a good western that pleased our weekend crowd, one that moved right along. The comedy short, "Silly Billy" with Billie Burke really stole the show, and if you want to hear them laugh, book it. Plenty of slapstick and that seems to be what they want here. Played Fri., Sat. Weather Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

Blondie in the Dough (Col)—Penny Singleton, Arthur Lake, Larry Simms. Blondie was all right for a double bill but if I had passed "Woman From Tangier" (with which I played it) I would have been better off. I lost sleep waiting until it was over and nobody cared to stay through except those wanting an easy chair. Played Tues., Wed. Weather: Cold.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ★★★

Lady From Shanghai, The (Col)—Rita Hayworth, Orson Welles, Everett Sloane. The title was misleading. The only thing that pertained to Shanghai was one remark from Orson Welles that Rita Hayworth was from there. If you are looking for a locale picture, forget it. Word-of-mouth after the first night spoiled my second night. It was too deep for most. Late customers didn't stay for the first of the picture to start. The tail end was enough. Played Wed., Thurs. Weather: Cool.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. ★

Lone Hand Texan (Col)—Charles Starrett, Smiley Burnette, Mary Newton. Just another western, and not by stars, but it filled the bill. They want them to be quick on the draw here. Played Fri., Sat. Weather: Rain.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. ★★★

Rose of Santa Rosa (Col)—Hoosier Hotshots, Patricia White, Eduardo Noriega. The Hotshots are a pretty good drawing card for the small town. This picture was not as good as most of their pictures, but how they ate it up! Played Saturday. Weather: Good.—O. D. Conner, Gem Theatre, Cache, Okla. Small town patronage. ★

Thunderhoof (Col)—Preston Foster, Mary Stuart, William Bishop. This is a swell outdoor picture in sepia with a cast consisting only of two men, one woman and a horse. It is good enough for any day in the week. I played it Fri., Sat.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ★★★

To the Ends of the Earth (Col)—Dick Powell, Signe Hasso, Maylia. This is a terrific story but it drags in spots. It is too long (109 minutes) and hard to follow. Documentary-type pictures always bore my patrons, for some reason. Only a few men told me they liked this one. Most of the kids didn't even know what opium is, and consequently didn't understand it. Played Sun., Mon. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. ★★★

EAGLE LION

Northwest Stampede (EL) — Joan Leslie, James Craig, Jack Oakie. This is a very good picture on wild horses, with a good cast. The picture is beautiful and Cinecolor the best yet. I advertise it as one of the best pictures of 1948, and winner of the Parents magazine gold medal. Better than average draw and comments were good. Played Sat. (preview), Sun. Weather Cloudy.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ★★★

METRO-GOLDWYN-MAYER

B. F.'s Daughter (MGM)—Barbara Stanwyck, Van Heflin, Charles Coburn. Metro dragged this one on for a bit, but it is a fair picture with an extra good cast. Played Sun., Mon. Weather: Fair.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. ★★★

Bride Goes Wild, The (MGM)—Van Johnson, June Allyson, Butch Jenkins. Butch Jenkins rates all my raves! He is truly wonderful. If I could show one of his pictures a month, my crowd would be happy. They never see enough of him. This one does give Butch top billing, but he is still tops here. The picture is grand—solid laughs all the way and came within a few dollars of breaking the boxoffice record for me. I have never heard so many compliments on a picture (except on "Best Years") and everyone stopped to tell me how good it was. How good that made me feel! Played Sun., Mon. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. ★★

Cass Timberlane (MGM)—Spencer Tracy, Lana Turner, Zachary Scott. Metro "sho' do" have a show here. Tracy and Turner put this over in a big way. If you haven't played it, don't miss it. One of the best shows we have had for some time. Played Thurs., Fri. Weather: Cool.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. ★★★

If Winter Comes (MGM)—Walter Pidgeon, Deborah Kerr, Angela Lansbury. A good picture. Some who had read the book claimed the picture was better. Above average attendance and all satisfied. Played Wednesday. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. ★★★

Stage Struck (MGM)—Kane Richmond, Audrey Long, Conrad Nagel. Everything was against us on this picture and still it did almost average business. The picture is good and has a good moral. It is not a superduper but well worth playing. Comments were good. Played Mon., Tues. Weather: Rain.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ★★★

MONOGRAM

Babe Ruth Story, The (Mono)—William Bendix, Claire Trevor, Charles Bickford. This feature really had the boxoffice drawing power due to the name. Business was excellent, better than with any feature used this year. Bendix and Claire Trevor turned in excellent portrayals of characters. All exhibitors should use this one. Played seven days, Wed. through Tues. Weather: Six days fine, one rain.—George O. Wiggin, Strand Theatre, Malden, Mass. First run patronage. ★★★

Dude Goes West, The (Mono)—Eddie Albert, Gale Storm, James Gleason. A very good western with lots of comedy. The picture is different and will please about 99 per cent. Comments were good. Played preview Sat., Sun. Weather: Cool.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. ★★★

Joe Palooka in the Knockout (Mono)—Leon Errol, Joe Kirkwood, Morris Carnovsky. This is no better and no worse than the previous ones of this series. It got by with some help from the other half of the program but couldn't stand alone here. Played Fri., Sat. Weather: Fair.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ★★★

PARAMOUNT

Dream Girl (Para)—Betty Hutton, Macdonald Carey, Patric Knowles. Lay off this one. It is a clinker and will do you a lot of harm. Plenty of walkouts the first night—no one to see it the second night except the operator. We had a new heating plant and thought it was burning off paint, but guess it was the picture, from the remarks of the patrons! Played Sun., Mon. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

Foreign Affair, A (Para)—Jean Arthur, Marlene Dietrich, John Lund. A good picture that held the interest of the audience. There wasn't much action but neither was it draggy. Average attendance seemed well satisfied. Played Saturday. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. ★★★

I Cover Big Town (Para)—Philip Reed, Hillary Brooke, Mona Barrie. This is a very good show and fine comment received, by what few saw it. A carnival for two days previous is what hurt this one—too much going on for one week in a town the size of this. Paramount's "Champagne for Two" is extra good. None better and many not as good. Played Wednesday. Weather: Good.—W. H. Swan,

They Give Pep-Talks With Their Money

"WE ARE glad this fund was started and that so many became interested. Hope it reaches the 100% mark."—Russell Phillips, Franklin Theatre, Greensburg, Ky. . . . "Enclose $2 and know a little how Jim Mote feels. In your issue of November 6, Pittsburgh news, you will note I lost a frame business building by fire. However, I was covered by insurance—dust off your insurance policies, exhibitors."—Wendell E. Yeagley, Confluence, Pa.

"Enclose check for JIM MOTE FUND and hope every exhibitor in the United States does his share. My theatre is in a small town (600), with only 150 seats but I'm willing to help. Every film company could help, but will any?"—J. W. Vogeding, Elizabeth Theatre, Elizabeth, W. Va.

Checks Still Coming In From Every Region

WITH THE deadline drawing near for the JIM MOTE FUND (December 1, since we want to make up a nice scroll for Jim to go along with the check), contributions and comments continue from all over the country:

"Having been an operator (beg pardon, projectionist) for 36 years, going through two fires, I know to a small extent what the Jim Motes are going through. So it is with the greatest pleasure that I am sending my $2, knowing that the sooner Jim gets his HOFFMAN THEATRE built, the sooner some projectionist will have a position. Let's put it over by Christmas."—James A. Cheek, Time Theatre, Mattoon, Ill.

Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Jungle Princess, The (Para)—Reissue. Dorothy Lamour, Ray Milland, Akim Tamiroff. Back in its day this must have been a fine show, and in spite of 400 splices in this print and bad sound track, the customers still bragged on it. Dorothy Lamour in abbreviated jungle costume helped out considerably. Played Tuesday. Weather: Fair.—I. Roche, Vernon Theatre, Vernon, Fla. Rural and small town patronage. ***

So Evil, My Love (Para)—Ray Milland, Ann Todd, Geraldine Fitzgerald. This picture was not very well received here. We had several walkouts and attendance was average. Played Saturday. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. ***

RKO RADIO

Arizona Ranger, The (RKO)—Tim Holt, Jack Holt, Nan Leslie. This father and son combination clicked here. This is a fine western, full of action. Superb for a small town. Give us more of Tim Holt. Played Tuesday only. Weather: Good.—I. Roche, Vernon Theatre, Vernon, Fla. Rural and small town patronage. ***

Bachelor and the Bobby-Soxer, The (RKO) Cary Grant, Myrna Loy, Shirley Temple. Really a swell comedy, which is getting old, but shouldn't be missed by any exhibitor who hasn't yet played it. Still competition kept the attendance down, but those who came loved it. At an average time, it would have done terrific business, I think. Played Sun., Mon. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. **

I Remember Mama (RKO)—Irene Dunne, Barbara Bel Geddes, Oscar Homolka. This is too long and could have been cut down without loss of perfection. Our community is Swedish but they liked this Norwegian one too! It brought out a lot of old people who rarely come. Not many youths! Played Sun., Mon., Tues. Weather: Fair.—R. E. Halstead, Tri-Town Theatre, Linstrom, Minn. Rural and small town patronage. **

Fighting Father Dunne (RKO)—Pat O'Brien, Darryl Hickman, Una O'Connor. Here is a good family picture for a small town as it has something in it for all ages. Pat O'Brien as Father Dunne starts a new boys' home in St. Louis and surrounds himself with a bunch of boys, both good and bad. One of them finally kills a cop, etc. Business was slightly above average and it pleased. Played Wed., Thurs.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Lawless Valley (RKO)—Reissue. George O'Brien, Kay Sutton, Fred Kohler. From the series of O'Brien reissues that go over well in my situation. In fact, they draw better than some of the new ones from other companies. This one pleased all my action and western fans with no unfavorable comments on the way out. Business above average. Played Friday only. Weather: Cloudy and cool.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. **

Lawless Valley (RKO) — Reissue. George O'Brien, Rita Oehman, Ray Whitley. This is very good entertainment—one of the best George O'Brien shows we've shown here yet. Doubled with "Keeper of the Bees" (Col) and had a perfect show that pleased above average attendance. Played Saturday. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. ***

Miracle of the Bells, The (RKO)—Fred MacMurray, Valli, Frank Sinatra. This was a good picture and I was surprised that it didn't do better than it did. I have very few Catholics in my community, but those that I do have, came. In a Catholic town I believe it would go great guns. Frank Sinatra did well with this new type of role for him. He wasn't exactly out after the swooners in this one. Played Sun., Mon. Weather: Cool.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Wild Horse Mesa (RKO)—Tim Holt, Nan Leslie, Richard Martin. Western fans ate this up and they turned out in better numbers than usual. Perhaps now the election is over and the farmers think they know where they stand on parity, etc., has something to do with it. Before the election the farmers were noticeably tightening up on spending. Played Fri., Sat. Weather: Fair.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. ***

REPUBLIC

California Firebrand (Rep) — Monte Hale, Adrian Booth, Paul Hurst. This is one of Monte Hale's best to date. It is one western that has a little bit of everything in it, including comedy, action, fights and music. Played Fri., Sat. Weather: Chilly.—I. Roche, Vernon Theatre, Vernon, Fla. Rural and small town patronage. ***

Gallant Legion, The (Rep)—Bill Elliott, Adrian Booth, Joseph Schildkraut. It was almost a super-western, but lacked a few touches. Elliott was good and one thing in favor of the picture compared to other late Elliott supers is that they finally found a new villain and leading lady for him. It did average business. Played Fri., Sat. Weather: Real cool.—Oral O. Ledbetter, Howard Theatre, Monon, Ind. Rural and small town patronage. *

Grand Ole Opry (Rep)—Reissue. Weaver Bros. and Elviry. This is terrible—one that was slipped in by Republic that should have been junked ten years ago. Played Tues., Wed. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ***

Son of God's Country (Rep)—Monte Hale, Paul Hurst, Pamela Blake. This is just another Republic picture. People don't go for Monte Hale's pictures here. Played Saturday. Weather: Rain.—O. D. Conner, Gem Theatre, Cache, Okla. Small town patronage. *

20th CENTURY-FOX

An Ideal Husband (20th-Fox)—Paulette Goddard, Michael Wilding, Diana Wynward. I guess a lot of our people didn't like this one. We had several walkouts which is unusual here. Average attendance for Wednesday. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. ***

Iron Curtain, The (20th-Fox)—Dana Andrews, Gene Tierney, June Havoc. This is a fair spy picture. Business was fair the first night but fell off 50 per cent the second night. You can't make any money on this kind of stuff. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Late George Apley, The (20th-Fox)—Ronald Colman, Peggy Cummins, Edna Best. Boy, oh boy, we sure got stuck on this one. We thought it would be another "Kiss and Tell" picture but sure got a surprise and so did the people that turned out for it. We sure got it in the neck from the public and Fox got the same dose from us. The picture is weak and the whole thing is really corny. Here, anyway, there isn't enough action in it for a small town. I'd have been money ahead if I had not shown at all that last night. Played Wed., Thurs. Weather: Good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. **

Sitting Pretty (20th-Fox)—Robert Young, Maureen O'Hara, Clifton Webb. Extra advertising increased the boxoffice take 50 per cent. They enjoyed it immensely. All left smiling, which is most gratifying. Don't fail to give it your best spot. Played Fri., Sat., Sun. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont., Small town patronage. **

UNITED ARTISTS

On Our Merry Way (UA)—Paulette Goddard, Burgess Meredith, James Stewart. This feature was very disappointing as it was like these comedies placed together with three sets of stars: Stewart and Fonda, Lamour and Moore, MacMurray, Meredith and Goddard. Audience reaction not so good. Business slow. Used "Michael O'Halloran" as the co-feature. Played seven days, Wed. through Tues. Weather: Fine.—George O. Wiggin, Strand Theatre, Malden, Mass. First run patronage. ***

UNIVERSAL-INTERNATIONAL

Another Part of the Forest (U-I)—Fredric March, Dan Duryea, Edmond O'Brien. Our patrons don't go for this type of picture and we had a lot of squawks. Doubled with "Senator Was Indiscreet" and that helped to run up the film rental but not the gross. You can get along without this one. Played Wed., Thurs. Weather: Fair.—Mayme P. Musselman,

(Continued on page 14)

He Suggests Hollywood Put Ear to the Ground

To be a contributor to this department does not necessarily mean an exhibitor has to report on individual pictures, if he has something he wants to say about the general industry situation. For instance, here's a comment by John N. Allison, Vivian Theatre, Carlisle, Ind.:

"We exhibitors are in a business that is different from any other. As an example, if you go to a cafe and get a poor dinner, you don't go back. Or if your butcher gives you bad meat, you either give him hell or look for a new butcher.

"Not so with movies. A large percentage just stay away on the clucks but all come back for a good one . . . so it goes, year in and year out. The exhibitor's biggest headache is to keep from running as many clucks as he can.

"If Hollywood would only put its ear to the ground and give us more features like 'The Fuller Brush Man,' 'Sitting Pretty,' 'The Bride Goes Wild,' 'Wild Harvest' and 'The Mating of Millie,' the exhibitor wouldn't have to feel ashamed to meet his patrons on their way out."

Little Cassie Growing Up And Daddy Needs Work

OURS BEING the human interest department, this letter from Robert S. Morris of Salada, N. C., will be of interest to our readers:

"You printed a swell story about my daughter's birth in your October 6, 1944, edition. That was when Mrs. Morris and myself worked at the Ridgefield Playhouse, and we named our little girl, Cassie, after the Cassie in 'Kings' Row.' A soldier came back and reclaimed his job, leaving us unemployed.

"Now Cassie is four years old and her dad wishes some kind-hearted exhibitor would give him a booth job anywhere in the United States."

How about that? Can't have Cassie going without any Christmas, can we now?

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is nation release date. Production number is at right. Number in parentheses is running time, furnished by home office of distributor; checkup with local exchanges is recommende R—is review date. PG—is Picture Guide page number. Symbol ✪ indicates BOXOFFIC Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · REPUBLIC · RKO RADIO · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

JANUARY 24	JANUARY 31	FEBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 1
23 (66) Mus-Dr 906 **MARY LOU** Robert Lowery Joan Barton Glenda Farrell Frankie Carle R—Jan. 31—PG-895	(94) Drama 934 **I LOVE TROUBLE** F. Tone-J. Blair R—Feb. 28—PG-905 (72) Drama 933 ✪**PRINCE OF THIEVES** J. Hall—P. Morison R—Dec. 6—PG-879	5 (68) Drama 902 **WRECK OF THE HESPERUS** Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 **WOMAN FROM TANGIER** Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ◎**RELENTLESS** Robert Young R—Jan. 17—PG-892 19 (53) Western 965 **PHANTOM VALLEY** Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 **TO THE ENDS OF THE EARTH** Dick Powell Signe Hasso R—Jan. 24—PG-894		
24 (55) Western 853 **CHECK YOUR GUNS** Eddie Dean	31 (85) Drama 811 ✪**THE SMUGGLERS** Michael Redgrave R—Jan. 17—PG-892	7 (83) Drama 812 **ADVENTURES OF CASANOVA** Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 **TORNADO RANGE** Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 **TAKE MY LIFE** Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 **MAN FROM TEXAS** James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western **WESTWARD TRAIL** Eddie Dean
23 (98) Drama 814 **IF WINTER COMES** Walter Pidgeon Deborah Kerr Angela Lansbury R—Dec. 27—PG-885		6 (99) Drama 815 **HIGH WALL** Robert Taylor. Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 **TENTH AVENUE ANGEL** Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ✪**THREE DARING DAUGHTERS** Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900	
	31 (58) Western 4751 **OVERLAND TRAILS** Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 **SONG OF MY HEART** Frank Sundstrom R—Nov. 8—PG-871	7 (75) Drama 4709 **FIGHTING MAD** Joe Kirkwood jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 **PERILOUS WATERS** Don Castle Audrey Long Peggy Knudsen		22 (84) Drama AA7 **PANHANDLE** Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama **ROCKY** Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-95
				20 (90) Drama 4709 ✪**ALBUQUERQUE** Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 **CAGED FURY** Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama **SAIGON** Alan Ladd Veronica Lake R—Feb. 7—PG-89
Group 2 24 (102) Drama 806 **NIGHT SONG** Merle Oberon Dana Andrews Ethel Barrymore R—Nov. 15—PG-874	Reissue 30 (60) Western 884 **LAWLESS VALLEY** George O'Brien Group 3 31 (90) Comedy 811 **IF YOU KNEW SUSIE** R—Feb. 7—PG-897	Group 3 (61) Western 812 **WESTERN HERITAGE** Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 **THE FUGITIVE** Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ✪**BAMBI**		Special 28 (109) Com-Dr 852 ✪**THE BISHOP'S WIFE** Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 **TROUBLE IN SUNDOWN**	
		1 (61) Comedy 703 **CAMPUS HONEYMOON** Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899			22 (59) Western 753 **OKLAHOMA BADLANDS** Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 **MADONNA OF THE DESERT** R—Mar. 13—PG-911		
		Reissue 7 (70) Western HC14 **IN OLD MEXICO** William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 **TRAIL OF THE MOUNTIES** Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 **SILVER ON THE SAGE** William Boyd Gabby Hayes Russell Hayden	
(81) Drama 803 **THE TENDER YEARS** Joe E. Brown Richard Lyon Noreen Nash Charles Drake R—Dec. 6—PG-880		(91) Musical 802 **YOU WERE MEANT FOR ME** Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 **DANGEROUS YEARS** William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 805 **CALL NORTHSIDE 777** James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 **GENTLEMAN'S AGREEMENT** Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery **THE CHALLENGE** Tom Conway June Vincent R—Feb. 28—PG-9
	(90) Drama **MAN OF EVIL** James Mason Phyllis Calvert R—Feb. 7—PG-898						
		(97) Com-Dr **HOLIDAY CAMP** Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama 634 **A WOMAN'S VENGEANCE** Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 **SECRET BEYOND THE DOOR** Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-880			(98) Drama ✪**JASSY** Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-9
24 (126) Drama 714 **TREASURE OF SIERRA MADRE** Humphrey Bogart Walter Huston Tim Holt Bruce Bennett R—Jan. 10—PG-890		7 (95) Drama 715 **MY GIRL TISA** Lilli Palmer Sam Wanamaker R—Jan. 24—PG-893		21 (103) Drama 716 **VOICE OF THE TURTLE** Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 **I BECAME A CRIMINAL** Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Reissue 13 (102) Drama **ADVENTURE OF ROBIN HOOD** Errol Flynn Olivia de Havilland

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Buzzy Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reiss
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

(..) Western Reiss
LONE STAR PIONEE
"Wild Bill" Elliott

MARCH 20	MARCH 27	APRIL 3	APRIL 10	APRIL 17	APRIL 24	MAY 1	MAY 8
(63) Drama 920 TURN OF THE WHISTLER chael Duane nore Aubert chard Lane -Mar. 13—PG-912	25 (75) Drama 902 ADVENTURES IN SILVERADO R—Mar. 13—PG-912 25 (55) Western 966 WEST OF SONORA Starrett-Burnette R—Mar. 27—PG-916	30 (84) Drama 936 SIGN OF THE RAM Susan Peters R—Feb. 21—PG-904 30 (66) Mus-Com 952 SONG OF IDAHO Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-925	15 (69) Drama 909 PORT SAID Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (67) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	6 (75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929
(77) Drama 817 ENCHANTED VALLEY n Curtis-Ann Gwenn -Mar. 27—PG-915 (85) Drama 818 TOBER MAN n Mills -Mar. 20—PG-913	Reissues 27 (93) Drama 849 SUTTER'S GOLD Edward Arnold 27 (86) Drama 848 SEVEN SINNERS Marlene Dietrich John Wayne	3 (102) Drama 816 RUTHLESS Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 THE NOOSE HANGS HIGH Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 THE COBRA STRIKES Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893
(76) Comedy 818 IAS A GENTLEMAN llace Beery n Drake rothy Patrick -Jan. 31—PG-895	26 (98) Comedy 819 BRIDE GOES WILD Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 B. F.'s DAUGHTER Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903		20 (92) Drama 821 SUMMER HOLIDAY Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 TARZAN'S SECRET TREASURE Weissmuller-O'Sullivan 30 (71) M'drama 823 TARZAN'S NEW YORK ADVENTURE	30 (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916	
ssue (60) Drama 4710 SE OF THE RIO GRANDE vita n Carroll	21 (67) Drama 4708 ANGELS' ALLEY Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 OKLAHOMA BLUES Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 7 (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 CROSSED TRAILS Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 CAMPUS SLEUTH Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely
	26 (67) Drama 4712 MR. RECKLESS William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 UNCONQUERED Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			30 (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908	
cial (134) Comedy 868 I REMEMBER MAMA ne Dunne rbara Bel Geddes ar Homolka lip Dorn -Mar. 13—PG-911		Special 3 (120) Drama 869 MIRACLE OF THE BELLS Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907		Special 17 (128) West-Dr 870 FORT APACHE Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 TIMBER STAMPEDE		Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919
(87) Drama 705 SIDE STORY rsha Hunt lliam Lundigan arles Winninger l Patrick ne Lockhart -Apr. 3—PG-918	25 (58) M'drama 706 LIGHTNIN' IN THE FOREST Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 BILL AND COO George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 CALIFORNIA FIREBRAND R—May 8—PG-928		15 (60) Western 754 BOLD FRONTIERSMAN Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 OLD LOS ANGELES William Elliott John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 25 (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R. Lowery R—May 8—PG-929	
			Reissue 10 (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden				Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden
(69) Mystery 808 LF PAST MIDNIGHT nt Taylor ggy Knudsen -Feb. 21—PG-903	(96) Drama 809 AN IDEAL HUSBAND Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 SITTING PRETTY Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 MEET ME AT DAWN William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 LET'S LIVE AGAIN John Emery R—Feb. 21—PG-903 (66) Drama 814 13 LEAD SOLDIERS Tom Conway		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920
				(111) Comedy LAFF-TIME William Tracy (60) Documentary KINGS OF THE OLYMPICS Bill Slater R—Mar. 6—PG-909	(120) Drama ARCH OF TRIUMPH Ingrid Bergman Charles Boyer R—Feb. 21—PG-904		
(104) Drama 650 DOUBLE LIFE nald Colman gne Hasso mond O'Brien -Jan. 3—PG-887	(96) Drama 651 NAKED CITY Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 BLACK BART Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 21—PG-986	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman Greta Gynt Dennis Price R—May 22—PG-936
	27 (94) Comedy 719 APRIL SHOWERS Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 720 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 WINTER MEETING Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(75) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

(..) Drama New Rel
FILE 649, STATE DEPARTMENT
William Lundigan

(..) Drama New Rel
DAUGHTER OF RAMONA
Phillip Reed
Martha Vickers

(..) Drama New Rel
ALASKA PATROL
Richard Travis
Helen Westcott

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH-FOX UNITED ARTISTS UNIV.-INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MAY 15	MAY 22	MAY 29	JUNE 5	JUNE 12	JUNE 19	JUNE 26	JULY 3
COLUMBIA	13 (67) Drama 921 TRAPPED BY BOSTON BLACKIE R—May 8—PG-929 13 (54) Western 963 WHIRLWIND RAIDERS Starrett-Burnette R—May 22—PG-936		29 (87) Drama 938 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941				28 (93) Comedy FULLER BRUSH M Red Skelton R—May 15—PG-93 1 (55) Western BLAZING ACROSS T PECOS R—July 17—PG-95
EAGLE LION	12 (57) Western 857 PRAIRIE OUTLAWS Eddie Dean	19 (66) Drama 821 ASSIGNED TO DANGER Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 822 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-94
M-G-M			(113) Drama 826 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107) Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926	
MONOGRAM	16 (56) Western 4756 FRONTIER AGENT Johnny Mack Brown Raymond Hatton		23 (72) Drama 4716 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-93
PARAMOUNT	14 (58) Drama 4715 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906		28 (95) Drama 4716 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106) Musical 4 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928
RKO RADIO		Group 3 22 (68) Drama 813 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 814 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr THE BEST YEARS OI OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769
REPUBLIC	10 (60) M'drama 709 KING OF GAMBLERS Janet Martin R—May 29—PG-938 13 (60) Western 755 CARSON CITY RAIDERS Allan "Rocky" Lane R—June 5—PG-939		25 (85) Drama 710 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (60) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama TRAIN TO ALCATRA Don Barry Janet Martin R—July 17—PG-952
SCREEN GUILD		21 (76) Drama 4705 THE PRAIRIE Lenore Aubert Alan Baxter		Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau	
20TH-FOX	(87) Drama 816 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 ARTHUR TAKES OVER Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 820 ANNA KARENINA Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950
UNITED ARTISTS						15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932	
UNIV.-INT'L.	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906			(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-94
WARNER BROS.	15 (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923		29 (110) Drama 725 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical ROMANCE ON TH HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-94
MISCELLANEOUS	**SRO** (131) Drama 103 DUEL IN THE SUN Jennifer Jones Gregory Peck Joseph Cotten Lionel Barrymore R—Jan. 11—PG-780	(96) Comedy 206 MR. BLANDINGS BUILDS HIS DREAM HOUSE Cary Grant Myrna Loy Melvyn Douglas Louise Beavers R—April 3—PG-917	(117) Drama 105 THE PARADINE CASE Gregory Peck Valli Ann Todd Ethel Barrymore R—Jan. 3—PG-888	**BRITISH** (61) Docum-Dr Eng. Films CHILDREN ON TRIAL R—Nov. 29—PG-878 (80) Musical Four Continents SPRINGTIME R—Feb. 14—PG-902	(89) Drama Eng. Films SHOWTIME R—June 12—PG-942 (72) Musical Bell CHAMPAGNE CHARLIE R—Aug. 14—PG-960		**MISC.** (70) Alexander Dr THE FIGHT NEVER ENDS R—Mar. 6—PG-909 (73) Documentary Target Film STRANGE VICTORY R—July 24—PG-95	

JULY 10	JULY 17	JULY 24	JULY 31	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28
] (77) Drama 904 HUNDERHOOF eston Foster ary Stuart illiam Bishop –July 10—PG-949			31 (90) S'Western 939 ⓒCORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George Macready Edgar Buchanan Rhys Williams R—July 10—PG-949
		21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne
(103) Musical 829 ⓒEASTER PARADE ed Astaire dy Garland ter Lawford n Miller –May 29—PG-938	(113) Com-Mus 831 ⓒA DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946			(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914			
(55) Western 4762 WBOY CAVALIER nmy Wakely annonball'' Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 ⓒ16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944		22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor
issue (126) Dr R7-3508 E CRUSADES retta Young nry Wilcoxon		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941	
	Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 ⓒMELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934		(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958
	15 (70) Outd'r-Mus 732 ⓒEYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953		25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden
	Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves
(102) Drama 824 NE OWN EXECUTIONER rgess Meredith –June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power (92) Drama 633 SLAVE SHIP Wallace Beery	(106) Musical 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 ⓒTHAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray Jean Rogers R—Oct. 30—PG-982	(70) Outd'r-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957
(89) Drama UR FACES WEST el McCrea ances Dee arles Bickford –May 22—PG-933			30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957		
(83) Comedy 664 BOTT & COSTELLO MEET FRANKEN-STEIN bott & Costello n Chaney la Lugosi –July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wendell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943		(109) Drama 668 ⓒTAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964
	Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 ⓒLIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950	21 (86) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955	

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo
Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart
Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers
Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids
Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH-FOX UNITED ARTISTS UNIV.-INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	SEPTEMBER 4	SEPTEMBER 11	SEPTEMBER 18	SEPTEMBER 25	OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 2
COLUMBIA	31 (79) Western 982 THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973	16 (76) Western 903 BLACK EAGLE, THE STORY OF A HORSE William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91) Drama 128 WALK A CROOKED MILE Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 SINGIN' SPURS Hoosier Hotshots	30 (70) Spec-Act 104 TRIPLE THREAT Richard Crane Gloria Henry R—Oct. 9—PG-975	7 (68) Drama 113 I SURRENDER DEAR Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (..) Western EL DORADO PASS Charles Starrett Smiley Burnette Elena Verdugo	21 (59) Outd'r-Dr RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977
EAGLE LION	(79) Outd'r-Dr 830 NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary 902 OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971		(62) Drama 903 IN THIS CORNER Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966	Reissues (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone (117) Drama 737 MY SON, MY SON Brian Aherne	(83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961		(61) Mys-Dr BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-96
M-G-M	3 (98) Musical 901 LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962			24 (90) Comedy 902 A SOUTHERN YANKEE Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958		8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960		
MONOGRAM	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953 (65) M'drama 4802 JOE PALOOKA IN WINNER TAKE ALL R—Aug. 28—PG-963		(107) Biog-Dr AA10 THE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955	(87) Comedy AA8 THE DUDE GOES WEST Eddie Albert Gale Storm R—May 1—PG-926 (56) Western THE RANGERS RIDE Jimmy Wakely	3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	12 (74) Western AA11 BAD MEN OF TOMBSTONE Barry Sullivan 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys	
PARAMOUNT	3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George Macready George Coulouris Henry Travers R—July 19—PG-944			24 (89) Drama 4801 SORRY, WRONG NUMBER Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956		8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951
RKO RADIO	(114) Com-Dr 962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring Frank McHugh R—July 31—PG-956	11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948	(63) Mystery 905 BODYGUARD Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 907 DESIGN FOR DEATH R—Jan. 1—PG-893 18 (79) M'drama 821 RACE STREET George Raft R—July 3—PG-948		(92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum Gary Gray R—Aug. 7—PG-958		
REPUBLIC	29 (67) Outd'r-Mus 733 NIGHTTIME IN NEVADA Roy Rogers Adele Mara Andy Devine R—Oct. 30—PG-981	3 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane	15 (60) Western 757 DESPERADOES OF DODGE CITY R—Sept. 11—PG-968 15 (60) Western 741 SON OF GOD'S COUNTRY R—Sept. 25—PG-971		1 (90) Drama 714 MOONRISE Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 1 (60) Western 758 DENVER KID			
SCREEN GUILD	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown	17 (69) Docum. 4803 SOS SUBMARINE R—Oct. 16—PG-977 24 (81) Drama HARPOON John Bromfield Alyce Louis	Reissues 24 (108) Comedy S-7 DUKE OF WEST POINT Louis Hayward Joan Fontaine 24 (88) Comedy S-8 MISS ANNIE ROONEY Shirley Temple		8 (93) Drama THE MOZART STORY Hans Holt Winnie Markus Irene von Meydendorff		22 (64) Western STAGECOACH WAR William Boyd Russell Hayden
20TH FOX	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965	(78) Drama 822 ESCAPE Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(139) Drama 638 FOREVER AMBER Linda Darnell Cornell Wilde R—Oct. 18—PG-866 (64) Mystery 839 THE CREEPER Eduardo Cinelli	(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-96
UNITED ARTISTS	(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd	26 (126) West-Dr 585 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(57) Docum 586 OLYMPIC CAVALCADE Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama URUBU George Breakstone R—Aug. 21—PG-961	1 (81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western STRANGE GAMBLE William Boyd	16 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray R—Sept. 4—PG-966 15 (57) Documentary THE ANGRY GOD R—Oct. 30—PG-982	(83) Drama PLOT TO KILL ROOSEVELT Selected Films R—Nov. 6—PG-983
UNIV. INT'L	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966						
WARNER BROS.	4 (86) Mus-Com 801 TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958			25 (80) Drama 802 ROPE James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963		9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-97
MISCELLANEOUS	FOREIGN Language (90) Drama Siritzky FARREBIQUE R—May 8—PG-929 (87) Fantasy Lopert BEAUTY AND THE BEAST R—May 8—PG-929	(80) Comedy Duke Int'l VOYAGE SURPRISE R—May 22—PG-936 (100) Drama Discina Int'l THE DAMNED R—May 29—PG-938	(90) Drama Lopert ROOM UPSTAIRS Marlene Dietrich R—June 5—PG-939 (128) Drama Siritzky Int'l MARIUS R—June 19—PG-944	(100) Drama Best Films JEALOUSY R—June 19—PG-943 (130) Drama Siritzky-Int'l THEY ARE NOT ANGELS R—June 26—PG-946	(100) Drama Schaefer DAY OF WRATH R—June 26—PG-945 (92) Com-Drama Oxford Films FRIC-FRAC R—July 3—PG-948	(105) Drama Siritzky-Int'l NAIS R—July 3—PG-947 (75) Documentary Mayer-Burystyn THE ILLEGALS R—July 17—PG-952	(88) Drama Discina Int'l BLIND DESIRE R—July 17—PG-952 (90) Comedy Siritzky-Int'l PORTRAIT OF INNOCENCE R—July 24—PG-954	(81) Drama Creative FRANCOIS VILLON R—Aug. 14—PG-96 (96) Drama Artkino MURDERERS AMO US

OCTOBER 30

(98) Drama
THE LOVES OF CARMEN
ita Hayworth
—Aug. 21—PG-961

(79) Super West 130
THE UNTAMED BREED
—Oct. 23—PG-979

eissues

(119) Adv. 738
OUNT OF MONTE CRISTO
obert Donat

(102) Adv. 739
ON OF MONTE CRISTO
uis Hayward

(71) Documentary
THE SECRET LAND
ommentators
obert Montgomery
obert Taylor
an Heflin
—Aug. 28—PG-963

(57) Western 4764
UTLAW BRAND
mmy Wakely
ristine Larson

(92) Outd'r-Dr 906
TATION WEST
ck Powell
ne Greer
gnes Moorehead
url Ives
—Sept. 4—PG-966

(60) M'drama 713
DDE OF SCOTLAND YARD
—Sept. 18—PG-970

eissue
(..) Outd'r-Mus
HINE ON HARVEST MOON

(95) M'drama 841
RY OF THE CITY
ictor Mature
ichard Conte
red Clark
helley Winters
—Sept. 25—PG-972

NOVEMBER 6

6 (83) Drama 4804
SEALED VERDICT
Ray Milland
Florence Marly
Broderick Crawford
John Holt
R—Sept. 11—PG-967

(110) Mus-Com
A SONG IS BORN
Danny Kaye
Virginia Mayo
Steve Cochran
Esther Dale
R—Aug. 28—PG-964

1 (86) Drama 720
ANGEL ON THE AMAZON
George Brent

5 (60) Western 861
SUNDOWN IN SANTA FE
Allan "Rocky" Lane

6 (60) Western
DEAD MAN'S GOLD
Lash Larue
Fuzzy St. John

5 (94) Comedy 595
MY DEAR SECRETARY
Laraine Day
Kirk Douglas
Keenan Wynn
Helen Walker
Rudy Vallee
R—Sept. 11—PG-968

(79) Drama 681
KISS THE BLOOD OFF MY HANDS
Burt Lancaster
Joan Fontaine
Robert Newton
R—Oct. 16—PG-978

NOVEMBER 13

11 (75) Drama 119
LEATHER GLOVES
Cameron Mitchell
Virginia Grey
Jane Nigh
Sam Levene
R—Nov. 13—PG-985

12 (96) Comedy 904
NO MINOR VICES
Dana Andrews
Lilli Palmer
Jane Wyatt
Louis Jourdan
R—Oct. 9—PG-976

7 (55) Western 4758
GUNNING FOR JUSTICE
Johnny Mack Brown
Evelyn Finley
Raymond Hatton

12 (82) Western
LAST OF THE WILD HORSES
James Ellison
Jane Frazee
Mary Beth Hughes

(95) Drama 844
ROAD HOUSE
Ida Lupino
Cornel Wilde
Richard Widmark
Celeste Holm
R—Oct. 2—PG-974

(86) M'drama
ROGUES' REGIMENT
Dick Powell
Marta Toren
Vincent Price
Stephen McNally
R—Oct. 9—PG-975

13 (97) Comedy 805
JUNE BRIDE
Bette Davis
Robert Montgomery
Fay Bainter
Betty Lynn
Tom Tully
R—Oct. 23—PG-979

NOVEMBER 20

18 (66) Drama 118
RACING LUCK
Gloria Henry
Stanley Clements
David Bruce
R—Nov. 6—PG-983

14 (85) Comedy 907
LET'S LIVE A LITTLE
Hendy Lamarr
Robert Cummings
Anna Sten
Robert Shayne
R—Oct. 30—PG-981

14 (110) Drama
TEMPTATION HARBOR
Simone Simon
Robert Newton

19 (101) Comedy 4805
MISS TATLOCK'S MILLIONS
John Lund
Wanda Hendrix
Barry Fitzgerald
Monty Woolley
R—Sept. 18—PG-970

(88) Drama
BLOOD ON THE MOON
Robert Mitchum
Barbara Bel Geddes
Robert Preston
Walter Brennan
R—Nov. 13—PG-985

15 (67) Outd'r-Mus 734
GRAND CANYON TRAIL
Roy Rogers
Jane Frazee

19 (62) Adv.
THUNDER IN THE PINES
George Reeves
Ralph Byrd

(98) Com-Dr 845
WHEN MY BABY SMILES AT ME
Betty Grable
Dan Dailey
Jack Oakie
June Havoc
R—Nov. 13—PG-986

19 (71) Drama 593
HIGH FURY
Madeleine Carroll
Ian Hunter
Michael Rennie
R—Nov. 13—PG-985

NOVEMBER 27

(89) Com-Fantasy
THE RETURN OF OCTOBER
Glenn Ford
R—Oct. 23—PG-979

(81) M'drama 132
THE GALLANT BLADE
Larry Parks
R—Oct. 23—PG-979

21 (80) Drama 910
HE WALKED BY NIGHT
Richard Basehart
Scott Brady
Roy Roberts
Whit Bisaell
R—Nov. 13—PG-986

26 (125) Drama 906
THE THREE MUSKETEERS
Lana Turner
Gene Kelly
June Allyson
Van Heflin
R—Oct. 16—PG-978

21 (56) Western 4768
COURTIN' TROUBLE
Jimmy Wakely
"Cannonball" Taylor

24 (..) Western
RENEGADES OF SONORA
Allan "Rocky" Lane
Reissue

31 (72) Comedy 8601
SCATTERBRAIN
Judy Canova

27 (60) Western
MARK OF THE LASH
Lash LaRue
Fuzzy St. John

(87) Western 846
BELLE STARR'S DAUGHTER
Rod Cameron
R—Oct. 30—PG-982

(65) Drama 847
BUNGALOW 13
Tom Conway

27 (98) Drama 806
FIGHTER SQUADRON
Edmond O'Brien
Robert Stack
John Rodney
Henry Hull
Tom D'Andrea

DECEMBER 4

2 (..) Western
QUICK ON THE TRIGGER
Charles Starrett
Smiley Burnette
Helen Parrish

(73) Act-Dr 908
MILLION DOLLAR WEEKEND
Gene Raymond
Stephanie Paull
Frances Lederer
Patricia Shay
R—Oct. 16—PG-977

(..) Musical
WORDS AND MUSIC
Mickey Rooney
Tom Drake
Betty Garrett
Janet Leigh

28 (80) Cost-Dr 4725
KIDNAPPED
Roddy McDowall
Sue England
Dan O'Herlihy
Roland Winters
R—Sept. 18—PG-969

3 (60) Drama 4806
DISASTER
Richard Denning
Trudy Marshall
Will Wright
Jack Lambert
R—Oct. 23—PG-980

(..) Com-Dr 992
SO DEAR TO MY HEART
Bobby Driscoll
Luana Patten
Beulah Bondi

1 (87) Western 721
THE PLUNDERERS
Rod Cameron
Ilona Massey
R—Nov. 6—PG-982
Reissue

31 (68) Comedy 8602
YOKEL BOY

3 (62) Outd'r-Dr
SHEP COMES HOME
Robert Lowery
Margia Dean

(70) Drama 848
JUNGLE PATROL
Kristine Miller
Mickey Knox
Arthur Franz
Gene Reynolds
R—Sept. 25—PG-972

(77) Mus-Com
THE COUNTESS OF MONTE CRISTO
Sonja Henie
Olga San Juan

(..) Comedy
MEXICAN HAYRIDE
Abbott-Costello

DECEMBER 11

(99) Drama
THE MAN FROM COLORADO
Glenn Ford
William Holden
Ellen Drew
R—Nov. 20—PG-988

(91) Drama
HILLS OF HOME
Lassie
Edmund Gwenn
Janet Leigh
Tom Drake
R—Oct. 9—PG-976

5 (..) Western
HIDDEN DANGER
Johnny Mack Brown
Raymond Hatton

(105) Com-Fantasy 850
UNFAITHFULLY YOURS
Rex Harrison
Linda Darnell
Barbara Lawrence
Rudy Vallee
R—Oct. 9—PG-976

(100) Comedy
YOU GOTTA STAY HAPPY
Joan Fontaine
James Stewart
Eddie Albert
Roland Young
R—Nov. 6—PG-984

DECEMBER 18

(..) Outd'r-Dr
JUNGLE JIM
Johnny Weissmuller
Virginia Grey

16 (..) Mus-West
SMOKY MOUNTAIN MELODY
Roy Acuff

12 (..) Comedy
JIGGS AND MAGGIE IN COURT
Joe Yule
Renie Riano

(85) Comedy 908
EVERY GIRL SHOULD BE MARRIED
Cary Grant
Franchot Tone
Betsy Drake
Diana Lynn
Alan Mowbray
R—Nov. 20—PG-987

Reissues
(..) Drama
ANGELS WITH DIRTY FACES
Cagney-O'Brien

(..) Drama
THEY DRIVE BY NIGHT
Raft-Sheridan

FOREIGN Language

(105) Drama
Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-968

(105) Drama
Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

(77) Documentary
Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama
Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy
Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy
Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama
Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr
Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama
Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama
Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978

(87) Drama
Discina Int'l
RUY BLAS
R—Oct. 23—PG-980

(102) Drama
Film Right Int'l
BACK STREETS OF PARIS
R—Oct. 30—PG-981

(98) Musical
Clasa-Mohme
LA REINA DEL TROPICO

(100) Drama
Films Int'l
WOMAN HUNT
R—Nov. 6—PG-984

(103) Drama
Vesuvio Films
MALACARME
R—Nov. 6—PG-984

(77) Drama
Lopert
LONG IS THE ROAD
R—Nov. 20—PG-987

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
947	Abbott & Costello Meet Frankenstein	(83)	U-I	7- 3-48	+	+	+	+	+	±	±	7+ 2–
987	Accused, The	(100)	Para.	11-20-48	‡	±	‡		‡			7+ 1–
956	Adventures of Gallant Bess	(73)	EL	7-31-48	±	±	±	±		±	‡	7+ 5–
906	All My Sons	(94)	U-I	2-28-48	‡	+	+	‡	‡	+	‡	11+
965	An Act of Murder	(91)	U-I	9- 4-48	+	+		‡	+	+		6+
982	Angry God, The	(57)	UA	10-30-48	=	=		±			±	2+ 6–
925	Anna Karenina	(111)	20-Fox	5- 1-48	+	±		+	+	+	+	6+ 1–
924	Another Part of the Forest	(107)	U-I	4-24-48	‡	+	+	+	‡	+	+	9+
969	Apartment for Peggy	(96)	20-Fox	9-18-48	‡	+	+		‡	‡	‡	10+
978	Appointment With Murder	(67)	FC	10-16-48	±		±	±	±			4+ 4–
904	Arch of Triumph	(120)	UA	2-21-48	+	+	+	+	‡	±	+	8+ 1–
913	Are You With It?	(90)	U-I	3-20-48	+	±	+	+	+	±		6+ 2–
923	Argyle Secrets, The	(63)	FC	4-24-48	+	±	±		+			4+ 2–
917	Arizona Ranger, The	(63)	RKO	4- 3-48	+		±	+	+	±		5+ 2–
953	Arkansas Swing	(65)	Col.	7-24-48	±					±		2+ 2–
922	Arthur Takes Over	(63)	20-Fox	4-17-48	+	±	±	±	+	–		5+ 4–
929	Assigned to Danger	(65)	EL	5- 8-48	±	±	+		±	±	+	6+ 4–
	B											
955	Babe Ruth Story, The	(107)	Mono.	7-31-48	‡	‡	‡	‡	‡	+	±	12+ 1–
942	Bad Sister	(90)	U-I	6-12-48	±	–		±		±	±	4+ 5–
982	Belle Starr's Daughter	(87)	20-Fox	10-30-48	±	±	±	+	+			5+ 3–
903	B. F.'s Daughter	(108)	MGM	2-21-48	+	±	+	+	±	+		6+ 2–
969	Behind Locked Doors	(61)	EL	9-18-48	+	±	±		±	±		5+ 4–
919	Berlin Express	(86)	RKO	4-10-48	‡	+	+	‡	‡	‡	+	11+
929	Best Man Wins	(75)	Col.	5- 8-48	+	±	+		±	+		5+ 2–
964	Betrayal, The	(183)	Astor	8-28-48	±		–				–	1+ 2–
944	Beyond Glory	(82)	Para.	6-19-48	±	±	±	±	+	+	‡	8+ 5–
915	Big City	(111)	MGM	3-27-48	+	+	+	+	+	+	+	7+
904	Big Clock, The	(95)	Para.	2-21-48	+	+	+	+	‡	‡	‡	10+
937	Big Punch, The	(80)	WB	5-29-48	±	±	±	+	+	±	±	7+ 5–
933	Big Town Scandal	(62)	Para.	5-22-48	±	±	±	+	±	±	±	7+ 6–
887	Bill and Coo	(61)	Rep.	1- 3-48	+	±	+	‡	‡	‡	+	10+ 1–
949	Black Arrow, The	(76)	Col.	7-10-48	+	±	+		±	+	+	6+ 2–
897	Black Bart	(80)	U-I	2- 7-48	±	±	+	±	+	±		6+ 4–
965	Black Eagle, The Story of a Horse	(76)	Col.	9- 4-48	+	±	±		±	±	±	6+ 5–
	Back Trail	(54)	Mono.				–				±	1+ 2–
969	Blanche Fury	(93)	EL	9-18-48	–	±		+	–	+		3+ 3–
951	Blazing Across the Pecos	(55)	Col.	7-17-48	±				+	±		3+ 2–
935	Blonde Ice	(73)	FC	5-22-48	±		+		+		±	4+ 3–
941	Blondie's Reward	(67)	Rep.	6-12-48	±		+		+	±		4+ 2–
985	Blood on the Moon	(87)	RKO	11-13-48	‡	±	±	±	+	+	+	8+ 3–
965	Bodyguard	(62)	RKO	9- 4-48	+	±	±	+	+	+		6+ 2–
925	Bold Frontiersman, The	(60)	Rep.	5- 1-48	+		+	+	+	±	±	6+ 2–
	Borrowed Trouble	(..)	UA				±				±	2+ 2–
897	Boy With the Green Hair	(82)	RKO	11-20-48	±	+	‡	‡	‡			8+ 1–
936	Brothers, The	(90)	U-I	5-22-48	+	±		+	–	+		4+ 2–
	Bungalow 13	(65)	20-Fox			±			+	±	±	4+ 3–
	C											
928	California Firebrand	(63)	Rep.	5- 8-48	+		+	+	+	±	±	6+ 2–
935	Campus Sleuth	(57)	Mono.	5-22-48	–	±	±				–	2+ 4–
946	Canon City	(83)	EL	6-26-48	‡	±	‡	‡	‡	+	‡	12+ 1–
939	Carson City Raiders	(60)	Rep.	6- 5-48	+		+	±	±	±	±	6+ 4–
932	Casbah	(94)	U-I	5-15-48	+	±	±	+	+	±	±	7+ 4–
957	Checkered Coat, The	(67)	20-Fox	8- 7-48	±	±	±		–	±	±	5+ 6–
921	Close-Up	(76)	EL	4-17-48	±	±	±		±	±	+	6+ 5–
941	Cobra Strikes, The	(62)	EL	6-12-48	±	–				±	±	3+ 4–
970	Code of Scotland Yard	(60)	Rep.	9-18-48	+	±	±	‡	+	+	±	8+ 3–
940	Coroner Creek	(90)	Col.	6- 5-48	‡	+	‡	‡		+	±	9+ 1–
943	Corridor of Mirrors	(96)	U-I	6-19-48	–	+			±			2+ 3–
	Counterfeiters, The	(73)	20-Fox			±	+		±	±	±	5+ 4–
984	Countess of Monte Cristo, The	(77)	U-I	11- 6-48	±	±	±	+	+			5+ 3–
	Creeper, The	(63)	20th-Fox			–	±		–	–	±	2+ 5–
	Crossed Trails	(53)	Mono.				±		±		±	3+ 3–
972	Cry of the City	(95)	20-Fox	9-25-48	±	+	+	+	‡	‡	+	9+ 1–
	D											
955	Daredevils of the Clouds	(60)	Rep.	7-31-48	+	±	±	+	±	±	±	7+ 5–
946	Date With Judy, A	(113)	MGM	6-26-48	‡	‡	‡		+	‡	‡	11+
	Dead Don't Dream, The	(..)	UA				±				±	2+ 2–
946	Dear Murderer	(90)	U-I	5-22-48	±	±		±	±	±	+	6+ 5–
948	Deep Waters	(85)	20-Fox	7- 3-48	‡	±	±	+	+	+	±	8+ 3–
896	Design for Death	(48)	RKO	1-31-48	+			+	±	+		4+ 1–
968	Desperadoes of Dodge City	(60),	Rep.	9-11-48	+		+		±			3+ 1–
926	Devil's Cargo	(61)	FC	4-10-48	±		±	±	–			3+ 4–
980	Disaster	(60)	Para.	10-23-48	±	–	±					2+ 3–
961	Docks of New Orleans	(70)	Mono.	8-21-48	±	–	±	±	±		±	5+ 6–
927	Dream Girl	(86)	Para.	5- 8-48	+	±	‡	±	‡	+	‡	10+ 2–
926	Dude Goes West, The	(87)	Mono.	5- 1-48	+	+		+	‡	+	+	7+
986	Dulcimer Street	(112)	U-I	11-13-48	±	±		±	+			4+ 3–
988	Dynamite	(67)	Para.	11-20-48	±	–	+		±			3+ 3–
	E											
928	Easter Parade	(103)	MGM	5-29-48	‡	‡	‡	‡	‡	‡	‡	14+
955	Embraceable You	(80)	WB	8-31-48	±	±	±		+	±	±	6+ 5–
928	Emperor Waltz, The	(106)	Para.	5- 8-48	‡	‡	‡	‡	‡	‡		12+
945	End of the River	(80)	U-I	6-26-48	+	±		+	+	+		5+ 1–
940	Escape	(78)	20-Fox	6- 5-48	±	±		‡	–	±	+	6+ 4–
987	Every Girl Should Be Married	(85)	RKO		+	±	‡	+	‡			7+ 1–
953	Eyes of Texas, The	(70)	Rep.	7-24-48	±		+	±	+	±		5+ 3–
	F											
943	Feudin', Fussin and a-Fightin'	(77)	U-I	6-19-48	±	±	+	‡	±	±	±	8+ 5–
989	Fighter Squadron	(98)	WB	11-27-48	+	+			‡			4+
982	Fighting Back	(61)	20-Fox	10-30-48	–				±	±		2+ 3–
931	Fighting Father Dunne	(93)	RKO	5-15-48	+	‡	±	+	+	+	±	8+ 2–
966	For the Love of Mary	(90)	U-I	9- 4-48	+	±	+	+	±	+	±	7+ 3–
941	Foreign Affair, A	(116)	Para.	6-12-48	‡	‡	+	‡	‡	+	‡	12+
911	Fort Apache	(127)	RKO	3-13-48	+	±	+	+	+	‡	‡	9+ 1–
933	Four Faces West	(89)	UA	5-22-48	+	‡	+	+	+	+	±	8+ 1–
927	French Leave	(64)	Mono.	5- 8-48	+	±	±		±		±	5+ 4–
932	Fuller Brush Man, The	(92)	Col.	5-15-48	+	+	+	‡	‡	+	+	9+
920	Fury at Furnace Creek	(88)	20-Fox	4-10-48	‡	+	+	+	+	+	+	8+
	G											
979	Gallant Blade, The	(81)	Col.	10-23-48	+	±	+	±	±	+	±	7+ 4–
938	Gallant Legion, The	(88)	Rep.	5-29-48	‡	±	+	+	+	±	±	8+ 3–
942	Gay Intruders, The	(70)	20-Fox	6-12-48	+	±		+		±		4+ 2–
973	Gentleman From Nowhere	(66)	Col.	10- 2-48	+	±	±		–	±	±	5+ 5–
972	Girl From Manhattan, The	(81)	UA	9-25-48	–		–	±	+	±		3+ 4–
937	Give My Regards to Broadway	(89)	20-Fox	5-29-48	‡	+	+	‡	‡	+	+	10+
	Golden Eye, The	(69)	Mono.			±	±		+		–	3+ 3–
956	Good Sam	(114)	RKO	7-31-48	‡	‡	+	‡		±	±	9+ 2–
989	Grand Canyon Trail	(67)	Rep.	11-27-48	±				+			2+ 1–
925	Green Grass of Wyoming	(89)	20-Fox	5- 1-48	‡	+	+		+	+		6+
931	Guns of Hate	(61)	RKO	5-15-48	±		±	+		±		4+ 3–
	H											
851	Hal Roach Comedy Carnival	(Curley and The Fabulous Joe)	(112)	UA	8-30-47	±	±		‡	+	±		6+ 3–
950	Hamlet	(155)	U-I	7-10-48	‡	‡		‡	‡	‡	‡	12+
990	Harpoon	(81)	SG	11-27-48	±							1+ 1–
922	Hatter's Castle	(105)	Para.	4-17-48	±	±		±		±	±	5+ 5–
911	Hawk of Powder River, The	(54)	EL	3-13-48	±		–	±				2+ 3–
914	Hazard	(100)	Para.	3-20-48	+	±	+	+	±	±	±	7+ 4–
929	Heart of Virginia	(60)	Rep.	5- 8-48	±	±	±	±	+			5+ 4–
921	Here Comes Trouble	(54)	UA	4-17-48	+	±	+	+			±	5+ 2–
986	He Walked by Night	(80)	EL	11-13-48	+	+		+	+			4+
985	High Fury	(71)	UA	11-13-48	±	±	+	±	+			5+ 3–
976	Hills of Home	(97)	MGM	10- 9-48	+	±	+	+	‡	‡		8+ 1–
961	Hollow Triumph	(83)	EL	8-21-48	+	±	+	+	+	±	+	7+ 2–
920	Homecoming	(113)	MGM	4-10-48	‡	+	‡	+	‡	+	+	10+
	Homicide for Three	(60)	Rep.				±		±			2+ 2–
898	Hunted, The	(85)	Mono.	2- 7-48	+	+	–	+		+		4+ 1–
	I											
934	I, Jane Doe	(85)	Rep.	5-22-48	±	±	±	+	±	±	±	7+ 6–
985	Indian Agent	(64)	RKO	11-13-48	+		±		+			3+ 1–
975	I Surrender, Dear	(68)	Col.	10- 9-48	+	±		–		±		3+ 3–
927	I Wouldn't Be In Your Shoes	(72)	Mono.	2-14-48	±	±	±	±	±	–	±	6+ 7–
966	Innocent Affair, An	(90)	UA	9- 4-48	+	+	±	+	+	+	±	7+ 2–
975	Inner Sanctum	(62)	FC	10- 9-48	–				±			1+ 2–
966	In This Corner	(63)	EL	9- 4-48	±	±	+		+	±		5+ 3–
931	Iron Curtain, The	(87)	20-Fox	5-15-48	+	‡	‡	+	‡	±	‡	11+ 1–
962	Isn't It Romantic?	(87)	Para.	8-21-48	+	–	–	+	–	+		3+ 3–
	J											
935	Jinx Money	(69)	Mono.	5-22-48	+	±	±		±		±	5+ 4–
982	Joan of Arc	(145)	RKO	10-30-48	‡	‡	‡	‡			‡	10+
963	Joe Palooka in Winner Take All	(64)	Mono.	8-28-48	+	±	±	+			±	5+ 3–
970	Johnny Belinda	(102)	WB	9-18-48	‡	‡	‡	‡	‡	+	+	12+
960	Julia Misbehaves	(99)	MGM	8-14-48	‡	+	+	‡	‡	‡	+	11+
979	June Bride	(97)	WB	10-23-48	‡	+	+	‡	‡	‡	+	11+
972	Jungle Patrol	(70)	20-Fox	8-25-48	+	‡	‡	+	+			7+
	K											
949	Key Largo	(101)	WB	7-10-48	+	‡	+	‡	‡	‡	+	11+
969	Kidnapped	(80)	Mono.	9-18-48	‡		+	+	+	+		6+
938	King of the Gamblers	(60)	Rep.	5-29-48	‡	±	±	±			–	5+ 4–
909	King of the Olympics	(60)	UA	3- 6-48	+							1+
988	Kissing Bandit, The	(102)	MGM	11-20-48	‡	±	±		‡			6+ 2–
978	Kiss the Blood Off My Hands	(79)	U-I	10-16-48	‡	+	+	+	+	±	+	8+ 1–
	L											
954	Lady at Midnight	(61)	EL	7-24-48	±	±	±		–	±	±	5+ 6–
921	Lady From Shanghai, The	(87)	Col.	4-17-48	±	+	+		+	±	±	6+ 3–
	Ladies of the Chorus	(..)	Col.			±					±	2+ 2–
959	Larceny	(89)	U-I	8-14-48	±	+	+	+	+	+	+	7+ 1–
985	Leather Gloves	(75)	Col.	11-13-48	+	±	±		±	–	+	5+ 4–
903	Let's Live Again	(67)	20-Fox	2-21-48	+	±		+	+	–		4+ 2–
981	Let's Live a Little	(85)	EL	10-30-48	+	±	+	+				4+ 1–
922	Letter From an Unknown Woman	(87)	U-I	4-17-48	+	–		±	+	+	+	5+ 2–
923	Lost One, The	(84)	Col.	4-24-48	+		+	+	±			4+ 1–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily Hollywood	Reporter	Parents' Magazine	New York Daily News	Summary
961	Loves of Carmen, The	(98)	Col...	8-21-48	+		±	ǂ		ǂ	ǂ	8+ 1−
965	Luck of the Irish, The	(99)	20-Fox	9- 4-48	ǂ	±	+		+	±	+	7+ 2−
943	Lulu Belle	(87)	Col.	6-19-48	+	±	±	±	+	±	±	7+ 5−
962	Luxury Liner	(98)	MGM	8-21-48	+	+	±	+	+	ǂ	+	8+ 1−
	M											
977	Macbeth	(107)	Rep.	10-16-48	±	±	±	+	−	ǂ		6+ 4−
945	Man-Eater of Kumaon	(80)	U-I	6-26-48	+	±	±		+	+	+	6+ 2−
899	Man From Colorado	(99)	Col.	11-20-48	+	+			+	ǂ		5+
988	Manhattan Angel	(67½)	Col.	11-20-48	±							1+ 1−
	Marshal of Amarillo	(..)	Rep.				±		+	±	±	4+ 3−
914	Mating of Millie, The	(87)	Col.	3-20-48	±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn	(89)	20-Fox	3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time	(76)	RKO	5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
944	Michael O'Halloran	(79)	Mono.	6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey	(87)	EL	6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend	(73)	EL.	10-16-48	±	±	±	±	±	±		6+ 6−
944	Mine Own Executioner	(102)	20-Fox	6-19-48	±	±		+	±	+		5+ 3−
907	Miracle of the Bells, The	(120)	UA	3- 6-48	+	ǂ	+	ǂ	ǂ	ǂ		10+
962	Miraculous Journey	(76)	FC	2-21-48	+		±	+	−		±	4+ 3−
970	Miss Tatlock's Millions	(101)	Para.	9-18-48	+	±	+	+	ǂ	ǂ		8+ 1−
917	Mr. Blandings Builds His Dream House	(96)	SRO	4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid	(89)	U-I	7-10-48	+	+	±	ǂ	±	+		7+ 2−
918	Money Madness	(73)	FC	4- 3-48	±		±		±		−	3+ 4−
970	Moonrise	(90)	Rep.	9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra	(173)	RKO	12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
990	Mozart Story, The	(91)	SG	11-27-48	±							1+ 1−
953	Music Man	(66)	Mono.	7-24-48	±	−			±			2+ 3−
968	My Dear Secretary	(94)	UA	9-11-48	ǂ	+	+	+	+	±		7+ 1−
925	My Dog Rusty	(67)	Col.	5- 1-48	±	±	±			±	±	5+ 5−
948	Mystery in Mexico	(66)	RKO	7- 3-48	±	±	±	+		±		5+ 4−
	N											
876	Nicholas Nickleby	(95)	U-I	11-22-47	+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes	(81)	Para.	7-17-48	+	+	+	+		+	+	6+
981	Nighttime in Nevada	(67)	Rep.	10-30-48	+		+	±	+	ǂ		7+ 1−
968	Night Wind	(68)	20-Fox	9-11-48	±	±		+	±	+		5+ 3−
976	No Minor Vices	(96)	MGM	10- 9-48	+	±	+	+	+	±		6+ 2−
920	Noose Hangs High, The	(77)	EL.	4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede	(79)	EL.	7-10-48	+	±	±	+	±	ǂ		7+ 3−
	O											
921	Old Los Angeles	(87)	Rep.	4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade	(57)	UA	9-11-48	+			+				2+
971	Olympic Games of 1948	(88)	EL.	9-25-48	+			+	+			3+
926	On an Island With You	(107)	MGM	5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
964	One Touch of Venus	(82)	U-I	8-28-48	+	±	±	±	+	±	±	7+ 5−
898	On Our Merry Way (formerly Miracle Can Happen, A)	(107)	UA	2- 7-48	+	±	±	+	ǂ	+	±	8+ 2−
893	Open Secret	(70)	EL.	1-24-48	+	±	±	±	=			4+ 6−
971	Out of the Storm	(61)	Rep.	9-25-48	±	±	−	+	±	−		4+ 5−
	P											
980	Paleface, The	(90)	Para.	10-23-48	ǂ	+	+			+		5+
888	Paradine Case, The	(117)	SRO	1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The	(77)	RKO	2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
897	Piccadilly Incident	(87)	MGM	2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The	(102)	MGM	4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall	(85)	UA	8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
983	Plot to Kill Roosevelt, The	(83)	UA.	11- 6-48	+	−	±	±	±			4+ 4−
983	Plunderers, The	(87)	Rep.	11- 6-48	ǂ	+	+	ǂ	+		±	8+ 1−
923	Port Said	(69)	Col.	4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street	(78)	RKO	7- 3-48	±	±	±	+		±	±	6+ 5−
983	Racing Luck	(66)	Col.	11- 6-48	+		±		+			3+ 1−
958	Rachel and the Stranger	(92)	RKO	8- 7-48	+	+	±	+	−	ǂ	ǂ	8+ 2−
959	Range Renegades	(54)	Mono.	8-14-48	+					−		1+ 1−
937	Raw Deal	(78)	EL.	5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River	(104)	UA	7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
980	Red Shoes, The	(134)	EL.	10-23-48	+	ǂ		ǂ	+	+	ǂ	9+
979	Return of October, The	(89)	Col.	10-23-48	+	±	+	+	+			6+ 1−
934	Return of the Badmen	(90)	RKO	5-22-48	+	±	±	+	−	+		5+ 3−
962	Return of Wildfire	(81)	SG	8-21-48	+	±		±	+			4+ 2−
932	River Lady	(78)	U-I	5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House	(95)	20-Fox	10- 2-48	±	+	+	+	±	±	+	7+ 3−
975	Rogues' Regiment	(86)	U-I	10- 9-48	+	±	±	+	ǂ	+		7+ 2−
942	Romance on the High Seas	(102)	WB	6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope	(80)	WB	8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977	Rusty Leads the Way	(59)	Col.	10-16-48	±					+		2+ 1−
915	Ruthless	(102)	EL.	3-27-48	+	±	±	+	+	+	±	7+ 3−
	S											
908	'Sainted' Sisters, The	(90)	Para.	3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The	(88)	UA	9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
908	Scudda Hoo! Scudda Hay!	(95)	20-Fox	3- 6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict	(83)	Para.	9-11-48	±	±	±		±	+	+.	6+ 4−
914	Search, The	(104)	MGM	3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
963	Secret Land, The	(71)	MGM	8-28-48	+				+	ǂ		4+
939	Secret Service Investigator	(60)	Rep.	9- 5-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy	(71)	Para.	4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest	(65)	Mono.			±	±				−	2+ 4−
960	Shed No Tears	(70)	EL.	8-14-48	±	±	±	±	±		±	6+ 6−
904	Sign of the Ram, The	(85)	Col.	2-21-48	+	±	+	+	ǂ	+		7+ 1−
919	Silent Conflict	(61)	UA	4-10-48	±		±	−	−		±	3+ 5−
928	Silver River	(110)	WB	5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey	(..)	UA				±				±	2+ 2−
906	Sitting Pretty	(84)	20-Fox	2-28-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
941	Sixteen Fathoms Deep	(82)	Mono.	6-12-48	±	−	±	ǂ			+	5+ 3−
971	Smart Girls Don't Talk	(81)	WB	9-25-48	±	±	−	±				3+ 4−
912	Smart Woman	(90)	Mono.	3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
	Smuggler's Cove	(66)	Mono.			±	±		±		±	4+ 4−
986	Snake Pit, The	(108)	20-Fox	11-13-48	ǂ	ǂ	+	ǂ	ǂ		ǂ	11+
933	So Evil, My Love	(109)	Para.	5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia	(83)	FC	9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York	(79)	UA	5-15-48	+	+	+	+	+	±		6+ 1−
971	Son of God's Country	(60)	Rep.	8-25-48	+		±		−	±	±	4+ 4−
964	Song Is Born, A	(110)	RKO	8-28-48	+	±	+	+	ǂ	+	+	8+ 1−
916	Song of Idaho	(66)	Col.	3-27-48	−		±		±	±		3+ 4−
	Sons of Adventure	(60)	Rep.				−		±		±	2+ 3−
956	Sorry, Wrong Number	(90)	Para.	7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977	S.O.S. Submarine	(71)	SG	10-16-48	±				+			2+ 1−
958	Southern Yankee, A	(91)	MGM	8- 7-48	+	+	+	ǂ	ǂ	+		8+
906	Speed to Spare	(58)	Para.	2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The	(79)	EL.	8- 7-48	+	±	±	±	+			5+ 3−
935	Stage Struck	(71)	Mono.	5-22-48	−	±	±		−		±	3+ 5−
916	State of the Union	(122)	MGM	3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
966	Station West	(92)	RKO	9- 4-48	±	±	+	±	+	+		6+ 3−
981	Strange Mrs. Crane, The	(60)	EL.	10-23-48	±	−	±	+	−			3+ 4−
907	Strawberry Roan	(79)	Col.	3- 6-48	+		+	+	±	±		5+ 2−
950	Street With No Name	(91)	20-Fox	7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
989	Strike It Rich	(81)	Mono.	11-27-48	+							1+
912	Summer Holiday	(92)	MGM	3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger	(76)	EL.	5-29-48	±	−	±		−	±		3+ 5−
	T											
947	Tap Roots	(109)	U-I	7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids	(67)	RKO	4- 3-48	+	±	+	+	±	±	±	7+ 4−
954	Texas, Brooklyn and Heaven	(76)	UA	7-24-48	±	±	±	±	±	±	−	6+ 7−
951	That Lady in Ermine	(89)	20-Fox	7-17-48	+	±	+	±	−	+	±	6+ 4−
990	That Wonderful Urge	(82)	20-Fox	11-27-48	ǂ							2+
945	They Live by Night (Reviewed as Your Red Wagon)	(95)	RKO	6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
	13 Lead Soldiers	(66)	20-Fox			±	+		−	±	±	4+ 4−
978	Three Musketeers, The	(125)	MGM	10-16-48	ǂ	ǂ	+	+	ǂ	+	ǂ	11+
949	Thunderhoof	(77)	Col.	7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The	(67)	Rep.	7- 3-48	+		±	+	+	±		5+ 3−
933	Time of Your Life, The	(109)	UA	5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The	(54)	EL.	3-20-48	±		±	±		±		4+ 4−
918	To the Victor	(99)	WB	4- 3-48	+	±	+	+	±	±	±	7+ 4−
951	Trail to Laredo	(54)	Col.	7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz	(60)	Rep.	7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie	(67)	Col.	5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat	(70)	Col.	10- 9-48	+	±	±		±	±	±	6+ 5−
958	Two Guys From Texas	(86)	WB	8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered	(146)	Para.	10- 4-47	ǂ	±	+	ǂ	ǂ	+	+	10+ 1−
931	Under California Stars	(70)	Rep.	5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours	(105)	20-Fox	10- 9-48	−	+	−	ǂ	±	+	ǂ	7+ 3−
989	Unknown Island	(75)	FC	11-27-48	±				±			2+ 2−
979	Untamed Bread, The	(79)	Col.	10-23-48	±	−	±		+			3+ 3−
940	Up in Central Park	(87)	U-I	6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People	(66)	UA	8-21-48	−	±	±		+	±	−	4+ 5−
	V											
958	Variety Time	(59)	RKO	8- 7-48	+	±	±	±	+	±		6+ 4−
953	Velvet Touch, The	(97)	RKO	7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The	(77)	UA	6- 5-48	+	±	±	±	+	±	±	7+ 5−
	W											
968	Walk a Crooked Mile	(89)	Col.	9-11-48	ǂ	±	+	+	+	+	+	8+ 1−
934	Wallflower	(78)	WB	5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The	(106)	20-Fox	7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight	(63)	Para.	5- 8-48	+	±	+	±	±	±	±	7+ 5−
986	When My Baby Smiles at Me	(98)	20-Fox	11-13-48	+	+	ǂ	ǂ	+			7+
936	Whirlwind Raiders	(54)	Col.	5-22-48	±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin?	(55)	UA	5- 8-48	±	±	±	+				4+ 4−
940	Will It Happen Again?	(62)	FC	6- 5-48	±							1+ 1−
957	Winner's Circle	(70)	20-Fox	8- 7-48	+	±			−	+		3+ 3−
919	Winter Meeting	(104)	WB	4-10-48	+	−	±	±		±	+	8+ 4−
923	Woman in White, The	(109)	WB	4-24-48	+	±	+		−	+	ǂ	6+ 3−
891	Women in the Night	(90)	FC	1-17-48	+		±	±			−	3+ 3−
	Y											
984	You Gotta Stay Happy	(100)	U-I	11- 6-48	+	±	+	+	ǂ		+	7+ 1−
990	Yellow Sky	(99)	20-Fox	11-27-48	+							1+

SHORTS CHART

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ++ Very Good, + Good, ± Fair, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
1431	A Pinch in Time (16)	11-11		....
1423	Parlor, Bedroom and Wrath (16)	12-16		....
	CAN YOU TOP THIS?			
	1948-49 SEASON			
1411	Can You Top This? (13)	11-18		....
	COLOR FAVORITES			
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
1603	The Little Match Girl (8½)	11-25		....
1604	Glee Worms (7½)	12-16		....
	COLOR PHANTASIES			
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
	1948-49 SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
1502	Lo, the Poor Buffalo (6½)	11- 4	±	11- 6
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21	+	11- 6
1653	No. 3 It's Magic (..)	12- 9		....
	ONE-REEL SPECIAL			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	++	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	++	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
1853	Stars to Remember (9½)	11-18		....
1854	A Rainy Day in Hollywood (..)	12-23		....
	STOOGE COMEDIES			
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
1403	Mummies Dummies (16)	11- 4	+	11- 6
1404	Crime on Their Hands (17½)	12- 9		....
	THRILLS OF MUSIC			
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
1952	Ray Eberle & Orch. (10)	11- 4	+	11- 6
1953	Buddy Rich & Orch. (..)	12-16		....
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	++	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
1803	Babe Didrickson, Queen of Sports (..)	11-25		....
1804	Goin' Fishin' (..)	12-23		....
	SERIALS			
9160	Tex Granger — 15 Chapters	4- 1	+	5- 8
9180	Superman (Special) — 15 Chapters	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill — 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	++	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	1948-49 SEASON			
T-11	Wandering Through Wales (9)	10-16	+	11-27
	GOLD MEDAL REPRINTS (Technicolor)			
W-923	The Milky Way (8)	2-14	++	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	1948-49 SEASON			
W-21	The Little Goldfish (8)	11-20	+	11-27
W-22	Fine Feathered Friends (..)			....
W-23	The Blue Danube (..)			....
W-23	Sufferin' Cats (..)			....
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	++	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	++	2-21
K-974	My Old Town (9)	2- 7	++	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	1948-49 SEASON			
K-71	The City of Little Men (10)	11-20	+	11-27
	PETE SMITH SPECIALTIES			
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	++	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	◎ You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
S-53	Ice Ace (9)	11-16	+	11-27
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	++	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16
W-32	Professor Tom (8)	10-30	+	11-27
W-33	The Cat That Hated People (..)			....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (10)	11- 5	+	11- 6
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	++	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
FF7-6	Catalina Interlude (18)	11-19	+	11- 6
	NOVELTOONS (Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	++	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	++	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (7)	11-19	+	11- 6
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (11)	10- 8	++	11- 6
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-2	Olive Oyl for President (6)	1-30	++	1-24
E7-3	Wigwam Whoopee (8)	2-27	++	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	++	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (7)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (7)	11-12	+	11- 6
	POPULAR SCIENCE (Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	++	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	++	4-10
X7-6	Sing or Swim (8)	6-14	++	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	++	10- 9
	SPEAKING OF ANIMALS			
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (10)	11-26	+	11- 6

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
84,703	Little Hiawatha (reissue) (9)	2-20	++	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	++	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	++	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	++	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	++	10-16
94,105	Pluto's Fledgling (7)	9-10	+	10-30
94,106	Soup's On (7)	10-15		....
94,701	Goofy and Wilbur (7) (Reissue)	10- 1	+	11-13
94,107	Three for Breakfast (7)	11- 5		....
94,108	Mickey and the Seal (7)	12- 3		....
94,702	Wynken, Blynken and Nod (7), reissue	11-19		....
	EDGAR KENNEDY COMEDIES			
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
94,301	Contest Crazy (17)	10- 1		....
	FLICKER FLASHBACKS			
84,204	No. 4 (9)	2-27	++	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	1948-49 SEASON			
93,701	Uninvited Blonde (17)	11-12		....
	MY PAL SERIES			
83,202	Pal's Adventure (20)	6-11	+	10-30
	1948-49 SEASON			
93,201	Pal's Return (19)	11-26		....
	PATHE SPORTSCOPES			
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20	+	10-30
	1948-49 SEASON			
94,301	Texas Redhead (8)	9-24	±	11- 6
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10		....
93,502	Range Rhythm (17)	10-15		....
93,503	Cactus Capers (17)	11-19		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano (7)	10-29		....
94,202	Block Party (7)	11-26		....
	SPECIALS			
83,601	Twenty Years of Academy Awards (19)	4- 2	++	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	++	5- 8
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	THIS IS AMERICA			
83,108	Crime Lab (17)	2- 8	++	6- 5
83,105	Photo Frenzy (16)	3- 5	++	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	++	5- 8
83,109	Letter to a Rebel (17)	6-25	++	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	++	8-28
83,112	Friend of the Family (16)	9-17	++	10- 9
83,113	Who's Delinquent? (17)	10-15	+	11- 6
	1948-49 SEASON			
93,101	County Fair (17)	11-12		....

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DRIBBLE PUSS PARADE			
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
	FEMININE WORLD			
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
	MARCH OF TIME			
	Vol. 14, No. 4 Public Relations This Means You! (17)	11-28	‡	11-29
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	‡	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	‡	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	‡	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	‡	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.	‡	10-16
	Vol. 14, No. 16 America's New Air Power (..)	Nov.		....
	MOVIETONE ADVENTURES			
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	◎Jungle Closeups (8)	12-12	‡	3- 6
8254	◎Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	◎Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	‡	6- 5
8256	◎Riddle of Rhodesia (8)	July	+	8-14
8257	◎Bermuda (8)	Aug.	+	8-14
8258	◎Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
	MOVIETONE SPECIALTY			
8801	Symphony of a City (11)	Sept.	+	10-23
	MOVIETONE NEWS (Released Twice Weekly)			
	SPORTS			
8352	◎Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	◎Playtime in Scandinavia (8)	Apr.	‡	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
	TERRYTOONS (Technicolor)			
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	‡	12-20
8505	The Wolf's Pardon (7)	12- 5	‡	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	‡	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ANSWER MAN SERIES			
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	‡	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23	+	10-30
	JUVENILE JURY SERIES			
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
	LANTZ CARTUNES (Technicolor—Reissues)			
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
	MUSICAL WESTERNS			
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	‡	5-29
	NAME BAND MUSICALS			
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle and His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	‡	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (15)	10-13	±	10-30
	SING AND BE HAPPY SERIES			
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Sons of the Season (..)	10-11		....
3385	Hits of the Nineties (..)	10-18		....
	1948-49 SEASON			
4381	Choo Choo Swing (..)	11- 1		....
	SPECIALS			
2202	Harnessed Lightning (17)	11-12		....
5555	◎The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	‡	9-27
3201	Snow Capers (19)	2-18	+	3- 6
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY VIEWS			
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16	±	10-30
3348	Call of the Canyon (10)	10-18	±	10-30
	1948-49 SEASON			
4341	Canada Calls (..)	11- 8		....
	SERIALS			
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-12

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
	BLUE RIBBON HIT PARADE (Technicolor)			
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
	1948-49 SEASON			
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
	BUGS BUNNY SPECIALS (Technicolor)			
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
	1948-49 SEASON			
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25	‡	11- 6
4721	My Bunny Lies Over the Sea (7)	12- 4		....
	FEATURETTE			
	1948-49 SEASON			
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
	JOE McDOAKES COMEDIES			
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
	1948-49 SEASON			
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
	MELODY MASTERS			
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
	MEMORIES OF MELODY LANE			
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
	MERRIE MELODIES (Color)			
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2	+	11-13
4710	The Foghorn Leghorn (7)	10- 9	+	11- 6
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30	‡	11-13
4713	Kit for Cat (7)	11- 6		....
4714	Stupor Salesman (7)	11-20		....
4715	Riff Raffy Daffy (7)	11-27		....
4716	Scaredy Cat (7)	12-18		....
	SPORTS NEWS REVIEW			
	1948-49 SEASON			
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4		....
	SPORTS PARADE (Technicolor)			
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9	+	11-13
	1948-49 SEASON			
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5502	Sportsmen of the Far East (10)	12-18		....
	TECHNICOLOR ADVENTURES			
4806	Living With Lions (20)	6- 5		....
	1948-49 SEASON			
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11		....
	TECHNICOLOR SPECIALS			
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	‡	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	‡	9- 4
	1948-49 SEASON			
5001	Sons of Liberty (21)	11-20	+	9- 4
5003	Princely India (20)	12-25		....
	WARNER-PATHE NEWS (Released Twice Weekly)			

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASTOR			
Vol. 1, No. 1	◎Makers of Destiny (15)		±	6- 5
	REPUBLIC			
	CARTOON			
761	◎It's a Grand Old Nag (8)	12-20	‡	12-13
	SERIALS			
693	Jesse James Rides Again... 13 Chapters	8- 2		....
694	The Black Widow... 13 Chapters	11- 1		....
791	G-Men Never Forget... 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted... 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release)... 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James... 13 Chapters	10-30		....
	UNITED ARTISTS			
	LANTZ CARTUNES (Technicolor)			
...	The Bandmaster (7)	12-19	+	12- 6
...	The Mad Hatter (7)	Feb.	±	2-14
...	Banquet Busters (7)	3-12	+	2-14
...	Kiddie Koncert (7)	4- 2	‡	4-17
...	Wacky Bye Baby (7)	7-16	±	4-24
...	Pixie Picnic (7)	6-14	‡	4-17
...	Wet Blanket Policy (7)	8-27		....
...	Playful Pelican (7)	9- 8		....
	LOEW MUSICOLOR			
...	Engulfed Cathedral (7)	June	+	9-20
...	Moonlight (7)	8-29	+	9-20
...	Enchanted Lake (7)	10-30	+	12- 6
...	Fingal's Cave (10)	3-26	±	2-14
...	Liebestrum (7)	5- 7		....
	INDEPENDENTS			
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) A.F. Films		‡	7-24
	A-1, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l		+	10-16
	Fact and Fantasy (7) A.F. Films		—	10-30
	Kabylia (10) A.F. Films		+	10-30
	Journey to Mecca (15) A.F. Films		+	10-30

The City of Little Men

MGM (Passing Parade) 10 Mins.

Good. Very interesting views of Boys Town taken before the death of Father Flanagan. He is seen greeting them as they arrive and instructing them in how to fit themselves into life of the little city. There are many scenes of unusual activities, ranging from instruction in farming to making machine tools, that should hold the interest of any audience.

Ice Aces

MGM (Pete Smith Specialty) 9 Mins.

Good. Almost anyone interested in athletic stunts, particularly those who like skating, will go for this. Pete shows some of the outstanding stars of the current Ice Capades performing, and there can be no question but that they are among the best on ice today. The film emphasizes the most difficult twists, turns and leaps, with comedy thrown in for good measure.

The Little Goldfish

MGM (Gold Medal Reprint) 8 Mins.

Good. This is the amusing tale of a fish that longed to escape from its bowl and find companionship among other fishes. When the opportunity seemed to come, it found the other fishes and various assorted marine life only anxious to devour it. The goldfish is relieved to find it has been dreaming. Well animated in Technicolor and entertaining.

Professor Tom

MGM (Tom & Jerry Cartoon) 8 Mins.

Good. Professor Tom tries to each a kitten that its mission in life is to catch mice, but the kitten prefers to make friends with one. That's about all there is to the plot, but the various chases and escapes from the angry cat show imagination and are amusing, as when they ride around slippery floors on carpets. In Technicolor.

Wandering Through Wales

MGM (FitzPatrick Traveltalk) 9 Mins.

Good. This shows in Technicolor the places in Wales that are most commonly visited by tourists. They include old castles and forts, the long waterfront and a mountain top reached by railway. While interesting, the subject matter did not lend itself to filming as well as previous FitzPatrick reels showing other locales.

Jan August and His Piano Magic

RKO (Screenliner) 9 Mins.

Good. This is an auspicious opening for a new series. Jan August can really get harmony out of a piano and, besides, he can do as many tricks as a kitten on the keys. He plays "Miserlou," "Dark Eyes" and "Oye Negra" while the piano is being auctioned off. The bidding increases in tempo as each piece is finished. At the end the auctioneer asks why he went to all that effort. August replies that it was his piano.

Contest Crazy

RKO (Edgar Kennedy Comedy) 17 Mins.

Good. The last comedy made by Kennedy before his recent death. It is timely satire, having to do with a family which wins an absurd radio contest only to learn that Pop has just been employed by the sponsor. Since the contest isn't open to relatives of employes of the sponsor, the family goes to work to get him fired immediately, and succeed only too well. Fast, amusing slapstick.

County Fair

RKO (This Is America Series) 18 Mins.

Very good. This is much more than a story of the high spot in farmers' lives when they frolic and exhibit the product of their labors at the county fair. It is really the story of 4-H clubs and the marvelous job they are doing in teaching young people how to become expert farmers and farm housewives. Theatregoers in rural and suburban communities will thoroughly appreciate it, and many city folks will, too. It ranks high as a documentary.

Keep Shooting

RKO (Western Musicales) 17 Mins.

Fair. Ray Whitley and his six cowboys should get by with audiences that will forgive a silly story for the sake of music. They frustrate a stagecoach holdup along the Mexican border and are invited to a beautiful senorita's ranch where they again save $30,000 belonging to her dad. In between they play and sing. The backgrounds are distinctly gloomy because of bad lighting.

Soup's On

RKO (Walt Disney Cartoon) 7 Mins.

Good. Donald Duck and his mischievous nephews are as funny as ever. The young ones make life miserable for Donald by stealing the turkey and fixings from the dinner table. After a wild chase Donald falls off a cliff. While he is unconscious, the nephews dress him up like an angel complete with wings and harp, and he believes the ruse for a time. Meanwhile, the nephews finish the dinner.

Exhibitor Has His Say

(Continued from page 3)

Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Web, The (U-I)—Ella Raines, Edmond O'Brien, William Bendix. Once in a while Universal makes a picture that most people would enjoy. Then they put a sinister title on it and keep everyone away. "The Web" is such a picture. The plot is good, the acting not bad. But the title—phooey! Nobody came. Played Wed., Thurs. Weather: Fair.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. * * *

WARNER BROS.

Fighting 69th, The (WB)—Reissue. James Cagney, Pat O'Brien, George Brent. James Cagney and Pat O'Brien together still seem to be magic in the theatre world. I know a large per cent of my audience had seen this one before, but they wanted to see it again. This is the type of picture to set in to take the slack out of your budget. Business above average. Played Saturday only. Weather: Comfortably cool.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

To the Victor (WB)—Dennis Morgan, Viveca Lindfors, Victor Francen. This was very entertaining to my adult patronage. Viveca Lindfors, the new Swedish importation, is destined to go places. Dennis Morgan's name was used to draw them in the theatre, but it was her show. This film is deserving of preferred time in almost any house. Although I had a few walkouts, I believe the majority of my patrons appreciated this as fine screen entertainment. Business was below average. Played Sun., Mon. Weather: Fair.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. *

Unsuspected (WB)—Joan Caulfield, Claude Rains, Audrey Totter. Another thriller from Warners. If you like mysteries, don't miss this one. Joan Caulfield is great, as is Claude Rains. Played Sun., Mon. Weather: Rain.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. * * *

In the Newsreels

Movietone News, No. 92: Britain hails birth of son to Elizabeth; Tojo sentenced to die for Jap war crimes; President Truman vacations; dock strike; Mackenzie King resigns as prime minister of Canada; Mrs. Patton, widow of famous American general, sees new tank named after her husband; Army wins 26, Penn 20; Notre Dame wins 12, Northwestern 7.

News of the Day, No. 222: U.S. ports paralyzed by dock strike; death for Tojo as war criminal; beauty and the grapefruit; Mackenzie King steps down; Army vs. Penn.

Paramount News, No. 25: Riots in Paris; Tojo and company sentenced; Princess Elizabeth; General Patton; "Red" Dean visits U.S.; football.

Universal News, No. 196: Tojo sentenced; Truman vacationing; Mackenzie King; ship strike; Notre Dame-Northwestern; Army-Penn.

Warner Pathe News, No. 27: President Truman and Barkeley; "Red" Dean of Canterbury; Field Marshall Montgomery; Reds in Berlin anniversary; Tojo sentenced for war crimes; Florida peaches and grapefruit; Italian smoke-eaters drill; a prince is born; Notre Dame vs. Northwestern.

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Movietone News, No. 93: U.S. cruiser Pensacola sunk by navy; President Truman on vacation; Mrs. Roosevelt honored in England; Fort Bliss, Texas, marks 100th anniversary; display of Australian armor; embroidery fashions; ice skating; acrobats; women wrestling; basketball.

News of the Day, No. 223: British rejoice over birth of royal prince; new premier for Canada; women wrestling; Cornell beats Dartmouth in thriller.

Paramount News, No. 26: Bikini ends career—navy sinks Pensacola; an American family vacations in Florida; Canada welcomes new prime minister; Georgia—nation's youngest governor; new women's hats for 1949; Cleveland wins tenth straight to top pro-grid.

Universal News, No. 197: Pensacola sunk by the navy; Mackenzie King hands post to St. Laurent; Truman vacations; Mrs. F.D.R. receives degree: baby show; royal air; Alabama 14, Georgia Tech 12.

Warner Pathe, No. 28: Truman family; St. Laurent; Secretary Forrestal; Variety Club; Paris fashions; Thanksgiving under water; disaster rides miniature rails; Brown beat 49ers; Great Events—Mayflower compact signed.

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Telenews Digest, No. 46: A prince is born; head hunters in jungle war; England; Czechoslovakia; Venezuela; Holland; dock strike hits east; "Red" Dean visits U.S.; Maryland; New York; Washington; Boston; New York; Chicago; Puerto Rico; atomic antics; Texas 14, TCU 7; Army 26, Penn 20.

That Wonderful Urge

F Comedy

20th-Fox (902) **82 Minutes** **Rel. Jan. '49**

Tyrone Power and Gene Tierney herein take a radical departure from the heavy drama stuff in which they usually are cast and have a fling at light romantic comedy. Difficult to imagine is the theatre patron who will not find their about-face a source of thoroughly delightful entertainment and the picture should hit rich pay dirt in both critical acclaim and patronage. Its mammoth measure of mirth stems from both dialog and situations, the former scintillating, the latter masterfully contrived and specializing in gags—some spot, some running, but all hilarious. The film is richly mounted and production and technical details reflect meticulous attention. It is indeed a tribute to Producer Fred Kohlmar and to the direction of Robert B. Sinclair that the performances by the exceptionally large and carefully selected supporting cast are as excellent as those by the topliners.

Tyrone Power, Gene Tierney, Reginald Gardiner, Arleen Whelan, Lucile Watson, Gene Lockhart, Lloyd Gough.

Yellow Sky

F Western

20th-Fox (849) **99 Minutes** **Rel. Jan. '49**

In the field of big-scale outdoor action entertainment, sometimes referred to as the "super-western," this company's batting average over the past several years has been unusually high, as a gander at past records will reveal. From the critical standpoint, and very probably in the potential revenue department as well, this rugged entry has everything required to maintain that rating. Plotwise it is in the rough-and-tumble category currently in vogue; it has the magnetic names of Gregory Peck and Richard Widmark to lure in the customers, and scripting, direction and production trappings are all right out of the top drawer. Action fans should hail the offering with enthusiasm, while sophisticates certainly should appreciate the obviously successful effort made to develop unusual characterizations and motivation—an effort which definitely lifts the film out of the rubber-stamp division. Directed by William A. Wellman.

Gregory Peck, Anne Baxter, Richard Widmark, Robert Arthur, John Russell, Henry Morgan, James Barton.

The Mozart Story

F Drama With Music

Screen Guild (4805) **91 Minutes** **Rel. Oct. '48**

The magnificent Mozart music, which is nicely sung by members of the Vienna State Opera, is the outstanding feature of an episode screen biography. Made in Vienna in 1939, the picture has been dubbed in English and 20 minutes of scenes made in Hollywood have added some conflict to a plot which follows the tragic formula of these composer dramas. The wealth of operatic music makes it best suited to art theatres. However, the English dialog makes it acceptable as a second feature in many neighborhood spots even if some of the Americanisms used sound incongruous issuing from the lips of people wearing 18th Century costumes. Wilton Graff is convincing in the American-made sequences which are well blended with the foreign footage. A musical director of the Viennese court prevents Mozart from attaining musical fame during his life. Karl Hartl directed, Frank Wisbar made the American footage.

Wilton Graff, Carol Forman, Edward Vedder and Viennese actors Hans Holt, Winnie Markus, Walter Janssen.

Harpoon

F Drama

Screen Guild (——) **81 Minutes** **Rel. ————**

Filmed in its entirety in Alaska, this picture about whaling might have been exceptional had it been endowed with a better tale, more experienced actors and more expert direction and editing. As is, it misses the boat on most of the man-made facets and retains as its best appeal that part contributed by nature. There are some truly remarkable shots of whaling operations, herds of seals, Eskimo life and rugged scenic backgrounds. Nonetheless, showmen, most especially those who specialize in colorful merchandising, can make the booking of the feature a profitable venture by taking advantage of its obvious exploitability. If not treated in such manner, the film can serve only as support on the less important dualers. Loosely knitting together the scenic and natural sequences is a disjointed story of vengeance and rivalry among whalers. Produced and directed by Ewing Scott.

John Bromfield, Alyce Louis, James Cardwell, Patricia Garrison, Jack George, Edgar Hinton, Frank Hagney.

Fighter Squadron

F War Drama (Technicolor)

Warner Bros. (806) **98 Minutes** **Rel. Nov. 27, '48**

Stirring air combat footage stressing the part played by the AAF just prior to and after D-Day in administering the coup de grace to Hitler's Germany should prove the picture's best asset in both attracting and satisfying customers. It rates among the all-time best of such celluloid and its appeal is further enhanced through lush production and Technicolor photography. As a vehicle to bind together the action scenes there is a rather formula story dealing with the lives of the heroic youngsters who piloted the fighter planes. An all-male cast, boasting at least four established names to give the offering marquee appeal, and expert direction by Raoul Walsh make the offering convincing, thereby glossing over the inescapable fact that it is definitely dated war stuff which during recent months hasn't been too hot at the turnstiles.

Edmond O'Brien, Robert Stack, John Rodney, Tom D'Andrea, Henry Hull, James Holden, Walter Reed.

Strike It Rich

F Drama

Monogram-Allied Artists (AA-12) **81 Minutes** **Rel. ————**

Unusually authentic as to locale and atmosphere, this action-crammed yarn of the Texas oil fields of two decades ago and the men who sought riches, romance and adventure therein should bring in something of a gusher at theatres which regularly book the output of Monogram and its sister company, Allied Artists. In fact, the film is heavily enough endowed with entertainment content, cast magnetism and production values to carry the topside of a dual program in those situations and in others not normally Monogram-AA outlets. Performances throughout are highly acceptable and the direction by Lesley Selander drains a solidly knit script of every drop of action and suspense. The tale finds its genesis in history, inasmuch as it treats with the bloody war between eastern and western Texans over the state conservation laws which limited oil production.

Rod Cameron, Bonita Granville, Don Castle, Stuart Erwin, Lloyd Corrigan, Ellen Corby, Emory Parnell.

Grand Canyon Trail

F Western (Trucolor)

Republic (734) **67 Minutes** **Rel. Nov. 15, '48**

If it be true that the king can do no wrong—King of the Cowboys, that is—then this Roy Rogers starrer can be considered dependable to deliver the same yeoman service at the boxoffice as has been recorded by most of its predecessors. And that despite the fact that it is probably the weakest among Rogers' starrers in many months. The frailty stems principally from an inconsistent, almost ludicrous, screenplay which goes far afield from the material usually furnished the singing screen cowpoke; and which makes an unsuccessful pass—at the expense of both action and music—at comedy of the chiller variety. That's why the film's success must depend upon the above-mentioned royal infallibility. Otherwise, and as concerns production values, supporting cast and Trucolor photography, the offering adheres to established routine. Directed by William Witney.

Roy Rogers, Jane Frazee, Andy Devine, Robert Livingston, Roy Barcroft, Charles Coleman, Emmett Lynn.

Unknown Island

F Action Fantasy (Cinecolor)

Film Classics (——) **75 Minutes** **Rel. Nov. 24, '48**

Action is the keynote of this highly imaginative adventure feature, filmed in Cinecolor. While the acting and photography are weak, the film probably will get by as the lower half of a double bill for unsophisticated audiences. It has further value as an exploitation offering and its general acceptability is enhanced because the screen has for some time been without pictures dealing with prehistoric life. In order to film proof of ancient animal life he knows to exist, Philip Reed makes a voyage to a South Sea island where his expedition encounters such creatures as dinosaurs and sloths. The picture is climaxed by a death battle between two of the beasts. Richard Denning contributes the most credible performance of the lot as a shanghaied alcoholic who had once been shipwrecked on the island. Directed by Jack Bernhard.

Virginia Grey, Philip Reed, Richard Denning, Barton MacLane, Richard Wessel, Daniel White, Philip Nazir.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Fighter Squadron"**

Tie in with local recruiting stations with tack cards and special displays, and promote an army jeep placarded with appropriate credits for street ballyhoo. With newspaper or civic club backing launch a model plane-building contest for the youngsters. Try to set up a "reunion premiere" for flying veterans of World War II. Round up war trophies brought back from overseas for an eye-catching lobby display—including swords, machine-guns, helmets, etc.

CATCHLINES:

From the Crucible of War . . . Comes the Story of Gallant Men Who Defied the Fury of the Skies . . . Share Their Adventures . . . Their Thrills . . . Their Daring Exploits . . . In the Smash Action Hit of the Year.

Their Deeds Ring Out Today . . . In the Glory of Another Day . . . When Courageous Men With Wings . . . Made the War Stand Still . . . Amid Bombs and Fury . . . While Death Hovered Overhead . . . From the Annals of World War II Comes a New Drama of the Skies.

SELLING ANGLES: **"Strike It Rich"**

Since the oil industry is the picture's subject matter, tieups are indicated with local garages and service stations. With newspaper backing, interest merchants in a cooperative advertising campaign using the film's title as the hook—" 'Strike It Rich'—Patronize Blankville's Merchants and Put Money in Your Pocket." Plug the title via displays of stills in the windows of banks, building and loan associations and loan companies. A compo-board oil derrick could be used as a lobby centerpiece.

CATCHLINES:

Thrills as Bold as the Screen Can Hold . . . Blazing With the Excitement . . . Adventure . . . And Romance . . . Of America's Richest Industry . . . The Lusty Saga of Iron Men Who Risk Their All . . . For Oil.

A Blaze of Glory Romance of Gallant, Reckless Men . . . Sharing a Thousand Adventures and Thrills . . . Red-Blooded Excitement in the Story of Daredevils Who Love to Fight . . . And Fight to Love.

SELLING ANGLES: **"Grand Canyon Trail"**

If the weekly Roy Rogers airshow—broadcast over the Mutual network—is heard in your vicinity, don't neglect tieups with the station carrying it. The sponsor is Quaker Oats, indicating the possibility of special merchandising and picture plugs with grocers handling that product. Work out tieups with music stores on Rogers' recordings and see that his cowboy ballads are plugged in jukeboxes and by western disk jockeys. Check with exchange on dozens of commercial tieups that have been set for the star.

CATCHLINES:

Fast Two-Gun Action . . . Roy and Trigger Are at Their Best . . . Headin' Your Way . . . With a Thousand Thrills . . . It's Packed With Sock Adventure and Smash Excitement . . . and All in Color, Too.

More Rogers Thrills Than Ever Before . . . Here's Western Action Just the Way You Like It . . . With the King of the Cowboys . . . And the Smartest Horse in the Movies . . . Headin' for a Six-Gun Showdown.

SELLING ANGLES: **"Unknown Island"**

Construct a shadow-box display in the lobby, decorated with question marks. Inside the display place cutout silhouettes of the dinosaurs, sloths and other prehistoric beasts which appear in the film. Stuff special heralds in pulp magazines of the "amazing scientific story" type. As throwaways hand out "steamship tickets" imprinted with a message such as: "Good for one voyage into the adventurous unknown—it's 'Unknown Island' at the Blank Theatre."

CATCHLINES:

Your Pulses Will Leap to Thrills Such as the Screen Has Never Seen Before . . . It's a Heart-Pounding Story of Man's Most Amazing Adventure . . . In a Land of Suspense, Romance and Danger.

Soaring Thrills as Men Clash With the Terror of the Unknown . . . Where Primitive Monsters Ruled Without Mercy . . . There's Action . . . Adventure . . . Romance . . . And Unbearable Suspense . . . In the Most Exciting Motion Picture You'll Hope to See in Years.

SELLING ANGLES: **"That Wonderful Urge"**

Merchandising tieups galore are suggested by the title—viz., new cars, fur coats, jewelry and almost every other kind of item. Drum up a contest for amateur songwriters to whip out tunes based on the title and appoint a local music teacher as the judge. Conduct sidewalk and/or radio interviews on the query: "Which would you rather have—true love or $50,000,000?" Stills of the Sun Valley snow sequences could be planted with local travel agencies and in windows of stores handling winter-sports costumes.

CATCHLINES:

You'll Have to Meet Sara Farley . . . The Heiress With the Figure That Almost Doubles Her $50,000,000 Fortune . . . The Gal Who's Afraid to Marry . . . Because Every Time She Meets a Man . . . He Always Turns into a Certified Public Accountant . . . With Money on His Mind.

She Was an Heiress With a Fortune and a Figure to Match . . . A Gal Whose Dividends Were Always Above Reproach . . . Wary of Every Man Until the Right Guy Drifted Along . . . The Guy Who Didn't Want Her Dough.

SELLING ANGLES: **"Yellow Sky"**

Gregory Peck and Richard Widmark portray the leaders of a gang of badland bandits. Snipe the neighborhood with "Wanted!" posters bearing their pictures. Scenes showing the gang nearly dead of thirst on the desert might be planted with good effect in soda fountains and cocktail lounges. Make over theatre front in western style. Plant stills of the ghost town, "Yellow Sky," with real estate agents with captions such as: "It can't happen here—Blankville's land values are increasing—invest now."

CATCHLINES:

The Strangest Desperados the West Has Ever Known . . . Every Dawn Held New Terrors . . . Every Stranger Might Be Their Betrayer . . . It's Great Drama That Blazes Its Trail of Thrills Through a Thousand Miles of Badlands . . . Charged With Romance and Excitement.

They Were Outlaw Raiders . . . Who Knew the Hot Breath of Pursuit . . . There Are Guns in Men's Hands . . . There Is Love in One Woman's Heart . . . And There's a Great Picture Coming Your Way . . . Teeming With Suspense.

SELLING ANGLES: **"The Mozart Story"**

For music-lovers, make a tieup with a local music shop for record albums or single records from "The Magic Flute," "Don Giovanni" and "The Marriage of Figaro." For general audiences, stress the fact that the dialog is in English. Also use stills of "The Mozart Story" in a frame with stills of other films based on the lives of composers, "A Song to Remember" (Chopin), "Song of Love" (Schumann) and "Song of My Heart" (Tschaikovsky).

CATCHLINES:

The Exciting Life and Music of the World's Greatest Composer . . . A Rare Picture! A Rare Romance! You'll Always Remember "The Mozart Story" . . . Thrill to the Music of "Don Giovanni" and "The Magic Flute."

He Poured His Heart Out in Song But She Remained Deaf to his Pleas . . . His True Love Remained Faithful While He Pursued Romance Elsewhere . . . The Saga of a Genius, Who Lived, and Died, for Music.

SELLING ANGLES: **"Harpoon"**

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The Pulse of the Motion Picture Industry

The Modern Theatre

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REFRESHMENT SERVICE

Cover story on page 20



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DECEMBER 4, 1948



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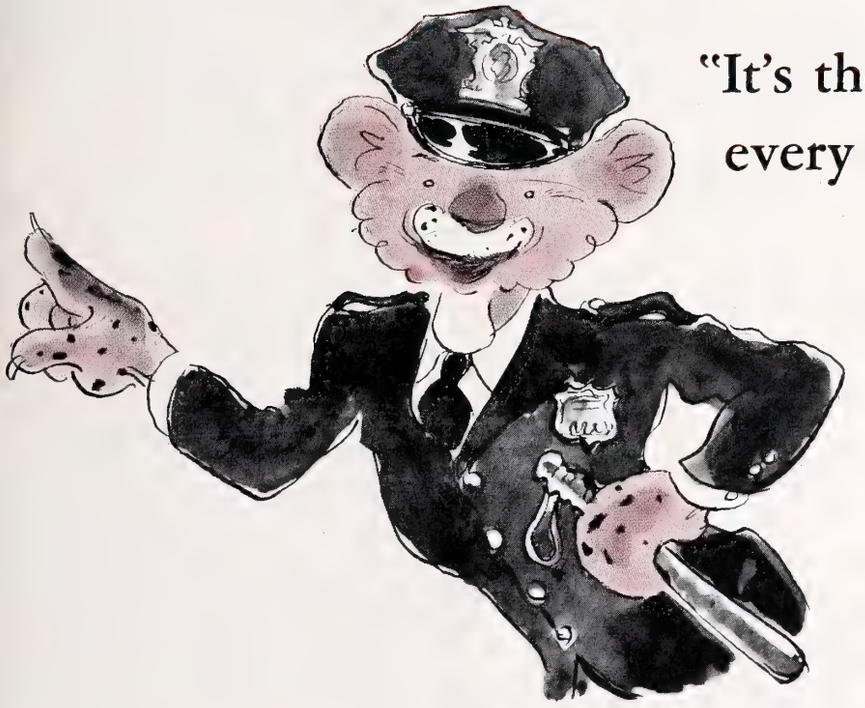
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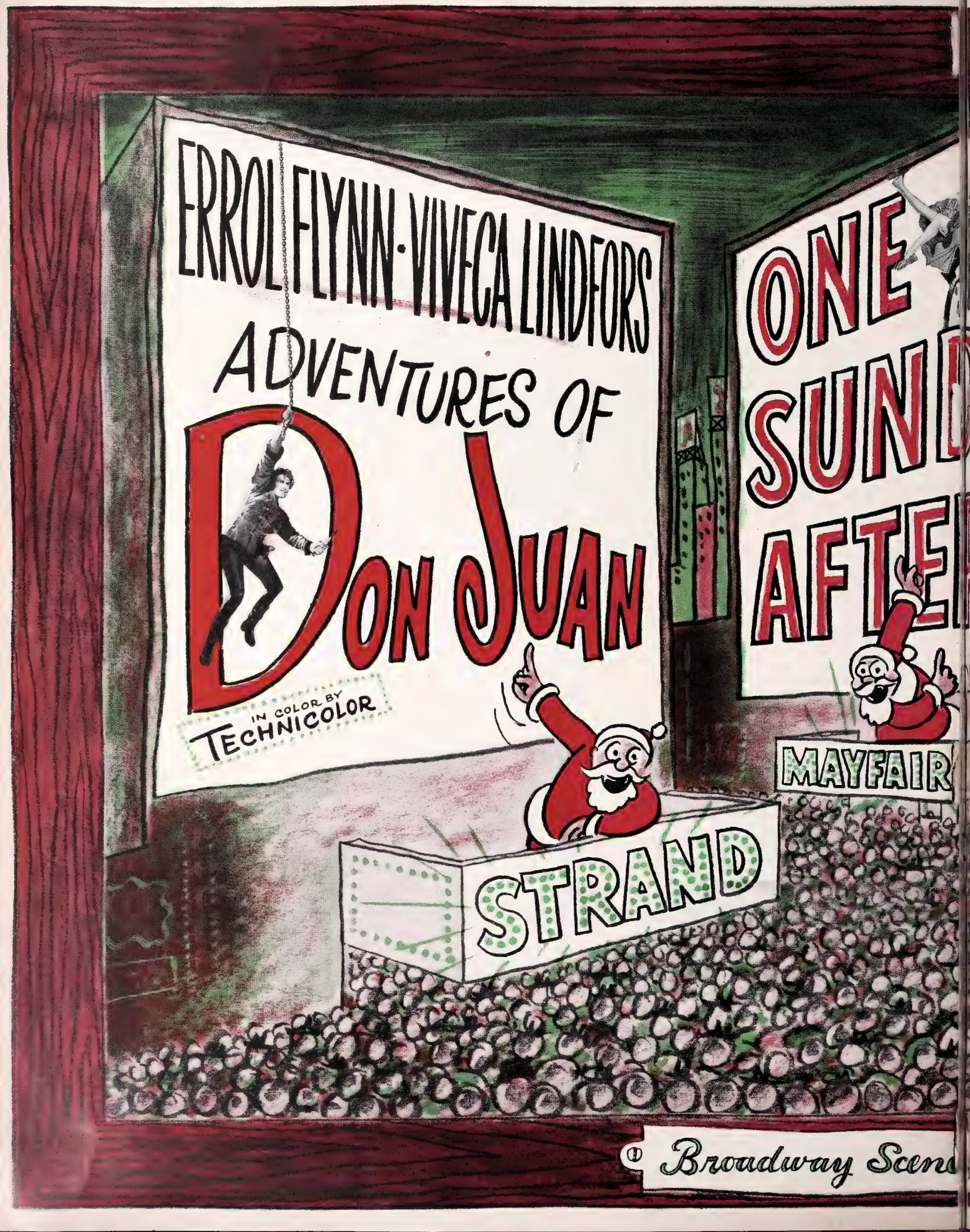
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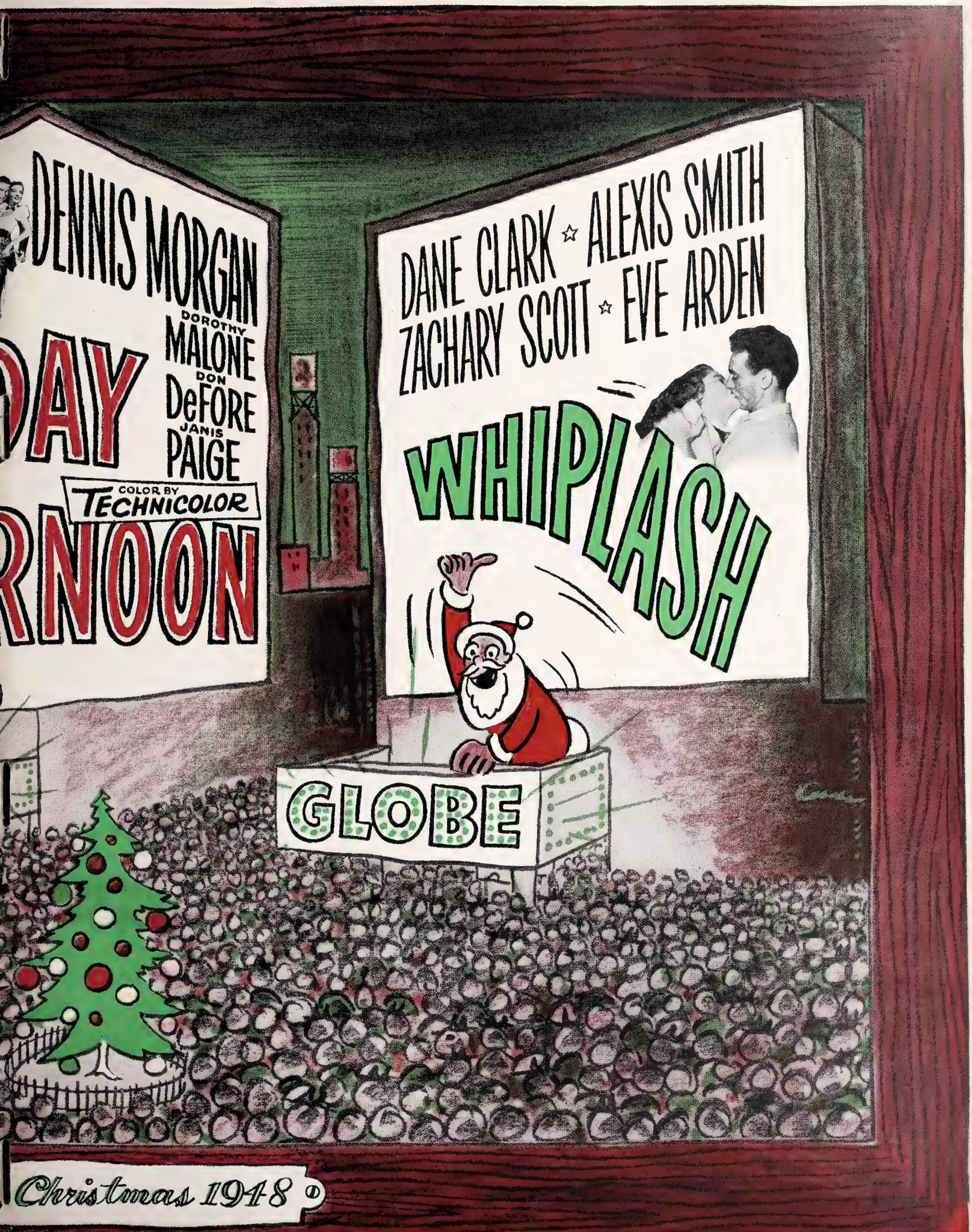
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Vol. 54 No. 5
DECEMBER 4, 1948

BOXOFFICE

"WHY I LIKE THE MOVIES"

WITH so many self-appointed critics writing and saying why they DON'T like the movies, it is a refreshing change of pace to see an article in such a wide-circulating magazine as Woman's Home Companion, titled "WHY I LIKE THE MOVIES." Written by Louis Untermeyer and appearing in the aforementioned publication's December issue, this article takes a positive view about movies which should serve as an inspiration even to those within this industry who have been glumly selling the industry short—to themselves, to their associates and friends and, in consequence, to the public.

There's a fine punch line in the subcaption of Mr. Untermeyer's article which the industry's exponents of better public relations would do well to adopt. It is: "Let critics mutter to their heart's content. You're in good company if you get a kick out of Hollywood." It suggests that, maybe, the industry has been taking its critics too seriously, believing the worst instead of looking for and heralding—and selling—the good, as well as the best.

Mr. Untermeyer's article so well sums up WHAT'S RIGHT with the movies, that we recommend its reading by everyone in this business. Exhibitors would do well to make it the basis for a series of institutional ads; for trailers; for lobby blowups. And, further, to convince their newspaper movie editors that a piece along this line would be rendering a public service—helping to build, rather than tending to destroy, the great local institution, which is the motion picture theatre.

Describing himself as a constant moviegoer for about 40 years, Mr. Untermeyer, who is a noted poet, anthologist and lecturer, is not the "usual" type of movie fan. He definitely belongs in that strata described as "the intelligentsia," which makes his commentary the more noteworthy. Following are a few paragraphs culled from Mr. Untermeyer's article:

"I delight in the movies. I go for the same reasons I read—to understand life a little better, to share in the activities of interesting people, real and fictional, to enlarge my limited existence by entering the world of those who live on a larger scale, physically or emotionally, than is possible for me. I also go for the opposite reason—to luxuriate in a world of illusion, a never-never land of impossibly pure color and bright adventure where romance is around every corner, where danger threatens deliciously but in the end everything comes out all right. Life is difficult and often dull; only a stubborn masochist refuses to alleviate his sufferings.

". . . Every once in a while my moviegoing activities are subjected to scorn. A few of my friends tell me that Hollywood caters only to the teen-age intellect—the early teens at that! My supercilious friends may be right—for themselves. As for me, I prefer to 'waste' an occasional hour or two mixing entertainment with education rather than spending the time over a hot gin-rummy game.

"Often it gives me pleasure to turn the tables on my critics.

"'Granted, for argument's sake, that movies are seldom worth while,' I begin, 'can't you think of one picture that you enjoyed?' Softened into a mood of reasonability they grudgingly concede that they can.

"Says one of the group, 'I'll never forget Claudette Colbert and Clark Gable in "It Happened One Night." '

"'But how about Laughton in "Mutiny on the Bounty?" ' asks another.

"'I liked him better in "Ruggles of Red Gap." ' interrupts a third.

"And so it goes. Before you can say supercolossal, the ones who were the most contemptuous deluge you with recollections of dozens of unforgettable evenings."

As for the star system, Mr. Untermeyer cites the memorable performances of about a dozen in pictures that were funny and serious and of social significance. Then he says:

"But, it may be argued, these films were produced in Hollywood's golden age; nothing being done today can match them. This familiar complaint annoys me. Today the movies are mirroring every level of life in films that range from sharp realism to artfully blurred evasions of reality. I can't recall a more convincing—or artistic—transcript of common everyday existence than 'The Best Years of Our Lives' which ran the gamut from the humorously rowdy to the tragically ennobling. But if instead of factual drama about the postwar world I want man's imagination at its richest, I can find 90 minutes of complete catharsis in current filmings of great novels and plays.

". . . But there are other times when I want to be dazzled rather than educated; amused and amazed without being uplifted. It is then I turn first of all to Walt Disney, the pure abstractionist, creator of 'Snow White and the Seven Dwarfs,' 'Fantasia' and 'Melody Time,' who turns folklore and tone poems into surrealist nightmares and starbursts of inspired nonsense."

Mr. Untermeyer also covers the heavier type of story as a means through which people can forget momentary troubles. And he further points up Hollywood's ability to diversify and take note of the harsher aspects of life with such films as "Gentleman's Agreement," "Crossfire," "All My Sons," "The Lost Weekend," "Treasure of Sierra Madre" and "The Naked City." Concluding, he says:

"The art of the film is so flexible that it can go in two directions and make sense both ways. The rich variety of an expanding medium, the possibilities in new dimensions and larger perspectives . . . But enough of this now—I've got a date to see the Marx Bros. tear the scenery apart in a revival of 'A Night at the Opera.' "

Our abridgement doesn't do the article justice. Therefore we suggest to our readers that they get the December Woman's Home Companion and read the article in its entirety. It is as fine a piece of writing of and for motion pictures as we have ever seen. Not only will it lift the spirit, it may even serve to lift the body from its sitting position onto its feet and into action, long overdue.

Ben Shlyen

Pulse Beats

House of Commons Votes Aid to British Films

Approves bill for $20,000,000 for production and distribution of motion pictures as direct challenge to American product; predict 75 per cent British quota in two years.

★

Allied to Organize Unit In Memphis Territory

Committee to establish 20th affiliate includes John Mohrstadt, Mrs. Claire Collier, Lyle Richmond, J. A. West, Dave Flexer, T. A. Ballas, Edward O. Collins and H. A. Cole.

★

Advertising in Films Protested by Allied

Cite brewers' memorandum listing pictures showing shots of nationally advertised beer; to present Allied's opposition at meeting of MPAA directors next month.

★

Selznick-EL Negotiating Distribution Agreement

Eagle Lion will handle eight reissues and minor contract selling of the two current SRO releases—"The Paradine Case" and "Duel in the Sun."

★

20th-Fox Bid for ABC Is 'Not Acceptable'

Company's bid for control of radio and video network dropped as parties fail to agree on terms; offer was substantial, being quoted as over $20,000,000.

★

M. F. Gowthorpe New Head Of Butterfield Theatres

Long-time Paramount theatre executive will succeed L. E. Gordon who has announced his retirement as head of the large Michigan chain of theatres.

★

Bing Crosby Signs 7-Year Contract With Paramount

Deal negotiated by Everett Crosby calls for 18 pictures with star to have participating interest in eight productions; 'Top o' the Morning" will lead off.

★

Bell System Adding 21 Cities To Television Network

Within next two years, facilities will be extended to provide 34 cities, tripling present 3,400 miles of channels; availability depends on speed of FCC approval.

★

Truman Favors Showing Of U. S. Films Abroad

Important to have American pictures widely distributed, the President tells Eric Johnston, MPAA president, during conferences; Johnston reported on European tour.

ALLIED TO GO ALL OUT IN FIGHT AGAINST FORCED PERCENTAGE

Boycott Is Voted Down But Convention Calls For Stern Action

By JAMES M. JERAULD

NEW ORLEANS—A national campaign in opposition to "forced" percentage contracts is proposed by Allied States Ass'n. The details have not been fully worked out.

The plan includes a call for conferences with sales managers of the major companies in order to induce them to eliminate smaller houses from percentage engagements and classification of percentages for larger types of theatres.

'AGITATION IS POWERFUL'

After several speakers had suggested a "boycott" of percentage pictures, Col. H. A. Cole of Texas said a boycott was "no good."

"Agitation is a powerful thing," he said, "and if persistently carried out will bring results, as our experience shows. There is no legal way to prevent a seller from asking any terms he wants to ask."

Cole said that he might be speaking "previously," but he indicated the possibility that legislation would be sought in the next Congress for control of film rentals "for the benefit of the small exhibitor who can't fight."

Nineteen regional Allied units, he said, could insist on elimination of percentages up to a certain seating figure.

Leo Jones of the Ohio unit introduced a humorous note into the discussion by suggesting that Allied members should become stockholders in the major companies and insist upon their rights as stockholders. He said he had done this.

Jones said that as a 20th Century-Fox stockholder he had written to the company that he knew of 52 situations in Ohio, including four of his own, that were not playing a specified 20th-Fox picture and that he, as a stockholder, thought something should be done about this lost revenue.

DEALS IN 52 SITUATIONS

"I told them I wanted my money to work for me," he continued.

The net result was that, after some correspondence, the company made deals to get its pictures into the 52 situations.

"If they backslide, I will warn the branch manager that my letters will resume," he commented emphatically, thereby raising a general laugh.

William L. Ainsworth, president, commented: "You might be surprised to learn how many Allied members are already stockholders of the distributing companies."

Jack Kirsch of Chicago, former national president, said he was waiting for somebody "to come up with an idea on this percentage situation and I will go along."

A resolution including a call for a conference with distribution executives was presented at the start of the Tuesday afternoon session and adopted unaimously. A report on the results of the conference will be made to the board of directors at the next meeting in January at Washington.



—BOXOFFICE photo.

Herman Blum (L) of Baltimore, one of the original Allied officials, with William Ainsworth, national president. It was Blum who toured the country 20 years ago collecting the funds which got the association started. He's retired now.

Television was a big topic of discussion. It was generally agreed that television in its present stage of development is not a serious threat to theatres.

Some speakers predicted that it would not become a serious threat after the first novelty has worn off, and that radio would suffer more than theatres.

In the meantime, it was agreed that regional Allied units should insist that city and state governments enforce safety regulations on taverns comparable to those imposed upon theatres—number of persons allowed in, exits, etc. A movement to have such regulations imposed in Detroit is already under way and the feeling is that if Detroit makes this move the state of Michigan will follow.

This approach was held to be better strategy than to attempt to have amusement taxes applied to bars and other spots showing television programs.

Trueman T. Rembusch, reporting for a committee which has been making a study of television, dwelt principally upon the technical problems facing the television industry. Among other things he said that the Paramount indirect system of television is too expensive for use in any but the largest theatres and there is no assurance that it would bring increased boxoffice returns.

Making of the pictures is now in inexperienced hands, he said, and the television men lack the camera know-how.

Television is "robbing radio," he said. Because of the tremendous expense of television programing, the television men are already attacking the AT&T coaxial cable rates.

He expressed the opinion that much of the television propaganda was designed to force the film industry to turn over films for the new medium.

"How can television sponsors bid against 18,000 theatres for talent?" he asked. Then he said the video interests would have to develop their own program forms and their own stars and go into film production on their own. Film distributors have used "trial balloons" in the form of announcements about their plans for television production, but he forecast that television would not be able to compete for program material "until they produce a $15 receiver as they did in radio."

GRASPING FOR STRAWS

"They are grasping at straws for programs," he asserted.

On the optimistic side, he said that if there are 50,000,000 persons who do not attend motion picture theatres perhaps some of them will do so if they develop a fondness for motion pictures in their homes. He advised exhibitors to assume an attitude of "watchful waiting."

P. J. Wood of Ohio wanted to know whether television had affected theatre boxoffices to date. Ernest Schwartz of Cleveland said one theatre in the area had tried television and had given it up. Baseball affects theatre business in his territory, he said, but so far exhibitors were agreed it had not been a damaging boxoffice factor.

Irving Dollinger of New Jersey said that, in his opinion, showmen should ask themselves what television is going to do to theatres, what it can do to exhibitors individually, and to what extent films will be used in television. He said television in theatres probably would not be of much use except for sporting events. There might be small television theatres in time.

"It's radio that is going to be hit," he predicted. "They are in the position we were in when sound was added to films—only the situation is reversed. There is great interest because it is a novelty, but this novelty will wear off. They can't use feature films. I predict their shows will be limited to 30 or 45 minutes at the most."

TELEVISION HAS HURT

Charles Snyder of Detroit said television has "hurt," but that people would go back to theatres because "man is a social animal."

Ed Lachman of New Jersey said his unit had made a survey in behalf of one theatre that is surrounded by 80 taverns, all equipped with television, and that this theatre had suffered losses.

Sidney Samuelson of Philadelphia declared that city had been subjected to a concentrated barrage of television during two national political conventions. The results were "no worse than other outside affairs," he asserted. One hotel, he said, has stopped showing television during the lunch hours, and taproom proprietors are becoming convinced they made a mistake in installing re-

ceivers, because so many customers "drink one beer and stand two hours."

At the opening of the Wednesday session National Screen was made the target for criticism of service in a number of scattered localities.

Last year a national committee consisting of Irving Dollinger, Charles Niles and Morris Finkel was named to take up problems with National Screen. It reported back it had made no progress, and a motion was presented to take the problem back to the regional units.

ACCESSORIES AS 'FREE'

In the midst of the discussion Jack Kirsch suggested that all advertising accessories should be free as they are on most forms of retail merchandise.

Sidney Samuelson declared that all companies should make their own trailers, as does MGM and Warner Bros.

George Dembow, vice-president of National Screen, was sitting in the rear of the room as President Ainsworth suggested he be given a chance to speak. J. M. Wolfberg objected, but Dembow was given an opportunity to talk. He urged all regional units to get together their complaints, collate them, and present them to National Screen. He assured the members that he would take them up in detail and try to work out an amicable settlement.

No action will be taken on a general conciliation or arbitration plan for the industry until the antitrust case has been settled. This was decided on recommendation of the board of directors on the theory that there will be no way to tell how conciliation will work until the litigation ends.

This does not bar cooperation by regional units in carrying out the Smith-Berger plan for informal discussion of disputes.

Berger spoke on this plan and said that he felt exhibitors owed Andy Smith jr., general sales manager of 20th Century-Fox, "a debt of gratitude."

Moves of this kind could lead to a happier and healthier industry, he said.

President Ainsworth announced the appointment of a committee to take up with sales managers of the major companies the question of percentage terms on pictures. The committee includes Col. H. A. Cole, chairman, and Sidney Samuelson, Charles Niles, Jack Kirsch and Martin Smith.

PALFREYMAN SPEAKS

David A. Palfreyman of the MPAA described the plans for producing pictures for improvement of industry public relations. Some of these pictures were shown privately to some of the delegates and were openly endorsed at the Tuesday session.

M. K. MacDaniel of Texas introduced a new thought into the public relations discussion by suggesting that in cartoons which are seen largely by children the thought of kindness should be introduced as much as possible. This was received with applause.

Stanley Kane of Minneapolis reviewed the history of the Ascap litigation which resulted in a victory for Bennie Berger. Nathan Yamins pointed out that this had been expensive. It was agreed that a report should be obtained on the cost of Berger's appeal and that the board of directors should recommend later to regional units that they suggest a fund be raised to help pay the costs of the litigation.

Closing activity of the convention was a banquet in the hotel ballroom.

Backbone of Monopoly Broken, Says Myers

NEW ORLEANS — In summarizing the progress of antitrust litigation, Abram F. Myers, Allied general counsel, told the delegates at the third day of the annual convention here that the "backbone of monopoly has been broken," but that they should not relax their vigilance.

Throughout the trial, he said, the defendants were represented by senior members of the country's foremost law firms, but now that the period of negotiations has set in such men as James F. Byrnes and Judge Samuel Rosenman are conducting the "behind-the-scenes" conferences.

"It was not merely a coincidence that two weeks ago counsel for SIMPP, the Civil Rights Ass'n and Allied suddenly appeared before the House small business committee to "make an oblique attack on the film and theatre monopoly."

After detailing the inquiries which the three-judge court must make into the reasons for theatre acquisitions, Myers said the court is faced with a tremendous task "and therein lies a very great danger; a danger so grave that I felt warranted in citing it to the small business committee."

At this point Myers again pointed out what he pointed out in Washington—that the court seems to be attempting to speed up the proceedings by "day-to-day" adjustments.

SAYS PRESSURE IS ON

"Now there is no doubt that great pressure is being exerted on the Department of Justice from many influential sources to abandon its position that the record in the case contains sufficient evidence to justify not only complete theatre divorcement, but also the breaking up of existing joint ownerships and first run monopolies," he said.

"Thus far the Department of Justice has stood by its guns and in the so-called consent decree entered against the RKO defendants it vindicated its principle, although it did yield ground on certain details."

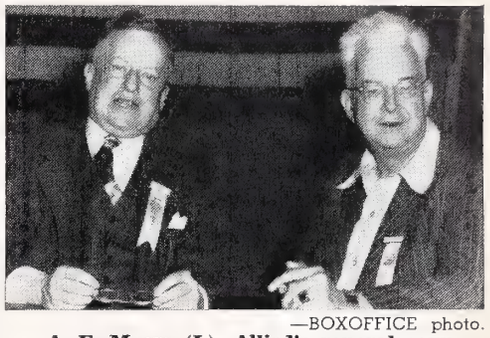
Myers described the diffusion of RKO stock as "rather unique," because Howard Hughes owns 24 per cent and no other owner has as much as 1 per cent. Hughes' stock, he said, will be placed in the hands of a trustee until he decides whether he wants to get rid of his theatre stock or his distribution company stock in the two new corporations which are to succeed RKO.

"This may, or may not, be the shape of things to come," Myers said. "We may look on some of the provisions with lack-luster eyes, but that is only because with each succeeding court victory we have elevated our own gun sights considerably—in some instances, perhaps, unwarrantedly. RKO has gone through the meat grinder and I cannot believe that the others will fare any better.

Myers took up a point that has been discussed by many exhibitors—the question of whether civil suits can be filed against theatre-owning majors who have been found guilty of law violations in connection with theatre ownerships or acquisitions.

He pointed out that under Section 5 of the Clayton Act consent decrees bar the use of testimony as prima facie evidence, but that the section contains a proviso that it shall not apply to consent decrees entered into before testimony has been taken.

He said that he would have to give a "yes or no" answer on RKO regarding evidence "left open on the remand of the case to the statutory court, but that by the same token it is an adjudication of, and it may be used as evidence as to, all matters which are foreclosed by the Supreme Court's mandate."



—BOXOFFICE photo.

A. F. Myers (L), Allied's general counsel, with Col. Harry A. Cole of Texas, after Myers delivered his antitrust report.

He listed as "foreclosed" the following points:

1. The price-fixing conspiracies—a horizontal one between all the defendants; a vertical one between each distributor defendant and its licensees;

2. A conspiracy to restrain trade by imposing unreasonable clearances;

3. Unlawful pooling arrangements (a) between exhibitor defendants, and (b) between exhibitor defendants and certain independent exhibitors, as to which the Supreme Court found "clearer restraints of trade are difficult to imagine";

4. Formula deals and master contracts which were branded as devices for stifling competition and diverting the cream of the business to the large operators;

5. As to all defendants except United Artists, the practice of compulsory block-booking "which adds to the monopoly of a single copyrighted picture that of another copyrighted picture";

6. As to the joint ownership of theatres by two or more exhibitor defendants, which involves "a restraint of trade condemned by the Sherman Act."

All questions regarding monopoly in acquisition of RKO theatres, or joint interests with independents were eliminated as possible subjects for private suits, Myers said.

"However," he continued, "the question cannot very well arise with respect to the remaining defendants. For as soon as the RKO order was signed, government counsel began to offer, as to all of them, additional evidence on the open questions and it seemed to me that, as to those defendants, whatever decree may eventually be entered must necessarily be an adjudicated decree."

PARAMOUNT AND M&P CIRCUIT PREPARING FOR DIVESTITURE

Mullin and Pinanski Plan To Split 100 Theatres on 50-50 Basis, It's Said

By FRANCES HARDING

BOSTON—The M&P circuit comprising approximately 100 theatres, largest chain in the New England area, is to be divorced. Its partnership with Paramount is to end, and Martin Mullin and Samuel Pinanski, the M&P of the circuit, will divide the theatres on a fifty-fifty basis.

This is the first instance of divestiture as it affects the vast Paramount holdings, and in this initial case it is the partners who are buying out Paramount. Until now, divestiture in the Paramount chain has been limited to relinquishing partnerships and other management relationships within individual affiliated circuits. An example of this has been the policy of Interstate circuit abandoning partnership and management deals with more than a dozen Texas independents in recent months.

TALKS ON FOR MONTHS

The M&P divorcement plan has been under discussion for many months, and the trade here has been aware of the imminence of an important announcement from the circuit on some phase of divestiture. The announcement of impending action now has been officially made by the upper echelon of the M&P circuit, although an official statement will not be forthcoming until the first of the year when all legal and financial aspects of the case are expected to be completed and documents signed.

Lawyers from Paramount's home offices and local attorneys for the partners have been huddling for some months. It is understood that Pinanski and Mullin will divide the circuit about fifty-fifty. There will be two separate operating organizations, maintaining separate offices in separate buildings. The two new circuits will make every effort to retain personnel, and one of matters now being discussed is which executives go with which circuit. Managers of the various theatres, however, will not be affected by the switch.

Official statement of the divorcement project cannot be made until signatures have been affixed to necessary papers because, as one executive explained, objection by a single stockholder to the plan can delay the deal for many months.

CHAIN ORGANIZED IN 1933

When the deal is finally signed, a complete report giving ownership of each theatre in the circuit will be made public.

The M&P circuit was organized in 1933 as a Paramount theatre partnership, and has grown through the years to become the top New England circuit. There are many corporate subsidiaries within the circuit structure, including the New England Theatres Operating Co., known as Netco, which operates suburban houses and out of state situations, and New England Theatres, Inc., which also operates a large group of suburban and out of state theatres.

The detailed corporate structure of the Paramount-M&P partnership has never been fully divulged in the antitrust case proceedings. The government in a brief filed prior to the opening of the Paramount case two years ago reported New England Theatres, Inc., as 100 per cent owned by Paramount and that it also held stock interests of 50 per cent or more in 23 subsidiary corporations operating theatres in six New England states, and minority stock interests in two Massachusetts corporations.

The Publix Netco company was listed as being 50 per cent owned by Paramount and as holding stock interests of 50 per cent or more in 20 subsidiary corporations in Connecticut, Maine and Massachusetts, and holding minority stock in eight Massachusetts subsidiary theatre corporations.

Neither the value of the circuit in dollars and cents, nor an estimated amount involved in the acquisition of Paramount's interests have been divulged.

However, the M&P theatres have a total seating capacity of approximately 112,000, and based on today's building costs the replacement value of the theatres would be about $26,000,000.

The divorcement from Paramount has caused considerable interest among theatre people here, with much speculation going on as to the rearrangement of the circuit's theatres. However, the M&P offices have been exceptionally secretive about the dividing up process.

Allied Proposes a Plan To Discipline Players

NEW ORLEANS — National Allied wants the production end of the industry to set up an agency for disciplining players with power to fine or to suspend in much the same way discipline is enforced in baseball.

When players are charged with any crime their suspensions would continue until they are acquitted, and where lesser offenses are committed, if they bring public notoriety, the player would be suspended or fined.

To bring this about the organization urges that the production code be amended to include these disciplinary provisions and that production code seals be refused to pictures in which such players appear.

Another resolution was passed which condemned the reissuing of pictures in order to cash in on the publicity resulting from players' indiscretions.

The idea for the resolution on discipline was presented recently to the board of directors by Joseph P. Finneran, exhibitor from Franklin, Ind., and was approved by the board of directors in advance of the opening of the convention.

Finneran pointed out "the rising tide of criticism" of the industry, which, he said, "was reminiscent of the rumblings which preceded the explosion of 1934 which led to the formation of the Legion of Decency." He declared that this criticism cannot be silenced "by the producers' present plans to raise huge sums of money for institutional advertising and to utilize the screens for industry propaganda."

He pointed out that Allied is not opposed to any constructive measures for increasing industry goodwill, "and probably will go along with the plan advanced by Eric Johnston, although Allied is convinced that public attention cannot be diverted from industry faults merely by advertising and exploitation campaigns."

The industry looks for "stern action," he said.

So that producers will not be penalized for indiscretions committed by players after the production of a picture there will be no ban sought on these films.

The resolution, passed unanimously, pointed out that film players "exert a profound influence on public morals, manners and attitudes because they are emulated by millions of admirers, especially youthful and adolescent followers."

Specifically, the amendment proposed to the production code would set up rules for suspension when players are charged with any crime, and would, in the case of lesser offenses, call for the appointment of an "industry agency or committee empowered to investigate the facts and to impose suitable penalties such as suspension of eligibility to play in the films for a fixed period of time, or the payment of a fine, or both." The resolution urges that all future players' contracts include provisions for carrying out this plan.

Johnston Has No Plans For Disciplining Stars

WASHINGTON—MPAA President Eric Johnston is not familiar with the Finneran plan for disciplining stars who win unfavorable publicity and has no plan of his own for tighter control over the personal conduct of industry talent to bring to the Hollywood meeting of his association January 26-28, he said Wednesday.



SPREAD THE NEWS!

When you top "EASTER PARADE" that's some topping!

INDUSTRY FUTURE IS BRIGHT, MOODY STOCK SURVEY SHOWS

Hang on Your Film Stocks, Investors Are Advised; Firms in Good Shape

NEW YORK—Hold on to your motion picture stocks. This is the advice given by Moody's Stock Survey in the November 29 issue mailed to subscribers of Moody's Investors Service.

It points out that stocks have been deflated during the past two years to levels where they are worth retaining and film companies, as a whole, are in relatively good financial position. The Survey favors Paramount stock, but says other shares should also be profitable in the long run.

INCLUDED IN WEEKLY ANALYSIS

Six pages of the 11-page weekly analysis of factors affecting the stock market and individual corporations are devoted to the Big Five and Universal-International as well as to the film industry as a whole.

Although news of the industry has been bad for a few years, due to the sharp decline of foreign revenues and the slump in domestic attendance, the Survey is optimistic about the future.

Divorcement may prove a partial blessing. The sale of theatres provides the chance of realizing values from theatres and realty holdings considerably above book values.

Producers and exhibitors may find several advantages in divorcement, which the Survey predicts will be ordered in part.

It points out that producers who have been licensing pictures to their own theatres probably did not obtain all the rentals traffic would bear. But if they have to sell individual pictures on a theatre-by-theatre basis, producers will probably be able to get higher rentals. Furthermore, producers would have less need to protect theatre interests from television. They would, therefore, be less hesitant to enter into large scale production of films for the television market.

The Survey also states that proceeds from theatre sales could be used to retire debt, to contract capital structures, or to pay some capital dividends.

NOTES HIGH THEATRE VALUES

It notes that theatre holdings were written down substantially during the depression years in the 1930s. The current market values are believed to be much greater than the books indicate. The Survey mentions that RKO sold a theatre last year for $2,300,000 that had a book value of $700,000.

Until divestiture is settled, the Survey thinks there is little chance of exhibitors equipping their theatres with expensive large-screen television equipment. Producers, on the other hand, have a promising potential market in television. There will be a mounting demand for films as the number of sets, stations and coaxial cable links increase.

Another encouraging sign to investors is the economy drive. The Survey reviews progress made in eliminating unnecessary expensive sets, improving planning and budgeting, dropping non-essential employes, reduction in shooting time for films, and the fact that some studios have been able to reduce the average cost per film from $1,400,000 to $800,000 per picture.

The studio economies should bring favorable results some time in 1949 when most high cost (wartime and immediate postwar) productions will have been used up and the decline in foreign income will have leveled off.

It predicts that some studios will write off against 1948 income the cost of abandoned productions, excess story costs and excessive inventory values where amortization rates have proved inadequate.

The Survey then discusses the decline in attendance. It points out that while all entertainment revenues have declined about 4.3 per cent, film grosses have fallen about 10 to 12 per cent, according to tax reports. In 1931 expenditures for film entertainment amounted to 69.1 of the total U.S. amusement bill. In 1947 the percentage had declined to 53.3.

Competing forms of entertainment and the weather have been factors contributing toward this decline. Television is still too localized to have hurt the boxoffice nationally. The Survey says that perhaps the most significant reason has been the poor boxoffice appeal of the general run of films. "It is well established that a good picture will bring customers to the boxoffice even in poor times."

In order to reverse this downward attendance trend, the industry has to be able to "gauge public taste more accurately. This question is receiving a large amount of the industry's attention right now."

The Survey has little hope for the recovery of the foreign market until the world dollar shortage is eased. It points out that U.S. remittances from abroad have declined from the 1946 total of $138,000,000 to an estimated 1948 take of less than $80,000,000. It discusses the British, French and other foreign situations and how they have contributed to the overall decline.

The report then gives a company-by-company analysis of the financial statements of RKO, Warners, Loew's, Paramount, 20th Century-Fox and Universal-International.

SITUATION GENERALLY GOOD

Summing up, it states: the financial position of industry in general is good. Large earnings of war years were used to build up the working capital and to reduce the heavy burdens of debt and preferred stock assumed in the late 1920s. Fixed charges also have been substantially reduced.

The debt, though sizable, is a relatively small part of total invested capital. Cash resources of most leading companies exceed total current liabilities. Cash resources will be gradually increased as high-cost film inventories are being replaced by lower-cost pictures. The process of disposing of theatres by outright sale would also augment working capital.

The financial threat to the companies lies in the numerous private antitrust suits filed against distributors. The triple damage suits total over $50,000,000 and additional suits are in prospect.

Conclusions Reached In Stock Survey:

The future of the film business is optimistic.

●

Divorcement may prove a partial blessing to distributors as well as exhibitors.

●

The studio economy drive is encouraging to investors, as it will improve planning and budgeting and cut production costs.

●

There is little hope of recovering foreign market until the world dollar situation is eased.

●

In order to reverse a downward trend in attendance, the industry must be able to gauge public taste more accurately.

●

Financial position of the industry is good. There is substantial working capital; large earnings have enabled the companies to reduce heavy debt burdens, and fixed charges have been substantially reduced.

SEC Studies Plans Revamping RKO

NEW YORK—RKO has submitted tentative consent decree reorganization plans to the Securities and Exchange commission. The legal staff of RKO has been busy with blueprints for a new theatre and new production-distribution company required by the decree. The plans must be approved by the RKO stockholders before February 8. The decree had been signed November 8 by the three-judge expediting court.

Meanwhile the board of directors and the SEC must also pass on the reorganization of Radio-Keith-Orpheum Corp. into two new companies. The stockholders will probably meet to vote on the reorganization in the latter part of January.

The SEC will have to okay plans splitting the present RKO common stock which totals 3,899,913 shares. Howard Hughes will have to sell his 24 per cent interest in either the new theatre or new production-distribution company. Holders of the remaining 76 per cent will be able to keep their interest in both firms. There will be separate directors, officers and policies.

One RKO officer has predicted that the circuit will remain intact after the new theatre company has been organized. It will consist of a minimum of 81 theatres or a maximum of 109.

Admission Tax Revenue For October Drops Off

WASHINGTON—The October admission tax collection fell off nearly four million dollars from the September total, the Bureau of Internal Revenue reported last week, and was more than five and one-half million below the October 1947 tally. A count of $32,136,111 was registered, compared with $35,933,212 a month earlier and $37,743,023 a year earlier.

This drop from last year's corresponding figures, however, is far from typical. The difference represents more than half the difference in the total collections in the first ten months of 1948 and 1947. This year's total is $310,921,093, compared with only $320,589,937 last year—an over-all drop of less than ten million dollars.

The 1948 tally has actually been larger in August, July and April, but the discrepancy between the two October totals is twice the discrepancy reported in any other month. Significantly, the October 1947 total is the highest of the past two years.

Paramount Case Lawyers Shuttle Between Cities

NEW YORK—Government and company executives have been shuttling between New York and Washington during the past ten days in their efforts to settle the Paramount antitrust case.

At the most both sides have been striving for satisfactory consent decree settlements. At the least, settlements of joint theatre holdings that will be approved by the three-judge court when it resumes hearings December 20.

Justice Augustus N. Hand had suggested that both sides try to settle the joint ownership issue during the three-week adjournment period beginning November 10. The case was postponed twice from November 29.

Last weekend a Paramount delegation, headed by Leonard H. Goldenson, circuit chief, conferred in Washington with Herbert Bergson, head of the antitrust division, and Robert L. Wright, assistant attorney general. They presented a proposed consent decree.

Several days earlier, Wright had met with Paramount lawyers in New York. At that time he made it clear he wanted nothing less than complete divorcement patterned on the RKO consent decree settlement.

Paramount is seeking to retain the bulk of its 500 wholly owned theatres plus those of its 1,000 partially owned houses in which it sold stock because of bankruptcy proceedings and economic hardship during the 1930s.

Goldenson has refused to comment on a report that M&P Theatres Corp. will end its Paramount partnership by December 31.

Judge Samuel Rosenman and James F. Byrnes also have been discussing consent decree proposals for 20th-Fox with the Department of Justice. Talks were held in New York and Washington.

Warners and Loew's, however, have restricted their conferences to New York. The subject of these talks with the Justice department representatives has been termination of joint holdings.

Warners owns 25 theatres jointly with other operators. Loew's attorneys have said that 13 theatres operated with Paramount in the Buffalo region and several other houses owned elsewhere will change hands. They have contended that 115 other theatres should be retained, even though some are shared with "investors."

Attorneys for Columbia and Universal-International met this week to map plans for a special session on trade practice bans. They want the three-judge court to consider their problems separately from those of Paramount, Warners, 20th-Fox and Loew's, which are primarily concerned with theatres.

WB and D of J Huddle On 25 Joint Deals

NEW YORK — Warners and the Department of Justice are trying to decide which, if any, of the circuit's 25 jointly-operated theatres will be permitted to stay in the WB fold.

Company lawyers have already met with Ass't Att'y Gen. Robert L. Wright in New York. Wright wants WB to dispose of all its joint holdings, but there may be a compromise.

The circuits affected are: Atlantic Theatres, Inc., in which WB and Ben and Mrs. Amsterdam are joint stockholders. This circuit operates 15 theatres in New Jersey; Mt. Oliver Theatre Co., which operates two theatres in Mt. Oliver and Pittsburgh, Pa. Others are: the MacArthur Corp., which operates Washington theatres; the W. F. Theatre Co. of Troy, N.Y.; the Stanley-Shapiro Theatre Co. of Philadelphia; the Allen Theatre, Cleveland, jointly-owned with RKO; Harold Theatre Co. of Youngstown, Ohio, jointly-owned with Shea Enterprises, and Regent-State Corp. of Springfield, Ohio, jointly-owned with the Springfield Theatre Co.

Griffith Case Returns To Vaught's Court

OKLAHOMA CITY — The Griffith antitrust case this week was back where it started—in the courtroom of Federal Judge Edgar S. Vaught—with the government asking for a decree which would undo "as near as may be the wrongs that were done, and prevent their recurrence in the future." It was Judge Vaught who held the circuit not guilty of violating monopoly laws. The Supreme Court, however, reversed his findings and ordered the case back for rehearing.

The government did not outline what its line of argument will be during the current hearings, nor indicate at the outset what it will demand in court. They merely indicated that they are presenting additional evidence to show effects of the use of circuit buying power upon independent competitors.

The case was filed in 1939 and finally reached the courts in 1945.

First government witnesses were Dennis Scaling, of Lubbock, Tex., former exhibitor and oilman; W. P. Moran, Oklahoma City, formerly associated with the Isley-Moran circuit; and William Engle, Gallup, N. M. Their testimony was in regard to their theatre operations in Griffith towns.

What Judge Vaught will have to decide is whether unlawful practices have been stopped; if the defendants acquired any theatres as a result of these practices; what effect these practices have had on independents and what kind of relief should be granted.

'Song Is Born' Banned

MEMPHIS — Memphis censors Thursday afternoon (2) banned from Memphis screens RKO's "A Song Is Born." Chairman Binford of the censor board said it was because "It shows a rough, rowdy bunch of musicians of both colors."

Small Business Group For Antitrust Changes

WASHINGTON—Creation of a separate department of government to enforce the antitrust laws, taking over the activities of the federal trade commission and the Department of Justice, may be recommended by the house small business committee when it files its report with the house at the end of this month. The officer to head the activities of such an agency might have cabinet rank, according to the reasoning now in the minds of committee theoreticians.

Far less sweeping but more concrete, the committee is considered reasonably certain to recommend divorcement in the film industry, as well as in oil, steel and perhaps one or two other industries. A very likely suggestion, too, is the creation of a special antitrust court to expedite the handling of cases under the Sherman and Clayton acts.

Majors and Paramount-Nace Sued by Arizona Exhibitor

PHOENIX, ARIZ.—Major distributors and the Paramount-Nace circuit of Arizona are defendants in an antitrust action filed in U.S. district court here by Fred A. Weller, Los Angeles attorney, on behalf of Wayne Phelps, operator of the Times Theatre in Mesa, Ariz.

Phelps charges that he opened his Times a year and a half ago, but that the distributors —in an alleged conspiracy with Paramount and Harry L. Nace—assertedly refused to sell him product except on a long-delayed subsequent run.

The plaintiff seeks an injunction against this alleged discrimination, together with triple damages of $144,900.

Paramount told New York

of the 715 PICTURES that have played the Paramount in the past 22 YEARS, not one has received such sensationally enthusiastic first-night AUDIENCE RAVES as these unedited written comments from moviegoers on 'MISS TATLOCK'S MILLIONS'"

Robert M. Weitman
Managing Director

"Funniest picture I've ever seen. In other words Terrific!!"

"The funniest picture I have seen in years, should be seen by everyone."

"Never saw anything I enjoyed more."

"Very funny and probably the funniest picture I have ever seen without Bob Hope in it."

"Intriguing and unusual plot."

"Wonderfully directed. Lund convincing and cast suited to parts. More pictures like this."

"'Tatlock's Millions' very humorous but could have been shorter, John Lund new comedy sensation."

"The more like this, the better."

"John Lund terrific. Should have been cut about twenty minutes."

"Amusing with fine action."

"Great!"

"John Lund is terrific—beats them all."

"It is the best and funniest picture I have seen in a long, long time."

"Most hilarious picture of the year, couldn't stop laughing."

"Very good comedy."

"Fitzgerald and Lund prove their popularity again, Wanda Hendrix a coming star."

"Best picture of the year."

"Wanda Hendrix best new star of 1948, Lund up to standard of 'Foreign Affair.' Good direction. Could have been funnier but has more heart than usual fare."

"Funniest comedy I've seen in a long, long time."

"Enjoyed it very much. Haven't laughed in weeks."

"Very entertaining and funny."

"Good comedy, heart-warming."

"Was amusing and interesting."

"Wanda's the best yet."

No wonder 84,682 happy patrons have seen this 22nd Anniversary Show!!

Paramount presents

JOHN LUND · WANDA HENDRIX

BARRY FITZGERALD · MONTY WOOLLEY

in

"Miss Tatlock's Millions"

with

ILKA CHASE · ROBERT STACK · DOROTHY STICKNEY · ELIZABETH PATTERSON

Produced by CHARLES BRACKETT · Directed by RICHARD HAYDN

Screenplay by Charles Brackett and Richard L. Breen
Suggested by a play by Jacques Deval

in Person

STAN KENTON And His Orchestra featuring JUNE CHRISTY

plus RED BUTTONS

RAUL & EVA REYES

Extra Added Attraction

NELLIE LUTCHER

DOORS OPEN 8:30 A.M.

PARAMOUNT

TIMES SQUARE · Midnight Feature Nightly

We're telling You

"Miss Tatlock's Millions"

DREW ONE OF THE FIVE BIGGEST THANKSGIVING DAY GROSSES IN THE 22-YEAR HISTORY OF THE NEW YORK PARAMOUNT

And the N.Y. critics tell the world

"You'll laugh fit to bust a girdle. Charles Brackett, a movie author who is master of the serious film, 'The Lost Weekend,' or the mirthfully impudent 'A Foreign Affair' has turned on the charm of the latter mood full blast. The whole company has applied itself to the task of laying the audience in the aisles."
—*Alton Cook, World-Telegram*

"A picture made just for fun. It hasn't a purpose in the world except to provide laughs. Frantic and funny farce... thoroughly entertaining. Haydn and Brackett have made a hilarious movie in a cockeyed mood."
—*Eileen Creelman, New York Sun*

"Amusing situations. Complications are many and funny." —*Kate Cameron, Daily News*

"Electric with amusement. Hilarious . . . unusual . . . elegant nonsense. Far more than a conventional Hollywood offering. A generally delightful entertainment."
—*Howard Barnes, Herald-Tribune*

"Will win an award from the cash customers. A delightful piece of whimsy . . . right on the beam. Rich in laughs. You're in for a good time."
—*Lee Mortimer, Mirror*

"Action is fast, the fun is fast and the movie gets good belly laughs out of everything it touches."
—*Life*

"Screwiest and funniest of the 1948 model movies."
—*Look*

"It's as funny as they come—delightful and amusing comedy." —*Seventeen*

Memorial Honoring Father Flanagan Dedicated by Variety Clubs Int'l



The Big Three of Variety Clubs International pose in front of the memorial statue. Left to right: William McCraw, John H. Harris and R. J. O'Donnell.

OMAHA—A historic moment for Boys Town and the Omaha film industry was provided here by the Sunday presentation to the "City of Little Men," of a bedfordstone statue honoring the late Father Edward J. Flanagan, the home's founder.

More than 1,500 saw John Harris of Pittsburgh, founder of Variety Clubs International, make the presentation on behalf of his organization. It was accepted by Msgr. Nicholas H. Wegner, Father Flanagan's successor as director of Boys Town.

A dinner at the Fontenelle hotel followed for the film men. Robert J. O'Donnell of Dallas, international chief barker, said of Omaha after the Boys Town ceremony and a visit to the Children's Memorial hospital, which the local tent is helping support: "No city in the U.S. has assets comparable with Boys Town and the Children's hospital."

Among others attending were William McCraw, Dallas, who presided at the unveiling; Charles Lewis, director of publicity; A. H. Blank and G. Ralph Branton, Tri-States Theatres two top officials, Des Moines; Pat McGee, Elmer C. Rhoden and Julius Schepps.

Communism Not an Issue in Cole Case

LOS ANGELES—A federal court judge this week ruled that the issue of communism could not be considered in the suit of Lester Cole, former MGM writer and one of the so-called "unfriendly ten," against his former employer. Cole is suing for return of his $1,350 a week job.

The writer was suspended by the studio, along with the other cited writers and directors, after the group had refused to testify as to possible affiliation with the Communist party before the house of representatives un-American activities committee.

Judge Leon R. Yankwich said he considered the case simply as a suit over alleged breach of contract—"not a trial of the Communist party, its membership or any of its doctrines." However, MGM attorneys said they may have some questions pertaining to communism they may want to ask, and Judge Yankowich said he might listen to them outside the jury's hearing, then decide whether to permit the questioning in his courtroom.

Cole contends his suspension was not warranted under the morals clause of his MGM writing ticket.

Criminal contempt charges are pending against Cole in Washington, based on his refusal to answer the J. Parnell Thomas committee's questions. Two others, Dalton Trumbo and John Howard Lawson, have already been convicted of contempt, and Cole and the remaining seven of the "unfriendly ten" are awaiting the outcome of a supreme court appeal filed on behalf of Trumbo and Lawson.

Ascap Can Take Fees Pending Decision

NEW YORK—Ascap will be free to collect performing rights fees for music on film from all exhibitor customers except the 164 ITOA plaintiffs, pending the outcome of its appeal from Judge Vincent Leibell's decree.

This was decided November 29 when the U.S. circuit court of appeals granted a stay covering most of the decree. Ascap and ITOA attorneys agreed that the society will not be permitted to collect from or sue ITOA members using Ascap music on film until the appeal has been decided. They also agreed that producers who licensed films containing Ascap music to these 164 exhibitor plaintiffs will also be protected against suits.

Ascap has asked the court of appeals to reverse the entire decree which will bar Ascap and its members from enforcing performing rights against all exhibitors and all producers.

Pending the outcome of the appeal all of its other provisions will be shelved. This will permit Ascap to do business with exhibitors not involved in the antitrust case and with producers as it has been in the past.

The Ascap board of directors and attorneys will meet soon to decide on immediate policies. Lawyers for Ascap and ITOA, which also has filed an appeal from Judge Leibell's refusal to grant $900,000 in triple damages, predicted that the appeal will be argued within two or three months.

Ascap is expected not to try to compel exhibitors not involved in the case—11,000-13,000 customers—to pay performing rights fees against their will.

Most theatre operators have stopped paying since the antitrust decision against Ascap was handed down last July 19. Some have placed the money in escrow or set aside special funds to be paid to the eventual agent for performing rights. A few circuits have continued to make the usual quarterly or semi-annual payments.

There is expected to be some confusion regarding producers who want to buy performing rights for music to which they already own the synchronization rights.

The decree would bar Ascap members from refusing to sell these rights to producers who buy the synchronization rights, but this provision has been stayed along with the others.

New EL-NFS Contract Covers 31 Film Areas

PHILADELPHIA—Eagle Lion Films, Inc., has executed a three-year contract with National Film Service, Inc., for physical handling service of its product at all of its 31 branches in the United States. The negotiations were made by William J. Heineman, EL vice-president in charge of distribution, and William J. Clark, NFS executive vice-president. The contract covers shipping, inspection, storage, etc., from Nov. 26, 1948 to Nov. 25, 1951.

Clark pointed out that this is the first time a national distributor, having its own shipping and inspection room facilities, has turned over all of its physical handling work to an independent agency, and stated that it represents a very significant forward step in the industry with regard to the handling of film operations.

Frank Lloyd Wright Designs First Theatre

His Playhouse for Hartford Creates Considerable Interest Among Exhibitors

HARTFORD—Frank Lloyd Wright, who has influenced modern architecture more than any other individual, is designing his first theatre. While the building primarily will be for the legitimate theatre, the project is being followed with great interest by both exhibitors and architects.

The project will give the metropolitan area a 700-seat theatre, scheduled for completion some time in 1949. Three Hartford theatre men—Paton Price and Morgan O'Brien, executives of the Canton Summer Show Shop of Canton, Conn., and Samuel Capuano, founder of the Players Guild of Hartford.

CAN BE ENLARGED

According to present plans, actual construction is slated to start early in 1949. The theatre will seat 700, but can be expanded to accommodate 1,000. The exact site of the theatre building has not been made known. It is understood, however, that it will be west of the city and "easily accessible." "The New Theatre," as it is temporarily identified, is being capitalized with an estimated $150,000.

The theatre will be an "experimental" one, incorporating many features unique or advanced in theatre construction.

The building, octagon in shape, will feature two main entrances leading to a cloister-like walk around the back of the auditorium, which will permit late-comers to select their seats with a minimum of annoyance to other theatre patrons.

Another feature will be a convertible stage with integral lighting, a solid plastic curtain moving on a single circular rail and which, when opened, will serve as a cycloramic background. Also in the theatre will be a revolving stage and a perforated screen concealing an orchestra from the audience but allowing the orchestra to view the action on the stage.

WILL HAVE NO BALCONY

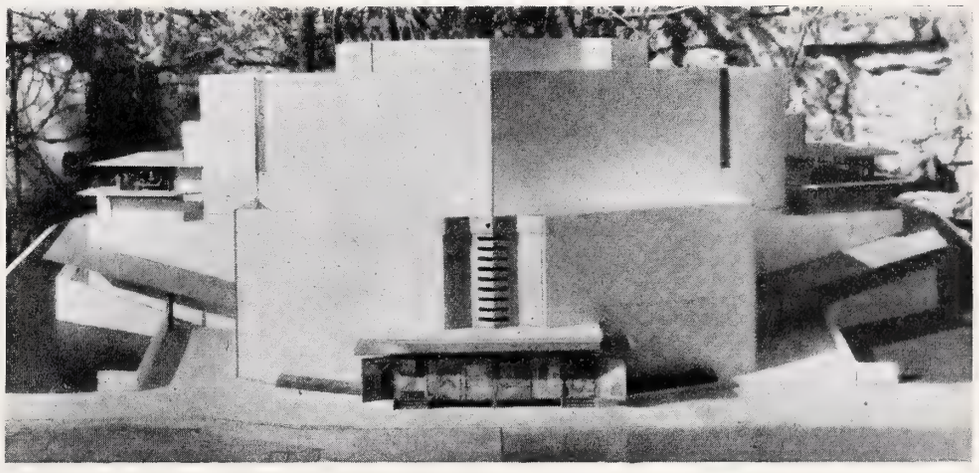
The theatre will have no balcony. Because of this fact the auditorium pitch will be extreme, a feature, according to the architect, which will give the audience a "more intimate contact with the stage."

At balcony height, a promenade walk will extend completely around the theatre building, permitting an area for the theatre patrons to gather and smoke during intermissions.

The stage, when desired, can be converted to the "picture-frame" type for conventional productions.

According to Price, the theatre acoustics will be "perfect," through the introduction of a proven sound system "with new wrinkles added." It is claimed that even the softest words spoken by the actors will carry easily to the auditorium's furthest point.





Frank Lloyd Wright, the famous architect, is shown with Helen Hayes, actress, as they inspect his model for the theatre he has designed for Hartford interests. Below is the model showing the facade of the building. The octagon-shaped building will have two entrances. (Wide World Photos).

Eyssell Heads Committee

NEW YORK—Gus Eyssell, managing director of Radio City Music Hall, has been named chairman of the local motion picture theatre committee for "Brotherhood Week," to be observed February 20-27 under the auspices of the National Conference of Christians and Jews.

Gamble Dickering for New Circuit; Coyne Joins Him as Special Aide

NEW YORK—Ted R. Gamble has confirmed the report he is negotiating for the purchase of a midwestern circuit that operates approximately 27-30 theatres.

It is reported that this is Standard Theatres Management of Wisconsin.

No deal has been finalized.

Gamble has been spreading rapidly from Oregon where he operated 12 houses several years ago. Two years ago Gamble took over Monarch Theatres, which has seven houses in Indiana, Ohio and Pennsylvania.

Recently Robert W. Coyne, former executive director of TOA, became associated with Ted Gamble Enterprises as a special assistant. Coyne's job with the TOA officially ended last July when Gael Sullivan took the job. Coyne remained with the TOA until two weeks ago as a special consultant.

He had been associated with Gamble in war bond drive activities and in the American Theatres Ass'n, before it was absorbed into the TOA.

Colorado TOA Likely

DENVER — Organization of the Colorado Theatre Owners Ass'n is expected to be perfected at a meeting tentatively set for February 1, 2 here. One of the leaders in the movement to organize Colorado theatre operators is Pat McGee, formerly of Oklahoma City and now with the Cooper Foundation.

300 TIMES On These Pages Multiply that By A Million ...That's How Often America's Top Magazines Alone Will Say: "SAMUEL GOLDWYN'S

JUST ABOUT THE MOST WONDERFUL LOVE STORY EVER FILMED! • JUST ABOUT THE MOST WONDERFUL LOVE STORY EVER FILM



'ENCHANTMENT'

is JUST ABOUT THE MOST WONDERFUL LOVE STORY EVER FILMED..."

Released by RKO Radio Pictures, Inc.



Jennifer Jones and Joseph Cotten in "Portrait of Jenny," produced by David O. Selznick.

Religious Cycle on Its Way

Film Producers Have an Unusual Number of Pictures Underway Stressing Spiritual Values in Life

By IVAN SPEAR

EVER since World War II, religionists have been unusually active in propounding their virtually unanimous opinion that a world-wide return to things spiritual and an accompanying de-emphasis of materialism is probably the greatest need, and the best possible insurance, to prevent a third and globe-shattering conflict.

That Hollywood's film moguls either agree with such theory, or are sufficiently stimulated and impressed thereby, seemingly is established through a tally of the precedential number of properties containing religious themes and/or overtones that have found their way onto immediately recent, current and upcoming schedules.

True, down through years of cinema history, celluloid output always has contained a sprinkling of such subjects, but heretofore their quantity has customarily been limited to one, or at most two or three, every few seasons. The oldtimers will, of course, recall such early efforts as "The Miracle Man" and Cecil B. DeMille's "The King of Kings," "The Crusaders" and "The Sign of the Cross"; more recent contributions have been "The Song of Bernadette," "Boys Town," "Going My Way" and "The Bells of St. Mary's."

The new trend apparently had its beginnings early this year with the release of "Fighting Father Dunne," RKO Radio's biographical yarn about a St. Louis priest who, at the turn of the century, built a home for underprivileged newsboys in that city. The same company—RKO Radio—also is handling the release of "Joan of Arc," admittedly one of the most costly and ambitious subjects to be undertaken in years, which was filmed under the banner of Sierra Pictures with Ingrid Bergman in the starring role, Walter Wanger producing and Victor Fleming as the director. A third subject of religious connotation, also distributed by RKO Radio, is "The Miracle of the Bells," film version of the Russell Janney best-seller, which toplines Fred MacMurray and Valli. Co-produced by Jesse L. Lasky and Walter MacEwen, "Miracle" was megged by Irving Pichel.

Also in release—this one being distributed by United Artists—is "The Girl From Manhattan." Although, as its title indicates, the Benedict Bogeaus production is a romantic comedy, prominent in its cast are two ministerial figures—Charles Laughton as a bishop and George Montgomery as a divinity student and former all-American football star. The church itself figures prominently in the plot as the "Girl"—Dorothy Lamour—and Montgomery successfully foil a plot involving a mortgage on the property on which the churchly edifice stands. A minister is one of the key figures, too, in Republic's "Slippy McGee," wherein Tom Brown—in clerical garb—successfully reforms a safecracker, Donald Barry.

Due for general release shortly by SRO is "Portrait of Jennie," a love story starring Jennifer Jones, and the plot line of which finds "Jennie" having attended an upstate New York convent as a young girl. Much of the action was filmed in New York's Cloisters and Lillian Gish, in a top supporting role, portrays a nun.

DeMille—who, as mentioned above, turned out several popular and profitable films with religious overtones in past years—has returned to that type of offering with his current producer-director effort, "Samson and Delilah," being made for Paramount release. The immortal Old Testament story has Hedy Lamarr and Victor Mature in the title roles and is budgeted—as is customary with DeMilleian endeavors—in high figures.

Awaiting release by Republic is "Angel in Exile," the locale of which is the rugged west, wherein John Carroll—an ex-con—strikes gold in the Arizona mountains and is hailed by the natives as having performed a miracle. Naturally Carroll has to reform in order to make himself into the really good man the villagers believe him to be. Also on the Republic schedule is "Hellfire," another western, wherein a borderland parson saves the life of a crooked gambler (William Elliott) but loses his own in doing so. The preacher's dying wish is that the gambler should finish the church he had begun to build—and Elliott carries out the plan. The film is, incidentally, the first planned by a new independent unit in which Elliott is associated with William J. O'Sullivan and Scripters Dorrell and Stuart McGowan.

Also in the sagebrush category is "3 Godfathers," the Argosy Pictures entry, which was produced by Merian C. Cooper, megged by John Ford and is being distributed by Metro. In this new version of the Peter B. Kyne yarn there are spiritual overtones through facets of the plot which parallel, to some extent, the Nativity as the trio of "godfathers" — cowpokes portrayed by John Wayne, Pedro Armendariz and Harry Carey jr.—undertake to bring up an orphan.



Ingrid Bergman in "Joan of Arc"

Due for release shortly by RKO Radio is "Baltimore Escapade," a Richard Berger production in which Robert Young portrays a liberal-minded clergyman in the era when women's suffrage was a burning issue. Young almost loses his bishop's post through the unconventional escapades of his let's-have-women's-rights daughter, Shirley Temple.

Metro has a pair of such features in preparation. "Stars In My Crown," to be produced by William Wright, is concerned with a fearless preacher who brought the gospel to a backwoods Tennessee community, overrun with tough characters, shortly after the Civil War. It is from the novel by Joe David Brown. Also on Leo's slate is "The Chosen," the tale of a group of exGIs who decide to become Roman Catholic priests. Only one of them, however, succeeds in "making the team."

Nuns are the key figures in 20th Century-

Jesse L. Lasky **Cecil B. DeMille** **Richard Berger** **Roy Del Ruth** **Stephen Ames** **Maxwell Shane**







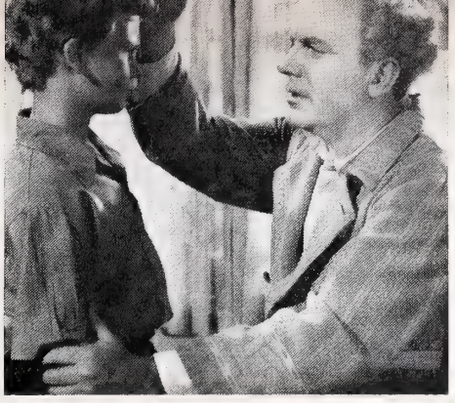








Back in 1905 it was a bit out of the ordinary for a minister to trip the light fantastic. But the padre—portrayed by Robert Young in RKO Radio's "Baltimore Escapade"—chose as his dancing partner his adolescent daughter, Shirley Temple, for the waltz.



Dean Stockwell's thatch turned green for a purpose—it was the forerunner of a plea for tolerance and peace—in RKO Radio's "The Boy With Green Hair." Viewing the verdant hairpiece with some concern in this scene is Dean's pal and counsellor, Pat O'Brien.



Entrusted with a new-born, orphaned baby, three badland desperadoes—Pedro Armendariz (left), John Wayne and Harry Carey jr.—find their concepts of right and wrong undergo considerable of a change in "3 Godfathers," the Argosy production to be released by MGM.

Fox's upcoming "Come to the Stable," to co-star Loretta Young and Celeste Holm in a story concerned with the attempts of devout sisters from Europe to establish a sanctuary in the U.S. for displaced persons. The original by Clare Booth Luce will be produced by Samuel Engel, directed by Henry Koster.

Other spiritual sagas in Hollywood's future book:

"Twelve Against the Underworld," to be co-produced by Eugene Rodney and Robert Young, with Young as the star, for Eagle Lion. It's a factual story of the cleanup of vice and corruption in a small Ohio city by 12 clergymen of various denominations when all other efforts failed.

"The Scarlet Lily," the story of Mary Magdalene, which is on the SRO docket.

"The Son of Man," a biography of Christ, to be produced independently by John Farrow and Cliff Reid, with Farrow scripting and directing.

"Adam and Eve"—story of the first two people in the world—being developed by Leo McCarey's Rainbow Productions as an independent offering away from his Paramount commitment as a producer-director.

"Onward," to be filmed by Edward Nassour, the biography of an obscure British schoolteacher, Arthur Sullivan, who wrote the famous hymn, "Onward, Christian Soldiers." Nassour has set no release.

"These Two Hands," an autobiography of Father E. J. Edwards, which the priest will produce independently in association with George Landy, for unannounced distribution.

"Hand on My Shoulder," based on the career of the Rev. W. H. Alexander, and described by its sponsors—Lee Bonnell and Actress Gale Storm—as a "Protestant 'Going My Way.'"

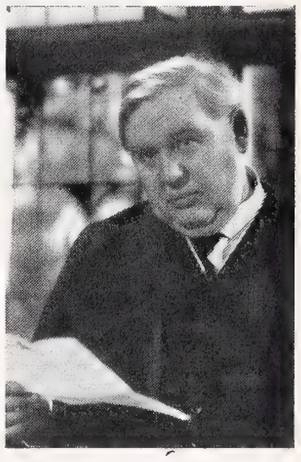
"The Lawton Story," said to be the first screen attempt at portrayal of the life of Christ in complete story form. Produced by Principle Films, Inc., the feature recreates the annual Easter pageant presented at Lawton, Okla., and attended by more than 200,000 persons from all parts of the U.S. and Canada. Filmed in color, "The Lawton Story" will be distributed by Hygienic Productions.

Closely related, although not orthodoxically of the religious-theme character, are those films which contain preachments for tolerance, faith and goodwill toward mankind. Outstanding among such entries have been indictments of anti-Semitism including 20th Century-Fox's "Gentleman's Agreement," RKO Radio's "Crossfire," Eagle Lion's "Open Secret" and United Artists' "The Vicious Circle." Racial prejudice also is indicted in Screen Guild's "The Burning Cross," an expose of the Ku Klux Klan, while Metro will probe the Negro question in "The Intruders," film version of a novel by William Faulkner. A plea for tolerance and peace keynotes RKO Radio's "The Boy With Green Hair," a Stephen Ames production directed by Joseph Losey. Juvenile and adolescent delinquency, and the means of wiping them out, are studied in "Bad Boy," produced for Monogram-Allied Artists by Paul Short, and "The Amboy Dukes," a Maxwell Shane production at Universal-International.

Even in the murder mystery category, religious facets will be incorporated. One such is "Red Light," on the docket for Producer Roy Del Ruth at Monogram-Allied Artists, wherein a Gideon Bible provides the clue which solves the mystery.

The aforementioned projects are all for regular theatrical exhibition. In addition thereto, there is a thriving trade in the manufacture of religious subjects which seldom, if ever, are screened for paying audiences in regular exhibition channels. These ventures, both in 16mm and 35mm, ranging from shorts to feature-length efforts, are made primarily for use by churches, civic organizations, schools and the like, by such organizations as Cathedral Films (organized several years ago and headed by the Rev. James K. Friedrich) and the recently-established Protestant Film Commission, of which Paul F. Heard is the national executive director.

Cathedral's specialty is shorts utilizing for subject matter both the Old and the New Testament, with no sectarian emphasis. Both this company and the PFC employ professional actors, directors, scripters, etc.



Charles Laughton in "Girl From Manhattan"

The PFC, official film agency of the 19 leading Protestant denominations, represents most of the 34,000,000 Protestants and their 200,000 churches in the U.S. Its prescribed goal is "to assist and encourage motion picture studios in the production of pictures with religious and other constructive themes" and, as well, to produce its own specialized films. To date the organization has turned out three—"Beyond Our Own," "My Name Is Han" and "Prejudice."

Only those pictures deemed suitable for general theatrical release will be submitted by the PFC to major distributors for their consideration. First to be offered is "Prejudice," which stars David Bruce.

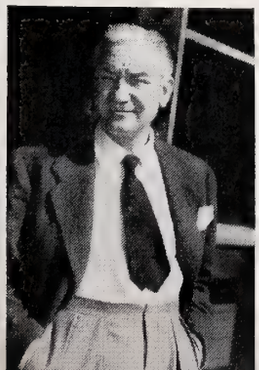
ON THE COVER

A scene from DeMille's "Samson and Delilah" which stars Hedy Lamarr and Victor Mature.

Samuel Engel



Victor Fleming



David O. Selznick



Alan Dwan



Philip Ford



Paul Short




The amazing story of...
a woman cursed
IT'S A WOMAN'S PICTURE!
IT'S A MAN'

by eternal youth!







ANGEL ON THE AMAZON

Starring

GEORGE BRENT · VERA RALSTON
BRIAN AHERNE · CONSTANCE BENNETT

with FORTUNIO BONANOVA • ALFONSO BEDOYA • GUS SCHILLING • RICHARD CRANE

Screen Play by LAWRENCE KIMBLE • Original Story by EARL FELTON

Associate Producer-Director JOHN H. AUER

A REPUBLIC PICTURE

PICTURE! *IT'S A MONEY PICTURE!*

Press Books Overhauled To Meet Changing Needs

How One Man's Idea Started the New Trend

By J. M. JERAULD

NEW YORK—About two years ago Stanley Shuford, advertising manager at Paramount, leaned over the shoulder of a man working on a press sheet proof and asked:

"Why don't you stop telling exhibitors what to do? Why don't you assume they want to sell the picture and know how to do it? Press sheets don't sell pictures to exhibitors; they have already bought them before they ask for a press sheet. Press sheets are supposed to help an exhibitor sell the picture to the public."

The press sheet editor was confused and amazed.

"We've always done it—all companies have always done it this way," he protested in defense.

He was only partly right. All companies had done it for many years, but some of them were already wondering whether their multi-colored, coated stock art output was fulfilling its function.

The economy wave that followed the British 75 per cent tax stimulated the thinking along these lines. Simplification became the order of the day.

But what Shuford did was to start a train of thought down a new track.

If you can't follow the time-honored custom of telling an exhibitor what to do; if you can't give him a rehash of the standard exploitation stunts; if you can't outline enough proposals to eat up a whole year's advertising appropriation on each picture, what CAN you do?

Some of the boys at Paramount asked that. Shuford didn't attempt to answer offhand. His problem, like the problems of the advertising managers at MGM, 20th Century-Fox, Warner Bros., RKO, Columbia, Republic, Universal and other companies, was to find what could be dropped without endangering grosses. He didn't formulate a theory and then carry it out; he sent George Harvey, his pressbook editor, on a tour of small and large town theatres.

George asked questions, took down answers in shorthand, and listened to critical comment—plenty of critical comment. When he reached the home office he found he had 20 typewritten pages, and he also discovered he had a large number of comments like Shuford's.

"Why don't you quit telling us what to do?"

The psychology of suggestion is different. When you tell a man what to do and you don't care very much whether or not he does it, any thing goes. When you suggest something, you are trying to be helpful; you are taking a friend into your confidence and you are careful to avoid having him think you don't know what you're talking about.

Harvey found out early that weekly theatre advertising and exploitation budgets run from $35 to $150 for average theatres, and that when they got up to $200 or $250 they began to be exceptional.

He also discovered that a pressbook as big as a three-sheet with a lot of full-page newspaper mats, mats for page-size Sunday features, etc., was a pain in the neck to many managers instead of being an artistic delight. Also, he learned that these under-sized billboards had to be kept on the safe, on top of the files, or in the room where the ad accessories were stored. When they were wanted—which was about a week before playdates—they were never handy.

Full-page ad mats and full-page publicity features were a waste of pressbook space after newspapers began to fight wartime paper shortages and advertising rates went up.

So Paramount press sheets took on a uni-

(Continued on next page)



Excellent for a dual bill house in a medium sized town. Extra copy can go in box, and bearded figure can be dropped.

How Press Book Advertisements Allow for Individual Theatres

Left shows how 20th-Fox, without being obvious about it, has arranged the ad so exhibitor copy can be neatly worked in. Center ad is an arrangement which can have exhibitor copy replace the phrase "And then torment" and at right, a layout which has liberal provision for additional copy.







Agnew and Casanave Open New Service

NEW YORK—Neil F. Agnew and Charles L. Casanave have organized the Motion Picture Sales Corp. to represent producers, distributors, players, banks and others having a financial interest in films released through national distributors. Agnew is president and Casanave is executive vice-president and treasurer. Headquarters will be at 1600 Broadway.

Offices to be opened in Chicago, Los Angeles, Atlanta, Mexico City and other cities will offer special services in connection with film sales to chains and large key runs, and the company will have its own publicity staff, according to the organizers. One feature will be approving deals for banks that have money invested in a film. The plan is to obtain the maximum income from each film.

Agnew was associated with David O. Selznick and recently resigned as president of the Selznick Releasing Organization. He also was Paramount vice-president in charge of sales for several years. Casanave has been vice-president of National Screen. He organized the American Display Corp., Advertising Accessories and National Screen Accessories. He is now associated with Fred Astaire and has opened a chain of Fred Astaire studios.

AAA to Hear Clearances Again Under New Plan

NEW YORK—The American Arbitration Ass'n has scheduled hearings on new clearance complaints for the first time since the June 25 antitrust mandate of the Supreme Court to the local district court officially put the AAA out of the film business. There are two cases to be heard in Boston and New Haven in December. At least one more will be scheduled within a month, it is believed.

After meetings with the distributors who support the organization, and, it is believed, with the tacit approval of the three-judge expediting court representing the district court, the AAA has revised the old consent decree system of 1940 which expired June 25. This enabled exhibitors to demand and receive arbitration consideration of the five major companies. Now, under the new plan, the AAA will pass on only those exhibitor complaints that distributors agree to let go to arbitration.

The new system is in line with the Supreme Court opinion that the district court has the power to authorize an arbitration system, that the system should not be mandatory and that it should bar no one from resorting to other legal means for violations of the Sherman act or of the decree of the court. The industry is awaiting a final decision by the court on arbitration methods.

When exhibitors and distributors now agree on arbitration of a complaint, they will bind themselves to accept the final decision. However, the AAA decision may be appealed to a special board of New York lawyers not affiliated with the industry. They are George W. Alger, Albert W. Putnam and Robert McCurdy Marsh. The rules and procedures governing hearing of cases remain the same.

The first case to be heard will be that in Boston on December 13. It is the complaint of Hortense L. Sharby of the Amusu Theatre, Groveton, N. H., against all the major companies. She asks that a seven-day clearance allowed the Rialto Theatre, Lancaster, N. H., be reduced to one day.

The second case will be that in New Haven on December 16. Nicholas Kounaris and Apostolis Tolis of the Newington Theatre, Newington, Conn., will argue clearance complaints with all the majors.

Press Books

(Continued from preceding page)

form size—15x12¼ inches. Fold them in half and you have a neat filler for a folder in the files.

Most of the other companies have done this. There are slight variations in size, but a standard office file will take a pressbook up to 12 inches wide and 18 inches high, if folded. Republic is the only company that goes up to the 18-inch limit. Those running from 16 to 17 inches, when folded in half, leave enough space at the top of the file folder for an identification tab.

Twentieth Century-Fox went in the opposite direction and made its press sheets 9¼x 14¾ inches. In the upper left hand corner the file tab is already included. These are perfect for exhibitors who have the legal size files—14¾ inches wide. No fold is necessary.

Typography has been simplified in all pressbooks. To use a popular word, they have become functional.

MGM uses newspaper stock, but occasionally puts a fancy cover on the outside with a better grade of paper.

Shuford carries this functional theory of makeup to the point where the books are uniform. Nonserif type is used throughout and everything is condensed so exhibitors can use it with a minimum of time. Turn over the cover and FACTS stands out like a sore thumb. PUBLICITY is on the next page, then the books go into the ads. In the Paramount books, as in the others, ad mats are limited to the size of the books. No more of those full-page things that were so rarely used.

As with all companies, Paramount ad mats carry all the minor credits that talent contracts call for, but an exhibitor doesn't have to look very long before he discovers places to insert dual bills, sig cuts, price schedules, time schedules and the other things which his individual theories of operation require.

Charlie Schlaifer of 20th-Fox goes a step farther on this sort of thing and makes his ad sections detachable.

All companies are designing their ads so that exhibitors who have to do business with newspapers where the stereotyping is so bad large black designs become blurs can have a choice of sharp contrasts between black and white.

MGM always has a group of ad mats with boxed white space for insertion of dual bills. Most companies don't admit there are dual bills—that is, their ad designers don't admit it.

Another thing that Harvey discovered while making his tour was that many exhibitors wanted their ad designs slightly narrower than the usual newspaper column widths. Accordingly, mats were narrowed. One-column mats were made one and three-quarters inches wide and two-column mats were made three and one-half inches wide, so that an exhibitor could put a border around them and include his dual bill and other information inside the ad instead of having it look as though it had become attached as an after-thought. Credits were also realigned to permit elimination of billings the exhibitor felt he did not want.

Catchlines were printed in bold faced type, to make for better engraving reproduction. Some were hand lettered and inserted on composite ad mats. This was intended to do away with expensive local art work for exhibitors working on limited budgets.

Even the publicity stories have been toned down to make them believable for local newspaper editors.

Shuford doesn't intend to make this permanent. He will introduce changes as conditions require, he says.

RKO, UA, Columbia, Warner Bros., Republic and Monogram still use color for their covers on big pictures, but the over-all size has been cut to file proportions when folded.

United Artists uses considerable art material, including reproductions of fan magazine pages, for the purpose of selling exhibitors on the importance of the production. It also includes photographic reproductions as buildups for the advertising tieups.

RKO really went to town on the "Melody Time" and "Fort Apache" press books. Republic also had an elaborate book on Roy Rogers' "Grand Canyon Trail," with color, but as a rule Republic leans to the realistic, utilitarian approach to press books and keeps them simple.

Warner Bros. has black and white simplicity, but uses heavy stock and some cover art. On "Johnny Belinda," an important picture, the whole pressbook story was told on 16 pages, including the front and back covers. For "June Bride" 20 pages were used. Warner Bros. goes from the front cover directly into the advertising layouts, with the exploitation tieups, publicity copy and accessories trailing along in that order.

Eagle Lion books are printed on coated stock, but, as a rule, they are punchy and limited in size. Frills are not a part of Max Youngstein's theory of salesmanship.

Monogram pressbooks vary widely in size and content. The books on the lesser pictures get down to brass tacks.

MPAA Hollywood Meets Postponed to January

NEW YORK—At a meeting of the MPAA executive committee November 30 it was decided to postpone the Hollywood meetings of top industry executives from the middle of December to January 15, 16 and 17. The reason assigned was that the Christmas holidays might interfere with a full attendance.

Men and Events

By JAMES M. JERAULD

History Repeats

THAT old saying about history repeating itself gets new proof with the disclosure that 20th Century-Fox is seeking control of the American Broadcasting Co.

Some years back when radio was giving the film industry the same jitters that television is now giving, Paramount acquired control of the Columbia Broadcasting System. It might still be in control if the lean years that followed the 1929 market collapse had not put Paramount into bankruptcy. CBS was one of the assets let loose in the reorganization.

It has been obvious for some time the FCC has been disposed to favor present broadcasting interests in alloting wavelengths and construction permits for television. In fact, one FCC member publicly stated that it might be difficult for any of the antitrust case defendants to get any television station permits.

The film business has all the talent and know-how required to produce television programs. The two industries can work together, because there is practically no difference between motion pictures on the end of a cathode ray tube and on a screen.

Public Relations

THERE are a number of reasons to believe there will be no spectacular industry public relations program designed to defend the industry against attacks. The theory now leans toward a persistent effort to present the industry's better side steadily and subtly. Where variations of the technique are needed due to unexpected developments the same system will be followed.

Motion Picture Ass'n of America leaders—which means all the major companies, of course—have discussed this at length in recent weeks. Films will be used for theatre showings, too.

This approach is completely at variance with the program outlined by Paul MacNamara at the Theatre Owners of America meeting in Chicago. Whether this attitude will result in a change of approach by the TOA remains to be seen.

Matter of Market

THE Universal-International announcement that it would produce a film for the National Ass'n of Manufacturers for showing both in theatres and on television programs caused very little excitement. It has been obvious for some time that as soon as advertising groups can furnish enough money to make production of advertising films profitable the producing companies will accept orders.

Current speculation has been on how much film might be required by the new medium—when, and if, it gets the money.

James D. Shouse, president and chairman of the board of NBC, shed some new light on this in Chicago before the National Editorial Ass'n. Television programs may not be made up entirely of pictures during daylight hours, he predicted. Present vocal radio technique may be sufficient. He pointed out that television could supplant present radio formats.

What he didn't say was that there is just about so much advertising revenue available for all kinds of air programs. Either the revenue will go up tremendously, or the money will be spread pretty thin if it is divided between present broadcasting and television. Thousands of radio sets in rural areas may not be able to get television for years to come.

That Rouxcolor

AT THIS distance from Paris it is difficult to tell whether the backers of the new Rouxcolor have outstanding press agents or a remarkable way of presenting color pictures at about the same cost as black and white.

Predictions about the process and reports from those who have seen private showings have come from Paris for several months. They have all agreed that the system is very much worthwhile.

Last week, for the first time, the public saw a full-length feature in Rouxcolor. It was Marcel Pagnol's "La Belle Meuniere."

It was described as "true color," rather than exaggerated tints, but with a slight loss of definition and with fringes at the top and bottom of the screen.

The process requires special lenses on cameras and special lenses on projectors. The camera lenses filter out four shades and put four images on each frame of the picture. The projector reassembles these into a combination of four tints.

Tavern Television

SOME interesting possibilities lie in back of a state court decision in Philadelphia that tavern television receivers are entertainment and must have amusement licenses from the city.

Herman Levy, Theatre Owners of America general counsel, is studying the decision. If this decision should stick on appeal, the Department of Internal Revenue would be quick to take action, because it is always in search of new sources of revenue. A city or state amusement tax would be quickly followed by a federal tax. Tavern owners would have to make a quick decision on whether their customers would spend the additional 15 or 20 per cent on whatever they happen to be buying in a tavern.

Theatre owners would like to see all amusement taxes eliminated, but, pending this, they probably would not shed tears if the new competition should be required to take a couple of bumps.

Gold Medal to Mees

ROCHESTER—Dr. C. E. K. Mees, Eastman Kodak vice-president in charge of research, has been awarded the Adelskold's gold medal of the Photographic Society of Sweden for his contributions to the progress of photography.

McCarthy Named Head Of MPAA Int'l Unit

NEW YORK—John G. McCarthy, associate managing director of the international division of the Motion Picture Ass'n of America, has been promoted to managing director by Eric Johnston, MPAA president. McCarthy succeeds Gerald M. Mayer, who left New York December 2 to assume the post of continental manager for the MPAA, with headquarters in Paris.



John G. McCarthy

Mayer has been away from New York more than half the time during the past year while traveling abroad for varied negotiations, essentially in the European field. Mayer has directed all of the European negotiations during the last 18 months, with the active assistance of Frank McCarthy, continental manager of MPAA, who is resigning December 31.

In addition to negotiations with foreign governments, Mayer has been actively engaged in procuring dollar income from soft currency territories. As a result of his efforts during 1948, these remittances have netted the member companies several million dollars, according to Johnston.

Three Honored by UJA For Fund Drive Work

HOLLYWOOD—Three industry personalities who aided substantially in the task of raising $10,000,000 for the United Jewish Welfare Fund of Los Angeles as part of the national United Jewish Appeal were honored at a banquet given November 30 at the Biltmore hotel. Presented service awards were Producers Samuel Goldwyn and Dore Schary and Mrs. Bert Allenberg, wife of the talent agent and in charge of the women's division.

Goldwyn, president of the UJW, was named "humanitarian of the year" for his services during the drive and was presented an award on behalf of Henry Morgenthau jr., general UJA chairman. Goldwyn was cited for having "set an inspiring example for Jewish communities throughout the United States" and was described in Morgenthau's laudatory message as "a pillar of strength in the national United Jewish Appeal . . . a humanitarian in the truest sense of the word."

Schary was also congratulated for his participation as head of the UJW's motion picture division in the campaign.

Entertainment at the presentation banquet, of which William Gordon was program chairman, included appearances by Frank Sinatra and Donald O'Connor.

MGM Division Managers Handle Aaron's Work

NEW YORK—The five MGM division managers will absorb most of the duties formerly handled by Edwin A. Aaron, who recently resigned as assistant general sales manager.

William F. Rodgers, vice-president in charge of distribution, said no successor will be named.

TOPPING EVERY SHOWMAN'S HOLIDAY LIST!

th Century-Fox

...FOR THAT WREATH OF SMILES!



When My Baby Smiles At Me

TECHNICOLOR

...FOR A FULL-HOUSE PARTY!



ROAD HOUSE

...FOR THAT MERRY JINGLE!



Unfaithfully Yours

...FOR THAT PERFECT TREAT!



YELLOW SKY

...FOR THAT EXTRA XMAS SURGE!



That Wonderful URGE

Hollywood Report

By IVAN SPEAR

Directors Quarterly Award Goes to Howard Hawks

His directorial achievement on "Red River," on which he also garnered the producer credit, won for Howard Hawks the Screen Directors Guild's second quarterly award for the best megaphoning chore turned in during the period. His piloting job was named the best among 95 pictures released in the Los Angeles area between August 1 and October 31.

The SDG's first quarterly award went to Fred Zinneman for MGM's "The Search."

"Red River," being distributed by United Artists, and "The Search" thus become eligible for the SDG's annual "best director" award, to be made at the organization's yearly membership meeting early next summer.

Binyon's First Assignment At 20th-Fox Scheduled

As his first assignment under a new long-term writer-director commitment at 20th Century-Fox, Claude Binyon will script and pilot "The Doctor Wears Three Faces," to be produced by Fred Kohlmar. Binyon is also committed to Universal-International for one more picture, not yet selected . . . Paramount set Mitchell Leisen to direct "After Midnight," upcoming Alan Ladd starrer, while John Farrow drew the megaphoning post on "I Married a Dead Man" . . . New scripting assignments at MGM include Dorothy Kingsley to "The Skipper Surprises His Wife" and Frances and Albert Hackett to "Father of the Bride" . . . "Murder in the Air," the new Charlie Chan opus at Monogram, will be directed by William Beaudine.

Tyrone Power to Australia For 20th-Fox Production

Australia, heretofore somewhat neglected by American film companies in their increasingly active foreign production efforts, now is set to grab its share of the klieg lights through the disclosure by 20th Century-Fox that it is developing a yarn along semidocumentary lines for production in the land Down Under.

Titled, at the moment, "The Australian Story," the subject is destined as a starring vehicle for Tyrone Power and is being scripted by Martin M. Berkeley. Robert Bassler holds the production reins.

Power, who has had something of a wanderlust since his return from service in World War II, already has made one picture abroad—"The Prince of Foxes," produced in Italy.

Another Hollywood personality bound for foreign parts is Director William Dieterle, who plans to sail for Europe following completion of his current assignment on Hal Wallis' "Bitter Victory" at Paramount. Dieterle is set to direct a picture in Paris starring Edana Romney. The veteran megaphonist starred in a number of early European films and was a stage headliner on the continent before turning director.

A Race Horse Found For 'Dan Patch' Role

A device now almost legendary in its usage by the industry's drum-beating fraternity to snatch space for the pictures involved concerns the "nationwide" or, on occasion even "worldwide," search for new talent for key roles therein. Witness: "Gone With the Wind," "The Yearling" and literally scores of others.

The stunt is given a man-bites-dog twist, however, on behalf of Producer W. R. Frank's current opus for United Artists release, "The Great Dan Patch." The "nationwide" search for the harness-racing yarn, conducted by Frank's technical advisor, Paul E. McPherson, had as its objective not new human talent, but a horse.

McPherson, making the rounds of harness-racing stables in quest of a candidate for the title role in the film, bobbed up with a nag called "Visalia Abbe," located on a ranch near Phoenix. The steed is said to resemble "Dan Patch" rather closely, but in one respect he falls somewhat short of that great pacer.

"Visalia Abbe" paces a mile in a bit over two minutes.

"Dan Patch's" best of eight world records was one minute and 55 seconds, a record which, after 41 years, still stands.

Jane Wyatt to Co-Star In WB's 'Task Force'

Leading feminine role opposite Gary Cooper in Warners' "Task Force" goes to Jane Wyatt . . . Quianna, first Eskimo girl ever brought to Hollywood for a film, has arrived from Alaska to join the cast of "Arctic Manhunt" at Universal-International. She recently was named "Miss Alaska" in an Eskimo beauty contest . . . On the same lot Yvonne DeCarlo was handed the lead in "The Western Story," originally set for Deanna Durbin . . . Veda Ann Borg and Sue England draw the femme toplines in Monogram's "Riverboat Rhythm" . . . On loan from Paramount, Mary Hatcher will co-star with Desi Arnaz in "Night in Havana" at Columbia.

Only One Story Purchase In Thanksgiving Week

Down, like the celebrated McGinty, to the bottom of the sea went the Hollywood story market during the recent Thanksgiving week. In the period a dismal record of only one sale was chalked up as Columbia acquired screen rights to "The Hero," an unpublished tome by Millard Lampell. A first novel, it will star John Derek, screen newcomer making his debut in "Knock on Any Door," produced for Columbia release by Humphrey Bogart's Santana Productions. "The Hero" will be produced by Buddy Adler. The Lampell novel will reach the bookstalls early next spring.

Hal Roach Video Series To Star Stuart Erwins

For many years the name of Hal Roach has been associated in the minds of the theatregoing public with comedy entertainment.

And now it appears that the Roach name may become even more widlely known through the medium of that lusty infant of the entertainment world, television.

Crystallizing plans disclosed some months ago for entry into the video film field, the Roaches—Pere et Fils—have booked Stuart Erwin and his wife, June Collyer, to star in a series of comedy television features, to consist of half-hour subjects, built around the home life of the Erwin clan. A teen-age "son" and "daughter" will be added to the cast from motion picture ranks. Four scripts, all by Thomas Sellers, are ready for the cameras, and production is slated to get under way about the middle of the month at the Roach studios in Culver City.

Another Jungle Comedy Set For Abbott and Costello

Abbott and Costello, already at work on one jungle opus—"Africa Screams"—being produced for United Artists release by Edward and William Nassour, have been set by the producers to co-star in another jungle comedy, this one in color, as one of three pictures the Nassours will make in 1949.

Also on the Nassour slate is an untitled circus film with Clyde Beatty, bringing his circus and his wife Harriet, a lion-tamer in her own right, to the screen for the first time. Subject of the third 1949 production hasn't yet been determined.

Gottlieb Joins Columbia After 5 Years at WB

Joining Columbia's stable of producers is Alex Gottlieb, moving over from Warners, where he recently secured a settlement of his contract after more than five years with the Burbank studio. Gottlieb as yet has drawn no assignment on the new term deal . . . Fred Schuessler has been set to replace Ben Piazza as studio casting director at RKO Radio. Schuessler has been casting chief for Howard Hughes Productions for a number of years. Piazza, vacating the post after eight years, has not announced his future plans.

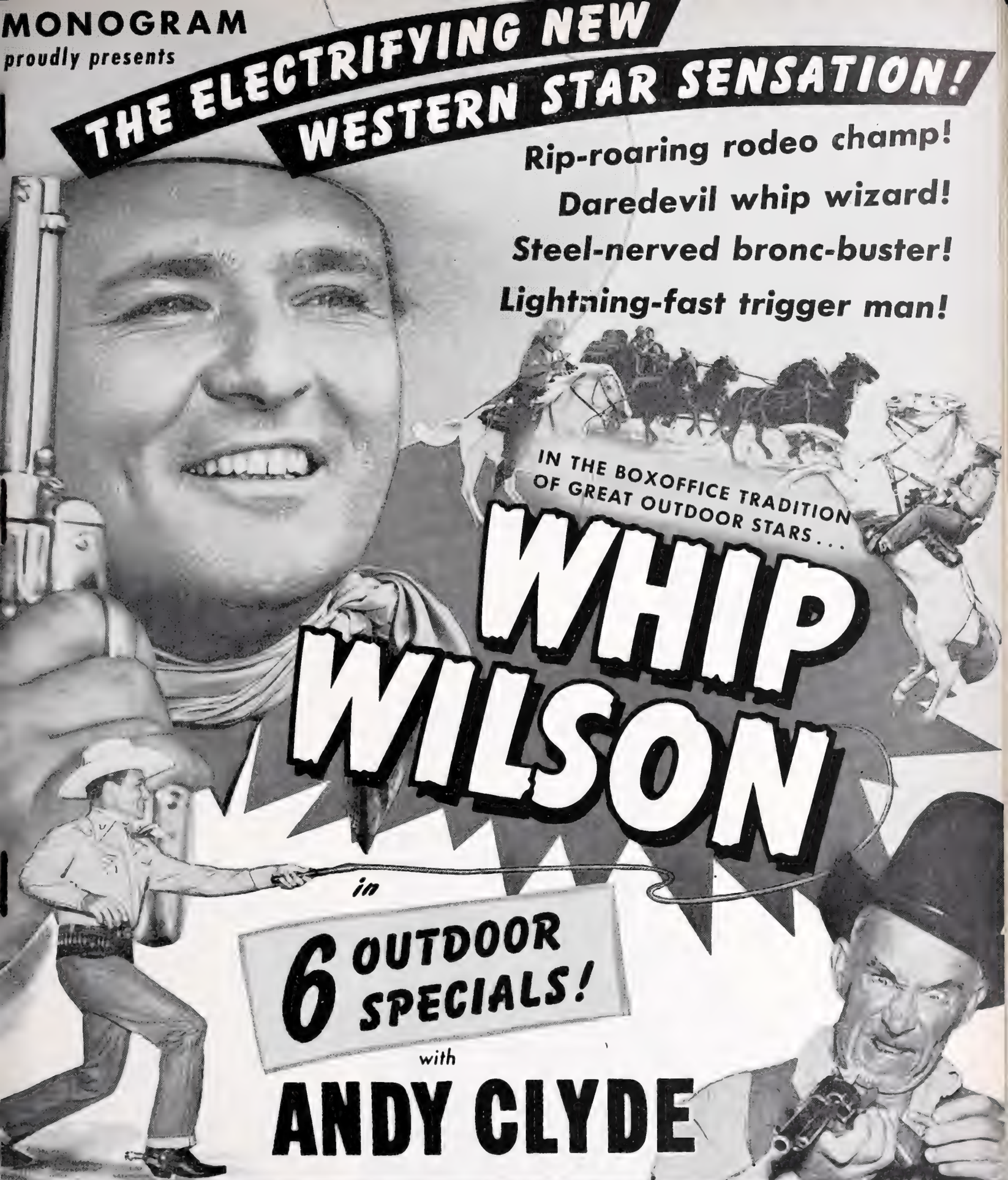
Aaron Rosenberg Elevated To Full Producer at U-I

Aaron Rosenberg, one-time All-American grid star (he was a mainstay on the University of Southern California squad some 15 years ago), has been elevated to full producer status by Universal-International. For many years an assistant director, Rosenberg has been serving as associate producer to Leonard Goldstein for the past year. His first assignment will be an untitled yarn dealing with a women's prison.

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proudly presents

THE ELECTRIFYING NEW WESTERN STAR SENSATION!

Rip-roaring rodeo champ!
Daredevil whip wizard!
Steel-nerved bronc-buster!
Lightning-fast trigger man!



IN THE BOXOFFICE TRADITION OF GREAT OUTDOOR STARS...

WHIP WILSON

in

6 OUTDOOR SPECIALS!

with

ANDY CLYDE

GET READY FOR WHIP'S FIRST SMASH HIT...

"Crashing Thru"

COMING SOON FROM MONOGRAM

Washington Report

By ALAN HERBERT

NOW THAT CONGRESS again will pass into Democratic control, it has been established pretty definitely that contempt charges against some 60 or more witnesses who refused to tell investigating committees what their politics are, probably will be dropped. Whether the new Congress would approve the asking of these questions by its committees we don't know—certainly the matter would cause sharp division. But committee chairmen of this Congress seem to have decided that the new house may in effect be as contemptuous of this year's Republican-led committees as were the witnesses.

(It is interesting to note that two of the members before whom most of the refusals by witnesses to testify occurred are under shadow for questionable handling of their own affairs—Reps. J. Parnell Thomas, chairman of the un-American activities committee, and Charles J. Kersten, lame-duck chairman of a house labor subcommittee. It might be difficult to debate the question of contempt—certainly embarrassing.)

Left out on the limb are the so-called "unfriendly ten" from Hollywood, who refused to tell Thomas more than 13 months ago whether they were Communists or members of the Screen Writers Guild. Already convicted in federal district court are John Howard Lawson and Dalton Trumbo, with eight other cases to be handled pretty much in the pattern set by final disposition of these cases.

Also left out on the limb are the producers, who got together and fired those of the ten who were still working for them without waiting to find out the court's thought of the matter. Whether they were right or wrong, Hollywood again will be the spot where the searchlight will come to rest.

If the contempt citations against the writers are upheld through the Supreme Court, it is likely that the general public will remember simply that the only ones charged with contempt for refusing to say they were Communists are Hollywood characters. Which means that the industry will have a harder job than before in convincing the public that it is not a hotbed of Communist activity.

If the lower courts are reversed, however, the producers—regardless of the legalities of the situation, which we'll not attempt to predict—will find themselves looking pretty sad for firing a group of people the courts have failed to find guilty of wrongdoing. Maybe, in order to avoid paying off on pending lawsuits, the producers will have to go out and prove Lawson, et al to be Communists.

* * *

ALTHOUGH THEY ARE still talking in terms of a continuing court fight, the tone of high Department of Justice officials has changed in the last couple of weeks. It's not in anything they are willing to say, but our chats with Att'y Gen. Tom Clark, Antitrust Chief Bergson and Ass't Att'y Robert Wright have left us with a strong impression that they are expecting to be signing consent decrees with at least two of the four remaining theatre-owning defendants in the Paramount case.

At the weekend it was obvious that they felt negotiations with Fox and Paramount were coming along satisfactorily, even though they were unwilling to say so. They appeared to be much more confident than when they were working on the RKO decree. As for Loew's and Warners—there has been no sign of any yielding thus far.

Just what it is that has given the government negotiators their new confidence is hard to tell from here. Best guess is that it is a combination of the RKO decree and the election results.

The mystery of why they think consent settlements may be reached certainly is not cleared up in the slightest by Judge Sam Rosenman, onetime White House ghost writer who now numbers among his clients 20th Century-Fox. Here this week for another client — Columbia Broadcasting System, Rosenman told us published reports that an agreement has just about been reached between his client and the government are "way off base."

He is not willing to go into much detail, but he says the points of difference go considerably beyond mere questions of what to do with theatres in Los Angeles and New York.

What his client has put before the department thus far, he insisted, is in no sense a final proposal for decree terms. He is waiting until the government has gone over these proposals and communicated with him before he will huddle again, he said.

* * *

WHILE 1947 SAW THE COUNT of Canadian theatres increased by 216—from 1,477 to 1,693—the number of paid admissions dropped from 227.5 million to 220.7 million, the Department of Commerce reported this week. The same falling off continues in 1948, it was believed. Nathan D. Golden, film chief, said the 1946 seating capacity of 758,000 had probably topped 800,000 last year.

Drive-ins are gaining favor in Ontario province, Golden reported, with a move shaping up to repeal the Quebec statute which forbids drive-ins. It may be that the drive will be directed at repeal either of this statute or the statute banning children under 16 from theatres.

* * *

OCTOBER DIVIDEND PAYMENTS by film companies totaled only $2,700,000, compared with $4,571,000 a year earlier, the Department of Commerce reported last week. For the three-month period ended in October the total this year was only $10,677,000, compared with $15,497,000 for the same three months of 1947.

Detroit Budget Director Proposes 5 Per Cent Tax

DETROIT—Proposal for a 5 per cent tax on amusement and sports admissions was made this week by David V. Addy, city budget director. The move, presumably a temporary measure, is intended partially to finance construction of a projected stadium. Construction and the entire Olympic stadium project are somewhat contingent upon award of a future Olympiad to Detroit, as sought by many civic leaders.

It was estimated that the tax would raise around $2,000,000 a year, and would allow payment of the city's cost for the stadium without charging it in the general fund.

Charles W. Perrine
Minnesota Amusement Co.
Minneapolis, Minn.,
says:

"ALTEC HAS NEVER LET US DOWN"

"Through many years of dealing with the representatives of Altec, I have found them most considerate and very fair in their dealings. Bob Schmid, our maintenance-sound-and-construction superintendent, has stated many times that the Altec Service men are most capable and cooperative. It is my opinion that the Altec organization at all times endeavors to protect the exhibitor's interests. Altec has never let us down."



ALTEC SERVICE CORPORATION
161 Sixth Avenue
New York 13, N. Y.

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Challenges

Last year the employes of the Maple Theatre in Dallas received an unusual Christmas bonus. As a gesture of appreciation for their loyalty and cooperation throughout the year, the owners of the enterprise acted on a suggestion of the manager, J. D. Hillhouse, and turned over one night's receipts from admissions and candy to the employes.

At the time, we commented that this was good public relations.

Jerry Davis, an exhibitor in Lower Lake, Calif., shares this belief, has an idea of his own on the subject and is doing something about it. This year, Davis is giving the profits of the Lake Theatre on Christmas and New Year nights to his employes. He writes:

"The film companies have displayed a generous attitude regarding film rentals . . . It is their chance to show the public that this industry does not send all the money back to Hollywood.

"The general public has been resentful of the big profits to the producers, the large salaries of the stars . . . and I believe that we should let the public know how much of the money they spend stays right at home."

* * *

Far be it from us to further complicate the international situation but just to avoid possible misunderstanding, we think someone should ask J. Hourigan, manager of Hoyt's Princess Theatre in the Tasmania province of Australia, to qualify all future challenges issued through Australian trade papers.

Hourigan secured a full page advertisement in the official program of the local trotting association which was tied in with the theatre booking of "The Green Grass of Wyoming."

His challenge included the wager of a case of beer that the stunt cannot be duplicated "by any other exhibitor, in any other city."

But, of course, he means in Australia. Five years ago American showmen were having special races named for feature titles and Hollywood stars. And we bet Mr. Houri-

(Continued on next page)

Pennies Start Cincinnati Patrons For 'Tatlock's Millions' and Laughs

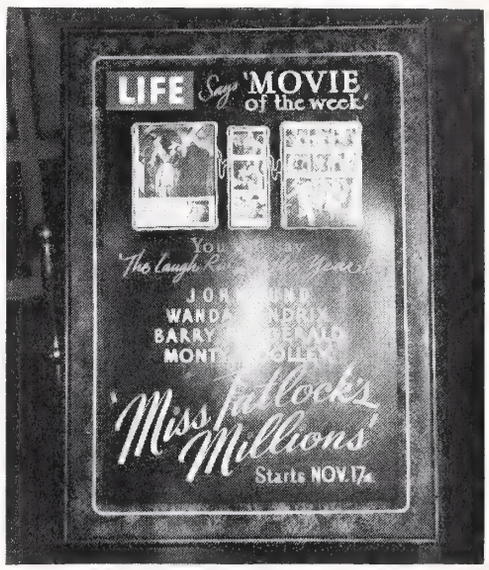
For the engagement of "Miss Tatlock's Millions" at the Palace in Cincinnati, publicist Nate Wise put on a campaign which mirrored the picture itself through a combination of screwball stunts, gags and ballyhoo plus exceptional newspaper space in the daily papers.

New pennies were pasted to cards by means of scotch tape and distributed to 2,500 persons, with copy reading: "This penny will start you on your first million . . . we mean the million laughs you'll get when you see, etc."

A tall man was dressed in an old army trench coat, which was buttoned over his head to make him appear headless. He carried a manikin male head, borrowed from a local department store, and wore a sign with the old but still successful line: "I laughed my head off laughing at, etc., etc."

A barrel was placed in the Palace lobby, the top of which was covered with stage money. A sign nearby was lettered, "A barrel of laughs is yours, etc." The magazine layout from Life was prepared for a special 40x60 which attracted additional interest in the lobby.

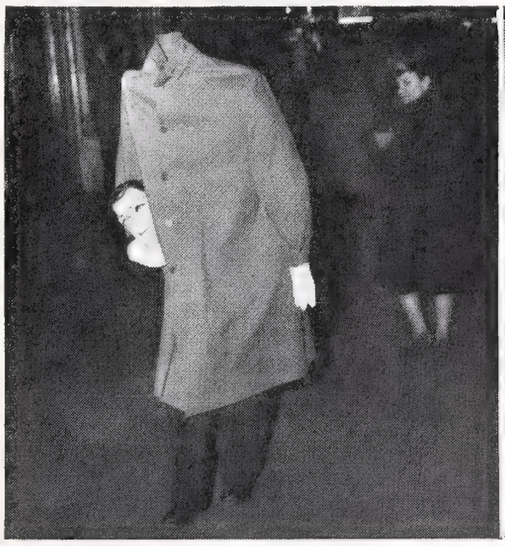
In cooperation with the Cincinnati Times-Star, a contest was conducted on the theme, "What is the funniest film situation you have ever seen in a picture and why did it appeal to you?" Cash prizes and theatre tickets were awarded. Five good sized breaks in the Times-Star brought an excellent response from newspaper readers and considerable publicity for the picture. The Post

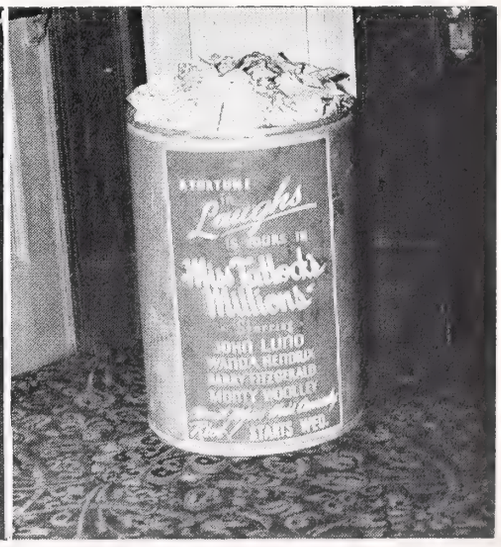


and the Times-Star each broke an eight-column art layout and the Enquirer produced two large art breaks prior to opening.

A saturation campaign reached the radio audience over stations WKRC, WSAI, WCPO and WCKY. Radio station WNAP plugged a contest, "What would you do if you had a million?" with theatre tickets offered on the tiein.

Comedy angles were also stressed through advance lobby displays and a front for the current engagement.





FOX THEATRE
Market Street at Sixteenth
Philadelphia

INTER-OFFICE COMMUNICATION

FROM Managing Director

TO Advertising Department

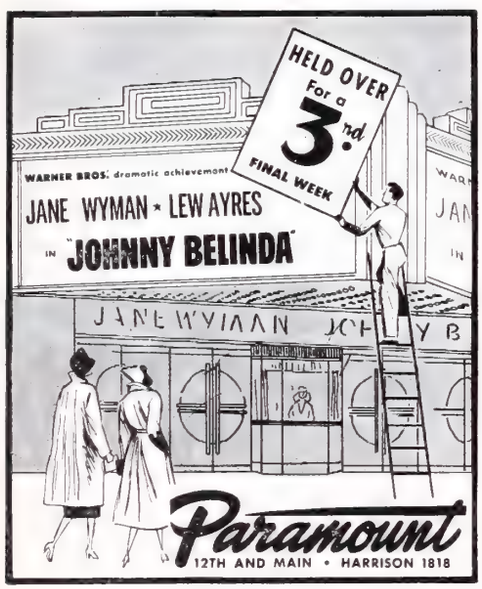
Stop all work on ad layout for holdover of "ROADHOUSE." There is nothing we can say about this picture or Richard Widmark that the thousands of patrons who broke three attendance records so far, aren't saying for us. Everyone will know "ROADHOUSE" stays a second week.

Concentrate instead on layouts for the Betty Grable, Dan Dailey hit, "WHEN MY BABY SMILES AT ME." Try to bring out all the points that sent last Thursday night's sneak preview audience out raving.

Watch your budget. No use going overboard when you're selling the best merchandise in town.

P.S. Midnight Show Tonight. Continuous. Last Feature 3 A.M.

Harold Seidenberg, manager of the Fox, Philadelphia, changed from conventional display ads to exploit "Road House." The above layout represents a change of pace which resulted in holdover business.



M. D. Cohn, Paramount manager in Kansas City, reports that this holdover ad drawn by artist Al Jacobs attracted unusual attention.

Below, critics' quotes did a good selling job on foreign import for George Kraska, manager, Kenmore, Boston.

At right, special art layouts and the originality of George Leonard, ad manager for Claughton Theatres in Miami, have been responsible for some highly attractive ads recently.







Press and Radio Give 'Northwest' Strong Co-Op Buildup

Considerable radio time was promoted by Bert Claster, manager of the Hippodrome in Baltimore, in behalf of "Northwest Stampede." Through a tieup with Royal Crown Cola, spot announcements were used every night from Monday through Friday on the company's Swing Class program on WTH. Passes were awarded as prizes in a music quiz.

Roslyn Terhune, who conducts a radio program called Dog Tales, spoke about Flame, the dog featured in the film, with a plug for theatre and playdates. Miss Terhune, who also is a feature writer for the Baltimore News-Post, was doing a series about dogs at the time and used biography and anecdotes about Flame in her column. Finally Miss Terhune made Flame the subject of an address before the German Shepherd Dog club of Baltimore.

DISK JOCKEYS ASSIST

Three of the leading local disk jockeys played songs on their programs, with appropriate plugs. A teen-age show on WBID ran a contest in which listeners were invited to send in the longest list of words, using letters from the picture title.

Additional free radio time was procured on the Al Stevens show, WFBR; Martha Ross Temple, WFBR; Bill Dyer, WTH; the Barry Kaye show, WBMD; Brager's department store time, and the Melody Market program, tied in with mystery tunes.

A coloring contest was set up in the Baltimore Guide, with passes awarded as prizes for the best entries. The paper used a two-column mat and story on the contest, with a follow-up story on the winners.

BIOGRAPHY ON JOAN LESLIE

Newspaper breaks included a biography and art on Joan Leslie in the News-Post, and a special story and mat in the Home News, a weekly with door-to-door distribution and a circulation of over 130,000. Regular publicity stories and art were planted in all the local dailies.

A personal letter was sent to all the critics, with vital statistics on the picture. Go magazine, distributed in hotels, cafes and restaurants, used a special story and mat, and lobby cards and listings were set with five leading hotels in town.

Women's clubs and PTA councils were contacted for tieups. They were all notified of the Parents' magazine medal award which "Northwest Stampede" received.

Claster was assisted in this campaign by Max Miller, Eagle Lion exploiteer.

Challenges

(Continued from preceding page)

gan couldn't drink all the beer he'd have to buy on the basis of free publicity garnered by American showmen via press and radio through these tieups, let alone the track promotion.

Chester Friedman

Creative Display Ads

Mt. Carmel Showmen Build Own Monster For Horror Dual

Election eve and election day, traditionally poor business dates for theatres, succumbed to the showmanship of Keith Coleman, manager of the American Theatre, and Tommy Dunn, manager of the Uptown in Mount Carmel, Ill. The theatremen decided to build a Frankenstein monster for appearances with the two "Frankenstein" features, booked as the holiday program.

A frame for the monster's head was constructed of hardware cloth. The head was then formed with papier mache to bring out the proper features. The arms were stuffed and a black coat placed over the frame. It was built to fit over the head and body of Dunn, giving the "monster" a height of eight feet.

Besides serving as advance ballyhoo, the monster was turned loose in the audience during the evening performances.

A grave provided additional outdoor exploitation. This was located on a Main street corner covered with discarded flowers from the local cemetery. A tombstone, made of plywood, bore the inscription, "Here Lies the Monster—Sworn to Arise for Revenge, etc."

Regular advertising in the lobby, on screen and in newspapers carried announcements of the monster's appearance. The theatres played to standing room only, two nights in succession.

Caricature Contest Boosts 'Song Is Born'

A newspaper contest for "A Song Is Born" at the RKO Keith Theatre in Lowell, Mass., was conducted by Sam Torgan, manager of the Keith, and Frank Boyle, publicist.

Four caricatures of famous band leaders seen in the film were taken from the pressbook and incorporated in a two-column layout in the Sunday Telegram. One clue to each personality was supplied and space was provided for the readers to write in the proper identification.

The accompanying story, besides listing the contest rules, gave a synopsis of the picture, with theatre and playdate credits. The contest ran for ten days in advance of opening.

Floral Display Every Day For Few Passes Weekly

Tommy Grace, manager of the Eastwood in East Hartford, Conn., has a steady tieup with a local florist in which a bouquet of flowers is supplied daily for display in the boxoffice in return for only a few passes a week. New drapes have been installed inside the boxoffice which, combined with the flowers, have made the cashier's cage very attractive.

Front Has Atmosphere

Cliff Giesseman, general manager of the Esquire in Los Angeles, used an atmospheric jungle front to exploit "Urubu." It consisted of cutouts, blowups and forceful copy set against a background of palms and foliage.

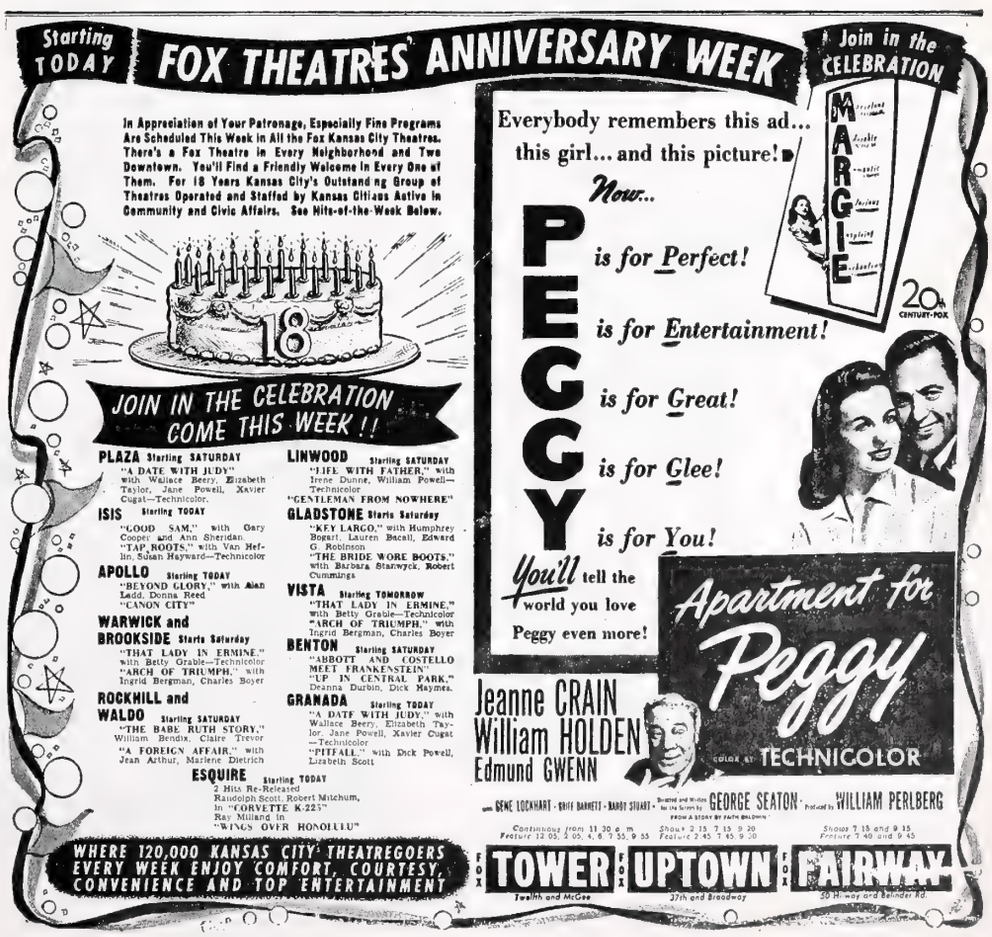


Change in policy which made first run features available to patrons of the Coliseum, Seattle, was advertised through a series of smart ads created by Vic Gauntlett, ad manager for Hamrick-Evergreen.



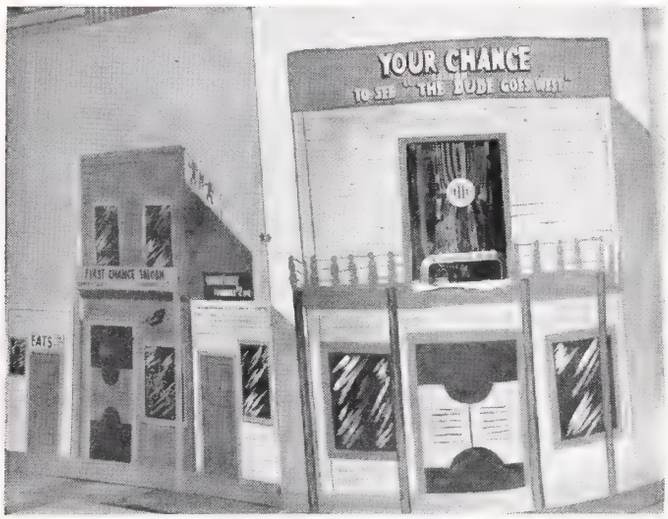
Sonny Shepherd, Wometco managing director in Miami, created this dramatic layout for "Road House."

Below, Barney Joffee, manager of the Tower Theatre, Kansas City, prepared this special display ad commemorating the 18th anniversary of Fox Midwest Theatres.



In the Cards

At right, patrons learned of next attraction booked at the Palace, Milwaukee, when they had their fortunes told by this attractive gypsy. Rudy Koutnik, manager, used the stunt as an advance lobby promotion. Florist also provided "Carmen" roses for first 500 women who attended on opening day.



The Odeon Danforth Theatre front and boxoffice in Toronto were transformed into an exterior western set by Manager Howard Elliott as current exploitation for "The Dude Goes West."





Kisses (candy) were sold on streets of Council Bluffs, Iowa, to help Manager G. Allan Schrimpf exploit "Arch of Triumph." Proceeds were turned over to Police Benefit Ass'n. Idea was suggested by R. D. Goldberg, circuit owner.



"Red River" street ballyhoo used by Harry Levy, Loew's, Reading, Pa.



High school band gives concert before the Florida Theatre, Tallahassee, in cooperation with Manager Jim McDannold on opening day of "A Song Is Born."



In conjunction with National Army week, theatre display at the Odeon Fairlawn in Toronto included exhibit of army paraphernalia as advance publicity stunt for "Against the Wind."

1,000 Women Patrons Given Free Perfume In 'Moonrise' Tieup

The opening of "Moonrise" at the College Theatre, New Haven, gave Manager Sid Kleper an opportunity to tie up with many local merchants. One thousand flacons of perfume inspired by the picture title were promoted and distributed to women attending the first two matinee shows. The stunt was worked with coupons presented to the women as they entered the theatre, which were redeemable at the cooperating store for perfume.

Twenty-five hundred shoe and hosiery bags were imprinted with theatre dates for merchant distribution. Window streamers were imprinted and spotted in downtown locations. Three local book shops used window and counter displays tied in with the novel by Theodore Strauss.

Music tieups were scored on the song hit, "It Just Dawned on Me." Posters were exhibited in four downtown hotels and several prominent restaurants. Leading luncheonettes and soda fountains featured "Moonrise" sundaes.

Still displays were set in the windows of women's shops, smoke shops, pet shops and sporting goods stores. Banners were placed on news delivery trucks, and a street ballyhoo was used during the current engagement.

Kleper planted art and publicity in all local dailies and out-of-town weeklies. He also promoted a limerick contest over radio station WELI in addition to daily announcements on WYBC and WNBC.

Surprise Package Party Is Promoted for 'Irish'

A surprise package party, in which lucky patrons received gifts, was staged at the Paramount, Long Beach, N. J., for "Luck of the Irish." John Balmer, city manager, promoted the prizes from local merchants and had them gift wrapped to hide their contents. The packages were displayed in the lobby for ten days prior to opening in a decorative and colorful arrangement featuring green paper and green lights, and the winning recipients opened them on stage the night of the party.

Spinners of Ship's Wheel Win Passes to 'Liner'

Tony Abramovich, manager of the State in Des Moines, borrowed a ship's wheel from the navy recruiting office and used it to stimulate advance comment in behalf of "Luxury Liner." The wheel was placed in the center of a large lobby display. Patrons were urged to spin the wheel and try to line up the red spoke with a diagonal line on the background. If they succeeded, they were given passes to see "Luxury Liner."

Kids Color 'Superman'

A coloring contest helped to promote interest in the opening chapter of "Superman" for exhibitor Harland Rankin at the Plaza Theatre, Chatham, Ont. Circulars were distributed with an entry blank and youngsters submitting the best drawings of Superman were awarded gifts of fountain pens and passes.

NUGGETS

Sixteen merchants tied in with Jesse White, manager of the President Theatre, Manchester, Ga., for a full page co-op ad on "Unconquered." "Be 'Unconquered' by High Prices" was the theme of the sales promotion, with the theatre announcement dominating one-half of the space.

Frank Paul, manager of the Lyric, Indianapolis, lifted a suggestion from the "Smart Woman" pressbook and secured two quarter page co-op ads from the local gas company and the distributor for Chambers gas stoves. The latter firm supplied 3,000 heralds showing Constance Bennett cooking on a Chambers range which Frank mailed to a select list of theatre patrons.

Roy Boomer, manager of the Joyce Theatre, Bozeman, Mont., took on a healthy job to exploit his engagement of "Mr. Blandings Builds His Dream House." The new owner of the Bozeman Daily Chronicle is not very cooperative and insists on keeping the paper down to an eight-page section. Boomer contacted local merchants and sold them a double truck co-op ad with almost a full page devoted to illustration from the picture and theatre dates.

Peephole in Window Ballyhoos 'Julia'

Fred Greenway, manager of the Palace in Hartford, arranged for the use of an empty store and placed a large sheet of paper across the window, with a peephole in the center. A sign reading, "Whee! 'Julia Misbehaves.' Take a good look," had everybody stopping to take a peek. What they saw, beyond the peephole, were stills from the film with spotlights trained on them.

Merchandise and beauty salons were tied up for co-op ads, featuring stills of Elizabeth Taylor. Newsstands and news delivery trucks were bannered.

A contest ran in the Hartford Times in which readers were invited to send in letters on the topic, "My most embarrassing summer romance." Guest tickets to "Julia Misbehaves" were awarded for the best letters.

Hillbillies in Serenade For Atlanta 'Red River'

A street ballyhoo for "Red River" in Atlanta attracted such crowds that the street was virtually closed off to everything else. Boyd Fry, manager of the Grand, engaged a local hillbilly band, had a platform erected on the sidewalk in front of the the theatre, and gave them the go sign to entertain. The platform was bannered all around with picture and playdate credits. Two pretty girls with hand banners were on the bandstand. The stunt was used opening day.

Giant Fun Show

A giant Fun-O-Club show at the Prince in Ambridge, Pa., each Saturday afternoon, starting at 12:15 o'clock, is a 4½-hour entertainment. The management urges patrons to bring their own lunch.





Blind Date Competition Aids 'Saxon Charm'

A blind date contest, patterned on the Arline Francis radio show, was used to exploit "The Saxon Charm" by Elmer Hecht, manager of the Park, Tampa, Fla. The stunt was based on the premise that men contestants had to use their "Saxon charm" to win a date with a girl.

Hecht brought six merchants in on the tieup, with the Tampa Daily News and radio station WDAE as co-sponsors. Two full page ads were run plus stories and readers in the Times over a six-day period.

Four boys and two girls competed in the blind date contest, with two boys trying to date each girl in a time limit of one and a half minutes for each. The contestants were separated by a screen on the stage so that they could not see each other.

Audience reaction was excellent, according to Hecht, and helped to attract extra business for the engagement of "The Saxon Charm."

Square Dance Hypos 'Badmen' Business

An old-fashioned street square dance in the Court House square was staged by Jimmy Burleson, manager of the Wallace Theatre, Andrews, Tex., to ballyhoo "Return of the Badmen."

Burleson publicized the stunt through stories planted in the local dailies and via gratis announcements over KSEL in Lubbock.

Prizes were offered to the best square dance team and a cash prize to the best costumed couple. The costume judging was held on the Wallace stage in order to attract the crowd inside the theatre. For advance build-up, Burleson had the theatre staff dressed in frontier costumes and grew a three-week beard. Handbills were distributed and a trailer and lobby sign helped to spread the news about town. During the run of the picture, business almost doubled, according to Burleson.

Promotes 'Ruth' Posters

For "The Babe Ruth Story," Ansel Winston, manager of the Coliseum in New York, promoted nine illustrated posters from the Cigar Institute of America, featuring a picture of William Bendix in the role of Babe Ruth and scenes from the film. Winston had one of his ushers letter in the theatre name and playdate. The posters were displayed in nine cigar store windows in the area, a week prior to opening.

Fan Photo Contest Set

Norman Levinson, assistant at the Poli, Hartford, Conn., tied up with the Grant store to distribute 20,000 fan photos on "The Three Musketeers." The first 100 persons submitting a complete set of the five different photos were awarded passes.

Pushes Shopping Drive

V. L. Wadkis, Manos manager at Latrobe, Pa., promoted a "Do your Christmas shopping in Latrobe" campaign which has attracted wide interest. A new Ford car will be awarded as a Christmas present with 112 local merchants participating.

Be-Bop Fashion Show, Alley Cat Contest Held in Brooklyn

A be-bop fashion show staged in conjunction with an Alley Cat contest for men was promoted by Buddy Neustein, manager of the Brevoort Theatre in Brooklyn, with spectacular success.

The theatre is located in a Negro community, and the zootiest zoot-suiters in the city paraded before a capacity audience as a one-night attraction. Willie Bryant and Ray Carroll of the After Hours Swing Session, heard daily on station WHOM, acted as master of ceremonies for the event.

The winner was officially crowned the Alley Cat of 1948. Neighborhood merchants donated gifts, which were awarded to the winner and two runnersup. The theatre provided a complete round of entertainment for the winners. The show was co-sponsored by a merchant specializing in men's clothing.

Some of the advance publicity for the promotion included radio spots on 48 consecutive nights which plugged the contest in advance. One hundred and fifty cards were distributed. A special screen trailer, a 40x60 and a live cat ballyhoo used in the lobby helped to promote interest. The cooperating sponsor used a 12x4 foot sign at his place of business.

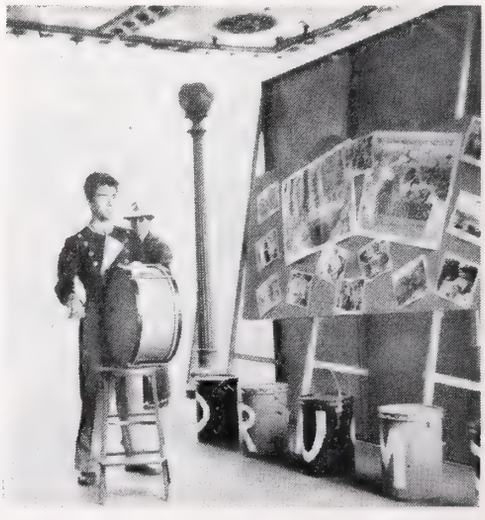
Advance notices were obtained in the local papers, and the event was covered by the All-American newsreel for later exhibition in Negro theatres throughout the country.

Fall Cooking Session Draws at Menominee

A two-week fall cooking school session has been successful for Boyd Kellnhauser, manager of the Lloyd Theatre, Menominee, Wis.

The tieup was set under the joint sponsorship of local merchants and the light and power company. The sessions were held in conjunction with the regular evening performances with the utility company supplying the demonstrator.

Every woman who attended received a gift and top prizes included an electric range.



Wayne Singer, manager of the Forsythe Theatre, East Chicago, Ind., had an usher out front literally beating the drum for the double feature booking of "Drums" and "Four Feathers."

Mobile Dailies Break Precedent, Run Art For 'Let's Live'

Although Mobile, Ala., newspapers do not customarily run theatre publicity, Kenneth Monteil, publicity manager for the Downtown Theatre, promoted art and feature stories on "Let's Live a Little" in both dailies, every Sunday prior to opening and on opening day.

Classified ads were placed in the personal columns, with copy reading: "Want to live a little? Then be sure to see how I do it with Hedy Lamarr in 'Let's Live a Little' at the Downtown. (Signed) Bob Cummings." Copy was changed daily.

Window displays were promoted from auto supply dealers, tied in with the national promotion on Auto Lite spark plugs, and several windows were utilized on the Emerson radio tieup.

A three-sheet and stills from the film were devised into a lobby display and moved outside for the current engagement.

The theatre used no radio spot announcements but promoted 14 free spots on station WKRG of which seven broke in advance and seven during the current showing. In addition, three 15-minute programs were devoted entirely to music and plugs for "Let's Live a Little."

Newspaper and co-op ads were promoted from dealers handling Auto Lite plugs, Emerson radios and local laundry and dry cleaning establishments.

Kluxer on Horse Rides Streets to Aid 'Cross'

A horse with a rider dressed in a white sheet rode through the downtown streets of Springfield, Ohio, to ballyhoo "The Burning Cross" for Harding Lemon, manager of the Fairbanks Theatre. Stunt attracted wide attention for the picture, which was sold as an expose of the Ku Klux Klan.



Here is an animated display that really rocked patrons of the Capitol Theatre in Vancouver. Manager Charlie Doctor rigged the display so that several figures of Pecos Bill came popping out of the background. Figures were attached to both ends of an arm rotated on a motor-driven center spindle. The effect was not unlike clay pigeons in a shooting gallery.

Merchandise Giveaway Helps Reissue Program

Herb Gordon, manager of the St. James Theatre, Asbury Park, N. J., tied up with a men's clothing shop for merchandise giveaways in connection with the double-feature program of "Angels With Dirty Faces" and "They Drive by Night." Twenty-five hundred numbered heralds were distributed of the oversized ticket type, and persons holding corresponding numbers to those posted in the store and in the theatre lobby received articles of clothing as gifts. The merchant paid all the printing costs in addition to furnishing the prizes.

Variety Exploitation Builds Patronage

Reynold Wallach, manager of the Strand in Cumberland, Md., uses a variety of exploitation ideas to keep his coming attractions before the public.

For "Tap Roots," he distributed bookmarks in libraries, schools and through book shops. He also displayed color-gloss stills mounted on signs on shelves, counters and in windows to tie in the book angle.

Announcements were promoted at a local sports park, and 3,000 heralds, paid for by a neighborhood merchant, were distributed by hand and mailed to boxholders on rural routes. A tieup was also made with an ice cream company which resulted in the promotion of a "Tap Roots" sundae at leading drug and sweets stores.

Two six-foot cowboys helped to ballyhoo the engagement of "Two Guys From Texas" recently. Three thousand doorknob hangers were placed on business places and private homes, three music shops tied up for window displays and disk jockeys featured the song hits heard in the picture with theatre mention, gratis.

To build interest in "Rachel and the Stranger," Wallach used an electrical transcription to reach the radio audience, and followed this with an announcement that the first 25 persons who appeared at the boxoffice opening day, with identification to prove their name is Rachel, would receive free tickets.

Wallach distributed 2,000 circulars, mailed 2,500 teaser post cards to rural areas and placed 100 jumbo window cards in choice locations.

Dress Shop Benefit

A fashion show, in conjunction with a benefit for the Deborah Tuberculosis society, was held on the stage of the Ward Theatre in the Bronx, N. Y., through a tieup made by Herb Miller, manager. The show was sponsored by a local dress shop and the clothes were modeled by Powers Manikins. The store also provided some of their latest creations for giveaways to members of the audience holding lucky ticket numbers.

Gifts Promoted for Show

E. Wayne Singer, manager of the Forythe Theatre, East Chicago, Ind., tied with the local Newberry store recently and promoted toys and gifts for children at a Saturday Klub show. The youngsters competed in games on the stage. Reciprocal advertising in the store window and theatre lobby squared the deal.

A "NATURAL" FOR THIS MODERN AGE

MESKER STEEL Evansville IND.

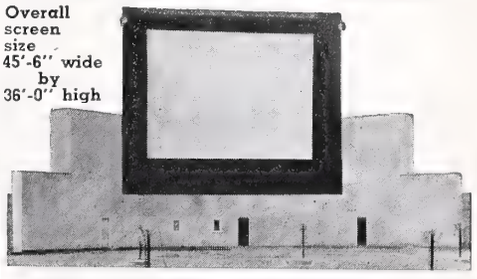
all-steel prefabricated OUTDOOR MOTION PICTURE THEATRE SUPERSTRUCTURES



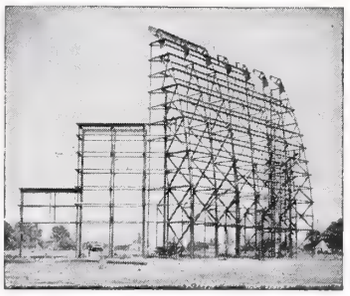
- SAFE
- ATTRACTIVE
- PERMANENT

- EASILY ERECTED--EASILY MOVED
- PRESENTING A BEAUTIFUL APPEARANCE
- IDEAL CONSTRUCTION FOR ENLARGEMENT

Overall screen size 45'-6" wide by 36'-0" high



RESISTANT TO FIRE AND WEATHER



ALL STEEL FRAME -- THE ULTIMATE IN STRENGTH

Placing your order with us now will help us greatly in anticipating your requirements for Spring 1949.

GEO. L. MESKER STEEL CORP. EVANSVILLE 8, INDIANA

WRITE, TODAY, FOR FULL INFORMATION

20 Years Ago

THE EXHIBITION field is much perturbed over the effect of sound pictures on the immediate situation. One persistent note has been insistence on better silent pictures. On this point, Charles E. McCarthy of Paramount says:

"We have increased our drive for greater quality in silent pictures so that unwired houses would have even stronger attractions to enable them to compete with this new condition."

* * *

M. H. Hoffman, vice-president of Tiffany-Stahl, says: "It would not only be folly but sheer ingratitude on the part of producers to forget the thousands of exhibitors who will for some time not be able to play anything but silent pictures."

Carl Laemmle, president of Universal Pictures, says: "There are so many theatres wired and so many unwired. To throw away the latter market, which far exceeds the number of theatres in the former, would be the purest form of asininity."

* * *

In a double-page advertisement Warner Bros. said: "Vitaphone and silent pictures are Warner Bros.' twin pets. We love them both equally. They are in the healthiest condition and we intend to see them grow. No foolish bogey man is going to have any effect on them. Plenty of room for both in this business without crowding."

* * *

Alan Crosland, Hollywood director, says that about half the actors whose names are in the headlines of today will drop from sight within two years because they do not know how to talk.

Disney Film in Digest

NEW YORK—The December issue of Reader's Digest features a 20-page condensation of Sterling North's "So Dear to My Heart," illustrated by Walt Disney pen sketches from the RKO picture of the same name. This appears in the domestic and several of the foreign editions to a total of 4,500,000 copies.

'Hamlet' Current in 13, Set for 15 More Spots

NEW YORK — "Hamlet," the J. Arthur Rank production being released in the U.S. by Universal-International, is currently playing 13 American engagements simultaneously and has been booked to open in 15 additional cities before the end of January.

The picture is now playing in New York, Los Angeles, San Francisco, Washington, Pittsburgh, Cleveland, Boston, New Haven, Providence, Philadelphia, Detroit, Chicago and Long Beach, Calif. It has completed a six-week engagement in Atlanta.

The 15 additional openings are: the Adams Theatre, San Diego, December 8; the Dixie, Oakland, Calif.; the Teck, Buffalo, and the Guild, Portland, Ore., December 24; the Colonial, Albany, December 25; the Golden Bough Playhouse, Carmel, Calif., January 1; the Palace, Toledo, January 12; the Studio, Salt Lake City, and the Lyric, Bridgeport, January 13; the Alhambra, Milwaukee, January 17; the Palace, Hartford, January 20; the Keith, Indianapolis, January 26; the Elm, Worcester, Mass., January 27; the Vista, Phoenix, between January 9 and 15; the Kern, Bakersfield, Calif., between January 10 and 20, and the Century, Minneapolis.

'Shoes' Gets 4th Date

NEW YORK—"Red Shoes," the J. Arthur Rank production released in the U.S. by Eagle Lion, will open a two-a-day engagement at the Regina Theatre, Beverly Hills, Calif., its first Pacific coast engagement. The picture is also playing two-a-day runs in New York, Washington and Boston.

Sells Philippine Rights

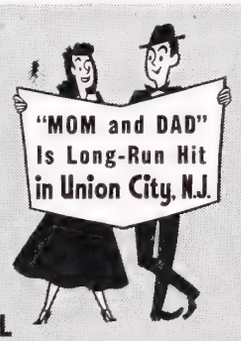
NEW YORK—Jacques Kopfstein, executive vice-president of Astor Pictures, has sold 16mm rights to the Hopalong Cassidy films and other features and shorts to Senator Tomas L. Cabili of Manila.

SELL YOUR POPCORN THE MODERN WAY....

ALWAYS HOT WITH THE HOLLYWOOD Servemaster

TAYLOR-HUNT-MELCHER COMPANY
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"MOM and DAD" WILL RING THE BOXOFFICE BELL FOR YOU, TOO! WRITE..WIRE..OR PHONE US TODAY..





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PRODUCERS AND DISTRIBUTORS OF 'MOM AND DAD' • 'THE BEST IS YET TO COME' • 'CHASM OF SPASMS' • And in Production, 'ONE TOO MANY'

16MM ENGAGEMENTS NOW BEING BOOKED EXCLUSIVELY BY:
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CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

They'll be sitting pretty in these. 422 Stafford fully upholstered padded back boxspring seats, all red plush, excellent, $4.95; 350 American panelback boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly upholstered, $6.50. Plenty others. Get Chair Bulletin 15, Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are the lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5. Ill.

For Sale: 842 International theatre seats, mohair upholstered backs, full spring bottoms, leatherette with mohair sides. Can be seen Granada Theatre, Plainview, Texas. Can deliver around December 8. For full particulars call or write C. E. McSwain, Granada Theatre, Plainview, Tex.

Must vacate warehouse, advise immediate action. Your opportunity to purchase all types of used theatre chairs and parts of chairs. No order too small or too large. Allied Seating Co., Inc., 36-38 W. 13th St., New York 11.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, boxspring, and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22. Ill.

No more loose chairs: Get "Firmastone" Anchor cement, $5 per box. General Chair Co., Chicago 22. Ill.

No more torn seats: Repair with the original Patch-A-Seat. Complete kit $6. General Chair Co., Chicago 22. Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

978 brand new International chairs. Fabric backs and leatherette cushioned bottoms. Real bargain. A. L. Matreci, Uptown Theatre, 4938 Delmar Blvd., St. Louis 8, Mo.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

MORE CLASSFIED ON INSIDE BACK COVER

BASIL THEATRES CELEBRATES SILVER ANNIVERSARY MONTH

BUFFALO—An event of more than ordinary importance in the history of the local theatrical sector will be observed during this month when the Basil Theatre circuit celebrates its silver anniversary. The circuit today is comprised of the Lafayette, recently remodeled and known as the most beautiful of downtown Buffalo's larger houses, and 11 community theatres situated in the heaviest populated communities in Buffalo, Kenmore and Niagara Falls.

To make this anniversary celebration a huge success, each manager has planned his own individual events and are trying to outdo each other in the scope of their coverage. General arrangements for the celebration are under the direction of George H. Mackenna, managing director of the Lafayette; Gerald M. Westergren, assistant general manager, and V. Spencer Balser, film buyer and director.



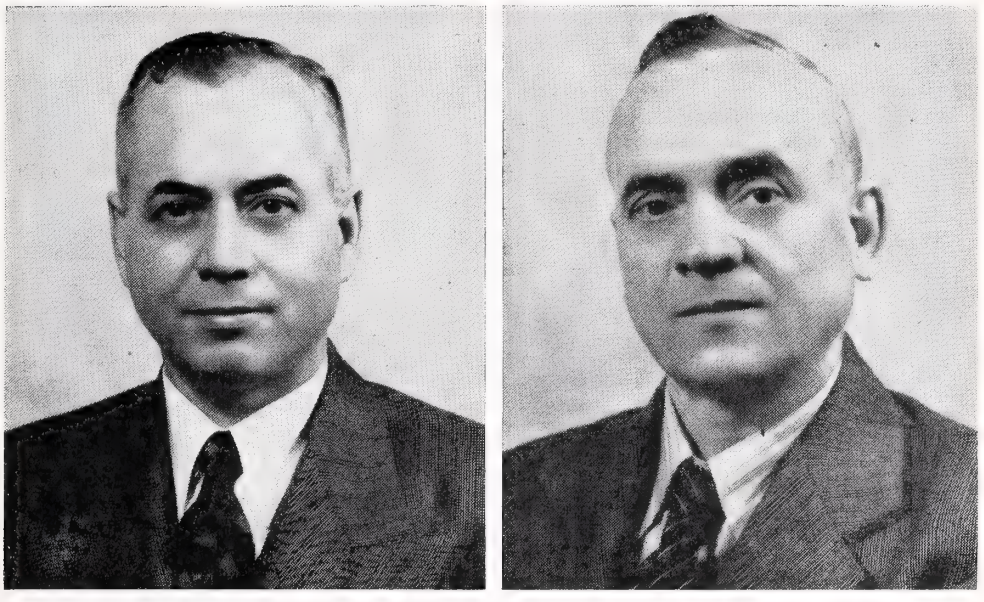
Constantine J. Basil, president of Basil Bros. Theatres.

OWN LAFAYETTE OFFICE BLDG.

The Basil Theatres is one of the leading theatre chains in western New York. For 25 years the chain has been founded upon presenting the best in entertainment of stage and screen to patrons along the Niagara frontier. Today, in addition to the theatres Basils own and operate, they also own the Lafayette Bldg., a ten-story office building in downtown Buffalo, and all of the buildings which house their theatres. These include offices, stores, apartments, etc.

Twenty-five years ago, Constantine J. Basil, president of the chain; Basil J. Basil, vice-president; Theophilos J. Basil, secretary and treasurer, and their late brother Nicholas J., then head of the business, entered exhibition by acquiring the Clinton-Strand Theatre on Buffalo's east side. Then the Linden and Central Park theatres were added to start the Basil Bros. circuit.

Disposing of the latter two houses, the brothers built the Genesee Theatre, a 1,600-seat community house which recently was remodeled and which still is considered Buffalo's finest neighborhood house. In quick succession came the Victoria, Jefferson, Broadway and Roxy, all modern community houses.



Basil J. Basil, left, vice-president and general manager, and Theophilos J. Basil, secretary-treasurer.

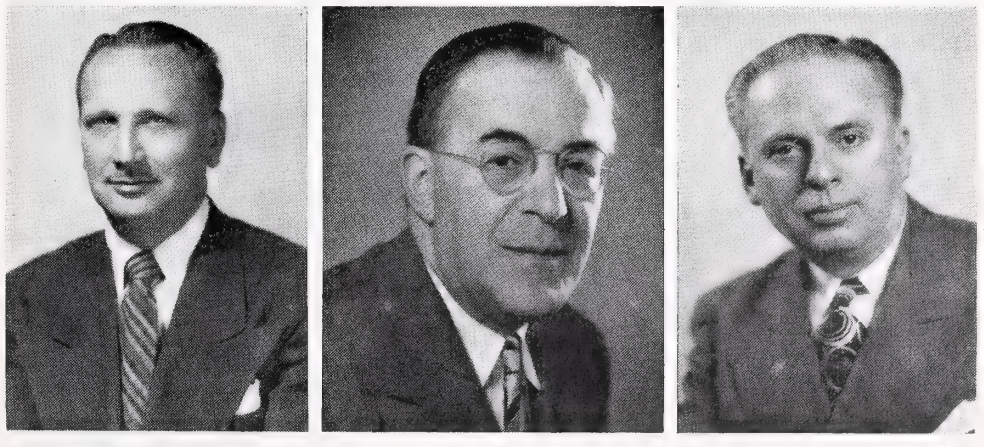
OPENED HOLLYWOOD THEATRE

The Basils then opened the Hollywood, a downtown first run, but abandoned it a few years later. Then was added the Varsity in Buffalo, and the LaSalle, State, Rainbo and Capitol in Niagara Falls.

In 1939 in partnership with another circuit, the Basils operated the first run Century and the Bailey, a large community theatre in Buffalo, also the Riviera in North Tonawanda and the Ridge, Hollywood and Franklin in Lackawanna, both suburbs of Buffalo. This partnership was later dissolved.

Basils' latest community activity was the building of the Apollo in Buffalo and the Colvin in Kenmore. Both theatres parallel in construction, with the exception that the Colvin has a crying room, 200-car parking lot and the apartment of C. J. Basil. This apartment is unique in that from the Basil's living room one can watch the theatre screen by an opening into the theatre.

The purchase of the Lafayette Theatre, with its huge office building as an adjunct, completes the holdings of the Basil Bros. at the present time.



Left to right: Gerald M. Westergren, assistant general manager; V. Spencer Balser, film purchasing agent and director, and George H. Mackenna, managing director of Basil's Lafayette Theatre in Buffalo.

The brothers, Gus, Bill and Tom, as they are affectionately known, still are very active and have the gleam in their eyes when anyone mentions new construction.

BROADWAY

Carroll Puciato, Realart general manager has returned from Denver . . . Silas F. Seadler, MGM advertising manager, flew to the coast to look over new product . . . Norton V. Ritchey, Monogram International president, flew back from England when the sailing of the Queen Elizabeth was delayed . . . Charles Hoffman and Irving Wallace, Warner Bros. writers, are due at West Point soon to talk over "The West Point Story" script with Maj. Gen. Bryant E. Moore of the academy. Lou Edelman, producer, and William Guthrie, location manager, have already had telephone conversations with the general.

E. J. Mannix, MGM studio executive, left for the coast after returning from London by plane . . . Arthur Hornblow has delayed his return from England because of upset shipping conditions . . . Bernard J. Gates, Monogram Latin American supervisor, is back from a tour of South America . . . More than 800 Warner Bros. employes and guests attended the annual Thanksgiving dance at the Astor . . . Richard A. Zotzmann of the MGM art department and Mrs. Zotzmann are receiving congratulations on the birth of twin sons.

Herman Starr, Warner Bros. vice-president and Music Publishers Holding Corp., and Mrs. Starr announce the engagement of their daughter, Carol Natalie, to Robert L. Walden, son of Mrs. Carolyn Walden and the late Sylvan Wolfsheim . . . Dick Harper of the MGM home office sales department spent Thanksgiving with his parents in Flint, Mich. . . . William E. Osborne, Monogram far eastern and middle eastern representative, is at present in Bangkok . . . Director William Dieterle plans to sail from New York on the Queen Mary December 15 and direct a film in France. Mrs. Dieterle will accompany him.

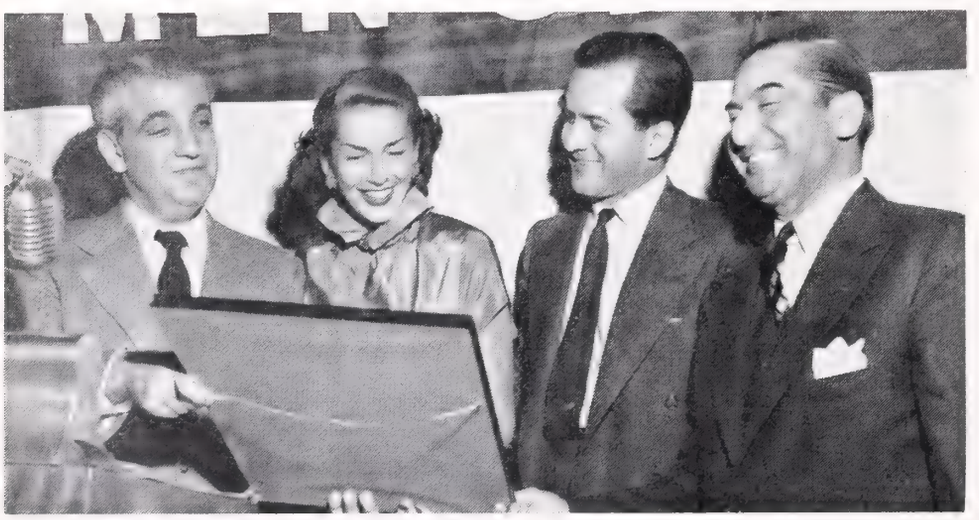
James R. Grainger, Republic executive vice-president in charge of sales and distribution, and Walter L. Titus jr., division manager, attended the Robert J. O'Donnell testimonial dinner at Dallas . . . Joseph Hazen, president of Hal Wallis Productions, has returned to the coast . . . Al Lichtman and Mrs. Lichtman are here from the coast . . . Rudy Berger, MGM southern sales manager, visited New Orleans and Dallas . . . Viveca Lindfors came here from Hollywood to attend the opening of "Interlude," the Swedish-made film that won her a Warner contract.

Samuel N. Burger, Loew's International Corp. sales manager, has returned from a tour during which he visited MGM offices in 17 countries on three continents . . . Sid Mesibov, Paramount exploitation manager, addressed the national convention of furniture dealers in Detroit on the value of film tieups . . . Paul Graetz, whose "Devil in the Flesh" will open here soon, arrived from the coast where he looked for new talent . . . Morgan Hudgins of the MGM studio publicity department flew to England.

Edward L. Walton, Republic assistant general sales manager, visited his St. Louis branch . . . Mrs. Vincent Sherman, wife of the Warner Bros. director, has flown to England to join her husband. With her were their two children, Hedwin, 10, and Eric 1 . . . Sam Shain attended the New Orleans convention . . . Edward L. Hyman, vice-president of Paramount Theatres Service Corp., visited upstate New York . . . Francis S. Harmon, chairman of the finance committee of the Federal Council of the Churches of Christ in America and MPAA vice-president, spoke over the Columbia network December 2 in connection with the council's biennial convention, held in Cincinnati.

Charles Mayer, MPEA managing director for Japan and Korea, will leave in a few days for Tokyo . . . Pierre De Perregaux, president of the Swiss Chamber of Commerce in France; Mrs. De Perregaux and P. Albert, producer of the French film, "Man to Man," are here conferring with Siritzky International Pictures Corp. . . . Matthew Rapf, producer, left for Washington after conferences with the Eagle Lion home office . . . E. Z. Walters, Altec Service controller, is here from the coast . . . Mrs. Victor Saville sailed for London December 1 to join her producer husband . . . Mervyn LeRoy is expected here over the weekend . . . MGM personnel leaving for the coast included E. J. Mannix, studio executive, who recently returned from Europe, and Kenneth MacKenna, studio story head.

Y. Frank Freeman, Paramount vice-president, will leave New York over the weekend for Hollywood . . . Arthur Freed is scheduled to arrive over the weekend to attend the December 9 opening of "Words and Music," which he produced for MGM, at the Radio City Music Hall . . . James Sullivan, Capitol Theatre treasurer, and Mrs. Sullivan, formerly chief usherette, are the parents of a baby girl named Maureen.



CINEMA LODGE AWARDS RADIO TEAM—Jinx Falkenburg and Tex McCrary, Tex and Jinx of radio fame, receive an award from New York's Cinema Lodge of B'nai B'rith for their efforts in promoting interfaith amity. Robert M. Weitman (left), past president of the lodge, is seen making the presentation as S. Arthur Glixon (right) looks on.

Foreign Film 'Oscars' To Be Made by Paper

NEW YORK—The Foreign Film News, a monthly publication devoted to overseas pictures, will make annual awards for the best foreign picture shown in the U.S. Other awards will be made for the best actor, actress and direction.

The winners will be selected by patrons of foreign films and readers of the Foreign Film News. The ballots for the 1948 awards will be cast before December 31. The awards will be presented during January on the stage of one of New York's foreign film theatres. The Oscars will be statuettes, 16 inches high.

The winners will receive the awards in person if they are in the U.S., otherwise a representative will substitute.

Saul Krugman to Assist Milt Cohen in EL Sales

NEW YORK—Saul J. Krugman, formerly eastern district manager for Selznick Releasing Organization, has been named Eagle Lion assistant sales manager by William J. Heineman, vice-president in charge of distribution. Krugman will work under Milton Cohen, eastern sales head, and maintain headquarters at the Philadelphia office starting December 6. His territory will include the New York, Philadelphia, Boston, Buffalo, New Haven, Albany, Washington, Pittsburgh, Cleveland and Cincinnati branches.

Before joining SRO, Krugman was eastern district manager for Samuel Goldwyn.

MGM Sets Three Features For December Tradeshows

NEW YORK—MGM has scheduled three tradeshowings during December. "Words and Music," the Technicolor musical based on the life of Rodgers and Hart, will be shown in the New York and Los Angeles branches December 6 and in the other exchange cities December 13.

"Act of Violence," starring Van Heflin, will be shown in New York and Los Angeles December 20 and in other branches December 21. "The Sun Comes Up," in Technicolor, starring Jeanette MacDonald and Lassie, will be shown in all exchanges December 30.

Lois Hall in Leading Role

Lois Hall has been signed for one of the leading roles in Republic's "Duke of Chicago."

FC Promotes Max Cohen To Eastern Sales Head

NEW YORK — Max Cohen, Washington branch manager for Film Classics, has been promoted to eastern sales manager by B. G. Kranze, worldwide sales head.



Max Cohen

Cohen joined Film Classics in February 1948. He began his film career with Warner Bros. as salesman in the New York office. After service during World War I, he joined the Fox Film Co. as salesman and later became sales manager for Universal in New York. He also served as Universal branch manager in Pittsburgh, Cleveland, Albany and Washington.

SPG Protests Dismissal Of 13 at 20th-Fox HO

NEW YORK—The Screen Publicists Guild has protested the dismissal of 13 members of the 20th Century-Fox home office publicity and advertising department. The employes were given notice November 24 and received double severance pay November 26.

The shakeup also resulted in the following changes: Lou Frick was reassigned to pressbooks after a brief stay as trade contact writer. Frick had been pressbook editor before his shift last summer. Ira Tulipan will remain as pressbook editor, and Earl Wingart will take over trade contact assignments in addition to his editorial work.

None of the department heads has been affected.

Brandon Films to Handle 16mm Foreign Features

NEW YORK—Brandon Films, Inc., will release the first post-war German features, as well as new French and Russian films in 16mm, according to Thomas J. Brandon, director of distribution.

The German films are: "Die Fledermaus," made in the Kodachrome process, and "Razzia" and "Murderers Among Us." The French films are: "Voyage Surprise" and "Fric Frac." The Russian features include: "Spring," "Russian Ballerina," "The Great Glinka" and "Village Teacher."

Bonded Storage to Handle Republic in New York

PHILADELPHIA—William J. Clark, executive vice-president of National Film Service, Inc., has announced that Bonded Film Storage Co., Inc., National representative in New York, will handle physical distribution for Republic Pictures Corp., starting Dec. 4, 1948. The service includes film inspection, shipping, mounting and storage. Clark said that Bonded also is handling physical distribution for several other national distributors.

Jane Wyatt With Gary Cooper

The leading feminine role opposite Gary Cooper in Warners' "Task Force" will be taken by Jane Wyatt.

Along New York's Film Row

By WALTER WALDMAN

THE Film Board of Trade has a new set of officers who were elected December 1. Jack Ellis of United Artists succeeded Clarence Eiseman of Warners as president. Eiseman was named sergeant-at-arms. Others elected were: Nat Furst of Monogram, first vice-president; William Murphy of Republic, second vice-president; Saul Trauner of Columbia, treasurer, and Robert J. Fannon of Republic, secretary . . . Installation will take place next month.

News of Warners: Arthur Weinberger, office manager for the New York exchange, has been transferred to Chicago in a similar capacity. He has been replaced by Cal Leeder of the WB home office . . . Al Blumberg, New York booker, has been named chief booker . . . Benjamin Brumberg, father of WB exploitation chief Bill Brumberg, died in Nacogdoches, Tex., Monday. Bill attended the funeral held December 1 . . . Estelle Hernan Krips, former 20th-Fox secretary and now wife of the New York salesman, lost her mother this week . . . Mollie Ross of the 20th-Fox film room lost her father.

Joe Hornstein, the equipment dealer, has left for Miami and Miami Beach where he will supervise installation of theatre supplies in the New Venetian Theatre, Miami Beach, and the Little River Theatre, Miami . . . The Little River will open late this month. Nate Berstein will operate. The New Venetian will be Harry Brandt's second house in two years in Miami Beach. His first was the Flamingo.

SOPEG will ask for a 25 per cent wage increase for exchange workers when negotiations for a new contract begin. The old pact expired November 30 . . . Deadline for the Will Rogers Memorial Hospital Fund drive has been extended at the request of company sales heads. Drawing for prizes was originally scheduled to be held December 15.

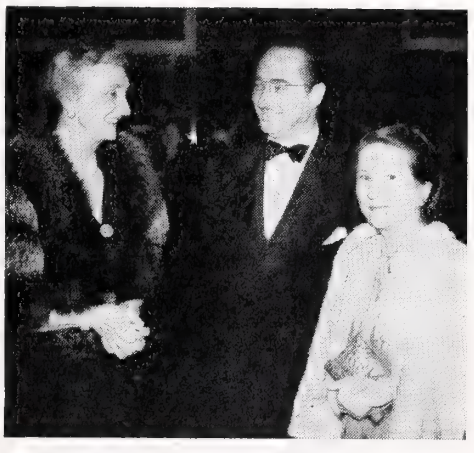
Walter Reade changes: Jerry Segal, manager of the Congress, Saratoga Springs, has been transferred to the Strand, Perth Amboy He replaced Sam Shumer, who resigned . . . John Milano has been named assistant manager of the Majestic, Perth Amboy, and James A. Moffit has been named student manager of the same house . . . James Benton will replace Segal at the Congress. He is the son of William E. Benton, who has an interest in the Congress and Community theatres in Saratoga Springs.

The executive staff of Monogram will move from its present headquarters in the New York exchange at 630 Ninth Ave. to new quarters at 1560 Broadway, where Monogram International is housed . . . Among those involved in the shift are: Maurice Goldstein, vice-president and general sales manager; Lloyd Lind, supervisor of exchange operations; L. E. Goldhammer, western sales manager; Maxwell Gillis, eastern sales manager; Si Borus, contract manager, and his staff, and Madeleine White, eastern publicity representative . . . Salesmen, bookers and other personnel connected with exchange operations will remain at 630 Ninth Ave.

The Motion Picture Associates will hold its annual meeting and elections December 15 instead of December 1 as originally scheduled . . . The new election date was set after a number of candidates who had been nominated at a meeting of the board of directors November 18 declined to run. Some had not been notified of their nomination. Harold J. Klein has been named chairman of the nominating committee.

Loew's transfers: Edward Schwartz, manager of the Palace, Brooklyn, has been shifted to the Brevoort. He replaced Larry Stark who will be assigned to another house . . . Robert Rosen, formerly manager of the 167th Street, the Bronx, will serve as relief manager. Rosen had been on sick leave . . . Janet Essex, secretary to Charles F. O'Brien, head of industrial relations, has become engaged to Arthur Prier.

New York was well represented at the testimonial dinner for Bob O'Donnell in Dallas, December 4. Among those present were: Robert Mochrie, Sol Schwartz and William Zimmerman, RKO; Ted O'Shea, Leonard Goldenson and Charles Reagan, Paramount; L. J. Schlaifer, Harry Thomas, Eagle Lion; William White, Skouras; Max Cohen, Cinema circuit; Herman Robbins, National Screen Service; William Brenner and Maurice Maurer, Victoria; Grad Sears and Paul Lazerus jr., United Artists; Arthur Jeffries, Ted R. Gamble, TOA, and Hal Friedman, Terrace Theatre, Yonkers.



STEPPING OUT—C. J. Latta, former New York state zone manager for Warner Theatres with headquarters in Albany, now managing director of the English theatre affiliate of Warners, seen at the premiere of "Life With Father" in the Warner Theatre, Leicester Square, London, recently, with the Marchioness of Carisbrooke (left), and Mrs. Latta. Latta was promoted to the British post last June. He is second assistant chief barker of Variety International.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

'Baby' and 'Joan' Top Broadway Field

NEW YORK—Three new pictures which opened in time for the Thanksgiving holiday, "When My Baby Smiles at Me" at the Roxy, "Miss Tatlock's Millions" at the Paramount and "Hills of Home" at the Radio City Music Hall, held to strong business during the week following. "Baby" set a new Thanksgiving weekend high for the Roxy, while "Joan of Arc" set a new record at the enlarged Victoria.

Both "Hamlet," in its ninth week at the Park Avenue, and "The Red Shoes," in its fifth week at the Bijou, also went to new highs because of extra reserved-seat performances over the holiday weekend. "The Snake Pit," in its fourth week at the Rivoli, also held up well but "Fighter Squadron" slumped in its second week at the Strand.

(Average Is 100)

Astor—**A Song Is Born** (RKO), 6th wk. 80
Bijou—**The Red Shoes** (EL), 6th wk. of two-a-day..140
Capitol—**The Kissing Bandit** (MGM), plus stage show, 2nd wk. 105
Criterion—**A Southern Yankee** (MGM) 90
Globe—**Blood on the Moon** (RKO), 3rd wk. 110
Gotham—**San Francisco** (MGM); **Captains Courageous** (MGM), reissues, 2nd wk. 95
Loew's State—**The Three Musketeers** (MGM), 6th wk. 120
Mayfair—**Road House** (20th-Fox), 4th wk. 98
Paramount—**Miss Tatlock's Millions** (Para), plus stage show 110
Park Avenue—**Hamlet** (U-I), 9th wk. of two-a-day..150
Radio City Music Hall—**Hills of Home** (MGM), plus stage show 115
Rialto—**Ali Baba and the Forty Thieves** (FC), reissue 110
Rivoli—**The Snake Pit** (20th-Fox), 4th wk. 115
Roxy—**When My Baby Smiles at Me** (20th-Fox), plus stage show 150
Strand—**Fighter Squadron** (WB), plus stage show, 2nd wk. 80
Sutton—**Blanche Fury** (EL) 105
Victoria—**Joan of Arc** (RKO), 3rd wk. 135

ATTEND!

FJP TESTIMONIAL LUNCHEON

TUESDAY, DEC. 14TH HOTEL ASTOR

MAYOR WILLIAM O'DWYER

Guest of Honor

TICKETS NOW ON SALE!

Room 168, Hotel Astor,

CIrcle 6-6460

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OF JEWISH PHILANTHROPIES
OF NEW YORK

71 West 47th Street, New York 19, N. Y.

Philadelphia Trade Zooms; 'Baby' Leads First Runs

PHILADELPHIA—Top money this week was drawn by the Fox with "When My Baby Smiles at Me." "The Three Musketeers" at the Goldman ran a close second. Oddly enough, it was Keith's that pulled down the top percentage with a second run showing of "Road House." In general, Philadelphians and out-of-towners alike made a gala weekend of it, and the returns of the first run houses provide ample proof. Newcomers, for the most part, did superb business, the only fly in the ointment being the long runs, which rarely turn in a high gross after a few weeks.

Arcadia—**The Loves of Carmen** (Col), 2nd run....120
Boyd—**June Bride** (WB), 3rd wk. 75
Earle—**Station West** (RKO) 110
Fox—**When My Baby Smiles at Me** (20th-Fox) 200
Goldman—**The Three Musketeers** (MGM) 175
Karlton—**Rogues' Regiment** (U-I) 200
Keith—**Road House** (20th-Fox), 2nd run 205
Mastbaum—**Fighter Squadron** (WB), 2nd wk. 90
Stanley—**A Song Is Born** (RKO), 3rd wk. 80
Stanton—**The Gallant Blade** (Col) 130

'Musketeers' Holds Lead At Buffalo First Runs

BUFFALO—"The Three Musketeers," playing at the Great Lakes, rang up a potent 157 per cent to lead the first runs here. "Miss Tatlock's Millions" at the Buffalo, dualed with "Leather Gloves," held the second spot. "Cry of the City," with "Bungalow 13" in a second round, also continued to draw heavily.

Buffalo—**Miss Tatlock's Millions** (Para); **Leather Gloves** (Col) 111
Great Lakes—**The Three Musketeers** (MGM) 157
Hippodrome—**Julia Misbehaves** (MGM), 3rd d. t. wk. 94
Lafayette—**Return of October** (Col); **Old Los Angeles** (Rep) 100
Teck—**Cry of the City** (20th-Fox); **Bungalow 13** (20th-Fox), 2nd d. t. wk. 110
20th Century—**Station West** (RKO); **Jinx Money** (Mono) 90

'Musketeers' Doing Record Baltimore Business

BALTIMORE—Holiday weekend was great for downtown business with nice weather for three days, then a heavy downpour on Sunday cut into the boxoffice. "Three Musketeers" packed them in at the Century.

Century—**The Three Musketeers** (MGM) 175
Hippodrome—**Return of October** (Col), plus stage show 122
Keith's—**Miss Tatlock's Millions** (Para) 115
Mayfair—**Corvette K-225** (U-I) 100
Stanley—**Fighter Squadron** (WB) 110
New—**When My Baby Smiles at Me** (20th-Fox), 2nd wk. 105
Town—**Blood on the Moon** (RKO) 125
Valencia—**Julia Misbehaves** (MGM), 3rd wk. 100

'Joan,' Now at Victoria, Also to Play at Fulton

NEW YORK—"Joan of Arc," now in its fourth week of continuous performances at the Victoria Theatre, Broadway and 46th Street, will open a two-a-day reserved seat engagement at the adjoining Fulton Theatre on west 46th Street December 14. The recently-enlarged Victoria has 1,049 seats while the Fulton, now playing the stage play, "The Young and Fair," has 750 seats.

Prices for the seven daily performances at the Victoria range from 95 cents in the morning to $2.40 at night. Prices at the Fulton will be $2.40 for evening showings and at the four showings on Saturday and three on Sundays. Tickets will be placed on sale for six weeks in advance.

"Gone With the Wind," David O. Selznick's production for MGM release, had simultaneous reserved seat and continuous runs at the Astor and Capitol Theatres in 1939.

WASHINGTON

Ross Wheeler jr. was born in Garfield hospital November 30. Grandpa Sam Wheeler of Screen Guild passed out Coronas and great-grandmother Mrs. Louis Wheeler came in from Pittsburgh for the great event . . . Office manager Ernestine Bandell, NSS, was vacationing . . . Betty Richardson has returned to National Screen . . . Local B13 held election of officers last Thursday night (2) . . . Local F13 will hold election of officers December 6.

Twentieth-Fox producer George Jessel and his daughter Jerilynn called upon President Truman last Friday and presented him a copy of his latest song, "Let's Get Behind the President." Jessel wrote the song especially for Truman and will sing it for the first time in public at a Democratic rally in Los Angeles December 6. While in Washington, Jessel took his 7-year-old daughter on a tour of the city, visiting various buildings and places of interest.



Jessel and daughter

Sam Cummins was in town and very enthusiastic over his revised version of "Ecstasy," soon to be released . . . Ann Griffin, 20th Century-Fox booker, entertained Mrs. Mary Greenstein of Minneapolis. She is the sister of Frances Levin, secretary to William Scully at U-I . . . Bill Michalson went to Richmond on Wednesday to set publicity campaigns for "Yellow Sky" and "Unfaithfully Yours" . . . Mrs. Glenn Norris was ill with the flu, and her daughter Glenda Lee was recovering from an attack of the measles.

Jerry Adams, Metro manager, entertained his father Philip, his sister Pearl from New York, and his brother Arthur from Cincinnati over the Thanksgiving holidays . . . Alma Rosenbaum, daughter of Mr. and Mrs. Ivan Rosenbaum, Richmond, spent several days at home recently. Miss Rosenbaum, who received her Master's degree at Mount Holyoke college, is employed in the atomic research division of General Electric at Schenectady.

Howard Minsky, 20th-Fox executive, underwent a leg operation at Johns Hopkins hospital. He will be inactive a few weeks . . . The Arthur Jacobsons were entertaining Mrs. Jane Knierim of Ventnor, N. J. . . . Sympathy to Mr. and Mrs. Joe Demaio on the death of Mrs. Demaio's mother.

Jean Drill is back as Jerry Price's secretary at United Artists . . . Florence Cohen and Helen Horvath are the new girls at 20th-Fox . . . Ann Griffin, Doris Curran and Joe Cohan were on the sick list at 20th-Fox . . . Gordon Contee was recuperating from a recent siege of pneumonia.

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Davis Heads Washington Film Classics Force

NEW YORK—B. G. Kranze, sales head of Film Classics, has appointed Walter Earl Davis branch manager of the Washington, D. C. office. Davis started in the industry with Sydney Lust and Super Film Attractions in Washington. Later Jules Levy, then branch manager for Inter-State Film Attractions, which later became Universal, employed him. With Universal-International Davis has been shipper, booker, office manager and salesman. He resigned in November. His first job will be handling sales on "Unknown Island."



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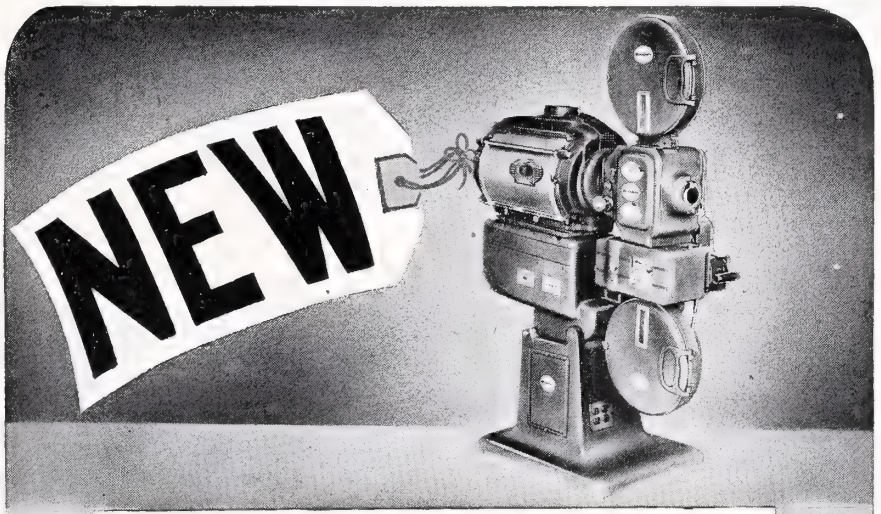
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Albany Area Establishes TOA's Conciliation Plan

ALBANY—The TOA plan of conciliation on all disputes between exhibitors and distributors, except those on rentals and percentages, went into effect for the Albany territory late Wednesday (1), when a temporary committee of three leading independents was chosen to serve for 90 days. The action was taken at an exhibitor luncheon meeting in Jack's restaurant called by the Albany unit of TOA.

More than 40 exhibitors and theatremen, the largest turnout of its kind here in several months, heard addresses on the TOA conciliation system by Gael Sullivan, dynamic national director of the organization, and on the Andy Smith plan by Ray Moon, soft-spoken 20th Century-Fox division manager.

Sullivan's remarks were delivered "off the record," although he was not reported to have said anything new or startling. The question and answer session also was closed.

Elected to the temporary committee were: Harry Lamont, temporary chairman of the local TOA organization and president of Lamont Theatres; Sid Dwore of the Cameo, and Johnny Gardner of the Colony, both of Schenectady. Alternates named were: Charley Wilson of the Bijou, Troy; William C. Smalley, head of Smalley Theatres, Cooperstown, and Jules Perlmutter, the Rivoli, Schenectady.

Smalley, veteran of 35 years in successful small town operation, could not attend, but he sent a message of support through Dick McKay. Charles A. Smakwitz, zone manager for Warner Theatres, was in New York City, but Lamont reported that "Charley said he was behind us 100 per cent in this and would do everything in his power to make conciliation work." Warner men present included Joe Weinstein, booker; Jerry Atkin, advertising and publicity; Al LaFlamme, Strand manager, and Oscar J. Perrin, Ritz manager.

Saul J. Ullman headed the Fabian delegation, which consisted of Guy Graves, Schenectady city manager; Larry Cowen, manager of Proctor's Troy; Alex Sayles, the Palace, Albany; Joe Saperstein, Ullman's assistant, and Milt Shosberg, the Grand. A number of out-of-town independents made their first appearance at a meeting here.

ATTITUDE IS FAVORABLE

Lamont and Leonard L. Rosenthal, executive director of the local TOA organization, who will act as counsel to the conciliation committee, expressed gratification at the size of the crowd. General reaction of those present was that conciliation offered an opportunity for exhibitors to settle their controversies with distributors quickly, fairly and amicably; that it was worth the experiment. After TOA has established ten area

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committees (there are now eight, including Albany), a national trial of the plan will prove productive, Sullivan was reported to have said. The national TOA will back up the area committees.

The first complaints due for airing in New York probably will be those made against National Screen Service. NSS considers complaints through a national committee, to which any Albany area complaints will be forwarded after a bulletin is sent TOA members. Several exhibitors were said to have complained that service on trailers and mats was tardy since National switched this service from Albany to New York. There were also complaints on postage.

Lamont planned to visit national TOA headquarters Thursday to obtain guidance on the operation of the conciliation committee here.

Sullivan, voted one of the most effective speakers ever heard here, declared that the TOA plan is superior to the Smith system, because "it is more comprehensive." He pointed out that the Smith plan binds a single distributor, 20th Century-Fox. Moon indicated there is a chance other companies will follow the pattern set by 20th-Fox. If this happens, "a great stride" in solving many industry problems will have been taken, he said.

He emphasized that the Smith plan is working very well in Minnesota, Philadelphia, New York and southern California; that it eventually will become effective in most sections of the USA. Moon asserted, "20th-Fox is interested in all the problems that confront the exhibitors; we want to help him." He called attention to the fact "hardship cases" on film rentals can be considered under the Smith setup.

Sullivan made an eloquent plea for film men to be on guard against efforts by states and municipalities to raise new revenues through admission and other taxes. He thought there was a distinct possibility of such a development in about 20 states next year. Sullivan also urged vigilance on extensions of screen censorship in states and cities.

Big Film Delegation For O'Dwyer Lunch

NEW YORK—The film industry will turn out in force for the Federation of Jewish Philanthropies luncheon in honor of Mayor William O'Dwyer December 14.

Among the dais guests at the Hotel Astor will be: Fred J. Schwartz, chairman of the Federation's amusement division; Herman Gelber, Jack Cohn, Walter Reade jr., George J. Schaefer, Harry Brandt, Charles C. Moskowitz, Leopold Friedman, Benjamin Fielding, William Heineman, Joseph Bernhard, Morey Goldstein, Gael Sullivan, Emil Friedlander, Arthur M. Lockwood, Si H. Fabian, Samuel Rosen, Samuel Rinzler, Marcus Heiman, Irving Caesar and Abe Schneider.

Mrs. Florence Slater Dies; William Scully's Sister

BOSTON—Funeral services for Mrs. Florence Slater, sister of William A. Scully, Universal-International vice-president and general sales manager, were held from Crosby's Funeral Home Friday (Dec. 3). Mrs. Slater died at her home here November 30 after a lengthy illness. Interment was at Hollywood cemetery, Brookline.



RKO DISTRICT HEADS MEET—Robert Mochrie, seated second from left, RKO vice-president and general sales manager, presides at a district managers meeting in New York to plan sales strategy. Nat Levy, eastern division manager, is at Mochrie's left and Walter E. Branson, western division sales manager, and Harry J. Michalson, short subject sales manager, are on his right. Standing, left to right, are: Charles Boasberg, north-south division manager, and Frank Drumm, Harry Gittleson, Sid Kramer and Carl Peppercorn, assistants to Levy, Branson, Michalson and Boasberg, respectively.

Albany Barkers Take Part In Radio Quiz Program

ALBANY—A five-man Variety Club team competed against a mixed Canine club squad on a Stadium Quiz program broadcast by WPTR. Charles A. Smakwitz, co-chairman of the Denial day committee and a former chief barker, prefaced the question period with a plea for public support of Denial day to raise funds for free vacations at the Variety-Albany Boys club summer camp.

Participating with Smakwitz in the quiz, conducted in the form of a football game but embracing all types of questions, were Harry Lamont, chief barker; Maurice "Bucky" Harris, U-I exploiteer; Fred Sliter, 20th Century-Fox salesman, and Joe Weinstein, booker for Warner Theatres. Spirits ran high and kidding became frequent, as the barkers went down to defeat 14-0. In the studio but not a broadcaster was Max Westebbe, RKO manager, holder of a Ph.D. from a German university and one of filmdom's most erudite executives. George Miller and Bill Pope of the WPTR staff did the quizzing.

Neil Hellman Plans Hall In Memory of His Father

ALBANY—Architect Leon Einhorn revealed at a recent Variety Club dinner drawings of a 40x80-foot rustic recreation hall which Neil Hellman, head of Hellman Theatres and general manager of Fabian-Hellman drive-ins, will build at Camp Thacher in memory of his late father, Harry Hellman. The hall will be of redwood with large stone fireplaces.

Hellman will leave December 6 for a two and a half month stay in Miami with his family. His two daughters will join their parents on December 20 for a three-week holiday. The oldest daughter Barbara recently was elected president of the senior class at St. Agnes school, where she is a student.

Four Theatres Join In Weekly Award

ALBANY—A telephone tieup between four local theatres gave patrons in all the houses a chance to participate in the first of four weekly Christmas jackpots of gifts valued at $4,000. The event took place in the Strand Theatre and was relayed to the other three houses, the Ritz, Madison and Delaware, by telephone.

The first presentation was for an electric refrigerator and the events will culminate in the gift of a Ford on the final week. The giveaway, arranged to combat the pre-Christmas slump, was effected through a tieup with Gateway Motors and Owens General Tire Co. Trailers are being run on the event in all four theatres.

Charles A. Smakwitz, zone manager; Jerry Atkin, director of advertising and publicity, and Al LaFlamme, Strand manager, were scheduled to preside at the initial event. Oscar Perrin at the Ritz, Herb Jennings at the Madison and Carl Boves at the Delaware handled the relays in their respective situations.

Art Baker Portrays Senator

A United States senator will be portrayed by Art Baker in the Warner film, "Task Force."

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Local Seeking Writs Against IA Leaders

PHILADELPHIA—In a novel move, a local union sought an injunction against its parent union to prevent the international from negotiating a contract on behalf of the local. The suit was filed by the Philadelphia Theatre Employes Local B100, against the International Alliance of Theatrical Stage Employes and Moving Picture Operators and against Warner Bros. here.

In it, Luther R. Hoffman, business agent, and John P. Deegan, president of the local, accused Richard F. Walsh, IATSE president, and other officers of forcing the local to accept what Hoffman described as a "slave contract."

The local, Hoffman explained, holds a B charter under which all its contracts since 1937 have been negotiated by international officers. "We had to accept what they handed down," Hoffman said.

The contract, which expired August 4, provides salaries of $38 weekly for assistant managers, $24 weekly for doormen and cashiers, and 55 cents hourly for usher captains. The union includes in its membership more than 1,000 theatre employes in 76 Philadelphia theatres.

"We have been sold down the river by the international in order to get a better contract for the operators," Hoffman charged, "and we are counting on this suit to put a stop to it."

Local B100 filed a bill of equity last Monday (29) in common pleas court, asking that the court restrain the officers of the IATSE from entering into any contract on behalf of the local with Warner Bros. Circuit Management Corp. Plaintiffs named in the appeal included John P. Deegan, president, and Luther R. Hoffman, business agent. Counsel for the local is H. Eugene Heine.

Although no definite statement has been made to date, it is believed that if the injunction is denied, the local will withdraw from the IATSE in protest.

Herald Has Sales Drive

NEW YORK—Herald Pictures will start its second year with a sales drive honoring Bert Goldberg, general sales manager. The company has produced and released three all-Negro pictures, "Boy! What a Girl," "Sepia Cinderella" and "Miracle in Harlem," to date. "Harlem in the Raw" is now being prepared for production.



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Albany Presents $5,000 To Rogers Hospital Fund

ALBANY—A check for $5,000 as part of this district's contribution to the Will Rogers Memorial hospital drive brought a response from Abe Montague, general sales manager for Columbia and an instigator of the industry effort to place the famed Saranac Lake institution on a firm financial footing. Montague said, "Yours is a job well done." Ray Smith, area chairman, and Jack Bullwinkle, one of his chief assistants, said that they thought a goal of $7,500 would be reached by Saturday night. At that time a dance and presentation of the prizes will be held in the Ten Eyck hotel. One hundred couples are expected to attend.

Boosting of the potential from $6,000 to $7,500 was indicated on the basis of increased local ticket sales on the $2,500 Buick and returns from several out-of-town sources. The Schine circuit sent $500 and Smalley Theatres, $100. The automobile, which has been on daily display outside the Montgomery Ward store in Menands, is only one of the awards offered. Others valued at $2,500 will be distributed.

Grading Work Is Started On Racetrack Drive-In

ALBANY—Grading for a 500-car drive-in in the spacious parking lot of the Empire midget automobile racetrack on the Albany-Troy road, is under way. Steel for the screen is scheduled to be erected before workmen knock off until spring. The drive-in probably will open in May, according to architect Leon Einhorn.

Carl Roup and Bill Thompson, who operate the Empire Raceway, are officers of a corporation formed to conduct the theatre. It will not operate on Wednesday nights when the races are held. Roup and Thompson plan to hire a manager for the drive-in.

Location on the heavily traveled highway between Albany and Troy is considered ideal.

Paul Terry Is Featured At Special Kiddy Show

PHILADELPHIA—In a Thanksgiving holiday show especially designed for youngsters, the Fox Theatre and Uncle Wip, of radio station WIP, presented Paul Terry, creator of Terrytoons, on the stage of the Fox last Saturday morning (27). In addition to his illustrated talk on "How Animated Cartoons Are Made," Terry showed his latest color films. A program of Terrytoons followed on the screen. Each child received a gift Terrytoon cartoon book, and door prizes were given.

RCA Chairs in 100 Houses

CAMDEN, N. J.—More than 100 motion picture houses in 38 states have installed International Theatre chairs during the past four months, according to the theatre equipment section of the RCA Engineering Products Department.

Exchange Unions Ask Hikes

NEW YORK—SOPEG and IATSE film exchange unions are bargaining for 15 to 25 per cent pay boosts for workers in 32 exchanges. They also demand reduction of hours from 40 to 37½ per week.

Albany's Denial Day Drive Goal $25,000

ALBANY—About $5,000 was collected in Denial day donation boxes during the first week of the drive for funds for the Variety Club sponsored Albany Boys Club Camp Thacher. The Denial drive will continue through December 11, by which time all the 3,000 containers now in stores, restaurants, grills, offices, plants and other points will be picked up.

Co-chairman Harry Lamont and Charles A. Smakwitz said this week that they hoped donations from Big Brothers and contents of the containers for the following week would amount to more than three times the amount already collected. The goal this year is $25,000. Last year the Variety Club collections brought in $13,000.

With the $25,000 sought, 750 boys could be given two-week vacations. The ultimate goal of the club at Camp Thacher is to build a completely modern plant capable of accommodating 1,000 youngsters for an eight-week period every summer. In the last five years, the Variety Club has put $50,000 into the camp.

Added publicity came for the Denial day drive when the Times-Union ran a four-column picture of Mayor Erastus Corning with a group of youngsters from the Albany Boys club, all holding Denial day donation boxes. Saul J. Ullman, new chief barker of Tent 9, and Lamont, retiring chief barker, also appeared in the photograph. Mayor Corning has been co-chairman of the Denial day drive since its inception six years ago.

Another Times-Union photo showed Lamont, Ullman and Aaron Winig with a group of state Civil Service Employes Ass'n members, headed by Dr. Frank L. Tollman, president.

Jolo Amusement Co. Buys James Theatre at Utica

ALBANY—The Jolo Amusement Co., which recently took over the James Theatre in Utica from Morris Slotnick, is said here to be controlled by Joe Ingber, buyer for the Brandt circuit of New York, and Lou Wolfe, a broker for the organization. It is said to be a personal venture of theirs, although the Brandts buy and book for the 650-seat house.

The new operators have been splurging on advertising, some of it institutional, since they assumed control. The James, built some 25 years ago, is a fifth run situation. Slotnick refurbished the theatre two and a half years ago when he purchased it from Barney Pearlman. Slotnick still conducts theatres in Oriskany Falls and Waterville.

Albany Exhibitors Form Conciliation Committee

ALBANY—A temporary TOA conciliation committee was organized for this district December 1 after exhibitors listened to talks by Gael Sullivan, TOA executive director, and Ray Moon, 20th Century-Fox division manager. Moon discussed the Andy W. Smith-Ben Berger plan.

The committee, set up for a 90-day trial, consists of Harry Lamont, Sidney Dwore and John Gardner. Leonard L. Rosenthal, executive director of the Albany unit, is counsel.

Reade-RKO Discuss New Jersey Deal

NEW YORK—RKO and Walter Reade Theatres officials have resumed negotiations over the Trenton-New Brunswick Theatre Corp. of New Jersey. Under the terms of the RKO consent decree, the new RKO circuit will have the right to bid for the 50 per cent interest owned by its partners in the 12-theatre Trenton-New Brunswick chain. If it should buy out its partners, the RKO circuit must sell one of the first run Trenton theatres to an independent. A deal must be made by November 1949.

Negotiations were originally started Sept. 6, 1946, when RKO offered to sell its stock to its partners, Long Park, Inc., a Reade subsidiary, and the Trenton Theatre Building Co., which represents the Frank Storrs estate, a close associate of Reade.

As an alternative RKO offered to buy out its partners for $1,600,000. This offer was to remain open for 30 days until Oct. 7, 1946. The sale offer was turned down by the Reade interests on the grounds it did not constitute an offer to sell at "book value" in accordance with the stockholders agreement of 1942.

In the first theatre report to the three-judge court July 1, 1947, RKO stated that the book value of RKO's stock interest as of July 1, 1947, was one-fifth ($320,000) of the $1,600,000 figure at which RKO offered either to buy or sell.

RKO contended that a sale at book value would result in a substantial loss to RKO and a substantial unwarranted profit to the other stockholders.

RKO Stops Direct Sales To Steamship Companies

NEW YORK—RKO has abandoned attempts to distribute its films direct to steamship lines and will close a new contract with Movies-on-Route, which handles most company bookings. The decision was made after a six-month trial period when it appeared that the lines favored a central booking agency. The new contract will be the same as that in force with M-O-R a year ago.

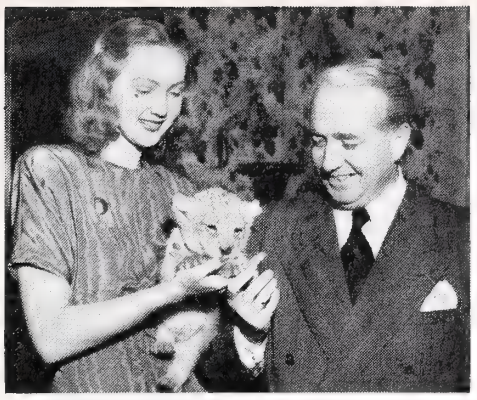
Jack Kennedy is in charge of the bookings under the supervision of Robert Maroney, head of the RKO 16mm international department.

Realart Holiday Bookings

NEW YORK—"Ali Baba and the Forty Thieves" and "Phantom of the Opera" (Realart) played Thanksgiving at the Fox Tabor Theatre, Denver; State, San Francisco; Grand, Albany; Loew's Ohio, Cleveland; Paramount Regent, Rochester, and five theatres in the Academy circuit, Los Angeles. "Ali Baba" also played the Rialto, New York. Both Technicolor films will play the Rialto, Chicago, Christmas day.

RKO to Show Disney Film

NEW YORK—RKO will tradeshow Walt Disney's "So Dear to My Heart" nationally December 7. The New York screening will be held at the Normandie Theatre at 10:30 a. m.



NICE KITTEN—Joseph H. Seidelman, Universal-International vice-president in charge of foreign distribution, greets June Fulton, winner of a beauty contest sponsored by U-I and African Consolidated Theatres—also her pet. Miss Fulton brought two of them over, one for Mayor O'Dwyer of New York as a present from the Mayor of Johannesburg.

Warner District Managers Hold Two-Day Meeting

NEW YORK—Ben Kalmenson, Warner Bros. vice-president in charge of distribution, presided at a two-day sales meeting of district managers at the home office December 1, 2. Merchandising plans on forthcoming releases, including "The Decision of Christopher Blake," "One Sunday Afternoon," "Whiplash," "The Adventures of Don Juan" and "John Loves Mary," were discussed.

District managers who attended were: Clarence Eiseman, metropolitan, who headquarters in New York; Robert Smeltzer, mid-Atlantic, with headquarters in Washington, D. C.; Charles Rich, central, with headquarters in Cleveland; Harry Seed, midwest, with headquarters in Chicago; Hall Walsh, prairie, with headquarters in St. Louis; John F. Kirby, southwest, with headquarters in Dallas; Henry M. Herbel, west coast, with headquarters in Los Angeles; Haskell Masters, Canada, with headquarters in Toronto, and George W. Horan, newly appointed New England district manager with headquarters in Boston.

Home office executives who attended were: Major Albert Warner, Samuel Schneider, Mort Blumenstock, Jules Lapidus, Roy Haines, Norman Ayers, Norman Moray, Ed Hinchy, Mike Dolid and Bernard Goodman.

WPIX to Show Westerns On Video in December

NEW YORK—"Six Gun Playhouse," a new daily program featuring action films, will be inaugurated on WPIX, the Daily News television station, December 6. The Monday-through-Saturday programs will start with Tom Tyler in "Ridin' Thru" and will continue for six weeks with films featuring Jack Perrin, Bob Custer and Rin Tin Tin jr. The 36 action films have already been syndicated to WBAP, Fort Worth; WGN-TV, Chicago, and WWJ-TV, Detroit.

The series of 24 Alexander Korda features, which have been shown on Friday nights over WPIX since July, will be switched to Monday night showings starting December 6 and for the balance of the month. This will give WPIX television audiences two film showings each Monday. The series of Korda film will start repeat showings in January.

Reply to SIMPP Set Up to Next March 1

DETROIT—Major delaying action in the suit brought by the Society of Independent Motion Picture Producers against United Detroit and Cooperative Theatres was authorized by Federal Judge Arthur A. Koscinski this week, when the defendants were given an extension of time until March 1 to file their detailed answer to the original bill of complaint. While the request for extension was considered more or less automatically in order, it was fought by counsel for the plaintiffs.

Principal reasoning supporting the court's ruling appeared to be the fact that motions were previously granted to allow the defendants to take depositions from nearly a dozen major producers represented in the plaintiff organizations, and that none of these had yet appeared for questioning. The principal objective of the depositions appeared to be to secure information to be used in preparing the defendants' own answer.

Date of December 7, originally suggested, was still held as tentative for the first appearance of a producer to testify for the deposition here, but remained very indefinite, inasmuch as conflicts of dates with eastern litigation were said to interfere with scheduling here. A few days earlier, there was a report that Walt Disney might be the first to testify because of the possibility that his present production schedule would permit getting away for the Detroit appearance more readily than those of the other producers, but this remained pure speculation, at press time.

Special Holiday Giveaway Set for Schine Houses

ALBANY—Schine circuit house managers have been busy planning automobile and cash drawings for Christmas, according to Seymour L. Morris, advertising and publicity director.

Two automobile giveaways have been planned by Fielding O'Kelly at the Rialto, Glens Falls. Morris said that the Oneonta would have a $1,500 pot for Christmas, and that the Norwich and Oneonta houses would have $1,000 pots. Approximately 15 towns will benefit from heavy promotion, according to Morris.

Korda to Remake Comedy Produced by Italians

NEW YORK—Sir Alexander Korda will remake the Italian comedy "Four Steps in the Clouds" with Sir Ralph Richardson. The film is now at the Little Carnegie. Distinquished Films owns the U.S. distribution rights. Gino Cervi stars in the Italian version.

Altec Service Creates New Eastern Division

NEW YORK—Altec Service Corp. has consolidated the New York, Philadelphia and Boston districts into a newly created eastern division, with headquarters in New York, according to H. M. Bessey, executive vice-president.

Show Business Leaders Hear Plans To Expand USO Peacetime Work

NEW YORK—The New York USO campaign committee started its drive to raise $800,000 with a luncheon for show business leaders at Toots Shor's December 2.



George J. Schaefer

The affair was tied in with the national campaign to raise $6,650,000 in order to meet increased military entertainment needs resulting from the peacetime draft. It also was linked with the USO move to place the veterans hospital camp shows' activities on a permanent basis. The 1949 budget allots $1,400,000 for this project now servicing 112 hospitals.

The importance of the hospital program as a morale builder for the patients was stressed by Dr. Lindsley F. Kimball, president of USO; Gen. Francis R. Kerr, assistant administrator for special services in the Veterans Administration, Bert Lytell, spokesman for Actor's Equity, and Walter Hoving, chairman of the board of USO and veterans hospital camp shows.

MURPHY ASSURES SUPPORT

Continued Hollywood support for the hospital program was promised by George Murphy, president of the Hollywood coordinating committee, and Ronald Reagan, president of the Screen Actors Guild, who sent a joint telegram. They pointed out that Hollywood film industry personnel have been backing the "take Hollywood to the hospitals" project in cooperation with the camp shows since early fall. To date 45 stars have appeared in hospitals throughout the country.

Broadway was represented at the luncheon by Ray Bolger, star of "Where's Charley," and Joe E. Brown, currently in "Harvey." They were active as USO camp shows performers during the war.

Lucy Monroe sang the "Star-Spangled Banner."

THANKS FILM INDUSTRY

John J. Rascob, general chairman of the campaign committee, thanked the entertainment industry for its support and gave the names of show business personalities who have accepted berths on his committee. These include: Lindsay Bradford, Emil Friedlander, Edgar Kobak, Abe Lastfogel, John M. Lewis, Bert Lytell, Mrs. Florence Marston, Brock Pemberton, Clarence G. Michalis, Lawrence Phillips, Thomas J. Ross, James Sauter, George J. Schaefer, John J. Shubert, Noble Sissle and Frank L. Weil.

Schaefer, vice-president in charge of distribution for Enterprise Pictures, has set up a special motion picture committee consisting of the following: Harry Brandt of Brandt Theatres, Eugene Picker of Loew's, Charles M. Reagan of Paramount, Sol A. Schwartz of RKO, and Leo Brecher, president of MMPTA.

James Sauter, chairman of the entertainment industry committee, presided. The members of his committee are: Hoving and Lastfogel, honorary chairmen; Friedlander and Lytell, general representatives; George Heller of American Federation of Radio Artists, guilds and unions; Schaefer, motion pictures; Arthur Judson of Columbia Artists Management Corp., music; Lou Walters of the Latin Quarter, night clubs; Edgar Kobak of Mutual Broadcasting System, radio; Manie Sacks of Columbia Recording Corp., recording; John Shubert and Louis Lotito, stage, and Laurence Phillips of DuMont, television.

ABC Televises Opening Of Metropolitan Opera

NEW YORK—The American Broadcasting Co. successfully televised the opening night performance of Verdi's "Otello," given for the audience of 3,600 at the Metropolitan Opera House, to approximately 500,000 televiewers in New York, Boston, Philadelphia and Baltimore. Of the eight television cameras used, four were located in the opera house and four were placed at vantage points in the lobby and the bar to catch the arrivals and interviews with New York's social leaders.

Infra-red "black light" was used for the first time in a telecast of such proportions but it was invisible to the audience and did not replace the stage lighting. Milton Cross described the progress of the opera and Gordon Fraser and George Hicks, news commentators, conducted the interviews with first night personalities.

Plans to show the opening night excitement on the large screen of the Paramount Theatre by the company's process of transferring television to film in 50 seconds were called off at the last minute. The actual opera could not be telecast to a film audience and the lobby shots were not interesting enough, according to George Shupert, director of commercial operations.

Rodgers to Hold Meeting With Field Sales Heads

NEW YORK—William F. Rodgers, MGM vice-president and general sales manager, will hold a series of meetings with the five field sales heads, their territorial assistants and home office aides at the Astor hotel starting December 6. The meetings are scheduled to wind up December 11.

Those who will attend from the field are: John P. Byrne, eastern sales manager with headquarters in New York, and his field assistant from Albany, Herman Ripps; John J. Maloney, central sales head from Albany, and his assistant, Frank C. Hensler from Detroit; Rudolph Berger, southern sales chief, Washington, D. C., and his assistant, John S. Allen of Dallas; Burtus Bishop jr., central sales manager, Chicago, and his assistant, Ralph W. Maw of Minneapolis, and George A. Hickey, western sales head, Los Angeles, and his assistant, Samuel J. Gardner of San Francisco.

Home office assistants who will be on hand are: Paul J. Hichrath, aide to Byrne; Irving Helfont, assistant to Bishop and Hickey; Leonard Hirsch, aide to Berger, and Charles F. Deesen, assistant to Maloney.

Johnston Is Silent on 'Cited 10' Cases

WASHINGTON—Slated to testify for the defense next week as the breach of contract suits against the studios by those of the "unfriendly ten" witnesses discharged last winter following their refusal to tell the House Un-American Activities committee what their politics were, MPAA President Eric A. Johnston was reluctant this week to discuss the cases.

He had no comment, he said, when asked if the recent public discrediting of the committee should not react to the credit of those who fought it a year ago, and no comment when asked what the industry reaction will be if writers John Howard Lawson and Dalton Trumbo, convicted in lower court of contempt of Congress for their defiance of the committee, are cleared in the appeals court or the supreme court.

Nor would he comment when asked if he had "any feeling against" the film, "Rachel and the Stranger," because it was adapted by one of the ten—Waldo Salt—from a story by Howard Fast, who has also run afoul of the Thomas committee.

The only question on this subject he answered even by inference was what effect it might have upon the industry attitude toward the ten if Congress—as seems likely—drops any action to cite or convict some 40 or 50 other individuals who, like the ten, refused to answer questions regarding their political affiliations. Johnston replied that these others have never actually been cited by the house, but the ten industry witnesses have and two have been convicted in the courts.

New England Arbitration Case Ruling Modified

NEW YORK—The appeal board has modified an earlier ruling of an arbitrator in the Boston district in the arbitration case involving R&W Theatres, operator of the Strand in Amesbury, Mass., and the big five and the Haverhill Operating Corp.

No clearance is allowed the Paramount and Colonial in Haverhill over the Strand in Amesbury on which the availability of the Strand is not less than 14 days after termination of the first run at the Strand and Premier in Newburyport. On all other films the maximum clearance allowed the Paramount and Colonial is one day. The original decision simply set a maximum of one day without limitation.

The board dismissed a demand for arbitration looking toward a reduction in the 14-day clearance of the Strand and Premier in Newburyport over the Strand in Amesbury. The original decision also dismissed the demand.

To Handle Laughton Films

NEW YORK—Harry Goldstone of Famous Pictures Film exchange has acquired three former Paramount releases starring Charles Laughton, "The Sidewalks of London," "Jamaica Inn" and "The Beachcomber," for distribution in the metropolitan area and in upper New York state.

ALBANY

Filmrow was saddened by the news of the death in Florida of George Rosenbaum, onetime 20th-Fox salesman here and brother of Dave Rosenbaum, owner of the Capitol in Elizabeth and manager of theatres in Ausable Forks and Keesville. Rosenbaum, who recently had been engaged in the real estate business, was with 20th-Fox here during the managership of Izzy Schmertz, now with the company in Cleveland.

Jules Lapidus, eastern division manager for Warners, and Mike Dolid, assistant general sales manager, stopped here en route to the Schine circuit offices in Gloversville. Ray Smith, local manager, went to the Glove City with them . . . Thanksgiving day business, favored by good weather and entertaining product, was excellent. Patronage for the morning children's shows at the Ritz, Madison and Delaware, also was good. A circuit executive said his business was "a little better than for Thanksgiving of 1947," but that "for the whole month, I am about 20 per cent behind a year ago."

George R. Lunn, 75, former lieutenant governor, public service commissioner, congressman and mayor of Schenectady and father of Raymond Lunn of Scotia, owner of Dispens-O-Matic, Inc., died in Delmar, Calif., November 27.

Jack Goldberg, Metro manager, hopped to Oneida for a conference with Sid Kallett of Kallett Theatres and to New York for a huddle with Joe Ingber, buyer for Brandt Theatres. Saul Ullman, upstate general manager for Fabian, was in New York.

The Technicolor reissue bill of "Ali Baba and the 40 Thieves" and "The Phantom of the Opera" will be screened in six Warner houses in the Buffalo district. Sylvan Leff, Albany and Buffalo representative for Realart Pictures, reported that the dualler did good business in a four-day engagement at the Warners' American, Troy, and opened strong at the circuit's Utica, Utica. Leff also said that an Abbott and Costello reissue pair, "In the Navy" and "It Ain't Hay," would be released in January.

Charges Breach of Bond

NEW YORK—RKO has filed an action in the New York federal district court against the Century Indemnity Co. and Joseph Mirasola. The complaint charges breach of a bond providing that 16mm RKO films shown by Mirasola at summer camps in three states would be shown only at places and times stated in licensing agreements. Damages of $5,000 are asked. Century executed the bond as surety.

Retitled U-I Film Opens

NEW YORK—"Live Today for Tomorrow," starring Fredric March, Edmond O'Brien and Florence Eldridge, was scheduled to open at the Criterion Saturday (Dec. 4), following the one week and three-day run of MGM's "A Southern Yankee." The picture, which was originally titled "An Act of Murder," was reviewed under that title in the September 4 issue of BOXOFFICE.



ULLMAN RECEIVES CONGRATULATIONS—Saul J. Ullman, general manager of Fabian Theatres upstate division, newly elected chief barker of the Variety Club of Albany, receives congratulations from Harry Lamont, retiring chief barker, as the other 1948-49 club officers look on. Left to right: Jack Bullwinkle, Columbia Pictures branch manager, first assistant chief barker; Nate Winig, crew member; Ed Wall, Paramount Pictures press representative, property master; Leo Rosen, WROW promotion manager, second assistant chief barker, and Joe Saperstein, assistant to Saul Ullman, dough guy.

BALTIMORE

Jack Foxe, Loew publicist in Washington, was due back from a Florida vacation . . . Frank Hornig jr., Horn Theatre, has been elected to the board of the Motion Picture Owners of Maryland, succeeding Henry C. Valentine who went to Virginia to become general manager of the Lyon circuit with offices in the Elco, Portsmouth.

Hicks circuit loaned its Westway Theatre to Scout Troop No. 57 for a Saturday morning show with admission being obtained by a can or box of food to be donated to the needy on Thanksgiving . . . The 40th anniversary banquet of the projectionist Local 181 will be held May 21.

Irwin Cohen, head of Capitol Pictures Corp., and Lee Vogelstein, son of Harry Vogelstein, Baltimore Poster Co., have been admitted to the bar . . . Mr. and Mrs. Bob Burns, Century Theatre, celebrated their second wedding anniversary recently . . . Rex Harrison and Lilli Palmer were in town for opening of his new show at Ford's, "Anne of the Thousand Days" . . . Bill Saxton, Loew city manager, was getting ready to move into his new apartment.

Joe Quade, former New Theatre operator, died recently . . . Eddie Eich is back at work in the Valencia booth . . . Norman Clark, Newspost critic, back at his desk after a New York vacation.

A son was born to Danny Weinberg of Buena Vista and Bedford, Va., at Frederick Memorial hospital in Frederick . . . Daughter of Jack Whittle, Avenue Theatre, was married last week . . . Bill Buck jr., Sun Theatre, Rising Sun, is in New Hampshire on a hunting trip . . . H. Marion Rosin of the Rio of Chesapeake City returned from an Ohio trip . . . Mr. and Mrs. Clark Connellee, New Theatre, Aberdeen, was in on a Christmas shopping spree.

The distorting mirrors, long a feature of the Baltimore Laffmovie, have been removed to make room for larger lobby displays on first run product, according to Irving Meggins, manager . . . Lois Boyer has joined Laffmovie as publicist and assistant manager. She previously was on the staff of the Famous ballroom, local name band night spot.

Foreign Remittance Drop Expected by Johnston

NEW YORK—Eric Johnston, MPAA president, expects less next year than this year in the way of remittances from abroad because of a continuing dollar shortage, but thinks the situation will ease up in a couple of years.

He made the statement during a talk with the press after he spoke off the record at the monthly meeting of the New York State Chamber of Commerce December 2. His address touched on films only once when he said—and later approved for publication—that Belgrade is building a film studio that will be finer than any in Hollywood. French, Swiss, Swedish and American materials are being used.

Johnston asked the business men to cooperate with the government in enacting social legislation and urged them to work toward a top advisory position in the financial and fiscal affairs of the nation.

Marlowe Leaves WPIX

NEW YORK—Harvey Marlowe, program manager of WPIX, the New York News television station, has resigned. James S. Pollak, film manager for the station, has been named acting manager. Edward Stasheff, director of religious and educational programs, will serve as his assistant.

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(13) 218 S. Liberty

Century Pushes Telephone Service, Which Has Handled 50,000 Calls

NEW YORK—Century Theatres has started to promote its telephone information service which has handled 50,000 calls since October 11.

The service is restricted to Brooklyn, where Century operates 16 of its 36 theatres. The remainder are on Long Island.

The circuit will try to stimulate the use of its service by distributing 50,000 paper shirt wrappers, 100,000 calendar cards, in newspaper advertising, posters and theatre programs.

The copy reads: "For Information Regarding Attractions and Starting Times at Century Theatres call Ulster 6-4000."

The information covers names of features, where they are playing, price of admission, starting times and best means of transportation from the patron's home.

The switchboard and crew of operators are located backstage in the Patio Theatre.

Helen Beckerman, former manager of the College Theatre, supervises this operation. She said that the number of calls varies with the weather, day of week, time of day and type of program.

The peak load occurs between the hours of 6:30 and 9:00 p. m. The highest number of calls per hour came when "The Search" (MGM) played the circuit early last month. Miss Beckerman said more than 350 calls were received during a single hour at that time.

Industry to Decide Area Of MPEA Representation

NEW YORK—The extent to which the Motion Picture Export Ass'n will continue to represent the industry in sales and distribution abroad will be decided at meetings to be held at MPEA headquarters during the next few days. The presidents and foreign managers of the ten member companies will attend and Eric Johnston, president, will preside. The current contracts with the MPEA, each for three years, are due to end over a period of several months beginning May 1949.

Discussion will center on continuance of MPEA representation in individual countries, with the probability that there will be no attempt to end or restrict its authority in the countries behind the iron curtain. These are Russia, Czechoslovakia, Yugoslavia, Bulgaria, Rumania, Hungary and Poland.

The other countries in which the MPEA acts are Germany, Austria, Japan, Korea, Netherlands East Indies and Holland. In the last named, some of the companies supervise their own sales.

A. H. Lockwood Attending Four Affairs Dec. 1-9

NEW YORK—Arthur H. Lockwood, Theatre Owners of America president, left here November 30 for a meeting the next day at New Orleans with exhibitors representing a number of TOA affiliates. On December 4 he attended the testimonial dinner at Dallas to Robert J. O'Donnell. He was scheduled to attend the TOA convention in Oklahoma City December 6, 7, and the Tri-States meeting in Memphis December 8, 9. He is due back in New York December 12.

National Board of Review Selects Three Features

NEW YORK—Two American pictures, "Blood on the Moon" (RKO) and "The Plunderers" (Rep), and a French-made, "The Chips Are Down" (Lopert), were given selected features rating by the National Board of Review in the weekly guide to selected pictures.

Short subjects given special mention are: "The Acrobatic Illinis," "Mr. Groundling Takes the Air" and "Robin Hoodwinked" (Para), "Mickey's Seal" and "Texas Redheads" (RKO) and "Mighty Mouse in Triple Trouble" (20th-Fox) as well as two non-theatrical films, "French Tapestries Visit America," released by A. F. Films, and "We Go to School," released by Coronet Instructional Films.

Ascap to Begin Tele Talks With Stations by Jan. 1

NEW YORK—Ascap expects to begin negotiating license terms with television stations before the end of the month. The board of directors voted November 30 to send letters to telecasters outlining licensing procedures.

The letters stated that as soon as negotiations begin Ascap will continue to grant free licenses until January 1. They also will receive free licenses through February 28. However, if an agreement is reached before that date, the terms will be retroactive to January 1. If no agreement is reached, Ascap will not collect fees for the two-month period.

Set New Sound Track For 'Jenny Lamour'

NEW YORK—"Jenny Lamour," the French film with Louis Jouvet and Suzy Delair, will soon be shown here with a new sound track. The usual English titles will be replaced by English commentary delivered by male and female narrators. Vog, the distributor, hopes this device will help popularize the picture, which was released here early this year.

'Best Years' Vienna Hit

NEW YORK—Wolfgang Wolf, general manager for Austria, has reported to the MPEA here that "The Best Years of Our Lives" has ended its first month at the Urania Theatre, Vienna, and promises to be an outstanding hit in that country. He said the advance sale of tickets has been extended from three to ten days, and that even the Soviet critics liked the film.

Bader's Reporter Merges

NEW YORK—Dave Bader, who founded the 16 Millimeter Reporter in 1946, has merged it with Film World, a Charles Ver Halen jr. publication which goes to educational and religious groups. The firm also publishes a 16mm year book, TV World, and three quarterlies.

Grad Sears to Coast For UA Film Deals

NEW YORK—Gradwell Sears, United Artists president, who left Friday (3) to attend the testimonial dinner to R. J. O'Donnell in Dallas, will proceed from there to the west coast to arrange possible distribution deals with independent producers to bolster the company's forthcoming schedule. He also hopes to finalize the agreement with Howard Hughes for three new productions for UA release to replace Hughes' own features, "Vendetta," "Mad Wednesday" and "The Outlaw," which the producer wants to release through RKO channels.



Gradwell Sears

Instead of four pictures previously announced for December release, United Artists will have only "Siren of Atlantis," a Seymour Nebenzal production starring Maria Montez, Jean-Pierre Aumont and Dennis O'Keefe. Of the other three, "Just William's Luck," a British-made, has been set back indefinitely and two Hunt Stromberg reissues, "Guest in the House" and "Lady of Burlesque," have been set for January release. The only new feature for January is "The Valiant Hombre," first of Philip N. Krasne's Cisco Kid series starring Duncan Renaldo and Leo Carrillo.

With the exception of "Red River," "Pitfall" and "My Dear Secretary," the United Artists pictures in current release are programmers, lacking in name value. They include: "The Angry God," "Urubu" and "The Plot to Kill Roosevelt." "High Fury," another British-made starring Madeleine Carroll, and another Cisco Kid picture, "The Gay Amigo," are also ready for release, as is "The Lucky Stiff," starring Dorothy Lamour and Brian Donlevy.

Of the six pictures now editing, "Outpost in Morocco" stars George Raft, "Love Happy" stars the Marx Bros., "Indian Scout" stars George Montgomery, "Cover Up" stars William Bendix, "Too Late for Tears" stars Lizabeth Scott and "Impact" stars Brian Donlevy.

Columbia Stock Shares Not for Sale by Cohns

NEW YORK—Harry and Jack Cohn have issued a denial of the published report of their proposed sale of 1,414 shares of Columbia common stock "at the market value." Both registered the shares with the Securities and Exchange commission as a routine matter, according to Columbia. Harry Cohn has sold no shares within two years and has made several purchases of this stock within the last 30 days.

Place Aerial Car Cards

NEW YORK—Warner Bros. has placed car cards exploiting "Fighter Squadron" in the 20 planes of the Viking Airlines system. They are similar to those seen in street cars, busses and subways.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Confer on New System Of 16-35mm Exchanges

HOLLYWOOD—Plans for the establishment of a nationwide system of exchanges handling both 16mm and 35mm commercial and entertainment subjects are being finalized in conferences here between Edward T. Doherty, Chicago financier and chairman of the board of United International, and H. W. Irwin, company president. Newly appointed as distribution manager is Lester S. Tobias, former Universal salesman, who has headed for New York to set up machinery for operating United's proposed exchange system.

* * *

With plans for video film production and the manufacture of electronic devices for television, Sentinel Enterprises has been incorporated with Earle Harper as president. Headquartering at Nassour studios, Sentinel lists David Griffith as secretary and an executive advisory committee comprising Harry Mancke, G. M. Wheaton, Robert Belcher, Ray Sollars and William Keefe.

* * *

Production has been launched by Marshall Grant-Realm Productions on "Sire de Maletroit's Door," based on a story by Robert Louis Stevenson and first in a projected video film series sponsored by the American Tobacco Co. Charles F. Haas is directing and the cast includes Allene Roberts, Dan O'Herlihy and Morris Carnovsky.

Premiere of 'Red River' In Beverly Hills Dec. 28

HOLLYWOOD—A gala west coast premiere of "The Red Shoes," a J. Arthur Rank British production being distributed in the U.S. by Eagle Lion, has been set for December 28 at the Regina Theatre in Beverly Hills. The formal opening will be followed by an extended roadshow engagement in the Fox West Coast house. Starring Anton Walbrook, "The Red Shoes" already is playing on a roadshow basis in New York, Washington, Boston and Philadelphia.

* * *

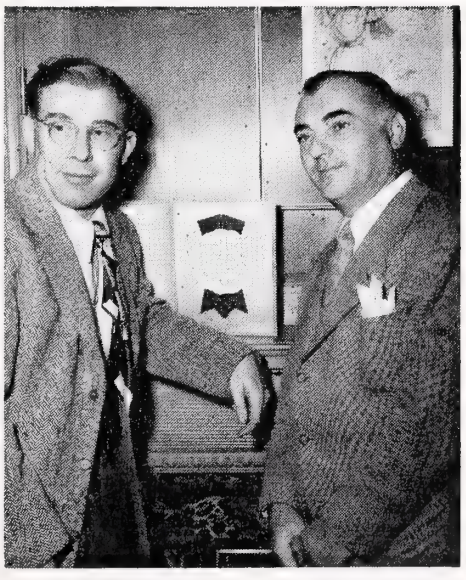
There was a dual purpose in the trip of top Monogram-Allied Artists executives to Dallas. President Steve Broidy; Scott R. Dunlap, his executive aide, and Harold Mirisch, vice-president, attended the Dallas opening of Producer Jack Wrather's AA film, "Strike It Rich," December 4, and stayed over for the testimonial banquet the following day for Bob O'Donnell, circuit executive and chief barker of Variety Clubs International. The "Rich" premiere also was highlighted by p. a.'s by Rod Cameron, Bonita Granville, Don Castle and Stuart Erwin, cast toppers.

Guild of Screen Writers Names 5 New Chairmen

HOLLYWOOD—Following the election of officers for the coming year, with George Seaton taking over the presidential post, the Screen Writers Guild has appointed new chairmen for five committees, with other committees still to be organized. Sheridan Gibney will chairman the group negotiating a new franchise with the Artists Managers Guild, while Edmund Hartmann heads the credits committee; F. Hugh Herbert, grievances; Paul Gangelin, group insurance, and Valentine Davies, membership. Set as the SWG's new representatives on the Motion Picture Council of studios, unions and guilds were Oliver H. P. Garrett, Richard Murphy, Arthur Sheekman, Karl Tunberg and Seaton.

* * *

Present paid-up membership in the Screen Extra Guild has dropped to 3,814, lowest in the organization's history, it was disclosed in the SEG's bulletin to members. The downward trend was hailed as being "all to the good from one viewpoint," but SEG executives cautioned that reduction in the number of members means "less income from dues" and "makes impracticable and impossible any reduction in SEG dues."



"APARTMENT" MAKERS HONORED—The two members of the producer-director team which turned out 20th-Fox's "Apartment for Peggy" accept each other's congratulations as winners of BOXOFFICE Blue Ribbon awards—presented them when the Jeanne Crain starrer was picked by the National Screen Council as the best picture released during October. At left, George Seaton, director, and Producer William Perlberg.

United Appeal Drive Nears Halfway Mark

HOLLYWOOD—Nearly half of the fourth annual United Appeal's goal of $1,303,720 already has been subscribed through 10,325 pledges from industry workers in all earnings brackets, it was disclosed at a luncheon meeting of campaign leaders. Largest contribution reported by Roy M. Brewer, drive chairman, was that of labor unions and guilds, which collected $214,745.24 through 8,887 pledges.

Producers and studio executives turned in 302 pledges for $179,650; department heads, 524 for $39,774.50; actors, 146 for $61,042; directors, 113 for $40,970; writers, 150 for $68,322.50; and artists' managers, 103 for $19,690.50.

* * *

Bob Hope will be among the Hollywood luminaries to make an appearance at the annual Christmas benefit show sponsored by the Los Angeles Examiner and to be staged December 10 at the Shrine auditorium.

Two Documentary Films Added to U-I Schedule

HOLLYWOOD—Two more documentaries have been added to Universal-International's 1949 slate. Assigned to script an untitled vehicle dealing with activities in Germany of the U.S. provost marshal's criminal investigation division was Roy Huggins, who checked out for Washington to confer with U.S. army authorities on story details.

Case histories of various fire underwriters associations will be incorporated into the story line of "The Arson Story," which will treat of important arson cases uncovered during the past decade.

Parker Succeeds Ableson

NEW YORK—B. G. Kranze Film Classics sales head, has appointed William Parker branch manager of the Los Angeles exchange, succeeding Robert Ableson, who recently became district manager of the Los Angeles, San Francisco, Denver and Salt Lake City offices.

Old Camera to Archives

HOLLYWOOD—An addition to the historical archives of the Academy of Motion Picture Arts and Sciences is a 1911 Pathe rear-crank camera. Presented by Jack Geller of the Geller Theatre Workshop, the device is the type used by early industry lensers.

STUDIO PERSONNELITIES

Barnstormers

Eagle Lion

TURHAN BEY opened in Philadelphia on an eastern personal appearance tour with Orbit Productions' "Parole, Inc."

Universal-International

STEPHEN McNALLY trained in from a seven-city personal appearance tour with "Rogues' Regiment." Actor's next is "Gambling Lady."

Blurbers

United Artists

BILL PEIRCE JR. has rejoined Benedict Bogeaus Productions as director of advertising and publicity. Peirce, who had previously been with Bogeaus for two years, was last at Norma Productions in the advertising-publicity spot.

Cleffers

Metro

Scoring assignment on "Greyfriars Bobby," to be directed by Richard Thorpe and produced by Robert Sisk, goes to ANDRE PREVIN.

Composer HERBERT STOTHART will score Leon Gordon's production, "The Forsyte Saga."

RKO Radio

EMIL NEWMAN, musical director for Samuel Goldwyn, had his option lifted to start his third year with the company.

Loanouts

Columbia

MARY HATCHER checks in from Paramount to play the feminine lead opposite Desi Arnaz in "Night in Havana," to be produced by Ted Richmond.

RKO Radio

MGM dance director STANLEY DONNEN has been borrowed to stage production numbers for "It's Only Money."

Meggers

Monogram

RAY TAYLOR was signed by Producer Barney Sarecky to direct the next Johnny Mack Brown western, tentatively titled "Gun Hawk."

Producer Louis Gray inked LAMBERT HILLYER to meg the forthcoming Jimmy Wakely musical western, "Gun Law Justice."

Producer James S. Burkett has set William Beaudine to direct the next Charlie Chan feature, "Murder in the Air."

Paramount

"After Midnight," next starring vehicle for Alan Ladd, will be directed by MITCHELL LEISEN for Producer Richard Maibaum.

RICHARD MAIBAUM will produce and JOHN FARROW direct the William Irish story, "I Married a Dead Man."

20th Century-Fox

Inked to a seven-year director-writer ticket was CLAUDE BINYON, with his initial assignment to be "The Doctor Wears Three Faces," to be produced by Fred Kohlmar.

Universal-International

Director CHARLES BARTON has been reoptioned for another year.

Options

Eagle Lion

Inked to make her screen debut in the Peggy Ryan starrer, "Shamrock Hill," was 16-year-old radio songstress PATSY BOLTON. Ray McDonald has the male lead in the musical which Arthur Dreifuss directs and co-produces with Joseph Levinson.

Metro

GLADYS COOPER starts her sixth year at the studio with renewal of her acting contract.

Monogram

Added to the cast of "Riverboat Rhythm" are GUY BATES, LEE "LASSES" WHITE, PAUL MAXEY and PAUL BRYAR. Derwin Abrahams directs for Producer Lindsley Parsons. VEDA ANN BORG and SUE ENGLAND are set for the feminine leads.

Paramount

Character comedian IRVING BACON plays the comedy lead in Pine-Thomas' "Manhandled," starring Dorothy Lamour, Sterling Hayden and Dan Duryea, under the direction of Lewis R. Foster.

Broadway actress GERALDINE WALL has a key role in Hal Wallis' "Bitter Victory," with Robert Cummings, Lizabeth Scott, Diana Lynn and Eve Arden.

MORGAN FARLAY goes into the Bing Crosby starrer, "Top o' the Morning."

Added to the cast of the Bob Hope-Rhonda Fleming starrer, "Easy Does It," were BERTRAM HOWARD, FRANK HUNT, CHARLES LEGNEUR, WARREN MACE, ANTHONY MERLO and CHARLES LAUDER. Alexander Hall directs for Producer Edmund Beloin.

RKO Radio

HOWARD FREEMAN, HARRY HAYDEN, JOE DEVLIN, BILL EDMUNDS, IDA MOORE and CLAIRE DUBRAY join the cast of "It's Only Money," starring Frank Sinatra and Jane Russell.

20th Century-Fox

A cast addition to "Come to the Stable" is BASIL RUYSDAEL, veteran radio announcer. Henry Koster will pilot the Sam Engel production.

ALAN MOWBRAY and STANLEY RIDGES join the cast of the June Haver-Dan Dailey starrer, "You're My Everything," being directed by Walter Lang for Producer Lamar Trotti.

JOHN RUSSELL was handed a featured role in "Slattery's Hurricane." Additions to the cast of the Richard Widmark-Linda Darnell topliner include GARY MERRILL, STANLEY WAXMAN, JOE DE SANTIS and WALTER KINGSFORD.

BARBARA LAWRENCE, JACK OAKIE and JOSEPH PEVNEY draw roles in the Victor Mature vehicle, "Hard Bargain," under the direction of Jules Dassin with Robert Bassler producing.

United Artists

Producer W. R. Frank signed JOHN HOYT to portray a horse-trainer in "The Great Dan Patch," under the direction of Joe Newman. W. R. Frank Productions has set STANLEY BLYSTONE and ROBERT DAVIS for roles in the picture, starring Dennis O'Keefe, Gail Russell and Ruth Warrick.

ELLEN DREW draws the femme lead in the upcoming Benedict Bogeaus production, "The Crooked Road," to be megged by Robert Florey.

Universal-International

QUIANNA, "Miss Alaska" in an Eskimo beauty contest, arrives in Hollywood to play a featured role in "Arctic Manhunt," to be directed by Ewing Scott.

Lead in Robert Arthur's production, "The Western Story," was handed to YVONNE DECARLO. Frederick DeCordova directs.

Warners

JANE WYATT plays the leading feminine role opposite Gary Cooper in Producer Jerry Wald's "Task Force," with Delmar Daves directing. ART BAKER portrays a U.S. senator in the Gary Cooper vehicle. Character player STANLEY RIDGES was added to the cast. Former bomber pilot ROGER ANDERSON will make his film debut in the picture.

Scripters

Independent

GEORGE MILBURN was signed to screenplay his novel, "Flanagan's Folly," for Al Rogell's Gibraltar Pictures.

Metro

DOROTHY KINGSLEY is scripting "The Skipper Surprises His Wife" for Producer William H. Wright.

"Father of the Bride," Edward Streeter novel, will be screenplayed by FRANCES and ALBERT HACKETT.

Paramount

HAGAR WILDE is doing a polish job on "Red, Hot and Blue," forthcoming Betty Hutton starrer.

20th Century-Fox

SALLY BENSON is doing the screenplay of Clare Booth Luce's original, "Come to the Stable," which Sam Engel will produce.

Universal-International

"Abbott and Costello and the Killers," comedy team's forthcoming film to be produced by Robert Arthur and directed by Charles Barton, will be screenplayed by OSCAR BRODNEY.

Story Buys

Metro

"Border Incident," an original screenplay by John Higgins, has been acquired from Eagle Lion, which had originally announced it as a William Katzell production. Yarn concerns alien smuggling activities along the Mexico-California border.

RKO Radio

Howard Hughes purchased a magazine novelette, "The Man Who Played Santa Claus," by John Weaver. Don Hartman will produce and direct the film with Cary Grant and Betsy Drake tentatively set to star.

20th Century-Fox

Screen rights have been acquired to the Edmund Gilligan story, "Storm at Sable Island."

Technically

Metro

Film editor assignment for "In the Good Old Summertime" goes to ADRIENNE FAZAN.

Monogram

Crew assigned to "Riverboat Rhythm" includes WESLEY BARRY, assistant; WILLIAM SICKNER, camera; TOM LAMBERT, sound, and ACE HERMAN, cutter.

Paramount

New pacts with directors of photography LIONEL LINDEN, CHARLES LANG and DANIEL L. FAPP have been set.

Universal-International

Included in the production staff of "Arctic Manhunt" are: GILBERT KURLAND, unit production manager; JOHN SHERWOOD, assistant director; IRVING GLASSBERG, cameraman; ROBERT BOYLE, art director; OTTO LUDWIG, film editor.

"Gambling Lady" staff is completed with the naming of FRANK SHAW as assistant director and MILTON CARRUTH as film editor.

Title Changes

Eagle Lion

New title for Equity-Vinson's Peggy Ryan starrer, "Enchanted Hill," is SHAMROCK HILL.

RKO Radio

Final title on Herman Mankiewicz's "The Long Denial," toplining Maureen O'Hara and Melvyn Douglas, is A WOMAN'S SECRET.

United Artists

W. R. Frank's production, "Dan Patch," is retitled THE GREAT DAN PATCH.

Screen Masterpieces Resumed at Academy

HOLLYWOOD—Academy-sponsored showings of "screen masterpieces" resumed at the Academy Award Theatre November 28 when Samuel Goldwyn's "Come and Get It," first in a series of award-winning films for 1936, was presented.

On schedule for December 5 is "Dodsworth," also a Goldwyn production, to be followed December 12 by Metro's "The Great Ziegfeld." Another Metro opus, "San Francisco," will be shown December 19, while RKO Radio's "Swingtime" is set for January 9. On January 16 Selznick-United Artists' "The Garden of Allah" is slated, to be followed January 23 by "Anthony Adverse," a Warner production, and the same company's "Charge of the Light Brigade" January 30.

New Method Reduces Cost Of Trailers 50 Per Cent

HOLLYWOOD—A new method of producing and handling trailers, which is expected to reduce the operation's cost by as much as 50 per cent, has been devised by James Stewart and Ed Taylor, technicians at Selznick Releasing Organization. The new trailers are printed on noninflammable film, permitting shipment in ordinary cardboard boxes instead of costly metal containers. Stewart and Taylor also developed a multi-use label permitting theatre managers to use the same containers repeatedly.

To Film 'Caribou' in Color

HOLLYWOOD—Producer Nat Holt's second independent production for 20th-Fox, "Caribou Trail," will be photographed and processed in Cinecolor, the same tint process utilized by Holt in his recently completed "Canadian Pacific."

Betty Hutton Visits 4 Hospitals, 4 Days

HOLLYWOOD—After covering four veterans hospitals in four days, Betty Hutton, Paramount star, returned from her tour with the firm belief that appearances of Hollywood personalities before bedridden GI's have a definite therapeutic value and the declaration that "it is an experience I'll never forget." The actress, making the trips under auspices of the Hollywood Coordinating Committee, visited veterans administration hospitals in Denver and Fort Logan, Colo., Cheyenne and Salt Lake City.

Meantime the HCC added two more personalities to its veterans hospital itinerary by assigning routes to Nancy Kelly and Ilona Massey. Miss Kelly heads for Tennessee, Ohio, New York, Iowa, Minnesota and South Dakota, while Miss Massey's route includes Massachusetts, Maine, Connecticut and New Jersey.

* * *

Customarily on the receiving end of such functions, patients at Birmingham Veterans administration hospital here will act as hosts at a Christmas party to be staged December 12 for some 330 underprivileged youngsters who are residents of Nazareth House, the McKinley home, the Optimists Boys home, Pacific Lodge and Rancho San Antonio. A gymkhana of 15 athletic events will be staged, with Gale Storm, Monogram-Allied Artists star, awarding prizes and distributing Christmas gifts.

Corwin to Retain Policy Of Los Angeles Forum

LOS ANGELES—No change in the showcase's present subsequent run policy is planned for the Forum Theatre by Sherrill Corwin, who has purchased the neighborhood house from Warner Theatres.

Corwin also operates the Metropolitan circuit, a downtown string, here, and is a partner of Sol Lesser in operating the Downtown, Hollywood and Beverly Music Halls, which he and Lesser acquired some months ago from the Blumenfeld chain.

Corwin will take over active management of the Forum about January 10. Although a new manager has not yet definitely been chosen, it probably will be James Brinton, for many years a Warner circuit employe, Corwin said.

Warners still operate a house in Huntington Park as well as the Hollywood, Downtown, Wiltern and Beverly theatres here.

Mayan at Los Angeles Bought by Frank Fouce

LOS ANGELES—The Mayan Theatre here has been sold by Howard F. Ahmanson, insurance broker, to Frank Fouce for an undisclosed sum.

The Mayan, occupying an area of 100x140 feet, was first opened in 1927 and represented an investment of $1,380,000 by the late E. H. Doheny, one of the early oil tycoons in this area. The building itself cost $1,200,000. The Mayan has gone in for stage productions to a great extent during its history, but Fouce said he will screen motion pictures from Latin America in addition to stage productions. It was not announced when Fouce will take possession.

Spearheads

By IVAN SPEAR

THOSE sensitive Hollywoodians — and there are a few—who sincerely have at heart the best interests of the motion picture industry and its over-all public relations are wincing over the "break" given the King Bros., Monogram-Allied Artists producers, in a recent issue of widely read Life magazine.

Evaluated by inches of space and importance of medium—a yardstick which unfortunately seems to be the only one employed by too many motion picture press agents—it might be assumed that the Kings hit publicity paydirt. But when one considers the material and the art which filled the impressive number of Life's columns, ostrich-like indeed is the individual who doesn't readily recognize that the biographical analysis of the film-making brothers must inescapably reflect to their discredit. And more deplorable is the disservice the yarn performs for Monogram-AA; Steve Broidy, their conscientious president; Hollywood and the motion picture industry as a whole.

In fact, here is a refutation of the hackneyed axiom about a foul breeze; here's an ill wind that blows nobody good.

Witness a few of the more offensive passages in the article:

"The salami-fed brothers . . . 'Then I get on the phone and round up a bunch of the most beautiful models in Hollywood. Put beautiful dresses on them. You know, short skirts, down to here, and big bosoms sticking out. They looked terrific' . . . Frank was watching the shooting of a scene in which a lone wolf gangster is being interviewed by an organized gang anxious to take over his territory. He strode up and made the actors stop. 'This scene isn't going right,' he said, 'I'll show you how. I know. I was interviewed by Capone once.' . . . Base of the desk in the office where the Kings do business shows scars made by dice in the crap games with which the boys supplement their incomes . . . From newspapers Morry graduated into peddling booze. By the time he was 14 he had made enough money to pay $60,000 for the construction of a warehouse . . . Hymie doesn't work very hard. He got on the bandwagon after it was rolling, and he sits on the back of it swinging his legs and sneaking winks at women."

Back in the hinterlands where Joe and Jane Doakes are always over-eager to think the worst of people who make motion pictures; where censors of film—official and self-appointed—are over-zealous in safeguarding the younger generation against evil influences from wicked Hollywood; where anti-Semitism needs but little fanning to burst into bright flames; the Life symposium on the Brudern King, their past and their present, drops the industry's over-all public relations to a new low.

And, unfair as it may be, Monogram and its silk-stocking sister-company, Allied Artists, cannot escape also being thrown for a loss through such choice references as "a small studio which does not manufacture cultural landmarks . . ."

No doubt the King fiasco was caused by well-intentioned efforts of a press department getting out of hand—but that is small solace to the many persons and organizations which suffer along with the foot-in-mouth Kings through the loudest and most damaging publicity backfire to echo through the Hollywood hills in many months.

→

IT'S-A-TOUGH-LIFE DEPT.
(South Seas Division)

Lindsley Parsons leaves Hollywood December 10 for British Samoa to scout locations for "Typee," Herman Melville story which will be his next film starring Roddy McDowall.

→

Rating a loud word of praise is the Academy of Motion Picture Arts and Sciences for its decision that next year's glamorfest, the 21st annual Academy awards presentation, is to be held on a major motion picture studio double sound stage, with the Oscar ceremonies to be followed by a buffet and ball, and with attendance to be limited to Academy and film industry members.

Such arrangements constitute a marked departure from previous years, when the Awards events were staged at such localities as the Shrine Auditorium and motion picture theatres—and when the ceremonies were thrown open to that segment of the public which wished, and was able to pay, to attend.

The upcoming event—slated for March 24—will, as usual, be broadcast for a 60 or 90-minute period as the result of arrangements made by Academy President Jean Hersholt with the American Broadcasting Co.

Certainly the efforts to have the general public participate in the annual event were given a fair trial—and came a cropper. The proposed new scheme has all indications of being even better than the one which prevailed prior to the open-to-the-public policy, to wit, the annual banquet and presentations which always developed a certain amount of ill-will because of the impossibility of equalities in seating arrangements.

So, at long last, the Academicians seem to have hit on the ideal plan, and it is deserving of the whole-hearted support and cooperation of everyone in the film colony.

Start 1,000-Car Ozoner

LOS ANGELES—Construction has been started by Pacific Drive-In Theatres, Inc., in association with Frank and Fritzie Fishman, on a 1,000-car ozoner between the communities of Whittier and Montebello. Occupying 15 acres of land, the project will involve an expenditure of $300,000.

Buys Brush, Colo., House

BRUSH, COLO.—John Roberts, Fort Morgan theatreman, has purchased the Emerson Theatre here from R. L. Katzenbach and will take possesesion before December 1. Katzenbach, associated with the Emerson for 18 years, will move to Provo, Utah, to enter business.

London Report

By JOHN SULLIVAN

IN VIEW OF THE STORY printed in BOXOFFICE recently that Arthur Kelly is considering renting Rank's Islington studio for the production of United Artists films in England, it is interesting to note that the J. Arthur Rank organization plans to close the Islington studios early in the new year.

In a press release disclosing this fact, JARO says that the decision does not mean a reduction in the number of films planned as the company intends to make more pictures in less space than before. Whether this can be done or not remains to be seen, but there is no doubt that the program outlined for 1949 is a very ambitious one.

The press release states that the studio space at Islington will be made available to other producers, including those independents who are now receiving financial assistance from the government. As far as possible, the staff at the studio will be absorbed into the other Rank studios, but since there are 300 people working there it seems unlikely that a very large number will, in fact, be re-engaged.

* * *

THE RANK ORGANIZATION seems well aware that Margaret Lockwood is one of its greatest assets, for she seems to have been working almost continuously in one film after another for the past year.

First, she made a light domestic comedy called "Look Before You Love," which Harold Huth produced and directed for Two Cities. Then after a short pause she went into her first slapstick picture, "Cardboard Cavalier," another Two Cities film in which she is costarred with Sid Field, Britain's No. 1 comedian and last week she started work on "Madness of the Heart," a romantic drama about a blind girl. This latest film is being directed by Charles Bennett, an Englishman who has spent many years as a screenwriter in Hollywood. For some months past Bennett has been in England putting the final touches to his screenplay and now, after a few days location work in southern France, he is ready to take his unit on the floor. This is his first assignment as a director and it may augur well for the film that an executive at Denham tells us that the final script which he has submitted is one of the best ever seen at that studio.

Another Anglo-American working in England at the moment is Victor Saville, who has started work at MGM British studios on "Conspirator," the film starring the two Taylors—Robert and Elizabeth.

* * *

AT THIS TIME OF THE YEAR the tradepapers begin to receive publicity handouts from film production companies with statements of their plans for next year's pictures. From Sydney Box at Gainsborough comes a note with news of two pictures in his program which should be of interest. They are both Noel Coward subjects; one is titled "The Astonished Heart," which will star Michael Redgrave and Ann Todd, and the other is "Tonight at 8:30," which Box is preparing as a successor to "Quartet" and in which he hopes that Noel Coward will appear. Apart from these two, there are two others of note since they are the first originals to be written by Sydney and Muriel Box since they wrote the sensationally successful "The Seventh Veil." These two are at the moment titled "Man Proposes" and "Mantilla."

Ealing is stepping up Australian production and will make several pictures in that dominion, using space at the recently purchased Pagewood studios. Ealing's next two Australian pictures will be "The Pepper Trees" and "Robbery Under Arms." For English production Ealing is busy on a story titled "The Nightingale Is Singing," which will be a comedy about the adventures of two Welsh miners who win a free trip to London.

Korda will make Daphne du Maurier's novel "The King's General" in Technicolor with Zoltan Korda producing. Frank Launder and Sidney Gilliatt are preparing a spy thriller called "State Secret" as their first since joining London Films.

* * *

THE USUAL PLEASANT PARTY was given to celebrate the arrival in London of the American stars who were to appear at the royal command film performance. A good deal of disappointment is felt that His Majesty, the King cannot be present owing to his illness, but this was alleviated mostly by the announcement that the Queen and Princess Margaret would attend with the Duke of Edinburgh.

At the cocktail party for the American stars, Billy de Wolfe made the speech of the evening when he reminisced that he came over to this country some years ago on a four-week booking at the London Palladium and stayed for seven years, during which time he played almost every large Variety house in Great Britain and appeared in pantomime.

* * *

EALING STUDIOS, which has the distinction this year of providing the film for the royal command film performance, had another film opening at the Leicester Square Theatre last week. Titled "Another Shore," it is produced by Sir Michael Balcon and directed by Charles Crichton with Ivor Montagu as associate producer. The film is a very worthy experiment in comedy which just does not quite come off. The story deserves full marks for originality but, unfortunately, the director seems to have been so carried away by the humor of the idea that he has overloaded the first half of the film with detail and the result is that although the audience is kept in good humor, one has the feeling that all the time something very funny is going to happen in the next minute or two but it never does.

The story tells of a young Irishman who wants to go to live in the South Seas. He has read many stories of young men rescuing wealthy old ladies or gentlemen from street accidents and being rewarded with a legacy and decides that is the best way to obtain his fare to Raratonga. He spends his days at the busiest street corner in Dublin and eventually gets his wish. Unfortunately, for him, a determined young woman has fallen in love with him and just as he is leaving to catch the boat he is himself involved in an accident and, while unconscious, the young woman persuades his benefactor to drive away and leave him with her. A flimsy story, but it was obviously never intended as a classic, and in spite of its somewhat labored direction, it is witty and amusing and above all, as in almost every Ealing picture, beautifully acted and photographed.

In the lead role is Robert Beatty, a young Canadian actor, who has made a fine name for himself in England for his sincerity in every part that he undertakes. American readers may remember him as Dennis, who was James Mason's friend and lieutenant in "Odd Man Out." Beatty has a very difficult task in "Another Shore," as he must play his role absolutely straight or it loses all point and it is difficult indeed to play a straight part when the supporting players are being determinedly funny. The best performance in the picture is undoubtedly that of Stanley Holloway as the eccentric old man who is willing to provide the money for Beatty to go to the South Seas. The picture is notable also for Moira Lister who provides the love interest and looks like a brilliant acquisition to the British industry.

Executive Travelers

West: Here from New York is Si Seadler, Metro's advertising director, for a look at new pictures and conferences with Louis B. Mayer, Dore Schary and other executives on plans for exploitation and advertising campaigns. Due in shortly after an extended trip to England is E. J. Mannix, Metro studio general manager, who is currently in New York talking with Nicholas Schenck, president of Loew's, Inc.

* * *

East: Gradwell Sears, president of United Artists, returned to his Manhattan headquarters after huddles here with UA producers and George Bagnall, vice-president in charge of production. Sears also participated in the unsuccessful parleys relating to a proposed merger of UA with David O. Selznick's SRO unit. These conferences collapsed when both parties affirmed their inability to reach agreement on "certain basic phases" of the deal.

* * *

West: D. A. Doran, Paramount studio story department executive, was back at his desk after a three-week trip east to see the new stage shows and confer with the company's eastern representatives.

* * *

West: John Petrauskas jr., treasurer for Republic, checked in from Gotham for studio conferences. It was his first trip to Hollywood.

* * *

West: Roberto Dandi, general manager of Scalera Productions in Rome, Italy, arrived for conferences with studio officials at U-I. His company and U-I will produce jointly a musical feature starring Deanna Durbin and to be filmed in Rome.

* * *

West: George Schaefer, vice-president and sales manager of Enterprise, came in for talks with David L. Loew, board chairman of the company.

* * *

West: Arthur Krim, president of Eagle Lion, and Robert Benjamin, company attorney, came in from Gotham for parleys with EL producers concerning plans for a resumption of production at the studio early in 1949.

DENVER

Charles Wallace, manager of the Paramount, Cheyenne, has been promoted to city manager for Fox Intermountain in Rawlins. He succeeds Marvin Skinner, who has been named manager of the Fox, North Platte, Neb. The move was made at Skinner's request, in the hope it would benefit his health . . . Jack McLaren of the Fox Intermountain service department went to New York to supervise the installation of a popcorn plant for the Skouras Theatre Corp.

The new screening room of the Rocky Mountain Screen club will be dedicated at a party and show on December 13. Proceeds will go toward further remodeling of the clubrooms. Tickets are $1 each, and proceeds will pay for an evening of games, food, entertainment and prize drawings. A premiere showing of "You Gotta Stay Happy," with a stage show, will be held at the Orpheum on December 6, with profits going to the club.

Douglas Matthews, treasurer of Motiograph, Inc., Chicago, was in Denver conferring with Ted Knox, Denver representative . . . George Smith, Paramount division manager, and Hugh Braly, district manager, were in Denver this week for talks with C. J. Duer, branch manager . . . George "Scotty" Allan has been named salesman for National Screen Service. He takes over the job held for 12 years by Sebe Goodlett, who died recently.

Frank Sheffield, Eagle Lion salesman, was snowed in at Lander, Wyo., and unable to get out of town for two days . . . C. U. Yaeger has sold the Alameda Theatre Bldg. and parking lot here to R. W. Wooldridge, who has been operating the house the past ten years. The reported price was $30,000 . . . Alberta Welsh, Paramount switchboard operator, sustained a sprained ankle when she fell down stairs at the exchange.

Exhibitors seen on Filmrow included George and Mitchell Kelloff, Aguilar; Mr. and Mrs. Elden Menagh, Fort Lupton; Frank Aydelotte, Fort Collins; Mr. and Mrs. Fred Hall, Akron; C. G. Diller, Ouray; Frank Whalen, Deertrail; Lynn Zorn, Julesburg; Doyle Shelton, Kenneth Powell, Wray, and Neal Beezley, Burlington, Colo.; Ed Schulte, Casper, Wyo., and William Ostenberg III, Scottsbluff, Neb.

E. G. Wynne Buys in Spokane

SPOKANE — E. G. Wynne and his son Kenneth have purchased the Nu-Rex Theatre here from Mr. and Mrs. A. P. Barstad for $30,000.

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'Baby' Registers 150, Leads Los Angeles

LOS ANGELES — First run takes edged slightly upward, bolstered by a strong 150 per cent showing carded by the opening stanza of "When My Baby Smiles at Me," booked day-date in five houses. In its second week, "The Three Musketeers" grabbed place money, with 140 per cent, while "Fighter Squadron" zoomed to a 130 per cent rating in its initial stanza in three houses.

(Average is 100)

Belmont, Culver, El Rey, Orpheum, Vogue—**He Walked by Night** (EL); **Indian Agent** (RKO)....125
Carthay, Chinese, State, Uptown, Loyola—**When My Baby Smiles at Me** (20th-Fox); **Parole, Inc.,** (EL) 150
Downtown, Hollywood Paramounts—**Miss Tatlock's Millions** (Para); **Disaster** (Para)....100
Egyptian, Los Angeles, Wilshire—**The Three Musketeers** (MGM), 2nd wk....140
Four Music Halls—**Red River** (UA), 7th wk.... 80
Four Star—**Hamlet** (U-I), roadshow, 5th wk....100
Guild, Iris, Ritz, Studio City, United Artists—**Rogues' Regiment** (U-I), 2nd wk....115
Pantages, Hillstreet—**The Man From Colorado** (Col); **Manhattan Angel** (Col)....100
Warners' Downtown, Hollywood, Wiltern—**Fighter Squadron** (WB) 130

'Harpoon' and 'Road House' Lead San Francisco

SAN FRANCISO—"Harpoon" took top honors for the week at the Esquire with 180, while second place went to "Road House" at the Fox. "Red River," in its sixth week at the United Artists, still showed strength.

Esquire—**Harpoon** (SG); **SOS Submarine** (SG)....180
Fox—**Road House** (20th-Fox); **The Creeper** (20th-Fox) 160
Golden Gate—**Blood on the Moon** (RKO); **Joe Palooka in Winner Take All** (Mono), 2nd wk....130
Orpheum—**Kiss the Blood Off My Hands** (U1); **Racing Luck** (Col), 2nd wk. 130
Paramount—**Johnny Belinda** (WB), 3rd wk....100
St. Francis—**Let's Live a Little** (EL), 2nd wk.... 90
State—**Runaway Daughters** (SG); **The Duke of West Point** (SG) 100
United Artists—**Red River** (UA), 6th wk....150
United Nations—**When My Baby Smiles at Me** (20th-Fox); **Jungle Patrol** (20th-Fox), 3rd d. t. wk. 140
Warfield—**June Bride** (WB); **Homicide for Three** (WB), 2nd wk. 110

'Baby' Opens With 130 To Lead Seattle

SEATTLE—"When My Baby Smiles at Me" opened with "Escape" at the Fifth Avenue to 130, which was good enough to top anything else in the city.

Blue Mouse—**Good Sam** (RKO); **The Arizona Ranger** (RKO), 3rd d. t. wk....120
Coliseum—**Kiss the Blood Off My Hands** (U-I); **Miraculous Journey** (FC) 120
Fifth Avenue—**When My Baby Smiles at Me** (20th-Fox);**Escape** (20th-Fox) 130
Liberty—**Miss Tatlock's Millions** (Para); **Disaster** (Para) 125
Music Box—**Johnny Belinda** (WB); **I Surrender Dear** (Col), 4th d. t. wk....110
Music Hall—**The Velvet Touch** (RKO); **The Golden Eye** (Mono) 40
Orpheum—**June Bride** (WB); **Sofia** (FC), 2nd d. t. wk. 100
Paramount—**The Gallant Blade** (Col); **The Untamed Breed** (Col) 90

'Red River' Fifth Week Outstanding in Denver

DENVER—"Red River" is proving sensational at the Broadway, where its fifth week grossed better than its fourth stanza. "Miss Tatlock's Millions" held up well in its second week at the Denham.

Aladdin—**Johnny Belinda** (WB); **Joe Palooka in Winner Take All** (Mono), 3rd d. t. wk....225
Broadway—**Red River** (UA), 5th wk....140
Denham—**Miss Tatlock's Millions** (Para), 2nd wk....150
Denver, Esquire and Webber—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox) 187
Orpheum—**Station West** (RKO); **Bodyguard** (RKO) 120
Paramount—**Belle Starr's Daughter** (20th-Fox); **SOS Submarine** (SG) 125

LOS ANGELES

Theatre ownership switches found Ed Penn selling his La Habra in that city to Kelly Norwood, while Ben Mohi, former operator of the Picfair, acquired the Hunley on Hollywood Blvd. from the Western Amusement Co. . . . Booking and buying visitors included James Conley of El Segundo and Bill Martin, operator of the Hemet, Hemet, and the San Jacinto, San Jacinto.

Distribution rights in the 11 western states to a feature-length actioner, "Custer's Last Stand," have been acquired by Lou "Pop" Krieger . . . Harry Hollander, operator of the Savoy, returned from a business trip to New York . . . Louis Wutke of the Projection Equipment Co. picked up distribution rights to the Ideal Seating Co.'s line.

Lloyd Miller is constructing the 99 Drive-In near Bakersfield at an estimated cost of nearly $200,000 . . . W. H. "Bud" Lollier, Fox West Coast executive, headed for San Francisco on circuit business.

George A. Hickey, Metro's western division sales topper, left for New York to attend a sales meeting called by William F. Rodgers . . . Also heading east was Henry Herbel, western district chief for Warners, to be on hand for a conclave of that company's district managers . . . In his capacity as theatre operator, Gene Autry planed to New Orleans to attend final convention sessions of Allied States, of which he is an active member.

Modern Amusement, Inc., staged the grand opening of its new Rodium Drive-In in Clearwater on Thanksgiving day. Joseph S. Bianchi heads the ozoner company . . . F. A. Bateman, Screen Guild general sales manager, planed in from Denver after a series of huddles with exchange personnel in that city, Seattle, Portland and Salt Lake City.

New Equipment in Cameron

DENVER—Walter F. McKinney, owner of the Cameron Theatre here, has installed new booth equipment at that house.

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SEATTLE

Robert L. Schultz, district sales manager for RCA's theatre equipment division, was here from San Francisco to confer with Selom Burns, Modern Theatre Supply manager . . . J. F. O'Brien, general sales manager for RCA, also visited here . . . Ralph Hayden, office manager, and David Dunkle, head booker for Paramount, returned from Los Angeles . . . Ira Epstein, WB exploiteer, left for San Francisco.

Joe McElhinney, brother of Paul McElhinney, local Republic manager, joined EL as salesman for eastern Washington . . . UA's "Red River" reportedly opened to near-record business at the Paramount . . . Mrs. Harry Newman, wife of the Lynden exhibitor, underwent an operation at Providence hospital . . . Murt Makins, manager of the Admiral in Bremerton, dug up a genuine Confederate flag to help deck out his front for "A Southern Yankee."

John Doerr, film buyer; Pete Panagos, his assistant; Ed Hickey, theatre supervisor, and El Keyes, all of Midstate Amusement Co., were Filmrow visitors . . . Al Fernandez, who recently returned from a trip to North Carolina, says he will have his Clallam Bay Theatre, which burned several weeks ago, rebuilt within the next five month.

J. J. Gregory, head of Midstate Amusement Co., arrived in Walla Walla from Chicago for a three-day series of meetings . . . W. E. Calloway, UA western district sales manager, was here for a meeting with A. J. Sullivan, local manager . . . Exhibitors on Filmrow: Al Baker, Spokane; Bill Evans, Centralia; Joe Lewis, Bellevue; Billy Conners, Tacoma; Walter Graham, Shelton, and Les Theuerkauf, Tacoma.

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Schlaifer Drive Opened By Heineman in Seattle

SEATTLE—William J. Heineman, Eagle Lion vice-president in charge of distribution, and Milton E. Cohen, eastern sales manager who is doubling as captain of the Jack Schlaifer Testimonial Drive, joined local exhibitors November 29 in opening the 26-week sales drive with a tribute to Schlaifer, who started his industry career here 35 years ago.

Heineman conducted a sales meeting in the Seattle branch prior to attending an exhibitor luncheon for Schlaifer at the Olympic hotel. From Seattle, Heineman and Cohen went to Portland and San Francisco for meetings with branch organizations and local exhibitors in connection with the drive. Following the two-day session in San Francisco, Heineman went to Dallas to attend the industry-wide testimonial dinner to Bob O'Donnell and Cohen proceeded on a tour of branches in Salt Lake City and Denver.

Incorporate Theatre Firm For Anchorage, Alaska

JUNEAU, ALASKA—Poulsen & Schock Theatres of Anchorage has filed incorporation papers with the territorial auditor's office here. Signing the papers were Chris Poulsen, Bert Schock and J. L. McCarrey, all of Anchorage.

New Neon at Cortez Theatre

CORTEZ, COLO.—New neon lighting has been installed at the entrance of the Cortez Theatre here. Fluorescent equipment was supplied by Electrical Products of New Mexico with headquarters at Albuquerque.

Free Passes to Newsboys

HANFORD, CALIF.—Orvil Robins, manager of the Avenal Theatre, recently honored Hanford Sentinel newsboys of that city as a feature of National Newsboy day.







'Greed' Crew Winding Up Phoenix Filming

PHOENIX—Producer S. Sylvan Simon expects to wind up his filming schedule here soon on Columbia's "Greed," which is being photographed near the Superstition Mountains. The story, an adaptation of Barry Storm's "Thunder God's Gold," stars Ida Lupino and Glenn Ford, with Simon doubling as producer-director.

Simon's next local production venture will be "Nona Hanson," set for filming near Nogales early this month. Rita Hayworth and William Holden will handle the lead roles and Norman Foster will direct. Tentative shooting schedule calls for eight weeks in Arizona where about two-thirds of the picture will be filmed.

Simon recently held a cocktail party here for the stars of "Greed" and brought out most of the local film bigwigs. The guests were introduced by Harry Nace, Paramount-Nace topper, with George Aurelius, P-N district manager, lending a helping hand. Ford and Miss Lupino posed for many pictures and shared the limelight with cast members Gig Young, Will Gear, William Prince and Edgar Buchanan.

The Hollywood group also made a personal appearance that evening at the New Mesa Theatre and attracted a turnaway crowd. Manager Simmons had little more than 24 hours notice that the troupe would come calling but managed to do himself proud.

Signed for Short Film

MISSOULA, MONT.—Patti Luer, Montana's Miss America representative in the 1948 pageant, has been selected by 20th-Fox to appear in a ten-minute short with four other finalists. The short will have a two-year run throughout the world. Miss Luer was chosen for the picture by Vyvyan Donner, director of the film company's fashion features. The picture will explain the purpose of the pageant and will tell the story of the five contestants.

Sells Gladstone Televue

GLADSTONE, ORE.—Charles Butterfield has sold the Televue Theatre here to J. C. Schultz who formerly operated theatres in Utah. Butterfield and his wife plan to vacation in Hawaii. Theatre Exchange Co. of Portland negotiated the sale.

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SAN FRANCISCO

Completion of the interior of West Garrison Theatre in Pittsburgh cost about $3,000 with additional inside and exterior painting scheduled for next spring . . . A cooking school sponsored by the Arden Theatre in Arcata was held in connection with a stove giveaway at the theatre . . . L. A. Blair of Larkspur visited with his son and Mrs. Blair of Chester and aided them in the completion of their new theatre.

Harold Peary, better known as the Great Gildersleeve, appeared at the opening of San Leandro's Pelton Center . . . Screen star Ruby Keeler was among guests who joined in the reunion of the class of '33 in Berkeley . . . In a bid submitted by his agent, Bing Crosby paid $13,475 for an 1,100-pound prize steer at the Grand National Livestock Exposition here. The bid was made for the benefit of Children's hospital of Oakland.

C. H. Pings is now manager of the Pablo Theatre in San Pablo . . . It is reported that the Golden Gate Theatre here will have as its Santa Claus this Christmas, Tiny Armstrong.

The Bella Union, home of silent films here, presented a special program from which receipts were donated to the Sister Kenny Foundation drive . . . W. J. Nesbit, Republic auditor, was here for a few days . . . Rita Clark, Republic assistant booker, returned from a weekend vacation in Palm Springs . . . R. W. Carmichael, local manager for Republic, off to Los Angeles on business.

The Oakland and San Francisco Telenews theatres have installed new RCA television and are the first in the area having such installations . . . Ellis Levy, Telenews Theatres, returned from New York . . . Gerald Karski, Motion Picture Service, returned from a business trip to Los Angeles . . . Jack Goodwin, MPS, has had an offer for his novel "The Immortal Empire."

Film Classics' "Unknown Island," the first film of its kind since "King Kong" and "Lost World," will open at the Paramount Theatre on Pearl Harbor day, December 7 . . . Filmrow's basketball team won the division championship in the industrial league. A gala dinner, team trophies and medals were in order. Stan Lefcourt, Film Classics booker, made 55 points on playoff games.

Cliff Morris, formerly with George M. Mann circuit, now is associated with Western Theatrical Equipment Co. . . . Harry Sarber, bossman at WTE, caught his thumb in a saw.

Ralph Dostal, formerly of the Brisbane Theatre in Brisbane, has bought a half interest in the Melody Theatre in Highway City, near Fresno . . . Alice Egleston is new secretary for Robert L. Lippert, replacing Helen Allen who will retire. Alice was former secretary to Elmer Hanks, purchasing agent for Fox West Coast.

Ramsey Naify, United Candy Co., passed out cigars on the birth of a son, Lloyd James Naify . . . Hal Flanagan resigned from Eagle Lion exchange here as booker and is looking around for a new spot . . . Norma Minkin is new biller at United Artists.

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Italian Filmmakers Using Foreign Stars

HOLLYWOOD—Italy's motion picture industry is booming largely because that country's producers are employing the same method to gain a world-wide market for their films that was used by Hollywood in the early days—by starring foreign-born personalities.

That's the opinion of Roberto Dandi, general manager of Scalera Productions, here from Rome for a brief stay to discuss the musical to be made in Italy, starring Deanna Durbin, and to be produced as a joint venture by Scalera and Universal-International.

TO CAMERAS IN APRIL

Dandi said the film will be made in two versions—English and Italian—with Miss Durbin's Italian dialog to be dubbed. As yet untitled, the subject will be made on a budget of 120,000,000 lira (about $200,000)—which Dandi declared is "huge" for Italy. Much of the financing will come from frozen U-I receipts in that country. Camera work is scheduled to begin next April, with an Italian supporting cast and technical crew.

In a press conference on the U-I lot, where he is headquartering during his Hollywood stay, the Italian production executive declared American films are "by far" the most popular in his homeland, topping even Italian product at the boxoffice.

"This is partly because Italians saw no American pictures between 1941 and 1945, during the war, and there is a big backlog of good films now reaching Italy," Dandi said. "It is also due to the beautiful American actresses, whom Italians love to see, and to the entertaining qualities. Italians like escape stories the same as do Americans."

DOUBLE BILLS UNLAWFUL

Other Dandi observations:

Admission prices are high in Italy (ranging from 60 cents to one dollar, first run).

There are single bills only—as double features are banned by law.

Russian films have had no success and exhibitors no longer play them.

The invasion of American companies, with higher salary standards, has created a slight inflation in the Italian industry, but the upward spiral has not yet been serious.

Dandi returns to New York and Italy next week.



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PHOENIX

The world premiere of "Live Today for Tomorrow" will be held December 9 at the Paramount-Nace suburban Palms Theatre. Prices for the single performance of the U-I film have been pegged at $2 and $3, with all proceeds going to the local Community Chest. The premiere was suggested by the Arizona Times, which has been going all-out in giving the film front page publicity. Station KOY will broadcast the opening night festivities.

Filmrow visitors included Cliff Harris, Republic; Al Blumberg, National Screen; Max Factor, RKO, and Ben Taylor, Film Classics. David Lipton of U-I was also on the local scene to arrange for the premiere of "Live Today for Tomorrow," formerly titled "An Act of Murder."

Under construction since August, the new Mesa Drive-In is nearing completion and will be ready for business in a week or so. Owner W. P. Wickersham figures construction costs and equipment at $130,000. The theatre is located about 350 feet west of highway 80 at about 26th street. Capacity will be 380 automobiles.

Manager Gene Bandelier is introducing a new policy at the Azteca Theatre, Spanish language house. The new deal calls for biweekly showings of the best of the other foreign language films, with the Italian film "Shoe-Shine" the first of the new pictures to be tapped. Next on the schedule is the French production, "Child of Desire."

Fred Crockett of Chicago, who is building a drive-in at the corner of Seventh and Missouri, expects the theatre to be ready for a spring opening. The investment in the 20-acre site and construction costs are expected to exceed $100,000 . . . A group of Phoenix businessmen is said to be dickering with RKO in an effort to establish an Arizona motion picture industry. The money is said to be available if satisfactory Hollywood connections can be made.

Argosy's camera crew filmed several scenes in Arizona's Houserock Valley area after completing location shots in Utah for "She Wore a Yellow Ribbon." The scenes were the first motion pictures made in Arizona since passage of the amended workmen's compensation law.

California Variety Club Elects New Crew for 1949

LOS ANGELES—A new crew was elected by members of Tent 25, Variety Club of Southern California, at the annual session here, which will be followed shortly by a meeting at which officers will be chosen for the new year.

Crew lineup includes Charles Skouras, Dave Bershon, Sherrill Corwin, Howard Stubbins, George Topper, W. H. Lollier, Willard Keith, Oscar Oldknow, George Bowser, Earl Collins and Bernie Wolfson, with alternates including Ezra Stern, "Mac" MacCarthy, Al Galston, Hugh Bruen and William Srere.

Officers will be selected by the new crew.

Reservists Are 'Land' Guests

LOGAN, UTAH — Northern Utah's electronic warfare company of naval reservists were guests of the Roxy Theatre on Armistice day to see "The Secret Land."

Construction Work Halts on Millbrae

MILLBRAE, CALIF.—Construction work on a portion of the new Millbrae Theatre was ordered discontinued recently after an investigation of alleged safety hazards in the building. It was claimed that the exits of the new theatre were not of sufficient width to allow safe egress in case of an emergency. It also was claimed that the outer court does not comply with safety regulations.

A. J. Crichton, secretary of the district fire board, made the complaint, alleging that the Bayshore Amusement Co., owners of the $200,000 theatre, are using plans which do not conform with those under which it received the original building permit.

Autosee Corp. Plans Airer Near Yuba City, Calif.

YUBA CITY, CALIF.—Autosee Theatres, Inc., has announced plans to construct a drive-in here with a capacity of 550-600 cars and costing some $100,000 to $150,000. Frank Maun, Marysville theatreman, is a director in the corporation. Others associated in the concern are Harry Sarber of San Francisco and Charlie Holtz of Sacramento. Detailed specifications have not yet been filed with the city clerk here.

Perkins Building Two Airers

BURBANK, CALIF.—Construction has been started on an 850-car drive-in by Seth Perkins Drive-In Theatres of America. The firm also is building an 800-car ozoner near Santa Anna. Both projects are using the Josserand double-parking driveover ramp system.

Remodel at Laurel, Mont.

LAUREL, MONT.—Elmer Jackson, owner of the Royal Theatre, closed that house for several days recently to complete remodeling work, which included laying a new floor and installation of new seats. Jackson recently purchased the business and building from John Moran.

Tucumcari Drive-In Opens

TUCUMCARI, N. M.—The first drive-in in Quay county opened recently on West Highway 66 with accommodations for 400 cars.

Owner Builds New Store

OREGON CITY, ORE.—J. D. Progastis, owner of the State Theatre here, has completed a modern building in Milwaukie, Ore., which he has leased as a variety store.

Series of Discussions Starts on Production

HOLLYWOOD—Inaugurating a discussion series on various phases of film production sponsored by the Motion Picture Ass'n of America's department of studio and public service, Harriet Parsons, RKO producer, and scripter DeWitt Bodeen were the speakers at the kickoff session.

Participating in the forum were reviewers representing 14 national women's organizations. The meetings are being set up by the MPAA's Alice Evans Field.

New RKO Circuit Labor Relations Post Set Up With Frank Smith in Charge

CHICAGO—Frank Smith, midwest director of RKO Theatres the last four years, has been named Chicago representative for circuit labor relations, a new post, by Sol A. Schwartz, vice-president and general manager of the circuit here. Jerry Shinback, former assistant division manager, has replaced Smith as division head.

He has been with RKO since 1924, serving in various managerial capacities. As the manager of ace houses here, he became active in the city's community affairs and has been connected with many important events. For over ten years Smith has managed the city's annual Christmas benefit. He also was chairman for the stage presentations which were given at the local service men's centers during the war.

Born in Rochester, N. Y., Smith entered the amusement industry at an early age. For many years he was with the Empire Producing Co., where he was in charge of booking and managed road tours of W. B. Patton. He was also at one time publicity man for Klaw & Erlanger. Joining RKO in 1924, Smith managed the Lincoln-Hippodrome and Majestic theatres in Chicago and other RKO houses in Milwaukee, Denver and Champaign. In 1927 he was appointed manager of the RKO Palace here and four years ago was named division manager for the Chicago area.



FRANK SMITH

Chicago Police Directed To Enforce Curfew Law

CHICAGO—Strict enforcement of the night curfew law for teen-agers has been ordered by Police Commissioner Prendergast, in the wake of several recent juvenile crimes. The ordinance directs the police to pick up all boys and girls under 16 who are on the streets without a legitimate reason after 10:30 p. m. five days a week. An extra hour, until 11:30 p. m., is allowed on Fridays and Saturdays.

The ordinance provides that parents of first offenders will be warned. A second offense makes the parents liable to a fine of $5 to $100. Originally the law covered youngsters under 18. Last March the age limit was lowered to 16. Children will not be allowed to attend late shows at motion picture theatres unless accompanied by their parents.

Three-Hour Power Cut

AURORA, IND. — All motion picture houses in a five-town area in southeastern Indiana were stopped on a recent Monday night when an overloaded circuit of the Public Service Co. of Indiana went out for three hours. Towns affected were Aurora, Dillsboro, Rising Sun, Lawrenceburg and Greendale.

Grand Theatre Corp. Files For Incorporation

TERRE HAUTE, IND.—Articles of incorporation were filed in the office of the county recorder here for the Grand Theatre Corp., to provide amusement and entertainment and listing 1,000 shares of $1 par value stock and 1,000 shares of no par value stock. Directors are P. J. Dee, S. J. Gregory and Herbert L. Stern, all of Chicago. Incorporators are listed as Lazurus Krinsley, Robert B. Moore and James J. Cullen of Chicago. The firm will operate the Grant Theatre after next April when the lease of the Fourth Avenue Amusement Corp. expires.

Midwest Installations At 3 Indiana Theatres

INDIANAPOLIS—Midwest Theatre Supply Co. reported that the Lincoln Theatre, operated by Bernard Nickbarg here, has installed new Snaplite coated lenses, projectors, and Super-X lamps and rectifiers. The New Star, formerly the Stratford, closed for remodeling and renovation, is being equipped with RCA sound and Brenkert projectors. The house will be operated by O. J. McCormack.

Phil Smith, operator of the Lawrence Drive-In closed early this season in order to install 1,000 RCA in-car speakers, and RCA cable.

Builds in Cassville, Wis.

CASSVILLE, WIS.—A new quonset type theatre is being built here by Ernest Bozyske of Stoddard and will be completed about January 1.

Drive-In Firm Incorporates

MANITOWOC, WIS.—A new Wisconsin corporation is the Triple-R Amusement Co., Manitowoc, 200 shares at $100 par to build and operate drive-in theatres. Incorporators are Roger W. Reinert, Richard E. Bosman and John C. Danielson.

ATOI Members Urged To Know Lawmakers

INDIANAPOLIS—To combat an increasing trend toward the levy and collection of city amusement taxes as sources of municipal revenue, Associated Theatre Owners of Indiana is urging its members to become acquainted with state legislators in their respective areas in an effort to prevent such discriminatory legislation from being enacted.

"Every exhibitor should make it clear to his legislators that as a theatre owner he does not automatically oppose any or all methods of raising additional revenue," an ATOI bulletin declares. "Rather, he will be ready to pay his fair share of any necessary taxes, asking only the same treatment as any other business man.

"An exhibitor should tell his legislators some of the problems of the theatre business. The exhibitor is not like other retailers who, if rain keeps customers at home one day, can leave his goods on the shelf to sell the next day. A can of film, returned to the exchange, means that any additional possibilities of sale are gone.

"The expenses of the exhibitor remain the same regardless of the volume of business he does. Rent, power, light, salaries and other expenses remain constant as in most businesses, but others do not have to include the cost of merchandise they do not sell."

The ATOI bulletin asks exhibitors to remember that a legislator must consider hundreds of bills affecting many different kinds of businesses, and that he can not have intimate knowledge of them all. While Indiana exhibitors do not presently have to contend with discriminatory legislation which confronts theatremen in other states, the increasing trend toward it makes the cooperation of its members necessary to avoid the danger of it in the near future.

St. Louis Public Library Opens 16mm Department

ST. LOUIS—The new film service department of the public library will be opened soon, according to Charles H. Compton, librarian. In the initial stages of this service, organized adult groups throughout the city may borrow 16mm films for showing within the city limits, without payment of any fee whatsoever. They will not be permitted, however, to charge an admission fee. It was stated that the films will not be issued for classroom use or to individuals for home showing at this time.

As a special feature of the free film service, a series of free noonday programs will be staged in the central library on Fridays, between 12:30 and 12:45 p. m., commencing December 3.

Illinois Variety Elects New Directors for 1949

CHICAGO—The Variety Club of Illinois has named these new directors for 1949: John Balaban, J. Harold Stevens, Nat Nathanson, Harry Lustgarten, Manual Smerling, Ralph Smitha, Irving Mandel, Tom Gilliam, James Booth, Henri Elman and Van A. Nomikos. Irving Mandel and Henri Elman were chosen delegates to the national convention. A new slate of officers for 1949 will be announced at a meeting next month.

Chicago Smash Week As Visitors Jam Loop

CHICAGO — Thousands of out-of-towners here for the Thanksgiving holiday and the National Livestock exposition gave Loop houses a big play. The Oriental had a terrific week with "When My Baby Smiles at Me" sparked by Burt Lancaster heading the stage show. The Chicago also had a smash week with "The Loves of Carmen" and a stage show headed by Bert Wheeler and Rose Marie. Another new entry, "Urubu," had a tremendous week at the Rialto while other newcomers did around average. "The Snake Pit" had another smash week at the Garrick and "Johnny Belinda" at the State-Lake.

(Average Is 100)

Apollo — **The Housekeeper's Daughter** (Dezel); **Young and Willing** (Dezel), reissues....100
Chicago—**The Loves of Carmen** (Col), plus stage show....135
Garrick—**The Snake Pit** (20th-Fox), 2nd wk....125
Grand—**Last Days of Pompeii** (RKO); **She** (RKO), 4th wk., reissues....115
Oriental—**When My Baby Smiles at Me** (20th-Fox), plus stage show....140
Palace—**The Saxon Charm** (U-I)....95
Rialto—**Urubu, the Story of Vulture People** (UA)..125
Roosevelt—**Night Has a Thousand Eyes** (Para)....100
State-Lake—**Johnny Belinda** (WB), 4th wk....120
Studio—**Lysistrata** (Distinguished); **Fric Frac** (Oxford)....110
United Artists—**Let's Live a Little** (EL), 2nd wk....95
Woods—**A Song Is Born** (RKO), 5th wk....100
World Playhouse—**La Traviata** (Col), 2nd wk....120

'Musketeers' Tops Milwaukee In Good Business Week

MILWAUKEE—The long, four-day Thanksgiving holiday, the Shrine convention and a tremendous burst of Christmas shopping jammed the downtown area from midweek on. With all schools closed and students spending the holidays with families, all first runs registered top draw. "The Three Musketeers" piled up a second big Towne week, leading the city with 140. "Fighter Squadron" angled a solid Warner run in second place with 125.

Alhambra—**Johnny Belinda** (WB); **Out of the Storm** (Rep), 6th d. t. wk....110
Palace—**Miss Tatlock's Millions** (Para); **Behind Locked Doors** (EL)....100
Riverside—**The Paradine Case** (SRO); **Adventures of Gallant Bess** (Col)....100
Strand—**Road House** (20th-Fox); **Sofia** (FC); 2nd d. t. wk....100
Wisconsin—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox)....115
Warner—**Fighter Squadron** (WB); **Angel in Exile** (Rep)....125
Towne—**The Three Musketeers** (MGM), 2nd wk....140

Christmas Shopping Rise Slows First Run Grosses

INDIANAPOLIS—Local first run grosses were only fair to good here with Christmas shopping in full swing. Even Sonja Henie at the Coliseum with her Hollywood Ice Review did not click.

Indiana—**Kiss the Blood Off My Hands** (U-I); **Escape** (20th-Fox)....100
Keith's—**June Bride** (WB); **Inner Sanctum** (FC), 2nd d. t. wk....110
Loew's—**The Return of October** (Col); **Leather Gloves** (Col)....100
Lyric—**The Dude Goes West** (Mono); **The Hunted** (Mono)....75

World Theatrical Buys Quincy Drive-In Site

QUINCY, ILL.—H. Paul Stroud, Dr. Eugene E. Brezany and Dr. Ralph L. Rutledge, all of St. Louis, are reported to have purchased seven acres on Route 24 west of the Mississippi river as the site for a large drive-in.

The three officers of the World Theatrical Enterprises, operators of the World Theatre in St. Louis, were here recently with their consulting engineer to take the first steps toward construction of the drive-in. They indicated that the overall cost would run well into six figures.

The Quincy area has no drive-in.

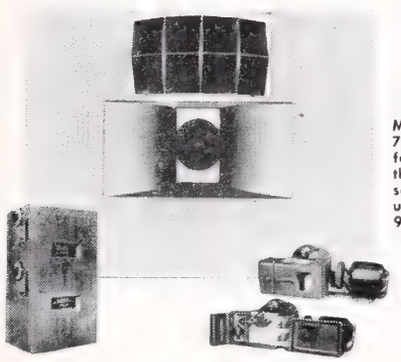
Russell Brentlinger Renamed by Tent 10

INDIANAPOLIS — Variety Tent 10 re-elected Russell R. Brentlinger, manager at RKO, chief barker; Tom McCleaster, 20th-Fox, first assistant; Earl Herndon, Affiliated circuit, second assistant; Al Blocher, Y&W circuit, dough guy; William Carroll, executive secretary for Associated Theatre Owners of Indiana, property master; and these directors: Trueman Rembusch, Burdette Peterson, Abe Gelman, Carl Harthill, Irving Fendrich, Oscar Kuschner and Ted Mendelssohn.

J. R. Thompson Takes Over Theatre at Raymond, Ill.

RAYMOND, ILL.—J. R. Thompson, who operated the Legion Theatre in Steeleville, Mo., before selling it to J. E. Pruitt, has taken over the 350-seat theatre here. Thompson contemplates extensive improvements to the house, which he plans to reopen early in December. He recently purchased a Manley popcorn machine through R. D. Von Engeln, Manley representative in St. Louis.

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INDIANAPOLIS

Roger Scherer, formerly with the Mallers circuit, Fort Wayne, has resigned and taken over the Family Theatre there and renamed it the Rodeo . . . William R. Hall has acquired the Avalon here . . . Meta Abramson, head inspector at 20th-Fox, is improving at home after an operation at the Methodist hospital . . . Kay Hughes is the new cashier's clerk at 20th-Fox exchange, replacing Phyllis Brydon now in the contract department.

Helen Morrison became the bride of Foster Gauker jr. November 23 in the McKee chapel here. She is in the contract department at 20th-Fox, and he is the son of Foster Gauker, manager at MGM here . . . Carl Kemp, salesman for Republic, was in Fremont to call on Perry Gay, who recently acquired the Star there. While business was reported good by the exhibitor, Kemp's teeth chattered from the intense cold while writing his contracts. On his next visit Kemp declared he will be wearing heavy furs, or he will postpone the trip until early summer.

Sam Abrams, manager at Film Classics, reports reaction at the screening of "Unknown Island" in Cinecolor was good . . . Dallas Cannon, operator of the Kent Theatre, Kentland, is reported recovering from a recent heart attack . . . Mrs. Ned Tillman, wife of the office manager at Warners, will fly to Phoenix, Ariz., for her health. She will remain until February 15.

Harry Marcum, operator of the Belmont Theatre, was confined at the Methodist hospital for a general checkup . . . Mary Long, cashier at UA, is at St. Vincent's hospital here after a major operation . . . George Reif, former manager of the Ritz in Tipton, now is buying for the Mallers circuit, Fort Wayne . . . Earl Kincaid of the maintenance staff of Quimby Theatres, Fort Wayne, is driving a new car.

Al Borkenstein, Fort Wayne exhibitor, and his family attended Sonja Henie's "Hollywood Ice Revue" at the Coliseum . . . Mary Baker, assistant contract clerk at U-I, was off sick . . . Charles Simonelli, exploitation director, U-I, is here directing the exploitation on the coming attraction of "Countess of Monte Cristo" . . . Alex Kalafat, Kalafat circuit, Garrett, spent several days in Chicago on business.

Hollis Bass, operator of the Ritz, Ownesville, Ind., was elected surveyor of Gibson county . . . Mabel Hanchey is the new secretary assisting Kirk Butler at the Liberty, Muncie . . . Earl Payne, buyer for the Switow circuit, Louisville, and Mrs. Payne attended the Sonja Henie "Ice Revue" when he was in the city booking . . . Laddie Hancock, former 20th-Fox salesman, visited friends on Filmrow, driving his new car and displaying some of the gadgets he now is selling . . . A capacity crowd attended the tradeshowing of "That Wonderful Urge" in the screening room at 20th-Fox.

Filmrow visitors: William Studebaker, Logansport; Roger Scherer, Fort Wayne; John Austin, Versailles; A. B. Thompson, North Vernon; Jack Whitley, Kokomo; Joe Schilling, Auditorium, Connersville, and Kirk Butler, Muncie.

City Lowers License Fee

PECATONICA, ILL.—George Nicol, local theatre owner, appeared before the city council here to argue against a license fee of $50 a year and succeeded in getting the council members to lower the tax to $15 per year. Nicol argued that the local fee should correspond with fees paid in towns of comparative size.

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CHICAGO

The anniversary cabaret party of the Allied buying and booking organization will be held at the Chez Paree December 16. The affair will be informal with dinner at 6:30 p. m. Jack Kirsch, Allied president, also will be felicitated on his birthday. Dick Salkin, Nate Slott and Robert Lubliner, co-chairman, are arranging a gala affair and ask that reservations be made at once.

Eddie Silverman, head of Essaness chain here, has added motion picture production to his already numerous chores. His firm will be known as Essaness Pictures. First picture, scheduled for location in California and Nevada, will be "Blood Money," which has been budgeted at $500,000 . . . Harry Lessman, the Row's cigar man, is recovering from an operation at Lutheran-Deaconess hospital.

Cleaning up the fall series kiddy show programs is under way at the Lake, with Len Utecht and assistant Jim Smith breaking every edition of the newspapers. The Chicago Tribune helped push this Oak Park and River Forest project. Shows are sponsored by the Youth Films committee, comprised of PTA groups, women's guilds and various other organizations, plus the clergy.

Johnny Strain, treasurer of the Oriental Theatre, is trying to break into the Chicago column of some theatrical magazine or newspaper . . . The Palace Theatre, in Cicero, operated by Lubliner & Booth, is booking vaudeville shows for the yule holidays in addition to its double feature film policy. The holidays will bring two changes of stage shows each weekend. The Palace also has brought back another attraction on Wednesday nights, an amateur night.

Jim Smith, assistant manager of Lake, Oak Park, is applying for flying lessons . . . Jack Belasco, Woods manager, deposited two sirloin steaks in his bank. Jack says some of these days he will get plenty of interest—"six pork chops."

Funeral services were held in St. Clement's church here for Frank C. Westphal, 59, Chicago pioneer theatre and dance orchestra leader and former husband of Sophie Tucker. He died in Connecticut . . . Sympathy to J. J. Allin of Film Delivery Service, whose wife died last week . . . Dave Kimmel resigned as RKO sales aide to enter the steel business . . . Sam Levinsohn, head of Used Chair Mart, went to New York on business.

John S. Goshorn, manager of theatre seating department for National Theatre Supply, was at local headquarters . . . Ben Bloomfield, former B&K manager who made good in the food business out on the west coast, was in for a visit with his former workers at B&K and also said hello to members at the Variety Club.

Tom Wood and Conrad Cook have joined the MGM contract department here . . . Dick Graft, former booker at U-I, is now country booker . . . John Sokley, office manager for Warners, has been promoted to salesman. Arthur Weinberg, office manager in New York, replaces him here.

Chicago experienced its biggest shopping days in its history last week. Well over 2,000,000 men, women and children jammed the Loop from morn until night with all downtown theatres getting a big play. Excitement ran high with the opening of Sir Laurence Olivier's production of "Hamlet" at B&K's Apollo Thanksgiving eve on a reserved seat basis, $1.20 to $2.40.

"The Red Shoes," a J. Arthur Rank production released by Eagle Lion, will open here on a reserved basis with a two-a-day showing at the Selwyn Theatre December 23, with a $2.40 top. This will be the first film to play the Selwyn, normally a stage house operated by Shubert. William Heiman, EL vice-president, and Leon Brandt, exploitation head, were here completing arrangements for the run.

B&Kers are congratulating Jimmy Savage with the announcement that he will by-line the Chicago Tribune column now prepared by Marcia Winn beginning the first of the year. Marcia is abandoning the column field to rendezvous with the stork and give full time to raising her family. Savage's departure from B&K's publicity department will terminate 20 years service with the circuit . . . "The Eternal Gift," filmed at Our Lady of Sorrows church, was shown in the parish hall there last weekend. The only sound film of solemn high mass ever filmed, "The Eternal Gift" was sponsored by the Third Order of Servites. It was also televised here and in New York.



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City Ordered to Pay $25,500 to Theatre

MADISON—The Wisconsin supreme court has upheld a Waukesha circuit court decision ordering the city of Waukesha to pay Fox Wisconsin Theatres $25,500 for property condemned by the city for use as a parking lot.

A jury set $25,500 as a fair price for the lot, but the theatre firm appealed to the supreme court on grounds that the circuit court judge had not permitted a witness to testify on a proposed sale of the lot to a chain store company for $45,000. The supreme court, however, rejected the appeal, holding that the testimony would have been mere hearsay because no witness was an officer of the chain firm.

Open Wheaton, Ill., Airer

WHEATON, ILL.—The Star-View Drive-In, latest and largest ozoner to be erected in the western suburban district, was opened recently by owners Harry J. Reckas and his sons John H. and George H. Reckas. The drive-in covers approximately 34 acres and has accommodations for 680 cars. It is located about four miles east of Elgin. Cost of the enterprise was approximately $70,000 and contracting on the job was handled by Frank V. Pantoleo.

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Cable Work Brings Video Nearer to Kansas City

From Midwest Edition

KANSAS CITY—Regular television programs for residents of the Kansas City area loom a step nearer as the result of a cable-laying project launched by the American Telephone & Telegraph Co. in territory between here and St. Joseph, Mo.

A coaxial cable being laid parallel with highway 71 between Kansas City and St. Joseph will add needed telephone facilities until the television network projected by the company is extended westward to include them.

The project, which is being directed by the long lines division of the company, is expected to cost approximately 5 million dollars for underground work, buildings and interior equipment.

Work was started last spring with the laying of 13 miles of conduit northward from Kansas City. An additional 12 miles of conduit will lead into St. Joseph. Between the two cities, the coaxial cable is being laid about 30 inches below the surface.

Construction Under Way On Grayville, Ill., House

GRAYVILLE, ILL.—Construction is proceeding at a good rate on a new theatre here to replace the 250-seat Premier which was destroyed by fire last April. The Turner-Farrar Theatres Co., Harrisburg, Ill., owners of the new structure, with Charles Brechner, who operated the Premier, as local manager, awarded the construction contract to T. P. Thompson & Son Construction Co., Harrisburg.

Brechner said the new fireproof house will seat about 600.

Majestic at Joliet, Ill., Is Reopened as Collins

JOLIET, ILL.—The Collins Theatre, formerly the Majestic, reopened recently after extensive remodeling which included new seats, new screen and air conditioning installation. The theatre capacity was increased from 300 to 400. The house is owned and managed by Joseph Etheridge, who came here to take over the Majestic in 1936.

Howard Theatre at Monon Gets Major Improvements

MONON, IND.—Oral O. Ledbetter, manager of the Howard Theatre here, installed new air conditioning and heating equipment in improvements made to that house this year. A new carpet was laid in the aisles and new asphalt tile in the outer lobby. The restrooms and auditorium also have been redecorated.

Building Work Proceeds

EAST ST. LOUIS—Construction is progressing rapidly on the new theatre being erected at 40th and Waverly by the Frisina Theatres Co. John J. Keeley is general contractor. The site for the new theatre was purchased by Frisina interests from Dr. George J. Hobbs in August. The old 40th Street Theatre, owned by Dr. Hobbs, was destroyed in a fire on July 6, 1945. The new theatre, like the old one, will have 800 seats.

Women and Boys Carve Seats, Manager Says

From Southeast Edition

LAKELAND, FLA.—Bob Anderson, manager of the Florida State Theatres here, has a problem for a psychonalyst, dealing with the emotions which cause women and boys to tear up theatre seats. Anderson said that in the Palace Theatre here as many as 60 seats had to be recovered during a one-month period because of apparent vandalism on the part of the patrons. He said cost of covering seat, including labor, ran close to $4.

Boys, Anderson explained, brought out pocket knives and ripped into the covering while women use a nail file to dig into and rip the leather. Stimulated by the pictures, he continued, they seem to be unaware of what they are doing. Boys attending exciting western pictures at the Palace got so bad, he said, that leather covered seats were removed from the front of the auditorium and the first 12 rows replaced with wooden seats.

Anderson said that at the Polk Theatre the destruction had not been so bad, although as many as 30 seats have had to be recovered in a single month.

He said he was at a loss to explain the motivation which prompted patrons to tear up the theatre seats.

Roy Eggman Resigns

FRANKFORT, IND.—Roy Eggman has resigned as manager of the Roxy and Clinton theatres here and will leave soon for Florida.

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MILWAUKEE

Karl J. Kelley, who managed the Tower for the last six years under the Warner management and continued in the same capacity when St. Cloud Amusement of New Jersey assumed ownership October 1, has been elected president of the 27th Wells Advancement Ass'n. Kelley also reports that a new vending unit is due for early installation at the Tower . . . Edwin Schwalbe of the Riviera, Rivoli, Strand and Wisconsin at La Crosse, has established his theatres as real community centers. La Crosse townsfolk attending Schwalbe's houses regularly attest to the friendly, courteous treatment that has been a long established policy at the theatres.

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Lon Huston, Troy, East Troy, has built a successful repeat patronage since taking this house over a short while back. Husten provides his rural patrons with the type of program they want and readily adopts suggestions . . . J. G. Heywood, Gem, New Richmond, and Stanley, Stanley, augmented his weekend matinee business with special kiddy shows. Initiated as an experiment, the plan caught on and became a regular feature at both houses.

Russell Leddy, Orpheum, Green Bay, managed to view some football prior to attending the national Allied convention at New Orleans . . . The Vic Manhardt Co. installed new projection equipment at F. E. Hellstrom's Badger, Wittenberg.

Fred Fast, manager of the Hiway, Hustisford, is receiving excellent cooperation from local merchants in exploiting new films. Fast gives the businessmen full credit in newspaper advertising as well as lobby and direct advertising . . . Constantine Papas, Chicago, who operates the Towne, Milwaukee, with Andrew Spheeris, was here . . . Vic Manhardt recently installed new projection equipment at the Home, Antigo, operated by John Hanus . . . Tom Cornfield, former Wisconsin manager, now manages the Sherman . . . Jasper Mineo of the Warner celebrated a birthday.

John G. Kemptgen, MGM resident manager, was around the territory calling on exhibitors . . . All exchanges were shuttered for the Thanksgiving day holiday . . . Lee Macklin, manager, Mer Mac, New London, has developed worthwhile public relations through contacts with New London retailers and business people. Macklin says the Mer Mac lobby, newspaper and herald advertising tied-in with merchants results in considerable window space for Mer Mac coming attractions . . . Ted Redding, IATSE projectionist, spent three days hunting deer in his native haunts in northern Wisconsin but failed to bag a thing. He managed to return with a load of Christmas trees after driving through heavy snow and ice that nearly buried the truck.

Dick Kelly, Badger, Reedsburg, enjoyed hunting for deer up north . . . George Panka, Metro, Prairie du Chien, reports a general renovation and cleanup of the house now ranks the Metro with the top houses in the state . . . Orville and Elton Voeks, Lake, Baileys Harbor, reports things are wintry in those parts. The Voeks say patrons manage to attend the Lake at least once a week regardless and attribute this to steady advertising and exploitation . . . John Juell, Garden, South Milwaukee, was here . . . Sam Miller, Rialto, Gladstone, Mich., is spending the winter in California.

Bob Guitarman reports that a $40,000 remodeling job on the Mikadow, Manitowoc, is under way. It includes a new canopy and extensive exterior and interior improvements to be completed by Christmas. The Capitol, Manitowoc, under the Guiterman wing, also will have a new canopy . . . The remodeling of the Comet by A. J. Honthaner has been under way for some time and now is finished.

Eddie Vincient, Nicolet, West De Pere, and Sam Vincient, Lyric, Denmark, joined the deer hunters . . . Eddie Johnson, Roosevelt, Milwaukee, presented the independent theatre owners viewpoint on the proposed city theatre admissions tax, in a radio interview on WISN . . . Mr. and Mrs. William Ainsworth, Fond du Lac, are building a new ranch-type home at Fond du Lac . . . The Perrizo brothers, Badger and Oconto, Oconto, were with the deer hunters up north and were successful.

A very busy man is Barney Sherman of the Douglas, Racine. In addition to operating the Douglas with brother Dave, Barney directs the activities of a firm manufacturing a duck-like lawn sprinkler. A rush delivery call recently found Barney practically buried under ducks as he took off for Chicago. En route, Barney's car hit a drop in the highway and the ducks showered down on his head, nearly burying the showman.

Repeal of Zion Blue Law To Voters December 21

CHICAGO—The Zion city council has set December 21 for a referendum election on a proposition to repeal the city's so-called blue law ordinance banning operation of all places of business on Sunday. The places restricted include the city's motion picture theatre, bowling alley and a drug store. A petition for the election, bearing 1,500 signatures, was filed October 20.

Takes Lead in 'Western Story'

The lead in the Universal-International film, "The Western Story," has been given to Yvonne DeCarlo.

Clare Luce's Original to Films

The screenplay of Clare Booth Luce's original, "Come to the Stable," is being written by Sally Benson for 20th Century-Fox.

Columbia Borrows Mary Hatcher

Columbia has borrowed Mary Hatcher from Paramount to play the feminine lead in "Night in Havana."

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Sociologist's Seek Film Influences

CHICAGO—Are kids who hold hands in motion picture shows just "borrowing" the emotions of characters they watch on the screen? Answers to that and hundreds of other questions about the influence of motion pictures are being sought by a University of Wisconsin sociologist and 15 assistants in a new research project.

Prof. Hans H. Gerth and his aides say they have found that the lower the income the more frequently people go to picture shows. They want to find out why.

Motion picture preferences of groups with different educational, religious and economic backgrounds will help reveal the mental attitudes produced by differing backgrounds, they believe. They aren't out to get crime films.

"Shakespeare's tragedies are filled with murder, but we don't charge them with having increased crime," Gerth says, "If the plot is presented in the proper context, a crime film does not communicate antisocial attitudes."

Roxy at Stonington, Ill., Bought by Lyle Epling

STONINGTON, ILL.—Miss Lyle Epling of Springfield has purchased the 300-seat Roxy here from James Grady, who owned the house for the last eight and one-half years. He is leaving theatre business to complete college. Miss Epling is new to show business. She also purchased the home of the late Horace Warner.

Free Show to Patrons

GREENFIELD, IND.—Walter Weil, owner of the Weil Theatre here, celebrated that house's second anniversary by throwing open the doors and inviting patrons in for a free show. Weil said the evening's free entertainment was "our way of showing as best we can" the management's gratitude to theatre patrons.

Vandals Damage Marquee

AUBURN, IND.—An estimated $30 in damage was done to the marquee of the Smart Theatre November 18, when vandals smashed several floodlights and stole a large number of electric light bulbs, according to owner H. E. Hart. The police blame youthful pranksters. Hart said six floodlights on the marquee were smashed on the sidewalk and over 20 light bulbs were removed from sockets on the marquee.

New Seats at Geneseo, Ill.

GENESEO, ILL.—Manager Vernon Malone said recently that the renovation program under way at the Geneseo Theatre here included the installation of 355 new seats and addition of a new heating unit and sound system.

$65,000 Cuba Dedicated

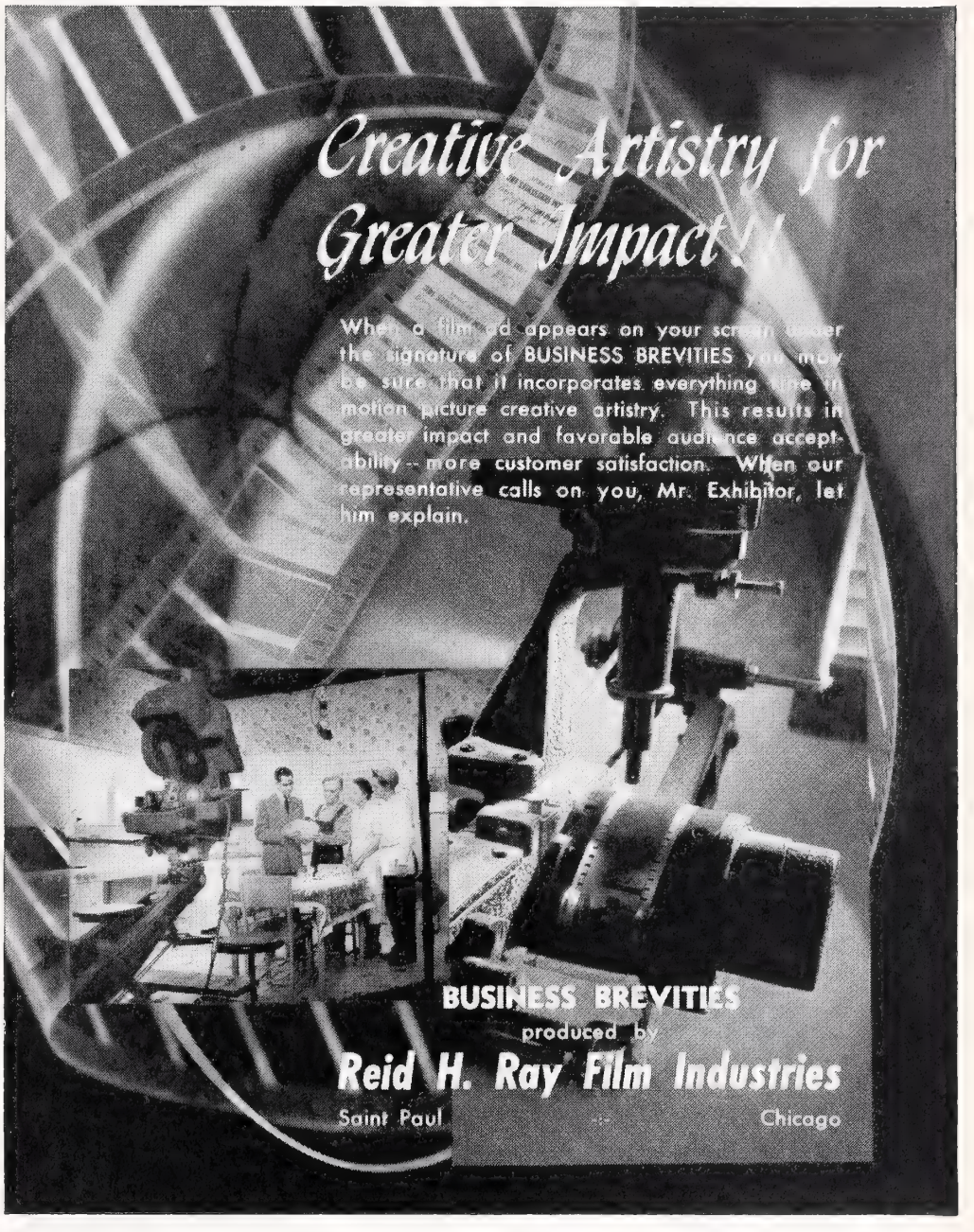
CUBA, ILL.—The new Cuba Theatre was dedicated in official opening night ceremonies here recently. The theatre, built by Russel McConkey and Ray Murphy, cost $65,000 to erect.

Ervin Morris to Muscoda

MUSCODA, WIS.—Ervin Morris of Gotham has purchased the Muscoda Theatre here from Mr. and Mrs. Carl Lunenschloss. Mrs. Geraldine Burton has managed the house.

Sheridan Theatre Not for Sale

SHERIDAN, IND.—Mrs. Ballard Long, operator of the Hippodrome Theatre here, announces her theatre is not for sale and "does not wish to be annoyed with prospective buyers, and callers."



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ST. LOUIS

Edward B. Arthur, assistant general manager of Fanchon & Marco Service Corp., has been elected a director of the Better Business Bureau here. Representatives of 12 other trade groups also were elected at the organization's recent annual meeting . . . Lee Norton of Sullivan, Ill., was a visitor . . . Rani Padrucci, feature booker for the Frisina Amusement Co., Springfield, Ill., also was on Filmrow.

Eddie Ditzenberg, who formerly operated the St. Clair Theatre in East St. Louis, which was destroyed by a fire in 1947, has joined the local Columbia booking staff, filling the vacancy caused by the recent resignation of Bill Emas, now head booker for Monogram-Allied Artists . . . Mrs. Catherine Hertlein, 51, collapsed and died of a heart attack recently as she was entering the Fox Theatre here. She was accompanied by her daughter-in-law, Mrs. Mary Hertlein.

Funeral services were held recently for Mrs. Pauline Martha Hill, 35, wife of Phil Hill, manager of the Fox Midwest Lincoln Theatre in Belleville, Ill. Mrs. Hill had been under a doctor's care for about three weeks but her condition was not regarded as serious. Mr. and Mrs. Hill went to Belleville in 1940 when he was named manager of the Lincoln . . . The Fox-St. Louis Properties, owner of the Fox Theatre building and the adjoining Humboldt building, has declared a dividend of $1 a share on its preferred stock, payable December 17 and making the total $1.50 per share, the same as last year.

George W. Thomas, 74, who as a member of the old J. K. Emmett Quartet sang in many theatres here, died recently . . . Bob Hall, photographer and lecturer, will deliver a series of lectures here in conjunction with his motion picture "Japan After Conquest" . . . Fred Waring and His Pennsylvanians were scheduled to give a two-hour concert in the Kiel Municipal Auditorium December 4 . . . Sonja Henie and her "Hollywood Ice Revue" will open at the Arena December 8 for 13 performances.

Blistering Pace Is Set By Milwaukee Bowlers

MILWAUKEE—G. Mace, Harvey Black and C. Bunck set a blistering pace in the recent IATSE Bowling league rolloff, rolling 615, 603 and 574 for three-game highs. Single game highs: Harvey Black 235, Mace 233 and J. Kraczek 232.

H. Eifert's Team 7 rolled 2546 for three-game high. H. M. Eifert's Team 2, 2511 and E. Bigelow's Team 1, 2454 for three games. C. Millis' Team 5 rolled high single 894. H. M. Eifert's team bowled 884 and H. Eifert's 879.

Team 5 leads with 19 won and 11 lost with an average of 767-25 in the team play. Top bracket individual scorers are Harvey Black, E. Klase, S. Hoenig, J. Trimbown, C. Millis, R. Wittman, A. Weaver, G. Mace, R. Smith, R. Schneider, R. Lenz, H. Eifert, Al Neuendorf, M. Melton, A. Otto, H. M. Eifert.

Bill Maciejewski, Dick Allen and Harvey Black held to their league lead in the Warner Theatres Bowling league, rolling 577, 567 and 561 three-game highs. Single game highs: Bill Maciejewcki 225, Dick Fahey 221 and Harvey Black 219.

The National Theatre team rolled another 1904 high three-game, Alhambra Theatre Sr. piled up 1889 and Jalonies blasted 1863. Granada Theatre Sr. bowled high single of 724, Alhambra Sr. 696 and Jalonies 693.

In the girls' league Lucille Haggith clipped 453 for high-three games, Ruth Krause 452 and Evelyn Nimmer 439. Ruth Krause bowled high single of 215. Teddy Jones 173 and Lucille Haggith and Evelyn Nimmer 167.

National Theatre leads the men's league with 20 won, 10 lost and an average of 568-3, Jalonies second with 588-23 for 18 won, 12 lost, Juneau Theatres Sr. 570-17 for 17 won and 13 lost, Granada Sr. 550-27 for 17 won and 13 lost, and Egyptian Theatre 545-11 for 17 won and 13 lost.

Brookport Theatre Sold

BROOKPORT, ILL.—Joe M. Saxon, owner of the Port Theatre, a 460-seater, since early April, has sold it to Fred Whitten.

Work Near Completion

BYRON, ILL.—Construction work was near completion on the new theatre being built here by Hans Balle and Donald Johnson. The theatre will seat 423 persons and will be equipped with Simplex sound and National seats. A parking lot for 50 cars also will be provided and policy calls for feature changes three times a week, with nightly shows and Sunday matinees.

From the BOXOFFICE *Files*

(Twenty Years Ago)

FIRE DESTROYED the stage and rear section of the Orpheum in Harrisburg, Ill., resulting in a loss estimated at $10,000, covered by insurance. The Colonial Amusement Co. owns the Orpheum . . . The Liberty Theatre and St. Clair Recreation Parlors in East St. Louis suffered $8,000 damage by fire . . . A dance marathon has been going on in the Drake in East St. Louis for about 1,600 hours, with the end not in sight.

* * *

The Motion Picture Theatre Owners of Wisconsin has affiliated with the Allied organization, which now embraces the entire northwest group of state associations.

* * *

The Midwesco circuit in Wisconsin continues to shake up its personnel. H. W. Foreste has been named as the manager of the Uptown in Milwaukee, succeeding Al Kvool, who was recently promoted to district manager, succeeding Stanley Brown. In Janesville the new manager of the Apollo and Jeffis will be Edmund Manley. The Fox house in Kenosha will be managed by Robert Ungerfield, assisted by Joe Picker, formerly of the Tivoli in Milwaukee. M. P. Kelly, formerly with F&R in St. Paul as advertising director.

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Nathan Sandler Buys Northwood Building

NORTHWOOD, IOWA—Nathan Sandler of Des Moines has purchased the Northwood Theatre Bldg., which he has leased here for the last ten years. Sandler bought the property from George W. Haight, who has owned it for 19 years. The theatre was built in 1914 by J. M. Slosson.

Sandler has announced plans for extensive improvements to the theatre. An entire new front will be erected and air conditioning installed. The theatre will be enlarged also, Sandler said. L. E. Whitcome, who has been associated with Sandler at the Northwood for the last seven years, will continue as manager.

Minnesota and Wisconsin Theatres to New Owners

MINNEAPOLIS—The Waverly Theatre, Waverly, Minn., has been sold by Clarence Walsted to Lawrence Frederick, Lake Bronson, Minn., who took possession of the property November 19. Walsted plans to move to California.

The Superior Theatre, Superior, Wis., was sold by the Duluth Theatre Corp. to L. T. Molitor, Norwood, Minn. Molitor operated the Norwood Theatre there many years, but sold it several years ago.

Both sales were handled by the Savereide Theatre Brokers, whose offices have been moved from the Lumber Exchange Bldg. to the Pence Bldg. here.

John and Leo Heaton Buy

CENTRAL CITY, IOWA—The Town Theatre here has been sold to John and Leo B. Heaton. As a result, the Memorial Theatre Corp., former owner of the theatre, is being dissolved and stockholders will be mailed checks for the amount of their holdings. The Town Theatre opened its doors in April of 1947.

MGM Percentage Policy Before Allied Parley

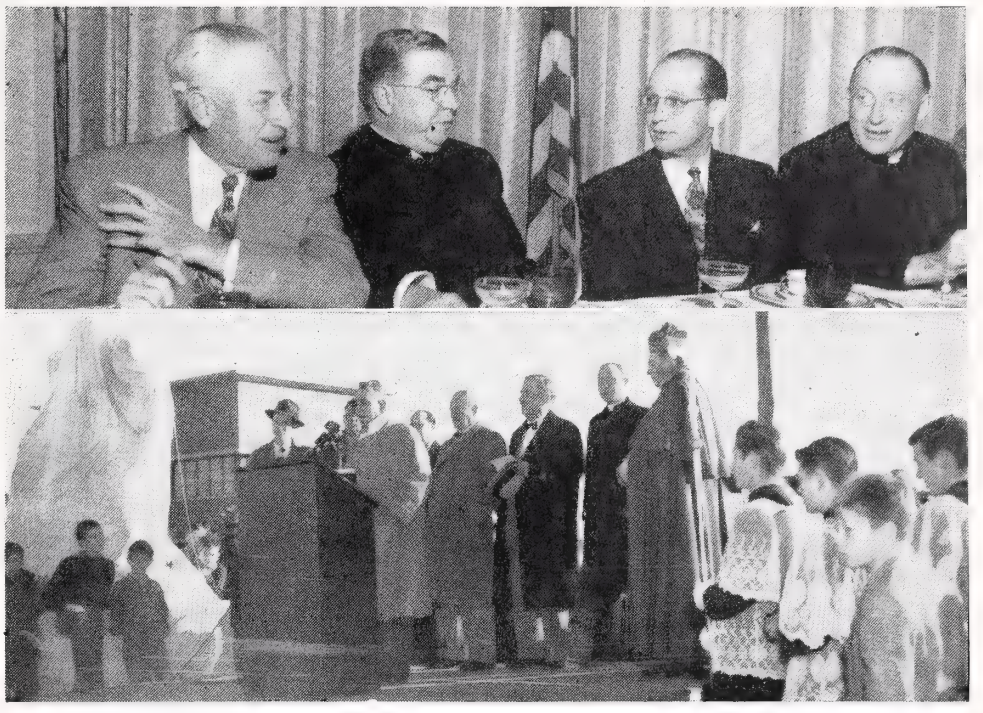
MINNEAPOLIS—Bennie Berger and S. D. Kane, North Central Allied president and executive director, headed a large exhibitor delegation from this territory to the national Allied States convention in New Orleans. Berger carried instructions to press the national organization to use its influence to try to induce MGM to drop its recently established compulsory percentage policy, particularly in deals with smalltown and suburban subsequent run theatres. North Central Allied wants the distributor to return to its sliding scale policy.

George P. Hundling, 67, Of Newton, Iowa, Dies

NEWTON, IOWA—George P. Hundling, 67, theatreman here 26 years, died November 28 at Skiff hospital. He had been in ill health the last few months. Funeral services were held November 30. Surviving are a son, Norman D., associated with his father in business; two daughters, both of Newton, and Mrs. Hundling.

Hundling was a partner of Tri-States Theatres Corp.

At Boys Town Variety Ceremony



John H. Harris of Pittsburgh, founder of Variety Clubs International, presents a heroic memorial statue to Boys Town in honor of the beloved founder Father Flanagan, whom Variety honored with its first Humanitarian award in 1938. Top photo, taken after the unveiling: R. J. O'Donnell, International chief barker; Archbishop Gerald T. Bergan, Omaha; Edward Shafton, Omaha Variety property master, toastmaster, and Father Nicholas H. Wegner, new Boys Town director.

Bottom photo shows the group at the unveiling, including Mayor Glen Cunningham, Omaha; Charles Lewis, New York; Harris, Shafton and O'Donnell; William McCraw, Variety executive director, and Archbishop Bergan.

F. O. Runyon to Manage Colony, Oak Grove, Mo.

KANSAS CITY—Forrest O. Runyon, former manager of the Owen Theatre at Branson, Mo., has taken over management of the Colony at Oak Grove, Mo., from Frank L. Plumlee, who recently resigned as district manager for Theatre Enterprises, Inc., to become associated with Tom Edwards in operation of the Lead Belt circuit of eight houses.

Oak Grove was without a theatre until Plumlee built the Colony about two years ago. Runyon, who formerly was a newspaper publisher, said that operating policies established for the Colony by Plumlee would be continued. Jack Comfort, manager of the Savereide Theatre Brokers, handled the transaction.

Three Manager Changes Made at Omaha Houses

OMAHA—Several changes in managers at Omaha theatres were announced this week. Dweight Seymour, in show business 28 years, is the new manager of the Military Theatre. Dick Gardiner, Nebraska City native who has been in business five years, takes over at the Fortieth Street. Donald Cook, who spent ten years in the business before service in the war, is new manager at the Avenue.

As Horse-trainer in 'Dan Patch'

John Hoyt has been ticketed to portray a horse-trainer in "Dan Patch," a United Artists picture.

C. A. McEvoy Cleared In Waterloo Case

WATERLOO, IOWA—Charles A. McEvoy, 24-year-old St. Paul, Minn., promoter of the Waterloo theatre project, heard District Judge William T. Evans dismiss charges against him last week due to lack of evidence. In handing down the decision, Judge Evans cleared McEvoy of charges of fraudulent intent which arose from the Minnesota man's sale of interests in the theatre to Karl Towsley, Donald Strahan and H. L. Marks of Waterloo, and Robert Hunerberg of Hedrick.

The Waterloo theatre is the former Palace. The front and marquee were recently remodeled, but the theatre has not yet reopened for business.

Judge Evans said the charges were dismissed on motion of County Attorney Blair Wood.

Notice of incorporation was published here last week by Waterloo Theatre, Inc.; 500 shares of stock with no par value were listed. Officers were given as follows: Charles A. McEvoy, president; H. L. Marks, vice-president; Robert Hunerberg, treasurer, and Harry Buckwold of Minneapolis, secretary.

To Screenplay His Novel

"Flanagan's Folly" will be screenplayed by its author, George Milburn, for Al Rogell's Gibraltar Pictures.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

THE worst floods since 1905 have swept through Kansas, Missouri and Oklahoma recently, taking a toll of 17 lives, driving thousands from their homes and causing a total property loss of approximately $25,000,000. More than 100 theatres were affected. Highways and roads were under water so motor transportation was impossible. Numerous cases of trading of films from one exhibitor to another were reported. Airplanes were pressed into service and various points were served in this way.

* * *

The Oldsmobile owned about 90 days by Max Wintroub, Security Pictures Corp., Des Moines, was stolen recently . . . Ted Mendenhall, Paramount manager in Omaha, returned from New York recently, entirely convinced that talkies were here to stay in a big way . . . Elmer Gailey, Gay, Wayne, Neb., has a letter in Movie Age this week, insisting that the exhibitors in small towns need more good silents and fewer of the "new squeaking tintypes" and "if one-fourth the publicity and advertising could be given silent pictures of the right sort that is being given these new squeakies, then what would we care for an increase in film rental and an occasional blackout in the silent dramas?"

* * *

C. C. Goodrich of Hardy, Neb., has turned mechanic. This time he built his own double-turn table device, attaching it to a loudspeaker, and is said to be cueing pictures excellently . . . J. B. Schuyler and wife, Omaha, attended the opening of the new Marshalltown Theatre . . . George Christianson of De Smet, S. D., is building a new theatre and store building there . . . W. H. Bergman, former manager of the Fremont, Omaha, has returned to that post, succeeding Manager Pierce, who was transferred to the Omaha office of the World Realty Co. A. W. Moldenhauer of Norfolk will take the management of the Columbus houses.

* * *

An unnamed Kansas City exchange manager wrote an article concerning the subject of sound pictures recently. "Every producer should release a silent negative of a sound picture, and this silent negative must in addition be a well-constructed and interesting motion picture. If the producers will do this, good, silent product will continue to do business at any boxoffice against sound pictures . . . Unquestionably, there is a certain degree of novelty in sound, and until the public's thirst for this novelty is satisfied, they will continue to patronize even a poor sound picture . . . Sound pictures came on the industry like a cyclone. They had been stagnant for a year or a year and a half, and the people making sound equipment, seeing no great need for speeding up construction, geared their factories only to a certain point . . . The exhibitor should install sound equipment. That is his future."

* * *

Workmen began this week to excavate for the foundation of the new Paramount exchange building in Kansas City. It is on the southwest corner of 18th and Wyandotte . . . Frank Keilhack of the service department of National Theatre Supply Co. has been in Kansas City for ten days.

* * *

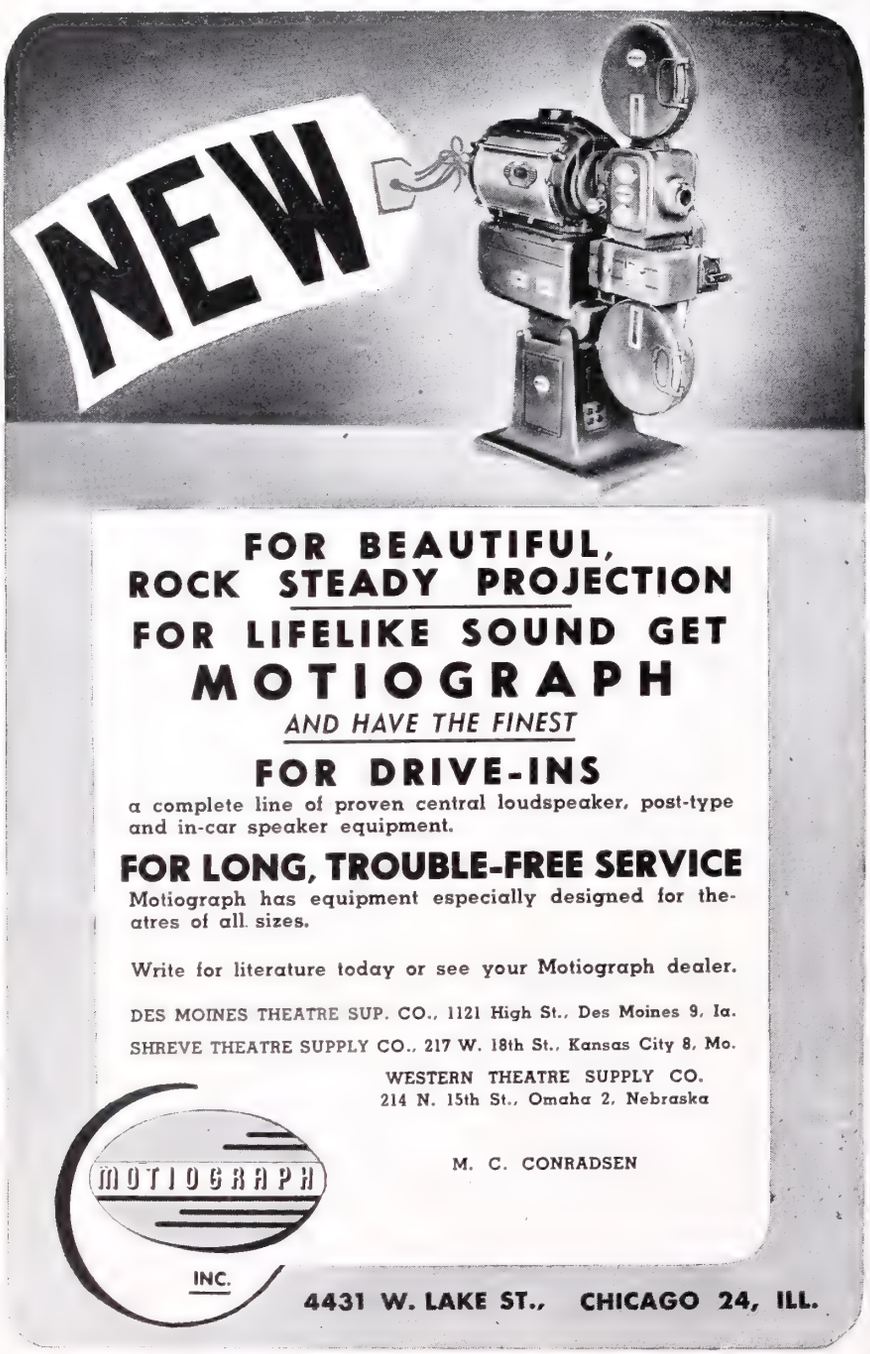
J. L. Galbreth of Superior, Neb., opened his new Lyric last week to capacity audiences . . . William M. Goliner has been appointed new manager of the new Capitol at Cedar Rapids.

* * *

Seen on Des Moines Filmrow: J. W. Ireland, Pastime, Logan, Iowa; Calvin Bard, Cedar Rapids, and Oscar Johnson, Atlantic, Atlantic, Iowa.

* * *

Ed Oldsmith, Pathe manager in Kansas City, won first place in the national sales drive with 177 per cent more than his quota . . . George Tyree has remodeled and reopened the old Opera House in Sheldon, Mo., under the name of the Mainstreet . . . The Lyric at Lebanon, Mo., is opening with L. L. Lewis as manager . . . A contract has been let for an $88,000 theatre building in Garden City, Kas., to be erected by the Garden Amusement Co. on Main street opposite the Windsor hotel.



Permit Given for Theatre In Minneapolis Suburb

MINNEAPOLIS—Clem Jaunich, Delano, Minn., exhibitor, and Paul Mans and Don O'Reilly, local independent circuit owners, have obtained a license to build a 1,200-seat theatre in Crystal, a Minneapolis suburb. The project includes a shopping center and will represent a $750,000 expenditure. Crystal residents have carried their fight to the courts to try to prevent Jaunich and his group from building a drive-in theatre.

Grade Spencer Airer Lanes

SPENCER, IOWA—Ten lanes for the new drive-in at the north edge of Spencer have been graded and workmen have begun pouring concrete for the buildings. It is expected much of the construction of the theatre will be finished this fall.

Critic of Censorship On City Review Body

SIOUX CITY, IOWA—A member of the board of review appointed by Mayor Dan J. Conley to pass on films and literature here told the Lawyers club recently that he accepted membership so that he could wield a restraining, conservative influence on the board's actions. The member is Wiley Mayne, lawyer, who said he accepted appointment on the board as a representative of the Junior Chamber of Commerce with that understanding.

"I don't believe in censorship," he said. In defense of the board of review, Mayne said, however, "There is a line beyond which you are outside the pale." He said there could be motion pictures of such low moral tone that "everyone would agree they shouldn't be shown."

Another speaker at the meeting, Jesse E. Marshall, also a lawyer, told the club that censorship is an entering wedge toward the weakening of a "fundamental right," freedom of speech.

Censorship in any form violates not only constitutional guarantees of free speech and expression, he said, but also "the significant fact of our democracy, protection of the rights of minorities against the majority."

Censorship is stupid, he added, because it usually gets an effect opposite from the one desired.

Good Response Reported To Cedar Falls Kid Show

CEDAR FALLS, IOWA—M. R. Blair, president of Cedar Amusements, Inc., which operates the Regent Theatre here, reports an unusually good response to the Junior Talent show program he is holding each Saturday at the Regent. The show is presented on the stage of the theatre and is broadcast over KWWL. Only youngsters up to 12 years of age are eligible.

The weekly shows, during which prizes were issued, were preliminary to the final grand show last Saturday in which three major awards were made: a bicycle, camera and a puppy. Blair reports he has received commendation for his program from the Cedar Falls PTA council.

In addition to his work in the theatre, Blair is a member of the Cedar Falls board of hospital trustees. He has been working on promotion for a $300,000 expansion program at the hospital. A special election November 30 will culminate the drive.

Storm Lake Site Chosen

STORM LAKE, IOWA—The site for Storm Lake's new drive-in has been chosen. Harold D. Field has purchased about 28 acres of land for the theatre across the road east of Lakeside. Erection of the new Pioneer house will be started as soon as the corn crop is removed from the land. This house, like the three in Storm Lake, will be under the supervision of Bill Hill. It is expected to be in operation by May 1949.

New Lamps at Mankato Ute

MANKATO, KAS.—Jess DeLong, owner of the Ute Theatre here, has installed two new Germkill lamps in that house.

Short-Change Artists Trick Cashiers At Four Theatres in Iowa City

IOWA CITY, IOWA—Several local theatre officials have reported they were cheated out of cash when two short-change artists tricked cashiers into giving them extra change on ticket purchases. A cashier at one of the theatres said she had become confused into giving the pair an extra ten dollars. The shuffle of bills began when the two men walked up to the ticket window. One asked for an adult ticket and presented a $20 bill while the other bought a child's ticket and offered a $10 bill in payment.

During the entire transaction, which lasted about 45 seconds, the men asked questions about the starting time of the show and when the feature would end. When the cashier laid the change out, the two men began discussing a $3 debt that one owed the other. The men passed bills back and forth to add to the cashier's confusion.

The man who had given her the $20 bill laid a $5 bill and five ones on the counter and asked for a ten. He got the ten. Apparently he did not give her the five and five ones but just put the ten on top of the other bills and handed them all back to her. "You might as well give me back the twenty," he said. "You don't want that large a bill anyway." The cashier then gave him the $20 bill for the money he handed her. The two left before the cashier realized she had given them $10 too much.

When police were notified, they called the other theatres to warn them, but the short-change artists already had been to all but one of the five Iowa City theatres. The cashier described one of the men as short and dark. The other was said to be tall and blond.

A similar story was told recently by the cashier at the Broadway Theatre in Council Bluffs who was cheated of $10 by two men. In Omaha, police have reported similar operations by two men who victimized a grocery store operator.

Courteous Drivers Week Sponsored by Theatres

DAVENPORT, IOWA—As a feature of its current courtesy campaign, Tri-States Theatre Corp. is holding a Courteous Drivers week in this city. The Capitol, Esquire and Garden theatres are sponsoring the campaign with the cooperation of the Davenport police department. A member of the traffic department is on duty each day throughout the campaign to select the ten most courteous drivers. These are each mailed a "summons" which entitles them to two free admissions to any of the three Tri-States houses in the city.

Courtesy Drive Page-Oned

OMAHA—The Tri-States Theatres courtesy drive landed on the front pages of the local newspaper.

Traffic cops began pulling a new crop of motorists over to the curb. These drivers got a surprise in keeping with the Christmas spirit.

In recognition for their courteous driving, they received a summons to be guests of Tri-States at the theatre.

KMBC Asks Experimental High Band Video Permit

KANSAS CITY—An application for an experimental television license in the high frequency band has been filed with the Federal Communications commission by radio station KMBC, according to Arthur B. Church, president.

Launching of high band video programs here within the next few months may be possible if the FCC grants the experimental license promptly, Church said. In the meantime, KMBC will continue to seek a license for KMBC-TV on the standard low frequency band.

The company, which operates both KMBC and KFRM, filed a petition for a conditional television grant, but the FCC denied the application.

Whip Wilson on Tour

Whip Wilson will leave soon for a personal appearance tour in conjunction with "Crashing Through," a Monogram film.



MARQUEE-HIGH SNOWS—Pictured above is A. G. Miller's Miller Theatre at Akinson, Neb., just after the big snowstorm there recently. The children have a natural toboggan slide running from the bottom of the marquee down to street level. The Miller, despite the huge snowfall, went right on offering entertainment.

KANSAS CITY

Senn Lawler, Fox Midwest Theatres public relations director, returned from a vacation in the southeastern states . . . James J. Long, Fox Midwest district manager, was back from a sojourn in New York . . . Nat Steinberg, Republic Pictures branch manager in St. Louis, was a visitor on Filmrow . . . Marvin Banks, St. Louis circuit operator, visited industry friends here.

C. E. "Doc" Cook, operator of the Tivoli, Maryville, Mo., and former Kansas-Missouri Theatre Ass'n secretary, planned to attend the annual Theatre Owners of Oklahoma convention December 6, 7 at Oklahoma City . . . Richard Stafford is the latest addition to the booking staff at the U-I branch, coming here from Denver to replace Dorothie Warneke, who resigned.

Elmer C. Rhoden, Fox Midwest division manager, returned from Omaha, where he attended the dedication of a statue of Father Flanagan given by the Variety Club there to Boys Town . . . Harold Hume, Fox Midwest district booker, began a two-week vacation during which he expected to hunt pheasants . . . Tom Smiley, Denver, Selected Pictures general manager, was a visitor.

Ruth Stever assumed her new duties as secretary to Earl Jameson at Exhibitors Film Delivery, succeeding Marti Boyer, who was married November 29 at the Community Christian church to W. M. Poulson, Sheridan, Wyo. . . . Bernice Sandler, secretary to Jack Langan, U-I branch manager, tendered her resignation . . . Maurine Kupperman, office secretary at U-I, also resigned.

Mrs. J. R. Stowers, a member of the Kansas State Board of Review, was ill with influenza at her home in Kansas City, Kas. . . . Alice Wolf, Durwood circuit booker, was ill at her home . . . Dorothy Rowland, cashier at the Durwood-operated Roxy, returned to her duties following an appendectomy . . . Pat Rahill is the new secretary at the Durwood circuit offices.

Sam Horowitz, Chicago, SRO division manager, visited the local branch . . . Oscar Blake, Los Angeles, U-I district manager, conferred with local branch officials . . . Don "Hi Fi" Davis, RCA-Victor district manager, was back from a brief trip in Missouri territory . . . The Calvin Co., 16mm film producer, was sponsoring its annual workshop at its plant here.

Filmrow visitors included these Kansas operators: Roy Culley, Pastime, Medicine Lodge; E. J. May, Uptown, Strong City; J. E. Johnson, Community, Gardner, and Sol Frank, Chief, Coldwater. Missouri showmen seen at exchange included L. Z. Henry, Lyric, Plattsburg; Nick Kotsis, Holden, Holden; A. H. De Canniere, Laclede, Laclede; Vernon Austin, Ozark, Lowry City, and Art Buergey, DeRay, Joplin.

Allied Managership To C. M. Parkhurst

KANSAS CITY—C. M. "Parky" Parkhurst, for more than 30 years a booker and film salesman in this territory, has been appointed general manager of the Kansas-Missouri Allied unit, and he will assume his duties January 3 at the offices of the organization here.

Parkhurst began his career in the motion picture industry in 1916, when he became a booker and salesman for the Pathe exchange here. He became associated with the Midwest Film Distributors in 1925 as a salesman at its branch in Omaha, Neb. In 1934 he returned here as a salesman for Republic Pictures, for whom he has continued to cover Kansas and Missouri territory for the last 14 years.

"Kansas-Missouri Allied welcomes 'Parky' Parkhurst to its organization," O. F. Sullivan, Wichita, president, said in announcing the appointment of the new general manager, "His long experience in the film world and his wide acquaintance among theatre operators in the two states, coupled with his keen understanding of the problems faced by the exhibitor of today, make him unusually capable for the position we have elected him to fill."

Parkhurst will be among speakers to be heard at the meeting for independent exhibitors to be sponsored by the Kansas-Missouri Allied unit next Tuesday, December 7, at the Continental hotel here.

City-County Tax Test Case

CLARINDA, IOWA—A decree on the test case between the city and county over tax assessment on the theatre building here is expected soon. The city has asked that the assessments be dismissed. The county, backed by the state tax commission, has placed an assessment for tax purposes on the city-owned theatre building on the premise that it is rented for profit. The city claims exemption that has been granted municipalities and nonprofit fraternal and religious organizations.

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Meyer Stern Elected Omaha Chief Barker

OMAHA—Meyer Stern, Hollywood Pictures Corp. representative here, is the new chief



MEYER STERN

barker of the Omaha Variety Club, succeeding Frank Van Husen, Western Theatre Supply Co. owner.

Other officers who will take over January 1 include M. G. Rogers, Film Transport Co., first assistant barker; Walter Creal, Beacon Theatre owner, second assistant; I. Sokoloff, National Screen Service manager, dough guy; Edward Shafton, attorney, property master. Canvasmen include Branch Manager Joseph E. Scott and salesman Hymie Novitsky of 20th-Fox; Jack Renfro, RKO manager; Fred Fejfar, MGM salesman; Ed Cohen, Eagle Lion manager; I. M. Weiner, Universal salesman, and Mr. Van Husen, national canvasman.

New Seats at Britt, Iowa

BRITT, IOWA—New seats have been installed at the Princess Theatre here by H. S. "Doc" Twedt. At the same time the floor was refinished. Twedt said if any of his customers preferred the old seats, they'd have to go to the DeWitt, DeWitt, where they are to be installed.

Max McCoy Quits at Omaha

OMAHA—Max McCoy, Paramount salesman, has resigned. Returning to the Paramount fold is Jack Andrews, former salesman who has been selling film for Selznick.

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Jayhawk, Kansas City, Kas. Open After Remodeling

KANSAS CITY, KAS.—The Jayhawk, 750-seat house operated by Friendly Theatres here, has been reopened following the completion of an extensive remodeling and redecorating program which cost approximately $30,000.

In addition to a new front and a new marquee, improvements to the house include a new lobby, enlarged foyer and lounges, indirect lighting and an illuminated concession stand. The entire theatre has been redecorated in tones of brown, yellow and turquoise blue.

The remodeling and redecorating program was supervised by Abbott Sher, manager of the house.

Associated to Operate Englewood Theatre

KANSAS CITY—Under terms of a ten-year lease signed last Monday (29), Associated Theatres, which now includes three houses in Independence, Mo., will operate the new 1,100-seat Englewood being erected by Englewood Enterprises, Inc., at a site on Winner road near there.

Associated Theatres, of which J. A. Becker is president, now operates the Granada, Plaza and Maywood theatres in Independence. A fourth house there owned by the circuit, the Electric, has been closed.

Construction of the Englewood was begun several months ago, and it is expected to be ready for opening about April 1. Of modernistic design, the front of the house will be of stucco. A stainless steel marquee will be topped by converging neon signs. The box-office will be built of glass bricks.

Officers of Englewood Enterprises, Inc., are Homer Vaughan, president; Dr. C. W. Aikin and L. J. Kirkham, vice-presidents; Lee E. Mathews, treasurer, and Virgil A. Julian, secretary and legal counsel.

School Band Gives Film

ANITA, IOWA—Members of the Anita High school band are sponsoring the showing of "Carnegie Hall" at the Anita Theatre here. They are canvassing the town selling tickets to the show, according to Carl Benson, owner.

Bills to Name Group At KMTA Meeting

KANSAS CITY—Appointments to a special legislative committee of the Kansas-Missouri Theatre Ass'n are expected to be announced by Elmer Bills, president, at the next regular monthly meeting of its board of directors Thursday, December 16, at the Phillips hotel here.

R. R. Biechele is chairman of the KMTA legislative committee, with Homer F. Strowig, Abilene, as member for Kansas, and C. E. "Doc" Cook, Maryville, as member from Missouri. One additional member for each congressional district in Kansas and Missouri from which the two-state organization draws its membership will be be appointed.

With appointments to a five-member grievance committee already completed, details of the establishment of the group will be perfected by the KMTA board of directors at the December 16 session. Bills will serve as chairman of the new conciliatory committee, with J. A. Becker, secretary, as alternate.

Any exhibitor in the area served by the Kansas-Missouri Theatre Ass'n, whether he belongs to the organization or not, is invited by its officers to apply for a hearing of a complaint against a distributor, and every possible effort will be made to adjust the matter without recourse to litigation.

Another subject under consideration by the KMTA board of directors is a proposed change from annual conventions to semi-annual meetings of the two-state organization. It is the opinion of various board members that convening of KMTA members twice yearly would benefit them and the association in several ways.

Pix at Sleepy Eye, Minn., Bought by C. C. Noecker

MINNEAPOLIS—The Savereide Theatre Brokers have reported sale of the Pix Theatre at Sleepy Eye, Minn., to C. C. Noecker, former exhibitor in Michigan. The Pix formerly was owned by Mr. and Mrs. John Brandt, onetime operators at Oregon, Mo. The deal was handled by R. M. Copeland and Harry Buck through the Minneapolis and Des Moines Savereide offices.

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Variety Heart Hospital Begun at Minnesota U.

MINNEAPOLIS—An elaborate ceremony marked the breaking of ground for the Northwest Variety Club's heart hospital on the University of Minnesota campus. Newspapers played up the event on their front pages and the ceremonies were broadcast over WCCO.

The hospital will be the first of its kind anywhere devoted entirely to the treatment of heart ailments and to research into the disease. It links the Variety Club and the University of Minnesota.

President J. L. Morrill of the university turned the first spadeful of earth.

"This gift will provide the citizens of this great part of the U.S. with a three-story 80-bed hospital which will be devoted entirely to treatment and research designed to push away forever the obscurities of one of the scourges of mankind," he said.

Ceremonies were attended by 200 doctors, nurses, university officials and show business members. Dr. H. S. Diehl, university medical dean, called the day "a great one in the history of the college of medical sciences."

Representing the Variety Club, Arthur Anderson, chairman of its heart hospital committee, told of the club's hopes. "We share your hopes that the university medical scientists will find the facilities adequate, not only for care but also for the painstaking scientific investigations which are indispensable if heart disease is to be eradicated," he said.

The club already has turned over $309,000 to the university for the project and is raising an additional $137,000 through theatre collections. Alan Ladd and Billy DeWolfe appeared in a trailer especially produced in Hollywood for the collections.

Total cost of the hospital will be approximately $900,000, including a $243,731 federal grant. University of Minnesota regents, now studying bids, will let the contracts shortly.

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OMAHA

Harold Beecroft, assistant to the division manager for 20th-Fox, was here and in Lincoln . . . F. A. Van Husen, chief barker of the Variety Club, is out of the hospital and back in his Western Theatre Supply Co. office . . . Byron Hopkins, Bellevue and Sidney exhibitor, underwent an operation in Mercy hospital, Council Bluffs . . . Milton Yoeman, RKO home office, was in . . . Eugene Smith, Eagle Lion manager from Kansas City, was here over the weekend to visit his in-laws.

Glen Rogers, Omaha Film Depot head, was beaming about Eagle Lion signing the first nationwide contract with National Film Service. His depot, an affiliate, has been serving EL satisfactorily for almost a year . . . Pre-Thanksgiving business at the RKO Brandeis was the biggest in years . . . Film salesmen report outstate exhibitors are recovering slowly from the blizzard. Traveling in many sections is still at your own risk.

Ed Cohen, Wayne exhibitor, opened the Cold Theatre Thanksgiving after a forced shutdown due to a fire . . . All along Filmrow, Hymie Novitsky's many friends were plugging for his speedy recovery and first reports were good. The veteran 20th-Fox salesman underwent a throat operation in Rochester, Minn. His wife Blanche is with him.

Walter Branson, RKO western division manager from New York, and Ray V. Nolan, district manager from St. Louis, were in town . . . Walter Hoffman, 20th-Fox exploiteer from Minneapolis, arrived here to work on the 55-town statewide premiere of "Belle Starr's Daughter." The Omaha opening was December 2 at the Omaha. The fact that Eddie Alperson, former Omahan, produced the picture helped in getting good news breaks.

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Allied Expects Crowd At Kansas City Dec. 7

KANSAS CITY—Independent exhibitors from all sections of the two states from which the Kansas-Missouri Allied unit draws its membership are expected to attend the open meeting which the organization will sponsor next Tuesday (7) at the Continental hotel here.

Kansas-Missouri Allied directors will meet at 11 a. m. preceding the open meeting to complete preparations for the session. The gathering itself will be called to order at 1 p. m. by O. F. Sullivan, Wichita, president.

The principal speaker to be heard during the open meeting will be William L. Ainsworth, national Allied president, who will report on highlights of the annual convention of the organization this week at New Orleans. Charles Niles, Iowa-Nebraska Allied president, also will speak during the session.

Subjects to be introduced for discussion at the open meeting will include Ascap, admission taxes, arbitration, divorcement, express charges and film carriage, television and others of vital interest to independent exhibitors.

A cordial invitation to attend the open meeting is extended by Sullivan and the Kansas-Missouri Allied board of directors to all independent exhibitors in the area served by the organization, whether or not they are members.

Seven Houses and Ozoners Purchase RCA Equipment

KANSAS CITY—Don Davis, RCA-Victor district manager, and L. J. Kimbriel, manager of the Missouri Theatre Supply Co., announced the sale of RCA-Brenkert projectors and other equipment to seven theatres and drive-ins in Kansas and Missouri.

Drive-ins under construction at Columbia and Sedalia, Mo., each with a capacity of 600 cars, will be completely equipped by RCA. The two ozoners, to be operated by Commonwealth Theatres, are expected to be ready for opening about March 1.

A 500-car drive-in being built by Tal Richardson at Coffeyville, Kas., and the 800-car Shawnee Drive-in now being built by the Dickinson Operating Co. near Shawnee, Kas., also will be RCA-equipped.

Other RCA installations include the new 400-seat theatre under construction at Nickerson, Kas.; the 850-seat house being erected by R. L. and Merle Harris at Hugoton, Kas., and the new Mary Lou Theatre at Marshall, Mo., to be operated by George H. and Leo J. Hayob.

Wednesday Shows Stopped

WASHINGTON, IOWA—Ralph Pratt, manager of the State and Fox Theatres here, has announced that there will be no shows at the Fox on Wednesday evening until further notice. Other schedules remain unchanged.

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'Baby' Grosses 190, High in Twin City

MINNEAPOLIS—Business skyrocketed here as favorable weather and the holiday weekend brought out crowds. The three important newcomers, "When My Baby Smiles at Me," "Night Has a Thousand Eyes" and "Station West," were in the big money. Among the holdovers, "Johnny Belinda," in its third week, hit a very fast clip.

(Average is 100)

Aster—**Timber** (U-I), reissue; **Code of Scotland Yard** (Rep) 100
Century—**Johnny Belinda** (WB), 3rd d. t. wk..... 140
Gopher—**Hold That Ghost** (EL); **Hired Wife** (EL), reissues 100
Lyric—**Luck of the Irish** (20th-Fox), 2nd wk..... 100
Pix—**Kiss the Blood Off My Hands** (U-I), 2nd d. t. wk. 100
Radio City—**When My Baby Smiles at Me** (20th-Fox) 190
RKO-Orpheum—**Station West** (RKO) 125
RKO-Pan—**Count of Monte Cristo** (EL); **Son of Monte Cristo** (EL), reissues 110
State—**Night Has a Thousand Eyes** (Para)..... 140
World—**June Bride** (WB), 3rd d. t. wk..... 100

'Musketeers' Scores 165 in Kansas City

KANSAS CITY—Blizzards which swept western Kansas with great force shifted their courses before reaching here, and the resulting comparatively mild weather enabled first run houses generally to register good returns. "The Three Musketeers," playing with "Blondie's Secret" at the Midland, chalked up a potent 165 per cent to lead the city.

Esquire—**The Gallant Legion** (Rep); **Dark Command** (Rep), reissue 130
Midland—**The Three Musketeers** (MGM); **Blondie's Secret** (Col) 165
Orpheum—**June Bride** (WB); **Bodyguard** (RKO)..... 130
Paramount—**Night Has a Thousand Eyes** (Para)..... 100
Roxy—**Northwest Stampede** (EL); **In This Corner** (EL) 90
Tower, Uptown, Fairway—**When My Baby Smiles at Me** (20th-Fox) 150

Omaha First Run Trade Hit by Cold Weather

OMAHA—The larger first runs here suffered heavily as a result of sudden and extreme changes of weather which brought snow and ice. Moved to the Omaha after a rousing initial week at the Paramount, and paired with "I Wouldn't Be in Your Shoes," "Johnny Belinda" continued to pace the city. None of the other houses grossed better than average.

Omaha—**Johnny Belinda** (WB), 2nd d. t. wk; **I Wouldn't Be in Your Shoes** (Mono)..... 110
Orpheum—**Isn't It Romantic?** (Para), plus stage show 65
Paramount—**When My Baby Smiles at Me** (20th-Fox) 85
RKO-Brandeis—**June Bride** (WB); **Triple Threat** (Col) 100
State—**Hollow Triumph** (EL); **Olympic Games of 1948** (EL) 100
Town—**The Timber Trail** (Rep); **The Dude Goes West** (Mono), 2nd run; **Where There's Life** (Para), 2nd run 95

Shopping and School Holiday Aid Des Moines Grosses

DES MOINES—With downtown stores doing their heaviest business for several months last week, theatres reported an increase in boxoffice receipts over the previous weeks. The Thanksgiving holiday and four-day vacation for students was partially responsible for the higher figures, according to theatre managers.

Des Moines—**Miss Tatlock's Millions** (Para)..... 100
Orpheum—**Station West** (RKO); **Bodyguard** (RKO) 140
Paramount—**Northwest Stampede** (EL); **The Challenge** (20th-Fox) 100
Strand—**One Touch of Venus** (U-I)..... 95

MINNEAPOLIS

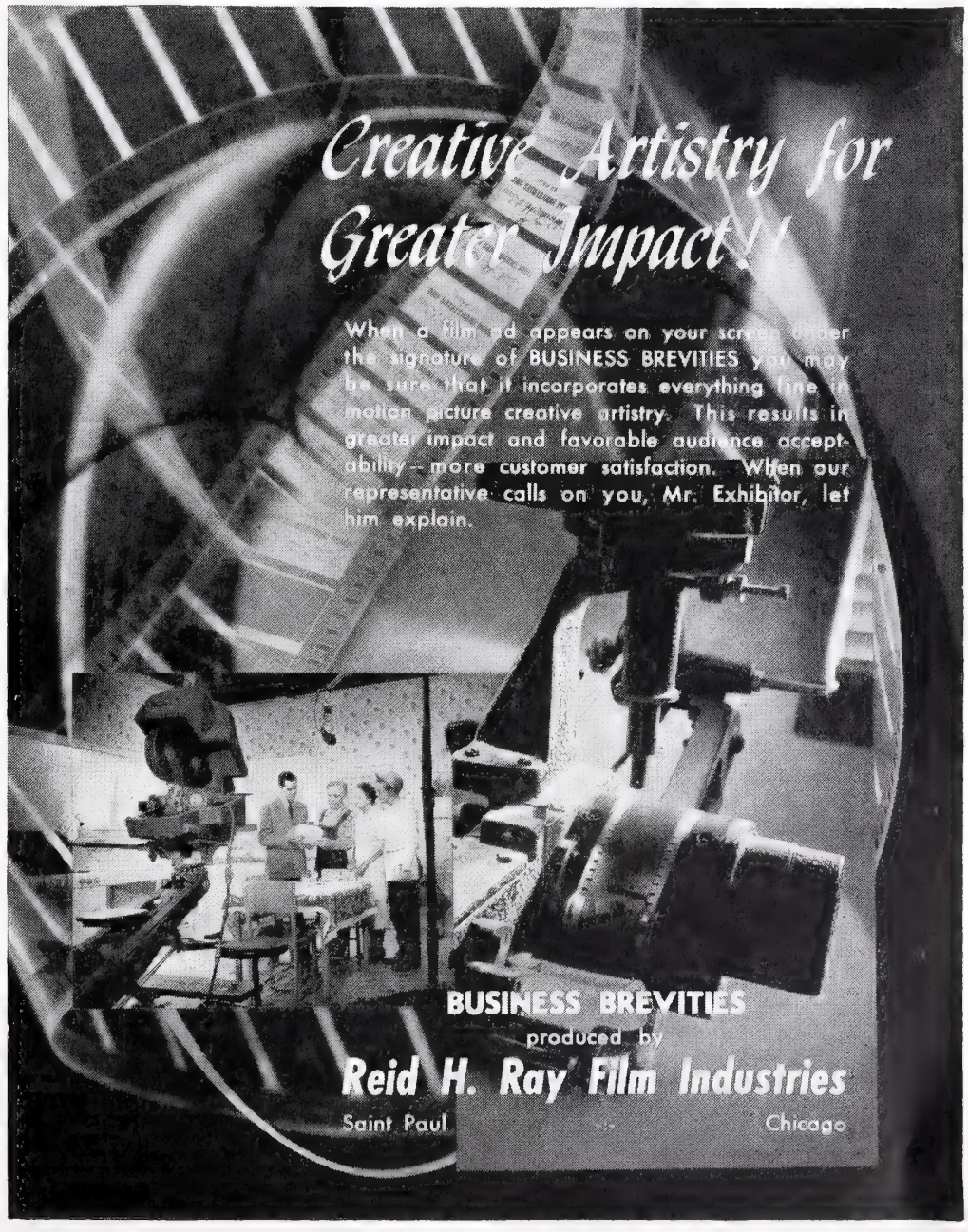
Advance information regarding theatre collections for the Northwest Variety Club heart hospital fund indicates they have been terrific. Art Anderson, chairman of the Heart Hospital committee, reports Minnesota Amusement Co. theatres alone will turn in $20,000 at a minimum. The club hopes to raise $137,000 more for the hospital through the collections.

Terry Moore, one of the featured players in Columbia's "The Return of October," made personal appearances this week at the RKO Orpheum and the St. Paul RKO Palace Orpheum where the picture was playing . . . W. H. Workman, MGM manager, returned after a tour of the territory . . . Republic's "I, Jane Doe," will open at the Gopher next week . . . Jack Cohan, 20th-Fox city salesman, spent the Thanksgiving weekend in St. Louis, visiting relatives.

Robert O'Donnell of Monogram was here to set up a new availability system . . . "Hy" Chapman, Columbia manager, is taking a leave to go to Arizona for his health . . . UA's "Red River" will open at the State here January 20 for a minimum of two weeks. Its "Innocent Affair" has been spotted into Radio City the latter part of December . . . MGM's "The Search," which had such a long run at the downtown World, is in heavy demand by uptown and suburban situations.

M. A. Levy, 20th-Fox manager, was exultant because of wham business done by "My Baby Smiles at Me" at Radio City. Reports drifting in also show that "Deep River" is attracting excellent grosses in the territory. It hasn't been set in the Twin cities yet.

The largest number of prints that 20th-Fox here has ever had working in the territory at any one time, 18, are being used for "My Baby Smiles at Me" . . . Albert H. Hays, member of the Twin City Theatres Corp., operating five St. Paul theatres, and brother of the late Theodore Hays, Minnesota Amusement Co. executive, died at the age of 70.



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AMES, IOWA—Plans for the construction of an outdoor amusement center featuring a drive-in, two and a half miles west of here along highway 30, were announced by Joe V. Gerbrach, president and resident manager of the Ames Theatre Co. Contracts have been signed for a 15-acre tract of land at the southwest corner of the farm owned by Mr. and Mrs. Louis Cooper, who will have an interest in the theatre with Gerbrach and his partners, A. H. Blank, Myron Blank and Harry Warren, all of Des Moines.

Grading of the area for the amusement center will be started as soon as the frost is out of the ground in the spring, and the construction work will follow in time to have the theatre in operation by the middle of the summer, Gerbrach said. The theatre drive-in will have room for 650 cars, but there is sufficient land space to increase the capacity as it should become necessary. The Des Moines Drive-In, first in this area, accommodates 700 cars.

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DES MOINES

Several men from the Row and from Tri-States journeyed to Omaha for ceremonies in connection with the presentation of a statue to the memory of Father Flannagan of Boys Town. Among those making the trip were Nate Sandler, chief barker of Variety Club Tent 15; G. Ralph Branton, general manager for Tri-States, and Vincent Fennelly, local manager for Monogram . . . Foster Blake, U-I district manager, was a visitor . . . Fern Bitting, Warner inspector, was in Missouri for the funeral of her aunt.

Bill Johnson, Monogram salesman, was back on the road after suffering a broken foot early this fall . . . Bill's son Ronald is expected home for the Christmas holidays. He is in his second year at the Juilliard School of Music in New York . . . Mort Eichenberg, former U-I salesman, joined the staff at King Enterprises and will be in the Omaha territory.

The Julian Kings had as Thanksgiving weekend guests their son and daughter-in-law, Mr. and Mrs. Hal King of Kansas City, and their baby . . . Jean Ricketts, former EL secretary, was a visitor . . . Clara Epping, MGM contract clerk, spent the weekend in Oskaloosa . . . Howard Dunn, MGM salesman, was on a two-week vacation.

Jimmy Pickett, Tri-States manager in Hastins, Neb., had a leg revue of sorts at his theatre recently. It turned out to be more of a surprise than the audience contemplated. The curtain was raised slowly, showing only feet and ankles, but as it continued to rise, instead of the lovely feminine gams the crowd expected to see, the legs turned out to be the knotty muscular ones of Hastings high school athletes. Jimmy reported terrific business on an otherwise slow night.

Don Allen, Tri-States Sioux City manager, was a visitor . . . Among other visitors on the Row were Bob Johnson, Fonda and Thompson; Ed Nordhus, McGregor; George Hake, Belmond; L. Kuhl, Greene; Leo Gilligan, Sheffield; C. H. Vruning, Glidden; Wade Ambrose, Gravity; C. E. Hendrickson, Bancroft; Henry Sager, Mason City; Louis Lepervitz, Madrid, and Elmer and Milo Svendson, Swea City.

Two Iowa theatres which have recently completed remodeling jobs are those at McGregor and Keosauqua. Ed Nordhus owns the McGregor house and Barbara Newbold the theatre at Keosauqua.

To Direct 'After Midnight'

"After Midnight," the next starring vehicle for Alan Ladd, will be directed by Mitchell Leisen for Paramount.

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Variety of Cleveland Elects I. J. Schmertz

CLEVELAND—I. J. Schmertz was elected president of the local Variety Club at a general membership meeting of the group last Saturday night (27).



I. J. Schmertz

Other new officers of the club include Irwin Schenker, first assistant chief barker; Jerry Wechsler, second assistant barker; E. J. Stutz, secretary; Lou Ratener, treasurer, and Ray Schmertz, sergeant at arms.

Nat Wolf was chairman of the nominating committee, which also included M. B. Horwitz, Henry Greenberger, Nat Barach and Jules Livingston, appointed by the retiring chief barker, M. A. Mooney.

Members voted unanimously to tender outgoing Chief Barker Milton Mooney a testimonial affair as a token of appreciation for his excellent service to the club. The affair, to take place after January 1, upon Mooney's return from a cruise, is in the hands of the following committee: Nate Schultz and Nat Wolf, co-chairmen; Alvin Friedlander, M. B. Horwitz, H. McManus, I. J. Schmertz and E. J. Stutz.

Edward Stuckey New Detroit Chief Barker

DETROIT—The following officers have been elected by the Variety Club of Michigan: H. Edward Stuckey, manager of Paramount, chief barker; Lou Mitchell, general manager of the Kilbride circuit, and Jack Zide, manager of Allied Film exchange, first and second assistant chief barkers; Irving Goldberg, partner in Community Theatres, property master, and Del Ritter, Ritter circuit, dough guy.

Grand Rapids Variety Names Phil Osterhouse

DETROIT—Philip Osterhouse, owner of the Osterhouse dance studio, has been elected chief barker of Variety Club of Grand Rapids for 1949. Other new officers: assistant chief barkers, Orvis J. "Casey" Connolly, manager of the Rowe hotel, and Ed Lane, Sparta exhibitor; doughguy, Harry Himmelstein, owner of the Crescent Theatre; property master, Clive Waxman, independent booker, national canvasman: Herb Bolshoven, circuit operator.

Elected as canvasmen were Jack Loeks, Foto-News; Fred Barr, assistant manager, Civic auditorium; Frank Kleaver, proprietor, Uptown Theatre; Walter Norris, Butterfield circuit manager, and Leo Robinson, owner of the Burton and Fulton theatres.

Urge Cut in W. Va., Sales Tax

CLARKSBURG, W. VA.—A permanent organization to fight for the reduction of the gross sales tax of West Virginia by 25 per cent and a return to municipalities of 50 per cent of the net profit of liquor sales was born at a meeting in the Waldo hotel.

Schwartz Sells Interests In National, Louisville

LOUISVILLE—Interests of Vance Schwartz in the first run National Theatre here have been sold by him, and Jimmie Robertson, his former assistant, has been named general manager of the house, according to reports.

Remodeling planned for the theatre provides for a new front, marquee and boxoffice, installation of new poster cases and other changes. Changes in the operating policy include plans for special Saturday morning kiddy shows, with programs to include cartoons and other shorts, vaudeville and other features. Admission for the kiddy shows will be 25 cents for children and 40 cents for adults.

Filmrow Employes Union To Elect New Officers

PITTSBURGH—Filmrow Employes Union, F-11, IATSE, will elect 1949 officers at a meeting in the Pittsburgher hotel December 16. Peg O'Connell probably will be named president, being the only nominee. Other nominees are Jack Weltner and Bill Probst for vice-president; Marjorie Botsford, secretary, unopposed for re-election; Orlando "Slam" Boyle, business agent, unopposed; John Navoney, treasurer, unopposed; sergeant-at-arms post has three nominees, Arlene Seegan, James Ley and Bill Probst. A large number of nominees have been proposed for trustees and the executive board for the front office employes union.

Byron Keyhan Appointed Screen Guild Salesman

PITTSBURGH—Byron "Bus" Keyhan, former Columbia salesman here, has been named special sales representative for Screen Guild to cover assignments from the Pittsburgh and Philadelphia branches. A lieutenant commander in the navy during World War II, he has served the United Nations in Greece since leaving a Columbia sales post here two years ago. At the local Screen Guild branch, Keyhan succeeds Jimmy Sippey, who was transferred to the southwest.

Meyer Lefton, 74, Dies; Active in Film World

CLEVELAND—Meyer Lefton, 74, active for many years in film circles here and long associated with the local Republic exchange, died here following an illness of several weeks.

He was a brother of Nat, Lew and the late Jack Lefton, and the father of Albert and Nate Lefton, all of Cleveland; Jack Lefton, of Detroit, and a daughter, Sophie.

Oppose Video in Autos

HARRISBURG—Governor Duff's highway safety advisory committee has gone on record officially as opposing the installation of television sets in autos. The group, headed by Otto F. Messner, acting secretary of revenue, held that video on wheels would be a "dangerous" traffic hazard.

Tax Payment Proposed

STRUTHERS, OHIO—The city council recently sent to the committee-of-the-whole a letter from the Struthers Theatre Co., proposing a plan of payment on overdue municipal admissions tax.

City Ticket Tax in Ohio Popular After Year

TOLEDO—Survey of several northwestern Ohio towns and villages reveals that officials are well pleased with the revenue obtained from the 3 per cent admissions tax which they were permitted by state law to enact on Oct. 1, 1947.

Except for Toledo, Bowling Green, Wapakoneta, and Upper Sandusky, most communities in northwestern Ohio quickly enacted the levy as a means of meeting increasing operating costs. Cities met some protests from theatre owners and entertainment promoters, but opposition generally was limited. The major point in favor was that it was a continuation of a prevailing tax, but with a transfer of the collecting agency.

MOST 3 PER CENT

Each municipality, for the most part, followed the state pattern of levying a straight 3 per cent tax on each ticket sold. Escaping taxation under the change were drive-in theatres, dance halls, skating rinks and other activities located outside corporation limits.

Motion picture theatres supply the principal source of revenue, but amusement park concessions, concerts, plays, athletic events, and in some cases bowling alley and pool fees and pinball and jukebox receipts are included. Some towns exempt events for charities from the tax. In all cases, proceeds are assigned directly to the general operating funds of the cities.

$28,300 IN LIMA

Collections from the tax totaled $28,300 in Lima for the year. That city has no exemptions, charging tax on the municipal swimming pool. In Bellevue, the tax includes all admissions, exempting churches only when an entertainer or speaker receives no pay.

Tiffin and Kenton require annual licenses for amusement operators. The village of Paulding, which has no theatre, already has collected $75 since June on jukeboxes, pinball machines, and bowling alleys. Fremont gained $600 from admissions at the Sandusky county fair.

Other incomes for the year ending November 1: Sandusky, $8,800 since the ordinance was adopted in May; Tiffin, $8,045; Fremont, $5,298; Fostoria, $6,290; Bucyrus, $5,007; Defiance, $4,443; Bryan, $4,337; Van Wert, $4,075; Kenton, $4,067; Port Clinton, $3,873; Norwalk, $3,847; Napoleon, $3,000; Celina, $2,669; Bellevue, $1,714; and Wauseon, $1,166.

Fred Gale Wallace Dies; Fulton's Publicity Chief

PITTSBURGH—Fred Gale Wallace, 66, publicity director for the Fulton, died November 28 in Presbyterian hospital. He had suffered a collapse early last week. Born in New Brighton in 1882, he achieved national fame as a press agent for many of the great motion pictures. He left Pittsburgh in 1900 for New York and was associated with many stage hits. He returned here in 1942 and affiliated with the Fulton as advertising director and assistant to John D. Walsh, manager. Surviving are his wife Anna, of Hotel Roosevelt; two brothers, Layton of Avalon and Roy of Cleveland, and a sister Faye of Miami, Fla.

Fred Herrington, Pittsburgh, Is Dean Of National Allied Conventioners

NEW ORLEANS—The oldest exhibitor conventioneer in point of service to attend the national Allied convention here this week was Fred J. Herrington of Pittsburgh, pioneer of the nickelodeon days and executive secretary of the Allied MPTO of Western Pennsylvania, who for 41 years has been active at exhibitor conventions.



Fred J. Herrington

Herrington was well known here by oldtime theatre owners of Louisiana although he hadn't visited New Orleans for a number of years. Last time he was here he "Stopped off" at the office of the Department of Justice and obtained much-needed relief for independent exhibitors. For a score of years Herrington has looked after legislative matters for exhibitors.

Herrington is an exhibitor who came up from the ranks. He was born in Bryn Mawr, Wales, and came to the U.S. in his boyhood, receiving his education in Cleveland and beginning his business life as a worker in Pittsburgh iron and steel mills.

In partnership with the late Oliver McKee, Herrington opened the Fairyland Theatre on Warrington avenue in Pittsburgh early in 1906. Soon afterward he organized the first independent theatre owners organization which was named the Motion Picture Exhibitor League of Pennsylvania. He was the first president of the organization and was one of the organizers of the first national convention of theatre owners held in Cleveland in 1911.

In 1915 at the MPELA convention in San Francisco, he was elected national president and in 1917, the American Exhibitors Ass'n was organized with Herrington a national director. The MPTO of Western Pennsylvania was organized in 1920 and Herrington was named executive secretary, a position he still holds.

Retired from exhibition for a number of years, he has remained active in theatre owners' affairs as secretary of the Allied group. He also has served national Allied as a director and has been a member of the executive committee.

Among local delegates in attendance at the convention:

M. A. Rosenberg, McKees Rocks exhibitor, a member of the executive committee who was there several days in advance of the three-day confab, and Mr. and Mrs. J. G. Carruthers, Grove City, who started early as they motored and enjoyed the scenery. Traveling by train were Fred J. Herrington, local Allied secretary; Mr. and Mrs. F. E. Hasley, East Pittsburgh; Mr. and Mrs. Bart Dattola and daughter Laura, New Kensington; Theodore Mikolowsky, Masontown; Milton Antonoplos, Turtle Creek; Norman Chussitt and sister, Mrs. Rosella Kraus, McKees Rocks; Rudolph and Samuel Navari, Penn township.

Flying his own Ryan Navion plane was Jerry Castelli, Library exhibitor, accompanied by Mrs. Castelli.

Flying commercial lines were Mr. and Mrs. Morris M. Finkel (he is local Allied president); Mr. and Mrs. Fred A. Beedle, Canonsburg; Mr. and Mrs. Theodore Grance and Mrs. Matthews, Everett and Pittsburgh.

Special Cars for ATOM Journey to New Orleans

DETROIT—Allied Theatres of Michigan reserved two special cars on the railroad for the trek to the New Orleans convention, leaving here Saturday (27), and returning on December 4. Cars had three drawings rooms and six compartments each, and allowed the entire Michigan delegation to travel together, according to Charles W. Snyder, executive secretary of Allied, who made arrangements for the trip.

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'Tatlock's Millions' Leads in Cincinnati

CINCINNATI—First run grosses held up well here as "Miss Tatlock's Millions" rolled up a neat 140 per cent to lead the town at the Palace. "Red River" at Keith's in its third week, came in second with 110 per cent.

(Average is 100)

Albee—**Kiss the Blood Off My Hands** (U-I).....100
Capitol—**No Minor Vices** (MGM)..... 80
Grand—**Sealed Verdict** (Para).....100
Keiths—**Red River** (UA), 3rd wk.....110
Lyric—**Road House** (20th-Fox), 2nd d. t. wk.....100
Palace—**Miss Tatlock's Millions** (Para).....140
Shubert—**June Bride** (WB), 2nd d. t. wk..... 90

'Hamlet' Roadshow Gets 200 In 4th Cleveland Week

CLEVELAND—Generally good Thanksgiving business, both downtown and in the neighborhoods boosted the boxoffice take throughout the city. "Hamlet" at $2.40 top for the fourth straight week continued to hold the lead with 200 per cent. It will hold at the Ohio until December 9 and then move to the Lower Mall for an undetermined run. Dick Haymes was the big Palace draw. The opening day set a capacity standard that held through the week finishing on a 145 per cent rating. Evelyn Knight and several vaudeville acts shared the stage show with Haymes, while the screen attraction was "Smart Girls Don't Talk."

Allen—**Kiss the Blood Off My Hands** (U-I), 2nd wk. 105
Esquire—**Inner Sanctum** (FC); **So This Is New York** (UA) 115
Hippodrome—**Johnny Belinda** (WB), 4th wk..... 75
Lower Mall—**Confessions of a Rogue** (Dist); **Her First Affair** (Dist).....100
Ohio—**Hamlet** (U-I), roadshow, 4th wk.....200
Palace—**Smart Girls Don't Talk** (WB), plus stage show 145
State—**Miss Tatlock's Millions** (Para).....100
Stillman—**The Saxon Charm** (U-I)..... 80

First Run Business Better in Detroit

DETROIT—General business conditions took a slight turn upward here in both downtown and neighborhood theatres. Top gross of the week was 135 at the Palms-State where "Red River" was showing. "A Song Is Born" in its third week at the Adams came in second with 120 per cent.

Adams—**A Song Is Born** (RKO), 3rd wk.....120
Cinema—**Carmen** (Azteca); **Rigoletto** (Superfilm).. 85
Downtown—**Station West** (RKO); **Inner Sanctum** (FC) 115
Fox—**Cry of the City** (20th-Fox), 2nd wk.....100
Madison—**Sealed Verdict** (Para); **Miraculous Journey** (FC) 90
Michigan—**June Bride** (WB); **Smart Girls Don't Talk** (WB), 2nd wk..... 95
Palms-State—**Red River** (UA).....135
Paradise—**Open Secret** (EL), plus stage show..... 95
United Artists—**The Paradine Case** (SRO).....105

'Hamlet' Roadshow Gets 250 To Top Pittsburgh

PITTSBURGH — Streets and stores were gorged with people but not all theatre grosses benefited from the downtown crowds. "Hamlet" in its second week at roadshow prices at the Ritz built up a terrific 250 per cent to outrun other houses. In second place "Julia Misbehaves" topped the regular runs with 130 at the Penn and "Road House" ran a close second with 120 per cent at the Harris.

Fulton—**A Song Is Born** (RKO), 2nd wk..... 80
Harris—**Road House** (20th-Fox).....120
Penn—**Julia Misbehaves** (MGM).....130
Ritz—**Hamlet** (U-I), 2nd wk., roadshow.....250
Senator—**Kiss the Blood Off My Hands** (U-I), 3rd d. t. wk..... 90
Stanley—**June Bride** (WB)..... 60

Holiday Matinees Held For Akron Youngsters

AKRON—Most local neighborhood houses held special Thanksgiving matinees for youngsters. Friday, the Falls Theatre offered a cartoon matinee, since there was no school, with first showing at 2 p. m. In the evening the cartoon program was shown for family audiences at 7:30.

"Johnny Belinda" was held over for a fourth week at the Strand, especially unusual since the film held over during a holiday week. The last film to stay that long at the Strand was their 1948 New Year's showing, "My Wild Irish Rose." Only a few others ever held this long, including "Casablanca," "Air Force" and "Yankee Doodle Dandy." "Sergeant York," which still holds the record, was held for eight weeks.

Jack Crouthers Quits Babb, Joins Chakeres

WILMINGTON, OHIO — Jack Crouthers, for the last three years associated with Kroger Babb as general manager of Hollywood Productions, resigned to accept a position with Chakeres Theatres. Chakeres, who operates theatres in Ohio and Kentucky, has assigned Crouthers temporarily to the Murphy Theatre here to substitute for Manager Joe Murphy, who was on a three-week vacation at Miami Beach, Fla.

Theatre Put 'Off Limits' For Two Toledo Youths

TOLEDO—The Lyric, neighborhood theatre, is "off limits" for two boys, 14 and 16, whom juvenile court authorities here placed on probation for twice attacking Paul Harris, an usher. The boys were ordered to remain away from the show house and the general area.

The attacks occurred November 18 and 25 after Harris had left the theatre and was en route home. The youths said they became annoyed after the usher reprimanded them for their conduct in the theatre.

'Thank You' Ends Season

CLARKSBURG, W. VA.—Dale and Charles Warner used a "thank you" display advertisement when they closed the Warner Skyline Drive-In, but a few cars were driven in on succeeding nights. For two weeks thereafter they used a one-inch ad in the local newspapers displaying the signature cut and a slug line, "Closed for the Season." They believe this was good policy in informing patrons and avoiding disappointments for some who otherwise might have gone out of their way to attend the outdoor theatre.

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LOUISVILLE

The Airway, a neighborhood theatre, will present a special show for children under sponsorship of the Parent-Teachers Ass'n of the I. N. Bloom school here. The program was to include "The Dog of Flanders" plus one hour of animated cartoons, 15 cents for the children and 34 for adults. Manager Vernon Powell said all profits were to go to the I. N. Bloom school PTA.

Joining the ranks of the benedicts was Phil Harnden, Newsreel cameraman, who married Freeda Thomas of Louisville in St. Michaels church at Mitchell, Ind. The honeymoon trip was to include a three-week stay in Biloxi, Miss.

Television made its debut here when WAVE-TV brought to the more than 2,000 receivers in the Louisville area its first two-hour variety show . . . New plastic Vinyl folding screens have been purchased for the Ideal and Towers theatres here. Both houses are operated by Amusement Enterprises and are under the supervision of Bill and Joe Reiss.

In on one of his rare visits to Filmrow was Erwin W. Rau, Alice Theatre, Leitchfield. Other visitors: Eric Hammel, Shelbyville; Gene Lutes, Capitol, Frankfort; Lewis Baker, Star, West Point; Mr. and Mrs. E. L. Ornstein, Marengo, Ind.; Mr. and Mrs. A. N. Miles, Eminence; G. M. May, Dream, Corydon, Ind.; Clark Bennett, Valley, Taylorsville; W. Tyler Smith, Bloom, Bloomfield; Bobby Marshall, Columbian, Columbia.

Work on the new Melody Theatre in Bardstown for Pope Sisco and C. D. Arnold is in the finishing stages and an opening date can be expected at any time. With the opening, Sisco and Arnold again will have two theatres in operation in the town, the other house being the Arco, which is in itself a comparatively new house and which is located next door to the new theatre. Previously Arnold Sisco operated the Crystal, which recently was closed and the building remodeled for other uses. In addition, Bardstown also boasts of a drive-in, opened several months ago by W. H. Hahn and J. F. Burnette.

One down and three to go. The first drive-in in this area to close for the current season was the East Drive-In on the Shelbyville road just beyond St. Matthews, operated by Floyd Morrow. Morrow still has another in operation here, the Dixie, located on the Dixie highway. Other drive-ins still in operation are Louis Arru's Skyway on Bardstown road, and R. L. Harned's and Reach McAlister's Theatair just out of Jeffersonville.

All first run houses changed programs Thanksgiving day. Loew's brought in "The Three Musketeers" on a single bill, the Mary Anderson opened "June Bride" and the Rialto had "When My Baby Smiles at Me." Coming in with double bills were the Strand with "Canon City" and "Lady at Midnight," and the National with "Kiss the Blood Off My Hands" and "Sons of Adventure."

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W. Pa. Allied Names Convention Group

PITTSBURGH—The 28th annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania to be staged in the William Penn hotel February 21, 22 will have a large convention committee, according to Bill Finkel and Bill Blatt, co-chairmen. Appointed to serve are Anthony Antonoplos, Milton Antonoplos, Max Arnold, David Fineman, Joseph Gellman, Gilbert Gellman, Harry Hendel, Bob Lieber, Morris Naft, James H. Nash, Norman Mervis, Bert M. Stearn, George Saittis, William R. Wheat III, and William J. Walker.

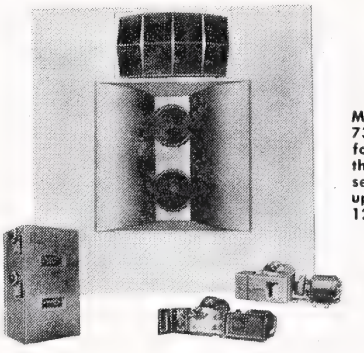
Program committee will be headed by David Hadberg, and other groups will be named at the convention. The general committee met to plan confab sessions and socials.

Amusement Tax Dispute Gets Court Test Case

WILKINSBURG, PA.—The borough solicitor here has filed suit in common pleas court against the local school board to test validity of the school board contention that the borough has no right to collect a local 10 per cent amusement tax on high school sports. The solicitor contends that the tax, levied on all types of entertainment, should be collected from receipts taken in at high school sports events. The school board says the borough has no right to collect the tax. Three theatres, operated by the Warner circuit, are affected by the levy.

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CINCINNATI

Installation of officers dinner will be held at the local Variety Club Monday night (6). Jack Frisch is chairman in charge of arrangements. Rabbi Victor Reichert and Father Mueller will give the invocations. The club plans to hold an installation dance at a later date, when women will be permitted to attend . . . Max Matz of the Colonial in Bluefield, W. Va., left to spend the winter in Florida. William Munsey manages the theatre.

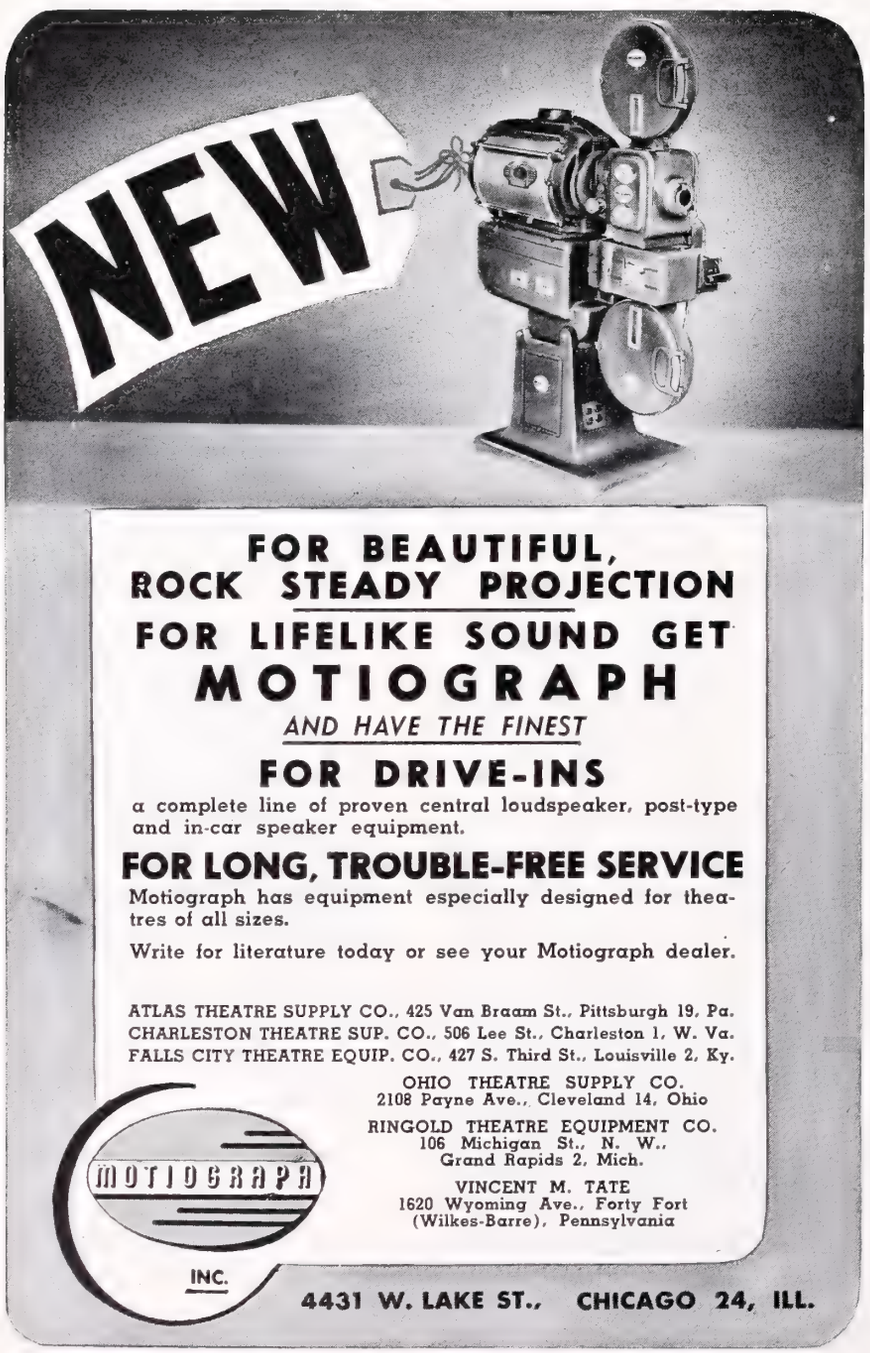
Dr. V. Allen Christian is the only Negro physician in Lester, W. Va. He also operates the Vance Theatre, runs a meat market and grocery store, and is opening a barber shop the first of the year and will be the barber . . . Frank Allara of Matewan and Delbarton, W. Va., spent several hours here Friday last week and went on to Columbus to attend the Ohio State-Michigan football game.

The old Family Theatre, downtown action house which was closed for several months by RKO, was reopened Thanksgiving day as the Western, featuring westerns and action features exclusively . . . Tony Knollman, 20th-Fox booker, is acting business agent for Local F37 until a permanent business agent is elected in January. Knollman took over the duties after the recent death of Tom McMahan.

The offices of Altec Service Corp. have been moved to a larger downtown location at 1112 Keith Bldg. . . . H. G. "Pop" Wessel and Nat Kaplan are co-chairmen of the annual Christmas party to be given by the Variety Club for orphan children December 18 at the Orpheum Theatre. It is expected about 1,500 children will attend.

Foster Lane of the Dixie in Williamsburg, Ky., made his yearly visit to the exchanges last week . . . Other out-of-towners were Ray Law of Lebanon, Ohio; Lou Holleb, Zanesville; Warnerites Ted Minseky and Bud Gilliam, Cleveland; Mike Chakeres of Warner-Chakeres, Springfield; Cullen Harvey, New Boston; Jim Richardson, Sciotoville; Mrs. C. Bowles, Beattyville, Ky.; L. J. Kaho. West Jefferson.

National Theatre Supply installed equipment in the new Homes Theatre, Harrison, Ohio, which was formally opened November 20 . . . Moe Dudelson, UA district manager, spent several days with local Manager Jack Finberg . . . "Red" Shane, who conducts the Crazy Auctions stage show, now has regular weekly engagements in the following theatres: Evanston, Monday night; Rialto, Tuesday; Dodge, New Richmond, Wednesday, and Elmwood, Elmwood Place, Ohio, Thursday.



'Annie' Is Good at Akron But No More Plays There

YOUNGSTOWN—Although the stage musical, "Annie Get Your Gun," was a marked success, playing to standing room only at each of the three evening performances and to half of capacity at the matinee, it is expected to be the last of the large musicals to the Palace. Since leasing the Park Theatre for burlesque, Shea Theatres (Paramount and Park), which owns the booking franchise, has had no local theatre equipped for stage plays.

"Annie Get Your Gun" was brought in as a cooperative venture in the public interest by Shea and the management of the Palace. The three-way split—75 per cent to the road company and the remainder to the theatres—eliminated any possibility of normal profit on the engagement, it was pointed out.

The Park opened to burlesque November 12 for the first time since 1919. It will be operated by the Grand Amusement Enterprises, operator of the Grand here and two other burlesque houses in Columbus and Dayton.

Film of Local Grid Game Shown at New Kensington

NEW KENSINGTON, PA.—The Circle, which has been offering a first run policy via competitive bidding, presented a special film version of the controversial Ken High-Ambridge football game at a recent midnight show. A commentator described the action. The picture was photographed by Lou Cavaliere of the Ken Kamera shop, operated by Fred Serrao of the Circle. The audience was informed that the Circle soon would present "Triple Threat," starring Johnny Clement, Bill Dudley and other pro stars. Serrao's Ken Kamera shop photographs all Ken high games and other local events for exhibition at the Serrao theatres in New Kensington, Arnold and Ford City.

Holiday Shows Planned

PITTSBURGH—Among Christmas entertainments being booked as free kiddy shows, sponsored, semisponsored and commercial shows are: the American at Erie, December 24; the Emporium at Emporium, with stage events, 19; the Strand at St. Michaels, 25; the Knox, Knox, with American Legion cooperating, 24; State, Clymer; Orpheum and Garby, Clarion, with merchants contributing candy and toys, 24.

CLEVELAND

Will Rogers Hospital Show on December 22

CLEVELAND—Publicity plans for the Will Rogers hospital stage and screen show to be held in the Music Hall December 22 were outlined at a meeting of the publicity committee. J. Knox Strachan, Warners, and Ray Allison, manager of the Shaker Theatre, are in charge of trailers; Harry Weiss, 20th-Fox, in charge of window cards and public transportation advertising; Ted Barker, Loew's, in charge of radio, and Sam Abrams of Ohio Advertising Co., in charge of plant publicity, weeklies and foreign newspapers. The dailies will be covered by all committee members. Campaign will get under way as soon as the name of the screen star who will headline the show, is announced.

Brackenridge, Pa., Valley Sold by Joseph Cevario

BRACKENRIDGE, PA. — Joseph Cevario has transferred the Valley Theatre here to Wallace McKitten. Sale of the property was made last week and the new owner took over operation December 1. Cevario had been in exhibition here only a few years. McKitten of Butler formerly was in the automobile business.

De Luxe Belmont Opening Scheduled December 3

YOUNGSTOWN—Peter Wellman, independent circuit owner with headquarters in Girard, Ohio, planned to open his new de luxe Belmont Theatre December 3. His opening attraction was to be "Mr. Blandings Builds His Dream House."

Liquor Dealers Fight Tax

HARRISBURG—Pennsylvania retail liquor dealers will support enactment of a six-point program by the January session of the general assembly. One of the measures in the program will be a fight for authority for licensees to install and operate television in their establishments without having to pay amusement fees to the state liquor control board.

To Open for Christmas

PAULDING, OHIO—Jack O'Connell, Toledo owner, plans to open the new Pauling Theatre in time for Christmas trade.

Turn Down Sunday Shows

CAMBRIDGE, OHIO—For the third time in eight years, voters in Cambridge turned down a proposal to permit operation of motion picture theatres here on Sundays.

Cooking School Presented

JOHNSTOWN, PA. — Chambers range cooking school and demonstration was presented on the stage of the State as a special matinee attraction.

Begins Sunday Matinees

MANTON, MICH.—L. O. Griffin, manager of the Wexford Theatre here, has announced a policy change calling for Sunday matinees.

Thanksgiving was spent quietly in the local film colony with entertainment confined, in most cases, to family gatherings . . . Oscar Ruby, Columbia manager, and his wife were in Milwaukee for the double celebration of Thanksgiving and the marriage of their son Eugene . . . Harry Walders, RKO manager, ate his turkey dinner in Chicago . . . J. Knox Strachan, Warner theatre publicity director, drove to Mansfield for his holiday dinner but spent the afternoon watching Cleveland playing Case-Reserve football game via television.

Gerald Kerner, Columbia booker, was married on Thanksgiving day to Frances Cozman of this city . . . Ed Fisher, former Loew Theatres publicity director here, wrote to MGM exploiteer Charlie Deardourff that he and his family are settled in North Hollywood in the San Fernando Valley where he bought a home. Ed reports that he is with the Prin-Cor-United Co. which operates the Downtown Music Hall Theatre in Los Angeles, the Hollywood Music Hall Theatre in Hollywood, the Beverly Hills Music Hall in Beverly Hills and the United Artists Theatre, San Francisco.

Mrs. Robert Wile, wife of the "Hamlet" roadshow manager, came here from New York to spend the holiday weekend with her husband. "Hamlet" is still going strong in its fifth week at Loew's Ohio . . . Shirley Fishman, for the last three years head of the RKO Palace publicity and exploitation department, has resigned. She plans to take a vacation until after the holiday season.

Ted Minsky and George Gilliam, Warner Theatre bookers, spent part of the week in the Cincinnati territory, booking for Warner Theatres in southern Ohio . . . Marie Roessel, U-I cashier, spent Thanksgiving with her family in Buffalo . . . Dan Cowhig, RKO cashier, had a happy Thanksgiving with his son Jim, home from Miami university.

There was big news in the Jules Livingston family when the Republic city sales manager and his wife welcomed the arrival of a daughter Beatrice at St. Luke's hospital . . . Milton A. Mooney, head of Cooperative Theatres of Ohio, and his wife will leave just before Christmas for a cruise to Central America . . . Mr. and Mrs. M. B. Horwitz, Washington circuit owner, will sojourn in Hot Springs, Ark., before returning home from the national Allied convention in New Orleans.

"Johnny Belinda" is doing big business all through this territory, with four weeks at the Hippodrome, Cleveland, and four weeks at the Strand, Akron, both record runs . . . Julius Lamm's Kiddy Circus show was such a success at the Uptown, which he manages, that the stunt is being used in practically all Warner houses in the Ohio zone . . . Saul Frifield, Paramount manager, and his wife were vacationing in Florida. Lou Averbach, newly appointed assistant to District Manager Harry Goldstein, took over in Frifield's absence.

Dick Wright, Warner Ohio zone assistant manager, has a tieup with Western Electric whereby Warner Theatres in this zone will give away a Western Electric Laundromat washing machine on Christmas eve. Designed to put new life into the week-before-Christmas business, each patron attending one of the participating houses during the week will receive a numbered coupon. This will entitle the holder to participate in the Christmas eve stunt.

Roy Gross, independent theatre owner, returned from a short vacation trip to the west coast . . . Esther Bender, secretary to Paramount District Manager Harry Goldstein, was in Florida . . . George Devine, former local Paramount salesman now in Indianapolis, dropped in to say howdy to his former associates on a recent visit here.

Automobile Notes: J. S. Jossey of Hygienic Productions, got a new Cadillac . . . Irving Marcus is sporting a new Pontiac.

Theatre Helps Opposition

FAIRMONT, W. VA.—The Eastland Theatre used newspaper advertisements to urge attendance at the Marion County Little Theatre's first 1948 season production, "My Sister Eileen," staged at the West high auditorium for two nights.

NATIONALLY ADVERTISED BRANDS CANDY
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DETROIT

Mr. and Mrs. Edgar Douville were sojourning in sunny Florida . . . John Markle, who opened "Hamlet" in Boston, was here as press agent and business manager for the opening at the Cinema, getting the governor-elect and the mayor out for the first night . . . Robert J. Vickery, former assistant at the Downtown, is dividing the managerial shifts at the National with Jim Bennett.

Lily Kohler, switchboard operator at U-I, will be married December 24 to J. Franklin Stump of Rochester, N. Y. . . . Jay Frankel, salesman for 20th-Fox, moved to Collingwood avenue . . . Max Blumenthal of the film exchange projection room was host for his annual Thanksgiving cartoon party for the youngsters of all film exchange staffers. Adrian Rosen of Confection Cabinet supplied candy for the children.

Gil Richards is handling Milt Herman's old publicity desk at the Paradise . . . Fred Halvorsen is establishing the Movie Projection Service at 15646 Eastwood Ave. . . . Paul "Dutch" Morin, Altec credit manager, will move to Cincinnati where district credit offices are being set. He will be back Christmas with his family . . . Bob Seeley, Altec engineer, and W. J. "Pop" Stolz returned from a rambling voyage to Florida by way of New Orleans, Natchez, and points north . . . Oscar E. Varneau, former exhibitor at the Wealthy, Grand Rapids, died recently.

Joseph Miskinis jr. managed the Civic while his father was up north stalking deer . . . James Olson of Houghton Lake and Art Narlock of Bay City visited Filmrow . . . Sam Ackerman returned home from Mayo clinic . . . Al Ackerman's daughter, practically cured by the Sister Kenney treatment, is back home with a regimen of steady exercise and semimonthly checkups.

William "Boots" Scharun, the premium man, is readying his new directory of Filmrow for the press . . . Kal Soskin, son of Leonard Soskin, and associated with his father in a theatrical insurance business, was married to Bernice Perlin and went to Washington for a honeymoon . . . Vernon Chapin of Lorenzen Flowers drove 1,400 miles in two days to bring his father-in-law, who was ill upstate, back to a hospital.

Eugene D. Straight, theatrical architect, is leaving on an extended combined business and pleasure trip upstate . . . Harry A. Dolan of the Dolan Theatre Service is concentrating his activity in the Detroit area instead of Milwaukee, where he has maintained a branch office for the last year . . . Bob Moesta of the Stratford booth has painted it bright green and a near-purple, with a coffee table to match . . . Gertrude Schneider, in addition to duties as caretaker and nursemaid, helps out at Saturday matinees at the Stratford as relief for cashier Shirley Staley.

Jerry Boehm, National Theatre Supply, was married November 20 and left for Niagara Falls and points east on a honeymoon . . . Floyd Akins has writer's cramp from inking in substitutions on the Nightingale teams because of missing deer hunters.

Charles Truran Goes to Phoenix

PITTSBURGH—Charles Truran, veteran theatreman and former Meadville showman, is not dead as reported recently in an industry tradepaper. After spending the summer here he has just returned to Phoenix for the winter months. His son Charles jr. recently joined the local National Screen Service staff.

'Ice Capades' in 2nd Run

PITTSBURGH—John H. Harris' "Ice Capades of 1949," which was premiered here very successfully several months ago, is playing a return engagement December 1 through December 7 at the Harris Gardens.

Salesman Welfare Setup On Colosseum Docket

DETROIT—Revival of activity by the Michigan chapter of the Colosseum of Motion Picture Salesmen is being concentrated upon a major project for a longtime welfare program affecting every salesman in the field. The Michigan Colosseum is launching a drive to establish a welfare fund for the benefit of local members. The drive, which is under the chairmanship of Jay Frankel of 20th-Fox, will seek the cooperation of all Michigan exhibitors served by the Colosseum members in raising this fund, and will culminate in a big party to be held on March 18.

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National Theatre Supply Leads Bowling League

DETROIT—National Theatre Supply leads by a close margin in the Nightingale Club Bowling league. Team standings are:

Team	Won	Lost
National Theatre Supply	19	9
National Carbon Co.	18	10
Projectionists Local 199	17	11
Lorenzen's Flower Shop	15	13
Brenkert Projectors	14	14
Altec Sound Service	13	15
McArthur Theatre Equipment	10	18
Ernie Forbes Theatre Supply	6	22

Two hundred games were rolled by: Ralph Haskin, 238; Maurice, 214; Welber Haartge, 211; Edward Cross, 201, and Roy Thompson, 202. Line up of teams for the Nightingale Club Bowling league has just been completed and is as follows:

Projectionists Local 199: Percy Huebner, Michael Badarak, Eugene Hass, Maurice Beers, John Lindenthal.

National Carbon Co.: Irvin Nitz, Cecil Cox, Raymond Gagnon, Floyd Akins and Ralph Haskin.

National Theatre Supply: Edward Waddell, Roy Light, Paul Lasko, Carl Beals and Roy Thompson.

Ernie Forbes Theatre Supply: Joseph Michel, Charles Ross, Gilbert J. Lubin, Carl Larsen and Matt Haskin.

Brenkert Projectors: Frank Scheuer, Earl Woodling, Welber Haartge, Edward Cross and William Fouchey.

Lorenzen's Flower Shop: Harold Welch, Fred Sutterfield, Charles MacFarlane, Paul Green, Jack Colwell.

MacArthur Theatre Equipment Co.: Nick Forest, Carl Bacon, George Haskin, Louis Haven and Gilbert Light.

Altec Sound Service Corp.: Edward Douville, Melvin Donlon, Romulus Albu, Carl Bewersdorf, Francis Light. Extra bowlers include Robert Armstrong, Walter Rosmys, John Goossen, Robert Andrews and Edward Nielsen.

Republic and Allied tie for first place in the Film Bowling league. Team standings are:

Team	Won	Lost
Republic	27	17
Allied	27	17
Theatrical	23	17
Monogram	22	22
RKO	21	23
Scharun's	19	25
UA	17	27
Cooperative	16	24

High 3 team: Republic 2542, Monogram 2535, and RKO 2496.

High 1 team: RKO 974, Republic 901, and Theatrical 883.

High 3 individual: C. Sheran 635, E. England 626, and W. Goryl 618.

High 1 individual: C. Sheran 265, E. England 245, and W. Goryl 244.

"200 club": S. Malinowski 217, E. Loye 214, E. Beck 211, D. Fill 204, A. Levy 202, and D. Ritter 200.

Sunset Airer Protected By Natural Hollow Site

STEUBENVILLE, OHIO—The Sunset Auto Theatre, Steubenville, extended its outdoor playing season through Thanksgiving week. John Selby, partner in the enterprise, said one reason was because the drive-in is built in a natural hollow so that it is well protected from sharp winds. Ralph Noltemeyer, his partner and manager of the drive-in, offered a special 5 p. m. matinee cartoon program on Thanksgiving day for family groups.

COLUMBUS

William Dean Linn is the new assistant manager at Loew's Broad . . . Ralph Shiflet, Sandy Hallock and L. S. McClelland, former associate members of the Variety Club, now are resident members of Tent 2 . . . High school editors and reporters interviewed Terry Moore, screen starlet, in a press conference held at the Variety Club during Miss Moore's local appearances in advance of showings of "The Return of October" at Loew's Broad. Photos of the starlet and high school newsmen were made for use in the Columbus Citizen's Youth page.

Charles Sugarman, manager of the World, will marry Harriet Fishman of Huntington, W. Va., February 8 . . . Mrs. Joan Wycuff, former cashier and switchboard operator at Loew's Ohio, will marry Arthur Ford December 5 . . . Added to other forms of competition were the local appearance of General Motors' Train of Tomorrow and open house at the Lustron demonstration home in Eastmoor. The latter charged 25 cents admission which went to the American Legion's welfare fund.

New antinoise ordinance, expected to overcome objections in the former law which resulted in its invalidation, has been passed by city council and will become effective December 22. Sound trucks for commercial purposes are specifically forbidden . . . George W. Smith, 87, owner of Smith's Iuka Gardens skating rink, died after an illness of several months. Two generations of Columbusites have danced and skated in studios and rinks operated by Smith. At one time he had a dance studio in the old B. F. Keith theatre building on East Gay street.

Penny Edwards, starlet who appeared in person at the Palace, was named an honorary member of the Apollo Players, Marion, Ohio, amateur theatrical group. The organization will present "Magnificent Obsession" at the Palace, Marion, February 10 with all proceeds going to the National Foundation for Infantile Paralysis . . . Terry Moore was declared the "movie starlet most likely to succeed" by staff of the Transcript, Ohio Wesleyan university publication at Delaware.

Local Crosley television station WLWC is scheduled to begin operations February 1, according to Robert E. Dunville, vice-president and general manager of the Crosley Broadcasting Corp. The sister video station of WLWD at Dayton also is expected to open at that time. WLWC is under construction now at 3165 Olentangy River road.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

THE LIBERTY at Camp Custer, Mich., built by the government in 1917 at a cost of $300,000, was destroyed by fire recently. The cause of the blaze was not determined, but Capt. James M. Gray, in charge of the small detachment of regular soldiers, believed it to have been incendiarism. Seating capacity was 5,000.

The Jackson Theatre Bldg. Co. has just been organized by W. S. Butterfield Theatres, Inc., and associates and local businessmen of Jackson, Mich., for erection of a new Michigan Theatre, seating 2,000 . . . The grand opening of the new Conant Theatre at 12027 Conant St., near Carpenter, took place recently. Joe Urban is operating the house.

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This sturdy all-aluminium one-piece mounting can't loosen up or leak oil!

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The gleaming gold finish of the Super-Snaplite is an integral part of the aluminum . . . . it can't chip or flake off!

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PITTSBURGH

Herman Lorence, proprietor of the 18th Street Theatre, Erie, returned to exhibition duties after visiting his son Herman jr. at Inglewood, Calif. . . . Harris circuit relief manager is Joe Migliozzi, former assistant to Sam DeFazio at the J. P. Harris. His successor at the J. P. Harris is Fred Kunkel, formerly of the Senator staff . . . Phil Regan, singing star, was here recently conferring with Moe Silver, Warner circuit zone manager, regarding a theatre giveaway promotion . . . Frank Cervone, 60, former band conductor and theatrical booker, died recently . . . P. J. "Paddy" McHale has been reelected president of Local 211, AFL Teamsters, which represents approximately 500 newspaper, magazine and film delivery drivers in Pittsburgh.

Arden and Minnie Richards, who closed the Craigsville Open Air Theatre at Craigsville, W. Va., for the season, were Filmrow visitors with their children Carol and Robert. Richards has plans to improve the theatre next season . . . Fairmont Times published a feature on "Fighter Squadron" and Maj. Frank K. Everest of Forest Hills, Fairmont, who doubled for Edmond O'Brien as the pilot of a disabled P47 Thunderbolt . . . The Strand, Altoona, staged the Horace Heidt talent eliminations and the Musical Knights later appeared in two shows at Jaffa Mosque there.

Rudy Navari of the Eastwood in Penn township has a new Nash . . . Sam Yakish of the Colonial, Coverdale, sold his car and is debating whether to sign for a new 1948 model or wait for a 1949 . . . Charlie Anderson, who heads the Alpine circuit, left for a Florida vacation . . . Recent stage shows included Blue Barron at Dipson's Bradford in Bradford; Vaughn Monroe at the Manos in Greensburg; "Smart Affairs" at the Majestic in Butler and Mary Berger's revue at the Robinson Grand, Clarksburg.

MGM Pep club's annual Christmas party will be staged December 20 at Jackie Heller's Carousel. Meercy Braff, booker, is in charge of arrangements . . . Liberty and Capitol, McKeesport, in a deal arranged by Ben Stahl, are awarding more than $1,000 in Westinghouse electrical appliances for five Monday evenings . . . George Rice, who opened the Rice, Shinnston, W. Va., was a Filmrow visitor . . . Al Panza, former manager of the Miami, Springdale, is teaching school in Ross township again . . . Kay Lockhart, secretary to John J. Maloney, MGM central division manager, is observing her 28th year with the company here.

Chris Michael, veteran south side exhibitor, suffered a heart attack and was under treatment for several days in South Side hospital. He has progressed satisfactorily. His wife Martha and son Frank manage the Rex on Carson street . . . Eagle Lion's Christmas party will be held at the exchange December 23 . . . A daughter was born in Montefiore hospital to the Allen Terners. Papa is associated with his father Marty Terner in the American Theatrical Valance Co.

Irv Stein has been named president of the 20th-Fox Family club and his wife Mollie is new vice-president. Mildred Krugh is treasurer and Christine Martinelli is secretary . . . Columbia, Kittanning, will present a Christmas party December 24 with many gifts offered, plus a bicycle with radio attached. The plan was established by Theatrical Enterprises . . . Charles Rich, Warner district manager, was here talking with Paul Krumenacker, branch manager.

Local Columbia exchange is decorated in honor of "My Drive," tribute to Art Levy, local chief and dean of Filmrow's exchange managers. The staff is eager to make an outstanding record for the campaign . . . Charles Jim of Latrobe, former theatre manager and brother of Anthony P. Jim, independent exhibitor much in the spotlight here when talking pictures were introduced, has been elected to the Pennsylvania house of representatives.

Mr. and Mrs. Michael Manos were at Johns Hopkins hospital for a checkup . . . Tom Bello jr., who managed the Altoona drive-in for the Blatt brothers, now is managing their theatre at Corry, succeeding Regis Burns, who remains with the company in a different capacity . . . Jack Fontaine, Paramount shipper, was recuperating in Mercy hospital where he underwent an operation . . . Ken Hoel, Harris publicity director, was in the northwest and Canada exploiting "Ice-Cycles," junior edition of "Ice-Capades."

Marie Schmitt, wife of Henry Schmitt, Imperial exhibitor, was accosted on South Tenth street by a man who attempted to take her purse. She fought him off . . . "That Wonderful Urge," starring Tyrone Power, is a 20th-Fox remake of the star's "Love Is News" of some years ago, it was revealed at a trade showing here the other day . . . Bertha Gibson, ill for a week, was back on the job at Atlas Theatre Supply.

Lewis Hepinger, pioneer exhibitor, brought his Orpheum, Clarion, ushers to the city the other day and had them measured for new uniforms . . . Lou Hanna spent Thanksgiving day at Mayview hospital visiting William Grande, former exhibitor-distributor, who is critically ill . . . The Metropolitan in the Bloomfield district is being newly painted and renovated . . . MGM Pep club is observing its 22nd anniversary . . . The Dick Hoovers are parents of a daughter born in Magee hospital. Dick is the Playhouse manager.

Ray Allison, Altoona circuit exhibitor, is a new member of the Motion Picture Pioneers . . . Sidney Cooper, who was schooled in UA sales here by Bill Scott, is the company's new Cleveland manager . . . Mayor Hugo J. Parente of Monessen, who approved a comunity income tax last February, now thinks it "is not the right kind of tax" . . . A. B. Hyman, Huntington, W. Va., exhibitor, and associates have taken over operation of four theatres at Oak Ridge, Tenn. . . . The world premiere of Warners' "Adventures of Don Juan" will be presented at the Warner December 15 as a benefit for the Press Old Newsboys fund. The premiere of a topflight Warner picture each year has been a highlight of the annual campaign to help crippled children.

Capt. Franklin E. Anderson, formerly active with Franklin Film Exchange here, now at army headquarters in New York, has taken his family there to make their home on Staten Island. Franklin is a brother-in-law of Lou Hanna who continues the local film enterprises setup . . . George Jaffe of the Casino was vacationing in Florida . . . Lou Perretta, Mahoningtown exhibitor, has been enjoying the hunting season near Smethport where he has a cabin . . . Stanley Dudelson, RKO salesman, located an apartment here and went to Detroit to bring back the family.

Pittsburgh Poster Exchange now is servicing the Alpine circuit of more than two dozen theatres, Eli E. Kaufman, manager, reports . . . Dave Sirota is modernizing his bar and lunch room on Forbes street where the Filmrow crowds meets.

Pvt. John Dickinson, son of the C. W. Dickinsons, Brownsville circuit exhibitors, and Dorothy Deven were married in the Presbyterian church at Brownsville . . . Columbia Pictures employes will open the Christmas season with the annual holiday party December 10 at Hotel Sheraton. Lois Eggert is directing the arrangements . . . Raymond, brother of Bill Nesbitt of the Republic office, in the first group of local draftees, was married two days before he shoved off for Ft. Knox, Ky.

James H. Alexander, who sold his interest in the local RCA products equipment business to F. D. "Dinty" Moore, former Warner distributing executive, is remaining with the company as office manager for Moore and Sam Fineberg. Jim is looking and feeling better following a rest in Baltimore . . . Tom Piatt and his wife were Filmrow visitors from St. Marys, W. Va., where Piatt and Lyle Gault recently opened the new Main . . . Alice Smith of the NTS office celebrated a birthday and had the NTS gang at her home for a party.

Paul Krumenacker and his Warner staff were hosts at the December 3 family party at the Variety Club . . . Felton Pinner, in charge of maintenance for local area Warner theatres, is vacationing in Maine . . . The ghost in "Hamlet" was on the prowl the other night in Loew's Ritz when added sound effects stirred the audience. A fire extinguisher discharged when it was accidentally knocked from a rear wall bracket . . . Art Cinema's coming attractions include the French "Symphonie Pastorale," Italian "Paisan," and reissues of "The Human Beast" and "Kiss of Fire."

"Vod-A-Vil," a single reel, will be distributed by the Franklin exchange . . . Sam Milberg, RKO Erie area salesman, spent last weekend at his home in Detroit . . . A cooking school was presented at the Rowland, Wilkinsburg, the afternoon of December 1 and a modern range was promoted as a giveaway.

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George Horan Named WB District Chief

NEW ENGLAND—George W. Horan, Warner Bros. local manager, has been promoted to New England district manager, with headquarters in Boston, by Ben Kalmenson, vice-president in charge of distribution. Horan succeeds F. D. "Dinty" Moore, recently resigned. Al Daytz of Affiliated Theatres in Boston will succeed Horan as local manager December 20.

Horan joined Warners as a salesman in the Boston exchange 19 years ago and was promoted to branch manager in 1941. Daytz was local sales manager under Horan before joining Affiliated Theatres.

Fall City Cotton Mills Reducing Employment

FALL RIVER, MASS.—Theatre managers in this area are anxiously awaiting the effect that curtailment of work in several north end plants will have on theatre attendance. So far no noticeable decrease in patronage of the downtown houses has been recorded.

The Sagamore Mfg. Co. has announced that parts of mills Nos. 1 and 2 will be closed indefinitely, affecting 300 employes. The Border City Mfg. Co. also announced practically all cotton production activities, employing 450, will be halted for an indefinite time. Another mill, the Foster Spinning Co., announced it will shut down for one week. Other mills are continuing on a restricted schedule such as has been in effect for the last three or four months.

Stage Actor in 'Rhythm'

Broadway actor Joel Marston has been assigned an important role in "American Rhythm," which Lindsley Parsons will produce for Monogram.

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In the Heart of the Film District

BRIDGEPORT

Harry E. Kaplan, projectionist at the Community, Fairfield, and his wife Esther are the parents of a boy named Gary Joel . . . Frances Grand is back in the ticket office at the Astor after recovering from pneumonia . . . Bridgeport Local 277 of projectionists attended in a body a mass for their deceased members at St. Charles church.

Connecticut summer theatres have signified their intention of operating next season. They are Shop Shop, Canton; Chapel Playhouse, Guilford; Playhouse, Southbury; Playhouse, Ivoryton; Town and Country Players, Rocky Hill; Summer Theatre, Stamford; Town Hall Players, Unionville, and Country Playhouse, Westport . . . Fred H. Russell, theatre editor of the Post and Telegram, has been vacationing in Montreal. Tom Magner substitutes.

Sympathy to Harry Gulliver, projectionist at the Loew's Globe, on the death of his father-in-law, Louis Reich . . . Theatrical advertising space in the Post and Telegram has been slashed again . . . James Tobin, manager of the Warner, landed a coloring contest in the Sunday Herald in connection with "Fighter Squadron." Contest was the first used by that paper in a number of years.

Springfield to Study Hike in Theatre Fees

SPRINGFIELD—Long of the opinion that all fees for licenses and permits issued by the city, including those issued to motion picture theatres, which are fixed by statute, should be revised so as to yield an increased revenue to the city, Alderman Francis E. J. McCarthy has introduced into the council an order to authorize the mayor to seek legislation that would provide for investigation and study of statutory fees by a special unpaid legislative commission.

The order already has been passed by the Board of Aldermen, and awaits action by the council.

Two years ago McCarthy served on a committee that made a study of local fees, and at that time proposed changes tending to increase revenue. But the council failed to adopt the proposals of his committee following a public hearing at which interested parties, notably theatre operators, registered vigorous protests against the suggested increases.

The commission proposed for study of the fees now would consist of a state senator, three members of the house of representatives, and three other members named by the governor.

Popeye in Free Show At Yamins Capitol



Popeye the Sailorman is surrounded by a group of admiring youngsters at Fall River.

FALL RIVER, MASS.—Popeye, spinach-stoking cartoon character whose physical antics have entertained young and old alike, came to life on the stage here recently in a performance for nearly 1,500 children at the Capitol Theatre, a Yamins house managed by James MacNamara.

The original voice of the sailorman, Harry Foster (Popeye) Welch, made two appearances in this city in as many days, and received a rousing cheer from the youngsters, mostly all inmates of children's homes in the area. The boys and girls attended by invitation the show. Admission was free and the costs were met by local merchants and Nathan Yamins. Lariats and candy bars were distributed to the children.

Popeye also presented shows at St. Joseph's Home, St. Anne's, General and Truesdale hospitals. The "man of a thousand voices," as Welch is known in theatrical circles, ran the gamut of the cartoon impersonations whose voices he provides.



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'Baby' Grosses High At 125 in Boston

BOSTON—"When My Baby Smiles at Me" at the Keith-Memorial and "The Louisiana Story" at the Exeter Street took top grosses locally, scoring 125 and 110 respectively. "The Red Shoes" playing a roadshow engagement at the Majestic opened to good evening business but no average was available.

(Average Is 100)

Astor—**A Song Is Born** (RKO); **In This Corner** (EL), 2nd wk. 105
Beacon Hill—**Hamlet** (U-I), 2nd d. t. wk. ..... No average
Boston—**Last Days of Pompeii** (RKO); **She** (RKO), reissues, 2nd wk. 95
Exeter Street—**The Louisiana Story** (Lopert); **Noel-Noel** (Lopert) 110
Majestic—**The Red Shoes** (EL) ..... No average
Memorial—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox) 125
Metropolitan—**Johnny Belinda** (WB), 4th and final wk. 100
Paramount and Fenway—**Sealed Verdict** (Para); **Million Dollar Weekend** (EL), 2nd wk. 95
State and Orpheum—**Julia Misbehaves** (MGM); **Big City** (MGM), 2nd wk. 95

Trade Sags at First Run Houses in New Haven

NEW HAVEN—Business at the downtown de luxe houses was off generally. "Walk a Crooked Mile" and "Jungle Patrol" was moved from the Loew Poli to the Bijou for a second round. "June Bride" and "Behind Locked Doors" at the Roger Sherman showed lively pulling power.

Bijou—**Three Faces West** (Rep); **A Man Betrayed** (Rep), reissues 55
College—**Julia Misbehaves** (MGM); **The Search** (MGM), 2nd d. t. wk. 75
Loew Poli—**Walk a Crooked Mile** (Col); **Jungle Patrol** (20th-Fox) 100
Paramount—**For the Love of Mary** (U-I); **Michael O'Halloran** (Mono) 50
Roger Sherman—**June Bride** (WB); **Behind Locked Doors** (EL) 100

Trade Looms at Most Hartford First Runs

HARTFORD—Business picked up in a number of the first runs with top product pulling in the biggest crowds in weeks. Leaders were "Fighter Squadron," "The Three Musketeers" and "Miss Tatlock's Millions."

Allyn—**Miss Tatlock's Millions** (Para); **Disaster** (Para) 160
Center—**Arizona** (Col); **Texas** (Col), reissues 70
E. M. Loew's—**Sahara** (Col); **Destroyer** (Col), reissues 110
Poli—**The Three Musketeers** (MGM); **Homicide for Three** (Rep) 225
Palace—**Rachel and the Stranger** (RKO); **The Pearl** (RKO), 2nd wk. 80
Regal—**Angels With Dirty Faces** (WB); **They Drive by Night** (WB), reissues, 2nd wk. 90
State—**Joe Palooka in the Big Fight** (Mono), plus stage show 100
Strand—**Fighter Squadron** (WB); **The Spiritualist** (EL) 250

FALL RIVER

Popcorn-making equipment and a Coca-Cola vending machine have been added to the extra profits department at the Academy Theatre by Carl Zeitz, manager. The two devices stand near an elaborate counter where candy bars and other delicacies are prominently displayed . . . Installation of marble slabs in the lobby of the Empire Theatre, which is being entirely reconstructed, has been started. The new boxoffice, with a lower panel entrance opening, is built entirely of glass, affording greater working space than in the old boxoffice, which split the lobby entrance in two. It is heating with a special ceiling unit.

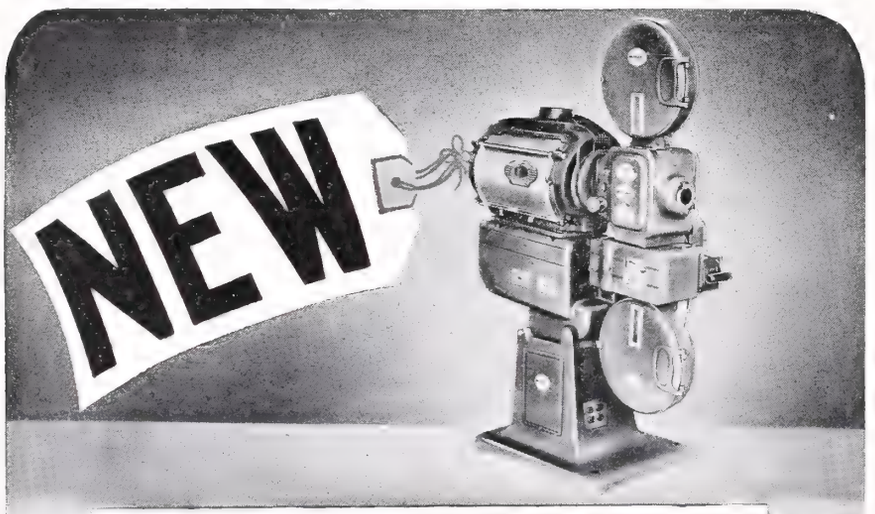
The Dartmouth Auto Theatre, situated on the Fall River-New Bedford highway in Dartmouth, closed following a successful season . . . Damage to fencing and outdoor signs resulted from a recent wind and rainstorm . . . Elizabeth Johnson has returned to her home in Akron, Ohio, following a two-week stay with her brother-in-law and sister, Mr. and Mrs. Claude Shaw. Shaw is assistant to Carl Zeitz as Academy manager.

Considerable damage was done recently to the modern marquee of the Academy when a van truck passing along the curb struck the V-shaped sign.

Cooking school sessions, being held each Monday at the Capitol in cooperation with Swift & Co. are drawing larger audiences every week. It is being conducted by Martha Logan, nationally known economist for Swift. One hundred attendance awards are donated at each session. Gifts for the final session include a Benrus 17-jewel wrist watch donated by arrangement with Gerber Jewelry Co., and a Young Corp. washing machine.

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WORCESTER

Stuart Morin of Stamford, Conn., has been appointed student assistant manager of Loew's Poli, Manager Harold Maloney announces . . . Trustees of the Municipal auditorium refused to approve use of the building for theatrical purposes on Christmas eve or Christmas day. The Frank Fay company of "Harvey" had sought both dates.

Three managers in town represent 115 years of show business. Bob Portle of the Elm Street and Nate Goldberg of the Plymouth have headquartered in theatres for 40 years each. Harold Maloney of Loew's Poli has been in the business 35 years . . . The town of Whitinsville is to get a stock company, recruited in New York, that will play at Pythian Hall.

Al Barlow, veteran of show business, has been a patient in City hospital . . . There were two marriages in the cast of "Ice Vogues" during its Worcester engagement . . . Charles Crain of the Playhouse has gone to Chicago to join "Brigadoon" . . . Bob Portle, manager of the Elm Street, reports Laurence Olivier's "Hamlet" will be roadshowed here after Christmas.

Bert Lawton will be house manager of the Fine Arts Theatre under construction in Maynard . . . Henry Lafleche has been appointed a special policeman at the Strand in Southbridge . . . Manager Nate Goldberg of the Plymouth attended a district managers meeting of the E. M. Loew circuit in Boston.

The Whalom in Fitchburg is to get a new roof . . . Ned Cosmo is back in town from Hollywood . . . Harold W. Hall, former manager of the Uptown and Orpheum in Gardner, was given a testimonial dinner by 150 friends in the Colonial hotel, Gardner. The affair was arranged by the Knights of Columbus council but many outside the society were present. Giles has been named manager of the Uptown in Boston.

One of the theatres in town is playing around with the idea of adopting a vaudeville policy . . . Many houses awarded turkeys at Thanksgiving time, including the Rialto here and the Strand in Southbridge, which presented ten turkeys from the stage by courtesy of a jewelry store . . . Rita Zompetti has joined the Modern in Marlboro.

Charles F. Hellner, once of the Plaza in Southbridge, died in Tampa, Fla., where he had been living . . . Exis St. Jean of the Strand in Southbridge, has been discharged from Harrington Memorial hospital . . . The newsboys of the Marlboro Enterprise were guests of Manager George Heeley of the Marlboro in that city at a showing of "A Southern Yankee."

Terry Moore to Appear

HARTFORD—Terry Moore, star of Columbia's "The Return of October," is slated for two appearances in the southern New England area this month in conjunction with openings of the film. Harry Bernstein, exploiter for Columbia, said Miss Moore would appear at E. M. Loew's, Hartford, December 3, and at the Strand in Providence, December 9.



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BOSTON

A farewell party for Cleo Jacove, secretary to Louis Richmond at E. M. Loew's Theatres, was held in the circuit offices recently. E. M. Loew was host to about 40 guests for cocktails and dinner. Also in attendance were Max Finn, general manager; Larry Laskey, co-partner with Loew; Ray Canavan, newly appointed general division manager of theatre operations for the circuit; Louis Richmond, former executive assistant to Loew; Frank J. Wolf, new executive assistant; Phil Berler, head booker, and guests and the office staff. Miss Jacove was presented a radio console from the theatre managers, a three-piece luggage set from Richmond and an attractive costume jewelry set from the office force.

Notes from the Interstate circuit: Irving Cohen, office manager, completed the auditing of theatres under the jurisdiction of District Managers Erwin Neumann and Christopher Joyce . . . George Benway, former assistant under Earl B. Raifstanger, Mahawie, Great Barrington, has been promoted to manager of the Saybrook, Old Saybrook, Conn., succeeding Burton Bonoff who resigned to enter exploitation in the legitimate theatre business. John Raifstanger, son of Manager Earl B. Raifstanger, replaced Benway at the Mahawie . . . District managers have conducted special meetings to further sales of Variety Club books, which are going over very well . . . Harold O'Day, former assistant at the Boulevard, Revere, returned from California and is slated to relieve Manager Tony Russo, Star, St. Johnsbury, Vt., who has been ill.

A. Viola Berlin, manager of the Exeter Street Theatre, entertained at a luncheon at the Hotel Vendome for Mr. and Mrs. Robert Flaherty, producers of "The Louisiana Story," who came to town for the opening of the feature at the Back Bay house . . . Phil Engel, well-known New England publicist for UA, has resigned. He had been with UA for five years and in the publicity end of the industry for 20 years. He will make an announcement soon regarding his next connection.

Notes from the Rifkin circuit: For the first time in 15 consecutive years, Phil Desnoyers, chief operator of the Suffolk, Holyoke, was absent from his job because of illness . . . The Majestic, Holyoke, staged a celebration on cashier Mabel Dwyer's birthday. After dinner an impromptu amateur night was held on stage with the high spot an imitation of the Andrews sisters by Rene Joyal, Eddie Menard and Armand Yvon. After a speech in French by Manager Albert Desautels, a set of glassware was presented to Miss Dwyer.

Leading the circuit in the sale of Variety club books is Albert Desautels, manager of the Majestic, closely followed by Jim Altree, manager of the Jefferson, Springfield . . . Barbara Young of the candy department at the Jefferson is a student at the High School of Commerce in Springfield. Recently she was awarded a 100-word certificate from the Gregg Co. for writing 100 words a minute in shorthand . . . Mrs. Michael Nihill, wife of the doorman at the Liberty, Springfield, died recently . . . The new assistant cashier at the Liberty is Mrs. Ida Smith.

Ray E. Feeley, business manager of Independent Exhibitors, Inc.; Les Bendslev, treasurer; Mr. and Mrs. Leonard Goldberg; Mr. and Mrs. Ted Rosenblatt; James Guarino and Julian Rifkin flew to New Orleans for the Allied national convention. Mr. and Mrs. Nathan Yamins and Mr. and Mrs. Leon Task motored to the southland . . . SRO's first annual sales drive entered its fourth week with the eastern division in the lead.

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HARTFORD

Doug Amos, manager of the Webb Playhouse, Wethersfield, reports the addition of Helen Novick, cashier, replacing Patricia Dodge, who resigned to marry Harold Beard of Hartford . . . Morris Rosenthal, manager of Loew's Poli, New Haven, and Mrs. Rosenthal were in town shopping, and they also visited the local Loew theatres . . . Belle Katz of Colchester was married to Daniel Schuman, son of Leon Schuman, bookkeeper for the Hartford Theatre circuit . . . An extensive campaign on "Sealed Verdict" was lined up by Walter B. Lloyd, M&P Allyn manager, and Arnold Van Lear, Paramount exploiteer.

Josephine Manzone is the new candy girl at the E. M. Loew's . . . Russell Ordway, operator of the Princess, Rockville, was a recent visitor at the Webb Playhouse, Wethersfield. Prior to becoming an independent exhibitor, Ordway managed the Wethersfield house for the Lockwood-Gordon-Rosen circuit . . . Harold Russell, star of "The Best Years of Our Lives," visited two Connecticut cities last week, under the sponsorship of B'nai B'rith.

Ted Harris, State, met Jimmy Durante on a recent New York visit . . . The Eastwood, East Hartford, Perakos house managed by Tom Grace, launched a Saturday afternoon policy, with children's features played during matinees and adult pictures after 4 p. m. . . . Harry Bernstein, Columbia film plugger, was in the Hartford territory.

NEW HAVEN

Edward Ruff, manager for Paramount here and in Albany and who has been with Paramount for 25 years, has resigned . . . Tom McAndrews, Republic salesman here for the last few months, has resigned to enter another field.

Dave Skvirsky, 20th-Fox salesman, spent the holiday with his family in Boston . . . Harry Gibbs of Connecticut Films combined a selling trip with a ride to New York for the holiday . . . Maurice Shulman of the Hartford circuit and his wife were Thanksgiving hosts . . . The Rialto, American, Astor and Hippodrome at Bridgeport, all on the Strand Amusement circuit, had special holiday matinees November 26. Features were "Mrs. Wiggs of the Cabbage Patch," "Geronimo," "Little Miss Marker" and "Alice in Wonderland."

Henry Germaine attended a managers' meeting of Paramount at the Pierre hotel in New York for four days . . . John Moran of RCA, Boston, and Bernard Sholtz of New York visited here with Lou Phillips and toured the territory . . . Carl Goe, Warner manager here, spent the holiday in Cleveland with his nephew, who is a professor of psychiatry at Western Reserve university.

Two local film men are new fathers. Charles Gaudino, manager of the Hippodrome, has a new daughter Valerie Rose and Al Fitter, booker at Paramount, has a son, Russell E. Fitter . . . Eagle Lion will start a new drive in honor of Jack Schlaifer, new sales manager, December 4 . . . About the same time Max Salzburg will move his crew into larger quarters in the Film Bldg.

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Capitol Will Become Dallas Art Theatre

DALLAS—Alfred and Lester Sack, Sack Amusement Enterprises, have purchased the equipment in the Gay Theatre and a ten-year lease on the building on Fitzhugh near Capitol street. The house had opened and closed five times in five years under as many owners with routine exhibition policies. The Sacks, however, intend to establish the 500-seat house as an art theatre to open by Christmas under the name of Coronet.

Architect Raymond Smith drew plans for remodeling now under way. Foreign-language pictures and the outstanding American revivals will be offered. Early bookings are "Paisan," "To Live in Peace" and "The Barber of Seville." The Sacks have been independent film distributors for 20 years and have operated theatres. They vision only success for their new venture on the premise that their brand of entertainment for the Coronet has never before been carried out here.

Hoblitzelle Cites Value Of Visual Aids to Youth

DALLAS—A two-part historical account of our earlier democracy, "The American Past," appearing in the Dallas Times Herald November 28 and December 5, brought comment from Karl Hoblitzelle, president of Interstate circuit. The articles cover the highlights of the history of the United States from Concord to Hiroshima, written by Roger Butterfield.

Wrote Hoblitzelle: "A study of our history leads inevitably to a better appreciation of the system in which we live. Our way of life is under attack by totalitarian forces even though America has shown the world how to create and distribute wealth without loss of individual liberties.

"One of the most fertile fields for this educational process is in the minds of children. We know the tremendous importance of visual education because it stimulates young minds where the spoken word often does not. Therefore this pictorial history, "The American Past," is doubly important in educating and developing these youngsters so that they are equipped in adulthood to combat the attacks on our American way of life by the various 'isms' ".

John Elzey to Distribute Tol-Pak for Chas. Darden

DALLAS—Chas. E. Darden, who recently obtained a five-state franchise on the Tol-Pak triple drink dispenser, has made a deal with John F. Elzey of Delta Theatre Supply Co. in New Orleans to handle distribution of the equipment in Louisiana. New models and supplies have been shipped there to show exhibitors attending the national Allied convention.

Pic Theatre in Miles, Tex., Is Destroyed by Flames

MILES, TEX.—The Pic Theatre, owned by Bob Hendrix, and an adjoining garage, were destroyed by fire and an appliance store and hotel building were damaged. Fire trucks came from nearby Ballinger and San Angelo. Theatre rebuilding plans are not yet known.

Gin Rummy Champs Vie for Charity



Down Texas way, Louis Charninsky, manager of Dallas' Rialto and Capitol theatres of the Interstate circuit, has the reputation of being the Variety Club gin rummy champion. Once a year, R. M. "Bob" Savini, president of Astor Pictures, stops off at Dallas on his way to New York from the west coast to see if Louis' game has improved.

The Texas gin rummy tournament between Charninsky and Savini has been a yearly ritual for the past five years, during which time the Texas champ has always been beaten by Savini, the champ of New York's West 46th street.

The 1948 match was for Variety's charity fund, and the judges were John Jenkins and O. K. Bourgeois, well-known citizens of Dallas' Filmrow. Although Charninsky lost to Savini again this year, he has challenged the champ to another match in 1949, and no matter who wins—one thing is certain, it's for a good cause named Variety. Shown in the photo, left to right: Savini, Jenkins, Charninsky and Bourgeois.

Services for R. J. Clark, Monogram Salesman

OKLAHOMA CITY—Robert J. Clark, 59, was buried here following his death in a Henryetta hotel, presumably of a heart attack. Clark, a Monogram salesman, had been in the business for about 30 years with Monogram. He worked for Carr Scott of Screen Guild Productions, who then had Monogram Pictures of Oklahoma, from 1937 until 1944. Clark stayed with Monogram, however, when Scott sold out, and worked as office manager until he went on the road.

Clark also was affiliated at one time with 20th-Fox and Universal. Horace Falls, chief barker of Tent 22, recalled that it was "Bob" who taught him the booking sheet, when the two worked for Universal and Clark broke Falls into booking pictures.

Clark, a native of Indiana, is survived by his wife, a son Bob jr., who formerly worked in the Paramount shipping department, and a daughter, Mrs. Eula Jon Trost of Philadelphia.

Big 'Street Corner' Splash

DALLAS—Joy Houck's newly streamlined Leo Theatre downtown stepped up the amusements page this week with a three column by 12-inch ad on "Street Corner," a James M. Doane Wilshire Pictures release. "She couldn't tell her mother," the blaring headline read. Shows for women only were at 2 and 7 p. m., and for men only at 9. Nurses were in attendance. A radio hygiene commentator talked from the stage.

Boy Scouts Sell Tickets

MORTON, TEX.—In connection with the showing of "Hoosier Schoolboy" at the Wallace Theatre recently, the management donated half of the proceeds of tickets sold by Boy Scouts to the Scouts.

'Colorado' Leads Rise In Dallas Grosses

DALLAS—Grosses at the first runs were up by several points over the previous week and better than other recent weeks. "Man From Colorado," at the Majestic, headed the list. Even the de luxe neighborhood houses, both circuit and independent, reported better business.

(Average Is 100)

Capitol—**Whirlwind Raiders** (Col); **Train to Alcatraz** (Rep), split with **Gun Law** (RKO), reissue; **Code of Scotland Yard** (Rep) 100
Majestic—**Man From Colorado** (Col) 120
Melba—**That Lady in Ermine** (20th-Fox) 105
Palace—**Road House** (20th-Fox) 100
Rialto—**Hold That Ghost** (U-I); **Hired Wife** (U-I), reissues, split with **They Drive by Night** (WB), reissue; **Smart Girls Don't Talk** (WB) 110
Telenews—**Lost Horizon** (Col), reissue 100
Tower—**Moonrise** (Rep) 90

N. J. Wooten Closes Ritz; Third Theatre in Llano

LLANO, TEX.—N. J. Wooten, owner of the Harlo Theatre who recently purchased the Lantex and Ritz theatres from R. N. Smith, has closed the latter house and has renamed the Harlo the Llano.

Smith, who has a small circuit of modern houses in the valley, bought out Carl Garner two years ago, who had operated the Lantex for many years, and had the Ritz about ready to run when he sold. James D. Harlow opened the Harlo, then sold to Wooten. After Wooten and Smith bid against each other for pictures in this former one-show town, Smith sold out to Wooten, who now carries a theatre investment of nearly $100,000 in a 3,000-population town.

'Miss Alaska' Arrives for Role

Quianna, the "Miss Alaska" in an Eskimo beauty contest, has arrived in Hollywood to take a featured role in "Arctic Manhunt," to be directed by Ewing Scott for U-I.

Boys Town, Neb. Inspection Inspires Texas Group in Boys Ranch Plans

DALLAS—Officers and directors of the Variety Club of Texas returned from a quick trip by air to Boys Town, Neb., with the nucleus of an idea to make Boys Ranch, in a new location near this city, one of the outstanding philanthropic movements in the nation. They went as witnesses to the unveiling ceremony of a statue of the late Father Flanagan, presented to Boys Town by Variety International, and to have a good look at the famous institution.

Leaving Love Field at 4:30 Sunday morning in a chartered 21-passenger ship, they landed at Omaha airport after choppy weather and one stop at Tulsa. They were met with six cars by Eddie Shafton, insurance man and Variety member and a director of Boys Town. By 10:30 a tour of Boys Town started.

The Dallas film and theatremen said they could hardly believe what they saw. Architectural fineness and permanence of the buildings, all with stone and marble trim and slate roofs, testify they will outlast several generations. Homes for the boys, each housing 20, were compared to the better homes in Highland Park here. The furniture was all fine, they said.

One gymnasium, 100x300 feet, had the best athletic equipment obtainable. There was a swimming pool, basketball courts and many body-building devices. At noon the visitors lunched with the high school boys. The food was excellent, they said.

International Chief Barker Bob O'Donnell, William McCraw, executive director, and John Harris, first chief barker from Pittsburgh, arrived to begin the unveiling of the statue, prominently placed at Boys Town entrance. It bears Father Flanagan's famous slogan, "There is no such thing as a bad boy." Variety International's name as donor appears underneath.

Continuing their inspection for an hour, the visitors were driven to Hotel Fontenelle in nearby Omaha. Omaha Variety members, theatremen of the city, and Boys Town officials gave them a dinner that evening in the hotel. O'Donnell told the story of Boys Ranch here and what Texas theatremen plan to do at the new site between here and Fort Worth.

Local officers and directors making the trip were John Rowley, Heywood Simmons, Walter Penn, C. A. Dolsen, William O'Donnell, R. I. Payne, Harold Schwarz, Buddy Harris, P. E. Wilson, J. O. Cherry, Fred Hoenscheidt, C. C. Ezell, Sam Landrum, Phil Longdon. Bob O'Donnell and McCraw went up earlier to complete presentation arrangements.

Large Texas Group At Allied Meeting

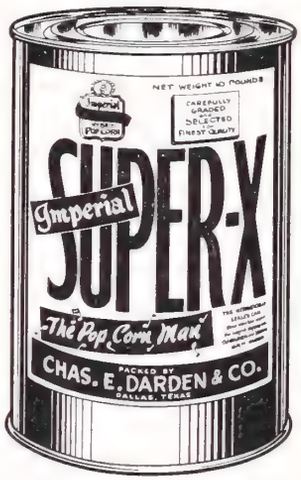
DALLAS—The largest group of Texas exhibitors ever to attend a national convention of Allied States Ass'n of Motion Picture Exhibitors made advance reservations through the Dallas Allied office for the three-day New Orleans conclave. Included were these Allied members and their wives:

L. C. Tidball, Fort Worth; Hiram Parks, Brownfield; P. V. Williams, Munday; T. J. Hooser, Seymour; E. H. Rockett, Itasca; M. K. McDaniel, Lamarque; A. W. Lilly, Commerce; Dave Smason, Karnes City; Rubin Frels, Victoria; Lonnie Legg, Denison; Henry Sparks, Cooper; Gidney Talley, E. M. Muller and W. M. Dennis, San Antonio; R. Z. Glass, Houston; R. N. Smith, Mission; C. D. Leon, Dallas; Mrs. J. B. Roberts, Richardson; Ray Pfeiffer, Mission; Hans Smith, Irving; J. R. Euler, Col. H. A. Cole and, of course, Phil R. Isley, new president of Texas Allied.

Bob Warner and Ray Beall of the Manley popcorn organization, and L. N. Childress, seat distributor, headed for the delta metropolis for merchandise displays before the conventioneers.

Poth Texas to W. G. Wooten

POTH, TEX.—W. G. Wooten has purchased the Texas Theatre from C. A. Langley.



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Silver Brothers Buy Two Texas Theatres

GRAND PRAIRIE, TEX. — Sherman and Jerome Silver, Minnesota exhibitors, have purchased the Wings and Texas theatres here from Underwood & Ezell, Dallas.

Sherman Silver has moved here with his wife and 3-year-old son Randy after selling his theatre in Cukato, Minn., which he operated for 13 years. The other brother has several theatres in small towns over the Gopher state which he will continue to operate. He returned north after a brief visit here to look after the properties and to bring one of his managers, Elmer Aamods, to assist in operating the two local theatres.

The Silvers have also purchased a site near the Texas where they will soon start building a 900-seat theatre. Smith & Warner, local architects, are now working on the plans. It will have a television lounge.

C. C. Ezell has retained a minor interest with the Silvers in the Grand Prairie situation. Roy V. Starling, who owned or had the major interest in the Wings Theatre, operated it and the Texas for the U&E circuit for several years. He came out of the local setup with clear title to the White Theatre in Fort Worth, given him by U&E, and he now is operating the White.

Twelve miles from Dallas on the highway to Fort Worth, Grand Prairie was a sleepy village until the giant North American aviation plant went in and population zoomed.

Starling started building his house and Underwood & Ezell bought out the Texas from J. S. Walker, who had owned it for over a decade. During the next few years the town has grown and developed into a population of nearly 20,000 with many industries.

Sherman Silver, the local partner, brings an active record of participation in civic affairs and has already transferred several of his memberships to this city. Already he has attended meetings of civic clubs.

Cash Wilemon Is Owner

LUEDERS, TEX.—V. W. Davis has sold his Texas Theatre to Cash Wilemon of Stamford, who will take over soon after the first of the year. Davis then plans to enter a hospital for an operation. The new owner has worked around theatres at Stamford but more recently has held a traveling job.

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C. J. Otts Buys Opposition Theatre at Royse City

ROYSE CITY, TEX.—C. J. Otts and his wife, owners of the Royse Theatre, have purchased the building which housed their opposition house, the State, from R. M. Freed. The State was built by Freed during the war boom. He made separate disposition of the equipment at the theatre. Otts is a veteran of the first world war and bought the Royse from R. A. Gill about 12 years ago. He and his wife have operated the house full time ever since.

B. E. Lannom Is Manager Of Gladewater Theatre

GLADEWATER, TEX.—B. E. Lannom of Henderson, Tex., has been named city manager of the East Texas Theatre here. He was former city manager of the two theatres in Henderson and succeeds the late Floyd Magrill as manager of the local theatre.

Film Service Corp. Distributes for EL

DALLAS—For the first time in this area a major film company having its own shipping and inspection facilities has contracted for physical distribution of its product to an outside organization.

Under the terms of a contract which went into effect recently, National Film Service, Inc., will hereafter handle all inspection and shipping for Eagle Lion pictures in all branch offices.

The local affiliate for National Film Service is the Central Shipping and Inspection bureau in the Film Exchange Bldg. This organiaztion, headed by Jo W. Jack, has handled inspection and shipping locally for EL for the last year and for SRO for 19 months.

Signed for 'All King's Men'

Ann Seymour has been signed for the role of Lucy in Columbia's "All the King's Men."





DALLAS

Herman Biersdorf, Eagle Lion division manager, and Ray Higdon, Theatre Enterprises, were called to Oklahoma City by U.S. Judge Edgar Vaught to answer questions relative to the government's suit against Griffith Amusement Co. The suit may involve Theatre Enterprises, which was formed after the death of R. E. Griffith, who operated a circuit in Texas by that name for several years. Forty-three theatremen in five southwestern states were also summoned.

I. B. Adelman returned from a business trip to Oklahoma City. His partner Harry Sachs spent a week in New Orleans, most of the time watching the races until an announcer said Oklahoma A&M was about to perform an upset on the Sooners. Harry then turned on his portable radio on one of the top sport events of the year. The mighty Sooners just barely did win.

John Blocker, who reportedly came out in the black after selling his interest in two drive-in theatres to a partner, has made a second visit to the Row in an effort to learn where he might put in another drive-in profitably. Blocker said he is going to play a lone hand in his next venture.

Ten-Best time has rolled around for another year with columnists and even theatre patrons having their say until the matter grows cold, usually soon after the new year. The first ten best list to show up was by John Rosenfield in the Dallas Morning News. He picked them in this order: Apartment for Peggy (20th-Fox), The Big Clock (Para), Black Narcissus (U-I), Canon City (E-L), A Double Life (U-I), Gentleman's Agreement (20th-Fox), Hamlet (U-I), Rope (WB), Treasure of Sierra Madre (WB).

Mrs. L. R. Robertson of the Lucas Theatre has been in a Dallas hospital under treatment for a recent illness. She and her husband own and operate the theatre but now have it up for sale because of her illness. They plan to travel after the sale is closed . . . Recent visitors included Cliff Turner of the Tex at Corsicana; Alton Simms, Robb & Rowley booker at Memphis; Mac Howard, Johnny Long's Rainbow Theatre in Houston; Lance Davis, Majestic, Rotan; Clint Bailey jr., Cona, Nocona; H. E. Walters, Falls, Marlin, and Doug Edwards, new owner of the Star at Morgan. Edwards is from Oklahoma and new in the business. His purchase was from J. G. Sinz, a Melba Theatre employe in Dallas for several years. Sinz will continue to book from here.

Fred Waring and his Pennsylvanians played a one-night capacity stand in Fair Park auditorium and was roundly applauded by patrons and next day by the critics . . . Gene Autry, born in Tioga, northern Texas hamlet, was a one-day visitor. His principal interests here are four neighborhood theatres in the Oak Cliff section which he owns in partnership with Lloyd Rust and Ed Blumenthal.

Henry Reeve, president of Texas Theatre Owners, was in town on organization business and to book for his Mission Theatre at Menard . . . The United Artists branch office had received no notice from New York that it would physically distribute Selznick pictures. Last reports are the deal didn't jell.

A long-traveled rumor reports that P. G. Cameron is coming back to the Dallas from California and that all the Camerons might move back to this city soon. They have lived here most all of their lives and in the last ten years have pulled up stakes and moved to California at least three times . . . Roy C. Lee, who for years has operated an electrical and display service by that name, stopped by to renew his subscription to BOXOFFICE to preserve his contact with Texas exhibitors . . . Wallace Walthall, straight line Democrat, not only voted the ticket straight but sent President Truman a 150-word congratulatory telegram to his resting place in Key West, Fla.

This week, November 28-December 4, designated as Sol Sachs anniversary week, was expected to be the biggest seven days in the history of the RKO exchange. More RKO films, features and shorts, will be played by Texas exhibitors during that time than ever before. No special inducements were offered, but the basis for exhibitor cooperation here was the kind of service Sol has given them for over 20 years.

Harold Schwarz, owner of the Tower Pictures exchange, returned from a film-buying trip to New York, and spent only a few hours in his office before taking the Variety Club plane to Omaha for the Father Flanagan

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statue unveiling at Boys Town. All officers and directors of Tent 17, chartered a plane for the trip and left Sunday morning, spending the night at Boys Town and returning to their work on Monday.

E. B. Whorton of the Rule Theatre at Rule is walking evidence to many friends that even personal streamlining is possible. His doctor told him months ago he was putting on too much weight. Months went by and finally he started to do something about it. He gave his theatre a remodeling, too. A diet rigidly followed has reduced the exhibitor to where he might be hard to recognize if not seen in the last year. He doesn't fill up his station wagon as he did in predieting days.

Paramount News took pictures here of 21 Mexico City debutantes who made a trip by air to Texas sponsored by Governor Jester's Good Neighbor commission. The pictures were shown almost immediately in the Palace Theatre and subsequently in hundreds of theatres over the state. The debs made stops in Fort Worth, Austin and Houston.

Paramount Sued for Libel By Oklahoma Martha Ivers

TULSA—Paramount Pictures, Inc. is being sued here for $100,000 damages by Celia C. C. Ivers, on behalf of a minor girl named Martha Ivers. Paramount produced the film, "The Strange Love of Martha Ivers." The suit charges that the Ivers girl was libeled when a "partial biography of the Martha Ivers in Oklahoma" was screened. Attorney Phil C. Davis, who filed the suit in district court here, refused to reveal the address of either Celia or Martha, except to say that both live in Oklahoma.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

NOTICE of new postal regulations affecting film shipments by parcel post were received by Don Douglas, executive secretary of the Dallas Film Board of Trade. For the payment of one cent in addition to postage or other charges, the shipper gains a receipt from the post office in evidence of mailing. Any loss or liability accruing from delay of a film in transit via parcel post is avoided by the shipper provided the one-cent receipt can be produced, showing that the film was dispatched in time.

* * *

Leslie Wilkes has resigned as manager of the Dallas office of First National to take over the active management of three Corsicana theatres, he having a half interest with a Mr. Dent in a recent deal for these theatres acquired from M. L. Levine . . . Earl W. Wilbern of Harlingen, Tex., has been transferred to the Empire at Mercedes as manager. He succeeds Mrs. H. D. Symons . . . G. F. Myers is improving a location at Carrollton where he is opening a new theatre.

* * *

Emil Bernstecker has been transferred from the Palace in Dallas to Houston as temporary manager of the Metropolitan . . . The Eaton at Waynoka, Okla., has reopened under the management of Paul Covey . . . The new Majestic at Louann, Ark., has been reopened with the management of Mrs. L. M. Harlan . . . Elmer Levine has been appointed resident director of the Publix properties in Fort Smith, according to an announcement made by Charles A. Sasseeh, district manager.

* * *

The new house at Levelland, Tex., built by Walter Blankenship at a cost of $40,000, has been opened . . . New equipment has been installed in the Hippodrome in Waco, Tex., and the seating capacity increased to 1,600.

* * *

H. B. Hutt jr., 10-year-old Oklahoma City schoolboy now in Hollywood, may be headed for a screen career. He is said to be a remarkable whistler, the sounds coming from his throat muscles and his mouth remaining immobile. He has just been cast in a featured role by MGM.

* * *

Marietta and Hollister, Okla., recently voted in favor of Sunday shows. The victory is credited to E. E. Middleton, formerly a film salesman and now an exhibitor in Marietta, who worked untiringly against blue law promoters.

Strawn, Tex., Ritz Closed

STRAWN, TEX.—The Ritz, owned by Mrs. R. B. Whitaker, was damaged by a booth fire this week that spread to the roof and necessitated a shutdown for about 30 days. The house was remodeled and re-equipped two years ago by her late husband, she becoming the active manager after his death. Mrs. Whitaker's son, R. B. jr., operates the Texas at Stanton and is building a second theatre there.

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OKLAHOMA CITY

The Warner boys have put out a clever invitation to the Manley open house during the TOO parley here December 6, 7. "The Manley Men Want to See You!" the cover says. Inside shows line drawings of Bob on one side and Ralph on the other with hands out and a welcome mat on the floor. In red letters, it says, "Pop Warner and His Associates Invite You to Visit . . . Where Hospitality Is a Fact!" Photos of their heads top the sketched figures.

Horace Falls, chief barker of Oklahoma Variety Tent 22, left by plane Friday (3) for Dallas and the testimonial dinner to Bob O'Donnell. He planned to return early Monday . . . Jess Bollman, Charles Freeman, both of C&R; Dave Hunt, Republic; Bob Clark and C. R. Guthrie, both of Griffith, attended the Oklahoma Aggie-Sooner football game . . . The Ralph Warners of Manley have their new ranch home about half finished. It is being built about ten miles from the downtown district. They hope to have it completed early in 1949.

Joe Bryant of the Midway Theatre in Lubbock, Tex., was here on the Griffith antitrust suit hearing, and stopped in at the Variety Club . . . One night recently the club was packed to the rafters with 117 persons in the clubrooms. As H. R. Falls, chief barker, put it, "You could hardly stir 'em with a stick." One of the attractions that night was the appearance of the Shrine quartet.

Bob Moran, former RKO office manager, is now a booker at Paramount, having replaced Jack Box who went to U-I as head booker. Bob left RKO about six months ago and has been in Texas ever since. He is interested in a drive-in at Plainview with his brother Pat Moran, who manages the drive-in . . . The 77 Drive-In, owned by R. Lewis Barton, will remain open indefinitely, according to Carl Weaver, manager. Carl said that business is exceptionally good despite recent cool and rainy weather.

Helen Meyer of the Paramount office force is sporting a large size sparkler on her fourth finger, left hand . . . Two Griffith employes are planning December marriages. One is Betty Lou Evans, C. R. Guthrie's secretary, who is resigning to marry Johnny Hart and live in Kermit, Tex. Hart is former office manager for Eagle Lion, now with an oil company. The wedding will be December 11 in Trinity Baptist church here . . . The other Griffithite is Jary Renshaw who will wed Charles Lockwood, an OU student, December 26, Jary, in the home office accounting department, will continue to work.

A. C. "Bush" Ince, chief engineer for Griffith Theatres, entered St. Anthony hospital. The home office reports he won't be back at his desk for about one month . . . Mr. and Mrs. Ed Crews and daughter, Waurika, returned from a ten-day trip to Brownsville, Tex. Crews has the Empress Theatre.

The Paramount Pep club is planning a yuletide party. There will be a dinner and dance in the Skirvin's Silver Glade room. Mary Nell Wilson and Reggie Pappas are making arrangements for the affair, set for December 10 . . . Eddie Holt, who owns two theatres in Coalgate, and his brother Harry, who has the Wes-Ten Theatre here, are back from a two-week deer hunt in Mexico. Eddie has the Holt and Wigwam theatres in Coalgate . . . Mrs. Laura Stewart of the Ritz in Rush Springs was on a two-week holiday to Canada.

Claude Thorpe of the Gem in Ryan and Aaron Burns, manager of the Rio in Grandfield, have purchased the Henrietta Theatre in Henrietta, Tex. The transaction is effective December 1 . . . Jess Cooper of the Cooper and Okla theatres in Antlers has been in Mineral Wells, Tex., taking treatments for an old ailment.

C. H. "Buck" Weaver, Paramount spearhead in Oklahoma, doesn't let any grass grow under his feet. He can mix business, pleasure and civic duty with atomic age efficiency. On Monday morning he received a telephone call reminding him that he'd missed the last Rotary meeting and that he'd better hie himself to El Reno at noon or Edmond later in the day for a Rotary session to make up his lost meeting. Buck was in the midst of a sales meeting with his staff. He turned to the boys and said, "How about lunch? Let's go to El Reno and we'll talk business there and back." The boys nodded their approval and off they were in short order. Buck sat in the back seat and carried on with his business meeting. Sam Brunk, Tom McKean and Paul Rice, the sales force, were his luncheon guests at the El Reno meeting at which Buck was asked to speak. He talked before the group, then piled his staff back in the car and started the windup on his sales meeting. In no time at all the quartet was back at the office working away at their desks with no time lost and lots of business territory covered.

The Criterion Theatre will play both "Streets of Laredo" and "El Paso," two Paramount picture that will be world premiered in Texas early in 1949. "Streets of Laredo" will have its world premiere in Laredo with the stars and other Hollywood representatives in attendance. This premiere is March 1 and the film and stars will be at the Criterion soon after . . . "El Paso" will be premiered in the Texas city of that name April 1. The stars, in this instance, too, will make a seven-day tour, opening in El Paso. hey will be here shortly after the first of April. Both pictures will have 150 prints showing in Oklahoma and Texas.

Milt Lipsner, formerly of RKO in Minneapolis and now Monogram office manager here, returned from Minneapolis where he flew to spend the Thanksgiving holidays with his family. Returning with him was his wife. Their three boys will remain in Minnesota to continue their schooling until the Lipsners find a residence here . . . Eddie Greggs, salesman for Warner Bros., bought a new home at 1124 NW 74th in Oklahoma City, in which he has moved his family.

Jim Prichard, Dallas, district manager for Monogram and Allied Artists, and Jim Schiller, Hollywood publicist for the companies, will be here December 7 with the premiere showing of "Strike It Rich" at the Criterion. Appearing here the opening day will be Producer Jack Wrather, his actress wife Bonita Granville, Rod Cameron, Stu Erwin and Don

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Castle. The picture will play 55 theatres within the same week, according to Milt Lipsner, manager for Monogram and Allied Artists in Oklahoma City.

"Blood on the Moon" did very well during its ten-day run at the Home. Also on the bill for one week was Kirma, telepathist. According to Robert Curran who, with H. T. Braucht, operates the Home, the Christmas feature will be "Hills of Home."

The Warner Bros. houses changed a couple of marquees this week. "When My Baby Smiles at Me," which showed two weeks at the Midwest, ended its run for "Rogue's Regiment" to open. "Baby" did outstanding business the first week and pretty good the second week. Changing its screen bill, after a ten-day run of "Fighter Squadron," was the Warner. New in there is "The Plunderers." The Liberty, which went first run with "The Three Musketeers," held this film for a second week.

Aroma McNutt, secretary in Griffith Theatres poster department, underwent surgery at Wesley hospital and is recuperating . . . On "Miss Tatlock's Millions," the Criterion tied in with several local stores on a contest. Entrees were required to identify all of the film stars in each ad. Twenty passes were given away. About half a page of advertisements was carried in the Oklahoma City Advertiser, a weekly newspaper.

K. T. Wise, Dallas manager for Phil Isley, was at the Home to catch Kirma's performance . . . When Kirma gave a Ladies Only performance Friday afternoon (26), the management at the Home even kept out the ushers. No men or children were allowed. Kirma gave away ten private readings during the matinee as prizes.

Lester Loyd jr., son of the Home manager, was sworn in as a full fledged attorney on November 9 and has opened law offices and is practicing alone. He also is attending the University of Oklahoma three days a week to get his third degree. Loyd already has a degree in business administration in addition to his LLD.

SAN ANTONIO

Gidney Talley opened his new Theatre in Luling on Thanksgiving day. Talley is head of the theatre enterprises which bear his name and he operates a number of houses in south Texas . . . The management of the Progreso Teatro gave away 15 dressed turkeys to lucky patrons on Thanksgiving day.

J. Truex of the Azteca Film exchange returned from business trips to Chicago and Miami . . . Barry Kroeger, film star, was here to visit friends and relatives. Kroeger began his career with the Civic Opera company and Little Theatre here.

Lymie Stillwell will bring his "Cavalcade of Stars," sponsored by the VFW, to the Municipal auditorium December 29 for a week's engagement . . . Bill Shomette, WOAI staff member, was back from a trip to Illinois . . . Marjorie Hart, former WOAI staffer, is working in New York.

Floyd Barton of the Brauntex, New Braunfels, has revamped his marquee and made other improvements inside the house . . . Jimmy Harville, formerly a dancing star with Fanchon & Marco, is now in the construction business here . . . Kay Addison, who was a pianist for a local radio station, is the new cashier in the Aztec boxoffice . . . Lieut. LeeRoy Handley, ex-Interstate employe, is now on active duty in Japan . . . The Empire premiered "Unknown Island" for a full week's run starting December 4.

Jesse Torres, commercial photographer, is now shooting pictures for BOXOFFICE . . . Diane Hart, Hollywood starlet, is back in the Alamo City for a vacation. While on the west coast, Miss Hart played in "Sweetheart of the Marines," which will be released next year . . . Lee Morgan, the actor, was in town recently on a personal appearance tour of the southwest . . . "Maravillas de 1949" went on the stage at the Zaragosa Teatro.

'Strike It Rich' Cast At Texas Openings

DALLAS—A breakfast in the Baker hotel here for Producer Jack Wrather and the cast of "Strike It Rich" preceded the opening showing of the picture at the Majestic Theatre. The local event followed appearances by the cast and producer in Tyler, Tex., where the film was world premiered and in Houston and Kilgore, Tex.

Similar events also were scheduled for Austin, Abilene, San Antonio and Fort Worth. At the breakfast here Bonita Granville, Rod Cameron, Don Castle and Stuart Erwin talked with reporters, radio men, Interstate Theatre officials and Monogram exchange employes.

Wrather and the stars made four appearances on the Majestic stage afternoon and night. The picture was to be shown in 258 Texas and Oklahoma theatres during the week. Theatres included those of Interstate, Robb & Rowley, Jefferson Amusement Co., Theatre Enterprises, J. G. Long Theatres and Griffith Amusement Co.

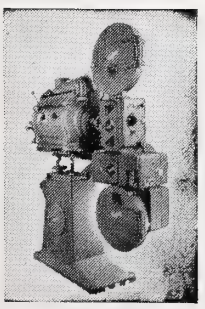
New House in Tatum, N M.

TATUM, N. M.—The new Mesa Theatre here, built by Orin J. Sears, is expected to be opened December 15. Seating, projection and sound equipment for the house was furnished by the Hardin Theatre Supply Co., Dallas, which also installed new equipment last August in the Apache Theatre operated by Sears at Elida, N. M.

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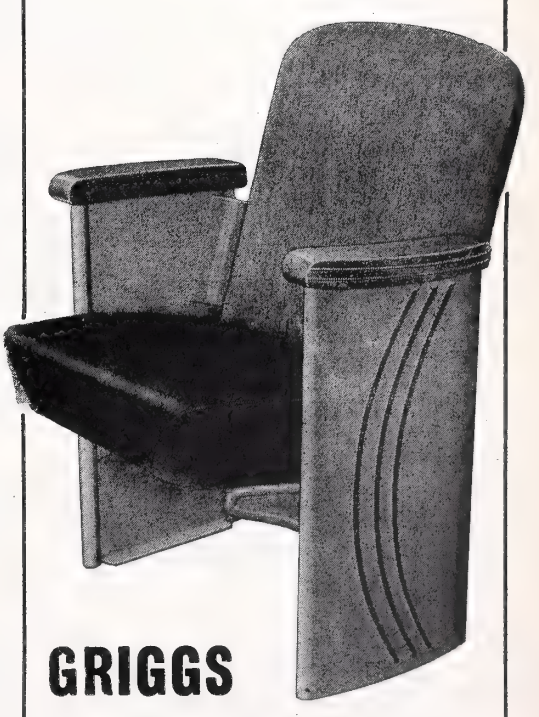
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Jake Walker Acquires Control in Carthage

CARTHAGE, TEX.—Following a six-year oil and gas well boom here, plus a wartime surge, business at three theatres has settled back to where all the buying now is done by one source. J. C. "Jake" Walker, owner of the Royal, and H. B. Turner and H. L. Hampton, local businessmen, have purchased the Cartex and Texas theatres from N. E. Walker.

On top of this deal, Jake Walker has employed Dallas architect Raymond F. Smith to prepare plans for a new 800-seat theatre with construction to start when blueprints are ready. A 50x100-foot lot has been purchased and preliminary foundation work is under way. The new house will have a balcony, pushback seats and provisions for TV.

Future buying and booking for this town will be handled by F. B. White and his Ind-Ex Booking Service at Dallas. Ind-Ex formerly booked for the Royal with the N. E. Walker and his two houses furnishing brisk competition in favor of the film companies.

Theatre business here was unimportant until R. A. Gill bought the Cartex about 12 years ago. Previous to that he had operated in Royse City, but he sold out there and risked all to buck Jefferson Amusement Co. in Nacogdoches. His neat but unpretentious house there started off well and turned into a mint with that doubtful picture, "So This Is Africa," with Wheeler and Woolsey. He did well on subsequent pictures and the circuit bought him out. Gill then headed for Carthage, bought and made improvements at the Cartex and installed that part of the state's first air conditioning, and business boomed. That was the start of Carthage as an important small town situation.

Within a few years Gill had made enough money and sold out to N. E. Walker. After the war, Jake Walker, Gill's son-in-law, returned from war, and built the Royal. There was top competition for the next three years, but all has faded with Jake's deal just closed.

The two Walkers in this story are unrelated.

Services for J. T. Peyton, Supply Firm Mechanic

OKLAHOMA CITY — John T. Peyton of Oklahoma Theatre Supply, better known as Jack, was buried here following his death in Will Rogers Memorial hospital where he had been confined for one week.

The 59-year-old veteran of show business is survived by a wife and five children. His oldest son, J. T. jr., is an operator for the Center Theatre.

With OTS since 1941, Peyton was chief mechanic. He was in the trade about 40 years, serving both as a repairman and an operator. He operated for the Uptown before joining the OTS staff.

Hilgers Joins Franconi In Realart Franchise

NEW YORK—Clair E. Hilgers has joined John L. Franconi, Screen Guild and Realart franchise holder in Texas and will have exclusive charge of Realart sales and management. Realart's physical distribution will be handled through the Dallas Screen Guild exchange.



Clair E. Hilgers, left, discusses the Realart 1948-49 product with his new partner, John L. Franconi, Screen Guild and Realart franchise holder in Texas.

The arrangement will create two independent distributing organizations, Realart Pictures of Texas and Screen Guild of Texas, according to Franconi. Budd Rogers, Realart general sales manager, telegraphed Franconi that the association of Hilgers with Realart Pictures of Texas "marks another step in the progress of this organization in attracting outstanding manpower."

Hilgers has spent over 25 of his 28 years in the distribution field in the Dallas exchange territory. Until Sept. 18, 1948, he was southern district manager for Eagle Lion. For many years he was Dallas manager for 20th Century-Fox.

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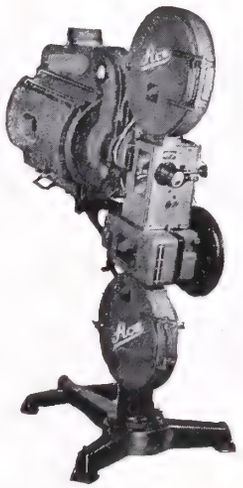
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Barred Films Shown In West Memphis

MEMPHIS—Full scale showing of motion pictures barred by the Memphis board of censors within reach of the general public seems to have come about by a series of circumstances.

First of all, Westmar, Inc., a corporation headed by M. A. Lightman of Malco Theatres, bought the Crittenden in West Memphis, just across the Mississippi river in Arkansas, then the house was remodeled and enlarged.

Now it is announced that "Rope," banned in Memphis by the censors, was to open a full week's engagement at the Crittenden Theatre Thursday (2). Matinee showings, too, were scheduled.

Full-size advertisements of the showing of "Rope" appear in the Memphis newspapers along with advertisements of current Memphis showings. Here's an example of the advertisements: "West Memphis: Crittenden Theatre: Stars Thursday, December 2: First Greater Memphis Showing! The most talked-about and highly controversial picture of the year. Nothing ever held you like Alfred Hitchcock's 'Rope.'"

And West Memphis is just 10 or 15 minutes from Memphis across the free Harahan bridge.

Monogram Is Dismissed As Antitrust Defendant

ATLANTA—Arthur C. Bromberg, president of Monogram Southern, said here recently that his company had been dismissed as a defendant in the Alma Amusement Co. vs. L. A. Stein suit pending in Waycross division of U.S. district court. In addition to Stein, a number of distributor defendants were named. The suit claimed violations of the antitrust laws.

Four Oak Ridge Houses Leased to A. B. Hyman

OAK RIDGE, TENN.—Four local theatres, which have been under the management of G. B. Odlum for the AEC commission, have been leased to A. B. Hyman and his associates of Huntington, W. Va. Odlum will return to independent operation in December. He was identified previously with the Uptown Theatre and the City Theatre in New York and was at one time with Paramount.

Birmingham Temple Drops Acts Due to Union Terms

BIRMINGHAM—The Temple Theatre will not continue its weekend vaudeville-film policy during the winter this season because of demands made by the musicians' union. Bill Coury, Ritz manager, who also manages the Temple during the season, said the decision had been reached after the musicians had demanded an increase in scale and also a boost from six members to eight in the orchestra.

'June Bride' Is Sneaked At Miami Playground

MIAMI—Paramount Enterprises publicized a "studio sneak preview" of "June Bride" at its photogenic Beach Theatre on Lincoln road to ascertain audience reaction. There was a full house for the event and both Beach and main office staff described the picture's reception as "excellent."

Greater Miami representing, more or less, a cross-section of the country, is proving to be highly successful as a tryout field. Local audiences, by their ready cooperation, have shown their enthusiasm for these previews which the major circuits have begun to offer.

Harry Turner and Harry Reiner, exploitation men for RKO, were in town to confer with George Hoover and Al Willkie on the coming campaign for the Ingrid Bergman film, "Joan of Arc." Important preparations will be made for the opening of the picture near the first of the year. Indications are for a prolonged local run. Turner and Reiner were to make a short trip to Havana.

Drive-In to Open Soon

GREENEVILLE, TENN.—Skyview Drive-In, located on the Tusculum road, will open soon.

Atlanta Act Serenades Kids



Hillbilly swooner Eddy Arnold received the key to the city from Atlanta's mayor William B. Hartsfield during his recent week-long engagement at the Roxy Theatre. He was accompanied to the mayor's office by T. H. Read, operations manager in Atlanta for the Georgia Theatre Co., which operates the Roxy.

Following his city hall visit, Arnold made a personal appearance at the Scottish Rite Hospital for Crippled Children. The star serenaded the youngsters and was assisted by the Duke of Paducah, also appearing in the Arnold show.

"Arnold's appearance at Scottish Rite is another in the long and continuous list of local goodwill gestures by our company," commented William K. Jenkins, president of the Georgia company. "Operations Manager Read is to be heartily congratulated for arranging Eddy's visit to the institution. This is in line with our company's policy of maintaining public relations on the 'home front' wherever we operate.

Top photo: Read, Arnold and Mayor Hartsfield. Bottom: Arnold serenading the youngsters at the hospital with Read and his publicist Judson Moses looking on. The Duke of Paducah takes time out at the piano.

1,000-Car Ozoner Planned By Golden Triangle Corp.

EUSTIS, FLA.—Eustis will have a drive-in with a capacity of 400 cars and plans which call for accommodations for 1,000 cars when the project is completed. The site of the new theatre is a 20-acre plot a quarter of a mile beyond the city limits. A 50-year old orange grove is being razed to make way for the new project. Once this grove was sold for $50,000, but the present price of fruit discouraged the owners from continued operation.

The Golden Triangle Enterprises, Inc., are owners of the new theatre which, they say, will cost approximately $40,000. Construction will begin as soon as the land is cleared and graded. It is expected to have the place in operation by January 1. Elmer Austin is spokesman for the owners.

Davis Asks Caution on Tax-Aided Amusements

ATLANTA—Pointing out the power of the screen as a propaganda medium, Willis J. Davis, executive of the Georgia Theatre Co., warned against encroachment by the government on commercial recreation in a recent address before the Georgia Citizens council here.

Davis discussed "The Place of Commercial Recreation in Community Programs" at the council's annual conference of the council, which was established by the state assembly in 1945 to promote greater opportunities for physical, mental, emotional and moral development of the state's future citizens.

"Should the screens of the nation's motion picture houses become propaganda media under a central governmental agency supported by tax money, they would lend themselves readily to government encroachment on individual liberty," said Davis, executive assistant to William K. Jenkins, president of Georgia Theatre Co.

As proof of the screen's power as a propaganda medium, he cited the lively and bitter competition which developed among U.S. government agencies during the war for use of the nation's screens in effecting enlistment, sales of government bonds and other related drives. "Competition became so keen," Davis recalled, "that a special agency was set up to straighten out the tangle and institute a policy of 'first things first.'"

As an example of governmental encroachment on communities and individuals of a nation through usurpation of commercial recreation, the theatre executive called to mind the pernicious and successful exploits of the Nazi government on Germany's youth movements and sports.

"Not only would such governmental encroachment threaten individual liberty," he concluded, "but it would soon destroy the very medium upon which it sought to capitalize. The life blood of entertainment and recreation is the combination of entertainment and recreation themselves. Infusion of propaganda would be a death blow to the appeal of commercial recreation."



Gulf States Allied Elects New Board

NEW ORLEANS—Allied Theatre Owners of the Gulf States, the newest regional unit of Allied States, met prior to the third day of the national convention here and elected directors.

The new board: Three-year terms, J. V. O'Quinn, Kaplan, La.; Dick Lamantia, Bogalusa, La.; W. M. Bendy, Kenner, La.; B. V. Sheffield, Poplarville, Miss., and Locke Bolen, Jackson, Ala. Two-year terms, W. A. Prewitt jr., New Orleans; Don George, Shreveport, La.; Abe Berenson, Gretna, La.; Milton F. Guidry, Erith, La., and G. L. French, Menderhall, Miss. One-year terms, W. A. Lighter jr., New Orleans; F. G. Prat jr., Vacherie, La.; Harold Bailey, New Orleans; W. M. Butterfield, Ruston, La., and J. Williams, Jackson, Miss.

Police Quiet Big Crowd Waiting to See Sex Film

ANGIER, N. C.—When a local theatre offered "Mom and Dad" on its screen it took the efforts of both the fire and police departments to quell a disturbance outside the theatre. Separate showings were in order and as a large number of men stood outside the house awaiting admittance the near-riot started.

Mayor Glenn Wilson described the crowd as the "biggest crowd I've ever seen here." The theatre entrance was blocked and Police Chief Wade Adams, who also is fire chief, ordered the fire hose turned on the crowd. Fists flew as some of the crowd rushed firemen, but no one was injured.

Later, the mayor said he planned a city ordinance that would outlaw sex films.

"Anything that can't be seen by a mixed audience, can't be shown in this town," the mayor asserted.

Theatre Aids Sea Scouts

DALLAS—Lee Hanley, managing partner at the Arcadia, ran a Saturday midnight show for the Sea Scouts fund for a building on the grounds of St. John's Episcopal church. He gave them a top feature picture and hillbilly stage entertainment. Proceeds will help build prefabricated headquarter units for the Scouts.

J. F. Childers Resigns

BROOKSVILLE, FLA.—James F. Childers, manager of the Dixie Theatre, has resigned to enter college. He plans to take a course in accounting and business administration in Campbell's Business College in Dothan, Ala.

Paraplegic Patients Are Variety Guests

MEMPHIS—There wasn't a dull moment from the time the Variety Club's third annual Thanksgiving dinner and party for paraplegic patients at Kennedy hospital opened until it closed. About 60 paraplegics, those who have lost the use of both legs, from the army hospital at Memphis attended the party in Variety clubrooms at the Hotel Gayoso in their portable wheelchairs.



Chief Marker Ed Williams, Jebble Bowling, the bride-to-be, and Bill Sears, paraplegic patient and fiance, whose engagement was announced by Williams.

There was a full turkey dinner and gifts were distributed by "Steamboat" Johnson, famous baseball umpire. Music was furnished by Johnny Long's orchestra and Jackie Smith was vocalist. Sue Black and her dancing studio girls put on a floor show and Kenny Sargeant sang several songs. L. C. Harmon put on a magic show.

Highlight of the evening was the announcement by Chief Barker Ed Williamson that Bill Sears, paraplegic patient and captain of the paraplegics baseball team, had popped the question to his pretty date, Jebble Bowling, nurse at the hospital, and that she had answered yes. They will be married soon.

Benny Bluestein was chairman of arrangements for the party. Other barkers assisting him included R. V. Regin, Bailey Prichard, Leonard Shea, Tommy Baldridge, R. L. Bostick, William Kemp, Herman Chrisman, R. M. Hammond, Cliff Wallace, Herb Kohn, Steamboat Johnson, Henry Hammond, Babe Rounsville.

Title Now 'A Woman's Secret'

"A Woman's Secret," is the final title on Herman Mankiewicz's, "The Long Denial," an RKO film.

Co-Owner to Carry Mails

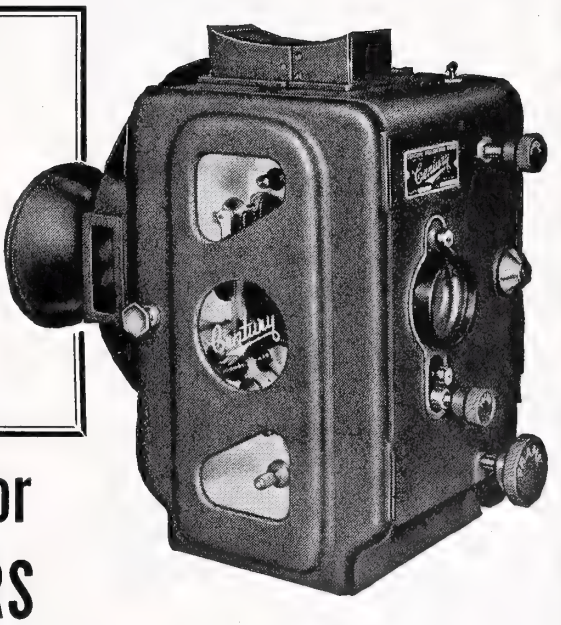
BAKER, LA.—Mansel Slaughter, part owner of the Zachary Theatre, has been named mail carrier on route 1.

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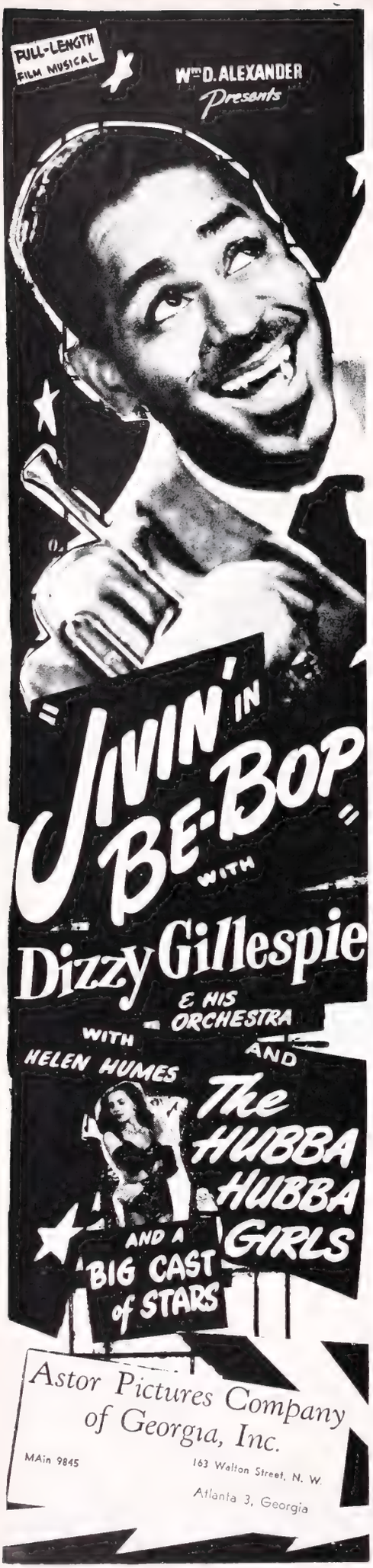
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MEMPHIS

James C. Gilbert formally opened a new theatre, the Gilbert, at Jasper, Ark. November 9. A number of friends from other cities attended. Gilbert will shop and book for his new theatre in Memphis . . . Carl Christian, owner of Cozy Theatre, Tuckerman, Ark., says his Tuckerman house has been closed temporarily for extensive repairs and remodeling.

Memphis first runs have met the onrush of winter weather with a schedule of what they believe are pictures to keep up attendance in spite of wintry blasts . . . Loew's State, showing "When My Baby Smiles at Me," and the Malco with "Miss Tatlock's Millions" were running a close race for leadership in the attendance parade. Warner showed "Fighter Squadron" and Loew's Palace had "The Three Musketeers." Strand and Ritz showed double features. All reported good business.

C. L. Bird, who has been named manager of the new Wilson Theatre at Wilson, Ark., owned and operated by Lee Wilson & Co., was here booking for the new house. Neil Blount, manager, and L. A. Mitchell, office manager, Monarch Theatre Supply Co., which equipped the new Wilson show, attended the formal opening . . . Joyce Meadows has been named booker clerk to succeed Jean Wood, who resigned recently to marry Bob Roberts.

Neal A. Murphy, Little Rock, has been added as new salesman for Monarch Theatre Supply Co., and will handle the north Mississippi and west Tennessee territory . . . Louise Davis, RKO contract clerk, will be married December 11 to Walter Hughes . . . The Ned Depinet RKO sales drive starts at the Memphis exchange with great fanfare December 2.

Bartus Gray has rebuilt the theatre which burned some time ago at Jacksonville, Ark., and has named it the Graco Theatre. The Graco has been opened and will book in Memphis . . . Sympathy to Leonard Shea, local manager for Eagle Lion, on the death of his mother, Mrs. Delia Fleming Shea, who died at the age of 80 at her home in Memphis.

Mississippi exhibitors visiting Filmrow included Joe Wofford, Jomac and Eupora, Eupora; J. H. Moore, Ritz, Crenshaw; Mrs. Bernice Cochran, Kim, Oakland; Jessie Moore, Ritz, Crenshaw; Mart Mounger, Mart, Calhoun City; J. C. Bonds, Von, Hernando . . . M. E. Rice, Rice, Brownsville; Owen

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CHARLOTTE, N. C.
"Everything for the theatre except film"

Burgess, Gem at Brownsville and Jackson; C. D. McAlister, Grand, Grand Junction; W. H. Gray, Rutherford, Rutherford, and Louise Mask, Luez, Bolivar, were Tennessee exhibitors seen on Filmrow.

C. N. Eudy has bought the Houston Theatre, Houston, Miss., from W. A. Rush, Houston. Rush will retire. Both Eudy and Rush were on Filmrow visiting . . . R. V. Reagin, branch manager for RKO, was on a business trip to Missouri. Zula Patrick, RKO booker, was ill.

James W. Seay and Frank Crail, who operate the Grand at Cardwell and Arbyrd, and Bill Kroeger, Shannon and Maxon, Portageville, were Missouri visitors.

From Arkansas came S. T. Freeman, Dell, Dell; Gordon Hutchins, State, Corning; W. R. Lee, Gem and New at Heber Springs and Rice at Des Arc; Mr. and Mrs. Floyd Peek, Garland, Little Rock; Henley and Burris Smith, Imperial, Pocahontas; Don Landers, Radio, Harrisburg; Orris Collins, Capitol and Majestic, Paragould; John Staples, Franklin, Piggott; E. E. Reeves, Palace, Oil Trough; Henry Pickens, Lyle, Carlisle; Zell James, Maxie, Truman, and K. H. Kinney, Hays, Hughes . . . Harry M. Paul and Walter Gilreath, Dallas, officials of RCA, were Memphis visitors.

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CHARLOTTE

Warner notes: The Warner club had a dinner dance at the Mecklenburg hotel recently. Arrangements were handled by President Tom Davis. The club also is planning a Christmas party . . . Gracie Mullis, billing department, returned to her desk after an appendectomy . . . Home office visitors were Norman Ayers, division manager of sales; Bernard Goodman, personnel manager; R. A. McGuire, cashiers department, and Jack Kirby, district manager from Atlanta . . . Mrs. Amalie Landreth and Rom A. Gantt were married at the Dilworth Methodist church recently. The bride is employed by Consolidated Theatres of Charlotte.

The Charlotte Motion Picture Council held its regular luncheon and business meeting recently with Mrs. J. Luther Snyder presiding. A group discussion of films recently reviewed was held, and the one voted as the best entertainment was "Apartment for Peggy." Those present were Mrs. Snyder, Mrs. S. Y. McAden, Mrs. Walter L. Gray, Mrs. C. G. Lawing, Mrs. V. J. Guthery, Mrs. J. A. Yarbrough, Mrs. H. C. Henderson, Mrs. W. L. Butt and Lucia Harding. The next meeting will be held December 10 . . . W. P. Herring jr., Mullins, S. C., bookkeeper for the Anderson Theatre, was critically injured recently when the fire engine of the Mullins fire department accidentally ran over him as he was pulling hose from it during a fire. Herring is third fire chief of the department.

Funeral services for Hoyle V. Wynne, 47, of Greenville, were conducted at Mackey mortuary there. Wynne was connected with S. W. Craver and Tom A. Little in the operation of the Paris and Roxy theatres in Greenville. He is survived by his wife, a soon, his parents and three brothers. Among Charlotteans attending were Mr. and Mrs. Tom A. Little, Mr. and Mrs. Sam Craver, Frank Beddingfield, Walter Griffith and W. P. White.

Adele Mara, Republic star, was guest of honor at the Variety Club party given for the queens attending the Carolinas' Christmas festival. Miss Mara also was honor guest at the Varity Club's eighth annual banquet held at the El Morocco. Speaker at the annual banquet was Col. William McCraw of Dallas . . . Mayor H. H. Baxter has asked the Charlotte planning board to study possible measures for regulating the location of churches, theatres and similar developments with the thought in mind that adequate parking space should be available at each such facility.

Visitors on the Row: Mr. and Mrs. C. M. Bowden and granddaughter of the Palace, New Bern; O. D. Calhoun, Avon, Elk Park; Harry Cooke, Center, Mount Olive; Pete Lassiter, Conway; Cary Caudell, Wanoca, Wallace; Mr. and Mrs. Lyle M. Wilson, Peoples, Roanoke Rapids; Mr. and Mrs. Charles H. Arrington, Cameo, Rocky Mount; Mr. and Mrs. Fin Lee, Duplin, Warsaw; Charles E. Myers sr. and jr., Myers, Rich Square.

A. A. Schubart, RKO exchange operation manager with headquarters in New York, visited the local office in connection with the remodeling of the service department . . . . Three additional film vaults will be constructed at RKO to take care of expanding business in this territory. The film inspection department will be moved to the section of the building formerly occupied by the poster department . . . Frank Mooney, head of the contract department for the southern division, spent two days in Charlotte on his way back to New York after a vacation in the southland.

United Artists employes are planning a Christmas party December 17 at El Morocco night club . . . C. Heywood Morgan is building a 690-seat suburban theatre in Greenville, named the Plaza, and to be operated by the Plaza Theatre, Inc. Morgan plans to open the house about the first of the year. The theatre will have International upholstered chairs, Brenkert projectors, lamps and rectifiers. RCA sound as well as all other equipment will be furnished by Southeastern Theatre Equipment Co. of Charlotte. Morgan also operates the Jefferson in Pickens, S. C., and the Clemson in Clemson, S. C.

Marsh Funderburk has sold the Smithfield Drive-In at Smithfield, N. C., to F. H. Beddingfield of Consolidated Theatres . . . Paul Wilson, district manager for 20th Century-Fox, was a visitor . . . Walter Morris, president of the Tennessee Theatre Owners Ass'n of Knoxville, Tenn., and his family spent Thanksgiving with relatives here.

C. V. Davis has received bids on his new house in Morgantown, N. C. He and F. W. Davis operate the Mimosa and Alva theatres there . . . J. O. Willis, owner of the Concord Drive-In, Concord, N. C., has re-equipped his theatre with new Brenkert projectors and RCA sound system . . . J. R. Parker and J. D. Sears jr. are opening a new theatre in Taylorsville, N. C., to be known as the Park and to be opened about December 10. House will be equipped with Brenkert projectors and RCA sound.

Among visitors on the Row were Roy P. Rosser, Temple, Sanford, N. C.; Jimmie Austin, Clinton, Clinton, N. C.; Mr. and Mrs. Ben L. Strozier, Stevenson, Rock Hill, S. C.; "Sonny" Baker, Colonial Theatres, Valdese, N. C. . . . J. Leland Young is building a new theatre in Clinton, S. C., and expects to open it January 1. Young also operates the Broadway and Casino in Clinton. Chairs, carpet and ventilating equipment will be furnished by Wil-Kin Theatre Supply Co.; projectors and lamps by National Theatre Supply Co.; RCA sound, lens and poster cases by Southeastern Theatre Equipment Co.

O. I. "Gus" Mason is remodeling his Capitol Theatre in Laurens, S. C., which will have a new balcony and lobby as well as new chairs, carpet, draperies, lamphouses, rectifiers and lens . . . Mrs. Joe Bishop, wife of the manager of Kay Film Exchange, underwent an operation at Memorial hospital recently.

R. F. Pinson, Astor Pictures, and his wife spent Thanksgiving in Atlanta with relatives. Robert jr., a student at Oak Ridge Military Institute, accompanied his parents . . . The first demonstration of television in the Charlotte area will be staged Sunday (5) by an army signal corps team in a public show at the Firemen's hall on East Seventh street . . . Don Graham, manager of the Berlo Vending Co., and his family spent Thanksgiving in Morgantown, W. Va., with relatives. On the way back they spent an hour on the side of a mountain stuck in a bad snowstorm.

Coral Gables Miracle Gala Opening Dec.7

CORAL GABLES, FLA.—December 7 has been set as the opening date for the new Miracle Theatre, a unit of the Wometco chain, which has been under construction on Miracle Mile for several months. The opening event will carry all the spectacular features of a Hollywood premiere and will be a benefit performance.

Admission will be by contribution only and all proceeds will be turned over to the city to be used in furthering the work of the War Memorial youth center and the Ponce High school band. "Return of October" will be the feature, Terry Moore, star of the picture will be present, and it is expected that Veronica Lake and Linda Darnell will appear. Both are in the Miami area as stars in the new 20th Century-Fox production, "Slattery's Hurricane," which is being filmed in this area. Richard Widmark, Kingsford Smith and John Russell, from the same cast, may also appear.

The new theatre, of 1,600-seat capacity, is the latest word in theatre construction and has a number of new ideas in construction. The boxoffice is tear drop in shape, narrow at the back and wide in front. The projection booth, equipped with two entrances, one on either side to permit easy exit in the event of trouble, is equipped with CO2 automatic fire extinguishers. If fire should break out, the motors are stopped automatically and all shutters dropped. Within four seconds the booth is filled with CO2 gas and the fire is extinguished.

Push-back Kroehler seats are being used. RCA sound equipment has been installed and arc master projection arc lamps.

In the ladies' rest room there are eight rooms separated by structural glass partitions. Each is equipped with toilet, wash basin, dressing table and plenty of hooks and shelf space.

Franklin Murray has been named directing manager with Harry Aronwitz, assistant. Resident manager is Mel Haber. One of the apartments on the second floor of the building has been set aside for use by the managing director.

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NEW ORLEANS

Extremely heavy rainfall combined with the annual Shrine circus presented stiff competition for local theatres. "When My Baby Smiles at Me" opened at the Saenger and Loew's State showed "The Three Musketeers." "Let's Live a Little" was at the Joy. "A Song Is Born" opened at the Orpheum and "Kiss the Blood Off My Hands" moved to the Liberty for a second week run. "Johnny Belinda" was at the Tudor for a second week, while "Two Guys From Texas" concluded its downtown run with a week at the Globe. "Mom and Dad" opened at the Strand and the Center presented "Hold That Ghost." Featured at the Poche for two daily performances was the screen version of "The Mikado."

Rita Hayworth and her companion, Ali Khan, made a short tour of the city when they stopped over for a few hours. Miss Hayworth told reporters and photographers that she was bound for the west where she said she was due to start a western soon.

C. J. Briant, MGM head, has added another chairman to his list. He recently was installed as chairman of the board of deacons of the First Baptist church here. Briant was chairman of the speakers' bureau of the Community Chest this year and is the immediate past president of the Rotary club. He is also general chairman of the church's building committee.

M. H. Brandon, Transway president, was here from Memphis . . . Dan Brandon, general manager of the local Transway office, returned to his duties after a short illness but was obliged to return to his bed after a few days.

Theatre at Dunedin, Fla., Named Palms in Contest

DUNEDIN, FLA.—Mrs. Russell McLean was winner in a contest sponsored by Gordon Bennett, manager of the new theatre, who wanted a name for the house. The Palms was her entry. In addition to the prize award, Mrs. McLean receives a year's free pass to the theatre.

Dignity Is the Theme Of Ritz at Memphis

MEMPHIS—The Ritz Theatre here is undergoing a remodeling job that is designed to make that theatre live up to its name as a ritzy house, according to David Flexer, head of Flexer Theatres, Inc., owners of the first run showcase.

"The Ritz," said Flexer, "will be the most dignified theatre obtainable."

That's the theme of the remodeling job and, according to architects Northern, Ferrell and Windrow, everything will be strictly Wedgwood.

There'll be other innovations, too. Coffee and tea will be served in the lobby between double features or between pictures. And it will be absolutely free.

No more putting topcoats across the seat or holding them in laps. Checkrooms are being put in so patrons can leave all coats, hats and packages. There'll be a staggered seating system and all the seats will be new. New carpeting will be in plum and black and walls will be covered with acoustical paneling. Lighting will be recessed and changeable.

Harold Turner, general contractor, is working around the clock to get the Ritz ready for a Christmas day opening.

'Apartment' in Lobby

TAMPA—Business firms built an "Apartment for Peggy" in the lobby of the Tampa Theatre. The four-room apartment was completely furnished by merchants of the community, with everything, including linens, radio and the daily papers.

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'Slattery's' Film Crew Begins Work in Miami

MIAMI—Members of a 20th-Fox location crew to shoot "Slattery's Hurricane" arrived here after a flight from Chicago. Heading the list of arrivals were stars Veronica Lake, making her second trip to Miami since she was a school girl here ten years ago, and Linda Darnell, who has traveled the Caribbean area several times, but never to Miami.

Miss Lake was met by her husband Andre DeToth, director of the film, who had been here for several days supervising preshooting details. Richard Widmark, who plays the role of Slattery in the film, arrived in town, unheralded, a day earlier. With the two actresses on the plane were Kingsford Smith, who plays a fabulous millionaire, and John Russell, a tall juvenile. Also in the group was Harold Mendelsohn, press relations man for the unit.

About 100 spectators greeted the plane at the airport and watched from a distance. According to Johnnie Johnston, unit manager, shooting will start at one of the beach locations already selected. Probably 200 local residents will be needed for extra roles during the two-week filming schedule. Notice of casting plans will be announced soon.

Officials refused to divulge just where the picture-taking will be done each day. Locations visited by Director DeToth during the last few days include the coast guard station at Dinner Key, the Sunset islands, off Miami Beach and Crandon park on two keys just off Miami proper. Writers, technicians and other assistants accompanied the director on his tour.

Pat O'Hara was another of the advance men to arrive in connection with the filming. Close to a quarter of a million dollars, says an unofficial source, already has been deposited in a local bank for disbursement here, giving some idea of what the filmmaking can mean to this area. One swank country club here and three Beach mansions will figure in the backgrounds. Cars and buses have been chartered to convey the company to locations.

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ATLANTA

Jake Bobo, Lakeview Theatre, Augusta, Ga., was here with his family en route to New York and a pleasure trip . . . Bob Turner has been named EL salesman . . . EL District Manager Grover Parsons returned to the city . . . John Jarvis, Kay Exchanges representative, checked in after a New Orleans trip . . . Mrs. Dorothy Ford has joined the EL office force . . . M. H. Waters and his son Richard returned to Birmingham after a visit here.

Jimmy Hobbs, Monogram manager, startled friends at the Variety Club by showing up in a pink shirt as part of his attire . . . D. L. Turner, Altec district manager, returned from a New York trip . . . George M. Jones, formerly with Arthur C. Bromberg and of late with EL, resigned to join U-I as local office manager replacing Lee Goldsmith, who recently was transferred to the Detroit office.

Johnnie Scruggs, former MGM head shipper, has joined Ralph McCoy at Film Classics as head booker . . . Mr. and Mrs. Oscar Oldknow were visitors. Oldknow is with Fox West Coast Theatres in Los Angeles . . . A. B. Padgett, MGM sales staff, has been named MGM manager here. Padgett pointed MGM as assistant clerk in the poster department in 1937. He was named assistant here in 1947.

Tom Guian of EL New York visited the local office . . . Jim Frew, U-I manager, left for a visit to Florida . . . Wes Barnett, formerly with Martin Theatres, Columbus, Ga., was here arranging to exhibit the Hitler private car . . . Robert M. Gillham, SRO eastern advertising-publicity director, returned to New York after visiting in Florida . . . Rube Jackter, Columbia Pictures, visited here and in Jacksonville.

The new Auburn Theatre, Auburndale, Fla., owned by Maurice E. Hensler, opened formally November 30 . . . Miller Richardson, son of W. M. Richardson, president of Astor Pictures, Atlanta, returned to New York after visiting with his father here.

Visitors on the Row included J. G. Lawrence, Bluntsville Theatre, Bluntsville, Ala.; Roy Mitchell, Stone Mountain Theatre, Stone Mountain, Ga.; Joe Maddox, Clay's theatres in Georgia; H. Greene, Amusement Co., Albertsville, Ala.; C. S. Pitman, Pitman Theatre, Gadsden, Ala.; George Weeks, theatre owner in Decatur, Ga., and owner of the Crown in Campt Hill, Ala.; P. L. Taylor and H. Bishop, Bishop Theatres, Columbus; L. J. Duncan and Sidney Laird, Al-Dun Amusement Co., West Point, Ga.; O. C. Lam and Howard Schuessler, Lam Amusement Co., Rome, Ga.; Roy Martin jr., Martin Theatres, Columbus, and J. H. Thompson, Martin & Thompson, Hawkinsville, Ga.

Await Antitrust Decree

JACKSONVILLE—M. C. Moore, manager of the Rivedside Theatre at Five Points, has closed that house. Whether it will reopen will depend upon the outcome of a suit filed against Florida State Theatres, alleging "restraint of trade." The suit claims Florida State operated in violation of antitrust laws in monopolizing first and second run feature films. Distributor defendants are Paramount, RKO, Warners, Columbia, 20th-Fox, Republic and United Artists.

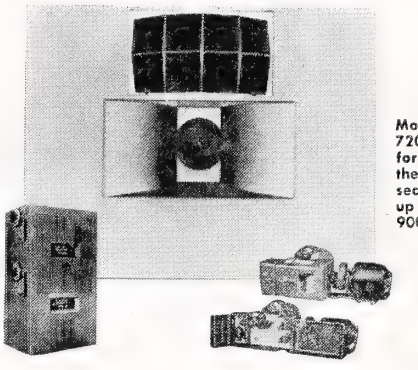
Mississippi Locale Is Sought for 'Dust'

OXFORD, MISS.—Howard Horton, MGM location manager, was around Oxford and University, Miss., recently with local officials and University of Mississippi Chancellor J. D. Williams regarding the possible filming in this area of "Intruder in the Dust," William Faulkner's latest novel. The university agreed to cooperate with MGM in every way possible. Williams said that the school would be willing to try to house about 100 film employes for a two or three-week period next spring.

The MGM representative stated that this part of Mississippi looked like an ideal locale for the picture. However, final decision has not been made. Clarence Brown, MGM director, will shoot "Intruder in the Dust." Claude Jarman probably will play the lead role and Van Heflin may be cast as "Uncle Gavin," the familiar lawyer characteristic of Faulkner's books. "Intruder in the Dust" is the story of a Negro of north Mississippi who has been accused of murder. A young boy, who prevents the lynching of the Negro, tells the story.

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M I A M I

Claughton Theatres was host to the entire Kentucky football team, numbering more than 30, here for a game in the Orange Bowl. The team elected to see a double feature at the Royal, "Good News" and "Pilgrim Lady." Their entrance in a body attracted a great deal of attention . . . Claughton's Thanksgiving ad, in the form of a "menu," brought numerous comments from patrons, who called it "different" and "original."

Variety Tent 33 again staged a Thanksgiving day dinner in its clubrooms atop the Alcazar hotel . . . Freddie Carlone, who has replaced Les Rhode as band leader at Paramount's Olympia, due to the latter's illness, is a third generation musician. He helped discover and sponsor Perry Como.

Bobby Breen, recently exonerated of a charge of becoming "lost" as a publicity stunt, was the current attraction at the Olympia . . . The Junior Housekeepers club is giving benefits to raise money to buy a film strip projector for the Coconut Grove elementary school . . . The first 500 children attending the benefit presented at Paramount's Cinema, Miami Beach, were to receive a surprise package. The show is one of a series, sponsored by a PTA group, to keep children off the streets.

Jerry Murad's Harmonicats possibly received as much appreciation as has any act ever to play the Olympia. Audience applause broke into almost every musical number . . . Local advertising for "Miss Tatlock's Millions" stressed the fact that star Wanda Hendrix is a native Florida daughter . . . "On an Island With You," the film which was made in part here, appears to be a fixture in town. It continues to play the neighborhood houses to good audiences.

Brandt's Flamingo, which has been playing foreign-language films with excellent success, has started a new policy which will culminate on Christmas day with the southern premiere of "The Red Shoes," an English ballet picture which has met with outstanding success in New York, Washington, and Boston at roadshow prices. The beginner in the new policy series at the Flamingo is a show billed as "The Clash of the Century." It features "The Roosevelt Story" and "The Hitler Story."

Paramount is urging the purchase of tuberculosis Christmas seals in its advertising . . . Any theatre group planning on using moving stages might take a tip from the Orange Bowl committee. They bought a lot of old four-wheel bomb carriers and are using them as the underpinning for 20 moving stages to be used in the mile-long Lincoln Roadshow, "Fashions Forecasts of '49," during Christmas week. The carriers were cut in half and lengthened by the insertion of steel beams.

Walter Resce, director of Rainbow Pictures, Miami Beach film company, spoke to directors of the American Cancer society recently. He described plans for a motion picture on cancer and its treatment which he will film in hospitals and clinics over the nation. The society is sponsoring the film third production of the new company.

Jack Spire of the Ideal Pictures Co. of this city helped the "I Wish" editor of the Daily News to bring a few hours of cheer to patients in a ward at a hospital here. Some of them had been in the ward for two years and had never seen a film during that time. The patients wrote the newspaper and "wished" to see a film. Spire obliged. A four-column picture in the paper showed the event.

Claughton Theatres staged a preview of "A Song Is Born" at the Embassy in Miami and the Variety in Miami Beach in advance of its opening at the two houses. Guests included press, radio and various city representatives. A comprehensive campaign was put on for the film, with frequent spots on the five local radio stations, special art and publicity in the newspapers, and four large windows, including one in Wallgreen's largest downtown drug store. Practically every disk jockey in the area had commentaries on the preview. One of the commentators, unable to attend the preview himself, sent a member of his audience who went on the air the following evening with her impressions.

Mrs. Edward Claughton has been very busy with the new Boynton Theatre in Boynton, Fla., which opened last week with a packed house. The first theatre to open in this town, the Claughtons will supervise bookings . . . Thanksgiving decorations were evident at the candy counters in all local theatres last week. Large, small, edible and nonedible turkeys graced the displays. Paramount's Boulevard had a turkey giveaway for the benefit of its neighborhood patronage. Wometco's Grove, Tower, Rosetta, Parkway, Strand, Biltmore and Center gave away a total of 70 turkeys on the Friday preceding Thanksgiving. All the winners had to do was just "be in the audience." Turkeys were guaranteed "big and fat."

Victor Fleming, who produced "Joan of Arc" for RKO, wanted a vacation as far from Hollywood as possible, so the RKO research department declared the Versailles hotel on Miami Beach to be the farthest east of any and Fleming registered there . . . Publicized with special art as "Specially Filmed for Greater Miami fans," a motion picture of the state championship game between the University of Florida and the University of Miami, was shown at the Paramount and Gables theatres. Including "all of the homecoming pageantry," the film attracted the local football fan world.

Wometco's downtown Capitol and neighborhood Cameo had a first-in-the-area showing of "Texas, Brooklyn and Heaven" . . . Al Weiss, manager of Paramount's Olympia, the only house in the area with a regular stage show, offered a special six-act production for Thanksgiving week, with Jerry Murad's Harmonicats in the headline spot . . . The Olympia's band now is being conducted by Freddie Carlone after the popular maestro Les Rhode became suddenly ill and was forced to retire—temporarily, his fans and many friends hope. Rhode has been music director for four years.

Columnist Jack Kofoed hints that a new film setup is being whispered on Miami Beach. The producer is a former air force captain who took the Bikini atom bomb test pictures . . . Miami Beach film fans had a chance to compare "Carmens." Rita Hayworth's version just played first run houses, and then Brandt's Flamingo offered the Vivian Romance, French, version with the Bizet musical background . . . Instead of "see," Wometco advises "hear" the movies, and then lists the Miami, Lincoln, Capitol, Tower and Rosetta as the houses where hard-of-hearing aids are installed.

Mort Pheffer of National Screen Service was a recent visitor here . . . Wometco's Saturday newspaper advertising has been following a certain format. Nine of its theatres are listed, one directly below the other, with the children's matinees in the left hand column and the regular show in the opposite, making it easy to see at a quick glance the juvenile and adult offerings. For the small fry, the "Superman" serial seems to be a heavy draw; westerns, cartoons and comedies are sprinkled freely down the list, with gifts ranging from bubble gum to Superman jackets. Prizes include on occasion a bicycle, as well as "surprise" features, the whole effect being to make Saturdays at Wometco theatres look like a pretty good bet for the whole family.

Screen comedian Allen Jenkins and his cat Smiley arrived in town and made front pages . . . Ground has been broken and construction will start soon on a new Miami Beach motion picture theatre to serve the bustling 41st street shopping district. It will occupy a corner. As yet without name the new theatre, to be fully air conditioned, will seat 1,200 people. Space for six stores and second-floor office suites has been planned by architect Albert Anis and associate Melvin Grossman. Ed Singer, operator of the National hotel and owner of the new building, will lease the theatre to the Brandt interests, who also operate the Flamingo on Lincoln road. General contractor for the job is the Taylor Construction Co.

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110 Franklin Street,
Tampa, Florida
Complete Theatre Equipment & Supplies

Seasonal Rains Help Canada Power Crisis

TORONTO—The cities and towns of Ontario got more electric power when seasonal rains filled the rivers that operate the hydro-electric plants, increasing production of current and bringing about the lifting of many blackouts. Morning and evening cutoffs were eliminated by the Toronto hydro commission until December 5, at least, to enable the theatre to return to normal schedules for evening performances and granting a reprieve to neighborhood exhibitors, some of whom had reported receipts reduced as much as 50 per cent.

The Motion Picture Theatres Ass'n of Ontario played an important role in negotiations with the hydro and civic authorities for relief from the switchoffs, particularly the power cuts from 7 to 7:45 p. m., which prevented smaller theatres from staging more than a single double-bill show at night from Monday through Thursday. Spokesmen for the association were Morris Stein of Famous Players Canadian and Arch H. Jolley, executive secretary of the Ontario MPTA.

Toronto continues with late afternoon cutoffs of one-hour duration commencing at 4 p. m. daily for the five weekdays. These interrupt the matinee performances. Excepting the larger theatres, which have been equipped with auxiliary power plants, and some suburban houses which have one afternoon show starting at 1 o'clock, comparatively few cinemas are operating in daylight hours.

As soon as the evening blackouts were discontinued, Famous Players announced the resumption of regular night schedules at a majority of its neighborhood units. Two of them, the Palace and Bloor, were to give continuous performances starting at 5 p. m. when the cutoff ceased. In the meantime, civic building and fire officials were checking the emergency lighting systems at theatres and halls to insure that gasoline and oil for Diesel engines were being stored outside such structures. Gasoline lamps have been prohibited for buildings used for public assembly or for human habitation. Many technical restrictions have been imposed as a precaution against accident or fire.

Emergency Training Plan Proposed for Theatres

WINNIPEG—The theatre inspection branch of the Manitoba government has suggested that exhibitors in the province take an active role in the inauguration of a program for training theatre staffs to meet emergencies.

Robert Watson, theatre inspector, has recommended that each member of a theatre staff should have a specified duty to perform in case of emergency.

In a letter to Mesho Triller, president of the Manitoba Motion Picture Exhibitors Ass'n, Watson said: "If such a program were started, we feel that all interested parties, such as the city fire department, police department and various heads of municipalities concerned, would take an active part."

Local exhibitors look on the plan with favor. They have informed Watson that the matter would be thoroughly discussed at the next meeting of association directors.



AT FPC MEET—A scene at the entrance to the room in Hotel Vancouver where Famous Players Canadian conducted a conference of British Columbia personnel. The entrance was devised to resemble a theatre lobby with a cashier, doorman and usherette demonstrating the proper procedure when patrons buy tickets. Seen before the window are Norman Duncan, Vancouver Cinema manager; Ivan Ackery, Orpheum, and in the background Ivan Ackery, Strand. FPC President J. J. Fitgibbons presented a $250 check to Ackery as winner of an exploitation contest on "T-Man."

Loew Theatres 1948 Profit Exceeds Figure for 1947

MONTREAL—Net profit for the fiscal year ended August 25 was reported to the Montreal stock exchange by Marcus Loew's Theatres, Ltd., Toronto, at $104,754, equal to $13.97 per share, as against $98,339 or $10.06 per share in the year ended Aug. 27, 1947.

Working capital was much higher at $304,-227 against $169,949, with current assets amounting to $388,247, compared with $248,-250, and current liabilities at $84,020 against $80,301.

FPC District Manager Inspects Calgary Unit

CALGARY—E. W. Zorn, district manager for the prairie section of Famous Players Canadian Corp. units, left for headquarters in Winnipeg after a week in Calgary. Inspection of renovations at the Palace of theatre personnel and equipment occupied most of the theatre director's time.

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Public Relations Body Appointed in Winnipeg

WINNIPEG—A group has been appointed to participate in the activities of the industry public relations committee recently formed through the efforts of the motion picture section of the Toronto Board of Trade. Members of the local committee are H. A. Bishop, H. Gray and I. W. Blankstein. The committee will work with P. Anthony Ranicar, Toronto, director of public relations for Warner Bros., appointed by the main Toronto committee as liaison officer for Manitoba.

Exhibitors are urged to report to H. A. Bishop all cases where their houses cooperate with philanthropic organizations or any worthwhile community efforts.

It is pointed out that in this way the public relations committee will be able "to meet adverse criticism of our industry which arises from time to time from quarters which are not well informed."

Option to Buy 5 Drive-Ins In Canada to A. C. Cowan

CLEVELAND—J. S. Jossey, Herbert Ochs and associates have granted to A. C. Cowan of Toronto, Canada, an option to buy the five drive-ins they now own and operate in Toronto, Ottawa and Oshawa. The deal, which is expected to be closed soon, will entail turning the theatres over to the prospective new owners right after the first of the year.

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Vancouver, B. C.

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VANCOUVER

Local exhibitors are eyeing the "Toronto system" of multiple first runs, which is figured as a means of boosting grosses by increasing the number of theatres charging top admissions. The idea was tried out last year by Odeon circuit at the Vogue and Park theatres but was discontinued as not being practical. Neither Famous Players nor Odeon are showing any interest at present, but if it proves a success in Toronto theatremen believe it will be revived in Vancouver.

The new 350-seat Port at Port Coquitlam, B. C., was opened last week. A feature is a room where mothers can stay with their babies or leave them under expert care. Coquitlam Amusements, Ltd., of which C. C. Bastedo is president, built and will operate the Port . . . Sovereign Films here has added Irene McIntosh, stenographer. Freddy Stone, manager, has been off ten days with bronchial trouble.

Charles Marshall, regional supervisor of National Film Board, left for a long stay at Ottawa headquarters. Pinch-hitting for him here is A. P. Perry . . . Tom Hetherington has purchased a building on the main street of Kaslo, a town of 650 in the interior, and will remodel it into a modern 300-seat show. He plans to open it early next year.

Visitors included Myron McLeod of Powell River, and Washington Thorne of Stevenson, here to line up winter booking and attend the Famous Players managers ball . . . Projectionist George Thrift of the Kerrisdale had a hectic experience when his 20-foot inboard motor boat was lodged on a jagged breakwater at the mouth of the Fraser river. Thrift was missing 36 hours before being rescued.

Sam Lambert, manager of the J. Arthur Rank 16mm exchange, returned from a two-month trip covering the narrow gauge theatres in the prairie provinces . . . The case of two boys, 11 and 13, held at Dawson Creek, B. C., after the shooting of a farmer and charged with murder, plummeted the problem of lurid comic books in the limelight. Comic books were blamed for the boys' action. Attorney General Wismer commented: "It would seem this case will certainly spur the drive that women's organizations have taken to control the distribution of the unfavorable types of comic books."

Larry Bearg, western division manager for Famous Players, returned east after a ten-day visit with Frank Gow, district manager, and Maynard Joiner, provincial supervisor . . . Eddie Wiesberg, UA booker who came here from Toronto two years ago, has been promoted to the booker-salesman at Montreal. He left this week . . . Jack Senior has been added to the UA backshop staff . . . Hymie Singer of the State here has returned from a two-week trip to Hollywood and is now busy remodeling his Rio in Victoria. He expects to reopen in January. Changes include a new projection room, new lobby and front and seats.

Norman Ducan, Cinema manager, and Lloyd Muir, RKO exploiteer, are putting on a standout campaign for the return visit of "Bring 'Em Back Alive." A coloring contest has been set with the Daily Province for the juveniles offering passes to the winners. A circus front is also being erected . . . Harry Clayton, local businessman who was at one time a member of the Sally Rand troupe and assisted in the acts of the great Houdini, was elected president of the Vancouver Circle. Bill Baillie of the FPC art shop was elected secretary. Baillie is one of Vancouver's smartest amateur magicians.

Harry Howard, owner of Theatre Equipment Supply Co., is the father of a new baby daughter . . . For the second time in ten days the Orpheum Theatre was robbed. Mary Brunt was the victim of the bandit who got away with $47 . . . Odeon circuit has decided to demolish the old 768-seat Fraser Theatre here and erect a new house on the site. The new showcase will seat 900 and is expected to be operating next spring.

Sneak previews have been made a weekly feature at the Odeon Dunbar and the Famous Players Stanley. Picture titles are not advertised and the previews are proving very popular . . . FPC heads have made a deal for 15 emergency electric plants to be shipped to Toronto by the Vivian Engine Co. of Vancouver. Blackouts are a number one problem in Ontario and FPC is taking this way to overcome the problem.

The Variety and Strand theatres in Calgary, operated in conjunction with FPC, have reached an agreement with IATSE Local 302 on a new wage deal, which increases weekly pay $5.75 for a 33-hour week and provides time and a half for overtime and double time for work after midnight . . . Edward Marshall, Capitol Theatre projectionist, received serious injuries in a car smashup and was hospitalized.

Judy Wallace returned to the Odeon Plaza after a major operation . . . Working hard to make a success of the first annual Christmas tree party, sponsored by Attorney General Gordon Wismer, are Ivan Ackery, Orpheum manager and his secretary "Dot" Meadowcroft. The idea is to give Vancouver's 500 kids from six hospitals and homes a Merry Christmas.

Labor officials blamed "seasonal layoffs and an influx of 400 persons each week from the prairie provinces" for the unemployment situation current in British Columbia. The department said there were 20,000 jobless in the Dominion with a scant 1,900 available jobs. Vancouver has 60 per cent of the unemployed in the Dominion . . . Jack Schlaifer, recently appointed Eagle Lion vice-president, is well known in western Canada, where in the silent days of 1911-1915 he was Warner branch manager in the Calgary and Edmonton offices.

The Phillit brothers, who operate a circuit across western Canada, will open their new Rex at Flin Flon, a mining town in northern Manitoba, this month. The old Rex, burned to the ground last February, was the spot's only film house. The new Rex will seat 600 and cost around $100,000 . . . Lloyd Muir, RKO publicist, is a member of a five-man committee which eventually may organize a sports round-table here along the lines of the well-known Spokane Round-Table. The committee also numbers three local sports writers.

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Eased Power Rulings Hike Toronto Gross

TORONTO—Local first runs began to get into stride once more with the reduction of power blackouts to one a day but there was formidable opposition in the All-Canadian football championship game between Calgary and Ottawa at Toronto Varsity stadium. "Road House" finished a third week at the Eglinton and Tivoli and "Apartment for Peggy" played a second week at the great Imperial.

(Average Is 100)

Biltmore—**The Big Punch** (WB); **Blonde Ice** (FC)..100
Danforth and Fairlawn—**Snowbound** (EL); **Royal Wedding** (EL) 95
Eglinton and Tivoli—**Road House** (20th-Fox), 3rd wk. 90
Imperial—**Apartment for Peggy** (20th-Fox), 2nd wk. 100
Loew's—**Red River** (UA)..... 115
Nortown and Victoria—**The Ox-Bow Incident** (20th-Fox); **Daytime Wife** (20th-Fox), reissues.... 95
Odeon Toronto—**Dulcimer Street** (U-I)..... 115
Shea's—**Sealed Verdict** (Para)..... 115
Uptown—**Rogues' Regiment** (U-I)..... 110

Vancouver First Run Business Is Spotty

VANCOUVER—Trade at the first run houses here was spotty. "Abbott and Costello Meet Frankenstein," which ran into trouble with the censors, chalked up excellent business at the Vogue and paced the city. "Forever Amber," in a second round at the Strand, and "Rope," showing at the Orpheum, also were good.

Capitol—**The Velvet Touch** (RKO)..... Fair
Cinema—**Tawny Pipit** (EL); **Escape** (20th-Fox), 2nd wk..... Average
Orpheum—**Rope** (WB) ..... Good
Paradise—**Stormy Weather** (MGM); **I Wake Up Screaming** (20th-Fox), reissues..... Average
Plaza—**Mr. Peabody and the Mermaid** (U-I), 2nd wk. ..... Fair
State—**The Fall of Berlin** (Artkino)..... Fair
Strand—**Forever Amber** (20th-Fox), 2nd wk..... Good
Vogue—**Abbott and Costello Meet Frankenstein** (U-I) ..... Excellent

Start of Christmas Shopping Dents Grosses in Calgary

CALGARY—Despite pleasant fall weather, the beginning of Christmas shopping made quite a dent in grosses at the first runs. Business generally was slightly under average, but considering the season, it was what could be expected.

Capitol—**The Walls of Jericho** (20th-Fox)..... Fair
Grand—**Relentless** (Col) ..... Fair
Palace—**Love From a Stranger** (EL); **The Man From Texas** (EL)..... Fair
Palace—**Sealed Verdict** (Para); **Big Town Scandal** (Para) ..... Fair

WINNIPEG

Lou Goldin, newly appointed Rialto manager, started off in fine style in his new post with energetic plugging of the Italian picture, "Shoe-Shine." The picture enjoyed a successful run . . . The record holdover here is "The Best Years of Our Lives," in its sixth week at the Odeon, managed by Tom Pacey.

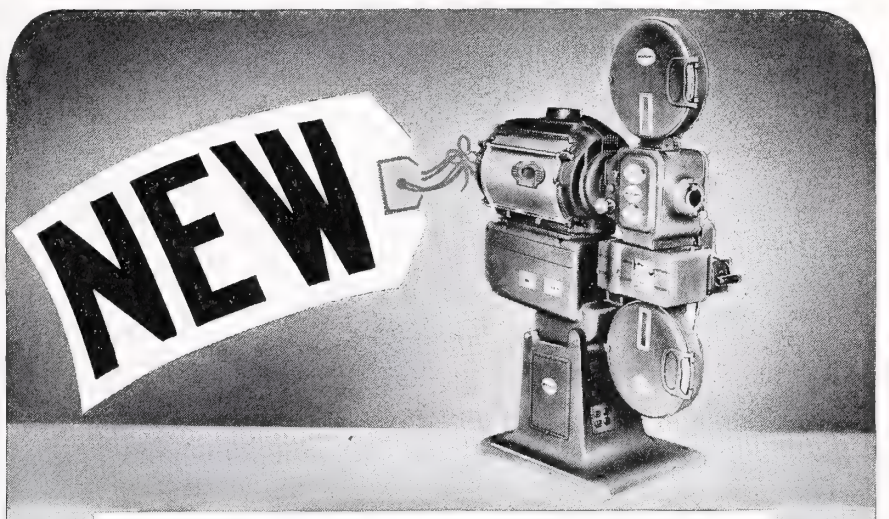
Mesho Triller has brought back "The Birth of a Baby" and the picture is paying off at his Dominion, where it has gone into a second week . . . A final report on the industry picnic held last summer has shown it to be the best held so far. About $500 raised from ad sales in the picnic program will be presented to the Picture Pioneers benevolent fund.

OTTAWA

Theatre managers, assistants and other employes are on the hustle for the sale of Christmas books of tickets, a standard gift. Those on the staff of Famous Players theatres are in the race for special prizes on total sales. Manager Henry Marshall of the Regent has erected an attractive sign which lists the prices for books of tickets at the different admission rates.

The Centre blossomed forth with an improvement in the form of an enlarged stage which now covers the former orchestra pit. The first company to use the stage was the spook show, "Chasm of Spasms," which played a midnight performance before a packed house. The troupe later played one engagement at the Odeon Glebe . . . T. R. Tubman, district manager for Famous Players, checked with hydro officials at Brockville to seek a change in the schedule of three hours of blackout each evening which made operation of the two theatres impossible.

G. Cook remains as manager of the Montcalm, across the Ottawa river in Hull, which was recently acquired by Famous Players from Louis Bisson, who built the house 18 months ago as an independent venture . . . A large sign on the big Odeon Ottawa project indicates that the latest unit will be opened around the end of the year . . . Slow progress is being made by Louis Wolfe on the completion of his new Strand in Ottawa South . . . Odeon Theatres (Canada) is reported to be closing a deal for acquisition of a handsome theatre in the west end of the Canadian capital.



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ST. JOHN

Henry Deveau, who was manager of the Odeon Garrick at Halifax, N. S., for several years, has been transferred to the circuit's Casino in Halifax, as assistant manager . . . When he promoted a costume party at the Halifax Oxford for the Odeon Movie club, Manager L. P. Charlton was in giddy garb, too. In costume, he handed out prizes for the top outfits and emceed group games from the stage. There were 600 present. Charlton has 1,700 members in the club with regular Saturday a. m. shows.



Henry Deveau

Hockey opposition started earlier than usual in the maritimes but there has been a trend toward weakened drawing power . . . For the first time since before the war a St. John theatre offered vaudeville, when the Strand showed four acts and a Laurel and Hardy film for 55 cents at a midnight show. The acts included Russell (Whitebone), ventriloquist-impersonator; Bagnell, a bell ringer; Percy and Doris Edwards, illusionists, and Accordiania, accordionist . . . Simultaneously the Mayfair was offering Laurel and Hardy in "Nothing But Trouble," for a midnighter and the Regent's first midnight program was made up of comedy cartoons and shorts.

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Football Classic Draws Business From Theatres

CALGARY—Bud Goldin, operator of the west end suburban Tivoli and Kinema, was one of the hundreds of Alberta sportsmen who packed into a special 14-coach train to follow the Calgary Stampeders to Toronto for the final football classic for the Grey Cup. How strong a rival sport is to theatres was proven by the train. Western sportsmen left wearing ten-gallon hats, coats and gaudy neck scarves and waving lariats, all generally brought out only during Stampede week. The train carried a car of horses and the Buck Horn chuck wagon for a parade up Toronto's main street.

They will stop at the big CPR hotel, dish out flapjacks, then go on to the Stadium. They carry a 12-page newspaper carrying pages of information about Alberta's oil lands, wheat fields, mixed farming, mountain resorts and industries. Some 20,000 papers were to be given to Toronto fans at the Stadium. Two planes also were being chartered. All this cost aplenty and funds put up by sportsmen were enhanced by donation of $500 from the city of Calgary and $1,500 from the provincial government.

It is claimed that never has a football event drawn such a crowd of fans on a 3,000-mile journey.

MONTREAL

Nine directors of the educational services of Canadian provinces returned by air from England, where they spent two weeks studying the possible uses of 16mm films in Canadian schools. The Canadians were guests of the J. Arthur Rank organization and they visited the Pinewood and Gaumont-British studios. On their departure, they were given a film illustrating their visit.

A number of American theatrical celebrities sailed for England on the final trip of the season of the Empress of Canada from Montreal. They included Katherine Cornell, her playwright husband, Guthrie McClintock, and Peggy Ashcroft, who has been playing the feminine lead on Broadway in Robert Morley's smash hit, "Edward, My Son."

"Quiet Weekend," a British film, is breaking records at the United Amusement Corp.'s Avenue Theatre, where it has entered its eighth week . . . Canada's Department of Health and Welfare released a film dealing with feeding problems in the care of children . . . "Bob" Johnson, supervisor for Eagle Lion in Montreal, returned from a business trip to Rimouski.

Action of the Canadian Broadcasting Corp. in delaying the granting of television licenses is criticized by the Radio Mfg. Ass'n of Canada, a spokesman for which said that the CBC is "holding up development of an important new industry," and bringing about the loss to Canada of skilled technicians who are finding it necessary to go to the U.S. in order to find opportunities in the television field.

A unique feature of Fashion week in Montreal was the annual Bal des Midinettes . . . Famous Players Canadian Corp. declared its regular quarterly 25 cents dividend.

TORONTO

Charles F. Mavety, secretary of the Canadian Picture Pioneers, defeated all comers in the palomino class at the spectacular horse show which was a feature of the winter fair here. The entry from his Circle M ranch captured the red ribbon . . . Many local trade executives heard with regret of the resignation of M. A. "Manny" Brown as Paramount manager at Buffalo. Brown made his mark here before crossing the line and was a frequent visitor to the Ontario capital.

I. H. Allen has announced that a new independent distributing firm, Granada Films, has opened offices in the Film Centre at 130 Carlton St. here . . . Formerly with United Artists, Martin Bockner has been appointed Winnipeg branch manager for Astral Films . . . "Men Are Not Gods," produced in 1937, finally has reached the screen for its Canadian premiere, having played a three-day engagement on a dual program with "Arch of Triumph" at the Hollywood, ace house of the Allen circuit.

The Odeon Hyland got away to a big start in North Toronto with "Hamlet" as the opening roadshow attraction. Archie Laurie of Canadian Odeon says the advance sale is terrific and it is understood that the house has been sold out until Christmas . . . Some Toronto neighborhood proprietors say that receipts dropped as much as 50 per cent because of the evening blackouts. They are delighted that power has been restored.

Jack Nelson, 63, an alderman of North Bay, Ont., and manager of the Famous Players' Capitol there for more than 19 years, died recently. He was prominent in all local affairs as an officer of the Board of Trade, the Lions club and many community groups and as a Mason. Prior to going to North Bay he was the Ontario Pathe representative for years and was a member of the Canadian Picture Pioneers. His son Herb is manager of the Palace, Timmins . . . For the Royal winter fair, Manager Wannie Tyers arranged a display of valuable pictures of equines in the art gallery of the Odeon Toronto. The collection attracted much attention . . . Microfilm-Microstat of Canada, headed by O. R. Hanson, has closed down its offices at 431 Yonge St., Toronto. Difficulty in getting equipment is understood to be the reason.

Myer Axler, head of 20th Century Theatres construction department, has been receiving congratulations on the birth of a son . . . Premier Theatres' new Strand in Kapuskasing, Ont., is scheduled to open about the middle of December . . . Famous Players Canadian's application for television licenses has been refused, for the present, as have all other applicants.

Canada's first theatre-restaurant opened recently when the Odeon-Carleton restaurant, situated on the mezzanine floor of the theatre, has opened . . . Bill Watt, former manager of Premier's Strand in Simcoe, Ont., has been moved to Toronto to boss the Hollywood Theatre, Premier's ace local situation.

Newest entry in the cartoon field is a series of color cartoons produced in England and distributed in Canada by Eagle Lion. It is understood that American technicians have been employed to help produce the first group, and to give British artists the know-how of film cartooning.

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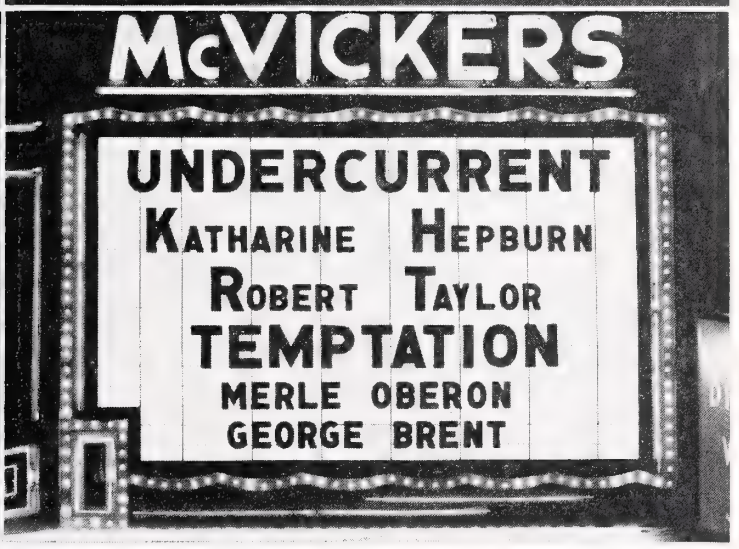
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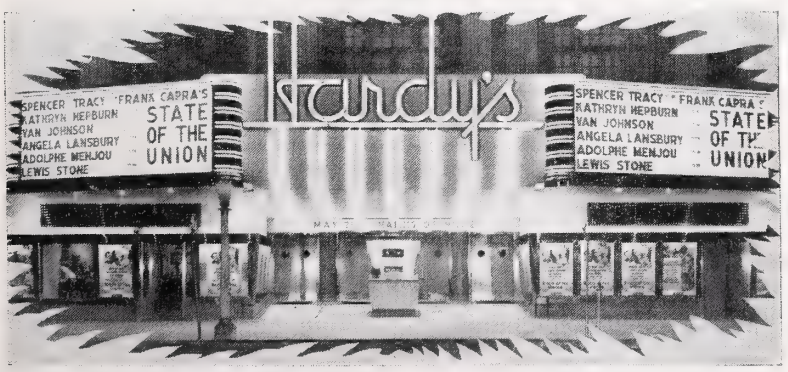




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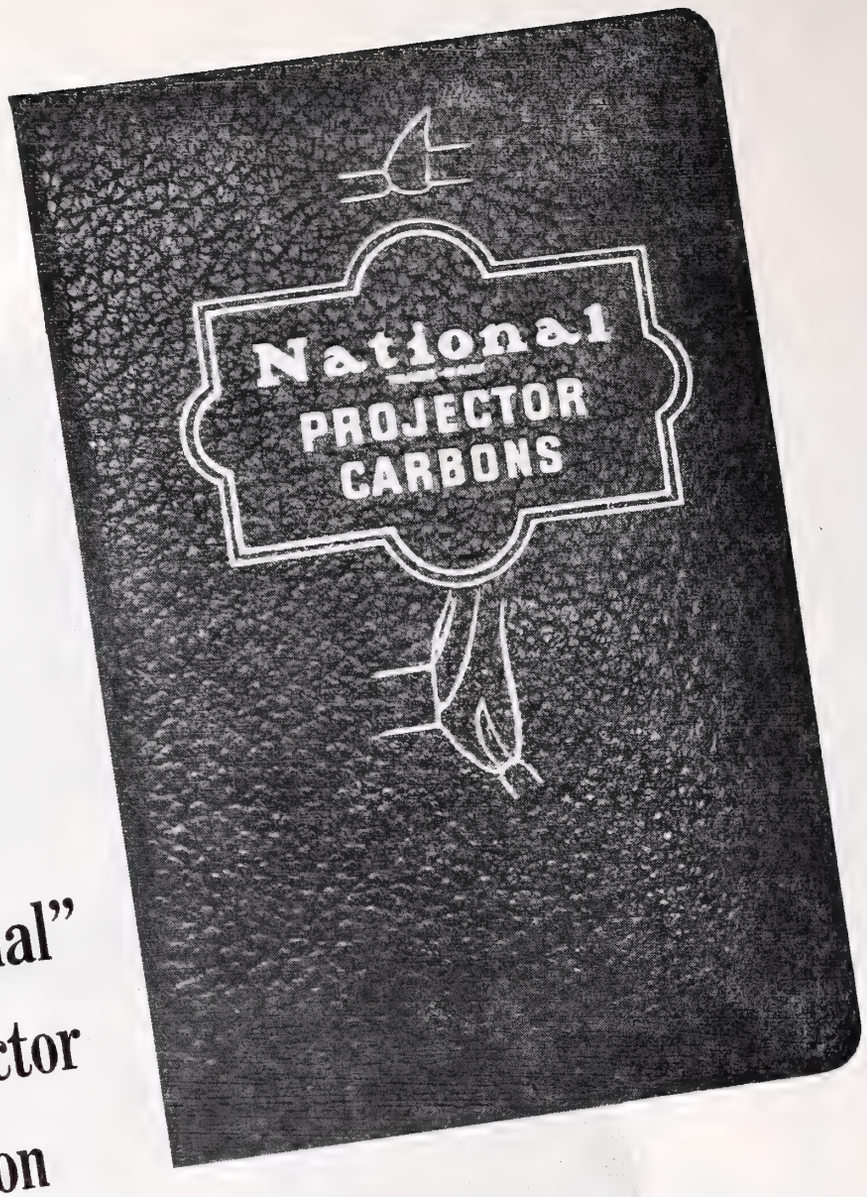
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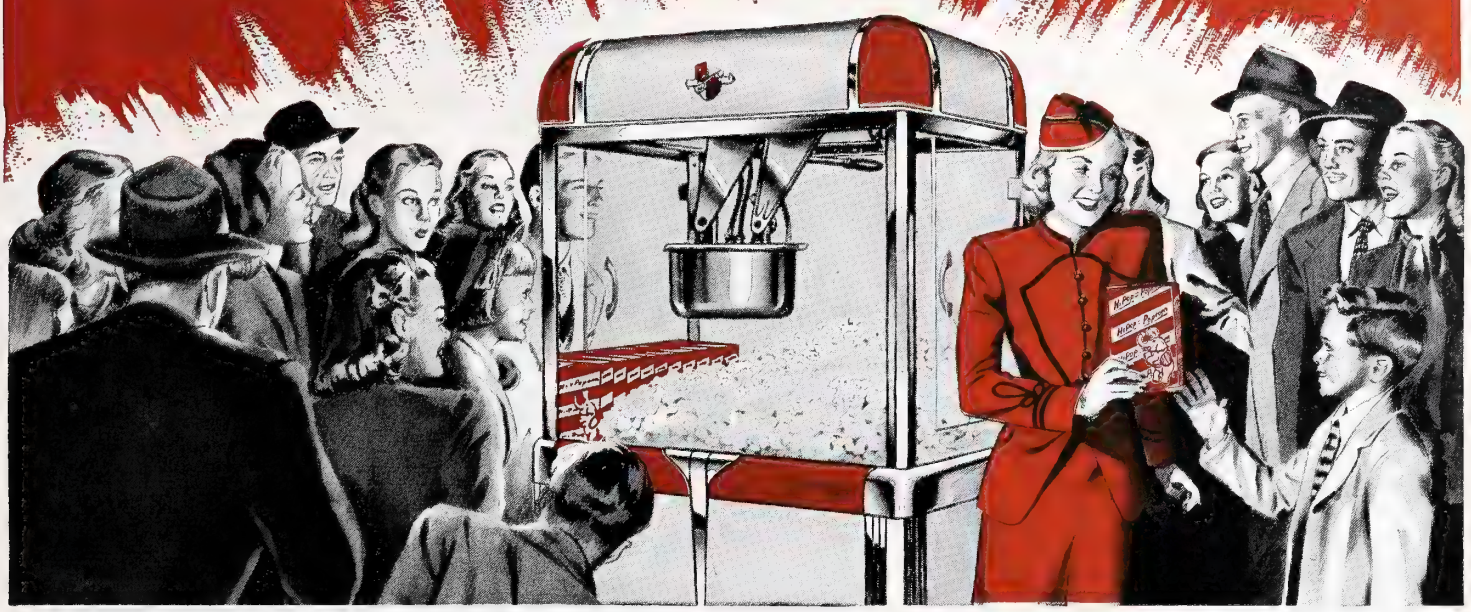
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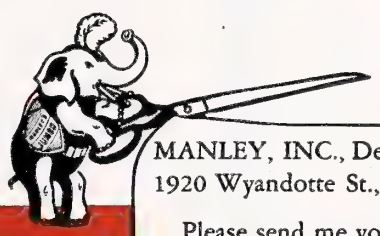
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DECEMBER 4, 1948
Vol. XV No. 13

The MODERN THEATRE

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ON THE COVER

The attractive refreshment counter of the Champlain Theatre in Montreal, built by Harry Davidson, and leased to Odeon Theatres. The new showcase has a seating capacity of 1,425 *and cost approximately* $450,000. *It operates as a first run house featuring French pictures. Architectural supervision on the Champlain was handled by Harry E. Greenspoon, Montreal architect.*

OUR feature theme this month is REFRESHMENT SERVICE, a subject of considerable importance to exhibitors.

Most exhibitors agree that Refreshment Service goes hand-in-hand with patrons' enjoyment of the picture.

No doubt many patrons come to theatres with the thought in mind that they will purchase specific items at the refreshment counter, but we believe that most purchases are "impulse" or "spur of the moment" purchases. Patrons buy liberally if favorably impressed, if not they buy very little.

There are many factors that contribute to the forming of favorable impressions at the refreshment counter. According to our way of thinking, however, some of the best advice that can be offered in connection with merchandising is contained in a simple statement made by George Ganghan of the Normal Theatre, Memphis, Tenn. He says:

"We insist that our attendants be on the alert at all times—with a big smile and a friendly 'thank you' and don't think that doesn't sell candy!"

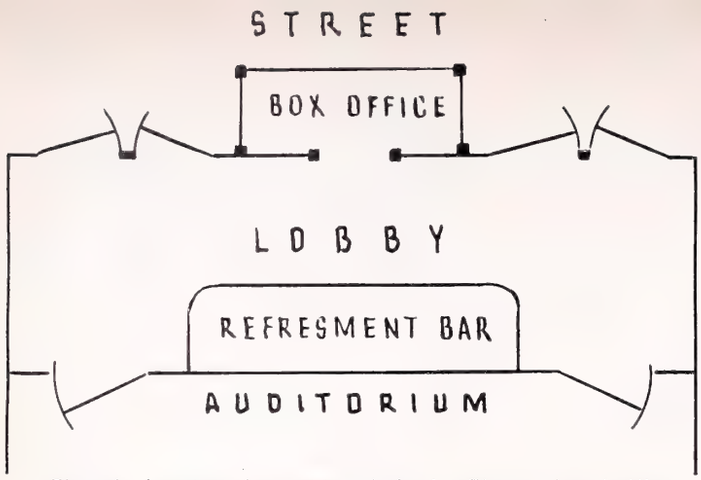
That formula will work wonders not only in theatre refreshment service; it will work in any kind of business.

Smileage is used on the screen and on the stage with unquestionable success. If the smile can be used so successfully in selling entertainment, why can't it be used in promoting Refreshment Service?

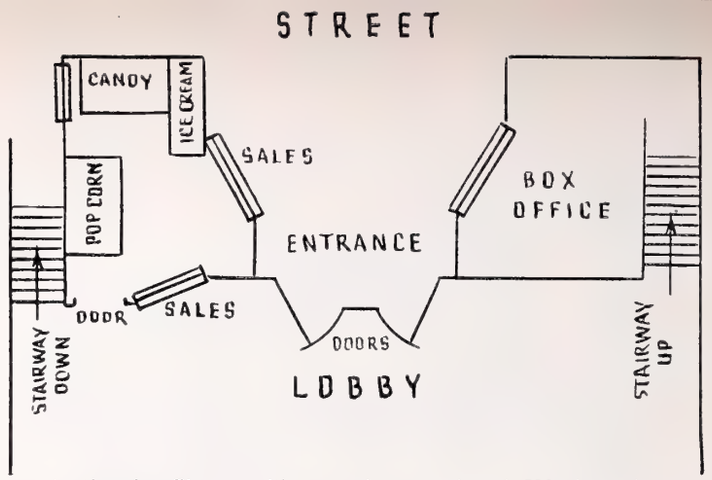
We say that no better advertising can be had. Best of all it doesn't cost a cent.

So why can't attendants at our theatre concessions learn to smile? The good old smile has become so rare in American business that people go out of their way just to see and enjoy it again.

FLOYD M. MIX, Managing Editor **HERBERT ROUSH, Sales Manager**
Published 13 times yearly by Associated Publications every fourth Saturday as a section of BOXOFFICE and included in all Sectional Editions of the AP group. All editorial or general business correspondence relating to The MODERN THEATRE section should be addressed to the Publisher, 825 Van Brunt Blvd., Kansas City 1, Mo. Eastern Representative: A. J. Stocker, 9 Rockefeller Plaza, New York (20), N. Y.



The refreshment service counter of the Joy Theatre, Laurel, Miss., occupies a prominent location in the theatre lobby. Seating capacity of the theatre managed by Booker Smith, is 500.



Another Joy Theatre with a seating capacity of 500—located at Pontotoc, Miss. The refreshment service counter opens onto the street, outer foyer and the lobby. Brady Cook is the manager.

WHAT'S BEING SOLD AT THEATRE REFRESHMENT COUNTERS?

by FLOYD MIX

THIS IS A report on theatre refreshment service activities based on an extensive survey of the field made by the MODERN THEATRE section of BOXOFFICE. It covers not only the principal items that are being sold at refreshment counters in various size houses, but what equipment is being used and exhibitors' comment on various phases of refreshment service operations.

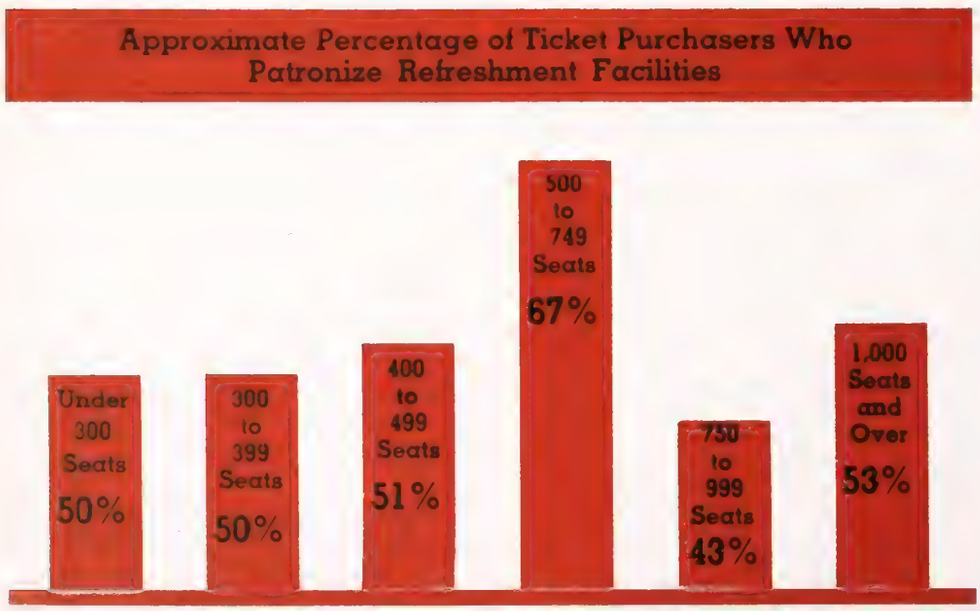
98 PER CENT OFFER REFRESHMENTS

The report proves without a doubt that theatre refreshment service, long recognized as an extremely important adjunct of the entertainment industry, is being given merchandising support and attention worthy of its income-producing position, which in many quarters equals or exceeds the boxoffice. The evidence is plain in the survey replies that there are attractive opportunities in this channel for exhibitors and suppliers alike as more of them follow the examples already successfully established.

Ninety-eight per cent of the nation's theatres offer refreshment service to patrons—the facilities ranging from complete restaurants in some of the larger houses to single corn poppers in many small theatres.

It's interesting to note, from the graph at the bottom of this page, that an average of 52 per cent of all theatre patrons patronize the refreshment facilities. The top percentage of 67 is in the 500 to 749-seat houses. In the 1,000-and-over houses the average is 53 per cent; in the 400 to 499-seaters 51 per cent. Houses seating up to 399 report 50 per cent patronage and 750 to 999 seaters, 43 per cent.

In reports from exhibitors who have theatres with more than 1,000 seats, ten theatres picked at random revealed: a second-run house in Kansas City selling confections to 90 per cent of its patrons; a Middletown, Ohio, theatre doing 10 cents per patron; a Moline, Ill., theatre selling to 44 per cent of those attending; seven of every ten patrons in a Springfield, Ill., theatre buying candy or popcorn; 54 per cent of the patrons at a downtown Winnipeg house, 30 per cent of patrons in a downtown Jersey City theatre, 50 per cent at a Dayton neighborhood house, 85 per cent at an Orlando, Fla., theatre, and 30 to 70 per cent of patrons buying at a Pocatello, Idaho, theatre, with business depending on the picture playing.



POPCORN TOPS LIST

In checking on the popularity of individual items, it was found that popcorn still tops the list. Findings also indicate that popcorn is handled by 86½ per cent of all the theatres. The top percentage of 93 shows up in houses with 500 to 749 seats.

Candy bars are high on the list, too, being handled at 69 per cent of the counters.

At a theatre in Houston, Tex., much added income has been derived from the sale of bulk candy and box candy. The bulk candy—lemon drops, fudge, jelly beans, licorice, etc.—is bagged in colored Cellophane containers. Box candy sales are good, too, especially during the winter months.

Refreshment service now means more than merely offering popcorn and candy to patrons. Some theatres have opened soda fountains and even restaurants in connection with their operations. One, the Miami Theatre in Miami, Fla., has made a sensational business arrangement with Huyler's restaurant, in which the dining place is an integral part of the theatre. Bars offering sandwiches and coffee are

gaining in popularity and modern refrigeration developments, making small compact units available, have brought ice cream bars, ice cream cups and ice cream sandwiches into the theatre.

Other items in Cellophane packages which are gaining in popularity are the "french fried" foods—potato chips, Fritos, as well as nuts and cookies.

In reply to the question, "Do you have a fountainette with operator?" 11 per cent of the exhibitors gave an affirmative answer. The top percentage, 20, was reported by the houses with 500 to 749 seats. Reports indicate a rapidly increasing interest in soft-drink dispensing equipment.

Coin operated by-the-drink dispensers are used mostly in the larger houses. The report indicates a 33⅓ per cent usage in houses that accommodate 1,000 and over, 21 per cent in the 750 to 999-seaters and 12 per cent in the 500 to 749-seaters.

Coin-operated bottle dispensers, on the other hand, are used by theatres of all sizes, the 300-499-seat houses are at the top of the list. Full-fledged soda fountains are in regular use in 13 per cent of the big houses.

REFRESHMENT BAR LOCATION

In checking on the location of refreshment service bars it was found that 61 per cent are located in theatre lobbies, 25 per cent in the foyers and 14 per cent open into both the lobby and foyer.

While most exhibitors believe that an attractive display, kept impeccably clean, is one of the best selling points for refreshments, showmen nevertheless are introducing a good deal of exploitation initiative which heretofor has gone into the selling of pictures. Using mass display of items to create colorful effects, neon signs, trailers, special displays of candy directly in the boxoffice itself, ads on monthly programs, emphasis on selling technique, curb service and changing the displays are among the ways refreshments are being merchandised.

B. J. Weeks of the Gem Theatre, Ivanhoe, Minn., is a firm believer in a mass display of items on the counter. "I get more sales by displaying much than by little," he says. "Penny items are excellent. With something new for the kids, candy will move fast."

PROFITS FROM CONFECTIONS

Many exhibitors were quite frank in pointing out that their profits, or a good share of them, come from confections.

A small-town Oklahoma exhibitor with a 375-seat house reported that his snack bar accounts for 75 per cent of the net profit of the theatre, and he could not operate successfully without it. This exhibitor, however, goes in for top-grade merchandising and 60 per cent of his patrons make purchases.

"We sell the snack bar as part of our service to patrons, just as we do air conditioning and seat comfort," he said. The snack bar offers popcorn, candy, nuts, gum and bottled beverages plus gum and peanuts in vending machines. He sees to it that the machines and bars are cleaned thoroughly nightly, with spot cleaning during hours the theatre is open. Like a good many others reporting, he hires a professional exterminator to visit his theatre regularly to keep the snack bar and confection storage areas free from vermin.

This operator also found that it pays to employ an attendant on a percentage basis. By this arrangement the attendant takes greater pride in the care of the refreshment facilities and makes a greater effort to do a courteous, efficient job—and it pays off in increased profits to the theatre.

In the past exhibitors in many instances leased the small store or two on the main street frontage to a candy shop. The modern-day exhibitor is changing this. He is using the space for himself, and making the refreshment shop a spot which can be entered either from the street or the lobby. This is particularly true with the smaller theatres.

Some extraordinary figures on sales were obtained in the survey.

An exhibitor in a small Louisiana town said 90 per cent of his patrons bought either popcorn or candy, which was the extent of the variety offered at his confections counter. His was a 500-seat house in a rural community, and he passed along some advice on selling candy.

"Items like Necco wafers, Halloway suckers and Turkish chewing taffy—the kind of candy that lasts a long time—prove to be our best sellers. The kids are the ones to cater to if you want your candy grosses to increase," he said.

The survey contradicts an oft-repeated statement that the smaller the theatre, the greater the merchandising of confections as part of the operation. While the small operator depends on refreshment income for a good share of his profits, the larger theatre in both small and large towns also gets a considerable share of its receipts from candy, popcorn, beverages and other snack-bar items.

All in all, the survey substantiates the viewpoint of many manufacturers and distributors of refreshment products that the motion picture theatre offers one of their major outlets for candy, popcorn, gum and other vending items. It points up that exhibitors, already schooled in exploitation of pictures, can successfully step into the area of merchandising a refreshment service. And it definitely establishes that patrons, demand for this type of service is present, whether it is in the 300-seat rural theatre or the first run de luxe house in the metropolitan center.

MERCHANDISE SALES ACCORDING TO THEATRE CAPACITY

MERCHANDISE	PERCENTAGE OF THEATRES HANDLING ITEMS LISTED					
	Under 300 Seats	300 to 399 Seats	400 to 499 Seats	500 to 749 Seats	750 to 999 Seats	1,000 and over
Candy Bars	46	57	74	75	86	75
Bulk Candy	6	9	3	12	11	12½
Box Candy	9	9	3	7	14	21
Popcorn	80	91	86	93	86	83
Popcorn (dispensed from popper)	96	76	76	87	79	75
Popcorn (dispensed from warmer)	4	24	24	13	21	25
Ice Cream Bars	6	4	3	2	14	13
Ice Cream Cups	9	....	....	2	....	17
Ice Cream Sandwiches	6	4	....	....	3	13
Chewing Gum	40	52	35	51	50	54
Chewing Gum (by coin vendor)	13	8	8	13	7	....
Sandwiches	3	....	....	....	....	8
Coffee	3	....	....	....	3	4
Nuts	3	8	19	12	31	8
Cigarets	9	....	6	5	11	17
Potato Chips	17	3	16	7	7	8
Fritos	6	....	3	....	....	4
Cookies	3	....	3	....	3	4

EQUIPMENT BEING USED — REFRESHMENT SERVICE LOCATION

EQUIPMENT CONCESSION LOCATION	PERCENTAGE OF THEATRES WITH EQUIPMENT LISTED					
	Under 300 Seats	300 to 399 Seats	400 to 499 Seats	500 to 749 Seats	750 to 999 Seats	1,000 and over
Fountainette with operator	6	13	6	20	7	13
Coin-operated vendor (cup)	....	....	....	12	21	33 1/3
Coin-operated vendor (bottle)	9	13	13	5	11	4
Full-fledged fountain	....	....	....	....	....	13
Location of Refreshment Counter						
Lobby	76	63	70	66	52	40
Foyer	16	25	13	29	32	35
Opens into both lobby, foyer	8	12	17	5	16	25
Counter may be patronized without entering theatre	48	44	50	72	50	30

PLANNING A REFRESHMENT COUNTER

An Architect's Comments on Facilities Required for Efficient Merchandising

by WILLIAM H. JOACHIM
Display Guild
Long Island City, N. Y.

DURING the past several years theatre operators have learned that they control the single most important element in modern merchandising—Traffic.

So many people go to the movies each week, and remain uninterruptedly within the motion picture theatre for such a length of time, that alert operators have found many ingenious ways of deriving greater profit from their patrons than merely that which they enjoy from the sale of admissions. Thus, the vending of candy, popcorn, soft drinks, ice cream, etc., in motion picture theatres has become big business in its own right.

PROBLEMS ARE UNIQUE

From the architect's point of view this has been a most interesting development. As refreshment merchandising has become more and more widespread, the physical facilities necessary to render such service have had to be built into many theatres which were constructed without any provision in either space or planning for such a unit. With the exception of those theatres now actually under construction, it is safe to say that scarcely ten theatres in the United States were built complete with merchandising facilities.

The problems inherent in adding a merchandising counter to a theatre's facilities are unique and, in many cases, frustrating. Not only must the counter be attractive and adequate to service the expected traffic, but it must also conform with fire and building regulations, health laws and the physical limitations of the space available.

EACH INSTALLATION IS TAILORMADE

Therefore, it is safe to say that virtually every installation of this type is, in a sense, a custom installation—tailormade to fit a specific situation and with correspondingly high costs.

Beyond this, there are the problems of storage, service areas, operating efficiency, etc.

It is not the purpose of these comments to offer a technical discussion on how best to construct a merchandising counter within the theatre lobby. Rather, these comments are in answer to the many questions which have been asked relative to

a. The possibilities of economy in such construction.

b. Recommendations incorporating the latest merchandising thinking about ease of operation and attractiveness of display.

c. An effort to minimize crowded or unsightly conditions in lobby areas.

It is safe to assume that every exhibitor already knows that the health, fire, building, and perhaps other departments of his state, county, and municipality must first be contacted before he can even begin to plan the renovation of his lobby, or any other area to accommodate a merchandise counter. In many theatres we have seen the last two or three rows of orchestra seats removed completely, and the merchandise counter counter-sunk into the rear wall of the lobby, so that all new construction will conform with the fire laws. These laws, generally, provide that nothing shall be introduced into the lobby area which will in any way block the flow of traffic from the auditorium aisles to the exit doors.

It may be interesting to remark here that these counters have proven so profitable many exhibitors willingly give up 30 or 40 orchestra seats in order to accommodate them.

From this point on let us assume that it is you who wishes to include a merchandise counter in your theatre. Permit us, therefore, to carry these comments on as though this were a personal conversation between us.

CONSULT COMPETENT ARCHITECT

You and your accountant and your lawyer have decided that the profits are there and that there is no legal reason preventing your constructing such a bar.

Your next step is to consult a competent architect and engineer. Give him the fire, building and health regulations within which he must work. He will then begin to survey such elements of the job as may never have occurred to you. For instance, will the floor in that part of your building bear the weight of the counter, the equipment, the sales personnel and the maximum number of people expected to be served at any one time? If he finds that the floor does not have the necessary strength, you are faced with the problem of reinforcing that area. If there is actual tearing down to be done of the walls, or even through the walls, of the lobby, supporting beams may have to be removed or replaced. There will be extensive refinishing, etc.

But, as it turns out, you do not have any serious difficulties to overcome. Your costs for actual construction work, not including the cost of the merchandising counter itself, come to an average of $200 to $300.

Now you want a design for the counter. It must harmonize with the decor of your lobby; yet it must be bright and attractive, and be the focus of attention. When your architect actually shows you drawings of the type of bar he recommends, you may find that it is oddly shaped—an inverted V, perhaps, or a lopsided U, or even sort of a question mark shape. Or, perhaps, you may find that it is much closer to the wall than you thought it would be. A survey of existing theatre bars will reveal that these peculiarities are dictated not by your architect's fancy, but by the legal restrictions within which he is working.

SPECIALIZED EQUIPMENT REQUIRED

Given a narrow, deep lobby, with the merchandise counter at the far end between the auditorium aisles, you cannot have any other shape but a long, narrow, inverted V so that clear passage is maintained between the auditorium aisles and the exit doors. Similarly, with a side entrance lobby, you have no choice but a merchandise counter which runs down the blind wall in a shape which will not hinder the flow of traffic in case of emergency.

Naturally, your architect is going to design a bar which includes all the equipment you have told him you want. If you are taking advantage of the latest marketing trends in theatre merchandising, you will want to sell nickel candy bars, nuts, popcorn, soft drinks and ice cream.

This means that you must have some highly specialized equipment. To prevent deterioration, the candy must be kept slightly refrigerated, the nuts slightly warmed, the soft drinks must be chilled to a precise 38 degrees and the ice cream must be kept at minus 5 degrees. Furthermore, the equipment must be easily locked and there must be adequate service area to care for extra stock, empty cartons and bottles, etc.

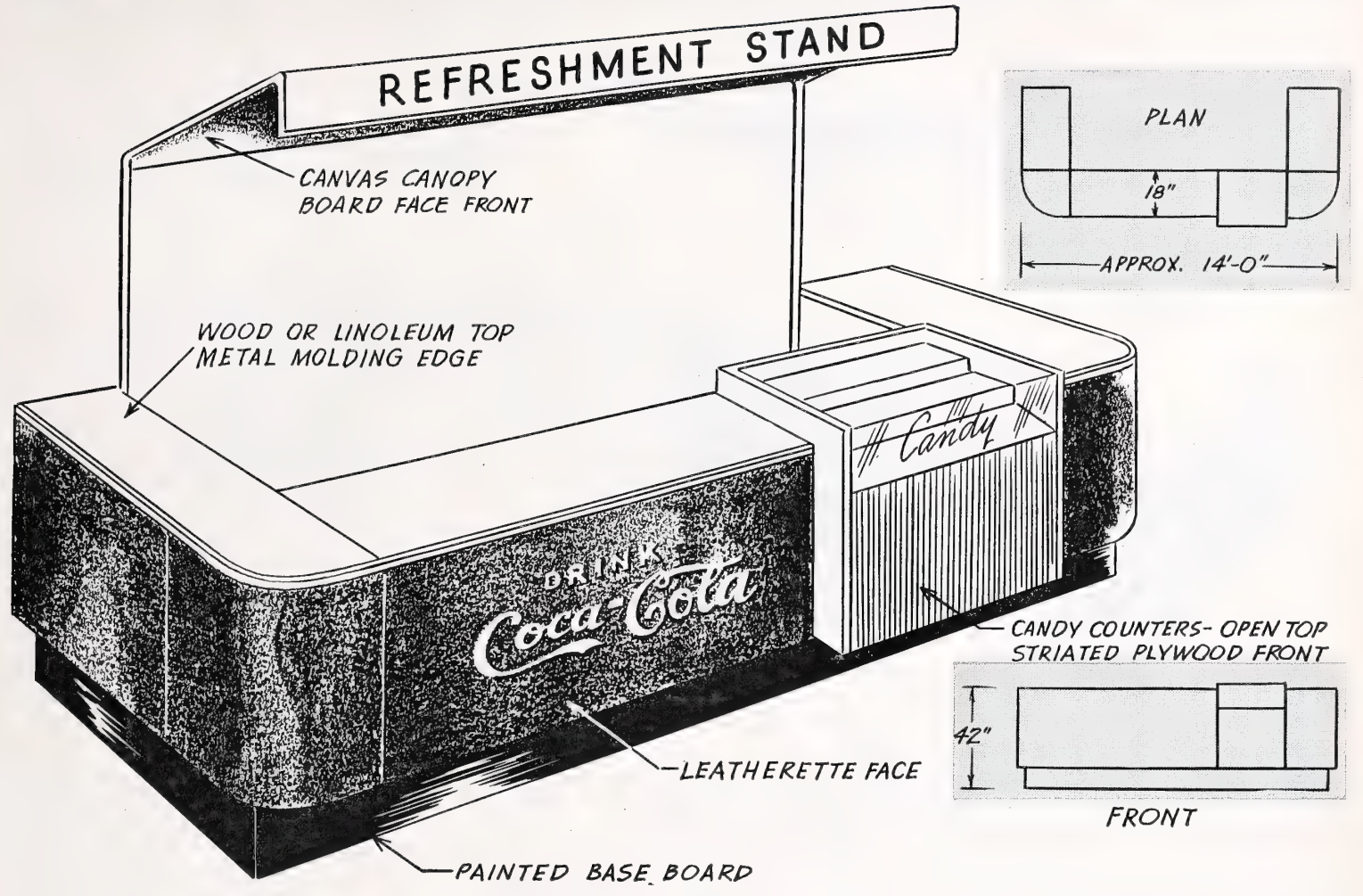
There are many admirable units on the market for each of these jobs. They are compact, virtually trouble-free and economical to operate. To your architect, however, they represent just so many ungainly objects of various sizes and weights to be integrated into one smooth and attractive design—a design which also permits large and eye-catching display.

Display in theatre merchandising has, through experience, separated itself into three separate levels; counter-side panels, counter top three-dimensional displays and back wall (or back bar) displays.

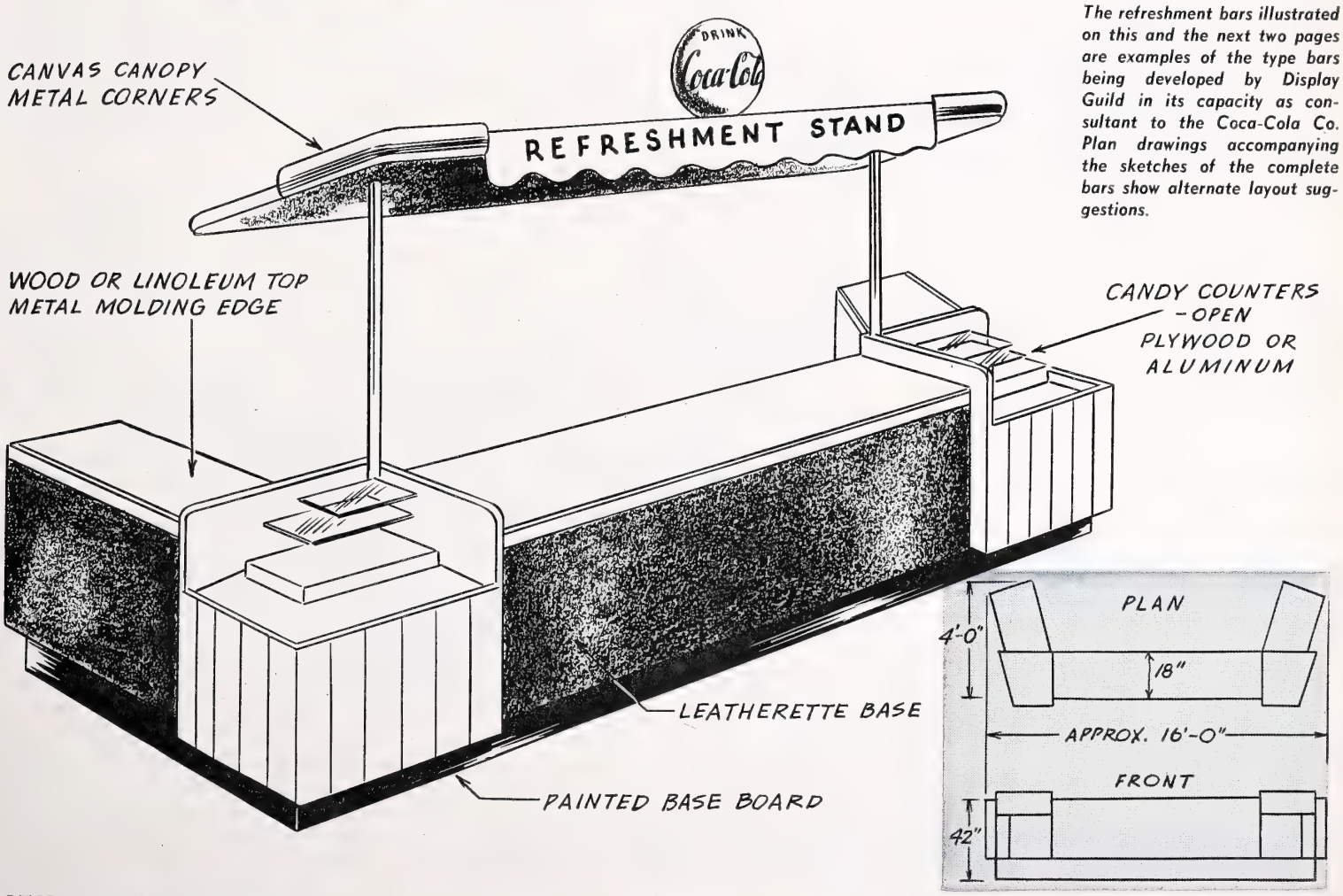
Shallow insets in the front and side panels of the merchandise counters have proven to be very effective in display. Illuminated and dressed, they are both dignified and compelling. Theatre merchandisers have found, for instance, that they are most effective for displaying

(*Continued on page* 12)

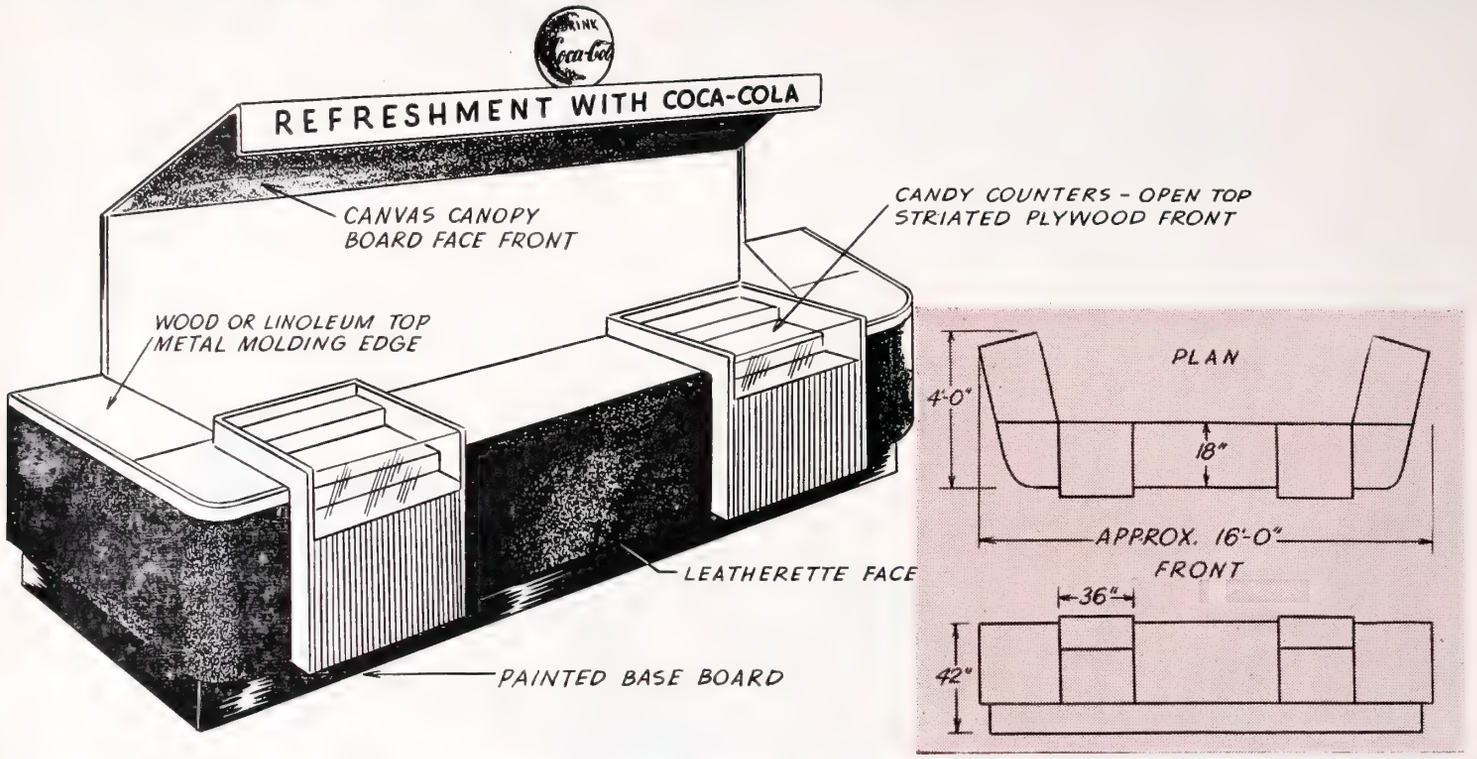
REFRESHMENT COUNTER DESIGN SUGGESTIONS



The refreshment bars illustrated on this and the next two pages are examples of the type bars being developed by Display Guild in its capacity as consultant to the Coca-Cola Co. Plan drawings accompanying the sketches of the complete bars show alternate layout suggestions.



PLANNING A REFRESHMENT COUNTER (Continued)



In constructing a refreshment counter it is desirable to use a design that hamonizes with the decor of the lobby, yet is bright and attractive and is the focus of attention. Counters such as illustrated here can be built in small manageable sections, of light, durable materials and mass produced to cut cost.

Coca-Cola embedded in simulated snow. Since there is no problem with Coca-Cola of deterioration—either in looks or quality—these displays have long life. On the counter top, nut displays featuring a revolving tray and mass displays of nonperishable merchandise (like Coca-Cola, again) are most succeessful.

COUNTER MUST BE CLEAR

But it is well to remark here that the top of the merchandise counter must be kept clearer and cleaner than the top of merchandise counters in virtually any other location. The time-pattern of motion picture theatre traffic is such that these counters do business in a series of spurts and dashes—crowded with buyers during the spill or break, and relatively quiet at other times. The counters, therefore, must be so constructed that they offer the largest possible service area with a minimum of obstructions. It is for this reason that top-of-counter displays should either be grouped in the middle, or at both ends of the counter, or, on a large counter in both places.

The back wall or back bar arrangement is, therefore, extremely important in planning display. It is there that you will have the best opportunity for using the handsome display material provided by the manufacturers of the merchandise you sell. It is there too, that you will have the best opportunity for dramatic and effective lighting which will draw attention to your merchandise counter and invite patrons to refresh themselves.

You are now ready to discuss with your architect the kind of bar you feel you need and, at the same time, respect your pocket book. The Roxy Theatre in New York, for instance, spent $25,000 on its Coke bar. And some theatres throughout the country have spent over $5,000 per bar. These, however, are most unusual expenditures. And these comments are addressed to you operators whose seating capacities and showing policies will permit only modest expenditures.

The average custom built bar, today, costs between $700 and $800, exclusive of equipment.

However, when one considers the solid position which theatre merchandising has reached and the equally solid profits which theatre operators realize out of this operation, it is architecturally inevitable that the day is not too far distant when very serviceable bars can be purchased for $150 or less—some, even, for $75 or less.

The accompanying sketches illustrate the type of bars being developed by Display Guild. These are bars which can be built in small, manageable sections, of light, durable materials and mass produced to cut down on costs. They are 38 inches in height with laminated plastic tops and edge-trimmed in wood for its feeling of warmth and its rich appearance. The rest of the bar is made of either steel with a noncorrosive finish, or of aluminum with a treated finish. The side of the counter is made of a durable material such has natural wood, or imitation leather, which takes wear and can be cleaned by any ordinary detergent. At the foot of the counter there is an eight inch kick plate, three inches deep for toe space. There are cash drawers at either end of the bar to facilitate service during rush hours and access areas behind and to the side to make possible delivery of supplies without disturbing the entire display.

In these sketches a ten-case Coca-Cola cooler is shown behind the bar. These coolers hold 240 bottles and are the most practical to operate. Naturally all Coca-Cola is served in cups and cup dispensers can be attached either directly to the bar or to the back wall. A receptacle for empty cups is placed at least ten feet away so as to pull people away from the bar once they have been served.

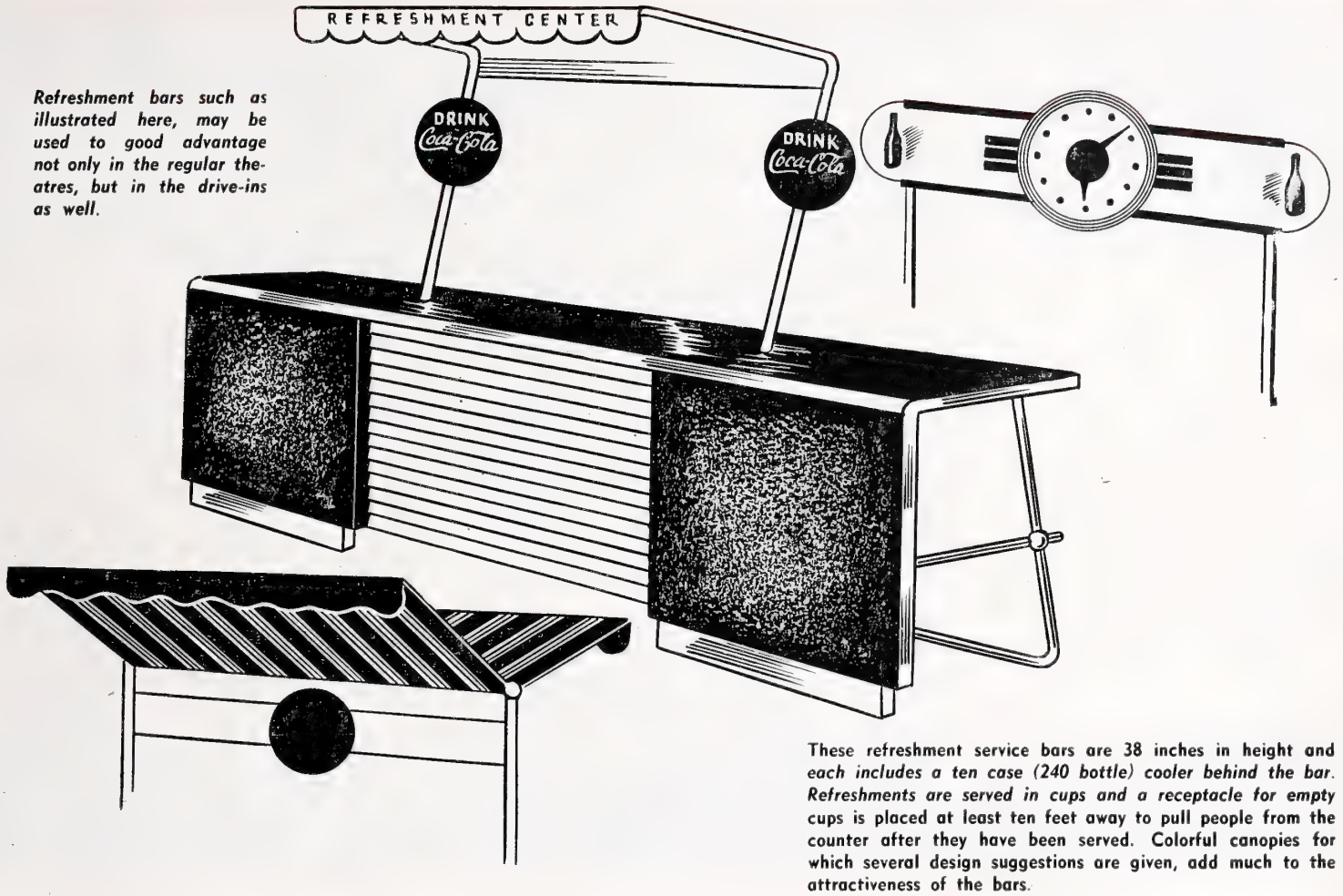
COUNTERS IN STANDARD SIZES

These merchandise counters, as mentioned before, should be made in standard size sections—36 inches, for instance. In this way the theatre operator will not be faced with the necessity of custom building a counter precisely to fit the space he has to use. Together with standard corner and elbow units, he can buy as many sections as he desires, enjoying the price advantage of mass production, and interspacing the sections with candy display cases, popcorn warmers, etc.

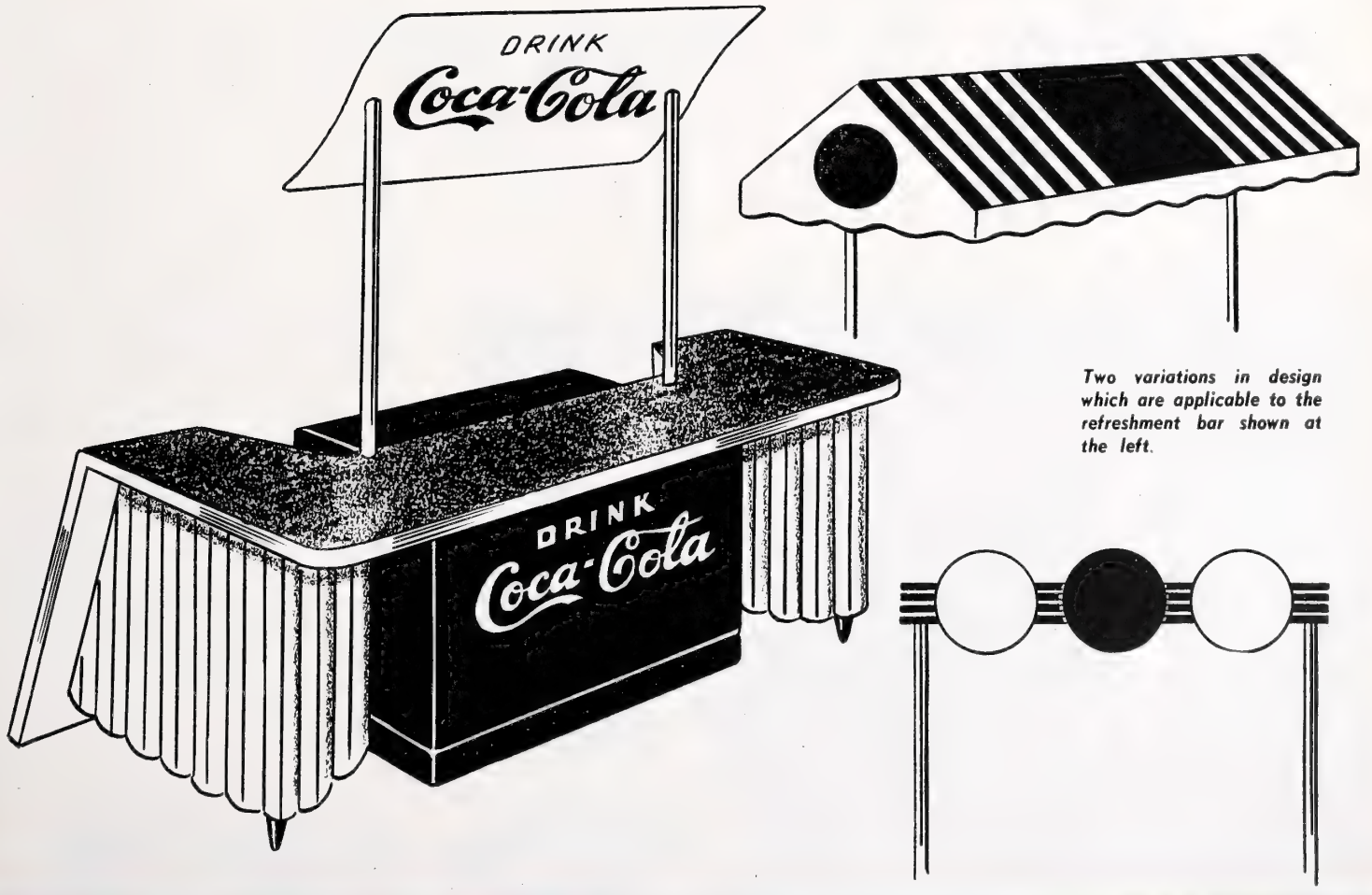
It is perfectly true that such a construction service is in the future. Yet the growth of theatre merchandising makes this an inevitable development.

It is not far fetched to say that within the next few years a theatre operator who desires to merchandise in his lobby will be able to order all the elements of his merchandising counter directly from catalogs of standard units; popcorn warmers, nut warmers, candy display cases, as well as standard prefabricated sections of the merchandise counter itself, to fit his needs and his pocketbook.

Refreshment bars such as illustrated here, may be used to good advantage not only in the regular theatres, but in the drive-ins as well.



These refreshment service bars are 38 inches in height and *each includes a ten case (240 bottle) cooler behind the bar. Refreshments are served in cups and a receptacle for empty* cups is placed at least ten feet away to pull people from the counter after they have been served. Colorful canopies for which several design suggestions are given, add much to the attractiveness of the bars.



Two variations in design which are applicable to the refreshment bar shown at the left.

PLANNED FOR EXTRA SALES

Counters in Both Lobby and Street Help Build Candibar Sales Volume



THE LOBBY OF THE FLORIDA, newest of the Paramount chain in Miami, Fla., features a particularly striking candibar which not only is an eyecatcher within the theatre, but has part of its counter opening onto the street so that passersby may make purchases.

Special attention has been paid to lighting effects, and the mosaic front shines with jewel tones. Popcorn is kept fresh in its own glassed-in cubicle. The display case is kept in attractive, colorful arrangement, while confections, chewing gum, etc. are quickly and easily dispensed from the counter. The Florida is managed by James Barnett.

Flagler street entrance of the Florida Theatre Candibar where passersby may make purchases of popcorn, candy, gum and other confections.



83%*80%
95% 89% OF ALL MOTION PICTURE HOUSES ARE LOSING MONEY!

Only 20% of all houses satisfy the public's demand for carbonated drinks such as Coca Cola and Root Beer. The 80% who don't serve carbonated drinks are losing money. This 80% claim handling bottled beverages is too much trouble. We agree. Other theatres have automatic dispensers. BUT living clerks do 4 to 5 times more business than machines! The DRINCOLATOR is the answer to your prayers—the way to make real money!

- EVERY CHAIN THAT HAS ORDERED THE DRINCOLATOR HAS AT LEAST TRIPLED ITS ORIGINAL ORDER!
- MANY CHAINS HAVE RE-ORDERED 10 TIMES OVER!
- DO YOU LIKE MONEY? WHAT ARE YOU WAITING FOR?

*Correction, please. Approximately 20% have already installed the Drincolator.

THE DRINCOLATOR

- Counter height to fit into your candy stand. Height 42″, width 26 1/2″, depth 28″.
- Small installation cost—just plug into wall socket and connect to city water
- In seconds, the DRINCOLATOR *carbonates, refrigerates, flavors* and *dispenses* an authentic drink of Coca Cola, Root Beer or any other two flavors desired! By simply pulling the handle, the New High Speed DRINCOLATOR can dispense 25 to 30 drinks per minute under 40 degrees.
- 500 drink capacity
- Takes less than a minute to refill DRINCOLATOR'S syrup tanks

MAKE FROM 250% TO 500% PROFIT

at 5c per cup—for each $3.60 you spend on 2 gallons of syrup and cups, you receive $12.50. Your profit: $8.90—approximately 250%

at 10c per cup—your profit $21.40—almost 500%

For full information on obtaining the Drincolator for your theaters, write to DRINCOLATOR Corporation, 342 Madison Avenue, New York 17, N. Y.

drincolator CORP.

"PAYS FOR ITSELF WHILE IT PAYS YOU"



NOT PERCENTAGE OF GROSS, BUT SALES PER PERSON

That's How Exhibitors Now Figure Refreshment Business

by NATHAN COHEN
Associate Editor, Boxoffice

WHAT can the exhibitor figure as average earnings from the sale of confections?

On what basis should he estimate his sales? What measuring stick should he use to evaluate profits?

What can the exhibitor do to stimulate sales? What is patron reaction to increased presence of candy, popcorn, beverages and other refreshment items in the motion picture theatre?

These are questions which have been looking for answers for some time, and they were asked at the recent Theatre Owners of America convention held in Chicago. The convention was chosen as an ideal spot to poll—is it yet safe to again use the word?—a group of exhibitors on refreshment service techniques, for here really was an assembly of theatre men to convey the cross-section viewpoint. Here, at one meeting, was the big time circuit operator with his dozens of theatres rubbing elbows and chewing the fat over common operational problems with the small time, last run independent in from his prairie state situation.

There was an abundance of talk about popcorn business and candy sales and beverage receipts. Everybody had questions. Everybody was looking for answers, the big fellow and the little fellow alike.

The big answer is that refreshment service has become big business. The theatreman who wants to go after it can get it. He may not like to talk about healthy earnings from confection sales, but the hard fact remains that, in 1948, while theatre ticket grosses have been going down, confection grosses have been going up.

A lot of interesting talk developed along these lines.

NO SUCH THING AS AVERAGE EARNINGS

For example, there is no such thing as "average earnings," even when comparing theatres of like size and situations. Receipts and profits vary from theatre to theatre, circuit to circuit, town to town.

Nor is there an accepted, uniform method by which exhibitors measure refreshment service expenditures by patrons, although circuits have generally come to the conclusion that the best way to figure earnings is on a per patron basis—that is, so much spent per patron. The small independent, with a single theatre, on the other hand, is more apt to figure his popcorn, candy and beverage sales on a percentage of gross basis. It is not as scientific as the per patron method, but it is simpler and a less complicated operation.

Circuit executives say the per patron system is both a satisfactory and accurate unit of measure. Too many factors are involved—the picture played, the weather, etc.—to make the percentage of gross calculation adaptable where business in a number of theatres is to be compared. Under the per person system, it makes no difference what the picture or the weather. The job is to keep average sales per person at a certain level.

Per person sales vary according to the emphasis placed on merchandising by the circuit. Most chain executives say they now have accepted refreshment service as an important phase of theatre operation, and have created special departments for the purchase and merchandising of confection items. Several of the large circuits have actually gone into the business of growing popcorn. The number of circuits which say they merely offer a line of confections as an accommodation to patrons and do little to stimulate sales is rapidly diminishing.

A LOT DEPENDS ON MANAGER

The circuit which does no more than offer confections "as a service" will do about 3.5 cents per patron. The circuit which really merchandises will do around 6 to 7 cents on an average for its theatres, and in some situations hit 10 cents and more. A good deal depends on how much time and energy the individual manager is willing to provide to do the job. Many circuits now give their managers a share in the profits to stimulate merchandising, and confections sales drives are now held just as general attendance-building campaigns have been held for years.

An example of what can be done with sales was demonstrated recently by a large midwest circuit. The top manager in this circuit for refreshment sales had been averaging 10 cents per patron. The circuit held a contest for increased business, and the top manager won out by boosting his 10 cents per patronage average by 25 per cent.

This particular manager had his confections bar in a strategic, head-on location in the lobby. He was a bear on cleanliness. But he also injected showmanship into his merchandising. He found that some animated object at the stand attracted customers. In the football season, it may be a football swinging on a pendulum. It may be an animated doll. Or a moving display for a coming attraction. Anything, just so the patron moves in close to the confection stand. Once at the stand, the power of suggestion takes care of the sales.

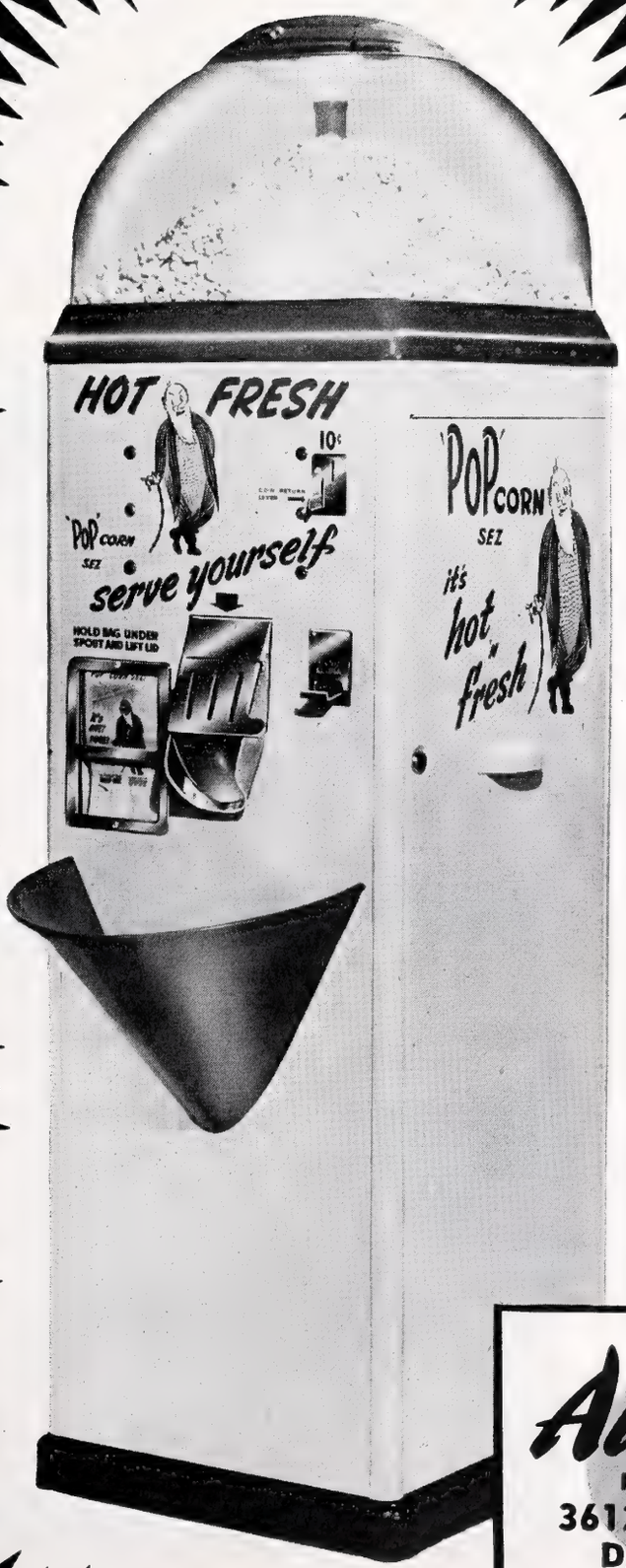
None of the circuit men interviewed at the convention, with the exception of one, reported per patron sales at less than 5 cents. More said the average was 6 cents. A west coast operator, with three theatres in one town and a fourth in another, said his sales were 8 cents per patron. But he

(*Continued on page* 18)

Refreshment service counter of the Campus Theatre, Santa Monica Blvd. and Vermont, Los Angeles. The counter, which is located directly behind the center entrance door in the middle of the rear foyer wall, incorporates a Hollywood Servemaster for pre-popped corn and equipment for dispensing candy, cold drinks and ice cream bars.



There's MORE $$$ PROFIT in VENDING popcorn the fully AUTOMATIC 'Pop' Corn Sez Way!



There's always a ready supply of famous 'Pop' Corn Sez *pre-popped* corn . . . uniformly perfect, seasoned just right . . . ready to use. Shipped anywhere . . . stays fresh for months.

'Pop' Corn Sez Vendors are profit-proved . . . over 30,000 now on location. No attendant necessary.

Auto-Vend, inc.
FORMERLY T. & C. CO.
3612 CEDAR SPRINGS
DALLAS 4, TEXAS

popsit plus!

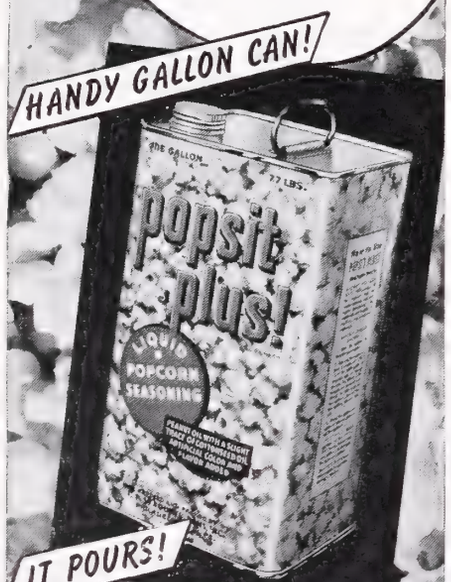
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FOR POPPING MORE CORN and making MORE POPCORN PROFIT for you!

Pops greater volume of corn . . . with butter-like flavor and appearance . . . at lower cost per final sale.

HANDY GALLON CAN!



IT POURS!

Simonin of Philadelphia

SEASONING SPECIALISTS TO THE NATION

Not Percantage of Gross, But Sales Per Person

(Continued from page 16)

really went all-out in merchandising. He shops around for his best candy buys, even shopping with the manufacturers. This, he said, gives him a larger margin of profit.

"If your confections bar is not in a location which is directly seen by the patron, it will pay to remodel and change locations," this exhibitor said. He tried this in his second house, a 1,000-seater. By shifting the location to a head-on spot, business increased 20 per cent. The house now does 8 cents per patron. Figuring the theatre fills ten times a week, the confections bar does an $800 gross. Sales went up $160 a week merely by putting the confections where they caught the eye of every patron who entered the lobby.

This exhibitor, searching for new items, introduced an ice cream machine in the lobby of one of his theatres, and found it a profitable investment. Patrons watch the ice cream manufactured and automatically placed into sandwiches or cups. The operation fascinates patrons, and sales have been good. It involves an investment of approximately $2,200, but this exhibitor says the investment pays off.

A small town operator from the midwest gave a typical report on confections business. His experience is much like dozens of others. He owns two theatres in a town of 5,000 population. The A-house, with 689 seats, and a 45-cent admission, does about 10 per cent of the gross in confections. The B-house, at 30 cents, does 20 per cent of its gross in confections. On Saturdays, when the kids pile into the A-house, the matinee business in candy and popcorn booms to 20 per cent of the gross.

No one, however, reported confections business such as that experienced week in and week out by an independent exhibitor, operating a last run house in a southwest community. This exhibitor said almost every patron who enters his theatre stops at the refreshment bar. On an $800 weekly gross, he will do $200 in confections. The figure, he added, doesn't include another $15 a week from a beverage vending machine.

Theatremen were divided on why confections grosses were up while theatre business was down. One top circuit executive thought it was due to the high cost of food. The family, he said, eats its dinner at home, goes to the theatre and buys inexpensive confections for dessert. It saves on the home food bill and eliminates the housewife's job of fussing around the kitchen to supply something for the family sweet tooth.

Or it may be, as most executives agree, that theatremen have simply got around to doing a better merchandising job of selling the product to the public.



SPEED-SCOOP (Patented) Only $2.50

The natural, quicker way to fill popcorn bags. Used by leading Theatre circuits and concessionaires. See your Theatre Supply or Popcorn Supply dealer. Dealers write direct

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WHEREVER PEOPLE GATHER

IT'S WALKY-SERVICE PRODUCTS FOR GREATER PROFITS

WALKY-KOFFEE

- HOT COFFEE
- COLD DRINKS

The WALKY-KOFFEE vendor will serve 60 cups in 15 minutes . . . more than 500 cups of hot coffee or ice cold drinks during a single ball game from this single unit.

Liquids kept in the stainless steel urn will keep steaming hot or ice cold for many hours. The urn has a three-gallon capacity on one filling. At the present time this unit is in use at Stadiums, Ball Parks, Arenas, Railroads, Factories, by Red Cross, Salvation Army, and Concessionaires all over the country.

This unit is provided with an accessory drawer for selling of peanuts, sandwiches, and other food items in connection with drinks.

WALKY-TERIA

- HOT DOGS
- CHILI
- HOT TAMALES
- HOT SOUPS
- BEANS
- HOT PEANUTS
- BEER AND POP
- FRUIT JUICES
- DAIRY PRODUCTS

The WALKY-TERIA is a WALKY SERVICE UNIT developed to vend hot or cold foods and packaged liquids. Electrical, built-in elements preheat the inside of this unit to a desired temperature within a matter of minutes. Special insulation assures the desired temperatures.

The Answer to Concessionaires' Problem in Drive-In Theatres

WALKY SERVICE PRODUCTS ARE THE FINEST VENDING UNITS AND THE FASTEST MONEY MAKERS ON THE MARKET

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FOOD HANDLING IN THE FOYER

Attention to Details of Sanitation Is Essential

by MORTON S. HILBERT
(as told to Haviland F. Reves)

Editor's note: The author of this article, Morton S. Hilbert, is director of the bureau of engineering of the Wayne county health department, covering the Detroit metropolitan area. He is also president of the National Conference of Municipal Public Health Engineers, and an authority in the field of sanitation.

THE MAJORITY of the people in this country enjoy two things above all others: one of these is entertainment, while the other is that great American pastime of eating.

In many of the motion picture theatres throughout our land, probably in the overwhelming majority it is possible for the theatregoer to enjoy an outstanding entertainment and at the same time enjoy munching food which is sold in the lobby of the theatre he attends. Aside from providing the theatregoer with additional pleasure and satisfaction, these popcorn, candy and soft drink stands in the lobbies of our theatres provide an additional source of revenue which has proved very important to many exhibitors.

HEALTH AUTHORITIES CONCERNED

Many theatre owners and managers perhaps have not considered themselves in the food vending business. But a little consideration of the situation shows that they are actually food dispensers as well as purveyors of entertainment. That is why public health authorities are concerned with how food is handled in the foyer.

In most municipalities there is no special ordinance or set of regulations to govern the handling of foods and beverages in theatres, but this business comes under the general food regulations. In general, these provide that food must be protected from contamination of any type, and that can be carried further in minute detail, as the circumstances of food handling and storage in each case may require.

Probably specific regulation for the theatre business is unnecessary so long as exhibitors generally will comply with reasonable standards that may apply to the products they are selling. A lot of the existing rules have no bearing on theatres, such as the rules for dishwashing or for providing a fan over the stove. But wherever the food regulations apply to a show, they should be carefully observed.

INDIVIDUAL REQUIREMENTS VARY

Because individual regulations vary somewhat from one area to another, it should be the task of the exhibitor to familiarize himself with his local requirements, and see that he is carefully observing the standards of the town where he operates. But the general principles of sanitation may and should be observed by all theatres.

As in the development of many of the most thrilling motion picture mystery thrillers, the person guilty of a particular crime is not found until the end of the picture, so in many cases throughout the country, sources of disease transmission may not be found until some one has been made ill from eating food which has been contaminated by some person who has also been ill.

There also are a number of problems in connection with the sale of food for theatre lobbies which could well be considered by those who are in a position to regulate the method of operation of these popular and almost necessary refreshment stands.

In the first place, one of the most important parts of our food handling concession is the individual who is responsible for the sale of the food. An attractive, well-dressed, clean-looking person is an added attraction to the sales counter. His clothes should be clean, and his hair should be well kept.

Boys who sell food should wear some type of head covering, and girls should wear a hair-net to prevent the hair from falling into the food. There is nothing more displeasing than to pull a hair from the inside of a box of popcorn, or to find a hair in a bag of candy, aside from the fact that the transmission of some disease might be possible through the contamination due to the falling hair from a person's body.

Every effort should be made to see that those who sell and handle food in the theatre lobby do not have colds or other infectious diseases. There is seldom anything more disgusting than to see a person wiping his nose with his handkerchief, and then reaching into the popcorn machine and pulling out a handful of popcorn and inserting it into a bag or box for the customer to eat. There are many other personal habits which need to be considered.



There is nothing more displeasing to patrons than to pull a hair from the inside of a box of popcorn, or to find a hair in a bag of candy.

The person who handles food in the lobby of a theatre should have good, clean personal habits. It is important that these people wash their hands thoroughly after using the toilet facilities, and after performing any cleanup jobs, such as cleaning material from the floor, or lifting cases which may be dirty.

Persons who have boils or sores on their hands, or cuts or bruises which may become infected are always capable of transmitting dangerous disease-producing germs to the individuals who may consume the food they handle. Every effort should be made by the management to see that persons of this type are not allowed to work in that portion of the establishment where food is handled while they have these conditions.

HAND WASHING IS IMPORTANT

The problem of hand-washing should be considered as most important. There should be plenty of soap and plenty of warm water readily available, and a definite visit should be made to see that the hands are washed after every visit to the toilet. Naturally, this presupposes that a high standard of sanitation will be maintained in the restrooms, both those used only by the staff and those open to the public.

Methods should be developed whereby the food does not have to be handled by the individual, but may be handled by the use of scoops or tongs. It is desirable that as much of the food as possible be sold in a packaged state as it comes from the manufacturer. Popcorn and other bulk foods should be dished out to the customer with scoop or tongs, and should be placed in containers which are clean and protected from contamination.

The containers should be kept in a clean and sanitary place, and stored away from areas where they may become dusty, or where rats, mice or insects may get to them. In opening the containers, it is essential that the person handling them does not put his hand inside the box or sack, but keeps the inside untouched and in its original clean and sanitary condition.

Here again, the possibility of infection

(Continued on next page)

Food Handling in Foyer

(Continued from preceding page)

from sores, boils and infected cuts on the hands is very real.

Every effort should be made to secure food which is of pure, wholesome and safe quality. It should be supplied from known, approved sources in order to make certain that there is no danger from the food itself before it reaches the theatre. The storage of this food in the theatre should be such that dust, mice, rats and persons may not contaminate the food in any way. Stacks of popcorn heaped on back stairways is an example of how not to do it.

PROPER HANDLING OF CUPS

All foods should be stored away from places of possible flooding with sewage or backflow from floor drains, contamination by mopping, and that type of contamination which will be a danger to the food itself.

The individual paper cups used for soft drinks should be left in the original container or stored in such a manner that they will be free from dust and dirt, and should be so arranged that they may be taken from the container without the necessity of the food handler touching the inside of the lipping surface of the cup with his fingers.

Another important problem for consideration is that of refuse disposal. All wastepaper, cartons, and waste food should be stored in covered metal containers in order that rats and mice and insects may not become a problem due to the food particles and material which are available in such waste containers.

A clean, safe, sanitary handling of food for sale in the lobby will be appreciated by your customers from the standpoint of appearance alone, but even greater than this appreciation by the patrons will be the insurance which is derived from proper handling methods, thus preventing the spread of disease.

A thorough cleaning of the equipment used in cleaning the show cases, the floor, walls, and the counter is of considerable importance. Spilled soft drinks should be cleaned up immediately, and the bottle caps should be kept in a metal container and removed each day. In this way the number of insects and rodents will be reduced to a minimum.

New problems will arise in food handling in theatres as new products and methods of dispensing them are introduced. Probably the most important new ones at this time are those connected with the beverage vending machines which are now coming into wider use. The design of the machine is of first importance, but this is, of course, the manufacturer's problem, and indications are that manufacturers are thinking in terms of achieving maximum possible sanitation in order to protect the acceptance of their own products.

But the theatre owner has a task in keeping conditions around the machines clean. Spillage on the floor must be eliminated if possible, because it is a sure way to induce the breeding of roaches and other vermin. If spillage does occur, it should be cleaned up at once as part of a regular maintenance program in the house.

OBTAINING LICENSES

Another type of problem may arise through the introduction of the hot dog vendor into theatres, to take a perhaps unwelcome example as far as many, both exhibitors and customers, are concerned. Whether it is this type of product or any other, it is up to the theatre owner to see that the conditions around the counter or machine where it is dispensed are such that there will be no need to invoke rigid control.

In some localities it will be necessary to obtain the regular food handlers' license for the persons actually working at the job of dispensing food products, and the proper enforcement of this regulation will go a long way toward maintaining suitable standards of operation.

Proper attention to the details of sanitary requirements in the handling of refreshments of any kind in the theatre can assure the continuance of this department as an important source of profit to the management.



CARNIVAL SCENE MURAL ADDS ZIP TO CANDY BAR

With but little expense the Warner Bros. Prince Theatre in Ambridge, Pa., has boosted refreshment sales by using a unique



plan of decorating the wall area back of the candy bar with a carnival scene mural.

The background consists of a drawing which was made on a piece of muslin with French pastel chalks by one of the candy counter girls. A canopy of striped awning material was erected above and over the display which is also used to hide the lights which play on the mural.

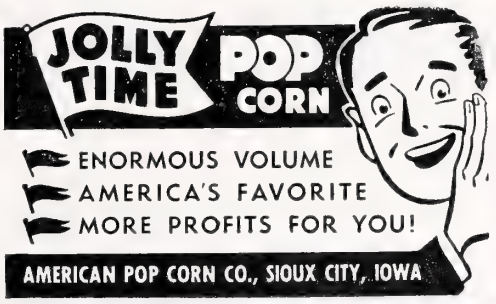
To make the candy counter more appealing the candy girl makes separators of fancy paper doilies or crepe paper, which in turn keep the bars neatly stacked and enhance the sales of each individual bar.

Having one of the leading florists of the city furnish fresh flowers in interesting arrangements also adds to the appeal of the display. A small card with the name of the florist is placed near the flowers, giving the florist full credit for the design.

A candy counter, which formerly consisted of just pieces of equipment, is now a point of special interest, and the results show up at the cash register. The Prince is managed by R. C. Kline.

Iowa Has Sweet Tooth

Statistics just released by the confection department of Tri-States Theatre Corp. show Iowa has a very sweet tooth. The report shows that Iowa ranks fifth in the nation in candy consumption and that citizens of the state spend an average of $12.92 a year for candy.





TOPS for Small Theatre Vending

Cadet Model 51

COMPACT in Size . . .
But GREAT in Action!

This low-priced counter model, completely finished in beautiful stainless steel, is the perfect answer to limited space. Needs no special wiring. Compact, yet holds an amazingly large amount of popped corn. Speedy and dependable, it offers a tastier product which guarantees increased profits. Automatic Heat Control for Popper is available.

Also Available:
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Hollywood 48 . Super 60 . Giant Models 41, 42, 43



Size: 18" x 24" x 28" high
Capacity: $8 to $10 popped corn per hour.

Cretors CHICAGO, ILL.

since 1885

C. CRETORS & CO. 604 W. Cermak Rd. Chicago 16, Ill.

UP UP *go popcorn sales!*

NEW IMPROVED Seazo

COCONUT OIL POPCORN SEASONING

BUTTER-LIKE FLAVOR! GOLDEN COLOR!

POPPING METHODS and POPCORN PROFITS

Recent field studies show that popcorn sales can be increased 15-20% by employing correct popping techniques. If you are not certain that your present popping methods are perfect, write to us for information.

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SEASONING SPECIALISTS TO THE NATION







Left: Rudd-Melikian's Kwik Kafe machine which dispenses cups of hot coffee at the drop of a coin. Cream and sugar are available too, by pressing of buttons. Center: Drink-O-Mat's model S-M which is equipped with "cooler-carb," and instantaneous dry refrigeration and carbonation unit which eliminates the sweet-water system. Right: Dispens-O-Lator, being marketed by Snively Vending and Sales Co., for dispensing a blend of orange-grapefruit juice. The machine automatically opens the cans and pours the contents into a 5-cent cup.

SUPPLEMENTING PERSONAL SELLING WITH COIN-OPERATED DISPENSERS

RECENT MONTHS have brought forth many new and improved coin-operated vendors. Believing that exhibitors would be interested in what's new in the field, Modern Theatre presents a report on developments.

Auto Vend, Inc.

Auto Vend specializes in automatic dispensers for pre-popped corn. At the drop of a coin a quantity of popcorn from the transparent storage section of the vendor is delivered into a large spout where it remains until the customer fits a bag underneath the spout and lifts the lid. The dispenser is designed to keep the corn at just the right temperature.

Auto Vend also furnishes exhibitors with pre-popped corn. The corn is seasoned, sealed in glassine-lined airtight containers and shipped to various parts of the country.

C. C. Bradley & Son, Inc.

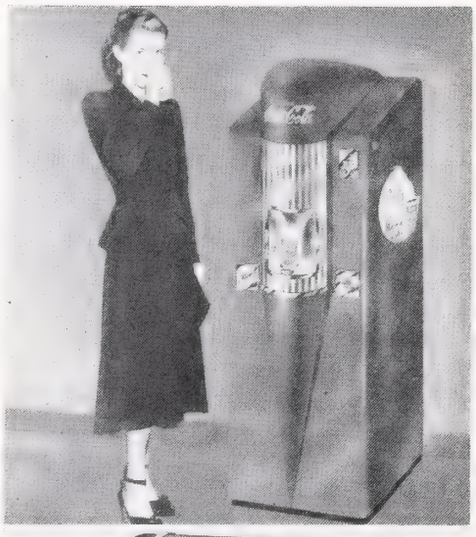
Bradley's automatic two-drink dispenser is an easily installed, stainless steel self-service dispenser featuring two-at-a-time dispensing service with a choice of flavors possible.

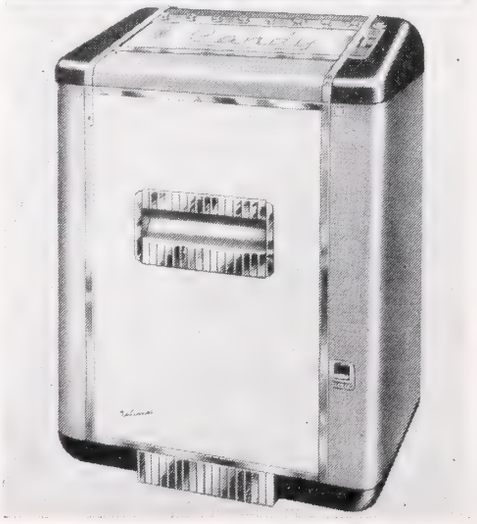
Dispensing better than 12 drinks a minute, the cabinet dispensing unit can serve 800 drinks—or 400 of two flavors—before reservicing is necessary. Uniform measure and mixture are assured through mechanical precision equipment, and the six-ounce, properly cooled drinks fill a seven-ounce Dixie cup with no danger of "jackpotting."

Interchangeable coin slots are included with the unit, making it possible to serve either five or ten-cent drinks. The dispenser is available in various colors of enameled finishes.

Coan Manufacturing Co.

A U-Select-It coin-operated cigaret vendor will soon be sharing vending duties with the U-Select-It candy machine, according to reports from the Coan Manufacturing Co.





Like the standard Model 74 candy vendor, the cigaret machine stands 47½ inches high and is 8¼ inches wide. It is eight inches deep and weighs 58 pounds as compared to the 9¾-inch depth and 66-pound weight of the candy vendor. Both machines have a capacity of 74 items, and display 24 items at one time.

All U-Select-It models have the same general construction with the conveyor being mounted on a steel chain over roller bearings.

Drink-O-Mat Industries

The latest product put out by the Drink-O-Mat Industries is a new Cole cabinet-type dispenser with front-door servicing which gives instant accessibility to all parts.

Model S-M is equipped with an automatic change-maker and will serve 1,000 drinks before reservicing. Ingredients are measured, mixed and delivered in a sanitary paper cup in a few seconds. Special feature of the vending machine is the "cooler carb," an instantaneous dry refrigeration and carbonation unit which eliminates the sweet-water bath system.

Ex-Cell Products Corp.

The Ex-Cell dual dispenser has one motor and one relay action for the complete operation necessary for dispensing two drinks at a time.

The company reports use of a patented

Above: Stewart Products' new 500-cup low-cost dispenser which is only 21 inches wide, 18 inches deep and 59 inches high. Below: National Vendors' new Model 8CE dispenser designed especially for theatre use.

valve which makes measuring accurate and prevents leakage. Unit construction is used throughout the coin-operated dispenser, which simplifies removal or replacement of parts when necessary.

The dispensing unit is stainless throughout and features controlled operation making "jackpotting" impossible. The dispenser has a capacity of 800 cups.

Mills Automatic Merchandising

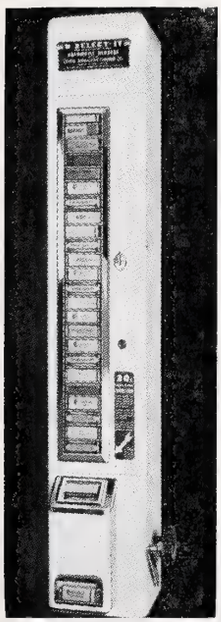
The latest addition to the Mills vendor line is a cooler equipped to carbonate beverages at the moment of serving. Electrically operated and equipped with a coin changer, the Automatic Fountain blends syrup, water and carbonic gas into a drink cooled to 40 degrees, in five seconds, and serves six to six and one-half ounces in sanitary paper cups.

Automatically signaling when empty, the fountain delivers 400 drinks per loading with one 20-pound drum of C02 providing around 2,000 drinks per servicing.

Also in production is a new Mills candy vendor. Special features claimed by the company for the new vendor include 105-bar capacity with five selections, slug-proof coin mechanism designed to prevent clogging, cash box with pickproof bell lock, dustproofing with plate guards and overlapping parts, plating to prevent rust, continuous conveyor, chrome finished delivery tray and smooth, round contours.

National Vendors, Inc.

National Vendors recently introduced an electrically operated console type merchandising machine known as Model 8CE, designed specifically for theatre use. The machines, which are adaptable for candy or cigaret vending, will be in production within the first quarter of 1949, the company announces.



Coan's new U-Select-It vendor which displays 24 packages of cigarets and has a capacity of 74 packages.

Featuring a Plexiglas display panel with fluorescent lighting, the machine displays eight items and has a capacity of 400 candy bars or 800 packages of cigarets. The merchanadise displayed is delivered on purchase with no dummy displays involved and with automatic rotation following the "first in, first out" pattern.

Prices may be set anywhere from five cents to 50 cents with any of the eight columns operating on nickels, dimes, quarters or combinations of these coins.

Merchandise other than candy bars or cigarets may be vended through this medium, the manufacturers state.



The Ex-Cell dual dispenser requires but one motor and one relay action for the complete operation required to dispense two drinks at one time. Unit construction is used throughout.

Rudd-Melikian, Inc.

One of the most novel vending machines available now to the nation's theatres is the Kwik Kafe vendor, dispensing cups of hot coffee at the drop of a coin.

Manufactured and marketed by Rudd-Melikian, Inc., Kwik Kafe machines operate on an electrical system energized when a coin is inserted in the slot. If the coffee drinker desires either cream or sugar, it is provided by pressing separate buttons which produce the items desired and also a spoon. The action takes approximately five seconds. Around 500 cups can be dispensed with one servicing.

Standing six feet high, the machine occupies two to three feet of floor space.

Snively Vending & Sales Co., Inc.

The Dispens-O-Lator, devoted exclusively to the dispensing of a blend of orange-grapefruit juice, is a self-service, cup-type vending machine put on the market by the Snively Company, distributors of citrus products. The Dispens-O-Lator is being made in two models, one serving a five-cent cup and the other serving a larger, ten-cent cup.

The Dispens-O-Lator has no water connections and automatically opens the cans as the juice is required by the customers. As the cans are opened, the juice pours into a stainless steel closed juice receptacle where the juice is properly aerated and agitated prior to dispensing each drink. All that is required to place the machine in operation is an ordinary light outlet with 110 volts AC.

Spacarb, Inc.

Spacarb's latest is the Mix-A-Drink, a coin-operated, self-service vendor. The unit offers a choice of three flavors and mixes and measures the syrup automatically, delivering the drink in a clean, disposable cup, in five seconds. The serve-yourself unit has a syrup capacity of 15 gallons and dispenses 1,000 drinks between refills.

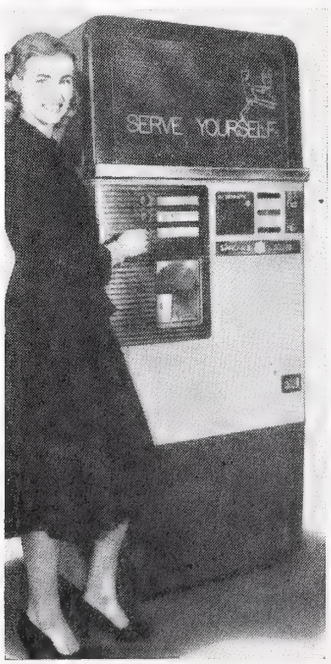
Special features of the dispenser include an automatic coin changer and automatic mixing, making it possible for the customer to mix the three flavors offered as desired. The solid aluminum cooler with carbonator cast in serves every drink uniformly cold.

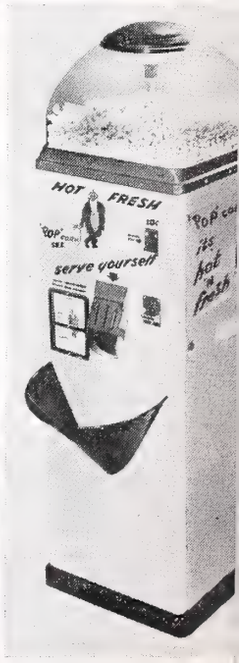
Stewart Products Corp.

Stewart announces a new 500-cup, low-cost dispensing machine. The machine measures only 21 inches in width, 18 inches in depth and 59 inches in height, making it ideal for locations where space is limited.

The Stewart vendor has stainless steel valves, tank and carbonator. It is adaptable for either non-carbonated or carbonated drinks.







Above: Two-drink dispenser by C. C. Bradley & Son, featuring a choice of two flavors. The unit serves 800 drinks before servicing is necessary. Below, left: Spacarb's Mix-A-Drink coin-operated vendor. The unit offers a choice of three flavors. Below, right: Auto Vend's automatic dispenser for pre-popped corn. The company also has a service that provides exhibitors with the corn, pre-popped and seasoned ready to use.





Two typical theatre refreshment counter layouts which include Anderson and Wagner's Everfrost manually operated soft-drink dispensers. Reports from such installations show more than 200 per cent profit on syrup when served in five-cent drinks and as much as 500 per cent profit on 10-cent drinks.

MANUALLY OPERATED DRINK DISPENSERS

Step Up Profits in Refreshment Service Operations

by JOHN HOLING
Sales Manager, Anderson & Wagner, Inc.

DURING RECENT years a distinctly new avenue of profits has been uncovered for the theatre operator in the sale of both carbonated and non-carbonated soft drinks in connection with the theatre lobby refreshment business—a business that is rapidly becoming an integral part of the operation of most theatres.

Theatre owners have long looked toward adding the profits of soft drink sales to their refreshment business, but because of the many problems that previously had to be considered, only operators of larger theatres have been able to include soft drinks in their stock in trade. For the most part, the large storage area required for bottled beverages, the extensive refrigeration system needed to meet capacity house requirements, the extra labor and the lower net profit prohibited the sale of soft drinks in many theatre operations.

BOTTLE HANDLING ELIMINATED

Recent advancements in carbonating and cooling equipment, plus the added impetus of the introduction of compact, manually operated soft drink dispensers which completely eliminates the necessity of handling bottles and at the same time substantially steps up the profit margin, has brought the sale of soft drinks into a leading position among theatre operators and concessionaires. Today several manufacturers include in their line of fountain and confectionery equipment, a dispensing unit which fills a long existent vacancy in the theatre field.

Featuring the most recent innovations in carbonating and cooling methods, these units require only a minimum of floor space and are a complete compact unit that will supply a variety of soft drinks in sufficient quantities to meet all the needs of the theatre concession. Since the drinks are automatically mixed by the dispensers which are part of the complete unit, and since the carbonated or sweet water is chilled to just the right temperature for serving, it is a simple matter for any attendant to quickly and easily serve a capacity number of patrons in a short period of time.

The introduction and installation of manually operated dispensers in various parts of the country, both by independent and large chain theatre circuit operators, has brought reports of definite increase in sales volume of soft drinks. The ability to economically serve large quantities in a limited length of time has resulted in rapid profit increases in refreshment operations. Reports from manually operated installations show more than 200 per cent profit on syrup when served in five-cent drinks, while as much as 500 per cent profit is common when drinks are served at ten cents each.

A number of the units now being manufactured feature extremely simple installation requirements; for the most part, one connection to a city water line, attachment of a carbonic gas tank and plugging into a convenient electrical circuit, is all that is necessary. While some of the available units require the addition of ice to supply a properly cooled drink, one of the popular models features cooled syrup tanks. Since syrup carries a low freezing point, it is possible to cool the syrup to below 32 degrees temperature; thus, when the syrup is added to the carbonated or sweet water which has been cooled to below 40 degrees, it give a perfectly cooled drink.

SELECTING A UNIT

In selecting a dispensing unit, there are several points that should receive primary consideration from the theatre operator: First consideration should be given to the ability of the unit to turn out sufficient drinks to fill the need during rush intermission periods. This includes a cooling and carbonating system that will give a plentiful supply of both carbonated and sweet water. Another important point is the need to supply a perfectly cooled drink with a minimum of effort. There are several units available which entirely overcome the necessity for the use of ice in any manner. The final success of your soft drink operation will depend on the ability of the unit to consistently supply a refreshing, highly carbonated and perfectly cooled drink. Proper location of the unit, as well as the amount of expense and effort required for installation of the model selected, should also receive considerable thought. Much of the available equipment offers an attractive appearance that promotes impulse buying if given a reasonable display. Manually operated dispenser units are used as part of the regular concession lineup or individually at any point in the main foyer or the mezzanine floor.

The development by manufacturers in the field of manually operated dispensing equipment and the rapidly increasing popularity of soft drinks among theatregoers, is destined to boost refreshment service volume and profits to new highs. It is a field which should be carefully investigated by every theatre and concession operator.



Now you can get all the G-E fluorescent lamps you need to

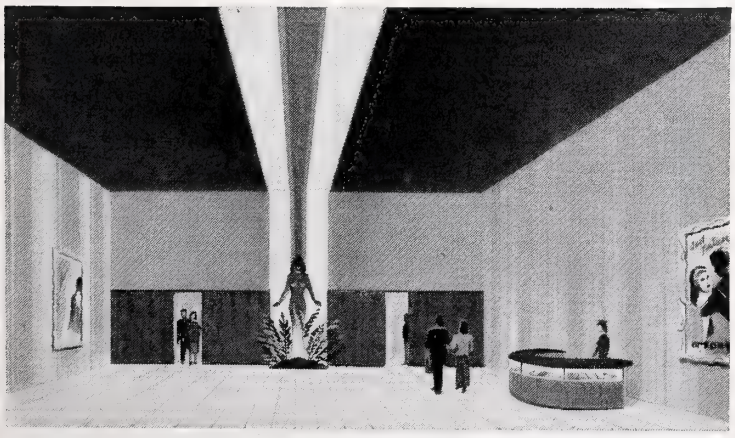
BRIGHTEN YOUR BOX OFFICE PICTURE

IT'S wonderful how the right lighting with G-E fluorescent lamps improves the atmosphere and comfort of a theater, attracts steady patrons and increases the boxoffice "take".

Most theater owners have known this for some time, but couldn't modernize their lighting because of the shortage of fluorescent lamps. But now General Electric has increased production tremendously and can supply you with all the G-E fluorescent lamps you want!

Make the most of this opportunity! Use bright, efficient G-E fluorescents in your marquee to attract attention. Use them to high-light posters for quick selling outside and in the foyer. Use them to provide cool, comfortable, flattering light in lobby and lounges; and in the auditorium to make seeing easier and provide safe, convenient movement for patrons.

When you brighten up your theater insist on...



"COME ON IN!" this lobby invites. G-E fluorescent lamps give it a modern, bright, attractive look. The use of colored G-E fluorescent lamps (a wide range is available) add atmosphere, heighten interest. Different wattage lamps provide contrast.



THE LOUNGE, comfortably lighted with G-E fluorescent lamps, makes patrons look their best.



POSTERS SELL better when they are ten times brighter than surroundings. Just the job for G-E fluorescents.

G-E LAMPS

GENERAL ELECTRIC



General Electric's new candy merchandiser controls humidity as well as temperature.

NEW REFRIGERATED CANDY CASE BY GENERAL ELECTRIC CO.

by J. J. HEFFERNAN

THE REFRIGERATED candy case is rapidly proving itself to be one of the most important sales promotions developed in the packaged candy field in years. Significant of this trend is the General Electric candy merchandiser, shown in the accompanying photograph.

General Electric developed this refrigerated merchandiser to satisfy the candy industry's need for an attractive case that could serve both as refrigerated storage space during the warm months, and also effectively display candy the year round. It is an accepted fact that candy must be displayed to sell in volume, and the G.E. merchandiser was designed for maximum display value, enabling the retailer to show his wares as appetizingly as possible. The problem of warm weather spoilage has always been a major one to candy retailers, and is now solved as the G.E. candy merchandiser holds both humidity and temperature at the right balance, preserving both the taste and appearance and enabling the theatre to sell packaged candy the year round without fear of spoilage.

The G. E. candy merchandiser has storage compartments located on either side of the refrigeration machine which holds approximately 128 pounds of boxed candy. Above these two lower compartments is a lighted self-service display section, holding 75 pounds of boxed candy, giving a total capacity of approximately 203 pounds. The display section is lighted by a 42-inch long Slimline fluorescent tube. The cabinet is constructed of heavy gauge steel throughout, and the entire steel assembly is treated for resistance to rust. No drain connections or drip pans are needed as the G. E. machine uses its own heat to return condensed moisture back to the air outside the cabinet.

The display section is provided with a sloping front window of nonfrosting Thermopane to insure maximum visibility and provide effective insulation against refrigeration losses. The sliding doors at the top of the display section are also Thermopane, operating smoothly and quietly on ball-bearing rollers. The refrigeration machine is a hermetically sealed condensing unit, insuring long life and quiet efficient operation. No detail has been overlooked to make the candy merchandiser an efficient piece of refrigeration equipment, as well as an effective "silent salesman."

Use of this type of display equipment is one more way in which theatre owners may take advantage of the impulse buying habits of the many people who pass through their lobbies. What could be more natural than to take home a temptingly wrapped box of fine chocolates, fresh and chilled to exactly the right temperature as a fitting climax to a typically American night spent at the theatre?

Building Good Relations Between Consumer, Seller

TOMMY GRACE, manager of the 1,000-seat Perakos-Quittner Eastwood Theatre, East Hartford, Conn., has come up with a number of observations to promote better theatre candy sales. His ideas are the results of years of managership at the de luxe suburban theatre. The Eastwood was built in the fall of 1941.

The basic principle of successful theatre candy sales, according to Grace, is contained in the following thought: "Keep your candy stand area clean and well-stocked. If your customers want to buy, their buying power will be increased by the effective display of candy and soft drinks."

Grace has found, over a period of time, that the power of suggestion works wonders with the average theatre candy customer.

"I've found," he comments, "that a person who is undecided about buying an unknown candy brand, for example, will buy that particular brand when reminded that the item is similar in refreshment content to other brands in the same refreshment category. In other words, suggest, and keep suggesting, but don't offend the customer's personal opinions."

The theatre manager has found that some times personal feelings enter into the candy buying phase of theatre patrons, surprising enough. For example, Grace says, a customer may feel offended when other than a preferred candy is offered.

To further illustrate this point in customer relationships, Grace recalls an incident when he happened to run out of Hershey bars on his candy stand.

"A patron walked up during intermission, asked for Hershey bars. I told her that we were temporarily out of that particular brand of chocolate bar and then suggested a lesser-known brand."

Grace recalls now that the customer wasn't displeased with his suggestion; on the contrary, the customer thanked him for the suggestion.

"I didn't try to oversell the lesser-known item," he says. "I told the customer that the other bar contained similar chocolate to the Hershey bar—of course, not exactly the same contents."

The theatre manager has seen the same customer enter the film house dozens of times since then and has asked for both Hersheys and the lesser-known brand introduced to her one afternoon many months ago.

"We didn't make any enemies for the theatre, Hershey, or the lesser-known brand," Grace adds. "I performed a simple goodwill relationship between consumer, seller."

Grace has a permanent rule among his candy stand aides; "Never keep a customer waiting. If you are busy, try to handle the business as rapidly as possible, without any offense to anyone."

THE ANSWERS TO THIS

Comfort-Cooling Quiz for Theater Operators

MAY SAVE YOU THOUSANDS OF DOLLARS!



Q: *Where has air conditioning been used with the greatest success?*

A: Why, in the theater, of course.

Q: *Doesn't theater air conditioning present many special problems?*

A: That's right. High ceilings, in and out movement of people and the necessity for keeping drafts at a minimum make the theater one of the most difficult buildings to air condition.

Q: *Where do theaters get their air conditioning equipment?*

A: No exact figures exist, but the sales records of the United States Air Conditioning Corporation indicate that at least half of all the theaters in this country use USAIRCO equipment.

Q: *How is it possible for one company to become that important in theater air conditioning?*

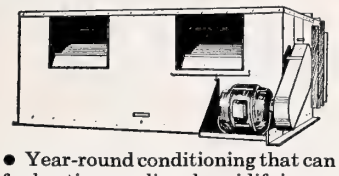
A: One reason is the special knowledge required in theater air conditioning. But the most important reason comes from the fact that a theater air conditioning system must be a profit-making tool. In other words, the initial cost, and operating and maintenance costs, must be in proportion to the theater potential.

In the answers to these questions, you have the main reason why theater operators from coast to coast look to the United States Air Conditioning Corporation for air conditioning equipment . . . why USAIRCO equipment can mean many thousands of dollars to you in savings and increased profits.

Whether your theater is large or small, you can rely on us to meet your requirements exactly, for the help you need to make theater air conditioning the money-making tool it should be. The USAIRCO line includes everything in cooling, heating and ventilating equipment—from complete systems for the year 'round air conditioning of the largest theaters to small, economical cooling units for the smallest theaters. They are products backed by the most advanced engineering in the field, and by a knowledge of the special problems of theater air conditioning that has resulted from a generation of service to the industry.

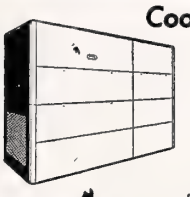
Let us help you. Full engineering cooperation will be gladly extended. Write for additional details.

UNITED STATES AIR CONDITIONING CORPORATION
Como Avenue, S. E., at 33rd — Minneapolis, Minnesota



UNIT AIR CONDITIONER

• Year-round conditioning that can be equipped for heating, cooling, humidifying and dehumidifying. Floor or ceiling models in 9 capacities up to 12,000 CFM.

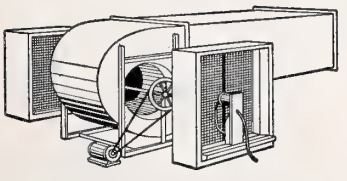


Cooling That Doubles For Heating!

REFRIGERATED KOOLER-AIRE

• The 2 in 1 system . . . gives the finest type of cooling and, with the turn of a switch, the best type of heating . . . a complete, pre-engineered packaged unit . . . available in nine sizes for large or small, single or multiple installations.



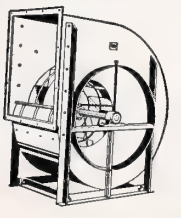


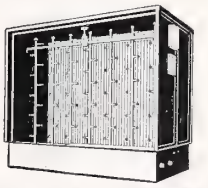
Evaporative Cooling with MAT TYPE AIR WASHERS

• Gyro-Spray double mat type air washers used with a blower provide low-cost washed-air comfort cooling for theaters.

USAIRCO BLOWERS

• Made in types, sizes and capacities for all heating, cooling, ventilating and air conditioning applications.





USAIRCO AIR WASHERS

• Single, double and triple stage, with capacities ranging from 2,500 to 100,000 cubic feet of air per minute for cleansing, cooling by cold water or refrigerant, humidifying or dehumidifying.

MONEY-SAVING MAINTENANCE TIPS

Ways and Means of Avoiding Costly Repairs and Replacements

by J. S. WOLFE

AIR CONDITIONING FILTERS

This concerns all theatres that are equipped with air conditioning or ventilating systems, part of which consists of banks of filters for filtering the outside air.

It is important that all filters are checked frequently and kept absolutely free of dust. Unless this is done you will not get the volume of air for which the system was designed through the grills.

Dirty filters can set up sufficient resistance to cause serious damage to your fans. Dirty filters can be the cause of dirty auditorium walls.

It is much more economical to pay for replacement filters than to pay for resultant damage to fans and redecorating jobs. Your attention to the foregoing is urgent.

FIRE ESCAPES

The balance of counterweights should be adjusted. Cantilever sections should not be a hazard to passersby. Wire cables supporting counterweights should be checked. If these cables rust out at the pulley, a serious hazard is created.

Inspect hand rails, treads, supports and wall fasteners for loose or corroded joints. Remove and replace bent treads and protect fire escapes with paint.

ROOF AND SKYLIGHTS

Inspect roofs for cleanliness, wear, gutter stoppage, flashing weakness and leaks.

Inspect gutters and downspouts for corrosion and loose joints. See that wire screens are properly placed and in good condition.

Blisters should be cut out and patched.

Roof deck structures should be inspected for leaks and wear. This part of a building runs into big money and should not be overlooked.

Marquee roofs should receive similar attention.

Inspect skylights for cleanliness, broken putty, corrosion and weakness, and for damage to flashing and counter flashing. Joints should be water tight and metal surfaces protected by paint.

Check all ventilators for corrosion both inside and out, paying particular attention to flashings. Protect with paint.

CHIMNEYS AND STACKS

Chimneys are hazards unless properly maintained. See that all seams, joints, brick work and copings are checked by a competent man.

Steel stacks and guy wires, flashing foundations and fittings should be inspected and painted periodically and rendered safe by a competent man.

J. S. Wolfe is in charge of theatre engineering, construction and maintenance for Famous Players Canadian, Ltd., with headquarters in Toronto. Wolfe insists that a great percentage of theatre repairs can be directly charged to deterioration due to negligence. As a means of keeping FPC managers "on their toes" he furnishes daily and weekly maintenance charts and regularly sends out circular letters containing maintenance and good housekeeping tips, excerpts from which are given here.



J. S. Wolfe

COAL GAS ACCIDENT

On investigating a recent coal gas accident in an Ontario theatre, it was found that an explosion of fumes had separated the chimney pipe from the chimney. This was caused by the lack of a fresh air supply into the boiler room.

It is urgent that you immediately check your boiler room to satisfy yourself that a fresh air supply is always available. In most cases this supply of air is obtained through a window or ash chute. Please see that these windows and ash chutes are properly grated or barred so that they may be kept open.

COAL STORAGE

With further reference to our circular letter in connection with keeping your coal bins constantly up to capacity, it has been brought to our attention that a number of our theatres have facilities for storing between 50 and 100 tons. It is important to keep the following in mind:



In storing coal, do not pile it more than 10 to 12 feet high, and keep the top of the pile at least three feet from the ceiling.

Do not pile the coal more than 10 to 12 feet high, and keep top of pile at least three feet below the ceiling. Where bin partitions are of wood construction, make sure that same are covered with fire-resisting materials. Avoid dampness. Where possible circulate a reasonable amount of air.

If your capacity is over 50 tons, I recommend requesting advice from your coal dealer as to any additional precautionary measures that should be taken.

FIRE - URGENT

In one of the Toronto theatres, it appears that a patron left a burning cigarette on a toilet seat and the resultant smoldering gave off an obnoxious fume that permeated the theatre. It was necessary for the theatre management to clear the theatre of patrons in order to avoid a panic.

Although the material damage was less than $5.00, you can readily appreciate that we were fortunate in avoiding more serious consequences.

On investigation, we found that the management had purchased this toilet seat from a local supplier during the war period. On analysis it was found that the seat was of a cellulose composition, which, when burned, gives off a gaseous vapor.

We would suggest that you check your rest room equipment to make sure that you do not have this same type of seat in use.

RUBBISH DISPOSAL

Rubbish such as sweepings, etc., should at all times be kept in covered containers between garbage pickup days.

We do not recommend the burning of rubbish in heating boilers. This practice is injurious and costly to our heating equipment.

LIGHT AND POWER

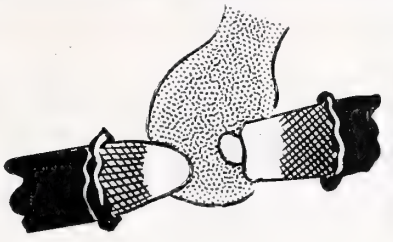
You have been previously advised that all light and power charges are based on the established peak load and that, in the event of a special rental, which necessitates extra stage and house lighting, you should advise and request the local hydro authorities to take meter readings before and after any rental of this kind so as to remove the possibility of being penalized for a greater demand than is normal.

A coating of dirt causes lamps to lose efficiency rapidly. It shortens lamp life and cuts down illumination. That costs money both ways. You might as well get your money's worth. Keep your lamps clean. Be sure the proper voltage lamps are used in each outlet.

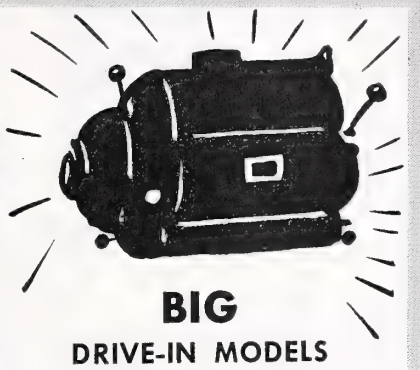
QUICK FACTS ABOUT STRONG PROJECTION ARC LAMPS



ONLY LAMPS PRODUCED COMPLETE WITHIN ONE FACTORY



DELIVER MOST LIGHT



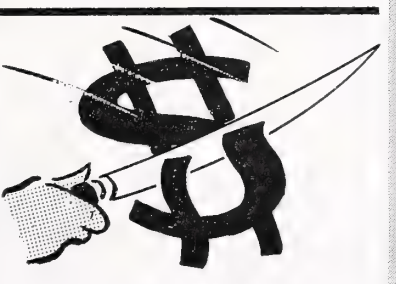
BIG DRIVE-IN MODELS



MADE BY WORLD'S LARGEST PROJECTION LAMP MANUFACTURER



MOST COMPLETE LINE



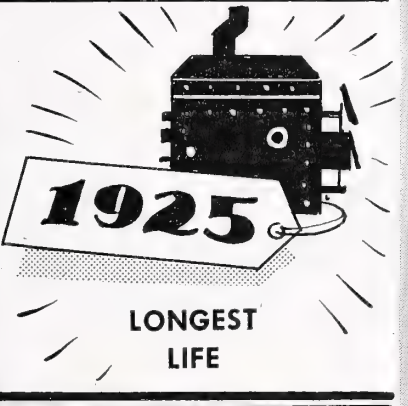
CUT OPERATING COSTS



LOW COST



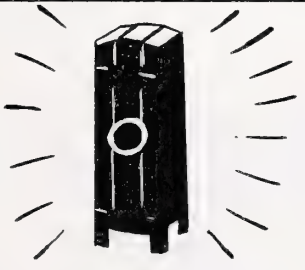
SIMPLE OPERATION



LONGEST LIFE



FEWER PARTS



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WHEN THE LAMPS ARE STRONG THE PICTURE IS BRIGHT!

DECORATIVE THEATRE MURALS

Tracing Progress in Contemporary Mural Compositions

by HANNS R. TEICHERT*



Hanns R. Teichert

Most of our recent articles have been descriptive of very specific problems encountered and solved in the field of theatre decoration. These individual problems have varied widely, as have their solutions, but each has served as an instructive example in its own class.

In this article we would like to talk about our field in more general terms. For there are instances in which this can be just as helpful. Specifically, we would like to discuss one phase of ornamentation, the decorative panel or mural.

It has long been the feeling among laymen that fine decorative art was left pretty much behind with the great heights reached in the eighteenth century. Certainly there was nothing of lasting import in this art expression during the nineteenth century. Then came the long period during the first world war and after it when the rebellious so-called modernistic school advocated bare surfaces to the point of stark sterility. True, there grew up a Mexican school of painting that had enough vitality left over to stimulate the WPA art projects that sprang up all during the depression; but this was of comparatively short popularity.

ILLUSTRATION ONE: Example of Mural Which Pioneered New Sayle.



ILLUSTRATION TWO: Slightly More Complex Than Illustration One.



But since that time there has been slowly forming a defined style in decoration as applied to theatres and commercial usage that not only suits the clean lines and uncluttered areas of good contemporary architecture, but that stands on its own merit as decorative art. It is as fresh and free in appeal as our own informal American life. But even in its freedom, it has its own rules, codes and controls. Let us show you five progressive examples so that the next time you admire the atmosphere of a certain theatre, or are pleased with what your eye finds on commercial walls, you'll know the why of your reaction.

Our first illustration shows a type of composition that will look fairly familiar to you, even though it still seems pleasing. This is typical of the first murals pioneering this new style. You will usually find it in rather large to heroic scale on auditorium or lobby walls, and in such restrained color combinations as are used here. The background is a very light saffron yellow, with the stylized waterfall in white and the foliage in medium blue-green, light blue and white. While this latter is tropical in feeling it still, along with the rest of the details, has the feeling of realism, and strikes us now as a somewhat static formula.

SECOND ILLUSTRATION IS FRESHER

The second composition is a little fresher and shows a forest scene of four types of trees, handled rather in the manner of wallpaper or fabric treatment but on a scale giving greater importance. It has a further advantage over these other two mediums in that its pattern can be controlled to fit any given space, or scaled up or down as the dimensions dictate. And it is hard to overemphasize the importance of this matter of scaling. A sensitive feeling for scale is one of the chief necessities of the successful contemporary mural. As for color, this is slightly more complex than the preceding one, using, on a background of soft copper green, sketchy strokes of ochre yellow, dark leaf green and off-white. We wish that these compositions could be shown in their true colors because in the black and white state in which they are presented, they take on an entirely different quality. They look more like cold line drawings, rather than the eye-catching dynamic movement-in-color that they really are.

Our third illustration takes up where the last one left off in the matter of being related to wallpaper and textile handling. but freer, looser and much more adaptable. It also is a further step forward in imag-

*Theatre Decorating Specialist; Decorative Consultant to The Modern Theatre Planning Institute.

inative composition and color relationships. Irregular and bold patches of pale sulphur yellow and grayed mustard are applied over a background of turquoise blue. Superimposed upon this plane is a vine-like design of leaves in green-black and off-white that serves to emphasize the separate patches of color. Within these areas, further interest is added by the vignettes depicting various sports such as riding, boating and hunting. This phase of the composition is flexible and can just as well be pertinent to the situation in which it is used.

CONTEMPORARY COMPOSITIONS

For example, if a theatre is called the Woods, various woodland motifs can be incorporated into these areas to key in with the name. Or if it should be called the Colonial, then properly costumed figures occupied in characteristic activities of those days shown against varying key bits of architecture of the period would add a distinctive touch to that interior. Here again, there is the advantage of flexibility of scale. This composition is detailed enough to be blown up to heroic size so that it could act as an all-over pattern on a conspicuous lobby wall with great flair and interest. Then, again, it could be made to fit into a small panel that needed the accent.

Our next step of logical progression in the matter of contemporary mural compositions is shown in our fourth illustration. Notice, even without the vibrant and daring color in which this is executed, that the whole study is alive with motion, action and interest. Compare it with the first illustration and you will see what we mean. Every line leads the eye quickly from one point to another, by highly devious and graceful routes, and then back again. Factually, it is a hunting scene in some never-never land of Oriental leanings, but it is so imaginatively handled both in color and composition that it becomes something rather more than the sum of its parts.

This is another instance when we wish mightily for colored illustrations because just relating the colors, instead of having them blend in the eye of the beholder, is going to raise more than a few eyebrows. But if any of you have ever seen a Persian painting, you will know what we're trying to put across. This study is a swirl of brightly hued tropical birds, fiery black horses, orange horses, peacocks and tigers in natural colors, azure elephants, leaf green and yellow foliage, and lots of rich gold chasing wildly over a background of violet-blue! And what's more, we practically guarantee that if you could see it, you'd be more than for it. After all, the Persians brought this artistic formula to a state where it was the admiration of the civilized world for centuries, and this contemporary version seems to retain the same sort of magic.

Our last illustration is just as imaginative, only instead of the Oriental feeling, the study arrives at distinction through very knowledgeable stylizing. Here again, animals are the main motifs; but this time the very decorative zebra, leopard and tawny lion are rich enough embellishment in their own right without further flights of fancy. It is just a matter of how simply, freshly and smartly they are presented, and in this formula lies the best of contemporary work in this field. In this composition they are offered in their natural colors but woven into a pattern of lush green and yellow leaves and a counter-rhythm of terra cotta lines against a background of neutral green-gray. The effect is startling in that it is savagely alive and classically beautiful at the same time.

These five compositions, then, represent the main line of the decorative art of our present day. We think you will find it easy to see how they have progressed from the static to the dynamic, and we hope you like what you see. This is the kind of art that is going into the best of our modern theatres, giving them the distinction that only fine art can; and we are proud in our belief that it's getting better all the time.

ILLUSTRATION THREE: Looser and More Adaptable Than Preceding Illustrations.

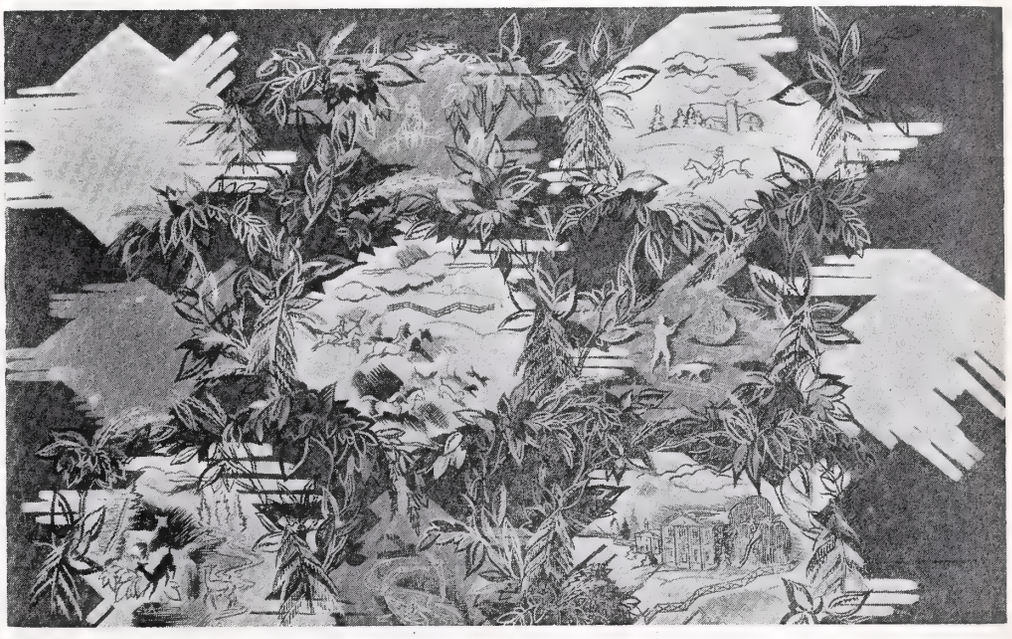


ILLUSTRATION FOUR: Composition Is Alive With Interest and Motion.

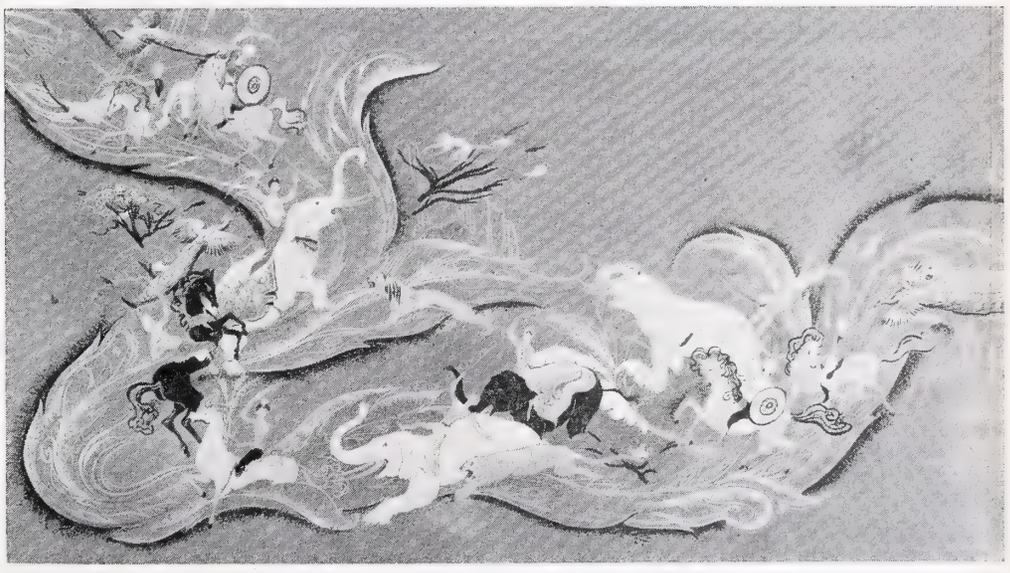


ILLUSTRATION FIVE: Effect Is Startling in That It Is Alive and Beautiful.





Presenting The

CHAMPLAIN THEATRE

Montreal, Quebec

Lessee: Odeon Theatres of Canada, Ltd.

Architect: Harry E. Greenspoon

The Champlain, built in Montreal, Canada, at a cost of approximately $450,-000 by Harry Davidson and leased to Odeon Theatres is a first run house which features French pictures. The exterior of the house, shown in the daylight shot at the left, was finished in Hanley brick with Montebello stone and Indiana limestone molding being used on the front.

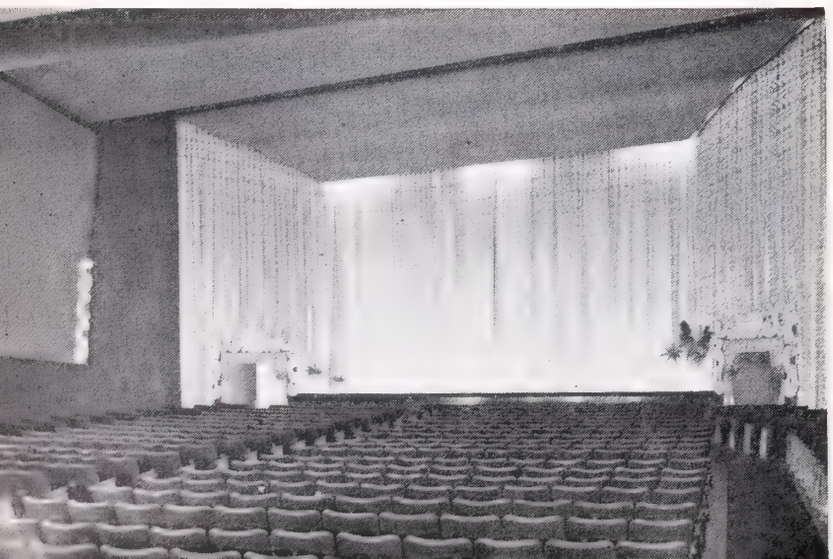
Below: View of the staircase, a novel feature of the architectural design, which adds distinctiveness to the house.

Below, left: Auditorium of the Champlain looking toward the stage. Seating capacity is 1,425. The auditorium walls are decorated with various types of wood paneling; the ceilings are plastered. The stage is floored with hardwood and preparation has been made for drops. As can be noted from the photo, there is no proscenium arch.



CREDITS:

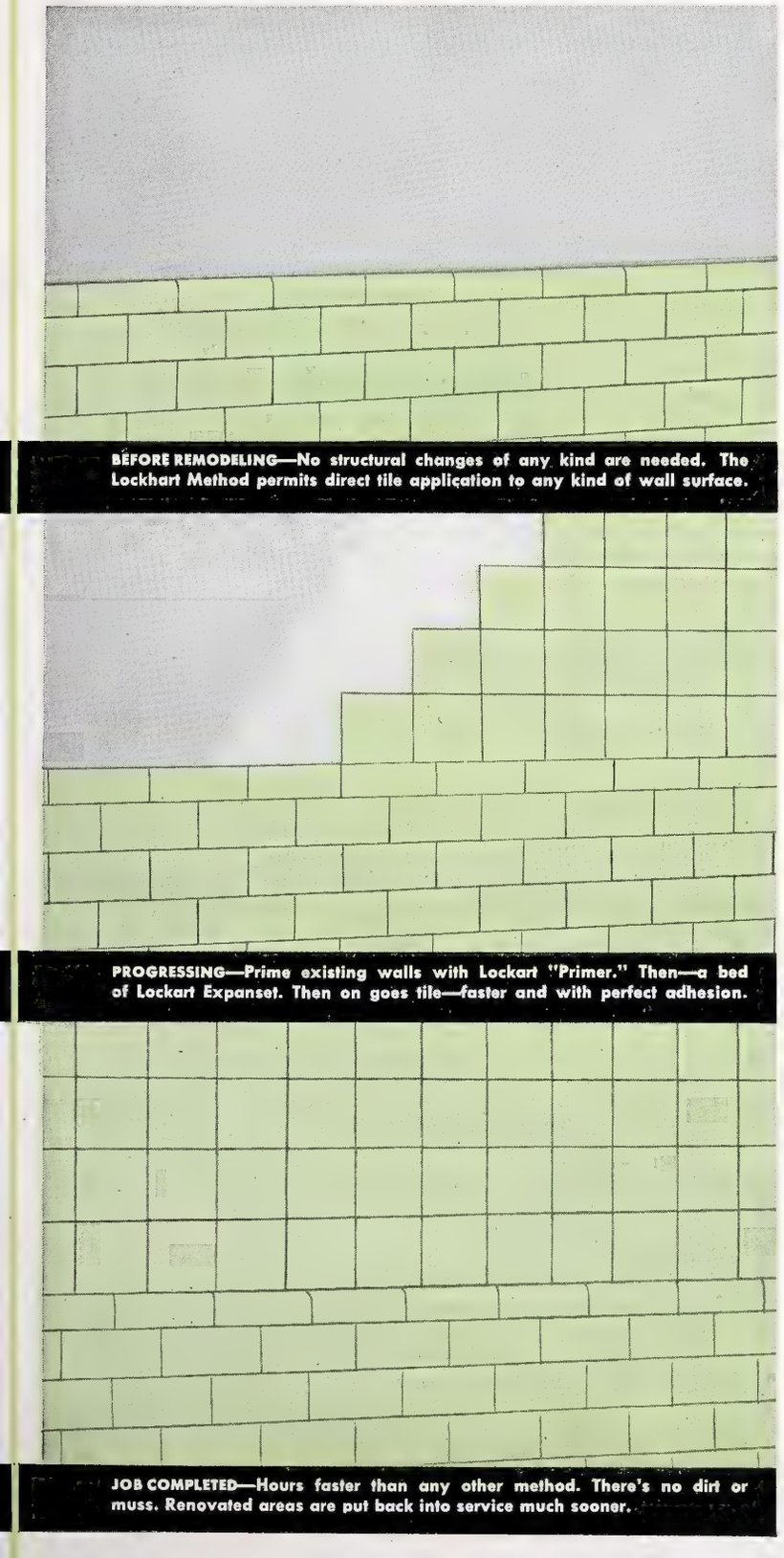
Acoustical Material: Fiberglas
Air-Conditioning: Air Conditioning Engineering
Carpets: Gaumont-Kalle
Heating: Weiner & Chazonoff
Plumbing: Crane, Ltd.
Projection & Sound: Gaumont-Kalle
Seating: Gaumont-Kalle
Signs & Marquees: Claude Neon



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This new 1,200-seat stadium-type house to be built in the suburbs of Wichita, Kas., by Sullivan Independent Theatres, Inc., was designed by Robert Boller and Dietz Lusk jr., associated architects of Kansas City. The front of the theatre will be pastel terra cotta with glass cylinders at the corners and a large glass panel illuminated with changing color lights, in the center. The main entrance is centered between the corner shops.

THREE NEW HOUSES WITH EYE APPEAL

The Modern Touch Is Evident in This Trio of Theatres



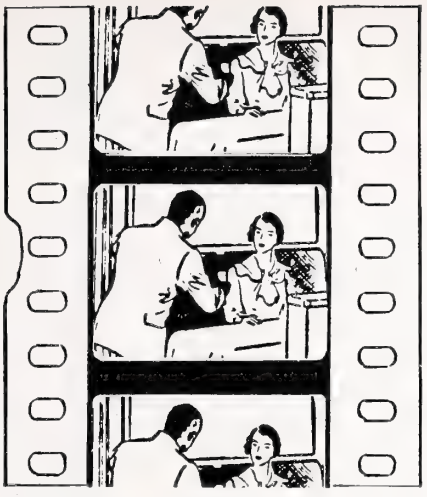
THE TWO ENCINOS

In this new showcase to be built in Encino, Calif., by Western Amusement Co., Architect R. Benedict Brant has captured the spirit of progress that prevails in southern California. The building occupies a portion of the original Spanish land grant, Rancho Encino.



This 1,000-seat Encino, designed by W. L. Pereira, is also being built in Encino, Calif., by Charles Menderson and will be operated by Lee Theatres, Inc. To preserve the beauty of the 200-year old Encino oak tree standing at the location Pereira designed the front about the tree, making it the key motif to the garden lobby.







Left: Edge abrasions such as this one should be removed and a splice substituted. Center: The old familiar notch is condemned because it provides a path of small resistance for a subsequent tear. Right: A break in the leader can be very serious. Inspect it carefully!

ON CUE — Inspecting That Surprise Package!

by GRAY BARKER

IF VERY MANY MORE essays on booth safety find print possibly members of the craft will leave their jobs and take up some less hazardous occupation—tightrope walking for example. But sheer fright is not intended; if so, we would be writing for the horror pulps. Our purpose is to present, as effectively as possible, the danger lurking in those cans of nitrate, and review you on how to lower insurance premiums.

Film inspection embraces two principal subjects: Affecting showmanship, and preventing fires. They are considerably tied together, but the latter will be the best followup to our September oration.

"Who damaged the film?" is always a good subject for an argument, but the matter was covered in this publication some time ago, when the blame was tossed back and forth among all parties concerned.

PLACING THE BLAME

The blame has been placed even upon those vigilant guardians of your safety, the blonds behind the exchange rewinders, whose sensitive fingers probe every splice, carefully remaking any that evokes a single suspicion; whose unrelenting eyes catch every miss-frame, and who replace every other dangerous defect with splices of professional exactitude.

Then another recipient of calumny has been the truck driver, that faithful Hercules, who, though possessing the prerequisite brute strength needed to lift the five-reel containers, nevertheless handles each with the same care he would lavish upon an atomic bomb.

But through some strange and curious agency, film nevertheless becomes damaged—and suffice it to say that it frequently arrives at the booth in one heck of a junky mess.

Much, too, has been written about the so-called scratch house operator who blithely lifts each bent reel from a lopsided can and without benefit of house reel inspection or clergy, tosses it into the mill with the hope for divine intervention. Preachments against such practices usually fall upon deafened ears, but if a few converts can be gained, perhaps all this will be worth space.

INSPECTING THE PACKAGE

Now get out your crowbar and we'll inspect that surprise package. The first step, after tussling with that phenomenal container, is winding the film off so we can begin tail up. Inspection, if thorough, need be done only in one direction, and since the conventional under-over rewinding system keeps emulsion on the upward side, this operation seems to be the most convenient during which to wield the splicer.

An automatic enclosed rewinder will save a lot of time and elbow grease during the winding-off process, *but the old hand rewind is the only one to use during inspection.* Projectionists employed by some exponents of managerial thrift have built their own motor-powered rewinds, pretty hard on film, but worst of all used during inspection where inconvenience in halting encourages the temptation to let a questionable section pass by.



Now get your crowbar and we'll inspect that surprise package. The first step, after tussling with the phenomenal container is winding the film off so we can begin tail up.

Now that we have the tail up, this is the moment to reach for one of those nice sturdy house reels in the neat pile under the rewind bench. If you are fortunate enough to have a tail left on the ravaged celluloid, don't neglect this unseen (we hope!) component of your presentation. If your changeover devices are of the rare but nevertheless existent type that operate in front of the film, the tail will be exposed to the lamp after your changeover has been effected. And since this, like the last few feet of picture, is subjected to very great tension by virtue of a smaller top reel diameter, it should receive at least the same critical attention as the bulk of the reel.

SPLICES SHOULD BE CHECKED

Cue marks we will investigate in a forthcoming issue, so we'll pass over them now and sleep tonight.

Let us assign the jet-propelled school of rewinding to Filmrow Rosie, and take it gentle-like, with fingers contacting the film in such a manner that both sides of the film, and sprocket holes, can be examined by feel.

Every splice should be inspected, not only by eye, but by slightly cupping the film so any loose edges have opportunity to pop loose. If splices hold during this operation, your projectors, presumably a trifle more gentle than you, will run them through without fail.

If a splice appears greatly untrustworthy, make a new one instead of merely

(*Continued on next page*)

Cine Clinic

(Continued from preceding page)

doctoring it with the cement brush. Chances are improper scraping, oil or dirt deposits caused the trouble in the first place and that the entire splice is bad. Naturally your own splices should be given the same rigorous physical examination you give to someone else's work, before sleuthing down other crimes inflicted by previous hosts to the damaged nitrate.

Starting the rewinders again, maybe your calloused fingers feel a slight twitch on the film edge. Better back up and have a look. Ah, my dear Watson, foul play! That careful truck driver went off the pavement two miles out and Filmrow Rosie's protruding film edge experienced an abrasion, just waiting for an opportunity to catch on something and start a tear.

If only slight, such an abrasion can be handled by trimming slightly beyond it toward the sprocket holes, but overzealous scissoring cuts too far into the side, endangering sprocket holes. Then these "half-moons," if overdone, may create side-weave, especially in the soundhead, where the guide roller system may throw the sound track out of lateral adjustment and get you some nice framework or sprocket-hole buzzing. It is better to make a splice than an extended trim, removing, as in all other cases, as few frames as possible.

Inspecting further with professional curiosity, move back to see what created the mayhem.

Here we discover the old and familiar notch cut into the side of a sprocket hole with scissors to remove an abrasion. Projectionists, with the prospect of making a lot of splices in a short time, will throw up their hands and proclaim the impossibility of removing all these notches in the time allotted for inspection. The writer, not always a practical man, stands pat in his premise, however, and rules these villains must bite the dust, with strong splices substituted.

We ask you to inspect the cause of any break you experience, and you will no doubt find that in many cases the damage began from this cause. Film, in projection and handling, experiences many twists and strains, and even such a cut provides a path offering small resistance for a consequent tear. If you persist in allowing these to go by inspect closely, at least, the inside of each notch to see that no further abrasion has begun. Some exchanges in the writer's area remove notches; the remainder seem to think they're all right.

Finally we are in sight of the leader. A break here is very serious in that a full reel is directly above, in the path of any consequent fire. A great deal of tension is subjected upon the leader by its own inertia, pressure of the film gate, an uneven takeup mechanism and the heavy top reel. The leader, like the tail, should be inspected down to the very last inch; a break below the intermittent is not apparent on the screen, and film piling up at or below the soundhead is both damaging and hazardous.

REWINDER CAN TAKE OVER

Once inspection has been carried out satisfactorily, the automatic rewinder can take over, since your projector, if operating properly, will do no further damage. If on an extended run, however, with a poor print, careful but less detailed inspections should be made intermittently.

When you are ready to part with your infirm and aged print, a temptation greater than oversleeping or the "races" presents itself. It is 10 o'clock and you are tired out, so you reach for that exchange reel for the bottom magazine, rather than to double-rewind the print for shipment. But beware—a bent reel in the takeup magazine is as deadly as one at the top. Bent flanges can stop your takeup mechanism, pile up your film and cause you a heap of trouble.

In closing we are glad to report that Proj. J. J. Jones, long on the missing persons list, has at last been restored to society. Five years ago he was last seen rewinding a film for shipment, then vanished. When a print was pulled out of storage recently for reissue, Jones was found near the credits list and promptly given artificial respiration. He had neglected to tuck in his tie, according to informed sources. We know it's corny but it does illustrate a point we want to make.

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Two Chattanooga Houses Modernized by Poblocki

The Capitol Theatre and Brainerd Theatre of Chattanooga, Tenn., owned by Independent Theatres, Inc., are two of the most recent installations made by Poblocki & Sons of Milwaukee, Wis.



The Capitol includes a porcelain front, boxoffice, poster cases and non-illuminated attraction board. In renovating the front, there were several unsightly posts which could not be removed. Poblocki & Sons incorporated them right into the boxoffice in such a way that the posts are no longer visible.

The Brainerd installation is a complete front, including stainless steel facia, neon and flasher-illuminated pylon-type sign, porcelain front, boxoffice and poster case.

The accompanying photo shows a treatment of the boxoffice and poster case which is especially adaptable to narrow front theatres. They are joined by wide bands of polished stainless steel on the top and bottom, resulting in continuity of appearance. The projecting portion of the boxoffice, or "bubble," is entirely free from the ground; there are no posts under it for support. Emphasis is also given the poster case because the frame of the case is raised in relief from the surface.

FRENCH LORRAINE CARBONS INTRODUCED TO U.S. MARKETS

by EDWARD LACHMAN
President, Carbons, Inc.

AS AN EXHIBITOR, it was always my endeavor to do anything I could to advance the standards of the motion picture industry and to support worthy endeavors to give to the public better pictures, better presentation, increased comfort or in any other way to create patron goodwill.

When I was approached to try the French Lorraine carbons and to assist by expressing my frank opinions; also to advise as to what I thought concerning the advisability and feasibility of introducing a new carbon to the American market, I was not at first more than politely interested. I had the carbons burned in my own theatre and watched several "changeovers." Immediately my interest was aroused. They seemed to have "quality" but rather than trust my own untrained eyes, I had a crew of expert light engineers run a series of carefully controlled tests in an empty theatre. These tests required several hours and showed that for less electrical power, more light was obtained with a sparkling third-dimensional quality. The burning rate of the carbons was at least as good if not better than the carbons they werethe using, and a number of competent persons agreed with me that the light was "different" and very pleasing.

GAINED SALES RIGHTS

This led me to recommend the introduction of this new carbon to the American market. After prolonged and very carefully conducted conversations which were concluded when I visited France, the North American sales rights for these carbons were turned over to a new corporation which I formed, namely, Carbons, Inc.

Carbons, Inc. is in very close association with the French manufacturer of these new carbons, through the Carbone Corp. and through written agreements directly between Carbons, Inc. and the Societe Le Carbone-Lorraine. It is an exclusive arrangement which absolutely assures Carbons, Inc. of supplies. Carbons, Inc. holds itself ready to manufacture these carbons in North America if necessary.

I believe that this venture is in the interests of the American exhibitors. It has not been undertaken lightly; on the contrary, with a keen sense that the product has merit and that its introduction can, through healthy competition bring better picture presentation and increased goodwill for all.

I believe: (1) Competition of a new carbon in the field will provide a constant improvement in carbons; (2) Establishing another source of supply with another carbon in the market is good insurance against strikes or lockouts, and (3) Prices will always be competitive.

In France I spent two days at the Pagny plant. While there I had an opportunity to discuss with the engineers the requirements for American markets.

In a newly constructed laboratory the very latest in testing devices are used. Its research engineers have superlative equipment. These company engineers have perfected a different type of spectroscope. In addition to taking the ordinary spectrograph, which has to be developed to determine after study the color intensities, this newly developed instrument also gives a visual graph and an immediate record of the carbons being tested as to their color intensities.

With this type of recorder instant information is given regarding experimentation with core for specific color intensities in carbon. The color spectrum of "Lorraine" carbon shows more of the blue indigo, and green values.

Tests have shown that these carbons, because of the "different light," are well adapted to drive-ins, giving a bright picture and good definition even in the last rows in the drive-in as well as an even distribution of light on the screen.

f/1.9 MEANS THIS TO You:

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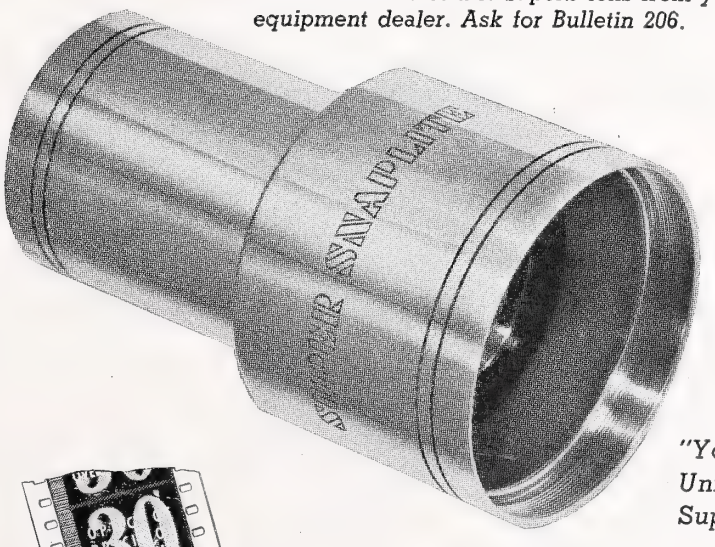
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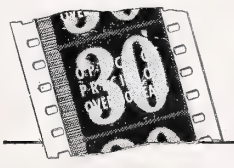
... you're getting more uniform screen illumination, even though the lamp might be slower than f/1.9.

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BACKGROUNDS FOR VIDEO SHOWS BY REAR-SCREEN PROJECTION

One of the latest developments in the television industry is the adaptation of large screen rear projection for televised shows. This technique, widely used in Hollywood, puts a limitless variety of still or moving backgrounds and special effects at the finger tips of a program director.

At a saving of thousands of dollars and countless man-hours, television now can portray, for example, a pilot flying across New York's skyline, traffic flowing along Times Square, a passing landscape as seen from a moving vehicle; in short, all of the action and backgrounds available to a Hollywood director.

A three-dimensional effect is achieved by having the television camera photograph the action which takes place in front of a screen on which the desired background is projected. For moving backgrounds the projector must be perfectly synchronized by an interlocking motor. In the case of the pilot, the director would use a prop plane which would be photographed in front of the moving image of the New York skyline.

"The Hollywood method," says J. A. Tanney, head of SOS Cinema Supply Corp., which is making this system available, "makes use of throws up to 200 feet, but video studios are cramped for space. Therefore we had to overcome the problems with special wide-angle optics."

SOS furnishes a seamless, tough, flameproof translucent plastic screen which eliminates the "hot spot" at the center of the picture and keeps the halftones so important for televising. Crystals imbedded in the material create a polarized effect which balance the preponderant foreground lighting without "washing out" the picture or diminishing its clarity. The lighting engineer finds the Bodde screen quite easy to balance with the rest of his lighting.

According to SOS the equipment needed for rear projection, including the Bodde translucent screen and wide-angle lenses, are now available through them. The still projector takes 3¼x4-inch glass slides and has double blowers for cooling. The motion picture projector has a synchronous motor and projects at 30 f.p.s. in step with the video cameras. One leading TV chain has already adopted this system.

Seating Comfort Promoted By 'Packaged Publicity'

Evidence that comfort pays off at the boxoffice continues to pile up. With it grows the realization of theatre owners that in modern theatre seating they have a real added attraction—one that draws patronage and warrants aggressive sales promotion. In theatre advertising, lobby displays and publicity, comfort and comfortable seating are emphasized more and more.

It is in line with this trend that the American Seating Company has prepared a complete advertising and publicity "package" designed for use by theatre owners to publicize the comfort of Bodiform chairs. The portfolio contains reproductions of all the promotional material which American Seating furnishes, and



which the theatre owner may have upon request.

Highlight of the portfolio is a reproduction of the 40x60-inch lobby display which American Seating furnishes, which shows a dashing usherette and Bodiform chair. The display is near life-size and is silk-screened in 14 colors.

Lavish Use of Draperies Is Noted in Trend

Since new draperies and slip covers, more lavish than ever before, are popping up in theatres throughout the country, house appeal is taking on a "new look." The trend is toward a more lavish use of drapery materials and fabrics of all types since they are becoming plentiful again.

Materials now available are stunningly modern in design and texture. Especially suitable to theatres are the newly developed fireproof fabrics available in a myriad of colors and textures.

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- ☐ Sound Equipment
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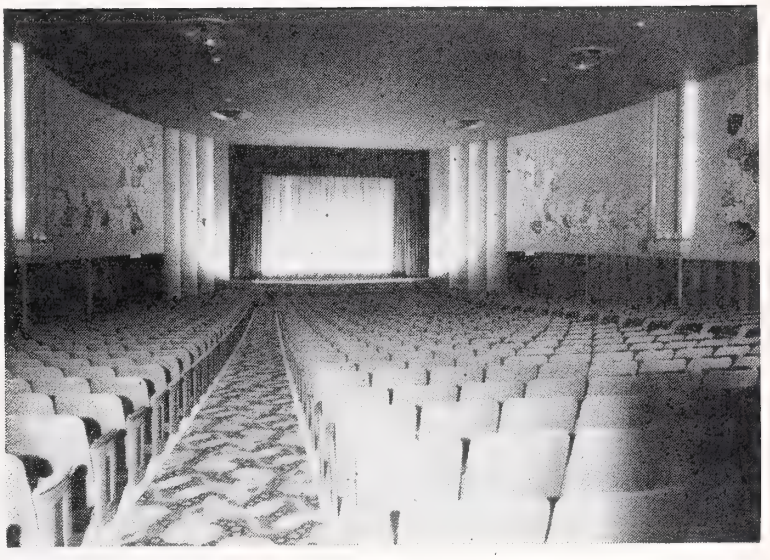


The New

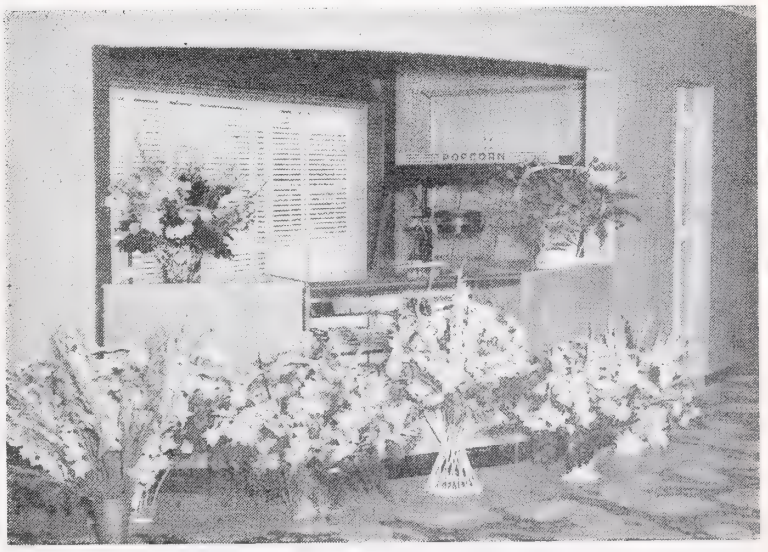
LAKE THEATRE

Warsaw, Ind.

Owners: Maller Bros., Nick Mallers
Architect: E. G. Fredericks



THE RECENT OPENING of the $250,000 Lake Theatre in Warsaw, Ind., was a civic event in which a large percentage of the population of about 7,000 participated. The theatre, seating almost 1,000, is of brick, steel and concrete fireproof construction, 70x140, with an auditorium 66x90 feet. A terrazzo-floored lobby leads to a curved and modernistic foyer which sweeps around the entire 66-foot front of the building. The foyer is lighted by pastel-colored neon, with different colored fluorescent bulbs concealed in recesses, which cast colorful but subdued glow upon the deep-nap red and gray carpet of the foyer. Just inside the entrance of the foyer is a built-in candy bar and counter which is an integral part of the theatre design. The back of the candy bar has a large plate glass window and door leading to the street. A Cretors popcorn machine has been installed.



In the auditorium, seats are divided into three sections. The screen stands six feet above the level of the foyer and there is nearly four feet of slope from the rear row to the front row of the auditorium. One of the cleverest things in the new Lake Theatre is an optical illusion in the interior decorating, which causes the walls to appear to be fluted to about head height. Above the shaded lower portion, bright blue panels bear floral murals, winding to the ceiling. Towering strips of soft-colored neon divide the paintings.

The marquee, made by the Diskey Advertisement Co., Marion, Ind., is A-shaped, with 1,600 light bulbs. Four-foot channel neon letters spell "LAKE" atop the theatre tower.



VARIETY IN DRIVE-INS

Unusual Screen Towers, Signs Help Attract Patrons

The Tem-Bel shown at the top of this page is a new ozoner located in Temple, Tex. It has a capacity of 475 cars and is owned by Skelton Bros. RCA speakers are used. The Tem-Bel was designed by Jack Corgan, architect from Dallas.

Another Corgan job is the Hilltop, shown at the right, which was opened in Bartlesville, Okla., October 9 by Griffith Theatres. The screen tower, a prefab job, was erected in five days. The in-car speakers at the Hilltop were furnished by RCA.

Below is shown a new Charleston, W. Va., ozoner, the Trail. The big sign installation, which is a feature of the drive-in, was made by the West Virginia Neon Sign Co. of Charleston for Wagner Sign Service of Chicago.

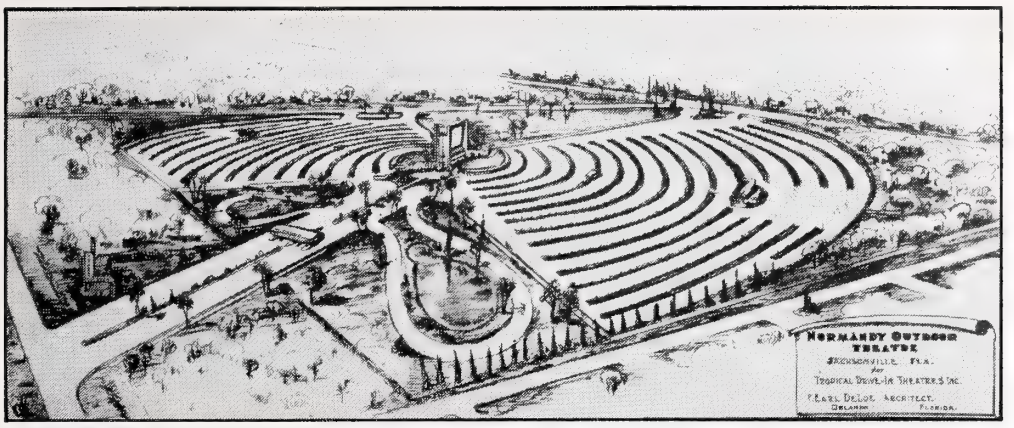
Underwood & Ezell's new Buckner Drive-In, located in Dallas, Tex., has an entrance which attracts a lot of favorable attention, both in the daytime and at night when illuminated.







$250,000 Twin Ozoner for Jacksonville, Florida



Here is an architect's conception of the $250,000 Normandy outdoor twin theatre, now under construction on the outskirts of Jacksonville, Fla. Occupying a 35-acre plot, the twin theatre is the project of Tropical Drive-In Theatres, Inc., a corporation headed by Richard Beck of St. Cloud, Fla., owner of theatres in Kissimmee, Daytona Beach and St. Cloud, Fla., and the newsreel Today Theatre in Chicago. Directing construction is veteran theatreman E. D. Miller. Capacity of the theatre will be 1,700 automobiles, and there will be enclosed seating facilities for 1,000 patrons. A 70-foot concrete tower will house the double screen. The promoters expect to have the theatre in operation by next January.

Owner Says City of 50,000 Will Support One Airer

In order to profitably operate a drive-in it must be located in a community of at least 50,000 surrounding population, according to Ray J. Becker owner of the Winchester Drive-In, Winchester, Va. Furthermore, Becker said, a community of 50,000 will "not support two drive-ins profitably."

"If you show progress," Becker added, "there will be others who are envious and will try to copy you. Should someone start in competition, it will then be only a matter of time as to who is the most capable.

"Personal experience has taught me," he continued, "that there are only two types of film patrons—those who follow first run shows and the occasional patron, who through family ties, finances, invalids and the like make up the other. And they are in the minority. The latter group are the ones that the drive-in appeals to."

Becker termed population and competition the most important factors in the building and profitable operation of a drive-in.

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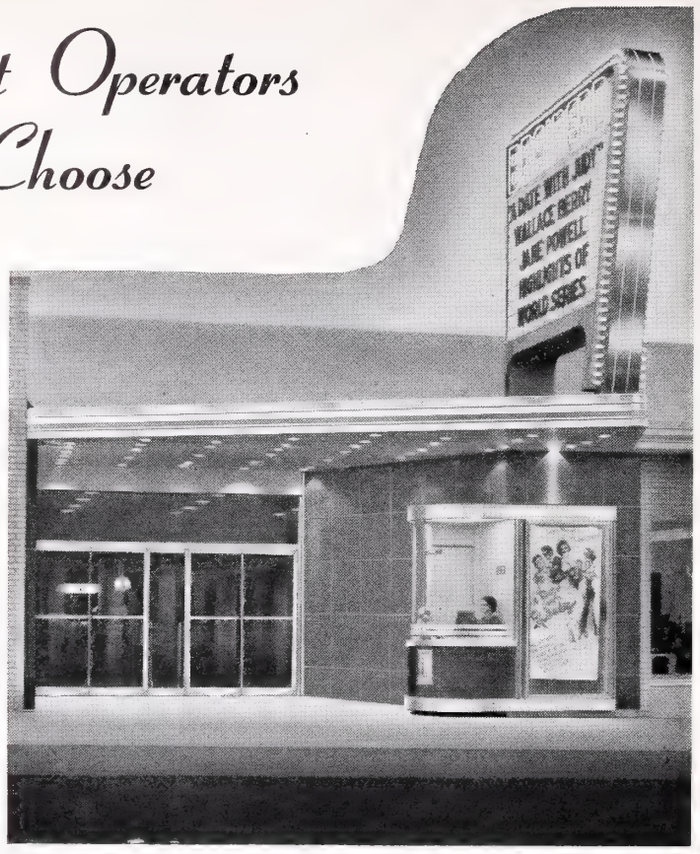
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POBLOCKI THEATRE EQUIPMENT

Independent Theatres, Inc., Chattanooga, Tennessee, is just one of the many forward thinking organizations that have turned to Poblocki & Sons to solve their theatre front problems. The front for the Brainerd Theatre, Chattanooga, was specially designed to give a wider-than-actual appearance. The porcelain front, pylon type sign, boxoffice, poster cases and stainless steel facia were all fabricated at the Poblocki Milwaukee plant. These components were then assembled and installed at the theatre making for better appearance and assuring greater economy.



STAINLESS STEEL
AND
ALUMINUM
POSTER CASES

These lustrous, durable cases are tops in their field. Fabricated of polished stainless steel, they are designed to meet your requirements for the best construction and longest service. Poblocki cases are also available in heavy extruded aluminum. They may be alumilited in any color to harmonize or contrast with color schemes already incorporated into a theatre front.

WITH THESE EXCLUSIVE ADVANTAGES:

1. Stainless steel or extruded Aluminum, no paint, no rot.
2. Invisible hinges — tested for 400 pounds.
3. Removable glass stops — for easy changing.
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Marquees and Signs
Drive-In Signs and Lighting
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The MODERN THEATRE

The MODERN THEATRE will be published monthly as a bound-in section of BOXOFFICE. The first 1949 issue will be dated January 8. Succeeding issues will be published on the first Saturday of each month. The Red Book number, separately bound, will be published on the third Saturday of November.

EDITORIAL CONTENTS FOR 1949

JAN. 8—Interior Decorating
Discussing decorative arts, style trends and allied accessories for the enhancement of House Appeal in present and projected theatres, inspiring readers by actual cases pictured.

FEB. 5—Drive-In Operation
Covering planning, construction and operation of outdoor theatres, including the specialized equipment and services for their particular needs. Practical pointers in a relatively new field.

MAR. 5—Air Conditioning
Treating the subject of year-round temperature control for the health and comfort of theatre patrons; with emphasis on its boxoffice advantages. Proper practices plainly presented.

APR. 2—Design and Construction
Featuring architectural plans, building materials and modern trends, both for new construction and in the structural modernization of existing properties, comprehensively illustrated.

MAY 7—Seating Service
Emphasizing the necessity of sustaining the personal comfort and approval of theatre patrons through the provision of modern posture-correct seating, including latest product developments.

JUN. 4—Renovations and Repair
Advocating an over-all maintenance program year-round, plus this special period of repairs, replacements, redecoration and cleanup for the heavy Fall and Winter traffic.

JUL. 2—Floor Coverings
Featuring the importance of "House Appeal Underfoot," plus advanced methods for efficient floor maintenance and materials for enduring service. A "floor show" in print and picture.

AUG. 6—Confection Vending
Stressing the extra-income possibilities of confectionery sales to theatre patrons; presenting newest devices and directions for rendering an important and satisfying service.

SEPT. 3—Screen Presentation
Devoted to the maintenance of highest standards in Sound and Projection and announcing newest product engineering developments for further progress toward "perfect picture presentation."

OCT. 1—Lighting and Display
Theatre lighting and luminous display discussed from the standpoint of Seeing, Selling and Safety of theatre patrons; with emphasis on improved decorative and display effects.

NOV. 5—Sanitary Maintenance
The House Hygiene number, stressing the necessity of correct and ample sanitary provision for the convenience, comfort and good health of theatre patrons. "Good-will brings 'em back."

Modern Theatre "Red Book" Issued Nov. 19
The theatreman's reference book and buying guide the year around—our annual Review-Preview Number with expanded editorial departments covering developments of the past year and pointing up future trends. Contains "THE KEY TO BETTER BUYING," a classified product-service directory, cross-indexed to local supply sources, plus many other features of year-'round reader utility.

DEC. 3—Refreshment Service
Focusing upon the equipment, merchandise and methods for maximum income from candy, drinks, popcorn, foods, etc., in theatres of every variety, with illustrated examples aplenty.

Throughout the year regular FEATURE DEPARTMENTS including: Air Conditioning, Cine' Clinic, Decorating, Drive-Ins, Floor Coverings, Lighting, Planning Public Safety, Refreshment Service, Sanitation, Public Seating, Television and The Modern Theatre Research Bureau.

Each Issue a Buyer's Guide!

NEW DEPARTURE IN CARPET MAKING ANNOUNCED BY BIGELOW-SANFORD

"Cushionlok," described by its manufacturers as "a revolutionary carpet," was shown for the first time at the recent opening of the company's remodeled wholesale showrooms in New York.

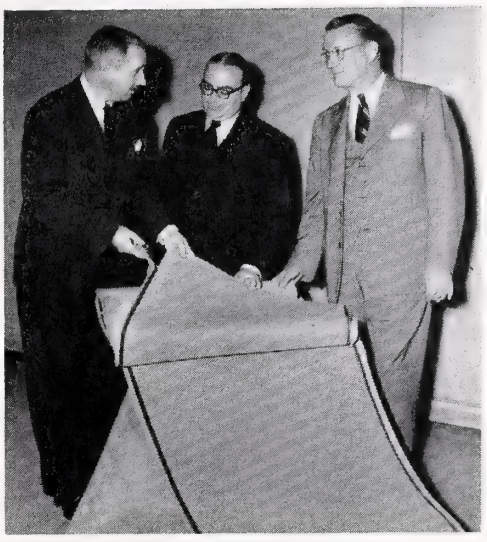
Cushionlok is a new departure in the carpet industry. Sponge rubber is blown into the backing, binding the tufts and rendering the carpet ravel-resistant. It is manufactured by special Bigelow-developed and patent-applied-for processes.

The new carpet is said to eliminate the need for underlay of any kind. The permmanent resilience of the sponge rubber backing incorporates a luxury factor which lasts throughout the life of the carpet.

Cushionlok is laid in 27-inch widths with a seamless effect. It is partially pre-trimmed during manufacture—an exclusive feature that facilitates the work of the carpet layer. Prior to the process of laying, the pre-trimmed edges are stripped off, exposing a clean, ready-to-use edge. Adhesive is applied to the floor and the Cushionlok strips are then laid without tape in the same general manner as linoleum. Invisible seams can be effected by closely abutting the edges with a knee-kicker. The result is a "poured on" effect.

In installing the new Bigelow-Sanford floor covering, no stretching is required, and the carpet can be walked on immediately after being laid. Cushionlok can be relaid, recut and reused. It may be repaired on location and inserts and borders may be added if desired.

The new product was developed after several years of intensive work in Bigelow's product research laboratories at the Thompsonville, Conn. plant, where it is now in production. The largest test installation was made in Bigelow's remodeled New York showrooms.

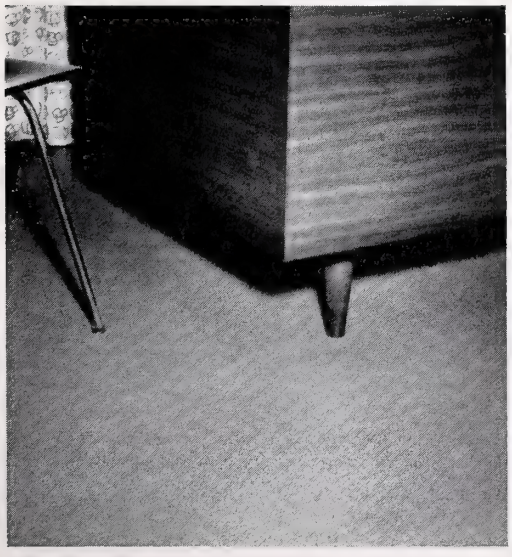


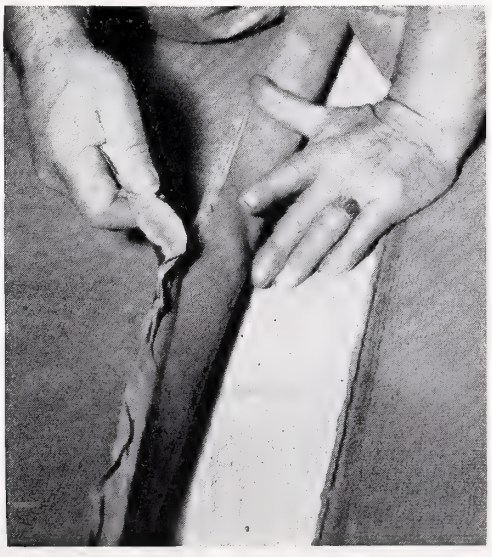
Advantages of Cushionlok, new rubber-backed carpet developed by Bigelow-Sanford, are described by William C. Freyer (left), products vice-president, to James D. Wise, president, and Gerald C. Denebrink, sales vice-president.

James D. Wise, president of the company, explained the completion of the New York showroom is the culmination of a modernization program which involved 26 Bigelow-Sanford showrooms across the country.

A special feature of the new showroom is the new Cushionlok carpeting. Colors and textures of the wall surfaces were chosen for their contrast to the floor covering.

Left: The "poured on" seamless effect obtained with Cushionlok, new carpet developed by the Bigelow-Sanford Co. is apparent in this installation in the company's new Manhattan wholesale showroom. Right: With edges partially pre-trimmed at the factory, Cushionlok facilitates the work of the carpet layer. Stripping the edges, the carpet mechanic exposes a smooth edge that can be closely abutted for a seamless effect.







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Guaranteed against cracking, chipping and peeling, Boltaflex outlasts every other theatre seat upholstery. It withstands many years of active use and abuse . . . washes clean in an instant. Boltaflex lowers your maintenance costs.

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Karagheusian Announces Personnel Changes

New officers of A. & M. Karagheusian, Inc., carpet manufacturers, were announced recently, following a meeting of the board of directors.

Steele L. Winterer is president; Walter J. Corno, vice-president-treasurer; Minot A. Crofoot, secretary and member of the board of directors, and Charles A. Karagheusian is now chairman of the board of directors.

Personnel changes include Robert W. White, former assistant controller, appointed controller; John T. Lees, assistant sales manager, appointed general sales manager; Lewis W. Brooks, sales manager of the Philadelphia territory, named assistant general sales manager, and Charles B. Konselman, advertising and public relations manager, appointed director of advertising and public relations.

Sonja's Dressing Room Has Rubber Tile Floor

Even though she's surefooted on slick surfaces, Sonja Henie chose a slip-resistant floor surface for her swimming pool



dressing room. She is shown here in the pool dressing room. The floor is of Fremont rubber tile in a pattern originated by Miss Henie and formed in gay, rich colors, also of her selection.

Stratford House Renovated

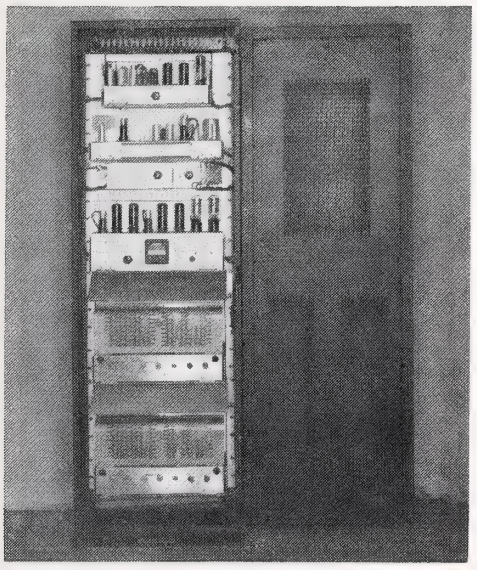
Albert M. Pickus, regional vice-president of the TOA and owner of the Stratford Theatre, Stratford, Conn., has reopened his completely renovated house. Cost of alterations was approximately $61,000. Included in the alterations: New facade, installation of new Kroehler Push-Back seats, carpets, lobby, repainting and decorating.

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For Every Size Theatre
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NEW EQUIPMENT & DEVELOPMENTS

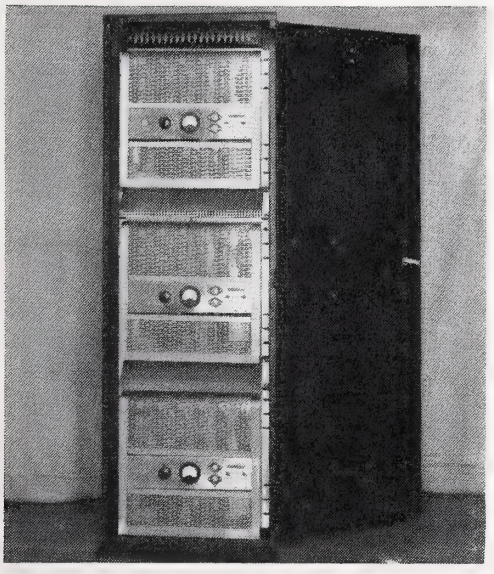
New Line of Drive-In Sound Systems By RCA Theatre Equipment Section

The Theatre Equipment section of RCA's Engineering Products department announces a new line of drive-in sound systems—a High Power and a Super Power series.



Amplifiers used in the PG-275, one of the new drive-in sound systems in RCA's new high-power series.

J. F. O'Brien, sales manager of the RCA Theatre Equipment section stated this is the first time any manufacturer has offered drive-in systems covering the extensive output range of 70 to 1,000 watts.



Rack of amplifiers, providing output of 1,000 watts, employed in the PG-287, one of RCA's new drive-in sound systems in the super-high series.

The new equipment will enable operators of every size drive-in to select the exact system for their individual needs. There are systems to meet the limitations of the modest budget as well as systems which have every emergency feature plus maximum watts output.

A feature of both the High Power and Super Power series is that they are planned in such a way it is possible to start out with a small power output and at a later date build up to a greater power output by adding more amplifiers.

RCA will continue to make available the de luxe PG-251 sound system.

Armstrong's Conversion Oil Burner Has Exclusive Turbo-Regulator

The Armstrong Furnace Co. has just announced a new gun-type conversion oil-burner. Most important new feature of the burner, now in production, is a turbo-regulator which combines turbulation and air control to give maximum efficiency.

The burner can be set for maximum efficiency without fear that the air control openings will become clogged with dirt and lint and cause faulty operation.

More information can be obtained by writing to the Armstrong Furnace Co., Columbus, Ohio.

Strong's Lamp Used at TESMA Show

The first public demonstration of the new high intensity reflector-type arc spotlamp developed by the Strong Electric Corp. of Toledo, and shown here, was given at the banquet of the recent TESMA-TEDA convention in St. Louis.

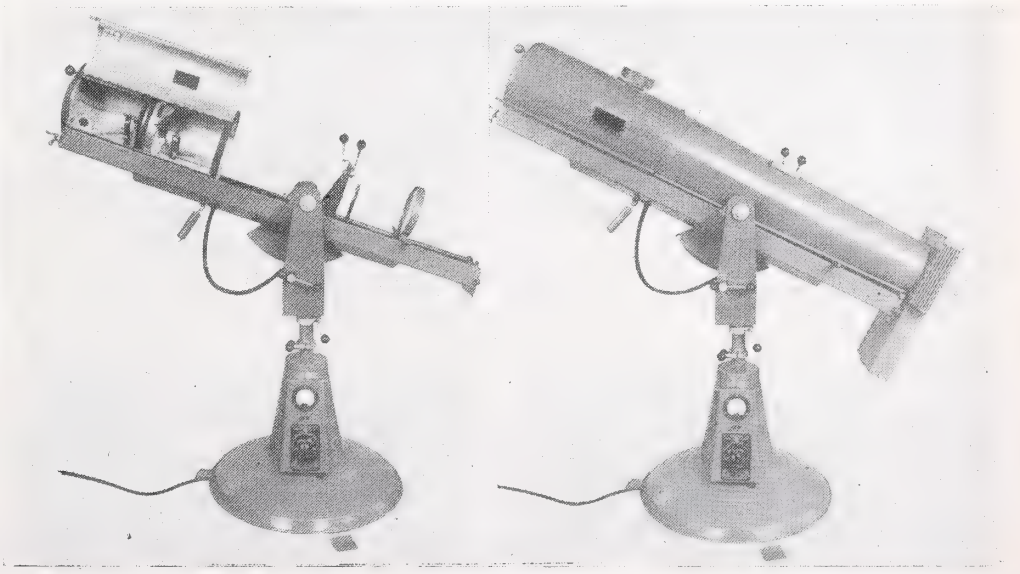
The new spotlamps use a high intensity reflector-type lamp as a light source. The high intensity reflector principle, used universally for motion picture projection, results in a snow-white light of tremendous volume. The use of this highly efficient light source and a two-element variable-focus projection lens system is said to give uniform lighting efficiency and clean sharp edges from a head spot continuously through to a full flood.

A variety of sizes and capacities are available ranging from a small, low-priced portable model, suitable for night clubs and theatres to a large versatile lamp for larger auditoriums such as stadiums, arenas and convention halls. Lightweight construction and delicate balance permits one-hand control and makes following of fast action easy.

The spotlamp can be swung through to a full 360 degree horizontal and compressed to angles of 45 degrees or more. The lamps are equipped with a color boomerang, fading iris, ultraviolet filters and simplified automatic carbon feed.

Low power requirements reduce projection room temperatures and make the use of large motor generators unnecessary since only a small rectifier is required for the arc power.

Literature on the spotlamps may be obtained from the Strong Electric Corp., 34 City Park Ave., Toledo 2, Ohio.







Best PORTHOLE FIRE SHUTTER DROP PLATE will always drop

Made of heavy 10 gauge welded steel with no screws or soldering, the BEST Porthole Fire Shutter meets all State and City inspection laws. Grooves for 1/4" glass frame are included on all shutters. Shipped complete, ready to install.

Complete projection booth supplies are also available including mechanical controls, slide projectors, carbon savers, rewind pulleys, and copper terminal lugs.

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New Products

(Continued from preceding page)

New Unidirectional Microphone Being Marketed by RCA

A new unidirectional microphone (MI-10001) has been developed by the film recording group of the RCA engineering products department, according to a recent announcement by Ralph A. Teare.

Pictured here, the small microphone with its unidirectional characteristics was designed specifically to meet requirements of Hollywood sound recording technicians. Ideally suited for the recording of dialog and the scoring of music for motion pictures, the unidirectional features of the microphone also make it especially useful in preparing film for use on television programs.



The moving element in the MI-10001 is a thin corrugated, metallic ribbon, suspended between the poles of a permanent magnet in a manner enabling it to vibrate freely. Because of its extreme lightness, the motion of this ribbon corresponds closely to the velocity of the sound waves striking it, and the voltage generated when the ribbon cuts the magnetic lines of force is the electrical equivalent of the sound waves.

Dimensions of the new microphone: Length, eight inches; width, three inches; depth, three and one-half inches, and weight, two and thirteen-sixteenth pounds.

Toronto's Odeon, Nortown Offer Video in Lobbies

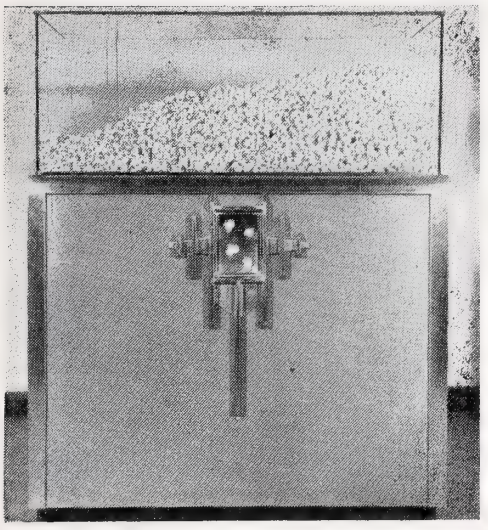
Regular telecasts are currently being provided by the Odeon-Toronto and the Famous Players' Nortown, both of Toronto. The telecasts are presented in addition to regular screen performances.

Present programs come from the States' side, as television broadcasting in Canada is just now being planned and no stations are in operation.

New Model 50 Popcorn Warmer By Popcorn Equipment Co.

Dick Westbrook, president of the Popcorn Equipment Co., Santa Monica, announces the availability of a new popcorn warmer, known as the Model 50.

The new warmer features a high-capacity adjustable serving well, a built-in

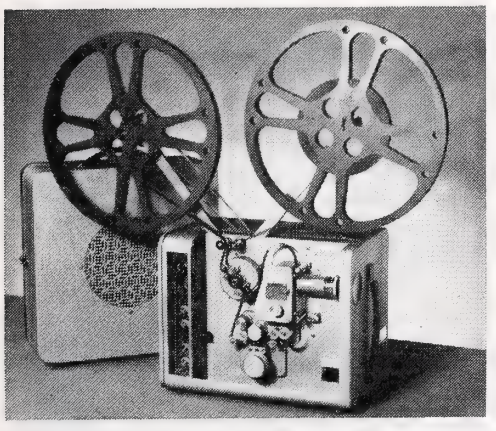


action display and carries the Underwriters seal.

Additional information is available from the Popcorn Equipment Co., 2301 Main St., Santa Monica, Calif.

New Light-Weight 16mm Projector

Illustrated here is a new lightweight 16mm motion picture projector announced by the Connecticut Telephone & Electric



Co. The unit is intended to provide quality operation at low cost. Among the design features of the new projector are the elimination of precision tolerance other than in highly critical areas, individual unit design which simplifies assembly and a reduction in number of parts.

Further information may be obtained by writing to the Connecticut Telephone & Electric Co., Meriden, Conn.

SEATING COMPANY IRWIN GRAND RAPIDS MICH.

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If there is any reason at all for a theatre display system, it should be the best. It should be as high in quality as the entertainment you provide. That is common sense . . . it builds boxoffice.

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And of equal importance a Sealuxe Theatre Display System is a sound investment. *Because the first cost is the total cost.*

A good theatre display system requires a substantial investment. It is our suggestion that you check into the reasons why Sealuxe Theatre Display Systems are preferred by theatre architects and theatre owners.

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for lobbies

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about PEOPLE and PRODUCT

CHARLES M. ROWLAND is the sales manager of the recently established commercial refrigeration division of General Electric's air conditioning department at Bloomfield, N. J. The announcement was made by G. R. Prout, vice-president and general manager of the Bloomfield plant. Rowland had varied sales and managerial experience with GE before receiving his latest appointment.

LONGTIME GE EMPLOYE—Paul E. Mills recently was appointed manager of manufacturing in the remote equipment division of the Bloomfield Works of the General Electric Co. The announcement came from A. W. Wennerstrom, manager of manufacturing for the air conditioning department, who states Mills also will continue as assistant manager in that department. Mills joined the company in 1925 under the business training program and has worked as traveling auditor, secretary-treasurer and director for eight affiliated transportation companies, and accountant and assistant manager of the air conditioning department.

VETERAN MOTION PICTURE man Fred Kislingbury has been appointed western district manager for the Radiant Manufacturing Corp., manufacturers of projection screens. Kislingbury spent three years in Europe while employed by Paramount and later served as director of hospital motion pictures for the American Red Cross in the Pacific area and Alaska.

WALTER L. TESCH is the new merchandise manager of the film recording group in the RCA engineering products department, according to a recent announcement by Barton Kreuzer, manager of RCA theatre and film recording activities. Tesch, who has been with the corporation since 1922, has served as engineer, manager of record engineering, development engineer and director of sales of industrial electronics and film recording. Prior to his latest appointment Tesch, was manager of the film recording sales in the recording equipment section.

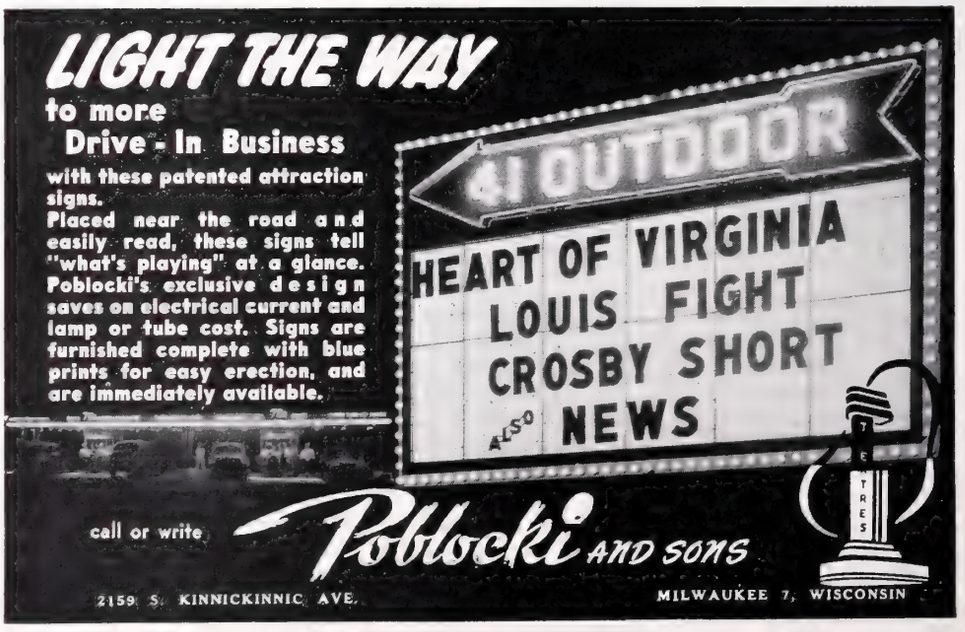
JOHN J. DOSTAL has been named field sales manager of 16mm sound motion picture projectors for the RCA visual products group in line with the company's expanding activities in the field of 16mm projectors. The announcement of the appointment came from products manager H. V. Somerville of the RCA engineering products department. Dostal has been active in the 16mm field since 1934, and has been branch manager for the Sound Scriber Corp. in Hartford, Conn., for the last two years.



John J. Dostal

PAUL A. BARBEE has been appointed assistant manager of the industrial photographic sales division of Eastman Kodak Co., James E. McGhee, vice-president and general sales manager, announced recently. Barbee has been with Eastman Kodak since 1934 with the exception of three years spent in the navy. He has worked in the finished-film department and in sales promotion and service for Kodagraph papers.

THE LOS ANGELES office and warehouse of the Dixie Cup Co. are now located in larger quarters at 2600 E. 12th St.



HARRY H. MINKEY (left), vice-president of the Kelling Nut Co., is shown receiving the 1947 "Oscar of Industry" award from



Weston Smith, vice-president of Financial World magazine, at the annual award dinner held in the Pennsylvania hotel in New York.

The American Chicle Co. was judged runnerup in the eighth annual award for the best annual report in the confectionery industry. The award banquet honors companies with the best annual reports in all the major industries with independent judges responsible for the decisions.

U.S. Senator Eugene C. Milliken of Colorado was the principal speaker at the banquet, which was attended by more than 1,1000 leaders of American industry.

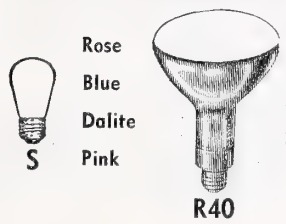
ARTHUR MOKIN is the new director of advertising and publicity for the S.O.S. Cinema Supply Corp., according to an announcement by corporation officials. The appointment was made in line with their current program of expansion. Mokin was formerly an account executive with Bergman-Jarrett.

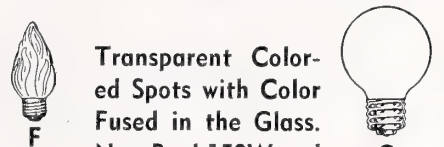
DANIEL R. CREATO, who has been associated with the legal department of the RCA Victor division, Radio Corp. of America since 1935, has been appointed vice-president and general counsel for the RCA Service Co., Inc., it was announced by E. C. Cahill, president of the company.

G. L. TUVE, president of the American Society of Heating and Ventilating engineers, has been appointed chairman of the advisory committee for the ninth International heating and ventilating exposition which is to be held in the International Amphitheatre, Chicago, January 24 to 28.

AIR PURIFICATION Service of Ohio, 225 N. Fourth St., Columbus, has been formed to engage in the sale and installation of air purifying units in theatres, schools, home and industries.

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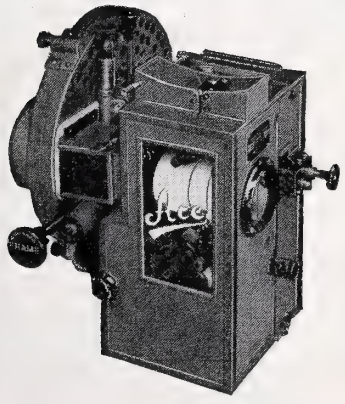
CHAS. GREIME—General Manager of six Greime and Fasken Theatres in Wenatchee, Omak and Holden, Washington—says:

"We have used RCA Service in our various theatres for the past 18 years and consider this service one of our greatest assets."

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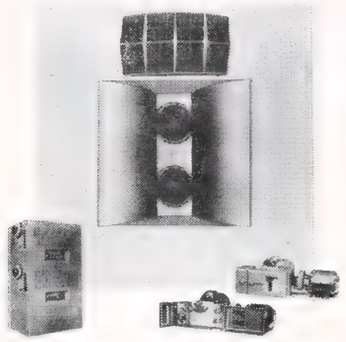
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ROYAL SOUND MASTER

Complete Sound Systems



Model 730 for theatres seating up to 1250

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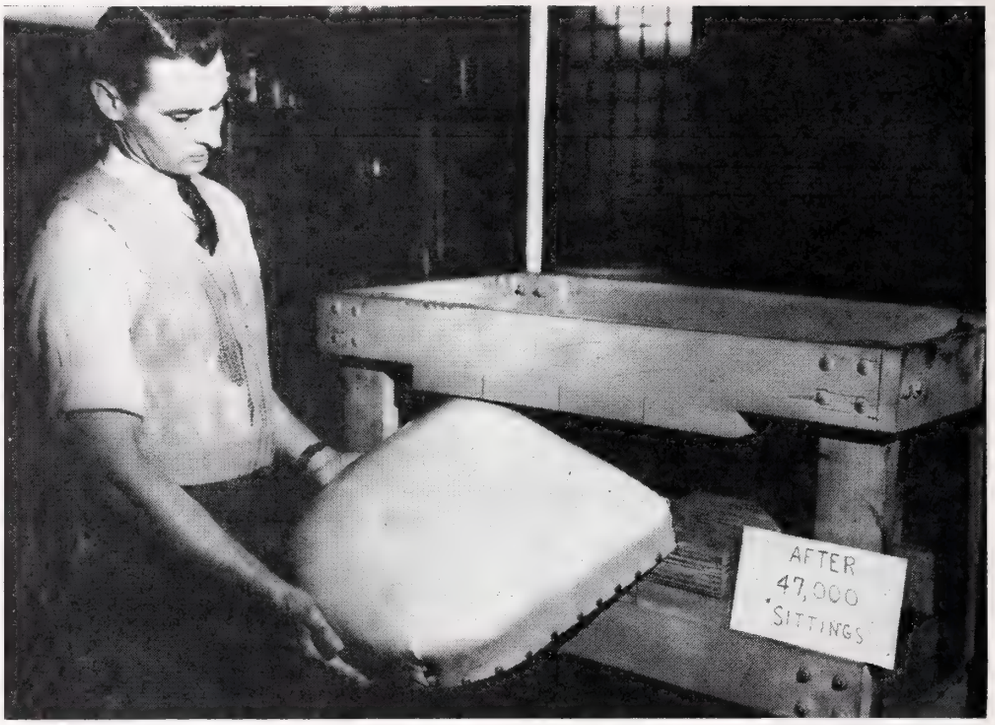
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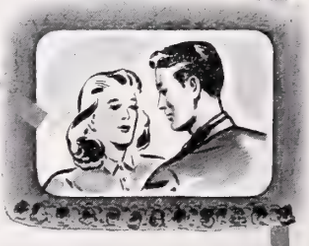
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New Plant Being Built By Wright Rubber Tile

In an attempt to meet increasing demands for Wright rubber tile, a new $2,000,000 plant addition is under way in



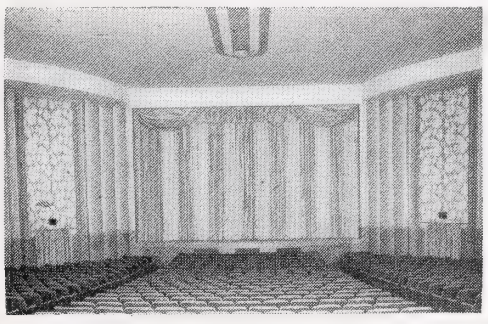
Houston, Tex. The plant will be constructed on a 16½-acre tract at Post Oak road, near Bellaire, a Houston suburb.

The accompanying photo which was taken at the ground-breaking ceremonies shows from left to right: Thomas F. Millane, Wright president; P. F. Butler, president First National Bank of Houston; Mrs. Millane, and A. E. Wright, vice-president of the Wright Co.

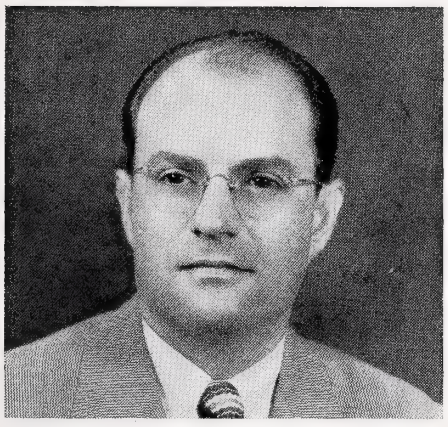
According to Millane, the new plant will be "the finest structure of its kind and size in the country, with every thought of the welfare and safety of employes." He added that the plant will be equipped with the most efficient mechanical facilities available today for production of both types of Wright rubber tile, Wrightflor, hard-surface tile and Wrightex, soft-surface tile.

Thortel Fireproof Fabrics Decorate Princeton House

Recent installations of the new Thortel fireproof fabrics include the auditorium of the Princeton Theatre, Princeton, Ind.



On this job the stage valance and swags are lacquer, stage curtain lacquer and chartreuse, panels tropical chartreuse and the large sidewall panels tropical chartreuse and lacquer. Installation was handled by Fireproof Fabrics, Inc., of St. Louis.



HEROD JIMERSON—Owner-Manager, Liberty Theatre, North Little Rock, Arkansas—writes:

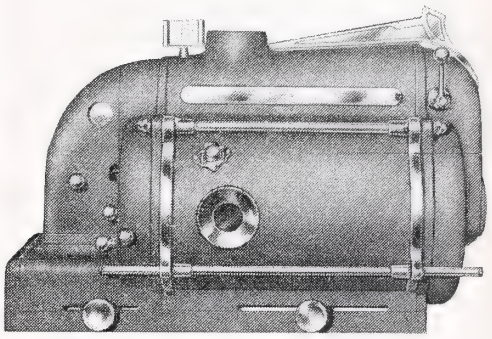
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American Seating Ups Thompson and Hemkes



J. J. Thompson

J. J. Thompson, former eastern division manager of the American Seating Co., has been appointed field sales manager, a position recently established by the company. He is scheduled to take over his new duties January 1 at the company's headquarters in Grand Rapids.

The current central division manager at Grand Rapids, R. J. Hemkes, will be advanced to the New York post of eastern division manager.



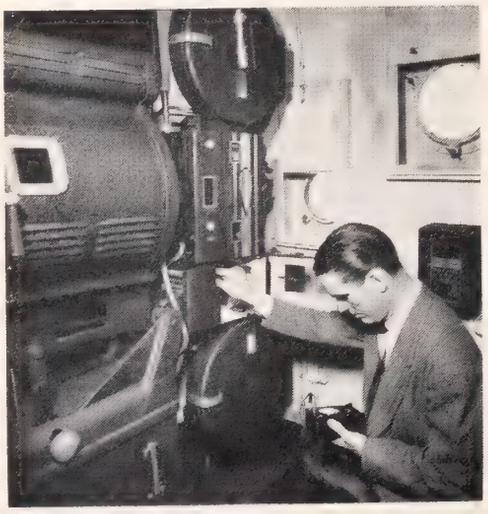
R. J. Hemkes

Establishment of a field sales manager fills a long-felt need for fulltime assistance in the coordination and direction of the company's field selling organization, General Sales Manager J. M. VerMeulen said.

Thompson has been with the company since 1927 and has served as salesman, branch sales manager and division manager. Hemkes joined the company as sales representative at the Chicago divisional office and, after serving as a district manager and a member of the war products division, he was appointed to the central division managerial post in 1945.

Grace Line's Projectors Are Checked by RCA

Here's Bill O'Briend, field service technician of the RCA Service Co.'s New York



district office, checking the motion picture projection equipment of the Grace Line's S.S. Marguerita. With the nightly showing of motion pictures rating as tops on the amusement bill of fare, the regular visit of the RCA service representative is considered an essential of a happy voyage.



RALPH SOBELSON—Owner, Strand Theatres, Bangor, Pa.—writes:

"The regular check-ups by RCA Service technicians keep equipment in my theatres at top standards of performance."

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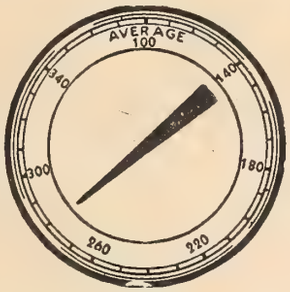
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BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HITS OF THE WEEK

***Hamlet—**
Pittsburgh 280
Miss Tatlock's Millions—
Denver 160
Road House—
San Francisco 160

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Argyle Secrets, The (FC)	95	88	90			95	100		100	100		100	100				90	90		100		96
Black Eagle, Story of a Horse (Col)			90				60	100	100		100	100	100		80					100	100	93
Enchanted Valley, The (EL)	100		100				100			90	80			85	103		100			90	65	91
Escape (20th-Fox)	100		90	100	100		100		100	100				100	100	80		110		90	100	98
Fighting Back (20th-Fox)	100	87					100		90	100			100	90						100		96
Forever Amber (20th-Fox)		138		110	105	115	150	85	90	90		115	100				100	95		110	90	107
Four Faces West (UA)	100		90	90	100	85	123		90	100	85	125	100	100	60	88	100	100	105	125	90	98
Gallant Blade, The (Col)			110						120		80	90				95				130	90	102
***Hamlet** (U-I)	180				300							140				150			280			210
I Surrender, Dear (Col)	100	100						100	100	100	100	100			100						100	100
Johnny Belinda (WB)	150	119	125	130	145	90	150	107		130	180	175	115	120	115	130	110	170	125	190	135	136
Julia Misbehaves (MGM)	130	125	100	140	90	120	190	105	115		100	140	115	150	112	135		135	130	180	150	130
June Bride (WB)		87		120		95		110	105	135		120	125	115	100	125	100	125	80	180	135	116
Kiss the Blood Off My Hands (U-I)		120		100	160					100		110		95		150		150	115	175	120	127
Larceny (U-I)	95	100	105	100			113	90	120	100	75	100	100		102	100		145	115	115		105
Lightnin' in the Forest (Rep)	100	100				100	100	100	95	95		100	100		70					100	100	97
Loves of Carmen, The (Col)	130	112	135	200	165	115		140	110	115	130	175	125	135	115	150	125		115	160	125	136
Luck of the Irish, The (20th-Fox)	110	97	120	110	95	90	143	90	85	110	90	115	100	100	80	115	90	75	110	110	100	102
Luxury Liner (MGM)	125	85	100	150	105	90		90	75	100	115	125	95		100	115	100	120	90	160	140	109
Man From Texas, The (EL)	90	85	95		85	95	100	90	80	100	80	100	97	90	60	72	120			90	85	90
Meet Me at Dawn (20th-Fox)		105					70							90			95			100	70	88
Mickey (EL)		100	90		80			95	105		80	90	120	90		80	100			120	40	92
Miss Tatlock's Millions (Para)				140			160		105		110		100	110						125	125	122
Mr. Peabody and the Mermaid (U-I)	95	110	90	75	75		118	90	90	100	85	150	130	90	75	101	100	95	75	120	60	96
Music Man (Mono)	100	100					100		100	100		100	100		100					100	100	100
Mystery in Mexico (RKO)	100	97					100		100	100	100	100	90	90			100			110	100	99
Night Has a Thousand Eyes (Para)	130	120	100	80		80	90					100	125		75	100		120	70	120	95	100
Open Secret (EL)	95	100				95	90		95	80				90		70					80	88
Paradine Case, The (SRO)	250*	135	115	140	120	100	140		105	115	135	175*	100	100	110	110		120	120	160		131
Red River (UA)	140	100		125	125	135	210		135	130	220	200			100	125		190	130	190		150
Return of Wildfire, The (SG)	100	85	100			100						100	95	85	100					80	50	90
Road House (20th-Fox)			140	140							110	160	100			110		160	120	160		133
Ruthless (EL)	115	97	90	100	100	110	125		100	100	100	125	100	75	70	110	90	130		120	60	101
Saxon Charm, The (U-I)	95		95	95				85			65	125		90		105	100	75	60	125	90	93
Sealed Verdict (Para)	125		100	100	90				90		140				80	105		130				107
Song Is Born, A (RKO)	130	100	130	140	140	100		150	125	100	135	175	140	135	105	115		130	120		160	129
Station West (RKO)	110		110	90	75				115		130	90	115				100		110	135		107
Street With No Name, The (20th-Fox)	130	90	140	120	175	90	135	100	130	100	115	200	100	150	100	150	110	150	125	200	125	130
Velvet Touch, The (RKO)	120	97	100	110	110		100	100	90		120	90	98	95		103	95		110	135	40	101
When My Baby Smiles at Me (20th-Fox)	125		140			115		95					115				85			200	130	126
Woman in White, The (WB)	120	88	85	100	85	100	113	90	120	95		125	120			98	100	80	65	115	120	101

*Playing at advanced prices.

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Down to Earth (Col)—Rita Hayworth, Larry Parks, Marc Platt. Columbia has made another tuneful, beautiful, and well starred flop. No story and doubtful comments. Played Sun., Mon. Weather: Fair.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. * * *

Fuller Brush Man, The (Col)—Red Skelton, Janet Blair, Don McGuire. This picture is good entertainment. Very funny and also very corny. Business was above average and it pleased all who came. Run it, as it should do particularly well in a small town. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

I Love Trouble (Col)—Franchot Tone, Janet Blair, Janis Carter. This is a mystery comedy that got by fair here. Tone hasn't the draw he used to have, but those that came enjoyed it. Played Sun., Mon. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Lady From Shanghai, The (Col)—Rita Hayworth, Orson Welles, Everett Sloan. Putrid is a mild word for this waste of film and my time, as well as that of the patrons. Why stars have to play in such films or why film companies waste time and money on them, is the $64 question. Played Wed., Thurs. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Mary Lou (Col)—Robert Lowery, Glenda Farrell, Frank Jenks. If this picture had been 30 minutes longer, it would have been a good Sunday bill. Why is it they take big names, spend gobs of money, and turn out a very poor musical, when they can take kids like the ones who played in this and put out one of the best musicals we have had in a long time? I'll admit the comedy was not so hot, but the singing, etc., were fine. Played Fri., Sat. Weather: Cold.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

My Dog Rusty (Col)—Ted Donaldson, John Litel, Ann Doran. Two small budget pictures that got by to average business. Neither was strong enough to stand alone here. Why is it that every so often exhibitors get a group of product that cannot excite any enthusiasm by the exhibitor and in the same ratio, the public? Producers hold back all the better product to hit key towns on holidays and it sure hurts the smaller situations to have to slough for several playdates in a row. Nothing is wrong with this business that good product can't cure, providing the product can be had at living prices.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. * * *

Swordsman, The (Col)—Larry Parks, Ellen Drew, George Macready. This is truly a fine picture. The cast, story, settings and scenery all splendid as is the Technicolor. I've never seen finer. Bill it big—it will stand up. Played Tues., Wed. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Swordsman, The (Col)—Larry Parks, Ellen Drew, George Macready. This is old but still good. Beautiful Technicolor and a good story, which was a little hard to follow because of the Scotch "burr." Plenty of action, though, and it was well received. Played Sun., Mon. Weather Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

Trapped by Boston Blackie (Col)—Chester Morris, June Vincent, Richard Lane. This is strictly program fanfare that is satisfying for a double bill on a weekend. Played Thurs., Fri., Sat. Weather: Cool.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. * * *

EAGLE LION

Cobra Strikes, The (EL)—Sheila Ryan, Richard Fraser, Leslie Brooks. A very good murder mystery, but it did not do average business here. Comments were okay. Played Mon., Tues. Weather: Good.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

METRO-GOLDWYN-MAYER

Bride Goes Wild, The (MGM)—Van Johnson, June Allyson, "Butch" Jenkins. Brethren, if Metro offers you this one, grab it. It is by far the best thing we have had in months. We practically had to help the customers out after the show because of the last ten minutes of laughs. Played Thurs., Fri. Weather: Fair.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. * * *

Date With Judy, A (MGM)—Wallace Beery, Carmen Miranda, Jane Powell. This is that satisfying sort of entertainment that rates tops with both patrons and exhibitors.—C. J. Otts, Royse Theatre, Royse City, Tex. Small town patronage. * * *

Homecoming (MGM)—Clark Gable, Lana Turner, Anne Baxter. Wonderful! Gable's best since his return and Lana Turner as an army nurse was swell. Attendance was weak, for some reason. Too many had seen it in town recently, maybe. But those who saw it really enjoyed it and it had plenty of compliments. Played Sun., Mon. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

State of the Union (MGM)—Spencer Tracy, Katharine Hepburn, Van Johnson. Missed the boat! I should have played this two days. Comments heard were that this was Katharine Hepburn's best of any shown here. Average attendance for a Saturday showing and everybody satisfied. Weather: Cloudy and very cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

MONOGRAM

Babe Ruth Story, The (Mono-AA)—William Bendix, Claire Trevor, Charles Bickford. The critics may have given this hell in New York, but who can believe in them or the poll-takers after Truman beat hell out of Dewey and the Republicans. This small town ate it up. We, down south, may not have known the every day facts of Babe Ruth, but we know "The Babe" was baseball's most immortal star. The picture has all the qualities that make a picture big in small towns.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Dude Goes West, The (Mono)—Eddie Albert, Gale Storm, James Gleason. I enjoyed it but westerns, unless epics, are not so good here. Played Fri., Sat. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

16 Fathoms Deep (Mono)—Lon Chaney, Arthur Lake, Lloyd Bridges. The picture is unusual and very good. The new Ansco color is the best yet—clear and easy on the eyes and very pretty. An excellent picture for Sunday. Comments and business were good. Played preview Sat., Sun. Weather: Warm.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Sweetheart of Sigma Chi (Mono)—Phil Regan, Elyse Knox, Phil Brito. A surprise, is all we can say about this picture, but if you could only have heard the comments on it! Everyone really liked it. We double billed it with "Song of the Sierras," a Jimmy Wakely western. This last one, though, was terrible in the opinion of our patrons. Played Sat., Sun. Weather: Good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

PARAMOUNT

Beyond Glory (Para)—Alan Ladd, Donna Reed, Tom Neal. The picture moves slowly, but all the same it pleased the patrons. Booked a This Is America short with it, and the two in unison balance a real patriotic

Reception of Reissues Lesson to Hollywood

WRITES C. J. Otts of the Royse Theatre, Royse City, Tex.:

"Every reissue we have played has done better than average business. I almost resented the saying, 'There's nothing wrong with show business that good pictures won't cure.' Taking for granted pictures were par, I believed showmanship was the missing link.

"The reissues have proved the patrons are not getting what they want in entertainment from new pictures. They turn out for reissues and are lavish in their praise. Hollywood surely will catch on soon and allot more down-to-earth pictures."

Proud to Discuss Film Instead of Blushing

MIRACLE OF THE BELLS (RKO)—Valli, Fred MacMurray, Frank Sinatra. Once in a great while a picture comes along so great, so stupendous, that words are inadequate, and this is one. I was very dubious about buying this picture as this is definitely a Protestant community. However, I was surely fooled as it not only drew but people loved it! We had a little boys' choir sing "The Bells of St. Mary's" between performances. However, this is not what drew them in as we did not advertise it. Valli is very good, MacMurray of course always fine, but oh that Lee Cobb! In my opinion, he stole the picture. Everybody was asking who he was after the show, and we were proud to tell them, believe us! In fact, we were very proud to discuss the picture with our patrons, instead of turning our heads and blushing, as seems to be usual with us lately.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

program.—C. J. Otts, Royse Theatre, Royse City, Tex. Small town patronage. * * *

Beyond Glory (Para)—Alan Ladd, Donna Reed, Tom Neal. This was well attended and enjoyed. Not much action but it was very interesting. Average attendance enjoyed Alan Ladd's acting and this includes those who previously disliked him. Played Wednesday. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

Foreign Affair, A (Para)—Jean Arthur, Marlene Dietrich, John Lund. If you can get them in some way, this picture will surely please any class of patronage, because there are lots of laughs, a good cast, and it takes comedy to make the grade right now. This picture has a lot of what it takes. Played Sun., Mon. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

I Walk Alone (Para)—Burt Lancaster, Lizabeth Scott, Kirk Douglas. This is a real show from Paramount. Burt Lancaster is great, as usual. Lizabeth Scott is also okay. Played Thurs., Fri. Weather: Cool.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. * * *

Shaggy (Para)—Brenda Joyce, George Nokes, Robert Shayne. This is the ideal picture for a small town and for the whole family. The story and color are both good and comments were good. Played Wed., Thurs. Weather: Cool.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Shaggy (Para)—Brenda Joyce, George Nokes, Robert Shayne. This is a good program dog picture that proved quite popular. Played Thurs., Fri., Sat. Weather: Cool.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. * * *

Wild Harvest (Para)—Alan Ladd, Dorothy Lamour, Robert Preston. We filled the theatre up both nights so everyone must have liked it. Of course it is a natural for us small towns, as it deals with combining. Several of the patrons said that the fight scenes were the best they had ever seen in a motion picture and I agree with them—that it really is a top picture. You won't be sorry you played it. Played Wed., Thurs. Weather: Snowing.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

RKO RADIO

Bishop's Wife, The (RKO)—Cary Grant, Loretta Young, David Niven. This was sold as one of RKO's super pictures, but it did not prove to be so with us. Played Mon., Tues., Wed. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

I Remember Mama (RKO)—Irene Dunne, Barbara Bel Geddes, Oscar Homolka. The young folks said it smelled, the older people liked it, and personally I thought it was entertaining, although a little slow in places. Hardly average at the boxoffice, so I wouldn't give it Sunday time if I had it to play again. Played Sun., Mon. Weather: Good Sun., bad Mon.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. * * *

Out of the Past (RKO)—Robert Mitchum, Jane Greer, Kirk Douglas. This is now part of my dark, dark past, and I still get slightly sick every time I think about it. The gross paid almost half the expenses, but oh the dirty looks I got from those few patrons as they left the theatre! It's not such a bad picture—it just isn't the kind for my patrons. They didn't understand it, and frankly didn't give a dern. For the first time I can remember, not one single person who came in about the middle of the picture stayed to see the beginning. When the feature was over, everyone left the theatre, so we had no second show. Played Wed., Thurs. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

Return of the Badmen (RKO)—Randolph Scott, Robert Ryan, Anne Jeffreys. This is a very good western thriller with Randy Scott in a featured role. Ran "Tarzan and the Mermaids" as a co-hit. Business better than usual and the audience reaction was fine. This one surely drew in the crowd. Played seven days, Wed. through Tues. Weather: Fine.—George O. Wiggin, Strand Theatre, Malden, Mass. First run patronage. * * *

REPUBLIC

On the Old Spanish Trail (Rep)—Roy Rogers, Tito Guizar, Jane Frazee. This is just a run-of-the-mill western in Trucolor, and that's no recommendation. I'll settle for Technicolor or black and white. Played Tues., Wed. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Santa Fe Uprising (Rep)—Allan Lane, Bobby Blake, Martha Wentworth. This is a program weekend action picture that seemed to meet with the approval of my patrons. Played Fri., Sat. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

Tulsa Kid (Rep)—Reissue. Don "Red" Barry. This was a total flop for Saturday picture. Republic is good at putting out these oldies that are no good. We had several walkouts. Played Saturday. Weather: Hot.—O. D. Conner, Gem Theatre, Cache, Okla. Small town patronage. *

SRO

Mr. Blandings Builds His Dream House (SRO)—Cary Grant, Myrna Loy, Melvyn Douglas. This did above average business and seemed to please. In my opinion it is not a great production, but it was timely, customers were satisfied, and so was I. Played Thurs., Fri., Sat. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Paradine Case, The (SRO)—Gregory Peck, Valli, Ann Todd. Too much talk and not enough strong action. Also, too long. Had complaints and walkouts and I failed to get film rental. No good for a small town. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

20th CENTURY-FOX

Anna Karenina (20th-Fox)—Vivien Leigh, Ralph Richardson, Kieron Moore. This British picture is very well acted but is not what our small town people want. It is over-long for what it had to tell and the story is too morbid. Played Wednesday to average attendance. Weather: Clear and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

Belle Starr (20th-Fox)—Reissue. Randolph Scott, Gene Tierney, Dana Andrews. This reissue did more business than most of the new product. It's just what you need for a small town. It will pay off the mortgage. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Captain From Castile (20th-Fox)—Tyrone Power, Jean Peters, Cesar Romero. Colorful, expensive, savage, historical feature of the Spanish Conquest of Mexico. Runs 140 minutes, which is 30 minutes too long and this should have been told in less time. Played Fri., Sat., Sun. Weather: Fair.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Deep Waters (20th-Fox) — Dana Andrews, Jean Peters, Cesar Romero. This was disappointing as we did not get a very satisfactory reaction from it. Played Wed. through Sat. Weather: Good.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. Local city and country patronage. * * *

Forever Amber (20th-Fox)—Linda Darnell, Cornel Wilde, Richard Greene. A nice Technicolor picture that didn't do anything phenomenal at the boxoffice and we had plenty complain that it didn't follow the book, which kept some business away on account of word-of-mouth. We have never been able to sell costume pictures and this is no exception. Played Sun. through Wed. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Ghost and Mrs. Muir, The (20th-Fox)—Rex Harrison, Gene Tierney, George Sanders. Fox flopped on this one and it has no appeal and also has Sanders in it. That's enough to kill any picture for me. Played Thurs., Fri. Weather: Normal.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. * * *

Give My Regards to Broadway (20th-Fox)—Dan Dailey, Charles Winninger, Nancy Guild. This is a good musical show in color and business was above average. The real star of the show is my old friend, Charlie Winninger, from Wassau, Wis., who is a real trooper and always gives a stand-out performance. This picture with its tunes of the

(Continued on page 14)

Blames Own Campaign Rather Than Picture

FOREIGN AFFAIR, A (Para)—Jean Arthur, Marlene Dietrich, John Lund. This is a very funny picture, one that the GIs in the audience will howl about. It needs a good campaign to bring them in, though, as the title seems to be poor. I guess my campaign was not good enough, for business was below average. Played Sun., Mon. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. * * *

Picks Small Town List: All Columbia Films

THAT THE small town exhibitor has a different taste to meet than that to which large city exhibitors cater has often been voiced in these columns. Now C. J. Otts of the Royse Theatre at Royse City, Tex., sends in a list of pictures which he feels are "all excellent bets for small towns."

This selected list of his is comprised entirely of Columbia pictures. He picks: "Relentless," "Coroner Creek," "The Fuller Brush Man," "The Mating of Millie," "Thunderhoof" and "The Adventures of Silverado."

Harland Rankin Clamors For More Irish Films

With true Hibernian enthusiasm, Harland Rankin of Chatham, who now has theatres at Tilbury, Wheatley and Belle River, writes:

"Just finished playing 'My Wild Irish Rose' (WB), and being Irish, I knew it would go over, proving we Irish can't be wrong!

"Have you noticed how many Irish pictures went over in the past—'Abie's Irish Rose,' 'Luck of the Irish,' etc.? Give us more Irish pictures instead of so much product unacceptable to the public."

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

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JANUARY 31	FEBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20
(94) Drama 934 I LOVE TROUBLE F. Tone-J. Blair R—Feb. 28—PG-905 (72) Drama 933 ◎PRINCE OF THIEVES J. Hall—P. Morison R—Dec. 6—PG-879	5 (68) Drama 802 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ◎RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 92 RETURN OF THE WHISTLER Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912
31 (85) Drama 811 ◎THE SMUGGLERS Michael Redgrave R—Jan. 17—PG-892	7 (83) Drama 812 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXAS James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 WESTWARD TRAIL Eddie Dean	27 (77) Drama 81 ◎ENCHANTED VALLEY Alan Curtis-Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 81 OCTOBER MAN John Mills R—Mar. 20—PG-913
	6 (99) Drama 815 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ◎THREE DARING DAUGHTERS Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 81 ALIAS A GENTLEMAN Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895
31 (58) Western 4751 OVERLAND TRAILS Johnny Mack Brown Raymond Hatton 31 (85) Drama AA7 SONG OF MY HEART Frank Sundstrom R—Nov. 8—PG-871	7 (75) Drama 4709 FIGHTING MAD Joe Kirkwood Jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudsen		22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 ROCKY Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 ROSE OF THE RIO GRANDE Movita John Carroll
			20 (90) Drama 4709 ◎ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 SAIGON Alan Ladd Veronica Lake R—Feb. 7—PG-897	
Reissue 30 (60) Western 884 LAWLESS VALLEY George O'Brien Group 3 31 (90) Comedy 811 IF YOU KNEW SUSIE R—Feb. 7—PG-897	Group 3 (61) Western 81 WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ◎BAMBI		Special 28 (109) Com-Dr 852 ◎THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 TROUBLE IN SUNDOWN		Special 20 (134) Comedy 86 ◎I REMEMBER MAMA Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911
	1 (61) Comedy 703 CAMPUS HONEYMOON Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899			22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911			14 (87) Drama 70 INSIDE STORY Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918
	Reissue 7 (70) Western HC14 IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 SILVER ON THE SAGE William Boyd Gabby Hayes Russell Hayden		
	(91) Musical 802 YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 805 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 THE CHALLENGE Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 80 HALF PAST MIDNIGHT Kent Taylor Peggy Knudsen R—Feb. 21—PG-903
(90) Drama MAN OF EVIL James Mason Phyllis Calvert R—Feb. 7—PG-898							
	(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama 634 A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889			(96) Drama 654 ◎JASSY Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 65 DOUBLE LIFE Ronald Colman Signe Hasso Edmond O'Brien R—Jan. 3—PG-887
	7 (95) Drama 715 MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-898		21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 I BECAME A CRIMINAL Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Reissue 13 (102) Drama 718 ADVENTURE OF ROBIN HOOD Errol Flynn Olivia de Havilland	

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Bussy Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reissue
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

(..) Western Reissue
LONE STAR PIONEERS
"Wild Bill" Elliott

MARCH 27	APRIL 3	APRIL 10	APRIL 17	APRIL 24	MAY 1	MAY 8	MAY 15
25 (75) Drama 902 **ADVENTURES IN SILVERADO** R—Mar. 13—PG-912 25 (55) Western 966 **WEST OF SONORA** Starrett-Burnette R—Mar. 27—PG-916	30 (84) Drama 936 **SIGN OF THE RAM** Susan Peters R—Feb. 21—PG-904 30 (66) Mus-Com 952 **SONG OF IDAHO** Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 **MY DOG RUSTY** Ted Donaldson John Litel Ann Doran R—May 1—PG-925	15 (69) Drama 909 **PORT SAID** Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (67) Comedy 940 **MATING OF MILLIE** Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	6 (75) Drama 901 **BEST MAN WINS** Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 **TRAPPED BY BOSTON BLACKIE** R—May 8—PG-929 13 (54) Western 963 **WHIRLWIND RAIDERS** Starrett-Burnette R—May 22—PG-936
Reissues 27 (93) Drama 849 **SUTTER'S GOLD** Edward Arnold 27 (86) Drama 848 **SEVEN SINNERS** Marlene Dietrich John Wayne	3 (102) Drama 816 **RUTHLESS** Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 **HAWK OF POWDER RIVER** Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 **THE NOOSE HANGS HIGH** Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 **THE COBRA STRIKES** Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 **OPEN SECRET** John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 **PRAIRIE OUTLAWS** Eddie Dean
26 (98) Comedy 819 **BRIDE GOES WILD** Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 **B. F.'s DAUGHTER** Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903		20 (92) Drama 821 **SUMMER HOLIDAY** Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 **TARZAN'S SECRET TREASURE** Weissmuller-O'Sullivan 30 (71) M'drama 823 **TARZAN'S NEW YORK ADVENTURE**	30 (122) Drama 824 **STATE OF THE UNION** Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916		
21 (67) Drama 4708 **ANGELS' ALLEY** Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 **OKLAHOMA BLUES** Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 **DOCKS OF NEW ORLEANS** R—Aug. 21—PG-961 7 (85) Drama AA5 **THE HUNTED** Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 **CROSSED TRAILS** Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 **CAMPUS SLEUTH** Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 **FRENCH LEAVE** Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 **SMART WOMAN** Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 **SIGN OF THE WOLF** Michael Whalen 6 (..) Western **PARTNERS OF THE SUNSET** Jimmy Wakely	16 (56) Western 4756 **FRONTIER AGENT** Johnny Mack Brown Raymond Hatton
26 (67) Drama 4712 **MR. RECKLESS** William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 **UNCONQUERED** Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 **THE BIG CLOCK** Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			30 (90) Drama 4714 **THE 'SAINTED' SISTERS** Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 4715 **SPEED TO SPARE** Richard Arlen Jean Rogers R—Feb. 28—PG-906
	Special 3 (120) Drama 869 **MIRACLE OF THE BELLS** Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907		Special 17 (128) West-Dr 870 **FORT APACHE** Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 **TIMBER STAMPEDE**		Group 5 8 (86) Drama 815 **BERLIN EXPRESS** Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919	
25 (58) M'drama 706 **LIGHTNIN' IN THE FOREST** Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 **BILL AND COO** George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 **CALIFORNIA FIRE-BRAND** R—May 8—PG-928		15 (60) Western 754 **BOLD FRONTIERSMAN** Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 **OLD LOS ANGELES** William Elliott John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 **UNDER CALIFORNIA STARS** R—May 15—PG-931 25 (60) M'drama 707 **HEART OF VIRGINIA** Janet Martin-R. Lowery R—May 8—PG-929		10 (60) M'drama 709 **KING OF GAMBLERS** Janet Martin R—May 29—PG-938 13 (60) Western 755 **CARSON CITY RAIDERS** Allan "Rocky" Lane R—June 5—PG-939
		Reissue 10 (60) Western HC18 **RENEGADE TRAIL** William Boyd Gabby Hayes Russell Hayden				Reissue 7 (69) Western HC19 **RANGE WAR** William Boyd Russell Hayden	
(96) Drama 809 **AN IDEAL HUSBAND** Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 **SITTING PRETTY** Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 **SCUDDA HOO! SCUDDA HAY!** June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 **MEET ME AT DAWN** William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 **LET'S LIVE AGAIN** John Emery R—Feb. 21—PG-903 (66) Drama 814 **13 LEAD SOLDIERS** Tom Conway		(88) Drama 815 **FURY AT FURNACE CREEK** Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 **THE IRON CURTAIN** Dana Andrews Gene Tierney R—May 15—PG-931
			(111) Comedy **LAFF-TIME** William Tracy (60) Documentary **KINGS OF THE OLYMPICS** Bill Slater R—Mar. 6—PG-909	(120) Drama **ARCH OF TRIUMPH** Ingrid Bergman Charles Boyer R—Feb. 21—PG-904			
(96) Drama 651 **NAKED CITY** Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 **BLACK BART** Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 31—PG-986	(94) Musical 655 **CASBAH** Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 **ARE YOU WITH IT?** Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 **DEAR MURDERER** Eric Portman Greta Gynt Dennis Price R—May 22—PG-936	(94) Drama 657 **ALL MY SONS** Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906
27 (94) Comedy 719 **APRIL SHOWERS** Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 720 **TO THE VICTOR** Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 **WINTER MEETING** Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 **VALLEY OF THE GIANTS** 8 (79) Drama 723 **FIGHTING 69th** J. Cagney-P. O'Brien	15 (109) Drama 724 **THE WOMAN IN WHITE** Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(75) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

(..) Drama New Rel
FILE 649, STATE DEPARTMENT
William Lundigan

(..) Drama New Rel
DAUGHTER OF RAMONA
Phillip Reed
Martha Vickers

(..) Drama New Rel
ALASKA PATROL
Richard Travis
Helen Westcott

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FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MAY 22	MAY 29	JUNE 5	JUNE 12	JUNE 19	JUNE 26	JULY 3	JULY 10
COLUMBIA		29 (87) Drama 938 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941				28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949
EAGLE LION	19 (66) Drama 821 ASSIGNED TO DANGER Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 822 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944	
M-G-M		(113) Drama 826 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107) Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938
MONOGRAM		23 (72) Drama 4716 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor
PARAMOUNT		28 (95) Drama 4716 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106) Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon
RKO RADIO	Group 3 22 (68) Drama 813 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 814 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769	
REPUBLIC		25 (85) Drama 710 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (60) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952	
SCREEN GUILD	21 (76) Drama 4705 THE PRAIRIE Lenore Aubert Alan Baxter		Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau		
20TH-FOX	(63) Comedy 817 ARTHUR TAKES OVER Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 820 ANNA KARENINA Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944
UNITED ARTISTS					15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933
UNIV.-INTL.			(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKEN-STEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947
WARNER BROS.		29 (110) Drama 725 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942	
MISCELLANEOUS	**SRO** (131) Drama 103 DUEL IN THE SUN Jennifer Jones Gregory Peck Joseph Cotten Lionel Barrymore R—Jan. 11—PG-780	(96) Comedy 206 MR. BLANDINGS BUILDS HIS DREAM HOUSE Cary Grant Myrna Loy Melvyn Douglas Louise Beavers R—April 3—PG-917	(117) Drama 105 THE PARADINE CASE Gregory Peck Valli Ann Todd Ethel Barrymore R—Jan. 3—PG-888	**BRITISH** (61) Docum-Dr Eng. Films CHILDREN ON TRIAL R—Nov. 29—PG-878 (80) Musical Four Continents SPRINGTIME R—Feb. 14—PG-902	(89) Drama Eng. Films SHOWTIME R—June 12—PG-942 (72) Musical Bell CHAMPAGNE CHARLIE R—Aug. 14—PG-960		**MISC.** (70) Alexander Drama THE FIGHT NEVER ENDS R—Mar. 6—PG-909 (73) Documentary Target Films STRANGE VICTORY R—July 24—PG-954	

JULY 17	JULY 24	JULY 31	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER 4
		31 (90) 8'Western 939 ©CORONER CREEK Randolph Scott R—June 5—PG-946 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 914 THE BLACK ARROW Louis Hayward Janet Blair George Macready Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 ©THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907
	21 (70) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (88) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Outd'r-Dr 830 ©NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950
(113) Com-Mus 831 ©A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946			(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914				3 (98) Musical 901 ©LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962
11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (64) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 ©16 FATHOMS DEEP Lon Chaney Arthur Lake Janis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944		22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford
	28 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		26 (110) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George Macready George Coulouris Henry Travers R—July 19—PG-944
Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 ©MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934		(77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		(59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Hans Conreid Frankie Carle R—July 7—PG-958	(114) Com-Dr 962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring Frank McHugh R—July 31—PG-956
15 (70) Outd'r-Mus 732 ©EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953		25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts Russ Hayden	29 (67) Outd'r-Mus 733 ©NIGHTTIME IN NEVADA Roy Rogers Adele Mara Andy Devine R—Oct. 30—PG-981
Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy THAT'S MY BOY Jimmy Durante
(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	Reissues (86) Musical 837 ROSE OF WASHINGTON SQUARE Tyrone Power (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Musical 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 ©THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray Jean Rogers R—Oct. 30—PG-982	(70) Outd'r-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power
		30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957			(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939
(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wendell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943		(109) Drama 668 ©TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967
Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 ©LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-850	21 (86) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 801 ©TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo
Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart
Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers
Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids
Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV. INT'L · WARNER BROS. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L. · WARNER BROS. · MISCELLANEOUS

SEPTEMBER 11	SEPTEMBER 18	SEPTEMBER 25	OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30
9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973	16 (76) Western 903 BLACK EAGLE, THE STORY OF A HORSE William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91) Drama 128 WALK A CROOKED MILE Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 SINGIN' SPURS Hoosier Hotshots	30 (70) Spec-Act 104 TRIPLE THREAT Richard Crane Gloria Henry R—Oct. 9—PG-975	7 (68) Drama 113 I SURRENDER DEAR Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (..) Western EL DORADO PASS Charles Starrett Smiley Burnette Elena Verdugo	21 (59) Outd'r-Dr 111 RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977	(98) Drama ⊙THE LOVES OF CARMEN Rita Hayworth R—Aug. 21—PG-961 (79) Super West 130 ⊙THE UNTAMED BREED R—Oct. 23—PG-979
(88) Documentary 902 ⊙OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971		(62) Drama 903 IN THIS CORNER Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966	Reissues (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone (117) Drama 737 MY SON, MY SON Brian Aherne	(83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961		(61) Mys-Dr 906 BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. 738 COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. 739 SON OF MONTE CRISTO Louis Hayward
		24 (90) Comedy 902 A SOUTHERN YANKEE Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958		8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960			(71) Documentary ⊙THE SECRET LAND Commentators Robert Montgomery Robert Taylor Van Heflin R—Aug. 28—PG-963
5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953 (65) M'drama 4802 JOE PALOOKA IN WINNER TAKE ALL R—Aug. 28—PG-963		(107) Biog-Dr AA10 ⊙THE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955	(87) Comedy AA8 THE DUDE GOES WEST Eddie Albert Gale Storm R—May 1—PG-926 (56) Western THE RANGERS RIDE Jimmy Wakely	3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	12 (74) Western AA11 BAD MEN OF TOMBSTONE Barry Sullivan 10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys		24 (57) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson
		24 (89) Drama 4801 SORRY, WRONG NUMBER Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956		8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951	
11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948	(63) Mystery 905 BODYGUARD Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 907 DESIGN FOR DEATH R—Jan. 1—PG-893 18 (79) M'drama 821 RACE STREET George Raft R—July 3—PG-948		(92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum Gary Gray R—Aug 7 —PG-953			(92) Outd'r-Dr 906 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966
3 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane	15 (60) Western 757 DESPERADOES OF DODGE CITY R—Sept. 11—PG-968 15 (60) Western 741 ⊙SON OF GOD'S COUNTRY R—Sept. 25—PG-971		1 (90) Drama 714 MOONRISE Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 1 (60) Western 758 DENVER KID				24 (60) M'drama 713 CODE OF SCOTLAND YARD R—Sept. 18—PG-970 Reissue (..) Outd'r-Mus SHINE ON HARVEST MOON
Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown	17 (69) Docum. 4803 SOS SUBMARINE R—Oct. 16—PG-977 24 (81) Drama HARPOON John Bromfield Alyce Louis R—Nov. 27—PG-990	Reissues 24 (108) Comedy S-7 DUKE OF WEST POINT Louis Hayward Joan Fontaine 24 (88) Comedy S-8 MISS ANNIE ROONEY Shirley Temple		8 (93) Drama THE MOZART STORY Hans Holt Winnie Markus Irene von Meydendorff R—Nov. 27—PG-990		22 (64) Western STAGECOACH WAR William Boyd Russell Hayden	
(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965	(78) Drama 822 ESCAPE Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(139) Drama 638 ⊙FOREVER AMBER Linda Darnell Cornell Wilde R—Oct. 18—PG-866 (64) Mystery 839 THE CREEPER Eduardo Cinelli	(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 ⊙⊙APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(88) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-972
(61) Western FALSE PARADISE William Boyd	26 (126) West-Dr 585 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(57) Docum 586 OLYMPIC CAVALCADE Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama URUBU George Breakstone R—Aug. 21—PG-961	1 (81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western STRANGE GAMBLE William Boyd	16 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray R—Sept. 4—PG-966 15 (57) Documentary THE ANGRY GOD R—Oct. 30—PG-982	(83) Drama PLOT TO KILL ROOSEVELT Selected Films R—Nov. 6—PG-983	
(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966							
		25 (80) Drama 802 ⊙ROPE James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963		9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970	

FOREIGN Language

(90) Drama Siritzky
FARREBIQUE
R—May 8—PG-929

(87) Fantasy Lopert
BEAUTY AND THE BEAST
R—May 8—PG-929

(80) Comedy Duke Int'l
VOYAGE SURPRISE
R—May 22—PG-936

(100) Drama Discina Int'l
THE DAMNED
R—May 29—PG-938

(90) Drama Lopert
ROOM UPSTAIRS
Marlene Dietrich
R—June 5—PG-939

(128) Drama Siritzky Int'l
MARIUS
R—June 19—PG-944

(100) Drama Best Films
JEALOUSY
R—June 19—PG-943

(130) Drama Siritzky-Int'l
THEY ARE NOT ANGELS
R—June 26—PG-946

(100) Drama Schaefer
DAY OF WRATH
R—June 26—PG-945

(92) Com-Drama Oxford Films
FRIC-FRAC
R—July 3—PG-948

(105) Drama Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary Mayer-Burstyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama Artkino
MURDERERS AMONG US

NOVEMBER 6	NOVEMBER 13	NOVEMBER 20	NOVEMBER 27	DECEMBER 4	DECEMBER 11	DECEMBER 18	DECEMBER 25
	11 (75) Drama 119 LEATHER GLOVES Cameron Mitchell Virginia Grey Jane Nigh Sam Levene R—Nov. 13—PG-985	18 (66) Drama 118 RACING LUCK Gloria Henry Stanley Clements David Bruce R—Nov. 6—PG-983	(89) Com-Fantasy THE RETURN OF OCTOBER Glenn Ford R—Oct. 23—PG-979 (81) M'drama 132 THE GALLANT BLADE Larry Parks R—Oct. 23—PG-979	2 (..) Western QUICK ON THE TRIGGER Charles Starrett Smiley Burnette Helen Parrish	(99) Drama THE MAN FROM COLORADO Glenn Ford William Holden Ellen Drew R—Nov. 20—PG-988	(..) Outd'r-Dr JUNGLE JIM Johnny Weissmuller Virginia Grey 16 (..) Mus-West SMOKY MOUNTAIN MELODY Roy Acuff	23 (68) Comedy 107 BLONDIE'S SECRET Penny Singleton Arthur Lake
		14 (85) Comedy 907 LET'S LIVE A LITTLE Hendy Lamarr Robert Cummings Anna Sten Robert Shayne R—Oct. 30—PG-981	21 (80) Drama 910 HE WALKED BY NIGHT Richard Basehart Scott Brady Roy Roberts Whit Bisaell R—Nov. 13—PG-986	(73) Act-Dr 908 MILLION DOLLAR WEEKEND Gene Raymond Stephanie Paull Frances Lederer Patricia Shay R—Oct. 16—PG-977			
	12 (96) Comedy 904 NO MINOR VICES Dana Andrews Lilli Palmer Jane Wyatt Louis Jourdan R—Oct. 9—PG-976		26 (125) Drama 906 THE THREE MUSKETEERS Lana Turner Gene Kelly June Allyson Van Heflin R—Oct. 16—PG-978	Reissue 3 (117) M'drama 907 SAN FRANCISCO Jeannette MacDonald Clark Gable	10 (97) Drama 909 HILLS OF HOME R—Oct. 9—PG-976 Reissue 10 (96) Comedy 908 A NIGHT AT THE OPERA Marx Brothers		
	7 (55) Western 4758 GUNNING FOR JUSTICE Johnny Mack Brown Evelyn Finley Raymond Hatton	14 (110) Drama TEMPTATION HARBOR Simone Simon Robert Newton	21 (56) Western 4768 COURTIN' TROUBLE Jimmy Wakely "Cannonball" Taylor	28 (80) Cost-Dr 4725 KIDNAPPED Roddy McDowall Sue England Dan O'Herlihy Roland Winters R—Sept. 18—PG-969	5 (..) Western HIDDEN DANGER Johnny Mack Brown Raymond Hatton	12 (..) Comedy JIGGS AND MAGGIE IN COURT Joe Yule Renie Riano	
6 (83) Drama 4804 SEALED VERDICT Ray Milland Florence Marly Broderick Crawford John Holt R—Sept. 11—PG-967		19 (101) Comedy 4805 MISS TATLOCK'S MILLIONS John Lund Wanda Hendrix Barry Fitzgerald Monty Woolley R—Sept. 18—PG-970		3 (60) Drama 4806 DISASTER Richard Denning Trudy Marshall Will Wright Jack Lambert R—Oct. 23—PG-980			24 (91) Comedy 4807 THE PALEFACE Bob Hope Jane Russell Robert Armstrong John Litel R—Oct. 23—PG-980
(110) Mus-Com A SONG IS BORN Danny Kaye Virginia Mayo Steve Cochran Esther Dale R—Aug. 28—PG-964		(88) Drama BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes Robert Preston Walter Brennan R—Nov. 13—PG-985		(..) Com-Dr 992 SO DEAR TO MY HEART Bobby Driscoll Luana Patten Beulah Bondi		(85) Comedy 908 EVERY GIRL SHOULD BE MARRIED Cary Grant Franchot Tone Betsy Drake Diana Lynn Alan Mowbray R—Nov. 20—PG-987	
1 (86) Drama 720 ANGEL ON THE AMAZON George Brent 5 (60) Western 861 SUNDOWN IN SANTA FE Allan "Rocky" Lane		15 (67) Outd'r-Mus 734 GRAND CANYON TRAIL Roy Rogers Jane Frazee R—Nov. 27—PG-989	24 (..) Western RENEGADES OF SONORA Allan "Rocky" Lane Reissue 31 (72) Comedy 8601 SCATTERBRAIN Judy Canova	1 (87) Western 721 THE PLUNDERERS Rod Cameron Ilona Massey R—Nov. 6—PG-982 Reissue 31 (68) Comedy 8602 YOKEL BOY	8 (60) Mys-Dr 801 HOMICIDE FOR THREE Audry Long Warren Douglas	Reissue 15 (..) Mus-West IN OLD CALIENTE Roy Rogers Mary Hart George "Gabby" Hayes	
6 (60) Western DEAD MAN'S GOLD Lash Larue Fuzzy St. John	12 (82) Western LAST OF THE WILD HORSES James Ellison Jane Frazee Mary Beth Hughes	19 (62) Adv. THUNDER IN THE PINES George Reeves Ralph Byrd	27 (60) Western MARK OF THE LASH Lash LaRue Fuzzy St. John	3 (62) Outd'r-Dr SHEP COMES HOME Robert Lowery Margia Dean			
	(95) Drama 844 ROAD HOUSE Ida Lupino Cornel Wilde Richard Widmark Celeste Holm R—Oct. 2—PG-974	(98) Com-Dr 845 WHEN MY BABY SMILES AT ME Betty Grable Dan Dailey Jack Oakie June Havoc R—Nov. 13—PG-986	(87) Western 846 BELLE STARR'S DAUGHTER Rod Cameron R—Oct. 30—PG-982 (65) Drama 847 BUNGALOW 13 Tom Conway	(70) Drama 848 JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(105) Com-Fantasy 850 UNFAITHFULLY YOURS Rex Harrison Linda Darnell Barbara Lawrence Rudy Vallee R—Oct. 9—PG-976	(100) Western 849 YELLOW SKY Gregory Peck Anne Baxter Richard Widmark Robert Arthur R—Nov. 27—PG-990	(63) Drama 851 TROUBLE PREFERRED Peggy Knudsen Charles Russell Lynne Roberts
5 (94) Comedy 595 MY DEAR SECRETARY Laraine Day Kirk Douglas Keenan Wynn Helen Walker Rudy Vallee R—Sept. 11—PG-968		19 (71) Drama 593 HIGH FURY Madeleine Carroll Ian Hunter Michael Rennie R—Nov. 13—PG-985					
(79) Drama 681 KISS THE BLOOD OFF MY HANDS Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978	(86) M'drama ROGUES' REGIMENT Dick Powell Marta Toren Vincent Price Stephen McNally R—Oct. 9—PG-975			(77) Mus-Com THE COUNTESS OF MONTE CRISTO Sonja Henie Olga San Juan (..) Comedy MEXICAN HAYRIDE Abbott-Costello	(100) Comedy YOU GOTTA STAY HAPPY Joan Fontaine James Stewart Eddie Albert Roland Young R—Nov. 6—PG-984		(76) Adv-Dr BUSH CHRISTMAS Chips Rafferty Helen Grieve John Fernside Nicky Yardley
	13 (97) Comedy 805 JUNE BRIDE Bette Davis Robert Montgomery Fay Bainter Betty Lynn Tom Tully R—Oct. 23—PG-979		27 (98) Drama 806 FIGHTER SQUADRON Edmond O'Brien Robert Stack John Rodney Henry Hull Tom D'Andrea R—Nov. 27—PG-989		11 (97) Drama ANGELS WITH DIRTY FACES Cagney-O'Brien 11 (..) Drama THEY DRIVE BY NIGHT Raft-Sheridan		25 (75) Drama 809 THE DECISION OF CHRISTOPHER BLAKE Alexis Smith Robert Douglas Cecil Kellaway Ted Donaldson

FOREIGN Language

(105) Drama — Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-963

(105) Drama — Films Int'l
SYMPHONIE PASTORAL
R—Sept. 25—PG-972

(77) Documentary — Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama — Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy — Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy — Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama — Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr — Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama — Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama — Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978

(87) Drama — Discina Int'l
RUY BLAS
R—Oct. 23—PG-980

(102) Drama — Film Right Int'l
BACK STREETS OF PARIS
R—Oct. 30—PG-981

(98) Musical — Clasa-Mohme
LA REINA DEL TROPICO

(100) Drama — Films Int'l
WOMAN HUNT
R—Nov. 6—PG-984

(103) Drama — Vesuvio Films
MALACARNE
R—Nov. 6—PG-984

(77) Drama — Lopert
LONG IS THE ROAD
R—Nov. 20—PG-987

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
947	Abbott & Costello Meet Frankenstein	(83)	U-I	7- 3-48	+	+	+	+	+	±	±	7+ 2–
987	Accused, The	(100)	Para.	11-20-48	++	±	++	±	++			8+ 2–
956	Adventures of Gallant Bess	(73)	EL	7-31-48	±	±	±	±		±	++	7+ 5–
906	All My Sons	(94)	U-I	2-28-48	++	+	+	++	++	+	++	11+
965	An Act of Murder	(91)	U-I	9- 4-48	+	+		++	+	+		6+
982	Angry God, The	(57)	UA	10-30-48	=	=		±			±	2+ 6–
925	Anna Karenina	(111)	20-Fox	5- 1-48	+	±		+	+	+	+	6+ 1–
924	Another Part of the Forest	(107)	U-I	4-24-48	++	+	+	+	++	+	+	9+
969	Apartment for Peggy	(96)	20-Fox	9-18-48	++	+	+		++	++	++	10+
978	Appointment With Murder	(67)	FC	10-16-48	±		±	±	±			4+ 4–
904	Arch of Triumph	(120)	UA	2-21-48	+	+	+	+	++	±	+	8+ 1–
913	Are You With It?	(90)	U-I	3-20-48	+	±	+	+	+	±		6+ 2–
923	Argyle Secrets, The	(63)	FC	4-24-48	+	±	±		+			4+ 2–
917	Arizona Ranger, The	(63)	RKO	4- 3-48	+		±	+	+	±		5+ 2–
953	Arkansas Swing	(65)	Col.	7-24-48	±					±		2+ 2–
922	Arthur Takes Over	(63)	20-Fox	4-17-48	+	±	±	±	+	–		5+ 4–
929	Assigned to Danger	(65)	EL	5- 8-48	±	±	+		±	±	+	6+ 4–
	B											
955	Babe Ruth Story, The	(107)	Mono.	7-31-48	++	++	++	++	++	+	±	12+ 1–
942	Bad Sister	(90)	U-I	6-12-48	±	–		±		±	±	4+ 5–
982	Belle Starr's Daughter	(87)	20-Fox	10-30-48	±	±	±	+	+			5+ 3–
969	Behind Locked Doors	(61)	EL	9-18-48	+	±	±		±	±		5+ 4–
919	Berlin Express	(86)	RKO	4-10-48	++	+	+	++	++	++	+	11+
929	Best Man Wins	(75)	Col.	5- 8-48	+	±	+		±	+		5+ 2–
964	Betrayal, The	(183)	Astor	8-26-48	±		–				–	1+ 2–
944	Beyond Glory	(82)	Para.	6-19-48	±	±	±	±	±	+	++	8+ 5–
915	Big City	(111)	MGM	9-27-48	+	+	+	+	+	+	+	7+
904	Big Clock, The	(95)	Para.	2-21-48	+	+	+	+	++	++	++	10+
937	Big Punch, The	(80)	WB	5-29-48	±	±	±	+	+	±	±	7+ 5–
933	Big Town Scandal	(62)	Para.	5-22-48	±	±	±	+	±	±	±	7+ 6–
887	Bill and Coo	(61)	Rep.	1- 3-48	+	±	+	++	++	++	+	10+ 1–
949	Black Arrow, The	(76)	Col.	7-10-48	+	±	+		±	+	+	6+ 2–
897	Black Bart	(80)	U-I	2- 7-48	±	±	+	±	+	±		6+ 4–
965	Black Eagle, The Story of a Horse	(76)	Col.	9- 4-48	+	±	±		±	±	±	6+ 5–
	Back Trail	(54)	Mono.				–				±	1+ 2–
969	Blanche Fury	(93)	EL	9-18-48	–	±		+	–	+	++	5+ 3–
951	Blazing Across the Pecos	(55)	Col.	7-17-48	±				+	±		3+ 2–
935	Blonde Ice	(73)	FC	5-22-48	±		+		+		±	4+ 3–
941	Blondie's Reward	(67)	Rep.	6-12-48	±		+		+	±		4+ 2–
991	Blondie's Secret	(68)	Col.	12- 4-48	±							1+ 1–
985	Blood on the Moon	(87)	RKO	11-13-48	++	±	±	±	+	+	+	8+ 3–
965	Bodyguard	(62)	RKO	9- 4-48	+	±	±	+	+	+		6+ 2–
925	Bold Frontiersman, The	(60)	Rep.	5- 1-48	+		+	+	+	±	±	6+ 2–
	Borrowed Trouble	(..)	UA				±				±	2+ 2–
897	Boy With the Green Hair	(82)	RKO	11-20-48	±	+	++	++	++			8+ 1–
936	Brothers, The	(90)	U-I	5-22-48	+	±		+	–	+		4+ 2–
	Bungalow 13	(65)	20-Fox			±	±	±	+	±	±	6+ 5–
	C											
928	California Firebrand	(63)	Rep.	5- 8-48	+		+	+	+	±	±	6+ 2–
935	Campus Sleuth	(57)	Mono.	5-22-48	–	±	±				–	2+ 4–
946	Canon City	(83)	EL	6-26-48	++	±	++	++	++	+	++	12+ 1–
939	Carson City Raiders	(60)	Rep.	6- 5-48	+		+	±	±	±	±	6+ 4–
932	Casbah	(94)	U-I	5-15-48	+	±	±	+	+	±	±	7+ 4–
957	Checkered Coat, The	(67)	20-Fox	8- 7-48	±	±	±		–	±	±	5+ 6–
921	Close-Up	(76)	EL	4-17-48	±	±	±		±	±	+	6+ 5–
941	Cobra Strikes, The	(62)	EL	6-12-48	±	–				±	±	3+ 4–
970	Code of Scotland Yard	(60)	Rep.	9-18-48	+	±	±	++	+	+	±	8+ 3–
940	Coroner Creek	(90)	Col.	6- 5-48	++	+	++	++		+	±	9+ 1–
943	Corridor of Mirrors	(96)	U-I	6-19-48	–	+			±			2+ 3–
	Counterfeiters, The	(73)	20-Fox			±	+		±	±	±	5+ 4–
984	Countess of Monte Cristo, The	(77)	U-I	11- 6-48	±	±	±	+	+			5+ 3–
	Creeper, The	(63)	20th-Fox			–	±		–	–	±	2+ 5–
	Crossed Trails	(53)	Mono.				±		±		±	3+ 3–
972	Cry of the City	(95)	20-Fox	9-25-48	±	+	+	+	++	++	+	9+ 1–
	D											
955	Daredevils of the Clouds	(60)	Rep.	7-31-48	+	±	±	+	±	±	+	7+ 5–
946	Date With Judy, A	(113)	MGM	6-26-48	++	++	++	++	+	++	++	13+
	Dead Don't Dream, The	(..)	UA				±				±	2+ 2–
946	Dear Murderer	(90)	U-I	5-22-48	±	±		±	±	±	+	6+ 5–
992	Decision of Christopher Blake	(75)	WB	12- 4-48	–							1–
948	Deep Waters	(85)	20-Fox	7- 3-48	++	±	±	+	+	+	±	8+ 3–
896	Design for Death	(48)	RKO	1-31-48	+			+	±	+		4+ 1–
968	Desperadoes of Dodge City	(60)	Rep.	9-11-48	+		+		±			3+ 1–
926	Devil's Cargo	(61)	FC	4-10-48	±		±	±	–			3+ 4–
980	Disaster	(60)	Para.	10-23-48	±	–	±					2+ 3–
961	Docks of New Orleans	(70)	Mono.	8-21-48	±	–	±	±	±		±	5+ 6–
927	Dream Girl	(86)	Para.	5- 8-48	+	±	++	±	++	+	++	10+ 2–
926	Dude Goes West, The	(87)	Mono.	5- 1-48	+	+		+	++	+	+	7+
986	Dulcimer Street	(112)	U-I	11-13-48	±	±		±	+			4+ 3–
988	Dynamite	(67)	Para.	11-20-48	±	–	+		±			3+ 3–
	E											
928	Easter Parade	(103)	MGM	5-29-48	++	++	++	++	++	++	++	14+
955	Embraceable You	(80)	WB	8-31-48	±	±	±		+	±	±	6+ 5–
928	Emperor Waltz, The	(106)	Para.	5- 8-48	++	++	++	++	++	++		12+
945	End of the River	(80)	U-I	6-26-48	+	±		+	+	+		5+ 1–
940	Escape	(78)	20-Fox	6- 5-48	±	±		++	–	±	+	6+ 4–
987	Every Girl Should Be Married	(85)	RKO		+	±	++	+	++			7+ 1–
953	Eyes of Texas, The	(70)	Rep.	7-24-48	±		+	±	+	±		5+ 3–
	F											
943	Feudin', Fussin and a-Fightin'	(77)	U-I	6-19-48	±	±	+	++	±	±	±	6+ 5–
989	Fighter Squadron	(98)	WB	11-27-48	+	+	+	+	++		+	7+
982	Fighting Back	(61)	20-Fox	10-30-48	–				±	±		2+ 3–
931	Fighting Father Dunne	(93)	RKO	5-15-48	+	++	±	+	+	+	±	8+ 2–
966	For the Love of Mary	(90)	U-I	9- 4-48	+	±	+	+	±	+	±	7+ 3–
941	Foreign Affair, A	(116)	Para.	6-12-48	++	++	+	++	++	+	++	12+
911	Fort Apache	(127)	RKO	3-13-48	+	±	+	+	+	++	++	9+ 1–
933	Four Faces West	(89)	UA	5-22-48	+	++	+	+	+	+	±	8+ 1–
927	French Leave	(64)	Mono.	5- 8-48	+	±	±		±		±	5+ 4–
932	Fuller Brush Man, The	(92)	Col.	5-15-48	+	+	+	++	++	+	+	9+
920	Fury at Furnace Creek	(88)	20-Fox	4-10-48	++	+	+	+	+	+	+	8+
	G											
979	Gallant Blade, The	(81)	Col.	10-23-48	+	±	+	±	±	+	±	7+ 4–
938	Gallant Legion, The	(88)	Rep.	5-29-48	++	±	+	+	+	±	±	8+ 3–
942	Gay Intruders, The	(70)	20-Fox	6-12-48	+	±		+		±		4+ 2–
973	Gentleman From Nowhere	(66)	Col.	10- 2-48	+	±	±		–	±	±	5+ 5–
972	Girl From Manhattan, The	(81)	UA	9-25-48	–		–	±	+	±		3+ 4–
937	Give My Regards to Broadway	(89)	20-Fox	5-29-48	++	+	+	++	++	+	+	10+
	Golden Eye, The	(69)	Mono.			±	±		+		–	3+ 3–
956	Good Sam	(114)	RKO	7-31-48	++	++	+	++		±	±	9+ 2–
989	Grand Canyon Trail	(67)	Rep.	11-27-48	±		+		+			3+ 1–
925	Green Grass of Wyoming	(89)	20-Fox	5- 1-48	++	+	+		+	+		6+
931	Guns of Hate	(61)	RKO	5-15-48	±		±	+		±		4+ 3–
	H											
851	Hal Roach Comedy Carnival	(Curley and The Fabulous Joe)	(112)	UA	8-30-47	±	±		++	+	±		6+ 3–
950	Hamlet	(155)	U-I	7-10-48	++	++		++	++	++	++	12+
990	Harpoon	(81)	SG	11-27-48	±							1+ 1–
922	Hatter's Castle	(105)	Para.	4-17-48	±	±		±		±	±	5+ 5–
911	Hawk of Powder River, The	(54)	EL	3-13-48	±		–	±				2+ 3–
914	Hazard	(100)	Para.	3-20-48	+	±	+	+	±	±	±	7+ 4–
929	Heart of Virginia	(60)	Rep.	5- 8-48	±	±	±	±	+			5+ 4–
921	Here Comes Trouble	(54)	UA	4-17-48	+	±	+	+	±		±	6+ 3–
986	He Walked by Night	(80)	EL	11-13-48	+	+		+	+			4+
985	High Fury	(71)	UA	11-13-48	±	±	+	±	+			5+ 3–
976	Hills of Home	(97)	MGM	10- 9-48	+	±	+	+	++	++		8+ 1–
961	Hollow Triumph	(83)	EL	8-21-48	+	±	+	+	+	±	+	7+ 2–
920	Homecoming	(113)	MGM	4-10-48	++	+	++	+	++	+	+	10+
992	Homicide for Three	(60)	Rep.	12- 4-48	±	±	±		±			4+ 4–
898	Hunted, The	(85)	Mono.	2- 7-48	+	+	–	+		+		4+ 1–
	I											
934	I, Jane Doe	(85)	Rep.	5-22-48	±	±	±	+	±	±	±	7+ 6–
985	Indian Agent	(64)	RKO	11-13-48	+		±	+	+			4+ 1–
975	I Surrender, Dear	(68)	Col.	10- 9-48	+	±		–		±		3+ 3–
927	I Wouldn't Be in Your Shoes	(72)	Mono.	2-14-48	±	±	±	±	±	–	±	6+ 7–
966	Innocent Affair, An	(90)	UA	9- 4-48	+	+	±	+	+	+	±	7+ 2–
975	Inner Sanctum	(62)	FC	10- 9-48	–				±			1+ 2–
966	In This Corner	(63)	EL	9- 4-48	±	±	+		+	±		5+ 3–
931	Iron Curtain, The	(87)	20-Fox	5-15-48	+	++	++	+	++	±	++	11+ 1–
962	Isn't It Romantic?	(87)	Para.	8-21-48	+	–	–	+	–	+		3+ 5–
	J											
935	Jinx Money	(69)	Mono.	5-22-48	+	±	±		±		±	5+ 4–
982	Joan of Arc	(145)	RKO	10-30-48	++	++	++	++	++		++	12+
963	Joe Palooka in Winner Take All	(64)	Mono.	8-28-48	+	±	±	+			±	5+ 3–
970	Johnny Belinda	(102)	WB	9-18-48	++	++	++	++	++	+	+	12+
991	Jiggs and Maggie in Court	(66)	Mono	12- 4-48	+							1+
960	Julia Misbehaves	(99)	MGM	8-14-48	++	+	+	++	++	++	+	11+
979	June Bride	(97)	WB	10-23-48	++	+	+	++	++	++	+	11+
972	Jungle Patrol	(70)	20-Fox	8-25-48	+	++	++	+	+			7+
	K											
949	Key Largo	(101)	WB	7-10-48	+	++	+	++	++	++	+	11+
969	Kidnapped	(80)	Mono.	9-18-48	++		+	+	+	+		6+
938	King of the Gamblers	(60)	Rep.	5-29-48	++	±	±	±			–	5+ 4–
909	King of the Olympics	(60)	UA	3- 6-48	+							1+
988	Kissing Bandit, The	(102)	MGM	11-20-48	++	±	±	++	++		+	9+ 2–
978	Kiss the Blood Off My Hands	(79)	U-I	10-16-48	++	+	+	+	+	±	+	8+ 1–
	L											
954	Lady at Midnight	(61)	EL	7-24-48	±	±	±		–	±	±	5+ 6–
921	Lady From Shanghai, The	(87)	Col.	4-17-48	±	+	+		+	±	±	6+ 3–
	Ladies of the Chorus	(..)	Col.			±					±	2+ 2–
959	Larceny	(89)	U-I	8-14-48	±	+	+	+	+	+	+	7+ 1–
985	Leather Gloves	(75)	Col.	11-13-48	+	±	±		±	–	+	5+ 4–
903	Let's Live Again	(67)	20-Fox	2-21-48	+	±		+	+	–		4+ 8–
981	Let's Live a Little	(85)	EL	10-30-48	+	±	+	+				4+ 1–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary # is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
922	Letter From an Unknown Woman (87)	U-I		4-17-48	+	−		±	+	+	+	5+ 2−
923	Lost One, The (84)	Col.		4-24-48	+		+	+	±			4+ 1−
961	Loves of Carmen, The (98)	Col.		8-21-48	+		±	#		#	#	8+ 1−
965	Luck of the Irish, The (99)	20-Fox		9- 4-48	#	±	+		+	±	+	7+ 2−
943	Lulu Belle (87)	Col.		6-19-48	+	±	±	±	+	±	±	7+ 5−
962	Luxury Liner (98)	MGM		8-21-48	+	+	±	+	+	#	+	8+ 1−
	M											
977	Macbeth (107)	Rep.		10-16-48	±	±	±	+	−	#		6+ 4−
945	Man-Eater of Kumaon (80)	U-I		6-26-48	+	±	±		+	+	+	6+ 2−
899	Man From Colorado (99)	Col.		11-20-48	+	+	#	+	+	#		8+
988	Manhattan Angel (67½)	Col.		11-20-48	±	−						1+ 2−
	Marshal of Amarillo (..)	Rep.					±		+	±	±	4+ 3−
914	Mating of Millie, The (87)	Col.		3-20-48	±	±	+	#	+	+		7+ 2−
914	Meet Me at Dawn (89)	20-Fox		3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time (76)	RKO		5-22-48	#	+	#	#	±	#	#	12+ 1−
944	Michael O'Halloran (79)	Mono.		6-19-48	#	+	±	+	±			6+ 2−
946	Mickey (87)	EL		6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend (73)	EL		10-16-48	±	±	±	±	±	±		6+ 6−
944	Mine Own Executioner (102)	20-Fox		6-19-48	±	±		+	±	+		5+ 3−
907	Miracle of the Bells, The (120)	UA		3- 6-48	+	#	+	#	#	#		10+
962	Miraculous Journey (76)	FC		2-21-48	+		±	+	−		±	4+ 3−
970	Miss Tatlock's Millions (101)	Para.		9-18-48	+	±	+	+	#	#		8+ 1−
917	Mr. Blandings Builds His Dream House (96)	SRO		4- 3-48	+	+	+	+	±	#	#	9+ 1−
949	Mr. Peabody and the Mermaid (89)	U-I		7-10-48	+	+	±	#	±	+		7+ 2−
918	Money Madness (73)	FC		4- 3-48	±		±		±		−	3+ 4−
970	Moonrise (90)	Rep.		9-18-48	+	±	±	+	−	#		6+ 3−
879	Mourning Becomes Electra (173)	RKO		12- 6-47	+	±	−	#	#	+		7+ 2−
990	Mozart Story, The (91)	SG		11-27-48	±				+			2+ 1−
953	Music Man (66)	Mono.		7-24-48	±	−			±			2+ 3−
968	My Dear Secretary (94)	UA		9-11-48	#	+	+	+	+	±		7+ 1−
925	My Dog Rusty (67)	Col.		5- 1-48	±	±	±			±	±	5+ 5−
948	Mystery in Mexico (66)	RKO		7- 3-48	±	±	±	+		±		5+ 4−
	N											
876	Nicholas Nickleby (95)	U-I		11-22-47	+	±		+		#	+	6+ 1−
951	Night Has a Thousand Eyes (81)	Para.		7-17-48	+	+	+	+		+	+	6+
981	Nighttime in Nevada (67)	Rep.		10-30-48	+		+	±	+	#		7+ 1−
968	Night Wind (68)	20-Fox		9-11-48	±	±		+	±	+		5+ 3−
976	No Minor Vices (96)	MGM		10- 9-48	+	±	+	+	+	±		6+ 2−
920	Noose Hangs High, The (77)	EL		4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede (79)	EL		7-10-48	+	±	±	+	±	#		7+ 3−
	O											
921	Old Los Angeles (87)	Rep.		4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade (57)	UA		9-11-48	+			+				2+
971	Olympic Games of 1948 (88)	EL		9-25-48	+			+	+			3+
926	On an Island With You (107)	MGM		5- 1-48	#	+	+	+	#	+	+	9+
964	One Touch of Venus (82)	U-I		8-28-48	+	±	±	±	+	±	±	7+ 5−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107)	UA		2- 7-48	+	±	+	#	+	+	±	8+ 2
893	Open Secret (70)	EL		1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61)	Rep.		9-25-48	±	±	−	+	±	−		4+ 5−
	P											
980	Paleface, The (90)	Para.		10-23-48	#	+	+	#		+		7+
888	Paradine Case, The (117)	SRO		1- 3-48	#	#	#	#	#	#	#	14+
903	Pearl, The (77)	RKO		2-21-48	−	±	+	#	±	#	+	8+ 3−
897	Piccadilly Incident (87)	MGM		2- 7-48	±	±	.	±	−	+		4+ 4−
918	Pirate, The (102)	MGM		4- 3-48	+	+	+	+	#	#	+	9+
957	Pitfall (85)	UA		8- 7-48	+	+	±	+	#	#	#	10+ 1−
983	Plot to Kill Roosevelt, The (83)	UA		11- 6-48	+	−	±	±	±			4+ 4−
983	Plunderers, The (87)	Rep.		11- 6-48	#	+	+	#	+		±	8+ 1−
923	Port Said (69)	Col.		4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street (78)	RKO		7- 3-48	±	±	±	+		±	±	6+ 5−
983	Racing Luck (66)	Col.		11- 6-48	+		±		+			3+ 1−
958	Rachel and the Stranger (92)	RKO		8- 7-48	+	+	±	+	−	#	#	8+ 2−
959	Range Renegades (54)	Mono.		8-14-48	+						−	1+ 1−
937	Raw Deal (78)	EL		5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River (104)	UA		7-17-48	#	#	#	#	#	#	#	14+
980	Red Shoes, The (134)	EL		10-23-48	+	#		#	+	+	#	9+
979	Return of October, The (89)	Col.		10-23-48	+	±	+	+	+	+		6+ 1−
934	Return of the Badmen (90)	RKO		5-22-48	+	±	±	+	−	+		5+ 3−
962	Return of Wildfire (81)	SG		8-21-48	+	±		±	+			4+ 2−
932	River Lady (78)	U-I		5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House (95)	20-Fox		10- 2-48	±	+	+	+	±	±	+	7+ 3−
975	Rogues' Regiment (86)	U-I		10- 9-48	+	±	±	+	#	+		7+ 2−
942	Romance on the High Seas (102)	WB		6-12-48	#	+	#	#	+	+	±	10+ 1−
963	Rope (80)	WB		8-28-48	±	+	#	#	+	±	#	10+ 2−
977	Rusty Leads the Way (59)	Col.		10-16-48	±				+			2+ 1−
	S											
908	'Sainted' Sisters, The (90)	Para.		3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88)	UA		9-11-48	±	#	±	+	+	+	±	8+ 3−
908	Scudda Hoo! Scudda Hay! (95)	20-Fox		3- 6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict (83)	Para.		9-11-48	±	±	±		±	+	+	6+ 4−
914	Search, The (104)	MGM		3-20-48	#	#	#	#	#	#	#	14−
963	Secret Land, The (71)	MGM		8-28-48	+				+	#		4+
939	Secret Service Investigator (60)	Rep.		5- 5-48	−	±	+	#	+	±	±	7+ 4−
922	Shaggy (71)	Para.		4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest (65)	Mono.				±	±		−		−	2+ 4−
960	Shed No Tears (70)	EL		8-14-48	±	±	±	±	±		±	6+ 6−
919	Silent Conflict (61)	UA		4-10-48	±		±	−	−		±	3+ 5−
928	Silver River (110)	WB		5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey (..)	UA					±				±	2+ 2−
906	Sitting Pretty (84)	20-Fox		2-28-48	#	#	#	#	#	#	#	14+
941	Sixteen Fathoms Deep (82)	Mono.		6-12-48	±	−	±	#			+	5+ 3−
971	Smart Girls Don't Talk (81)	WB		9-25-48	±	±	−	±				3+ 4−
912	Smart Woman (90)	Mono.		3-13-48	#	+	±	#		−	−	8+ 3−
	Smuggler's Cove (66)	Mono.				±	±		±		±	4+ 4−
986	Snake Pit, The (108)	20-Fox		11-13-48	#	#	+	#	#		#	11+
933	So Evil, My Love (109)	Para.		5-22-48	#	±		±	+	±	#	8+ 3−
967	Sofia (83)	FC		9-11-48	#		+	+	#			6+
932	So This Is New York (79)	UA		5-15-48	+	+	+	+	+	±		6+ 1−
971	Son of God's Country (60)	Rep.		8-25-48	+		±		−	±	±	4+ 4−
964	Song Is Born, A (110)	RKO		8-28-48	+	±	+	+	#	+	+	8+ 1−
992	Sons of Adventure (60)	Rep.		12- 4-48	±	±	−		±		±	4+ 5−
956	Sorry, Wrong Number (90)	Para.		7-31-48	#	±	+	#	#	±	#	11+ 2−
977	S.O.S. Submarine (71)	SG		10-16-48	±				+			2+ 1−
958	Southern Yankee, A (91)	MGM		8- 7-48	+	+	+	#	#	+		8+
906	Speed to Spare (58)	Para.		2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The (79)	EL		8- 7-48	+	±	±	±	+			5+ 3−
935	Stage Struck (71)	Mono.		5-22-48	−	±	±		−		±	3+ 5−
916	State of the Union (122)	MGM		3-27-48	#	#	#	#	#	#	#	14+
966	Station West (92)	RKO		9- 4-48	±	±	+	±	+	+		6+ 3−
981	Strange Mrs. Crane, The (60)	EL		10-23-48	±	−	±	+	−			3+ 4−
907	Strawberry Roan (79)	Col.		3- 6-48	+		+	+	±	±		5+ 2−
950	Street With No Name (91)	20-Fox		7-10-48	#	+	#	#		+	+	9+
989	Strike It Rich (81)	Mono.		11-27-48	+							1+
912	Summer Holiday (92)	MGM		3-13-48	#	+	+	#	#	+	+	10+
937	Sword of the Avenger (76)	EL		5-29-48	±	−	±		−	±		3+ 5−
	T											
947	Tap Roots (109)	U-I		7- 3-48	+	+	+	#	#	+	+	9+
917	Tarzan and the Mermaids (67)	RKO		4- 3-48	+	±	+	+	±	±	±	7+ 4−
954	Texas, Brooklyn and Heaven (76)	UA		7-24-48	±	±	±	±	±	±	−	6+ 7−
951	That Lady in Ermine (89)	20-Fox		7-17-48	+	±	+	±	−	+	±	6+ 4−
990	That Wonderful Urge (82)	20-Fox		11-27-48	#	+	#		#			7+
945	They Live by Night (Reviewed as Your Red Wagon) (95)	RKO		6-26-48	+	+	±	±	#	#		8+ 2−
	13 Lead Soldiers (66)	20-Fox				±	+		−	±	±	4+ 4−
978	Three Musketeers, The (125)	MGM		10-16-48	#	#	+	+	#	+	#	11+
949	Thunderhoof (77)	Col.		7-10-48	+	±	+		±	±	±	6+ 4−
992	Three Godfathers (107)	MGM		12- 4-48	+							1+
947	Timber Trail, The (67)	Rep.		7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109)	UA		5-22-48	±	+	+	#	+	#	#	10+ 1−
913	Tioga Kid, The (54)	EL		3-20-48	±		±	±		±		4+ 4−
918	To the Victor (99)	WB		4- 3-48	+	±	+	+	±	±	±	7+ 4−
951	Trail to Laredo (54)	Col.		7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz (60)	Rep.		7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67)	Col.		5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat (70)	Col.		10- 9-48	+	±	±		±	±	±	6+ 5−
958	Two Guys From Texas (86)	WB		8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
862	Unconquered (146)	Para.		10- 4-47	#	±	+	#	#	+	+	10+ 1−
931	Under California Stars (70)	Rep.		5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours (105)	20-Fox		10- 9-48	−	+	−	#	±	+	#	7+ 3−
989	Unknown Island (75)	FC		11-27-48	±			+	±			3+ 2−
979	Untamed Bread, The (79)	Col.		10-23-48	±	−	±		+			3+ 3−
940	Up in Central Park (87)	U-I		6- 5-48	+	±	±	±	#	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66)	UA		8-21-48	−	±	±		+	±	−	4+ 5−
	V											
958	Variety Time (59)	RKO		8- 7-48	+	±	±	±	+	±		6+ 4−
953	Velvet Touch, The (97)	RKO		7-24-48	±	±	±	+	#	±	#	9+ 4−
939	Vicious Circle, The (77)	UA		6- 5-48	+	±	±	±	+	±	±	7+ 5−
	W											
968	Walk a Crooked Mile (89)	Col.		9-11-48	#	±	+	+	+	+	+	8+ 1−
934	Wallflower (78)	WB		5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106)	20-Fox		7-10-48	+	±	±	#	+	±		7+ 3−
927	Waterfront at Midnight (63)	Para.		5- 8-48	+	±	+	±	±	±	±	7+ 5−
986	When My Baby Smiles at Me (98) 20-Fox			11-13-48	+	+	#	#	+		#	9+
936	Whirlwind Raiders (54)	Col.		5-22-48	±		±		+	±	±	5+ 4−
928	Who Killed 'Doc' Robbin? (55)	UA		5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again? (62)	FC		6- 5-48	±							1+ 1−
957	Winner's Circle (70)	20-Fox		8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting (104)	WB		4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The (109)	WB		4-24-48	+	±	+		−	+	#	6+ 2−
891	Women in the Night (90)	FC		1-17-48	+		±	±			−	3+ 3−
	Y											
984	You Gotta Stay Happy (100)	U-I		11- 6-48	+	±	+	+	#		+	7+ 1−
990	Yellow Sky (99)	20-Fox		11-27-48	+	±	#	+				5+ 1−

SHORTS CHART

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ## Very Good, + Good, ± Fair, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9438	Jitter Bughouse (J. DeRita) (18)	4-29	±	5-22
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
1431	A Pinch in Time (16)	11-11		....
1423	Parlor, Bedroom and Wrath (16)	12-16		....
	CAN YOU TOP THIS?			
	1948-49 SEASON			
1411	Can You Top This? (13)	11-18		....
	COLOR FAVORITES			
9606	Bon Bon Parade (8½)	4- 8		....
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
1603	The Little Match Girl (8½)	11-25		....
1604	Glee Worms (7½)	12-16		....
	COLOR PHANTASIES			
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
	1948-49 SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
1502	Lo, the Poor Buffalo (6½)	11- 4	±	11- 6
	COMEDY FAVORITES			
	1948-49 SEASON			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
	COMMUNITY SINGS			
9657	No. 7 I'm Looking Over a Four-Leaf Clover (9½)	4-29	+	6-26
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21	+	11- 6
1653	No. 3 It's Magic (..)	12- 9		....
	ONE-REEL SPECIAL			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9857	Smiles and Styles (9½)	4- 1		....
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	##	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	##	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
1853	Stars to Remember (9½)	11-18		....
1854	A Rainy Day in Hollywood (..)	12-23		....
	STOOGE COMEDIES			
9407	Fiddlers Three (17)	5- 6	±	5-22
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
1403	Mummies Dummies (16)	11- 4	+	11- 6
1404	Crime on Their Hands (17½)	12- 9		....
	THRILLS OF MUSIC			
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
1952	Ray Eberle & Orch. (10)	11- 4	+	11- 6
1953	Buddy Rich & Orch. (..)	12-16		....
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass In Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9807	Champions in the Making (8½)	5-13	+	7-17
9808	No Holds Barred (9)	6-17	##	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
1803	Babe Didrickson, Queen of Sports (..)	11-25		....
1804	Goin' Fishin' (..)	12-23		....
	SERIALS			
9160	Tex Granger (15 Chapters)	4- 1	+	5- 8
9180	Superman (Special) (15 Chapters)	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill (15 Chapters)	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	##	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	1948-49 SEASON			
T-11	Wandering Through Wales (9)	10-16	+	11-27
	GOLD MEDAL REPRINTS (Technicolor)			
W-923	The Milky Way (8)	2-14	##	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	1948-49 SEASON			
W-21	The Little Goldfish (8)	11-20	+	11-27
W-22	Fine Feathered Friends (..)			....
W-23	The Blue Danube (..)			....
W-23	Sufferin' Cats (..)			....
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	##	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-972	It Can't Be Done (10)	1-10	+	2-28
K-973	Goodbye Miss Turlock (10)	1-24	##	2-21
K-974	My Old Town (9)	2- 7	##	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	1948-49 SEASON			
K-71	The City of Little Men (10)	11-20	+	11-27
	PETE SMITH SPECIALTIES			
S-954	Have You Ever Wondered? (10)	12-13	+	1- 3
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-In-Law BUT (8)	2- 7	##	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	◎You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
S-53	Ice Aces (9)	11-16	+	11-27
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	##	5-15
	TOM & JERRY CARTOONS (Technicolor)			
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16
W-32	Professor Tom (8)	10-30	+	11-27
W-33	The Cat That Hated People (..)			....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 4	Stop, Look and Guess 'Em (10)	12- 5		....
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (10)	11- 5	+	11- 6
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	##	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
FF7-6	Catalina Interlude (18)	11-19	+	11- 6
	NOVELTOONS (Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	##	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	##	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (7)	11-19	+	11- 6
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (11)	10- 8	##	11- 6
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-2	Olive Oyl for President (6)	1-30	##	1-24
E7-3	Wigwam Whoopee (8)	2-27	##	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	##	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (7)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (7)	11-12	+	11- 6
	POPULAR SCIENCE (Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
	SCREEN SONGS (Color)			
X7-1	The Circus Comes to Clown (8)	12-26	##	1-10
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	##	4-10
X7-6	Sing or Swim (8)	6-14	##	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	##	10- 9
	SPEAKING OF ANIMALS			
Y7-3	Monkey Shines (9)	12-12		....
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (10)	11-26	+	11- 6

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
84,703	Little Hiawatha (reissue) (9)	2-20	##	3-13
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	##	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	##	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	##	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	##	10-16
94,105	Pluto's Fledgling (7)	9-10	+	10-30
94,106	Soup's On (7)	10-15	+	11-27
94,701	Goofy and Wilbur (7) (Reissue)	10- 1	+	11-13
94,107	Three for Breakfast (7)	11- 5		....
94,108	Mickey and the Seal (7)	12- 3		....
94,702	Wynken, Blynken and Nod (7), reissue	11-19		....
	EDGAR KENNEDY COMEDIES			
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
93,401	Contest Crazy (17)	10- 1	+	11-27
	FLICKER FLASHBACKS			
84,204	No. 4 (9)	2-27	##	3-27
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	1948-49 SEASON			
93,701	Uninvited Blonde (17)	11-12		....
	MY PAL SERIES			
83,202	Pal's Adventure (20)	6-11	+	10-30
	1948-49 SEASON			
93,201	Pal's Return (19)	11-26		....
	PATHE SPORTSCOPES			
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20	+	10-30
	1948-49 SEASON			
94,301	Texas Redhead (8)	9-24	±	11- 6
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10	±	11-27
93,502	Range Rhythm (17)	10-15		....
93,503	Cactus Capers (17)	11-19		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano Magic (7)	10-29	+	11-27
94,202	Block Party (7)	11-26		....
	SPECIALS			
83,601	Twenty Years of Academy Awards (19)	4- 2	##	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	##	5- 8
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	THIS IS AMERICA			
83,108	Crime Lab (17)	2- 8	##	6- 5
83,105	Photo Frenzy (16)	3- 5	##	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	##	5- 8
83,109	Letter to a Rebel (17)	6-25	##	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	##	8-28
83,112	Friend of the Family (16)	9-17	##	10- 9
83,113	Who's Delinquent? (17)	10-15	+	11- 6
	1948-49 SEASON			
93,101	County Fair (17)	11-12	##	11-27

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DRIBBLE PUSS PARADE			
8901	Album of Animals (8)	11-21	±	9-27
8902	Dying to Live (9)	May	+	6- 5
	FEMININE WORLD			
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
	MARCH OF TIME			
	Vol. 14, No. 4 Public Relations This Means You! (17)	11-28	‡	11-29
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	‡	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	‡	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	‡	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	‡	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.	‡	10-16
	Vol. 14, No. 16 America's New Air Power (..)	Nov.		....
	MOVIETONE ADVENTURES			
8202	The 3 R's Go Modern (9)	11- 7	±	9-27
8253	⊛Jungle Closeups (8)	12-12	‡	3- 6
8254	⊛Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	⊛Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	‡	6- 5
8256	⊛Riddle of Rhodesia (8)	July	+	8-14
8257	⊛Bermuda (8)	Aug.	+	8-14
8258	⊛Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
	MOVIETONE SPECIALTY			
8801	Symphony of a City (11)	Sept.	+	10-23
	MOVIETONE NEWS (Released Twice Weekly)			
	SPORTS			
8352	⊛Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	⊛Playtime in Scandinavia (8)	Apr.	‡	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
	TERRYTOONS (Technicolor)			
8507	Mighty Mouse in a Fight to the Finish (7)	11-24	‡	12-20
8505	The Wolf's Pardon (7)	12- 5	‡	12-20
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12-19	+	3- 6
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	‡	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ANSWER MAN SERIES			
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	‡	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23	+	10-30
	JUVENILE JURY SERIES			
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (11)	5-26	±	7-12
2364	No. 4 (11)	6- 2	+	7-12
	LANTZ CARTUNES (Technicolor—Reissues)			
2329	Woody the Giant Killer (7)	12-15	±	1-24
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
	MUSICAL WESTERNS			
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	‡	5-29
	NAME BAND MUSICALS			
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle and His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	‡	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (15)	10-13	±	10-30
	SING AND BE HAPPY SERIES			
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Songs of the Season (..)	10-11		....
3385	Hits of the Nineties (..)	10-18		....
	1948-49 SEASON			
4381	Choo Choo Swing (..)	11- 1		....
	SPECIALS			
2202	Harnessed Lightning (17)	11-12		....
5555	⊛The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	‡	9-27
3201	Snow Capers (19)	2-18	+	3- 6
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY VIEWS			
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16	±	10-30
3348	Call of the Canyon (10)	10-18	±	10-30
	1948-49 SEASON			
4341	Canada Calls (..)	11- 8		....
	SERIALS			
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-12

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
	BLUE RIBBON HIT PARADE (Technicolor)			
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
	1948-49 SEASON			
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
	BUGS BUNNY SPECIALS (Technicolor)			
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
	1948-49 SEASON			
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25	‡	11- 6
4721	My Bunny Lies Over the Sea (7)	12- 4		....
	FEATURETTE			
	1948-49 SEASON			
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13		....
	JOE McDOAKES COMEDIES			
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
	1948-49 SEASON			
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
	MELODY MASTERS			
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
	MEMORIES OF MELODY LANE			
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
	MERRIE MELODIES (Color)			
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2	+	11-13
4710	The Foghorn Leghorn (7)	10- 9	+	11- 6
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30	‡	11-13
4713	Kit for Cat (7)	11- 6	+	12- 4
4714	Stupor Salesman (7)	11-20	+	12- 4
4715	Riff Raffy Daffy (7)	11-27	+	12- 4
4716	Scaredy Cat (7)	12-18		....
	SPORTS NEWS REVIEW 1948-49 SEASON			
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4	+	12- 4
	SPORTS PARADE (Technicolor)			
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9	+	11-13
	1948-49 SEASON			
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5502	Sportsmen of the Far East (10)	12-18	+	12- 4
	TECHNICOLOR ADVENTURES			
4806	Living With Lions (20)	6- 5		....
	1948-49 SEASON			
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11	+	12- 4
	TECHNICOLOR SPECIALS			
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	‡	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	‡	9- 4
	1948-49 SEASON			
5001	Sons of Liberty (21) Reissue	11-20	+	9- 4
5003	Princely India (20)	12-25		....
	WARNER-PATHE NEWS (Released Twice Weekly)			

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASTOR			
Vol. 1, No. 1	⊛Makers of Destiny (15)		±	6- 5
	REPUBLIC			
	CARTOON			
761	⊛It's a Grand Old Nag (8)	12-20	‡	12-13
	SERIALS			
693	Jesse James Rides Again... 13 Chapters	8- 2		....
694	The Black Widow... 13 Chapters	11- 1		....
791	G-Men Never Forget... 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted ... 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release) ... 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James ... 13 Chapters	10-30		....
	UNITED ARTISTS			
	LANTZ CARTUNES (Technicolor)			
...	The Bandmaster (7)	12-19	+	12- 6
...	The Mad Hatter (7)	Feb.	±	2-14
...	Banquet Busters (7)	3-12	+	2-14
...	Kiddie Koncert (7)	4- 2	‡	4-17
...	Wacky Bye Baby (7)	7-16	±	4-24
...	Pixie Picnic (7)	6-14	‡	4-17
...	Wet Blanket Policy (7)	8-27		....
...	Playful Pelican (7)	9- 8		....
	LOEW MUSICOLOR			
...	Engulfed Cathedral (7)	June	+	9-20
...	Moonlight (7)	8-29	+	9-20
...	Enchanted Lake (7)	10-30	+	12- 6
...	Fingal's Cave (10)	3-26	±	2-14
...	Liebestrum (7)	5- 7		....
	INDEPENDENTS			
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) A.F. Films		‡	7-24
	A-1, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l		+	10-16
	Fact and Fantasy (7) A.F. Films		—	10-30
	Kabylia (10) A.F. Films		+	10-30
	Journey to Mecca (15) A.F. Films		+	10-30

Answer to Stalin

20th-Fox (March of Time) 19 Mins.

Good. This will awaken widespread interest because it deals with the most discussed problem in the world today—what to do about relations with Russia. Asking the question if America has a greater weapon than the atomic bomb, the film shows Soviet propaganda at work in many countries and then the countering operating of the U.S. Economic Cooperation Administration is aiding individual nations to make themselves prosperous again. It sounds an optimistic note

Bannister's Bantering Babies

Warner Bros. (Technicolor Adventure) 10 Mins.

Good. This is an appealing short subject of special interest to women. It shows Constance Bannister, clever photographer of babies, at work in her studio. Miss Bannister has ingenious ways of persuading her small subjects to pose, including the use of dolls, puppies and kittens. Any family which has tackled the problem of photographing its children will appreciate her skill and patience.

Grandfather's Follies

Warner Bros. (Sports Parade) 10 Mins.

Good. Those who like the oldtime songs will find this re-release perhaps the best ever offered them. The singing is excellent and the settings are clever, striking and appropriate. The film opens at Niblo's Garden, New York, in 1866 with an impersonation of Millie Cavendish. Other impersonations are of Maggie Cline, Harrigan and Hart, Lillian Russell, Chauncey Olcott and Eddie Foy. The songs range from "You Naughty, Naughty Men" to "Come, Josephine, in My Flying Machine."

Kit for Cat

Warner Bros. (Merrie Melody) 7 Mins.

Good. Sylvester Alleycat believes he has a permanent home at last when taken in by soft-hearted Elmer Fudd, but a cute kitten soon appears on the scene. Fudd says only one of them can remain after the following morning. Sylvester tries to discredit the kitten by smashing furniture and keeping Fudd awake, but is out-maneuvered. All go out into the cold when Fudd is evicted because of the racket.

Riff Raffy Daffy

Warner Bros. (Merrie Melody) 7 Mins.

Good. Daffy Duck finds refuge from the winter cold in a well furnished department store window until he is discovered by Porky Pig, a policeman. Many attempts are made to evict Daffy, with consequent damage to the furnishings and to the cop, but he wins out in the end by producing three baby ducks and appealing to Porky's sympathy.

Ski Devils

Warner Bros. (Sports News Review) 10 Mins.

Good. One of the best of all ski pictures. All ages and all types of skiers are shown enjoying the winter sport both in this country and abroad. The skill displayed by some of the professionals is a revelation. The film shows more than the average number of spills, many of them sensational in nature. It is sure to go over with skiing enthusiasts.

Sportsmen of the Far East

Warner Bros. (Sports Parade) 10 Mins.

Good. Sports popular in Bombay, India, are shown and should interest the younger generation. There is sailing at the Royal Bombay Yacht club, surfside play at Juhu Beach, snake charming, sword twirling, pole climbing, high diving, field hockey, cricket, polo and horse racing. The sword twirling, pole climbing and polo scenes are specially good.

The Stupor Salesman

Warner Bros. (Merrie Melody) 7 Mins.

Good. In this, Daffy Duck is a house-to-house salesman who happens to call at a robbers' hangout. High-pressure salesmanship is effectively caricatured when Daffy persists in offering everything from brooms to brass knuckles in spite of a barrage of bullets aimed in his direction. A cigaret lighter finally get the robbers' interest just as gas is escaping from a stove, with inevitable results.

Exhibitor Has His Say

(Continued from page 3)

gay nineties should please in any size town. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage

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UNITED ARTISTS

Time of Your Life, The (UA)—James Cagney, William Bendix, Wayne Morris. This is a very disappointing feature. Patrons didn't like this one—many walkouts and disparaging remarks. Patrons expected more action from a Cagney production. Business below par. Not recommended for exhibitors desiring good grosses. Played seven days, Wed. through Tues. Weather: Fair.—George O. Wiggin, Strand Theatre, Malden, Mass. First run patronage.

* * *

UNIVERSAL-INTERNATIONAL

Abbott and Costello Meet Frankenstein (U-I)—Bud Abbott, Lou Costello, Lon Chaney. Recommend this comedy of horrors to all exhibitors who desire better than average grosses and want to satisfy both old and young patrons. Everybody liked it and the boxoffice really showed it. Used Roy Rogers, "Under California Skies" for co-hit. Played seven days, Wed. through Tues. Weather: Fair.—George O. Wiggin, Strand Theatre, Malden, Mass. First run patronage.

* * *

Are You With It? (U-I)—Donald O'Connor, Olga San Juan, Martha Stewart. This is a very good programmer that we used on Fri., Sat. double bill and our patrons liked it immensely. Hardly strong enough for your best time, but worth a playdate at a decent rental. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage.

* * *

WARNER BROS.

King of the Carnival (WB)—Short. This is a short that had feature appeal. The color wasn't too good but the story was interesting, and being about something all "us kids" still like, it went over well. Many commented on it so I know they liked it. Played Fri., Sat. Weather: Rain and snow.—C. W. Ritenour, Milford Theatre, Milford, Ill. Small town patronage.

* * *

Wallflower (WB)—Joyce Reynolds, Robert Hutton, Janis Paige. This is a great little package, filled with smiles, wrapped, delivered, and accepted with a smile. Give it your personal endorsement without reservations and you will have no regrets.—C. J. Otts, Royse Theatre, Royse City, Tex. Small town patronage.

* * *

In the Newsreels

Movietone News, No. 94: President goes back to work; town in Kansas is buried by a blizzard; Mrs. Kosenkina quits hospital after 99 days; giant constitution; navy fighter; Harvard vs. Yale; Michigan vs. Ohio State; South Carolina vs. UCLA.

News of the Day, No. 224: Kosenkina case; Truman ends vacation, confers with Marshall; a baby chimp's day; Michigan tops Ohio State; Tar Heels wallop Duke; Northwestern tops Illinois.

Paramount News, No. 27: Latest jet; Hollywood stars off to London via Canada; our busy President; Southern Methodist vs. Baylor; Michigan vs. Ohio State; Harvard vs. Yale.

Universal News, No. 198: Blizzard hits west—it's spring in the east; Truman and Marshall confer on crisis; navy tests jet fighter; SMU vs. Baylor; Michigan vs. Ohio State; North Carolina vs. Duke; Harvard vs. Yale.

Warner Pathe News, No. 29: Mr. Truman; Mrs. Kosenkina; Salvatore Dali; navy X-F7U-1 flying wing; giant constitution; Berlin's GIs take lessons in Russian; kid fashions; baby chimpanzee; Michigan vs. Ohio State; North Carolina vs. Duke.

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Movietone News, No. 95: UN votes down Red proposal to cut down armament; 802 DPs land in Boston; minute camera; smallest plane; milkman in Illinois inherits fortune from Denmark; football highlights of 1948.

News of the Day, No. 225: Berlin airlift speeded for winter ordeal Palestine underground hero welcomed to U.S.; world's smallest plane in successful flight; tropical ice mirage proves to be salt; All-American football stars of 1948.

Paramount News, No. 28: Wee-bee plane; amazing salt harvest; 1948 touchdown review.

Universal News, No. 199: World's smallest plane; South African beauty queen arrives in U.S.; wristwatch camera; Puerto Rican salt story; Sonja Henie stars on ice; grunt and groan department.

Warner Pathe News, No. 30: UN news; the last test in cameras; Red flyers; Levi Jackson; Santa Claus; tropical ice harvest; the wee-bee; football; Pitt upsets Penn State; Great Events—Washington, D. C., becomes capital.

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Telenews Digest, No. 47: Explosive France; French export arouses Britain; England; Holland; Dutch East Indies; war declared on V.D.; Kitty Hawk returns home; New York; Washington; Miami; Brazil; Venezuela; Texas—SMU wins bowl bid; New York—Cleveland downs Yanks 34-21.

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All American News, No. 318: Church in Gadsden, Ala. holds $10,000 goodwill bond parade; turkeys fatten up for holiday season; Wilberforce, Ohio university choir gives concert; doctor and wife sponsor housing development in Harlem section of New York City; Santa Claus makes annual appearance through Chicago's loop.

All American News, No. 319: Children receive expert care and training at nursery school in Atlanta; construction begins on $249,000 YWCA in Kansas City; style show in Chicago; new outdoor theatre opened in Jacksonville, Fla.; roving reporter interviews sports celebrity; American dancer is successful London teacher.

3 Godfathers

F Western (Technicolor)

MGM (——) **107 Minutes** **Rel. Jan. 14, '49**

Under the expert and imaginative ministrations of Producer Merian C. Cooper and Director John Ford—whose Argosy Pictures Corp. made the feature—Peter B. Kyne's widely-read yarn becomes something definitely different in the way of sagebrush stuff—a lush super-western with strong religious connotations. The film starts out as a rip-roarin' galloper and then veers off into spiritual symbolism. The change in pace is so adriotly accomplished, however, that the over-all western aura is maintained throughout. While rabid boots-and-saddles devotees may not be too pleased with the departure from orthodox procedure, such possible disappointment will be more than offset through the widened appeal to ticket buyers of general tastes. And there are none that will not thrill to the breath-taking natural backgrounds, photographed in Technicolor at its best, good performances and excellence in all other departments.

John Wayne, Pedro Armendariz, Harry Carey jr., Ward Bond, Mae Marsh, Jane Darwell, Ben Johnson.

The Decision of Christopher Blake

F Drama

Warner Bros. (809) **75 Minutes** **Rel. Dec. 25, '48**

Woefully dated is this problem play concerning the evils of divorce in its effect upon children. And to make the subject matter even less acceptable as screen entertainment is the static manner in which the yarn is unfolded and its failure to engender enough suspense to command spectators' undivided attention. Performances do everything possible with the material with which a competent and carefully selected cast was supplied but at no time are they able to greatly transcend the slow, hackneyed situations. Nor is the procedure given much lift through employment of a device which utilizes a combination of live action and cartooning to portray dream sequences. The film's obvious cost and its length automatically earmark it for topside bookings, but it will have to be given strong support and intensive merchandising to profitably justify such position. Directed by Peter Godfrey.

Alexis Smith, Robert Douglas, Cecil Kellaway, Ted Donaldson, John Hoyt, Harry Davenport, Mary Wickes, Art Baker.

Homicide for Three

F Mystery Drama

Republic (801) **60 Minutes** **Rel. Dec. 8, '48**

An amusing, light-hearted treatment of a melodramatic murder story makes for entertaining program fare. While name value is mild, the two leads are engaging, the supporting players capable. It will make a good second feature or stand up well in action houses. Director George Blair keeps the action moving at a fast pace as a young honeymooning couple become innocently involved in a plot to kill three women for revenge. While the motive is somewhat obscure, interest is maintained right through the suspenseful climax. However, a few avid whodunit fans will be able to guess the identity of the killers long before the denouement. Audrey Long does a pleasing acting job as the bride and Tala Birell stands out as a woman marked for murder. The settings are above average for a B film and the wisecracking dialog adds many laughs.

Audrey Long, Warren Douglas, Grant Withers, Stephanie Bachelor, Lloyd Corrigan, Tala Birell, George Lynn.

Sons of Adventure

F Action Drama

Republic (718) **60 Minutes** **Rel. Aug. 28, '48**

Several thrilling stock shots of stunt men performing daredevil feats add credibility and excitement to a satisfactory action programmer. The picture also has ample suspense and mystery during the many scenes which take place in and about a major studio lot. While name values are too mild for the average action spot, it will make a good second feature in almost any neighborhood house. Director Yakima Canutt has kept the film moving at a fast pace and has given scant time to romantic interest or to developing characterizations. A newly hired stunt man, working in his first film, accidentally kills the star with a bullet that had been substituted for a blank cartridge in his prop gun. The stunt man's pal uncovers evidence to prove that several people on the lot hated the conceited star. Russ Hayden makes a virile lead.

Russ Hayden, Lynne Roberts, Gordon Jones, Grant Withers, Roy Barcroft, Stephanie Bachelor, George Chandler.

Jiggs and Maggie in Court

F Comedy

Monogram (4805) **66 Minutes** **Rel. Dec. 12, '48**

Abounding in that particular brand of slapstick humor which for many years has kept George McManus' pen-and-ink characters in the forefront of popularity among comic-strip devotees, this third entry in the film series being produced by Barney Gerard on a par with its predecessors in entertainment content and should account for itself as well at the boxoffice. Again entrusted with the topline roles and acquitting themselves in their now-familiar and competent style are Joe Yule and Renie Riano, while through an ingenious plot device McManus, portraying himself, makes his acting debut in a key supporting part. The liberal content of wholesome comedy, earmarking the offering as a natural for the family trade, renders it apparent that in the supporting niche on a dual program the film should be generally acceptable and popular. Directed by William Beaudine.

Joe Yule, Renie Riano, George McManus, June Harrison, Riley Hill, Tim Ryan, Robert Lowell, Pat Goldin, Danny Beck.

Blondie's Secret

F Comedy

Columbia (107) **68 Minutes** **Rel. Dec. 23, '48**

Those Bumsteads are at it again, and in just as wacky a fashion as usual. All they wanted to do was to go on their vacation, but Dagwood's boss keeps postponing it because certain building plans have to be worked over, so he and "Ollie" even stoop to stealing the Bumstead luggage through the living-room window. However, Daisy takes her toll from the "burglar's" trousers and when things are finally brought to one of those successful conclusions by the astute Blondie, the Bumstead vacation is off to a good start, with time added to make up for previous delays. Our old friend, the mailman, loses twice in this picture to the Bumstead rush, if one may pun a little. While not of feature strength, the Blondie series seems to satisfy many patrons who like their film fare light and distinctly on the never-never side. Directed by Edward Bernds.

Penny Singleton, Arthur Lake, Larry Simms, Marjorie Kent, Jerome Cowan, Daisy, Thurston Hall.

Cesar

A Drama

Siritzky Int'l **130 Minutes** **Rel. ——**

The final installment in Marcel Pagnol's trilogy of life on the Marseilles waterfront is, like its predecessors, "Marius" and "Fanny," an outstanding French-language film. With the late Raimu and Pierre Fresnay again heading the cast, it will be a strong draw in art houses and a few selected metropolitan spots. But, like the other two, it has an adult theme dealing with illegitimacy and, in addition, it is far too long for showing on neighborhood duals. While Pagnol's direction concentrates on talk and human interest touches rather than action, the film is continually absorbing. There are many touching moments, as well as some gusty humor, which lead up to a happy fade-out for the characters who endured many trials and tribulations during the three films. Raimu is superb, as always, and Pierre Fresnay and Orane Demazis are excellent as the middle-aged, unmarried parents of a grown boy.

Raimu, Pierre Fresnay, Orane Demazis, Charpin, Andree Fouche, Alida Rouffe, Robert Vattier, Maupi.

The Eternal Husband

F Drama

Vog **91 Minutes** **Rel. Dec. '48**

This is an attempt to transfer to the screen one of the more morbid stories by Dostoievsky. The treatment doesn't gloss over its gloom. A man learns from his dying wife that a friend is the father of their baby girl. He revenges himself on the other man by dogging him wherever he goes and wearing him down by insinuating, but never saying openly, that he knows the truth. He also tortures the child mentally until she dies. In a horrible scene he threatens to hang himself in her presence. Theatres with patrons liking the sensational and some art theatres may find this film moderately successful, although the acting is ordinary. A costume piece, some audiences will be amused by the ornate period backgrounds and the French children dressed like Little Lord Fauntleroy. English titles. Vog's address is 229 West 42nd St., New York.

Raimu, Aime Clariond, Gisele Casadesus, Louis Seigner, Jane Marken, Micheline Boudet, Lucy Valnor, Helena Manson.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Jiggs and Maggie in Court"**

If a local newspaper carries the "Bringing Up Father" strip, be sure to arrange advertising tieups therewith. Stage a contest for amateur cartoonists, offering prizes for the best imitators of George McManus, creator of the "Jiggs and Maggie" characters. Tie in with local restaurants on corned beef and cabbage specials during the picture's run. Check with local exchange on details of a ten-week promotional comic stamp contest, set up for both juveniles and adults.

CATCHLINES:

The Court Jesters of the Comics . . . In Their Slappiest, Happiest Hit . . . Maggie's the "Case" on the Courtroom Floor . . . In a Lawsuit Tailored for Laughs . . . And Gets 30 Days . . . Without Her Rolling Pin.

Amazing, But True . . . Jiggs Wears the Pants at Last . . . You'll Call Them Both Guilty . . . Of a Laugh a Minute . . . As Battling Maggie Faces the Toughest Judge in Town . . . There's Disorder in the Court . . . As Jiggs Wields the Rolling Pin . . . And Maggie Gets a 30-Day Rap.

SELLING ANGLES: **"Blondie's Secret"**

Selling a Blondie picture is like selling any well-advertised merchandise that has become standard in its field. Not only does the cartoon keep the characters before the public, but three or four Blondie pictures a season keep those exhibitors supplied who have patrons interested. However, a little extra effort each time one is played pays off. A contest for the best Blondie impersonation, or tieup with dog lovers because of Daisy will help. Try a "Blondie-calling" contest, with local husbands vying to imitate Dagwood.

CATCHLINES:

Bumstead's Vacation Postponed Again and Again . . . It's Exciting, It's Hilarious, It's Sensationally Funny . . . Daisy Gets Her Burglar by the Seat of His Pants . . . Dagwood is Dogged by Office Trickery.

Blondie Knows Best How to Handle Dagwood's Boss . . . The Mailman Always Loses to that Bumstead Rush . . . If Laughing Makes You Fat, You'll Gain Ten Pounds Seeing This . . . Take a Vacation From Your Cares With the Bumsteads.

SELLING ANGLES: **"Cesar"**

Stress the fact that this is the final part of the Marcel Pagnol trilogy, which started with "Marius" and continued with "Fanny." The late Raimu, who starred in all three, is a name draw with art theatre patrons and Pierre Fresnay is also popular. Play up Pagnol as the author of "The Baker's Wife" and "The Well-Digger's Daughter." A display of waterfront paintings, similar to the backgrounds in "Cesar," will get attention in the lobby.

CATCHLINES:

The Latest and Greatest Film in the Marcel Pagnol Trilogy of Marseilles Waterfront Life . . . Raimu, France's Greatest Actor, as Cesar, the Lovable Wine Shop Keeper . . . Love Blossoms Again in Middle Age After Being Trampled Down in Youth.

Again We Meet the Seafaring Marius, His Beloved Fanny and Her Gruff, Kindhearted Father, Cesar . . . The Life and Loves of the Habitues of the Marseilles Waterfront . . . Raimu in the Greatest Portrait in His Long List of Screen Performances.

SELLING ANGLES: **"The Eternal Husband"**

Play up Dostoievsky, the famous Russian novelist, as author of this psychological horror story. In lobby displays and advertising warn patrons they may have nightmares after seeing it. Dress up a ballyhoo man in a short black blouse, baggy pants and round derby hat and have him display a sign reading: "Is There a Man with a Round Hat Trailing You? See Him at the ....." Display stills from the film with the novel in bookstores.

CATCHLINES:

A Story of Hatred, Envy and Vengeance First Told by Dostoievsky . . . See This Dostoievsky Horror Story at Your Own Risk . . . His Depraved Mind, Warped by the Fires of Jealousy, Brought Suffering to Young and Old Alike . . . Look Behind You! You May See the Dangerous Man with the Round Hat! . . . A Blood-Curdling Nightmare . . . Horror Follows Horror in Famous Dostoievsky Story . . . His Frenzied Hatred and Jealousy Wrecked the Lives of Those Around Him.

SELLING ANGLES: **"3 Godfathers"**

Select a trio of prominent local citizens—perhaps a merchant, an educator and a church leader—to serve as the "three godfathers" to an orphan or group of orphans for a day. Conducted on a legitimate plane, the idea should merit newspaper backing. For a street ballyhoo stunt dress three men as cowhands and have them wheel a baby buggy through the shopping areas. To emprasize the film's spiritual qualities, try for endorsements by a local minister and/or priest. Make library tieups on Peter B. Kyne's novels.

CATCHLINES:

One of the Screen's Supreme Adventures in Action . . . You'll Hail It as a Masterpiece . . . The Story of Three Lusty, Rugged Men of the Outdoors . . . Who Found New Hope and Courage . . . Through a Baby's Love.

John Ford's New Masterpiece of the Frontier . . . A Bold and Sweeping Story of the Early West . . . It's Rugged Outdoor Entertainment at Its Very Best . . . Packed With Action, Pathos and Thrills.

SELLING ANGLES: **"The Decision of Christopher Blake"**

Arrange a special screening for divorce court judges, welfare workers, sociologists, educators and religious leaders and use their comments in your advertising campaign. Scour the community for the local couple longest married and use them in newspaper and/or radio interviews on what makes a successful marriage. In exploitation don't neglect to point up the fact that the picture is adapted from a recent successful Broadway play. If there is a "Christopher Blake" in your area, invite him as a special guest on opening night.

CATCHLINES:

Lost in the Wreckage of a Marriage That Is Drifting Toward Disaster . . . The Heart of a Child Is Torn by Fears of a Broken Home . . . Alone in a World of Grown-Ups . . . Where Nobody Seems to Understand.

Only a Child Could Be So Desperately Lonely . . . So Helpless . . . Caught in an Emotional Ordeal When He Learns the Shocking Truth . . . That His Parents Are Considering Divorce . . . It's Poignant, Unforgettable Drama.

SELLING ANGLES: **"Homicide for Three"**

Audrey Long was featured in "Song of My Heart," musical biography of Tchaikovsky's life. Since part of the background is a circus, dress up the lobby with balloons and have a ballyhoo man or ticket taker dressed in clown costume. Give a prize of free tickets to the patron submitting the greatest number of picture titles containing the numeral three, such as "Three Caballeros," "These Three," "The Three Musketeers," "Three Little Girls in Blue," etc.

CATCHLINES:

Love Has the First Laugh—Death Has the Last . . . Two on a Honeymoon Find Three Marked for Death . . . Clowns Masquerade Behind Makeup to Mix Mirth With Murder.

A Bridegroom With Only 36 Hours Leave Takes His Bride on a Murder Hunt . . . Red Roses and White Mean Blood and Danger for Three Beautiful Women . . . Thrills, Chills and Excitement as Death Lurks Inside a Circus Tent.

SELLING ANGLES: **"Sons of Adventure"**

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Small town exhibitors! We make your limited capital go a long way! Complete Cyclex equipment, rebuilt, $495; RCA soundheads, belt drives, motors, rebuilt, $150 pair; Simplex magazines, $7.95; DeVry XD projectors at very special price. Write us. Weber portable outfit, complete, excellent, $395; Strong suprex lamphouses, rebuilt, pair, $375; Powers mechanisms, rebuilt, $114.50. What do you need? Star Cinema Supply, 459 West 46th St., New York 19.

SOS Used Me Right On Used Equipment: That's what they say. Nothing leaves here unless it's absolutely right. 50,000 customers the world over built SOS and keep buying here since 1926 because they are used right. Send for 1949 catalog. Dept C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

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400 late model American chairs, blue mohair, full upholstered backs, red leatherette cushions, like new, reasonable. Can be seen Herber Bros., Dallas. Also, pair Strong low lamps and rectifiers. Bob Yancey, Normangee, Tex.

500 red mohair, fully upholstered, spring edge, Wisconsin chairs. 400 in very good condition. 100 need new upholstery material on cushion only. Entire lot at $4 each, f.o.b. Milwaukee, crated, loaded in car or truck. A very good buy. Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.

Pair DeVry X D projectors, rebuilt complete, lenses, lamps, amplifier speaker. Must be seen to appreciate. Also Holmes projectors, $600. Jack Arth, 1201 University Ave., Bronx 52, N. Y.

Two Simplex projectors, Western Electric sound system, plastic screen. Arthur Kalbfell, 5000 Claxton Ave., St. Louis, Mo.

Two DeForest with amplifier for Simplex; two Motiograph heads with bottom to fit Simplex base, at your price. Must move at once. Boxoffice, A-3244.

Deal on theatre setup fell through and will sacrifice complete rebuilt unused equipment, all matching black crackle finish, consisting pair rear-shutter Simplex mechanisms, bases, magazines, Weber soundheads, amplifier, speaker system, Brenkert low lamps and rectifiers for 800-seat theatre. First certified check of $1,000 or best cash offer. Harry Mamas, 17 Adams St., Medfield, Mass.

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Comic books obtainable from world's largest and oldest theatre distributor. Best titles and latest issues in stock. Price 3c each. Sidney Ross. 334 W. 44th St., New York City.

Increase profits from $70 to $300 weekly with proved boxoffice and goodwill builder. Baby Sitter, Certainly. Ask about free trial offer. Write Booker-Cooper, Inc., 601 S. Rampart, Los Angeles, Calif.

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Junction box covers of waterproof material to fit most sound systems, 15c ea. At your dealer or send for complete information. Ringold Theatre Equipment Co., Grand Rapids 2, Mich.

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Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Want to lease or buy small town theatre. Reed Whatley, 1207 Josiphine, Sweetwater, Tex.

Want to buy or lease theatre, anywhere west of Chicago. Have ample cash. E. D. Seekins, Box 469, Anaheim, Calif.

Wanted theatre property with, without equipment. E. Raften, 244 Beach 128th St., Belle Harbor, N. Y.

HELP WANTED

Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Salesman: Permanent sales position open with reliable motion picture advertising company, midwestern territory. Inquiries confidential. Car necessary. Theatre experience helpful. Give references. Our men know of this ad. Boxoffice, A-3236.

Projectionist Wanted. Vicinity of St. Louis, Mo., $2.20 per hour, 3 or 4 nights a week. Boxoffice, A-3243.

POSITIONS WANTED

Projectionist, manager. Seven years experience. Young, hard worker. Carry Pennsylvania license. Capable of operating and managing small town theatre. Dale Barry, 155 Wilson St., Salamanca, N. Y. Phone 316-J.

Projectionist, experienced, desires position anywhere in Florida. Boxoffice, A-3240.

Projectionist and manager, 24 years experience on all equipment. Married, no children. Boxoffice, A-3242.

Theatre Manager: Experienced all phases. Best references. B. L. Haley, 905 South Elm, Brady, Texas.

Veteran, 26, energetic, ambitious, 10 years in small towns as owners-managers. Know all phases operation. Would lease, or take theatre on percentage or accept managerial position. Prefer Southwest or Midwest. Carl S. Hall, 103 South Whitaker, Pryor, Okla.

Manager, 35 years old, 15 years all types of show business. Just closed with one of Michigan's largest Drive-In theatres. Last employers say "Honest, dependable, capable." Will come for interview but not a $40 man. Write Green, Box 1225, Pontiac, Mich.

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For theatre staffs, drive-ins, clubs, etc., name and emblem design on popular "T" shirts. $11 per dozen. State sizes and color. Remit check or specify C.O.D. Sportswear of America, Box 566-B, So. Fallsburg, N. Y.

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Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

For Rent: Downtown theatre, major Ohio city over 350,000. About 800 seats. Fully equipped for stage acts, films and sound. $1,000 per month and maintenance. Big money-maker. Wonderful opportunity. Boxoffice, A-3195.

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Only theatre attractive town 2,500, near Dallas. Finest equipment, size seldom available. Three-year payout including building, per owner, now. $54,000, terms. Similar offering west Texas. Leak, 3422 Kinmore, Dallas.

Texas college town 16,000. Plus 7,000 enrollment. Long established single feature theatre doing well. Non-union, easily operated. $16,000 down. Leak, 3422 Kinmore, Dallas.

Is approximate 1948 gross a fair price for modern, nearly new 400-seat theatre, growing southern town 2,000? Records wide open qualified prospects. $27,500. $15,000 cash or disregard. Boxoffice, A-3225.

Southwest Iowa including good building, four-room apartment. Check thoroughly. $11,400 down. Leak, 1109 Orchardlane, Des Moines.

Eastern Iowa college city. Top equipment. Attractive throughout. Under three-year pay out per owner. $25,000. Leak, 1109 Orchardlane, Des Moines.

South Dakota best area. Excellent profit. Building. $16,000 handles. Leak, 1109 Orchardlane, Des Moines.

Eastern Nebraska partnership dissolution. $10,000 down. Leak, 1109 Orchardlane, Des Moines.

Near El Paso, small county seat. Mile high health climate. $6,000 down. Leak, 3422 Kinmore, Dallas.

$2,400 monthly gross. Exceptional concessions. 398 seats. Controlled growing town 2,100. Ideal personal operation. Prolonged investigation, audited records available. $25,000, terms. Arthur Leak, 3422 Kinmore, Dallas.

Theatre For Sale: Ozark town, population 10,000. Priced for quick sale. Exceptional opportunity, 350 new seats, good equipment. Boxoffice, A-3232.

Theatre, 300 seats. Northern Indiana. $12,500 down. No phone information. Cressner & Co., Plymouth, Ind.

Southern California. Will sacrifice, on account of sickness, 450-seat theatre in town of 5,200. Boxoffice, A-3234.

Theatres For Sale: Pacific Coast listings now available. Write for information. John L. Gray, Theatre Sales Division, 4616 Southeast Hawthorne Blvd., Portland 15, Ore.

Theatres For Sale: California. One or chain. City or suburban. Will help finance. Exclusive theatre brokers for more than 15 years. Barsky & Klein, 1914 S. Vermont Ave., Los Angeles 7, Calif. Rooms 5 or 24.

County seat theatre in Missouri, large drawing area, $2,000. Boxoffice, A-3245.

Large 900-seat downtown grind house, located on busy street in Denver, Colo. $20,000 buys 14-year lease. Cinema Amusements, Inc., 1756 Broadway, Denver, Colo.

Theatres for sale in mid-south area. Wonderful opportunities. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

For Sale: Only theatre small south central Nebraska town; 180 cushion seats; late model Manley popcorn machine; all equipment in excellect condition. Contact Raymond Johnson, 806 West 13th St., Grand Island, Neb.

Downtown Tulsa, Okla., 320-seat grind house. Union booth. Buy direct from owner for approximately one-half 1948 gross. Boxoffice, A-3247.

Southern California Drive-In. Moneymaker. Stand investigation. Excellent condition. Boxoffice, A-3250.

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Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

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Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

Burch, Manley, Cretors, Advance, all electric french fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

Rebuilt popcorn machines, half price. Write for list. Drive-in poppers, bargain. Poppers Supply, Box 838, Atlanta, Ga.

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Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Bee Hive for '48 is the best ever! Blevins not only gives you best popcorn but saves you money on all seasoning, bags, boxes, etc. Blevins Popcorn Co., Nashville, Tenn.

Attractively printed popcorn cartons for sale. 10c size, $6 M; 25c size, $17.50 M. Fabian Kontney, 609 N. Ashland, Green Bay, Wis.

Sno-Flake white hulless popcorn. Give your customers the best. Write us for your sample and quotations. Sno-Wite Popcorn Co., Monticello, Ia.

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Prepare now for a better job at higher pay and a fascinating career in the Motion Picture industry. Choose your objective and act now! Motion Picture Operator; Motion Picture Equipment Technician; Motion Picture Sound Technician; Motion Picture Television Technician; Motion Picture Theatre Manager. Residence and correspondence courses. Part time employment and housing available. Free placement service. Approved for Veteran training under GI bill. Earn up to $290 per month while attending school if you are a veteran. Act today. Don't delay. Write for illustrated brochure and application blank. National Theatre Institute, P.O. Box 5769, 1105 Camp St., Dallas, Tex.

BUSINESS OPPORTUNITIES

Unusual combination 412-seat lovely theatre, modern complete ball room, two sub-rentals, fine seven-room apartment, 1,000 capacity checking and concessions. Includes all buildings covering quarter block. Controls big area. Any part readily sub-leased. Ballroom operating part time, owner away. Show-dance minded midwest. Showing good profit. $71,500. $24,500 down. Private sale. Arthur Leak, 1109 Orchardlane, Des Moines, Iowa. 3422 Kinmore, Dallas.

Investigate this. Exclusive Chicago neighborhood. Selling lot 200x125 ft. Included are complete plans for recreation center (bowling alleys, theatre, etc.) Owner, Tony Sheftic, 14501 Sherman Ave., Posen, Ill.

STUDIO AND PRODUCTION EQUIPMENT

The one stop store for production equipment. Unit Eye shuttle for Bellowell, $650; Bardwell McAlister 5000W Skypans, $111.75; Dinkie Inkies, $11.95; Baby Keglites, $54.75; Baby Boomlites, $114.50; 2000W Junior Spots, $129.50; Double Broads, $114.65; Houston K1A 16mm processors, $3,485; Bellowell 35mm sound printer, $2,750; 1/12 HP 110V Synchronous Motors, new, $57.50; B Maurer Variable Density Recording outfit, $2,275; Wall single system recording and studio camera, magazines, lenses, amplifier, mike, power supply, etc., rebuilt. $3,750; Simplex 4 Star preview magazines, $395; 35mm threeway Sound Moviola, rebuilt, $895. Send for December catalog. Dept C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

THEATRE SUPPLIES

Intermittent sprockets, $4.95. Test film, $1. Trout Equipment, 575, Enid, Okla.

SIGNS

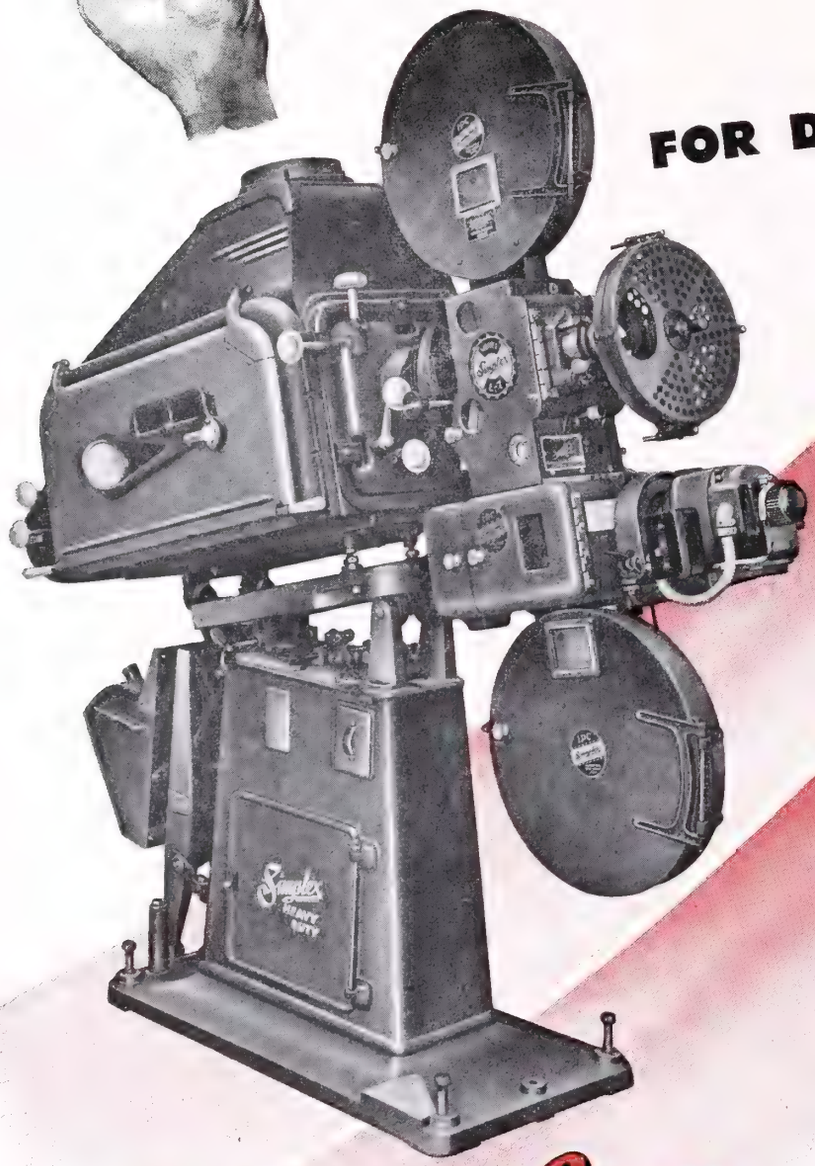
Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

MORE CLASSIFIED ON PAGE 38

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BOXOFFICE

The Pulse of the Motion Picture Industry

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NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

DECEMBER 11, 1948

MOTION PICTURE HERALD, NOVEMBER 20, 1948

MGM PLANS 21 IN COMING MONTHS

16 Completed and 4 Now Shooting; 12 of 21 To Be Made To Have Color

Metro-Goldwyn-Mayer has scheduled 21 major properties for production during the coming months, it was announced this week.

The company now has 16 pictures completed and four before the cameras.

The new production schedule was set as a result of a decision by Nicholas M. Schenck, president; Louis B. Mayer, executive head of the studio, and Dore Schary, in charge of production. Of the 21 pictures to be shot a record total of 12—more than 50 per cent—will be in color. Ten of the 20 completed or shooting also are in color.

Of the films set for production, two will be shot abroad, "Conspirator" starring Robert Taylor and Elizabeth Taylor, in England, and "Quo Vadis," in Technicolor, in Italy. "Conspirator" is in work.

Planned Product Listed

The MGM production lineup:

FORSYTE SAGA, in Technicolor, from the John Galsworthy novel. Leon Gordon, producer; Compton Bennett, director. Starring Greer Garson and Errol Flynn.

MADAME BOVARY, from the Gustave Flaubert novel. Pandro S. Berman, producer; Vincente Minnelli, director. Starring Jennifer Jones, James Mason and Louis Jourdan.

STORM OVER VIENNA, Carey Wilson, producer; George Sidney, director. With all-star cast.

INTRUDER IN THE DUST, from the William Faulkner novel. Clarence Brown, producer-director.

GREYFRIAR'S BOBBY, in Technicolor. Robert Sisk, producer. Starring Edmund Gwenn and Lassie.

ROBINSON CRUSOE, from the Daniel Defoe novel, in Technicolor. Sam Zimbalist, producer.

EAST SIDE, WEST SIDE, from the Marcia Davenport novel. Voldemar Vetluguin, producer.

THE CHOSEN, Arthur Ripley, producer.

YOUNG BESS, in Technicolor. Sidney Franklin, producer.

ANY NUMBER CAN PLAY, Arthur Freed, producer.

VIVA ZAPATA, Jack Cummings, producer. Starring Robert Taylor.

ANNIE GET YOUR GUN, musical in Technicolor. Arthur Freed, producer. Starring Judy Garland.

GOOD OLD SUMMERTIME, musical in Technicolor. Joe Pasternak, producer, and Robert Z. Leonard, director. Starring Judy Garland.

THREE LITTLE WORDS, musical in Technicolor. Jack Cummings, producer.

MIDNIGHT KISS, musical. Joe Pasternak, producer. Norman Taurog, director. Starring Kathryn Grayson, Jose Iturbi and introducing Mario Lanza.

IT'S A DATE, musical in Technicolor. Joe Pasternak, producer.

DUCHESS OF IDAHO, musical in Technicolor. Joe Pasternak, producer. Starring Esther Williams.

BATTLEGROUND, Robert Pirosh original. Pandro S. Berman, producer. Starring Robert Taylor, Van Johnson, John Hodiak, Keenan Wynn and Ricardo Montalban.

BLACK HAND, William H. Wright, producer.

SCENE OF THE CRIME, Harry Rapf, producer.

Pictures now before the cameras at MGM include:

THE STRATTON STORY, Jack Cummins, producer, with Sam Wood directing. Starring James Stewart and June Allyson.

NEPTUNE'S DAUGHTER, musical in Technicolor. Jack Cummings, producer. Eddie Buzzell, director. Starring Esther Williams, Red Skelton, Ricardo Montalban and Keenan Wynn.

THE GREAT SINNER, Gottfried Reinhardt, producer. Robert Siodmak, director. Starring Gregory Peck and Ava Gardner.

THE SECRET GARDEN, partly in Technicolor. Clarence Brown, producer. Fred Wilcox, director. Starring Margaret O'Brien and Dean Stockwell.

Set for Release

Productions set for release in the coming months include:

THE THREE MUSKETEERS, in Technicolor. Pandro S. Berman, producer. George Sidney, director. Starring Lana Turner, Gene Kelly, June Allyson and Van Heflin.

WORDS AND MUSIC, musical in Technicolor. Arthur Freed, producer. Norman Taurog, director. Starring June Allyson, Perry Como, Judy Garland, Lena Horne, Gene Kelly, Mickey Rooney and Ann Sothern.

COMMAND DECISION, Sidney Franklin-Gottfried Reinhardt co-production. Sam Wood, director. Starring Clark Gable, Walter Pidgeon, Van Johnson and Brian Donlevy.

LITTLE WOMEN, in Technicolor. Mervyn LeRoy, producer-director. Starring June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor, Janet Leigh, Rossano Brazzi and Mary Astor.

THE BARKLEYS OF BROADWAY, musical in Technicolor. Arthur Freed, producer. Charles Walters, director. Starring Fred Astaire and Ginger Rogers.

EDWARD, MY SON, filmed in England. Edwin Knopf, producer. George Cukor, director. Starring Spencer Tracy and Deborah Kerr.

HILLS OF HOME, in Technicolor. Robert Sisk, producer, Fred Wilcox, director. Starring Edmund Gwenn, Tom Drake, Donald Crisp, Janet Leigh and Lassie.

THE KISSING BANDIT, musical in Technicolor. Joe Pasternak, producer, Laslo Benedek, director. Starring Frank Sinatra and Kathryn Grayson.

TAKE ME OUT TO THE BALL GAME, musical in Technicolor. Arthur Freed, producer. Busby Berkeley, director. Starring Frank Sinatra, Esther Williams and Gene Kelly.

THE BRIBE, Pandro S. Berman, producer. Robert Z. Leonard, director. Starring Robert Taylor, Ava Gardner, Charles Laughton, Vincent Price and John Hodiak.

THE SUN COMES UP, in Technicolor. Robert Sisk, poducer. Richard Thorpe directing. Starring Jeannette MacDonald, Lloyd Nolan, Claude Jarman, Jr., and Lassie.

ACT OF VIOLENCE, William H. Wright producer. Fred Zinnemann, director. Starring Van Heflin and Robert Ryan.

THREE GODFATHERS, in Technicolor. An Argosy production directed by John Ford. Starring John Wayne and Pedro Armendariz.

NO MINOR VICES, Enterprise production. Lewis Milestone, producer-director. Starring Dana Andrews, Lilli Palmer and Louis Jourdan.

FORCE OF EVIL, Enterprise production. Bob Roberts, producer. Abraham Polonsky, director. starring John Garfield.

BIG JACK, produced by Gottfried Reinhardt. Richard Thorpe, director. Starring Wallace Beery and Richard Conte.



CUT

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Vol 30

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Vol. 30

"FIGHTER SQUADRON" ALL TIME RECORD IN DAYTON



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Flash premiere at Bill Keyes' Victory Theatre breaks opening record, 2nd-day record, winds up with biggest first week in history—and holds! The Dayton box-office started it and every date in big city and small is up there with Warners' top-bracket grossers like "Johnny Belinda" and "Rope"!



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THE NATIONAL FILM WEEKLY

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BUFFALO—157 Audubon Drive, Snyder, Jim Schrader.
CHARLOTTE—216 W. 4th, Pauline Griffith.
CINCINNATI—1634 Central Parkway, Lillian Seltzer.
CLEVELAND—Elsie Loeb, Fairmount 0046.
DALLAS—4525 Holland, V. W. Crisp, J8-9780.
DENVER—1645 Lafayette, Jack Rose, TA 8517.
DES MOINES—Register & Tribune Bldg., Russ Schoch.
DETROIT—1009 Fox Theatre Bldg., H. F. Reves. Telephones: RA 1100; Night, UN-4-0219.
HARTFORD—109 Westborne, Allen Widem.
HARRISBURG, PA.—Mechanicsburg, Lois Fegan.
INDIANAPOLIS—Rt. 8, Box 770, Howard M. Rudeaux.
MIAMI—66 S. Hibiscus Island, Mrs. Manton E. Harwood. 2952 Merrick Rd., Elizabeth Sudlow.
MEMPHIS—707 Spring St., Null Adams, Tel. 48-5462.
MILWAUKEE—529 N. 13th, J. R. Gahagan, MA-0297.
MINNEAPOLIS—29 Washington Ave. So., Les Rees.
NEW HAVEN—42 Church St., Gertrude Lander.
NEWARK, N. J.—207 Sumner, Sara Carleton.
NEW ORLEANS—Frances Jackson, 218 So. Liberty.
OKLAHOMA CITY—216 Terminal Bldg., Polly Trindle.
OMAHA—Omaha World-Herald Bldg., Lou Gerdes.
PHILADELPHIA—4901 Spruce St., J. M. Makler.
PITTSBURGH—86 Van Braam St., R. F. Klingensmith.
PORTLAND, ORE.—David Kahn, 7722 N. Interstate.
RICHMOND—Grand Theatre, Sam Pulliam.
ST. LOUIS—5149 Rosa, David Barrett, FL-3727.
SALT LAKE CITY—Deseret News, Howard Pearson.
SAN ANTONIO—309 Blum St., San Antonio 2, L. J. B. Ketner.
SAN FRANCISCO—25 Taylor St., Gail Lipman, ORdway 3-4812.
SEATTLE—928 N. 84th St., Willard Elsey.
TOLEDO—4330 Willys Pkwy., Anna Kline.

IN CANADA

CALGARY—The Albertan, Wm. Campbell.
MONTREAL—4330 Wilson Ave., N. D. G., Roy Carmichael, Walnut 5519.
ST. JOHN—116 Prince Edward St., Wm. J. McNulty.
TORONTO—R. R. No. 1, York Mills, Milton Galbraith.
VANCOUVER—411 Lyric Theatre Bldg., Jack Droy.
VICTORIA—938 Island Highway, Alec Merriman.
WINNIPEG—The Tribune, Ben Lepkin.

MEMBER AUDIT BUREAU OF CIRCULATIONS

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BOXOFFICE

STATE OF THE INDUSTRY

THE FOLLOWING is, in part, the address made by the writer to the Theatre Owners of Oklahoma at their convention in Oklahoma City this week:

I have been asked to talk on the "State of the Industry." Well, that's a big assignment, though it might be summed up in one word: NERVOUS! So nervous, in fact, that it has attracted entirely too much public attention. But that seems to have been a chronic condition of this industry for many a year. Yet, while it is not new, it has become emphasized in such a manner that, as one wag described it, the public attitude is likened to the embarrassed woman to whom a voice called out, "Lady, your slip is showing."

Indeed it is! And too many voices are calling out about it.

We have lately heard a lot about public relations and what should be done thereon. But before we seek to effect better public relations, we need first to improve relations within the industry itself. I say this, because the basic causes of our troubles outside the industry are rooted within the industry. Only by honest admission to ourselves that we are responsible for the poor press and the poor public attitude toward our product can we correct the situation; can we get at and effectively provide the antidote that will allay and finally cure this devastating "disease."

The industry's current nervous state stems from a number of different things. But, in the main, I think the industry has exposed its internal problems too much to public view. We have allowed the public to be told too much about why and how we're going to reduce production costs—and in such a way as to create the feeling that quality would be affected.

We have given the public ringside seats to witness the legal bouts between exhibitors and distributors.

We have allowed the public to feel that we have slipped in the know-how of making good pictures. And this has been emphasized by expressions, not only of concern, but of actual fear, over the prospects of television development.

Why fear television any more than any other form of competition? Why not, instead, accept its most dangerous aspects to our interests as a challenge? Why cringe and crawl into our shells over the fear of what may happen when television reaches its full development, whether it comes in two, five or ten years? Why not, instead, do our utmost to solidify the position of the motion picture as the world's greatest mass public entertainment medium by so improving our product that we will be just so much ahead of television when it "arrives" that it can never catch up to us!

As for impending changes to come out of the government's antitrust suit, they are beginning to take shape. No one can accurately foretell what will be their effect. But a rather optimistic report was published in the December 4 issue of BOXOFFICE. This summarizes the report of Moody's Investors Service on the motion picture industry and its outlook. Briefly, it views divorcement as "a partial blessing in disguise" to the picture companies; it says that the foreign market slump has about levelled off; that studio economies should bring fa-

vorable results some time in 1949, when most highcost wartime and immediate postwar productions will have been used up.

Some may say, "Well, that adds up nicely for the picture companies. But what about the exhibitors?" Since the condition of the picture companies affects the source of the product which exhibitors have to offer their public, it seems elemental that any improvement which will enable producers to make and market this product will, in turn, show improvement for those engaged in retailing it.

But even this retailing job is going to be subjected to changes, all of which cannot now be envisioned, despite certain broad hints which are implicit in the case of the government vs. Paramount et al. Product quality is of high importance in any business. It is of ultra importance in a business like this, where if the maximum is not achieved, the goods do not remain on the shelf, to be offered next week or next month at bargain prices. Every day has to be "sale" day in this business of selling tickets and seats.

So, with the changing conditions in methods of doing business—in buying and booking pictures—the merchandising methods will take on a greater significance than ever before. This is in addition to the need for improved merchandising methods resulting largely from all forms of competition for the public's amusement dollar.

Since the exhibitor is the focal point in the industry's contact with the public, much of the responsibility is his. His theatre is the point-of-sale for the entertainment merchandise which the industry has to offer. And his responsibility becomes the greater as the public's resistance is increased, whether by competitive factors or for whatever other reasons.

As was the case 20 years ago, the industry again finds itself at a crossroads. But we should be encouraged by the fact that we conquered the bugaboo of sound; and also that we overcame the then-fearful competition of radio.

Summing up, I repeat that the eventual development of television and its consequent threat to this industry should be regarded as a challenge to bring out the best in us. That producers and exhibitors must be as one in meeting that challenge, for their interdependence makes teamwork imperative.

While we should not underestimate the strength of the "enemy," as we may call our collective forms of competition such as radio, boxing, night baseball, night football, motoring, nice weather, bad weather, card games, parlor games, television, etc., neither should we underestimate our own power.

The state of the industry has not yet placed it on the brink of disaster. Far, far from it. But we can drive it there, if we permit a pall of gloom to engulf us and spread to the people whose patronage we seek. Rather than view with alarm and cringe in fear, we need to display confidence. This doesn't mean that we should go about whistling in the dark. But it does mean that we should put forth the effort—in every direction—that will in turn instill a new public confidence.

The motion picture is the world's greatest entertainment medium—and a great public service. Let's not sell it short!

Ben Shlyen

Pulse Beats

N. Y. Supreme Court Bans Picketing of Theatres

Holds that picketing of theatres by unions engaged in disputes with distributors is secondary boycotting and picketing and therefore illegal.

★

TOA Conciliation Program Okayed by 13 Units

About half of association's affiliates approve plan; latest to approve are units in Buffalo, Kansas City, Oklahoma City, Memphis, Albany and the Carolinas.

★

Charlotte Exhibitor Seeks Stay on Competitive Bid

H. V. Meiselman files antitrust suit claiming this method of selling, suggested in New York three-judge court, raises film prices unfairly.

★

25 of 62 Scheduled Films Completed by Mono-AA

Steve Broidy reports 15 Monogram, 5 Allied Artists features and 5 westerns are in the cans, and company is well ahead of its 1948-49 production schedule.

★

UA Films Set to August, Gradwell Sears Says

United Artists president returns from coast after closing deal with Howard Hughes to transfer three films to RKO and receive $600,000 financing for three as replacements.

★

Municipal Ticket Taxes May Deluge New York

Smaller cities and several hundred villages in the state plan to ask legislature for permission to impose five per cent levy on admissions at coming session.

★

Asks Exhibitors Be Included In British-American Talks

Robert Kerridge, New Zealand circuit owner, says conferences in March must include representatives of all branches of industry if controversy is to be settled.

★

MPAA Public Relations Shorts To Be Available March 1

First of series, to be sold on a non-profit basis, will be "Let's Go to the Movies," made by RKO; trade showings are expected sometime in January.

★

DuMont Moves into Huge Former Airplane Plant

Capacity for manufacture of receivers, tubes and other television equipment will be quadrupled in former Wright plant at East Paterson, N. J.

PARAMOUNT DIVESTITURE PLAN SHAPING FOR COURT APPROVAL

Majors Submitting Details To D of J on Piecemeal Basis for Studying

NEW YORK—Paramount's plans for withdrawing from its theatre partnerships may be approved by the court and Department of Justice this month or next. They are being submitted piecemeal.

Divorcement plans of the other theatre-operating defendants—Loew's, Warners and 20th Century-Fox—are in work.

Paramount has submitted a list of 500 wholly-owned theatres and wants to argue for retention of these. In 10 or 12 closed situations compromises may be worked out.

PARTIALLY OWNED LIST NEXT

In the next few days the company will submit a list of 1,000 partially-owned theatres, divided into groupings—theatres owned with investors, who, Paramount claims, would not be exhibitors even though the theatres might be sold; another list of houses in which the company sold a half interest under "hardship" conditions during the bankruptcy of the early '30s; and a third list of all remaining partially owned theatres. The company claims that its interests in these three groups is not illegal.

The week's most important development was a two-day conference between Paramount and D of J officials in Washington. The meetings were so hush-hush that at first Robert Wright, special assistant to the attorney general, even denied the first day they were taking place.

Significance was seen in the fact that John Balaban of the B&K circuit was called Wednesday night after the first day's conference and flew in from Chicago. He was closeted with Wright and others the entire day. Further parleys are now scheduled for next week.

There also was a possibility of further discussion with 20th Century-Fox, but the government obviously sees greater possibility of achieving a settlement with Paramount.

Paramount is practically set on its plans for withdrawal from its three six-state New England partnerships.

These partnerships, or operating arrangements, have been Mullin & Pinanski, Maine & New Hampshire Theatres, and Western Massachusetts Theatres, Inc.

M&P MOST COMPLICATED

Of the three, Mullin & Pinanski, with a total of more than 100 theatres, has been the most complicated. This has been an operating corporation set up in 1933 during the Paramount bankruptcy when all Publix theatres were "decentralized" into regional partnerships. Martin J. Mullin, senior partner, had had long experience with S. A. Lynch enterprises in the south and several regional divisions of Publix. Leonard H. Goldenson, now head of Paramount Theatres Service Corp., was the man who worked out the endless compromises that made it possible.

Practically all the theatres are owned by individual companies, with local men holding substantial stock interests and in some cases control.

M&P Theatres included some houses owned directly by Publix; a circuit of 35 houses operated by New England Theatres, Inc., and an assortment of approximately 42 houses under the Publix-Netoco banner. Other M&P houses are under varied ownerships.

The Maine & New Hampshire Theatres have been operated by George W. Lane as president and J. J. Ford as general manager. Joseph P. Kennedy, former ambassador to England, is reported to have a heavy interest in this circuit, and it is said the Paramount stock has been in the hands of a trustee.

The third group—Western Massachusetts Theatres, Inc., is now controlled by Samuel Goldstein of Springfield, Mass., who owns all the A stock with close associates. The circuit has 17 houses in the Connecticut River valley, Brattleboro, Vt., and Berkshire county.

Maine & New Hampshire and Western Massachusetts Theatres are expected to remain intact as circuits, but Mullin & Pinanski will be separated into two companies.

Mullin & Pinanski has always functioned as an operating company for what really constituted two separate companies, although their corporate relationships have been close. The two companies were New England Theatres, Inc., and Publix-Netoco.

M&P was organized to replace the Publix Theatre Corp., also a management organization, in 1933 during the Paramount bankruptcy. At the start all the M&P stock was in the hands of the Paramount trustee in bankruptcy, but later New England Theatres acquired 133⅓ shares and Publix-Netoco 66⅔ shares of the common.

Paramount owns more than 95 per cent of New England Theatres, Inc., and it is believed that Mullin will take over the New England houses, plus some of the larger first runs, including the Metropolitan in Boston, which are owned by Paramount, but have been in the M&P setup.

Paramount has a 50 per cent interest in Publix-Netoco, and it is reported that this group will go to Sam Pinanski. How the stock transfer will be worked out is still subject to negotiation.

Separate Decree Asked By UA, Columbia, U-I

NEW YORK—Columbia, United Artists and Universal have asked the three-judge expediting court to write a separate decree for them covering trade practices. They pointed out in a memorandum filed December 7 that the RKO consent decree offered precedent for a separate judgment.

They proposed that the separate decree should permit roadshows, franchises, move-overs, a modified form of price fixing and specific clearance regulations. All of these points had been argued during previous hearings and in appeal briefs filed in the antitrust case. The Little Three lawyers said they will introduce additional oral testimony backing their requests when hearings resume.

They declared these provisions will be necessary in a separate decree to protect the Little Three from ruinous litigation in the form of triple damage suits. They argued that trade practice bans now included in the original decree of Dec. 31, 1946, in the RKO consent decree of Nov. 8, 1948, and in the Department of Justice proposals submitted last October could force them out of business.

They have asked the three-judge court to define roadshows on the basis of evidence to be introduced December 20. The court should then exempt roadshows from provisions of the decree provided each roadshow engagement is negotiated separately between each distributor and theatre in which a roadshow is to be held, they contend.

In connection with their request for roadshows, the lawyers suggested that distributors should be allowed to include a minimum price in his license. The figure will be used solely for the purpose of computing film rentals under the terms of the agreement. They added that no license should condition a run or clearance on a stipulated figure and that no license should prevent an exhibitor from either raising or lowering his price.

The lawyers also argued that the clearance provisions of the original decree, the RKO consent decree and the U.S. proposals were unintelligible. They proposed that the court should ban the defendants from agreeing with each other or with any exhibitors or distributors to maintain clearances that are unreasonable as to time and area. It should also ban clearances that are worked out in any way except through independent negotiation. It should permit clearances that are uniform as to time and area in any given competitive area, even though they have been that way over a period of years, so long as they have been negotiated separately and legally.

With regard to franchises, the lawyers proposed that the court should permit franchise agreements except those that would unreasonably restrain trade. Universal has asked the court numerous times to permit franchises with independent exhibitors.

ALLIED TO HAVE PLENTY TO SAY WHEN IT MEETS THE PRODUCERS

But the Approach Will Be Constructive and the Attitude Co-operative

KANSAS CITY—Allied will have plenty to say to producers about the use of "hidden advertising" in films, the bad behavior of a few stars, and about some of the titles used for recent pictures when Trueman Rembusch of Indianapolis appears before the producers in Hollywood next month as Allied's official representative at the conference. So William Ainsworth, Allied's president, said here this week.

The approach will be firm, but cooperative, Ainsworth said. He characterized the proposal of Eric Johnston, MPAA president, that Allied send an emissary to attend the meetings as "out of this world." First time, he said, something like that had happened.

ALLIED 'COMES OF AGE'

Allied, he commented, has had a reputation for always voting "no" in the past. "Times are changing," he said. "We remain militant, but we also are going out 'for' something, too. Our growing pains have disappeared. We have 20 regional units and a substantial membership, and we are now ready to cooperate to a greater extent for the good of the industry."

The matter of advertising in pictures, brought on an explosive attack at the New Orleans convention of Allied States Ass'n of Independent Exhibitors last week.

When Ainsworth announced that an Allied spokesman would meet with producers, he called for presentation of problems Allied members wanted referred to the studio chiefs.

Rube Shor of the West Virginia unit led off with the attack on advertising. He reported that the West Virginia brewers' association had circulated a list of recently made films in which nationally advertised brands of beer were much in evidence. The letter pointed out how valuable this advertising was to them. Among the pictures which were mentioned were: "My Dear Secretary" (UA), "Bowery Comeback" (Mono), "Blondes Up" (UA), "Lucky Stiff" (UA), "The Luckiest Guy in the World" (UA), "One Woman" (Para), "Incident" (Mono), "Strike It Rich" (Mono), "Love Happy" (UA), "The House Across the Street" (WB), "Joe Palooka in the Big Fight" (Mono), "Thunder in the Pines" (Screen Guild), "Impact" (UA), "Shep Comes Home" (Mono), "Too Late for Tears" (UA).

CITES CIGARET USE

John Wolfberg of Denver said Charles Boyer asks for a specific brand of cigarets several times in "Berlin Express." Patrons began asking what he was paid for the plugs.

Rembusch got an earful when he asked for suggestions. Hidden advertising was but the first. The titles being used came in for a thumping. Several exhibitors protested against the recent "Kiss the Blood Off My Hands" as a horrible example of what not to use on a marquee on a neighborhood house.

Lockwood Sees Big Gains If Conciliation Works

OKLAHOMA CITY—The TOA conciliation plan can save the industry millions of dollars in litigation, Arthur Lockwood, president of Theatre Owners of America, told the Oklahoma unit at its convention here this week.

Lockwood said that in his opinion a majority of the grievances of exhibitors could be amicably adjusted through conciliation and without resorting to lawsuits. The saving both in time and money would be tremendous, if both sides would be willing to settle differences across the table.

The convention drew an attendance of over 150 persons from every section of the state as well as representatives from exhibitor associations of nearby state and TOA officials from the east.

The convention re-elected Morris Loewenstein of Oklahoma City to the presidency for the 25th time, thereby setting up an all-time record for continuous service by an exhibitor as head of a state association. Loewenstein, who operates a last run house in Oklahoma City, has been a leader in both regional and national associations since the first exhibitor associations were founded.

Officers elected with Loewenstein are Max Brock, Lawton, vice-president; C. B. Akers, Hobart, second vice-president, and Ralph Talbot, secretary-treasurer.

Named to the regional conciliation committee were John H. Giffin, Miami, Okla.; Max Brock, Lawton, and Mrs. Avece Waldron, Lindsay. Alternates are E. R. Slocum, El Reno and Ralph Talbot, Tulsa.



Morris Loewenstein (center), elected to his 25th term as Oklahoma president, poses with Arthur Lockwood (left) TOA president, and John H. Giffin, board chairman for the regional association.

Lockwood also discussed television. Citing video as a threat to exhibition, he urged exhibitors to strongly challenge the right of distributors to make reissues and new product available for television. Exhibitors, he said, are entitled to reissue benefits.

The TOA president also pointed out that television will bring a drop in children's attendance as youngsters are showing a particular liking for this entertainment. One of the major threats, Lockwood indicated, will come from Phonovision, which "embraces the possibility of telecasting over telephone lines to the television set in the home."

Other speakers included Nathan Golden, head of the Department of Commerce motion picture division; Herman Levy, general counsel for TOA; Sam Shain of 20th Century-Fox exhibitor relations department; George Dembow, National Screen Service executive, and Ben Shlyen, publisher of BOXOFFICE. At the convention dinner, talks were given by Robert J. O'Donnell, Variety International's chief barker; W. C. McCraw, Variety's executive director, and George Murphy, MGM star, who was master of ceremonies.

Jack Wrather, producer, and stars of Allied Artists "Strike It Rich" were banquet guests. The film had an Oklahoma premiere.

Get Quick Reaction To Discipline Stand

KANSAS CITY—Allied's proposal that producers establish a procedure to discipline film stars who get out of hand has received an immediate response of approval from the American public, William Ainsworth, president of Allied States Ass'n of Motion Picture Exhibitors, said here this week.

No sooner had the press and radio carried reports of the action at the national convention in New Orleans last week than messages began to arrive, he revealed. These came from executives of the Catholic Legion of Decency, the archbishopric of New Orleans, many Parent-Teacher Ass'n leaders and others. He said these expressions of approval will be brought to producers and distributors when they meet in Hollywood next month.

Legislation Brings Unity In Kansas-Missouri Area

KANSAS CITY—Despite their intensive competition for membership, the Allied and TOA units in this area are going to unite for action on mutual exhibitor problems—and the first cooperative step will be establishment of a joint legislative committee to guard against unfavorable industry legislation at the forthcoming sessions of the Kansas and Missouri legislatures.

This development was reported at the semiannual meeting of the Kansas-Missouri Allied unit here this week. Previously, it had been announced that the Allied and TOA units would establish a joint conciliation committee to extend the so-called Smith-Berger plan into this area.

AINSWORTH, NILES PRESENT

William Ainsworth, president of Allied States Ass'n of Independent Exhibitors, and Charles Niles, national treasurer, were at the meetings, and their presence gave local independents the opportunity they had been waiting for—to get a load of grievances off their chests.

First, they gave their endorsement to the important resolutions adopted at the national convention a week ago in New Orleans. They approved the policy to fight forced percentage deals, the so-called Finneran plan to discipline film stars, the examination of practices by National Screen Service and the movement against "advertising" in pictures.

The endorsements were more or less perfunctory. It was on special regional matters that the exhibitors took to the rostrum. Forced selling was the top complaint. The protest was that despite court decision, conditional selling is still being practiced in the Kansas-Misouri area, whereby exchanges are requiring exhibitors to take a second feature in order to get the first. There were others who said they still are forced to buy shorts in order to get the features.

"Just get the evidence and mail it to Abe Myers in Washington," Ainsworth advised. "The matter will go directly to the top man, in whatever company is involved, and you'll get action."

PROTEST PRINT SHORTAGE

From exhibitors living in remote areas and a considerable distance from Kansas City's Filmrow came protests against the shortage of prints. Several rural theatremen claimed they were being forgotten by the exchanges on availability. Heaven help the independent whose house is off the beaten path, they said.

Charlie Niles got up to say that up in Iowa when the booking and buying agency makes a deal for a picture, the availability date is written into the contract.

On percentage buying, Niles said that there are between 150 and 175 small independents in his state who are now buying on a flat rental basis only, and "are making money."

The availability problem, however, was of major concern to many of the exhibitors. Some of them who protested that they wait more than six months in many instances before they can get a print alleged that the distributors were setting up "illegal" clearances through print shortages. This practice, they said, is particularly prejudicial to small town operators.

Individual exhibitors reported on picture deals and prices paid for trailers and accessories to indicate the variations in prices paid in like situations in the two states.

O. F. Sullivan of Wichita, the unit president, reported on the New Orleans convention. Reporting on local problems, he said that the buying and booking service recently established by the unit had developed rapidly, and that Allied will extend the service during the coming year.

Business 'Pretty Good,' Memphis Ass'n Hears

MEMPHIS—Despite cries of panic in Hollywood and production schedule parings at several major studios, motion picture business across the country is holding up "pretty good," Arthur Lockwood, Boston, president of the Theatre Owners of America, told directors of the Tri-States Theatre Owners meeting Wednesday night in Memphis.

"The latest report on national movie attendance this year, based on federal admission tax figures, shows attendance to be only 2½ per cent lower than in 1947, which was a good year," Lockwood said, "and attendance this year is only about 5 per cent lower than in 1946, which was the best boxoffice years in motion picture history."

The TOA conciliation plan was adopted at a Thursday afternoon session. Max Connett, Newton, Miss., exhibitor, was authorized by Tri-States to name a panel of three conciliators—one from each of the states of Arkansas, Mississippi and Tennessee. He also was instructed to name two alternate members of the panel from each state.

Lockwood and Herman Levy, general counsel for TOA, arrived in Memphis Wednesday afternoon for two days of conferences with Tri-States officials and members.

Levy mentioned some legal questions which are arising with regard to films and television daily. "The law is that only news events can be televised onto a theatre screen without permission of the person who owns the television rights. But what is a news event? A Philadelphia court recently held a prize fight is not a news event. It is against the law to show a person's picture on a movie screen without permission unless his picture is a news event."

It was the first visit of Lockwood and Levy to Memphis.

RKO Declares Dividend

NEW YORK—The board of directors of Radio-Keith-Orpheum Corp. has declared a dividend of 15 cents per share on the common stock, payable Jan. 3, 1949, to holders of record at the close of business Dec. 17, 1948.

Availability Battle On In Mill City Sector

MINNEAPOLIS—Following the granting of 28-day availability by all companies excepting Paramount to the Richfield, independent suburban house, which thus joins the ranks of the Uptown, Varsity, Boulevard and Homewood, other neighborhood 28-day theatres, there will be many more additional demands for earlier clearance and the revenue problem will become increasingly serious for the exchanges and the downtown first run theatres, it is indicated.

Immediately after the Richfield was granted the clearance reduction from 42 to 28 days in the face of the threat of its attorney, L. B. Schwartz, to take court action if the demands were not met, a half dozen other neighborhood and suburban theatres started preparing their plans to obtain the 28-day deals, too, "without competitive bidding."

OTHERS TO ENTER FIGHT

Other houses reported at the point of tossing their hats in the 28-day ring include the Nile, the St. Louis Park, the Hopkins, the Edina and the new Riverview, the last-named rapidly approaching completion.

Prior to the consent decree case decision the only local neighborhood or suburban house to enjoy the 28-day availability was the Minnesota Amusement's Uptown. Most other neighborhood and suburban situations had to wait 56 days after the termination of the first run at the initial downtown theatre where the picture played.

Circuit heads and branch managers here claim that the earlier availability for the uptown and suburban houses—it has been reduced in a large number of cases for theatres other than the 28-day spots from 56 to 48 and 42 days—is having an adverse effect on the downtown first run situations where the distributors have been obtaining the bulk of their film rental income.

NOT SO GOOD IN FIRST RUNS

While the earlier availability is costing the neighborhood and suburban spots higher film rentals, this increased revenue is not likely to come close to approximating what the distributors will lose in percentage returns from the downtown first runs. And as the additional uptown houses get the earlier availability it is believed certain that downtown business will become increasingly adversely affected.

The trade is pointing out that the uptown houses now enjoy the advantage of lower admissions and (usually) free and sufficient parking facilities over the loop situations, even without early availability.

Ray Branch, After 19 Terms, Succeeded by Judge Uvick

DETROIT—Judge Joseph P. Uvick, owner of the Burton Theatre, Flint, was elected president of Allied Theatres of Michigan. He succeeds Ray Branch, one of the veterans in the Allied movement who has served the Michigan unit as its chief for 19 terms. Other officers elected are Joseph Denniston, Monroe, first vice-president; Irving Belinsky, Detroit, secretary-treasurer. Branch was named national representative.

From

COAST TO COAST AMERICA'S SHOWMEN ARE ANSWERING

U-I's $4500 QUESTION





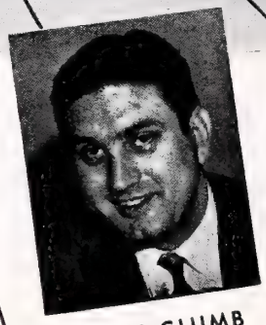
Come on,

This is

THERE'S $4500



W. CLYDE SMITH



ERVIN CLUMB



LESTER POLLOCK



ROBERT BENTON



SAM HORWITZ



NATE WISE



ELMER HECHT



JIM PREDDY

SHOWMEN!

CHET FRIEDMAN *talking*:

IN HARD CASH WAITING FOR YOU!

The campaigns in U-I's Unity Drive Campaign Contest are pouring in, boys! And they're jam-packed with terrific ideas... the kind of creative showmanship that's paying off at the box-office.



BILL MORTON

Wherever you are, you've got an equal chance to win some of that $4500 in prize money. Get going *now!* Start sending your U-I campaigns in today... and keep sending 'em on every U-I picture you play between October 31, 1948 and April 30, 1949. (And don't forget to send a photo of yourself with your *first* entry!)



MILDRED FITZGIBBONS

U-I is giving you real *SHOWMANSHIP PICTURES.* Put your own promotional know-how behind them...

and watch the grosses grow!...

Here's how you can RIDE HIGH WITH U-I!



THE RULES

The U-I Unity Sales Drive Campaign Contest is open to managers and theatre publicity men in the United States.

Entries will be judged on the basis of originality, initiative and promotional skill, with consideration for the theatre advertising budget and available facilities.

Each entry should consist of a brief summary listing all activities, substantiated by documentary proof-photos or snapshots, newspaper tearsheets, circulars, etc.

Campaigns should not be accumulated. They should be forwarded as soon as possible after playdates.

Exhibitors may enter a campaign on one or as many Universal-International pictures as they desire during the period of the competition.

Campaigns must reach the judges no later than May 15, 1949, to be eligible.

RIDE HIGH WITH UNITY!

THE PRIZES

$4500 in cash prizes will be distributed to theatremen who submit the best promotion campaigns on any Universal-International picture played during the company's Unity Sales Drive starting October 31, 1948 and concluding April 30, 1949.

These prizes will be divided equally in U-I's three sales divisions—Eastern, Western, Southern. Prizes in each division will total $1500.

Theatres in each division will be classified in three distinct groups—affiliated circuits, independent circuits, unaffiliated theatres.

In each Division, there will be identical first, second and third place prizes in each of the three different theatre groups. Best campaigns will be awarded $250; second best, $150, and next best, $100. Thus, there will be 27 major cash awards.

RIDE HIGH WITH UNITY DOLLARS!

THE JUDGES

EASTERN DIVISION

(Albany, Boston, Buffalo, Cleveland, New Haven, New York, Philadelphia, Pittsburgh, Washington, D. C.)

Division Manager Fred Meyers . . . District Managers John J. Scully, Dave Miller, P. T. Dana, D. A. Levy

SOUTHERN DIVISION

(Atlanta, Charlotte, Cincinnati, Dallas, Indianapolis, Memphis, New Orleans, Oklahoma City, St. Louis)

Division Manager F. J. A. McCarthy . . District Managers P. F. Rosian, J. E. Garrison

WESTERN DIVISION

(Chicago, Denver, Des Moines, Detroit, Kansas City, Los Angeles, Milwaukee, Minneapolis, Omaha, Portland, Salt Lake City, San Francisco, Seattle)

Division Manager C. J. Feldman . . . District Managers M. M. Gottlieb, Foster Blake, Barney Rose

and, acting together with each of the Divisions,
Chester Friedman, Editor of the Showmandiser Section, Boxoffice.

All entries become the property of Universal-International. In case of ties, duplicate prizes will be awarded.
All entries should be addressed: U-I Contest Judges, c/, BOXOFFICE, 9 Rockefeller Plaza, New York 20, N. Y.

Universal International

JANUARY RELEASES SET AT 34 BY 14 LEADING DISTRIBUTORS

Three Less Than in Jan. '48; Eight Will Be in Color, Including 3 Musicals

By FRANK LEYENDECKER

NEW YORK—The first month of 1949, the fifth of the 1948-49 selling season, will see 34 features, including three reissues, released by 14 distributors. The companies include Film Classics, Screen Guild and Astor Pictures, which is included because it will release a Sunset Carson western in Magnacolor during January. Although the total number is less than the 37 features released in January 1948, the 1949 pictures are generally of higher caliber with six in Technicolor and one in Cinecolor, compared to three in Technicolor and two in Cinecolor for the first month of 1948.

Among the important musicals are three in Technicolor: Walt Disney's "So Dear to My Heart," "The Kissing Bandit" and "One Sunday Afternoon"; three Technicolor dramas, "Adventures of Don Juan," "3 Godfathers" and "The Boy With Green Hair"; six other dramas, "The Snake Pit," Hal Wallis' "The Accused," "Force of Evil," "Live Today for Tomorrow," "Siren of Atlantis" and "Shockproof," and two name comedies, "You Gotta Stay Happy" and "That Wonderful Urge." The balance are action dramas such as "Red Stallion in the Rockies," in Cinecolor and "Wake of the Red Witch," or westerns.

LIST BY COMPANIES

Broken down by companies, the January releases will be:

COLUMBIA—"Shockproof," starring Cornel Wilde and Patricia Knight (Mrs. Wilde); "The Dark Past," starring William Holden and Nina Foch with Lee J. Cobb and Adele Jergens, and "Loaded Pistols," a Gene Autry western with Barbara Britton and Chill Wills.

EAGLE LION—"Red Stallion in the Rockies," in Cinecolor, with Arthur Franz and Leatrice Joy; "Parole, Inc.," starring Turhan Bey, Michael O'Shea and Evelyn Ankers, and "Ride, Ryder, Ride," first of a new western series starring Jim Bannon and Peggy Stewart.

FILM CLASSICS—"Alaska Patrol," with Richard Travis and Helen Westcott, is tentatively set for January.

METRO-GOLDWYN-MAYER—"Three Godfathers," an Argosy Pictures production in Technicolor, starring John Wayne, Pedro Armendariz and Harry Carey jr., with Mae Marsh, Ward Bond and Jane Darwell; "The Kissing Bandit," in Technicolor, starring Frank Sinatra and Kathryn Grayson with J. Carrol Naish, Mildred Natwick and Billy Gilbert, and "Piccadilly Incident," a Herbert Wilcox British-made, starring Anna Neagle and Michael Wilding with Reginald Owen.

MONOGRAM—"Temptation Harbor," a British-made starring Robert Newton and Simone Simon, set back from November; "Incident," starring Jane Frazee and Warren Douglas; "Trouble Makers," a Bowery Boys feature with Leo Gorcey, Huntz Hall and Bobby Jordan, and "Gun Runner," a Jimmy Wakely western.

PARAMOUNT—"The Accused," a Hal Wallis production, starring Loretta Young, Robert Cummings and Wendell Corey, and "Dynamite," a Pine-Thomas feature with William Gargan and Virginia Welles.

RKO RADIO—"The Boy With Green Hair," in Technicolor, starring Pat O'Brien, Robert Ryan and Dean Stockwell with Barbara Hale, set back from November, and "So Dear to My Heart," a Walt Disney feature in Technicolor, starring Burl Ives, Beulah Bondi and Bobby Driscoll, set back from December.

REPUBLIC—"Wake of the Red Witch," starring John Wayne and Gail Russell with Gig Young and Luther Adler; "Rose of the Yukon," with Steve Brodie and Myrna Dell; "Sheriff of Wichita," an Allan Lane western, and "Frontier Pony Express," a Roy Rogers reissue.

SCREEN GUILD—"Highway 13," with Robert Lowery, Hillary Brooke and Pamela Blake.

TWENTIETH CENTURY-FOX—"The Snake Pit," starring Olivia de Havilland, Mark Stevens and Leo Genn with Celeste Holm, Glenn Langan and Helen Craig; "That Wonderful Urge," starring Tyrone Power and Gene Tierney with Reginald Gardiner, and "This Was a Woman," a Marcel Hellman British-made with Barbara White.

UNITED ARTISTS—"Valiant Hombre," first of the new Cisco Kid series, starring Duncan Renaldo and Leo Carrillo, and two Hunt Stromberg reissues, "Guest in the House," starring Ralph Bellamy, Anne Baxter and Marie MacDonald, and "Lady of Burlesque," starring Barbara Stanwyck with Michael O'Shea, J. Edward Bromberg and Stephanie Bachelor, set back from December.

UNIVERSAL-INTERNATIONAL—"You Gotta Stay Happy," a Rampart production starring Joan Fontaine and James Stewart with Eddie Albert, Percy Kilbride and Roland Young, set back from December, and "Live Today for Tomorrow" (reviewed under the title, "Act of Murder"), starring Fredric March, Edmond O'Brien and Florence Eldridge.

WARNER BROS.—"Adventures of Don Juan," in Technicolor, starring Errol Flynn and Viveca Lindfors with Robert Douglas, Romney Brent and Alan Hale; "One Sunday Afternoon," in Technicolor, starring Dennis Morgan, Janis Paige, Don DeFore and Dorothy Malone, and "Whiplash," starring Dane Clark, Alexis Smith, Zachary Scott, Eve Arden and Jeffrey Lynn.

The Astor Pictures release is "Stallion Canyon," one of the new Sunset Carson westerns in Magnacolor.

'Assembly-Line' Filming Doomed, Warns Small

HOLLYWOOD—Control of motion picture output by large studios turning out celluloid on an "assembly line basis" is doomed—and future months will see the industry being led out of its present chaotic and stagnant state by talented independent picture-makers working as share-croppers to establish production on a "new and sounder basis."

That is the prediction voiced by Edward Small, one of Hollywood's most active independents, who has manufactured some 29 pictures for various releases during the past ten years.



Edward Small

Such drastic revision of the modus perandi has been made necessary, according to Small, for several reasons:

1. Foreign markets, which formerly contributed up to 40 per cent of the industry's total revenue, has now diminished to about 10 per cent—and this is not expected to change for the better because other nations are producing more of their own pictures.

2. Quota restrictions and frozen money also are contributing to the nosediving foreign situation.

3. Hollywood production costs are almost double what they were in prewar years.

4. A declining domestic market is the result, Small contends, of the fact that "people do not have the money to spend."

As Small visualizes Hollywood's future, creators "must become participants in the fruits of their own abilities" through profit-sharing arrangements under which they will receive "very little" initial money but can "make greater profits than ever before. This, in turn, will revive the spirit needed to raise the quality of pictures."

The revolution, according to Small, is already under way, and independent production soon will be "the order of the day." The widespread talk of bad pictures is "just so much poppycock," in his opinion.

Amplifying on this thought, the picture-maker contended that "There were more good pictures released this year than there have been in the last ten years, but when a person can't meet his expenses, something must suffer. Motion pictures still are the greatest entertainment the world ever knew, and the big attractions are the ones doing business, even greater than ever before, but the smaller attractions suffer to a greater degree. Due to the shrunken markets and other conditions, motion picture costs must come down and quality must go up. This means that large studios cannot carry their former overheads and pay the ridiculous salaries of the past. For this reason, the belt-line system of running studios—of one man making 50 pictures—is finished."

Major company interest in established independent producers has reached the point, Small asserted, where nearly every studio already has aligned itself with outstanding share-croppers—and many of 1948's biggest pictures have resulted from their efforts. Cited as examples were "Red River," produced and directed by Howard Hawks, released by United Artists, and with which Small was associated; his own production of "The Fuller Brush Man" for Columbia release; Samuel Goldwyn's "The Best Years of Our Lives" for RKO Radio; Argosy's "Fort Apache" and the Hal Wallis production for Paramount, "Sorry, Wrong Number."

Small's prognostications for the future encompass the operation of Hollywood's studios on a leasing basis, combined with releasing facilities. Such a system, he declared, will renovate a Hollywood which has been made "flabby and lazy" through big salaries paid out to "men who have been in studios year after year and contributed nothing."

Small feels that there can be no profit unless the picture warrants it. He draws a parallel with the novelist who writes a book but receives no money unless it is successful—a system "in vogue for over two centuries."

New RCA President Says:

Video Two Years Ahead Of Postwar Predictions

BOSTON—"Television as an industry and as a service to the American people is two years ahead of the most optimistic postwar forecasts," according to Frank R. Folsom, newly elected president of the Radio Corp. of America. It is physically impossible for the radio industry to produce enough television receivers to meet the current demand, and this condition will continue throughout 1949, Folsom said in an address before the Clover club December 4.

"If the returns from television broadcasting and the allied program activities are added to income produced by television manufacturing, this new art should add $8,000,000,000 a year to the national economy five years hence. That amount would place the radio-television industry among the ten largest industries in the United States," Folsom pointed out.

With the joining of eastern and midwestern television networks by coaxial cable January 12, Boston will be linked with stations as far south as Richmond and as far west as St. Louis. "Today there are 47 television stations on the air, serving 23 cities and surrounding areas in 22 states," Folsom said. "By the yearend, the number of stations will increase to approximately 50, the number of cities to 32 and the number of states to 25. At the end of 1949, the outlook is for approximately 123 television stations in 70 cities and 35 states. Translated into terms of the total population of the United States, these figures mean that by the end of 1948 approximately 40 per cent of the American people will be within range of television and, a year later, 51 per cent," according to Folsom.

With the radio industry producing and selling 850,000 television receivers in 1948, it means that more than 1,000,000 receivers will be in use at the start of 1949, Folsom said. The potential viewing audience will number approximately 6,000,000 persons and, on special occasions such as next month's inauguration of President Truman, more than 10,000,000 spectators will watch the country's television sets.

"These statistics add up to the fact that television is the fastest growing new industry in the United States. It is rapidly establishing itself as one of the economic bulwarks of the nation. In 1949, it is estimated that 1,600,000 new television receivers will be added to the millions already in operation. By 1953, the industry as a whole will be turning out 4,800,000 sets a year—so by the time of the following presidential inauguration in 1953, we may expect that there will be 17,000,000 television receiving sets in this country, with a potential audience of 50 to 60 million persons," Folsom said.

Folsom predicted that by that time a nationwide television network should be in operation. He also said that in the future television sets may be equipped with a signal device to alert their owners when important events are about to be telecast. Such a device, operated by means of inaudible radio tones, would be similar to the radio "Alert" demonstrated in New York in the early days of World War II, he said.

48 Television Stations Operating; Million Sets in Hands of Public

NEW YORK—The year 1948 showed "thrilling progress" in the history of television with 48 stations on the air today in comparison to 17 a year ago and close to 1,000,000 sets now in the hands of the public, compared to 200,000 a year ago, according to Wayne Coy, chairman of the Federal Communications commission. Coy was principal speaker at the annual luncheon of the Television Broadcasters Ass'n at the Waldorf-Astoria hotel December 8.

In addition to the 48 stations on the air, there are 74 under construction, most of which will be completed during the year to come to make a total of 100 stations actually in operation by the end of 1949, Coy said. The year was also one of notable television firsts, including the first Toscanini concert and the first broadcast of the Metropolitan Opera, according to Coy, who predicted that at least 2,750,000 sets will be out by the end of 1949, most of them with more users than the families owning them.

Coy pointed out that television's next big thrust will come Jan. 12, 1949, the scheduled date for the junction of the eastern seaboard and the midwest television networks by coaxial cable. Coy said he was "encouraged by the progress that is being made in the perfection of off-the-screen recordings which, with movies, will be a welcome addition to the programming of remote stations if promises are turned into performance."

MPAA Brochure Discusses Good Taste on Screen

NEW YORK—The MPAA is mailing all theatre owners a brochure on "good taste on the screen." It says that the position of the theatre in community life is based on a foundation of responsibility to the public, and that a cornerstone of the foundation is the industry's voluntary production code.

The code say that no pictures should be produced which will lower moral standards, that correct standands of life subject only to the requirements of drama and entertainment should be produced, and that the law, natural or human, should not be ridiculed.

EL-SRO Negotiating Distribution Deal

HOLLYWOOD—Negotiations pointing toward the possible merger of the distribution facilities of Eagle Lion and SRO on the "basis of an entirely new system of operations" are under way, it was disclosed by Daniel T. O'Shea, SRO executive and president of Selznick's Vanguard Films.

The discussions, out of which no concrete points have "yet been determined," would encompass a setup in the machinery of which is "not yet known," O'Shea said. The deal would involve SRO handling the release of all A production for the two companies, while EL would distribute all B product, second runs and reissues.

The SRO-EL negotiations were launched only a few days after discussions concerning an SRO merger with United Artists collapsed. O'Shea declared EL has already offered to handle the reissue of a number of SRO attractions. However, the SRO executive branded as "ridiculous" the possibility that EL, as presently constituted, might distribute Selznick product or that SRO, as now organized, might distribute EL films.

Republic Will Release Its Product in 16mm

NEW YORK—Republic will begin distributing its films in 16mm for the domestic nontheatrical market December 13.

This will place the company in competition with RKO, Universal-International, Eagle Lion, 20th Century-Fox and Astor Pictures. Independent UA producers have been releasing 16mm versions of their films through outside companies for years. MGM has been restricting its 16mm distribution to the foreign market and Paramount ended its 16mm activities in 1946 except for films scheduled for the armed services.

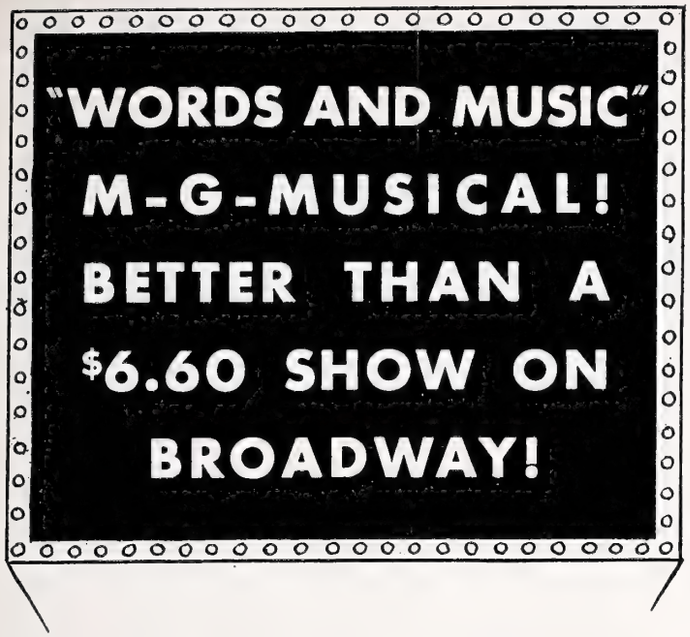
Steve Darcy of the Republic home office will supervise the 16mm distribution program. Henry Satter, veteran nontheatrical booker in the New York area, will handle distribution of the narrow-gauge product for the metropolitan district. He will work out of the New York branch, beginning Monday, the 13th.

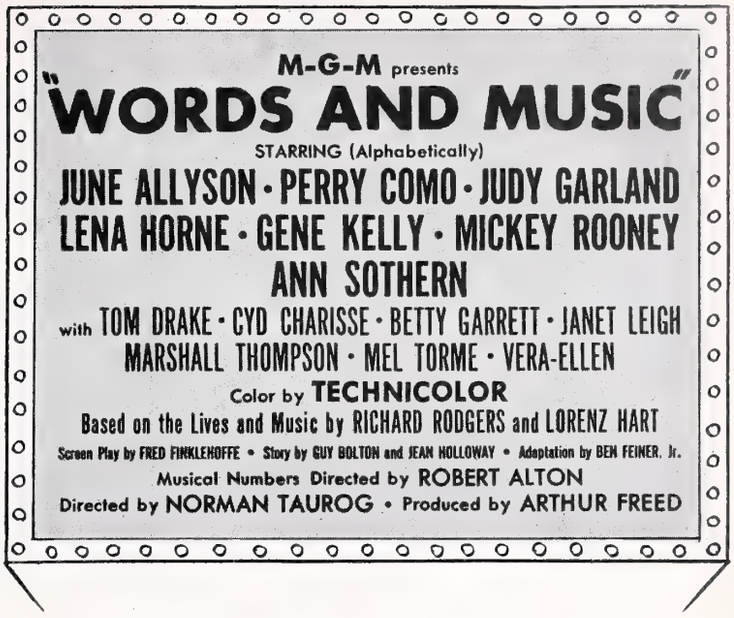
Republic will go into the 16mm field on a small scale, expanding as the market opens.

Third Technicolor Film From WB in 60 Days

NEW YORK—Warner Bros. will release its third Technicolor film within 60 days when "Adventures of Don Juan" opens in key cities early in January. "Fighter Squadron" began showing in late November and "One Sunday Afternoon" is booked for Christmas week openings in New York, with national release due afterwards.

Seven other Technicolor films are being produced at the Burbank studio. They are "Happy Times" with Danny Kaye, "Look for the Silver Lining," "My Dream Is Yours," "South of St. Louis," "Montana" with Errol Flynn, "The Younger Brothers" and the musical, "It's a Great Feeling."





THE PUBLIC LOVES THOSE TECHNICOLOR M-G-MUSICALS!

Isn't it the truth! The folks get a screenful of gay stars, gorgeous settings, hit songs, happy entertainment (and Technicolor, too!) when M-G-M brings to your theatre its multi-million dollar musicals! And everybody from 6 to 60 wants to see them!

The fans loved such M-G-Musicals as "Easter Parade," "A Date With Judy," "On An Island With You," "Luxury Liner," but they haven't seen anything yet!

Watch for the BIGGEST Musical yet, "WORDS AND MUSIC." World Premiere Radio City Music Hall and nationwide at New Years.

First in Musicals, too! M-G-M, Box-office Music!

Boom MGM Era Forecast By Sales Chief Rodgers

NEW YORK—"MGM no doubt will lead the industry with greater supremacy than it has ever enjoyed, judging from the current releases and the outlook of future product," according to William F. Rodgers, vice-president and general sales manager, who addressed the field sales managers, their territorial and home office assistants, at the opening session of a five-day conference at the Astor hotel, December 6 through December 10.

"Starting with 1949, our objective will be greater than ever," he said. Rodgers also discussed the goodwill being built up for the industry as a whole by the many talks developed by Maurice N. Wolff, assistant to H. M. Richey, exhibitor relations head, since he took over his new assignment more than a year ago.

Howard Dietz, vice-president and director of advertising, publicity and exploitation; Silas F. Seadler, advertising manager, and William R. Ferguson, exploitation head, revealed extensive ad and publicity plans for MGM product for the next year. Dietz and Seadler discussed the pictures already completed or nearing completion and emphasized the strong star values and stories in the new films to be released within the next six months.

Other speakers during the sessions were: J. Robert Rubin, general counsel and vice-president of MGM; Joseph R. Vogel, vice-president and general head of Loew's Theatres; Charles D. O'Brien, industrial relations, and Alan F. Cummings, in charge of exchange operations.

The field sales managers held individual meetings with their aides December 9 and 10 and departed for their respective territories Saturday (Dec. 11).

Foreign Film Earnings To Drop 20% in 1948

WASHINGTON—Foreign earnings of American film companies are likely to be about 20 per cent lower this year than in 1947—and in 1947 were 10 per cent below the 1946 total, the Department of Commerce revealed this week. The declines in each case are attributable almost entirely to the falling off of revenues from Great Britain.

The remittances from the United Kingdom this year are not expected to top $35,000,000—just half the 1946 tally. The 1947 total from Great Britain was about $56,000,000.

In percentage terms, the UK earnings have fallen from slightly over 50 per cent of the total foreign earnings of $138,000,000 in 1946, to about 35 per cent this year, with the overall take expected to be $100,000,000. Last year the UK accounted for $56,000,000 of a total figure of $124,000,000.

The department figures, based on reports from American film companies, do not go into country-by-country earnings except for the record of remittances from the UK.

Earnings in the first half of 1947 were actually better than in the first half of 1946—$67,000,000 against $66,000,000—but in the latter half the total fell off to $57,000,000, while it rose in the latter half of 1946 to $72,000,000.

His Patrons Surprise Him Via His Own Poll

JOHNSTOWN, COLO. — Dave Warnock, who operates the Lake Theatre here, for some time was of the opinion that his patrons wanted double feature bills and a steady diet of westerns and other action pictures.

But he has changed his mind. He has polled his audiences on their likes and dislikes, and here are his findings.

1. On single and double feature programs, the choice was 2.3 to 1 for single features.

2. On types of pictures preferred, dramas ran first, comedies were a close second, musicals and adventure stories were third and fourth. Mysteries and westerns, to Warnock's great surprise, were last.

3. On shorts, the vote put newsreels first, followed by cartoons, comedies, sports and travel in that order. The big surprise here was the marked preference of the newsreel over cartoons.

Warnock also wanted to find out whether it would pay him to hold midweek matinees. The answer was a definite no. He also asked for complaints and he got them. Many said the sound was too loud, and this was corrected. Others complained that the seats were too close together. Warnock plans to reseat the house, and make way for greater patron comfort.

"If an exhibitor really wants to know what deficiencies in his operation are costing him patrons," says Warnock, "a postcard poll like the one we conducted will do the job."

Johnston is a town of 1,000. There are four good-sized factories in the community, thus providing a good pay roll, and there is a good rural area from which to draw.

The postcards were mailed out to each boxholder served by the postoffice in Johnston and in Milliken, which is located several miles away.

UA-Hughes Financing Deal About Complete

HOLLYWOOD—Near finalization at midweek was a projected deal whereby Howard Hughes, RKO Radio head man, will advance $600,000 in production financing to United Artists in exchange for the return to him of three pictures originally produced by Hughes for UA release.

Kinks in the transaction were being ironed out by Hughes in discussions with Gradwell Sears, UA president, and George Bagnall, UA's vice-president in charge of production. Arrangements call for the $600,000 advance to be split three ways, with $200,000 to be applied as "second money" on three films.

Red Investigation Called 'Witch Hunt'

LOS ANGELES—A deposition by Eddie Mannix, MGM production executive, in which he stated that he considered the congressional investigation into alleged communism in Hollywood a "witch hunt" was read into the federal court records here. His statements were presented by counsel for Lester Cole, film writer, one of the so-called unfriendly ten fired by the studios after they refused to tell a congressional committee whether they were Communists or not. Cole is suing to get his $1,350-a-week job back.

Mannix said in the deposition that two investigators called on him and told him such pictures as "The Best Years of Our Lives," "Margie," "Mr. Smith Goes to Washington" and "Song of Russia," all contained Communist propaganda.

The deposition also quoted Mannix as telling the investigators: "What do you want me for? I can't get you any publicity. Leave me out. Mr. Thomas wants publicity. I think it is a witch hunt." He also was quoted as saying he thought it was a "shoddy way of getting publicity," and that as a production executive he carried out his responsibilities to see that such ideologies did not get to the screen.

Louis B. Mayer, MGM studio chief, testified that two investigators called on him and argued that "we were infested with Communists." Mayer said he told him he was not going to fire anyone on the assumption they were Communists. He also said the investigators said MGM's "Song of Russia" was full of Red propaganda. He ran the picture for them and they were unable to substantiate the charge, Mayer said.

Eric Johnston, MPAA president, also is scheduled to testify in the suit.

Isley Suit May Up Claims To $1,500,000 Mark

LOS ANGELES—First round in the anti-trust action in which the major distributors and the Fox West Coast circuit are defendants went to the plaintiff, Phil Isley Theatres, when U.S. District Judge Campbell Beaumont denied the defendants' motions for dismissal. At the same time Judge Beaumont gave leave to file an amended complaint in which two other co-owners of the Picwood Theatre in West Los Angeles will be joined with Isley as plaintiffs.

Attorneys for Isley said that when the amended complaint is filed, probably within a week or ten days, the amount of damages sought will be tripled to nearly $1,500,000 from the original triple damages of $498,000. Such an increase is permitted through the inclusion of two more plaintiffs.

In the original complaint Isley charged the distributors and FWC refused to sell him any product for his new Picwood on a day-date, first run basis, although he planned the 1,650-seat house as a first run and contends it is "larger and more luxurious" than most local first run outlets.

'Force of Evil' Delayed

NEW YORK—William F. Rodgers, MGM vice-president and general sales manager, reports that "Force of Evil," second Enterprise picture scheduled for January release, is now set for March.



M-G-M TRADE SHOWS





"ACT OF VIOLENCE"

M-G-M presents VAN HEFLIN • ROBERT RYAN in "ACT OF VIOLENCE" With Janet Leigh • Mary Astor • Phyllis Thaxter • Screen Play by Robert L. Richards • Story by Collier Young • Directed by FRED ZINNEMANN • Produced by WILLIAM H. WRIGHT • A Metro-Goldwyn-Mayer Picture

CITY	PLACE	ADDRESS	TIME		CITY	PLACE	ADDRESS	TIME	
ALBANY	20th-Fox Screen Room	1052 Broadway	12/21	8 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Av.	12/21	1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N.W.	12/21	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	12/21	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	12/21	2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	12/21	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	12/21	2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	12/21	1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	12/21	1:30 P.M.	NEW YORK-N. J.	M-G-M Screen Room	630 Ninth Avenue	12/20	10:30 A.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	12/21	2 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	12/21	1 P.M.
CINCINNATI	RKO Screen Room	16 East Sixth Street	12/21	2 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	12/21	1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	12/21	1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	12/21	11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	12/21	2:30 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	12/21	2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	12/21	2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N.W. Kearney St.	12/21	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	12/21	1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	12/21	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	12/21	1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	12/21	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	12/21	1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	12/21	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	12/21	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	12/21	1 P.M.
LOS ANGELES	20th-Fox Screen Room	2019 S. Vermont Ave.	12/20	2 P.M.	WASHINGTON	20th-Fox Screen Room	932 New Jersey, N.W.	12/21	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	12/21	10 A.M.					



M-G-M TRADE SHOWS

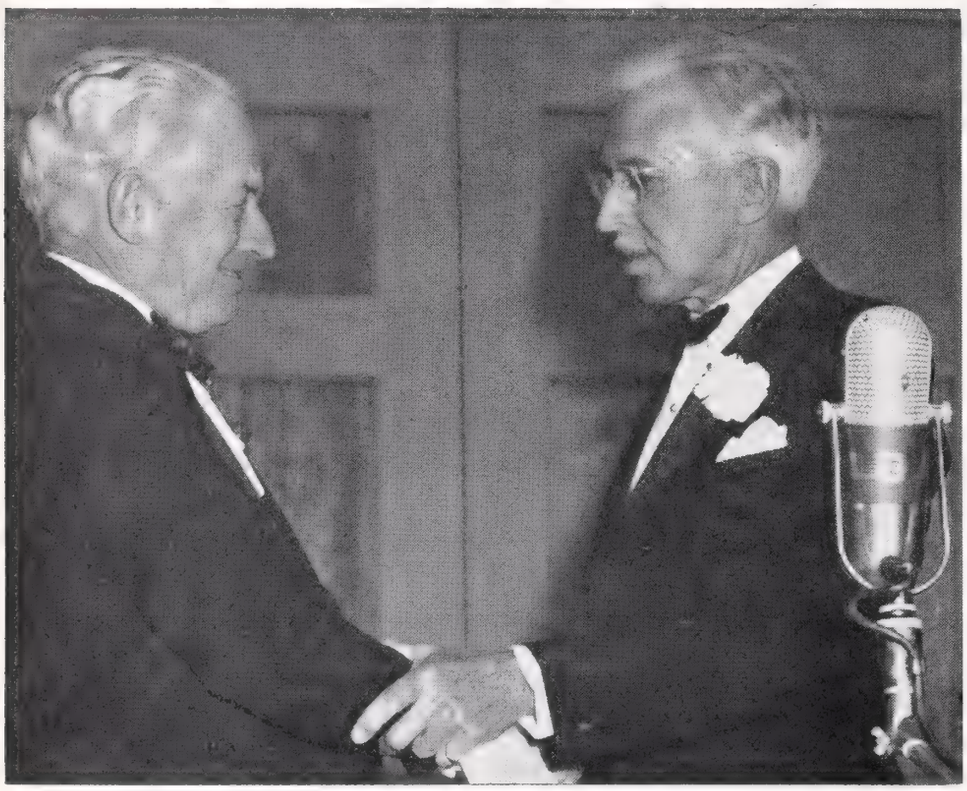


"THE SUN COMES UP"

M-G-M presents "THE SUN COMES UP" • Starring JEANETTE MacDONALD LLOYD NOLAN • CLAUDE JARMAN, Jr. • and LASSIE • With Lewis Stone Percy Kilbride • Color by TECHNICOLOR • Screen Play by William Ludwig and Margaret Fitts • Based on a Novel by Marjorie Kinnan Rawlings • Directed by RICHARD THORPE • Produced by ROBERT SISK • A Metro-Goldwyn-Mayer Picture

CITY	PLACE	ADDRESS	TIME		CITY	PLACE	ADDRESS	TIME	
ALBANY	20th-Fox Screen Room	1052 Broadway	12/30	8 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Av.	12/30	1:30 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N.W.	12/30	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	12/30	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	12/30	2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	12/30	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	12/30	2 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 So. Liberty St.	12/30	1:30 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	12/30	1:30 P.M.	NEW YORK- N. J.	M-G-M Screen Room	630 Ninth Avenue	12/30	10:30 A.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	12/30	2 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	12/30	1 P.M.
CINCINNATI	RKO Screen Room	16 East Sixth Street	12/30	2 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	12/30	1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	12/30	1 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	12/30	11 A.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	12/30	2:30 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	12/30	2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	12/30	2 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N.W. Kearney St.	12/30	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	12/30	1 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	12/30	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	12/30	1:30 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	12/30	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	12/30	1 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	12/30	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	12/30	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	12/30	1 P.M.
LOS ANGELES	20th-Fox Screen Room	2019 S. Vermont Ave.	12/30	2 P.M.	WASHINGTON	20th-Fox Screen Room	932 New Jersey, N.W.	12/30	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	12/30	10 A.M.					

Texas and the Industry Give Bob O'Donnell a Big Hand



Karl Hoblitzelle, president of Interstate circuit, paying tribute to his associate of 25 years at the dinner. They're one of the best known teams in the industry.

DALLAS—They do things in a big way down in Texas. And the Variety Club testimonial banquet honoring Robert J.O'Donnell was in all respects a truly big "production." The term "production" is most appropriately used, for the setting for the party in the Crystal Ballroom of the Hotel Baker was just that. It was a magnificent setting in an atmosphere of the old south and the guests were awed when their gaze fell upon the substantially-built portico that was a full-scale reproduction of a Southern mansion. It was the real thing, not a backdrop, as is indicated by the fact that the dais guests, numbering some 50, were seated on this great porch.

The tribute to O'Donnell was in celebration of his 25th year in show business in Texas, to which state he came from an earlier beginning in the theatre business in Chicago. The presence of governmental dignitaries such as Attorney General Tom Clark and Secretary of Labor Maurice J. Tobin and of city and state officials as well as top motion picture executives from both coasts added to the auspiciousness and color of the occasion.

The Texas Tent of Variety, of which Julius Shepps is chief barker, hosted the affair. But Variety Tents from all around the country joined in the celebration and were represented by their chief barkers. Showmen came from virtually every state in the Union to pay their respects to Bob O'Donnell, principally for the great heart work he has done in the humanitarian endeavors with which Variety International is associated.

Karl Hoblitzelle, head of the Interstate circuit of which Bob O'Donnell is vice-president, summed up his own tribute to O'Donnell's good work on behalf of the underprivileged with, "The temples a man builds in the hearts of his fellowmen are more permanent than those built of stone."

In accepting the honorariums presented to him, Bob O'Donnell paid tribute to the men associated with him in business as well as those who work with him in the Variety Clubs. Of the latter, he said that the more than 6,000 who comprise Variety International are like a "radiation over the country of showmen stepping out to do some good in the communities in which they live for those who are deserving."

And of Interstate he said, "The success of our organization has been only what it meant to our communities. We have a slogan, 'Dedicated to Community Service.' And all who are a part of our organization know it means just that."

George Murphy, MGM star, was an excellent toastmaster. Not only did he entertainingly introduce the various speakers, but he "brought down the house," when he made this aside to Tom Clark: "If possible, when you write that decree, please remember those nice things that you said about us here and keep it in that friendly mood." In his talk Clark had made some references to the "consent decree" that was to be written, at the same time paying compliment to the people in show business.

Other speakers were Mayor Temple of Dallas; Lieut. Adie Murphy, who is starred in "Bad Boy," an Allied Artists production made in cooperation with the Variety Clubs; William O'Donnell and Charles Freeman, Interstate executives, Maurice J. Tobin, secretary of labor; Harold G. Hoffman, former governor of New Jersey, and Col. William McCraw, international coordinator of Variety; John Harris, founder of the Variety Clubs of America, and Julius Shepps, chief barker of Variety Club of Texas.

Among those who came from New York: Norman Ayres, William Brenner, Max Cohen, Tom Connors, George Dembow, Sam Dembow, Ned E. Depinet, Richard C. Fowler, Harold Freedman, Ted Gamble, Leonard Goldenson, Morey Goldstein, J. R. Grainger, William Heineman, Arthur Jeffrey, Ben Kalmenson, Maurice Kann, Bernard Kranze, Paul Lazarus jr., Maurice Maurer, Robert Mochrie, Abe Montague, Oscar Neu, Al O'Keefe, Ted O'Shea, Charles Reagan, Herman Robbins, Jack Schlaifer, George Schaefer, Sol A. Schwartz, Grad Sears, Sam Shain, Harry Thomas, Walter Titus jr., Michael Todd and William Zimmerman.

From Los Angeles: George Bertholon, Frank Borzage, Steve Broidy, Hoagy Carmichael, Jack Carson, Pat Di Cicco, Scotty Dunlap, Bryan Foy, Harold Mirisch, William Pine, Bo Roos, Paul Short, Charles Skouras, William Thomas and John Wayne.

Among others: John Balaban, A. H. Blank, G. Ralph Branton, Leo Dolan, Ottawa, Can.; Joe Garrison, Nathan Golden, Hardy Hendren, Tom James, Herman Levy, Arthur Lockwood, Morris Loewenstein, B. J. MacKenna, Charles G. Manley, Irving Mack, Levere Montgomery, E. C. Rhoden, Peter Rosian, A. T. Rowe, Ben Shlyen, B. W. Stetson, Sam Switow and Marc Wolfe.

* * *

Splendor and significance of the testimonial dinner earned page one news in the Dallas Times-Herald and moved the Kremlin and China over to the other side of the sheet. A three-column photograph of James R. Grainger, vice-president of Republic Pictures, O'Donnell and Karl Hoblitzelle, Interstate Theatres president, introduced the three-column story which carried over for another three columns on page 10. The paper's amusement editor, Clay Bailey, a Variety member, covered the story.

* * *

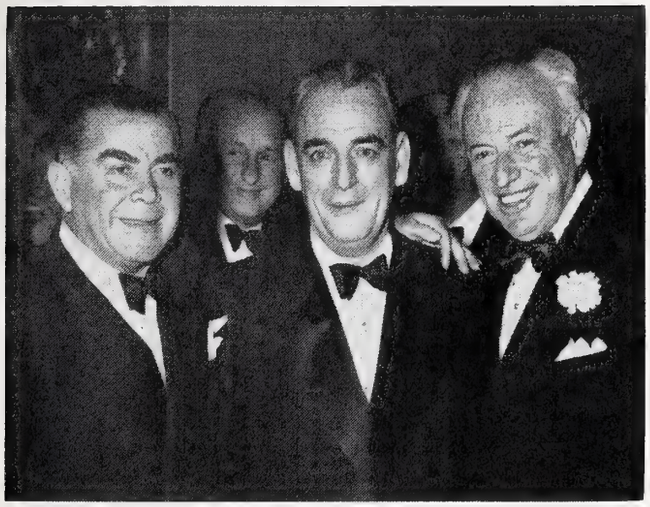
Credits for staging the dinner, nearly all of them, go to Raymond Willie, O'Donnell's assistant at Interstate.

The dais was a bricked porch of an earlier day colonial mansion. Oleanders and old south evergreens were brought in by the hundreds. O'Donnell's seat was before a doorway bearing his house number, 5924, and flowers were all over the place. When all this was being moved in, employes in the telephone company's skyscraper next door thought the Baker hotel was being remodeled. Willie had Barker George O'Rourke, builder of theatres and office buildings, execute his ideas for the outstanding setting. Barker Ray Beal, nationally known publicist and ad man, designed the banquet program.

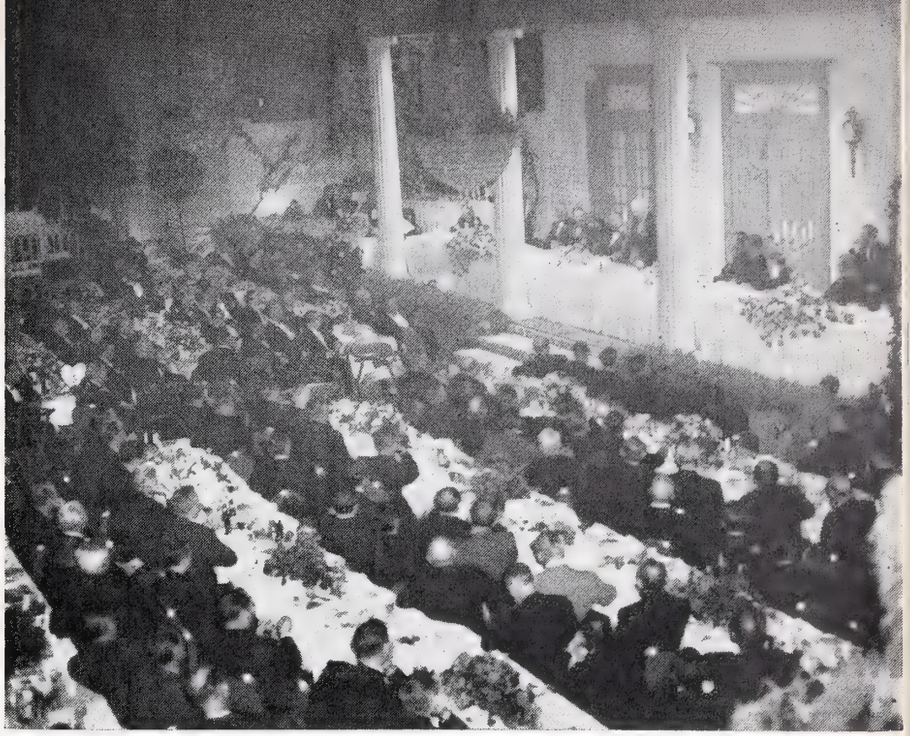
* * *

Theatremen saw a dramatic moment seldom equalled on their screens. When all tributes had been spoken, tears flowed down O'Donnell's cheek and he couldn't talk. Hoblitzelle went over and kissed him on the cheek and a tense situation eased. O'Donnell managed to thank friends for everything and said he enjoyed doing everything he had done.

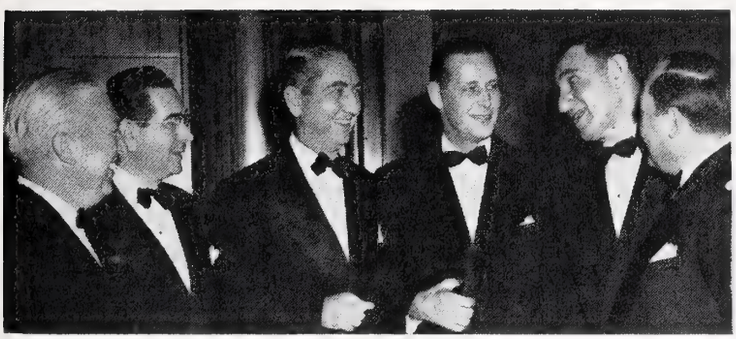
Scenes at the Dallas Dinner



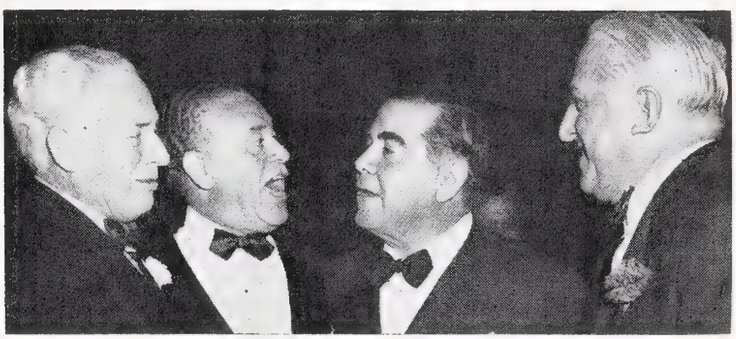
O'Donnell with two of his long-time Variety International associates—Charles Skouras, president of National Theatres, and (R) John Harris, international "big boss" of Variety.



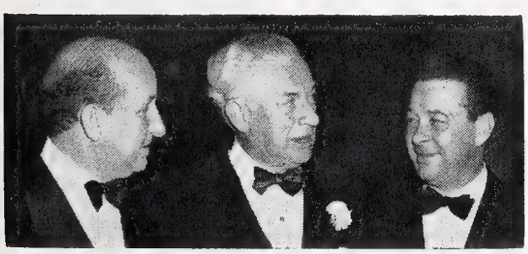
The impressive setting of the dais in the banquet hall. The replica of the southern mansion was built especially for the affair. Here O'Donnell thanks the guests for their testimonial.



Top government officials attended: Left to right here are Steve Broidy, Monogram-AA president; Arthur Lockwood, TOA president; Tom Clark, attorney general; Maurice Tobin, secretary of labor; Julius Shepps, Dallas Variety chief barker; Nathan Golden, director motion picture division, Department of Commerce.



O'Donnell is greeted by William K. Jenkins (R), exhibitor and distributor from Atlanta. Next to O'Donnell are Sam Dembow, production and distribution executive, and Charles Skouras. The honor guest said he was overwhelmed by the tributes and the presence of so many friends from all sections of the country.



LEFT: The honor guest with John Balaban (L) of the Balaban and Katz circuit and Ted Gamble, TOA board chairman.

RIGHT: O'Donnell is caught in a particularly happy mood by the cameraman as he listened to a speaker's quips.



BELOW: The party of New Yorkers arriving at the Dallas airport.



LEFT: Audie Murphy, World War II hero, chats with Karl Hoblitzelle, Interstate president, and Mayor Temple of Dallas.



Men and Events

By JAMES M. JERAULD

Exhibitor Responsibility

EFFORTS of National Allied to have an authority set up in this industry for disciplining players who bring notoriety on themselves and bad publicity on the industry have precedents in organized baseball. Some fear of fines and suspensions probably would have a deterrent effect on the small minority of players not gifted with good judgment and ordinary common sense.

But if there is to be a players' code patterned after the production code there should also be a distribution and exhibition code.

It was the Robert Mitchum case that stirred up all this new discussion. No member of Allied contended at New Orleans that a producer with an unreleased picture on his hands should be barred from releasing it. The loss could be tremendous, but rushing old pictures into release in a situation of this kind is unpardonable. The blame for this can be laid at the doors of the men who did it and at the feet of the exhibitors who played the pictures.

Grabbing a quick dollar in this way can do—and probably is doing—important damage to the public relations of the industry.

No exhibitor organization claims power to discipline its members, but all of them can formulate policies and make suggestions.

Consent Decrees

ABRAM F. MYERS pointed out at New Orleans that a consent decree reached before testimony has been offered does not involve an admission of guilt and civil suits on past offenses are inadmissible. That may have been the reason why RKO reached a settlement. It may also mean that the other defendants will do some fast negotiating for consent decrees before testimony is resumed in the New York three-judge statutory court.

A theatre-by-theatre inquiry into the history of acquisitions by circuits might furnish prima facie evidence for an endless series of civil actions.

H. M. Richey

HENDERSON M. RICHEY has been a major company executive, first with RKO and then with MGM, for so long that younger men in the industry think he has always been with the big companies.

Not so. He was one of the early Allied leaders. In the intervening years he may have lost considerable hair, but he has not lost any of his popularity with his former associates. He was on the dais when plaques were passed out to former presidents and was called up for special mention by Abram F. Myers. The applause that greeted his appearance gave the impression that he could go back to Allied, if he were an exhibitor, and take over where he left off when he was crusading for the rights of the little fellow.

His New Orleans reception was a tribute to an unusual personality.

Industry Film Series

THE new industry series is headed for a fine start. Members of Allied who saw some of them at New Orleans gave them unanimous approval and the word got around that the pictures were good entertainment as well as good public relations.

With 26 men and women on the so-called industry film project committee, it is apparent that for the first time this industry has succeeded in publicizing itself constructively by basing its efforts on the popular interest in film-makers and film-making.

Carbondale Stopover

CHARLES NILES, Iowa-Nebraska Allied president, stepped off an Illinois Central fast train between Chicago and New Orleans to get a breath of air. A sign across the street at Carbondale, Ill., caught his attention, so he went over to inspect it. A few minutes later the train pulled out, leaving Niles with no overcoat, baggage or railroad ticket. He arrived at New Orleans a day and a half after the other board members.

Television vs. Films

SOME of these days—after some perspective on the battle has been acquired—it may be possible to tell the whole story about the television vs. films battle. The television broadcasters have been trying to rush the new medium into popularity to get back the money spent on experimentation, the set makers have been pushing a new source of income.

The more they push, the more they try to panic the film industry into providing program material, the closer comes the day when program quality will have to be on a par with films to put the new industry on a permanent basis.

Obviously 20th Century-Fox was seeking some insurance on this uncertainty when it tried and failed to acquire control of American Broadcasting Co. Other companies would like to make some similar moves, but they are restrained by the attitude of the FCC members who are seeking advice from the Department of Justice on antitrust angles.

Johnston Promotes Book

NEW YORK—Eric Johnston, MPAA president, appeared December 5 on two "Author Meets the Critics" programs in behalf of his book, "We're All in It." The first was radioed over WNBC in the afternoon and the other went over WNBT television at night. Motion pictures didn't figure in the discussions.

Hal Wallis to Make 12 for Paramount

HOLLYWOOD—Culminating negotiations which have continued over the past several months, contracts have been signed calling for a renewal of arrangements whereby Hal Wallis Productions, Inc., will continue to turn out celluloid for release through Paramount. The new ticket provides for the making of 12 features during the next several years at an expenditure of $18,000,000.

Wallis and Paramount signed their original agreement in 1944, under which Wallis turned out 12 pictures. The last of this group, "Bitter Victory," was recently completed.

Discussions on the new deal were carried on both in New York and locally between Wallis and his associate, Joseph Hazen, and Barney Balaban, Henry Ginsberg and Y. Frank Freeman for Paramount. The Wallis organization will continue to function with complete autonomy, producing on the Paramount lot.

Wallis' new ticket gets under way next month with the start of camera work on "Thelma Jordan," to star Barbara Stanwyck, which will be followed by "Rope of Sand," with Burt Lancaster. Also set for early production is "My Friend Irma," film version of the comedy radio series.

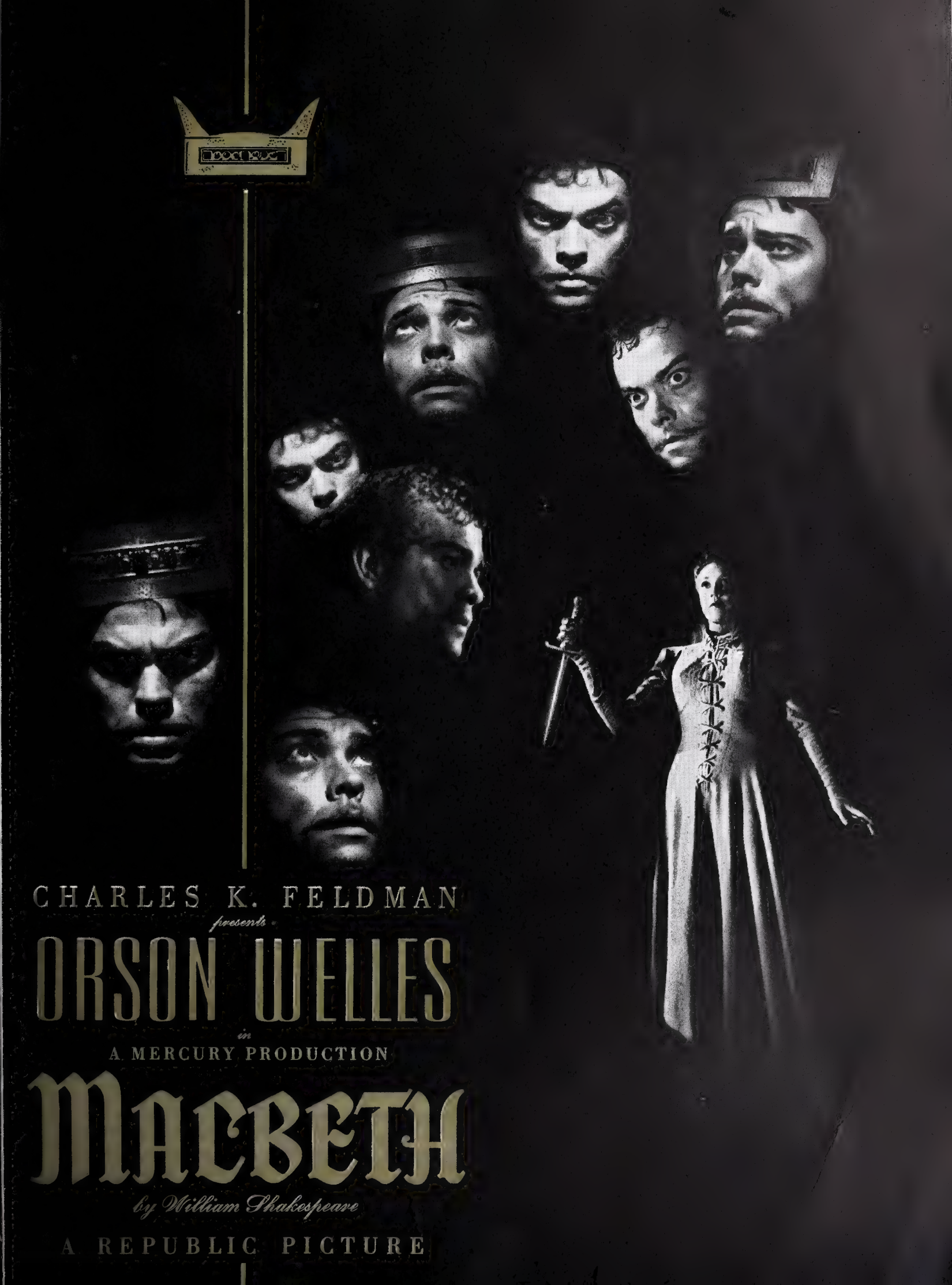
Sidney Berg Will Head Film Promotion Firm

NEW YORK—Sidney H. Berg has resigned as director of advertising and public relations for Loft Candy Shops to serve as president of Right Corporation of America, sales promotion organization specializing in the creation and promotion of merchandise tied in with motion pictures, radio and television shows, the theatre and sports. Jules Weill, head of Masterpiece Productions, is vice-president and Leonard N. Temko is treasurer. Seymour Peyser of Phillips, Nizer, Benjamin and Krim, is counsel for Rights Corp.

Rights Corp. has developed a group of items tied in with the forthcoming Paramount film, "The Paleface," and with its theme song, "Buttons and Bows." Manufacturers of novelties, jewelry, scarfs, buttons, pantaloons, millinery, compacts and fitted cases, ladies' gloves and ribbon products have already been licensed for tieups.

Washington Area Claims The Youngest Exhibitor

WASHINGTON—The Washington area claims the youngest exhibitor in the country. He is 10-year-old Jerry Abbott, an enterprising young fellow, who runs the Masonic Theatre in Newcastle, Va., a 200-seat house owned by his father. Jerry, who is in the fourth grade in school, does all the buying, booking and advertising for the Masonic and knows as much about pictures as many seasoned exhibitors. He reads all the tradepapers and fan magazines and when salesmen call on him, which, by the way, must necessarily be after 3 o'clock when Jerry gets out of school, this youngster is a ready match for them, and salesmen of all companies readily acknowledge Jerry's superior knowledge of the film business.



CHARLES K. FELDMAN

presents

ORSON WELLES

in

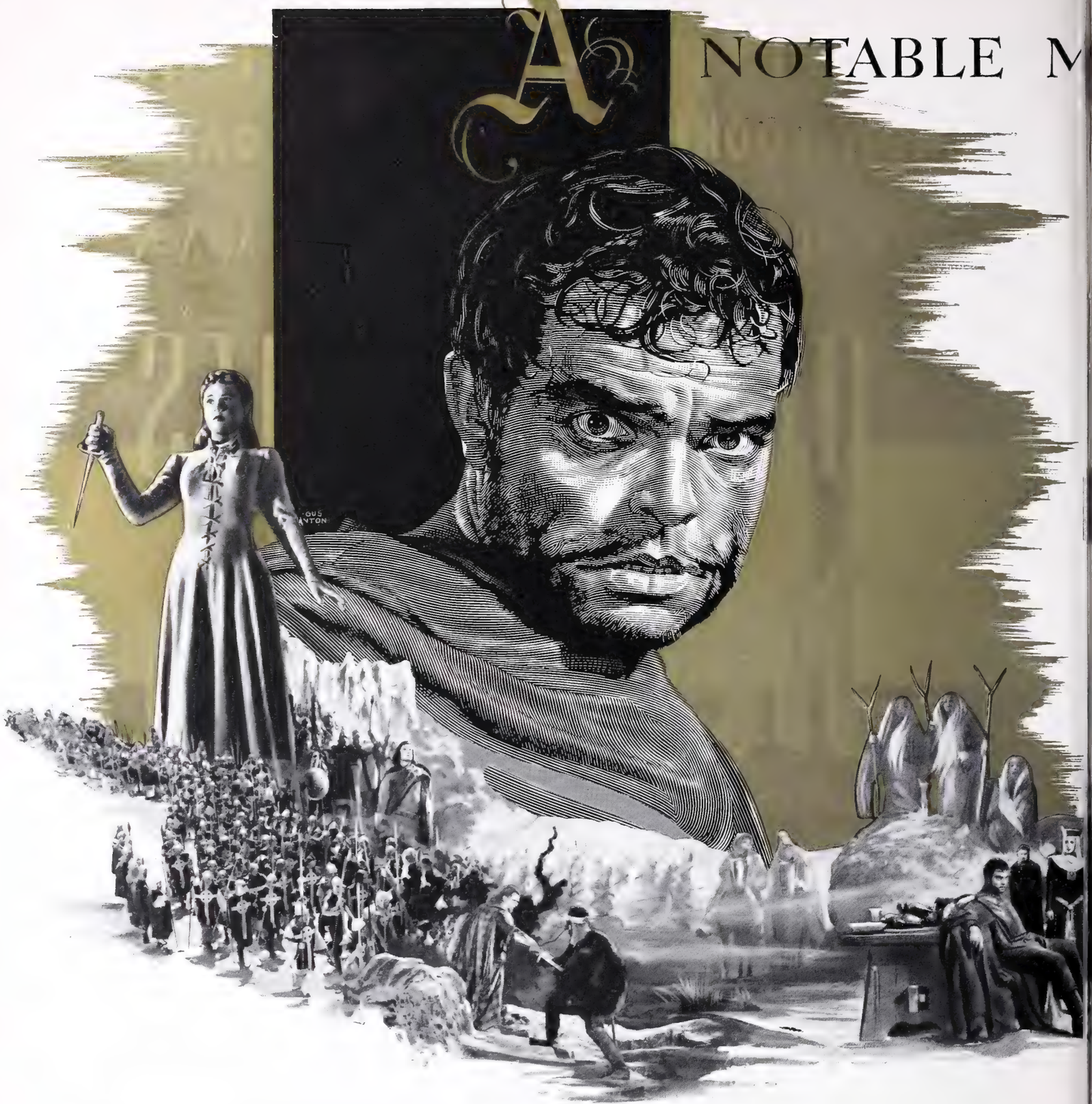
A MERCURY PRODUCTION

MACBETH

by William Shakespeare

A REPUBLIC PICTURE

A NOTABLE M



Orson Welles combines his talents as producer, director and actor to bring to millions of entertainment lovers everywhere one of the best known plays of all time.

But great as it is a play, it is Greater *as a motion picture!*

Welles' re-enactment of the Scottish tyrant and Jeanette Nolan's performance as Lady Macbeth are inspired. With the support of the famous Mercury Players, they recreate in full imagination and dramatic force a most memorable production of MACBETH

OTION PICTURE ACHIEVEMENT!

NOW BOOKING FOR JANUARY DATES

CHARLES K. FELDMAN

presents

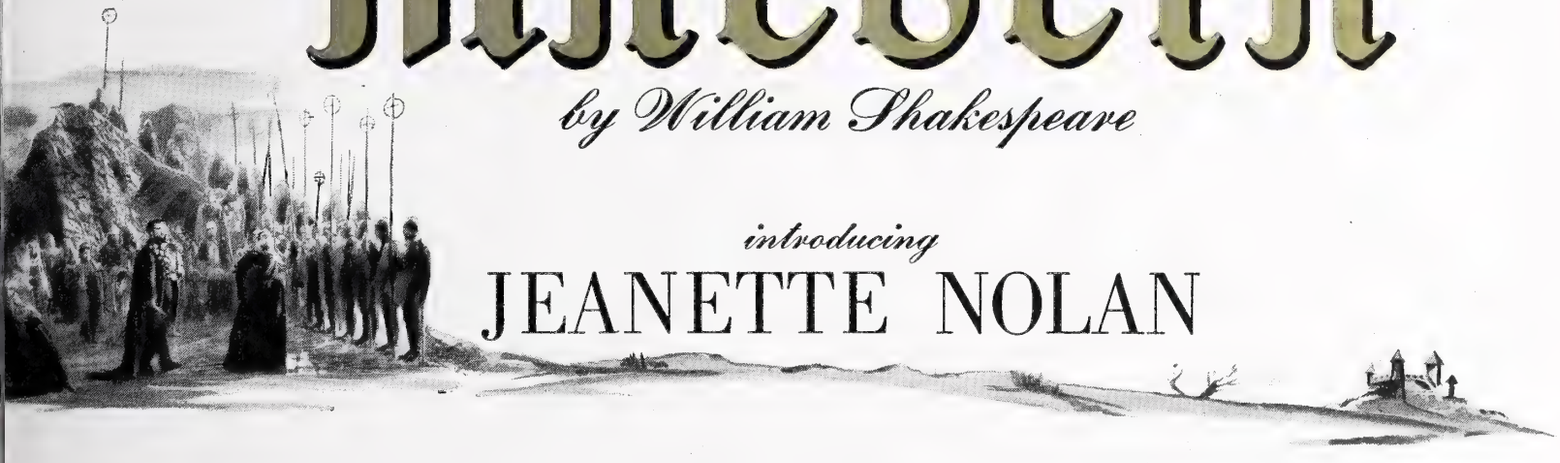
ORSON WELLES

in

A MERCURY PRODUCTION

MACBETH

by William Shakespeare



introducing

JEANETTE NOLAN

with

DAN O'HERLIHY RODDY McDOWALL

EDGAR BARRIER ALAN NAPIER

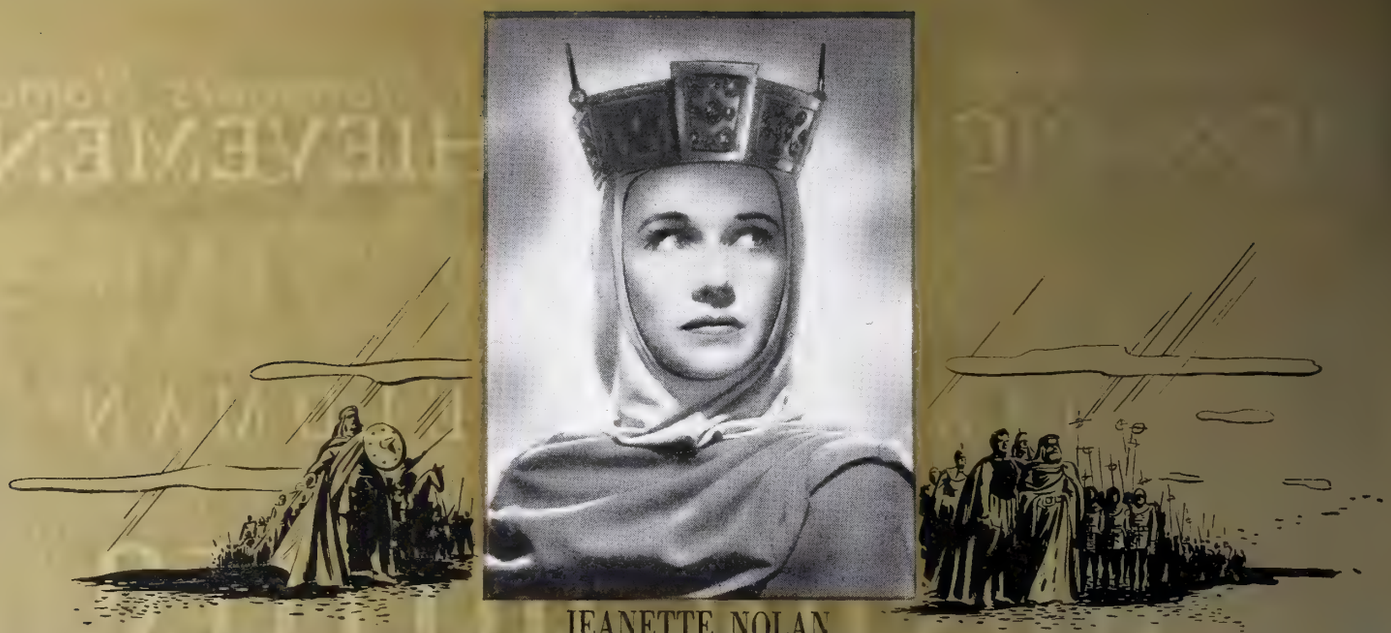
Produced and directed by

ORSON WELLES

Musical Score by JACQUES IBERT Conducted by EFREM KURTZ

Associate Producer RICHARD WILSON

A REPUBLIC PICTURE



JEANETTE NOLAN
as Lady Macbeth



DAN O'HERLIHY
as Macduff



RODDY McDOWALL
as Malcolm



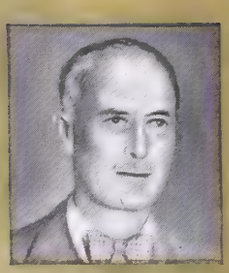
EDGAR BARRIER
as Banquo



ALAN NAPIER
as A Holy Father

CAST

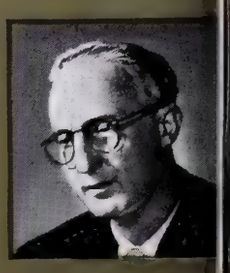
MACBETH	ORSON WELLES
LADY MACBETH	JEANETTE NOLAN
MACDUFF	DAN O'HERLIHY
MALCOLM	RODDY McDOWALL
BANQUO	EDGAR BARRIER
A HOLY FATHER	ALAN NAPIER
DUNCAN	ERSKINE SANFORD
ROSS	JOHN DIERKES
LENNOX	KEENE CURTIS
LADY MACDUFF	PEGGY WEBBER
SIWARD	LIONEL BRAHAM
YOUNG SIWARD	ARCHIE HEUGLY
MACDUFF CHILD	CHRISTOPHER WELLES
DOCTOR	MORGAN FARLEY
GENTLEWOMAN	LURENE TUTTLE
FIRST MURDERER	BRAINERD DUFFIELD
SECOND MURDERER	WILLIAM ALLAND
SEYTON	GEORGE CHIRELLO
A PORTER	GUS SCHILLING
THE THREE	BRAINERD DUFFIELD LURENE TUTTLE PEGGY WEBBER



MUSICAL SCORE

A DISTINGUISHED SCORE BY THE NOTED FRENCH CONTEMPORARY, JACQUES IBERT

CONDUCTED BY EFREM KURTZ, CONDUCTOR OF THE HOUSTON SYMPHONY ORCHESTRA



First Exhibitor Prize Set for EL Drive

NEW YORK — A round trip for two to Hollywood or New York with all expenses paid will be the grand prize for exhibitors participating in the Eagle Lion Jack Schlaifer Testimonial drive, which runs from December 3 through June 2, according to Milton E. Cohen, eastern sales manager and captain of the drive.

The prize will be awarded on a "lucky number" basis. During the drive period, every EL film shipped will be assigned a number, which will be registered in the exhibitor's name and then deposited in a bowl in each exchange. For each film shipped, another number will be assigned, with no limit to the number of potential chances assigned any one exhibitor. At the conclusion of the drive, each branch will have its own "lucky number" drawing in the presence of local exhibitor committees and local representatives of the trade press. The 31 winning names will be flown to New York, where a national "lucky number" drawing will be held, with EL officials, exhibitor committees and the trade press present.

Two New Sales Divisions Established by Altec

NEW YORK—Altec Service Corp., which opened an eastern division last month, is continuing changes in its sales setup with the establishment of southern and central divisions. H. M. Bessey, executive vice-president, says that the changes will become effective in a few days.

The central division, embracing the former Chicago and Dallas districts, with headquarters at 608 South Dearborn St., Chicago, will have Robert Hilton as division manager. Field offices are in Chicago, Minneapolis, Kansas City and Dallas.

The sales representatives will be R. C. Gray, O. E. Maxwell, E. A. Briggs, E. C. Schriver, T. J. Canavan and C. W. A. MacCormack. Field managers will be J. B. Pesek, C. W. Scott, S. J. Warkoczewski and C. J. Zern. D. L. Turner will be business manager.

The southern division, taking in the former Atlanta, Cincinnati and Detroit districts, with headquarters in Cincinnati, will have M. G. Thomas as division manager. Field offices are in Atlanta, Cincinnati and Detroit.

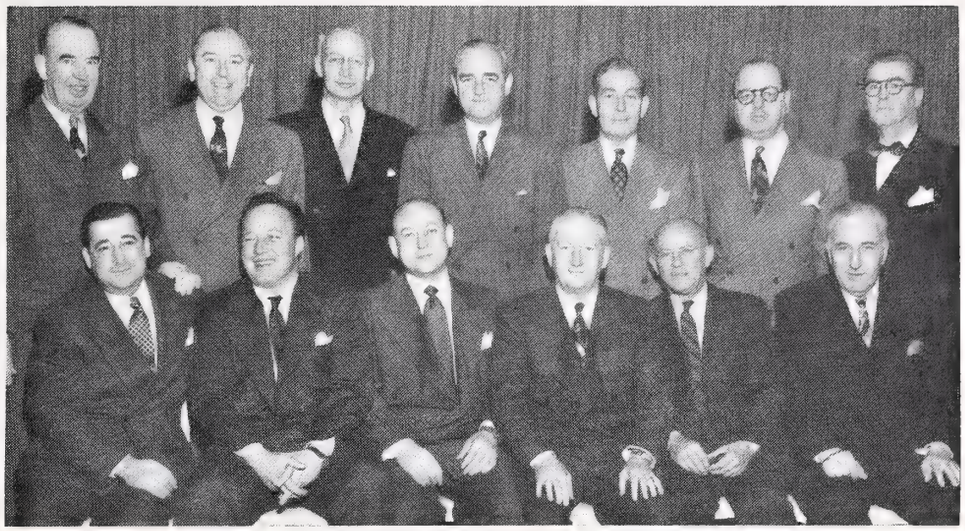
The sales representatives will be F. C. Dickely, F. W. Cocklin, F. S. Barnes and O. G. Taylor. Field managers will be J. I. Mather, J. R. Brown and C. C. Kauffman. F. B. Mewborn will be business manager.

U-I Inviting Theatres To Join Sales Drive

NEW YORK—Universal-International is mailing a four-page brochure to 14,000 circuit and independent theatres inviting their participation in the exhibitor showmanship awards being made in connection with the Unity Sales drive. The brochure explains how all exhibitors and their promotion personnel can participate in the competition which will see the awarding of $4,500 in cash for best campaigns on U-I pictures played during the drive.

Several circuits have already agreed to match U-I prize money in the event any of their working personnel are winners.

RKO's 11 District Managers Named Ned E. Depinet Drive Captains



The RKO district managers, who have been named captains of the Ned E. Depinet drive which starts December 17, are shown at a two-day session in New York. Standing, left to right: Leo Devaney, Canada; Ben Y. Cammack, southwest; Robert Mochrie, vice-president and general sales manager; Ned E. Depinet, president; J. H. MacIntyre, western; Al Kolitz, Rocky Mountain, and R. V. Nolan, prairie. Seated: H. H. Greenblatt, midwest; Len S. Gruenberg, metropolitan; Morris Lefko, east central; R. J. Folliard, eastern; Dave Prince, southeastern; Gus Schaefer, northeastern.

NEW YORK—RKO's 11 district managers have been named drive captains of the Ned E. Depinet Sales drive, which starts December 17 and will run for 20 weeks, according to Robert Mochrie, vice-president and general sales manager. Heretofore, the RKO sales drives were under the direction of one captain.

The lineup of product available during the drive will be headed by Sierra Pictures' "Joan of Arc," now playing at the Victoria in New York and soon to run concurrently at the adjoining Fulton. Dates are also set at the Beverly and Fox Palace in Los Angeles, Goldman's National in Philadelphia, the Colony, Miami, and the Orpheum, New Orleans. The November and December releases include "Blood on the Moon" and "Every Girl Should Be Married."

Releases for the other months of the drive will include: "The Boy With Green Hair" and Walt Disney's "So Dear to My Heart" in January; "Tarzan's Magic Fountain," starring the new "Tarzan," Lex Barker, and "A Woman's Secret," starring Maureen O'Hara and Melvyn Douglas, and the re-release of "Last Days of Pompeii" and "She" in February; Samuel Goldwyn's "Enchantment" and "The Green Promise," starring Robert Paige, in March; "Baltimore Escapade," starring Shirley Temple and John Agar, and the re-release of "The Pride of the Yankees," starring Gary Cooper, in April, and the John Ford-Merian C. Cooper production, "Mr. Joseph Young of Africa," in May.

Film Industry Veterans Organize To Produce Video Entertainment

NEW YORK—A number of veterans in the industry have joined forces and formed the Lion Television Pictures Corp. to provide telecasters with entertainment films, live-show programming and spot announcement material.

The officers are: President, Earle W. Hammons, former president of Educational Pictures; executive vice-president in charge of production, Jules Levy, producer and former RKO executive; vice-president and treasurer, Charles L. Casanave, vice-president of Motion Picture Sales Corp. and former vice-president of National Screen Service; secretary and legal adviser, Newman Lawler, of the law firm of O'Brien, Driscoll, Raftery & Lawler.

Other vice-presidents are R. M. Savini, president of Astor Pictures Corp.; Neil F. Agnew, president of Motion Picture Sales Corp. and formerly president of Selznick Releasing Organization, and Paul White, president of Paul White Productions and formerly SRO European general manager. Savini will be assistant treasurer and White assistant to the president.

Product has already been produced at the New York studios of Movietone, RKO and others, and permanent studio space is being sought here and in Hollywood. The possibility of production in London, Rome and Paris next year is being considered. Distribution will be through Astor Pictures Corp. exchanges, it is understood. The company will announce New York office space shortly.

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"SURE-FIRE LAUGH-WINNER AND COIN-SNARER!"... —*Variety*

"POWER AND TIERNEY STRONG MEDICINE FOR THE BOXOFFICE!"... —*Film Daily*

"WILL HIT RICH PAY DIRT!"... —*Boxoffice*

"NO QUESTION ABOUT BOXOFFICE RESULTS!"... —*Motion Picture Daily*

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ll · Richard Gaines · Taylor Holmes · Chill Wills · Directed by Robert S. Sinclair · Produced by Fred Kohlmar

William R. Lipman and Frederick Stephani

SURGE FROM 20 CENTURY-FOX!

Hollywood Report

By IVAN SPEAR

Robert Cummings to Make Two Films in Europe

Continuing to pop up, with a regularity almost monotonous, are announcements by Hollywood personalities of plans for participating in production activities in foreign parts. Two such disclosures have just been added to an already lengthy list.

Robert Cummings, now working in a Hal Wallis production at Paramount, says he will do two films during his forthcoming European sojourn. Before proceeding to Rome, to co-produce and, possibly, co-star with Greta Garbo in a film based upon the life of Novelist George Sand, Cummings will star in "Password to Love" in Paris. Both pictures will be produced by United California Productions, in which Cummings and Eugene Frenke are partners. "Password to Love" is based on Alexandre Dumas' "Chevalier de Raison Rouge."

Currently functioning as associate producer on W. R. Frank's "The Great Dan Patch," Edward Dein revealed plans to produce an opus called "The Man in the Moon" in Mexico City next February. The yarn is based on an original by Dein and his wife.

Independent Unit Formed For Joan Crawford Film

Add to the already-crowded list another pair of newly formed independent production hopefuls.

Joan Crawford and Director Curtis Bernhardt, in association with Producer James Nasser, have organized a unit to turn out "Miss O'Brien," in which Miss Crawford will have the starring role of a school teacher. It will be piloted by Bernhardt but the releasing arrangements have not, as yet, been determined.

Distribution likewise is up in the air for the product which Sam White, veteran producer-director, plans to turn out via his just-organized independent unit. At various times with Columbia and Paramount, White is now lining up properties and intends to turn out a series of features before a release is set.

U-I Gives Ann Blyth Lead In 'Going, Going, Gone'

Among morsels of casting news during the period was the assignment of Ann Blyth to the starring role in Universal-International's upcoming comedy, "Going, Going, Gone" . . . Although it's the only picture currently shooting on the lot, Warners' "Task Force" is apparently out to set a new record for the number of speaking parts. New additions include Stanley Ridges, Roger Anderson—a former bomber pilot and screen newcomer—and John McGuire . . . Donald Crisp joins Edmund Gwenn and "Lassie" in the cast of MGM's "Greyfriars' Bobby" . . . The heavy lead in Benedict Bogeaus' current United Artists entry, "The Crooked Way," goes to Sonny Tufts, with Snub Pollard—old-time Mack Sennett comic—also drawing a featured spot therein . . . Nan Leslie will be Gene Autry's leading lady in his newest sagebrusher for Columbia, "Rim of the Canyon" . . . Barbara Lawrence and Jack Oakie are booked for 20th Century-Fox's "Hard Bargain" . . . Henry O'Neill, stage and screen character player, joined the cast of "Sam Wynne" at RKO Radio.

Brown and Kirkwood to Star In 'Average Man' Series

Apparently RKO Radio has decided it's going to take two film personalities to replace the late Edgar Kennedy as the topliner in its "Average Man" two-reel series. Taking over the assignment vacated when Kennedy died recently are Wally Brown and Jack Kirkwood, who will be co-featured for the first time in "Heart Troubles," being produced by George Bilson and directed by Charles E. Roberts from his own script.

Kennedy completed "Contest Crazy," first in the 1948-49 series, just a few months prior to his death.

Edward Small Makes Deal For Release in Italy

Edward Small, the multiple-release specialist (he's had, at various times, commitments with Columbia, Eagle Lion, 20th Century-Fox and United Artists, has set a deal with Scalera Films—the Italian company headed by Roberto Dandi—whereby that outfit will handle distribution in Italy of Small's "Black Magic." Small made the heavily-budgeted costumer, starring Orson Welles, in Rome early this year.

Formerly tagged "Cagliostro," the opus hasn't been committed for distribution in the U.S.



ROAD TO ROME — Roberto Dandi (right), general manager of Scalera Productions, Italian film company, confers with William Gordon, head of public relations, foreign affairs and censorship for Universal-International. Dandi was a recent Hollywood visitor to set up details for producing a film in Rome starring Deanna Durbin next spring. The picture will be a joint U-I-Scalera venture.

Paramount Signs Crosby To Seven More Years

Even in Hollywood, where mercurial temperaments are the rule rather than the exception, a film luminary occasionally gets into a rut.

Take Bing Crosby, f'rinstance.

Paramount has just signed the Groaner to a new seven-year contract calling for him to star in 18 more pictures.

Which means that, upon completion of the new commitment, Crosby will have completed 24 years of service with one studio. That's right, 24 years. Der Bingle joined Paramount originally 'way back in 1931, when he played his first top role in one of the "Big Broadcast" series. His current starring vehicle, "Top o' the Morning," is his 40th for the company, and his 41st, to begin camera work early next year, will be "Broadway Bill," which Frank Capra will produce and direct.

Bing, incidentally, rated No. 1 in the recent BOXOFFICE BAROMETER poll of "All-American Screen Favorites" for 1948 and also snagged the top spot in the "All-American" poll of male stars.

Literary Market Improves With Four Stories Sold

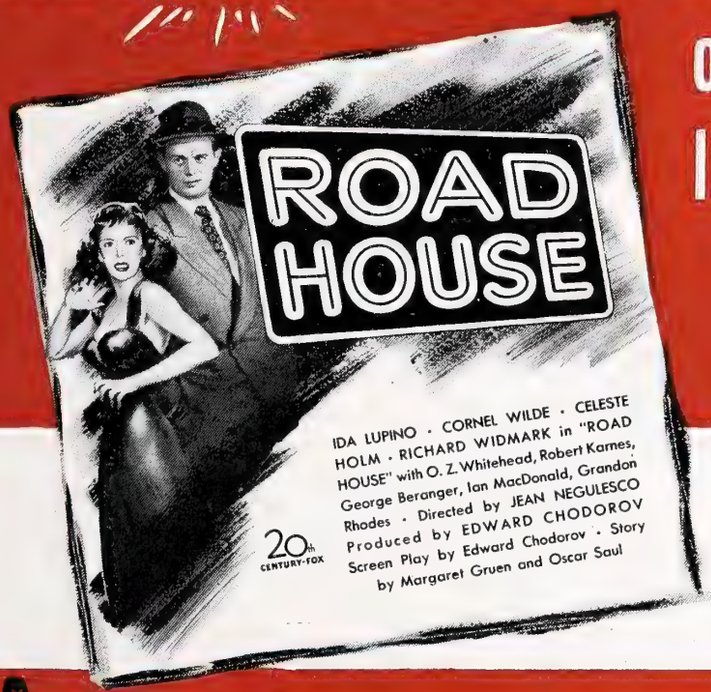
With the disposition of four properties to film makers, the literary market picked up noticeably during the period. To RKO Radio went "The Man Who Played Santa Claus," a magazine novelette by John Weaver, which will be filmed as "Christmas Gift." Slated, tentatively at least, to co-star are Cary Grant and Betsy Drake, while Don Hartman will produce and direct . . . "The Miami Story," by Jay Dratler, was acquired by Warners, and Dratler came along with the package to script and produce it. The yarn is a melodrama set in the Florida resort playground . . . For his independent production slate, Actor-Director Gene Raymond purchased "The Captain and the Kid," an original radio play by Martha Wilkerson . . . Screen rights to "Storm at Sable Island," a story by Edmund Gilligan, went to 20th Century-Fox.

Producer and Director Set For Abbott-Costello Film

Robert Arthur will produce and Charles Barton is assigned to direct Universal-International's next A&C comedy, "Abbott and Costello and the Killers," currently being screenplayed by Oscar Brodney . . . Two veteran sagebrush directors drew new assignments at Monogram. Lambert Hillyer is piloting "Gun Law Justice," a Jimmy Wakely opus, while Ray Taylor will meg Johnny Mack Brown's next, "Gun Hawk" . . . Sol Shor, Royal Cole and William Lively are teamed on the script of an untitled 12-chapter cliffhanger at Republic . . . 20th Century-Fox ticketed Sally Benson to polish the screenplay of "Come to the Stable" . . . Added to Columbia's directorial roster were Phil Rosen, who will meg "Secret of St. Ives," and Jean Yarbrough, given the reins on "Night in Havana."

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FLASH!

IT'S A *VARIETY* SCOREBOARD HIT, TOO!

* ....and *NATURALLY* more champions coming up!



the Snake Pit

Darryl F. Zanuck presents OLIVIA de HAVILLAND in "THE SNAKE PIT" also Starring MARK STEVENS and LEO GENN with Celeste Holm, Glenn Langan • Directed by ANATOLE LITVAK Produced by ANATOLE LITVAK and ROBERT BASSLER • Screen Play by Frank Partos and Millen Brand • Based on the Novel by Mary Jane Ward



When My Baby Smiles At Me

TECHNICOLOR

BETTY GRABLE • DAN DAILEY in "WHEN MY BABY SMILES AT ME" • Color by TECHNICOLOR • With JACK OAKIE, JUNE HAVOC, RICHARD ARLEN, JAMES GLEASON • Directed by WALTER LANG • Produced by GEORGE JESSEL • Screen Play by LAMAR TROTTI • Adaptation by Elizabeth Reinhardt • From a Play by George Manker Watters and Arthur Hopkins



YELLOW SKY

GREGORY PECK • ANNE BAXTER • RICHARD WIDMARK in "YELLOW SKY" with Robert Arthur, John Russell, Henry Morgan James Barton, Charles Kemper • Directed by WILLIAM A. WELLMAN • Produced by LAMAR TROTTI • Screenplay by Lamar Trotti • Based on a story by W. R. Burnett



That Wonderful URGE

TYRONE POWER • GENE TIERNEY in "THAT WONDERFUL URGE" with REGINALD GARDINER, ARLEEN WHELAN, Lucile Watson, Gene Lockhart, Lloyd Gough, Porter Hall, Richard Gaines, Taylor Holmes, Chill Wills • Directed by ROBERT B. SINCLAIR • Produced by FRED KOHLMAR • Screen Play by Jay Dratler • From a Story by William R. Lipman and Frederick Stephani

Warners' 'Johnny Belinda' Voted November Blue Ribbon Award

By VELMA WEST SYKES



LEW AYRES AS THE YOUNG DOCTOR WHO TEACHES JANE WYMAN (DEAF MUTE) WAYS OF EXPRESSION



CHARLES BICKFORD AND AGNES MOOREHEAD PLAY ROLES OF HARD-WORKING RURAL NOVA SCOTIANS



NEVER DID A DOCTOR HAVE A HARDER TASK OR GREATER SYMPATHY AND UNDERSTANDING

WARNER BROS. is to be be congratulated on the recognition by the National Screen Council of the quality of "Johnny Belinda," which has been voted the BOXOFFICE Blue Ribbon Award for November. Members of the Council felt it was outstanding among the currently playing pictures, and that the whole family is better entertained when seeing quality product of this kind rather than any of the stereotyped inanities certain segments of the public demand. Actually, the winning picture has such gripping appeal that children in the audience can respond in the same way they do to great works of art beyond their entire understanding. In a practical way, however, "deaf-and-dumb talk" has always had appeal for normal children, so for this reason much of the picture will hold their attention which might otherwise wander from heavy drama.

This is the second winner for Warner Bros. in 1948, the January award going to "My Wild Irish Rose." For Jane Wyman, who does such an outstanding job of acting in the role of a deaf mute, this is the third Blue Ribbon winner, her last Plaque being given for her role as Ma Baxter in "The Yearling." Lew Ayres, who does a remarkable job as the young doctor in "Johnny Belinda" is also winning his third Plaque, but it has been ten years since he won his last one, in Columbia's "Holiday" for June of 1938. Charles Bickford is the ace Blue Ribbon winner among the cast members, this being his fifth, but Agnes Moorehead is close with four winners. On the production staff, only Jerry Wald, producer, has made a Blue Ribbon winner before, the other one to his credit being "Destination Tokyo."

BOXOFFICE reviewed "Johnny Belinda" in the issue of September 18 with this comment: "Among the innumerable assets which earmark this as one of the season's most distinguished pictures, probably the most noteworthy is the performance by Jane Wyman. Her delineation of the deaf mute around whom the play is built—a role of extraordinary difficulty—is so ingratiating that it is almost certain to win her another Academy Award nomination." It is interesting to note that the greater number of comments about the film mention this same probability more than any other one thing about the production.

"More such moving stories and splendid acting would be appreciated. Jane Wyman deserves an Oscar for as appealing a performance as I've seen in years of criticizing pictures."—Harold Hunt, Oregon Journal, Portland.

"I can't recall a more touching and beautiful scene than Jane Wyman pouring her heart out in a sign-language Lord's Prayer. That's the story of the whole film—beauty and happiness through misfortune."—Jack Gaskie, Rocky Mountain News, Denver.

"Mature movie making stamps 'Johnny Belinda' as the best of the month and one of the best of the entire year. Miss Wyman emerges as an outstanding candidate for an Oscar in this amazing characterization."—Alan Owen, WMID, Atlantic City.

"'Johnny Belinda' tugs at your heartstrings. Not for small children but it won't hurt the others to see life as it is. It is a clean, heart-warming picture."—Mrs. John Stearns Thayer, G.F.W.C., Los Angeles.

The Award winner has a boxoffice rating of 136 per cent of the average gross as reported by 20 key cities on its first runs there. Holdovers and moveovers have been the rule rather than the exception, with six cities reporting business of 150 per cent up to 190 per cent in San Francisco. Subsequent runs should be proportionately productive of exhibitor prosperity.

The Cast

Belinda ..... JANE WYMAN
Dr. Robert Richardson ..... LEW AYRES
Black McDonald ..... CHARLES BICKFORD
Aggie ..... AGNES MOOREHEAD
Locky ..... STEPHEN MCNALLY
Stella ..... JAN STERLING
Mrs. Poggety ..... ROSALIND IVAN
Pacquet ..... DAN SEYMOUR
Mrs. Lutz ..... MABEL PAIGE
Mrs. McKee ..... IDA MOORE
Defense Attorney ..... ALAN NAPIER
Ben ..... MONTE BLUE
Mountie ..... DOUGLAS KENNEDY
Interpreter ..... JAMES CRAVEN
Floyd McQuiggen ..... RICHARD TAYLOR
Fergus McQuiggen ..... RICHARD WALSH
Mrs. Tim Moore ..... JOAN WINFIELD
Rector ..... IAN WOLFE
Judge ..... HOLMES HERBERT
Dr. Gray ..... JONATHAN HALE
Tim Moore ..... RAY MONTGOMERY

Production Staff

Executive Producer ..... JACK L. WARNER
Producer ..... JERRY WALD
Director ..... JEAN NEGULESCO
Screenplay by ..... IRMGARD VON CUBE, ALLEN VINCENT
From the stage play by ..... ELMER HARRIS
Photographed by ..... TED MCCORD, A.S.C.
Art Director ..... ROBERT HAAS
Film Editor ..... DAVID WEISBART
Sound by ..... CHARLES LANG
Dialog Director ..... FELIX JACOVES
Set Decorations by ..... WILLIAM WALLACE
Technical Advisers ..... ELIZABETH GESNER, BRUCE CARRUTHERS
Special Effects by ..... WILLIAM MCCANN, EDWIN DUPARR, A.S.C.
Wardrobe by ..... MILO ANDERSON
Makeup Artist ..... PERC WESTMORE
Music by ..... MAX STEINER
Orchestra Arrangement by ..... MURRAY CUTTER
Musical Director ..... LEO F. FORBSTEIN
Assistant Director ..... MEL DELLAR
Unit Manager ..... FRANK MATTISON
Unit Publicist ..... ROBERT FENDER

THE BEST PICTURE OF THE MONTH
BOXOFFICE Blue Ribbon Award
FOR THE WHOLE FAMILY

This Award is given each month by the National Screen Council on the basis of outstanding merit and suitability for family entertainment. Council membership comprises motion picture editors, radio film commentators, and representatives of better film councils, civic and educational organizations.

Get this Complete BOXOFFICE BLUE RIBBON Award KIT...



KIT
$1.50
COMPLETE

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November "Blue Ribbon Award" Winner and ALL OTHER "Blue Ribbon Award" Pictures Playing at Your Theatre!

Here's the neatly packaged BOMBSHELL of SELLING POWER that "talks-up" this month's BLUE RIBBON AWARD Winner ..."JOHNNY BELINDA"... It's the prize baby's Blue Ribbon Award Kit, wih colorful die-cut gummed seals and ribbons for sniping everything from a still to a 24-sheet poster... newspaper mats in two sizes... a blue-and-gold one-sheet... all designed to sell the BLUE RIBBON ATTRACTION... with Showmanship! And there's a SPECIAL TRAILER... as well as a TAILPIECE to run after your Feature Trailer . . . that tells your patrons what the Blue Ribbon Award means to them! Order the Blue Ribbon Award Kit... and both Special Trailers... for all BLUE RIBBON AWARD Pictures playing at your theatre. It's an inexpensive way of taking advantage of national publicity, given to prize winning pictures.

HERE'S WHAT THE KIT CONTAINS:

- *8 two-color die-cut gummed seals, 2" x 3".*
- *3 one-column newspaper mats.*
- *3 two-column newspaper mats.*
- *1 two-color one-sheet.*
- *2 two-color die-cut gummed ribbons.*
- *4 two-color die-cut gummed seals, 3½ x 5¾.*

This is the Special Trailer!

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"Winner of the BOX OFFICE Blue Ribbon Award . . . Selected by the NATIONAL SCREEN COUNCIL...comprised of 242 Motion Picture Editors of Newspapers and Magazines...30 Radio Commentators...170 Clubwomen and representatives of social, civic, Religious and Educational Organizations...as the BEST PICTURE OF THE MONTH for the Whole Family!"



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Order from your nearest NSS Exchange!

DECEMBER PRODUCTION DROPS; A MEAGER 33 ENTRIES ARE LISTED

HOLLYWOOD—Hampered considerably by the distressing fact that four production companies slotted no new properties to go before the cameras until after the new year is under way, Hollywood will usher out 1948 by launching a meager 33 vehicles during December.

The tally, reflecting a drop from the 39-picture starting index carded in November, comes as a fitting of lamentable climax to a year characterized, more than anything else, by a hit-or-miss production tempo whose uncertainties reflected top-brass pessimism over dwindling boxoffice revenues at home and the virtual collapse of cinema markets abroad.

Further, the anemic December starting lineup tends to substantiate the prognostications of those alarmists who had been predicting that the Christmas season, far from being jolly, would be one of the grimmest to be faced by studio workers in many years.

Those studios calling a halt to all new production until 1949 include Eagle Lion—which probably will not get into action again until February—Paramount, Warners and the Selznick Releasing Organization. Mustered up by the other companies are a total of 25 new subjects, while eight others, originally set for earlier starting dates, were carried over for inclusion in the current month's lineup.

Subject to possible revision—favorable or otherwise—the entries, by studios, include:

Columbia

Maintaining a consistent record of being at or near the top in picture-making volume throughout the year, this studio winds up its 1948 calendar with a six-picture schedule, two of which were holdovers from November, while another one was sent before the cameras in the latter days of last month. Probably the most important candidate is "All the King's Men," film version of the Robert Penn Warren novel, to be produced and directed by Robert Rossen. The cast topliners include Broderick Crawford, John Ireland and a newcomer from the Broadway stage, Mercedes McCambridge. Warren's tome, which appears to adhere rather closely to the colorful career of Huey Long, concerns a politician who becomes governor of an unnamed state, attempts to organize his office along dictatorial lines, and ultimately meets death at the hands of an assassin on the capitol steps. From Gene Autry Productions comes a new sagebrusher, "Rim of the Canyon," starring Autry and to be megged by John English. Producer of the opus is Armand Schaefer, president of the Autry production unit. Also in the horse-opera category is "The Blazing Trail," an entry in the "Durango Kid" series featuring Charles Starrett and Smiley Burnette. The Colbert Clark production will be piloted by Ray Nazarro. The holdovers include "The Big Jump," to star George Raft, and "The Secret of St. Ives." The Raft vehicle, to be directed by Ted Tetzlaff and produced by Irving Starr, concerns a war hero who aids the FBI in rounding up a gang of counterfeiters. Uncast and minus a director early in the month, "St. Ives" is adapted from an adventure yarn by Robert Louis Stevenson. It is on Rudolph Flothow's production slate.

MGM Ready to Start 'Madame Bovary'

A gander at present boxoffice takes reveals that MGM is hitting the revenue jackpot with a lush Technicolor version of "The Three Musketeers," Alexander Dumas' historical adventure classic and one of the world's most widely-read books.



Pandro S. Berman

That the reception being accorded it by theatregoers was not entirely unexpected is evidenced through mighty Leo's recent disclosure that several other literary classics are on his docket for production during 1949.

The first of these to hit the cameras, and planned on the same lavish scale with which "Musketeers" was mounted, is another famed volume, Gustave Flaubert's "Madame Bovary," which was little short of a sensation when it first made its appearance back in 1857. Slated to go into work this month, the Pandro S. Berman production will be directed by Vincente Minnelli.

Cast in the title role—one of fiction's most relentless portrayals of a scheming and avaricious woman—is Jennifer Jones, borrowed for the part from David O. Selznick. DOS also okayed the loan of Louis Jourdan and Christian Kelleen for other toplines, while from Metro's own acting roster Van Heflin was set for the role of "Charles Bovary" and James Mason was ticketed to round out the cast's upper stratum.

Independent

Although the Eagle Lion studio itself (as noted above) will be idle, Equity Pictures, the unit headed by Harry H. Thomas and producing for EL release, plans camera work on a pair of properties, both carryovers from November. "Enchanted Dream," a musical fantasy, goes under the banner of Vinson Productions, co-starring Peggy Ryan and Ray McDonald, with Arthur Dreifuss as the director and Joseph Levinson drawing the producer's credit. From another Equity unit, Orbit Productions, comes "Alimony," an expose of the divorce racket, to be co-produced by Arthur Z. Landi and Constantin David, with Alfred Zeisler directing. In the month's early days it was minus a cast.

Film Classics

Destined for release through this distribution company is "Chinese Blue," second in a series of suspense mysteries based on the "Inner Sanctum" novels and radio show. A novel by Flora and Sandy Mock, it is to be filmed by M. R. S. Pictures, an independent outfit headed by Richard Morros, Samuel Rheiner and Walter Shenson, but at month's beginning neither the director's berth nor the acting roster had been filled.

Metro-Goldwyn-Mayer

On the heels of announcement by Nicholas M. Schenck, Louis B. Mayer and Dore Schary that the company plans production of 21 films during the coming months, came the scheduling of five of these properties for camera work during December. Ranging from Technicolor musicals to documentary drama and costume-romance, the present month's lineup is one of the most ambitious to be charted by Leo the Lion in some time. Topping the list—and meriting designation as probably the most important offering to emanate from any studio during the period—is "Madame Bovary," which is discussed in detail in the box appearing on this page. Also on the agenda is "Greyfriars' Bobby," latest in the company's series starring "Lassie," with Edmund Gwenn set for one of the toplines among the human acting roster. The Robert Sisk production will be directed by Richard Thorpe. In the vehicle, "Lassie" portrays a dog whose bravery won it the affection and admiration of the entire city of Edinburgh, Scotland. In the Technicolor tunefilm category are "Midnight Kiss" and "Good Old Summertime," both being produced by Joe Pasternak. "Kiss" co-stars Kathryn Grayson and Jose Iturbi, with Norman Taurog in the director's chair, while "Summertime" lists Judy Garland, Van Johnson and Buster Keaton as the cast toppers under the direction of Robert Z. Leonard. A film version of the Bruce Marshall novel, "Vespers in Vienna," is "Storm Over Vienna," which has Peter Lawford, Audrey Totter and Janet Leigh in the leads. The Carey Wilson production, with George Sidney megging, is described as a tale of present-day Vienna under Russian domination, as seen through the eyes of a young American.

Monogram

There will be no lack of production activity at this film plant, where five subjects are scheduled, but there are indications that the title-thinker-uppers have been on a long holiday, since three of the properties are minus even working tags. The trio of nameless entries are all in the western classification, with one each to star Johnny Mack Brown, Jimmy Wakely and the studio's new sagebrush hero, Whip Wilson. The Brown and Wilson vehicles both will be produced

by Barney Sarecky, while Wakely's starrer is under the productional guidance of Louis Gray. All had, at month's beginning, one other factor in common: No directors had been selected. From Producer James S. Burkett comes number umpty-ump in the venerable sleuth series detailing the crime-busting adventures of "Charlie Chan." This one, titled "Murder in the Air," again casts Roland Winters as the Oriental detective, and will be directed by William Beaudine. Slated for camera work as a contribution to the Monogram lineup from Windsor Pictures is "The Harvester," a new version of Gene Stratton-Porter's widely-read homespun novel. To be megged by John Rawlins, "Harvester" is the second film-making venture to be undertaken by the Windsor outfit, which is headed by Julian Lesser and Frank Melford. They had not, in the month's early days, lined up a cast.

RKO Radio

A late November starter, "Sam Wynne," is destined to be this studio's only new production venture until early in 1949. The Sid Rogell production, on which Will Price, former dialog director, makes his debut as a full-fledged megaphonist, toplines Jeffrey Lynn and Martha Scott in a modern melodrama with a New York City background. Lynn, a bookkeeper, tangles with the law when his employer dies under unusual circumstances. Although innocent, Lynn cannot clear his name because of the suspicion and intrigue whipped up by the dead man's wife.

Republic

Slacking off from its usual pace, which customarily sees the launching of from two to three subjects a month, this valley film foundry mustered up by one starting property for December. That one, "Hellfire," marks the initial picture-making try for a new independent unit headed by Western Star William Elliott, Scripters Dorrell and Stuart McGowan, and William J. O'Sullivan, formerly a Republic production executive. Starring Elliott, "Hellfire" is the story of a crooked gambler who becomes indebted to an itinerant preacher when the latter saves the gambler's life—but, in doing so, loses his own. The reverend's dying wish is that the gambler finish a church which the pastor has begun to build, and the remainder of the yarn traces the crook's gradual reformation as he carries out the request.

Screen Guild

One holdover and one new entry will keep the Robert L. Lippert company in action during the balance of the year. Added to the slate as a Lippert production, with Ron Ormond as the associate producer, was "Rimfire," a sagebrusher to topline James Millican, Mary Beth Hughes and Reed Hadley. Early in the period no director had been assigned to the opus. Carried over from a projected November start was "Omoo," a South Seas adventure tale based on a yarn by Herman Melville, famed for his "Moby Dick" and "Typee." Also under the Lippert Productions banner, but sans cast at month's beginning, "Omoo" will be megged by Robert Edwards and produced by George Greene.

20th Century-Fox

This Westwood studio will be one of Hollywood's busiest in 1948's final month, what with the scheduling of four new properties for the sound stages. On George Jessel's production docket as a Technicolor musical is "Oh, You Beautiful Doll," to co-star June Haver and Mark Stevens, and based on the life and songs of Fred Fisher, renowned early-day tunesmith. John M. Stahl directs. From Producer Samuel G. Engel will come a new starring vehicle for Loretta Young, "Come to the Stable," in which Miss Young and Celeste Holm will don nuns' garb. The story by Clare Booth Luce, which Henry Koster will meg, concerns the efforts of Catholic sisters to establish an American haven for Europe's displaced persons. A Jerome Wiedman novel, "I'll Never Go There Any More," will come to the screen as "The Eastside Story," with Sol C. Siegel producing and Joseph L. Mankiewicz as the director. The tale of an Italian-American banking family in New York, "Story" features Edward G. Robinson, Richard Conte and Susan Hayward. Adding another subject to Hollywood's present baseball-picture cycle, Producer William Perlberg will gun "It Happens Every Spring," for which Ray Milland has been borrowed from Paramount as the male star. With Lloyd Bacon directing, Milland portrays a college professor whose life assumes new and unforeseen complications when a hitherto unknown skill as a baseball player comes to the fore. His leading lady will be Jean Peters.

United Artists

A somewhat spotty production pace for 1948 seems destined to end on a satisfactory note for this company with one new picture sneaking before the cameras in the last days of November, while two others were being readied for production starts during the current month. Already in work is "The Great Dan Patch," Producer W. R. Frank's cinematic biography of the celebrated pacing horse who established—'way back in 1906—a speed record that has never been exceeded. Toplining Dennis O'Keefe, Gail Russell and Percy Kilbride, "Dan Patch" is being piloted by Joe Newman, with John Taintor Foote as Frank's production associate. In preparatory stages are "The Crooked Way" and "The Bold Bandido." The former, to be megged by Robert Florey and produced by Benedict Bogeaus, listed no cast members early in the period. It is a suspense melodrama. "Bandido" is another in the "Cisco Kid" sagebrush series being produced by Philip N. Krasne's Inter-American Productions, co-starring Leo Carrillo and Duncan Renaldo, and slated to be directed by Wallace Fox.



SET VISITORS — Checking into the shooting progress on Screen Guild's "I Shot Jesse James," filmed at Republic studio in North Hollywood, Robert L. Lippert (left), SG president and producer of the film, and Murray Lerner (right), prominent local men's wear merchant, pose with the picture's star, John Ireland. Lerner is functioning as associate producer on the offering, in which he has a substantial financial investment.



DIRECTOR HONORED — His directorial efforts over the past 20 years won for Mervyn LeRoy (left) a scroll from J. Myer Schine, president of the Schine circuit, one of the largest independent chains in the U.S. The tribute cited LeRoy for "consistently turning out the highest grossing motion pictures to play our theatres durng the past 20 years." LeRoy currently is under contract to MGM as a producer-director.

Universal-International

This valley lot's sound stages will be pretty well occupied in December through the launching of two new entries, supplementing one feature which got under way in November's closing days. In production as the month began was "Arctic Manhunt," adventure yarn about the frozen north, being directed by Ewing Scott and produced by Leonard Goldstein. It incorporates considerable footage secured around Arctic waters by Scott during a recent expedition to that locale, and lists Mikel Conrad and Quianna (the latter, an Eskimo, won a "Miss Alaska" beauty contest) as the acting topliners. Slated for the starting gun were "And Baby Makes Three" and "Illegal Entry." The former, which also is to be produced by Goldstein, co-stars Donald O'Connor and Charles Coburn, and is a comedy dealing with a war veteran and his former WAC wife—both attending college and trying to care for their baby at the same time. The situation becomes acute when the veteran (O'Connor) unexpectedly makes the football team, of which Coburn is the coach. "Entry" is on Jules Schermer's production docket. A semi-documentary, which Frederick De Cordova will direct, its locale is the California-Mexico border, and the plot concerns the war staged by U.S. immigration officials against alien smuggling rings. In the leads are Howard Duff, Marta Toren and George Brent.



Are you UP-TO-DATE on the LATEST news about the comedy smash that Look Magazine calls "the FUNNIEST of 1948-model movies"? Do YOU realize that . .



HERE'S THE 19-CITY PROOF BASED ON ITS MOST RECENT ENGAGEMENTS—

Its Thanksgiving business topped Labor Day grosses of Paramount's biggest non-musical summer hit in Oklahoma City, Tucson, Poughkeepsie and Jacksonville.

Its Thanksgiving business topped Labor Day grosses of another top Paramount summer show by 30% in Worcester, 20% in St. Paul and by wide margins in Hartford, New Haven Sioux Falls, Milwaukee, Springfield

Its amazing non-holiday week gross in Portland, Oregon, topped the Labor Day week business of Hit No. 1 mentioned above.



Its first 2 days (non-holiday) in Marion, O. topped Hit No. 2 by 30%.

It played to the biggest Paramount business of the entire year in Salt Lake City — with the exception of "The Emperor Waltz" and "Unconquered."

"Mi$$ Tatlock$ Million$"

is one of the 2 Biggest Paramount hits since "The Emperor Waltz"!

ts first week in Denver was **40% over** iverage gross of the past 3 months, ts second week 8% over first week ınd it's holding for a third stanza.



\nd it's **making holdover and move-**ver history in city after city—in-luding Buffalo, Boston, Hartford, Oakland, Springfield, Milwaukee, Oklahoma City and Newark.



"Tatlock" outgrosses every Paramount Picture played in Boise, Idaho, during 1948 including "The Emperor Waltz." And its first 4 days were 10% ahead of "Road to Rio" which included the Christmas Day gross.

Washington Report

By ALAN HERBERT

ONE RESULT OF THE November election is that few congressmen and fewer newspapermen in this city are willing to predict anything for the record. Very likely it will take at least another month or two before they forget their lesson.

There are some indications, however, of things which may happen to our economy which will directly concern exhibitors. We grant that from the standpoint of business at the boxoffice the most important story in this regard will ever come from Hollywood—the product you have to sell.

Theatre construction costs show no sign of declining—if anything, they are apt to be higher in 12 months than they are today. This is not because the market is being glutted with theatres, but rather because the demand for construction materials and skilled labor continues unabated.

Theatre equipment costs also give no promise of falling substantially. One of the big uncertainties is the extent to which the government will increase its demands upon equipment manufacturers for goods to send overseas—especially for military uses. If this demand does not grow appreciably, the cost to the American exhibitor of new projectors, sound systems, etc., may not rise sharply.

The betting here is that there will be no reduction of the admission tax, but it is anybody's guess whether you will be taxed the same or more on the returns of your business. If you are successful enough to hit the excess profits bracket, it is a shade better than even money that you will pay more.

Lost in the shuffle last spring was a proposal, which came to our ears from Att'y Gen. Tom Clark, which would eliminate the admission tax for school children. The exemption would run up to the age of 16, as we recall it. There is reason to believe that if the administration brings such a proposal to Congress this year it might pass.

Due for reversal is the so-called Gearhart resolution of last year, passed over the President's veto, which cut a million or so commission salesmen and other "independent contractors" away from social security coverage. Already more than one member of the house ways and means committee has said he looks for repeal of the Gearhart measure—named after Rep. Bertrand Gearhart of California, defeated Republican.

We wish we could tell you how good business will be next year. We can't, but if you care to send a self-addressed, stamped envelope, we're sure we can fill it with predictions. We're equally sure those predictions will indicate everything from bankruptcy to the most astounding prosperity. Somewhere in between lies the probable.

* * *

A MINOR MYSTERY HERE is the reason for Eric Johnston's visit to the White House last week. If the MPAA president were simply reporting on his European trip, he was pretty late in doing so. (Maybe he had been saving his report for someone else whom he, like many others, had thought would be sitting in the presidential chair next month.)

More likely, of course, is that Johnston was asking for administration aid—and it is likely that that aid would be in solving some of the industry's problems overseas. Asked as he emerged from the President's office if he had asked for government help, Johnston said he could not comment—which is far from a denial.

* * *

IT IS RECALLED HERE that Johnston jumped the gun last spring with his protest on the British quota. Instead of quietly bringing the matter to the attention of the State department, he did so with simultaneous press releases. It all might have worked out well but for the sudden intensification of the Berlin crisis—at any rate, that was the story we were given by the MPAA office and by State department officials as we sought to find out what was happening to the MPAA complaint.

Whatever the fact of the matter, however, there is no record of a formal protest by our embassy against the quota—which is what MPAA was seeking.

Johnston refused to comment also when asked if he had discussed the British quota in particular with the chief executive. Again, that is no denial. The fact that two questions were not denied is slim foundation for a story that the MPAA head has asked President Truman to help the industry in its problems with the British, but that is the best guess today about last week's trip.

COLUMBIA PICTURES
ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES
ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING

GLENN FORD • WILLIAM HOLDEN
in
THE MAN FROM COLORADO
Color by TECHNICOLOR
with
ELLEN DREW
RAY COLLINS • EDGAR BUCHANAN • JEROME COURTLAND • JAMES MILLICAN
Screenplay by Robert D. Andrews and Ben Maddow
Directed by HENRY LEVIN • Produced by JULES SCHERMER

JUNGLE JIM
starring
JOHNNY WEISSMULLER
with
Virginia Grey • George Reeves
Story and Screenplay by Carroll Young
Based upon the famous King Features Syndicate newspaper feature
Directed by WILLIAM BERKE
Produced by SAM KATZMAN

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Vermont Showman and Nine Others Share November BOXOFFICE Bonus



E. A. Pyne



C. H. Stewart

A unique shadowbox which has permanent utility earned Forrest Carmichael, manager of the Campus Theatre, Middlebury, Vt., a November BOXOFFICE Bonus for an original idea. Carmichael and nine other theatremen cited for exceptional showmanship during the past month will receive a Citation of Honor and $10 each.

An English theatre manager, S. Tenser, Central Cinema in Cambridge, became the seventh Britisher to share in the BOXOFFICE Bonuses awarded during the past 19 months. Tenser promoted a full page co-op ad to exploit a trades exhibition in the lobby, a rare and unusual feat in English newspapers.

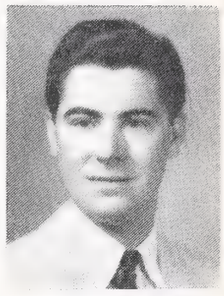
Howard Elliott, manager of the Odeon Danforth in Toronto, was cited for a novel front which attracted extra patronage for "The Dude Goes West."

Missouri was represented by two Bonus winners—Barney Joffee, manager of the Tower, Kansas City, for a display ad, and Howard Griffin, State Theatre manager at Jefferson City, for his skillful use of offset printing for heralds and programs.

For proficiency in general tieups, a Bonus was awarded to Richard Feldman, manager of the Paramount, Syracuse, N. Y. A namesake, E. J. Feldman (no relation), owner-manager of the Legion Theatre in Sioux Center, Iowa, took top honors in window promotions.

C. H. Stewart, manager of the Waco (Tex.) Theatre, topped the field for a Bonus in the institutional phase of showmandising with a joint police-theatre-merchant sponsored youth show which created mutual respect for adults and youngsters in the community.

James McDannold, manager of the Florida in Tallahassee, received a Bonus for ballyhoo, and Ed Pyne, manager of the RKO 105th Street Theatre in Cleveland, received the Bonus for lobby display.



James McDannold



Richard Feldman



Howard Elliott



E. J. Feldman



Howard Griffin



Forrest Carmichael



S. Tenser



Barney Joffee

Jeers, Not Cheers

The following is an excerpt from an editorial on vandalism and hoodlumism published under our byline in July 1943:

"Management is not without its own experiences in human psychology. Present disciplinary methods have made heroes of apprehended culprits in the eyes of their cohorts . . . which is incentive for further acts of vandalism. The manager knows . . . the culprits have stamped themselves as cowards . . . and that shame and humiliation heaped upon these hoodlums . . . will have a greater restraining influence than physical punishment.

"We believe the manager can accomplish a service by pointing out this psychology and the application of it locally. Ridicule is frequently a more potent weapon . . . and in this instance may prove effective."

From Ed Sullivan's syndicated column in the New York Daily News, last week:

"Judge John Connelly, Boston juvenile court, has solved the problem of young rowdies. He forces them to wear diapers, has them fed via nursing bottles and nipples, has them rubbed with olive oil and talcum powder, confines them to baby pens. It seems to cure them quick."

When we wrote our piece originally, we never expected it would take five years to get some action on our suggestion. Now that Judge Connelly has pointed the way, perhaps exhibitors could interest local jurists in handling youngsters similarly, where vandalism and hoodlumism are still rife.

Chester Friedman

AD MAN'S DISTINCTIVE HANDIWORK





Hank Harold's art layouts are usually distinguished by reverse slugs. Harold is art director for RKO Theatres in Cleveland. He adheres regularly to black ads which seem to stand out in the Cleveland papers. Action and musical themes dominate the illustrative material.







Alice Gorham, advertising-publicity director for United Detroit Theatres, is adept at adding punch to press book ads by means of smart catchlines. The ads illustrated above are typical.





Vic Gauntlett, advertising manager for the Hamrick Evergreen circuit, Seattle, knows when copy can be superfluous. That's why the opening day flash illustrated at right had a minimum amount of wordage. Don't check the press book for this one; it's an original.

★

Readers will find little difficulty identifying the ads at left with Jay Wren, advertising-publicity director for Paramount Adams in Newark, N. J. Wren's strong forte is his skill in setting illustrations from large mats into smaller space and making his layouts stand out through artful use of Benday.



Savings Bond Contest At Capitol in Halifax Sells 'Fuller Brush'

A wealth of radio announcements in behalf of "The Fuller Brush Man" was achieved by T. Murray Lynch, manager of the Capitol in Halifax, N. S., at no cost to the theatre.

Lynch tied up with the current sale of savings bonds for a radio contest which called for an essay on "Why Canada Savings Bonds Are My Best Investment." Twelve Fuller brushes were awarded as prizes in addition to a radio, a pair of wool blankets, an electric toaster, electric broiler and a record album, all promoted from local merchants at no cost. The woman's editor of the local newspaper was one of the judges.

The announcers at the radio station wrote a couple of skits based on the film, in which Lynch himself played the part of the Fuller brush man. Four spot announcements a day were netted, in addition, as a result of the excellent contact.

For outdoor ballyhoo, Lynch had two of his ushers walk around town at peak hours, leading a sad-sack horse with a sign on his back, "You'll laugh yourself 'horse' at Red Skelton in, etc."

Cowboy Parade Flashes 'Wildfire' in Hamilton

To draw attention to his showing of "The Return of Wildfire," the first in Canada, Sam Hebscher, manager of the Savoy in Hamilton, Ont., staged a parade of cowboys and horses in the downtown section three days in advance. A shetland pony, featured in the parade, was awarded to the most popular child in Hamilton. The winner was chosen by ballot.

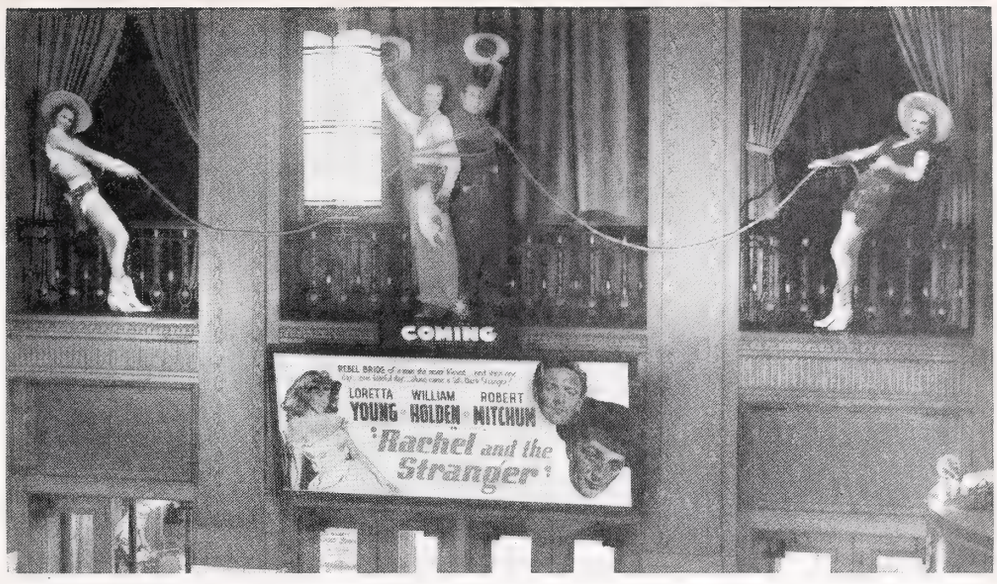
On opening night, Hebscher had a cowboy stationed in front of the theatre, performing in carnival style and giving a demonstration of fire-eating. At the end of an hour, the house was filled and over three hundred were waiting in line to buy tickets.

Costume Party Colors Halloween Program

Eli Zulas, manager of the Forest in Forest Park, Ill., ran several cartoons in addition to his regular double feature program for a special Halloween show, the highlight of which was a costume party. Monthly passes were offered to children showing up in the most original costumes. The program was promoted by a trailer, heralds, lobby display including special decorations, and advance writeups in the Proviso High school paper and the Forest Park Review.

Character Cutouts Sell 'Li'l Abner' in Utica, N.Y.

Special cutouts of the cartoon characters depicted in the Li'l Abner comic strip were used in the lobby as advance promotion for the engagement of the film "Li'l Abner," by James Steppello, manager of the James Theatre, Utica, N. Y. The cutouts included the title star, Daisy May and a number of shmoos which provoked amused comments from theatre patrons.



Life-size color blowups of the principal stars in "Two Guys From Texas" and a heavy rope were ingeniously used by Ed Payne, manager of the RKO 105th Street Theatre, Cleveland, in this striking lobby display. Placed over the main entrance doors, theatre patrons couldn't miss the flash.

Girl Passes Out Kisses For 'Loves of Carmen'

In advance of "The Loves of Carmen," Jim Barnes, manager of the Huntington Park (Calif.) Theatre, had 1,000 candy kisses distributed at the theatre and on the street. The candies were enclosed in individual envelopes imprinted with copy, "A kiss from Rita Hayworth, star of, etc." An usherette attired in a Carmen costume, similar to that worn by the star in the film, handed out the sweets.

Barnes tied up with a local jeweler for a window display of a Coro necklace and earrings of the style worn by Miss Hayworth in the picture. This was accompanied by prominent credits.

A 24-sheet pasted to the sidewalk in front of the theatre drew the attention of passers-by to the playdates.

Kid Shows Resumed To Meet Demand

The request for the resumption of Saturday morning children's shows was so great, reports Hugh Campbell, manager of the Central Theatre in West Hartford, Conn., that he had put them into effect again this fall.

"The children pestered us for the shows, and a lot of parents asked for them too," adds Campbell, who has been running these programs for the past two seasons.

Sponsored by the audio-visual aids committee of the Parent-Teacher Council, the group also chaperones each performance and cooperates extensively with the theatre on program advertising and displays in schools, windows, libraries, etc.

The program is made up from a list of subjects selected by the committee, of a quality suitable for juvenile trade, and Campbell feels unmistakably that the shows have built up considerable prestige for the theatre.

Red Carpet Unrolled For Visiting Stars

W. E. Case, manager of the Gaumont Theatre, Stroud, England, treated local theatre patrons to a special surprise when Richard Attenborough, star of "Brighton Rock," and Sheila Sim were recent guests of a prominent resident of the town.

Case asked the two stars to make a personal appearance at the Gaumont, which they agreed to do. Case announced the event through posting, the press and display signs. The theatre was decorated with bunting and fresh cut flowers.

Case met the couple on a special red carpet which extended from the vestibule to the curb, and in behalf of the Junior club, his daughter presented a bouquet of red carnations to the celebrities.

Local public officials helped receive the stars, who were presented to the theatre audience.

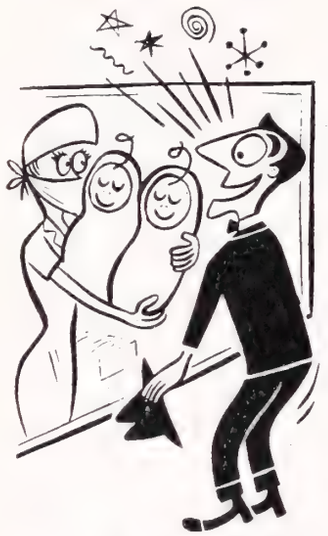
Offset Heralds Popular In Show-Me Capital City

Howard Griffin, manager of the State in Jefferson City, Mo., reports that throwaway heralds have been a constructive influence on his business. Griffin uses an 8½x11½-inch dodger imprinted by offset process on all outstanding attractions and on special holiday shows. People seem to like getting information in Jefferson, he believes, and his theatre news gets an exceptionally good reception. Griffin also uses the heralds as an effective house program.

Strong 'Niagara' Tiein

Frank Gallup, manager of the Glebe Theatre, Ottawa, Canada, worked an impressive tiein when "The Boy Who Stopped Niagara" was screened for the Children's Movie club. The featurette was partially filmed in Ottawa. Gallup arranged for Norah McFarlane to appear on the sage of the Glebe with members of the club.

Twice as good as you'd expect...



"YOU GOTTA STAY HAPPY"

NUGGETS

Joe Samartano, manager of Loew's State, Providence, R. I., tied up with the American Super Market for a cooperative ad on "The Search." The advertiser listed various sales items, headed with copy: "'The Search' for fine foods, etc." Slug included a plug for the playdates.

Prior to the opening of "Fighter Squadron" at the Orpheum in Seattle, Manager Marvin Fox tied up with the U.S. air force which cooperated in furnishing searchlights for the opening night as well as a jet engine for lobby exhibition.

Bill Knaus, manager of the Jersey Theatre, Morristown, N. J., experienced little difficulty getting the national guard to tie in with him for the purpose of exploiting "Beyond Glory." A guard unit parked its field artillery motorized equipment in front of the theatre every night, both in advance and during the current engagement, tying the display in with its recruiting drive.

Ralph Tiede, manager of the Granada, Napanee, Ont., promoted a half-page co-op spread for "I Remember Mama." Tiede works with the Napanee Express, which is a small town paper published weekly. He managed to get a number of merchants to tie upon a promotion keyed to the "Christmas is just around the corner, and don't forget to 'Remember Mama'" angle.

Tom Thumb Follies Resumed at Orlando

Roy E. Williams, manager of the Rialto, Orlando, Fla., reports that he has resumed his weekly kiddy show, the Tom Thumb Follies, after a lapse of three months.

The Tom Thumb Follies was inaugurated two years ago as a Saturday morning attraction. Membership in the kiddy club increased to over 2,000. Birthday cards, with a theatre pass attached, are sent to every member. Prizes are promoted from local merchants and given away from the stage each week.

Williams books extra comedies and cartoons to supplement the regular serial and feature attractions. The Tom Thumb Follies is an audience participation amateur device which is broadcast every week over station WHOO for 30 minutes.

The weekly shows have been endorsed by all civic clubs in Orlando as well as the county juvenile judge.

All-Star Art Contains 'Musketeers' Plug

A four-column art break in the Dayton Journal which included a plug for "The Three Musketeers" at Loew's Theatre was secured by Manager Bill Reisinger through a tiein with the newspaper's annual selection of football stars. Presentation ceremonies of various trophies were held on the theatre stage and were preceded by blurbs in the sports columns of the Journal, which included plugs for the Loew screen show.

Laugh Angle Animates Wheeling Campaign For 'Live a Little'

A Hollywood midnight preview on the Saturday prior to opening of "Let's Live a Little" brought extra revenue to the Vitcoria in Wheeling, W. Va., and started advance word-of-mouth publicity for the picture's regular showing.

T. J. Callas, manager, emphasized the comedy theme throughout the campaign. Five thousand laugh rulers were imprinted and distributed a week before opening, and the Okeh laugh record was played from an automatic record player over the boxoffice.

The sides and rear of a truck were posted with six-sheets and used as a ballyhoo, with a loudspeaker playing one-minute radio spot recordings interspersed with the laugh record. The truck toured the surrounding towns as well as the business and residential sections of Wheeling.

Three hundred window cards were placed in choice locations and tacked in nearby towns. Twenty-four-sheets were cut out, mounted and placed on both sides of the marquee. Two six-sheets were pasted on the pavement outside the theatre entrance, and a third was pasted on the sidewalk in front of the local newspaper office.

Lobby signs were placed in the Rogers and other leading hotels. Tent cards featuring "Let's Live a Little" cocktails were placed in leading cafes.

The Wheeling daily newspapers used scene mats and special stories plugging the playdates.

Miss Glove-Teen Selected In 'Luxury' Promotion

A Miss Glove-Teen contest was promoted in conjunction with "Luxury Liner" by Harry Wiener, manager of the Smalley Theatre, Johnstown, N. Y. The tieup was sponsored by radio station WENT, Gloversville, and attracted 24 entries in addition to a capacity audience at the theatre.

Recognized youth groups and civic organizations in the area entered a representative for the title. Entrants were interviewed by Alex Blake, WENT disk jockey, and the winner was decided by audience applause. The winner and two runnersup received prizes donated by local merchants.

The contest attracted attention in the Albany Sunday Times Union.

Gentleman in Top, Tails Exploits 'Alias' Opening

William Haver, manager of the Rocket Theatre, Rock Island, Ill., had one of his ushers dressed in top hat and tails driven around town in a smart looking limousine to exploit "Alias a Gentleman." Banners announced the playdate.

At important intersections, the vehicle was stopped by the chauffeur and a red carpet unrolled with the picture title, theatre, and starting date lettered on it, while the "gentleman" stepped out before the curious throngs.

The stunt provoked unusual comment among the townspeople and resulted in increased business at the boxoffice.

All Schools Reached On Sales Message For 'Red River'

With a strong "in" provided by the endorsement of the local superintendent of schools, Frank Boyle, publicist for the Keith Theatre, Lowell, Mass., took his "Red River" campaign directly to the schools and to organizations interested in better motion pictures.

Special half-size window cards were imprinted with a messsage from Sam Torgan, manager, which included a scene cut, title. cast, etc., and the second feature on the program, "Blondie's Secret." These were supplied, along with MPA study guides, to all high schools and junior highs in Lowell, and public and parochial schools in all surrounding communities. Private schools were also covered including the Lawrence Academy, Groton, Concord, Rogers Hall, Lowell Textile and Lowell State Teachers College.

Boyle also reached boy and girl scout troops, the YMCA, YWCA, League of Catholic Women, Lowell Hebrew Community Center and many other social groups.

Special heralds were imprinted and distributed in downtown parking lots to catch out-of-town shoppers and theatregoers. Boyle underscored the great scope of the production by planting a page one story in Optic, a weekly publication devoted to action material.

Flash Fronts, Live Bally Prove Reliable Combo

Frank Paul, manager of the Lyric, Indianapolis, depends on ballyhoo and special fronts to exploit coming and current attractions. Special exterior displays recently helped to exploit "Raw Deal," "Will It Happen Again?" and "The Creeper."

For "The Creeper," an usher was dressed in black cape and gown, with a leopard mask covering his head, which made an effective street stunt. A sign called attention to the theatre dates.

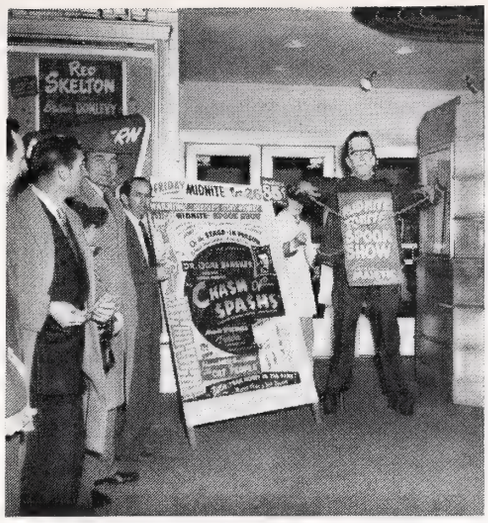
During the recent membership drive conducted by the YMCA, Paul displayed a large map of the city in the lobby, with "Y" emblems signifying the various youth, camping and swim clubs and the five local branches of the "Y."

Special Effects Front Sells 'Alive' at Panama

Jack Jackson, manager of the Panama Theatre, Panama City, Fla., used a special atmospheric front to exploit "Bring 'Em Back Alive." Two thousand Frank Buck club membership cards were passed out to youngsters. A classified page jingle contest was set with the local daily. Twenty spot announcements and six 15-minute transcriptions were promoted from the local radio station at no cost.

Xmas Toy Depot

Dick Tretler, manager of the Huntington (N.Y.) Theatre, is earning the appreciation of the local police department and the gratitude of the less fortunate children in the community by using the lobby as a collection depot for toys to be given away for Xmas.



Elevator shoes built of wood blocks, plaster of Paris, some old clothes and plenty of imagination helped Julius Daniels, manager of the Majestic, Perth Amboy, N. J., create this monster. Cost was negligible and stunt helped ballyhoo a midnight spook show for the Jersey showman.

Wheel in Lobby Spins For 'Luck of Irish'

As part of the campaign for "Luck of the Irish" at the Kingston (N.Y.) Theatre, Bob Case, city manager, placed a lucky wheel in the lobby, invited patrons to spin it and win passes. Cut out in a shamrock design, the wheel was flanked by two 40x60s of star and scene stills. Shamrocks and green trimmings decorated the lobby and green lights were used throughout.

The disk jockey on the local radio station, in addition to playing tunes from the film, asked questions about Irish songs and Irish singers. Those sending in correct answers received guest tickets to see the picture. These air plugs, which continued for three afternoons, cost the theatre nothing but the passes.

Case was assisted in this campaign by Betty Risely, manager.

Local Angle Exploits 'Sno' Time' Premiere

The world premiere showing of the Grantland Rice sport film, "Sno' Time for Learning," gave Forrest E. Carmichael, manager of the Campus Theatre, Middlebury, Vt., an opportunity to inject local color and interest throughout the campaign, in addition to promoting good relations with officials and students at Middlebury college.

The short subject was filmed at the college, which is located in the community and supplies the Campus Theatre with the bulk of its trade.

The faculty of the college were guests at the opening, and through the college publicity director, news releases were printed in the college Campus Journal, the Rutland Herald, the Burlington Free Press and the Addison Independent, which provided coverage in an area of more than 40 miles radius.

Hotels, Radio, Press Sell 'Let's Live' in Atlantic City

Cards placed on the room-clerk desks of every important hotel in Atlantic City brought the engagement of "Let's Live a Little" at the Hollywood Theatre to the attention of out-of-town visitors. The tieup was made by Carl Singer, manager of the Hollywood, who also used 300 window cards and 5,000 special heralds to merchandise the attraction. Three-sheets were posted in strategic locations.

Concentrated radio spots were used on stations WMID, WFPG and WBAB. Contests were set up with each of the stations, based on two and three-letter words derived from the title of the picture.

Art and feature stories were planted in the Press Union and Atlantic City Daily World as well as the Reporter and Jewish Record. The local ad campaign was slanted with special copy to sell the comedy angle, and art work which centered around illustrations of Hedy Lamarr.

Dancers Romp in Streets For 'Red River' Bally

The opening of "Red River" at the Palms State in Detroit was exploited with a "romp" held on the adjoining street. Alice Gorham, publicity director for UDT, obtained a special permit from the city council to close off the street.

A platform for the orchestra and dancers was built and Red Maxedon, popular hillbilly orchestra leader, was engaged as master of ceremonies.

Prizes were awarded to the best square dancers and to those dressed in the most authentic western costumes. Top prize was a promoted live steer.

Promoted Bike Awarded Model Contest Winner

A bicycle giveaway was promoted by Mark Allen, manager of the Austin in Kew Gardens, N. Y., through a tieup with the Wonderland shop. The deal centered around a model plane building contest in connection with the Saturday matinee kiddy shows featuring "Superman." In addition to the $50 two-wheel bike, the merchant supplied additional prizes, paid half the cost of the advertising and used a window display. Model planes submitted by the kids were displayed in the lobby, and one of the judges was the editor of the local weekly.

Theatre, Patrons Observe Birthdays Together

An excellent promotion for the 20th anniversary of the Fisher Theatre, Detroit, was worked out by Manager Harry Salter. A list of all Detroiters born on the day the theatre opened was obtained from the Bureau of Vital Statistics. In spite of the many changes of address, the list was traced down and invitations sent to these people to attend the anniversary party as guests of the management. The stunt broke newspaper columns and air waves and was advertised in ads, lobby and screen announcements.



Patrons in Peterborough Queried on British Films

Clade Hunter, manager of the Odeon Theatre, Peterborough, Ont., promoted a letter writing contest to stimulate interest in British film productions.

Hunter posed the question, "Why I Like British Pictures," and invited theatre patrons to submit letters on the subject, with theatre passes as prizes. A large lobby display was created, listing some of the outstanding British productions of 1948, with stills and colorful blowps of the English stars who have appeared in these films. The stunt was also publicized by theatre ads in the Peterborough Examiner and a screen trailer.

Nazi Front and Lobby Help Double Gross

Normal receipts were more than doubled during the engagement of "Will It Happen Again?" according to a report from Olin Evans, manager of the Broadway, Reidsville, N. C., because of special lobby and outdoor displays, built at minimum cost.

A 20-foot banner which Evans painted himself was draped along the marquee several days in advance. An 18-foot German flag was borrowed from a local veteran and placed against the theatre facade. The flag carried various German military signs and symbols.

Evans created a large lobby display from stills, inserts and various other accessories. German symbols were painted on this board, and the German word, "Achtung!" was lettered at the top to attract attention.

A glass case was placed in the lobby, filled with captured German equipment, while an usher dressed in Nazi uniform walked the post in front of this display. A uniformed employe also was used for an outdoor ballyhoo. A small sign hung from his rifle gave passersby information on the playdates.

Cowgirls Punch Away At 'Northwest' Bally

Exploitation for "Northwest Stampede" conducted by Roy McLeod, manager of the Vogue, Vancouver, B. C., included usherettes and the candy girl, who were dressed in colorful cowgirl costumes a week prior to opening. The girl at the candy counter played hillbilly tunes throughout the day via an electric phonograph.

One of the usherettes was sent out during peak shopping hours with a park bench and a sign reading, "I'm not leaving town till I see, etc." Window tieups were promoted from Woodward's department store, Hudson's Bay, Dairyland Milk Co. and Canadian Pacific railway.

Tieup on Teen Clothes Lifts 'Date With Judy'

The Fair department store at Oak Park, Ill., tied up with Leonard Utecht, manager of the Lake Theatre, for teen-age fashion displays which helped sell "A Date With Judy." Window and interior displays included picture accessories and theatre mention. Litho window cards were distributed to prominent stores in Oak Park and neighboring towns.

Television Broadcast Marks Opening of 'Musketeers'

A saturation campaign via all channels of advertising, publicity and exploitation helped to promote "The Three Musketeers" for W. D. Butler, manager of the Lyric Theatre, Salt Lake City. Butler was assisted by Bill Pross, field exploiteer for MGM.

A teaser campaign in the daily newspapers, the Shopping Guide and This Week was started well in advance, 24-sheet stands were posted in ten prominent locations, and 165 bus cards, screen-processed in three colors, carried advance playdates.

Radio promotion included multiple spot announcements interspersed with promoted time.

One of the most effective tieups was a telecast from the theatre lobby on opening night. Local television fans saw the mayor of Salt Lake, the executive secretary of the Chamber of Commerce and other prominents interviewed as they arrived at the theatre.

Colorful pennants were strung from the top of the building to the marquee, and the theatre front was embellished with two large displays covered with blowups of a montage made from stills.

Additional promotion included the placement of processed bumper strips on all Checker cabs in the city, and 11 window displays in music and department stores in the city.

Toy Auto Store Boat Sails For 'Deep Waters' Date

Ollie Bales, manager of the Dixie, Abbeville, La., tied up with the owner of the Western Auto store on Main street for an unusual window display to exploit "Deep Waters."

With the use of a one-sheet, Bales used a toy boat projecting through the litho to simulate the effect of a boat actually in the water. The entire display was surrounded with merchandise such as fishing paraphernalia, small boats, outboard motors, etc.

For current exploitation, a false front was built and cutout letters spelled out the title. Life savers, oars and other nautical equipment were set against a large fishing net suspended from the marquee.

Six-Store Co-Op on Reissue

Fred Greenway, manager of the Palace Theatre, Hartford, promoted six downtown music store windows for displays plugging the reissue of "Rose of Washington Square." Greenway also hooked up with a florist to give away fresh cut roses to the first 50 women who attended opening night. Guest tickets to the picture were offered through WCC to listeners who came closest to guessing the number of motion pictures Al Jolson has appeared in.

Women Get a Brush

Through a tieup arranged by Matt Whitham, manager of the Ritz, Tifton, Ga., the first 100 women who attended the opening of "The Fuller Brush Man" received a free brush and a card good for $1 in trade, redeemable from any Fuller brush man in the community.

Page-One Story Keys Double Truck Co-Op For 'Mr. Blandings'

A front page story in the Morrilton Democrat served to point up the fact that local builders and contractors were capable of putting up homes without outside help or capital, because of a promotion undertaken by Ralph Rothman, manager of the Rialto, Morrilton, Ark.

The stunt was worked in connection with "Mr. Blandings Builds His Dream House." Rothman promoted a two-page oc-op tieup ad, playing up the picture, with complementary ads from the various construction offices in the community. The editor of the Demorat ran a front page story and referred readers to the inside double truck.

Rothman erected a theatre front which consisted of a slanting roof over the box-office, with a front porch and several posts. The poster frames were used as windows, with shutters on both sides.

Gratis announcements were promoted over the public address system at two local football games which attracted large audiences.

Buggy Ballyhoo

John DiBenedetto, assistant at the Poli, Bridgeport, Conn., located an oldfashioned horse and buggy which he bannered with signs announcing the "Red River" playdates. This was used to reach employes of factories and shoppers in the downtown section.

Plane, Parade and Photo Promotion Plug 'Three Musketeers' Playdate

Opening "The Three Musketeers" on Thanksgiving eve gave Sam Gilman, manager of the Regent Theatre, Harrisburg, Pa., plenty of opportunity to promote the dates through special holiday tieups.

Saturday in advance, Gilman reached thousands of local citizens with his sales message during the annual parade sponsored by the Chamber of Commerce to inaugurate the shopping season. An airplane was engaged to tow an aerial banner over the parade for more than an hour. One thousand balloons carrying the theatre imprint were distributed to children over the course of the parade. These were blown up and placed on sticks before being distributed.

Through a tieup with Green's Greeting Card store, every customer received an attractive greeting card in full color with a rhyming message tying Thanksgiving to the playdates.

Gilman made up sets of booklets containing coloring contest mats. These were distributed through schools, offices and public places. The drawings emphasized the action portrayed in the film and proved of special interest to the children. Guest tickets were offered to those submitting the best entries.

Murphy's department store sponsored a contest in which 12,000 photos of the four male stars were distributed to customers, each carrying the Regent imprint. An additional 100 photos of Lana Turner were distributed, and persons who collected the complete set of five star pictures were given passes.

Record albums were given to local disk jockeys who plugged the music regularly in advance and currently along with mention of the theatre dates.

A weekly newspaper recently launched in Harrisburg sponsored its first motion picture contest for "The Three Musketeers." The names of the characters in the picture were spotted in classified and display ads through the entire paper. Readers who located the names, identified each with the advertiser and submitted a short letter on why they liked to shop via the Home News advertising section were offered an opportunity to win cash prizes and theatre tickets.

A music store and jeweler tieup produced window displays and co-op newspaper ads. A 15-foot lobby board was constructed and used outside during the current showing. Posters were placed in all downtown Harrisburg hotels.

Assistant Makes Co-Op

John Oswald, assistant at the Ravenna (Ohio) Theatre, promoted a full-page co-op ad in conjunction with "Mr. Blandings Builds His Dream House." Twelve merchants supported the project.



WE'RE KEEPING ON OUR TOES

—to make sure Alexander Theatre Partners receive the greatest revenue from the best short length theatre screen ads on the market.

An aggressive modernization program has provided better facilities for making better pictures at Alexanders . . . improved color . . . greater service to clients.

When better screen ads are made, Alexander will make them!

Branch Offices
All Principal Cities

ALEXANDER FILM CO.
COLORADO SPRINGS, COLORADO

FROM THE FILES OF

20 Years Ago

THE DEPARTMENT of Justice is planning antitrust suits of considerable importance in the production and distribution fields. One of the suits pertains to the legality of film contracts and the charges are against the leading producers. Another case is aimed at substantially the same group but has for its purpose the testing of the legality of the operations of the credit committees of the Film Boards of Trade. Still another suit is an outgrowth of the strike of theatre employes in Chicago, in which case the producer-distributor defendants are charged with refusing to deliver films during the existence of a labor dispute between the exhibitors' association and union employes.

* * *

Joseph I. Schnitzer, senior vice-president of FBO Pictures Corp., was elected recently as president of Film Booking Offices. He succeeds Joseph P. Kennedy, who will devote his time to the interests of Pathe. Hiram S. Brown, newly elected president of Radio-Keith-Orpheum, will be chairman of the board of directors.

DRIVE-IN OPERATORS!

KOIL-KORDS for replacements on any speaker.
BURIAL WIRE transposed Neo-Seal 14-2, thousand feet $58.30.
SCREEN TOWERS pre-fabricated steel, amazingly low prices.

DRIVE-IN THEATRE MANUFACTURING CO.
2017 Grand Ave. (Phone HA. 8007) Kansas City, Mo.

SELL YOUR POPCORN THE MODERN WAY . . . .
ALWAYS HOT WITH THE HOLLYWOOD Servemaster
TAYLOR-HUNT-MELCHER COMPANY
1908 So. Vermont Ave. • Los Angeles 7, Calif.

ALTEC
SERVICE CORPORATION
The service organization of the motion picture industry

OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over ¼ Century
Now Specializing in Refreshment Service for DRIVE-IN THEATRES
SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

They'll be sitting pretty in these. 422 Stafford fully upholstered padded back boxspring seats, all red plush, excellent, $4.95; 350 American panelback boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly upholstered, $6.50. Plenty others. Get Chair Bulletin 15, Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

For Sale: 842 International theatre seats, mohair upholstered backs, full spring bottoms, leatherette with mohair sides. Can be seen Granada Theatre, Plainview, Texas. Can deliver around December 8. For full particulars call or write C. E. McSwain, Granada Theatre, Plainview, Tex.

THEATRE SEATING (Cont'd)

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are the lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

Must vacate warehouse, advise immediate action. Your opportunity to purchase all types of used theatre chairs and parts of chairs. No order too small or too large. Allied Seating Co., Inc., 36-38 W. 13th St., New York 11.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, boxspring, and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

No more loose chairs: Get "Firmastone" Anchor cement, $5 per box. General Chair Co., Chicago 22, Ill.

No more torn seats: Repair with the original Patch-A-Seat. Complete kit $6. General Chair Co., Chicago 22, Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

978 brand new International chairs. Fabric backs and leatherette cushioned bottoms. Real bargain. A. L. Matreci, Uptown Theatre, 4938 Delmar Blvd., St. Louis 8, Mo.

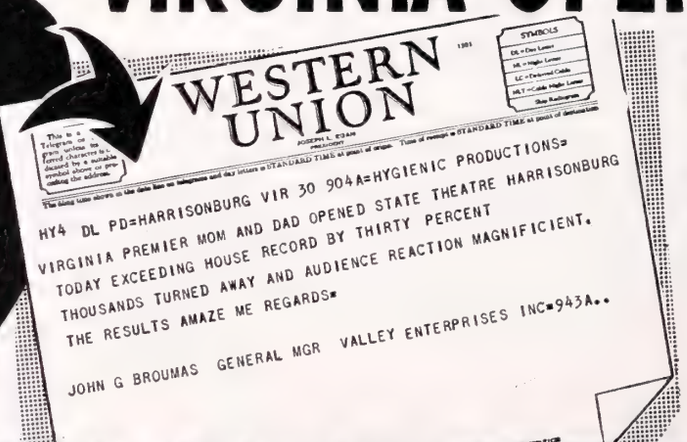
THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

MORE CLASSIFIED ON INSIDE BACK COVER

Can You Write An Ad? OR IS THIS EXHIBITOR'S WIRE GOOD ENOUGH?

VIRGINIA OPENING NOT BAD!


WESTERN UNION

HY4 DL PD=HARRISONBURG VIR 30 904A=HYGIENIC PRODUCTIONS=
VIRGINIA PREMIER MOM AND DAD OPENED STATE THEATRE HARRISONBURG
TODAY EXCEEDING HOUSE RECORD BY THIRTY PERCENT
THOUSANDS TURNED AWAY AND AUDIENCE REACTION MAGNIFICIENT.
THE RESULTS AMAZE ME REGARDS=

JOHN G BROUMAS GENERAL MGR VALLEY ENTERPRISES INC=943A..

Jack Jossey and Kroger Babb HYGIENIC PRODUCTIONS INC. Home Offices: WILMINGTON, OHIO

PRODUCERS and DISTRIBUTORS of 'MOM AND DAD' • 'THE BEST IS YET TO COME' • 'CHASM OF SPASMS' • And in Production, 'ONE TOO MANY'

Albany TOA Hopeful WB Circuit May Join

ALBANY—Explaining the presence of Warner Theatres representatives at the recent exhibitor meeting here, called by the TOA unit to hear Gael Sullivan, national TOA executive director, and Ray Moon, 20th Century-Fox eastern division manager, discuss conciliation, Charles A. Smakwitz, Warner zone manager, said he favored "a strong, representative exhibitor organization and the establishment of conciliation machinery to settle disputes between exhibitors and distributors." Smakwitz added that he was "opposed to any exhibitor organization which tries to put theatres out of business."

The veteran circuit official did not definitely say that Warner men would join the TOA here, but the presence of four at the luncheon confab—Smakwitz was in New York that day and Max Friedman, buyer-booker, was in Buffalo—gave rise to the hope this development might be in the offing. Temporary Chairman Harry Lamont quoted Smakwitz as being "behind us 100 per cent and will help me, as he has in the past." Smakwitz, then district manager, was an observer for Warners at the first session called in the Ten Eyck hotel more than a year ago, preliminary to the organization of TOA.

The Fabian group has supported TOA here here from the outset.

Among those at the meeting were:

Saul J. Ullman	Robert Lamont
Leonard Rosenthal	Louis Sumberg
Joe Saperstein	Gerry Schwartz
Larry Cohen	Joe Weinstein
Alex Sayles	Jerry Atkin
Guy Graves	Al LaFlamme
Milt Shosberg	Oscar Perrin
Johnny Gardner	Joe Grand
Amelio Cascia	Archie Conley
Sid Dwore	Dick McKay
Jules Perlmutter	Sam Rosenblatt
Johnny Capano	W. H. Aust
Jack Stoops	Dan Houlihan
Charles Wilson	Mrs. Mary Flynn
William Wilson	Sue Rosenthal
Joe Farnam	

Illness prevented Mrs. Jean Burgess, head of Conery Theatres, Ravena, from attending the TOA meeting here, but she is "interested in the effort and is supporting us," temporary Chairman Harry Lamont reported. Walter Doyle of the Rivoli, Troy, was another supporter who could not attend.

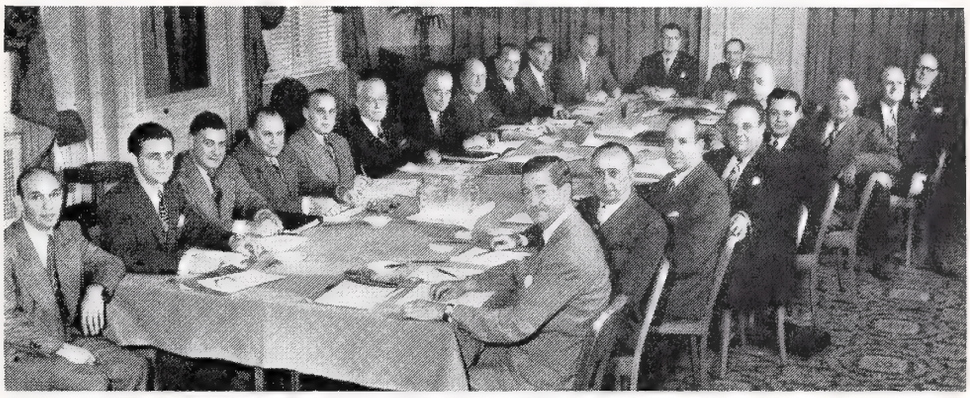
Volmar Will Take Over Mono Foreign Versions

NEW YORK—Victor Volmar, publicity manager for Monogram International Corp., will also manage the company's foreign versions. Norton V. Ritchey, head of the international firm, has named Fred Colorado as Volmar's assistant.

W. F. Kolbenheyer Dies

JERSEY CITY—Funeral services were held recently for Walter F. Kolbenheyer, 54, projectionist at the Fabian Theatre who died suddenly while sleeping in his home. Kolbenheyer was born in New York City and had lived here for 35 years. He was a member of the Motion Picture Operators Local 384, the Theatrical Square club of Jersey City and the Jersey City lodge of Masons. He is survived by a son Walter, a brother Arthur and two grandchildren.

MGM Schedules Series Of Regional Meetings



GATHERING OF MGM FIELD MEN—MGM field sales managers and their territorial and home office assistants meet with William F. Rodgers, vice-president and general sales manager, and other home office executives December 6 through December 10 at the Astor hotel, New York City. Seated at the long table, left to right, are: Leonard Hirsch, home office assistant to Rudy Berger, southern sales manager; Richard Harper, home office sales; Pincus Sober and Jay Eisenberg of the legal department; Joel Bezahler, assistant to Rodgers; Edward M. Saunders, assistant general sales manager; Rodgers; H. M. Richey, in charge of exhibitor relations; John P. Byrne, eastern sales manager; Herman Ripps, field assistant to Byrne; Paul J. Richrach, home office assistant to Byrne; M. L. Simons, editor of the Distributor and assistant to Richey; Charles F. Deesen, home office assistant to John J. Maloney, central sales manager; Frank C. Hensler, field assistant to Maloney; Maloney; George A. Hickey, western sales manager; Irving Helfont, home office assistant to Hickey and Burtus Bishop jr., central sales manager; Bishop; Ralph W. Maw, field assistant to Bishop; Berger, and John S. Allen, field assistant to Berger.

NEW YORK—On their return to the field, following the five-day meeting, MGM field sales managers and their territorial aides will hold a series of regional meetings with their branch and district managers. With the exception of George A. Hickey, western sales manager with headquarters in Los Angeles, the men were scheduled to depart for their respective offices Saturday (Dec. 11).

First of the regional meetings will be held by Burtus Bishop jr., midwestern sales head at the Ambassador hotel, Chicago, December 13, with the following in attendance: Walter E. Banford, Chicago district manager; Ralph W. Maw, assistant to Bishop; John G. Kemptgen, Milwaukee manager; William J. Devaney, Chicago manager; Gerald E. McGlynn, Des Moines; William H. Workman, Minneapolis, and William D. Gaddoni, Omaha.

John P. Byrne, eastern sales manager, will hold his meetings at the Astor hotel, New York City, December 15 and 16. Those attending will be: John J. Bowen, metropolitan district manager; Robert Lynch, Philadelphia district manager; Ralph Pielow, New York manager; Louis Allerhand, New Jersey; Jack Goldberg, Albany; Benn H. Rosenwald, Boston; Jack Mundstuk, Buffalo; Harry Rosenblatt, New Haven, and Lou Formato, Philadelphia. Samuel J. Gardner, field assistant to George A. Hickey, will also hold sessions December 15 and 16 at the Utah hotel, Salt Lake City, with Carl P. Nedley, Salt Lake manager, and Henry A. Friedel, Denver head.

Meetings will be held December 16 and 17 in Pittsburgh, St. Louis, Dallas and Washington, D. C. John J. Maloney, central sales head, will meet with his four branch managers in Pittsburgh. They are: Saul Gottlieb, Pittsburgh head; Edwin M. Booth, Cincinnati; Frank J. Downey, Detroit, and Jack Sogg, Cleveland. Frank C. Hensler, field assistant to Maloney, will meet at the Coronado hotel, St. Louis, with Herbert Bennin. St. Louis manager; Albert L. Adler, Kansas City, and Foster B. Gauker, Indianapolis. Rudolph Berger, southern sales manager, will bring five of his managers to the Statler hotel, Washington, D. C. They are: Jerome Adams, Washington; Jacques C. Reville, Charlotte; Ansley B. Padgett, Atlanta, and Louis C. Ingram, Memphis. John S. Allen, Berger's field aide, will convene with three branch heads at the Baker hotel, Dallas. They are: LeRoy Bickel, Dallas; H. Russell Gaus, Oklahoma City, and C. James Briant, New Orleans.

Hickey will decide later when he will meet with four of his managers in Los Angeles. They are: Thomas J. Aspell, Los Angeles; Sam Davis, Seattle; Langdon C. Wingham, San Francisco, and Louis Amacher, Portland.

Warners Names Andy Roy City Manager for Utica

UTICA, N. Y.—Andrew M. Roy has been named city manager of Warner Theatres by Charles Smakwitz, zone manager. Roy, who is manager of the Stanley, will also direct operation of the Avon, managed by George Laurey, and the Utica, managed by John Breslin. Roy, who has been associated with Warner Theatres for the past 14 years, began his career in Cleveland and has managed theatres in Boston, New Haven and Florida. He has been in Utica since 1940.

BROADWAY

O. V. Swisher, manager of the Radio Corp. of America visual products group, is visiting the company's 16mm equipment distributors in Georgia, Florida, Mississippi and Louisiana . . . John Emery, who appears with Ingrid Bergman in "Joan of Arc," is here for the holidays . . . Finis Farr, radio writer, has signed a Paramount contract and has left for the coast.

George H. Ornstein, United Artists special representative in Italy, has flown here from Rome for home office conferences . . . Lucille Ball and Pat O'Brien have arrived for radio appearances in connection with RKO films . . . Si Seadler, MGM advertising head, has returned from the coast where he looked over new product . . . Evohn Keyes, new Astor star in "Rio Grande," is the guest of Robert M. Savini, Astor president.

G. L. Carrington, Altec Service president, is here from the coast . . . Cornel Wilde and his wife, Patricia Knight, who appear in "Shockproof" (Col), have flown here from France en route to Hollywood . . . Arthur Freed, MGM producer, and Mervyn LeRoy, MGM director-producer, arrived from the coast . . . Lizabeth Scott, now playing in "Bitter Victory" (Para), and her sister, Justine, are expected in New York for the Christmas holidays.

Carroll Puciato, Realart general manager, is vacationing in Bermuda . . . Rudy Bretz has resigned as WPIX production manager to complete "The Tools of Television," a production and operations handbook . . . Len Hammond, European director of Movietone News left for Paris. He has been discussing expansion of European coverage with Edmund Reek, vice-president and producer of the newsreels and short subject unit of 20th Century-Fox.

Morris Safier, distributor of "Concert Magic," starring Yehudi Menuhin, visited Toronto to complete Canadian distribution details . . . Pat O'Brien played the title role of "Oliver Wendell Holmes MacLanahan" on the NBC "Cavalcade of America" December 6 . . . Jules Lapidus, Warner Bros. eastern and Canadian division sales manager, presided over a meeting of sales heads in Cleveland December 7 and then left for Pittsburgh. He is due back in New York the end of the week.

Barbara Ann Scott, skating champion, was scheduled to leave Ottawa for New York over the weekend. She makes her professional ice-skating debut at the Roxy December 21 . . . Nicholas Joy has returned to Hollywood. He came east to attend the opening of "Joan of Arc" (RKO), in which he plays the archbishop of Rheims and chancellor of France . . . Ira Morais, RKO Theatres home office publicist, and Irene Weisgold were married December 5 and are honeymooning in the south. Associates of the groom gave him a set of luggage.

Charles Mayer, recently appointed MPEA managing director for Japan and Korea, left for his new posts December 8 . . . Harold Postman, assistant to Alan F. Cummings, in charge of MGM exchange operations, is back from Cleveland . . . Murray Silverstone, president of 20th Century-Fox International and Inter-America corporations, returned December 6 on the Queen Elizabeth from a month's stay in Europe. He conducted conferences with branch managers in France and made the keynote speech at a convention of British branch managers.

Klaus Landsberg, coast director of Paramount television activities, is here conferring with Paul Raibourn, vice-president in charge of tele. He addressed the National Television Broadcasters Ass'n December 8 . . . Abraham Leff, Bronx exhibitor, was given a testimonial dinner December 4 by the Atlantic and Long Beach Jewish Center in recognition of his work in improving the community . . . Russell Stewart of the MGM home office publicity department is on vacation . . . Arthur Hornblow jr., producer, arrived December 6 on the Queen Mary en route to the Culver City studios.

Ed Hinchy, head of Warner Bros. home office playdate department, visited Philadelphia during the week . . . Rudy Mate, who directed "Dark Past" for Columbia, returned December 9 from abroad . . . Herbert T. Kalmus, president and general manager of Technicolor, arrived from Hollywood.

Filmack
GIVES YOU THE BEST VALUE IN SPECIAL TRAILERS

THREE COMPLETELY EQUIPPED PLANTS

CHICAGO 1327 S. WABASH AVE

NEW YORK 245 WEST 55 STREET

LOS ANGELES 1574 W WASHINGTON

SEND US YOUR NEXT ORDER!

PRESS AGENT

Wanted experienced theatre press agent to do publicity for group of 12 theatres 50 miles from New York City. Must know ad makeup, lobby displays and exploitation. State age, experience, reference and minimum salary.

Box No. 123, BOXOFFICE,
9 Rockefeller Plaza,
New York 20, N. Y.

George Skouras to Head Boy Scout Fund Drive

NEW YORK—George P. Skouras, president of Skouras Theatres, and Emil Friedlander, chairman of the board of Dazian's, Inc., have been named chairman and co-chairman, respectively, of the amusement industry division for the Greater New York Councils of Boy Scouts of America 1949 finance drive. The drive quota is $2,000,000.

Others on the amusement division committee are: Si Fabian, Nat Kalcheim, Mannie Sachs, Joseph Newman, Sol Strassberg, Sol Schwartz, Harry Brandt, Joe Vogel, Fred Schwartz, Joe Seider, Deems Taylor, Jack Mills, Abe Oleman, William A. White, George Dembow, Sam Schlein, Morton Sunshine, Max Wolf, Charles "Chick" Lewis, Gus Eyssell, Sam Rinzler, Joe Joelson, Alan Freedman, Bill Corum, Frank Meyer and Jinx Falkenburg and Tex McCrary.

Pre-Xmas Slump Felt At B'way Theatres

NEW YORK—Christmas shopping had its effect on business at the majority of first run houses, especially those holding pictures for second or third weeks. The only exceptions were "Hamlet" and "The Red Shoes," both protected by advance sales for their two-a-day performances, and "Joan of Arc," in its fourth week at the Victoria, "The Snake Pit," in its fifth week at the Rivoli, and "The Three Musketeers," in its seventh week at Loew's State, all of which held up well. The Radio City Music Hall brought in "Words and Music" and its annual Christmas stage show December 9 after only two average weeks of "Hills of Home." "Joan of Arc" also will open a two-a-day run at the Fulton for the holiday period starting December 14.

(Average is 100)

Ambassador—**Street Corner** (Wilshire) 100
Astor—**A Song Is Born** (RKO), 7th wk. 85
Bijou—**The Red Shoes** (EL), 7th wk. of two-a-day 130
Capitol—**The Kissing Bandit** (MGM), plus stage show, 3rd wk. 100
Criterion—**Live Today for Tomorrow** (U-I) 95
Globe—**Blood on the Moon** (RKO), 4th wk. 90
Gotham—**Captains Courageous** (MGM); **San Francisco** (MGM), reissues, 3rd wk. 85
Loew's State—**The Three Musketeers** (MGM), 7th wk. 110
Mayfair—**Road House** (20th-Fox), 5th wk. 95
Paramount—**Miss Tatlock's Millions** (Para), plus stage show, 2nd wk. 85
Park Avenue—**Hamlet** (U-I), 10th wk. of two-a-day 140
Radio City Music Hall—**Hills of Home** (MGM), plus stage show, 2nd wk. 95
Rialto—**Phantom of the Opera** (FC), reissue 100
Rivoli—**The Snake Pit** (20th-Fox), 5th wk. 110
Roxy—**When My Baby Smiles at Me** (20th-Fox), plus stage show, 2nd wk. 105
Strand—**Fighter Squadron** (WB), plus stage show, 3rd wk. 70
Sutton—**Blanche Fury** (EL), 2nd wk. 95
Victoria—**Joan of Arc** (RKO), 4th wk. 120

Christmas Shopping Dents Buffalo First Run Trade

BUFFALO—The Christmas shopping orgy was cutting into boxoffice grosses here. "When My Baby Smiles at Me" was only average at the Buffalo. Other first runs were off, but not too badly. The weather has been pleasant, and the absence of snow has helped crowd downtown areas.

Buffalo—**When My Baby Smiles at Me** (20th-Fox); **Black Eagle, the Story of a Horse** (Col) 100
Great Lakes—**The Three Musketeers** (MGM), 2nd wk. 94
Hippodrome—**Miss Tatlock's Millions** (Para); **Leather Gloves** (Col), 2nd d. t. wk. 88
Lafayette—**The Saxon Charm** (U-I); **I, Jane Doe** (Rep) 90
Teck—**Canyon Passage** (U-I); **Frontier Gal** (U-I), reissues 82
20th Century—**Moonrise** (Rep); **Gallant Legion** (Rep) 90

Seasonal Drop Hits Baltimore Grosses

BALTIMORE—Although weather continued mild last week, the seasonal slump affected boxoffices. "The Three Musketeers" in its second week continued to show the way to the rest of town, flooded with reissues and holdovers.

Century—**The Three Musketeers** (MGM), 2nd wk. 125
Hippodrome—**Only Angels Have Wings** (Col), plus stage show 98
Keith's—**My Dear Secretary** (UA) 100
Mayfair—**Ali Baba and the 40 Thieves** (FC) 100
New—**When My Baby Smiles at Me** (20th-Fox), 3rd wk. 95
Stanley—**Sealed Verdict** (WB) 115
Town—**Blood on the Moon** (RKO), 2nd wk. 105
Valencia—**The Kansan** (Equity) 72

Holdovers Top Newcomers At Philadelphia Houses

PHILADELPHIA — Newcomers which brought trade at the first runs back to a higher level last week held up well in their

second stanzas. Openings of "My Dear Secretary" at the Boyd and "The Decision of Christopher Blake" at the Mastbaum ran below holdover grosses at other de luxe houses.

Arcadia—**Johnny Belinda** (WB), 2nd run.....125
Boyd—**My Dear Secretary** (UA) 110
Earle—**Station West** (RKO), 2nd wk.....100
Fox—**When My Baby Smiles at Me** (20th-Fox), 2nd wk. 140
Goldman—**The Three Musketeers** (MGM) 2nd wk. 150
Karlton—**Rogues' Regiment** (U-I), 2nd wk.....150
Keith—**Road House** (20th-Fox), 2nd run, 2nd wk.....145
Mastbaum—**The Decision of Christopher Blake** (WB) 80
Pix—**The Best Years of Our Lives** (RKO), 2nd d. t. wk. 100
Stanley—**Blood on the Moon** (RKO) 115
Stanton—**The Gallant Blade** (Col), 2nd wk..... 90

Krugman Starts New Post As an EL Executive

NEW YORK—Saul J. Krugman, newly appointed sales manager for Eagle Lion, is maintaining headquarters at the Philadelphia, Boston, Buf- territory will include the New York, Philadelphia, Boston, Buffalo, New Haven, Albany, Washington, Pittsburgh, Cleveland and Cincinnati branches. He will work under Milton Cohen, eastern sales head.



Saul J. Krugman

Krugman was formerly eastern district manager for Selznick Releasing Organization and prior to that was eastern district manager for Samuel Goldwyn.

Golden, Foreign Theatre, Reverts to Legitimate

NEW YORK—The Golden Theatre, former legitimate theatre on West 45th street, which was leased from Lee and J. J. Shubert by Supercinema Corp. for the showing of foreign films more than a year ago, will revert to legitimate showings December 26, according to Marcello Girosi, president of Supercinema.

Girosi, who maintains the lease of the theaatre, has booked John Yorke's production of "Oh, Mr. Meadowbrook," starring Ernest Truex, into the Golden. The only legitimate theatres on the off-Broadway side streets still playing films are: the Bijou, now playing "The Red Shoes" at two-a-day; the Ambassador, leased by Siritzky International and now playing "Street Corner" on continuous run, and the Fulton, which will open "Joan of Arc" for a two-a-day run December 14.

To Tell Hollywood Story

WASHINGTON — Ingrid Bergman and George Murphy will appear on "Let Freedom Ring" in a dramatization of the "un-glamorous" side of the industry at 10:30 p. m., December 14, over the ABC network. The show, produced by the U.S. Chamber of Commerce, will tell "the true story" of Hollywood.

Allied to Support Brotherhood Week

NEW YORK—Allied Theatres has voted to support Brotherhood Week and has named a cooperating committee consisting of Maxwell Anderson, New Haven; Edward Lachman, Morristown, N. J., and Nathan Yamins, Boston.

Along New York's Film Row

By WALTER WALDMAN

CHANGES at 630 Ninth Ave: Republic will move its filmroom to the fifth floor from the tenth. Bonded Film, as New York representative for National Film Service of Philadelphia, will then take over the fifth floor office. National Film Service recently signed a deal with Republic to handle the physical distribution for Republic . . . Robert Lefkof, the film processer, will move into the Republic quarters on the tenth floor. Joe Brenner, who shares 11th floor quarters with Lefkof, also will move to the tenth floor with him . . . Principal Pictures will move from the seventh floor to the 11th, and will occupy Lefkof's office and part of the unused space formerly housing Universal Newsreel . . . Audio will take over the Principal office after it moves from the fifth floor . . . Bonded and National Screen Service may swap offices in 630 Ninth Ave. and 1600 Broadway much sooner than the June deadline recently reported.

Alex Answalder was re-elected president of the Motion Picture Bookers club December 6. Others voted into office were: Harry Margolis, first vice-president; Dan Ponticelle, second vice-president; Max Fried and Ben Levine, sergeants-at-arms (the vote was tied); Louise Crest, secretary; Jean Slade, financial secretary for the third successive term; Myron Starr, treasurer; Theodore Krasner and Etta Segall, trustees, and George Trilling, Oscar Lager, Archie Berish, Harold Klein and Bernard Myerson, members of the board . . . Eddie Richter and Max Fried have been named chairmen of the bookers' installation committee, which will soon make arrangements for the annual affair to be held at Tavern-on-the-Green January 24.

Joe Ingber of Brandt Theatres held an informal party for his friends December 6 when his wife gave birth to a boy . . . Joe's office was converted into a bar and restaurant for the occasion . . . New officers of the Eagle Lion Family club are: William Greenbaum, president; Manny Driesinger, vice-president; Art Evans, treasurer; Arlene Solinger, secretary, and Bob Young, Frank Heffernan, Peter Lewis, Ruth Killelea, Jack Rothenberg, Murray Kaplan, Rita Silvershein and Harriet Krasner, members of the board.

Howard Lesser, former operator of the Callicoon Theatre, Callicoon, N. Y., has taken over the Roslyn Theatre, Roslyn, L. I. . . . William Murphy and Robert Fannon think the Republic exchange has a good chance to take first money in the current sales drive, ending December 31. The New York branch has come up from 30th to third place during the past two months . . . The Republic New York branch club will hold its Christmas party December 23. Lillian Kaplan is head of the entertainment committee and Tony Ricci is head of the food and refreshments committee.

The new date for drawings in the Will Rogers Memorial Hospital drive has been tentatively set for January 15. The date was postponed to give the metropolitan district participants additional time to raise funds . . . The NLRB has completed counting ballots to determine the union shop vote recently held by the Colosseum of Motion Picture Salesmen of America . . . The results will be announced soon . . . RKO is getting ready for the 1949 Ned Depinet drive which will run Dec. 17, 1948, through May 5, 1949. Len Gruenberg and Phil Hodes have been giving the New York sales staff pep talks . . . Don Kranze, son of B. G. Kranze, Film Classics sales chief, is working as an assistant booker at Eagle Lion.

SOPEG held its first meeting December 9 with the distributors to discuss terms for a new contract covering the UA, Columbia, MGM and 20th Century-Fox exchanges. The old pact expired November 30 . . . The union and distributor representatives met at the UA home office. SOPEG has asked for a 25 per cent wage increase and a reduction in hours from 40 to 35.

The UA staff gave a farewell party for Nancy Ni, who resigned last week to leave for Shanghai, China. She has been replaced by Martha Rothman . . . Dave Burkan, UA salesman, had a birthday last weekend.

Paramount Libel Action Is Filed by Richie Corp.

NEW YORK—The Richie Amusement Corp., operator of the Elton Theatre, and its owners, Sol Rosenberg, Robert Kropp, David Berk and David Holzer, have filed a $200,000 libel action in New York supreme court against Paramount. The suit charges that Paramount's alleged "unjustified" inclusion of Richie Amusement Corp. in the defendants listed in the company's $500,000 percentage action against Brandt Theatres and other New York houses has affected business at the Elton.

Richie has asked for a dismissal or modification of the charge against it and for examination of Barney Balaban, Paramount president, on the grounds that he has no knowledge of the percentage action. Paramount maintains that the percentage action was brought against Brandt Theatres during the six-year period that the Richie house was part of the chain and that the company was unaware that the theatre had since been withdrawn from the Brandt circuit.

Brandt has appealed refusal to dismiss the Paramount suit. The New York appellate division will hear arguments on the fraud damage suit filed against 167 Brandt associates. The lower courts had rejected dismissal motions.

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WASHINGTON

Local F13 held election of officers on Monday for the coming year with the following elected: President, Agnes Turner, RKO; vice-president, Henry Ajello, MGM; recording secretary, Clare Cunningham, Republic; financial secretary, Anne Griffin, 20th-Fox; treasurer, Alice Reighly, MGM; guardian, Carmella Nau, RKO; trustees, Charles Groff, Warner, Ed Kushner, MGM, and Mildred McDonald, RKO; executive board, Ethel Risdon, Warners, Earl Taylor, Columbia, and Don Bransfield, RKO; business agent, Sara S. Young, 20th-Fox.

Howard Minsky, 20th-Fox home office executive, has left John Hopkins hospital, where he underwent a leg operation and is convalescing at home . . . Exploiteer Bill Michalson went to Richmond to set his campaign for "Yellow Sky" and "That Wonderful Urge" . . . Eugenia Thomson has resigned . . . Office Manager John O'Leary's little son and daughter John jr. and Maureen are talented dancers and John sr., who is an amateur photographer (and a good one) has made some wonderful pictures of the youngsters in action.

The Art Jacobsons are entertaining Miss June Ackerman from One Marble Hill, N. Y., who is going over to Baltimore to attend the Children's Rehabilitation Institute for three months . . . MGM office manager, Joe Kronman, is on jury duty . . . Marsh Gollner has appointed Paul McDaniel as buyer and booker for the Shore Theatre, Milford, Del., and the New and Island theatres, Chincoteague, Va. McDaniel now books for 13 theatres.

Local 224, Motion Picture Projectionists, IATSE, held election of officers on Monday night with the following elected for the year of 1949: President, William M. Sheehan; first vice-president, T. A. Reed; second vice-president, C. V. Franks; third vice-president, T. D. Bittenbender; fourth vice-president, M. D. Bittenbender; business agent, C. A. Fischer; recording secretary, R. L. Grimes; financial secretary, T. L. Hopkins; treasurer, DeForest Ormes; trustee, H. C. Connelly; guide, R. A. Wise; guardian, John R. Levy.

Carl Fowler, secretary of the Movie Operators Bowling league, says the league is making great strides and the competition is keen. League bowls at the Hi-Skor bowling alleys every Wednesday night. President of the league is M. B. Bittenbender and treasurer is C. Franks. At the present time the McArthur Theatre is in first place; the Dupont in second place and the Juniors (sons of the operators) are in third place. Capitol team lost two games last week despite the fact that they rolled a 1,697 set and 579 high game.

Shirley Johnson has returned to RKO . . . Al Landgraf, Republic, has now fully recovered from his nose operation . . . And speaking of nose operations, 20th-Fox salesman Jerry Murphy underwent an operation for the removal of a tumor from his nose in Episcopal Eye, Ear and Throat hospital this week . . . Sally Zeoli, Columbia Pictures, underwent a major operation in Garfield hospital on Thursday . . . Mildred Baugh, Eagle Lion, will soon hear those wedding bells . . . Mac Woodson, who has been away from Filmrow for some time because of illness, is now associated with Film Classics.

Variety Club news: On Tuesday, several ladies of the Variety Club ladies' committee went to the Home for Incurables and presented George Bedell jr., a patient at the home, with a beautiful new wheel chair, equipped with all the latest gadgets. Bedell was presented with the chair as a gift from the ladies' committee for his almost superhuman task of selling over $3,000 in Variety Club subscriptions during the last Welfare Fund drive . . . Bob Pruett, steward of the club, has been ill with pneumonia . . . New members of the Tent No. 11 are: Saul Menick, special representative, Samuel Goldwyn Productions; James Gordon Manchester, radio and television director, Lewis Ryan Advertising; Phil Hoffman, vice-president of Station WOL; and the following new associate members: Walter Ogus, insurance broker; Mendes J. Mannes, president, MacMannes, Inc., and Max Schriber, president, Schriber Decorating Co.

Happy birthday greetings to the following members who celebrate their birthdays this week and next: John Garst jr., Harry Krivit, David Ridgway, Isaac Jacobson, George Gill, William Benedict, Fred Klein, Arthur Brown, George S. Wheeler, William Lichtenberg, Eric Haight, Rev. John Palmer, Sid Zins, Dr. E. A. Cafritz, Arch Mersey and Myron Mills.

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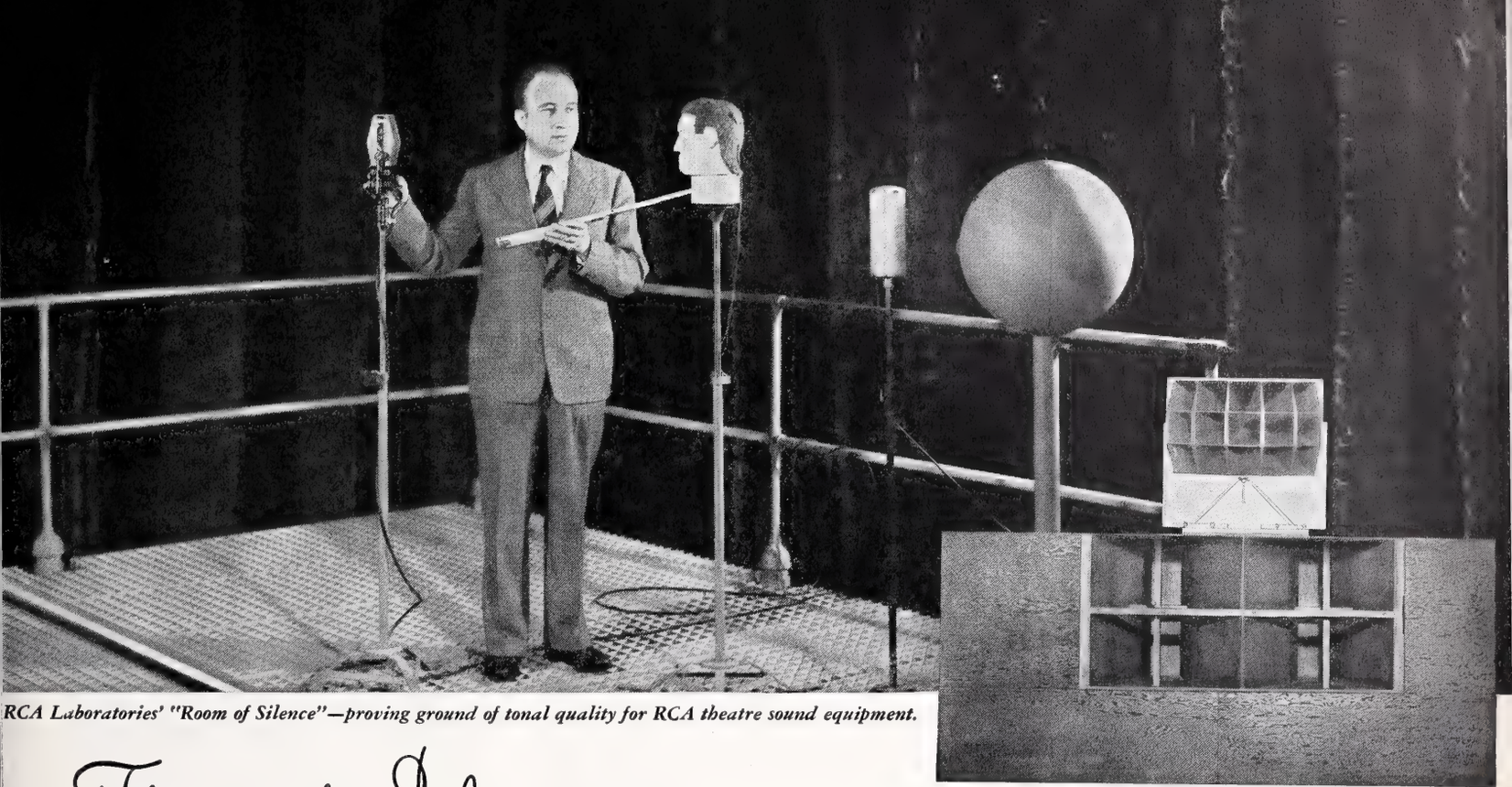
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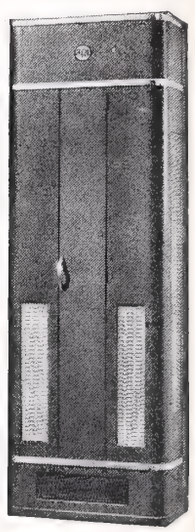
ON THE WALLS, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough heavy rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out. This is "the room of silence". . ."the quietest room in the world."

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ALBANY

Warner Theatres associates and other industry friends of Jim Faughnan, WB contact manager here, offered condolences on the death of his mother in Brooklyn . . . Saul J. Ullman, upstate general manager for Fabian Theatres and new chief barker of the Variety Club, immediately was appointed chairman of a committee making a drive for a Denial day pledge by every member of Tent 9. He has sent out a letter asking all barkers to "tear off the pledge with or without Dough Re Mi and mail at once, or your phone will never rest in peace."

Charles A. Smakwitz, Warner zone manager, acted as one of the judges in the finals of a teen-age disk jockey contest conducted on the Schine-controlled WPTR by Marty Ross. Gene Moore, who wrote the new song, "You Are All I Want for Christmas," was another judge.

Francis P. Mulderry, 16, a junior at Christian Brothers Academy and son of Frank Mulderry, owner of Filmrow exchanges, won the fifth prize of $25 in the Albany examinations for the Hearst Newspapers American history awards. The youngster recently appeared with an academy team on Stadium Quiz over WPTR . . . Dayton La Pointe is using spot announcements on WHUC, Hudson, for his Crandell Theatre in Chatham.

Harry Eisenstein, new lessee of the Colonial here, painted the art theatre inside and outside, installed an all-girl house crew outfitted in white blouses and black skirts, and refurbished the marquee. Manager Herbert Jacobs reports the Colonial will play "Hamlet" for two performances daily, starting Christmas week.

"A Southern Yankee" did nice business at Fabian's Grand, but Manager Milt Shosberg commented he thought a mistake was made in using Red Skelton to carry the entire comedy load. "Skelton is good, but no man can be funny for 90 minutes; he needs support," he said. "I think that Skelton would be a standout in pictures where he gave comedy relief or where he appeared with other stars —as Bob Hope has in all the latter's successful releases. In motion picture history, there has only been one man who could shoulder all the comedy and consistently entertain—Charlie Chaplin—and many of Chaplin's pictures were only two-reelers."

The Ritz did better than expected business with "The Countess of Monte Cristo," Manager Oscar Perrin reported . . . Bob Kaufman, 20th-Fox exploiteer, was here to work on advance for "When My Baby Smiles at Me" and "Luck of the Irish." The Times-Union ran a picture, credited to an Alex Sayles stunt, of several Albany business men smoking clay pipes at a preview of "Luck" . . . Bucky Harris, onetime RKO exploiteer here, now with U-I, was here recently for several days. His son Tom is a booker at U-I here.

"When My Baby Smiles at Me" did a smashing week's business at Fabian's Palace, according to reports on Filmrow. It was moved to the Grand . . . The Variety Club crew will meet at the Palace Saturday morning to fix a date for a dinner to be given the outgoing chief barker Harry Lamont, and install the new slate of officers headed by Saul J. Ullman . . . Filmrow callers included Don Violetti, the Van Buren, Cairo; Walter Wertime, the Chester, Chestertown; Phil Baroudi, operating houses in Warrensburg and North Creek, and Bob Flockhart, the Starr, Corinth.

The 850-seat Empire in Glens Falls, which the Schine circuit closed four months ago when its lease expired, has been taken over by Donald Sleight, former assistant manager of Schine's Rialto in that city. Sleight, who also served as an assistant manager for the Wometco circuit in Miami, plans to present occasional specialty attractions in addition to pictures. He has Charlie Barnett's orchestra slated for a Sunday date, December 12. Upstate Theatres is buying and buying for the Empire.

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Maryland Exhibitors Decry County Levy

BALTIMORE—Representatives of the Moving Picture Theatre Owners of Maryland protested Baltimore county's new admission tax at a meeting last week with Christian H. Kahl, president of the board of county commissioners.

Heading the delegation was Lauritz Garman, president of MPTOM. Kahl declared legal questions would be involved in any revision of the tax, since it has been established under a legislative enabling act, and the expected revenue, $125,000, was included in the adopted 1949 budget.

Under the levy, effective next February 1, the county would collect 4½ per cent on admissions.

Albany Drive Nets $8,275 For Will Rogers Hospital

ALBANY—Drawings at a dance in the Ten Eyck hotel last Saturday night (4) for 25 prizes offered in the Albany exchange area drive for the Will Rogers Memorial hospital at Saranac Lake were followed by a report $8,275 had been netted. Considering that no benefit show or special attraction was presented, the amount raised was remarkable, in the opinion of local film men.

"Our showing will not be excelled anywhere in the country," commented general chairman Ray Smith. "We had about 220 possibilities and all the boys worked hard to capitalize on them. Branch managers, salesmen, exhibitors, circuit officials, theatre managers and others did a wonderful job, for which I thank them most sincerely."

Albany Chief Again Bans Public Christmas Trees

ALBANY—The ban on Christmas trees in local theatres, restaurants, hotels, hospitals and other places of public assembly, except churches, will be enforced again this year, Fire Chief Michael J. Fleming said. Fleming also warned that decorations must be fireproofed.

The fire chief and Thomas W. Ryan, director of the state division of safety, stressed that places of amusement should not be overcrowded during the holiday season and that all exits should be clearly marked.

Columbia Sets Meeting

NEW YORK—Columbia Pictures Corp. has called a stockholders meeting Feb. 8, 1949 for stockholders of record January 3.

Denial Drive Nets $6,100

ALBANY—The Denial day drive had netted $6,100 up to last Tuesday (7), thus assuring 170 youngsters of a free two-week vacation at the Variety-Albany Boys club summer camp on Thompson's lake. The goal this year is $25,000, which would provide vacations for 750 boys.

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Myron Gross Named Buffalo Tent Chief

BUFFALO—Myron Gross was elected chief barker of the Variety Club by its board of directors at a meeting last Monday (6) in its clubrooms here. Other new officers include Harry L. Berkson, first assistant chief barker; John C. Chinell, second assistant chief barker; Marvin Atlas, treasurer, and W. E. J. Martin, secretary.

The remaining members of the 11-man board are Sam Geffen, Peter Grafiades, Harry L. Bernstein, Richard Walsh, Robert Hayman and Charles P. Kosco.

After the meeting, the club selected a name for "Baby X," an infant found abandoned in a gasoline station washroom near Batavia and whom the club has promised to support until his adoption.

The name chosen was William Samuel Barker—William for the average American boy, Samuel for Uncle Sam and Barker for the barkers who make up the Variety Club.

Decision that the club would assume financial support of the abandoned youngster was made last week by William Dipson, immediate past chief barker and vice-president of Dipson Theatres, Inc.

Dipson said Mrs. Pearl Buchholtz, agent of the Genesee county children's court and a member of the county welfare board, had approved the club's application to pay the bills for the child.

Max Cohen Is Nominated For MPA Presidency

NEW YORK—The nominating committee of Motion Picture Associates has proposed Max A. Cohen, head of the Cinema Circuit Corp., for the presidency. The election will be held December 15 at a luncheon at the Hotel Piccadilly.

Other nominations: First vice-president, Morris Sanders; second vice-president, Ira Meinhardt; treasurer, Saul Trauner; secretary, Howard A. Levy; sergeant-at-arms, Louis Kutinsky; directors, Leo Brecher, Jack Ellis, Harold J. Klein, Matthew Cahan, Raymond E. Moon, David A. Levy, William Murphy, Charles Penser, Samuel Rinzler, Samuel Rosen, Bert Sanford, Cy Seymour, Fred J. Schwartz and Seymour Schussel.

INCORPORATIONS

ALBANY

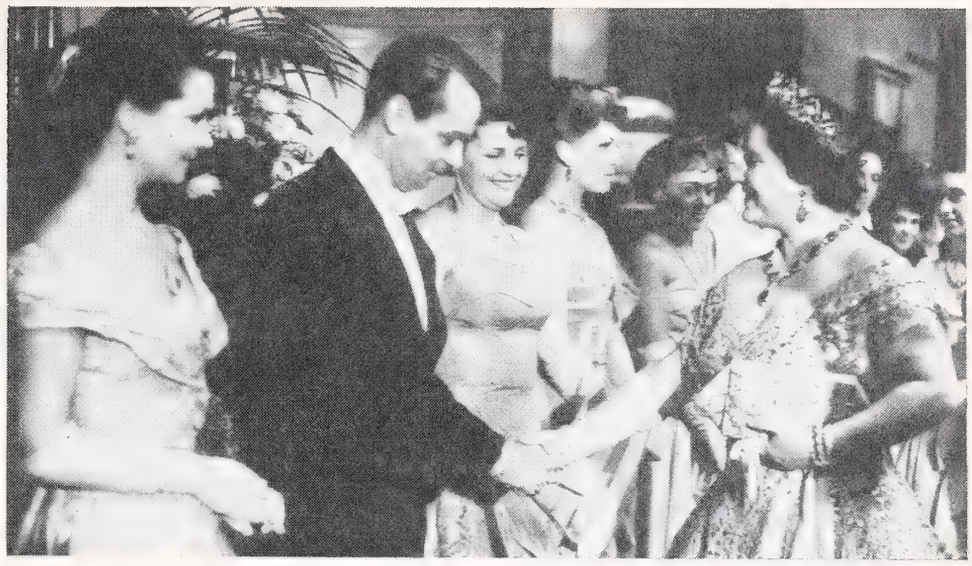
Tele-Art Films: To conduct a telecasting business in New York; 300 shares, no par; Troy Mallory and Gertrude Mallory, 134 West 58th St.; Anne O. Miller, 2072 Davidson Ave., Bronx.

Burrose Theatre Corp. of Yonkers: Dissolved.

Raystock Theatres Corp. of New York: Decreased capital stock from $20,000 to $4,000.

Star Theatre Supply Corp.: To conduct business in New York; 200 shares; Sol Tannenbaum, 187 West 79th St., New York; Harold H. Rosenfeld, 1735 Townsend Ave., Bronx; Jack Halpern, 801 Boulevard, Bayonne, N. J.

Ace Amusement Corp.: To conduct business in Kings county; 200 shares, no par; Rhoda Grant, 10 Cooper St., New York; Anne Grant, 1109 Clay Ave., Bronx; Leonard M. Kaye, 83-26 Lefferts Blvd., Kew Gardens.



STARS MEET THE QUEEN—Alan Ladd, Paramount star, and Mrs. Ladd, are pictured among a group of Hollywood celebrities who were presented to Queen Elizabeth at the Savoy hotel, London, following the royal command film performance.

Jackter Appoints Ten For Columbia Drive

NEW YORK—Rube Jackter, assistant general sales manager of Columbia, has named a committee of ten sales executives to help him handle the current playdates and liquidation drive. The drive will end February 17.

Members of his committee are: Louis Astor, Louis Weinberg and Irving Wormser, circuit sales chiefs; Maurice Grad, short subjects sales manager; George Josephs, assistant to Abe Montague, general sales manager; H. C. Kaufman, manager of exchange operations; Joseph Freiberg, manager of sales accounting; Seth Raisler, manager of the contract department; Vincent Borelli, assistant to the circuit sales chiefs, and Sydney Singerman, assistant manager of exchange operations in charge of playdates.

Jackter and Josephs will leave New York Monday, December 13, to visit the out-of-town exchanges in connection with the drive. Their first stop will be Cincinnati.

Loew's to Seek New Trial In 'Expendable' Case

ST. LOUIS—Loew's, Inc., will appeal from the $290,000 damages award of an all-male jury in Federal Judge George H. Moore's court the night of Friday, December 3, in favor of Mrs. Beulah Greenwalt Walcher of Denver, Colo., the army nurse who gained fame as "Peggy" in the book "They Were Expendable" and who later brought the suit, seeking $150,000 actual and $250,000 punitive damages from the film company on the grounds that its film version of the book was an invasion of her rights of privacy and was without her consent.

The first step, of course, of counsel for Loew's Inc., will be to seek a new trial in the district court. If Judge Moore rejects that request, then the appeal to the court of appeals in St. Louis will be taken. There is a possibility that the case may finally wind up in the Supreme Court because of the importance of the issues raised.

The jury's award of $65,000 actual and $225,000 punitive damages in this case is said to have set a new record in the district court in a damage case of this character.

Variety of Baltimore Signs for Colt Games

BALTIMORE—Variety Tent 19 and the Baltimore Colts, professional football team of the All-American conference, signed a three-year contract for an early fall exhibition tilt in Babe Ruth stadium for the benefit of the Variety police boys clubs fund. The contract calls for the opponent to be a "suitable team" to be selected by the Variety Club and the Colts management.

The game will be played in 1949 in late August, according to R. C. "Jake" Embry, president of the Colts and a resident member of the Variety Club.

The contract terminated a pact with the National league Redskins, who had been the host team in the gridiron extravaganza here since 1945.

In 1946 the Variety Clubs of Baltimore and Washington inaugurated a six-year agreement that was to pit the Redskins against various league opponents. Each of the past two tilts found slim crowds at the stadium.

With the Colts now in contention for the championship of the AA conference and spectator support averaging almost 30,000 a game for the current season, an AA exhibition is regarded as the best attraction that could be offered.

The Variety games, up to now, have been jointly sponsored by Baltimore and Washington tents.

Bidding Aids Smalley a Bit

ALBANY—Metro's acceptance of bids for product in Norwich has brought Smalley's Theatre "four or five" pretty fair pictures, William C. Smalley said here. His house is opposition there to Schine and most of his available product is from the smaller companies. He said that bidding is advantageous "if the exhibitor does not bid over his head."

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them*

MPAA Would Abolish U.S. Film Duties

WASHINGTON—The Motion Picture Ass'n of America would welcome a "completely unimpeded flow of motion pictures among all nations" and would be glad to see even the "negligible duties" levied on foreign films by the U.S. abolished.

The point was made in a memorandum submitted December 7 to the committee for reciprocity information allied with the International Trade Organization, which related to negotiations between the U.S. and 11 countries for reciprocal reduction of tariff and other trade barriers.

The countries are: Denmark, Dominican Republic, El Salvador, Finland, Greece, Haiti, Italy, Nicaragua, Peru, Sweden and Uruguay. It was presented by Theodore Smith of the MPAA international division and looks toward accession of those countries to the general agreement on tariffs and trade which was concluded at Geneva on April 30, 1947. John G. McCarthy, MPAA assistant secretary and managing director of its international division, wrote the accompanying letter.

President Truman was reported the previous week as having told Eric Johnston, MPAA president, that all nations should have the opportunity of seeing American films.

Kerridge Urges Exhibitors In U.S.-British Parley

NEW YORK—Inclusion of exhibitors and all other branches of the industry in the conference between British and American film interests to be held in this country next March is favored by Robert Kerridge, head of the Kerridge Odeon circuit in New Zealand.

Kerridge says a frank discussion of all angles of the film relations between the two countries might bring about an improvement. He views the present outlook seriously and saye that neither the American industry nor the British industry can prosper unless the markets of each are open to the other.

American exhibitors have an obligation to play British films, he says, for the protection of their own industry.

The New Zealand exhibitor was frankly critical of Eric Johnston's conduct of negotiations for settlement of the 75 per cent tax dispute last spring. At the same time he admitted that mistakes had been made on both sides of the Atlantic.

Kerridge and his brother were in New York several weeks ago on their way to London. They are now on their way back to New Zealand and will stop off two weeks in Hollywood. They control most of the 230 theatres in New Zealand, and J. Arthur Rank has a 50 per cent interest in their company.

Three hundred and twenty American films are played there each year, with 60 from Great Britain.

UN Documentary Is Ready

NEW YORK—Films of the Nations will distribute "Searchlight on the Nations," a two-reel United Nations Film Board documentary about modern communications. The new catalog of the company, located at 55 West 45th St., is now being distributed, according to Maurice Groen, president.



KAYE'S PARIS WELCOME—Danny Kaye, center, arriving in Paris, is welcomed by Joseph H. Westreich, left, of Warner Bros. Paris head office. Mrs. Kaye (Sylvia Fine) is on the right.

ABC 1948 9-Month Income Down $610,000 Since '47

NEW YORK—The American Broadcasting Co., Inc., and subsidiaries report an estimated net income of $440,000, after federal income taxes estimated at $270,000, for the nine months ended Sept. 30, 1948. This is equal to 26 cents per share on 1,689,017 shares of $1 per common stock and compares with the net income of $1,050,000, equal to 62 cents a common share on the same number of shares, for the same period in 1947.

The decrease in net income is largely due to the loss from television operations, according to ABC. The company started its television network operations in the spring of 1948 and has since put three stations of its own on the air and has two more under construction.

Gross income from the sale of facilities, talent, lines, etc., for the nine months ended September 30 amounted to $39,080,912, compared with gross income of $38,138,847 for the same period in 1947.

NLRB Ruling Favors AFM In Transcription Case

NEW YORK—The National Labor Relations Board has declined to issue complaints against the American Federation of Musicians and its New York and Los Angeles locals on proceedings brought by two electrical transcription companies charging that the AFM recording ban violates the Taft-Hartley Act.

The companies are Standard Radio Transcription Service and Lang-Worth Feature Programs. They made the charges last May. Charles T. Douds, director of the New York second district labor relations board, made the ruling.

Television Advertising Increased in October

NEW YORK—During October, 688 advertisers sponsored programs or spot announcements on the 41 video stations operating in 22 U.S. markets, according to Television magazine. This was an increase of 140 over the September figure of 548. The retail industry led with 161 stores. Automotive advertisers were second with a total of 96 and food and beverage manufacturers third with 60.

Electric Power Cuts Hurt Berlin Films

NEW YORK—Further curtailment of Soviet-controlled electric power has forced most exhibitors in the American and British sectors of Berlin to cut their shows down to one or two a day, with several resorting to midnight shows to break even, according to reports to the Motion Picture Export Ass'n.

However, "Flame of New Orleans" (U-I) is still doing well after four big weeks at the Filmbuehne Wien, as are "Valley of Decision" (MGM) in its third week at the Neue Scala and "To Each His Own" (Para) in its second week at the Kronen.

In Duesseldorf, "Affairs of Susan" (Para) and "Lucky Partners" (RKO) and in Frankfurt "Together Again" (Col) were popular. In Munich, "The Lodger" (20th-Fox) did a near-capacity first week, while "Flame of New Orleans" completed a strong third week.

In Poland, the Soviet Film Festival permitted showings of only Soviet, Polish and Czech origin. U.S. films that will be shown when it ends in a few days will be "Citizen Kane" and "Hunchback of Notre Dame" (RKO), "National Velvet" (MGM) and "Penny Serenade" (Col).

In Czechoslovakia, "Gulliver's Travels" (Para) in two Prague houses and "Lassie Comes Home" (MGM) in Pilsen and Ostrava are doing well. In Bulgaria, "This Land Is Mine" (RKO) is playing to sellout audiences in Sofia, and "The Men in Her Life" (Col) is set for early release.

In Austria, all U.S. films are doing a big business. They include "The Best Years of Our Lives" (Goldwyn), "Song of Bernadette" (20th-Fox), "Northwest Mounted Police" and "Hold Back the Dawn" (Para), "Corsican Brothers" (UA), "Hunchback of Notre Dame" and "Black Swan" (20th-Fox).

AFM and Recording Firms Await Formula Ruling

NEW YORK—The American Federation of Musicians and phonograph recording companies expect a ruling by the Department of Justice within a few days on the legality of their formula to end the union's recording ban. Representatives of both groups asked for the ruling November 10 after agreeing in principle on the formula October 28.

The agreement provides a trustee to administer the union's public music fund over which the union previously had sole control. The fund amounts to about $1,500,000. It was received from royalties paid by the recording industry.

Petrillo Names Riccardi His First Assistant

NEW YORK—A. Rex Riccardi has been appointed first assistant to James C. Petrillo, president of the American Federation of Musicians. He succeeds Harry J. Steeper, last week elected international treasurer, who succeeded Thomas F. Gamble, resigned because of ill health.

Riccardi's past duties have concerned chiefly recording and transcription, film and booking agent affairs of the union. Before coming to AFM headquarters he served on the executive board and was an official of the Philadelphia union. He is 46 years old and lives in Larchmont.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

AFL Asks Charters For 2 Film Setups

HOLLYWOOD—A concrete step toward ensuring the permanency of the Hollywood AFL Film council, established more than a year ago, was taken with the filing of incorporation papers listing the organization as a nonprofit corporation under California state laws. At the same time papers were filed for the AFL Educational Film Ass'n as a nonprofit group to produce and distribute films "furthering the aims and objectives" of the AFL and its affiliates.

The AFL Film council set forth a four-point program:

1. To promote "closer unity . . . and harmonious industrial relations with the employers."
2. To "facilitate coordination of collective bargaining activities."
3. To "advance the welfare of the . . . industry by encouraging conciliation of disputes."
4. To "establish such educational, recreational, social and charitable enterprises as will aid the general welfare of AFL members in the . . . industry."

Council members signing incorporation articles for both units included Roy M. Brewer, Ralph Clare, Lou C. Helm, Edwin T. Hill, James Noblitt and Pat Somerset.

* * *

Working in arrears by a matter of 60 days, the California labor statistics department disclosed an encouraging upward trend in studio employment during October—a trend which undoubtedly will go into a nosedive when figures for November are compiled. In the latter month one studio (Eagle Lion) shuttered almost completely, while another (Warners) went into a production slowdown resulting in the layoff of several hundred employes. At any rate, the statistics for October found the employment index at 77.1, as compared to 74.3 for September, while average weekly paychecks rose to $98.67 as compared to $95.20 for the previous month.

Disney Dividend Voted

HOLLYWOOD—A quarterly dividend of 37½ cents a share on 18,580 outstanding shares of preferred stock was voted by the board of directors of Walt Disney Productions. At the same time the board approved payment of $2.25 a share on the same six per cent cumulative convertible preferred stock. Both the quarterly dividend and the special payment are payable Jan. 1, 1949, to stockholders of record Dec. 18, 1948.

The $2.25 payment reduces the preferred arrearage to $2.25 a share.

Senator Anderson of N. M. To Speak at Zanuck Fete

HOLLYWOOD—Clinton P. Anderson, senator-elect from New Mexico, will be among the speakers on hand to pay tribute when Darryl F. Zanuck, 20th Century-Fox production chief, is honored at ceremonies to be staged December 13 by the Beverly Hills lodge of B'nai B'rith, naming Zanuck the "Man of the Year."

Also scheduled to appear as special guests are Gov. Earl Warren of California, Mayor Fletcher Bowron of Los Angeles, Rabbi Edgar F. Magnin and Eric Johnston, president of the Motion Picture Ass'n of America.

Zanuck is being named "Man of the Year" because of his "humanitarian efforts" and for his long record of production "furthering the forces of tolerance and goodwill."

Master of ceremonies will be Al Jolson, the B'nai B'rith "Man of the Year" for 1947.

Yule Parties Slated For Sick and Young

HOLLYWOOD—With the Christmas season fast approaching, film luminaries are bending their extracurricular efforts toward ensuring a happy yuletide for deserving folk whose festivities otherwise might not be so joyous.

The Monogram Studio club, for example, is sponsoring a Christmas party December 23 for 65 bedridden patients of two orthopedic wards at the Wadsworth Veterans hospital in Sawtelle. Individual club members are contributing gifts, and entertainment will be supplied by Santa Claus and Monogram contract players, with refreshments to follow.

Meantime Warners is sparking a "Toys for Tots" campaign, first suggested by actress Janis Paige to a group of southern California marine corps officers, to send an avalanche of dolls, games and other toys into Los Angeles area orphanages. Toy collection depots are being set up in Warner theatres and "Toys for Tots" posters will be placed in local stores, urging the purchase of an extra toy or two for the drive.

* * *

With George Jessel functioning as master of ceremonies, film and radio personalities turned out for a banquet paying tribute to President Truman and Alben Barkley, vice-president-elect. The latter was the principal speaker and entertainment was supplied by Dinah Shore, Edgar Bergen, Mary Hatcher, Desi Arnaz and Manny Harmon and his orchestra. In charge of arrangements were Thornton Sargent and Dick Dickson, executives of the Fox West Coast circuit.

Hayworth Suspended In Unusual Action

HOLLYWOOD—A bit off the beaten track of player suspensions by studios was the action of Columbia in taking Rita Hayworth off the pay roll because she allegedly refused to report for her projected starring role in "Lona Hanson."

The studio's action is complicated by the fact that "Hanson" was to have been produced under the banner of Beckworth Productions, a profit-sharing independent unit of which Miss Hayworth is the head.

Slated for a December 8 start, the opus has been indefinitely postponed. Columbia contends the actress did not report, as scheduled, for preproduction work including wardrobe fittings. Miss Hayworth, in a subsequent statement, asserted the script was "detrimental" to her, while one of her managerial representatives amplified that stand with the declaration that the actress did not "consider her part . . . best suited to her talents."

'Red Witch' Premiere Set At Houston December 30

HOLLYWOOD—World premiere of Republic's "Wake of the Red Witch" has been set for the Metropolitan Theatre, Houston, Tex., December 30. Following its debut the John Wayne starrer is booked for 150 playdates throughout the nation early in January.

* * *

A wide screen, not in general use in film theatres since the 30s, is being installed at the Carthay Circle Theatre for the world premiere of David O. Selznick's "Portrait of Jennie," opening there on Christmas day. The special Los Angeles premiere screening will qualify the Jennifer Jones-Joseph Cotten vehicle for Academy awards competition.

John Huston to Metro

HOLLYWOOD—Metro has ticketed John Huston to a term contract as a director, the deal being independent of Huston's own production unit, Horizon Pictures, in which he is a partner with Sam Spiegel. Huston's first assignment at Metro, not yet announced, is expected to be the World War II opus, "Battleground."

Sign Packard as Producer

HOLLYWOOD—Columbia has signed Fred M. Packard to a term ticket as a producer, with no assignment as yet handed him. Packard, a son-in-law of Britain's J. Arthur Rank, also has a one-picture commitment with 20th Century-Fox, which is not affected by

STUDIO PERSONNELITIES

Briefies

Paramount

"Gadget Inventor," newest in Producer Jerry Fairbanks' Popular Science series, is being narrated by Gayne Whitman. The inventions of Arthur Hammerstein, former Broadway producer, are featured.

Universal-International

Camera work is slated to begin in midmonth on a musical featurette starring Les Brown and his orchestra, with Will Cowan producing and directing.

Cleffers

Monogram

Musical director EDDIE KAY has completed scoring the first of the Whip Wilson western series, "Crashing Through."

The scoring of Windsor Productions' "When a Man's a Man" has been completed with Lud Gluskin conducting music composed by LUCIEN MAROWECK and JOHN LEIPOLD.

RKO Radio

John Ford and Merian Cooper have set RICHARD HAGEMAN as musical director for Argosy's "She Wore a Yellow Ribbon."

Screen Guild

Lippert Productions' "I Shot Jesse James," toplining Preston Foster, Barbara Britton and John Ireland, will be scored and dubbed by ALBERT GLASSER.

Loanouts

Columbia

Borrowed from Paramount, BILLY DANIELS will direct the dance sequences in "Night in Havana."

Meggers

Columbia

JEAN YARBROUGH was signed to direct the Desi Arnaz musical comedy, "Night in Havana," for Producer Rudolph Flothow.

PHIL ROSEN has been inked to direct "Secret of St. Ives," drama of the Napoleonic wars period, with Rudolph Flothow producing.

Metro

NICHOLAS NAYFACK will produce "The Devil's Doorway," with Robert Taylor to star as a Civil War veteran who turns outlaw.

BUSBY BERKELEY was selected to direct Irving Berlin's "Annie Get Your Gun," to be produced by Arthur Freed.

Universal-International

Directorial assignment on the musical feature starring Donald O'Connor, "And Baby Makes Three," has been handed to GEORGE SHERMAN.

Options

Columbia

Broadway actor MYRON McCORMICK was signed for a supporting part in the Larry Parks vehicle, "Jolson Sings Again."

Gene Autry's leading lady in the forthcoming "Rim of the Canyon" will be NAN LESLIE. John English directs for Producer Armand Schaefer. ALAN HALE JR., son of the character actor, and THURSTON HALL were signed for important roles. WALTER SANDE and CLEM BEVANS have been signed for the leading heavy role and character lead respectively in the picture.

Comedian SIG ARNO will be featured in Ted Richmond's production, "Night in Havana," with Desi Arnaz and Mary Hatcher. Jean Yarbrough directs.

Signed for the role of Lucy in Robert Rossen's production, "All the King's Men," was New York stage and radio actress ANN SEYMOUR. Imported from the New York stage, RALPH DUMKE draws a key assignment. SHEPPERD STRUDWICK joins the cast.

Male lead in Producer Rudolph Flothow's "The Secret of St. Ives" goes to RICHARD NEY, who will portray a French prisoner of war held in Scotland during the Napoleonic period.

Metro

ROSS FORD draws a topline in the Robert Sisk production, "Greyfriars' Bobby," starring Lassie. DONALD CRISP is cast with Edmund Gwenn and Lassie in the picture.

Monogram

LYLE TALBOT, LEE "LASSES" WHITE, GUY BEACH, AILEEN DIXON, PAUL BRYAR and WHEATON CHAMBERS join the cast of "Riverboat Rhythm," with Derwin Abrahams directing for Producer Lindsley Parsons.

JANE ADAMS is set for the feminine lead opposite Jimmy Wakely in Producer Louis Gray's "Gun Law Justice." Others cast in the film directed by Lambert Hillyer are LEE PHELPHS, JOHN JAMES, EDMUND COBB, I. STANFORD JOLLEY, TOM CHATTERTON and BUD OSBORNE.

Three feminine roles in "Murder in the Air," Charlie Chan film starring Roland Winters, go to ELENA VERDUGO, IRIS ADRIAN and NOEL NEILL. William Beaudine directs for Producer James S. Burkett.

Paramount

Character actor CHESTER CLUTE joined the cast of the Bob Hope vehicle, "Easy Does It," under the direction of Alexander Hall.

FRED KOHLER joins the cast of Cecil B. DeMille's "Samson and Delilah," with Hedy Lamarr and Victor Mature in the title roles. COLIN TAPLEY will portray the Prince of Gaza in the DeMille picture.

Roles of Irish villagers in the Bing Crosby starrer, "Top O' the Morning," will be played by JOHN SHEEHAN, DICK RYAN and PAT COLLINS. JOHN McINTIRE was signed for a role. Comedian OLIN HOWLIN was inked to play a bum.

RKO Radio

Producer Samuel Goldwyn has set LLOYD GOUGH for a top featured role in "Roseanna McCoy," under the direction of Irving Reis.

Veteran character actor HENRY O'NEILL was inked for an important role in the Martha Scott-Jeffrey Lynn starrer, "Sam Wynne."

Republic

H. B. Warner celebrated his 25th year in the industry by signing for a featured role in the Elliot-McGowan production, "Hellfire," starring William Elliot.

NANA BRYANT joins Lloyd Bridges, Ray Collins and Adrian Booth in the role of a giddy society woman in "The Hideout," under the direction of Phil Ford for Producer Sidney Picker.

20th Century-Fox

LUTHER ADLER goes into the cast of the Edward G. Robinson starrer, "The Eastside Story."

United Artists

Producer Benedict Bogeaus inked SONNY TUFTS for a starring "heavy" spot in "The Crooked Way." Ex-Mack Sennett-comic SNUB POLLARD was signed for a featured part.

Cover girl KIPPEE VALEZ was signed by Producer Philip Krasne for her first top role in the feminine lead of the next Cisco Kid film, "The Daring Cabalero."

Sports announcers SAM BALTER and BILL BALDWIN were "type cast" to call the fights in Screenplays' "The Champion," under the direction of Mark Robson for Producer Stanley Kramer.

Cast additions for W. R. Frank's "The Great Dan Patch" include Broadway actor ARTHUR HUNNICUTT, FOREST TAYLOR, JAMES LOGAN and THOMAS JACKSON.

Universal-International

EDITH BARRETT will portray Barbara Stanwyck's sister in "The Lady Gambles." POLLY VAN, ESTHER HOWARD, GEORGE SPAULDING and LEO ANTHONY were added to the cast.

HOWARD DUFF and STEPHEN McNALLY have been set as Yvonne de Carlo's co-stars in the upcoming Robert Arthur production, "The Western Story," which rolls next month in Technicolor.

DOROTHY VERNON begins her 35th year as a film actress with her role in the Marjorie Main-Percy Kilbride feature, "Ma and Pa Kettle." Supporting roles were given to SHERMAN SANDERS, DEWEY ROBINSON, EDITH LESLIE, BOB PERRY and JOHN BECK. Charles Lamont directs the film.

ANN BLYTH's next assignment will be the starring role in "Going, Going, Gone," to be produced by Michel Kraike.

Warners

WILLIAM GOULD and SALLY CORNER portray the roles of the secretary of the navy and his wife in "Task Force." MORONI OLSEN is cast in the role of a navy admiral. JOHN McGUIRE joins the cast. Delmer Daves is directing and Jerry Wald is producing.

Scripters

Columbia

ROBERT LIBOTT and FRANK BURT are teamed on an original screenplay, "Barbary Corsair," for Sam Katzman Productions.

Republic

Serial writers SOL SHOR, ROYAL COLE and WILLIAM LIVELY checked in to begin work on an untitled 12-episoder.

Story Buys

Columbia

"It's a Man's World," Herbert Clyde Lewis story, was purchased and earmarked for 1949-50 production.

Independent

Marie Wilkerson's original radio play, "Captain and the Kid," has been purchased for film production by Gene Raymond.

SRO

Screen rights were acquired to "Song of the Dragon," a John Taintor Foote novel concerning a woman spy assigned to smash a German saboteur ring during World War I.

Warners

Acquisition was announced of "The Miami Story," melodrama set in a Florida resort playground, with its author, Jay Dratler, signed to script and produce

Technically

Film Classics

Staff assignments for "Amazon Quest" include IREN AGAY, associate producer; ARTHUR ALEXANDER, production manager; FRANK DEXTER, art director; and cameraman, GUY ROWE.

Monogram

Crew assigned to "Gun Law Justice" includes EDDIE DAVIS, assistant; HARRY NEUMANN, camera; BUDDY MYERS, mixer, and JOHN FULLER, cutter.

Paramount

WILLIAM MULL marks his 30th anniversary in the industry with the assignment as unit manager on Frank Capra's "Broadway Bill."

Republic

Staff assignments for "Hellfire" include KENNY HOLMES, unit manager; DICK MODER, assistant director; SAM COHEN, color consultant; JACK MARTA, cameraman, and TOMMY SULLIVAN, art director. R. G. "Bud" Springsteen will direct for Producer William J. O'Sullivan.

United Artists

LEWIS J. RACHMIL stepped in as production manager on W. R. Frank's "The Great Dan Patch" when doctor's orders forced Bart Carre to withdraw from that position. W. R. Frank has set JOHN WATERS as director of the second unit. Waters' crew consists of MAC WRIGHT, assistant director; CLYDE DEVINNA, cameraman, and ARCHIE DALZEL, second cameraman.

HERMAN WEBBER and VAN NEST POLGLASE are set as production manager and art director respectively on "The Crooked Way." JOHN ALTON was signed by Producer Benedict Bogeaus as director of photography.

Title Changes

Columbia

$5,000 REWARD is the new title for the Randolph Scott topliner, "Wild Bill Doolin," which Gordon Douglas directed and Harry Joe Brown produced.

Monogram

The King Bros. production, first released as "Johnny Doesn't Live Here Anymore," toplining Simone Simon, James Ellison and Robert Mitchum, will be reissued as AND SO THEY WERE MARRIED.

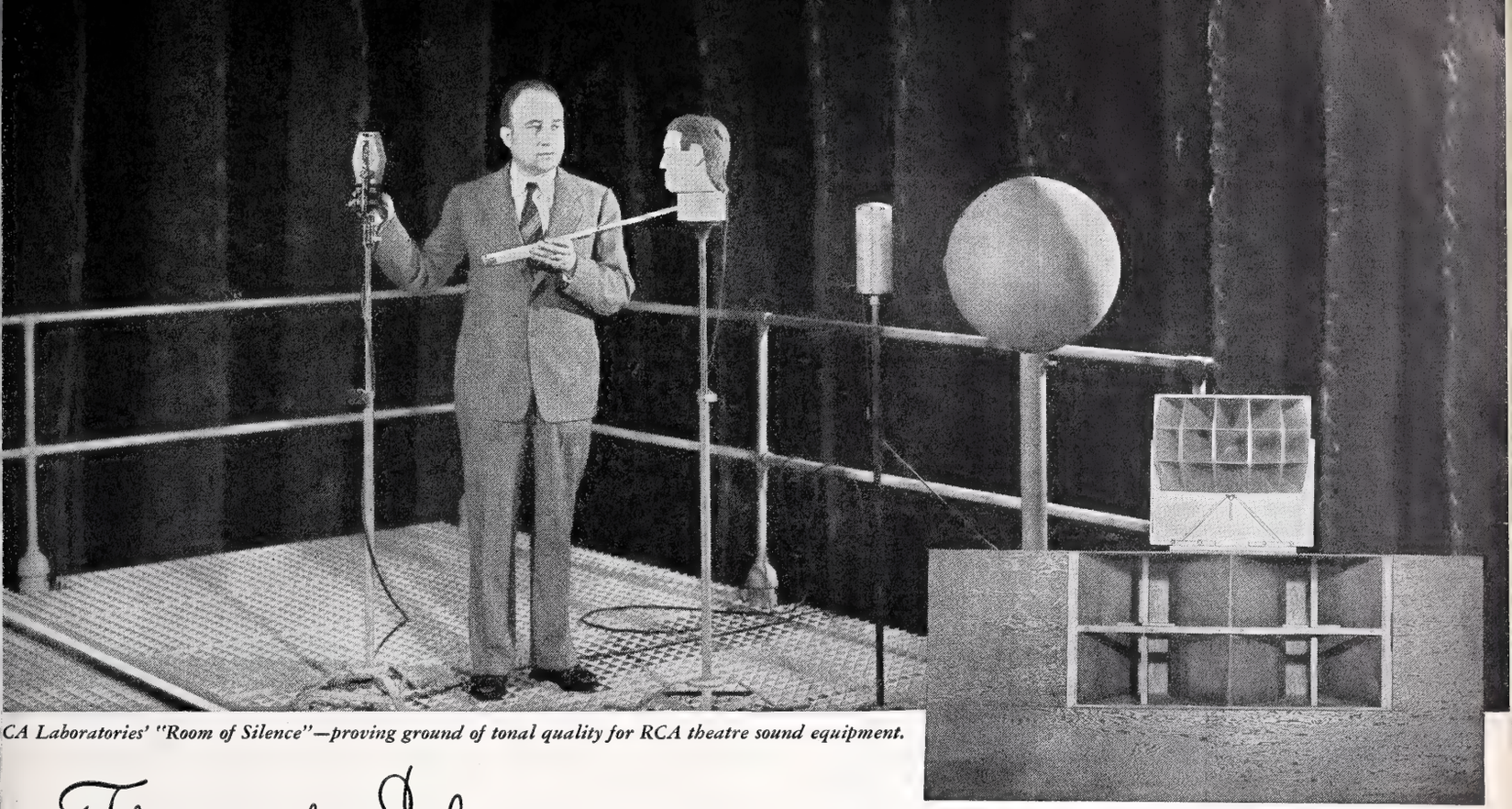
Universal-International

"Gambling Lady" has been retagged THE LADY GAMBLES.

Funeral Rites Conducted For Director Ray McCarey

HOLLYWOOD — Services, followed by burial at Holy Cross cemetery, were held for Ray McCarey, 44, veteran film director, who was found dead December 1 in his Westwood apartment. McCarey, brother of Producer-Director Leo McCarey, is survived by his wife Grace, two daughters, Sharon and Patricia, and a sister.

Born in Los Angeles and a graduate of Loyola university, McCarey entered films as a backlot worker, wrote and directed many comedy shorts for Paramount, Pathe, RKO and Mack Sennett, and won Academy awards in 1932, 1933 and 1935 for short subjects which he directed for MGM. He also megged scores of feature-length subjects, his last assignment having been "The Gay Intruders," a 20th Century-Fox release which he piloted for Frank Seltzer Productions.



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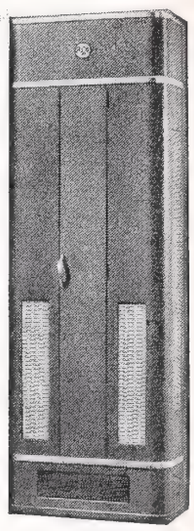
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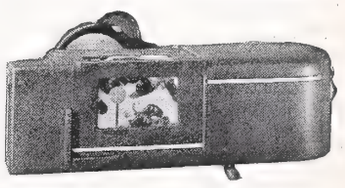
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London Report

By JOHN SULLIVAN

LOOKED AT IN RETROSPECT this year's royal command film performance stands out as the best of the three so far, and is one of the few functions at which the British and American sides of the industry really get together in a very fine spirit of cooperation. If only they could do the same thing in the everyday running of the film industry what a different business this would be! As you know, the arrangement for these performances is that a British and American film alternate and that the year a British film is showing it is presented in an American-owned theatre and vice versa. This year's choice was Sir Michael Balcon's production of "Scott of the Antarctic" and the venue was the Empire Theatre, Leicester Square, which is owned by MGM, a much better house for holding these functions since it has a spacious foyer. Owing to his illness King George VI was unable to be present this year, but he was represented by Queen Elizabeth, Princess Margaret and the Duke of Edinburgh, who were escorted to their box by Reginald Bromhead, J. Arthur Rank and Sam Eckman respectively.

The stage show after the film was a smooth piece of organization. Jack Hulbert, a British comedian, produced the show and this is always a difficult job as the British and American artists can only meet and rehearse for the first time a day or so before the event. Two of the American stars received particularly large ovations from the audience —one was Billy de Wolfe with his cabaret show and the other was young Patricia Neal, who has come over to star in ABPC's production of "The Hasty Heart." As the youngest member of the American contingent she delivered a message to the king on behalf of the visitors with an air of great sincerity.

"Scott of the Antarctic" is a landmark in British film production. It is a magnificently produced semidocumentary story of the heroic journey which Captain Scott made to the South Pole during which he faced incredible hardships only to find when he arrived there that Amundsen had preceded him and planted the Norwegian flag. It shows the attempted return to their base of the explorer's party and their death from starvation only 11 miles from the hut which held food and warmth.

Technically the picture is superb, but for one or two studio settings which would have passed muster in any other film; these are shown to be artificial by reason of the great beauty and naturalness of the outdoor photography. The Technicolor camera work was in the capable hands of two of Britain's greatest cameramen — Osmond Borradaile, who photographed the exteriors in the Antarctic and Jack Cardiff, ASC, who lit the remainder of the picture in England.

Almost all the critics commented on the sadness of the story and the deep sense of disappointment that they had at the end, and this may be due to the fact that the acting is so brilliantly real and sincere that everyone in the audience associated himself with the characters on the screen. The disappointment of the critics may be the sincerest tribute they could pay to the picture, since it probably reflects the bitter disappointment of Scott himself to find that after all his hardships he had been forestalled.

* * *

FILM PRODUCTION in England seems to be fluctuating more violently than ever and as fast as one studio closes another reopens. Last week we reported in this column that Rank's Islington studio was closing down in the New Year, and now we are pleased to report that Warner Bros. plant at Teddington will reopen at the same time. The notices given to maintenance staff at the latter studio have accordingly been withdrawn.

Some time back Jack M. Warner told your correspondent that there was little hope at all of the Warner Studios reopening as independent production was in such a bad state that they could not find a tenant. Now comes the news that Anatole de Grunwald will start work there in January on a production of "Now, Barrabas." This is the first of a series of films which de Grunwald plans to make at this studio and it is hoped that they will remain in continuous production. The decision to make this particular picture comes as a surprise, for in his program recently given de Grunwald mentions only two films titled "World Premiere" and "Personal Appearance" respectively. As previously mentioned here de Grunwald is undoubtedly the busiest independent producer in Great Britain with a record of four films completed during 1948. The latest of his pictures, "The Winslow Boy" starring Robert Donat, is at present in its general release on the ABC circuit and is doing very good business.

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BY THE TIME THESE NOTES are read, millionaire exhibitor Robert Kerridge from New Zealand will be in the United States. He is traveling through the U.S. on his way back home after a visit to England to confer with J. Arthur Rank, who has a substantial interest in his circuit of cinemas.

Kerridge is a blunt, outspoken man who gave us his views on the production business in an interview before he left England. Naturally, due to his tieup with Rank, he devotes a good deal of screen time to the British product and claims that New Zealanders are fond of British pictures. That does not prevent him, however, from criticizing the insular outlook of some of our producers, who, according to him, will not pay sufficient attention to overseas markets.



AWARD FOR CARE—Douglas Fairbanks jr., left, national director of CARE, receives a medal from Dr. Franz Matsch, consul general of Austria, for his aid to the children of Vienna.

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WHAT SEEMS TO BE A STEP in the divorcement between Korda's production and distribution was seen last week when British Lion announced that Hugh Quennell resigned from the chairmanship of British Lion Film Corp. Quennell, who is a director of London Film Productions, Ltd., Korda's production company, was joined in his resignation by Sir David Cunynghame and Harold Boxall who are also directors of the latter firm. Sir Arthur Jarratt, who is deputy chairman and managing director of British Lion, will act as chairman of the company until a new chairman is appointed, and British Lion states that the new man who will be going in will be one unconnected with any film interests.

* * *

AFTER BEING IN STORE for nearly a year United Artists' "William Comes to Town" finally was tradeshown. This modest-budget picture was made at the Southall Studios, owned by Alfred Shipman and, according to reports in Wardour Street, one for which UA has found it so far impossible to get a reasonable circuit booking. It was submitted to the committee which has the power to force a circuit to take an independent production, but was withdrawn from them after a British tradepaper had disclosed the fact.

"William Comes to Town" is the second of a series of comedies based on the adventures of a very popular character in fiction invented by Richmal Crompton. The first William picture, titled "Just William's Luck," was an amusing piece of comedy made quite cheaply and it did very fair business on its release six months ago.

* * *

NAT BRONSTEN'S "OBSESSION" has settled in well at Pinewood, where it is using rented space, and Director Edward Dmytryk is impressing his unit with the remarkable speed at which he is proceeding.

Dmytryk worked over here before on the RKO Radio British production, "So Well Remembered," and achieved the same kind of popularity during the run of that production. In the present case, however, he has not only had more time in which to prepare his script, but has also been favored with very good luck in the treacherous British climate when he took his unit out on location. They got rain when they wanted it, just enough to please them—and bright sun when that was wanted. On one occasion they were able to do 18 camera setups in one day.

'Valentino' Plans Revived By Producer Ed Small

HOLLYWOOD—Producer Edward Small's hardy perennial, "The Life of Valentino," has again been reactivated with the signing of Virginia Van Upp to script and function as associate producer on the opus—if, when and as it goes before the cameras.

Small has now set a March starting date but as yet has not found an actor to portray the silent screen's great lover.

Record Album Profit To Cancer Research

HOLLYWOOD—Representing one of the largest single donations ever made to the Damon Runyon Memorial fund for cancer research, Samuel Goldwyn's "Giants of Jazz" record album was slated for release on Damon Runyon Memorial day, December 10, with all profits from album sales going into the fund.

Walter Winchell personally requested some 1,300 disk jockeys throughout the nation to introduce the records on the air on that day. The "Giants of Jazz" album is a joint contribution from Goldwyn, the participating musicians—who waived all royalties—and Capitol Records, which—with the cooperation of RCA Victor and Columbia—is manufacturing the records without profit. All necessary clearances were secured after lengthy negotiations with James C. Petrillo's American Federation of Musicians.

The album represents the entire sound track of Goldwyn's new Danny Kaye musical, "A Song Is Born," being distributed by RKO.

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A total of 12,312 subscriptions pledging a total of $721,890.55 was disclosed at the third report meeting of workers in Hollywood's fourth annual United Appeal. This represents a shade more than 55 per cent of the goal, with the average individual donation now estimated at $58.63.

Executive Travelers

West: Columbia eastern executives including Jack Cohn, vice-president; Abe Montague, general sales chief; Abe Schneider, vice-president and treasurer, and Nate Spingold, advertising-publicity director, checked in for conferences with President Harry Cohn. They'll look at newly completed product and map advertising and exploitation campaigns.

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West: Y. Frank Freeman, in charge of Paramount studio operations, returned to his studio desk after a three-week business trip to New York.

* * *

West: Due in at midweek from New York was N. Peter Rathvon, former RKO president, who resigned from that post last summer shortly after Howard Hughes assumed control of the company. Also here, planning talks with Hughes concerning a possible deal for advance funds with which to finance United Artists product, is Gradwell Sears, UA president. The projected deal would involve the return to Hughes of three pictures he had filmed originally for UA release, prior to his acquisition of RKO.

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East: John Joseph, national director of advertising and publicity for U-I, and David Lipton, coordinator of advertising and promotion, trained to Manhattan for home office conferences.

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East: James Mulvey, president of Samuel Goldwyn Productions, returned to his New York headquarters after two weeks here conferring with Goldwyn and other west coast company executives concerning present and future production plans.

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West: Nate Blumberg, U-I president, is due in from New York next week to begin a series of huddles with studio executives concerning production plans for early 1949.

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East: Jerry Thomas, Equity Pictures producer, headed for New York for huddles with Harry H. Thomas, president of the company, which releases through Eagle Lion.

Spearheads

By IVAN SPEAR

JUST a short block from this banal bailiwick is the business establishment of one John B. Kingsley. Mr. Kingsley operates a shop devoted to the sale of greeting cards, pens and pencils. More importantly, Mr. Kingsley is president of the Hollywood Chamber of Commerce, a position which sounds very impressive when one considers the fame attached to this widely ballyhooed community.

Mr. Kingsley has headed the C of C for lo! these many years. Obviously he relishes that presidency. Witness his willingness to hold forth on the wonders of the film capital—and in a few thousand more-or-less well-chosen words— at the drop of a Babbittian luncheon lamb chop.

Recently the perpetrator of these puerile paragraphs was in Mr. Kingsley's emporium for the purpose of selecting Christmas cards. While perusing the catalogs devoted to those morsels of doubtful art, he was directly under the balcony, wall-hole office from which Mr. Kingsley conducts the various activities of the pencil business — and the Hollywood Chamber of Commerce. He was making detailed arrangements for the Thanksgiving eve parade down Cinemania's celebrated Santa Claus lane, which light-and-tinsel-festooned event is the undisputed piece de resistance in the year's exploitation of Hollywood boulevard as a shopping center par excellence.

Mr. Kingsley's telephone conversations with persons of undisclosed identity were devoted to the recruiting of film personalities to ride in the parade. Now, this aforementioned perpetrator can take his eavesdropping or can leave it alone. But Mr. Kingsley's energetic devotion to the gathering of glamor was so vociferous that eavesdropping was inescapable. During the course of one of his telephonic dissertations, Mr. Kingsley made a startling revelation to one of the unidentified conversers, a person apparently suggesting film celebrities who might be induced, without too much twisting of temperamental arms, to follow in the wake of Santa Claus when he made his debuting trek down his renowned thoroughfare. Said Mr. Kingsley, in effect:

"Well, I don't know one picture star from another. In fact, I know very little about motion pictures and I never go to picture shows."

That from the man who heads an organization of merchants, restaurateurs, hotels, theatres and sundry other commercial ventures which for many years past have grown financially fat largely because the motion picture industry has brought worldwide and precedential distinction to what otherwise would have been just another community of homes and little businesses.

And to render the more paradoxical Mr. Kingsley's revelation of ignorance of things and persons cinematic is the fact that on his C of C board of directors are Arch Reeve and Mrs. Margaret Herrick. The former is secretary of the studio publicity directors' committee of the Ass'n of Motion Picture Producers, which mouth-filling group has as one of its functions furthering the over-all public relations of Hollywood and its one outstanding enterprise—the making of motion pictures. The latter occupies a comparable position—and, presumably, at a comparably princely honorarium—at the Academy of Motion Picture Arts and Sciences, which, like Reeve's outfit, is supported by film industry lucre; and, too, is maintained to promote filmdom's best interests.

Verily, a prophet is without glory in his own land.

And one cannot help but wonder if the president of the Detroit Chamber of Commerce ever heard of Henry Ford—or the head of the Milwaukee C of C about a brewer who answers to the name of Schlitz.

→

During the time Monogram Producer Lindsley Parsons' current opus, "Tuna Clipper," was in production, Lou Lifton's considerate publicity department distributed cans of tuna to members of Hollywood's habitually hungry press.

Judging by the recent and widely lamented spread in Life magazine devoted to the King Bros., also Monogram-Allied Artists producers, canned salami will be in order when they roll their next film venture.

And, as further evidence that Lifton and staff believe in keeping gastronomical gratuities in character, the department was host at a corned-beef-and-cabbage dinner preceding the press showing of "Jiggs and Maggie in Court." What's more, that gourmand marathon was staged on the night before Thanksgiving.

Ironical aftermath: Came the next week and Drumbeater Lifton was home with an upset stomach.

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Unless a title change impends, 20th Century-Fox can't expect much in the way of grosses for "The Eastside Story" back in Milwaukee—where Schlitz and Blatz have had things their own way for a long time.

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From a local gossip column:

"John Auer gleeful because sneakthieves who ransacked his place of costume jewelry worth $100 overlooked $10,000 in real stuff."

Cheer up, John. When the sneakthieves read this, they'll be back.

Candy Plus Scrip in Yule Stockings

San Francisco — "Candy is dandy" in theatres—as long as its sale is kept within the realm of inoffensive merchandising and is an integral part of the theatre's service. Writing in Christmas issue of the Western Candy Review, Irving M. Levin, division director for San Francisco Theatres, Inc., protested the "hoarse-voices hawking" of confections in show houses and called for "quiet artistry" in the sale of candy.

Answering a request from Western Candy Review editor Smith Cady jr., Levin entered a merchandising panel of retail candy sellers from grocery, variety and drugstores to represent the theatres.

Regarding Christmas candy sales, Levin wrote: "We shall retain our demand for discretion. There will be no stint in atmosphere color or charm, but neither will St. Nicholas be transformed from a gentle saint into a huckster for Hershey."

The theatreman revealed his plan to augment the sale of Christmas gift books of admission scrip by packaging them in special gift stockings in which candy would be included. Levin stated: "It is our intent to promote the tickets—the candy in the sock is an additional part of the service. Our Christmas sock is symbolic of our entire purpose. First, the show is the thing—the confections are the extras."

Doing its Christmas selling early and extensively, San Francisco Theatres opened its Gift Book drive in its six neighborhood houses. Taking long unused scrip and titling it a "Christmas Gift Book," the circuit prepared an extensive exploitation campaign. More than 100 outdoor billboards carry the sales message as well as lobby displays, showcase, boxoffice cards, and screen trailers in new Ansco color in each theatre.

Utilizing the tag line, "Perfect for Christmas," and stressing the extended enjoyment of their use throughout the year, the gift books are now turning over a fast sale, according to Levin. The books sell for $5 and $1.50.

ITO Annual Session Dec. 14 at Seattle

SEATTLE — The Independent Theatre Owners of Washington, Northern Idaho and Alaska will hold its annual meeting and election for December 14 at noon in the New Washington hotel here.

It will be an all-industry affair, according to James Hone, executive secretary, with a luncheon to be followed by a business session. The board of directors currently is made up of Mildred Bishop Wall, Walter Coy, Chester Nilsson, Erwin Fey, Ed Halberg, Fred Mercy jr., Joe Rosenfield, B. F. Shearer, W. B. McDonald, L. O. Lukan, Lionel Brown, Jack Neville (auditor), Leroy V. Johnson (treasurer), L. A. Gillespie and Mary A. St. John.

Marvin Fox Wins Praise For His Thoughtfulness

SEATTLE—Although it took a Riverside, Calif., newspaper to do it, recognition for unusual thoughtfulness came belatedly to Marvin Fox, manager of Evergreen's Orpheum Theatre here.

It started weeks ago when Mrs. S. R. Davies and her granddaughter Gwendolyn visited the Orpheum while vacationing in the northwest. While in the theatre the little girl lost her purse. When found by the janitor it had been rifled of about 85 cents in change which it had contained. Since the pair had gone home after reporting the loss, Fox mailed the purse to them. Here is what Fox wrote Mrs. Davies:

"Rather than have your granddaughter learn so young the dishonesty in this world we have added a little change in her purse and you need not tell her the original money was taken."

Mrs. Davies told the story to the Riverside Daily Press which editorially praised Fox for his act. The grandmother also wrote the manager that "It appeared to me your action was very unusual and pleasing. I wish to thank you for your kindness."

U-I Wins Court Action Against Rental Club

LOS ANGELES—Judge Charles C. Cavanah has signed a judgment in federal court granting U-I a perpetual injunction against Donald Reed, a home film rental club operator accused of acquiring 16mm prints of at least 75 copyrighted features. Judge Cavanah directed that U-I was entitled to recover all positive prints of the 75 films and that Reed was forever barred, whether acting individually or under his various trade names, from exhibiting or renting any of the negatives or positive prints.

The suit was started last August under a writ of seizure directed in an order obtained by Universal from U.S. Judge Benjamin Harrison upon posting a bond of $11,100. The U.S. marshal already has delivered to Universal the prints of 41 of the features impounded to him. Reed claimed he had purchased the features for $10,000 from an individual in Hollywood who had acquired the prints from the copyright owner.

Donald Dexter Funeral

HOLLYWOOD—Services were held December 7 at the Wee Kirk of the Heather for Donald Dexter, 44, head of the Duoplane photography department at Jerry Fairbanks Productions, who died suddenly of a heart attack. A combat cameraman during World War II, he is survived by the widow and two brothers. Dexter had lensed all of Fairbanks' recent "Speaking of Animals" shorts, produced for Paramount release.

'Rope' Banned in Tacoma

TACOMA — "Rope" was shelved here by Tacoma's censor board following that body's recommendation to Safety Commissioner Robert Temme that the film be banned from showing in the city.

FWC Gives No Comment On Story of Loew's Move

LOS ANGELES—Reports emanating from New York that Loew's, Inc., was asking the return of its Loew's State here and its Warfield in San Francisco, currently operated by Fox West Coast, met with "no comment" from FWC officials.

The two houses have been under FWC control for several years on a month-to-month leasing arrangement. The State is a unit in the circuit's first run chain showcasing 20th Century-Fox product, of which the Uptown, Loyola and Grauman's Chinese are day-date members.

Metro product is shown first run locally in FWC's Egyptian, Wilshire and Los Angeles theatres.

Panama, Frank Quit RKO

HOLLYWOOD — By mutual consent the producer-writer team of Norman Panama and Melvin Frank has terminated its RKO contract and checked off the lot. Panama and Frank had been preparing their own original," "A Woman's Place," as a starring vehicle for Rosalind Russell. The property will be shelved for the time being. The Panama-Frank duo did not announce future plans.

'Squadron' Is Premiered

HOLLYWOOD—Warners' "Fighter Squadron" was given its midwest premiere at the Hippodrome Theatre in Cleveland December 7 as a highlight in observance of Pearl Harbor day. The premiere was sponsored by the Air Force Ass'n, Air Force Reserve, Air National Guard and the air force recruiting office.

A. J. Moodie to Cal Theatre

HAWTHORNE, CALIF.—A. J. Moodie has been named manager of the recently remodeled Cal Theatre here, which is owned by Ned Calvi, also owner of the local Plaza Theatre.

Elbert C. Lewis Rites

LOS ANGELES—Funeral services were held at the Immanuel Presbyterian church recently for Elbert C. Lewis, 60, former film musical composer and a resident of Los Angeles for 30 years. Lewis formerly worked for MGM and Walt Disney. He is survived by his widow Maude and a daughter, Mrs. Marian Stone.

Lillian Gish Guest Stars

SEATTLE—Lillian Gish recently completed a solid month as guest star at the University of Washington Show Boat Theatre, anchored just offshore in the Lake Washington canal which runs through the campus. She appeared with an all-university cast in "Mrs. Carlyle."

Stars in Benefit Golf

PORTLAND—Bing Crosby and Bob Hope were at the Glendover golf course here recently in an exhibition match sponsored by the Portland Professional Golfers Ass'n to raise funds for golf equipment for local junior golfers.

Sock Seattle Buildup Nets 'Red River' Peak

SEATTLE—Aided by an ambitious exploitation campaign, "Red River" set a new box-office mark for the year in this city following a smash opening on Thanksgiving day. This 230 figure was set despite drenching wind and rainstorms during three days of the run which materially cut into the gross. Hamrick-Evergreen played the feature on a single bill, one of the first single bills to hit here in over a year.

Willard Coghlan, UA exploiteer; Claude Morris, who assisted him, and Vic Gauntlett, Evergreen advertising manager, carried out a sock campaign highlighted by contests, street ballyhoo, windows and display ads. Among some of the ideas used were:

The city's biggest downtown ballroom held a square dance contest, with two preliminary nights and a grand finale. They all were tied in with "Red River" and as the ballroom broadcast its music, many free radio plugs were made.

The Home News, shopping paper, handled the pressbook's brand contest, which called for letters from youths as to what brand they would use if they went into the cattle business with their fathers. Passes were given as prizes.

Three-pound steaks were gaily made up at a florist shop and presented to the daily papers' two drama critics. This resulted in an excellent feature story from the morning paper.

A covered wagon, drawn by horses and with an outrider was used for street ballyhoo for two days—before opening and Saturday after.

Some 600 study guides for "Red River" books were placed in the city's seven high schools through cooperation with the superintendent, "Red River Red" was featured in three big department store windows, while two florist windows featured "Red River" rose displays, and some 200 drug, department and cigar stores had Bantam book displays.

C. Frank Harris Leaving Spokane, Wash., Garland

SPOKANE, WASH.—C. Frank Harris, for three years manager of the Garland Theatre, has resigned to join the Wagner Sign Co. of Chicago. Harris took over operation of the Garland upon its opening and made it one of the distinctive houses in the northwest. It has unique assets in its record bar and gift shop, operated by Mrs. Harris. The theatre is located in a residential district and is owned by Ed Johnson and Dwight Spracher.

Regina at Los Angeles To Reopen as Fine Arts

LOS ANGELES—Fox West Coast is remodeling and redecorating its Regina Theatre, second run house in the West Los Angeles area, and will reopen it December 28 as the Fine Arts on a reserved-seat, two-a-day basis, screening what the circuit terms "distinctive" films. Admission prices will be set at a top of $2.40.

First attraction, receiving its western premiere December 28, will be "Red Shoes," the J. Arthur Rank opus from Britain which is being distributed in the U.S. via Eagle Lion.

Three Houses in New South Wales Added to Greater Union Circuit

By WILLIAM BEECHAM
Australian Bureau BOXOFFICE

PERTH, W.A.—John Evans, a director, reports Greater Union Theatres has acquired three additional theatres in New South Wales, the Rialto and Embassy at Manly and the Odeon at Port Kembla. The two Manly houses previously were associated with Greater Union's subsidiary, Acme Theatres, on both a film buying and management basis. William Smith, who sold these two cinemas, will remain with them in an advisory capacity. The Odeon is not yet completed, but is scheduled to open around Christmas. Greater Union now will own 37 theatres, with interests in many others.

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Three Hollywood film units are planning to make films in Australia, probably with frozen funds. Columbia plans one, and perhaps two, and it is said that an unnamed script with an historical background is now being considered. Darryl Zanuck of 20th Century-Fox is said to be interested in a story of the development of the overland telegraph line. Independent producer Howard Brown is preparing the script of "Gunawarra."

* * *

Managing director Ernest Turnbull of Hoyts Theatres, Ltd., states that arrangements have now been completed for the screening in Australia of six new British films. "These films will be screened early in 1949," he says, "and the contract is the most important yet signed by this company with a British firm."

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The Department of Information, which of late has been producing some very decent shorts, recently revealed that these now are earning revenue. In the federal house of representatives, a statement tabled by the department showed that during the year July 1, 1947, to June 30, 1948, these departmental films yielded approximately $15,570. The previous year's earnings totaled some $1,430 and those of the year before about $625.

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We understand that Producer Paul White of Paramount, who has made one of the "Our Changing World" series on Australia, "after seeking the advice of a number of Australians," has decided to give it the title "Land of Fair Dinkum." As a result one great laugh has gone up from Perth to Sydney and from Hobart to Wyndham. No title could be more foolish in Australian eyes. "Fair dkum" is an Australian expression fast dying out, and as the expression "Is it dinkum?" means "Is it true?" or "It is really correct?" then the title "The Land of Fair True" is is going to be, at its best, pretty meaningless. One imagines that the Australians who advised White on this matter must have either been away from Australia so long that they have forgotten almost everything about it, or that they are still as good as ever at the ancient art of leg pulling.

* * *

"All Quiet on the Western Front," which has been successful here of late as a re-release, was recently screened in Tasmania during a recruiting drive for the army. In the federal house of representatives, Liberal party member Falkinder of Tasmania asked Army Minister Chambers whether he considered this a suitable film for a recruiting campaign. In reply the minister said that, if the film were the same as the book, he did not think it was suitable. He promised to have inquiries made.

* * *

When a Northcote (Melbourne) druggist visited a theatre in Richmond a few weeks ago he complained that a rat ran up his trouser leg and bit him. Later he sued the lessees of the theatre, National Theatre Pty., Ltd., asking damages of 249 pounds. The case was heard in the county court before a special jury of four, and although the defendant company stated that two officers of a fumigating company attended the theatre every week and used poison and other means to eradicate rats, the plaintiff was awarded damages of £50/15.

* * *

The Beach Theatre, Sandgate, Queensland, recently suffered from an outbreak of fire. A cigaret butt apparently was thrown on the stage during a matinee. About 6:30 p. m. the stage end of the building was in flames. But prompt action of the local fire brigade prevented the blaze from spreading to the body of the building.



WELFARE FUND AWARDS — Dore Schary (left), MGM production executive, and Mrs. Bert Allenberg are presented "Modern Maccabee" awards by Charles Brown (right), president of the Los Angeles Jewish Community council, for their part in raising $10,000,000 for the Los Angeles United Jewish Welfare fund. Also honored in absentia was Producer Samuel Goldwyn, president of the UJW, who was unable to attend the presentation banquet at the Biltmore hotel. Mrs. Allenberg, wife of the agent, was chairman of the women's division during the campaign, while Schary headed the motion picture division.

Edward G. Miller Dead

LOS ANGELES — Edward George Miller, 65, oldtime Hollywood and English stage and film actor, was found dead recently in Griffith Park here. An autopsy was ordered to determine the cause of death. Miller's car was found parked near his body. Miller was born in Eastbourne, Sussex county, England, and first went on the stage in 1905. He was well known in British music halls before coming to Hollywood 32 years ago. He and his wife Edna both played leading roles in silent pictures and recently he had worked as a motion picture extra.

Magnolia Blossom Motif Followed In Sterling's New Seattle House





The Family trio which heads Sterling circuit, owner of Seattle's new Magnolia Theatre, shown above at the opening: Fred Danz, general manager; John Danz, president, and William Danz, treasurer. Fred and William are John Danz' sons. Bottom: Front and marquee of the 1,000-seat Magnolia. Note magnolia motif in the decorations around marquee.

SEATTLE—The Magnolia Theatre, newest unit in the 27-theatre Sterling circuit, was opened recently with much attention focused upon the decorative scheme, based upon the magnolia blossom and employed in the marquee, murals, carpets and other decorations.

Situated in the center of the Magnolia Bluff shopping district, the 1,000-seat house features an "electric eye" doorman, a cry room, push back seats and a large illuminated parking area.

The distinctive decoration scheme is followed through from the marquee, surrounded by neon lighted magnolia blossoms, to the stage. The handsome, crescent-shaped lobby has walls of varied woods and the theatre auditorium is decorated in shades of yellow, green, gold and silver. The ceiling in the auditorium is golden yellow in color while walls are in bottle green, relieved by metallic moldings and bands.

The rear wall is salmon-colored and panels on either side of the stage offer the magnolia theme, with huge blossoms overlaid in gold and silver leaf.

The Magnolia was designed by B. Marcus Priteca and A. B. Hainsbergen was decorator. Fred Danz is general manager for the Sterling circuit, owner and builder of the house, while John Danz is president of the circuit and Bill Danz, treasurer.

Two Drive-Ins Under Way

RAWLINS, WYO.—Two of Wyoming's first three drive-ins will be opened next spring by Skyline Theatres, Inc., of which the William Adams family is the major stockholder. Bob Adams, a member of the firm, said the Rawlins Drive-In, located on highway 30, two miles east of the city, probably will be opened in April. Approximately $150,000 is being invested in the two projects, the second of which is under construction in Casper. The third drive-in is being built by another company in Cheyenne.

Work on the local project has progressed to include construction of the screen tower, which needs only asbestos screen and paint for completion. Grading for the ramps was scheduled to begin soon. The drive-in will provide accommodations for 404 automobiles. Plans call for a concession stand and landscaping. Contracts have been let for sound, projection and neon light equipment.

Bid on Missoula Fox Job

MISSOULA, MONT.—Work on the $250,000 Fox Theatre here was expected to get under way soon after Frank Ricketson jr. of Denver, president of Fox Intermountain Theatres, revealed that bids had been received for construction of the theatre.

The 1,200-seat, stadium-type house will be of fireproof construction and will feature black light in the auditorium, lucite, fiberglass panels and pressed aluminum decorations. The front of the building will be of terra cotta and glass. Architect for the building is Charles D. Strong of Denver.

Build $100,000 Theatre

ALAMEDA, IDAHO—A new $100,000 theatre of reinforced concrete and steel structure is being built here by William B. Jones and T. D. Jones of Malad, Idaho. It is expected to be opened early in 1949. The theatre will have a seating capacity of 600 and free parking space for patrons. It will have a refreshment bar in the foyer, a nursery room where mothers may take their small children, and a society room for private parties. Contractor is the Intermountain Theatre Supply Co.

Check on Susanville Job

SUSANVILLE, CALIF.—Key officials of T&D Jr. Enterprises were in Susanville recently to check on construction of that circuit's second theatre here. The project involves complete rebuilding of the old Orpheum and calls for wall and foundation replacements, new steel columns, new roof and rebuilding of the stage. William R. Sandiforth is foreman for the Paul Jenks Construction Co. of Grass Valley, which is handling the job.

18 Months Building Ends

GRAYLAND, WASH.—The B&B Theatre, newest local business enterprise, was opened recently by owners H. H. "Bing" Fournier and L. L. "Bud" Barrett. The theatre, under construction about 18 months, is a converted 40x80-foot quonset hut and seats 475 persons. The owners did most of the work themselves in the year and a half the building was under construction. The B&B is fireproof and has a modern ventilating system.

Rio Nears Completion

DALLAS, ORE.—Construction work at the new Rio Theatre here was near completion as workers readied the projection booth for installation of equipment and completed plas-

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tering and painting work. The lobby work also was progressing but seats had not arrived for the auditorium.

Begin San Pedro Drive-In

SAN PEDRO, CALIF.—Grading and paving operations began recently at the 13-acre site for a $200,000 drive-in on Gaffey street here. Donald Guttman, one of the directors of the San Pedro Theatre Corp., builder of the drive-in, said the project probably will be completed about April 15, 1949. Kenneth N. Chantry and Elizabeth Forbes are other directors of the corporation.

Dedicate Payette Charm

PAYETTE, IDA.—A special dedication show, highlighted by congratulatory telegrams from Hollywood personalities, formally opened the new Charm Theatre, built here by William B. Blackaby. Civic officials as well as executives and representatives of major film companies participated in the opening celebrations. The Charm was designed by I. C. Whiteley, and has a seating capacity of 680.

An innovation of the Charm is a glass-enclosed front which will allow 150 persons to stand and view the screen from the lobby.

Citizens See New Theatre

CROOK, COLO.—Local residents were invited to inspect the new Pine Theatre here, a 350-seat quonset-type structure, erected by Harry Barnes and Charles Ring. The new house features a cry room and a stage sufficiently large to accommodate school plays and other community events. Barnes previously was a farmer and rancher in Kansas and in eastern Colorado and worked for the Crook Lumber Co. for two years. Ring formerly operated a cafe in Sedgwick, Colo., and prior to that worked in Los Angeles, Calif.

Rancho Park House Opens

RANCHO PARK, CALIF.—The 1,700-seat Picwood Theatre was formally opened here recently by Earl Collins, builder of the house, who said the theatre would be operated by the Griffith-Isley circuit through local Manager James Haynes. The theatre was designed by S. Charles Lee, noted Los Angeles theatre architect.

Plan Exclusive Suburban

SANTA MONICA, CALIF.—J. Stanley Anderson, vice-chairman of the newly formed Brentwood Village Business Ass'n, said recently that plans were being prepared by a nationally known architect for a 2,000-seat motion picture theatre to be erected in the Brentwood Village area. The theatre will be included in establishment of an exclusive shopping center in the suburban area.

Begin Work at Lebanon

LEBANON, ORE.—Construction work got under way recently on the $70,000 Park Street Theatre being erected here by a group of four Lebanon businessmen, Glen Gillenwater, Clay Nichols, Clarence Shimanek and Carol Sagert. Plans call for a seating capacity of approximately 486 and inclusion of two rental units in the building. Completion is expected about May 1.

Bid on Compton Airer

COMPTON, CALIF.—Bids were being taken here for construction of a new drive-in by Compton Drive-In Theatres, Inc., after issuance of a zoning variance by the city council.

Theatre Wall Lease $1: To Beautify It, $30,000

San Francisco—San Francisco's Mayor Robinson has asked the city to lease the Orpheum Theatre wall which faces the civic center and to beautify it. The mayor said cost of the lease would be $1 a year while the beautifying project would cost about $30,000. The Orpheum management has agreed to lease the exterior of the wall for $1 a year as long as city plans for work on the wall are submitted to the theatre for approval.

Plan December Opening

RIDGEFIELD, WASH.—Harvey Johnson and Ernest Dunning, partners in the new theatre venture here, said recently they hoped to open the theatre sometime this month. The partners have been engaged in remodeling the building, a former garage, to make it a theatre. The structure will have a 24x80-foot auditorium and will seat about 250 patrons.

Confirm Theatre Project

HUNTINGTON BEACH, CALIF.—Late information received here from associates of S. Charles Lee, Los Angeles theatre architect, confirmed earlier reports that an undesignated company will build a 1,200-seat theatre on land belonging to a Los Angeles oil man.

Reaction to Titles Sought in U-I Tests

PHOENIX—An experiment in audience reaction to film titles is being made by Universal-International in the use of two different names for day-and-date pre-release engagements of a new Fredric March-Florence Eldridge starrer.

The film is being shown at the Catalina Theatre in Tucson under the title, "An Act of Murder," and at the Palms in Phoenix it's being released as "Live Today for Tomorrow," under which the picture had its world premiere here Thursday (9).

Regular engagements began the following day at both houses, and U-I's final decision on a release title may well depend on which of the Paramount-Nace houses comes up with the larger boxoffice total when the chips are in.

Weighing heavily in favor of the Palms is the fact that the theatre received a tremendous amount of front page publicity from the Arizona Times, one of the co-sponsors of the premiere. Prices for the first evening performance were pegged at $2 and $3 with all proceeds going to the local Community Chest.

South: Robert L. Lippert, president of Screen Guild Productions, planed in from San Francisco on one of his regular trips for parleys with company's officials at local headquarters.

To Narrate 'Gadget Inventor'

Gayne Whitman is narrating "Gadget Inventor" for Paramount.

Luminescent Murals Beautify New Stamm

ANTIOCH, CALIF.—George Stamm and his mother Mrs. Ethel Stamm, owners of the El Campanil and Casino theatres here, formally opened their newest project, the Stamm Theatre recently. The $300,000 theatre is decorated with six huge murals touched with luminous paint to reflect the black light of the theatre when the house lights are darkened.

In the 1,100-seat auditorium deep green is used as a background for the murals and on the ceiling. Yellow is used on the side walls from the floor to the bottom of the murals and on the ceiling cove. The seats are covered in coral, while the title curtain, valance and drapes combine white, chartreuse and coral. The prosecenium is done in reeded plastering and is painted yellow.

The outer lobby is floored with bright multi-colored terrazzo and lined with showcases and the boxoffice is of stainless steel, encased in glass. Vincent Raney of San Francisco was architect for the Stamm.

Booking for the theatre will be done by Willard Wagner, manager of the three theatres owned by the Stamms.

M. C. Burles Is Appointed Nace District Manager

PHOENIX—M. C. "Moz" Burles has joined Harry L. Nace Theatres as district manager for the northern part of the chain in Arizona. A prominent figure in the theatre industry for almost 25 years, Burles started his career as an usher in Salt Lake City and then moved up to a job with Paramount in the Utah capital. Three years later he was transferred to the Paramount sales department in Los Angeles, where for 18 years he covered the southern California and Arizona territories.

Burles' next assignment was covering the city theatres in the Los Angeles area, from which point he shifted to the Paramount exchange in Portland, Ore., where he served as manager from July 1945 to May 1948. He severed connections with Paramount for an association with SRO, remaining with the organization from May to December 1 of this year when he moved over to Harry L. Nace Theatres in Phoenix.

Passes for Chest Aid

YAKIMA, WASH. — Yakima youngsters gaining the most signatures in the Community Chest "word of mouth" campaign were awarded theatre passes to Mercy theatres here by Arch Bartholet, general manager of the chain. The "word of mouth" campaign was a publicity feature for the local Community Chest in which children explained chest purpose and asked listeners for signatures.



DENVER

The Rocky Mountain Screen club will hold its annual election December 17 at the clubrooms. The nomination committee, composed of A. P. Archer, Henry Friedel and Ralph Batschelet, has placed all of the former officers and directors on the ballot, along with others, in order to give the election a competitive spirit. Placed in nomination are: Pat McGee and Robert C. Hill for president, with the one receiving the least votes to become first vice-president; William Hastings and Robert Selig for second vice-president; Kenneth MacKaig and Charles DuRyk for secretary; William Dollison jr. and William Agren for treasurer. Director candidates, seven to be elected, are: Robert J. Garland, Mel Glatz, Ralph J. Balschelet, Henry Friedel, Mayer Monsky, Joe Ashby, Fred Knill, Joe Stone, Joe H. Dekker, Fred Brown, Bernie Hynes and A. P. Archer.

The Screen club held the formal opening and public inspection of its new screening room and remodeled club rooms in connection with an advance showing of "You Gotta Stay Happy" at the Orpheum. The money raised will go toward further remodeling of the rooms and other club activities. The room will be used regularly Tuesday and Thursday evenings for screenings and will be available at other times for distributor screening, or for educational and industrial films. The Tuesday and Thursday screenings are for members and a limit of two guests each, with a service charge for the guests. Seats will be set aside at each screening for buyers and bookers.

Sam Appelman, RKO salesman, is recuperating at his Scottsbluff, Neb., home, following an auto accident. He incurred severe injuries when his car hit a spot of loose gravel and overturned. Besides other injuries, such as a lacerated skull, body bruises, two teeth were knocked out and the rest loosened . . . Raleigh Messerschmidt has bought the Kiowa, Kiowa, Colo., from Delpha Moreland.

Screen Guild Productions of Colorado has established an exchange at 617 Eighteenth St., with H. V. George as manager . . . Douglas George of the Jam Handy organiaztion was in Denver and after spending a few days with the distributor here, Monogram, went on to Salt Lake City and Los Angeles.

An explosion in the coal bin at the Skyline, Canon City, Colo., resulted in minor theatre damage, but Charles Matheson, maintenance man, incurred severe burns, and was hospitalized. Matheson rushed upstairs after the explosion, which occurred when he opened the coal bin door, notified the manager and ushers, who got the audience to file out in an orderly manner. The fire department allowed the show to go after a lapse of 20 minutes.

Dan Wagner, RKO booker, has been promoted to salesman to cover New Mexico. He succeeds Marvin Goldferb, who moves to the Colorado territory, succeeding Merle Gwinn, who resigned after he had bought the Zorn, Benkelman, Neb. . . . W. D. Haun, new to the industry, has been named office manager at the Service Theatre Supply Co. He was picked for the job by Ted Knox, owner.

Harry Gittleson, assistant to the western division manager, was in Denver and named Al Kolitz, RKO district manager, as captain of the Rocky Mountain district in the forthcoming Ned Depinet drive. Gittleson held an all-day sales meeting at the exchange.

SALT LAKE CITY

Heavy snows hit most Utah cities, cutting receipts somewhat, according to many theatre managers . . . Christmas parties have been on the docket for exchanges and circuits for the last two weeks and will continue until after the holidays. Most of the events are held at the Motion Picture club.

Del Lesser, Charlie Pincus's assistant at the Utah, had reason to be red-faced recently. Del had just taken over the cashier's boxoffice in front of the Utah, when a local radio announcer boomed over the air: "This next selection is for Del who, even now, may be sitting alone in the cashier's cage at the Utah Theatre, where 'Fighter Squadron' is now playing." Lesser's face was pretty red, too, when the cashier told Charlie about the incident.

Salt Lake newspapers which have been playing up Bob Walker as the "gifted Utahan . . . talented boy," are pretty chagrined over the actor's latest exploits. He had been played up a couple of times as an "example of the high-type Utahan who excels in his chosen field."

C. R. "Buck" Wade, U-I manager, was marooned in Idaho during the heavy snowstorm . . . Donald V. Tibbs, Monogram manager, was marooned in Nevada for awhile, but managed to get out safely before the storm really hit.

Filmrow visitors included Bill Prass of Metro, who assisted in the successful opening of the New Lyric as a first run theatre; Robert Quinn of Paramount, who landed a good six-column strip on Bob Hope's "The Paleface"; T. Bidwell McCormick of RKO, who was in on several of his company's pictures, and Russ Dauterman, Park City exhibitor, who has become a frequent visitor.

LOS ANGELES

A local visitor was Bill Mick, Dallas exhibitor, who disclosed plans for constructing a showcase in Tucson, Ariz. . . . Ben Fish, sales representative for Samuel Goldwyn, returned from a swing around the western territory . . . Roy Dickson's Cooperative Theatres is now booking and buying for Kelly Norwood's La Habra in La Habra.

Booking and buying expeditions brought to the Row Wade Loudermilk, operator of the Roxy in Buckeye, Ariz.; A. L. Sanborn, El Monte and Baldwin theatres in the San Gabriel valley area; Mason Siler of the Lido and Balboa; Al Hanson of South-Lyn Theatres; Ben Arenda, Eureka, Brawley; Claude Spaethe of the Garden; Frank Valuskis, Valuskis, Buena Park; Jay Berger, Del Mar, Carpinteria; Everett Cummings and Jack Kolbo, operators of the Meralto and Victory in Downey; Al Levoy, Temple, Glendale; Bob Mallon, Lakewood, North Long Beach; Al Olander, Vogue, Montebello; Henry Drehr, American, Newhall; and Fred Siegel Margo, Oceanside.

Milton Cohen, eastern division sales manager for Eagle Lion and captain of the Jack Schlaifer drive, and Bill Heineman, EL sales chief, checked in for a "pep" meeting at the local office in connection with the drive . . . The Avo in Vista opened December 8 with Cooperative Theatres handling the booking and buying.

New manager of the Roundup Theatre is Jack Sverdoff . . . Hallmark Productions, a subsidiary of Hygienic Productions, shipped in its cast and crew from Lawton, Okla., where scenes were filmed for "The Lawton Story," a feature-length religious opus.

To accommodate demands for tickets from school groups during the Christmas vacation period, the Four Star will stage morning matinees of "Hamlet" at a special $1.00 admission charge . . . Fox West Coast's northern and southern California divisions still are glued in third and fourth place, respectively, in National Theatres' 13th annual showmanship drive, with Fox Midwest in first spot and Evergreen in the place position.

A syndicate headed by Sidney Pink, Paul Schreibman and Monroe Goldstein has acquired the Belasco, veteran downtown legitimate showcase, which is being remodeled for a Christmas opening on a combined foreign film and stage show policy. Pink already operates the Mayan on a film-stage basis . . . Another Christmas day opening will be that of the Colorado, new 800-seater in Pasadena, owned by Judy Poynter.

Services were held for John Acosta, 53, who died after a two-week illness. Acosta had been an electrician at Warners Downtown Theatre for 20 years. The widow and four daughters survive . . . George A. Smith, Paramount's western division manager, returned from a series of sales meetings in San Francisco, Kansas City, Des Moines and Denver.

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'Hayride' Gross High In Pre-Xmas Slump

LOS ANGELES—Only moderate takes were experienced by most first runs here as the pre-Christmas lull began to show its effects.

(Average Is 100)

Belmont, El Rey, Orpheum, Vogue—**He Walked by Night** (EL); **Indian Agent** (RKO), 2nd wk.....100
Carthay, Chinese, State, Uptown, Loyola—**When My Baby Smiles at Me** (20th-Fox); **Parole, Inc.** (EL), 2nd wk. 110
Culver, Guild, Iris, Ritz, Studio City, United Artists—**Mexican Hayride** (U-I); **Grand Canyon Trail** (Rep) 130
Downtown, Hollywood Paramounts—**Miss Tatlock's Millions** (Para); **Disaster** (Para), 2nd wk..... 70
Egyptian, Los Angeles, Wilshire—**The Three Musketeers** (MGM), 3rd wk.....100
Four Music Halls—**Red River** (UA), 8th wk..... 75
Four Star—**Hamlet** (U-I), roadshow, 6th wk.....100
Pantages, Hillstreet—**Race Street** (RKO); **Ladies of the Chorus** (Col).....110
Warners' Downtown, Hollywood, Wiltern—**Fighter Squadron** (WB), 2nd wk.....100

Musketeers Strong At Frisco Warfield

SAN FRANCISCO—"The Three Musketeers" at the Warfield brought out a loud 200 per cent, while the Golden Gate's showing of "A Song Is Born" bounced up with a pleasant 160, tying the third week of "June Bride" which climbed from its second week of 110 to a happy 160 in its third week moveover to the United Nations.

Esquire—**Northwest Stampede** (EL); **Shep Comes Home** (SG) 105
Fox—**Road House** (20th-Fox); **The Creeper** (20th-Fox), 2nd wk.....120
Golden Gate—**A Song Is Born** (RKO); **Guns of Hate** (RKO) 160
Orpheum—**The Man From Colorado** (Col); **Leather Gloves** (Col) 150
Paramount—**Sealed Verdict** (Para); **Isn't It Romantic?** (Para) 120
St. Francis—**Johnny Belinda** (WB), 4th d. t. wk...100
State—**Ali Baba and the 40 Thieves** (U-I); **Phantom of the Opera** (U-I), reissues.....120
United Artists—**Red River** (UA), 7th wk.....140
United Nations—**June Bride** (WB); **Homicide for Three** (Rep), 3rd d. t. wk.....160
Warfield—**The Three Musketeers** (MGM).....200

'Baby' Gets 200 in 4th Week At Denver Aladdin

DENVER — "Red River," entering its seventh week at the Broadway here, has been shown to more people than any other film first run in Denver. The week's top grosser, another holdover, playing its fourth downtown week, was "When My Baby Smiles at Me" at the Aladdin with 200 per cent.

Aladdin—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox), 4th d. t. wk.....200
Broadway—**Red River** (UA), 6th wk.....100
Denham—**Miss Tatlock's Millions** (Para), 3rd wk.....110
Denver, Esquire and Webber—**The Loves of Carmen** (Col); **Inner Sanctum** (FC).....142
Orpheum—**Race Street** (RKO); **Variety Time** (RKO) 115
Paramount—**Walk a Crooked Mile** (Col); **The Creeper** (20th-Fox) 125
Rialto—**Johnny Belinda** (WB); **Joe Palooka in Winner Take All** (Mono), 4th d. t. wk.....125

'Red River' Grosses 230 To Lead in Seattle

SEATTLE—Despite terrific rain and wind storms which lashed the city for three days and nights, some big grosses were rolled up.

Blue Mouse—**Good Sam** (RKO); **The Arizona Ranger** (RKO), 4th d. t. wk. 115
Coliseum—**Kiss the Blood Off My Hands** (U-I); **Miraculous Journey** (FC), 2nd wk..... 80
Fifth Avenue—**When My Baby Smiles at Me** (20th-Fox); **Escape** (20th-Fox), 2nd wk.....100
Liberty—**Miss Tatlock's Millions** (Para); **Disaster** (Para), 2nd wk.....145
Music Box—**June Bride** (WB); **Sofia** (FC), 3rd d. t. wk. 100
Music Hall—**The Three Musketeers** (MGM); **The Spiritualist** (EL) 200
Orpheum—**Fighter Squadron** (WB); **Smart Girls Don't Talk** (WB) 165
Paramount—**Red River** (UA) 230

'Shoot-the Works' Ad Campaign Puts Salt Lake Lyric Over as First Run





Shown above are civic and theatre officials attending the premiere of the Salt Lake City Lyric's new first run policy. Left: Joe Rosenfield (right), manager of the Favorite Amusement Co., tells Emerson Smith and the radio audience about the new policy at the Lyric. Right: Gus P. Backman, executive secretary of the Salt Lake City Chamber of Commerce, pins a corsage on a pretty Lyric usherette as Mayor Earl J. Glade (left) and Manager Warren D. Butler look on.

SALT LAKE CITY—Joe Rosenfield, manager of the Favorite Theatre Co. which operates the Lyric in Salt Lake City, predicted that house was "first run to stay" as he witnessed huge lineups in front of the theatre on the night it went first run.

Now, after more than three weeks of its initial first run offering, "The Three Musketeers," the Lyric seems definitely established in first run business. "The Three Musketeers" opened on November 19, a stormy, cold day, but by the hour of the official opening, crowds were lined four abreast from the ticket taker in the lobby out past the boxoffice and down the street. The lineup continued to the last show, and even when the last show for the first day had begun, there were still 100 or so in line waiting to get into the theatre.

That night's performance featured a television broadcast from the lobby with Mayor Earl J. Glade, Gus P. Backman, secretary of the Salt Lake Chamber of Commerce; Rosenfield and Manager Warren D. Butler and others among participants. It was the first television broadcast of a theatre premiere in Salt Lake.

Crowds the first week remained well above Rosenfield's expectations, and he departed for Spokane, where he has his headquarters, with the knowledge that he had switched a consistent money-loser over to an apparently successful first run house.

The second week was almost as good as the first, way above original expectations, and the first three days of the third week were only slightly behind the first week. These amazing grosses were accomplished despite bad weather and the beginning of Christmas shopping.

To switch the Lyric over to a first run house necessitated a big cash layout. The management informed MGM officials the Lyric would like to bid on pictures, and not only did bid, but obtained MGM's top plum, "The Three Musketeers," for what is reputed to be the highest price ever guaranteed for a regular picture in Salt Lake. A four-week run was promised, and the Lyric launched a tremendous advertising campaign to put the picture over.

The theatre was handicapped from the fact that its location was not the most favorable in downtown Salt Lake—across the street from the police station on State street. Its management had tried several policies in an effort to make money, but all consistently failed. Early this fall, Rosenfield decided to shoot the works.

In the last three years the house had been remodeled three times. A new marquee was installed, new carpeting put in, new screen and sound installed and a new refreshment counter built. For its entry into the first run field, the Lyric management decided to go further. New seats were installed at a cost of $25,000 and further remodeling and finishing were carried on.

To offset the previous unfavorable reputation of the theatre and to assure patrons they would be seeing the new "The Three Musketeers" and not a reissue, the management placed teaser ads in newspapers and over the radio announcing the picture was coming to "your favorite theatre." Not until a week before the premiere was the general public informed this meant the Lyric. Since then, Butler and the management of the company operating the Lyric have plugged the picture in the middle of the first and second weeks and varied the ads in the newspapers each day. They've even changed precedent by playing large ads a day or two after the week's opening or holdover.

That they have succeeded for the time being is evident from the large crowds that have seen the picture and from the third-week ad which stated that more than 51,000 persons had seen the picture.

Now, the Lyric moves into its final week of "The Three Musketeers" with a first run policy established and ready with a second MGM picture, "Hills of Home," slated to open December 16.

Plan to Film 'The Legend'

HOLLYWOOD—Director Ewing Scott and actor Mikel Conrad are formulating plans to film "The Legend," original by Conrad, on completion of "Arctic Manhunt" for U-I. The picture, to be shot in Florida, marks the third teaming of the pair, "Untamed Fury" being their first.

SAN FRANCISCO

The new Melody Theatre has opened in Highway City under the management of Herbert F. Taylor of Fresno and Ralph Dostal, formerly of the Brisbane Theatre in Brisbane. Dostal said the theatre cost $30,000 and seats 420. It is located on Shaw avenue near the Golden State highway.

Notice of intended sale appeared in a local paper December 1 by Maury A. Schwarz to Peter J. Murphy of an undivided one-half interest in all the furniture, furnishings, fixtures and equipment of the New Rita Theatre on Church street . . . The State in Auburn, according to C. Remington, had installed a new oil burner . . . The new Boyes soon will have a fountain in its building under the proprietorship of Mr. and Mrs. E. A. Jones.

Reports have it that a Los Angeles film executive is here studying the possibilities of a combination drive-in restaurant and theatre . . . A group of Oakland city hall girls went gaga when theatreman Frank Burhans introduced them to film star Van Heflin, in the mayor's office.

Mrs. Ruth Hedges, state chairman of the Motion Picture committee, and Dom Isabella, manager of the Vacaville Theatre, spoke at the Vacaville Parent-Teacher Ass'n meeting last month. Mrs. Hedges said the film problem is not a simple one to solve and requires the combined efforts of everyone in the community—parents, theatre managers, schools, churches and all other organizations—to work out.

Ralph Brambles, local SRO office manager, is the papa of a baby son Michael, born November 27 . . . Al Dunn, manager of the Orpheum Theatre, became the father of a baby girl several weeks ago . . . Herb Kaufman, district manager for SRO, attended a meeting in Los Angeles . . . Buck Smith, formerly with UA here, who resigned to go with the army motion picture service in Japan, is back after a brief stay there. He said he couldn't take the rugged living conditions.

Scott Brady and Richard Basehart appeared in person on the stage of the Paramount for several days during the run of their "He Walked by Night" . . . Roy Fehner, UA salesman, moved to a new home in Burlingame . . . W. E. Callaway, district manager for UA, was in from Los Angeles a few days to confer with local Manager C. K. Olson.

The Castroville Theatre opened December 3. It was equipped by B. F. Shearer. The buying and booking is being handled by Ed Rowden Theatre Service. There will be two Spanish changes a week and two American . . . Raymond Kaliski of the Temple here and the Lux in Oakland saw the Notre Dame-USC tie game in Los Angeles . . . U-I is planning a gala Christmas party December 23 . . . Quianna, the first Eskimo girl ever to be brought to Hollywood for a film role, passed through here. She will be featured in "Arctic Manhunt."

Re-Elect UTA Board; To Name Officers

SALT LAKE CITY—Directors of the Utah Theatres Ass'n re-elected at a meeting last Tuesday (7) included Emil Ostlund, incumbent president; Victor Anderson, Julian N. Bills, Jay C. Christensen and Francis Feltch.

Officers of the association will be elected by the board at a subsequent meeting.

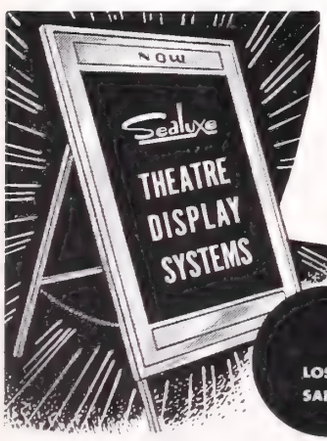
The association unanimously endorsed the new Snoopruf general admission ticket, devised by Henry Ungerleider, Salt Lake theatreman. Sam Gillette and Ray M. Hendry were named to the legislative committee. While the subject of Ascap was discussed at length, no official action was taken at the meeting.

Theatre grosses generally throughout the state were cut sharply by heavy snowstorms recently, it was reported during the session.

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SEATTLE

W J. Heineman, EL vice-president in charge of distribution, and Milton Cohen, eastern sales manager, were guests at a luncheon in the Olympic hotel which was attended by more than 100 northwest exhibitors . . . For the first time in several months this city is free from strikes, with the ending of the longshoremen's walkout and the Boeing Aircraft Co. dispute . . . Vete Stewart, WB branch manager, is back from a California trip.

Mike Newman, Hollywood advertising agency head, was here renewing friendships within the industry. At one time he was in charge of Universal's theatres in Oregon and Washington . . . Another visitor from the south was Earl Keate, former exploiteer in this territory for Universal . . . Sam Siegel, Columbia exploitation supervisor for west coast, was here working on "The Man From Colorado" . . . Harry Wood, 20th-Fox traveling auditor, and Mrs. Wood, were here.

L. E. Godhammer, Monogram division sales manager, and Mel Hulling, western district manager, were here for a session with Ralph Abbett, branch head . . . Julius Hollenbeck, pioneer exhibitor of Lynden, Wash., and now living at Lake Chelan, greeted old friends on Filmrow during the week . . . Exhibitors are wondering whether ad rates in Hearst's morning Post-Intelligencer will go up to pay for its new multimillion dollar plant which starts operation this week.

Clint MacFarland has been promoted to advertising manager for Sterling Theatres to succeed Jack Engerman, who resigned . . . Will R. Tomlinson, son of Tommy Tomlinson, office manager and booker for Republic, has left for Guam where he will be assistant manager of the army motion picture service . . . Taverns and cafes are fighting a proposed ordinance that would impose a city license fee of $7.50 on television sets in their places of business.

Sid Blumenstock, assistant director of exploitation for 20th-Fox, was met in Portland by Murry Lafayette, northwest exhibitor . . . Floyd Heninger, Republic salesman, is back from a three-week eastern Washington jaunt . . . Among exhibitors on Filmrow: Jack Pearl, Prosser; Lionel Brown, Edmonds; W. B. McDonald, Olympia; George Borden jr., Sea Vue Theatre, Blaine; L. L. Barnett and Bing Fournier, Grayland, and John Nordenberg, Ferndale.

Robert H. Allen Buried

TRACY, CALIF.—Robert H. Allen, operator of the Grand and Arlon theatres here for the last 25 years, died suddenly at his home here. Allen, a former railroad man, lived here for more than 30 years and was a charter member in the Lions club. He is survived by his wife Gracelind, three daughters and a son.

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Outdoor Circuit Sues For 2nd Run Pictures

CHICAGO—Outdoor Theatres, Inc., which operates the Harlem Avenue Outdoor at Harlem and Irving Park and the North Avenue Outdoor in River Grove, Chicago, filed an antitrust suit against Paramount, U-I, Warner Bros., Balaban & Katz and Columbia. Outdoor Theatres is operated by Fink & Gandall.

Complaint charges that the distributors conspired with B&K to give B&K the privilege of playing pictures second run in Chicago and will not permit the plaintiffs' theatres to exhibit pictures on that run. Complaint further charges that various B&K theatres located on the west, north and northwest sides of Chicago have been given unreasonable clearance over Outdoor Theatres.

No damages are asked and the plaintiff seeks only equitable relief which will give it the right to license pictures for a second run exhibition in Chicago at fair and reasonable film rentals. This is the first suit in this area covering runs and clearances which has been instituted by an outdoor theatre.

Benefit for Fire Victims Given by 2 Managers

MADISON—The Capitol and Orpheum theatres staged a special morning benefit show for victims of an apartment building fire which claimed the lives of four persons and left 27 others homeless.

Fred Reeth, manager of the Capitol, and Hugh Flannery, manager of the Orpheum, arranged the benefit showings of feature films and cartoons. Admission was 25 cents, with all proceeds, outside of the federal amusement tax, going to the benefit fund. Employes of both theatres cooperated by donating their services.

Bell Theatre at Chicago Struck by $25,000 Fire

CHICAGO—Fire swept the Bell Theatre here recently causing damage estimated at $25,000. The flames apparently broke out in the projection room, spread swiftly to theatre offices on the second floor and engulfed the roof. The theatre's 500 seats were damaged only by water. The owners, Leon Kaplan and Nathan Fadim, said there was no film in the projection room and the house was closed at the time of the fire. A streetcar motorman spotted smoke pouring out of the building at 5 a. m. and turned in the alarm.

Ralph Todd Sells Theatre

BLANDINSVILLE, ILL. — Ralph Todd of LaHarpe reportedly has sold the Diana Theatre building and equipment to Willis J. Ford of Peoria who will take charge about January 1. Ford now is city manager of the Varsity Theatre in Peoria.

Thieves Get Nothing

CHICAGO—Vic Theatre Manager Andrew MacMorran recently reported to Sheffield police that thieves entered the theatre but left with nothing after failing to open the office safe with an acetylene torch.

Milwaukee Council Group Studies Admission Levy

MILWAUKEE—An ordinance to set up a 5 per cent admission tax affecting unions, fraternal, athletic and social organizations, night clubs and theatres, was up for consideration by the city council's judiciary committee.

Styled along the lines of the federal admissions tax, the proposed ordinance would tax "admissions, refreshments, services or merchandise at any roof garden, cabaret or other similar places furnishing public entertainment for profit." There would be no tax paid on theatre admissions for children under 12, providing the admission was less than 20 cents. If the admission was over 20 cents, the initial 20 cents would be tax exempt.

On a motion of Alderman Charles Quirk, the committee decided to delay consideration of the proposed tax for two weeks. Quirk advised persons affected by the planned tax to offer other plans for increasing city of Milwaukee revenues at that time.

A number of local theatre operators and managers attending the session opposed the ordinance. Theorore Pappas, manager of the Plaza, pointed out that theatre attendance had dropped considerably and that approximately 70 per cent of theatre income was paid out in taxes now.

Charles Trampe, operator of the Rainbow and Climax, stated that the current attendance at the Rainbow had dropped 8 per cent and at the Climax 15 per cent.

"There is no reason why we should continually be put on the sucker list when the city needs money. I have had a 25 per cent rent increase on my apartment. Tax money should come from the public. The landlord and the property owner are profiteering," Trampe said.

Walter Stroesser, one of Trampe's employes, indicated the tax would hurt children. He said, "Some kids spend as much as ten hours a week in theatres. Why, they spend only 30 hours a week in school. Don't force the childhood of Milwaukee to stay on the street." Andrew M. Spheeris, president of the Towne Theatre Corp., said: "The 5 per cent tax would be the difference between my staying in and going out of business, if we absorbed the tax."

Edward Johnson, operator of the Roosevelt, indicated he felt the proposed tax would result in loss of business and prestige for theatre operators.



WINNER—Alden Stallings, branch office manager at Arcanum, Ohio, for the Blevin Popcorn Co., delivers enough corn to pop out $750 worth to Trueman Rembusch, Indiana exhibitor and president of the Associated Theatres of Indiana, at the recent ATOI convention in Indianapolis. Rembusch won the corn on a birthday registration.

Work at Bunker Hill, Ill., On T. A. Baker's Theatre

BUNKER HILL, ILL.—The C. R. Johnson Construction Co. of Godfrey, Ill., has started work on a new 500-seat theatre here for Mr. and Mrs. Thomas A. Baker. The new theatre will be of modernistic design, completely fireproof and of concrete and brick construction with steel reinforcements. It will measure 40x110 feet. Included in the front of the building, which will face the highway, will be an office, concession stand and modern rest rooms.

The present 350-seat Lincoln, operated by Baker, was blown over by the tornado that struck Bunker Hill March 19. Later it was righted and repaired, reopening for business in May.

Amusement Tax Repeal Considered in St. Louis

ST. LOUIS—Repeal of the city's 5 per cent tax on motion picture amusements and lowering of the municipal tax on cigarets one cent per package has been recommended by the legislation committee of the board of aldermen. Chairman Herman Novack explained that when the measures were passed about a year ago it was promised they would be repealed if the city was able to put through a municipal earnings tax. The city currently is imposing an income and earnings tax ordinance that carries a rate of one-half of 1 per cent. It has been estimated that the amusement and extra tax on cigaret sales will gross the city $852,000 annually.

Added Use for Gift Books Seen as Boon to Sales

CHICAGO — Use of theatre Gift Books, limited in past years to admissions only, is expected to increase as a result of a promotion planned by many circuit and independent exhibitors, according to Filmack Trailers.

Filmack now is distributing special trailers which announce that gift books now can be used by theatre patrons for the purchase of candy and popcorn at confection counters.

The new angle is expected both to boost confection counter receipts and to increase sales of Gift Books as Christmas presents.

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MILWAUKEE

Mike and Adam Eshreff have installed a $14,000 air conditioning plant, new carpeting and mirrors and have completely modernized the interior of their Liberty Theatre . . . Peter Tegner of National Screen refereed at the Spencerian Business college basketball game . . . W. Ray Johnson, chairman of the Monogram Pictures board, was here . . . Ray Smith, equipment salesman, was tripling in brass while Jerry Kurz installed equipment upstate and secretary Orpha Richardson journeyed to Racine.

Plans are set for MGM's Christmas party at the Wisconsin hotel December 14, with Nick Meuren doing the Santa chores . . . Billy Pierce, Savoy manager, is a professional Santa. He dons the red suit and entertains at many public and private Christmas party celebrations . . . Mike Chesnik and Angie Provinzano, operators of the Alamo and Mozart, report that both houses are in top-drawer shape after complete reconditioning and improvements.

Ralph Maw of Minneapolis, MGM district manager, was here for a huddle with John G. Kemptgen, local manager . . . Eph Rosen, assistant manager for MGM at Minneapolis who formerly pinch-hit as manager here, was a caller . . . Edward Vincient, Nicolet, West De Pere, has been building merchant tieups to exploit pictures . . . Frank Ebert, See-More, Seymour, has some big things planned for kiddies attending special shows . . . An elevator is being installed at RKO here to facilitate handling film.

Louis Orlove, MGM exploiteer, stopped here, then shoved off for work on "The Search" at Sault Ste. Marie, Mich. . . . The workmen toiling on the new Film Classics building on the Row are pushing the structure through to completion probably by early next year . . . Elmer Hall, MGM engineer, celebrated a birthday, his 69th. Hall spent earlier days at the old Merrill in Milwaukee and worked at other Saxe houses.

John Juell, Garden, South Milwaukee, was here . . . Mel Edelstein, MGM country booker, was a recent Minneapolis visitor . . . The Ray Smith Co. installed a replacement for the old Powers projection machine and a new screen at the Little Chute for new owner Henry J. Arts . . . Elnora Horn, secretary at Gallagher Films, spent a recent weekend at the Green Bay headquarters of the firm . . . Joyce Jackl resigned from Film Classics.

Karl J. Kelley, Tower manager, makes effective use of record intermission music directed from the projection booth. While the music is played, multicolored lights from two color-wheels are projected on the curtain . . . Ray Trampe, Monogram salesman, distributed cigars announcing arrival of a baby boy, the third for the Trampes . . . The front office union staged a Christmas party at Forst Keller . . . Walter Adams, new owner of the Victor, Hartland, was here with tales of heavy preparation for the holiday special shows.

Sam Miller, Rialto, Gladstone, Mich., returned from a rush trip to California, then took off again for the warm climate of the coast . . . Johnny Strain, well known in earlier days with Saxe, visited old haunts on the Row . . . Ray Quady of the Aqua, Minoqua, reports that many deer hunters found time to drop in for hellos . . . Lawrence Bucholz, Rialto, Nekoosa, has special Christmas and New Year's eve shows lined up.

Fred Leinhardt, New Glarus, New Glarus, is building good public relations by participating in all businessmen's club functions . . . Vincent Flynn, assistant MGM manager, has been in New York . . . Isabelle Matecki, Film Classics cashier, was married at Peshtigo . . . Jim Gallagher, president of Gallagher Films, was in Kansas City for a 16mm producers huddle.

Exhibitors on the Row: Angie Provinzano of the Mozart and Mike Eshreff, Liberty, Milwaukee; M. L. Reibold, Princeton and Montello; John Hanus, Antigo; H. Trumbull, Fox Lake; Kenneth Peterson Weyauwega; G. Compston, Crandon and Wabeno, Leonard Dorece, Racine; Joe Malits, Eighth Street, Milwaukee; Chic Baldwin, Gem, Gillett; Charley Guelson, Badger, Stoughton; Barney Sherman, Douglas, Racine; Walter Baier, Fort, Fort Atkinson; Frank Eckhart, Jefferson, Jefferson, and James Boden, Garden, South Milwaukee.

Ben Marcus, general manager of Marcus Theatres, left for Tucson, Ariz. . . . Hildegarde Kuchler, MGM inspector, was ill . . . Jesse T. McBride, Paramount manager, was in St. Louis recently . . . Albert Schoenleber, Violet, Milwaukee, gained ten pounds eating ice cream . . . Shirley Ryczek of Paramount spent a recent weekend at her Reedsburg home.

New Lamps Are Installed

EL PASO, ILL.—High intensity projection arc lamps have been installed at the El Paso Theatre here.

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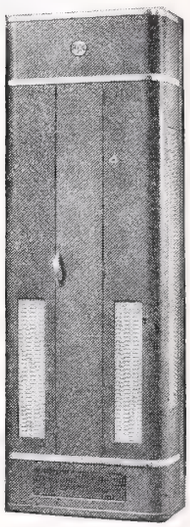
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ST. LOUIS

Edward L. Walton, Republic assistant general sales manager, was here conferring with Nat Steinberg, St. Louis manager, and calling on various exhibitors. Walton also is vice-president of Republic Pictures International . . . "Phantom of the Opera" and "Ali Baba and the Forty Thieves" have been booked by the St. Louis Theatre, a 4,000-seater, for a week's run opening December 22. The films are distributed here by Screen Guild.

Exhibitors seen along Filmrow included Mr. and Mrs. Harry Miller, Festus, Mo.; Rud Lohrenz, Kewanee, Ill., here to confer with Ben Adams, Eldorado, Kas., his brother-in-law and business partner, and another partner Tilden Dickson of Crystal City, Mo.; Justus Gerard, Carthage, Ill.; L. A. Leber, Pacific, Mo.; Rani Padrucci, feature booker, Frisina Amusement Co., Springfield, Ill.; "Buck" Lewis, general manager for Carney Theatres, Rolla, Mo.; Bill Collins, DeSoto, Mo.; B. Temborius, Lebanon, Ill.; Herman Ferguson, Malden, Mo.; Bud Mercier, Fredericktown, Mo.; Tom Baker, Bunker Hill, Ill.; Elvin Weicks, Staunton, Ill., and Ed Fellis, Hillsboro, Ill.

Irv Waterstreet, former MGM publicity man in this area, has joined the Puffy Pete Popcorn organization and will represent them here. He is arranging for quarters along Filmrow . . . William Beim, division manager for National Screen, visited here and accompanied by local Manager Herb Washburn, went to Springfield, Ill., to confer with Frisina officials . . . Washburn is being deluged with orders for "Christmas greetings from the following local merchants" trailers from exhibitors in the territory.

Lester Bona, Warner Bros. manager, was in Rolla, Mo., to confer with Caesar Berutt of Berutt & Wandell Theatres . . . Hall Walsh, WB prairie district manager, returned from New York and a meeting of WB district managers . . . Ben Kalmenson, WB general sales manager, stopped here en route to Dallas, Tex., for a testimonial dinner for Bob O'Donnell.

Johnny Walsh, Albert Dezel Productions manager, was in Springfield, Ill. . . . Max Roth, FC district manager, was here for a few days before returning to Chicago . . . The New Palladium Recreation Center has been incorporated to furnish all forms of amusements and recreations for the public. It was authorized to issue 750 shares of $100 per value stock. Incorporators were Paul J. Johanningmeier, J. A. Hill and S. Kulifay.

Charles "Dad" Kauffman, 73, porter for the Durwood State Theatre in Jefferson City, was the subject of a feature story in the Jefferson City News and Tribune, telling about his 26 years as a theatre porter and the various things he has found and turned in, ranging from a set of false teeth to $500 in a billfold.

The local EL staff is anticipating results of the testimonial drive in honor of General Sales Manager Jack Schlaifer. The drive opened last week and will run through June 2, 1949. There will be a total of $30,000 in cash prizes for branch managers, salesmen, bookers, office managers, etc., plus a special surprise for exhibitors, including a de luxe round trip for two to Hollywood or New York City.

Joe Hornstein, Inc., has improved its quarters with new wallpaper, painting, floor coverings and other redecorations . . . The Shubert Theatre plans to eliminate weekday matinees December 16, leaving only the Fox still on the weekday matinee basis. The St. Louis and Missouri previously eliminated matinees . . . Ruby S'Renco's Art Theatre is showing "The October Man."

For the first time in its history the doors of the Opera House at the Kiel Auditorium were locked to keep music lovers out. The occasion was the first of a series of four free concerts by the St. Louis Symphony orchestra . . . Fred Waring's Pennsylvanians played to 10,550 cash customers in the Kiel Auditorium Convention hall, the largest crowd to attend a concert of popular music here in recent times.

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W. B. Jury to Colorado

FREEPORT, ILL.—Mr. and Mrs. William B. Jury and their sons William G. and Robert have moved to Littleton, Col., where Jury has purchased the Vogue Theatre. He has been projectionist at the Patio Theatre here for the last 18 years.

Chicago Grosses Up; 'Hamlet' Sets Record

CHICAGO—Perfect theatre weather with thousands of visitors still here for the International Livestock show and conventions, plus Christmas festivities gave grosses a terrific boost at all Loop houses. Outstanding newcomer was "Hamlet" at B&Ks Apollo, with reserved seats and extra holiday shows giving that house a record gross. The RKO Palace also had a standout week with "Kiss the Blood Off My Hands." "Fighter Squadron" at the State-Lake and "Return of October" at the United Artists had strong opening weeks.

(Average Is 100)

Apollo—**Hamlet** (U-I), reserved seats.....Record gross
Chicago—**The Loves of Carmen** (Col), plus stage show, 2nd wk.....125
Garrick—**The Snake Pit** (20th-Fox), 3rd wk.....120
Grand—**She** (RKO); **Last Days of Pompeii** (RKO), reissues, 5th wk.....115
Oriental—**When My Baby Smiles at Me** (20th-Fox), plus stage show, 2nd wk.....130
Palace—**Kiss the Blood Off My Hands** (U-I).....125
Rialto—**Urubu, the Story of Vulture People** (UA), 2nd wk.....115
Roosevelt—**Night Has a Thousand Eyes** (Para), 2nd wk.....100
State-Lake—**Fighter Squadron** (WB).....115
Studio—**Lysistrata** (Dist); **Fric Frac** (Oxford), 2nd wk.....110
United Artists—**The Return of October** (Col).....110
Woods—**A Song Is Born** (RKO), 6th wk.....110
World Playhouse—**The Lost One** (Col), 3rd wk.....125

'Musketeers' Grosses 125; High in Milwaukee

MILWAUKEE—"The Three Musketeers" in its third week at the Towne rolled up top gross here with 125 per cent. "Johnny Belinda" in its seventh week tied for the second place spot with "Fighter Squadron" both marking up 105 per cent. All other grosses held up to the average mark.

Alhambra—**Johnny Belinda** (WB); **Out of the Storm** (Rep), 7th d. t. wk.....105
Palace—**Sealed Verdict** (Para); **Olympic Games of 1948** (EL).....100
Riverside—**The Saxon Charm** (U-I); **The Girl From Manhattan** (UA).....100
Strand—**The Loves of Carmen** (Col), 3rd d. t. wk.; **Miss Tatlock's Millions** (Para).....100
Towne—**The Three Musketeers** (MGM), 3rd d. t. wk.....125
Warner—**Fighter Squadron** (WB); **Angel in Exile** (Rep), 2nd wk.....105
Wisconsin—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox), 2nd wk.....100

'Musketeers' Grosses 180 To Lead Indianapolis

INDIANAPOLIS—Boxoffice grosses at first run theatres showed a marked improvement here. "The Three Musketeers" headed the list, grossing 180 per cent at Loew's to warrant a second week. "Miss Tatlock's Millions" at the Circle came in second with 150 per cent.

Circle—**Miss Tatlock's Millions** (Para); **Bungalow 13** (20th-Fox).....150
Indiana—**When My Baby Smiles at Me** (20th-Fox)..125
Keith's—**Summer Holiday** (MGM); **Michael O'Halloran** (Mono).....105
Loew's—**The Three Musketeers** (MGM).....180
Lyric—**Return of the Badmen** (RKO), plus six Disney cartoons.....130

'The Red Shoes' Scheduled As Benefit for Blind

CHICAGO—The Chicago Lighthouse for the Blind will sponsor a Chicago premiere of J. Arthur Rank's "The Red Shoes" with a charity benefit at the Selwyn, downtown legitimate theatre, December 23. All proceeds from the first night ticket sale will go directly to the Lighthouse. A thousand tickets at $4.95 are now on sale and mail orders will be accepted at the Lighthouse, 3323 Cermak Road, Chicago.

Brookfield Citizens Oppose New Drive-In

BROOKFIELD, WIS.—The planned construction by Edward J. Lipson, former MGM and Warner salesman, of a $250,000 drive-in on a site at West Capitol drive and County Trunk has met with marked opposition from residents of this Waukesha county community.

Construction requires the approval of the planning commission and rezoning of the site from agricultural to local business by the town board. The proposed drive-in would have facilities for 1,012 cars and would be built on a 40-acre tract, with operation planned from May to September each year.

Lipson stated that the drive-in would feature an entrance that would be large enough to prevent any car jams on the highway. The ozoner would feature in-car speakers, thus eliminating any noise that would disturb residents of the adjacent area.

Lipson filed a 1,600-signature petition supporting the drive-in with the Brookfield town clerk. A committee of taxpayers opposing construction of the theatre filed a petition bearing over 1,000 signatures, W. J. Crowley, chairman, indicated. Crowley claimed 95 per cent of Bookfield's property owners opposed the drive-in, saying its construction would result in depreciation of property values, that traffic hazards would be created, that additional "undesirable" businesses eventually would be opened in the area and that the drive-in would tend to increase immoral conduct as well as juvenile delinquency by affording protected parking space for teenagers.

Vonderschmidt Circuit Changes Theatre Name

BLOOMINGTON, IND.—The name of the Ritz Theatre here has been changed to the Von Lee by the Vonderschmidt chain, which recently acquired the house. The theatre now is being remodeled, according to Arthur B. Clark, manager of the Indiana, another Vonderschmidt situation. The Von Lee will have 587 seats, including 117 in the balcony, when it reopens. It will show return engagements, some moveovers and a dozen or so art films a year.

Chicago Censors Reject One Out of 86 Films

CHICAGO—The Motion Picture Censor Board of the Chicago police department, reviewed 86 pictures, 337,000 feet of film, last month, rejected one, made 18 cuts and classified for adults only 5 foreign films. Continental's (Italian) "Scampola," Special's (Danish) "Day of Wrath," Azteca's (Mexican) "The Kneeling Goddess," Franklin's (German) "Triumph" and (French) "A Hold Up."

Buys Loew's Leasehold

EVANSVILLE, IND. — Henry Walker sr., president of the Pocket Realty Co. here, has purchased part of the Loew's Theatre leasehold from the Thomas Hunnell estate. The property on which the theatre stands was leased for 100 years in September 1919 by the Standard Realty Co., a Loew's holding company.

CHICAGO

Loop theatres will offer a variety of features this holiday season. Beginning December 24, Bob Hope and Jane Russell will be seen in the "The Paleface" at the Chicago Theatre while Billy DeWolfe and Mel Torme head the stage show . . . At the State-Lake the film version of Mosa Hart's Broadway play, "The Decision of Christopher Blake," with Alexis Smith and Ted Donaldson, will be shown starting next week . . . "June Bride," starring Bette Davis and Robert Montgomery, comes in for a December 23 opening at a Loop house . . . "The Hills of Home" will be a holiday attraction at the United Artists, then "The Man From Colorado."

The J. Arthur Rank production, "Red Shoes," will premiere at the Selwyn Theatre December 23. All seats are reserved with a $2.40 top. There will be two special New Year's eve shows and children's matinees and morning shows during the yule vacation . . . The RKO Grand, having broken box-office records with a pair of old talkies, "She" and "Last Days of Pompeii," has gone back to "prehistoric times" for one of its current films, "Unknown Island," which has to do with the giant tyrannosaurus, the giant sloth and the dinosaur.

Al Medeson, assistant chief photographer of the Chicago Tribune, has been elected president of the Chicago Press Photographers Ass'n. Other officers: Louis Okim, Sun-Times, secretary; Edward Kitch, Associated Press, treasurer; Jack Barnett, Movietone News, and Fred Felbunger, Paramount News, vice-presidents, and Russell Daley, Sun-Times, sergeant at arms.

Judy Canova was in town to entertain the 4-H clubs at the International Livestock show . . . Sam Katz, one of the founders of the Balaban & Katz theatre chain and later a top executive at the MGM studio in Hollywood, will start producing his own motion pictures next March . . . Films currently on Loop screens and in the neighborhood houses are getting a big play despite the fact that yule shopping got under way early this year. Long lines of patrons are attending the World Playhouse to see the screen version of Verdi's "La Traviata," which is breaking records at that house.

Si Griever is now booking the Byron, Grant, and the Rose theatres . . . Members of the Variety Club of Illinois are making their reservations early for the New Year's eve celebration to be in the Tropical ballroom of Sheraton hotel . . . Ben Edelman of Jam Handy returned from a midwest trip. Monogram releases the productions in this area.

Morey Goldstein, Allied Artists-Monogram sales manager; Steve Broidy, president; Harold Mirisch, vice-president, and Scott Dunlap, assistant to Broidy, were stopovers on their way to Dallas to attend Variety's testimonial for J. O'Donnell . . . The new trade phone director and calendar, issued each year by Henri Elman Enterprises, is now ready and Harry Goldberg says, "Come and get 'em!" . . . Mrs. Bette Gleason Conroy, former assistant to E. G. Fitzgibbon, Paramount publicist, gave birth to a baby girl at Little St. Mary hospital.

Count Byron DeProok, Polish explorer, showed his color adventure film, "Lost Oasis," at the Adventures club to an invited audience . . . Mervyn LeRoy of MGM was in town for the wedding of his daughter Rita Rend to Tommy Lynch. LeRoy was named Hollywood's No. 1 director by J. Myer Shine, owner of Schine circuit, who presented LeRoy with a scroll for turning out the "highest grossing motion pictures to play Schine theatres in the last 20 years" . . . LeRoy also made a guest appearance on Don McNeil's Breakfast Club show.

George West was in from the west coast for a visit with Henri Elman . . . Mike Godshaw, recently resigned from the UA sales department, will spend the holidays out on the west coast with his son and daughter.

The mystery "Cinderella" on WGN's Let's Have Fun broadcast, sponsored by a local department store chain in a tieup with Paramount Pictures, this week turned out to be Gail Russell, Paramount actress. A Chicago housewife, Mrs. Lottie Stobinske guessed Miss Russell's identity to win $5,000 in prizes.

Courteous Drivers' Week Winners Get Free Passes

ROCK ISLAND, ILL.—Tri-States Theatres Corp. held a Courteous Driver's week here in which a member of the city traffic department stopped courteous motorists and awarded them a "summons" entitling them to two free admissions to any of the Tri-States houses here. Local theatres sponsoring the event include the Fort, Rocket and Spencer. Ten such awards were made each day of the campaign. Winners were selected on the basis of their compliance with traffic regulations and their respect for the rights of others on public thoroughfares.

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INDIANAPOLIS

Virgil Jones, EL shipper, was rushed to St. Francis hospital here November 27 for an appendectomy . . . Max Page, recently with the Weil Theatre, Greenfield, has resigned and gone to the west coast . . . Angeline Geloff, EL bookers stenographer, has been promoted to assistant booker . . . Gene Corin jr., EL home office, flew to New York to spend Thanksgiving day with his family.

Harry Kornblum, operator of the Rosedale in Evansville, and his son James attended the Allied convention in New Orleans . . . The Warner exchange is being redecorated, including the shipping and inspection departments . . . Marjorie Nagel succeeds Mickey Barry as bookers clerk at Warners . . . Audrey Edwards, bookers stenographer at Columbia, and Richard Stinehouse were married November 27 . . . The Melody in Bardstown, Ky., was opened December 3 by C. D. Arnold, a member of the Affiliated circuit, Indianapolis.

The New Richmond Tuesday Study club and the Mothers club have cooperated and pooled their funds for the purchase of a motion picture projector to show religious and civic films . . . Exhibitors on Filmrow: William T. Studebaker, Logansport; George Reef, Ritz, Tipton; E. E. Smith, Devon, Francesville; Red Massy, State, Worthington; Fletcher Brewer, State, Windfall; Walter Weil, Greenfield; I. T. Sollers, Lyric, Covington, and Earl Payne, Switow circuit, Louisville.

Business Drop Reported

ST. LOUIS—The Federal Reserve bank of St. Louis reported that while there was more money in the hands of consumers during the third quarter of this year, they failed to spend as much in proportion to the second quarter expenditures. Employment in this district continued to rise in October, increasingly relatively more than the rate for the nation as a whole. Department store sales dropped in volume compared with the corresponding week last year and motion picture business on the whole continued behind last year. Most theatres in this area report business off from 10 to 15 per cent.

Improve Danville Royal

DANVILLE, ILL.—A new marquee, new ticket booth and new showcases are among improvements being made at the Royal Theatre here.

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Purdue Documentary Scheduled at Keith's

INDIANAPOLIS—A new kind of college picture will be shown at Keith's Theatre here December 22. It's a real life film with a "cast money couldn't buy," although it doesn't include a star or a hired actor. The title is "One Brick Higher." It's the story of Purdue university, from its founding in 1854 to the present time. The players are Purdue students, assisted by members of the faculty and administrative staff—15,000 strong.

"One Brick Higher" was hailed as an outstanding documentary, illustrating every major phase of the institution's activity from experimental farms and laboratories to football, when it was shown for the first time in Purdue's Hall of Music last season. It gives plenty of attention to the lighter side of college life, both now and in "the good old days," and features Purdue's crack glee club, directed by Albert P. Stewart in several numbers.

Keith's will give "One Brick Higher," the A picture spot on the program.

Harv Black Leads Bowlers In 2 Milwaukee League

MILWAUKEE—Harvey Black kept his blistering league-leading pace in the IATSE Bowling league, with 235 for high individual single game. G. Mace was second with 233 and J. Kraczek third with 232.

G. Mace rolled high three-game score of 615. Black was second with 603 and C. Bunce third with 574. H. Eifert's Team 7 bowled high three games with 2,546. H. M. Eifert's Team 2 had 2,511 and E. Bigelow's 2,454. Team 5, led by C. Millis, rolled 894 for high single team score.

H. M. Eifert's team leads the standings with 784-7 for 20 won and 13 lost. Top individual bowlers are Harvey Black, E. Klase, S. Hoenig, J. Trimborn, G. Mace, C. Millis, R. Wittman, R. Lenz, R. Schneider, R. Smith.

Harvey Black leads the Warner Bros. Theatres league with an average of 173-7 for 30 games. Bill Maciejewski in the last session bowled 577 for high three games. Dick Allen was second with 567 and Black third with 561.

Maciejewski bowled high single with 225. Dick Fahey was second with 221 and Harvey Black third with 219. In team scoring National Theatre rolled 1,904 for high three. Alhambra sr. was next with 1,889 and Jalonies third with 1,863.

Granada Theatre sr. hit high single game with 724. Alhambra Theatre sr. was second with 693 and Jalonies third with 693. National Theatre leads the league with 468-3 for 20 won and 10 lost. Jalonies holds second with 588-23 for 18 won and 12 lost, and Juneau Theatre sr. third with 570-17 for 17 won and 13 lost.

In the girls' league Lucille Haggith rolled high three games with 453, Ruth Krause 452 and Evelyn Nimmer 439. Ruth Krause bowled high single with 215, Teddy Jones 173 and Lucille Haggith 167.

From the BOXOFFICE *Files*

(Twenty Years Ago)

FRED WEHRENBERG, owner of several theatres in South St. Louis and president of the Motion Picture Theatre Owners of Eastern Missouri and Southern Illinois, was held up and robbed of $350 recently. Wehrenberg had previously paid off the employes of the various theatres.

* * *

Eddie Peabody, new master of ceremonies of the Missouri Theatre in St. Louis, plays 38 instruments . . . The new Lincoln Theatre in Springfield, Ill., was opened recently by Dominic Frisina. The house seats 1,400 and was formerly the Princess . . . The Alamo Theatre, Fayette, Mo., reopened recently after closing for repairs. A fire did considerable damage there not long ago.

* * *

Earl Lilly has sold the Irma Theatre in St. Louis to T. Coty. Lilly has entered the commercial field . . . Ben Cluster of Johnston City, Mo., who recently added the Marvel in Carlinville, Ill., to his string, will open that house soon . . . Louis Kerasotes of the Strand in Springfield, Mike Nash of King Bee, St. Louis, and Tom McKean, president of Progressive Pictures, St. Louis, enjoyed a very successful duck hunting expedition near Beardstown recently.

* * *

The first sound pictures ever made of a locomotive whistle were filmed in St. Louis recently. A St. Louis-San Francisco locomotive, equipped with both steam whistle and a new foru-note air chime, was the subject. The camera and sound recording equipment were carried on the oil tank of the locomotive tender, while the engine made a fast run from the Union station in St. Louis to Lindenwood station, a distance of ten miles.

* * *

Construction has started on the new theatre being erected by Tommy James at 2002 Market St., St. Louis. The cost will be approximately $15,000 . . . The Washington Theatre, 817 Trendley Ave., St. Louis, was damaged by an explosion and fire recently. The fire chief reported that his men found gasoline on the front and rear steps of the building. Neighbors told police they saw two men run from the building shortly before the blast. V. P. Markuly is proprietor.

Kahan Service Handles Dezel Distribution

ST. LOUIS—The Harry Kahan Film Delivery Service has taken over physical distribution of Albert Dezel Productions, Inc., according to Johnny Walsh, St. Louis manager for Dezel. Kahan, a pioneer distributor in this area, started with a wagon service back in the 1900s. He now handles physical distribution of films for both SRO and Jack Goldberg's Herald Pictures in this area.

Shipping room facilities in the rear of the building used by Dezel is being used by Kahan's shipping and inspection workers. The services being extended to Dezel, SRO and Herald include delivery and pickup of films and vault protection.

Cabaret Party Dec. 16 Of Allied Combine

CHICAGO — Over 600 members of Chicago's amusement industry, their wives and friends are expected to attend the anniversary cabaret party of the Allied Buying & Booking Organization at the Chez Paree, on Thursday evening (16).

The occasion marks the sixth birthday of the organization, which is headed by Jack Kirsch, and the first at which women will be present. This year the celebrants will have dinner at the Chez Paree, and see the regular floor show which will be augmented by many well-known acts appearing in Chicago theatres during that week.

$40,000 Quonset Theatre Under Way at Lodi, Wis.

LODI, WIS.—Ground has been broken here for a new $40,000 quonset-type theatre. Construction will continue through the winter with the opening scheduled for next spring, according to Lyle Turner, who now operates a theatre in the city hall.

The new showhouse will seat 425. The entrance will be of concrete block construction and the entire building will measure 110x40 feet. The second floor will house the projection booth, manager's office and a cry room. The auditorium ceiling will be of arched construction, finished in new wood composition.

Miles Belongia of Milwaukee is architect, and the construction work is being done by the Gilkey Construction Co. of DeForest.

St. Louis Empress to Close For Redecoration Job

ST. LOUIS—Ansell brothers will close their Empress Theatre, a 1,500-seater, December 20-24 to permit a force of painters to redecorate the ceiling and other high spots. The modern soft tones of gray, blue and gold will blend perfectly with the new stage settings and drapes of fireproof fibreglass, Lou Ansell said of the improvements contemplated. The improvement program also calls for revamping of the air conditioning system to provide better circulation of air in the upper balcony and an extension of air conditioning to the lobby and stores on the first floor of the building. The house will reopen on Christmas day.

Xmas Bonus to Workers

MADISON—The Coan Manufacturing Co., local candy vending machine manufacturer, presented Christmas checks of $200 to each employe who has been with the firm for more than one year. Those with less than one year's service participated on a pro rata basis. The checks were passed out at a Christmas party at the Park hotel, with Art Schlimgen, treasurer, doing the honors. R. W. Coan was toastmaster in the absence of his father J. W. Coan, president, who is in Arizona for his health.

Negro Theatre Under Way

COLUMBIA, MO.—A. B. Coleman plans to open the new Frances, a 400-seater, to cater the Negro trade, early in January. Construction is under way.

National PTA Maps Drive On Bad Entertainment

CHICAGO—Strategy in a drive against unwholesome comic books, motion pictures and radio programs have been mapped by an action committee of the National Congress of Parents & Teachers. Mrs. Joseph W. Eshelman of Birmingham, chairman of the committee, said the national congress, among other steps, plans to assemble research findings revealing the influence on children of comics, motion pictures and radio; digest and disseminate this information to state congresses and to investigate the publication and distribution of the more objectionable comic books to determine what action may be taken at the source. Each state congress will set up procedures to review state laws and local ordinances in regard to sale of objectionable literature and seek community action to improve existing laws.

St. Louis Theatre Robbed Of $350 by Armed Bandit

ST. LOUIS—Police sought an armed bandit who held up James Irving, manager of the 4,000-seat St. Louis Theatre recently, and escaped with about $350 which he obtained from the safe. The young gunman waited until the boxoffice closed for the night and the doorman was off duty. He then went to the office and knocked on the door. Irving, who was alone, was confronted by the bandit and his revolver when he opened the door. Irving was forced to open the safe from which the robber took all of the currency. When the bandit fled Irving telephoned the police.

Theatre at Madison, Ind., Repainted, Decorated

MADISON, IND.—The front and part of the interior of the Madison Theatre have been repainted and decorated by Louis Owens, operator and maintenance man for the Madison Theatre Corp. The marquee and iron work on the building front was painted fiesta red and was trimmed in cream. New doors were obtained for the lobby and the lobby, stairway, hall and foyer were redecorated in light green with cascade green borders and a jade green base.

Cartoon Show for Kids

CARBONDALE, ILL.—The annual cartoon show for children, staged by the 1,100-seat Varsity Theatre, a unit of Rodgers Theatres, Inc., Cairo, proved highly successful, said Pete Gloriod, manager. The show ran for about two hours and a sepcial rate for children was charged. Usually the cartoon show is put on as a back-to-school feature but it was delayed this year due to a shortage of cartoons. Children in attendance were given a choice of a comic book, candy bar and a bag of popcorn.

Free Shows for Kids

MADISON—The Orpheum and Capitol theatres cooperated with local merchants in opening the Christmas season by putting on free morning shows for kids from 7 to 15. Free popcorn balls were provided.

Papas-Spheeris Group Begins Racine Drive-In

MILWAUKEE—Ground has been broken on Highway 42 and junction T near Kenosha and Racine for construction of a 750-car drive-in, to be called the Keno, by S. J. Papas, C. J. Papas and Andrew M. Spheeris, all of whom are active inoperating the Towne, Milwaukee.

Plans include a children's playground, personalized service and car attendants. An elaborate and well-equipped snack bar will be installed. The Keno will be accessible to patrons from Racine, Kenosha and Waukegan.

Commonwealth Drive-In Will Get Spring Opening

COLUMBIA, MO. — The Commonwealth Amusement Co. plans to open its 544-car drive-in on West Broadway near the city limits early in the spring, according to Jack D. Braunagel, manager for the company. The Goodson Construction Co. of Columbia has the contract for the grading and other portions of the construction. The screen will be about 38x50 feet and there will be recreational facilities for children, concession stands, in-car speakers and other modern innovations.

Chanute Air Base Theatre Project Gets Army Okay

RANTOUL, ILL.—Army engineers in Chicago have given local authorities the go-ahead sign on a $188,000 project which would make a permanent structure of the temporary Theatre 2 at Chanute air force base. According to specifications, a brick veneer will be built on the exterior while inside walls will be lined with acoustical materials, and air conditioning, new seats and new lighting will be installed.

See Their Slogan Makers

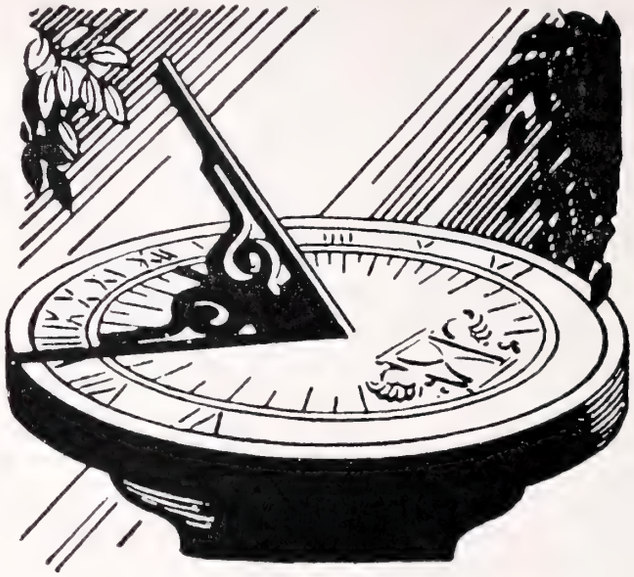
INDIANAPOLIS—A block of 200 seats to see "The Three Musketeers" at Loew's Theatre was reserved for Monday afternoon by Secured Group Companies office forces. The companies—Secured Underwriters, Inc., Secured Fire and Marine Insurance and Secured Casualty—use the Three Musketeers as their emblem, with the familiar slogan, "All for one and one for all."

Alliance to Build Airer

FRANKFORT, IND. — Construction of a drive-in will be started soon at the north junction of state roads 28 and 29 by Alliance Theatre Corp., owners of the Roxy and Clinton theatres here. The announcement was made by Frank Pryor, Frankfort attorney for the corporation, and S. J. Gregory, Chicago, general manager of the corporation. The theatre, when finished, will accommodate 700 cars and will be ready for occupancy about April 15.

Indianapolis Bill Opens

INDIANAPOLIS—Earl W. Bell and Russell Linderman recently opened the Bell Theatre on the west side here. Bell formerly owned the Howard Theatre.



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Berger Predicting Percentage Doom

MINNEAPOLIS—Back from the national Allied States convention at New Orleans, Bennie Berger, North Central Allied president, is elated because of the successful fight he led to get the national body, for the



Bennie Berger snapped with Abe Berenson at the national Allied convention in New Orleans.

first time, to commit itself to battle compulsory percentage.

It was Berger who brought the matter before the convention and in an address to the members strongly urged that the action be taken. Berger now confidently predicts that the film companies "will bow to the inevitable" and eliminate the objectionable sales policy.

Next to theatre divorcement, Berger feels that elimination of compulsory percentage is independent exhibitors' most crying need. He calls it a "vile" trade practice and one of the worst "injustices" as far as theatre owners are concerned.

North Central Allied, prior to the national convention, took up arms against the recently adopted MGM compulsory percentage policy. In New York Berger conferred with W. H. Rodgers, MGM sales manager, but got no definite commitment from him regarding compulsory percentage. Rodgers, however, agreed to meet with Berger and a committee of North Central Allied in Chicago to discuss the grievance further. That meeting likely will take place within the next fortnight, Berger says.

Western Supply Office To Open in Des Moines

OMAHA—Western Theatre Supply Co. soon will open its first branch at Des Moines, according to F. A. Van Husan. The new office will be operated separately from the Omaha branch with Herbert Loeffler as store manager, Van Husan said. It will offer full distribution of RCA equipment. Loeffler spent 12 years with National Theatre Supply in Des Moines.

Fine for 'Phony' Ticket

OMAHA—Delbert Rosentha, 16, who according to police attempted to enter a local theatre with a "phony" ticket, was fined $1 and costs by municipal Judge Lester Palmer.

Telephone Call Informs Owner of Fire Damage

SIOUX CITY—The phone rang in the home of Abe Sadoff, owner of the Fourth Street Theatre. It was the porter at the theatre who said:

"I can't work down here today, Mr. Sadoff."

"Why not?"

"I can't see."

"Why can't you see?"

"Because of all the smoke."

"Smoke! What smoke?"

"Why the smoke from the fire."

That is how Sadoff learned his theatre was one of several places damaged in a $150,000 fire.

Offices of TEI Manager Moved to Lawrence, Kas.

KANSAS CITY—Offices of Ed Kidwell, who recently succeeded Frank L. Plumlee as district manager of Theatre Enterprises, Inc., are being moved from the Warner Bldg. here to the Jawhawker Theatre, Lawrence, Kas., one of the 33 houses operated by the organization in this area.

Eddy Erickson will continue to direct district buying and booking activities from the TEI offices here, with the cooperation of R. E. Davis, film buyer for the organization in Dallas, Tex.

New sound equipment and screens installed in the Jayhawker and Varsity theatres, Lawrence, are among improvements at the two TEI-operated houses there. Ted Huntsman is city manager for the circuit in Lawrence.

G. O. Dunkerson to Build At Bridgewater, Iowa

BRIDGEWATER, IOWA—G. O. Dunkerson of Fontenelle, Iowa, will open a new theatre here soon, possibly this month. An existing building is being remodeled and Quality Theatre Supply Co. of Omaha will provide the equipment.

Moon Theatre at Gibbon Sold to Shelton Owner

SHELTON, NEB.—H. S. Conry, owner of the Roxie Theatre here, has purchased the Moon Theatre at Gibbon and will operate both houses, dividing his time between the two towns. Bill White is the former operator of the Moon.

Henry Johnson, Manager

WALNUT, IOWA—Henry Johnson has been named manager of the Walnut Theatre here. He will be assisted by his wife, who will have charge of ticket sales. The Johnsons succeed Mrs. James Menefee, retiring manager. The house is owned by Howard Brookings of Oakland.

Treats for Newlyweds

LAURENS, IOWA—Joe Smith, owner of the Elite Theatre, is offering a special treat for all newlyweds, free tickets to his theatre and a gift. All that is necessary is to stop in at the Elite and break the news to Joe. He'll be ready with congratulations.

Durwood Will Erect 3 Drive-In Theatres

KANSAS CITY—The Durwood circuit will enter the drive-in field with three outdoor theatres to be opened next spring, it was revealed this week by Stanley Durwood, vice-president, who made public plans for erection of two ozoners in addition to one previously announced.

The two new drive-in theatres will be at Jefferson City, Mo., and Leavenworth, Kas. The Jefferson City project will be located on U.S. 50 several miles outside the city. It will have a capacity of 500 cars, and construction is to be started as soon as plans are approved by circuit executives.

Negotiations for the Leavenworth project now are in progress. The deal involves the purchase of a 20-acre site on which the circuit will build another 500-car open air theatre.

The initial Durwood circuit ozoner now is being built near St. Joseph, Mo., and it will be the showcase outdoor theatre of the chain, which now operates nine indoor houses. With a capacity of 1,000 cars, the St. Joseph drive-in will be one of the largest in this section of the country.

Grand Island Exhibitors Will Build 500-Car Airer

GRAND ISLAND, NEB.—The 500-auto drive-in that will be ready here next spring will be built and owned by William Youngclaus, Mrs. Madeline Kaufmann and Tri-States Theatres, who own the city's three operating theatres.

An 80-acre tract just west of Grand Island has been purchased for the site. Robert Runyon of Toledo, Ohio, will supervise construction and the theatre will be so arranged that additional ramps and parking spaces can be added if justified.

The tower will be from 60 to 70 feet high and the screen approximately 46x60 feet. Cars will be parked on a series of semi-circular ramps slightly inclined. Each car will be provided with a speaker.

Wally Kemp, Tri-States city manager, will manage the drive-in.

Drive-In Speaker Recovered

OMAHA—The West Dodge Drive-In got one of its missing speakers back this week after six months. Police picked up a 19-year-old Kingsley, Iowa, youth for the theft. He had given the speaker to a man who had it in his car when police towed in the auto for blocking a driveway.

Herman Fields Builds at Clarinda

CLARINDA, IOWA—Construction has begun here on the new drive-in, the first in southwest Iowa. Herman Fields, Clarinda theatre operator, is building the outdoor house. It is located at the junction of highways 2 and 71, east of the Clarinda business district.

Start Burlington Drive-In

BURLINGTON, IOWA—Work of stripping and grading for an outdoor theatre at the southwest corner of Agency street and West Burlington avenue is under way here. The theatre is planned by the Central States Theatre Corp. and will probably be in operation by spring.

Independents Jockey For Twin City Sites

MINNEAPOLIS—With the major affiliated circuits apparently stymied as far as expansion is concerned until more light is thrown on the consent decree, this territory's independent exhibitors are making hay while the sun shines and taking the play away from the Minnesota Amusement Co. in theatre building and acquisition programs. There is even stiff competition among the independents themselves in the fight to gain advantage on sites and properties.

A striking example is Robbinsdale, Minneapolis suburb. The Volk brothers have a theatre there, but Clem Jaunich, Delano, Minn., exhibitor, heads a group which just has obtained a license to build a new showhouse, besides having plans for a drive-in. Now, however, the Volks, too, are going to erect another new theatre, they announced.

The Volks also are completing a neighborhood theatre, the Riverview. Another new neighborhood theatre here was recently opened by Nathan Shapiro and Bennie Berger. If the city council will let down the bars, moreover, at least six other new theatres would be built inside the city limits by independents.

At Rose, another suburb, a Paul Mans group is preparing to go to court to force issuance of a license to build a theatre. The Minnesota Amusement Co. already has a license for a new show house there.

Ralph Green and associates, independents with drive-in and conventional theatre holdings, have just acquired the East Lake, local neighborhood theatre, for $75,000 by outbidding its present lessee, also an independent. More than $25,000 will be expended on improvements.

J. H. Harris Says Novelty Will Wear Off of Video

OMAHA—Television, once the country is covered by stations, will empty every theatre, stadium and coliseum at the start, but the novelty will wear off fast and the crowds will return to normal, in the opinion of John H. Harris of Pittsburgh. Harris owns "Ice Cycle" and "Ice Capades," the Pittsburgh Hornets and 25 theatres and says the television novelty will fade because people still like to leave the house and go somewhere. They still like to be part of a crowd. It is comparable to eating. Home cooking is better, but people dine out, says Harris.

Grading Under Way at Cherokee

CHEROKEE, IOWA—Grading and surfacing the site for Pioneer's new drive-in theatre here is under way. Tract for the site is 672x800 feet and is located a half mile north of the intersection of highways 5 and 59. Plans are for space for 462 cars.



From the BOXOFFICE *Files*

(Twenty Years Ago)

WHAT is believed to be the first junior Film Board of Trade in the U.S. was organized recently in Kansas City. Tom Byerle, assistant manager of the First National exchange, was elected president and Les F. Durland, booker with Midwest Film Distributors, vice-president; M. A. Tanner, Fox booker, was named secretary-treasurer. The board of directors includes the officers and A. H. Cole, Paramount; J. H. States, Paramount, and J. N. Lewis, Pathe. The bylaws committee includes Cole, W. J. Kubitsky, Fox; R. L. King, Liberty, and L. J. Doty of United Artists.

* * *

Louis Vaughn, who has been manager of the Dickinson Enterprises in Independence, Kas., has been made manager of the Uptown, Orpheum and Liberty, all Dickinson houses, in Parsons, Kas.

* * *

A. T. Crawmer of the National Theatre Supply Co. has made a deal whereby National takes over the stock of the Rialto Theatre Supply Co. at 56 Glenwood Ave., Minneapolis . . . Frank Rubel and associates are taking over distribution of the Sonora-Bristolphone in the Minneapolis area . . . Bennie Berger of Grand Forks, Berger Amusement Co. was in Minneapolis. He declared business was off. Also seen on Filmrow: Bill McCarthy, Fargo; Harry Nelson, Princess, St. James; Mr. and Mrs. Joe Schindele, Gem, Granite Falls.

* * *

The Rivoli, St. Joseph, Mo., closed this week, due to alleged disability of Ed J. Peskay, manager, to obtain second run pictures. Peskay is president of the Sun Amusement & Realty Co. of St. Joseph, which operates the Rivoli, Revere and Rialto, three suburban theatres . . . L. J. Doty, president of the Film Board of Trade in Kansas City, discussing the situation, concludes: "It must be remembered that the influx of talkies has more or less interrupted the smooth running of the industry."

* * *

L. C. and W. H. Snyder of Ellis, Kas., have started construction of a new theatre building in that city . . . A new $250,000 motion picture house is going up at 1013-19 Minnesota Ave., Kansas City, Kas. Boller Bros. of Kansas City, Mo., designed it. The project is owned by a group of business men with Ben Gorham as president.

* * *

The Strand in Council Bluffs, Iowa, managed by Morris Cohn, closed recently for extensive redecoration but is expected to open soon . . . The new Strand in Leon, Iowa, is rapidly nearing completion. The old Strand is continuing its operation in the meantime. The new house is being built around and above the present one, but shows are not interferred with. The house will seat about 5,000 and will be modern in every respect, including sound and a modern organ and orchestra. Micael and Walker are owners.

* * *

A balcony is being built into the Rialto in Clarinda, Iowa . . . Murrel Simpson and William Asmussen have become owners of the Palace in Clearwater, Neb. . . . The Joy, Winfield, Iowa, opened recently under management of Alvin Chapman.

Minnesotans Are Invited To See W. R. Frank Studio

MINNEAPOLIS—Through Virginia Safford, Minneapolis Star columnist, W. R. Frank, local theatre circuit owner and Hollywood producer, has issued a blanket, standing invitation to all Minnesotans coming to California to visit his studio and see the shooting of scenes for his forthcoming picture, "Dan Patch." He wrote a letter to Mrs. Safford, asking her to publicize the invitation.

Frank explained that he was prompted to extend the invitation by the fact that when he first visited Hollywood he was barred from the studios the same as to the public generally.

"Mr. Frank vowed then that the day would come when the public would be able to see the stars at work," Mrs. Safford wrote in her column. "Now he's doing his part by opening his own studio doors."

In his letter Frank points out that visitors to the Dan Patch sets will be able to watch "such great stars" perform before the camera as Dennis O'Keefe, Henry Hull, John Hoyt, Clarence Muse, Charlotte Greenwood and Ruth Warrick. The last named formerly was the wife of a Minneapolitan, Eric Rolfe, who has won fame in radio.

Cote Theatre Celebrates Its 35th Anniversary

WAUKON, IOWA—Mr. and Mrs. P. D. Cote are celebrating the 35th anniversary of the Cote Theatre this month. As part of the celebration, the couple admitted all patrons free to shows over a period of three days, November 16-18. Continuous shows were held beginning at 4:10 p. m.

Free Tickets to Children

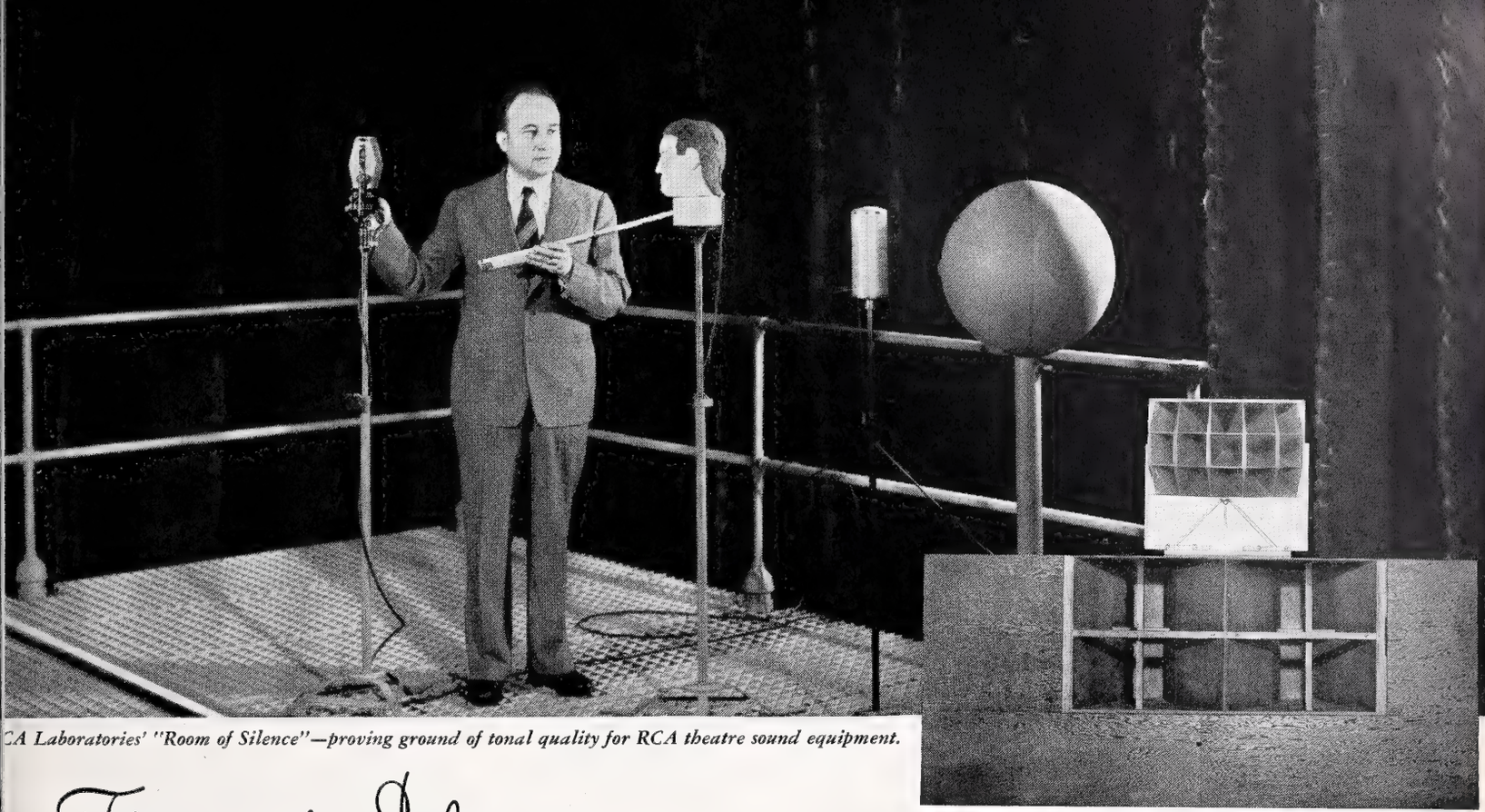
EMMETSBURG, IOWA — Matinee tickets were given pupils in all local schools who cooperated in the all-out fire inspection conducted here Thanksgiving day under the auspices of the Iowa State Fire Prevention Ass'n. The free tickets were given as added incentive for school pupils to take inspection blanks home and return them, filled out, to their teachers. The tickets admitted the students to the matinee at the Iowa Theatre November 26, a day on which there was no school. Fire prevention films were shown for all school youngsters.

Plan Pre-Christmas Party

ROCKWELL CITY, IOWA—The chamber of commerce here is planning two pre-Christmas parties at the Empress Theatre this month for all the children of Calhoun county. The shows, two of them each day, will be on December 4 and December 18. More than 600 boys and girls attended a similar party at the theatre last year. There will be a feature, cartoons, and a visit from Santa Claus who will bring gifts.

New Sunday Schedule

BANCROFT, IOWA—A new Sunday schedule has been announced by the management of the Croft Theatre here. There will be four complete shows each Sunday from now on, it was announced, resulting from the demand of patrons. First show will begin at 2:30 p. m. with the last at 8:45 p. m.



CA Laboratories' "Room of Silence"—proving ground of tonal quality for RCA theatre sound equipment.

Through Silence ... sound is born!

..in "the quietest room in the world."

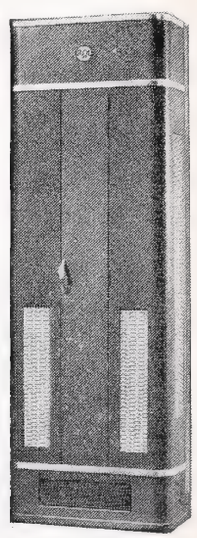
ON THE WALLS, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough heavy rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out. This is "the room of silence". . ."the quietest room in the world."

The purpose of this room? It was specially designed and constructed at the great RCA Laboratories, Princeton, N. J., so that sounds of various frequencies could be produced and accurately measured in the development of RCA sound equipment.

Information gained in "this room of silence" has contributed greatly to RCA's unmatched high-fidelity sound reproduction in motion picture theatres.

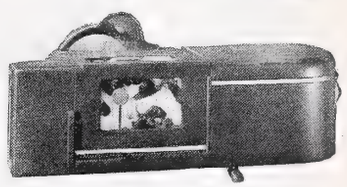
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KANSAS CITY

Elmer C. Rhoden, Fox Midwest Theatres head, visited district managers of the organization in Wichita, Kas., and St. Louis, Mo. . . . Rube Melcher of the Popper Supply Co. was planning a trip to Chicago and New York . . . Stanley Warkoczewski, Altec Service Corp. field manager, left for Chicago . . . Bob Carney, United Film Service, returned from the Pacific coast.

Fred Meyn, KTMA treasurer, became a grandfather when his daughter Mrs. Fred Meyn jr. gave birth to a baby boy at the Providence hospital in Kansas City, Kas. . . . Johnnie Henel, 6-year-old son of Les Henel, Gem Theatre manager, was recovering from the chicken pox . . . George Baker, A. F. Baker Enterprises, returned from McPherson, Kas.

Elmer Bills, Salisbury, Mo., KMTA president; J. A. Becker, Independence, Mo., secretary, and C. E. "Doc" Cook, Maryville, Mo., former president, returned from the TOO convention at Oklahoma City, Okla. . . . R. C. LiBeau, former district manager, and Ray Copeland, former branch manager for Paramount, were visiting friends and acquaintances along Filmrow.

Bernice Sandler, formerly at the U-I branch, joined the Central Shipping bureau office staff . . . Rose Marks, secretary to Rube Melcher at the Poppers Supply Co., resumed her duties after brief hospitalization . . . Mrs. J. R. Stowers, a member of the Kansas State Board of Review, was convalescing after an attack of influenza at her home in Kansas City, Kas.

Fred Hoenscheidt and Frank Nelson Theatre Enterprises, Inc., Dallas, Tex., visited the local offices of the organization . . . Tom Smiley, Denver, Selected Pictures general manager, returned to Colorado following conferences with Norris Cresswell, local branch manager . . . Cal Duncan, Lake Lotawana, was the winner of the annual Movie Makers club 16mm contest.

Mr. and Mrs. T. H. Slothower, operators of the Wick Theatre at Sedgwick, Kas., closed the house indefinitely . . . Dale Smith, who owns the Hartford at Hartford, Kas., has opened the Virgil at Virgil, Kas., for shows Wednesday and Sunday nights . . . The Mainstreet at Weir, Kas., has been reopened by Eddie Moran following an extensive remodeling and redecorating program.

Among Kansas operators seen on Filmrow were N. W. Huston, Maywood, Galena; R. F. Fite, El Dorado; J. V. Pizinger, Mac, McPherson; Fred Munson, Lakin, Lakin, and H. B. Doering, Peoples, Garnett . . . Showmen from Missouri at exchanges included S. P. Batman, Oregon, Oregon; Harley Fryer, Orpheum, Neosho; R. O. Robison, Grant, Grant City; F. L. Lowe, Star, Lebanon, and Ken Winklemeyer, Casino, Boonville.

Classic Films Being Shown At Nelson Gallery of Art

KANSAS CITY—"Way Down East," produced by the late D. W. Griffith in 1920 with Richard Barthelmess and Lillian Gish in the starring roles, were shown Sunday (5) at the William Rockhill Nelson Gallery of Art as one of the series of early motion picture classics sponsored by Fox Midwest Theatres.

"The Covered Wagon," produced in 1923 and directed by James Crize, will be shown January 7, 9; "The Big Parade," with John Gilbert and Renee Adoree, January 21, 23; "Don Q, Son of Zorro," starring Douglas Fairbanks, February 11, 13; "Beau Geste," with Ronald Colman, Ralph Forbes, Neil Hamilton and William Powell, February 18, 20; "All Quiet on the Western Front," starring Lew Ayres, February 25, 27; "Duck Soup," with the Marx Brothers, March 18, 20, and "Lives of a Bengal Lancer," starring Gary Cooper, April 1, 3.



EAGLE LION SALES DRIVE STARTED—Eugene Snitz, Kansas City EL manager, got off to a fast start in the Jack Schlaifer testimonial drive launched by the company December 3. One of the prizes will be an all-expense trip for two to New York or Hollywood, with stubs from shipment labels deposited in a locked shipping can as tickets. In the accompanying photograph, Snitz hands the key to the container to Abbott Sher, Jayhawk, Kansas City, Kas., member of a committee which will supervise the final drawing locally. Looking on, at the right, are Elmer C. Rhoden jr., of Commonwealth Theatres, Inc., and Ed Hartman of the Ed Hartman booking and buying agency.

KMTA to Complete Legislative Group

KANSAS CITY—Appointments which will round out the personnel of a special legislative committee of the Kansas-Missouri Theatre Ass'n are expected to be completed in time for announcement by Elmer Bills, president, at the regular monthly meeting of its board of directors next Thursday at the Continental hotel here.

With R. R. Biechele as chairman of the KMTA legislative group, Homer F. Strowig, Abilene, as member from Kansas, and C. E "Doc" Cook, Maryville, as member from Missouri, the appointments to be completed include one additional member from each congressional district in the two states from which the association draws its membership.

The committee member in each congressional district in turn will be chairman of a subcommittee, which will include one representative from each county in the district. When completely organized, each subcommittee will meet regularly to consider subjects assigned to it.

With the need for a well-organized legislative committee readily apparent, careful attention will be given by KMTA officials to every development which may affect modern theatre operation, Bills declares.

Services of the recently organized KMTA arbitration committee are to be available to all exhibitors in the two-state area served by the association. The group will render every possible assistance in avoiding litigation and in building a closer relationship among industries allied with the motion picture world.

85 Seek Post of Censor Of Films in Kansas City

KANSAS CITY—Approximately 85 persons, most of them women, had submitted applications at the close of filings last Monday (6) for the position of municipal censor of motion pictures to succeed Mrs. Eleanore C. Walton, 74, who after 15 years in the office submitted her resignation, effective February 1. Mrs. Walton was appointed assistant to Guy Holmes, city censor, in 1933, but because of his prolonged illness she carried on the work of the department. She became city censor when Holmes died in 1939.

Applicants for the position will be notified soon of details relating to written examinations, and personal interviews will be granted those who pass the written tests. The starting salary for the position is $2,400 a year, with possible increases at regular intervals until the top wage of $2,800 annually is reached.

To Start Construction On Oakley, Kas., House

KANSAS CITY—Construction is expected to be started soon on a yet unnamed theatre to be built by A. F. Baker Enterprises at Oakley, Kas., it was said by George Baker, general manager, at offices of the firm here. Of Colonial architecture, the new theatre will seat 550 persons. Features of the house, designed by Robert Boller, will include a cry room and a refreshment bar.

Snell and Lowe Dissolve 15-Year Partnership

KANSAS CITY—The partnership of W. A. Snell and F. L. "Doc" Lowe, veteran theatre owners who have operated houses in central Kansas for approximately 15 years under the name of the Star Theatre Co., has been dissolved, according to information received here.

Snell and Lowe, who began their partnership in 1934, at one time operated theatres in six towns. Houses in Hoisington and Hollyrood, Kas., their first ventures, were sold by them at the start of World War II.

Under terms of a new agreement, Lowe will retain ownership of the Royal, Sterling, Kas., and the Star, Lebanon, Mo. Snell, who will continue to operate theatres under the Star name, will be joined by Howard Neely as a partner. They will retain the Star theatres at Hays and Lyons, Kas. Neely has operated the house at Sterling the last eight years under lease.

Neely, who recently moved to Hays, will manage the houses there and at Lyons. F. W. Lorimer, who formerly managed the theatre in Hays, has moved to Sterling, where he will manage the Royal.

Ed Kidwell Is a Visitor

JUNCTION CITY, KAS.—Ed Kidwell, Theatre Enterprises district manager, was here accompanied by Fred Hoenscheidt and Frank Nelson of the circuit's mechanical department. Hoenscheidt and Nelson headquarter in Dallas. The trio called upon Francis Wright, TEI city manager here.

Northwest Variety Names Ted Bolnick

MINNEAPOLIS — The Northwest Variety Club elected directors, chose Ted Bolnick, general manager of the Bennie Berger circuit, as chief barker. He succeeds Bill Elson, who held the office for three nonconsecutive terms and was not a candidate for re-election.

Others officers selected were Joe Loeffler, advanced from second to first assistant; Bill Volk, second assistant; Pat Holloran for another term as secretary, and John Branton, treasurer.

The club will show the University of Minnesota football pictures following a dinner December 20.

Blair, Neb., Home Reopens

BLAIR, NEB.—C. M. Robinson, owner of the Home Theatre, reopened that house after a lengthy shutdown for remodeling. The Ballantyne Co., Omaha, installed new sound.

Memorial Theatre Opens

GLIDDEN, IOWA—Glidden's New Memorial Theatre had its grand opening recently. The theatre is a project of the Glidden chapter of the American Legion.

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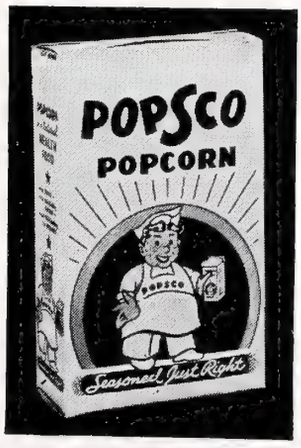
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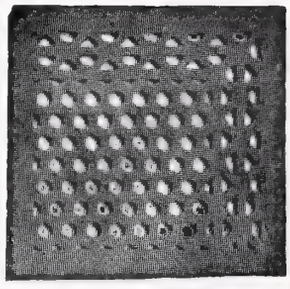
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O M A H A

Joseph Sugar, head of the Eagle Lion contract department, was a visitor . . . Mr. and Mrs. Hymie Novitsky went to Mayo's at Rochester, where Hymie, a 20th-Fox salesman, underwent a physical checkup . . . The home building spree by exhibitors is on in a big way. Robert Bertram, Schleswig, Iowa, exhibitor, has a beautiful new ranch-style home east of town . . . Bill Horstman, Odebolt, Iowa, is busy on a new home . . . Frank Hollingsworth, owner of the Victory Theatre at Beatrice, is earning a reputation as a building contractor with a new home for his daughter.

Sol Hankins, Monogram salesman at St. Louis, took over as branch manager here . . . Henry Friedl, MGM manager, stopped here en route home from a vacation in Des Moines. His parents celebrated a 50th wedding anniversary there . . . Amos Moeller, Howard Colon's righthand man at Hamburg, Iowa, arrived here for a weekend and annual celebration of his birthday . . . Mrs. Lucille Hehne, former MGM contract clerk who resigned to move to Denver, attended funeral services here for her brother-in-law.

Bill Haarmann, Paramount office manager, attended a company office managers' meeting in Kansas City . . . Jerry Shinback of Chicago, RKO Theatre's division manager, visited the local RKO Brandeis . . . Universal Manager H. B. Johnson fought a bout with bronchitis . . . Eddie Bracken stopped off to visit Fred Waring while he was in town . . . Ed Cohen, Eagle Lion manager, added a station wagon for better transportation around his acreage.

Areas not so severely hit by the storm were well represented along Filmrow, including: Burly Chamberlain, Winnebago; Ray Brown, Harlan, Iowa; Mr. and Mrs. Frank Scott, Moville, Iowa; H. S. Conroy, Shelton; Ralph Martine, Moorehead, Iowa; L. C. Wiesner, Genoa; Guy Griffin, Plattsmouth, and Edward Gannon, Schuyler . . . Bill Gunselman, 20th-Fox auditor, was in from New York.

Don V. McLucas, United Artists manager, has a new granddaughter, Phyllis Sue McCreary . . . Salesman Fred Fejfar of MGM pinch-hit as branch manager while Bill Gaddoni vacationed in the east.

Visitors along Filmrow included: Don Campbell, Central City; Mr. and Mrs. H. C. Jensen, Walthill; Eddie Kugel, Holstein, Iowa; Doc Nulteaus, Mapleton, Iowa; John Preston, Humphrey; Warren Hall, Burwell; C. J. Anderson, Fairmont; F. J. Weatherly, Snyder; Wally Johnson, Friend; Arnold Johnson, Onawa, Iowa; C. C. Moore, Dunlap, Iowa, and Howard Brookings, Avoca, Iowa.

Discuss Film Festival For Manhattan Group

MANHATTAN, KAS.—The discussion of the possibilities of holding a film festival here was the highlight of the monthly meeting of the Manhattan Film council. Other discussion centered around the tentative plans for furthering the scope of the Council. Two films, "The Boundary Line" and "One People," were shown, and after filming the members rated the pictures as to discussability, methods of presentation, informative value, bias and value to various age groups.

There will be no general meeting of the film council in December. Officers for the coming year will be elected at the January meeting.

Western Supply Installations

OMAHA—Recent installations by Western Theatre Supply Co. include:

Elm Theatre, Elm Creek, Neb., W. C. May, projection and sound.

Mayfair Theatre, Shenandoah, Iowa, Mrs. C. Stewart, projection, amplification, stage drapes and carpets.

Plaza Theatre, Humboldt, Neb., Mrs. C. V. Frank, carpet.

Frank Scott, owner of the Gem Theatre at Moville, Iowa, will have projection, high intensity lamps and sound installed within the next few weeks.



OMAHA'S POSTWAR EXCHANGE—Pictured above is the first postwar exchange built in Omaha by Warner Brothers on the southwest corner of Davenport and Fourteenth streets. The exchange is the farthest east of any and may mean the start of Filmrow expansion in that direction. It gives Filmrow a four block length.

'Musketeers' Gets 160 To Lead in Twin City

MINNEAPOLIS—Bad weekend weather, including extreme cold and near-blizzards which brought icy streets, roads and sidewalks in its wake, hurt business here. Newcomers were in a minority, the only important fresh entries being "The Three Musketeers," "Road House" and "Return to October." It was the fourth week for "Johnny Belinda," the third for "Luck of the Irish" and the second for "When My Baby Smiles at Me," "Night Has a Thousand Eyes" and "Station West."

(Average is 100)

Aster—**Stage Struck** (Mono); **Inner Sanctum** (FC).... 90
Century—**When by Baby Smiles at Me** (20th-Fox), 2nd d. t. wk. 110
Gopher—**The Dude Goes West** (Mono); **I, Jane Doe** (Rep) 90
Lyric—**Night Has a Thousand Eyes** (Para), 2nd d. t. wk. 100
Pix—**Luck of the Irish** (20th-Fox), 3rd d. t. wk.... 90
Radio City—**The Three Musketeers** (MGM) 160
RKO-Orpheum—**Return of October** (Col) 100
RKO-Pan—**Station West** (RKO), 2nd wk. 100
State—**Road House** (20th-Fox) 135
World—**Johnny Belinda** (WB), 4th d. t. wk....100

'Squadron' Zooms to 160, Leads Kansas City Trade

KANSAS CITY—Trade at the first run houses here continued at a steady pace generally, despite much colder weather and intensive Christmas shopping. "Fighter Squadron" at the Paramount zoomed to a potent 160 per cent, and rated a holdover. "The Three Musketeers," paired with "Blondie's Reward" at the Midland, continued to draw heavily in a second round. "'Blood on the Moon," dualed with "Wallflower" at the Orpheum, scored 130 and earned a holdover.

Esquire—**Grand Canyon Trail** (Rep); **Swing Your Partner** (Rep), reissue 100
Midland—**The Three Musketeers** (MGM); **Blondie's Reward** (Col), 2nd wk., 8 days....120
Orpheum—**Blood on the Moon** (RKO); **Wallflower** (WB) 130
Paramount—**Fighter Squadron** (WB) 160
Roxy—**It Happened One Night** (Col); **Only Angels Have Wings** (Col), reissues 90
Tower, Uptown, Fairway—**When My Baby Smiles at Me** (20th-Fox), 2nd wk.... 85

Business Steps Upward After Slump in Omaha

OMAHA—Local exhibitors hoped for a booming climax to 1948 business after a generally good week that helped offset some of the recent slump. Weather was warmer than expected. The RKO Brandeis with "A Song Is Born" and "Bodyguard" had near capacity business at most performances. "The Three Musketeers" drew heavily at the much larger Paramount.

Omaha—**When My Baby Smiles at Me** (20th-Fox), 2nd wk.; **French Leave** (Mono)....100
Orpheum—**Miss Tatlock's Millions** (Para); **Night Wind** (20th-Fox) 120
Paramount—**The Three Musketeers** (MGM)....130
RKO-Brandeis—**A Song Is Born** (RKO); **Bodyguard** (RKO) 150
State—**Hills of Home** (MGM) 125
Town—**Colorado Sunset** (Rep); **Variety Girl** (UA); split with **The Fighting 69th** (WB), reissues; **Prairie Outlaws** (EL); **Valley of the Giants** (WB), reissue 110

Business Drop Reported In Des Moines Theatres

DES MOINES—Christmas shopping was blamed for slack theatre attendance here as downtown house managers reported average or slightly below average business.

Des Moines—**The Three Musketeers** (MGM) 95
Orpheum—**The Return of October** (Col); **Leather Gloves** (Col) 100
Paramount—**Belle Starr's Daughter** (20th-Fox); **Fighting Back** (20th-Fox) 100
Strand—**Night Has a Thousand Eyes** (Para).... 90

MINNEAPOLIS

Joe Prill has resigned as United Artists South Dakota salesman to operate his own theatre at Ashley, N. D. No successor has been named . . . Bill Elson, circuit owner, and his wife went to New York for a holiday vacation. Among other things, they'll visit with their good friends Fred and Mrs. Allen . . . Louis Orlove, MGM exploiteer, was due back from Milwaukee December 13 . . . Walter Branson and Herb Greenblatt, RKO division and district manager, respectively, were here to hold a Grad Sears drive sales meeting.

E. P. McEvoy, U-I short subjects sales manager, was in town for a routine call on LeRoy J. Miller, local manager . . . Ralph Maw, MGM district manager, went to New York for a sales conference . . . "Hy" Chapman, Columbia manager, will remain in Arizona for four weeks to recuperate further before returning to his post . . . Paramount will hold its annual Christmas party at the Brunswick room of the Hotel Andrews Monday night.

Booth operators' union here turned down an independent exhibitors' offer of a 5 per cent pay boost from September 30, when the contract expired, to Dec. 31, 1948, and a 2½ per cent additional jump for 1949 and 1950. It wasn't enough of an increase to satisfy the union, which asked for another offer . . . Congratulations to the Bob Hazletons on the birth of a baby girl, their first child. Hazleton is booker for the Ted Mann circuit.

The Volk brothers' new local neighborhood house, the Riverview, is scheduled to open Christmas day. It's a de luxe 800-seater. It'll be the second new Minneapolis independent uptown theatre to be launched in 1948, the other having been the Cedar, a Shapiro-Berger operation . . . Ed Benjamin, former 20th-Fox exploiteer here and later mayor's secretary, now is doing special publicity assignments for "Macbeth."

Universal tossed a cocktail party at the Hotel Nicollet for Actress Marta Toren, who's on a goodwill tour. Miss Toren was piloted to Minneapolis by Ben Katz, Universal exploiteer . . . Columbia is bringing Terry Moore to Minneapolis next week to make a personal appearance at the RKO-Orpheum on the opening day of "Return of October."

20th-Fox Movietone News shots of the Minnesota Lakers basketball team playing New York at Madison Square Garden include a good closeup of Bennie Berger, the team's owner, who is also North Central Allied president and a circuit owner. Berger and his wife were watching the game which was won by the Minneapolis team . . . Dinah Satz, Columbia booker, vacationed in the east . . . Joe Friedman, brother of Ben Friedman, local circuit owner, and a former St. Paul man, had a fine tribute paid him by Paul Light, St. Paul Pioneer Press columnist, for helping build his city. He built St. Paul's first large theatre, the Grand, and later built another downtown de luxe house, the Tower.

After a successful second run at the Grand here, "Street Corner" is returning to Welworth circuit houses in North Dakota for roadshowing . . . The Lyceum, legitimate roadshow house, had the first Swedish color film, "Belle of Old City," and will get "Citizen Saint" December 6 . . . University of Minnesota Film society is offering the German color picture, "Die Fledermaus," on the campus . . . City council at Bemidji, Minn., is getting bids on space it's offering at its municipal airport for a drive-in.

L. B. Schwartz, counsel for Paul Mans and Don O'Reilly, says he's still negotiating with Warner Bros. and Paramount to obtain 28-day availability for his client, Richfield, suburban house. Most of the other companies have granted it.

City Salesman Jack Cohen Quits Fox After 21 Years

MINNEAPOLIS—After 25 years in film business—21 of them with one company, 20th-Fox—Jack Cohen has resigned as that company's city salesman to enter business for himself. He has not disclosed the nature of the business, but has indicated it will be outside of the film industry.

Cohen was a 20th-Fox salesman for many years before he became city salesman for the company. He succeeded Joe Podoloff as branch manager here, but when the company consolidated its positions and returned M. A. Levy from district to branch manager, Cohen again resumed his city salesman post.

Harry Levy, former city salesman, again will occupy that job. No additions to the the sales staff have been made to replace Cohen who will leave January 1.

Plea to Bedford Children Issued by Theatremen

BEDFORD, IOWA—Management of the Rialto Theatre here has issued a plea to children patrons against rowdyism in the theatre. It is especially concerned about the use of rubber band shooters, water pistols and the general misbehaving of youngsters at the Rialto.

The following statement was issued: "We do all we can to keep hoodlumism at a minimum. We have had a number of kids check their weapons at the door as they go in. If we have to take them away from them in the theatre, they don't get them back. Help from parents in advising their children of the danger of shooting paper wads, tin foil, paper clips and such stuff in the theatre will be appreciated."

Relatives Operate Chain

OMAHA—Sam Epstein's brother, son and nephew are carrying on direction of the circuit following Epstein's death here in an auto-train crash. Louis Epstein is the brother. Sam's son Jack and his nephew Sidney handle the booking.

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DES MOINES

A. H. Blank, president of Tri-States; G. Ralph Branton, Tri-States general manager, and Nathan Sandler, chief barker of Variety Club here, returned from a celebration in Dallas honoring Bob O'Donnell. Blank, planning to return home by air in three short hours, was grounded in Kansas City and boarded a train. The train also was held up by bad weather and Blank was forced to wait 13 hours on the prairies until the blizzard subsided. Sandler, driving his car home, almost beat the Tri-States president.

Annual Christmas parties are being planned by many theatres and offices. Twentieth-Fox will hold its dinner-party at Johnny & Kay's December 21 . . . The Co-Ed Theatre in Fairfield will entertain employes at the Turner hotel there December 15. Gifts and Christmas bonus checks will be distributed. Attending from Des Moines will be Nathan Sandler, owner of the theatre, and Ruby Zelcer, booker for Nathan Sandler Theatre Enterprises.

Gurneth Elliott, Warner stenographer, resigned to become a fulltime housewife . . . Margaret Lyons is the new telephone operator for NSS . . . Helene Jacobs, U-I manager's secretary, spent the weekend in Davenport . . . Katie Quinn of U-I is recovering from a bruised forehead, which caused much questioning. She hit her head on a door . . . Dale Yaryan, U-I shipper, was on the sick list.

Geraldine Howell of 20th-Fox is resigning to be married December 24 to Charles Lee. The ceremony will take place at her home in Truro . . . Walter Hoffman, 20th-Fox exploiteer, was a local visitor . . . Sol Francis, Monogram district manager, was here . . . Eagle Lion is busy with its Jack Schlaifer drive which began December 3 and will run until June 2, 1949. The exhibitor in this territory who wins the exhibitor prize will receive a two-week trip for two to either New York or Hollywood, with all expenses paid.

Among exhibitors on the Row during the week were M. L. Dixon, Mount Pleasant; M. W. Long, Lansing; Arlo Thompson, Lake Mills, and John Graham, West Des Moines.

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Transport Head, Fearing Brickbat, Is Cheered by Exhibitor's Letter

OMAHA—M. G. Rogers, Film Transport Co. chief, expected a beef. It was a long letter, handwritten. It must have taken half an hour of the exhibitor's precious time.

The letter began by telling of how his theatre patrons watch the advertisements and trailers ahead for a week or two, how they plan to see a certain picture rain, shine, or otherwise.

The night of November 19, the letter continued, was a stormy one. The ice and snow had come. Telephone and telephone wires were down; the trains stopped running. But the theatre was crammed—everyone waiting for the picture they had been told about. How was the exhibitor going to satisfy them when he announced, "I'm sorry, the film didn't arrive."

Rogers had about reached the breaking point when he reached this portion of the letter, but he sighed in pleasurable relief a second later when he read: "Believe me I was a happy exhibitor when the white film truck rolled up in front with my show aboard, ten minutes before show time."

The exhibitor, H. J. Feldman, manager of the Legion Theatre at Sioux Center, Iowa, went on to give ample credit to the film truck driver "who has a thankless job" and is always "courteous and efficient."

After one of the worst weeks in the history of Nebraska film business, Rogers said the letter was just the tonic needed.

Found Dead by Police

MUSCATINE, IOWA—A man identified by police as Herbert R. Steffen, 59, former manager of the Sunset Theatre in Davenport, was found dead in his cell here at the police station. The body was suspended by a leather belt from a bar over the cell door. Steffen had been reported missing from Davenport since September.

Start Rex at Hopkins, Mo.

HOPKINS, MO.—Construction work on the new Rex Theatre here was started recently by James Owens, contractor for the house, which is being built by Ralph White and his sons. Plans call for a building measuring 47x120 feet, with a seating capacity of 350. Black and light blue structural glass and buff brick will be used on the front of the building, and small shop space will be available on either side of the theatre entrance.

Weir, Kas., House Remodeled

WEIR, KAS.—The Mainstreet Theatre here has undergone extensive improvements, including repainting of the interior, floor changes and installation of new seats and carpeting. A new glass beaded screen was installed and all other equipment was rebuilt, according to owner Eddie Moran. The front of the building was finished in buff brick and the boxoffice and approach were enclosed.

New Owners Improve Gem

MOVILLE, IOWA—Mr. and Mrs. Frank Scott, who have just purchased the Gem Theatre here, have purchased new sound and projection equipment for the theatre.

Short Change Swindlers Busy at Brooklyn, Iowa

BROOKLYN, IOWA—Short-change artists, apparently the same two men who worked their racket successfully at five Iowa City theatres and one in Council Bluffs, have been reported at work here.

The two wangled $10 from the cashier of the Brooklyn here last week. The men stepped up to the ticket window as regular patrons and one of them asked for a ticket, handing the cashier a $20 bill who returned the change and ticket and then waited on the second man who was buying a ticket for a child supposedly waiting outside in the car. The man handed the first man $3 which he said he owed him after the cashier had sold him the ticket.

Then the first man said since he had all the change he would like to have the $20 back because he disliked carrying so much change. The cashier obliged. The first man placed the money on the counter, took the bill and both went to the car to get the little boy. They did not return. Just then the cashier found $10 was missing.

Identical methods were used by the short-change artists in the other Iowa towns.

Predicts Ascap Will Lose Appeal at Minneapolis

MINNEAPOLIS—L. B. Schwartz, co-counsel for exhibitor defendants Bennie Berger and Mrs. J. L. Jensen, is advising the territory's independent exhibitors to continue to refuse to pay the Ascap theatre fee even though Ascap is appealing from Federal District Judge G. H. Nordbye's decision holding that the fee is illegal and uncollectable.

Schwartz predicts that Ascap will ask for a dismissal of the appeal before it's heard. The appeal, under the normal course of procedure, would be heard by the federal circuit court of appeals in St. Paul some time during the present term.

Schwartz and S. P. Halpern, who were associated in the Ascap case, say they have no present intention to sue to recover fees previously paid to Ascap by their theatre clients.

Uptown Sold to P. L. March At Arnolds Park, Iowa

ARNOLDS PARK, IOWA—The Uptown Theatre here has been sold to P. L. March of Wayne, Neb., who owns the Royal Theatre in Spirit Lake. March had leased the building for the last two years and operated it during the summer months. The Uptown was sold by Mrs. A. C. McKinney.

Locker Room Ransacked

DAVENPORT, IOWA—A prowler ransacked the locker room of employes at the Capitol Theatre here one night recently and obtained $13 from a bilfold, Davenport police reported. Bernard Timm reported the theft of the money from his wallet. Lockers containing the clothing of other employes were searched but nothing of value was reported missing.

Sumner, Iowa, Sunset Opened by Harry Pace

SUMNER, IOWA—The new $65,000 Sunset Theatre, just completed by Harry Pace, has opened its doors here. Among the improvements is a cry room for mothers and their children.

Pace plans to add a lounge on the second floor for patrons who arrive too late for the first picture and do not wish to enter after the picture has started.

Pace has been in theatre business for 32 years. He was born in Elkpoint, S. D., was an athlete at high school there and played professional baseball after graduating. He pitched in the South Dakota State league, the Nebraska State league and the Iowa State league for 12 years. In 1916, he bought his first theatre at Orange City, Iowa.

It was called the Cottage Inn Theatre and Pace stayed there for four years before moving to Traer where he bought another theatre. At that time he went into partnership with Jack Bauma of Orange City, a partnership that was to last for almost 18 years.

The newly formed corporation of Pace & Bauma then bought a string of theatres at Pocahontas, Hawarden, Audubon, Lake City, West Union, Hartley, Jewel and Alton, all in Iowa. Pace moved from town to town operating and managing the different theatres.

In 1935, the partners sold their string and each kept a theatre to operate on his own. Pace stayed at West Union and Bauma at Pocahontas. In 1938, Pace sold out at West Union and went to California. He returned in 1939 and bought the theatre at Audubon, the second time he had owned this theatre. He stayed there about six months, then sold out and bought the show house at Hartley.

He stayed in Hartley until 1941 when he went to California. In 1944 he came back to Iowa, to Sumner, and bought the Sumner from L. L. Wells. He's been here ever since.

Two Des Moines Theatres Sponsor Radio Programs

DES MOINES—Two radio audience participation shows were inaugurated here recently. Manager Bob Leonard of the Paramount Theatre has a half hour stage broadcast every Monday from 1:30 to 2:00 p. m., sponsored by the Iowa Retail Hardware Ass'n and heard on the Tallcorn Network over nine Iowa radio stations. The show emanates through radio station KWDM in Des Moines.

At the Strand Theatre, Tony Abramovich has a half hour show every Friday afternoon from 2:00 to 2:30, sponsored by two leading Des Moines stores and originating from radio station KCBC. Both radio shows offer hundreds of dollars of weekly prizes to persons in the audience, and have been responsible for attracting larger crowds to the two matinees.

Frank Scott Improving Moville, Iowa, Theatre

MOVILLE, IOWA — Frank Scott, new owner of the Gem Theatre, is planning progressive changes for his house. Remodeling plans are under way, and the picture policy will be changed.

Jack Lykes Renamed Toledo Chief Barker

TOLEDO—Variety Tent 30 of Toledo recently elected officers for the coming year. Jack Lykes, manager of the Colony, was renamed chief barker, and Marvin Harris, manager of the Paramount, was re-elected first assistant chief barker. Howard Feigley, manager of the Rivoli and former property master, was elected second assistant chief barker, replacing Giles Robb, manager of the Princess. Edward Bush, manager of the State, was re-elected dough guy, and Gordon Taylor was elected property master, succeeding Feigley.



Jack Lykes

Canvasmen elected were Martin Smith of Smith and Beidler Theatres; Mitch Woodbury, theatre editor of the Toledo Blade; Lou Bruno, manager of the Trianon ballroom; Whitey Gobrecht, booking agent; Robert Burge of Centennial Terrace, and Howard Strickler of the Auto-Lite Co. Lykes was named international canvasman, with Harris and Feigley named delegates, and Bush and Taylor alternates.

Ted Birnkrant Elected Cinema Lodge President

DETROIT — Ted Birnkrant has been elected president of Cinema lodge 1681 of B'nai B'rith, succeeding Arvid Kantor, manager of Arvid Display Service, who resigned because of the pressure of business.

Other new officers: First vice-president, Joseph Lee, 20th-Fox manager; treasurer, Leonard Soskin, Amsterdam Theatre; recording secretary, Irving Katcher, Russell & Willis Theatres; financial secretary, Marvin L. Lubin; chaplain, Harry Gilbert, concessioner; assistant chaplains, Benjamin Rosen, Confection Cabinet Co., and Oscar Gorelick, Carmen Theatre; warden, Harry Packer, and guardian, Theodore Levy, Warner Bros. salesman.

Trustees are Oscar Adelman, Cohen circuit; Irving Belinsky, circuit owner; Paul Broder, Realart Pictures; David E. Flayer, lawyer; Jack Zide, Allied Films manager; Benjamin Grant, Robert Kalish, Ruby Kapper and Morris Rosenthal.

W. Dan Bell Promoted

AKRON—Andal manufacturing division of Andrews-Alderfer Processing Co., makers of prefabricated door canopies, metal awnings and other building specialties, has promoted W. Dan Bell, former sales manager, to general manager and E. J. Kusel, former assistant sales manager, to sales manager. Frank W. Thompson moves from head of research and development to production manager.

Promote Richard C. Klein

AMBRIDGE, PA.—Richard C. Klein, manager of Warners' Prince for more than a year, has been promoted to manager of the Strand, Parkersburg, W. Va. John Gaus of Johnstown has succeeded Klein here.

Stagehands Picket Chakeres House During Springfield Roadshow Run

SPRINGFIELD, OHIO—Union stagehands picketed the Chakeres Fairbanks Theatre here during the recent stage show production, "The Best Is Yet to Come," claiming they were victims of an "automatic lockout." They reported nonunion spotlight men, electricians and helpers were being used in the show to discriminate against union stage workers.

Sponsors of the show denied the charges and termed union demands "too costly" and "unfair" to the producers. The demonstration by the local stage workers' union is the first since World War I days, when, one picket said, the union called a strike and later came to agreement on a three-year contract granting workers $18 weekly.

SHOWS ON AS SCHEDULED

Customers were not disappointed, however. Two scheduled stage performances were presented as announced. Chakeres officials later declared it was the "most successful" of the current series of stage shows at the Fairbanks. Members of the stagehands Local 34 marched in front of the theatre boxoffice before each of the two shows in protest of the "lockout."

One of the pickets said the union stagehands wanted to work, but would or could not work beside nonunion men. He said producers of the Moose-sponsored variety show discriminated against the union in hiring unorganized hands from Wilmington, Ohio. A rule of the IATSE reportedly holds a member liable to a $50 fine for working beside nonunionists.

A HYGIENIC ENTERPRISE

The Wilmington men are traveling members of the show in the employ of Hygienic Productions, owner of "The Best Is Yet to Come." Kroger Babb of Wilmington is head of the producing firm. The union stand brought counter charged from B. G. Gray, secretary of Springfield Lodge 536, Loyal Order of Moose, local sponsors of the show, who lease the theatre for the stage show presentations.

He said the union men were not being kept from their jobs and could go to work any time they wanted to. He called their demands "unfair," by saying the production requires services of four stagehands and the union "wants us to hire six." He said the show "can't afford to pay that many men." Bray quoted Producer Babb as saying he would pay expenses for his four men to join the union, but they declined the offer. Union men said the job could not be handled adequately by less than seven men.

Showman Tells Of Pride in Theatre

Columbus—Mrs. Lelia Stearn, general manager of the Southern, has spent a great deal of time, effort and money to make this local theatrical landmark one of the best of subsequent run houses. She took opportunity to tell newspaper readers how she feels about the house, her staff, patrons and community on the occasion of the inauguration of the new Main Street Merchants Ass'n, of which she is a member. Here is the ad:

We are proud of the excellent entertainment we offer.

We are proud of our beautifully decorated, modern theatre.

We are proud of the installation of all new equipment, comfortable new seats, excellent sound, perfect screen.

We are proud of our scrupulously clean house.

We are proud of our courteous and efficient staff.

We are proud of our community.

We are proud of our patrons.

Proudly tell your friends
and
Proudly bring your friends to
The Southern Theatre.

Detroit IATSE Local Takes 48 New Members

DETROIT—Membership of IATSE Local 199 was increased by 48 to 314 members, largest in the history of the local, with the recent first meeting of the augmented membership. This group included men who had served their apprenticeship in the local area and were obligated as full members.

Because of the large size of the new class, a special initiation service was held at the Detroit Labor Temple, with a banquet following. The new membership total is the highest in the history of the union, according to Roy Ruben, secretary.

Jerry Shinbach Moving To RKO Division Post

COLUMBUS—Local friends of Jerry Shinbach, former RKO city manager, are congratulating him on his appointment as RKO Theatres Midwest division manager with offices in Chicago. Shinbach, who has been with RKO Theatres for nearly seven years in Columbus, Cincinnati and Cleveland, succeeds Frank Smith, who retired December 1. Smith is continuing in an inactive capacity to handle labor relations.

Benefit Christmas Show

FAIRMONT, W. VA.—The Fairmont Times annual Christmas fund campaign again will be highlighted by a benefit show at Warners' Fairmont. A full two-hour home talent entertainment will be presented at midnight Saturday (18). Allen L. "Dutch" Haid, manager of WMMN, again will be master of ceremonies and director of the show. The Junior Chamber of Commerce is cooperating. This is the 38th annual appeal of the Times for the purchase of toys for unfortunate children.

$10,000 in Fire Damage To Ripley, Ky., Theatre

RIPLEY, KY.—A two-hour fire recently gutted the interior of the Ripley Theatre here causing from $5,000 to $10,000 damage. Flames licked through the main floor dropping 30 seats into the basement and damaging 350 other seats. Smoke, water and moisture condensation did additional damage, including damage to the sound equipment. The theatre is operated by H. T. Gooding and owned by Dr. W. L. Grist. It was Ripley's only theatre.

SPRINGFIELD

A **recent promotion** stunt at the Regent Theatre proved to be such a success that Warners headquarters sent the idea to all its theatres throughout the nation. The Chakeres theatre had written on prepaid postcards: "I have just seen 'June Bride' . . . It was really hilarious." The cards carried pictures of Bette Davis and Robert Montgomery and were left in the theatre lobby for patrons to mail to friends. Michael H. Chakeres, city manager for the Regent-State Corp., said more than 1,000 cards were mailed.

The Chakeres-Warners club recently met and elected the following officers: Harry Elliott, manager of the Ohio Theatre, president; Elvis Coder, Chakeres maintenance engineer, vice-president, and Mrs. June Grisso of the Majestic Theatre, secretary. A committee was named to organize a dinner-dance Christmas party for December 23. There will be a Santa to pass out gifts to all employes.

Registration will be held in the five local Chakeres theatres December 16-23 for a 1949 Mercury, which Quality Square merchants will give away on the Regent stage December 23. A free chance on the car is given with each $1 purchase from any of the 14 Quality Square merchants participating. Then, to be eligible to win, ticketholders must register once at any of the five Chakeres theatres or be present the night of the drawing.

Larry McCandless was appointed assistant manager of the Majestic Theatre, succeeding James Castile, who was transferred to the Ohio as assistant . . . Ira Tanner resigned as assistant manager of the Ohio . . .Chakeres-Warners theatres here have decorated their lobbies stressing special attractions for Christmas and New Year's eve . . . Woodrow Owens, manager of the Majestic, recently gave a special two-hour cartoon program at midnight Saturday.

Oliver Nicklas, manager of the State, has a tiein with radio station WWSO where he presents a half-hour morning organ program during which he plugs the current attraction at the State. He receives about 200 fan letters a day requesting certain songs. It is the only program of organ music on any of the local stations . . . Chakeres bank night reached an all-time high of 54,300. However, during the drawings, a winner got a check for $1,000.

George Kirby of Republic, Erving Sochin of U-I and Bill Onie of Monogram recently were here to see Michael H. Chakeres, city manager for the Regent-State Corp., concerning film deals . . . Dorothy Brown, daughter of Ray C. Brown, district manager of Warner Bros., returned from a vacation in Tucson, Ariz.

Cash prizes and a chance to win free tickets to the Regent Theatre are given readers of the Daily News and the Sun, the city's two newspapers, through a tiein with the Regent-State Corp. A reader, to win, must write a chuckle ad by combining several classified ads appearing in the newspapers. First prize is $5, second $3, and third, $2. The next ten winners get a set of free tickets to the theatre. A new contest starts each week.

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Manos Gives Stage Show

MONESSEN, PA.—The de luxe Manos, which was opened recently offering first run pictures, has presented its initial stage attraction, Blue Barron's orchestra. The Manos is fully equipped to handle large stage productions and other orchestras and stage shows will be booked as suitable and available, George Purcell, Manos circuit booker, states.

Erie Talent to Theatre

ERIE, PA.—Erie talent heard in a nationwide broadcast on the Original Amateur Hour program in New York City was selected for the appearance in the final home talent contests staged at the local Warner Theatre November 26.

'Musketeers' Bests All Keith's Marks

CINCINNATI—"The Three Musketeers" at Keith's held the crowds out all week, and topped any previous attraction that played in this house. It appeared set for a long run. Another outstanding grosser was "When My Baby Smiles at Me" at the Capitol, and this, too, undoubtedly will have an extended run. The stage show at the Albee made a nice showing. "Fighter Squadron" moved over to the Lyric, and "Miss Tatlock's Millions" remained at the Shubert for a third week in town.

(Average Is 100)

Albee—**Lulu Belle** (Col), plus stage show....160
Capitol—**When My Baby Smiles at Me** (20th-Fox)..180
Grand—**Hills of Home** (MGM).... 90
Keith's—**The Three Musketeers** (MGM)....250
Lyric—**Kiss the Blood Off My Hands** (U-I), 2nd d. t. wk.... 90
Palace—**Fighter Squadron** (WB)....120
Shubert—**Miss Tatlock's Millions** (Para), 2nd d. t. wk.... 110

Cleveland Business Up; 'Musketeers' 200

CLEVELAND—Business held up satisfactorily at local theatres despite department store reports that November sales this year were below those for the same month in 1947. In the first runs here, "The Three Musketeers" at the State doubled average to roll up a neat 200 per cent in its first week.

Allen—**The Boy With Green Hair** (RKO)....150
Esquire—**Angel on the Amazon** (Rep); **Lightnin' in the Forest** (Rep)....120
Hippodrome—**June Bride** (WB).... 80
Lower Mall—**Sin of Patricia** (Superfilm); **Angel** (Para), reissue....160
Ohio—**Hamlet** (U-I), 5th d. t. wk. of roadshow engagement....195
Palace—**When My Baby Smiles at Me** (20th-Fox)..130
State—**The Three Musketeers** (MGM)....200
Stillman—**Miss Tatlock's Millions** (Para), 2nd d. t. wk.... 105

Christmas Shopping Dents Detroit First Run Trade

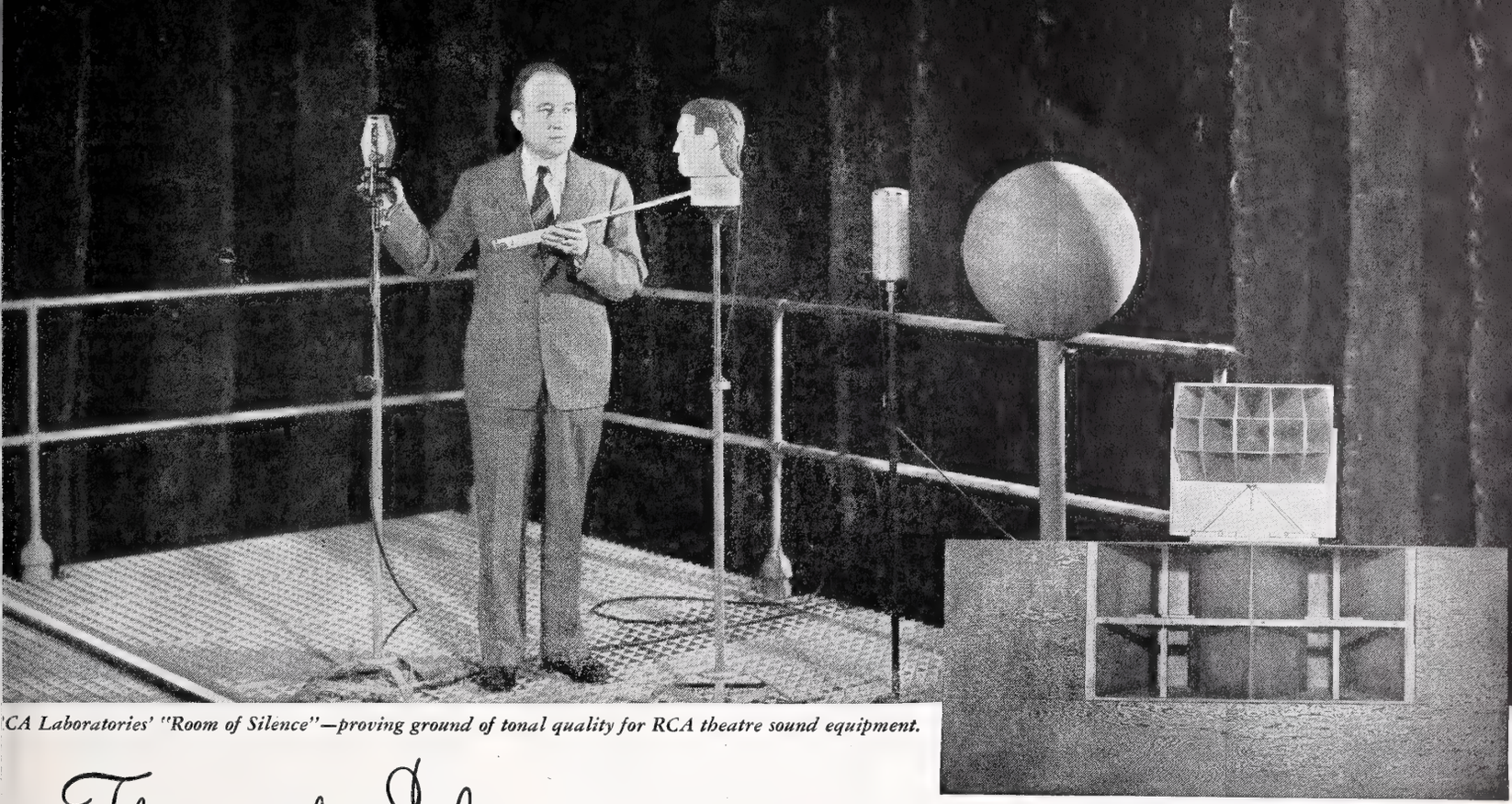
DETROIT—The general business level started to slip downward after a fair Thanksgiving business. Exhibitors declared that Christmas shopping was cutting more than usual into spending for amusements.

Adams—**A Song Is Born** (RKO), 4th wk....120
Cinema—**Hamlet** (U-I)....150
Downtown—**Station West** (RKO); **Inner Sanctum** (FC), 2nd wk.... 85
Fox—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox)....115
Michigan—**Johnny Belinda** (WB); **Adventures of Gallant Bess** (EL)....130
Madison—**Sealed Verdict** (Para); **Miraculous Journey** (FC), 2nd wk.... 85
Paradise—**Night Time in Nevada** (Rep), plus stage show.... 80
Palms-State—**Red River** (UA), 2nd wk....120
United Artists—**The Paradine Case** (SRO), 2nd wk.... 90

Four Holdovers, One Reissue Dual Sum Up Pittsburgh Bills

PITTSBURGH—The Golden triangle's theatres offered four holdover features, a reissue dual and two current weak pictures. Downtown streets were jammed with people, as were department stores. Parking, or lack of such facilities, continues to be a major problem of theatres and other downtown merchandisers. In the neighborhoods, grosses were on the skids.

Fulton—**For the Love of Mary** (U-I).... 50
Harris—**Road House** (20th-Fox), 2nd wk.... 90
Penn—**Julia Misbehaves** (MGM), 2nd wk....105
Ritz—**Hamlet** (U-I), roadshow prices, 3rd wk....210
Senator—**Men of Texas** (U-I); **Silver Queen** (UA), reissues....100
Stanley—**Let's Live a Little** (EL).... 70
Warner—**June Bride** (WB), 2nd d. t. wk....100



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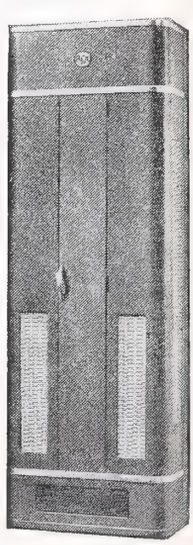
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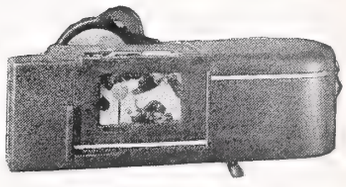
It is because of such RCA research and advanced scientific thinking that wise exhibitors around the world know: When you buy an RCA Theatre Sound System, you buy the best!

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DETROIT

Moe Teitel, owner of the Warfield, has entered Harper hospital for treatment of a respiratory infection. Mrs. Teitel is managing the house in his absence . . . Victor Retty of the Midway in Dearborn is putting in about full time running his Gulf Theatre in Venice, Fla. . . . Frank Stuart of the Midway is living at Lake Orion.

Herb Eschbach of the Detroit News theatre department returned from a quick vacation at St. Petersburg and Clearwater, Fla. . . . Jack Susami of the Rupert, president of the Double Pinochle club, accomplished the difficult 4-6—7-10 split last week, with the aid of his teammates.

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D. C. Hinds, Manley popcorn representative here, is dividing responsibility in the territory because of the growth of business and will handle company-operated concessions, while E. S. Hinmon will take over general theatre contacts . . . Jack Morgan, due home from the hospital, is convalescing but is not expected to have visitors for several more weeks . . . Margaret Trombley, Vivian and Patricia Peak, Irene Gronowski and Rose Mary Kelley are spearheading the MGM drive for dresses for underprivileged youngsters for Christmas.

Alfred Hamlin and Thomas Arnold of the Colonial at Essexville are booking independently now . . . The new theatre is reported readying for opening at DeWitt, near Lansing . . . Jenny Wojitowicz, formerly of Film drug store, is seriously ill with leukemia at Harper hospital . . . Eddie Loye of RKO finally hit his first 200 stride during the current bowling year . . . New Oglesby has put new Heywood-Wakefield chairs in John Vlachos' new Flatroc at Flat Rock.

Robert Juckett, son of George Juckett of the Crystal, is now in the Imperial booth, after breaking into the business as a manager for the Broder circuit at the Rainbo and elsewhere . . . Frank Scheuer is celebrating his first anniversary at the Lincoln . . . Frank Scheuer jr. is doubling as assistant manager at the Art and taking a journalism course at the University of Detroit . . . Louis B. Goodman, manager of the Lincoln, has found that his customers like a balanced stage show and has dropped the radio show tieup to give them a wider variety of acts.

Harry Balk, new proprietor, is undertaking a policy of gradual remodeling at the Chic. Balk took over personal management of the house with the departure of Saul Saxon, former manager, from the organization . . . Henry Kaufman, former operator at the Belle, left to go into the optometry business at Bay City . . . Noel W. Sanders, formerly of the New Home, has taken his post . . . Big John Wood, manager of the Belle, just got the booth nicely painted.

Morton H. Hueston and Mark P. Kelly are reviving the National Sound Engineering firm in Ferndale . . . Charles Perry of the Adams and Downtown started in the business along with M. F. Gowthorpe, new Butterfield head . . . Mrs. Claude Sheridan, wife of the Norwood manager, was in Harper hospital convalescing after an operation . . . Ed Knapp of the Downtown Telenews treks out to the Norwood to relieve two days a week . . . W. J. "Pop" Stolz visited with friends on the Park Avenue front.

P. A. Timson has moved the Parquet Floor Co. to a new location across the street on Livernois avenue . . . H. J. Vincent of Cinder Block, Inc., is looking forward to a marked revival of theatre construction in the spring . . . Wallace E. Cross is completing two years of college work in addition to running the Cross Machine shop, established by his father.

Harry Carson is pulling out all stops to promote that great Nightingale-Theatrical Post party December 20 . . . Albert Rashid of the Near Eastern Film Co. is looking for a new location for his company, which acts as national distributor for Arabic and similar language films . . . Architect Frank Wright is working on plans for a new 450-seat theatre for Marine City . . . C. E. Runkle, former U-I salesman, has sold out his finance company to Frank Graham and entered the industrial financing field . . . Wilson Elliott, formerly of the Royal, soon may be the newest Detroit exhibitor.

Sam Brown has sold the Belmont in Highland Park to the Krim brothers . . . Brown has been to Rochester, Minn., for a checkup . . . Robert L. Rogers of the Alvin, a son of the late Chester Rogers of the Columbia, will be married January 1 . . . Joseph Donohue is now the active dean of Detroit seating men . . . Art Webb, onetime on the exploitation staff at UDT, is the active manager of the Redford now.

Carl Ransdell and Walter Jones like the new second run policy at the Redford . . . Harry Savoy, well-known here in the live end of show business, is new manager of the Alvin for Jacobson Bros. . . . Edward Wellday of the Fordson in Dearborn is proud of his new Super-Simplex projectors and Blue Star sound with some special touches by Gustave M. Studebaker.

Clair Towsend, Eagle Lion manager who likes to bring new blood into the business, is back from a trip to New York City and will start Seymour Berman off as new booker . . . Dennis Lenahan has been upped to city salesman . . . Irwin Gold has been upped to office manager . . . Sol Krim, circuit owner, is incorporating the S. K. Enterprises, with a capitalization of $25,000.

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CINCINNATI

G. C. "Spotsy" Porter of Beckley, W. Va., drove into town last week on one of the coldest days so far this season. Other visitors included Mr. and Mrs. R. A. Emrick of the By Jo Theatre, Germantown . . . Mrs. R. W. Sacker of Lawrencebrg, Ind., whose husband operates the Liberty Theatre, was in the Good Samaritan hospital for an operation . . . C. Arnold Skelly of the Ohio Theatre in Xenia, spent a few days here. Skelly had not been enjoying the best of health, but his doctors have found the cause of his ailment, and he expects to be in his usual tiptop shape shortly.

Mr. and Mrs. L. A. Martin, who operate the Palace in Glouster and the Circle in Circleville, spent several days on Filmrow . . . Bob Anthony of the Gem, St. Paris, Ohio, made the rounds with his successor at the theatre, F. A. Throckmorton . . . Theodore Crist, who sold his theatre in Spencerville, Ohio, has re-entered exhibition by acquiring the Elder in Jackson Center.

John Tabit assumed operation of the Village Theatre, Charleston, W. Va., December 1, following purchase from Paul D. Hollen jr. . . . Several Warner Pittsburgh men were here a few days last week: Harry Feinstein, Sid Jacobs and Sam Speranza. Speranza took over booking in the Cincinnati territory from Saul Bragin. The latter now is handling booking for the Pittsburgh territory houses.

William H. Ramsey, district manager for Manley, Inc., who opened offices here last August, plans to move into the new quarters shortly. The office and warehouse at 1712 Logan St. are now undergoing redecorating. Ramsey came here from Memphis.

Delegates on Side Trips After Allied Conclave

PITTSBURGH—Most of the local delegation to the Allied convention in New Orleans, have returned, but the Elmer Hasleys of East Pittsburgh remained in Louisiana for a vacation and the Bart Dattolas and daughter Laura, New Kensington, headed for a vacation in Mexico.

Norman Chussitt and his sister, McKees Rocks, stopped in Chicago en route home as did Milton Antonoplos, Turtle Creek.

The J. G. Carruthers of Grove City, who drove to New Orleans, will return after visiting Glenn's brother H. M. "Bud" Carruthers in Florida.

The Jerry Castellis of Library, were a day late in arriving at the convention as their plane, piloted by Jerry, was grounded at Columbus, Miss.

Surprise conventioneers were Mr. and Mrs. Steve M. Rodnenok, Oakmont exhibitors who reside in St. Petersburg, Fla.

David Brown to SG

PITTSBURGH—David Brown, for the last 13 years affiliated with United Artists here, has joined Screen Guild as a salesman, succeeding Jimmy Sippey who was transferred to the southwest. Byron "Bus" Keyhan, formerly with Columbia here, now is employed as Screen Guild salesman in the Pittsburgh and Philadelphia areas.

Stephen Foster Songs Are Featured In Bardstown Melody Decorations

BARDSTOWN, KY.—The grand opening of the new Melody Theatre here was held Friday (3) at 7 p. m. Construction of the showhouse on North Third street in the main business district was started in May by C. D. Arnold and Pope Sisco, who also own the Arco Theatre. J. M. Ingram, theatre architect, drew plans and Ray Parrish was general contractor.

The Melody is located next door to the Arco, and a central heating and air conditioning plant serves both buildings.

C. K. "Buddy" Arnold, who is a member of the board of directors of the Kentucky Ass'n of Theatre Owners, and who has spent considerable time in the planning and construction, is general manager of the two theatres, which will be primarily first run houses. Booking will be done by Affiliated Theatres, Inc., Indianapolis.

The building is fireproof. Terrazzo floors extend from the sidewalk to the auditorium and stairways are of the same material. A women's lounge and rest rooms are on the second floor. The concession bar is located under the arch formed by the stairways, while under another arch in the foyer are located the drinking fountain and telephone.

Hand-wrought iron railings, designed from part of the musical score of Stephen Foster's "My Old Kentucky Home," lead up the stairs. Other musical designs are found throughout the building, the musical theme being in keeping with the name "Melody." The structure features indirect lighting and no less than 1,000 feet of neon tubing is used in the borders, coves and behind glass tile blocks.

The auditorium is approximately 40x110 feet, with a bowl-shaped floor. The walls and ceiling are finished in contrasting shades of blue, with the proscenium finished in magenta. The more than 500 chairs are Ideal slide back and are finished in tan with peacock blue upholstery, which blends nicely with the heavily carpeted aisles and standee.

The spacious lobby is decorated with a combination of cream and brown colored tile, Plexiglas and glass blocks with stainless steel trimming.

On opening night the front of the building was not complete. When finished it will be of gray tile, set off with 40x60 stainless steel display cases. The marquee is of a single-face type in blue porcelain and with neon and aluminum decorations, complete with a three-line attraction board in front of opal glass.

The fireproof projection booth is constructed of steel and concrete.

The opening attraction was "Adventures of Gallant Bess," with a short subject, "Let's Sing a Stephen Foster Song." Both theatres will operate on the same change schedule, three weekly.

Mr. and Mrs. B. B. Sisco, in theatre work 25 years, are managers of the Melody, James Winninger is chief projectionist, concessions are handled by B. D. Arnold and Bud Parrott and James Keeling are ushers. Falls City Equipment Co. of Louisville furnished equipment and furnishings. Admission prices are the same at both theatres, 40 and 15 cents.

W. E. Carrell of Falls City Equipment made a brief talk from the stage in praise of the owners.

Carrell then introduced Gus Datillo of Louisville, formerly of Bardstown, explaining that Datillo owned and operated the first motion picture theatre in the town approximately 40 years ago.

Also introduced to the audience were Earl Herndon, president of Affiliated Theatres of Indianapolis; Oscar Hopper, owner of the Arista, Lebanon, Ky., and E. L. Ornstein, president of Ornstein Theatres, Marengo, Ind.

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PITTSBURGH

A P. Way, 52-year showman, will depart soon for St. Petersburg, where he will spend the winter. His son Marlin will look after the DuBois theatres with the assistance of Aloyse Simmons. Two years ago this month Way celebrated his golden anniversary in theatre business with a party attended by many friends in the industry . . . Jim Lindsay, formerly of the Harris organization publicity department, has resigned as recreation director of the Allegheny county parks . . . Eddie Wappler, Nixon manager, has been vacationing in Chicago.

Charles and Dale Warner, outdoor theatre owners of Clarksburg, W. Va., brought their son Chuckie here to attend the final performance of "Ice-Capades of 1949" at the Gardens. The Harris "Ice Aces," including Donna Atwood, Bobby Specht, Alan Konrad, Eric Waite, Charles Slagle and Jackson and Lynam, are featured in the Pete Smith MGM short of that title . . . Buster Crabbe's new Aqua Parade will return to the Gardens here next summer.

"The Three Musketeers" is breaking records in this territory and Gene Kelly is the talk of the industry . . . John Golder, a Jam Handy representative, was a visitor . . . A daughter was born in Magee hospital to the Jerry Veldenzers. Papa formerly was in the theatre supply business here with Abe and Sam Steinberg . . . Bobby Coyle jr., son of the Charleroi exhibitors and a student at the University of Miami, will fly home for the holidays . . . Leo Isaacs was hospitalized . . . Local Allied convention committee held a luncheon-meeting at Villa Catalano.

Minnie Steinberg, film industry veteran, was guest of honor at a luncheon of the Ladies Theatrical club in the William Penn hotel. Mrs. M. N. Shapiro was inducted as club president. Mrs. Steinberg, widow of Mannie, is resigning duties at Hymie Wheeler's Film Classics office and with her three children will depart for Los Angeles where they will make their home . . . John H. Harris, James G. Balmer, John T. McGreevey and Harry Harris were in Dallas for the Bob O'Donnell testimonial.

Independent film exchanges have granted wage increases to B-11 employes union members . . . Bob Parme, assistant to Frank "Bud" Thomas, Republic shipper, will enter the navy and Bob Kimbel, night shipper, will step into the daytime job . . . Pitcairn theatre owners and bowling and billiard proprietors have accepted the extension of the "trial balloon" amusement tax without comment. The borough tax, instituted early this fall, places a 3-cent levy on adult theatre tickets, 2 cents on children's tickets, 2 cents a line for a one-year period, and is expected to net billiard game. The tax has been extended for a one-year period, and is expected to net $5,000, one-sixth of the borough's total revenue.

Fred, son of the Harry Rachieles, local exhibitors, now is the senior doctor in surgery at the veterans hospital at Ft. Logan in Denver. Another son Leo, University of Denver student, and his bride will spend the holidays in New York and Pittsburgh . . . Dick Jessen, WMCK star, is doubling as emcee for the giveaway program on the stage of the Liberty, McKeesport.

Two midnight stage spook shows are working in this area: Dr. Neff's Madhouse of Mystery was at the State in Uniontown the same night that Count Maurice's Spooks-A-Poppin' with Frankenstein's Monster was at the State in Washington. Other recent stage attractions included Horace Heidt's New Stars on Parade at the Latonia in Oil City, the Butler in Butler, and the Majestic in Johnstown; Claude Thornhill's orchestra at the Capitol in Wheeling, and Blue Barron's orchestra at the Columbia in Sharon and the new Manos in Monessen.

Louis Kaufman of the Metropolitan in the Bloomfield district is mourning the death of a brother, Nat . . . R. Keith Chambers, Parsons, W. Va., exhibitor, is home after being hospitalized for a second operation this year . . . Andy Battiston is driving around in a new Chrysler sedan . . . Wallace McKitten, who has assumed ownership and management of the Valley, Brackenridge, recently was an auto distributor in Butler. Prior to that, he was an owner and operator of roller skating rinks in this area.

Joseph Cevario, who sold the Brackenridge house, hopes to return to exhibition in the district at an early date. The Valley now is being represented for licensing and booking by the Hanna Theatre Service.

Dan Myers has quit Eagle Lion and returned to Philadelphia, leaving an opening here as West Virginia area salesman . . . Annual Christmas party for kiddies at the Variety Club will be held Sunday afternoon, December 19. Those attending will bring present for kiddies at St. Roselia's . . . A. Harry Passarell and Leo Wayne were in Philadelphia for Paramount regional office procedure meetings . . . A few drive-ins remained open, including the Starlite, Uniontown; Hy-Way 51, Beaver Falls; Belpre, Parkersburg, and the drive-in, Wheeling.

F. D. Moore jr., son of the local RCA products distributor and new partner of Sam Fineberg, who is associated with Irving Freed's Tristate Automatic Candy Co. at Huntington, W. Va., will spend the holidays here . . . The Nat Riesbergs were hosts at the Variety Club family night party December 10.

Troy W. Swecker, postmaster and proprietor of the Tygart, Valley Head, W. Va., enjoyed a good hunting season. Other exhibitor-hunters included Bob Wilson, Rowlesburg; Jimmy Nash, West View, and son Jim jr., Rockwood; John Oglietti, Leechburg, and Frank Panoplos, Clairton.

Garland West, Buckhannan, W. Va., exhibitor, has broken ground there for his new drive-in which will open early next season . . . The new Pictureland, Mill Creek, W. Va., will open December 20. The new building has five apartments on the third floor, three apartments on the second floor and the street floor theatre auditorium with a capacity of 600. Ralph Parrack, owner of the new theatre, will remodel the Community at Valley Head. Parrack also operates a portable equipment circuit covering the Junior, Junior; Pickens, Pickens; Mabie, Mabie, and the Pioneer, Whitmer.

Rex and Ann Kantner are on their way to California in a new trailer. Rex is a Turlt Creek projectionist and his wife is manager of the New Pittsburgh Drive-In on Route 22 . . . Irving Lesser of Commander Pictures was a Filmrow visitor.

Four hundred orphans were guests of George Otte at the Liberty, Wheeling, after a Christmas dinner was served to them November 26 at the Carroll Knights of Columbus hall . . . Pearl, Youngwood, staged a cartoon carnival at midnight November 24, repeating the program Thanksgiving morning and afternoon . . . The Altoona city council plans a 1 per cent income tax next year . . . VFW at Elm Grove, W. Va., will sponsor a free Christmas show at the Princess.

The Butler city council December 28 will enact an excise tax of two mills on gross receipts, effective 30 days after passage . . . Paramount salesmen are awaiting new company Ford sedans . . . The first television broadcast from a Pittsburgh station went on the air last Saturday night, a Du Mont test pattern.

Booth MacCracken, 42, the 20th-Fox executive, who died Friday night last week in Rome after suffering a stroke while serving as business manager for the unit producing "Prince of Foxes" in Italy, was a former Pittsburgher . . . WRYO to serve the Beaver Valley with studios in Ambridge, Rochester and Aliquippa, was ready to go on the air this week . . . Robert S. Coyle, Charleroi exhibitor, visiting on Filmrow recently, confirmed that Mrs. Coyle had won her third straight woman's golf title at the Nemacolin Country club.

"Allegro" is the Nixon's attraction for the week of December 13 and "The Desert Song" comes here for Christmas week, opening December 20 . . . Pittsburgh Plate Glass Co. has cracked wide open the big bottleneck in making television picture tubes. These tubes, which change electronic impulses into thousands of dancing light dots, can be mass-produced under the new technique. This new method which lowers costs for sets was announced just eight days after WDTV, Pittsburgh's initial television station, put its test pattern on the air for the first time here.

The new Lund at Carmichaels is under roof and the project, supervised by John Lund, veteran exhibitor, is progressing satisfactorily . . . Bob Hope's January 25 net-

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work show will be broadcast from Pittsburgh . . . Brookville has a new and rigid 10 p. m. curfew requiring all persons under 17 to be off the street by that hour. Clarion has banned teen-agers on the streets after 11 p. m.

Steel arrived recently for the new theatre under construction at St. Marys, W. Va., for Alex Illar . . . Lieut. Gordon Kearsey, former assistant manager at the Fulton, has been listed as lost in a navy bomber between Seattle and Alaska . . . Joe Mulone plans a grand opening for the new Cheswick at Cheswick December 27. The theatre has been under construction for several years and Mulone has done much of the work himself. It is a neat and modern theatre, seating 750.

Tom Bello, manager of Blatt's Capitol and Liberty at Nanty-Glo, with the cooperation of service organizations, is staging four free Christmas shows for the kiddies . . . Alex Mussano, who acquired the Roxy, Natrona, recently from Tony Latella, has appointed Hanna Theatre Service as booker-buyer.

Gene Basle, who closed the Route 19 Drive-In, Washington, Pa., December 1, states that the ozoner will be modernized and capacity will be increased to handle 1,000 cars next season . . . Circle, New Kensington, staged a great kiddy matinee last Saturday with "Triple Threat," "Strawberry Roan" and cartoons. Prizes included footballs and Gene Autry guns . . . Herb Walton, Warner artist, and family will occupy their new home in Allison Park before Christmas.

Republic and Allied Tie In Film Bowling League

DETROIT—Republic and Allied were tied for first place in the Film Bowling league with Monogram running a close second. Team standings are:

	Won	Lost
Republic	27	21
Allied	27	21
Monogram	26	22
Theatrical	25	23
Scharun's	23	25
Cooperative	22	26
UA	21	27
RKO	21	27

High 3 team—Republic 2,542, Monogram 2,535 and UA 2,532; High 1 team—RKO 974, Republic 901 and Theatrical 883; High 1 individual—C. Sheran 265, E. England 245 and W. Goryl 244; High 3 individual—C. Sheran 635, E. England 626 and R. Forman 620; "200 Club"—H. Trombley 217, A. Koski 214, R. Forman 213, E. Beck 205 and E. England 203.

Doorman Dies in Dressing Room

ERIE, PA.—Charles G. Wolf, doorman at Shea's, was found dead in the theatre dressing room before noon Wednesday last week. He was changing from his street clothes to the theatre uniform when he was stricken with a heart attack. J. V. Minton, Shea's manager, said that Wolf had been employed by the theatre for three years.

Stork on List

BADEN, PA.—The Martin Rothensteins of the new Baden are to be visited by the stork.

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LOUISVILLE

James Howe, owner and manager of the Richland in Carrolton, visited the Row en route to New Orleans and the annual convention of national Allied . . . Willis Hopewell, chief engineer for the Switow Amusement Co. here, was back on the job after an extensive Florida vacation . . . Reportedly headed for the sunny southland was Ford Tracey, manager of the local Ohio, on his annual vacation.

Deviating from a more recent film policy, only the first run National managed by Jimmie Robertson brought in John Lair's original "Renfro Valley Folks" for stage show appearances for five days with both matinee and night performances. Completing the program was the film version of the "Hollywood Barn Dance."

To help exploit "The Return of October," Loew's State here had numbered cards placed in a nearby drugstore and made available to customers. In the lobby of the theatre an easel card was displayed which also contained various numbers. The persons receiving the cards in the drug store could compare them with the numbers listed at the theatre for free tickets to the program, providing of course the number of the card they received matched a number on the theatre card. The stunt drew quite a bit of attention.

Mrs. Irene Marshall of the Columbian in Columbia, Ky., a visitor, said her daughter-in-law had been released from a hospital here and has returned to her home in Columbia to recuperate from a recent illness . . . Here for some Christmas shopping and a visit to the Row were Mr. and Mrs. A. N. Miles of Eminence.

Local film critics Boyd Martin of the Courier Journal and A. A. Daugherty of the Times selected their "ten best" pictures of the year. Martin voted for "Johnny Belinda," "The Search," "A Foreign Affair," "The Paradine Case," "Sitting Pretty," "Rope," "A Double Life," "Easter Parade," "The Bishop's Wife" and "Treasure of Sierra Madre," while Daugherty listed "A Double Life, "I Remember Mama," "Melody Time," "Johnny Belinda," "Naked City," "The Street With No Name," "The Voice of the Turtle," "Sitting Pretty," "Treasure of Sierra Madre" and "The Return of October."

Lon Chaney jr. and Jean Parker of stage and screen fame are scheduled to head the cast of the stage comedy "Born Yesterday" in a two-day engagement at the Memorial auditorium here December 17, 18 . . . W. H. Hahn and J. F. Burnette's Gypsy Drive-In, Bardstown, has been closed for the season. Since the Gypsy was under construction the greater part of the season past it had a comparatively short running time. However, at closing the theatre was complete and the owners are planning the earliest opening possible for next season.

The Skyway Drive-In here closed November 29 through December 2 but was reopened Friday, Saturday and Sunday, December 3-5 . . . Ethel Waters appeared here with Fletcher Henderson in "Cavalcade of Hits" at the Memorial Auditorium . . . In a tiein with the Besten & Langen Beauty salon, Loew's Theatre inserted in the salon newspaper ad a photograph of Lana Turner, starring in "The Three Musketeers" now at Loew's . . . Jesse Fine of the executive staff of Premier Theatres, Evansville, Ind., visited the Bard, only Premier theatre in the Louisville area and managed by Richard Mullen.

Among the Louisville first runs, holdovers and reissues were very much in evidence with little new product offered. "June Bride" continued its run at the Mary Anderson, going into its second week, as did "The Three Musketeers" at Loew's. Following a week at the Rialto, "When My Baby Smiles at Me" was moved to the Brown for a further run. In with reissues was the Scoop with "God's Country and the Woman" and "Swiss Miss." The Rialto came through with a single bill, "Good Sam," while the Strand doubled "Belle Starr's Daughter" and "Escape."

A motion picture film library is being shaped up by the Jefferson county school board for teaching purposes in the county schools. A substantial budget has been provided for films and equipment, which will be maintained at a central location and made available to teachers upon request . . . During the remodeling of the front of the Strand here business has been going on as usual. The old marquee and the complete theatre front have been removed with a complete new front and marquee being installed. Work seems to be progressing as per plan and the remodeling should be complete soon.

Former Keith Bookkeeper Dies

TOLEDO—Vida Bowman, 50, who served as bookkeeper for the old B. F. Keith Theatre in Toledo more than 20 years ago, died December 3.

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Peter M. Wellman Opens Belmont in Youngstown

YOUNGSTOWN, OHIO—The new 1,200-seat Belmont Theatre was opened by Peter M. Wellman on Belmont avenue at Alameda Friday (3), the first showhouse in the north side. The Belmont, the tenth in the Wellman circuit, is situated in the middle of a four-acre area accommodating 800 cars, and features a pond with a fountain spouting water about 40 feet in front of the entrance as colored lights play on the streams.

The opening double-page ad heralded the Belmont as Peter Wellman's "dream theatre" and the opening film, naturally enough, was "Mr. Blandings Builds His Dream House."

The contractor was David D. Davis, Youngstown, with Michael J. DeAngelis, Rochester, N. Y., as designer and architect. Interior decorations were by Novelty Scenic Studios, Inc., New York; sign and marquee by Bellow's Sign Co., Akron; carpeting from Ohio Theatre Supply, Cleveland; RCA sound equipment and Brenkert projection machines, Oliver Theatre Supply, Cleveland; seats from National Theatre Supply, Cleveland, agents of American Seating Co.; air conditioning by Davis Refrigeration Co., Buffalo, and wall coverings and Flexwood by DeWees & Roper Flooring Co., Cleveland.

CRY ROOM SEATS 35

Main novelty of the theatre is the cry room for children, located directly above the lobby entrance, seating 35.

Six glass doors lead into a circular terrazzo-floored lobby featuring a floral-covered mural on the front wall. The lobby continues directly to the right after passing through another set of glass doors. This section of the lobby has a popcorn and candy counter, recessed in the far wall. The lobby is paneled in Flexwood and carpeted in rose-hued Wilton.

The main section of the theatre opens out to the left of the lobby. Sidewall coverings are of a silver and rose-figured damask.

Centered on the two sidewalls are five panels covered with a blue satin that is pleated in heavy folds. Indirect lights send out a dull glow from the leading edges of the ten panels. The lavender-hued ceiling has recessed coves housing indirect lights. Silver-covered heating and air conditioning air diffusers are mounted in the ceiling coves, as are house lights with focused beams.

STEEL-BACKED SEATS

The three-sectioned seating section has steel-backed seats upholstered in mohair and leather that accent the rose theme. A glar-proof screen has been installed, and the latest in RCA sound systems is recessed in the stage wall behind the screen.

The ladies' powder room is paneled in rounded mirrors framed with rose damask. Green and black tiling is used in the men's restroom.

Upstairs, next to the cry room is the projection booth, where Charles Hamm and William Walsh will man the two Brenkert machines. A dummy elevator in the booth's store room permits the transporting of films with maximum of ease. A rest room for the projectionists leads off to the left of the booth.

Massive heating and air conditioning equipment is housed in a large room to the left of the booth. The gas furnaces have two large blowers. The filtering equipment is constructed to permit the instant transfer from heating to cooled air. The Gas-Vac heating units were installed by J. H. Baum of Youngstown. The eight automatically controlled furnaces will produce 1,500,000 BTU. The air conditioning system with its modern filters was installed by Davis Refrigeration Co., Buffalo.

Other features of the house include radiant heating under all the sidewalks to keep the walks clear of ice, sleet or snow; a drive in front of the marquee to permit patrons to bring their cars directly alongside the entrance during inclement weather, a free checking service and a matron on duty in the women's rest room.

The sign of porcelain and stainless steel has 2,500 lights and neon tubes atop the front marquee.

TOLEDO

Jack Lykes, manager of the Colony and recently re-elected chief barker of Tent 30, Toledo Variety Club, soon will announce plans for the annual installation of officers . . . The East Auditorium Theatre scheduled a second series of foreign films, with "Murderers Among Us" and "Rackocy Marsch," both German-made, on December 7; the Italian "Barber of Seville" on December 8, and the Greek film, "Melody of the Heart" on December 8. None of the films had been shown in Toledo previously.

Mrs. Jack O'Connell of the Loop Theatre and George Yakobian, public relations man, celebrated their birthdays at a joint party given by their respective mates . . . "Holiday on Ice," which played to 13 shows recently in the mammoth sports arena here, grossed $140,000, to top its former record a year ago by $15,000. Several of the shows were sell-outs, reported Virgil Gladieux, operator of the Arena.

Vaughn Monroe and his orchestra played a one-night stand in the Sports Arena December 5 . . . Mrs. Flora Ward Hineline sponsored the Charles A. Wagner Co.'s operatic offering of "Romeo and Juliet" in the Paramount recently . . . Marvin Harris, manager of the Paramount, is working to bring Ed Wynn and his "Laugh Carnival" here in the late winter . . . There was no water at the Paramount for two hours recently.

Samuel J. Keyes Dies

EASTON, PA.—Samuel J. Keyes, 74, who opened the first motion picture theatre here, died recently. Keyes formerly owned the Central hotel, now the Hotel Lafayette.

Theatres Aid Celebration

ALTOONA, PA.—Local theatres will cooperate fully in Altoona's centennial celebration in 1949.

Mrs. Robert Gale Pilots Akron Peoples Theatre

AKRON, OHIO—Mrs. Robert Gale has taken over management of the Peoples Theatre here, purchased by her and her husband about six weeks ago. The house has been closed for extensive redecorating and remodeling, and reopened Saturday (4). The house will offer Saturday matinees with special programs for children.

Mrs. Gale has had no previous experience in the theatre business. She has two children, both married. Her husband is a sheet metal worker with the Twin Coach Co., Kent.

Women are not strangers to Akron theatre operations, however. Mrs. Helen Smith of the Majestic recently was elected president of the Akron Theatre Owners and Managers Ass'n. Mrs. Edna Goins manages the Vogue and Mrs. Frank Reinecke the Paramount here.

"Johnny Belinda" was held over for a fifth week at the Strand, and did nearly as well during the fourth week as it did the first week, according to Millard Ochs, manager.

The Liberty, Akron, presented an Italian film, "Two Anonymous Letters," December 1, 2.

Ad Film Promoter Fined

SHARON, PA.—Joseph G. Kelley, 50, was fined $100 and costs on each charge of failure to pay wages to R. L. McCormack and Ernest Reagle, both of Sharon, employed by Kelley to photograph local scenes and stores for an advertising film which was to be exhibited in local theatres. Kelley was remanded to jail sentence until payment. Police said that Kelley had accepted payments from several local merchants. Kelley and another man are wanted by Aliquippa police, local police stated.

COLUMBUS

Motion pictures are bracketed with radio program and comic books by the Ohio Congress of Parents and Teachers in an investigation of "objectionable" films, airshows and printed matter to be conducted by a committee of five headed by R. Y. Davis, Mansfield, the organization's radio chairman. The first meeting will be held January 7 in Akron. Appointment of the committee is part of a nationwide drive begun recently by the National Congress of Parents and Teachers to "clean up" objectionable entertainment for children.

John Wylie Powers, veteran local musician and a member in the past of pit orchestras at the Hartman, Southern and old B. F. Keith houses, was found dead in the clubhouse at Twin Rivers golf course. He was the caretaker and lived at the clubhouse. Powers directed the band at Olentangy Park in the early years of the century when the park was owned by the late J. W. and W. J. Dusenbury. He was a trumpet player. He was a native of Painesville, Ohio, and came to Columbus when he was 21. He was about 70 at the time of his death. Two sons and a daughter survive.

The Loew theatres, Ohio and Broad, have moved to Friday openings for the holiday season.

New Hy-Way Battles For 14-Day Clearance

NEW HAVEN—Seeking establishment of a clearance of 14 days after first run Bridgeport for the 1,000-seat Hy-Way Theatre, now under construction at Stratford, the Elmwood Theatre Corp. of New Britain and Susan Frouge Properties, Inc., Bridgeport, filed suit in district court here against Loew's, Inc., the Marcus Loew Booking Agency, Inc., Warners Circuit Management Corp., and nine major film companies and their distributors.

Susan Frouge Properties stated in the complaint that it is building the Hy-Way at an estimated cost of more than $225,000 and had leased the 1,000-seater to Elmwood Theatre Corp. for 21 years starting Christmas day 1948. The Elmwood firm, the complaint added, would install equipment at its own expense, amounting to some $70,000.

RKO PRODUCT SPLIT

The complaint further charges that Loew's, 20th Century-Fox, Columbia, U-I and United Artists and one-half the RKO product has been exhibited only at the Loew's Poli Palace, Majestic, Globe and Lyric as first run in Bridgeport, while the Warner, Paramount and one-half the RKO product has been shown only at the Warner circuit's Warner and Merritt theatres.

The complaint charges that Warner and Loew's have been able "with the connivance, consent, agreement and cooperation of all the defendants to effect for themselves a monopolistic control of first run picture exhibition in the area; to obtain unreasonable clearance over subsequent run theatres to the great detriment and damage of independent exhibitors."

Each distributor, it is alleged, has been asked to negotiate film license agreements for the Hy-Way with a clearance provision of 14 days after first run in Bridgeport.

OFFER 30 DAYS

Each has refused to "negotiate license agreements for the exhibition of pictures at the Hy-Way on the requested run on any terms whatsoever and has offered to negotiate film license contracts only on an availability of 30 days after first run.

The plaintiffs seek a preliminary injunction restraining any of the defendants from entering into any license agreements with each other or with the others during the action. They also seek judgment for costs, including counsel fee, against each defendant.

Peter Perakos of the Palace, New Britain, is president of the Elmwood Theatre Corp.

Airers Aid Safety Drive

HARTFORD—State Police Commissioner Edward J. Hickey reports that drive-ins have been aiding the police department's pedestrian protection campaign through the use of film trailers. Also aiding the drive are special radio programs by police officers. Safety films will shortly be booked into all county theatres, he said.

Newsreel Pioneer Dies

HARTFORD—Edwin H. Washburn, 75, newsreel pioneer in New England, died at Lewiston, Me. He once toured the country with various troupes under the stage name of Richard D. Carville.

To Propose Morals Group In New London, Conn.

NEW LONDON, CONN.—City Councilor James A. May has announced he will propose the appointment of a commission to advise on curbing "the spread of immorality through such media as comic books and motion pictures." He said he thought the commission should be composed of clergymen and representatives of the schools and the city's youth selected by the mayor, with the duty of recommending measures to protect local youngsters from the "evil influence not only of comic books and motion pictures, but of all suggestive publications and forms of entertainment."

Holyoke Xmas Kiddy Party Dec. 18 in Three Theatres

HOLYOKE, MASS.—At least two local theatres, the Victory and the Strand, will be utilized for a mammoth Christmas party for more than 2,600 Holyoke children December 18, according to a committee composed of recreation and civic leaders. The theatre party, which will take the place of entertainments presented in former years by commercial enterprises, may find it necessary to employ still a third theatre.

Louis A. Schaefer, manager of the Victory and Strand, advised the committee the houses and films would be offered free of charge.

Warners Defeats Loews 8-0 in Football Game

HARTFORD—A football team, captained by Jim Cotia and consisting of Warner Regal and Strand service staffs, won the second of two games with the Poli and Palace teams, captained by Norman Levinson. The score was 8 to 0. Bill Ryan, Regal usher, made the only touchdown.

H. W. Sweeney Resigns

SPRINGFIELD—Hollis W. Sweeney, assistant manager at the Poli, has resigned to go into the retail meat business at Westfield.

New Haven Variety Elects Lou Brown

NEW HAVEN—Lou Brown, Loew-Poli publicity chief, was elected chief barker of Variety Tent 31 at the annual election held in Variety's newly furnished clubrooms here. George H. Wilkinson jr. of the Wilkinson Theatre, Wallingford, was elected first assistant chief barker; Ben Simon, manager of 20th-Fox, New Haven, second assistant. The property master for the coming year will be Hugh Maguire, office manager for RKO, and dough guy is Harry Rosenblatt, manager for MGM here.



Lou Brown

Elected to the board of directors were Herman M. Levy, TOA counsel; Harry F. Shaw, Loew Poli division manager; Arthur Greenfield, U-I manager; A. J. Mattes, of Photo News Service; William Brown, Bijou manager, and Maurice Bailey, Bailey Theatre circuit, both of New Haven.

Arthur Greenfield and Robert Elliano, Walnut Beach exhibitor, were named official delegates to the April international convention in San Francisco, with Ben Simon and Lou Brown as alternates.

Members followed their business meeting with showing of the Yale-Harvard football films, with commentary by 1948 captain Bill Conway. Plans also were announced for increased activities, to include smokers, open house nights, leadies' nights and luncheons. Barney Pitkin of RKO has been chief barker of the group since its inception.

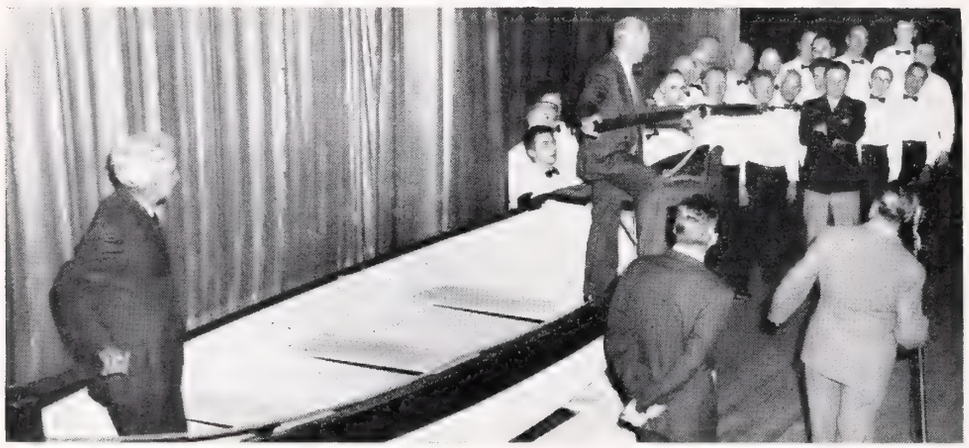
Purchases 'Tender Night'

F. Scott Fitzgerald's novel, "Tender Is the Night," has been purchased by Metro as a starring vehicle for Jennifer Jones.



PARTY FOR A KNIGHT—Harold W. Hall, former manager of the Uptown and Orpheum theatres in Gardner, Mass., who recently was promoted by the Giles circuit to direct its big Uptown Theatre in Boston as well, was given a dinner by a group of 150 friends in the Colonial hall recently. The affair was arranged by members of the Gardner Knights of Columbus council of which Hall is a past grand knight. Grand Knight James J. MacKnight was toastmaster and presented Hall a Hamilton wrist watch. Among the speakers were prominent civic leaders in Gardner, Alden Peterson, general manager of the circuit, and John S. Giles, executive director. Left to right: Peterson, Hall, Giles and McKnight.

Star Bromfield and Oldtime Whalers At 'Harpoon' Bow in New Bedford



Adding to the public interest shown in the recent world premiere of Screen Guild's "Harpoon" at the Olympia Theatre in New Bedford, Mass., were stage appearances by two veteran whaling-ship captains. Charles A. Chace, 83 (right), stands in the bow of a whaleboat, harpoon in hand, while in the stern is Hemrich W. Morse. With backs to camera are John Bromfield, star of "Harpoon" (left), and Earle D. Wilson, of the Standard-Times, who acted as master of ceremonies. In the background are the Harpoon Harmonizers, who entertained during the program.

NEW BEDFORD, MASS.—An intensive advance campaign resulted in a packed house for the recent world premiere of Screen Guild's "Harpoon" at the Olympia Theatre here. The debut, sponsored by the Standard-Times for the benefit of the Old Dartmouth Historical society and the New Bedford Port society, snagged 743 inches of publicity space, while John Bromfield, star of the picture, who made a special trip from Hollywood to be present at the opening, was a guest on several radio interviews and made luncheon and dinner appearances at civic and women's clubs.

Other stunts arranged by Earle D. Wilson of the Standard-Times and Morris Simms, manager of the Olympia, included a street band concert in front of the theatre, giant searchlights to add a Hollywood touch, and special events on the stage.

Two veteran whaling captains made stage appearances to demonstrate the technique of harpoon-throwing.

Simms reported the opening was so well attended that lines had formed around the block an hour before the picture was scheduled to start.

NEW HAMPSHIRE

Eugene C. Gates, who has been identified with amusement enterprises in Farmington, and Mrs. Gladys Percy were married recently at the bridegroom's home, Riverside Manor . . . With only two days remaining in the showing of "When My Baby Smiles at Me" at the Strand in Manchester, the theatre reminded the Queen City folks in its newspaper advertising that the film had broken all attendance records. The other picture on the bill was "Bungalow 13."

New color films of his recent expeditions to Greenland, Labrador and Baffinland were shown during a talk by Donald B. MacMillan, veteran Arctic explorer, at Dartmouth college . . . The holidays are busy ones for Walter E. Young, owner of the Strand in Farmington, and his family. The exhibitor was head man in Farmington's plans for its second Christmas lighting program and on Thanksgiving day the Youngs had dinner guests, including Mrs. Young's brother-in-law and sister, Mr. and Mrs. Leslie Viccaro of Merrimacport, Mass., and Mr. and Mrs. Leston Gray.

Francis G. Cleveland, head of the widely known Barnstormers, summer stock company in Tamworth, and son of the late President Grover Cleveland, has been named commander of the newly established Tamworth detached flight in the Civil Air Patrol.

Bonnie Grace Van, daughter of Billy B. Van of Newport, film comedian of silent days and later a Broadway star, was married recently to George S. Harding jr., formerly of Newport, now of Orlando, Fla. The bride, who has appeared on the New York stage, was given in marriage by her father. More than 50 relatives and friends attended the reception that followed the ceremony.

John Jay, who shot the World War II army signal corps film, "The Basic Principles of Skiing," which became the official training picture for American ski troops, gave a lecture on "Skiis Over Europe" at Phillips Exeter Academy in Exeter recently. Jay also spoke and showed his sound color film, "Singing Skiis," before the Concord Ski club.

Devonshire Film Co. of Boston announced a new "production." Western division Manager Arnold Krinsk became the father of a baby boy . . . Mickey Andelman, Devonshire vice-president, returned from a flying trip through the west and south visiting the franchise holders . . . The newly remodeled State in Pittsfield, formerly the Kameo, was reopened December 9. Owned by Reuben Landau, Boston lawyer, and managed by Wendall "Jed" Prouty, the theatre has been completely refurbished and redecorated. "Tap Roots" was the opening feature.

Five Drive-Ins Added In Hartford District

HARTFORD—This year, as far as the Hartford territory is concerned, probably will go down in local trade history as the year of the drive-in. Late last winter there was lively competition to see who would build first in the best locations, and by early spring grading on several installations was well under way.

How many were built and opened this year? The Pike, Newington, Conn., operated by Turnpike Drive-In Theatre Corp.; the West Springfield, West Springfield, Mass., operated by Weymouth Drive-In Theatres, Inc.; Sundown Auto Theatre, Westfield, Mass., operated by Owen Holmes; the Highway, Springfield, Mass., operated by David J. Willig and associates; the New Haven, New Haven, Conn., operated by Charles J. Lane and associates.

Later in the summer a new drive-in was begun between Norwich and New London by the E. M. Loew's circuit, with the opening expected next spring.

These new operations came into a relatively uncrowded field. As of 1947, for example, Connecticut had only the Milford Drive-In, Milford, and the Hartford at Newington, both E. M. Loew circuit spots. Western Massachusetts had only the Riverside Auto Theatre at Agawam, Mass., operated by Edward J. Carroll.

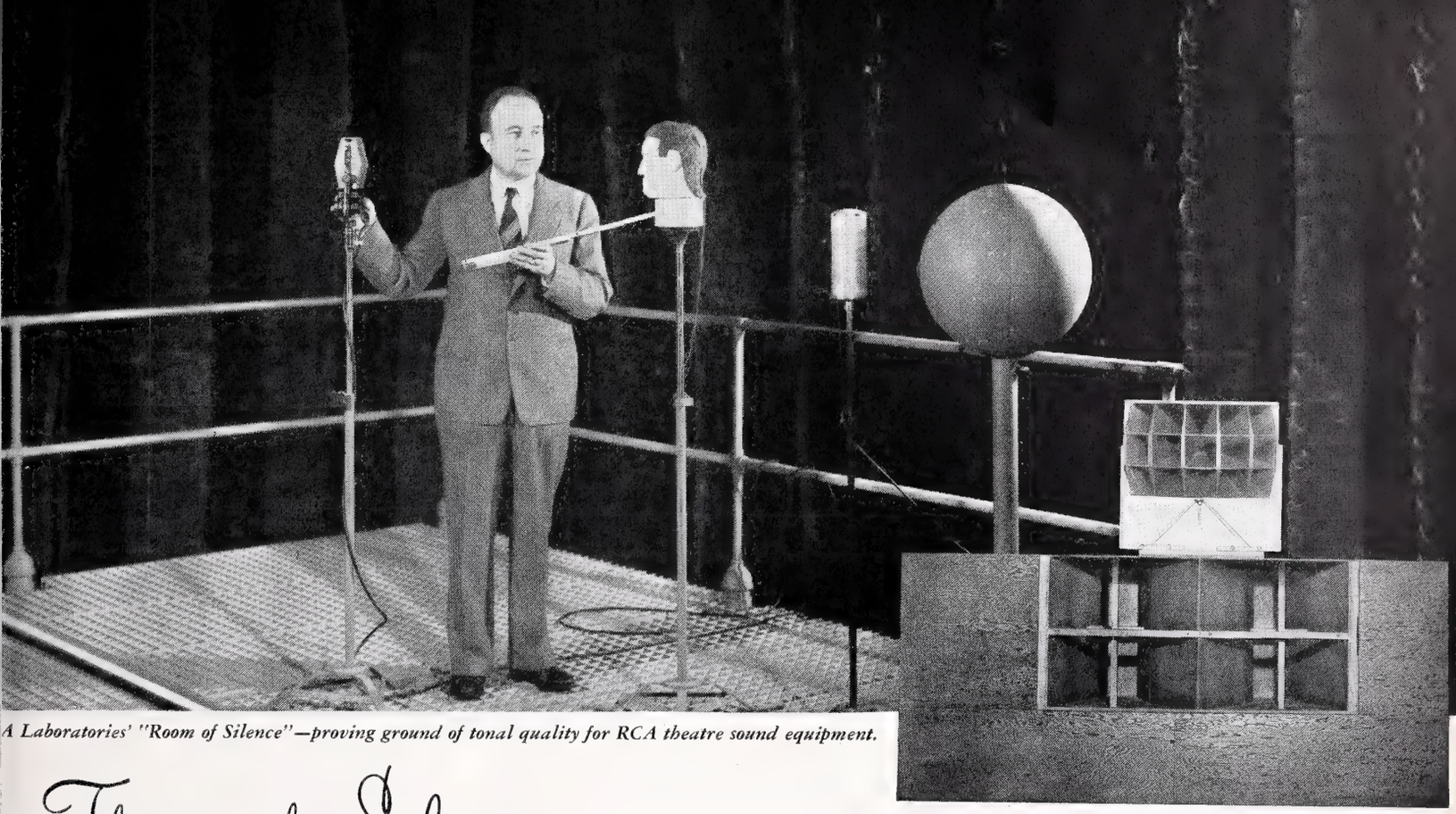
Last spring and summer trade reports were that additional drive-in applications would be made to the state police commissioner in Hartford, and applications were filed for Bloomfield and Chesire. Bloomfield rejected the application and Chesire's board of selectmen tabled the application for "further investigation." A Simsbury application was filed by Arthur and Adrienne Alix, with no further action as yet.

Foreign Film Tryouts In Several Theatres

NEW HAVEN—"The Raven" and "A Lover's Return" were shown recently by Continental Films, Inc., to radio and press representatives at the Cameo, West Haven, just prior to a three-day engagement at the theatre. Norton Levine, local lawyer who with David Korn recently organized the distributing company, introduced the preview with the suggestions that press and radio members bring such films to the attention of the public if they believed superior foreign films should be fostered here.

The new distributors have expanded their activities, now distributing some film exclusively throughout New England, instead of the Connecticut territory alone. Franklin Ferguson, manager of the Whalley, is new on the company's sales force, and reports that "Passionelle" and "Torment" have been acquired exclusively in Connecticut.

The Victory, New Haven, is trying out Continental's "Shoe-Shine" for a three-day run, which, if successful, may inaugurate a midweek foreign film policy. The Plainfield Theatre, now operated by Bernie Menschel, who also took over the Star, Hartford, from Michael Daly, tries foreign films for the first time in many years, with "Cage of the Nightingales" on December 6. This may also lead to a regular foreign film policy.



A Laboratories' "Room of Silence"—proving ground of tonal quality for RCA theatre sound equipment.

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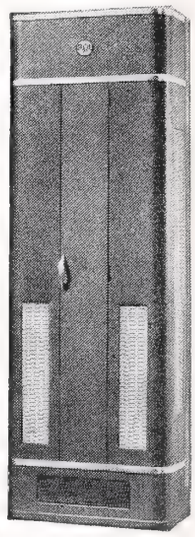
ON THE WALLS, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough heavy rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out. This is "the room of silence". . ."the quietest room in the world."

The purpose of this room? It was specially designed and constructed at the great RCA Laboratories, Princeton, N. J., so that sounds of various frequencies could be produced and accurately measured in the development of RCA sound equipment.

Information gained in "this room of silence" has contributed greatly to RCA's unmatched high-fidelity sound reproduction in motion picture theatres.

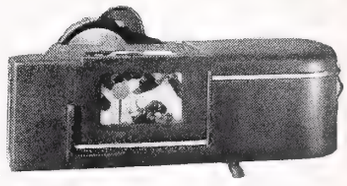
It is because of such RCA research and advanced scientific thinking that wise exhibitors around the world know: When you buy an RCA Theatre Sound System, you buy the best!

RCA heavy-duty de luxe Loudspeaker System utilizes a true cellular high-frequency horn and a low-frequency baffle. Acoustically and electrically designed for the larger size theatres. Other speaker systems for medium-size and small-size theatres.



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BOSTON

Frank Lydon, well-known theatreman, has joined the Lavery circuit, operating houses in Lawrence, Lowell, Boston, Haverhill, Malden and a drive-in in Salisbury . . . Betty Beecy joined Warners cashier's department . . . Ross Cropper, manager at RKO who has been home ill a few weeks, is improving.

The five ozoners operated by the E. M. Loew circuit in Lynn, Methuen, Providence, Milford and Hartford, Conn., closed for the season November 28 . . . A press luncheon was given for Mr. and Mrs. Robert Flaherty, producers of "The Louisiana Story," at the Ritz-Carlton hotel, by Lopert Films with A. Viola Berlin, manager of the Exeter Street Theatre, as hostess. The film was in its second week at the Exeter. At the luncheon Flaherty recounted some of his adventures all over the earth in the making of his films, which include "Nanook of the Frozen North," "Elephant Boy," "Man of Aran" and Moana."

Stanley Rothenberg of the Rothenberg circuit has taken his mother, whose health requires a higher altitude, to Arizona. Stanley will be gone a week or two to install her in her winter quarters . . . The Hotel Vendome, one of Boston's residential hotels, housed a Hollywood star for a week when Ilona Massey checked in to visit army camps in this vicinity for entertainment purposes.

Kenneth Mayer, U-I salesman in Vermont and New Hampshire, has resigned. He will announce a new connection soon. A native New Yorker, Mayer joined U-I as Maine salesman here directly after his discharge from the navy in February 1946. Matt Moriarty, Rhode Island salesman for U-I, has been recalled to book for the Maine, New Hampshire and Vermont territories. At present there are three salesmen for U-I, Joe Kelly, Maine; Fred Shohet, western Massachusetts and Jud Parker, city salesman.

David Sussan was given a surprise party on his retirement as RKO shipping clerk, a position he has held for many years. One of the oldest employes in the industry, he was the spotlight operator at the old Castle Square Theatre in the days of Mary Young and John Craig and their stock company. John Downing, office manager at RKO who was emcee at the farewell party, presented Sussan a check from the employes. Sam Paul, head of Film Exchange Employes Local B3, also gave him a check from members. A buffet supper was served in the exchange quarters with the entire office force and several friends present.

Harry Aaronson, operator of the Rialto, well known as "the mayor of Scollay Square," was in the district accompanied by James Sheeran, former state censor. Jim, now retired, is planning his annual sojourn to Florida directly after Christmas. He is a veteran of both world wars and is a past commander of the Macauley Legion post . . . Irving "Mac" Farber, president of Regal Pictures Corp., has returned from New York where he closed a deal for the distributorship of a group of ten pictures featuring the East Side Kids. Orders have been placed for new prints and new accessories with a release date set for December 20.

Harry Mamas, Medfield, Medfield, returned from a six-month stay in the middle west where he was overseeing his carnival concessions business. During his absence his theatre was managed by Mario Pederzini . . . Eddie Sokolowski, Capitol, Lowell, was here booking . . . Al Margolian, press agent for the Astor Theatre, accompanied Ralph Banghart, RKO field representative for New England, to New York for a meeting with the Sam Goldwyn advertising department to set plans for the opening of Goldwyn's "Enchantment" on Christmas day at the Astor.

Guido A. DiPillo, former chief of service at Loew's State and later in the publicity department of Loew's, Inc., has been named assistant manager at L&M's Rex Theatre, Cambridge, working under Edward Myerson, director . . . Leslie Cohen, 3-year-old daugh-

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ter of the Joe Cohens of the Yamins circuit, returned home from the Children's hospital where she was under observation . . . Lew Gonick, salesman at Embassy, joined the Motion Picture Salesmen's club of New England.

Ralph Roberts, Powers, Caribou, Me., left for Florida for the winter months. Ed Peterson will be in charge of the theatre during his absence . . . Barbara Nintz, formerly in the contract department of Eagle Lion, is now in the publicity department working with Joe Mansfield, publicist, for the run of "The Red Shoes" at the Majestic.

Bessie Kentzos, sister of Peter Johnson of National Screen, came to this country from Greece a few weeks ago. She attended her first motion picture show at the Porter Square Theatre, Cambridge, and was one of the eight winners of a Thanksgiving turkey given by the management.

Morris Keppner Building Theatre in East Hartford

HARTFORD—Work is proceeding on a new 800-seat motion picture theatre in East Hartford for Morris Keppner, operator of the Glastonbury Theatre, Glastonbury. Completion date has not been set. All 800 seats, according to Keppner, will be on one floor.

East Hartford, a city of 40,000, has only two theatres at present, the Eastwood, operated by the Perakos circuit of New Britain, and the Astor, operated by Steve Kurpen and Howard Harris of Hartford.

Other new theatre projects in this territory are two 1,000-seat houses in Bridgeport, being constructed for Tom Fruge and Associates; a 1,400-seat theatre in Norwich, being built for Poli-New England Theatres; a 1,000-seater at Meriden, being erected for Nick Kounaris, George Ulyssis and Paul Tolis of New Britain, and a 600-car drive-in at Montville for E. M. Loew circuit.

At one time Daly owned theatres in Windsor, New Britain and Bristol.

The three new operators of the Daly and Plainfield have completed renovations in the Daly Bldg.



HARTFORD VISITOR—When Mickey Rooney, the actor, made a three-day personal appearance at the State, Norman Levinson, Loew's Poli Theatre assistant manager, stopped by for a bit of backstage talk on "Words and Music," which is coming to Loew's Poli.

Showman Helps Educate Chinese Boy He 'Adopted' in Wartime Manila

ATTLEBORO, MASS.—Ned Palmer, local manager of B&Q's Bates Theatre, has been instrumental in the guidance of the education of a Chinese boy, Henry Ty, whom he met while serving in Manila during the war. A lieutenant in the army, Palmer and other officers became acquainted with the lad while he was serving them in the officers club rooms and learned of his hopes to become a chemical engineer, interrupted by the war.

After getting parental consent, Palmer arranged to bring the boy back to this country and installed him in his own home. Although Henry is a citizen of Amoy, China, his parents, two sisters and three brothers had moved to Manila when he was young after the Japanese had stripped them of all their possessions.

Once established in this country, he started his college preparatory in 1945 at Loomis, in Windsor, Conn., where he won honors as a student. His quiet, industrious manner and his readiness to participate in all activities of the student body won him scores of friends. At soccer, baseball, wrestling and in the glee club he was always a leader. Upon graduation, his record won him recognition for further education and he was rewarded with a tuition scholarship at Tufts Engineering College, Medford, where he is now in his first term.

When he receives his degree, he will return to China. This was the stipulation agreed upon by Palmer when the arrangements were first made. Thus it will be as a goodwill envoy that Henry Ty will return to his stricken land aided and educated in the principles of democracy with the help of his American friend.

Two Drive-In Concerns Are Sued by Park-In

BOSTON—Two civil actions involving patent law have been filed in the U.S. district court here by Park-In Theatres, Inc., of Campden, N. J., against Midwest Drive-In Theatres, Inc., of Boston and against Drive-In Theatres Corp. of Weymouth.

In the first suit, filed October 14, the action was assigned to Judge Charles Wyzanski jr., but a jury trial was claimed by the defendants on November 10. The case was set for trial during the week of February 15. Defendants are Philip Smith, Marion G. Smith, Emanuel Kurland and E. Harold Stoneman.

In the second suit, filed November 19, no answer has been returned as yet from the defendants, who are James Guarino, Thomas Dimaura and Louise H. Dimaura.

In each case Park-In alleges that patent rights for drive-in theatres had been assigned to Park-In Theatres, Inc., by Richard M. Hollingshead jr. on June 1, 1933, who had secured his patent from the government May 4, 1933. The plaintiff asks for triple damages under patent law and also asks for damages of a general nature which he claims to be of direct consequence to the alleged infringements.

The answer of the Midwest Theatres alleges that the Park-In is not entitled to the relief and asks that the complaint be dismissed with costs. Melvin R. Jenney of Boston is attorney for the plaintiff in both actions, while S. Sidney Stoneman is attorney for the Midwest Drive-In Theatres.

Florence Slater Is Dead; Sister of U-I Scullys

BOSTON—Mrs. Florence Slater, head booker at U-I for several years, died at her Brighton home following a lingering illness. She was the sister of John J. Scully, district manager here; William Scully, U-I vice-president, and of Frank Scully, retired industryite. The youngest of seven Scully children, she leaves her husband, Arthur T. Slater, and one son Thomas. Funeral services were held at St. Ignatius chapel.

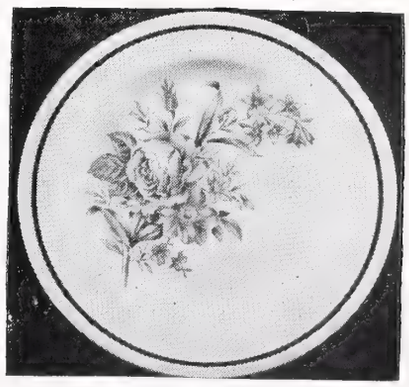
Michael Redstone Plans Huge Drive-In in Bronx

BOSTON—Michael Redstone has completed arrangements for a giant drive-in to be built on Hunt's Point, the Bronx, in the shadow of the Whitestone bridge. Work will start when the frost leaves the ground and it is hoped the airer will be completed for early summer opening. The theatre will be one of the largest ozoners in the east, accommodating over 1,000 cars, it is reported.

Redstone also operates the Valley Stream Drive-In on Long Island and two new drive-ins in Massachusetts, one in Revere and one in Dedham. He is now planning a fifth in Connecticut, near Stamford. The home office is at 230 Boylston St. here.

With the first flurry of snow November 29, Redstone closed his Revere and Dedham drive-ins for the winter, after a successful initial season.

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WORCESTER

Mike Powers has resigned from the Plymouth due to ill health . . . Herbie Asher, manager of the Olympia, was just about sold on his first airplane trip when Manager Harold Maloney of Loew's Poli talked him out of it . . . The Lyric in Fitchburg, closed for some time, has been undergoing renovations and redecorating prior to reopening.

Manager John Matthews of the Warner set December 22 as the date for the annual employe Christmas party . . . Kirk Brown, formerly of the Playhouse, came up from New York for the holidays . . . Both Loew Poli houses switched to Saturday openings prior to Christmas . . . Horace Heidt and band were booked for a show date at the Auditorium December 30.

Bob Portle, manager of the Elm Street, arranged for two Christmas parties. The Whalen Jewelry Co. was to entertain orphans at the theatre December 11 and the Telegram-Gazette will play host to its newsboys December 18 . . . Manager John Matthews of the Warner reports a holdover on "Fighter Squadron."

A scream for help by the cashier at the Rialto stopped an attempted holdup there and led to the arrest of Gerhard H. Hebert, 26. Police said Hebert, an ex-state prison convict, tried to hold up Mrs. Viola Sullivan with a toy cap pistol. He was captured by the manager, Edwin Fedeli, and his uncle, Joseph Fedeli, owner, after a chase through an alley. The manager said there was $500 in the boxoffice.

Bob Bergin, assistant manager of Loew's Poli, has returned from a week's vacation in Maine . . . The Heywood-Wakefield Co. of Gardner will entertain 1,200 children of employes at a Christmas party in the Uptown, Gardner . . . The women's restrooms at the Poli have been completely renovated . . . Manager Bob Portle of the Elm Street is still receiving congratulations for having picked President Truman to win the election.

Ground has been broken in Southbridge for a new theatre to be built by Martin Kraosowsky . . . The Uptown in Gardner was the scene of the annual concert of the Heywood-Wakefield Co. band . . . Eugene J. Trombley, projectionist at the Royal and a World War I veteran, died in Cushing Veterans hospital, Framingham, after a long period of ill health . . . Maurice Radin of the Loew Poli circuit was off to Pittsburgh.

Waldo Hemingway of the Capitol made his daughter very happy with a new piano . . . A report that a Worcester theatre might resume vaudeville led to letters to the newspapers, applauding the idea . . . The Worcester Telegram carried an article by Bob Jernberg, reminiscing when Frank Whitbeck, now with MGM, introduced the country store to Worcester at the Elm Street, which he managed, in 1914.

Ned Eisner, manager of the Cameo in Uxbridge, is chairman of the Rotary club's Valentine ball in his home town . . . The new weekend stock company opened its season at Pythian hall in Whitinsville.

Edward W. O'Donnell, manager of the State in Webster, was the recipient of the "Carnation of the Week" from the Webster Times. The paper commented: "He went to a great deal of inconvenience and much work to secure use of the State for the finale of the big Webster Shopping days and the awarding of prizes. Although the theatre had nothing to sell for Shopping days, Mr. O'Donnell arranged for receiving prize tickets during the sale, and for choosing the winners at the show. His cooperation is a fine example of civic spirit."

Big Tax on Poli Theatres

HARTFORD—The new Hartford tax list was revealed with assessments of $1,300,567 listed for Poli-New England Theatres, Inc.



NEW VARIETY OFFICERS—New officers for the 1949 term of the Variety Tent 31 of Connecticut who have just been elected are, left to right: Hugh Maguire, RKO; Lou Brown, director of advertising and publicity of the Loew-Poli Theatres, chief barker, and Harry Rosenblatt, MGM, doughguy. Standing: Ben Simon, 20th Century-Fox, second assistant chief barker; Barney Pitkin, retiring chief barker, and George H. Wilkinson of Wallingford, first assistant chief barker.

E. Harold Stoneman New Chief Barker

BOSTON—E. Harold Stoneman, president and treasurer of Interstate Theatres Corp., was elected chief barker for 1949 at the annual meeting of Variety Club of New England Tent 23 held at the clubrooms of the Statler hotel. Stoneman succeeds Joe Cifre, who was appointed to the board of trustees.



E. Harold Stoneman

Louis M. Gordon of Lockwood & Gordon Enterprises was named first assistant chief barker; Samuel Pinanski of M&P Theatres, second assistant; John J. Dervin, UA, property master, and Louis Richmond of Richmond & Stern Enterprises, doughguy.

Newly appointed trustees to serve for one year are: Joe Cifre of Joe Cifre, Inc., Walter Brown of Boston Garden, Max Levinson of Levinson circuit, Phil Smith of Philip Smith Enterprises, Murray Weiss, contractor Ben Williams of Beacon Hill Theatre, Martin Mullin of M&P Theatres, Albert Kane of Paramount, Theodore Fleisher of Interstate, and Arnold Van Loer of Paramount. William Koster continues as executive secretary.

PTA Discusses Effect Of Films on Children

SPRINGFIELD—Frank discussions of motion pictures and comic magazines from the standpoints of parents and representatives from the industries marked the recent PTA council meeting at the Classical High school hall. The meeting was part of the national campaign which is being made by the National Congress of Parents and Teachers toward improving the "reading, looking and listening fare of young Americans in an effort to combat national and juvenile delinquency."

Mrs. Henry Dow, president of Buckingham PTA, told how parents feel about the effects of many motion pictures on children.

LYNN

The police are looking for a would-be joker who stood up in a local theatre and shouted "fire," at the top of his lungs. Fortunately, no one was injured in the mild panic that followed. The ushers put on the lights and opened the numerous exits. While the patrons were assured there was no danger, nearly all left before order could be restored. Those who left were then invited to return and with them came over one hundred in a waiting line, which again filled the theatre to capacity. It was estimated that the theatre was emptied in two minutes.

Manager Richard Rubin of the State in Saugus brought home a deer from his annual hunting trip in northern Maine.

History students in the local schools were afforded special tickets to see "Henry V" at Lynn's Warner.

Boston's First Runs Well Over Average

BOSTON—Another solid week was registered here with six first runs warranting holdovers. "The Boy With Green Hair" at the Boston and "Miss Tatlock's Millions" at the Metropolitan came in for the high spot on grosses, as both racked up a neat 130 per cent. Others were well above average. "The Three Musketeers," opening at the State and the Orpheum, came in second with 125 per cent.

(Average Is 100)

Astor—**A Song Is Born** (RKO); **In This Corner** (EL), 3rd wk. 100
Beacon Hill—**Hamlet** (U-I), 3rd d. t. wk. 110
Boston—**The Boy With Green Hair** (RKO); **Inner Sanctum** (FC) 130
Exeter Street—**Louisiana Story** (Lopert); **Mr. Orchid** (Lopert), 2nd wk. 100
Majestic—**The Red Shoes** (EL), 2nd wk. 120
Memorial—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox), 2nd wk. 120
Metropolitan—**Miss Tatlock's Millions** (Para); **Disaster** (Para) 130
Paramount and Fenway—**For the Love of Mary** (U-I); **Angel in Exile** (Rep) 95
State and Orpheum—**The Three Musketeers** (MGM) 125

'Squadron' Registers 225 To Pace Hartford Trade

HARTFORD—"Fighter Squadron," paired with "The Spiritualist" at the Regal, chalked up a giant 225 per cent to lead the city. "The Three Musketeers," playing with "Homicide for Three" at the Palace, was close behind. Opening day personal appearances of Terry Moore helped "The Return of October," teamed with "Leather Gloves" at E. M. Loew's.

Allyn—**Miss Tatlock's Millions** (Para); **Disaster** (Para), 2nd wk. 160
E. M. Loew's—**The Return of October** (Col); **Leather Gloves** (Col) 125
Poli—**Road House** (20th-Fox); **Trouble Preferred** (20th-Fox) 180
Palace—**The Three Musketeers** (MGM); **Homicide for Three** (Rep), 2nd wk. 200
Regal—**Fighter Squadron** (WB); **The Spiritualist** (EL), 2nd wk. 225
State—**Last Roundup** (Col), plus stage show 90
Strand—**Good Sam** (RKO) 100

'Musketeers' Grosses 115 To Lead New Haven

NEW HAVEN—Downtown first runs had the best business in weeks, some of them chalking up as much as a four-day holdout. "The Three Musketeers" and "Bungalow 13" completed a nine-day run at the Loew Poli to set this house on a Saturday opening until after the first of the year.

Bijou—**Walk a Crooked Mile** (Col); **Jungle Patrol** (20th-Fox), 2nd wk. 67
College—**Cry of the City** (20th-Fox); **Gashouse Kids Go West** (EL), 9 days 105
Loew Poli—**The Three Musketeers** (MGM); **Bungalow 13** (20th-Fox) 9 days 115
Paramount—**Miss Tatlock's Millions** (Para); **Disaster** (Para) 102
Roger Sherman—**Fighter Squadron** (WB); **In This Corner** (EL) 100

Awards Climax Drive For Rogers Memorial

NEW HAVEN—Expressing satisfaction with the culmination of a "successful campaign," Walter Silverman, chairman, and Ben Simon, ticket chairman for the Will Rogers Memorial fund campaign, announced the winners in the statewide giveaway. Results of the ticket sale will be announced when receipts are audited.

First prize, $2,335.00, went to Victor Amatori of Branford. Members of the distributor committee and exhibitors who cooperated on the project received sincere thanks for their part in the successful campaign.



AT NEW ORLEANS—Seen at the national Allied convention in New Orleans were the above New England delegates. Left to right: Trueman Rembusch, president of Associated Theatres of Indiana; Ray Feeley of Independent Exhibitors, Inc., Boston; W. L. Bendslev, Wellesley, Mass., and Leonard Goldberg, former IEI president.

HARTFORD

Mike Piccirillo, manager of the Continental circuit's Center, will wed Anita Soloshun, Center cashier, in January . . . E. M. Loew's circuit closed its Hartford Drive-In at Newington for the winter months. Paul Amadeo, manager, shifted to the house staff of E. M. Loew's Downtown for the winter . . . The Crown gave away toys to kiddies attending its matinee performance last Saturday (4).

Mrs. Ruth Paul, Josephine Festa and Mrs. Elizabeth Neault are additions to the service staff at the Star . . . The first Springfield showing of UA's "Urubu" was booked into the Wesmas circuit's Broadway . . . Ed Kelleher of the Princess Theatres Corp. was in New York on business . . . John Pavone of Monogram and Bill Canelli of RKO, New Haven, called on Martin Kelleher, Princess manager . . . John Mancini, on the Strand staff for the past two years, now is wearing the chief of service uniform. New ushers there are Howard Strickland and Ronald Hamilton.

Jim McCarthy, Strand manager, visited his folks in Bridgeport . . . Minnie Hecker of the Strand will be vacationing in Florida again in February . . . Howie Padowitz, formerly with Loew's Poli circuit, soon will assume new duties in another branch of the industry . . . Albert Lessow of the Poli, Waterbury, was in the city . . . Barbara Moore is the new cashier and A. Santore the new candy girl at E. M. Loew's.

Ilona Massey is slated to visit the VA Newington hospital December 10 . . . Charlie White jr., son of the Colonial stage manager, was out of the hospital . . . Local visitors: Clayton Eastman, SRO; Jerry Lewis, Republic; John Pavone, Monogram; Moe Shapiro, Pocket Books film tieups . . . The manager's office at the Central, West Hartford, was redecorated . . . Bob Schaefer, manager of the Rialto, was in Holyoke, Mass., on his day off.

Ernie Grecula of HTC lined up insurance company support on "Pitfall" at five HTC neighborhood locations . . . Sal Adorno sr., owner of the Palace at Middletown, will soon begin his 33rd year in show business. Sal started out in the industry as operator of the old Nickel Theatre in Middletown . . . Lou Brown of the Poli New England circuit was in town, conferring with Fred Greenway, Lou Cohen, Norman Levinson, and Bob Gentner on coming Poli product.

Johnnie DiBenedetto of the Poli and Bob Ritzert of the Globe, Bridgeport, were in town visiting Norman Levinson of the Poli . . . Lou Abrams of National Screen Service and Lou Brown of Poli publicity also were visitors . . . A Simsbury, Conn., resident, J. B. White, last week imitated the role of the proprietor of an old-time nickelodeon at the Ethel Walker school there, entertaining students, faculty and guests with an illustrated history of the motion picture industry. "The Great Train Robbery" was among the films exhibited.

Local visitors included Harry F. Shaw, division manager of Loew's Poli; Albert R. Lessow, assistant at Loew's Poli in Waterbury; Lou Abrams, National Screen Service; Harry Bernstein, Columbia exploiteer, and John DiBenedetto, Poli Theatre, Bridgeport.

Mickey Daly Looking To Theatre Business

HARTFORD—Mickey Daly of Hartford plans to return to active exhibition by next spring or next summer at the latest, he said here recently. The veteran Connecticut-Massachusetts exhibitor now is busy with real estate interests in this area.

In September 1948, Daly leased the Daly Theatre here and the Plainfield in Plainfield to three former Skouras circuit employes, John Calvoressci, Bernie Menschell and Demitris Petrou, for 20 years with an option for an additional 20 years. Daly continued to operate the Capitol in Lowell, Mass., with Eddie Sockolowsky of Hartford as resident manager.

Daly would not reveal just where he would start new theatre interests, but indicated that he would probably resume active individual operations in Connecticut.

Joe DiLorenzo, former Connecticut district manager for the Daly interests, has been living here and has disclosed no future plans.

Kid Shows in Two Theatres

HARTFORD—Tom Carey booked two Carey-produced kiddy shows into the Poli here for December 30, and the Suffolk, Holyoke, Mass., for December 28.

NEW HAVEN

George Reif, salesman at Universal here for the last few years, has been transferred to the Albany exchange. No new appointment has been made here . . . Columbia has announced Christmas party plans. Like the 20th-Fox family, the Columbians chose Donat's Tally Ho restaurant on the turnpike for dinner, dancing and a floor show December 11 . . . Walt Silverman, manager of the exchange, returned from deer hunting at Wolfboro, N. H.

Mr. and Mrs. Al Bookspan of Fishman circuit and Mac Alderman, Allied of Connecticut executive secretary, flew to the Allied convention in New Orleans . . . Following a special press and radio preview, the Cameo, West Haven, played "The Raven" and "The Lover Returns," French films distributed by Continental, Wednesday and Thursday at 65 cents admission . . . Frank Ferguson, Whalley manager, and Bob Kennedy of the "Oklahome!" cast, attended a screening at Fox Little Theatre prior to Kennedy's personal appearance at the Whalley in a Horeb lodge benefit show.

Harry Gibbs of Connecticut Films Distributing Co. went to Boston for a few days . . . Bob Kaufmann, just back from Montreal, soon will be traveling on behalf of "The Snake Pit" for 20th-Fox. Bob recently was made associate member of the International Ass'n of Chiefs of Police . . . Gus Schaefer, RKO district manager, was here from Boston . . . Eagle Lion spread out into new Film Bldg. quarters . . . The J. B. Fishmans witnessed the Andover-Exeter game and saw son Michael at the same time . . . Max Salzburg of Eagle Lion took a flyer to Boston.

Selma Cohen of the Loew Poli office has announced her engagement to Sidney Gimple of New Haven . . . For "Cry of the City," Sid Klepper and Ray Flynn used a Town Crier, whose "Hear Ye's" summoned patrons to the College. They also used the personal ad column for a "desperate message." Detectives and their families were invited to the openings and a story appeared in the Register . . . The Capitol, East Haven, was host to the Nash cooking school with free gifts distributed.

Mike Tomasino, retired theatre magnate, was in New York for a few days . . . Carl Ganzel, MGM auditor, visited in New Haven . . . Also Charles Fogle, MGM maintenance, was here from New York . . . A. B. Waxman of Film Classics was here for the premier of "Unknown Island" at the Bijou. With Lillian's Paradise colored vaudeville act, the opening lined them up around the block . . . Ken Prickett, MGM exploiteer, was here from Boston for "Hills of Home" . . . Hollis Sweeney, assistant manager at the Poli, Springfield, resigned to enter grocery business . . . Sam Shubouf of the Lyric, Bridgeport, temporarily replaced him.

August Scalise of the Loew Poli staff took over as assistant at the Bijou when Ruth Bolton stepped in for Joe Boyle at the Broadway in Norwich. Boyle was absent from the theatre for several days because of a death in the family . . . Molly Rosenthal, wife of the Poli manager, sprained a wrist and was sporting a cast . . . Harry F. Shaw, Loew Poli division manager, gave his expert direction along with Elliott Kronish to the forthcoming Temple show.

Morris Rosenthal is on the Married Couples club steering committee . . . Elia Kazan, noted director, is the newest addition to the roster of famous residents of Newtown, Conn. . . . Joe Markoff of the "borscht" circuit made one of his infrequent visits to Filmrow . . . Strand Amusement is trying Italian product every third Monday at the Mayfair, Bridgeport and the State, Torrington. Admission is 60 cents. They also are showing Polish films every three weeks at the Mayfair.

Karnaris & Tolis of New Britain have installed the new Kelvinator dispenser of wrapped ice cream pies in Lou Phillips' offices . . . Jack Rider, student booker at MGM for the last two months, has been appointed booker in the Cincinnati exchange and left not long after Thanksgiving . . . Rider spent eight months in the MGM Washington exchange and eight months in Buffalo after leaving the navy in which he served for three years.

Jack Schwartz of the West End, Bridgeport, shaved his moustache . . . Remodeling of the 920-seat West End, under the supervision of Paul Sternback of Stamford, has been delayed. Improvements will include a new front, new marquee and larger restrooms and lobby. The delay will amount to about three weeks but the house should be ready by Christmas. The marquee will be all of white neon and was designed especially for the West End.

Twentieth-Fox recently announced plans for its Christmas party and RKO staff members fell in line by announcing plans for a dinner-dance at the Fireside, December 16 . . . Tony Masella of the Loew Poli sold Gamble Desmond department store a middie show tieup for December 24 with a western and cartoons on the bill of fare. Visitors to the store's toyland receive free tickets.

Costumes from "The Three Musketeers" are being displayed by Ann Lewis, central women's wear store . . . The film had a Thanksgiving day opening. Also arranged for the occasion was a tieup with Grant's 5 and 10, called a photo hunt, with combinations of pictures of the five stars meriting passes.





George Horan Starts New Duties Dec. 20

BOSTON—George W. Horan has been saying "thank you" more times than ever in his life, following the announcement of his recent promotion to district manager for



GEORGE W. HORAN

Warner Bros. here with numerous industry friends extending their sincere congratulations.

A native of Worcester and a graduate of Holy Cross, Horan joined the industry in 1924 in the 20th Century-Fox ad sales department here. Following a two-year spell with Educational Films as salesman, he joined the sales staff at Warners. In 1941 he was named Warner manager. His home is in the Rochdale community of Worcester. He has one daughter Patricia, a sophomore at Regis college, Weston.

He will assume new duties December 20 as supervisor of a district comprising the Albany, Buffalo, New Haven and Boston exchanges.

Jacqueline Ligham, secretary to F. "Dinty" Moore, former district manager who resigned to enter the theatre supply business in Pittsburgh, will remain as Horan's secretary.

Al Daytz, who has been named branch manager succeeding Horan, has been with Warners for six years as salesman and as sales manager. About a year ago he resigned to join Affiliated Theatres Corp., largest New England buying and booking combine, in the capacity of vice-president. He resigned that post to return to Warners as branch manager.

Broadbrook at Hartford Bought by Joseph Kras

HARTFORD—The Broadbrook Theatre, which has changed operators several times in the last decade, has a new owner, Joseph Kras, formerly in the insurance business at Ludlow, Mass. He bought the property from Andy Murphy, who had operated the theatre for the last eight months.

Negro Actor in Top Spot

Jeff Donnell has been signed for the femminine lead opposite Tim Holt in RKO's "Stagecoach Kid."

LOEWENSTEIN IS RE-ELECTED OKLAHOMA TOA PRESIDENT





OKLAHOMA CITY—The annual convention of the Theatre Owners of Oklahoma wound up here Tuesday night, marked by a peak of interest seldom before equalled in the history of the organization.

Morris Loewenstein, Oklahoma City, was re-elected president; Max Brock, Lawton, first vice-president; C. B. Akers, Hobart, second vice-president, and Ralph Talbot, Tulsa, secretary and treasurer.

Directors for the nine districts (most of them re-elected): No. 1, J. H. Griffin, Miami, chairman, and Phil Hayes, Bartlesville; No. 2, George Procter jr., Muskogee, and Kenneth Taylor, Okmulgee; No. 3, Harry M. Lowenstein, Ardmore, and Ray Hughes, Heavener; No. 4, Bill Slepka, Okemah, and J. E. Holt, Coalgate; No. 5, Charles J. Freeman, Morris Loewenstein and Mrs. Avece Waldron, all of Oklahoma City; No. 6, Max Brock, Lawton, and E. R. Slocum, El Reno; No. 7, C. B. Akers, Hobart, and George Stovall, Sayre; No. 8, Paul Covey, LaVerne, and D. V. Terry, Woodward; and No. 9, Virby Conley, Perryton, and Seibert Worley, Shamrock, Tex.

TOA President Lockwood, in his address, said the one big threat of television as he sees it is Phonovision, which embraces "the possibility of broadcasting over the telephone line into the television set." He asserted he thought it too dangerous now to build a television-equipped theatre that would require a heavy long-range investment.

Lockwood urged adoption of the TOA conciliation plan, emphasizing that he believed a majority of the grievances of exhibitors could be adjusted through conciliation without litigation and save millions of dollars annually otherwise spent on lawsuits.

Following his talk, the TOO board adopted the conciliation plan and elected John H. Griffin chairman of the conciliation committee, and these members: Max Brock, Lawton; Mrs. Avece Waldron, Lindsay, and as alternates, E. R. Slocum, El Reno, and Ralph Talbot, Tulsa.

Nathan Golden, chief of motion picture division of the U.S. Department of Commerce, spoke to a luncheon gathering on "Foreign Motion Picture Problems and Their Relations to the Exhibitors." He pointed out that the Eric Johnston transactions with the foreign countries, particularly Russia, were good from a dollar point of view. Of greater importance, he said, is the fact that foreign people will be given the opportunity to get some idea of the American way of life. He said foreign officialdoms could cut U.S. films but could not add anything, and could not eliminate the whole picture, therefore the people would receive some segment of our life.

He said Russia was anxious to make a deal, because its pictures haven't met the ideological line laid down by the state. He reported Stalin is a motion picture fan and saw all pictures.



IN THE ABOVE PHOTOS—Seen in the picture at top right are Harry Lowenstein of Ardmore, Ralph Ayer, Cooper Foundation, Lincoln, Neb.; George Dembow, National Screen Service, and Ralph Talbot, Tulsa.

Top right, back row: Bill Jensen, Wewoka; Ray Beall, Dallas; Mrs. Creal Black, Cordell, and Ray Hughes, Heavener, Okla. Front row: Linford Pitts, Oklahoma City; Mrs. Bess Wilkie, Harrah exhibitor, and Bill Slepka, Okemah.

Shown immediately above are W. C. McCraw and Bob Warner of Dallas, Brownie Akers of Hobart, Okla., and, seated at the piano, C. R. Freeman of C&R Theatres, Oklahoma City.

Other topics discussed included Ascap, divorcement, public relations, the youth movement, theatre merchandising, drive-ins, taxation, advertising and trailers.

Highlight of the two-day meeting was the dinner Tuesday night which featured talks by R. J. O'Donnell, Dallas, chief barker of Variety International; W. C. "Bill" McCraw, Dallas, executive director of Variety International, and Lockwood. George Murphy, MGM star, was master of ceremonies for the event which drew a packed room, including Hollywoodites Rod Cameron, Bonita Granville, Don Castle, Jack Wrather, Max Terhune, all here for the opening of "Strike It Rich," their new Allied Artists picture, at the Criterion.

Gov. Roy J. Turner made the special guests and speakers, including President Loewenstein, honorary colonels on his staff. A death in his family prevented his attendance.

Murphy made a brilliant talk, sparked by O'Donnell's reference to the unfair publicity problems of Hollywood. Murphy pointed out that the Robert Walker and other similar incidents were played up with a big-to-do, while such incidents as the stars getting together to stage some big thing like the recent hospital wing fund-raising affair, go almost unmentioned.

* * *

Mrs. Arthur H. Lockwood, Boston, wife of the TOA president, was feted with a dinner party atop the First National Bank Bldg. on opening night. George Murphy, the MGM star, made a surprise visit to the party to meet all of the women exhibitors and wives. The men attended a stag buffet supper at the Variety Club on opening night.

The women were presented small bottles of perfume, beautifully gift wrapped, courtesy of Rothschild's B&M, one of the city's leading stores. Mrs. Morris Loewenstein made arrangements for the lovely affair. Seasonal flowers were arranged in low bowls for table decorations.

In attendance were Mrs. H. S. McMurry, Dumas, Tex.; Mrs. Delbert Cummings, Strat-

(Continued on next page)



Loewenstein Re-Elected Oklahoma TOA President

(Continued from preceding page)

ford, Tex.; Mrs. Howard S. Johnson and Mrs. Gerald Stettmund, both of Chandler; Mrs. J. E. Devine and Mrs. Glen Gilmore jr., both of Bixby; Mrs. Charles Trego, city; Mrs. Bess Wilkie, Harrah; Mrs. Creal Black, Cordell; Mrs. Ralph Drewry, Tulsa; Mrs. Charles C. Watson, Lubbock, Tex.; Mrs. Paul Cornwell, city; Mrs. E. R. Slocum, El Reno; Mrs. Bob Browning, Mrs. William B. Turk and Mrs. Kenneth Blackledge, all of the city; Mrs. Taylor F. Joyce, Pryor; Mrs. F. P. Baker, Talihina; Mrs. J. E. Holt, Coalgate; Mrs. John L. Franconi, Dallas; Mrs. Zella M. Geck, Tulsa; Mrs. L. H. Goerke, Canton; Mrs. Arnold Goerke, Watonga; Mrs. Herbert Griffin, Los Angeles; Mrs. Paul E. Rice, Mrs. Sam Brunk and Mrs. Linford Pitts, all of the city; Mrs. Bill Slepka, Okemah; Mrs. Lockwood and Mrs. Loewenstein.

* * *

RKO again distributed a double-deck box of playing cards to the delegates.

Another treat for the exhibitors was the distribution of pencils by the Manley clan, including P. A. "Bob" Warner and Ray Beall of Dallas and Ralph Warner of the city. Manley also staged an open house, inviting all of the visitors to drop in at their leisure, and the door stayed open. Naturally, popcorn was always there for the guests, and was it good! At the parley headquarters, one whole floor of the Skirvin, there was a Manley popcorn machine display.

* * *

Another hospitable gesture of Manley, Inc., was the gift of double gardenia corsages for all of the women at the dinner-dance on Tuesday night. There were hundreds of them, because there were hundreds of women in attendance, and were they happy with this special treat! The Byron Savages were amongst the dancers and diners at this social event. Savage, RCA field representative, and wife were recent parents of their first

* * *

The Herb Griffins of Los Angeles and the International Projector Corp. also were muchly there, having a fine time, as were the J. Eldon Peeks, who earlier in the evening were hosts in the Jade room of the Skirvin hotel at an open house. Having fun, along with the Peeks, at the dinner-dance were the Marion Osbornes of 20th-Fox, the Grover Livingstons of Warner Bros., the Tom McKeans and Sam Brunks of Paramount, the Johnny Giffins of Miami, the Claude Motleys of Griffiths, here, L. A. Chatham of Tulsa, the George Byrds of U-I, the J. C. Hunters and Ralph Drewrys, all of Tulsa.

* * *

The state will have a new exhibitor soon. Bob Downing is opening the Crown in Collinsville December 12. New to the show business, Downing built the theatre from the ground up.

Seated on the dais at the banquet were E. B. Coleman, MGM district public relations director; Robert Livingston, Lincoln, Neb., member of TOA board of directors; C. B. Akers, Hobart, second vice-president, TOA; Sam Shain, New York, 20th-Fox exhibitor relations; Jim Shiller, Allied Artists publicity department; Ben Shlyen, Kansas City, publisher of BOXOFFICE; C. E. "Doc" Cook, Maryville, Mo., national TOA director, and Charles E. Lewis, New York, publisher of Showmen's Trade Review.

Others on the dais included Polly Trindle, Oklahoma City, convention public relations chairman and BOXOFFICE correspondent; Mrs. Geck, assistant TOA secretary; Harry Lowenstein, Ardmore, vice-president of Griffith Theatres and regional TOA vice-president; Elmer Bills, Salisbury, Mo., KMTA president; Pat McGee, managing director of the Cooper Foundation Theatres; Mr. and Mrs. John Giffin, TOA chairman, and George Dembow, New York, vice-president of the National Screen Service.

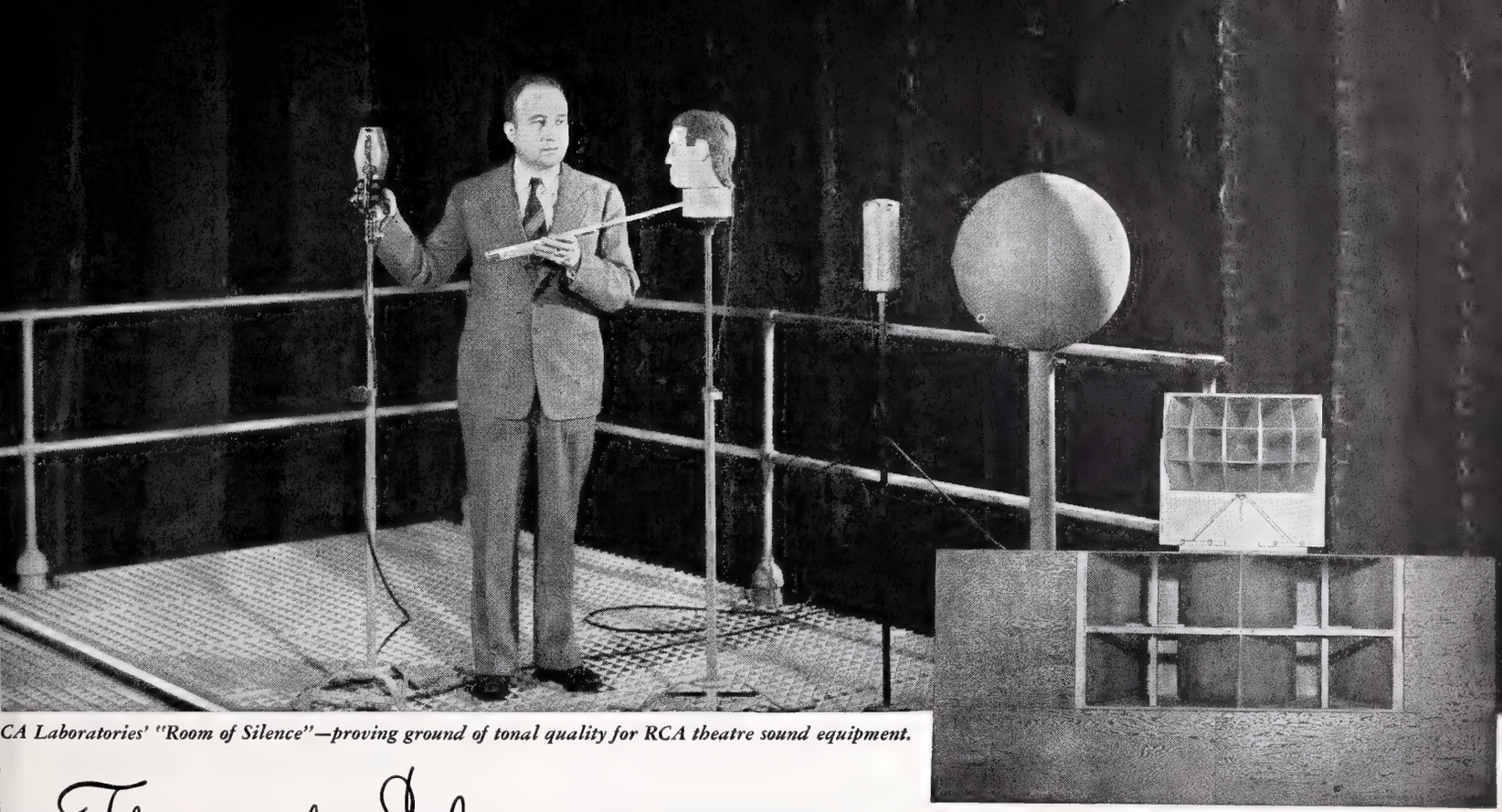
Also Jack Wrather, "Strike It Rich" producer, and Mr. and Mrs. Don Castle, Max Terhune, Rod Cameron, Bonita Granville and her mother, Mrs. Granville; Herman Levy, TOA general counsel; Arthur Lockwood, TOA president, and Mrs. Lockwood; George Murphy, MGM star; Mr. and Mrs. Morris Loewenstein; Robt J. O'Donnell, national chief barker of Variety Clubs; Ralph Talbot, national canvasman; William C. McCraw, national coordinator of Variety Clubs; Horace Falls, chief barker of Oklahoma Tent 22, and Nathan Golden, Washington, chief of motion picture division of U.S. Department of Commerce.

Representing producers and exchanges at the convention were John L. Franconi, Screen Guild, Dallas; Claude York, Eagle Lion, Oklahoma City; Marion Osborne, 20th-Fox, Oklahoma City; C. H. Weaver, Tom McKean, Paul Rice and Sam Brunk, Oklahoma City; Sam Shain, 20th-Fox, New York, and Alfred Delcambre, SRO, Dallas.

Equipment and supply company representatives present included Herb Griffin, International Projector Corp., Bloomfield, N. J.; Bob Warner of Dallas, Ralph Warner of Oklahoma City, L. C. Duckworth of Kansas City and Ray Beall, Dallas, all of Manley Popcorn Co.; F. W. "Doc" Allen, National Screen Service, Dallas, J. A. McInaney, Dallas, and Dan O'Keefe, Colorado Springs, Alexander Film Co., and Charles Smith, Independent Poster Exchange, Oklahoma City. From New York was Charles Lewis. Bob Livingston, Lincoln, Neb., also was registered. L. A. Chatham of Tulsa represented Motion Picture Products.

OKLAHOMA

Bob Browning
R. V. McGinnis
Mrs. L. H. Goerke
Cecil Hudson
Mrs. Maude E. Baker
Max Brock
Glenn Gilmore
Don Abernathy
W. T. Kirby
Clyde Phillips
E. R. Slocum
Linford Pitts
Mrs. Mary Hammett
Mrs. R. R. McCoy
H. L. Bolhm
Dick Thompson
Earl Rains
Byron L. Turner
Frank McCabe
C. R. Guthrie
D. B. Swabb
Kenneth Blackledge
E. J. Roberts
Earl Garrett
Richard King
Roger Rice
Henry S. Griffing
Mrs. A. E. Goerke
Charles J. Freeman
Ed Holt
Glenn D. Thompson
C. B. Hudson
Mrs. Taylor Joyce
Homer Jones
Taylor Joyce
John H. Jones
Ralph Drewry
Ed Crew
Mrs. Avece Waldron
Mrs. G. H. Stettmund
Phil Hayes
C. Black
Ralph H. Ayer
J. P. Jones
Cliff White jr.
Paul West
Jack Wilbern
Claude Fulgham
Louise Wesson
W. T. Spears
Mrs. Bess Wilkie
C. F. Motley
Olen Nuckols
Harry Lowenstein
Mrs. Earl Rains
J. Galy Varnell
Bob Clark
Johnny King
Lester Gibbs
Betty Smith
J. B. Rhea
Bill Turk
O. K. Kemp
Morris Loewenstein
Tom Kirkham
Elmo Rankin
John McClay
Ralph Talbot
Frank Nordeen
Tom Lewis
Fred Jackson
Kenneth Taylor
Kenneth Thomas
Mrs. C. E. Truitt
J. H. Giffin
Paul Cornwell
C. B. Akers
Bill Slepka
Roy Avey
J. H. Bethurum
F. D. Cummings
Calvin Council
George Stovall
D. V. Terry
H. C. Federer
Frank Little
C. L. Nordean
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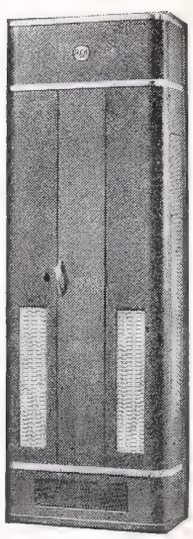
ON THE WALLS, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough heavy rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out. This is "the room of silence". . ."the quietest room in the world."

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Regular Perfuming Didn't Help Theatre Over Livery Stable, Oldtimer Recalls

OKLAHOMA CITY—To local oldtimers who trouped the boards long before the advent of talking pictures, the current disquiet over television brought back memories of vaudeville days and the old silent films.

George Lill, who recalls being in the pit for the opening of the Orpheum circuit 40 years ago, was one of those who brought up old memories. Now a piano instructor, Lill recalled that the Orpheum was strictly "first class with the finest entertainment in those days."

Then there were the days when he played with a band at the Lyric. The theatre was built above a livery stable and it was very ornate. Lill said with a laugh that the house was perfumed regularly, "but the aroma lingered on."

"The Folly, too," he said, "was a fine theatre, and so was the old Palace. We thought it was the nicest in the southwest outside the Overholser. The Palace, with plush boxes and lot of glitter, was across from the Terminal Bldg."

The Lyric, he said, was the first to get talking pictures. He recalled, however, playing for silent films there and said that the orchestra, so busy it rehearsed about once a year but never with the picture, watched the screen for cues.

"We used to watch for actors to speak, gesture or move, and take the cue from the score," he said. "We became proficient, and as it turned out, better than the early sound pictures. Producers had trouble coordinating action with music, and oftentimes came up with love music in a cavalry charge or something as humorous."

Lill estimated he played 12,000 acts in his 25 years in theatre orchestra pits. Lill's wife also was a trouper with the Crow Sisters Dramatic Co. out of What Cheer, Iowa.

Others who have settled here and who expressed the same hope that television would bring back vaudeville include the Billy J. Jordans. Jordan toured Europe with the Williams vaudeville troupe in 1921. He booked with the Orpheum circuit, Western Vaudeville, Bert Levy and Hammond Associations. His wife, Elodia Armenta Jordan, was a member of the famous Armenta circus.

Another couple here is Vic and Honey Boehnlein, harmony team now operating the Bar Nothin' ranch west of the city. He was a band leader and she a night club and radio entertainer with her brother Chet Rodgers. The couple came here to start a chicken ranch which they later converted into a small dining spot which draws a packed house every night.

To Open 580-Seat Theatre

ABERNATHY, TEX.—Waters & Reed Co., owners of the Rita, is completing construction on a new theatre, RCA equipped, to open before Christmas.

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Horace Falls Named Tent 22 Chief Again

OKLAHOMA CITY—Horace R. Falls of Oklahoma City was re-elected chief barker of Variety Tent 22 at the annual election of officers Tuesday (7). Falls has served two other terms.



Horace R. Falls

Others named were C. A. Gibbs, manager for Columbia here, first assistant, to succeed Harry McKenna, Oklahoma City; Dan James, Oklahoma City hotel man, second assistant, to succeed E. R. Slocum of El Reno; Grover Livingston, Warner manager, doughguy, to replace C. R. Freeman of C&R Theatres in Oklahoma City, and Jess Bollman of C&R Theatres, property manager, renamed.

Other directors named were J. C. Hunter, Tulsa, Talbot Theatres; C. B. Akers, Hobart; Charles B. Hudgens, manager of U-I exchange in Oklahoma City; Harry McKenna of the city and Southwestern Theatres, and Bill Slepka, Okemah; C. W. "Buck" Weaver, Paramount branch manager, Oklahoma City, all re-elected with the exception of Slepka and Hudgens. Going off board are E. R. Slocum of El Reno, C. R. Freeman of the city and John Giffin of Miami.

'Carmen' on WBAP-TV

DENTON, TEX.—"Carmen," as produced by students of North Texas State college and presented by Interstate circuit December 7 in Dallas at Fair Park auditorium, will be televised December 12 by station WBAP-TV in Fort Worth. A special stage will be constructed to handle the opera's third act in English. The TV show will last 45 minutes and is anticipated as an advancement of the new art for this territory.

Brunson Theatres Corp. Formed

BAYTOWN, TEX.—A 50-year charter of incorporation has been granted Brunson Theatres Corp. Authorized capital stock was listed at $6,600. Incorporators: Mrs. Laura A. Brunson, Mrs. Ouida Brunson and H. E. Brunson.

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Teen-Agers Protest Price At Theatres in El Paso

EL PASO, TEX.—Local teen-agers, headed by 13-year-old Mary Alice Peinado, are protesting that 55 cents to see a motion picture takes too big a bite out of one and two dollar a week allowances. A petition, bearing the signatures of 60 seventh and eighth grade students at St. Patricks, was presented to the El Paso Herald Post asking an intermediate rate for the 12 to 16-year-olds.

The request coincided with an announcement by John Paxton, local Interstate head, of a small boost in admission prices at the Plaza and Ellanay theatres which will put prices here on a level with those in other parts of the state. So it looks like the teen-agers will come out second-best.

A 9-cent admission is now in effect for children under 12. Paxton said that an intermediate rate tried out here some time ago proved for various reasons to be unsatisfactory, and now with rising operating costs the lower rate could not be considered.

Mrs. Peinado, Mary Alice's mother, said that the idea of the petition originated with her daughter, and the fact that a local PTA discussed the matter had nothing to do with it. Managers of the Yandell and Crawford theatres promised to look into the matter and see what could be worked out.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

W H. WILLIAMS has opened his prize house, the Ritz in Midland, Tex. J. I. Roberts is manager . . . The new Wallace at Levelland staged a brilliant opening last week . . . C. W. Niece, Crystal, Hubbard, besides his theatre interests, is a radio dealer . . . H. T. Hodge of Abilene, circuit magnate with 16 theatres, was in Dallas on business . . . Cliff Lindsen, who controls the situation at Lubbock, Tex., with two theatres, was in Dallas. Jack Holman, publicity man, was along with his boss . . . Roland Siegle, Pine Bluff, Ark., owner of the Siegle and Community theatres there, was booking in Dallas . . . The new theatre in Belton, formerly the Palace location, has been opened by F. L. Wolf and Roy L. Walker . . . K. F. Summers has reopened the Opera House in Mexia, changing the name to the Majestic.

* * *

Mid-Texas Theatres, Inc., Grover S. Campbell, president, has acquired the Dent Theatres, Inc., interest in Temple, Tex.

To Direct Dances in 'Havana'

Billy Daniels will direct the dance sequences in "Night in Havana" for Columbia.

Takes Navy Admiral Role

Moroni Olsen has been cast in the role of a navy admiral in Warners' "Task Force."

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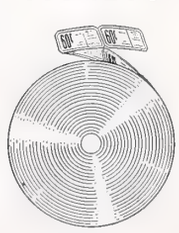


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DALLAS

Jim Tobola of the Best at West was on a leisurely trip to the Row, booking less than a handful of pictures and talking to friends. His two sons, both veterans, are running the two shows, one on weekends only. Jim said he has operated the theatre there over 20 years and now is going to watch his sons do the job, although he will be a close standby.

C. R. Sandidge, owner of the Village in Fort Worth, was here booking and bought a peanut roasting machine from Herber Bros. . . . Sam Lewis of the Ward Theatre at Monahans stopped here on his way to Oklahoma City to answer questions in federal court as to the manner in which he buys and plays pictures in the west Texas town. The inquiry is in connection with a hearing in the suit against Griffith Amusement Co. Theatre Enterprises operates the Texan and Tower theatres in Monahans and the company home office is here.

Reports from Fort Worth are that Harry J. Gould has returned to work as manager of the Palace after an absence of several weeks. Bill Stanford, projectionist at the Palace in Grapevine, said a new screen recently installed has really improved the picture there. He bought some projector parts and saw a trade screening of MGM's "A Night at the Opera."

Thomas Park, projectionist who has worked several years for Joe Hackney in Canton, moved here to get a job in a bigger town . . . Al Schwalberg, manager of exchange operations for Paramount, conferred here with bookers and office managers of the Dallas, Oklahoma City and Memphis exchanges . . . Paramount probably had more top executives here for the O'Donnell dinner than any other company. From New York came Charles M. Reagan, Ted O'Shea and Leonard Goldenson. Bill Pine and Bill Thomas were here from Hollywood. J. J. Donahue and Barney Balaban comprised the Chicago delegation.

E. P. Herber attended the 113th communization of the Masonic lodge of Texas last week in Waco. Herber has been an office holder several years in the local lodge . . . J. E. Luckett returned from Chicago and resumed his serious business of being chief public relations exponent for south Dallas. As manager of the White Theatre on Forrest avenue, he turned the house over to the Kiwanis club for a midnight show which netted over $200 for the club's Christmas program for boys. Uncle Joe is a charter member.

Stormy Meadows, just back from a trip to New Orleans, was driving somewhere in a hurry in her little blue sedan the other day when a man in uniform rode up on the left side and told her she was going too fast. There was a lot of talking and pleading but the policeman wrote out a ticket requiring her to pay $10 to the judge. Then she found her driver's license also had expired. Men on the Row said she would have to

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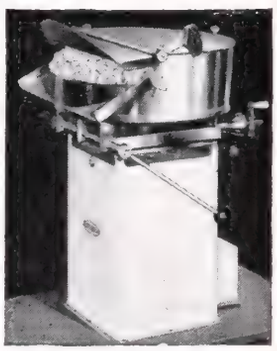
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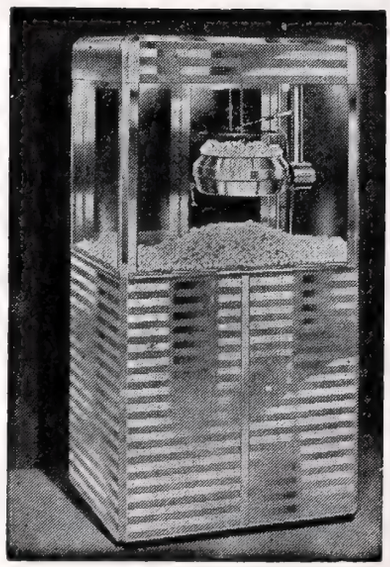
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have that before she could pay off. So out to Fair Park, but not fast, for a test. Gentlemen on Harwood street had a lot of fun with Stormy over the incident.

Grover McDonnell, a top film salesman out of here for 25 years, now is traveling southwest Texas for 20th-Fox. During most of the 25 years he has headquartered in San



GROVER McDONNELL

Antonio, and has worked for five companies, serving Universal for seven and Republic for ten and more recently with Monogram. He probably knows more Texas exhibitors than any other man on the road today . . . Tommy Wales, who formerly operated the Cascade in Boerne and later worked for the Glasscock West Theatre in George West, has opened a new barbecue stand in Austin.

Henry Paul of Atlanta, southern division manager for the RCA theatre equipment section, was at the local offices of Southwestern Theatre Equipment Co., franchise holder for Texas and Oklahoma.

J. Don Alexander, president of Alexander Film Co. and his son J. Don jr., vice-president, both of Colorado Springs, conferred here with southern Division Manager Roy King. They were on the way to the national Allied convention in New Orleans, where they held open house in the Alexander yacht Two Smiles II, anchored in the harbor. Many exhibitors over the nation came aboard during the week. Alexander said he was mighty serious in his promise to give jobs to the boys of Boys Ranch at the Colorado Springs studios as they leave the home to make their own way, as was suggested by District Manager Justin McInaney.

Following a story in the BOXOFFICE issue of November 27 that Preston E. Smith, owner of four theatres in Lubbock, might be a gubernatorial possibility, a statewide radio newscast from Dallas sent out the same report last week. Smith is a member of the Texas legislature and plans a fight to keep Texas cities and towns from taxing admissions. Plainsmen are talking up Smith for the next governor's race all the harder since it was pointed out that no west Texan has ever been the state's chief executive.

Hick Hall, owner of the Lavista Theatre in Sonora, is back home and on the job following a stay in a San Antonio hospital for an eye operation . . . Fred R. Hansen, assistant manager of National Theatre Supply, saw his old roommate Andy Smith here the other day. Fred was bookkeeper for Pathe in 1916 and Smith was the manager. They had a few drinks one evening in Theatrical Managers club and walked up Main street to the Gallup hotel where they shared a room. It was a cold night. Before retiring, Hansen went out in the hall in his shorts and the door slammed and locked. His roommate was slow to let him in so Fred went out on the fire escape and climbed through the window shivering. Smith, here for the O'Donnell dinner, is general sales manager for 20th-Fox.

Ned E. Depinet, president of RKO, and Sol Schwartz, head of the RKO theatre department, visited Filmrow before the Bob O'Donnell dinner and talked to all employes in the RKO exchange and others. The RKO president has nearly always visited down on the Row on all his visits here during the many years he has been in New York. This reporter recalls when Depinet once met a shipper he had known here over 20 years ago and immediately said, "Hello Cook." Cook was a shipper.

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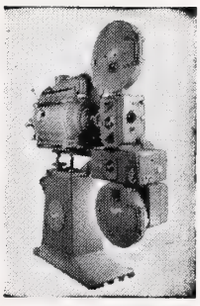
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Trade at First Runs At Dallas Is Slow

DALLAS—"Strike It Rich," the new Jack Wrather picture which premiered here with four of its stars making personal appearances, was under average. Runs in other Texas cities fared better than the one here.

(Average Is 100)

Capitol—**Silver Trails** (Mono); **Daredevils of the Clouds** (Rep), split with **Out of the Storm** (Rep); **Billy the Kid's Round-Up** (EL), reissue..... 85
Majestic—**Strike It Rich** (Mono)..... 88
Melba—**Let's Live a Little** (EL)..... 85
Palace—**Miss Tatlock's Millions** (Para)..... 100
Rialto—**Flight Lieutenant** (Col), reissue; **Music Man** (Mono), split with **Bodyguard** (RKO); **Tall in the Saddle** (RKO), reissue..... 90
Telenews—**It Happened One Night** (Col), reissue.. 55
Tower—**The Velvet Touch** (RKO)..... 75

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VACATIONISTS GIVEN PASSES— When the Brownsville, Tex., Junior Chamber of Commerce picked Fay H. Houlton and his wife Bertha from Hawarden, Iowa, as "typical winter visitors" and awarded them a $1,000 free vacation in the lower Rio Grande valley, they found Interstate Theatres Manager James McNeill ready and willing to cooperate in the gesture. He is shown above handing Mr. and Mrs. Houlton their free passes to the Interstate theatres in the Rio Grande valley, and wishing them well. The Houltons, it was revealed, were steady theatregoers. They were picked as "typical visitors" because they were an almost exact duplicate of the statistical average of the Rio Grande valley's annual crop of 50,000 tourists. Following their free vacation in the valley, which saw them on deep sea fishing trips, hunting trips and other sightseeing tours, they went to Mexico City as "guests of honor" of the Mexican Junior Chamber of Commerce for another $1,000 free vacation in their sister republic to the south.

To Dub Jesse James Film

Albert Glasser will score and dub the Screen Guild film, "I Shot Jesse James."

New Houston Tent 34 Elects Fred Nahas

HOUSTON—Fred Nahas was elected the first chief barker of Houston Tent 34, the newest unit of Variety International, at a meeting in the club's quarters in the Texas State hotel.

Al Lever was named first assistant, William E. Bremer second assistant, Ray M. Hay doughguy and Fred Cannata property master.

The Houston club operated as a branch of the Variety Club of Texas until it was issued a separate charter this fall.

Canvasmen elected were Lou C. Baxley, William C. Bryan, Francis Deerking, W. S. Hipp jr., Al Mortensen, King H. Robinson and the above officers.

Paul Poag Named Officer Of Rotary International

CHICAGO—Paul J. Poag, owner and manager of Val Verde Theatres, Inc., operators in Del Rio, Tex., since 1922, is serving as governor of District 129 of Rotary International for 1948-49. He will coordinate activities of 33 Rotary clubs in a portion of Texas and will visit each of these clubs to offer advice and assistance on Rotary service activities and administration.

Poag, who has long been active in civic affairs in his community, served as co-chairman of all war bond drives in Val Verde county during World War II, and was awarded a medal of recognition by the Treasury Department for his services. He is active in youth work through the Variety Club of which he is a member, and has been a member of Rotary club of Del Rio since 1923. He has served as Rotary president there.

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First Wet Spell in Years Nipped Budding Production in Florida

MIAMI—Except for a stroke of bad luck some 25 or 30 years ago, the state of Florida might have persuaded the pioneers of the motion picture production industry to head southward with their cameras and grease-painted actors, according to an article in the Herald's special Sunday edition.

It was in the early 1920s, the article said, that an experimental company left one of the studios in New York, intent on setting up production in Florida, which was more accessible to New York than California. So what happened? The sun went on strike and it rained for almost a full month, the first and last time that ever occurred, and Florida's film hopes were washed out.

SUN NOW IS HELPING OUT

But now the state is coming back up the production ladder and the sun, this time, is helping out. When MGM shot "They Were Expendable" here three years ago, most of the $2,500,000 special was filmed at Key Biscayne and adjoining waters. In seven weeks of shooting not one drop of daylight rain fell.

The records show that Florida definitely played an important role in the development of color photography. The Kalmus' brought their Technicolor to full bloom here after experiments in Boston.

Although it is a trifle late to think that Florida will ever challenge Hollywood's supremacy as film capital, a look to the record would indicate that, barring New York, New Jersey and California, the Sunshine state has harbored a greater share of film-making than any other state since the first flickering films cascaded through Edison's camera a long time ago.

Recently, shapely Esther Williams cavorted about Key Biscayne for "On an Island With You." Currently a British company is in the nearby Bahamas working on another Technicolor film, starring Fredric March and based on a story of Christopher Columbus.

SEVERAL RECENT SHOOTINGS

Recently the major companies have had admirable luck with film production here. The current "Mr. Peabody and the Mermaid" features underwater shots made at Weekiwachee Springs. Bits of "Key Largo" were taken down near Marathon Key, while "Air Force," "A Guy Named Joe" and "30 Seconds Over Tokyo" were filmed in part at airfields near St. Petersburg.

Older residents will remember the Colonnade studio in Coral Gables, where Toby Wing, Mike Doyle and Wally Ford made "Here Come the Marines," and the Fleischer studio on Flagler where animated cartoon features, including the $1,000,000 production of "Mr. Bug Goes to Town," were made.

Going way back to 1921, Rex Ingraham did exteriors for "Where the Pavement Ends," which introduced Ramon Navarro to the screen. More recently Madeleine Carroll and Sterling Hayden made "Bahama Passage" on the cays off Miami.

Dick Barthlemess and William Powell were here a score of years ago for their "Bright Shawl," and in the mid-1920s, when Paramount, Fox, First National and International had studios in the east, there was hardly a month when Bebe Daniels, Betty Compton, Ben Lyon, Milton Sills, Tommy Meighan, Ricardo Cortez or others of the silent days stars didn't drop down for a location jaunt.

There are still many residents in Little River who remember D. W. Griffith and his "White Rose," which was made in part in that section of Miami in 1922. Mae Marsh was in it, as were Neil Hamilton and Ivor Novello.

While Florida has been busy putting the accent on its premiere place in the sun in recent years the large number of stars and near stars that it has sent to Hollywood has been overlooked. Among them are Judy Canova, a Jacksonville girl, who got her first show break when Al Weiss, Olympia theatre manager, booked Judy and her sister in 1930 during a two-week leave of absence from school.

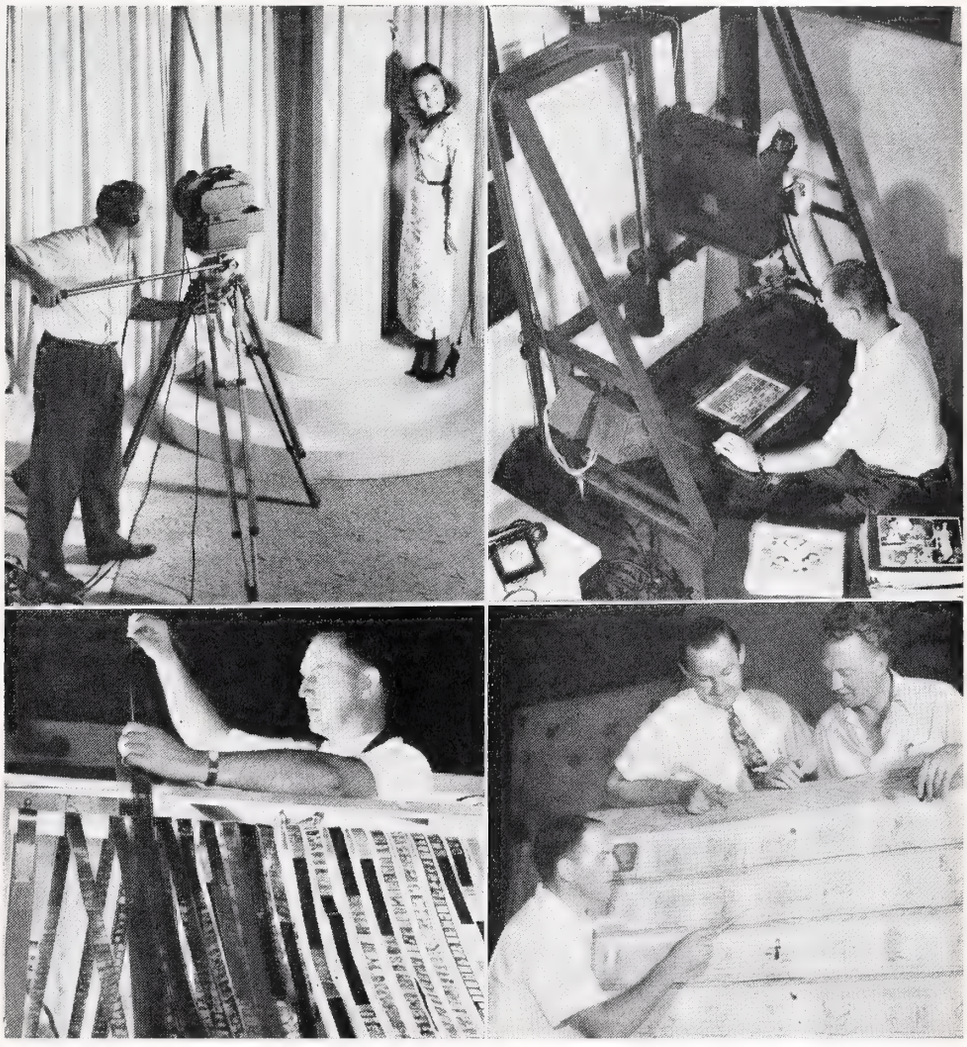
Joseph Cotten's theatrical career began with the University of Miami civic theatre where he was trying to choose between being an ad salesman for the Herald or a wholesale provisioner.

Veronica Lake attended Miami High school as Connie Keane. In 1938 she was runnerup for the title of Miss Miami.

Mary Stuart, who has been in "The Hucksters," "Thunderhoof," "The Big Punch" and many other important films, was born in Miami. She weathered the '26 hurricane, although the roof and porch of her house were blown away, and later went to Tulsa to live, though her family still lives here.

(Continued on next page)

Scenes at New Miami Studio



Scenes at the new Ball Films studio in Miami. Top, left: Fashion model Ann Williamson in pose with Harold Walker at the camera; top, right, Thurston Harper makes single exposures on film which shows animated sequences on the screen; lower left, technician examines films after they have been processed and hung up to dry on a rack, waiting to be exhibited in theatres; lower right, Harold Walker, Fred Frink and Jack Hayes plan some sequences.

Dixie Farming Rebirth To Be Theme of Film

ATLANTA—Georgia's soil conservation and farm rehabilitation programs have reached Hollywood. Alvin M. Josephy jr. of the MGM studio was here recently with plans for what he emphasized as "a constructive story about Georgia farm life." Already he has discovered Georgians' antipathy for the "Tobacco Road" type of rural tale, and hence his emphasis on his decidedly different approach.

He was in search of color and authentic backgrounds for a projected film which would tell about the returned war veteran who marries the hometown girl and goes with her to live on a 100-acre farm he inherited. The plot will deal with their use of modern methods by which they escape from the one-crop tradition and go in for truck farming, cattle raising, poultry and dairy farming, and so on. Josephy was being escorted to Carroll county by Robert D. Tisinger, vice-president of the State Soil Conservation District Supervisors Ass'n, and H. C. Seaton, district conservationist of the West Georgia Soil Conservation district, which they were certain would provide just the spot for another on-the-location Georgia film.

"Red Clay" is the tentative title for the picture, Edwin Knopf, who produced "Valley of Decision," is in charge, with Dore Schary, who made "Crossfire," penciled in for director.

"Our idea," Josephy said, "is to present a story of Georgia's use of modern methods to restore farming and rural life. We believe the country and our export trade will find such a production informing as well as entertaining."

Ruskin, Fla., Airer Opened

RUSKIN, FLA.—The new $65,000 theatre here has been completed and opened to the public. Started several years ago by Ruskin Theatre Enterprises, Inc., the project was temporarily halted because of lack of funds. Then George Buchanan, president, offered bonds which were sold without difficulty.

Christmas Party for Kids

TAMPA—Maas Bros., the largest department store on the west coast of Florida, held its annual Christmas party at the Palace Theatre. The party was for children and many prizes were awarded for the most original costumes.

START NOW

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From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

LOEW'S PALACE in Memphis switched to an all-sound picture policy in September and dismissed its orchestra and organist. Now it has gone back to the organ for a brief overture, for silent newsreels and during announcements of coming attractions. Mrs. Bessilee Erwin Reese is back under the new arrangements.

* * *

Roland Siegle, owner and operator of the Community Theatre and one other house in Pine Bluff, Ark., is rushing to completion his new house in McGehee, Ark. . . . E. L. Lemar has taken over operation of the Star in Calhoun City, Miss., from Mrs. Ida Dillard, former owner.

* * *

A site has been purchased in Aberdeen, Miss., by the Pine Tree Amusement Co. for the construction of a new motion picture house . . . Work is to begin soon on construction of a theatre in Marks, Miss., for B. B. Hamilton of Biloxi, Miss., at a cost of $12,000 . . . The old Fort Harrison in Clearwater, Fla., has been reopened and named the Palace.

* * *

Joe Alexander is now organist for the Tampa Theatre, Tampa, Fla. . . . Kenneth Finlay jr., has assumed management of the Opera House at Goldsboro, N. C., succeeding his father, the late K. E. Findlay . . . William Vannard, former manager of the Orpheum in New Orleans, is now manager of Loew's State at Houston, succeeding Allen T. Sparrow, who goes to Loew's Palace at Indianapolis.

* * *

Theatres in the Memphis territory are making rapid progress in the installation of sound equipment, with Orchestraphones far in the lead as compared to Vitaphone and Movietone.

* * *

The Strand Theatre Bldg. in Asheville, N. C., has been leased to McLellan's Stores for 30 years. Including purchase of the adjoining building, the transaction involves more than $1,000,000. The Strand was leased from its owner, Mrs. Mamie Reynolds.

* * *

Contracts have been let for the erection of the Marion Theatre in Marion, Ga. . . . The Saenger in Biloxi, Miss., now under construction, is a part of a $1,000,000 building program in that city . . . The Star in Marks, Miss., was destroyed by fire recently with a loss of $4,000. The theatre was operated by Mrs. Blanche Curtis. No insurance was carried.

* * *

The Lyric in Oakdale, Tenn., has been sold by Goforth & Stanbery to William Bright, who is to operate the house . . . The Franklin at Fort Valley, Ga., has been purchased by George Stonaras from A. H. McCarty . . . The Liberty at Acmar, Ala., has been sold by Phillips & Pitts to O. A. Miles . . . W. N. Sherrill, who recently sold the Imperial Theatre in Lenoir, N. C., has re-entered the motion picture industry through purchase of the Rivoli at Lincolnton, N. C.

* * *

The new Majestic opened at Louann, Ark., recently. The lobby was banked with flowers presented by friends of Mrs. L. M. Harlan, exhibitor.

Wet Period Nipped Production Start

(Continued from previous page)

Catherine Craig, Paramount contract player and wife of Robert Preston, is another former student of Miami Edison High where she was known as Catherine Fletus. Her father was a circus operator and her uncle owned a chain of theatres in Illinois.

Frances Langford is Lakeland born. Lake Frances there was named for her. After appearing in various high school and southern college shows she went to work for WFLA at Tampa, before embarking on the tour of night clubs, vaudeville houses and network shows which landed her in pictures.

Robert Shayne, who played the coach in "The Spirit of West Point," and directs when he's not before the camera, was a reporter on the Miami Illustrated Tab, Cornelius Vanderbilt's boom days paper.

Mary Hatcher left a Tampa high school classroom when she was 15 to play a leading role in "Oklahoma!" Two years later she was playing the lead in Paramount's "Variety Girl."

Peter Lawford, though a Britisher, first was spotted by talent scouts when he was dispensing petrol in Palm Beach, where his parents were trying to make both ends meet on the meager amount they were allowed to draw from their war-frozen British estates.

Wanda Hendrix, the latest daughter of the Sunshine state to woo and win fame in the film colony, was born in a log cabin in a lumber camp near Jacksonville.

Special Student Cards For Lower Admissions

JACKSONVILLE—John Futch, manager of the Beach Theatre, made a special concession to students of Fletcher and all teachers of the Beaches. A price of 35 cents was set for matinees. Children under 12 will continue to pay nine cents. Students will get special cards from their teachers, which they must sign and present to the boxoffice when purchasing tickets.

Open Largo, Fla., Theatre; Finishing Work Remains

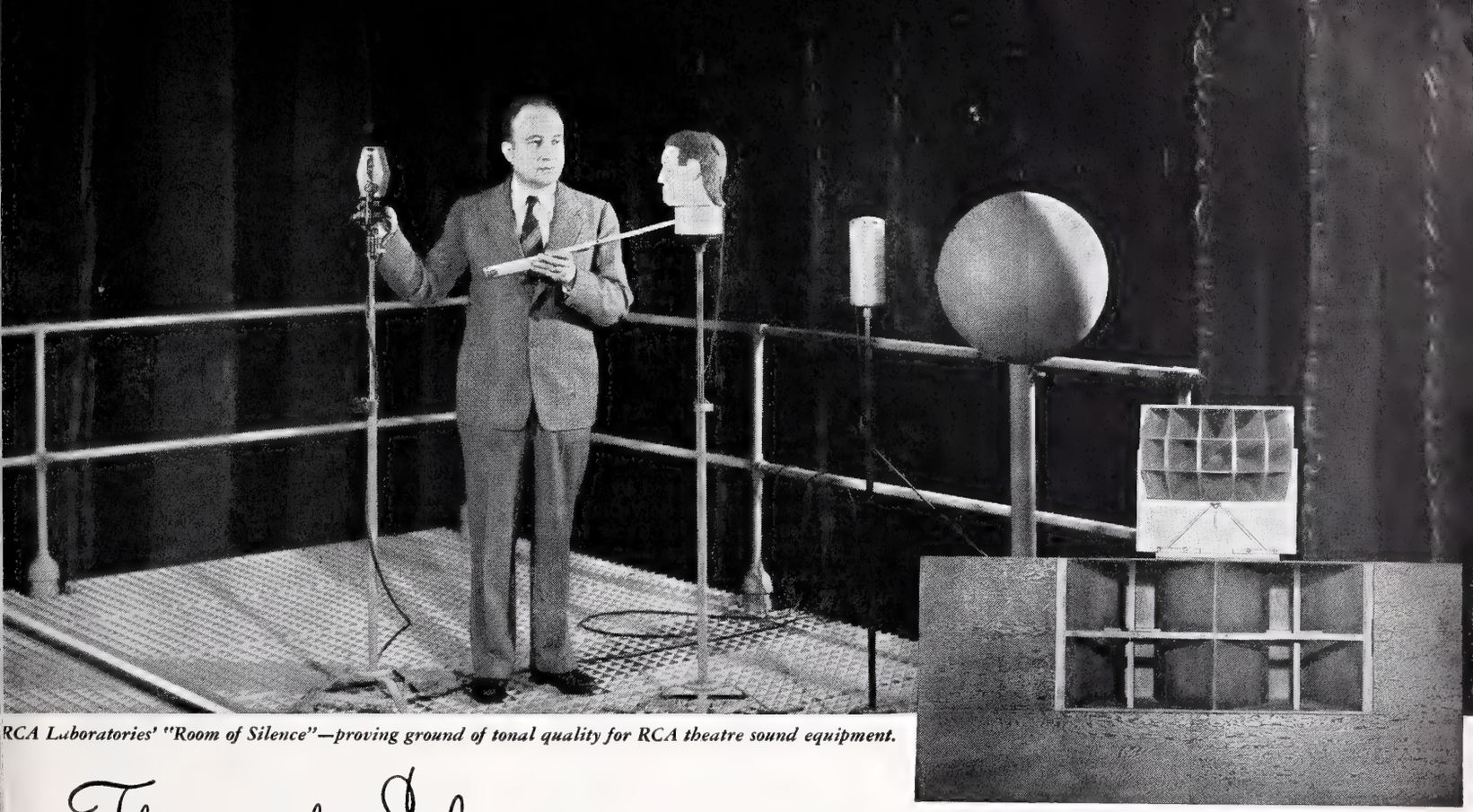
LARGO, FLA.—After suffering many delays the new Largo Theatre has been opened. Finishing touches still are being put on the building, but it is complete enough to be opened to the public. Douglas Thrall is manager.

Close for Inauguration

BLOUNTSTOWN, FLA.—Since Blountstown is the birthplace of governor-elect Fuller Warren and is not too far distant from the state capitol, Tallahassee, R. L. Bailey, owner and operator of the Eagle Theatre, plans to close his theatre January 4 so that everyone can go to Tallahassee to see the inauguration of the new governor.

New York Artist in 'King's Men'

Signed for the role of Lucy in Columbia's "All the King's Men," was Ann Seymour, a New York stage actress.



RCA Laboratories' "Room of Silence"—proving ground of tonal quality for RCA theatre sound equipment.

Through Silence ... sound is born!

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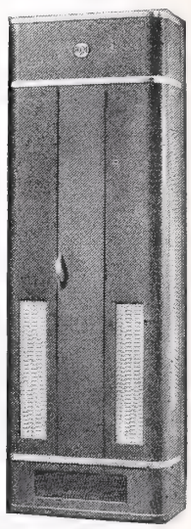
ON THE WALLS, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough heavy rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out. This is "the room of silence". . ."the quietest room in the world."

The purpose of this room? It was specially designed and constructed at the great RCA Laboratories, Princeton, N. J., so that sounds of various frequencies could be produced and accurately measured in the development of RCA sound equipment.

Information gained in "this room of silence" has contributed greatly to RCA's unmatched high-fidelity sound reproduction in motion picture theatres.

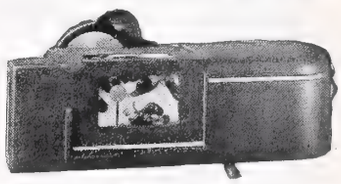
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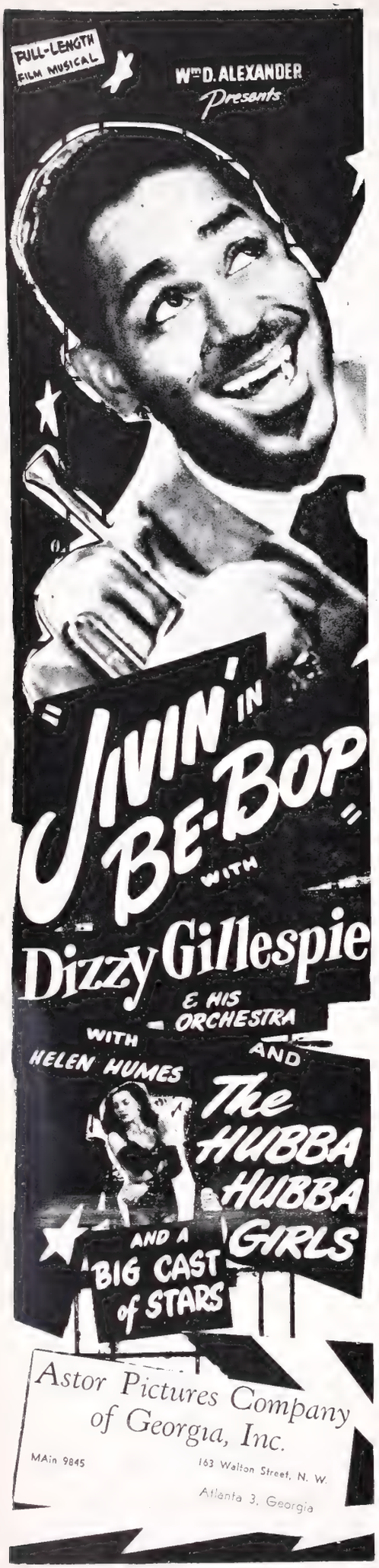
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ATLANTA

Manager Walt Meier of the Piedmont Drive-In said that business thus far had warranted the theatre staying open for the winter months. This will be the first year the ozoner will stay open year-round. Meier also has installed two Motiograph lamp houses, 650 Mobiltone speakers and two new projectors . . . Business was above average in local first runs . . . An Atlanta boy is making good in Hollywood. He's Gordon Samples, who has worked in six pictures so far. They were "Time of Your Life," "Oliver Twist," "What Price Glory," "Centennial Summer," "The Dolly Sisters" and "Dangerous Corner."

Seven chartered buses headed by a special police escort carried local Variety Club members to the Georgia-Georgia Tech football game. Variety Club members Dan Hill and Moon Croker had a special luncheon awaiting the travelers. Chief Barker Whitaker said the method of transportation made such a hit with members that they planned to use it annually . . . Arthur C. Bromberg, Atlanta's oldest film distributor, says business all over the country is improving. Bromberg, president of Monogram here, arrived in Atlanta after a business trip to Hollywood.

Hap Barnes and John Moffett returned to their homes in Montgomery, Ala., after a booking trip to Atlanta . . . John Cunningham of Georgia Theatres, returned to Savannah . . . "Ladies Be Seated" played to standing room only here . . . Mrs. Betty Bolt was added to the Kay Exchange booking department . . . Harry Katz returned to his office after a visit to the Washington branch and Ike Katz was on a trip to Memphis . . . David Katz returned from Montgomery . . . Burton Jerrell, producer of the Southland Newsreel, visited the Kay boys.

Jimmy Hobbs, Monogram branch manager, visited in Tennessee . . . William "Snake" Richardson, president of Astor, was in Alabama . . . Tom Guian, special home office representative for Eagle Lion, was released from the hospital and will leave soon for a few weeks rest in Dallas . . . Max Morris is a new grandfather . . . Lynda Burnett, former booker for FC, has returned to her old job in the EL booking department.

Kaye Harrison was added to the EL force . . . E. R. Arron, former owner of theatres in Piedmont, Ala., has taken over the drive-in near Anniston, Ala. . . . R. E. Totman has taken over the Gem Theatre, Baldwin, Fla., from Taylor & Vaughn and will change the house name to the Ritz . . . J. S. Carscallen, SG representative, left for Tennessee.

The Tennessee Theatre in Johnson City, Tenn., will reopen December 15 after a remodeling job . . . Georgia Theatres, Inc., started work on the new drive-in near Athens, Ga. . . . Jimmy Wilson of Wilson & Moore Enterprises says his firm is booking for the drive-in at Bradentown, Fla.; the University of Georgia at Athens, Ga.; the Star at Crescent City, Fla.; the Skyline at Waycross, Ga., and San Marco, Boca Grande, Fla.

Mrs. N. Roberts was added to the Republic booking department . . . Rube Joiner came in for a sales meeting here . . . Jacques Kopfstein, executive vice-president of Astor in New York, returned home after visiting in Florida . . . Friends gave a surprise birthday party for Jethro Almond at Society Hill, S. C., on the occasion of Almond's 80th birthday.

J. G. Lawrence, Blountsville Theatre, Blountsville, Ala., was on the Row booking . . . Oscar Howell, Capital City Supply Co., checked in at his office after a visit out of the city . . . Hal Jordan, Monogram manager at Charlotte, N. C., his wife and children visited here . . . Dick Regan, FC office manager, is father of a baby boy Marvin Dick jr.

Johnnie Dumpheny, former U-I booking department employe, has resigned to join Kay Exchanges booking and selling . . . A. B. Corley, former SC salesman, resigned. Further plans have not been revealed . . . Local visitors included John Morfitt, Carver Theatre, Montgomery, Ala.; Hap Barnes, drive-in, Montgomery, Ala., and Knoxville, Tenn.; G. E. Duffy, Lake Bennett Theatre, Fayetteville, Ga.; Mrs. Ethel Branton, Cairo Theatre, Cairo, Ga.; J. Little, Alberto Theatre, Tuscaloosa, Ala.; Bob Cannon, Lake City, Fla.; Joe Maddox, Clay Theatres, Woodbury, Ga., and O. S. Campbell, DeSota Theatre, Valley Head, Ala.

Claude T. Bobo, 60, Pioneer Alabama Showman, Dies

SCOTTSBORO, ALA.—Claude T. Bobo, 60, pioneer southern theatre owner, died here recently after an illness of several weeks. Bobo started his career in theatre business with the Bonita Theatre in Chattanooga. Later he came to Scottsboro and bought the local house, renaming it the Bocanita.

After leaving Scottsboro, he served with the Alabama Department of Revenue for a number of years.

Friends recalled that there are many grownups in Scottsboro today who, as children, were passed into the theatre by Bobo, knowing that they did not have the price of admission.

Drive-In Site Leased

GREENEVILLE, TENN.—A site has been leased on the Andrew Johnson highway by Glenn Williams of Morristown, Tenn., for ten years, for a new drive-in.

New Title Is '$5,000 Reward'

The new title for the Columbia picture, "Wild Bill Doolin," is "$5,000 Reward."

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Rainbow Start Soon In New Miami Studio

MIAMI—Financed by a formidable array of backers, a unique motion picture company has set up operations on Miami Beach. Within from four to six weeks, Rainbow Productions will start cameras rolling on its third production and the first from its new headquarters.

Director of the film enterprise is Walter Resco, who as an army air force captain filmed such war documentaries as "Air Siege," the story of the Ploesti oil fields raid.

The backers include sugar magnate Jorge Sanchez; Gen. Anton F. Lorenzen, USA, retired; Polly Lux, onetime Ziegfeld girl, with extensive real estate holdings here, and Baron DeHirsch Meyer, Miami Beach banker. Jean Hersholt, Hollywood actor, is listed as one of the firm's chief advisers.

ALL PROCESSING IN MIAMI

All processing of the company's films will be done on Miami Beach, except the addition of the sound track, an operation scheduled for New York technicians, Resce said. Rainbow's first effort at its new location will be a film on cancer, made under the auspices of the American Cancer society. The next production will deal with St. Augustine and Ponce de Leon's explorations in that area. Deals for on-the-spot productions in Spain and Portugal are being planned.

"We'll be specializing in color, of course," says Resce, a veteran of the film business. During the war he took time out to make personal films for Winston Churchill, and as a military aide accompanied him on a tour of the United States, which began in Miami.

WORKED FOR WINDSORS

"It was on that trip that I first decided to some day set up production here," Resce said. He has also done special work for the Duke and Duchess of Windsor.

Two of his previous Rainbow productions have been "Hawaiian Lei Day" and "Seminole Love Story." The latter he showed last year in Japan to a number of Nipponese who never before had seen a motion picture. At the scenes of Seminoles wrestling alligators, the Japs bolted from the room, Resce recalls.

One of the mainsprings of the organization will be his wife, Ruth Brigham, herself a writer. Resce was recently interviewed by Marschal Rothe, Herald writer, resulting in a three-column story, with a picture of Resce and Churchill chatting.

16mm Projector Offered Civic Clubs by Manager

KISSIMMEE, FLA.—Through the cooperation of the Arcade Theatre, Pete Lucas, manager, will offer to all churches, civic and service organizations free use of a 16mm portable projection outfit. The outfit was purchased for the sole use of organizations desiring to show religious and educational films. Lucas will furnish transportation of the machine and an operator if desired, without any cost to the organization.

Lucas is emphasizing that with the offer of the projector his service ends. He will not be able to secure films for their use. He will be glad to cooperate in any way in making the show a success but cannot undertake to supply the film. Such a service is an unusual bit of civic cooperation and ought to be worth while advertising for the theatre.



ORGANIZERS—Shown here is the committee selected at the national Allied convention in New Orleans to organize a new Allied unit, the 20th, in the Memphis exchange area. Left to right: John C. Mohrstadt, Hayti, Mo.;; Mrs. Claire Collier, Drew, Miss.; Col. H. A. Cole of Dallas, national Allied leader; Lyle Richmond, Senath, Mo., and J. A. West, Dave Flexer, T. A. Ballas and Edward O. Cullins, all of Memphis.

Shreveport IATSE Local Observes 37th Birthday

SHREVEPORT, LA.—The 37th birthday anniversary of the Shreveport motion picture operators and stagehands organization was celebrated after midnight Thursday (6). About 60 members of the local union and five visting chapters gathered at a Bossier City restaurant and honored the founding of the Shreveport chapter of International Alliance of Theatrical Stage Employes & Motion Picture Operators.

Workers heard addresses by W. P. Raoul of New York, secretary and treasurer of the international union; E. H. "Lige" Williams, president of the Louisiana State Federation of Labor, and R. P. Scudder, president of the Shreveport Central Trades and Labor Council.

Toy Matinee for Children

PANAMA CITY, FLA.—T. A. MacDougald, local manager for Martin-Davis Theatres, presented a toy matinee for local youngsters. Admission was one usable toy and all those received were turned over to the Salvation Army for distribution to needy children on Christmas day.

The local Lions club and Panama City firemen participated in the drive for toys. MacDougald reported outstanding attendance at the show.

Toys Are Admission

NASHVILLE—The Paramount Theatre cooperated with the Junior Chamber of Commerce and the local fire department for a mammoth benefit children's party to which admission was one usable toy. The toys will be repaired and distributed to underprivileged children at Christmas.

M. S. Harris in Key West

KEY WEST, FLA.—Visiting friends and enjoying Florida sunshine are Mr. and Mrs. Melvin S. Harris of Chicago. Harris is associated with the Theatre Guild of Chicago and is a member of the Variety Club there.

Benefit Show at Fayette

FAYETTE, ALA.—The Richards Theatre donated its show November 22 to the Progress club for a fashion revue. The theatre also donated a film, "The Guardsman." Proceeds will be used by the club for a proposed library building here.

'Bride' High Grosser At 105 in Atlanta

ATLANTA—Business held near the average mark in local first runs and high spot of the week was "June Bride" at the Fox for 105 per cent. "The Three Musketeers" in its second week at Loew's Grand continued to do good business, garnering 102 per cent to tie for second place with "Fighter Squadron" at the Paramount in its second week.

(Average Is 100)

Fox—**June Bride** (WB) 105
Loew's Grand—**The Three Musketeers** (MGM), 2nd wk. 102
Paramount—**Fighter Squadron** (WB), 2nd wk. 102
Roxy—**Miss Tatlock's Millions** (Para), 2nd d. t. wk. 101
Tower—**Mickey** (EL); **Return of Rin Tin Tin** (EL) 100

Film Critic Likes Paris But He Prefers Memphis

MEMPHIS—Paris is a lovely, glittering, jeweled lady of the world, but Harry Martin, amusements editor of the Commercial Appeal, is going to jilt her for his childhood sweetheart—Memphis.

Martin, president of the American Newspaper Guild and on leave of absence from his job on the Memphis newspaper, was home again on a visit from Paris, where he is serving as labor adviser to Averell Harriman with the Marshall plan administration.

He hopes to be back on his newspaper job in June or July if he can be released from his duties with the Economic Cooperation Administration by that time.

Martin was honored by his newspaper and theatre friends on his visit to Memphis to see his family. He was tendered a dinner and he spoke before the Lions club. He reported officially to President Truman this week in Washington, and he will leave for Paris December 9.

Tower Nears Completion At Jacksonville Airer

JACKSONVILLE—The 70-foot structural steel, concrete block and asbestos tower now under construction at the new $250,000 Normandy Twin Outdoor Theatre, is being completed. The Normandy will have enclosed seating facilities for 1,000 patrons in addition to offering a 1,700-car capacity.

MEMPHIS

Riceland Theatre, Knobel, Ark., has been sold by Mrs. Earl Day to M. O. Weaver. Both were here visiting Filmrow . . . All film exchanges are planning Christmas parties, the first to announce being 20th-Fox Family club which will have its party at the exchange December 20.

Pre-Christmas business at first runs was excellent. Christmas shopping crowds and night department store hour helped attendance. A week-long Christmas holiday of 50,000 school children is sure to be felt at the boxoffice . . . Loew's Palace held over "The Three Musketeers" for a second week. Loew's State showed "Rogues' Regiment" and Malco showed "The Man From Colorado" to packed houses. Warner was pleased with "Fighter Squadron." Strand and Ritz showed double features.

Paul S. Wilson, assistant southern division manager from Atlanta, was a visitor at 20th-Fox . . . Richard Owen of Eagle Lion, Dallas, was here . . . G. W. "Dink" Jones of Central Film Exchange, Little Rock, was seen on Filmrow . . . Tennessee exhibitors included W. F. Ruffin sr. and W. F. Ruffin jr., Ruffin Amusements Co., Covington; Louise Mask, Luez, Bolivar; G. H. Goff, Rustic, Parsons, and N. B. Fair, Fair, Somerville.

From Mississippi came Grady Cook, Joy, Pontotoc; J. M. Mounger, Mart, Calhoun City, and A. J. Cole, Cassidy, Webb.

From Arkansas came Mr. and Mrs. Don Landers, Radio, Harrisburg; Tom Kirk, New, Tuckerman; Douglas Pierce, New, Pocahuntas; W. R. Lee, Gem, Heber Springs; Moses Sliman, Lux, Luxora; Orris Collins, Capitol and Majestic, Paragould; Carl Bangert, Royal, Atkins, and Mr. and Mrs. Pat Fleming, Gail, Round Pond.

C. B. Jones, general manager for Robb & Rowley in Dallas, was a Memphis visitor . . . Post Theatre, Weona, Ark., owned by Don Landers, a summer operation, is closed for the winter season and will reopen in April . . . Nile Theatre, Paragould, Ark., owned by Neal Morrow, is the latest new show to open in the midsouth territory. Nile will book in Memphis.

Build Drive-In and Cafe

LAKE WORTH, FLA.—Harroldson & Cook, a South Carolina firm, is building an ultra-modern drive-in and is adding a restaurant to the project. Work has been delayed due to trouble in completing transfer of title.

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MERIT AWARD — Bronze plaque for most meritorious equipment exhibited at convention of National Ass'n of Amusement Parks, Pools and Beaches in Chicago is presented by Edward L. Schott (right) of Cincinnati, president of the association, to James Blevins of Blevins Popcorn Co., Nashville and Atlanta. Blevins was awarded the plaque for displaying popcorn machine recently won by Kenneth Crosbie of Bluffton, Ind., as part of a $30,000 Stop the Music jackpot. Crosbie and Blevins brought the machine to convention to sell popcorn for benefit of Damon Runyon cancer fund.

Wash While You Watch

EUSTIS, FLA.—The new de luxe drive-in nearing completion at the forks of the Mount Dora, Eustis and Tavares highway by the Golden Triangle Enterprises, Inc., will offer several unusual features to its patrons. There will be a launderette where folks may leave their laundry and have it done while they see the picture. They may leave small children in a playroom where they will be cared for while the parents enjoy the show. It is planned to open the airer before Christmas.

Plan Yule Benefit Show

MEMPHIS—Loew's State will be host to the 16th annual midnight revue staged by the Commercial Appeal-American Legion Christmas basket fund December 19. Manager William Kemp of the State and Manager Cecil Vogel of Loew's Palace are selling tickets for the benefit show at their theatres.

Cartoon-Comedy Show

CHATTANOOGA—The Brainerd and Riviera theatres presented two hours of ten cartoons and comedies in a Thanksgiving kiddy show at the Brainerd in the morning and the Riviera in the afternoon.

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'A Song Is Born' Ban By Memphis Censors

MEMPHIS—While in Crittendon Theatre in West Memphis, Ark., was packing in crowds of Memphians to see "Rope," which was banned here, the Memphis censors banned from local screens "A Song Is Born."

Lloyd T. Binford, chairman of the Memphis Board of Censors, said the board was unanimous in its decision that "A Song Is Born" was "inimical to the public welfare." Other board members are Mrs. Sid A. Law, clubwoman, and Avery Blakeney, lawyer.

"Frankly," said Binford, "the picture has a gambling scene. It shows a bunch of rough, rowdy musicians of both colors. It is supposed to be about the birth of jazz music in New Orleans. There is no segregation.

"The musicians are raising the dickens. It is the same thing as a previous picture. Jazz and the blues were actually born in Memphis anyway, down on Beale street. There is too much French in New Orleans for jazz. It's a rough, bawdy, noisy picture dealing with band musicians, in general a mixed-up jamboree."

Discuss Better Films

PUNTA GORDA, FLA.—"Better Movies" was the program topic at the regular meeting of the PTA held in the school auditorium at a special evening session which could be attended by men as well as women. Parents, teachers and ministers were among the speakers. L. V. Desguin, owner of the New Theatre, discussed films from the commercial viewpoint. Considerable interest is being manifest throughout all Florida in the part films play in the education of children.

Install Hearing Aids

ST. PETERSBURG—The Florida Theatre has been equipped with Acousticon theatre phones for the hard-of-hearing. An attendant assists the patron in adjusting the hearing device. Several seats have been specially wired for the phones.

Publicists See Film

TAMPA — Florida publicists were treated to a premiere showing of Warner Bros. new travel film, "My Own United States," during their convention here. This was a gathering of the Florida Publicity and Public Relations Ass'n and Florida Attractions Ass'n, which met in joint session.

Holiday for Employes

NEW ORLEANS — Transway has announced that it will suspend operations Christmas eve and has requested the cooperation of all exchanges and exhibitors in enabling employes to enjoy the holiday.

Quiz Show Started on Stage

KISSIMMEE, FLA.—A new educational feature, a quiz program, has been announced by Manager Pete Lucas of the Arcade Theatre. It will be a Friday night feature from the stage.

New Auburn Opened By Owner Hensler

AUBURNDALE, FLA.—With the opening of the new Auburn Theatre, this city now has two theatres. The Park, opened by Maurice E. Hensler 14 years ago, will continue to operate but on a two-change, four days weekly schedule. It will remain dark Tuesday, Wednesday and Thursday. Hensler is also owner of the new theatre.

The Auburn is modern in every respect, down to a cry room. A smoking room has a glass paneled front similar to the one in the cry room. Both rooms are equipped with special ventilation equipment for healthful comfort.

BUILDING IS 180x50

The building is 180x50 feet, of concrete block with steel reinforcement. Special fireproofing has been provided for the projection booth. The stage is 25x14 feet, providing ample room for stage specialties.

The curtain which protects the RCA screen may be operated from back stage or from the projection booth.

RCA projection machines have been installed, and hearing aids for the deaf. Indirect lighting is used in the auditorium and the 500 cushioned seats have a metal trim on the backs which reflect enough light from the screen to make vacant seats easily noticeable.

BLUE AND CORAL COLORS

A color scheme of wedgewood blue and coral has been employed in the auditorium, which blends well with the gold of the stage draperies.

The marquee is well illuminated with 20 lines of neon. The facade is lighted with cold cathode. Illuminated aluminum is used for the display cases. The lobby is finished in cypress paneling. Popcorn and candy machines are in the lobby. In place of the usual steps for the younger folk the fountain is equipped with a special station for the juniors.

Seat lines, usually figured with four-inch elevations, rise 5¼ inches to give easier view of the screen.

The Auburn will offer four program changes a week.

Jacksonville, Fla., Girl Selected for Stardom

JACKSONVILLE — Wanda Hendrix, who only about a year ago was playing an 11-year-old in "Welcome Stranger," is headed for film stardom, the American magazine says in a picture-story about the Jacksonville girl in its December issue. The magazine says Wanda will achieve stardom as a result of performances in Paramount's "Miss Tatlock's Millions" and "Now and Forever."

Amateur Show at Theatre

HOLLYWOOD, FLA.—Each Saturday there is an amateur radio and stage show at the Florida Theatre and youngsters of the community have an opportunity to appear. There are prizes for all children taking part, with two main prizes for the winners. Air time is sponsored by a group of local businessmen and merchants. Each week 12 or 14 contestants ranging in age from prekindergarten to high school seniors appear.

F. W. Pearce, Film Pioneer in South, Now Park Operator in Michigan

DETROIT—The Motor city long has been the home of one of the earliest pioneers of exhibition, who now is completed his 46th year in show business but is comparatively unknown among local filmites because his pioneer activity was in another territory.

Fred W. Pearce, who now operates amusement parks at Walled Lake, Mich., and Excelsior Park, Minn., as well as numerous scattered amusement operations in several other states, was considered the pioneer exhibitor in the south. He was an active member of Josiah Pearce & Sons when that firm, then in its third year of operation in the outdoor amusement field, ventured into the earliest motion picture operations.

Inspired by the success of Harry Davis' Nickelodeon on Smithfield street in Pittsburgh in 1905, Pearce, looking for some activity during the winter, moved to the south, where J. E., seven years older than Fred, joined him. They successively opened the first motion picture theatres in Memphis, New Orleans, Birmingham and other southern cities. A circuit was established of 17 houses including six in New Orleans where they had their headquarters. Fred would go south during the winter to take care of theatre interests and spend the summer in the north looking after the park interests.

J. Eugene Pearce took over the theatres after their father's death in 1918 and retained them until the early 1930s when he disposed of the theatre interests and rejoined his brother as manager of Walled Lake until his death four years ago.

Harold Laird Is Speaker

CRESCENT CITY, FLA.—Harold Laird of Tampa, state manager for Republic, was guest speaker at the regular weekly luncheon meeting of the Crescent City Rotary club. His topic was the motion picture industry. He explained that the industry tried to control the moral aspect of pictures and to produce the kind of films the public wants to see.

Install New Heating Unit

CHIPLEY, FLA.—A new oil heating unit is being installed in the Vance Theatre. Bob Rogers, manager, expects to have the work completed early in December.

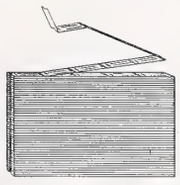
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St. Petersburg Royal For Negro Patrons

ST. PETERSBURG, FLA.—The new theatre for Negro patrons completed here recently incorporates not only an innovation in seating but also public service on the part of teachers in two nearby schools who are sponsoring a course to teach children how to act in public places. The course was begun in an attempt to keep up the high standard of the theatre.

The new showcase, named the Royal, has 700 regular seats and two rows of extra wide seats for the comfort of weighty patrons. The house is owned by Bill Boardman and Horace Williams jr., and was erected at a cost of $75,000. It will have an all-Negro staff with the exception of the projectionist.

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Miracle in Coral Gables Opened With Civic Fete

MIAMI—Wometco's new Miracle Theatre opened Tuesday (7) on Miracle Mile in Coral Gables. The event was hailed as "just about the friendliest premiere ever staged since Edison introduced his 'magic lantern'." It was more than a mere theatre opening—it was a civic occasion, promoted and supported by the citizens of this municipality. Funds from the premiere performance went to the Coral Gables Youth Center and to the Ponce de Leon High school band.

For weeks every member of a Gables civic club has been a "walking boxoffice" for the launching of the Miracle with the southern premiere of "Return of October," complete with first-night glitter and the presence of Terry Moore, star of the picture.

Nearly 3,000 people jammed spacious Miracle Mile to watch the colorful prededication ceremonies, filling to overflowing the temporary bleachers erected on each flank of the new 1,600-seat theatre, hanging from roof tops and marquee in an effort to get a better look at cinemaland's newest young star, Terry Moore.

DEAN MURPHY IS EMCEE

Inside the beautiful orange and green decorated auditorium, Dean Murphy, film and stage star, took over the ceremonies and introduced Mayor W. Keith Phillips, Dr. Bowman Ashe, president of the University of Miami, Mitchell Wolfson and Sidney Meyer, owners of the Wometco circuit, Miss Moore, and her mother, Mrs. Louella Koford.

Phillips formally dedicated the theatre and thanked Wometco for the "wonderful gesture" of staging the premiere as a benefit. Wolfson expressed appreciation for the cooperaiton of the Gables officials, and thanked the craftsmen who made is possible.

The designation of "Sweetheart of Coral Gables" was no idle honor. Gracious Miss Moore, wearing a bright red velvet, full-flared skirt, a string of pearls about her neck, and a gardenia in her honey-colored hair, looked the part of a "sweetheart." She drew tumultuous applause when she insisted that her mother take a bow on her introduction as the "real secret of my success."

ESCORTED BY BANDS

Miss Moore was escorted from the city line to the theatre by the bands and baton corps of the University of Miami and the Ponce de Leon High school.

Besides the tieups with Coral Gables organizations, the opening of the Miracle has had a steady promotion campaign, beginning with hints in regular advertising in newspapers. This was followed by larger and larger advertising culminating in outstanding art work for the actual opening splash.

The arrival of Terry Moore touched off numerous publicity stories that were used in all departments, including sports, society, amusement and news, of the daily papers. She held a press conference upon her arrival. The day before the premiere the star spent the morning posing for pictures in Miami Beach.

The new theatre seats 1,600 people and, when the entire building is completely in operation, it will be one of the luxury spots of the state.

Still in the final stages of furnishing and decoration, Wometco's new luxury house, the Miracle, received its christening Sunday afternoon when Wolfson and Meyer were hosts at a cocktail party, followed by a preview of "Return of October."

Filling the spacious theatre lobby was a crush of enthusiastic Greater Miamians and a number of out-of-town guests, including U.S. Senator Harry P. Cain of Washington, well-known as one of rent control's most outspoken foes.

Harry McWilliams, exploitation director for Columbia Pictures, was much in evidence, as were top officials of all the metropolitan dailies, including Mr. and Mrs. Leo Hills and Mr. and Mrs. Hoke Welch. Hills and Welch are managing editors of the Miami Herald and the Miami Daily News, respectively.

Guests were received by Colonel and Mrs. Wolfson and Mr. and Mrs. Meyer. Practically the entire roster of Wometco officialdom was present and assisted in extending hospitality, among these being the Mark Chartrands and the Sonny Shepherds.

Franklin Maury, manager of the Miracle, Mel Haber, resident manager, and Harry Kronewitz, assistant manager, sandwiched work in with helping host the first official use of the new house. Workmen disregarded the social event, and went right on with their duties to complete details for the Tuesday premiere.

Davis Songs in 'Rhythm'

HOLLYWOOD—Twelve songs will be sung by Jimmie Davis, former governor of Louisiana, in his current Monogram musical drama, "Riverboat Rhythm." His own hit tunes, "You Are My Sunshine" and "It Makes No Difference Now," are among the numbers, which also include "One-Eyed Sam," "Put On an Old Pair of Shoes," "Don't Say Good-bye If You Love Me," "One Has My Name, the Other Has My Heart," "No One Will Ever Know," "The Old Levee Shuffle," "Columbus Stockade Blues," "Why Don't Some One Marry Mary Anne," and "Howdy, Folks."

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Ban on Smoking Hits St. John Paramount

ST. JOHN—Provincial Fire Marshall H. M. Armstrong has banned smoking in all theatres, specificially affecting the new Famous Players Paramount in the center of the city. With the opening in late September, the whole stadium or loge of the ornate and modern house was assigned to smoking, with 550 pushback chairs equipped with ash holders. Exhaust ventilation, detached from the main air conditioning, was installed.

The theatre was built of concrete, steel and brick with a special eye to being completely fireproof. However, the fire marshal contends his action is not based on the construction but on the menace of careless smoking. In particular, he said a fire could start in the clothing of patrons. He said he had received complaints about smoking in the theatres from some local people and had consulted firefighting heads here and in New Brunswick before issuing the ban. He said Ontario is the only Canadian province that allows smoking in theatres.

The city council, after investigation, passed a resolution saying, "the Paramount Theatre is suitably constructed to permit smoking in the area especially allotted for the purpose. The council is in sympathy with the feeling that prohibition on smoking is not essential." F. Harrison Howe, manager, had gone before the council, together with D. King Hazen, legal counsel, to explain the position of the theatre, the first in the maritime provinces to offer smoking privilege in a segregated section.

The Paramount and Famous Players are appealing the ban, and the hearing is set for December 14, in the county court. Pending the result of the appeal the no-smoking edict will be enforced by the theatre staff.

Saskatchewan MPEA Helm Goes to G. R. Miller

REGINA, SASK.—At a recent meeting in the Hotel Saskatchewan, the Saskatchewan Motion Picture Exhibitors Ass'n elected G. R. Miller of Wynard, president. The previous chairman was P. W. Mahon of Prince Albert.

Also elected were J. Duane McKenzie, Estevan, vice-president; J. D. Watson, Regina, secretary, and John Proudlove, Regina, treasurer. Discussion concerning payments to the CAPA ended in an agreement to continue the present arrangement.

Film May Star Ice Queen In Professional Debut

MONTREAL—Barbara Ann Scott may star in a film short to be shot in New York, Earl Wingart, executive of the 20th Century-Fox Film Corp., said on a visit to Canada. The film short may be made in conjunction with Barbara Ann's appearance at the Roxy Theatre this Christmas. Wingart said he would make a further statement after he has had another talk with the ice queen. She leaves for New York immediately to start rehearsing for her professional debut.

Calgary U-I Wins Drive

CALGARY—Joe Garfin, manager, reports the local office won the first prize in the U-I Presidential drive for Canada ending October 30.

Ontario's Censors Clamp Down on Film Brutality

TORONTO—The provincial Board of Moving Picture Censors has clamped down on features which have themes depicting unjustifiable violence or extreme cruelty to human beings because of the influence which the screen has on juveniles or others of immature mentality, according to O. J. Silverthorne, chairman of the board. Chairman Silverthorne issued a warning to all film distributors to expect many deletions in pictures if the present cycle of brutal films continues. During the last six weeks the board made 53 deletions, he announced.

VIOLENCE NOT NECESSARY

"The use of violence in an unjustifiable manner is presenting a visual example in behavior for those who lack the restraining influences of constructive social environment," Silverthorne declared. He could see no reason why producers should permit the use of violence towards humans without restraint. Later in his statement, the chairman asserted that "the records show that our best movies, endorsed by the theatre-going public, very rarely show scenes of violence of any description."

The Silverthorne declaration was accompanied by the news that the Alfred Hitchcock picture, "Rope," had been withdrawn from circulation, this action having been taken after protests had been received from women's organizations. The feature has already played first run theatres in Toronto and other cities, but Silverthorne believed that it should not be shown at neighborhood houses where the majority of patrons are young people.

OPPOSE SEX PICTURES

The Provincial Council of Women criticized "Rope" as being objectionable. This organization also adopted a resolution against the showing of sex hygiene pictures such as the made-in-Canada "Sins of the Fathers." This motion also declared that "all films of a medical nature should be approved by the medical association and no picture should be shown in a public theatre unless men and women are allowed to see it at the same time."

'Drug Addict' Won't Be Shown in Theatres

TORONTO—Because of the declaration by the Ontario Board of Motion Picture Censors against films with scenes of brutality or violence, the National Film Board has decided against the release of "Drug Addict" to theatres.

"Drug Addict," which deals with the illegal traffic in opiates, has been shown to a number of private audiences, including police officials, and it is understood enforcement authorities were opposed to the showing of the picture to the general public. Some objection was reported from the United States, and it is understood that the film will not have distribution in foreign countries.

Four Recent Pictures Given Adult Grading

TORONTO—In the wave of official action against pictures of brutality in Ontario it is interesting to note that the provincial censor board has given adult grading to the five following features: "Johnny Belinda," "Sorry, Wrong Number," "Larceny" and "Hollow Triumph."

The new policy follows the criticism against unwholesome pictures which was voiced at the recent annual meeting of the Motion Picture Theatres Ass'n of Ontario by H. C. D. Main, president, who claimed that objectionable films were causing harm to the theatre business as a whole.

R. J. Doddridge Elected President of Pioneers

CALGARY—The prairie division of the Canadian Picture Pioneers of Canada held its annual meeting here coincident with the Alberta Theatres Ass'n and initiated several new members and elected officers for the forthcoming year.

The quarter-century veterans elected R. J. Doddridge as president; W. Kelly, vice-president, and L. W. Hicks was re-elected secretary-treasurer.

Tickets had been sold earlier among theatremen for a Labrador puppy, which was won by Elliott of RKO. The giveaway was held to swell the benevolent fund. Among subjects under discussion was a campaign plan to raise money for the fund at Toronto headquarters. This will be one of the Pioneers, chief purposes for the year. The objective is $100,000.

There is a possibility that the annual picnic for theatre and film exchange personnel, dropped for the last two years, will be revived this summer. Several other social events are contemplated.

Ushers Patrol Paramount To Reduce Vandalism

ST. JOHN—At the new FPC Paramount, Manager F. Harrison Howe is giving particular attention to protection of the fixtures. The ushers not only guide patrons to seats but also keep an eye on those who place their shoes against the backs of the chairs ahead and who stretch out in vacant seats beside the ones they pay for. All maritime theatres have suffered heavily for many years from damage inflicted by the boots and shoes of small boys and girls and young men and women.

When not piloting persons to the seats, the ushers walk up and down the aisles checking on the footwear. The doormen and ushers also patrol the rest rooms where, in the past, severe damage has been done by vandals.

Eldred A. Retallick Dies; Former Theatre Manager

WINNIPEG—Word was received here from Pontiac, Mich., of the death there of Eldred A. "Ret" Retallick, formerly active in local trade circles. Retallick joined Famous Players in 1925 as manager of the Capitol.

ST. JOHN

Some persons still are unaccustomed to full glass doors and a number of cases have been reported of collisions with the doors. One man was severely cut on the face and his glasses smashed when he crashed against a theatre door. Painting of a design on the doors or a contrasting colored border have been suggested as protection.

In connection with a campaign of the Maritime Allied Exhibitors Ass'n against use of halls for film shows (chiefly 16mm) and bingo, the provincial governments and municipalities have been urged to stipulate just how many persons can be accommodated safely in each hall, and that this number be shown conspicuously in each of the halls used. The association also urges necessary enforcement of capacity restrictions . . . George Heiber, former UA manager here, has undergone surgical treatment for ulcers. Heiber has been UA manager at Montreal since leaving here, where he was succeeded by his brother-in-law Sammy Kunitzy.

The vital factor in a general boxoffice recession through the maritimes is the high cost of living. With the prices of everything at record highs, patrons are forced to cut down on entertainment. The slump is affecting every theatre, bringing injections of semipro vaudeville, amateurs, Payroll, Foto, Bingo, Country Store and Guest nights.

Cecil Beazley, an usher at the Regent, has taken up commercial photography as a sideline . . . The Nova Scotia censors board is now in a new location in Halifax, the seventh floor of the Dennis Bldg. in the center of the city. A miniature theatre has been established to seat about 50. The old quarters were on the second floor of the Casino Theatre in the north end. Stevie Doane, chairman of the board, reports being delighted at his new stand, its abundant space, central position and plenty of natural light. The location is also more convenient for exhibitors and distributors.

Bernie Goldfeather, partner with his father Samuel in an optometrical service, has rented a store in the new Paramount Theatre front. He was formerly with his brother-in-law, Mitchell Bernstein, in film distribution here . . . A bill being drafted by the town council of Sackville, N. B., to collect an amusement tax will be ready in time for presentation at the late winter session of the provincial assembly at Fredericton, together with one from Fredericton. Rumor has it also that St. John may be represented.

The Fredericton Home and School council has been discussing pictures for children with a committee named to consult exhibitors at Fredericton and Marysville as to suitability of films for Saturday shows . . . In the midst of charges of graft and mismanagement in the handling of the Forum rink, owned by the city of Halifax, the mayor claimed he had an offer of $254,000 for the property . . . Strand, St. John, is continuing its string of Saturday morning cartoon shows for the kids . . . An ornamental metal railing dividing the stairway from the foyer to the auditorium in the new Paramount is being embedded in concrete islands, according to Harrison Howe, manager.

Add to the list of ten-gallon hat troupers Smiling Bill Waters and his brigade on an Atlantic tour of halls and theatres . . . A new lounge room, including an ornate candy counter, soon will be opened at the Odeon Casino, Halifax . . . Opening of a new power plant at Chatham, N. B., is expected to improve the light and power situation for theatres at Chatham, Newcastle, Buctouche, Richibucto, Bathurst, Moncton and Shediac. Transmission lines have been built within a radius of about 100 miles of the new plant.

Mrs. Anne Louise Bower of Yarmouth, who was recently 88, does all her own housework, including preparation of meals for three boarders and three others for middays. The Capitol and Community theatres use her in hookups when they screen films in which her grandson Mark Stevens appears . . . Exemptions from amusement taxes announced by the Prince Edward Island government do not affect theatres on the island. Rinks are exempted where the admission for adults and children does not exceed 35 and 25 cents, respectively. Bona fide amateur sports, church, charity and community entertainments also have been removed from the tax application.

When the John Fitzpatricks of St. John took a road jaunt to Florida in their new car, they were accompanied by the Maurice Griffins, St. John. Griffin is a shipper for Paramount . . . Ken Stagg, formerly a sergeant-major in the army at St. John and Halifax, has become a member of the local Paramount staff.

J. A. McCalvy, owner-manager of the Capitol, Tracadie, N. B., installed a new ten-foot neon sign and believes it to be the longest and most elaborate between Moncton and Campbellton . . . Varicored permastone plays the top role in a new front for the Capitol, Springhill, N. S. Lloyd Mason is manager and Archie Mason, his father, is owner . . . The Maple Leaf, Campobello Island, N. B., has been reseated and the floor elevated by Winfield Newman, owner-manager.

FORT WILLIAM

Famous Players Lakehead managers, after returning from a recent regional meeting at Winnipeg, decided to hold a staff conference of all FPC theatres at the Capitol here. Over 75 members of the staffs of the Capitol, Orpheum, Royal, Lake and Fort theatres here and the Colonial and Lyceum in Port Arthur attended. Each manager discussed a different subject. Opening remarks were made by Charlie Dilley and theatre service was discussed by Lloyd Palmer. Others included: confections by Charlie Bahrynowski, theatre gift tickets by Fred Tickell, maintenance by Gordon Carson and advertising by Nestor Novak. The staff members were helpful in asking questions. The meeting was run along the same lines as regional meetings held for managers, and this was believed to be the first meeting of its kind in Canada.

Lillian Lutz has been moved up from cashier to student manager of the Capitol and Stella Gireaux, former candy girl, moved to the boxoffice . . . Ned candy girl is Lillian Bursey . . . The Capitol has installed a popcorn warmer and it is doing very nicely; so well, in fact, the manager is wondering why it wasn't installed long ago.

TORONTO

Aubrey Lent, manager of the Belsize, was re-elected president of the 20th Century Theatre Managers Ass'n of Toronto. Martin Simpson, manager of the new Downtown, is vice-president; Freddie Leavens of the Circle is secretary, and Martin White of the Queen Street Odeon is treasurer. The club launched a collection of usable clothing to be distributed among newly-arrived persons from Europe, regardless of religion or nationality. The members also are planning a Christmas party.

The "Chasm of Spasms" horror show, which has been playing midnight engagements at Ontario theatres, in drawing criticism from the public because the advertised film accompanying the stage program was replaced by another picture without advance notice . . . Two more theatres have been added to the membership of the Motion Picture Theatres Ass'n of Ontario, the 20th Century Downtown in Toronto and the Bluebird at Burk's Falls, operated by Douglas Wark.

Marcus Loew's Theatres, Toronto, has declared a dividend of $1 on the common shares for the final quarter of the year, payable December 31 to stockholders of record December 10. This represents an annual rate of 4 per cent. The company operates the Uptown and Loew's in Toronto . . . Manager Sedgwick of the Palace at St. Catharines was ready to open with "The Best Years of Our Lives" but attendance for "Tap Roots" was so good that a holdover was necessary.

C. J. Appel, eastern general manager of Canadian Odeon, returned from a trip to Montreal . . . Manager Sam Hebscher of the Savoy in Hamilton launched a one-night stage show each week in conjunction with a double film bill. The Capitol at Hamilton held "The Best Years of Our Lives" for a third week . . . Harry Kaufman, veteran Toronto film figure, has taken indefinite leave of absence from Cardinal Films, of which he was general manager, because of illness which forced him to spend considerable time in Wellesley hospital.

Odeon's Fairlawn and Danforth theatres are the scenes of two separate coast-to-coast broadcasts on Wednesday nights. The Take a Chance program originates at the Odeon-Danforth and Opportunity Knocks is broadcast from the Odeon-Fairlawn stage . . . Vic Nowe has been appointed manager of the new Odeon Hyland, which opened with "Hamlet" recently. Vic served his apprenticeship under Jim Hardiman at the Odeon Danforth.

Power blackouts are resulting in a 50 per cent drop in theatre attendance, according to managers' reports. With no relief in sight, circuit theatres and many independent houses are rushing installation of auxiliary power units . . . Ray Lewis, publisher of the Canadian Moving Picture Digest, returned from a tour of the eastern provinces.

Acquires 'Father of the Bride'

The Edward Streeter story, "Father of the Bride," telling of a father's trials with a lovesick daughter, has been purchased by Metro.

Shopping Cuts Gross On Weak Offerings

CALGARY — With no first run film of heavyweight caliber as the festive shopping season started, theatre business took a slight drop, mainly from light matinee attendance and fair evening shows. Stores were thronged with buyers and with evening performances holding up fairly well under mediocre attractions, prospects seemed good for the holiday season and top attractions. The suburban Crescent started the first of a run of European films with prices upped 40 per cent. The Italian opera made a fairly good hit with music lovers and seemed sure of a regular quota of art fans.

Capitol—**Luxury Liner** (MGM).....Fair
Crescent—**Barber of Seville** (Italian).....Good
Grand—**On Our Merry Way** (UA).....Fair
Palace—**Night Has a Thousand Eyes** (Para).....Good

'Belinda' Leads Trade At Toronto Houses

TORONTO—The best grosser of the week was "Johnny Belinda" at the Imperial, but it was being given a close run by "Woman Hater" at the Odeon Toronto. "Miss Tatlock's Millions" proved popular at the Tivoli and Eglinton. There were two holdovers in the face of the Christmas shopping tussle, "Red River" at Loew's and "Rogues' Regiment" at the Uptown.

(Average Is 100)

Biltmore—**Diamond Jim Brady** (U-I); **Green Hell** (U-I), reissues.....90
Danforth and Fairlawn—**The Calendar** (EL); **I Wouldn't Be in Your Shoes** (Mono).....95
Eglinton and Tivoli—**Miss Tatlock's Millions** (Para).....110
Imperial—**Johnny Belinda** (WB).....115
Loew's—**Red River** (UA), 2nd wk.....95
Nortown and Victoria—**Shaggy** (Para); **Caged Fury** (Para).....100
Odeon Toronto—**Woman Hater** (EL).....110
Shea's—**Blood on the Moon** (RKO).....105
Uptown—**Rogues' Regiment** (U-I), 2nd wk.....95

Abbott and Costello Best Competition in Vancouver

VANCOUVER — Except for "Abbott and Costello Meet Frankenstein," which has held up unusually well in its second week at the Vogue, grosses generally registered average or below as slush and stormy weather plus Christmas shopping proved tough competition. "Life With Father" was doing nicely at the Strand.

Capitol—**Julia Misbehaves** (MGM).....Fair
Cinema—**Corsican Brothers** (SR); **South of Pago Pago** (SR), revivals.....Fair
Orpheum—**Sealed Verdict** (Para).....Average
Paradise—**Will It Happen Again?** (FC); **The Argyle Secrets** (FC).....Good
Plaza—**Blood and Sand** (20th-Fox); **We Go Fast** (Rep).....Average
Strand—**Life With Father** (WB).....Good
Vogue—**Abbott and Costello Meet Frankenstein** (U-I), 2nd wk.....Very good

Inspector Orders Ushers To Remove Prison Garb

TORONTO—Allegedly on the basis that patrons should be able to recognize theatre attendants by their customary uniforms, the Ontario Theatres inspection branch ordered the ushers of the recently opened Downtown here to remove special costumes and to return to regular dress. As an atmospheric stunt, Manager Martin Simpson attired the ushers in the striped uniforms of prison inmates for the engagement of "Canon City." They had to go back to their ushering garb on a directive from Chairman O. J. Silverthorne of the government branch. It was stated that complaints regarding the use of the convicts' dress had been filed at his office.

V A N C O U V E R

David Brickman, former Paramount manager at Winnipeg who was a hotel proprietor here the last two years, died of a heart attack here at the age of 45. Brickman had been in the film business in Winnipeg 25 years . . . Larry New, former Famous Players theatre manager, is now the Fraser Valley zone manager for West Coast Insulation, Ltd., with headquarters at Abbotsford . . . Marvin Thoreau, manager for Gaumont-Kalee Equipment Co., came back from a recent trip east with a bride.

At the FPC regional conference recently held here the theatre confections department stole the show with displays of candy products. The two Fitzgibbons boys, Jack, president, and Kervin, British Columbia manager of Theatre Confections, put over the idea of candy merchandising in a big way . . . FPC managers annual film ball held at the Commundore Supper club was the headlight of the social year in the film colony. Norman Duncan of the International Cinema was production manager and emcee in charge of the floor show, which was enjoyed by 500 show folk and their friends.

Some members of the Vancouver branch of Canadian Picture Pioneers are wondering when the organization will come to life . . . In 1947 the per capita spending for motion pictures in British Columbia was $8.29, the highest amount for any Canadian province, a recent government report indicates . . . FPC will vacate its district office quarters now in the Vancouver block and move into the Strand Theatre Bldg., which the circuit owns, around the first of the year . . . The Dewees Theatre Enterprises, in the Strand building the past 30 years, will move to new quarters a few doors up street.

Since confections have been installed in theatres here, many managers are giving almost as much attention to candy-popcorn business as to the pictures on the screens. This reporter has seen many managers pinch-hitting behind their candy bars. One manager has gone back to the burlesque days, fitting a girl out with a candy carrier and having her work the aisles . . . FPC has hiked admissions in most of its downtown theatres and some suburbans here. Downtowners now are 65 cents top at nights, outside houses 40 cents, a raise of five, Odeon circuit and independents have not made any changes to date.

Local theatremen are giving serious cooperation to the enforcement of the city's curfew law prohibiting juveniles under 16 from being on the streets unaccompanied after 9 p. m. since women's organizations have suggested that new teeth be put into enforcement of the ordinance. Exhibitors say the new government "adults only" regulation on films is a big help.

Film exchange employes held their annual Christmas party Friday (3) at the Pacific club. One hundred fifty amusement business people and friends had a tiptop time. The committee under Mervin Proudlock and W. B. and Rod McArthur was in charge of arrangements.

The downtown Orpheum is using plenty of radio time to put over the sale of Christmas gift tickets, which includes a "Man on the Street" broadcast in the downtown zone, which boosts the Orpheum and at the same time gives persons a chance to chip in on the Christmas fund for veterans in the military hospital. It is proving a good investment, Ivan Ackery, Orpheum manager, said.

The Edison at New Westminster, which was under the management of the late Frank Kerr, now that his estate is settled may soon pass over to one of the circuits.

The Theatre Under the Stars is going to have an "angel." The park board disclosed a new scheme for financing the summer musical series in Stanley park, which would take control out of the hands of the board. The plan involves the formation of a society made up of subscribing members of Vancouver citizens. Theatre Under the Stars last year showed a profit of $7,000, and has lost money on only two years since it was organized 11 years ago. Basil Horsfall, a Canadian picture pioneer, is the musical director of the summer shows.

H. H. Simmons is the new president of the Architectural Institute of British Columbia. Simmons has been in charge of construction of many theatres, including the new Odeons in West Vancouver and Victoria.

Provincial censors board classified for "adults only" the following: "Cry of the City," "Rope," "Lulu Belle," "Mourning Becomes Electra" and "Secret Service Investigator." Theatres now must watch their twin bills very closely and deny juveniles admission if one picture carries the "adult only" label. It is a headache for cashiers who must watch the ages of ticket buyers.

Howard Fletcher, veteran West Vancouver theatre operator now a member of the council there, is running for the post of reeve in the December election . . . Two real oldtimers in the local show business are still in charge of the back stage at the Orpheum. Harry Pearson started at the old Orpheum, then a vaudeville house, in 1914, and Syd Summers in 1917. The theatre now is the International Cinema. Pearson and Summers moved over to the present Orpheum 21 years ago. Both are members of the Vancouver branch of the Canadian Picture Pioneers.

The 900-seat Rex on the local skid road is reported to have changed hands for $150,000. It has been under lease to W. P. Dewes, Vancouver showman, for the last 30 years . . . Construction of FPC's new 1,000-seat house planned for Nanaimo on Vancouver Island at a cost of $300,000 will start in January. At present two theatres are operating there, both FPC houses, the 700-seat Capitol and the 570-seat Strand, under the management of Mel Cow. Nanaimo is a lumber and coal center.

Canadians can look forward to seeing increasing number of Hollywood films with a Canadian locale. This word was brought to the Vancouver Tourist Ass'n by Manager Baker, who recently returned from a federal government sponsored convention of tourist promoters at Ottawa . . . Norman Duncan, manager of the International Cinema, arranged a street parade of 250 newsboys as part of his special exploitation for "Fighting Father Dunne."

MONTREAL

The special events committee of the Canadian Picture Pioneers, Quebec branch, held its first meeting at the home of John Ganetakoa, managing director of Confederation Amusements. Among those present were: Tom Dowbiggin, Montreal district manager of Paramount, chairman; William Lester, general manager, United Amusement Corp.; William Trow, president, Montreal Poster Exchange; Gordon Dann, supervisor, General Theatres; L. K. Jones, manager, Fifth Avenue and Park theatres, Verdun, and B. Goulet, radio station CKAC. Several projects were discussed and adopted, the first of which will be a midnight show at the Chateau Theatre, proceeds of which will be donated to the benevolent fund of the Pioneers in the province of Quebec.

The new Pines Theatre at Ste. Adele, Quebec, has just been opened, and to celebrate the occasion its owner, Philippe Karibbean, gave a party for Filmrow exchange members at the Valdome hotel there . . . Irving Sourkes of Confidential Reports returned from an inspection tour during which he signed several members in Quebec City for the Pioneers club . . . Quebec Productions has started production at its St. Hyacinthe studio of Doc Grignon's radio success, "Un Homme et Son Peche" (A Man and His Sin), starring Hector Charland . . . Ted Atkinson, Montreal manager of Cardinal Films, received prints of "Harpoon," "SOS Submarine" and "The Mozart Story," the latter based on the life of the great composer, Wolfgang Mozart.

Frank Fisher, Toronto, general manager of Eagle Lion, and his assistant, Frank Vaughan, visited Filmrow as a preliminary to holding a sales meeting of Eagle Lion staffs in the Maritimes and Quebec province . . . Gerry Hoyt, manager of the St. John, N.B., branch also was a visitor . . . Exhibitors calling at Filmrow included Armand Champagne of Asbestos, Que., owner of the Asbestos Theatre there, and Roger Lalonde, owner of the Colonial, Plessisville.

George Heiber, Montreal manager of United Artists, was out of the hospital after a recent illness . . . Guy Cadieux, of IT&T, was on an out-of-town selling trip . . . Eddie Weisberg, office manager for United Artists, Vancouver, has joined the Montreal office in the same capacity.

Leo M. Devaney, Toronto, Canadian general manager of RKO, and his assistant, T. L. Carey, with Harry Cohen, St. John, N. B., branch manager, and Arnold Watson, sales manager of that office, were in town to attend a sales meeting at the Mount Royal hotel . . . I. H. Allen, general manager for Astral Films, Toronto, was in town to confer with Gerry Bastien, manager of the Montreal office . . . Miss Agathe Marchand has joined RKO as stenographer . . . Miss Adele Greene, cashier at RKO, has left for a 12-day holiday in New York and points south.

Emmett Gallagher, booker for the Montreal Poster Exchange, was on a two-week holiday . . . Lester Hirshberg, booker for United Artists, has left that exchange . . . W. Ginsler, salesman for Astral in Toronto, was in Montreal on business . . . Edgar Hamel, manager of the Foto-Nite, opened a Foto-Nite at La Tuque . . . "Quiet Weekend," British film, completed an 8-week run at the Avenue, drawing crowds each week . . . The Orpheum concluded arrangements with United Artists whereby top UA productions will be shown there.

Holiday on Prince's Birth

TORONTO—In honor of the son born to Princess Elizabeth and the Duke of Edinburgh, school children of Ontario were granted a holiday by the provincial department of education. The juveniles, in many instances, celebrated the occasion by swarming into the theatres. Monday, December 27, has been proclaimed Boxing day, which falls the day after Christmas. This year December 25 is on Saturday and it looked like Boxing day was off until the decision was reached for a longer weekend. Theatres generally are crowded on Boxing day.

Drop in Matinee Prices

HALIFAX—The matinee adult admission at the Walker circuit Armview has been cut to 15 cents, plus 2 cents tax. A cut also has been made at the Gaiety, another Walker house, for afternoons to 21 cents, including tax. Both houses show double bills.

Hitchcock Visit Expected

QUEBEC — Alfred Hitchcock, the motion picture director, is expected to visit this vicinity soon to survey location sites to be used in the production of "I Confess," his next picture for Transatlantic Pictures.

F&H at Halifax Loses Suit for Profit Split

HALIFAX—Famous Players came out on top in a legal battle with Franklin & Herschorn when Justice MacQuarrie of the Nova Scotia supreme court dismissed a suit in which F&H sought a share of the profits of the new Paramount when it begins operations this month. The action was based on a partnership agreement entered into a dozen years ago in which FPC was to pay F&H 25 per cent of the profits of the Orpheus.

The pioneer film house was razed and the new Paramount erected on the site. F&H contended the old partnership agreement entitled F&H to 25 per cent of the profits of the new theatre.

The Paramount opening has been delayed because of material and equipment shortages and labor difficulties, but indications now are for opening during December. The FPC Paramount at St. John was opened late in September after considerable delay.

OTTAWA

At the annual meeting of the Ottawa District Theatre Managers Ass'n, Frank H. Gallop was elected president for 1949. He had been secretary for the last year while Ernie Warren, manager of the Elgin, had served as president during the balance of the term in place of John Kurk, who had been transferred from the Ottawa Imperial to the Toronto Midtown. Gallop is the manager of the Glebe. The new secretary is Don Watts, who recently became manager of the Nelson after having operated theatres elsewhere in Ontario.

The police department has been asked to take action as a result of vandalism in local theatres. The Imperial particularly has been a victim of vandals . . . "Bush Christmas," the Australian feature, was shown at a special program for children at the National Museum in the Canadian capital, under the auspices of the Commonwealth of Australia. Two showings of the feature were necessary to take care of the crowds.

Manager Gordon Beavis of the Centre held "Tap Roots" for an extra nine days after the original booking of six days . . . Six films of the National Film Board which had been presented at the Edinburgh film festival were shown at a special program sponsored by the Ottawa branch of the National Film society at the Glebe on Sunday afternoon.

Ross McLean, commissioner of the National Film Board, went to Hamilton, where he spoke on the progress of the Canadian cooperative project sponsored by the Motion Picture Ass'n of America, New York, in support of the dollar-economy program of the Dominion government. McLean predicted effective result from the assistance of Hollywood producers in the making of pictures in Canada.

Fred Thompson of the Rex at London reported the smashing of the theatre's safe and the loss of $100 in cash by thieves who rolled the 500-pound safe from the office to the orchestra pit. The tools were abandoned by the burglars.

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HALIFAX, N. S.—When Ronald Reagan, Alan Ladd and his wife Sue Carol, Mike O'Shea, Virginia Mayo, Billy DeWolfe, Patrica Neal and Joan Caulfield railed into Halifax and sailed for a royal command performance in London November 29, Bob Roddick, maritime manager for Famous Players (Paramount), was prominent among the greeters. He was depicted on the front page of one Halifax daily, meeting Reagan.

Reagan slipped in a plug for "Johnny Belinda," world premiered at the Halifax Capitol, and a story with Nova Scotia locale. Booked for four days at the Capitol, it was extended to a full week.

Reagan came into Halifax on the same train with the new Canadian prime minister, Louis St. Laurent, and politicians here objected to several hundred youngsters, not yet of voting age, giving St. Laurent the freeze in favor of the actor. They provided a noisy reception for Reagan, while that for St. Laurent was very quiet with only a few participating. Some people aver that Halifax youth is going to the dogs because of the contrast in welcomes. All of the Hollywood group signed autographs on everything from note books to hair ribbons. None of the group had been in Halifax before. Reagan came in alone since he had been delayed with a meeting of the Screen Actors Guild in Hollywood. He said the siege laid on him by the bobby-soxers here was the most animated he had met.

J. Arthur Rank Praised For 16mm Church Film

OTTAWA—Tribute was paid J. Arthur Rank for his sponsorship of religious films during a sermon at Trinity church here by Capt. J. S. Ding of the Church army of the Anglican faith. The preacher issued an invitation to the public to attend a showing in Lauder Memorial Hall of the film, "Mankind Concerned," which was produced by Rank for the Church army in Canada. A group of ten educators from all Canadian provinces and Newfoundland have returned to the Dominion from a visit to Britain where they were guests of the J. Arthur Rank 16mm Film Co. of Canada for a tour of studios and historic places. The trip by air was conducted to encourage adoption of British-made 16mm pictures for Canadian colleges and schools.

'Weekend' Back to Toronto

TORONTO—"Quiet Weekend," the British light comedy, is in for another run at the International Cinema. The picture played there 13 weeks last year. The feature concluded a run of nine weeks at the Avenue in Montreal.

FPC Common Down $3

TORONTO — Common shares of Famous Players are currently trading around $15 on the stock exchange of Canada, this price being down from the high of $18 earlier in 1948. The company has maintained its yearly dividend rate at $1 which has prevailed on a regular basis for some time. The final quarterly dividend of 25 cents per share has been declared, payable December 24 to shareholders of record on December 10.

Alberta Head Censor Urges Relay Of Patron Tastes to Producers

CALGARY—Col. P. J. A. Fleming, chief of the Alberta censor board, in a speech before the annual convention of the Alberta Theatre Ass'n, advised exhibitors to form a channel through which they might "steadily convey to the producer the information regarding audience demands, likes and dislikes."

"If there were some means by which the voice of the whole exhibitor body could be expressed," Fleming said, "it would be wonderfully helpful to producers and, of course, to exhibitors and the public, also."

The convention, attended by more than 50 exhibitors from out in the province in addition to local theatremen, elected K. M. Leach of Calgary president; Doug Miller of Taber and Walter P. Wilson, Edmonton, vice-presidents; Roy Chown, re-elected secretary-treasurer, and these directors: H. G. Stevenson, Lacombe; D. A. Boyle, Macleod; D. C. Fox, Pincher Creek; L. Brewerton, Raymond; P. Pilkie jr., Vermillion; E. Lewis, High River; W. Ramsey, Canmore; M. R. Beatty, Red Deer; L. A. Maher, Medicine Hat; J. J. Lieberman, Arnold Enwisle and Wilson, all of Edmonton, and Pete Egan, H. Cohen and M. Park, all of Calgary.

TAXES UNCHANGED

Secretary-Treasurer Chown reported all government taxes and fees were unchanged for the next year. Discussions centered on union employe questions.

Salesmen and managers from the local exchanges attended the joint banquet of the association and the Alberta branch of the Canadian Picture Pioneers.

Fleming urged exhibitors to give thoughtful evaluation to "a rising tide of criticism concerning motion pictures."

"Something is happening to a considerable number of former motion picture fans," he said. "They are transforming themselves into a public that is more critical and that bestirs itself concerning motion pictures more than about any other leisure time interest.

"These last two or three years have given me opportunity to talk to many different kinds of people about the pictures they see, and like or do not like. The sharpest criticism comes from the literate folk who see few, if any, motion pictures. They, it seems, are certain that the quality has reached a new low, but the basis for their judgment remains a mystery.

REAL DESIRE FOR IMPROVEMENT

"The millions who provide the solid support for the boxoffice appear to be generally satisfied with the week's new arrivals. Between these two groups there is a third, made up of people who enjoy good motion pictures, look upon them sympathetically and, realizing their great unfilled potentialities are constantly asking for improvements in techniques and story content.

"This is, I suppose, where you come in," Fleming continued. "The leading question asked by this third group is, 'How can the standards of audience demand be lifted and maintained, and how can they be reflected to the makers of pictures on such a wide front that they will influence production?"

"On the side of the producers there is the question, 'How can the public be stimulated to support the best creative efforts to the degree that they can be made to pay commercially?' Obviously, pictures must return a profit if more of their kind is to be made. And just as obviously, the first goal is entertainment. People do not go to the motion picture theatre out of a sense of duty nor do they go to be educated. They go to be amused, to be diverted, to be held by the drama of the situation, for the vicarious adventure and excitement. Any of these is good enough reason in itself to explain why people go to the theatre. But in the midst of the laughter, the tears or the suspense, there is a matter of ethics to be kept in mind.

A HARD FIGHT

"The world is finding the fight for morality very hard. The great majority of best selling novels upon which many pictures are based are filled with bold frankness concerning sex and crime, as are many of the stage plays. The newspapers are filled with a succession of almost unbelievable horrors. Yet I have been told that a film is but a transcript of what is described in a newspaper or a book. The analogy is false; conditions are different.

"Print may tell of the birth of a child; a picture showing the processes of childbirth is another matter. A criminal assault upon a young girl may be alluded to in print, but to photograph the details of such an attack is to offend good taste and often good morals. To read that someone blew a safe is commonplace, but to describe with reality, actual robbery in a film, may arouse the desire for imitation.

"I know that your part of the industry is a complex one, in which timeliness of distribution and exhibition provides the essence of success . . . Every picture is a distinct and separate risk . . . The making and selling of a picture therefore is but half of the transaction; there remain your selection and buying.

WOULD INFLUENCE PRODUCERS

"It is here that audience demand can be lifted and maintained to influence production. It is here that by judicious and accurate advertising the public can be stimulated to support the best creative efforts to the degree that they can be made to pay commercially. Done at the outset it could forestall the recurring criticism of organized groups."

Colonel Fleming, who was in charge of an air squadron in Europe during World War II and who was shot down over Germany and imprisoned for nearly a year, has given complete satisfaction to exhibitors, distributors and fans in his work on the Alberta censor board. The board has had few appeals here and its decisions have been accepted generally in all instances.

Guest Organist to England

TORONTO—Al Bollington, guest organist at the Odeon Toronto, is returning to England temporarily. Here on a permit from the Toronto musicians union to play at the ace theatre which opened September 9, Bollington has decided to bring his family from England to become a permanent resident.

Memories of 1919 Exhibitor League Recalled at Maritime Meeting

ST. JOHN—When the first annual meeting of the Maritime Allied Exhibitors Ass'n was held recently the four remaining members of the first maritime provinces exhibitors organization were present. The Motion Picture Exhibitors League of the Maritime Provinces of Canada was the official title of the group organized in 1916. It held its last annual convention here in late 1919, just 29 years before the 1948 maritime assembly.

RON MACADAM WAS PRESIDENT

Named as the officers of the league for 1919-20 were Ron Macadam, president, builder, owner and manager of the first de luxe film theatre in the maritimes, the Halifax Casino; F. G. Spencer, vice-president, who from the Unique, now the Strand here, assembled a chain of maritime houses in which Famous Players now has half interest; Dr. J. J. Daley, vice-president for New Brunswick, a dentist and volunteer fire chief who pioneered film exhibiting and operated the Opera House at Sussex for many years; Len Acker, vice-president for Nova Scotia, owner of Acker's, Halifax, and also lessee of the Halifax Orpheus; J. J. Gaudet, vice-president for Prince Edward Island, who operated what is now the Capitol at Summerside; Walter C. McKay, treasurer, who managed the Opera House, St. John, and was immediate past president of the league; Joe Franklin, secretary, who with his brother-in-law, Myer Herschorn, Halifax, promoted vaudeville and films at the Strand, now the Garrick, Halifax, and the Opera House here and who founded and still heads the Franklin & Herschorn chain.

ONLY FOUR NOW LIVING

Of the league membership, only four are living. They are Spencer, Franklin and Pete Leger, still operating the Opera House at Bathurst, N. B., and W. W. O. Fenety, owner of Gaiety and Capitol at Fredericton, N. B.

At the 1919 meeting of the league those present were Macadam, Herschorn, Acker, McKay, Franklin, Daley, Fenety, Spencer and Walter H. Golding, manager of the Imperial, now the Capitol here; A. B. Farmer, St. John; George H. Amland of the New Brunswick censors, and Sam Spedon of the New York Moving Picture World. Two members of the outgoing executive body, G. J. B. Metzler, Halifax, and J. J. Gaudet, Summerside, were absent. They had been treasurer and vice-president. Golding was secretary.

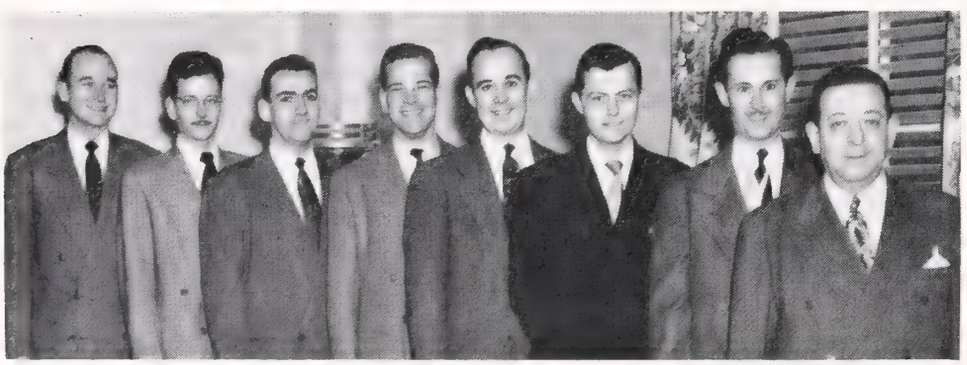
In taking over the presidency, R. J. Macadam said he regretted the small attendance and he attributed it to prosperity among all exhibitors. It seemed to him that the film men gathered only in times of trouble and stress and for mutual consolation and advice. Decision was made to drop a move to affiliate with the American Exhibitors Ass'n and National Exhibitors league after Sam Spedon disclosed both were inactive. Spedon said state organizations were springing up and would hook up nationally.

J. M. Franklin told of representing the league at an exhibitors exchange meeting in Toronto and judged it to be more of a stock selling venture than a get-together. Franklin advocated support of child welfare by the theatremen and the league was committed to assistance. Spencer and Golding opposed Macadam in his proposal in behalf of Sunday theatre operations. Chautauquas and carnivals were condemned, and a committee formed to combat them. A grievance committee was named to adjust disputes between exhibitors and distributors.

Manager Promotes Party At Toronto Suburban

TORONTO—Manager Mark Mehr of the Willow, recently opened by Allen's Premier Theatres circuit in suburban Willowdale, has been doing some nice promotional work along community lines. In cooperation with the local branch of the Canadian Legion, Mehr organized a midnight frolic with neighborhood merchants donating more than 100 prizes. One of the stunts was a draw for a "real live baby" which proved to be a young pig. Proceeds were turned over to the Legion welfare fund.

Manager Mehr also promoted an outdoor party around a bonfire on the theatre's parking lot for the neighborhood children. More than 900 juveniles enjoyed the program for which the master of ceremonies was Police Officer Arthur Varley. Candy, soft drinks and eatables were donated by several large firms.



AT MONTREAL PARLEY—Snapped at the recent RKO Ned Depinet drive meeting in Montreal were, left to right: Arnold Watson, St. John salesman; Del Buckley, assistant booker; John Bastien, booker; Hugh Rosser, salesman; Murray L. Devaney, manager, and Arthur Lee White, salesman, all of Montreal; Harry Cohen, St. John manager, and Harry Decker, Montreal salesman.

'Homme' Production Ahead of Schedule

MONTREAL—Quebec Productions is forging ahead with its new film, "Un Homme et Son Peche," now shooting at its St. Hyacinthe studios. Completion of the screen version of the famous Quebec radio serial was orginally scheduled for early December. However, when members of the press were shown rushes of several scenes during a tour of the studio in action, Producer Paul L'Anglais stated that he expects to be ahead of schedule.

Touring the studio, newspapermen found Guy Prevost, late of Les Compagnons, waiting on a grey granite slab for the heroine, Nicole Germain. The scene, a closeup of lovers' renunciation in the Laurentians of 50 years ago, was being shot indoors because of bad weather. The visitors sat in on the tedious rehearsal and endless fiddling with tape measures and lights that precedes the finished product.

Nearby in darkness, another set depicting a Quebec barn stood idle after earlier filming of a "production" number, a village barn dance.

Better Films for Kiddies Asked by Letter Writer

From New England Edition

HARTFORD—Under the heading of "Bad Movies," a local newspaper writer, signing her letter "Mother," wrote as follows to the Letters to the Editor column in the Hartford Times:

"I have just seen a certain film at my neighborhood theatre. At this picture, like most, is shown indiscriminately to adults and children, I feel compelled to remonstrate.

"How can we complain about juvenile delinquency and still allow pictures of this sort to be shown at our neighborhood theatres? Some will say, 'Censor your child's movie fare. Don't let him go at these times.' That can be done to some extent, but when carried too far it can hurt the child's independence and remove him from a special event his friends are permitted to enjoy. It also arouses his curiosity regarding all these forbidden pictures.

"Sometimes we permit our children to see an approved picture only to find the co-feature is entirely unsuited for youthful consumption. Why can't the neighborhood theatres revamp their schedules to incorporate more suitable pictures for children, especially on weekends and school holidays?"

Art Film Demand Rises

CALGARY—Somer James of Alliance Films of Winnipeg, foreign film distributor, was here completing arrangements with the suburban Crescent and the Varscona Theatre in Edmonton for the complete series. The opening film, "Barber of Seville," stirred comment all over the city. The same film was held over in the capital city last month. There is an evident percentage of the public who appreciates art films even when made in a foreign language. English subtitles seem to be quite acceptable if the material is good.

Two Ontario Centers On Stage Star Circuit

OTTAWA—Henry Fleisher of New York, a representative of the recently reorganized Tournament of Champions whose proposed network includes Ottawa and Toronto, was here to line up local facilities for the presentation of screen, radio and stage personalities and outstanding sport figures. He also negotiated for television rights so that the organization could prepare for the visual broadcasting of the features when the Canadian government gives the green light for TV entertainment.

Identified with the Tournament of Champions are the Columbia Broadcasting System, Music Corporation of America and Allied Syndicates, Inc., all of New York. The booking contracts for a number of prominent artists and bands are held by MCA, a noteworthy Ottawa example being Barbara Ann Scott, holder of the Olympic, world, European and Canadian figure-skating championships.

Review of Video Decision Asked by Union Local

MONTREAL—Protesting the decision of the federal government to postpone the introduction of television in Canada, the United Radio, Electrical and Machine Workers of America Local 531 (CIO-CCL) has asked Lionel Chevrier, minister of transport, to reconsider the recent decision of the government.

The message from the union, signed by Raoul Gougeon, secretary of the local, said in part: "Had your department allowed the inauguration of television in Canada, it would have greatly contributed to giving work to thousands of people in this country, just as it has done for the people of the U.S.

"We therefore request you to reconsider your decision and thus make it possible for the people of Canada to enjoy the same benefits as the American people, and to see to it that thousands will be given employment in the production of television sets and also in the other services pertaining to that field."

20th-Fox Will Film Tale Of Mounties in Canada

OTTAWA—Twentieth Century-Fox is going ahead with plans for the making of a feature on the Canadian Mounted Police under the cooperative project of the Motion Picture Ass'n of America, which was designed to assist the foreign-exchange position of the Dominion.

Col. F. J. Mead of the RCMP, Ottawa headquarters, has gone to Hollywood where he is special consultant to studio officials on technical details of the story which is based on the records of the famous constabulary. At the same time, Earl Wingart of 20th-Fox, New York, has spent some six days here to discuss plans.

Wingart conferred with Barbara Ann Scott, Ottawa's skating champion, who left for New York December 5 to open her professional career on December 21 at the Roxy as the special attraction of the stage show following the appearance there of Mickey Rooney.

Toronto Tent Will Lay Cornerstone Of Variety Village December 21

WINNIPEG

Metropolitan manager Eddie Newman is now assisting the Lyceum's Harry Gray in turning out the provincial exhibitors bulletin. Newman replaces Mark Kramer, formerly of the Starland, who recently left the city to take up residence in Edmonton . . . The local film industry has pledged Mayor Garnet Coulter its wholehearted cooperation towards making the celebration of Winnipeg's 75th anniversary a success. The celebration will take place in June.

Brian Doherty's New World Theatre Co., Canada's first professional touring company, is booked to play here beginning New Year's eve. The company will present "The Drunkard," the production which has proved a smash hit on its recent tour through eastern Canada.

Operators of Manitoba houses are urged by their association to bring to the attention of local newspapers an article in the Daily Film Renter of London, Eng., which has published a report of the Council of the Magistrates Ass'n which found that films seldom, if ever, cause children to turn to crime, but do keep them out of mischief.

Cry of 'Fire' in Theatres Leads to Youth's Arrest

From New England Edition

MONCTON, N. B.—Lloyd Legere, 23, has been arrested and charged with yelling "fire" in the Odeon Capitol and FPC Imperial on the same night. The youth pleaded guilty and was fined $100 or two months in jail. Legere allegedly shouted "fire" at the rear exit of the Capitol and started a rush for the exits by patrons. He repeated the performance at the rear exit of the nearby Imperial.

Some patrons seated near the rear exits gave managers a description and his name and Managers G. R. Jones of the Capitol and Bill Gates of the Imperial swore out warrants for his arrest. No one was injured at either theatre in the rush for the exits.

Last winter the Odeon Kent was destroyed by fire and about 350 patrons were eased out of the theatre without casualty or confusion by Lloyd Conrad, young manager of the theatre.

To Regional Meeting

CALGARY—Arthur Elliott, manager of a local film exchange, left to attend the regional meeting being held at Winnipeg by Leo Devaney, Canadian general manager. Sales personnel from Vancouver, Calgary and Winnipeg will attend the meeting on the eve of the Ned Depinet sales drive.

Alfred Hitchcock in Canada

TORONTO—Alfred Hitchcock, Hollywood-British producer and director of suspense features, was in this area to scout outdoor locations for a proposed picture which will come within the program of the Canadian cooperative project sponsored by the Motion Picture Ass'n of America.

TORONTO—The cornerstone for the principal building of Variety Village, a vocational school for the crippled children, is scheduled to be laid on December 21, it was announced at a meeting of local Variety Tent 28, attended by 108 members. The ceremony will be attended by Ontario and Toronto dignitaries and will be given radio and newsreel coverage. The Village is the chief project of the Toronto club, which has raised some $130,000 in theatre and sport attractions during the past 18 months to finance the unit.

As a preliminary for the gala occasion, the tent has taken over the Fiesta room in the Prince George hotel for a party night December 14 for the members, their wives and friends.

The club elected the following crew:

Re-elected were J. J. Fitzgibbons, president of Famous Players, who has been the chief barker since the start; Jack Chisholm, Associated Screen News; Ben Freedman, independent exhibitor; Morris Stein and Ben Geldsaler, Famous Players; Hye Bossin, Film Weekly, and Dave Griesdorf, president of International Film Distributors. The newcomers to the board: Herb Allen, Premier Theatres; Ernest Rawley, Royal Alexandra; Connie Smythe, Maple Leaf Gardens, and William Summerville of B&F Theatres, Ltd. Those who retired are Ralph Dale, National Theatre Services; D. V. Rosen, United Artists; H. M. Masters, Warner Bros., and Jack Cooke of station CKEY.

'Sofia' Booked by Circuit

TORONTO—I. H. Allen, general manager of Astral Films, says that Film Classics' "Sofia" has been booked solid over the circuit of 20th Century Theatres, an affiliate of Famous Players which has more than 60 units in Ontario. The first run of the picture played four Toronto theatres simultaneously, the new Downtown, Glendale, Scarboro and State.

Odeon Buys Elmdale

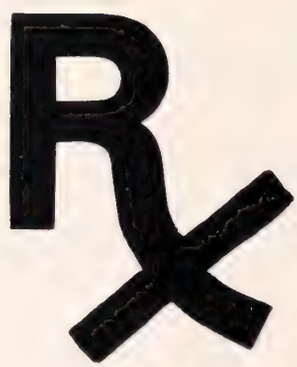
TORONTO—Odeon Theatres has announced the purchase of the Elmdale, a new 882-seat suburban theatre in Ottawa, which was opened last year by independent interests. The Elmdale virtually replaces the old Nola in the same section, closed permanently a few weeks ago.

Cash In on Star's Visits

HALIFAX—Cashing in on local publicity given a group of Hollywoodians passing through Halifax en route to a command performance in London, Sam Babb, F&H booker, rushed "Jack London" with Mike O'Shea; "O.S.S." with Alan Ladd, and "Voice of the Turtle, with Ronald Reagan to the screen of the centrally located Family. O'Shea, Ladd and Reagan were steamer passengers out of Halifax. Their stay here was stressed in Family advertising, together with pictures, all of which involved some digging to get mats and stills in a hurry.

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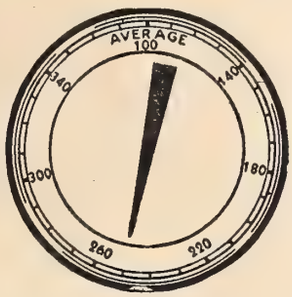
Scores of seat-selling stunts that build business and keep paying patrons happy . . . . Easy to file in a book.

• ALWAYS SOMETHING NEW AND INTERESTING •

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

The Three Musketeers—

Cincinnati 250
San Francisco 200
Seattle 200

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Angel in Exile (Rep)	95								100				100		75						75	89
Assigned to Danger (EL)	100	97				95	100		100	100		100	100	95	55		100			100	90	95
Black Arrow, The (Col)		91	105	125	105	90	125	100	100			110	100			85	80	115	95	140	95	104
Bodyguard (RKO)	90			120	105		100	100		100	100						100	90		100		101
Bungalow 13 (20th-Fox)	100	100					100	100		100			100		100							100
Challenge, The (20th-Fox)	100	100					100	100	100	105		100	95	90	75	90	105			100	90	96
Embraceable You (WB)	100	120	120		125				90	95		100	95	70	70			65	80	100	100	95
Fighter Squadron (WB)			115	120								130	105		100	110					165	122
For the Love of Mary (U-I)	95	100		60	65						55	90	100		50	85		90	50	75	65	75
French Leave (Mono)	100	75				80	100		100	80	75	100	100	90	90		100			105		92
Gallant Blade, The (Col)			110						120		80	90				95		130		130	90	106
Golden Eye, The (Mono)	100						100			100		90								100	40	88
Hills of Home (MGM)	110			90	100											115	125					108
Hollow Triumph (EL)		100	105	80	100						80	100				100	100	90		100	40	90
I Wouldn't Be in Your Shoes (Mono)	80		95			90	100		100	100	75	100	100	95			100			100	100	95
Inner Sanctum (FC)	100				115				100	100		85								100		100
June Bride (WB)		87		120		95		110	105	135	130	120	125	115	100	125	100	125	80	180	135	117
Kiss the Blood Off My Hands (U-I)		120	125	100	160					100		110		95		150		150	115	175	120	127
Leather Gloves (Col)		100								100		90	125							100	100	103
Michael O'Halloran (Mono)	100						100			100		100			50							90
Miss Tatlock's Millions (Para)	130	111		140	100		160	100	105	150	110	100	100	110	102	110	120			125	125	118
Night Has a Thousand Eyes (Para)	130	120	100	80		80	90				100	100	125	140	75	100		120	70	120	95	109
Night Wind (20th-Fox)	100	100					100					100			100		100			100	100	100
Old Los Angeles (Rep)	100	100	85		85	100	125		100	105	75	100	125	80	70	70	100		85	125	100	96
One Touch of Venus (U-I)	90	126	95	120	110		147	95		100	100	115		95		95		120		125	120	110
Out of the Storm (Rep)							100		90	120			100	90	80							97
Pitfall (UA)	110	114	110		115		70	95	100	95	125	150	100	100	103	120		80		140	75	106
Return of the Badmen (RKO)	120	75	100	130	100	120	90		110	130	120	150	95	120	70	100	105	90	90	135	80	106
Road House (20th-Fox)			140	140		100					110	160	100			110		160	120	160		130
Saxon Charm, The (U-I)	95		95	95	80			85			65	125	100	90		105	100	75	60	125	90	92
Sealed Verdict (Para)	125		100	100	90				90		140		100		80	105		130		120		107
Song Is Born, A (RKO)	130	100	130	140	140	100		150	125	100	135	175	140	135	105	115	150	130	120	160	160	132
Southern Yankee, A (MGM)	100	100	100	130	115	110		110	80	150	130	125	100	125	90	90	115	95	90	130	145	112
Spiritualist, The (EL)	100		100	110			100				80	90						65			100	93
Summer Holiday (MGM)	125	72	90	90	80				70	105	125	130	100	80	40	98	125	65	80	160	110	99
That Lady in Ermine (20th-Fox)	120	87	115	140	100	105	143	85	125	100	110	150	100		80	105	80	105	80	110	100	107
Three Musketeers, The (MGM)	125	157		250						180	165	175	145		115	160		175		200	200	171
Untamed Breed, The (Col)		87	100						115			90							60		90	90
Urubu, the Story of Vulture People (UA)			125						80			115			75	110				110		103
Walk a Crooked Mile (Col)		118	90		130			100	120		100	150	125	105	100	105	100	110	115	200	140	119
When My Baby Smiles at Me (20th-Fox)	125		140	180		115	187	95	115	125	150	150	115	190		150	85	200		200	130	144

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Best Man Wins (Col) — Edgar Buchanan, Anna Lee, Robert Shayne. A fair little picture with a weak cast. The story is based on Mark Twain's "jumping frog," which is funny in spots. The dog race, the jack hare and the jumping frog make the picture. Average attendance. Played Wed., Thurs. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

Blondie's Anniversary (Col)—Penny Singleton, Arthur Lake, Larry Simms. This is the best Blondie for a long while. Dagwood gets into more trouble than ten kids in this one. Played Tues., Wed. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Blondie's Holiday (Col)—Penny Singleton, Arthur Lake, Larry Simms. This is an entertaining comedy which pleased average business. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Down to Earth (Col)—Rita Hayworth, Larry Parks, Marc Platt. This is another fantasy, but a very good one, from the standpoint of a select few. I liked it, the cashier liked it, the boxoffice suffered and the color was grand. Played Tues., Wed.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Gunfighters (Col)—Randolph Scott, Barbara Britton, Dorothy Hart. The Cinecolor was very beautiful and the picture is just what we want here—lots of action and the story extra good. A wonderful title that fit perfect. The comedy, "Hollywood Cowboys" (Col), also the best I ever saw from Columbia. It showed all the western stars and seemed like a nice short western. Come with more pictures like "Gunfighters." Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Prince of Thieves, The (Col)—Jon Hall, Patricia Morison, Adele Jergens. This is a poor man's "Adventures of Robin Hood." Perhaps a comparison should not be drawn but I am surely glad I don't have to play it after playing the reissue of Robin Hood. Business was fair. Played Tues., Wed. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. * * *

Relentless (Col)—Robert Young, Marguerite Chapman, Willard Parker. Now here is a picture! A super-western in Technicolor with a very fine cast, which all add up to big boxoffice for us. Everyone came and liked it, so I think it will be successful anywhere. Played Sun., Mon., Tues. Weather: Good.—R. W. Burgess, Roxy Theatre, McCluskey, N. D. Rural and small town patronage. * *

Rose of Santa Rosa (Col)—Patricia White, Eduardo Noriega, Eduardo Cinnelli. The Hotshots are a dead issue here. Any situation they are popular in, this should be tops. Played Tues., Wed. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Thunderhoof (Col) — Preston Foster, Mary Stuart, William Bishop. This is photographed in sepia tone, with only three people and a horse for the cast. This is just a pretty good western and the scenery and locale are tops for any production. It is really worth a date on your Fri., Sat. double bill. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

West of Sonora (Col)—Charles Starrett, Smiley Burnette, Anita Castle. These western stars never fail to please the plowboys on Fri., Sat. Business was good. Weather also good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

EAGLE LION

Spiritualist, The (EL)—Turhan Bey, Lynn Bari, Cathy O'Donnell. This is very similar to "Sleep, My Love." The picture is good and well done with about average draw. Comments were good here. Played Wed., Thurs. Weather: Cool.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

METRO-GOLDWYN-MAYER

Miracle in a Cornfield (MGM)—Short subject. A truly magnificent color short about the volcano in Mexico. Very impressive, and enjoyed by youngsters as well as adults.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

State of the Union (MGM) — Spencer Tracy, Katharine Hepburn, Van Johnson. This picture has received a lot of panning. Why, I don't see. We had two good days and all comments were favorable. Played Tues., Wed. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

MONOGRAM

Black Gold (Mono-AA) — Anthony Quinn, Katherine DeMille, Elyse Knox. This picture is okay, but oh my, what a condition the film was in! Patch on patch—my operator spent two hours after the first show to put same into condition. Played Wed., Thurs. Weather: Good.—Ben Brinck, West Point Theatre, West Point, Iowa. Rural patronage. * * *

Music Man (Mono) — Phil Brito, Freddie Stewart, June Preisser. This was a little budget picture intended to be a successor to the Teen-Agers. It was very, very weak in my situation. I had one of the worst nights I've had this year. The story was weak and the absence of singing and dancing by June Preisser was notable. Don't expect too much from this one. I hope Monogram profits from this mistake. Played Thursday. Weather: Cool.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

Smart Woman (Mono-AA)—Brian Aherne, Constance Bennett, Barry Sullivan. This is a good picture and well worth playing. It did almost average business in spite of rain all day Sunday. It will appeal especially to the ladies. Comments were good. Played Sat. (preview), Sun. Weather: Rainy.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

PARAMOUNT

Adventure Island (Para) — Rory Calhoun, Rhonda Fleming, George "Gabby" Hayes. This picture is okay and has some beautiful scenes in color. Business was satisfactory and comments were good. Played Wed., Thurs. Weather: Cold.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Beyond Glory (Para)—Alan Ladd, Donna Reed, Tom Neal. Alan Ladd's most dramatic role, but not the type our people like him in. Played Wed., Thurs.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Caged Fury (Para) — Richard Denning, Sheila Ryan, Mary Beth Hughes. This is a good circus show. With mystery, murder and love affairs to hold interest, it does all right. Played Tues., Wed. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Foreign Affair, A (Para)—Jean Arthur, Marlene Dietrich, John Lund. This is a good picture. The title is misleading but it will please, if you can sell the stars and the picture, which is timely. Played Sun., Mon. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Golden Earrings (Para)—Ray Milland, Marlene Dietrich, Murcyn Vye. This is very good and was well received. Ray and Marlene did a fine job in this one. It drew above average and was very interesting all the way through. You don't go wrong when you buy Paramount. Played Sat., Sun. Weather: Perfect.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Isn't It Romantic? (Para)—Veronica Lake, Mona Freeman, Mary Hatcher. This was dis-

Donate to Jim Mote Fund From Far-Off Places

FINAL announcement of the complete returns on the JIM MOTE FUND cannot be made in detail for several weeks because of complete tabulations of all contributions. Also, inquiries have been made from several who would be big contributors, and we are anxious to have them come in on this before declaring the result.

Something of the far-reaching spirit of this desire to help a fellow exhibitor is shown by these two letters from the other side of the world:

"Enclosed you will find a money order for $2 to be added to the JIM MOTE FUND. This will arrive a little late as it takes a long time to get a magazine over here. Hope Mote is soon back in business."—A. C. Martin, manager Miss Victory Theatre, Naha, Okinawa. (With 51st Air Base Group.)

"I don't believe I ever donated a dollar to a better cause and I am sure everyone reading the article regarding the JIM MOTE FUND in BOXOFFICE will come through with $1."—Ernest G. Paschoal, general manager, Maui Amusement Co., Maui, T. H., Wailuku.

Ben Brinck Finds Way To Control Rowdies

FULLER BRUSH MAN, THE (Col)—Red Skelton, Janet Blair, Don McGuire. This is the best grosser I had for the past year. Columbia always gives you a good break. Instant relief—like going to Tucson for sinus trouble. If you have any teen-agers causing disturbances in your theatre, I found out that by barring two or three of the ringleaders for a period of time, you will have miraculously good order with the kids, as they all fear getting the same dose of medicine. It works. Try it.—Ben Brinck, West Point Theatre, West Point, Iowa. Rural patronage. * * *

appointing to the customers and to myself. It rated top price but is really just another feature and does not rate any higher than half of a double, if you play double features. Played Sun., Mon. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Mr. Reckless (Para)—William Eythe, Barbara Britton, Walter Catlett. This is a good oil-well action story. It has comedy, fights, love affairs and what-have-you. Played Tues., Wed. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

RKO RADIO

Arizona Ranger (RKO)—Tim Holt, Jack Holt, Nan Leslie. Tim Holt continues to draw here. If he keeps going in good stories, he will be the best western star here. This picture was perhaps his weakest of the current series, but having Jack Holt with him brought out some of the older fans. Boxoffice average for Holt. Played Fri., Sat. as single feature. Weather: Rain and snow.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. * * *

Fun and Fancy Free (RKO)—Disney cartoon with Edgar Bergen, Charlie McCarthy, Mortimer Snerd. This was far from a hit here—didn't go over too well. Played Fri., Sat. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

I Remember Mama (RKO)—Irene Dunne, Barbara Bel Geddes, Oscar Homolka. Too much Scandinavian accent for our Spanish trade. It is excellent comedy, though, and well made. Played Fri., Sat. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Rachel and the Stranger (RKO) — Loretta Young, William Holden, Robert Mitchum. "Darned good," "Cute," "Best I've seen in a long time" are a few of the comments I heard on this well-made drama. Some comedy and romance, with plenty of action towards the end, made for a satisfied audience.—Dave Warnock, Lake Theatre, Johnstown, Colo. Rural and small town patronage. * *

Return of the Badmen (RKO) — Randolph Scott, Robert Ryan, Anne Jeffreys. This held its own and then some against "Red River" as competition, and that speaks a volume in any man's language.—C. J. Otts, Royse Theatre, Royse City, Tex. Small town patronage. * * *

Seven Keys to Baldpate (RKO)—Phillip Terry, Jacqueline White, Eduardo Ciannelli. This, although old, we have no regrets on playing, as it was the first showing here and patrons felt it was good entertainment. Played Fri., Sat. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

Western Heritage (RKO) — Tim Holt, Nan Leslie, Richard Martin. This is an ordinary western with enough shooting and horses to satisfy our patrons. Crowds were a little above average. Played Thurs., Fri., Sat. Weather: Fair.—R. W. Burgess, Roxy Theatre, McCluskey, N. D. Rural and small town patronage. * *

Wild Horse Mesa (RKO)—Tim Holt, Nan Leslie, Richard Martin. One of the best Tim Holt pictures yet. Different from the regular run-of-the-mill westerns, and the Fri., Sat. crowd enjoyed the wild horses and the fighting stallion. Attendance average. Played Fri., Sat. Weather: Fair.—Mrs. Pat Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

REPUBLIC

Daredevils of the Clouds (Rep)—Robert Livingston, Mae Clark, James Cardwell. Here is a nice B picture and it will stand alone in the middle of the week with a good short. Played Mon., Tues. Weather: Cold.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Fabulous Texas, The (Rep)—William Elliott, John Carroll, Catherine McLeod. This is a mediocre western which drew well as a western, good or otherwise—always does. Played Thurs., Fri., Sat. Weather: Fair.—R. W. Burgess, Roxy Theatre, McCluskey, N. D. Rural and small town patronage. * *

On the Old Spanish Trail (Rep)—Roy Rogers, Tito Guizar, Jane Frazee. Good old Roy. Whatever the weather may be, we can always expect customers to hear him sing and to see him. He is a big moment for some. Played Thurs., Fri., Sat. Weather: Cold.—Harland Rankin, Erie Theatre, Wheatley, Ont. General patronage. * * *

Under Western Stars (Rep)—Reissue. Roy Rogers. It looks like Republic is out to fix Roy up like they did Gene Autry. The public can't go for these old pictures of their favorite stars. Lots of criticism on this picture. Played Saturday. Weather: Cool.—O. D. Conner, Gem Theatre, Cache, Okla. Small town patronage. *

Wild Frontier, The (Rep)—Allan "Rocky" Lane, Jack Holt, Eddy Waller. Lane doesn't draw as well here as in some spots. We had a fair turnout for this picture. The print is in pretty good shape. Those that saw the picture said it was pretty good. Played Saturday. Weather: Hot. O. D. Conner, Gem Theatre, Cache, Okla. Small town patronage. *

SRO

Mr. Blandings Builds His Dream House (SRO)—Cary Grant, Myrna Loy, Melvyn Douglas. This is a clever piece of entertainment and was much enjoyed by grownups. I played

Asks Name of Western That Lost You Money

ALBUQUERQUE (Para) — Randolph Scott, Barbara Britton, Catherine Craig. Paramount has made a good western here. A good draw and it pleased all comers. But have you ever heard of a western that lost you money? Played Sun., Mon. Weather: Cold.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. * * *

it on Thanksgiving to slightly better than average business. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

20th CENTURY-FOX

Fury at Furnace Creek (20th-Fox)—Victor Mature, Coleen Gray, Glenn Langan. This is a very good western that hasn't had a chance so far, rain or snow, now a blizzard, with a big football game postponed until Saturday, which will take care of any profits on this one. Swell for the weekend, with the action they crave. Played Thurs. through Sat. Weather: Bad.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Give My Regards to Broadway (20th-Fox)—Dan Dailey, Charles Winninger, Nancy Guild. This is a good title and has good color. It started well but fell flat the second or third day. However, the audience seemed to like it but some were disappointed, as they expected it to be more of a musical than it was. Played Sun., Mon., Tues. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Iron Curtain, The (20th-Fox)—Dana Andrews, Gene Tierney, June Havoc. This was not entertainment but it packed such a punch that it made everyone in the audience sit up and take notice. There wasn't much action to it but it was very interesting. I should have played this two days. Average attendance. Played Saturday. Weather: Cloudy and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

Wants Laurel & Hardy Back on the Screen

BOHEMIAN GIRL, THE (FC)—Reissue. Stan Laurel, Oliver Hardy. This is a very good reissue and still a good draw at the boxoffice. What has become of this pair of stars? You producers get busy and bring them back on the screen. Played Wed., Thurs. Weather: Good.—Ben Brinck, West Point Theatre, West Point, Iowa. Rural patronage * * *

Miracle on 34th Street, The (20th-Fox)—John Payne, Maureen O'Hara, Edmund Gwenn. This is a good picture but surely not for the top bracket. We were charged too much for this feature so lost money on the deal. Of course you can make money on it, if you play it at Christmas, as it is a story of a man who thinks he is Santa Claus. Played Sat., Mon. Weather: Good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

Mother Wore Tights (20th-Fox)—Betty Grable, Dan Dailey, Mona Freeman. This is very good indeed and you can expect a nice turnout. Betty and Dan are tops. Mona Freeman is a nice kid and sings sweetly. Played Fri., Sat., Sun. Weather: Fair.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Street With No Name, The (20th-Fox)—Mark Stevens, Richard Widmark, Barbara Lawrence. Not many comments. My patrons are tired of documentary pictures. A couple or so are all right, but the public soon tires of them. Played Thurs. through Sat. Weather: Fine.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. Local city and country patronage. * * *

Street With No Name, The (20th-Fox)—Mark Stevens, Richard Widmark, Barbara Lawrence. No matter what type or how great murder or gangster films are, or how many stars are in them, to me they spell doom at the boxoffice. This is a good one of its kind, but no go here. Played Tues., Wed., Thurs. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Walls of Jericho (20th-Fox)—Cornel Wilde, Linda Darnell, Anne Baxter. This is superb adult entertainment. Anne Baxter had the best role of her career. I recommend this highly. Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

UNITED ARTISTS

Arch of Triumph (UA)—Charles Boyer, Ingrid Bergman, Charles Laughton. This one was a very good dramatic picture. Bergman was never better, but its drawing power could have been increased in my house if Boyer hadn't been in the cast. If your house can stand a good drama occasionally, they won't be disappointed in this one. Strictly adult entertainment. Don't expect a family picture. Business was average the first night, far below average the second night. Played Tues., Wed. Weather: Rain.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

Borrowed Trouble (UA)—William Boyd, Andy Clyde, Randy Brooks. Hopalong always pleases on Fri., Sat. and this was no exception. It is not a routine western as this time Hoppy is teaching kids in school. Played Fri., Sat. Weather: Good.—E. M. Freiburger,

(Continued on page 14)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ⓑ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⓒ indicates color photography.

COLUMBIA · EAGLE LION · M-G-M · PARAMOUNT · MONOGRAM · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV.-INT'L. · WARNER BROS. · MISCELLANEOUS

FEBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20	MARCH 27
5 (68) Drama 802 **WRECK OF THE HESPERUS** Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 **WOMAN FROM TANGIER** Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ⓑ**RELENTLESS** Robert Young R—Jan. 17—PG-892 19 (53) Western 965 **PHANTOM VALLEY** Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 **TO THE ENDS OF THE EARTH** Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 920 **RETURN OF THE WHISTLER** Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama **ADVENTURES IN SILVERADO** R—Mar. 13—PG-91 25 (55) Western **WEST OF SONORA** Starrett-Burnette R—Mar. 27—PG-91
7 (83) Drama 812 **ADVENTURES OF CASANOVA** Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 **TORNADO RANGE** Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 **TAKE MY LIFE** Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 **MAN FROM TEXAS** James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 **WESTWARD TRAIL** Eddie Dean	27 (77) Drama 817 ⓑ**ENCHANTED VALLEY** Alan Curtis-Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 **OCTOBER MAN** John Mills R—Mar. 20—PG-913	Reissues 27 (93) Drama **SUTTER'S GOLD** Edward Arnold 27 (86) Drama **SEVEN SINNERS** Marlene Dietrich John Wayne
6 (99) Drama 815 **HIGH WALL** Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 **TENTH AVENUE ANGEL** Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ⓑ**THREE DARING DAUGHTERS** Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 818 **ALIAS A GENTLEMAN** Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy **BRIDE GOES WIL** Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-90
7 (75) Drama 4709 **FIGHTING MAD** Joe Kirkwood jr Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 **PERILOUS WATERS** Don Castle Audrey Long Peggy Knudsen		22 (84) Drama AA7 **PANHANDLE** Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 **ROCKY** Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 **ROSE OF THE RIO GRANDE** Movita John Carroll	21 (67) Drama 4 **ANGELS' ALLEY** Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894
		20 (90) Drama 4709 ⓑ**ALBUQUERQUE** Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 **CAGED FURY** Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 **SAIGON** Alan Ladd Veronica Lake R—Feb. 7—PG-897		26 (67) Drama 4 **MR. RECKLESS** William Eythe Barbara Britton R—Feb. 21—PG-90
Group 3 (61) Western 812 **WESTERN HERITAGE** Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 **THE FUGITIVE** Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ⓑ**BAMBI**		Special 28 (109) Com-Dr 852 ⓑ**THE BISHOP'S WIFE** Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 **TROUBLE IN SUNDOWN**		Special 20 (134) Comedy 868 ⓑ**I REMEMBER MAMA** Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911	
1 (61) Comedy 703 **CAMPUS HONEYMOON** Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb 14—PG-899			22 (59) Western 753 **OKLAHOMA BADLANDS** Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 **MADONNA OF THE DESERT** R—Mar. 13—PG-911			14 (87) Drama 705 **INSIDE STORY** Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama **LIGHTNIN' IN THI FOREST** Lynne Roberts Warren Douglas R—Apr. 24—PG-92
Reissue 7 (70) Western HC14 **IN OLD MEXICO** William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 **TRAIL OF THE MOUNTIES** Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 **SILVER ON THE SAGE** William Boyd Gabby Hayes Russell Hayden			
(91) Musical 802 **YOU WERE MEANT FOR ME** Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 **DANGEROUS YEARS** William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 805 **CALL NORTHSIDE 777** James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 **GENTLEMAN'S AGREEMENT** Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 **THE CHALLENGE** Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 **HALF PAST MIDNIGHT** Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama ⓑ**AN IDEAL HUSE** Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-8
(97) Com-Dr **HOLIDAY CAMP** Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-910	14 (96) Drama 634 **A WOMAN'S VENGEANCE** Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 **SECRET BEYOND THE DOOR** Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889			(96) Drama 654 ⓑ**JASSY** Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 **A DOUBLE LIFE** Ronald Colman Signe Hasso Edmond O'Brien R—Jan. 3—PG-887	(96) Drama **NAKED CITY** Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-8
7 (95) Drama 715 **MY GIRL TISA** Lilli Palmer Sam Wanamaker R—Jan. 24—PG-898		21 (103) Drama 716 **VOICE OF THE TURTLE** Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 **I BECAME A CRIMINAL** Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Reissue 13 (102) Drama 718 **ADVENTURE OF ROBIN HOOD** Errol Flynn Olivia de Havilland		27 (94) Comedy **APRIL SHOWERS** Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-9

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Buxxy Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reis
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

(..) Western Reis
LONE STAR PIONEE
"Wild Bill" Elliott

APRIL 3	APRIL 10	APRIL 17	APRIL 24	MAY 1	MAY 8	MAY 15	MAY 22
30 (84) Drama 936 SIGN OF THE RAM Susan Peters —Feb. 21—PG-904	8 (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-925	15 (69) Drama 909 PORT SAID Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (67) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	6 (75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 TRAPPED BY BOSTON BLACKIE R—May 8—PG-929 13 (54) Western 963 WHIRLWIND RAIDERS Starrett-Burnette R—May 22—PG-936	
30 (66) Mus-Com 952 SONG OF IDAHO Hoosier Hotshots —Mar. 27—PG-916							
3 (102) Drama 816 RUTHLESS Zachary Scott Louis Hayward —Mar. 27—PG-915	10 (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911	17 (77) Comedy 819 THE NOOSE HANGS HIGH Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 THE COBRA STRIKES Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 PRAIRIE OUTLAWS Eddie Dean	19 (66) Drama 821 ASSIGNED TO DANGER Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929
3 (108) Drama 820 . F.'s DAUGHTER arbara Stanwyck an Heflin harles Coburn —Feb. 21—PG-903		20 (92) Drama 821 SUMMER HOLIDAY Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 TARZAN'S SECRET TREASURE Weissmuller-O'Sullivan 30 (71) M'drama 823 TARZAN'S NEW YORK ADVENTURE	30 (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916			
8 (56) Western 4761 KLAHOMA BLUES immy Wakely irginia Belmont	4 (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 7 (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898	11 (53) Western 4755 CROSSED TRAILS Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 CAMPUS SLEUTH Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 SIGN OF THE WOLF Michael Whalen 6 (..) Western PARTNERS OF THE SUNSET Jimmy Wakely	16 (56) Western 4756 FRONTIER AGENT Johnny Mack Brown Raymond Hatton	
1 (146) Drama 4725 UNCONQUERED ary Cooper aulette Goddard oris Karloff oward daSilva —Oct. 4—PG-862	9 (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			30 (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 4715 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906	
pecial 1 (120) Drama 869 IRACLE OF THE BELLS red MacMurray illi rank Sinatra —Mar. 6—PG-907		Special 17 (128) West-Dr 870 FORT APACHE Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 TIMBER STAMPEDE		Group 5 8 (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 22 (68) Drama 813 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917
1 (61) Novelty 728 BILL AND COO eorge Burton's Birds —Jan. 3—PG-887 1 (63) Mus-West 654 CALIFORNIA FIRE-BRAND —May 8—PG-928		15 (60) Western 754 BOLD FRONTIERSMAN Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 OLD LOS ANGELES William Elliott John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 25 (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R. Lowery R—May 8—PG-929		10 (60) M'drama 709 KING OF GAMBLERS Janet Martin R—May 29—PG-938 13 (60) Western 755 CARSON CITY RAIDERS Allan "Rocky" Lane R—June 5—PG-939	
	Reissue 10 (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden				Reissue 7 (69) Western HC19 RANGE WAR William Boyd Russell Hayden		21 (76) Drama 4705 THE PRAIRIE Lenore Aubert Alan Baxter
(84) Comedy 810 TTING PRETTY obert Young aureen O'Hara lfton Webb chard Haydn uise Allbritton —Feb. 28—PG-906	(95) Drama 811 SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 MEET ME AT DAWN William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 LET'S LIVE AGAIN John Emery R—Feb. 21—PG-903 (66) Drama 814 13 LEAD SOLDIERS Tom Conway		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 ARTHUR TAKES OVER Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922
		(111) Comedy LAFF-TIME William Tracy (60) Documentary KINGS OF THE OLYMPICS Bill Slater R—Mar. 6—PG-909	(120) Drama ARCH OF TRIUMPH Ingrid Bergman Charles Boyer R—Feb. 21—PG-904		(..) Drama THE DEAD DON'T DREAM William Boyd Andy Clyde		
(80) Drama 653 BLACK BART onne De Carlo n Duryea ffrey Lynn —Feb. 31—PG-986	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman R—May 22—PG-936 (90) Drama THE BROTHERS Patricia Roc R—May 22—PG-936	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906	
	10 (101) Drama 720 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		24 (104) Drama 721 WINTER MEETING Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 VALLEY OF THE GIANTS 8 (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien	15 (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923	

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63)* Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(75) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

(..) Drama New Rel
FILE 649, STATE DEPARTMENT
William Lundigan

(..) Drama New Rel
DAUGHTER OF RAMONA
Phillip Reed
Martha Vickers

(..) Drama New Rel
ALASKA PATROL
Richard Travis
Helen Westcott

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MAY 29	JUNE 5	JUNE 12	JUNE 19	JUNE 26	JULY 3	JULY 10	JULY 17
COLUMBIA	29 (87) Drama 938 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941				28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949	
EAGLE LION	26 (78) Drama 822 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944		
M-G-M	(113) Drama 826 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107) Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946
MONOGRAM	23 (72) Drama 4716 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland
PARAMOUNT	28 (95) Drama 4716 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106) Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon	
RKO RADIO	Group 3 29 (63) Western 814 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 17 (90) Western 81 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934
REPUBLIC	25 (85) Drama 710 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (60) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		16 (70) Outd'r-Mus 73 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953
SCREEN GUILD		Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau			Reissue 16 (89) Drama S- KING OF THE TURF Adolphe Menjou Dolores Costello
20TH FOX	(111) Drama 820 ANNA KARENINA Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 82 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948
UNITED ARTISTS				15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933	
UNIV.-INT'L.		(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKEN-STEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 6 MAN-EATER OF KUMAON Sabu Joanne Page Wendell Corey R—June 26—PG-945
WARNER BROS.	29 (110) Drama 725 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues 17 (82) Drama 7 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 7 GOD'S COUNTRY AN THE WOMAN George Brent
MISCELLANEOUS	**SRO** (131) Drama 103 DUEL IN THE SUN Jennifer Jones Gregory Peck Joseph Cotten Lionel Barrymore R—Jan. 11—PG-780	(96) Comedy 206 MR. BLANDINGS BUILDS HIS DREAM HOUSE Cary Grant Myrna Loy Melvyn Douglas Louise Beavers R—April 3—PG-917	(117) Drama 105 THE PARADINE CASE Gregory Peck Valli Ann Todd Ethel Barrymore R—Jan. 3—PG-888	**BRITISH** (61) Docum-Dr Eng. Films CHILDREN ON TRIAL R—Nov. 29—PG-878 (80) Musical Four Continents SPRINGTIME R—Feb. 14—PG-902	(89) Drama Eng. Films SHOWTIME R—June 12—PG-942 (72) Musical Bell CHAMPAGNE CHARLIE R—Aug. 14—PG-960		**MISC.** (70) Alexander Dra THE FIGHT NEVER ENDS R—Mar. 6—PG-909 (73) Documentary Target Films STRANGE VICTORY R—July 24—PG-954	

JULY 24	JULY 31	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER 4	SEPTEMBER 11
	31 (90) 8'Western 939 CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 942 THE BLACK ARROW Louis Hayward Janet Blair George Macready Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973
(70) Drama 829 ED NO TEARS allace Ford ne Vincent bert Scott -Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Outd'r-Dr 830 NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary 902 OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971
		(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914				3 (98) Musical 901 LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962	
(54) Western 4757 CK TRAIL nny Mack Brown ldred Coles ymond Hatton	25 (82) Drama 4801 16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944	15 (53) Western 4753 FIGHTING RANGER Johnny Mack Brown Raymond Hatton	22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953
(86) Comedy 4721 EAM GIRL ty Hutton cdonald Carey ginia Field ric Knowles -May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George Macready George Coulouris Henry Travers R—July 19—PG-944	
cial (75) Musical 991 MELODY TIME rew Sisters Rogers nis Day -May 22—PG-934		Group 1 (77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		Group 1 (59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Frankie Carle R—July 7—PG-958	Special (114) Com-Dr 962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring R—July 31—PG-956	11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948
	25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts R—Dec. 4—PG-992	29 (67) Outd'r-Mus 733 NIGHTTIME IN NEVADA Roy Rogers Adele Mara Andy Devine R—Oct. 30—PG-981	3 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane
ssue (71) Comedy S-3 NAWAY DAUGHTER bara Stanwyck ert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy S-6 THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown
(67) Drama 825 E CHECKERED COAT u Conway een Nash rd Hatfield -Aug. 7—PG-957	Reissues (88) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Musical 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray Jean Rogers R—Oct. 30—PG-982	(70) Outd'r-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965
	30 (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(89) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957			(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd
(78) Mus-Com 665 UDIN', FUSSIN' ND A-FIGHTIN' ald O'Connor ey Kilbride -June 19—PG-943	(80) Drama THE END OF THE RIVER Sabu Bibi Ferreira Esmond Knight Torin Thatcher R—June 26—PG-945	(109) Drama 668 TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966
	31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 801 TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958	

RELEASE (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo
Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart
Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers
Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids
Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA EAGLE LION M. G. M. MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

SEPTEMBER 18	SEPTEMBER 25	OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30	NOVEMBER
16 (76) Western 903 **BLACK EAGLE, THE STORY OF A HORSE** William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91) Drama 128 **WALK A CROOKED MILE** Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 **SINGIN' SPURS** Hoosier Hotshots	30 (70) Spec-Act 104 **TRIPLE THREAT** Richard Crane Gloria Henry R—Oct. 9—PG-975	7 (68) Drama 113 **I SURRENDER DEAR** Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (56) Western **EL DORADO PASS** Charles Starrett Smiley Burnette Elena Verdugo	21 (59) Outd'r-Dr 111 **RUSTY LEADS THE WAY** Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977	(98) Drama 129 **THE LOVES OF CARMEN** Rita Hayworth R—Aug. 21—PG-961 (79) Super West 130 **THE UNTAMED BREED** R—Oct. 23—PG-979	
	19 (62) Drama 903 **IN THIS CORNER** Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966	Reissues (102) Mystery 734 **INTERNATIONAL LADY** George Brent Basil Rathbone 2 (117) Drama 737 **MY SON, MY SON** Brian Aherne	3 (83) M'drama 904 **HOLLOW TRIUMPH** Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961	(73) Drama 832 **ADVENTURES OF GALLANT BESS** Gallant Bess Cameron Mitchell Audrey Long Fuzzy Knight R—July 31—PG-956	(61) Mys-Dr 906 **BEHIND LOCKED DOORS** Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. 738 **COUNT OF MONTE CRISTO** Robert Donat 24 (102) Adv. 739 **SON OF MONTE CRISTO** Louis Hayward	
	24 (90) Comedy 902 **A SOUTHERN YANKEE** Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958		8 (99) Comedy 903 **JULIA MISBEHAVES** Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960			(71) Documentary **THE SECRET LAND** Commentators Robert Montgomery Robert Taylor Van Heflin R—Aug. 28—PG-963	
	19 (65) M'drama 4802 **JOE PALOOKA IN WINNER TAKE ALL** R—Aug. 28—PG-963	(87) Comedy AA8 **THE DUDE GOES WEST** Eddie Albert Gale Storm R—May 1—PG-926 (56) Western **THE RANGERS RIDE** Jimmy Wakely	3 (55) Western 4754 **THE SHERIFF OF MEDICINE BOW** Johnny Mack Brown	10 (66) Adv 4726 **SMUGGLER'S COVE** Leo Gorcey Bowery Boys		24 (57) Western 4764 **OUTLAW BRAND** Jimmy Wakely Christine Larson	6 (107) Biog-Dr AA1 **THE BABE RUTH STORY** William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955
	24 (89) Drama 4801 **SORRY, WRONG NUMBER** Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956		8 (88) Comedy 4802 **ISN'T IT ROMANTIC** Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 **NIGHT HAS A THOUSAND EYES** Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 48 **SEALED VERDICT** Ray Milland Florence Marly Broderick Crawford John Holt R—Sept. 11—PG-967
Group 2 (63) Mystery 905 **BODYGUARD** Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 907 **DESIGN FOR DEATH** R—Jan. 1—PG-893 18 (79) M'drama 821 **RACE STREET** George Raft R—July 3—PG-948		Group 1 (92) Drama 901 **RACHEL AND THE STRANGER** Loretta Young William Holden Robert Mitchum R—Aug. 7—PG-958			Group 2 (92) Outd'r-Dr 906 **STATION WEST** Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	Special (110) Mus-Com 9 **A SONG IS BORN** Danny Kaye Virginia Mayo Steve Cochran Esther Dale R—Aug. 28—PG-964
15 (60) Western 757 **DESPERADOES OF DODGE CITY** R—Sept. 11—PG-968 15 (60) Western 741 **SON OF GOD'S COUNTRY** R—Sept. 25—PG-971		1 (90) Drama 714 **MOONRISE** Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 1 (60) Western 758 **DENVER KID**				24 (60) M'drama 713 **CODE OF SCOTLAND YARD** R—Sept. 18—PG-970 Reissue (..) Outd'r-Mus **SHINE ON HARVEST MOON**	1 (86) Drama 7 **ANGEL ON THE AMAZON** George Brent 5 (66) Western 8 **SUNDOWN IN SANTA FE** Allan "Rocky" Lane
17 (69) Docum. 4803 **SOS SUBMARINE** R—Oct. 16—PG-977 24 (81) Drama 4804 **HARPOON** John Bromfield Alyce Louis R—Nov. 27—PG-990	Reissues 24 (108) Comedy S-7 **DUKE OF WEST POINT** Louis Hayward Joan Fontaine 24 (88) Comedy S-8 **MISS ANNIE ROONEY** Shirley Temple		8 (93) Drama 4805 **THE MOZART STORY** Hans Holt Winnie Markus Irene von Meydendorff R—Nov. 27—PG-990		22 (64) Western HC24 **STAGECOACH WAR** William Boyd Russell Hayden		6 (60) Western **DEAD MAN'S GOLD** Lash Larue Fuzzy St. John
(78) Drama 822 **ESCAPE** Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(189) Drama 638 **FOREVER AMBER** Linda Darnell Cornell Wilde R—Oct. 18—PG-866 (64) Mystery 839 **THE CREEPER** Eduardo Cinelli	(68) Comedy 840 **THE GAY INTRUDERS** John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 **APARTMENT FOR PEGGY** Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 **NIGHT WIND** Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 **CRY OF THE CITY** Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-972	
26 (126) West-Dr 585 **RED RIVER** John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(57) Docum 586 **OLYMPIC CAVALCADE** Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama **URUBU** George Breakstone R—Aug. 21—PG-961	1 (81) Comedy 590 **THE GIRL FROM MANHATTAN** Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western **STRANGE GAMBLE** William Boyd	16 (90) Comedy 591 **AN INNOCENT AFFAIR** Fred MacMurray R—Sept. 4—PG-966 15 (57) Documentary **THE ANGRY GOD** R—Oct. 30—PG-982	(83) Drama **PLOT TO KILL ROOSEVELT** Selected Films R—Nov. 6—PG-983		5 (94) Comedy 5 **MY DEAR SECRETAR** Laraine Day Kirk Douglas Keenan Wynn Helen Walker Rudy Vallee R—Sept. 11—PG-968
							(79) Drama 6 **KISS THE BLOOD OFF MY HANDS** Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978
	25 (80) Drama 602 **ROPE** James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963		9 (81) M'drama 803 **SMART GIRLS DON'T TALK** Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 **JOHNNY BELINDA** Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970		

FOREIGN Language

(80) Comedy — Duke Int'l
VOYAGE SURPRISE
R—May 22—PG-936

(100) Drama — Discina Int'l
THE DAMNED
R—May 29—PG-938

(90) Drama — Lopert
ROOM UPSTAIRS
Marlene Dietrich
R—June 5—PG-939

(128) Drama — Siritzky Int'l
MARIUS
R—June 19—PG-944

(100) Drama — Best Films
JEALOUSY
R—June 19—PG-943

(130) Drama — Siritzky-Int'l
THEY ARE NOT ANGELS
R—June 26—PG-946

(100) Drama — Schaefer
DAY OF WRATH
R—June 26—PG-945

(92) Com-Drama — Oxford Films
FRIC-FRAC
R—July 3—PG-948

(105) Drama — Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary — Mayer-Burystyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama — Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy — Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama — Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama — Artkino
MURDERERS AMONG US

(105) Drama — Azteca Film
LA MORENA DE MI COPLA
R—Aug. 28—PG-968

(105) Drama — Films Int'l
SYMPHONIE PASTOI
R—Sept. 25—PG-97

OVEMBER 13	NOVEMBER 20	NOVEMBER 27	DECEMBER 4	DECEMBER 11	DECEMBER 18	DECEMBER 25	JANUARY 1
] (75) Drama 119 ATHER GLOVES meron Mitchell rginia Grey ne Nigh m Levene —Nov. 13—PG-985	18 (66) Drama 118 RACING LUCK Gloria Henry Stanley Clements David Bruce R—Nov. 6—PG-983	(89) Com-Fantasy 131 ⊙THE RETURN OF OCTOBER Glenn Ford R—Oct. 23—PG-979 (81) M'drama 132 ⊙THE GALLANT BLADE Larry Parks R—Oct. 23—PG-979	2 (..) Western QUICK ON THE TRIGGER Charles Starrett Smiley Burnette Helen Parrish	(99) Drama ⊙THE MAN FROM COLORADO Glenn Ford William Holden Ellen Drew R—Nov. 20—PG-988	(..) Outd'r-Dr JUNGLE JIM Johnny Weissmuller Virginia Grey 16 (..) Mus-West SMOKY MOUNTAIN MELODY Roy Acuff	23 (68) Comedy 107 BLONDIE'S SECRET Penny Singleton Arthur Lake R—Dec. 4—PG-991	
	14 (85) Comedy 907 LET'S LIVE A LITTLE Hendy Lamarr Robert Cummings Anna Sten Robert Shayne R—Oct. 30—PG-981	21 (80) Drama 910 HE WALKED BY NIGHT Richard Basehart Scott Brady Roy Roberts Whit Bisaell R—Nov. 13—PG-986	(73) Act-Dr 908 MILLION DOLLAR WEEKEND Gene Raymond Stephanie Paull Frances Lederer Patricia Shay R—Oct. 16—PG-977				(60) Drama 909 THE STRANGE MRS. CRANE Marjorie Lord Robert Shayne Ruthe Brady Pierre Watkin R—Oct. 30—PG-981
] (96) Comedy 904 MINOR VICES na Andrews il Palmer ie Wyatt ris Jourdan —Oct. 9—PG-976		28 (125) Drama 906 ⊙THE THREE MUSKETEERS Lana Turner Gene Kelly June Allyson Van Heflin R—Oct. 16—PG-978	Reissue 3 (117) M'drama 907 SAN FRANCISCO Jeannette MacDonald Clark Gable	10 (97) Drama 909 ⊙HILLS OF HOME R—Oct. 9—PG-976 Reissue 10 (96) Comedy 908 A NIGHT AT THE OPERA Marx Brothers			31 (..) Musical 910 ⊙WORDS AND MUSIC Judy Garland Gene Kelly Mickey Rooney
] (55) Western 4758 NNING FOR JUSTICE nny Mack Brown lyn Finley ymond Hatton	14 (110) Drama 4804 TEMPTATION HARBOR Simone Simon Robert Newton	21 (56) Western 4768 COURTIN' TROUBLE Jimmy Wakely "Cannonball" Taylor	28 (80) Cost-Dr 4725 KIDNAPPED Roddy McDowall Sue England Dan O'Herlihy Roland Winters R—Sept. 18—PG-969	5 (55) Western 4851 HIDDEN DANGER Johnny Mack Brown Raymond Hatton	12 (66) Comedy 4805 JIGGS AND MAGGIE IN COURT R—Dec. 4—PG-991 15 (74) Western AA11 BAD MEN OF TOMBSTONE Barry Sullivan	19 (..) Drama 4806 THE FEATHERED SERPENT Roland Winters Beverly Jons Carol Forman	26 (..) Western CRASHING THROUGH Whip Wilson Andy Clyde
	19 (101) Comedy 4805 MISS TATLOCK'S MILLIONS John Lund Wanda Hendrix Barry Fitzgerald Monty Woolley R—Sept. 18—PG-970		3 (60) Drama 4806 DISASTER Richard Denning Trudy Marshall Will Wright Jack Lambert R—Oct. 23—PG-980			24 (91) Comedy 4807 THE PALEFACE Bob Hope Jane Russell Robert Armstrong John Litel R—Oct. 23—PG-980	
	(88) West-Dr 909 BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes Robert Preston Walter Brennan R—Nov. 13—PG-985				(85) Comedy 908 EVERY GIRL SHOULD BE MARRIED Cary Grant Franchot Tone Betsy Drake Diana Lynn Alan Mowbray R—Nov. 20—PG-987		1 (82) Fantasy ⊙THE BOY WITH GREEN HAIR Pat O'Brien Robert Ryan Barbara Hale Dean Stockwell R—Nov. 20—PG-987
	15 (67) Outd'r-Mus 734 ⊙GRAND CANYON TRAIL Roy Rogers Jane Frazee R—Nov. 27—PG-989	24 (60) Western 862 RENEGADES OF SONORA Allan "Rocky" Lane Reissue 30 (72) Comedy 8601 SCATTERBRAIN Judy Canova	1 (87) Western 721 ⊙THE PLUNDERERS Rod Cameron Ilona Massey R—Nov. 6—PG-982 Reissue 30 (68) Comedy 8602 YOKEL BOY	8 (60) Mys-Dr 801 HOMICIDE FOR THREE Audry Long Warren Douglas Grant Withers R—Dec. 4—PG-992	Reissue 15 (..) Mus-West IN OLD CALIENTE Roy Rogers Mary Hart George "Gabby" Hayes		29 (67) Outd'r-Mus 841 ⊙THE FAR FRONTIER Roy Rogers Andy Devine 1 (..) Drama WAKE OF THE RED WITCH John Wayne
(82) Western ST OF THE WILD HORSES ies Ellison e Frazee ry Beth Hughes		27 (60) Western MARK OF THE LASH Lash LaRue Fuzzy St. John		10 (62) Outd'r-Dr SHEP COMES HOME Robert Lowery Margia Dean	17 (..) Western FRONTIER REVENGE Lash LaRue Fuzzy St. John	24 (62) Act-Dr THUNDER IN THE PINES George Reeves Ralph Byrd	31 (..) Western OUTLAW COUNTRY Lash LaRue Fuzzy St. John
(95) Drama 844 AD HOUSE Lupino nel Wilde hard Widmark este Holm —Oct. 2—PG-974	(98) Com-Dr 845 ⊙WHEN MY BABY SMILES AT ME Betty Grable Dan Dailey Jack Oakie June Havoc R—Nov. 13—PG-986	(87) Western 846 BELLE STARR'S DAUGHTER Rod Cameron R—Oct. 30—PG-982 (65) Drama 847 BUNGALOW 13 Tom Conway	(70) Drama 848 JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(105) Com-Fantasy 850 UNFAITHFULLY YOURS Rex Harrison Linda Darnell Barbara Lawrence Rudy Vallee R—Oct. 9—PG-976	(100) Western 849 YELLOW SKY Gregory Peck Anne Baxter Richard Widmark Robert Arthur R—Nov. 27—PG-990	(63) Drama 851 TROUBLE PREFERRED Peggy Knudsen Charles Russell Lynne Roberts	
	19 (70) Drama 593 HIGH FURY Madeleine Carroll Ian Hunter Michael Rennie R—Nov. 13—PG-985			10 (..) Comedy JUST WILLIAM'S LUCK Leslie Bradley Garry Marsh Jane Welsh William Graham	17 (83) Drama SIREN OF ATLANTIS Maria Montez Jean-Pierre Aumont Dennis O'Keefe		(60) Drama VALIANT HOMBRE Duncan Renaldo Leo Carrillo
(86) M'drama GUES' REGIMENT k Powell rta Toren cent Price phen McNally —Oct. 9—PG-975			(77) Mus-Com THE COUNTESS OF MONTE CRISTO Sonja Henie Olga San Juan		(..) Comedy MEXICAN HAYRIDE Abbott-Costello	(76) Adv-Dr BUSH CHRISTMAS Chips Rafferty Helen Grieve John Fernside Nicky Yardley	
] (97) Comedy 805 NE BRIDE tte Davis bert Montgomery y Bainter tty Lynn n Tully —Oct. 23—PG-979		27 (98) Drama 806 ⊙FIGHTER SQUADRON Edmond O'Brien Robert Stack John Rodney Henry Hull Tom D'Andrea R—Nov. 27—PG-989		Reissues 11 (105) Drama 807 ANGELS WITH DIRTY FACES Cagney-O'Brien 11 (93) Drama 808 THEY DRIVE BY NIGHT		25 (75) Drama 809 THE DECISION OF CHRISTOPHER BLAKE Alexis Smith Robert Douglas Cecil Kellaway Ted Donaldson R—Dec. 4—PG-992	

Language

(77) Documentary
Lopert
LOUISIANA STORY
R—Oct. 2—PG-974

(92) Drama
Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy
Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy
Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama
Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr
Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama
Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama
Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978

(87) Drama
Discina Int'l
RUY BLAS
R—Oct. 23—PG-980

(102) Drama
Film Right Int'l
BACK STREETS OF PARIS
R—Oct. 30—PG-981

(98) Musical
Clasa-Mohme
LA REINA DEL TROPICO

(100) Drama
Films Int'l
WOMAN HUNT
R—Nov. 6—PG-984

(103) Drama
Vesuvio Films
MALACARME
R—Nov. 6—PG-984

(77) Drama
Lopert
LONG IS THE ROAD
R—Nov. 20—PG-987

(130) Drama
Siritzky Int'l
CESAR
R—Dec. 4—PG-991

(91) Drama
Vog
THE ETERNAL HUSBAND
R—Dec. 4—PG-991

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P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
	947	Abbott & Costello Meet Frankenstein	(83)	U-I	7- 3-48	+	+	+	+	+	±	±	7+ 2—
	987	Accused, The	(100)	Para.	11-20-48	++	±	++	±	++			8+ 2—
	956	Adventures of Gallant Bess	(73)	EL	7-31-48	±	±	±	±		±	++	7+ 5—
	906	All My Sons	(94)	U-I	2-28-48	++	+	+	++	++	+	++	11+
	982	Angry God, The	(57)	UA	10-30-48	=	=		±			±	2+ 6—
	925	Anna Karenina	(111)	20-Fox	5- 1-48	+	±		+	+	+	+	6+ 1—
	924	Another Part of the Forest	(107)	U-I	4-24-48	++	+	+	+	++	+	+	9+
	969	Apartment for Peggy	(96)	20-Fox	9-18-48	++	+	+		++	++	++	10+
	978	Appointment With Murder	(67)	FC	10-16-48	±		±	±	±			4+ 4—
	904	Arch of Triumph	(120)	UA	2-21-48	+	+	+	+	++	±	+	8+ 1—
	913	Are You With It?	(90)	U-I	3-20-48	+	±	+	+	+	±		6+ 2—
	923	Argyle Secrets, The	(63)	FC	4-24-48	+	±	±		+			4+ 2—
	917	Arizona Ranger, The	(63)	RKO	4- 3-48	+		±	+	+	±		5+ 2—
	953	Arkansas Swing	(65)	Col.	7-24-48	±					±		2+ 2—
	922	Arthur Takes Over	(63)	20-Fox	4-17-48	+	±	±	±	+	—		5+ 4—
	929	Assigned to Danger	(65)	EL	5- 8-48	±	±	+		±	±	+	6+ 4—
		B											
	955	Babe Ruth Story, The	(107)	Mono.	7-31-48	++	++	++	++	++	+	±	12+ 1—
		Back Trail	(54)	Mono.				—				±	1+ 2—
	942	Bad Sister	(90)	U-I	6-12-48	±	—		±		±	±	4+ 5—
	969	Behind Locked Doors	(61)	EL	9-18-48	+	±	±		±	±		5+ 4—
	982	Belle Starr's Daughter	(87)	20-Fox	10-30-48	±	±	±	+	+			5+ 3—
	919	Berlin Express	(86)	RKO	4-10-48	++	+	+	++	++	++	+	11+
	929	Best Man Wins	(75)	Col.	5- 8-48	+	±	+		±	+		5+ 2—
	964	Betrayal, The	(183)	Astor	8-28-48	±		—				—	1+ 2—
	944	Beyond Glory	(82)	Para.	6-19-48	±	±	±	±	±	+	++	8+ 5—
	915	Big City	(111)	MGM	3-27-48	+	+	+	+	+	+	+	7+
	904	Big Clock, The	(95)	Para.	2-21-48	+	+	+	+	++	++	++	10+
	937	Big Punch, The	(80)	WB	5-29-48	±	±	±	+	+	±	±	7+ 5—
	933	Big Town Scandal	(62)	Para.	5-22-48	±	±	±	+	±	±	±	7+ 6—
	949	Black Arrow, The	(76)	Col.	7-10-48	+	±	+		±	+	+	6+ 2—
	965	Black Eagle, the Story of a Horse	(76)	Col.	9- 4-48	+	±	±		±	±	±	6+ 5—
	969	Blanche Fury	(93)	EL	9-18-48	—	±		+	—	+	++	5+ 3—
	951	Blazing Across the Pecos	(55)	Col.	7-17-48	±				+	±		3+ 2—
	935	Blonde Ice	(73)	FC	5-22-48	±		+		+		±	4+ 3—
	941	Blondie's Reward	(67)	Col.	6-12-48	±		+		+	±		4+ 2—
	991	Blondie's Secret	(68)	Col.	12- 4-48	±							1+ 1—
	985	Blood on the Moon	(87)	RKO	11-13-48	++	±	±	±	+	+	+	8+ 3—
	965	Bodyguard	(62)	RKO	9- 4-48	+	±	±	+	+	+		6+ 2—
	925	Bold Frontiersman, The	(60)	Rep.	5- 1-48	+		+	+	+	±	±	6+ 2—
		Borrowed Trouble	(..)	UA				±				±	2+ 2—
	897	Boy With the Green Hair	(82)	RKO	11-20-48	±	+	++	++	++			8+ 1—
	936	Brothers, The	(90)	U-I	5-22-48	+	±		+	—	+		4+ 2—
		Bungalow 13	(65)	20-Fox			±	±	±	+	±	±	6+ 5—
		C											
	935	Campus Sleuth	(57)	Mono.	5-22-48	—	±	±				—	2+ 4—
	946	Canon City	(83)	EL	6-26-48	++	±	++	++	++	+	++	12+ 1—
	939	Carson City Raiders	(60)	Rep.	6- 5-48	+		+	±	±	±	±	6+ 4—
	932	Casbah	(94)	U-I	5-15-48	+	±	±	+	+	±	±	7+ 4—
	957	Checkered Coat, The	(67)	20-Fox	8- 7-48	±	±	±		—	±	±	5+ 6—
	921	Close-Up	(76)	EL	4-17-48	±	±	±		±	±	+	6+ 5—
	941	Cobra Strikes, The	(62)	EL	6-12-48	±	—				±	±	3+ 4—
	970	Code of Scotland Yard	(60)	Rep.	9-18-48	+	±	±	++	+	+	±	8+ 3—
	940	Coroner Creek	(90)	Col.	6- 5-48	++	+	++	++		+	±	9+ 1—
	943	Corridor of Mirrors	(96)	U-I	6-19-48	—	+			±			2+ 3—
		Counterfeiters, The	(73)	20-Fox			±	+		±	±	±	5+ 4—
	984	Countess of Monte Cristo, The	(77)	U-I	11- 6-48	±	±	±	+	+			5+ 3—
		Creeper, The	(63)	20-Fox			—	±		—	—	±	2+ 5—
		Crossed Trails	(53)	Mono.				±		±		±	3+ 3—
	972	Cry of the City	(95)	20-Fox	9-25-48	±	+	+	+	++	++	+	9+ 1—
		D											
	955	Daredevils of the Clouds	(60)	Rep.	7-31-48	+	±	±	+	±	±	±	7+ 5—
	946	Date With Judy, A	(113)	MGM	6-26-48	++	++	++	++	+	++	++	13+
		Dead Don't Dream, The	(..)	UA				±				±	2+ 2—
	946	Dear Murderer	(90)	U-I	5-22-48	±	±		±	±	±	+	6+ 5—
	992	Decision of Christopher Blake	(75)	WB	12- 4-48	—	±	±		±	+		4+ 4—
	948	Deep Waters	(85)	20-Fox	7- 3-48	++	±	±	+	+	+	±	8+ 3—
	896	Design for Death	(48)	RKO	1-31-48	+			+	±	+		4+ 1—
	968	Desperadoes of Dodge City	(60)	Rep.	9-11-48	+		+		±			3+ 1—
	926	Devil's Cargo	(61)	FC	4-10-48	±		±	±	—			3+ 4—
	980	Disaster	(60)	Para.	10-23-48	±	—	±					2+ 3—
	927	Dream Girl	(86)	Para.	5- 8-48	+	±	++	±	++	+	++	10+ 2—
	926	Dude Goes West, The	(87)	Mono.	5- 1-48	+	+		+	++	+	+	7+
	986	Dulcimer Street	(112)	U-I	11-13-48	±	±		±	+			4+ 3—
	988	Dynamite	(67)	Para.	11-20-48	±	—	+		±			3+ 3—
		E											
	928	Easter Parade	(103)	MGM	5-29-48	++	++	++	++	++	++	++	14+
	993	El Dorado Pass	(56)	Col.	12-11-48	±							1+ 1—
	955	Embraceable You	(80)	WB	8-31-48	±	±	±		+	±	±	6+ 5—
	928	Emperor Waltz, The	(106)	Para.	5- 8-48	++	++	++	++	++	++		12+
	993	Enchantment	(..)	RKO	12-11-48	+							1+
	945	End of the River	(80)	U-I	6-26-48	+	±		+	+	+		5+ 1—
	940	Escape	(78)	20-Fox	6- 5-48	±	±		++	—	±	+	6+ 4—
	987	Every Girl Should Be Married	(85)	RKO		+	±	++	+	++			7+ 1—
	953	Eyes of Texas, The	(70)	Rep.	7-24-48	±		+	±	+	±		5+ 3—
		F											
	943	Feudin', Fussin' and a-Fightin'	(77)	U-I	6-19-48	±	±	+	++	±	±	±	8+ 5—
	989	Fighter Squadron	(98)	WB	11-27-48	+	+	+	+	++		+	7+
	982	Fighting Back	(61)	20-Fox	10-30-48	—				±	±		2+ 3—
	931	Fighting Father Dunne	(93)	RKO	5-15-48	+	++	±	+	+	+	±	8+ 2—
	966	For the Love of Mary	(90)	U-I	9- 4-48	+	±	+	+	±	+	±	7+ 3—
	941	Foreign Affair, A	(116)	Para.	6-12-48	++	++	+	++	++	+	++	12+
	911	Fort Apache	(127)	RKO	3-13-48	+	±	+	+	+	++	++	9+ 1—
	933	Four Faces West	(89)	UA	5-22-48	+	++	+	+	+	+	±	8+ 1—
	927	French Leave	(64)	Mono.	5- 8-48	+	±	±		±		±	5+ 4—
	932	Fuller Brush Man, The	(92)	Col.	5-15-48	+	+	+	++	++	+	+	9+
	920	Fury at Furnace Creek	(88)	20-Fox	4-10-48	++	+	+	+	+	+	+	8+
		G											
	979	Gallant Blade, The	(81)	Col.	10-23-48	+	±	+	±	±	+	±	7+ 4—
	938	Gallant Legion, The	(88)	Rep.	5-29-48	++	±	+	+	+	±	±	8+ 3—
	942	Gay Intruders, The	(70)	20-Fox	6-12-48	+	±		+		±		4+ 2—
	973	Gentleman From Nowhere	(66)	Col.	10- 2-48	+	±	±		—	±	±	5+ 5—
	972	Girl From Manhattan, The	(81)	UA	9-25-48	—		—	±	+	±		3+ 4—
	937	Give My Regards to Broadway	(89)	20-Fox	5-29-48	++	+	+	++	++	+	+	10+
		Golden Eye, The	(69)	Mono.			±	±		+		—	3+ 3—
	956	Good Sam	(114)	RKO	7-31-48	++	++	+	++		±	±	9+ 2—
	989	Grand Canyon Trail	(67)	Rep.	11-27-48	±		+		+			3+ 1—
	925	Green Grass of Wyoming	(89)	20-Fox	5- 1-48	++	+	+		+	+		6+
	931	Guns of Hate	(61)	RKO	5-15-48	±		±	+		±		4+ 3—
		H											
	851	Hal Roach Comedy Carnival (Curley and The Fabulous Joe)	(112)	UA	8-30-47	±	±		++	+	±		6+ 3—
	950	Hamlet	(155)	U-I	7-10-48	++	++		++	++	++	++	12+
	990	Harpoon	(81)	SG	11-27-48	±							1+ 1—
	922	Hatter's Castle	(105)	Para.	4-17-48	±	±		±		±	±	5+ 5—
	914	Hazard	(100)	Para.	3-20-48	+	±	+	+	±	±	±	7+ 4—
	929	Heart of Virginia	(60)	Rep.	5- 8-48	±	±	±	±	+			5+ 4—
	921	Here Comes Trouble	(54)	UA	4-17-48	+	±	+	+	±		±	6+ 3—
	986	He Walked by Night	(80)	EL	11-13-48	+	+		+	+			4+
	985	High Fury	(71)	UA	11-13-48	±	±	+	±	+			5+ 3—
	976	Hills of Home	(97)	MGM	10- 9-48	+	±	+	+	++	++	++	10+ 1—
	961	Hollow Triumph	(83)	EL	8-21-48	+	±	+	+	+	±	+	7+ 2—
	920	Homecoming	(113)	MGM	4-10-48	++	+	++	+	++	+	+	10+
	992	Homicide for Three	(60)	Rep.	12- 4-48	±	±	±		±		±	5+ 5—
	898	Hunted, The	(85)	Mono.	2- 7-48	+	+	—	+		+		4+ 1—
		I											
	934	I, Jane Doe	(85)	Rep.	5-22-48	±	±	±	+	±	±	±	7+ 6—
	975	I Surrender, Dear	(68)	Col.	10- 9-48	+	±		—		±		3+ 3—
	927	I Wouldn't Be in Your Shoes	(72)	Mono.	2-14-48	±	±	±	±	±	—	±	6+ 7—
	985	Indian Agent	(64)	RKO	11-13-48	+		±	+	+			4+ 1—
	975	Inner Sanctum	(62)	FC	10- 9-48	—				±			1+ 2—
	966	Innocent Affair, An	(90)	UA	9- 4-48	+	+	±	+	+	+	±	7+ 2—
	966	In This Corner	(63)	EL	9- 4-48	±	±	+		+	±		5+ 3—
	931	Iron Curtain, The	(87)	20-Fox	5-15-48	+	++	++	+	++	±	++	11+ 1—
	962	Isn't It Romantic?	(87)	Para.	8-21-48	+	—	—	+	—	+		3+ 3—
		J											
	991	Jiggs and Maggie in Court	(66)	Mono	12- 4-48	+	±			±			3+ 2—
	935	Jinx Money	(69)	Mono.	5-22-48	+	±	±		±		±	5+ 4—
	982	Joan of Arc	(145)	RKO	10-30-48	++	++	++	++	++		++	12+
	963	Joe Palooka in Winner Take All	(64)	Mono.	8-28-48	+	±	±	+			±	5+ 3—
	970	Johnny Belinda	(102)	WB	9-18-48	++	++	++	++	++	+	+	12+
	960	Julia Misbehaves	(99)	MGM	8-14-48	++	+	+	++	++	++	+	11+
	979	June Bride	(97)	WB	10-23-48	++	+	+	++	++	++	+	11+
	972	Jungle Patrol	(70)	20-Fox	8-25-48	+	++	++	+	+			7+
		K											
	949	Key Largo	(101)	WB	7-10-48	+	++	+	++	++	++	+	11+
	969	Kidnapped	(80)	Mono.	9-18-48	++		+	+	+	+		6+
	938	King of the Gamblers	(60)	Rep.	5-29-48	++	±	±	±			—	5+ 4—
	909	King of the Olympics	(60)	UA	3- 6-48	+							1+
	988	Kissing Bandit, The	(102)	MGM	11-20-48	++	±	±	++	++		+	9+ 2—
	978	Kiss the Blood Off My Hands	(79)	U-I	10-16-48	++	+	+	+	+	±	+	8+ 1—
		L											
	954	Lady at Midnight	(61)	EL	7-24-48	±	±	±		—	±	±	5+ 6—
	921	Lady From Shanghai, The	(87)	Col.	4-17-48	±	+	+		+	±	±	6+ 3—
		Ladies of the Chorus	(60)	Col.			±			+		±	3+ 2—
	959	Larceny	(89)	U-I	8-14-48	±	±	+	+	+	+	+	7+ 2—
	985	Leather Gloves	(75)	Col.	11-13-48	+	±	±		±	—	+	5+ 4—
	903	Let's Live Again	(67)	20-Fox	2-21-48	+	±		+	+	—		4+ 2—
	981	Let's Live a Little	(85)	EL	10-30-48	+	±	+	+				4+ 1—
	922	Letter From an Unknown Woman	(87)	U-I	4-17-48	+	—		±	+	+	+	5+ 2—
	993	Letter to Three Wives, A	(103)	20-Fox	12-11-48	++	+			++			5+

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
965	Live Today for Tomorrow (Reviewed as An Act of Murder (91)	U-I		12-11-48	+	+		ǂ	+	+		6+
923	Lost One, The (84)	Col.		4-24-48	+		+	+	±			4+ 1−
961	Loves of Carmen, The (98)	Col.		8-21-48	+		±	ǂ		ǂ	ǂ	8+ 1−
965	Luck of the Irish, The (99)	20-Fox		9- 4-48	ǂ	±	+		+	±	+	7+ 2−
943	Lulu Belle (87)	Col.		6-19-48	+	±	±	±	+	±	±	7+ 5−
962	Luxury Liner (98)	MGM		8-21-48	+	+	±	+	+	ǂ	+	8+ 1−
	M											
977	Macbeth (107)	Rep.		10-16-48	±	±	±	+	−	ǂ		6+ 4−
945	Man-Eater of Kumaon (80)	U-I		6-26-48	+	±	±		+	+	+	6+ 2−
899	Man From Colorado (99)	Col.		11-20-48	+	+	ǂ	+	+	ǂ		8+
988	Manhattan Angel (67½)	Col.		11-20-48	±	−	±		±		±	4+ 5−
	Marshal of Amarillo (..)	Rep.					±		+	±	±	4+ 3−
914	Mating of Millie, The (87)	Col.		3-20-48	±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn (89)	20-Fox		3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time (76)	RKO		5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
994	Mexican Hayride (77)	U-I		12-11-48	+	±	+		+			4+ 1−
944	Michael O'Halloran (79)	Mono.		6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey (87)	EL.		6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend (73)	EL.		10-16-48	±	±	±	±	±	±		6+ 6−
944	Mine Own Executioner (102)	20-Fox		6-19-48	±	±		+	±	+		5+ 3−
962	Miraculous Journey (76)	FC		2-21-48	+		±	+	−		±	4+ 3−
970	Miss Tatlock's Millions (101)	Para.		9-18-48	+	±	+	+	ǂ	ǂ	ǂ	10+ 1−
917	Mr. Blandings Builds His Dream House (96)	SRO		4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid (89)	U-I		7-10-48	+	+	±	ǂ	±	+		7+ 2−
918	Money Madness (73)	FC		4- 3-48	±		±		±		−	3+ 4−
970	Moonrise (90)	Rep.		9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra (173)	RKO		12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
990	Mozart Story, The (91)	SG		11-27-48	±				+			2+ 1−
953	Music Man (66)	Mono.		7-24-48	±	−			±			2+ 3−
968	My Dear Secretary (94)	UA		9-11-48	ǂ	+	+	+	+	±		7+ 1−
994	My Own True Love (84)	Para.		12-11-48	−							1−
948	Mystery in Mexico (66)	RKO		7- 3-48	±	±	±	+		±		5+ 4−
	N											
876	Nicholas Nickleby (95)	U-I		11-22-47	+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes (81)	Para.		7-17-48	+	+	+	+		+	+	6+
981	Nighttime in Nevada (67)	Rep.		10-30-48	+		+	±	+	ǂ		7+ 1−
968	Night Wind (68)	20-Fox		9-11-48	±	±		+	±	+		5+ 3−
976	No Minor Vices (96)	MGM		10- 9-48	+	±	+	+	+	±		6+ 2−
920	Noose Hangs High, The (77)	EL.		4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede (79)	EL.		7-10-48	+	±	±	+	±	ǂ		7+ 3−
	O											
921	Old Los Angeles (87)	Rep.		4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade (57)	UA		9-11-48	+			+				2+
971	Olympic Games of 1948 (88)	EL.		9-25-48	+			+	+			3+
926	On an Island With You (107)	MGM		5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
964	One Touch of Venus (82)	U-I		8-28-48	+	±	±	±	+	±	±	7+ 5−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107)	UA		2- 7-48	+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret (70)	EL.		1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61)	Rep.		9-25-48	±	±	−	+	±	−		4+ 5−
	P											
980	Paleface, The (90)	Para.		10-23-48	ǂ	+	+	ǂ		+		7+
888	Paradine Case, The (117)	SRO		1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The (77)	RKO		2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
897	Piccadilly Incident (87)	MGM		2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The (102)	MGM		4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall (85)	UA		8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
983	Plot to Kill Roosevelt, The (83)	UA		11- 6-48	+	−	±	±	±			4+ 4−
983	Plunderers, The (87)	Rep.		11- 6-48	ǂ	+	+	ǂ	+		±	8+ 1−
923	Port Said (69)	Col.		4-24-48	±	−	±		±	±	±	5+ 6−
	R											
948	Race Street (78)	RKO		7- 3-48	±	±	±	+		±	±	6+ 5−
983	Racing Luck (66)	Col.		11- 6-48	+		±		+			3+ 1−
958	Rachel and the Stranger (92)	RKO		8- 7-48	+	+	±	+	−	ǂ	ǂ	8+ 2−
959	Range Renegades (54)	Mono.		8-14-48	+						−	1+ 1−
937	Raw Deal (78)	EL.		5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River (104)	UA		7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
980	Red Shoes, The (134)	EL.		10-23-48	+	ǂ		ǂ	+	+	ǂ	9+
979	Return of October, The (89)	Col.		10-23-48	+	±	+	+	+	+		6+ 1−
934	Return of the Badmen (90)	RKO		5-22-48	+	±	±	+	−	+		5+ 3−
962	Return of Wildfire (81)	SG		8-21-48	+	±		±	+			4+ 2−
932	River Lady (78)	U-I		5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House (95)	20-Fox		10- 2-48	±	+	+	+	±	±	+	7+ 3−
975	Rogues' Regiment (86)	U-I		10- 9-48	+	±	±	+	ǂ	+		7+ 2−
942	Romance on the High Seas (102)	WB		6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope (80)	WB		8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977	Rusty Leads the Way (59)	Col.		10-16-48	±					+		2+ 1−
	S											
908	'Sainted' Sisters, The (90)	Para.		3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88)	UA		9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
908	Scudda Hoo! Scudda Hay! (95) 20-Fox			3- 6-48	+	±	+	+	+	+		6+ 1−
967	Sealed Verdict (83)	Para.		9-11-48	±	±	±		±	+	+	6+ 4−
914	Search, The (104)	MGM		3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
963	Secret Land, The (71)	MGM		8-28-48	+				+	ǂ		4+
939	Secret Service Investigator (60)	Rep.		5-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy (71)	Para.		4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest (65)	Mono.				±	±		−		−	2+ 4−
960	Shed No Tears (70)	EL.		8-14-48	±	±	±	±	±		±	6+ 6−
919	Silent Conflict (61)	UA		4-10-48	±		±	−	−		±	3+ 5−
928	Silver River (110)	WB		5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey (..)	UA					±				±	2+ 2−
941	Sixteen Fathoms Deep (82)	Mono.		6-12-48	±	−	±	ǂ			+	5+ 3−
971	Smart Girls Don't Talk (81)	WB		9-28-48	±	±	−	±			±	4+ 5−
912	Smart Woman (90)	Mono.		3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
	Smuggler's Cove (66)	Mono.				±	±		±		±	4+ 4−
986	Snake Pit, The (108)	20-Fox		11-13-48	ǂ	ǂ	+	ǂ	ǂ		ǂ	11+
993	So Dear to My Heart (..)	RKO		12-11-48	+							1+
933	So Evil, My Love (109)	Para.		5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia (83)	FC		9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York (79)	UA		5-15-48	+	+	+	+	+	±	±	7+ 2−
964	Song Is Born, A (110)	RKO		8-28-48	+	±	+	+	ǂ	+	+	8+ 1−
971	Son of God's Country (60)	Rep.		9-25-48	+		±		−	±	±	4+ 4−
992	Sons of Adventure (60)	Rep.		12- 4-48	±	±	−		±		±	4+ 5−
956	Sorry, Wrong Number (90)	Para.		7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977	S.O.S. Submarine (71)	SG		10-16-48	±				+			2+ 1−
958	Southern Yankee, A (91)	MGM		8- 7-48	+	+	+	ǂ	ǂ	+	−	8+ 1−
906	Speed to Spare (58)	Para.		2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The (79)	EL.		8- 7-48	+	±	±	±	+			5+ 3−
935	Stage Struck (71)	Mono.		5-22-48	−	±	±		−		±	3+ 5−
916	State of the Union (122)	MGM		3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
966	Station West (92)	RKO		9- 4-48	±	±	+	±	+	+		6+ 3−
981	Strange Mrs. Crane, The (60)	EL.		10-23-48	±	−	±	+	−			3+ 4−
907	Strawberry Roan (79)	Col.		3- 6-48	+		+	+	±	±		5+ 2−
950	Street With No Name (91)	20-Fox		7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
989	Strike It Rich (81)	Mono.		11-27-48	+	±	+	+	±			5+ 2−
912	Summer Holiday (92)	MGM		3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger (76)	EL.		5-29-48	±	−	±		−	±		3+ 5−
	T											
947	Tap Roots (109)	U-I		7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids (67)	RKO		4- 3-48	+	±	+	+	±	±	±	7+ 4−
954	Texas, Brooklyn and Heaven (76)	UA		7-24-48	±	±	±	±	±	±	−	6+ 7−
951	That Lady in Ermine (89)	20-Fox		7-17-48	+	±	+	±	−	+	±	6+ 4−
990	That Wonderful Urge (82)	20-Fox		11-27-48	ǂ	+	ǂ	+	ǂ			8+
945	They Live by Night (Reviewed as Your Red Wagon) (95)	RKO		6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
	13 Lead Soldiers (66)	20-Fox				±	+		−	±	±	4+ 4−
992	Three Godfathers (107)	MGM		12- 4-48	+	±	+		±			4+ 2−
978	Three Musketeers, The (125)	MGM		10-16-48	ǂ	ǂ	+	+	ǂ	+	ǂ	11+
949	Thunderhoof (77)	Col.		7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The (67)	Rep.		7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109)	UA		5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The (54)	EL.		3-20-48	±		±	±		±		4+ 4−
918	To the Victor (99)	WB		4- 3-48	+	±	+	+	±	±	±	7+ 4−
951	Trail to Laredo (54)	Col.		7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz (60)	Rep.		7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67)	Col.		5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat (70)	Col.		10- 9-48	+	±	±		±	±	±	6+ 5−
958	Two Guys From Texas (86)	WB		8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
931	Under California Stars (70)	Rep.		5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours (105)	20-Fox		10- 9-48	−	+	−	ǂ	±	+	ǂ	7+ 3−
989	Unknown Island (75)	FC		11-27-48	±			+	±			3+ 2−
979	Untamed Bread, The (79)	Col.		10-23-48	±	−	±		+			3+ 3−
940	Up in Central Park (87)	U-I		6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66)	UA		8-21-48	−	±	±		+	±	−	4+ 5−
	V											
958	Variety Time (59)	RKO		8- 7-48	+	±	±	±	+	±		6+ 4−
953	Velvet Touch, The (97)	RKO		7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The (77)	UA		6- 5-48	+	±	±	±	+	±	±	7+ 5−
	W											
968	Walk a Crooked Mile (89)	Col.		9-11-48	ǂ	±	+	+	+	+	+	8+ 1−
934	Wallflower (78)	WB		5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106)	20-Fox		7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight (63)	Para.		5- 8-48	+	±	+	±	±	±	±	7+ 5−
986	When My Baby Smiles at Me (98) 20-Fox			11-13-48	+	+	ǂ	ǂ	+		ǂ	9+
936	Whirlwind Raiders (54)	Col.		5-22-48	±		±		+	±	±	5+ 4−
994	Whispering Smith (88)	Para.		12-11-48	+							1+
928	Who Killed 'Doc' Robbin? (55)	UA		5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again? (62)	FC		6- 5-48	±							1+ 1−
957	Winner's Circle (70)	20-Fox		8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting (104)	WB		4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The (109)	WB		4-24-48	+	±	+		−	+	ǂ	6+ 2−
891	Women in the Night (90)	FC		1-17-48	+		±	±			−	3+ 3−
994	Words and Music (118)	MGM		12-11-48	ǂ							2+
	Y											
990	Yellow Sky (99)	20-Fox		11-27-48	+	±	ǂ	±				5+ 2−
984	You Gotta Stay Happy (100)	U-I		11- 6-48	+	±	+	+	ǂ		+	7+ 1−

SHORTS CHART

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ++ Very Good, + Good, ± Fair, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9426	Crabbin' in the Cabin (Vernon & Quillan) (18)	5-13	±	6-26
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
1431	A Pinch in Time (16)	11-11		....
1423	Parlor, Bedroom and Wrath (16)	12-16		....
	CAN YOU TOP THIS?			
	1948-49 SEASON			
1411	Can You Top This? (13)	11-18		....
	COLOR FAVORITES			
9607	House That Jack Built (7)	5- 6	±	5-22
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
1603	The Little Match Girl (8½)	11-25		....
1604	Glee Worms (7½)	12-16		....
	COLOR PHANTASIES			
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
	1948-49 SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
1502	Lo, the Poor Buffalo (6½)	11- 4	±	11- 6
	COMEDY FAVORITES			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21		....
1443	Static in the Attic (19)	12-23		....
	COMMUNITY SINGS			
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21	+	11- 6
1653	No. 3 It's Magic (10)	12- 9		....
5657	No. 7 Series 8 Christmas Carols (12)	12- 9		....
	FILM NOVELTIES			
	1948-49 SEASON			
1901	Symphony on Ice (9)	12-23		....
	FOX AND CROW			
	1948-49 SEASON			
1701	Robin Hoodlum (..)	12-23		....
	ONE-REEL SPECIAL			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	++	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	++	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
1853	Stars to Remember (9½)	11-18		....
1854	A Rainy Day in Hollywood (..)	12-23		....
1854	Hollywood's Santa Claus Lane (9½)	11-23		....
	STOOGE COMEDIES			
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
1403	Mummies Dummies (16)	11- 4	+	11- 6
1404	Crime on Their Hands (17½)	12- 9		....
	THRILLS OF MUSIC			
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
1952	Ray Eberle & Orch. (10)	11- 4	+	11- 6
1953	Buddy Rich & Orch. (..)	12-16		....
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass In Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9808	No Holds Barred (9)	6-17	++	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
1803	Babe Didrickson, Queen of Sports (..)	11-25		....
1804	Goin' Fishin' (..)	12-23		....
	SERIALS			
9180	Superman (Special) 15 Chapters	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	++	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	1948-49 SEASON			
T-11	Wandering Through Wales (9)	10-16	+	11-27
T-12	Nightlife in Chicago (9)	11-27		....
	GOLD MEDAL REPRINTS (Technicolor)			
W-923	The Milky Way (8)	2-14	++	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	1948-49 SEASON			
W-21	The Little Goldfish (8)	11-20	+	11-27
W-22	Fine Feathered Friends (..)			....
W-23	The Blue Danube (..)			....
W-23	Sufferin' Cats (..)			....
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	++	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY (Released Twice Weekly)			
	PASSING PARADE			
K-973	Goodbye Miss Turlock (10)	1-24	++	2-21
K-974	My Old Town (9)	2- 7	++	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	1948-49 SEASON			
K-71	The City of Little Men (10)	11-20	+	11-27
	PETE SMITH SPECIALTIES			
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	++	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	◎ You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
S-53	Ice Aces (9)	11-16	+	11-27
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	++	5-15
	1948-49 SEASON			
A-1	Mighty Manhattan (..)			....
	TOM & JERRY CARTOONS (Technicolor)			
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16
W-32	Professor Tom (8)	10-30	+	11-27
W-33	The Cat That Hated People (..)			....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS (Technicolor)			
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (10)	11- 5	+	11- 6
R8-2	Acrobatic Illini (10)	12-10		....
	MUSICAL PARADES (Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	++	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
FF7-6	Catalina Interlude (18)	11-19	+	11- 6
	NOVELTOONS (Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	++	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	++	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (7)	11-19	+	11- 6
P8-3	Old Shell Game (10)	12-24		....
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (11)	10- 8	++	11- 6
K8-2	Mr. Groundling Takes the Air (11)	12- 3		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Color)			
E7-2	Olive Oyl for President (6)	1-30	++	1-24
E7-3	Wigwam Whoopee (8)	2-27	++	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	++	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (7)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (7)	11-12	+	11- 6
E8-2	Symphony in Spinach (..)	12-31		....
	POPULAR SCIENCE (Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
J8-1	Solar Secrets (10)	12-24		....
	SCREEN SONGS (Color)			
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	++	4-10
X7-6	Sing or Swim (8)	6-14	++	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	++	10- 9
	SPEAKING OF ANIMALS			
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS (Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (10)	11-26	+	11- 6

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (Technicolor)			
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	++	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	++	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	++	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	++	10-16
94,105	Pluto's Fledgling (7)	9-10	+	10-30
94,106	Soup's On (7)	10-15	+	11-27
94,701	Goofy and Wilbur (7) (Reissue)	10- 1	+	11-13
94,107	Three for Breakfast (7)	11- 5		....
94,108	Mickey and the Seal (7)	12- 3		....
94,702	Wynken, Blynken and Nod (7), reissue	11-19		....
	EDGAR KENNEDY COMEDIES			
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
93,401	Contest Crazy (17)	10- 1	+	11-27
	FLICKER FLASHBACKS			
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	1948-49 SEASON			
93,701	Uninvited Blonde (17)	11-12		....
93,702	Backstage Follies (19)	12-24		....
	MY PAL SERIES			
83,202	Pal's Adventure (20)	6-11	+	10-30
	1948-49 SEASON			
93,201	Pal's Return (19)	11-26		....
	PATHE SPORTSCOPES			
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20	+	10-30
	1948-49 SEASON			
94,301	Texas Redhead (8)	9-24	±	11- 6
	RAY WHITLEY WESTERN MUSICALS (Reissues)			
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10	±	11-27
93,502	Range Rhythm (17)	10-15		....
93,503	Cactus Capers (17)	11-19		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano Magic (7)	10-29	+	11-27
94,202	Block Party (7)	11-26		....
94,203	It Pays to Be Ignorant (..)	12-24		....
	SPECIALS			
83,601	Twenty Years of Academy Awards (19)	4- 2	++	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	++	5- 8
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
93,901	Football Headliners of 1948 (16)	12-10		....
	THIS IS AMERICA			
83,105	Photo Frenzy (16)	3- 5	++	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	++	5- 8
83,109	Letter to a Rebel (17)	6-25	++	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	++	8-28
83,112	Friend of the Family (16)	9-17	++	10- 9
83,113	Who's Delinquent? (17)	10-15	+	11- 6
	1948-49 SEASON			
93,101	County Fair (17)	11-12	++	11-27

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
DRIBBLE PUSS PARADE				
8902	Dying to Live (9)	May	+	6- 5
FEMININE WORLD				
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
MARCH OF TIME				
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	++	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	++	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	++	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	++	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.	++	10-16
	Vol. 14, No. 16 America's New Air Power (..)	Nov.		....
MOVIETONE ADVENTURES				
8254	⊛Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	⊛Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	++	6- 5
8256	⊛Riddle of Rhodesia (8)	July	+	8-14
8257	⊛Bermuda (8)	Aug.	+	8-14
8258	⊛Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
8260	Way of the Padres (8)	Dec.		....
MOVIETONE SPECIALTY				
8801	Symphony of a City (11)	Sept.	+	10-23
MOVIETONE NEWS (Released Twice Weekly)				
SPORTS				
8352	⊛Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	⊛Playtime in Scandinavia (8)	Apr.	++	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
8305	Olympic Water Hazards (9)	Nov.		....
8306	Yankee Ski-Doodle (9)	Dec.		....
TERRYTOONS (Technicolor)				
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	++	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23
8527	Mighty Mouse in Triple Threat (7)	Nov.		....
8528	Talking Magpies in Out Again in Again (7)	Nov.		....
8529	Mighty Mouse in the Magic Slippers (7)	Dec.		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
ANSWER MAN SERIES				
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	++	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23	+	10-30
LANTZ CARTUNES (Technicolor—Reissues)				
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
1948-49 SEASON				
4321	Pantry Panic (..)	Nov.		....
4322	Hollywood Matador (..)	Nov.		....
MUSICAL WESTERNS				
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	++	5-29
1948-49 SEASON				
4301	Rhythm Masters (15)	Nov.		....
NAME BAND MUSICALS				
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle and His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	++	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (15)	10-13	±	10-30
SING AND BE HAPPY SERIES				
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Songs of the Season (10)	10-11		....
3385	Hits of the Nineties (10)	10-18		....
3386	Let's Sing a Love Song (10)	11-22		....
3387	Sing While You Work (10)	11-29		....
1948-49 SEASON				
4381	Choo Choo Swing (10)	11- 1		....
4382	The Year Around (10)	12- 6		....
SPECIALS				
2202	Harnessed Lightning (17)	11-12		....
5555	⊛The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	++	9-27
3201	Snow Capers (19)	2-18	+	3- 6
1948-49 SEASON				
4201	Cheating in Gambling (..)			....
4203	Christmas Dream (..)	11-22		....
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16	±	10-30
3348	Call of the Canyon (10)	10-18	±	10-30
1948-49 SEASON				
4341	Canada Calls (..)	11- 8		....

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
BLUE RIBBON HIT PARADE (Technicolor)				
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
1948-49 SEASON				
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
BUGS BUNNY SPECIALS (Technicolor)				
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
1948-49 SEASON				
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25	++	11- 6
4721	My Bunny Lies Over the Sea (7)	12- 4		....
FEATURETTE 1948-49 SEASON				
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13	+	12- 4
JOE McDOAKES COMEDIES				
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
1948-49 SEASON				
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
MELODY MASTERS				
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
MEMORIES OF MELODY LANE				
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
MERRIE MELODIES (Color)				
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2	+	11-13
4710	The Foghorn Leghorn (7)	10- 9	+	11- 6
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30	++	11-13
4713	Kit for Cat (7)	11- 6	+	12- 4
4714	Stupor Salesman (7)	11-20	+	12- 4
4715	Riff Raffy Daffy (7)	11-27	+	12- 4
4716	Scaredy Cat (7)	12-18		....
SPORTS NEWS REVIEW 1948-49 SEASON				
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4	+	12- 4
SPORTS PARADE (Technicolor)				
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9	+	11-13
1948-49 SEASON				
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5502	Sportsmen of the Far East (10)	12-18	+	12- 4
TECHNICOLOR ADVENTURES				
4806	Living With Lions (20)	6- 5		....
1948-49 SEASON				
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11	+	12- 4
TECHNICOLOR SPECIALS				
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	++	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	++	9- 4
1948-49 SEASON				
5001	Sons of Liberty (21) Reissue	11-20	+	9- 4
5003	Princely India (20)	12-25		....
WARNER-PATHE NEWS (Released Twice Weekly)				

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
ASTOR				
Vol. 1, No. 1	⊛Makers of Destiny (15)		±	6- 5
REPUBLIC				
CARTOON				
761	⊛It's a Grand Old Nag (8)	12-20	++	12-13
SERIALS				
694	The Black Widow, 13 Chapters	11- 1		....
791	G-Men Never Forget, 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted, 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release), 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James, 13 Chapters	10-30		....
...	Federal Agents vs. Underworld, Inc. (12 Chapters)	1-29		....
UNITED ARTISTS				
LANTZ CARTUNES (Technicolor)				
...	Banquet Busters (7)	3-12	+	2-14
...	Kiddie Koncert (7)	4- 2	++	4-17
...	Wacky Bye Baby (7)	7-16	±	4-24
...	Pixie Picnic (7)	6-14	++	4-17
...	Wet Blanket Policy (7)	8-27		....
...	Playful Pelican (7)	9- 8		....
...	Dog Tax Dodgers (6)	11-26		....
...	Wild and Woody (6)	12-31		....
LOEW MUSICOLOR				
...	Engulfed Cathedral (7)	June	+	9-20
...	Moonlight (7)	8-29	+	9-20
...	Enchanted Lake (7)	10-30	+	12- 6
...	Fingal's Cave (10)	3-26	±	2-14
...	Liebestrum (7)	5- 7		....
INDEPENDENTS				
	House in the Desert (30) United Palestine Appeal		±	9-20
	Forgotten Children (18) Hadassah		+	10-25
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-29
	Children's Republic (23) A.F. Films		++	7-24
	A-1, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l		+	10-16
	Fact and Fantasy (7) A.F. Films		—	10-30
	Kabylia (10) A.F. Films		+	10-30
	Journey to Mecca (15) A.F. Films		+	10-30

A Pinch in Time

Columbia (All-Star) 16 Mins.

Fair. Hugh Herbert goes through a slapstick routine in this two-reeler about a memory expert who cannot remember his address. He gives out with his usual "woo woo" business. The picture provides some laughs.

Ay Tank Ay Go

Columbia (Comedy Favorites) 16 Mins.

Fair. El Brendel portrays a Swedish farm hand working for a hillbilly family. He starts a feud going between neighbors, and avoids one shotgun wedding by marrying another farmer's daughter voluntarily.

The Little Match Girl

Columbia (Color Favorites) 8½ Mins.

Fair. Reissue of the sentimental Christmas story about a little match girl who dreams of a wonderful holiday in Heaven. But while she sleeps and dreams, she freezes to death. The color film is angled for the Christmas season.

Memories of Shakespeare

Hoffberg (Featurette) 30 Mins.

Good. Hoffberg Productions, 620 Ninth Ave., New York, offers this film in both 35mm and 16mm for theatre or video use. It relates the life of William Shakespeare through scenes of his birthplace, education, London sojourn and other Elizabethan landmarks. Those having a deep interest in the author and tourists who have visited the same scenes will enjoy the film, but it lacks general theatre appeal.

The Works of Charles Dickens

Hoffberg (Featurette) 30 Mins.

Poor. Newsreel clips interspersed with shots of players in the costumes of Dickens characters make up this film and one would have to be a real Dickens enthusiast to become absorbed in it. Too many of the London scenes are uninteresting from a pictorial standpoint. To be frank, the film seems like a British bid for the tourist trade. Hoffberg Productions, 620 Ninth Ave., New York, distributes it in both 35mm and 16mm.

In the Newsreels

Movietone News, No. 96: Dock strike ends; Santa Claus hailed; Churchill gets honorary degree; wedding of Edward Mutesa, king of Buganda; Father Flanagan statue unveiled at Boys Town; Army-Navy gridiron upset.

News of the Day, No. 226: Army vs. Navy in sensational gridiron classic; Boys Town founder honored; Churchill receives degree at London university; nation ushers in yuletide season.

Paramount News, No. 29: Army-Navy game.

Universal News, No. 200: Jingle Bells—St. Nick sparks gay holiday parades; Boys Town gets statue of founder; Navy battles Army in service classic.

Warner Pathe News, No. 31: Santa Claus arrives; Boys Town founder honored; Army vs. Navy; Penn vs. Cornell; All-American trailer.

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Movietone News, No. 97: Nationalists fight Reds in Suchow battle; Mme. Chiang Kai-Shek here to seek U.S. aid; Presidential conference on European aid; film stars attend royal command performance in London; Kitty Hawk comes home; new reversible propeller acts as brake; Japanese children give Nippon version of American music; salmon fishing; water skiing.

News of the Day, No. 227: China's darkest hour; Jap kiddy band goes American in a big way; film stars meet Britain's queen; squirrel cage jeep; water skiers cut new capers.

Paramount News, No. 30: Flight tests prove worth of air brakes; news on the novel side; Reds claim Suchow.

Universal News, No. 201: Reds converge on Chinese capital; reversible prop cuts air descent; squirrel cage jeep; command performance; Miss Alaska; Donald O'Connor; Penn State 7, Washington State 0; skiing—Florida.

Warner Pathe News, No. 32: China at war; President Truman; Mme. Chiang Kai-Shek; former Queen Wilhelmina; Berlin elections; aviation; football—Brown vs. 49'ers; water skiing; Great Americans—Boston Tea Party.

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Telenews Digest, No. 48: Dr. Koo speaks; Truman addresses world food organization; New York; Ohio; Arkansas; unpredictable Latin America; Russia builds up optical industry; Germany; Paris—UN; England; Austria; Navy ties Army 21-21; Cleveland downs 49ers 31-28; TCU ties SMU in thrill finish.

Exhibitor Has His Say

(Continued from page 3)

Paramount Theatre, Dewey, Okla. Small town patronage. * * *

UNIVERSAL-INTERNATIONAL

Are You With It? (U-I)—Donald O'Connor, Olga San Juan, Martha Stewart. This is another one that the reviewers didn't hit right. My people enjoyed it. Perhaps their movie appetite isn't as jaded as that of the critics. It did okay at the boxoffice. Played Tues., Wed. Weather: Rainy.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. * * *

Black Bart (U-I)—Yvonne DeCarlo, Dan Duryea, Jeffrey Lynn. This was the best one I have played from U-I in several months. It was an ideal action outdoor picture for my house, with an excellent cast and beautiful Technicolor. If you have an action house you can't go wrong on this one. Business was above expectations. No unfavorable comments. Played Tues., Wed. Weather: Cold.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

Feudin', Fussin' and a-Fightin' (U-I)—Donald O'Connor, Marjorie Main, Percy Kilbride. This is very good for small towns. I'm sure the song had sold the picture previously. Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Man-Eater of Kumaon (U-I)—Sabu, Wendell Corey, Joanne Page. Personally I was disappointed in the picture, but nobody else seemed to be. It scared the little kids so that we had a lobby full of them that couldn't stand to watch the tiger! The men liked it, and I heard a lot of women scream, so I guess they all enjoyed it. Above average attendance both nights. Played Fri., Sat. Weather: Cold.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

Naked City (U-I)—Barry Fitzgerald, Howard Duff, Dorothy Hart. This is a very good picture, but business was only fair. It was not liked by the females—no love interest whatsoever. Well done and very exciting, though. Played Wed. through Sat. Weather: Lovely.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. Local city and country patronage. * * *

Naked City, The (U-I)—Barry Fitzgerald, Howard Duff, Dorothy Hart. Swell, wonderful, different—and that's what the film industry needs, something different. The acting was fine, the plot good. Too bad it didn't draw. Played Sun., Mon. Weather: Nice.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

Wistful Widow of Wagon Gap, The (U-I)—Bud Abbott, Lou Costello, Marjorie Main. I love Abbott and Costello, as they are always our best boxoffice. Nothing has stopped them here. There wasn't too much of a story but with Marjorie Main added to the cast, the crowds came from far and wide. Played Sun., Mon., Tues. Weather: Good.—R. W. Burgess, Roxy Theatre, McCluskey, N. D. Rural and small town patronage. * *

WARNER BROS.

Badmen of Missouri (WB)—Reissue. Dennis Morgan, Jane Wyman, Wayne Morris. This is one of the best reissues that we've played. A good western with top boxoffice stars. Played Sunday.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Big Punch, The (WB)—Wayne Morris, Lois Maxwell, Gordon MacRae. The picture is good and well worth running, but it didn't do quite average business. I should have shown it on Sunday. Played Mon., Tues. Weather: Cool.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Dark Passage (WB)—Humphrey Bogart, Lauren Bacall, Bruce Bennett. Warners always make good pictures and this is no exception. It has a rather different ending but it still registers in a big way. Played Thurs., Fri. Weather: Cool.—Harold Ray, Strand Theatre, Tompkinsville, Ky. Small town patronage. * * *

Key Largo (WB)—Humphrey Bogart, Edward G. Robinson, Lauren Bacall. Quite a cast and delivers everything that you would expect, with about average business, on our best playing time. Everyone enjoys good acting, even in tough pictures. This is one of the better jobs of production at Warners. No pink tea, plenty of acting and suspense. Played Tues., Wed., Thurs. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Romance on the High Seas (WB)—Jack Carson, Janis Paige, Don DeFore. This is a good musical. It brought them out and they went home happy. Played Mon., Tues., Wed. Weather: Cool.—Harland Rankin, Erie Theatre, Wheatley, Ont. Small town patronage. * * *

That Hagen Girl (WB)—Shirley Temple, Ronald Reagan, Dorothy Peterson. Shirley Temple does a fine job in this typical small town story. This picture seemed to please everyone. Here's hoping some of the local gossips learned something from it. Ron Reagan's stock goes up another notch after a good role like this. Business was just average. Played Sun., Mon., Tues. Weather: Fine.—Robert C. Walker, Vintah Theatre, Fruita, Colo. Rural patronage. * * *

Words and Music

F — Musical (Technicolor)

MGM (910) — **118 Minutes** — **Rel. Dec. 31, '48**

A song-studded Technicolor musical based on the careers of Richard Rodgers and Lorenz Hart which has tremendous mass entertainment appeal. With its star-studded cast singing or dancing to the lilting melodies of a score of memorable show tunes, it will be a boxoffice winner in any type of house. The biographical plot is merely a framework on which to hang such outstanding numbers as Perry Como crooning "With a Song in My Heart," Lena Horne warbling "Where or When," Judy Garland singing "I Wish I Were in Love Again" and Gene Kelly and Vera-Ellen dancing the sensational modern ballet, "Slaughter on Tenth Avenue." Drake is capable if somewhat colorless, as the contented Rodgers but Rooney seems miscast as the erratic, unhappy Hart who wins fame but never finds love and comes to a tragic end. Norman Taurog's direction is first-rate.

June Allyson, Perry Como, Judy Garland, Lena Horne, Gene Kelly, Ann Sothern, Mickey Rooney, Tom Drake.

Mexican Hayride

F — Comedy

Univ.-Int'l (684) — **77 Minutes** — **Rel. ———**

True to the title, Abbott and Costello's inimitable variety of buffoonery herein is served with a Spanish sauce. But that garnishment of chili peppers changes not one whit the dominant flavor of their fun-making. It still leans heavily on gags, of which the usual percentage are tried-and-true and the rest are newly created to conform to the south-of-the-border locale and atmosphere. There are times when the spectator may get the impression that some of those gags are being milked too long and such reaction makes the offering lose pace, but nonetheless there are enough laughs to make A&C fans—or all other seeks of comedy screen fare—feel that they are getting their money's worth. That the picture will enjoy the same profitable patronage that has been the lot of most of the zaney pair's starrers is a foregone conclusion. Charles Barton directed.

Bud Abbott, Lou Costello, Virginia Grey, Luba Malina, John Hubbard, Pedro de Cordoba, Fritz Feld, Chris-Pin Martin.

Whispering Smith

F — Western (Technicolor)

Paramount (4811) — **88 Minutes** — **Rel. Feb. 18, '49**

That Ladd lad herein joins the long line of screen he-men who currently are donning six-guns and ten-gallon hats to have a try at super-duper westerns and a convincing job he does of it, what's more. His characteristically calm, dead-pan delineation fits ideally the title role of the railroad detective who was a scourge of the badmen who preyed upon the trains of the early west. True, he was aided and abetted in his initial try at sagebrush sagas by a strong supporting cast, Technicolor photography and a story which reveals considerable enterprise in circumventing formula. While the required ingredients are there, including gun play, chases, fisticuffs, et al, the yarn is different because it has early day railroading as its basis. Resultantly, its appeal and grosses should materially transcend those of more orthodox westerns. Skillfully directed by Leslie Fenton.

Alan Ladd, Robert Preston, Donald Crisp, Brenda Marshall, William Demarest, Fay Holden, Murvyn Vye.

My Own True Love

F — Drama

Paramount (4810) — **84 Minutes** — **Rel. Feb. 4, '49**

Too little and too late, entertainmentwise, is this problem piece which treats with the mental rehabilitation of British ex-service men and women. And even if it might be assumed that the rather depressing subject, worn thin by several films of recent years, is of interest to ticket buyers, herein its presentation is too talky, too slow and too preachy. Resultantly, the film's initial drawing power must be dependent upon the appeal of the established names in the cast but hardly can it be expected that the offering will stimulate sufficient favorable word-of-mouth reaction to sustain impressive attendance. The picture's best asset lies in performances which are all that can be expected in the face of the material with which the cast was confronted. Direction by Compton Bennett is of the same high caliber but it, too, is handicapped by the screenplay.

Phyllis Calvert, Melvyn Douglas, Wanda Hendrix, Philip Friend, Binnie Barnes, Alan Napier, Arthur Shields.

A Letter to Three Wives

F — Drama

20th-Fox (906) — **103 Minutes** — **Rel. Feb. '49**

Twentieth Century-Fox has again hit the boxoffice jackpot with a high-budget production. This is a film that should have wide family and sophisticate appeal. The screenplay written and directed by Joseph L. Mankiewicz is based on the Cosmopolitan magazine novel by John Klempner, "A Letter to Five Wives." Jeanne Crain, Linda Darnell and Ann Sothern do a standout job as middle-class, suburban matrons worried about losing their husbands because they haven't been successful homemakers. They realize this when a mutual friend writes she has left town with one of their husbands. Linda Darnell as the girl who has married her rich boss, and Paul Douglas, as her cynical husband excel. Douglas makes his film debut here and lives up to his Broadway reputation as co-star of "Born Yesterday." Kirk Douglas and Jeffrey Lynn also click.

Jeanne Crain, Linda Darnell, Ann Sothern, Kirk Douglas, Paul Douglas, Barbara Lawrence, Jeffrey Lynn.

So Dear to My Heart

F — Comedy Drama (Technicolor)

RKO Radio (992) — **83 Minutes** — **Rel. ———**

Virtually oozing the nostalgia, wholesomeness, whimsy and beauty which theatre patrons have come to associate with the product of Walt Disney, his latest is amply endowed to join the long line of distinguished predecessors and carve for itself a noteworthy place among them as concerns popularity and profits. Herein the story and action relies to a greater extent than ever before on the living cast, which tellingly contributes approximately 80 per cent of the footage, while the remaining minutes are filled by pen-and-ink characters. It is needless to say that the latter sequences represent, as usual, the ultimate in cartoonists' art. The story, that of an average boy living in the heartland of America of a generation ago, is refreshing in its simplicity but fails not in weaving plenty of suspense, gaiety, drama and heart-tugs into the situations. Directed by Harold Schuster.

Burl Ives, Beulah Bondi, Bobby Driscoll, Luana Patten, Harry Carey, Raymond Bond, Walter Soderling, Matt Willis.

Enchantment

F — Drama

RKO Radio — **102 Minutes** — **Rel. March '49**

A tender and charming Cinderella tale, dealing with two generations in a London house, which will have a tremendous appeal to the ladies. And they will bring in the men, even though the latter will declare much of it overly sentimental and slow-moving. As in all Samuel Goldwyn films, this has splendid production values and a fine cast headed by David Niven and Teresa Wright. Their names will insure good business in all except the action houses. Using the "Smilin' Through" technique, Director Irving Reis switches back and forth between a present-day love story and a romance in the past tense. While this is skilfully done, it may seem confusing unless the picture is seen from the beginning. Niven is properly dashing and Miss Wright gives a sweet and moving portrayal. A lovable child actress, Gigi Perreau, and Jayne Meadows give outstanding performances.

David Niven, Teresa Wright, Farley Granger, Evelyn Keyes, Leo G. Carroll, Jayne Meadows, Shepperd Strudwick.

El Dorado Pass

F — Western

Columbia (165) — **56 Minutes** — **Rel. Oct. 14, '48**

While this is just another action western in the Durango Kid series, it does have a little different angle by introducing a fiery and handsome senorita as the woman interest—it can hardly be called the love interest, for this series is strictly on the unromantic side. Charles Starrett does his usual double role as the Durango Kid and as the ordinary itinerant cow-poke. The villain is one of the community's leading citizens, carrying on his nefarious schemes by proxy and managing to point suspicion to "Steve," the standard screen name for Starrett. Smiley Burnette is a barber this time; and continues to be as incompetent and ludicrous in that profession as in the many others he essays. Also, he finds a place to sing with the other hillbilly musicians in the cast. Strictly dual fare and for the lower half. Directed by Ray Nazarro.

Charles Starrett, Smiley Burnette, Elena Verdugo, Steve Darrell, Rory Mallinson, Ted Mapes, Stanley Blystone.

SELLING ANGLES: **"A Letter to Three Wives"**

Play up the cast. Stress the recent performances of Miss Crain in "Apartment for Peggy" and of Miss Darnell in "Forever Amber." Ann Sothern has miles of credits. Play up the story as a Cosmopolitan magazine serial and as a penetrating novel of the middle-class suburban set and marriage. The leading ladies are attractively gowned. This paves the way for fashion and department store tieups.

CATCHLINES:

A Scintillating Story of Modern Marriage . . . Three Wives With a Single Fear . . . They Wondered! They Worried! They Waited! . . . Each Wife Asked Herself, "Is My Marriage a Failure?"

It Could Be Your Husband . . . She Got a Husband, But No Love . . . Every Woman Has Her Price, But Can She Pay Off? . . . They Were the Smart Set, But Dumb About Marriage . . . Sophisticated! Witty! Dramatic!

SELLING ANGLES: **"So Dear to My Heart"**

Stage special matinee showings for the kids, tying the screenings in with an "unusual pets" contest—based on the fact that, in the film, Bobby Driscoll has a pet black lamb. Musical tieups are indicated on the novel by Sterling North on which the film was based. Burl Ives, prominent in the cast, is a radio and recording artist of note, specializing in American folk ballads. Work out music store displays on his records and plug them via local radio stations.

CATCHLINES:

A Companion Piece to Such American Immortals as Huckleberry Finn and Penrod . . . The Simple, Heart-Warming, Tender and Human Story . . . Of Bygone Boyhood Days . . . Told With the Masterful Disney Touch . . . Tingling With Thrills . . . Aglow With Fun and Surprises.

Here's the Picture You'll Hail as Incomparable . . . Bubbling Over With Laughter and Joy . . . An Exciting New Disney World of Delight Awaits You . . . A Thumping Good Show . . . Filled With Rib-Tickling Fun.

SELLING ANGLES: **"Enchantment"**

In addition to David Niven and Teresa Wright as selling names, play up the fact that Evelyn Keyes was featured in "The Jolson Story" and that Farley Granger recently scored in "Rope." To attract the women patrons, stress the "Most Wonderful Love Story Ever Filmed" angle. Tieups with the title can be made for jewelry store displays using copy such as "For 'Enchantment' Wear a Necklace of Pearls," or some other jewelry.

CATCHLINES:

A Picture for Those Who Know How to Listen With the Heart . . . Another "Best" from the Producer of "The Best Years of Our Lives" . . . If a House Could Speak, It Would Tell of the Loves, Sorrows and Joys of the People Who Lived There.

Out of Dreams, Out of Yearning, Out of Tenderness Comes an Entrancing Love Story . . . Every Woman Will Fall Under the Spell of Its Enchantment . . . A Love That Endured Through the Years.

SELLING ANGLES: **"El Dorado Pass"**

Make the most of the reputation which other pictures in the Durango Kid series have earned. Use stills of the Durango Kid on his white horse in the lobby. Play Smiley Burnette's records during the show's playdates to call attention to his part in the show and be sure to use lobby stills of him, too. Also advertise Shorty Thompson and his Saddle Rockin' Rhythm for the patrons who like plenty of hillbilly music with their westerns.

CATCHLINES:

Durango Riddles Outlaws With Bullets, Smiley Rattles the Rafters With Laughs . . . Durango Slings Lead, Smiley Slings Tunes . . . Durango and Smiley Together as They Smash Those Sagebrush Scalawags.

The West's Best Action and Fun Team . . . Loaded With Gunplay and Two Kinds of Horseplay . . . Six-Gun Action and Double-Barreled Fun . . . Smiley Helps Durango Rout Rangeland Renegades.

SELLING ANGLES: **"Words and Music"**

In addition to the galaxy of names, including such stars as Lena Horne, Judy Garland, Perry Como and Mel Torme, all of whom have made best-selling records, Victor and Columbia have issued albums of songs by Rodgers and Hart, including "A Connecticut Yankee." Make tieups with music shops for window displays of these albums and single records. An amateur singers' night, with contestants singing Rodgers and Hart numbers, will be a good buildup for the picture.

CATCHLINES:

Their Catchy Words and Tuneful Music Will Live Forever in America's Hearts . . . The Story of Dick Rodgers, Who Loved Life, and Larry Hart, Who Lived for Love . . . June Allyson, Perry Como, Judy Garland, Lena Horne and Mickey Rooney Sing the Glorious Rodgers and Hart Tunes.

Rodgers' Lovely Melodies Lacked Sparkle Until Hart's Clever Lyrics Brought Them to Instant Life . . . A Dozen of Hollywood's Brightest Stars Sing a Score of Rodgers and Hart Melodies.

SELLING ANGLES: **"Mexican Hayride"**

Set up a series of window displays tieing in Mexican merchandise with the picture—such as sandals and huaraches, bracelets and other jewelry, Mexican foods, earthenware and the like. For street ballyhoo costume a girl as a Mexican, carrying a head-basket on which picture and theatre billing is imprinted. Feature "south of the border" music in a rumba and conga dance contest. Supply theatre attendants with over-sized sombreros. Radio station and music store tieups are indicated for the picture's musical numbers.

CATCHLINES:

You'll Have the Gayest Time of Your Life . . . When You Climb Aboard for the Mexican Hayride . . . It's a Glamorous, Amorous Musical Hit . . . A Carnival of Mirth From Fiesta to Siesta . . . Sparkling With Songs . . . Loaded With Laughs . . . A Guaranteed Entertainment Treat.

It's Big . . . Gay . . . And Gorgeous . . . Jam-Packed With Novelty, Music and Mirth . . . A Colossal Bundle of Spicy, South-of-the-Border Entertainment . . . All Wrapped Up in a Glorious Package . . . For Your Heart's Delight.

SELLING ANGLES: **"Whispering Smith"**

The Frank Spearman novel on which this is based is considered a classic among stories of the west. Make suitable library and book store tieups on the volume. Dust off the old "identification" stunt by having a man reply in a whisper to persons stepping up and asking if he is "Whispering Smith." For lobby centerpiece use life-sized cutouts of Alan Ladd and Robert Preston in a "gun duel." Scenes of an 1890 railroad line could be planted with local ticket agencies on a "Then and Now in Transportation" theme.

CATCHLINES:

Thrill to the Exciting Adventures of the Most Feared Man in the West . . . Whispering Smith . . . In the Picture That's a Technicolor Tornado of Flaming Lips and Smoking Guns . . . In a Land Beyond the Law.

The Blazing Story of a Love That Flamed . . . In a Land Beyond the Law . . . Where Life Begins With a Kiss . . . And Ends With a Bullet . . . As Whispering Smith Blazes a Trail of Gunsmoke . . . To Set the West Afire.

SELLING ANGLES: **"My Own True Love"**

Plug the title via tieups with florists with copy such as: "White Orchids Mean Love . . . Red Roses Mean 'My Own True Love.'" Stage a "What would you do?" contest around the plot situation wherein a father and son both fall in love with the same girl. Offer guest tickets for the longest lists of film titles containing the word, "Love." Persuade disk jockeys on local stations to play the title song from the film, which has been recorded by Vaughn Monroe, Dinah Shore and other artists.

CATCHLINES:

A Motion Picture More Powerful Than Any You've Ever Seen . . . A Story Glorious With the Love of Two Who Cared Deeply . . . And Shared Gladly . . . Writing a Brilliant New Chapter in Unforgettable Screen Drama.

My Own True Love . . . The Romance Every Woman Dreams Of . . . And a Story Excitingly Portrayed . . . The Story of a Girl So Bewitchingly Beautiful . . . That She Was Wanted by Two Men . . . It's as Exciting as Falling in Love Can Be . . . As Thrilling as the First Tender Kiss.

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SOS Used Me Right On Used Equipment: That's what they say. Nothing leaves here unless it's absolutely right. 50,000 customers the world over built SOS and keep buying here since 1926 because they are used right. Send for 1949 catalog. Dept C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Complete Public Address Systems, $39.75 up; Dual DeVry XC Transportable projectors with 3,000 ft. magazines, lenses, 1000W lamps, amplifier, speaker, rebuilt, $595; RCA low frequency folded baffles, worth $300, $99.75; Dual Simplex Acme Arc Sound projector outfit, complete, $1,295; Simplex Rear Shutter Mechanisms, excellent, $195; other Simplexes from $69.50; Dual Holmes, $667.50. Get our 1949 catalog. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., N. Y 19.

Pair DeVry X D projectors, rebuilt complete, lenses, lamps, amplifier speaker. Must be seen to appreciate. Also Holmes projectors, $600. Jack Arth, 1201 University Ave., Bronx 52, N. Y.

Powers 6Bs, Strong LI lamps, rectifiers, Operadio sound, 300 upholstered seats. Make offer. New screen. F. Shafer, Washington, Ind.

For Sale: Plastic Walker screen, good as new. Also pair 5-point bases. L. J. Leise, Randolph, Neb.

For Sale: Three curtain tracks, hardwood gliders, complete. Pair 35mm DeVry portable sound projectors, 2,000 ft. magazines, complete, $375. Sell or swap. Lee, 934 N. Lancaster, Dallas.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Want to lease or buy small town theatre. Reed Whatley, 1207 Josiphine, Sweetwater, Tex.

Want to buy or lease theatre, anywhere west of Chicago. Have ample cash. E. D. Seekins, Box 469, Anaheim, Calif.

Wanted to buy or lease theatre in Delaware or Maryland. Please state size, price, population, etc. in first letter. All answers confidential. Boxoffice, A-3252.

Theatre owner, 25 years experience, wants to buy or lease good theatre in Texas. 700 seats or better. Might consider partnership. Give complete details. Must be good deal. Boxoffice, A-3253.

Wanted to buy theatres in Alabama and East Mississippi and Southern Tennessee. Confidential. Boxoffice, A-3254.

Will buy midwest theatre. McCloughan, 125 East Second, Concordia, Kas.

Private party wants to buy modern profitable small town theatre. Confidential. Boxoffice, A-3255.

Theatre building wanted, small town preferred. Give details. F. Shafer, Washington, Ind.

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Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336. Cambridge, Ohio.

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Comic books obtainable from world's largest and oldest theatre distributor. Best titles and latest issues in stock. Price 3c each. Sidney Ross, 334 W. 44th St., New York City.

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In-a-Car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

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Antique 35mm projector heads and movie cameras. Hammond organ. Lee, 934 N. Lancaster, Dallas.

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Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Salesman: Permanent sales position open with reliable motion picture advertising company, midwestern territory. Inquiries confidential. Car necessary. Theatre experience helpful. Give references. Our men know of this ad. Boxoffice, A-3236.

Projectionist, general maintenance, Strawn, Tex., small town, nights, Saturday, Sunday matinee. Texas Theatre, Stanton, Texas.

Projectionist wanted medium size South Carolina town. Give experience and qualifications and acceptable salary. Absolutely no liquor heads considered. Give references. Boxoffice, A-3261.

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Projectionist, manager. Seven years experience. Young, hard worker. Carry Pennsylvania license. Capable of operating and managing small town theatre. Dale Barry, 155 Wilson St., Salamanca, N. Y. Phone 316-J.

Projectionist, experienced, desires position anywhere in Florida. Boxoffice, A-3240.

Projectionist and manager, 24 years experience on all equipment. Married, no children. Boxoffice, A-3242.

Veteran, 26, energetic, ambitious, 10 years in small towns as owners-managers. Know all phases operation. Would lease, or take theatre on percentage or accept managerial position. Prefer Southwest or Midwest. Carl S. Hall, 103 South Whitaker, Pryor, Okla.

Projectionist, age 45, family man. Sober, capable, experienced. No drifter. Desires change and permanent connection. $50 week. Available Jan. 1, 1949. References. Boxoffice, A-3246.

Manager available, over 20 years experience, all phases theatre operation. Go anywhere. Clean cut, sober, relable, best of references from the top men in the business. Boxoffice, A-3256.

Theatre manager, ten years same employer. Operate projectors, paint signs. Age 36, veteran. Change only to better job in South Carolina or Florida. Boxoffice, A-3257.

Available capable manager, familiar with all details of any size theatre. Go any place for proper connection. Harvey "Doc" Arlington, 338½ West High St., Springfield, Ohio.

House manager, advertiser, exploiteer, projectionist experience. Married, sober, reliable. Prefer Virginia, North Carolina. Boxoffice, A-3258.

Single man, 38 years old, 20 years experience as manager and projectionist. Wants to manage a small town operation. Will go anywhere. Boxoffice, A-3259.

Couple: Work as team. Manageress. Cashier. Projectionist, mechanic, electrician. Booth and general repairs. Years small town and city experience. Housing a must. Permanent. References. Now employed. Thirty-day notice. Boxoffice, A-3260.

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Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

For Rent: Downtown theatre, major Ohio city over 350,000. About 800 seats. Fully equipped for stage acts, films and sound. $1,000 per month and maintenance. Big money-maker. Wonderful opportunity. Boxoffice, A-3195.

For Sale: Newly completed theatre. Most up-to-date equipment. Doing $800 weekly business. Six miles from Vancouver. Apply the Texas Hotel, Langley Prairie, B. C.

$2,400 monthly gross. Exceptional concessions. 398 seats. Controlled growing town 2,100. Ideal personal operation. Prolonged investigation, audited records available. $25,000, terms. Arthur Leak, 3422 Kinmore, Dallas.

Theatre For Sale: Ozark town, population 10,000. Priced for quick sale. Exceptional opportunity, 350 new seats, good equipment. Boxoffice, A-3232.

Theatre, 300 seats. Northern Indiana. $12,500 down. No phone information. Cressner & Co., Plymouth, Ind.

Southern California. Will sacrifice, on account of sickness, 450-seat theatre in town of 5,200. Boxoffice, A-3234.

Theatres For Sale: Pacific Coast listings now available. Write for information. John L. Gray, Theatre Sales Division, 4616 Southeast Hawthorne Blvd., Portland 15, Ore.

Theatres For Sale: California. One or chain. City or suburban. Will help finance. Exclusive theatre brokers for more than 15 years. Barsky & Klein, 1914 S. Vermont Ave., Los Angeles 7, Calif. Rooms 5 or 24.

Large 900-seat downtown grind house, located on busy street in Denver, Colo. $20,000 buys 14-year lease. Cinema Amusements, Inc., 1756 Broadway, Denver, Colo.

Downtown Tulsa, Okla., 320-seat grind house. Union booth. Buy direct from owner for approximately one-half 1948 gross. Boxoffice, A-3247.

Southern California Drive-In. Moneymaker. Stand investigation. Excellent condition. Boxoffice, A-3250.

375-seat theatre and building, $16,000, located Southwest Virginia. Will pay for itself in three years. T. D. Field, Tazewell, Va.

270-seat theatre centrally located California town of 1,200 population. Deal includes complete equipment, brick building and property. Selling for approximate 1948 gross, $25,000. No dealers. Boxoffice, A-3251.

Over 30% net. Northeast Mississippi. Two theatres in towns of 1,400 and 700 population. Will show over 30% investment. Must be sold together. Price $30,000 including real estate. Gus J. Haase, Theatre Brokers, 409 McCall Bldg. Memphis, Tenn.

Northern Louisiana. Less than one year old. One of the most modern small town theatres being offered anywhere. All good equipment and air conditioned. Price $55,000. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

Central Mississippi, 1,500 population. A good oil and farming district. A wonderful theatre for family operation; has six-room apartment in building. Price $27,500. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

Washington, all new theatre for sale because of sickness; 350 Heywood-Wakefield chairs. Bargain for cash. Box 395, Odessa, Wash.

Theatre, 360 seats, Mattoon, Illinois, newly constructed. Lot 50x50, building 32x90. Parking. RCA. Floatingcumfort seats, new. Two Simplex machines. RCA sound. New draperies, air conditioned, new automatic oil heat. Price complete $37,500. Continental Investment System, 3740 Lindell, St. Louis 8, Mo.

Unusual combination 412-seat lovely theatre, modern complete ball room, two sub-rentals, fine seven-room apartment, 1,000 capacity checking and concessions. Includes all buildings covering quarter block. Controls big area. Any part readily sub-leased. Ballroom operating part time, owner away. Show-dance minded midwest. Showing good profit. $71,500. $24,500 down. Private sale. Arthur Leak, 1109 Orchardlane, Des Moines, Iowa. 3422 Kinmore, Dallas.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

POPCORN MACHINES

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Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

Burch, Manley, Cretors, Advance, all electric french fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

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Prepare now for a better job at higher pay and a fascinating career in the Motion Picture industry. Choose your objective and act now! Motion Picture Operator; Motion Picture Equipment Technician; Motion Picture Sound Technician; Motion Picture Television Technician; Motion Picture Theare Manager. Residence and correspondence courses. Part time employment and housing available. Free placement service. Approved for Veteran training under GI bill. Earn up to $290 per month while attending school if you are a veteran. Act today. Don't delay. Write for illustrated brochure and application blank. National Theatre Institute, P.O. Box 5769, 1105 Camp St., Dallas, Tex.

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Investigate this. Exclusive Chicago neighborhood. Selling lot 200x125 ft. Included are complete plans for recreation center (bowling alleys, theatre, etc.) Owner, Tony Sheftic, 14501 Sherman Ave., Posen, Ill.

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The one stop store for production equipment. Unit Eye shuttle for Bellhowell, $650; Bardwell McAlister 5000W Skypans, $111.75; Dinkie Inkies, $11.95; Baby Keglites, $54.75; Baby Boomlites, $114.50; 2000W Junior Spots, $129.50; Double Broads, $114.65; Houston K1A 16mm processors, $3,485; Belhowell 35mm sound printer, $2,750; 1/12 HP 110V Synchronous Motors, new, $57.50; B Maurer Variable Density Recording outfit, $2,275; Wall single system recording and studio camera, magazines, lenses, amplifier, mike, power supply, etc., rebuilt, $3,750; Simplex 4 Star preview magazines, $395; 35mm threeway Sound Moviola, rebuilt, $895. Send for December catalog. Dept C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

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Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

MISCELLANEOUS

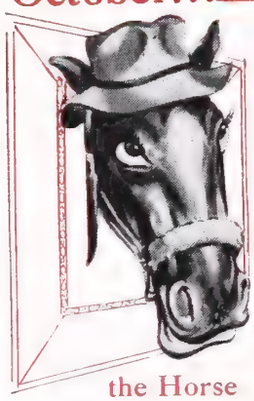
Complete 24-hour theatre service, new and used equipment, plus film bookings. Globe Theatre Service and Supply Co., MA 3971 or OL 3971, Dayton, Ohio.

MORE CLASSIFIED ON PAGE 46

Walking right into America's heart... with a sensational boxoffice surprise!



Meet October...



the Horse of the Month!

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COLUMBIA PICTURES
presents

GLENN FORD
TERRY MOORE
in

The RETURN of OCTOBER

The Picture with a SCHNOOKLE!

with Albert SHARPE · James GLEASON · Dame May WHITTY · Henry O'NEILL

Screenplay by Melvin Frank and Norman Panama · Story by Connie Lee and Karen DeWolf

Directed by JOSEPH H. LEWIS · Produced by RUDOLPH MATÉ

TOTAL NET PAID CIRCULATION OF THIS ISSUE EXCEEDS 23,000

The Pulse of the Motion Picture Industry

BOXOFFICE

Court to Decide Dec. 20 Whether to Go Ahead or Delay the Paramount Case

Page 8

Ellis G. Arnall Heads Independent Producers

Page 9



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

DECEMBER 18, 1948



"I HAVE JUST COME FROM HOLLYWOOD!

(You'll profit by reading this eye-witness report!)

On the West Coast, those who have surveyed the potentialities of all companies are predicting: "M-G-M is 'way out front for '49."

There's good reason for the prediction. The most exciting news out there is the M-G-M Studio.

Nowhere else is production at such a pace. I saw the enthusiasm, the team-work, the burning conviction of leadership.

I attended the Press Preview of M-G-M's Technicolor "Words and Music" at the Academy Theatre. A packed house of hard-boiled newspaper people rocked the

(continued)

continued)

theatre with applause. The trade press reviews are ecstatic. This great musical of the life and songs of Rodgers and Hart with 15 stars and 22 song hits is off to a flying start at Radio City Music Hall for Xmas and New Years. Soon for simultaneous New Years release across the nation!

I saw "Barkleys of Broadway" which already is forecast by the Hollywood grapevine as a bigger hit than "Easter Parade." Fred Astaire reunited with Ginger Rogers in a Big-Star-Cast Technicolor musical with sensational numbers and hot music is destined to be the top musical of next year.

I saw "Act of Violence" previewed to terrific acclaim, a thriller starring Van Heflin and Robert Ryan in the story of a manhunt no woman could stop.

I saw the happy, brimful-of-love production of "Little Women" with the year's gayest cast of youthful stars, a big Technicolor attraction that will spellbind America with its magic appeal.

I saw Broadway's No. 1 stage hit come to life on the screen in M-G-M's mighty production of "Edward, My Son" already forecast by coast observers as one of 1949's Ten Best!

I saw the completed prints in projection rooms of coming Big Ones, "The Bribe" and "Force of Evil" and "The Sun Comes Up" (Technicolor).

I saw with thrilled delight the first screenings of pictures which are yet in work, "The Stratton Story," "The Secret Garden," "The Great Sinner" and the Technicolor musical "Neptune's Daughter." You hear it from the studio technicians, the props, the workers, that these are entertainments to await with joyous expectancy. They know it from the inside!

It is not often that an unqualified promise is made about a picture, but unanimously among film folk in Hollywood it is stated that "Take Me Out To The Ball Game" a Technicolor Musical will without question be one of the top grossing films of next season.

Preview after preview tells the Hollywood story. It's a thrilling story that you should listen to carefully in the New Year coming. It says:

"IN '49 THE DOLLAR SIGN IS M-G-M!"

ADVENTURES OF DON

YOU ARE INVITED TO SEE HOW BIG THE SCREEN CAN BE AT WARNER BROS. TRADE SHOW ON JANUARY 3

STARRING ERROL FLYNN

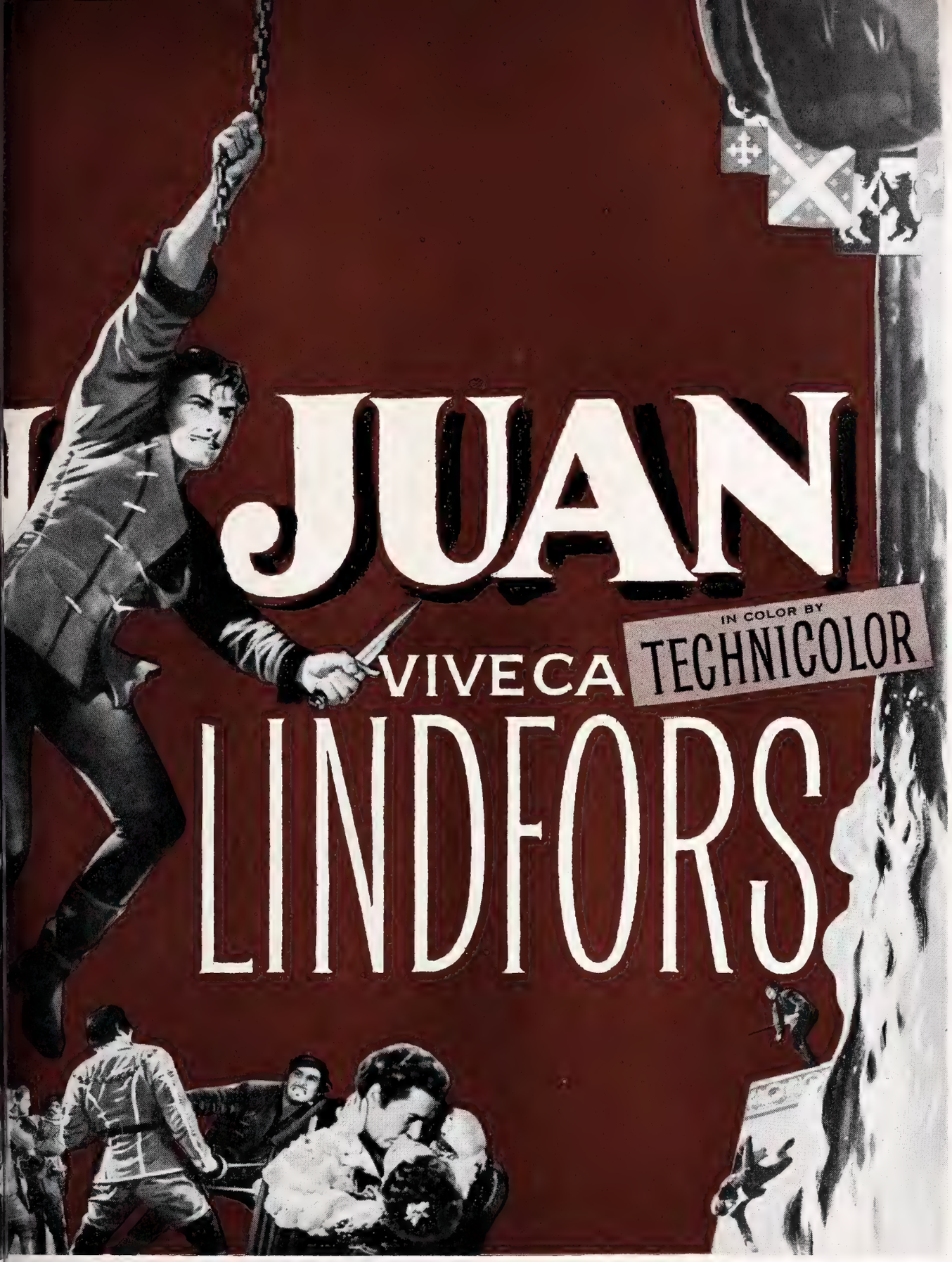




Happy 1949 Celebrate the New

WITH ROBERT DOUGLAS and ALAN HALE ROMNEY BRENT ANN RUTHERFORD

DIRECTED BY VINCENT SHERMAN · JE



ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 10:00 A.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. 9:30 A.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

Warner Year – at the TRADE SHOW JAN. 3



ODUCED BY
RY WALD

SCREEN PLAY BY GEORGE OPPENHEIMER AND HARRY KURNITZ
FROM A STORY BY HERBERT DALMAS • MUSIC BY MAX STEINER

THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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Vol. 54 No. 7
DECEMBER 18, 1948

BOXOFFICE

"Peace on Earth, Good Will to Men"

The Pulse of the Motion Picture Industry

At this season of the year it is most fitting to bring attention to American Brotherhood Week which in 1949 will be observed from February 20 to 27. This will mark the fifteenth anniversary of this important national event during which the motion picture industry will join with many other leading industries in helping to further the doctrine of tolerance and understanding among all faiths and sects throughout the universe.

As Ned E. Depinet, chairman of the motion picture division, has so aptly put it, "The principles of brotherhood which animate this annual observance constitute the very essence of our way of life. They provide the basis for the spread of lasting peace, freedom and respect for human dignity at home and throughout the world."

The motion picture industry can, through its theatre screens, its lobbies and its contacts with people in all walks of life, contribute materially and substantially to this worthy cause. And, while rendering a great service to the people at large, it can, at the same time, serve to better its own public relations.

In the more than three years since hostilities ended the world has not yet emerged into a state of peace—permanent peace. Those basic causes of war—bigotry, intolerance and hatred still are rampant. And for these reasons the so-called "cold war" can yet be ignited from these "sparks" that needs ever so little to turn it into a devastating flame.

Surely, this is a time when men of good will are called upon to exert all effort to bring enlightenment, tolerance and understanding to their fellowmen. It is a time when faith, confidence and trust, one in another, among all peoples, will effect the unity needed to preserve the peace. It is a time when all mankind must be joined together—in brotherhood.

Ben Shlyen

Pulse Beats

Predict Short Hearing For Antitrust Suit

Filing of affidavits followed by resumption of divorcement negotiations over period of weeks foreseen; report principles of Paramount setup agreed upon.

★

Bulk of Ascap Theatre Fees Are Paid by Exhibitors

Copyright society says it will collect between 50 and 75 per cent of average annual take by December 31, though bulk was paid in before Judge Leibell's decision.

★

Conciliation Boards Formed In Boston and St. Louis

Former is 14th TOA unit; includes Harold E. Stoneman, Stanley Sumner and Louis Richmond; latter includes representatives of both Allied and TOA.

★

Mayors Ask Ticket Tax Switch to Municipalities

In convention in Washington, city chiefs propose government give up admissions levy and shift taxing authority to city taxing bodies.

★

Theatre Screen Can Show Some Video Exclusives

FCC informs TOA that it has no objection if exhibitors want to televise local events, not carried by stations, and project them in their theatres.

★

Eagle Lion Will Release 16 Films Next 5 Months

Lineup, including six in color, is for period until the end of April 1949; two are Walter Wanger productions and two are from J. Arthur Rank.

★

Max A. Cohen Is New Head Of Motion Picture Associates

New York circuit operator succeeds Arthur L. Mayer; Morris Sanders, Robert Fannon, vice-presidents; Jules Reiff, secretary; Saul Traunder, treasurer.

★

Paramount Executives Honor Montague F. Gowthorpe

Theatre executive is guest at farewell luncheon as he ends 28 years with company to become president of Butterfield circuit; Barney Balaban and Adolph Zukor attend.

★

Ted Gamble, Standard Deal Nearing Signature Stage

TOA board chairman expected to take over 30-theatre Milwaukee circuit about January 1; report L. F. Gran, circuit general manager, will continue on job.

COURT WILL DECIDE DEC. 20 WHETHER PARA CASE RESUMES

Majors Seek Equivalent Of 50-50 Compromise On Divorce Issue

NEW YORK—Whether there will be a further postponement of the Paramount antitrust case or a resumption of hearings will be known Monday.

Majors have been offering what amounts practically to a 50-50 settlement of the divorcement issue since the adjournment November 10 and the two postponements, November 29 and December 13.

ARGUING FOR 1,484 THEATRES

Paramount, Warner Bros., Loew's, Inc., and 20th Century-Fox have been arguing for retention of 1,484 wholly-owned theatres and have been offering to give up their interests in 1,200 partly-owned houses. This is within shooting distance of a 50-50 compromise.

Special Assistant Attorney General Wright has been keeping his cards close to his chest and has been insisting on complete divorcement via new corporations like the proposed RKO shift. Justice Augustus N. Hand displayed little sympathy for this intransigeant attitude at the last hearing and told the lawyers to get together and agree on what houses should be divorced, if possible.

Warner Bros. Circuit Management Corp. wants to retain 442 wholly-owned houses and is willing to transfer its shares in 25 jointly-owned houses. Loew's wants to keep 115 wholly-owned houses and give up 16 jointly owned. Twentieth Century-Fox wants to keep 427 wholly-owned spots and give up 160 partly owned.

Leonard Goldenson, president of the Paramount Theatres Service Corp., and some of the Paramount partners, including John Balaban of Balaban & Katz, have been commuting between various cities and Washington and have made considerable progress, it is reported. How much progress has been made and whether there is hope of an agreement will be reported to the court Monday.

HOPING FOR A PATTERN

Because the Paramount setup is so complicated the other theatre-owning defendants have been moving more slowly, apparently hoping that the pattern of the Paramount agreement, if reached, will give them a guide as to what to expect. The RKO agreement to turn all houses over to a new theatre corporation wasn't much encouragement in this respect.

If a postponement is asked—and obtained—it is likely that it will run well into January to get the case beyond the holiday period.

So far in the negotiations between the lawyers very little has been heard about the history of individual acquisitions and their legality, and there has been practically no mention of opening up closed towns.

This may, or may not, mean something, because the lawyers who tried the case—senior partners in practically every instance—are still in charge of the court phases of the litigation, but the negotiations for agreement on a circuit-by-circuit or theatre-by-theatre basis have been in the hands of company attorneys and officials familiar with the details of their individual setups.

The four theatre-owning defendants have been working on a new arbitration system to replace the machinery set up by the consent decree of 1940. Arbitration has been on a voluntary basis for these companies and RKO since June 25, 1948, when the old system officially expired.

A new, broader plan will be submitted to the three-judge court. Columbia is the only defendant definitely opposed to arbitration. Universal-International and United Artists favor some form of arbitration if the cost is not too great. Although no longer a defendant, RKO favors arbitration.

The Little Three are in agreement as to the need for a separate decree. They plan to provide oral testimony to back their proposed provisions that would permit roadshows, modified price-fixing, moveovers, and franchises and clearances that stimulate competition.

Abe Montague, general sales manager, will testify for Columbia. Paul Lazarus sr., head of the contract department, will testify for United Artists. The Universal-International witness will also be a member of the sales department.

The forthcoming hearings are expected to result in a substantial revision of the original antitrust decree handed down nearly two years ago, Dec. 31, 1946.

Iowa-Neb. Allied Warns On Fraud Suit Retaliation

DES MOINES—The board of directors of Allied-Independent Theatre Owners of Iowa and Nebraska this week struck out at the employment of an auditing firm by seven distributors to examine records of exhibitors on percentage pictures, and urged the association's two-state membership to resist all attempts "at invasion of their private business and records."

The resolution, in effect, was a direct threat to distributors that the Allied unit would fight mud-slinging with mud-slinging "if these film companies and their 'auditors' continue to attempt to spatter our members with mud."

The directors said they believed that the actions of charging some exhibitors with fraud and demanding the right to audit books was in retaliation of recent appearances by Allied members before congressional committees and the independents' stand in the antitrust case against the distributors.

The resolution adopted by the board listed these reasons for urging exhibitors to fight any attempt to audit books:

1. "Demands for auditing of independent exhibitors' records are based on certain alleged copyrights and the playing of percentage pictures. Said percentage pictures were forced upon the independent exhibitors at exorbitant terms, while affiliated theatres enjoyed the privileges of clearance of runs (now ruled to be illegal) and of low rental terms, as proven by actual records in recent court actions.

2. "Many independent exhibitors were told at the time they entered into contracts for these high-term percentage pictures, that the New York offices of the film companies would not approve any other contracts; that the exhibitors should go ahead and sign the contracts to get them through New York, but, not to worry, as they would not be checked and could take their own adjustments at the time of playing and reporting the pictures. Such dishonest selling, and attempts to foster dishonest reporting of boxoffice figures has been a common practice for years with many salesmen and branch managers of the film companies. With or without the knowledge and sanction of the film company home offices, this type of selling certainly must involve collusion to defraud the stockholders of the several film companies. This type of selling is a matter of record in Iowa and Nebraska as late as September 1948.

3. "The employment of 'auditors' of a single firm of alleged 'copyright attorneys' by the seven or more film companies raises the extremely important question of possible exchange of properly secret theatre information as to rentals paid and business enjoyed by theatres audited by and between the several film companies. As American citizens, independent exhibitors have certain inalienable rights, and it is our opinion that this collective, if not collusive, action violates one or more of these fundamental rights.

4. "Recent court decisions have held that the contracts the film companies are now attempting to audit are illegal, and that these contracts will not therefore be recognized by any court in the land."

Rule on Para-DuMont Tie

WASHINGTON—The FCC this week ruled that Paramount Pictures exercises effective control over Allan B. DuMont Laboratories, Inc. and that therefore no further television licenses may be granted either company unless they are divorced. Paramount has stations in Los Angeles and Chicago and DuMont has stations in New York, Washington and Pittsburgh. Maximum number allowed under single control is five.

ARNALL NEW SIMPP PRESIDENT; OPENS A FIGHT ON 'MONOPOLY'

Former Georgia Governor Challenges Johnston To Industry Debate

HOLLYWOOD—Ellis G. Arnall, the liberal ex-governor of Georgia, is the new president of the Society of Independent Motion Picture Producers. His appointment came this week. His entry into the film industry was marked by an exchange of statements with Eric Johnston, president of the Motion Picture Ass'n of America.

IN NO MOOD TO DEBATE

Arnall asked for a public debate with Johnston on the issues of improving the quality of American films and the industry's alleged monopolistic practices. Following his first press conference, the former governor wired George Denny, director of ABC's "Town Meeting of the Air," suggesting the debate. Johnston was in an unreceptive mood for such a debate. In turning down the idea, he said:

"Turning the industry into a debating society will not produce better pictures. The way to get better pictures and to solve our world-wide industry problems is for all of us to work together. I welcome Mr. Arnall into the industry and invite his cooperation to strengthen the industry."

Arnall's appointment to the SIMPP berth, culminating negotiations of several weeks, was confirmed at a meeting of the organization December 12. It will be a part-time job for the former governor of Georgia, who succeeds Donald M. Nelson in the presidency.

At the press conference which marked his first day in the position, Arnall outlined a four-point SIMPP program:

1. An open war on "monopolistic practices" which, in his opinion, are "depriving the screen of fine pictures."

2. Opposition to "all forms of discrimination in foreign markets."

3. Cooperation with other industry segments "in the furtherance of constructive aims."

4. An attempt, "by example," to "dispel some of the pessimism that seems to pervade some industry quarters here."

NEED PUBLIC EDUCATION

The public, Arnall emphasized, "must be educated on why it's not getting good films," and audiences must be brought to the realization that their entertainment "is geared to an economy of scarcity, restrictions and limited product."

When theatregoers know why current films "don't measure up to the highest standards possible," Arnall believes they will "demand that the restrictive and monopolistic combinations that limit theatre outlets be broken up . . . We will resort to legislative tribunals to enact and strengthen laws against monopoly, in addition to seeking redress from the courts to carry out existing laws and other laws that might be enacted to bring to America a free screen."



Wide World Photo

Ellis Arnall (second from left), former governor of Georgia, receives congratulations upon his appointment as president of the Society of Independent Motion Picture Producers. With him in this picture are Walt Disney (left); Mary Pickford, Samuel Goldwyn and Walter Wanger, all SIMPP members.

Arnall, in First New York Interview, Asks for Complete Divestiture

NEW YORK—Ellis G. Arnall made his first appearance here as president of SIMPP by advocating complete divestiture. The former governor of Georgia also declared that the industry would benefit in its foreign operations if it worked through the State department. He added that the SIMPP is willing to cooperate with all segments of the industry as a means of promoting its domestic and foreign interests and to protect it from discriminations.

Arnall defended his proposed radio debate with Eric Johnston, MPAA president, on issues of monopoly. He declared the public has the right to know about "monopolistic restraints" that interfere with the quality of films.

Johnston had declined this invitation, saying that pictures will not be improved by turning the industry into a debating society.

Arnall said the "Town Meeting of the Air" has scheduled a session on monopoly and that he will be one of the speakers. He predicted the Truman administration will step up the present antitrust campaign conducted by the Department of Justice.

He stated that monopoly was a threat to the existence of capitalism, and promised to fight this threat regardless of the source. He cited his successful battle against railroad freight monopoly while he was governor of Georgia. Arnall was noncommittal about pending $61,000,000 conspiracy suit filed against SIMPP, the MPAA and Johnston by the ten men who refused to tell Congress whether or not they were Communists.

He said he is still too new in the industry to dare express any official view.

Full-Scale Industry Probe Promised by Rep. Patman

WASHINGTON—A full-scale congressional investigation of monopoly aspects and restraint of trade within the film industry has been promised members of the house small business committee for next year by Rep. Wright Patman of Texas, who again will be chairman of the committee. Patman's assurance, still an off-the-record matter, came after protest by the committee's professional staff that in its recent hearings it was able to do no more than skim the surface of the problems within the motion picture industry.

The committee, meanwhile, has received numerous complaints about the RKO settlement, it was learned. In general, it is maintained, the agreement does nothing substantial toward restoring competition among theatres.

Legislative Headache Due With 44 Sessions Soon

NEW YORK—This is the year of the big legislative headache. Forty-four state legislatures will go into session during the early months of 1949. Forty-one will start in January, and one each in March, April and May.

The only four states with no sessions scheduled are Kentucky, Louisiana, Mississippi and Virginia.

Tax bills will be the chief source of worry. In at least one state, New Jersey, there may be a censorship bill.

MUNICIPAL PRESSURE HEAVY

Pressure for increased public spending both by states and municipalities is tremendous. This is particularly noticeable in New York where Governor Dewey has been sounding out public sentiment for the past month on an increase of the state income tax. For the last three years the state has been collecting only about 60 per cent of the normal tax by passing special laws each session putting these cuts into effect. The old rates could be restored by not taking this legislative action.

It isn't the income tax that is worrying exhibitors so much as a move to extend authority to municipalities of all sizes to collect ticket taxes. This law has been in effect for cities and countries of certain sizes for the last two years, but has not been widely used.

New Jersey has a similar law which applies only to coastal cities and has been put into effect only in Atlantic City. A bill is planned for a statewide extension.

New York is also planning adoption of a new statewide building code, and there has been considerable talk in Massachusetts about revised building codes.

Perhaps the most dangerous report on new taxes yet to come in is from Massachusetts, where the governor-elect remarked a week or two ago that the state needs $240,000,000 next year and can count now on only $140,000,000. Where the Bay State will turn for the other hundred million—or for parts of it—is causing concern here.

POWER OF CITIES GROWS

The American Municipal Ass'n, which claims members in 9,500 cities, went into conference in Washington early in the week and tried to line up its members behind a tax program for the first time. Among the things it wants is power for all cities to levy admission taxes and require licenses from theatres.

A resolution adopted by the association also called for authorization for municipalities to collect as local taxes pay roll taxes, sales taxes, license taxes based on volume of business, cigaret and tobacco taxes, admission taxes, hotel taxes, liquor taxes, utility taxes and various service charges.

This gives an idea of the way the wind is blowing.

In New Orleans theatre tickets already carry the federal admission tax, the state three per cent sales tax and a local public welfare tax, plus all the usual real estate and license taxes. The association keeps records of all these fancy imposts and is trying to spread their use into more states, with the enthusiastic support of all the groups with pet projects they want financed.

Some Allied regional units have been briefing their members for several weeks—since election day, in fact—urging them to become personally acquainted with their legislators and congressmen so they can at least get a hearing on the fairness of the distribution of the tax burden. Considerable work also has been done along these lines with the MPTO units which belong to TOA, but there has been no contact between the two national organizations.

John G. Bryson, Washington legislative contact for the MPA, says it is too early to predict what will pop up in various areas. Surprises always develop and they are met on a catch-as-catch-can basis.

The big legislative activity always comes on the odd-numbered years. Six states—California, Massachusetts, New Jersey, New York, Rhode Island and South Carolina—meet annually.

Seek City Admission Tax In Place of U.S. Levy

LOS ANGELES—Exhibitors within the Los Angeles city limits viewed with considerable interest new efforts by the city council to persuade the U.S. to abandon its 20 per cent amusement tax here so the municipality may impose a similar levy, but at a reduced rate.

The council unanimously agreed to press for such a measure as a means of swelling the city treasury by some $15,000,000 yearly. Mayor Fletcher Bowron, delegate to the current convention of the American Municipal Ass'n in Washington, D. C., was notified by telegram of the city council's proposition and was urged to carry on an active campaign for its realization.

No mention was made as to what amusement tax rate would be set if the federal government were to agree to the proposal.

The council's suggestion is part of a campaign to urge the U.S. to give up several types of taxes to cities which contend they are under heavy financial burdens because of rising costs and salaries.

Municipal Amusement Tax Repealed in St. Louis

ST. LOUIS—The old claim that once a tax is placed on the books it is never repealed, has been disproven here. The five per cent amusement tax which the city aldermen imposed a year ago was removed this week. In addition, the board also sliced a cigaret tax, placed in effect at the same time, from three to two cents a package. The amusement tax had brought in about $600,000 during its first year. Mayor A. P. Kaufman, original advocate of the taxes, said he would sign the ticket tax ordinance.

End of WB Co-op Ads Is Watched Closely

NEW YORK—The industry is anxiously awaiting the boxoffice reaction to Warners' decision to end cooperative advertising.

The Warner policy went into effect this week. It was said to have been set during the recent MPAA conferences of company presidents. The end of cooperative advertising was one of the suggested economy measures discussed at these meetings. To date only Warners has carried it out. The other companies will continue their present cooperative advertising expenditures pending study of Warners' experiences.

WB expects to save $600,000 to $750,000 annually. The immediate trade reaction has been that the saving in advertising funds will be more than offset by a decline in theatre grosses from situations formerly covered by cooperative campaigns.

The Warner argument is that exhibitors in general have been earning substantial profits during the past few years and they can well afford to assume the full cost of local newspaper and radio advertising.

While most other distributor sales and advertising officials agree with this argument, they point out that past experience has shown that exhibitors will not make up the difference in curtailed exploitation dollars.

Paramount has dropped cooperative ads in 60 out of 115 towns and cities during the past 12 months. As a result, Paramount pictures in these 60 cities are often advertised in displays little better than directory notices.

Openings that were formerly advertised in ten-inch ads are now advertised in two-inch ads. Paramount is still studying the effect on grosses in these situations. Unofficially it is admitted that there has been a gradual decline.

The other majors intend to continue their cooperative campaigns which run from $50,000 to $60,000 per picture in some instances.

Eagle Lion also plans to continue its current outlay of approximately $250,000 a year for cooperative ads.

During the past 12 months Universal-International and Republic reduced their cooperative expenditures drastically.

The trend at U-I has been down. The end is not in sight and the company may eventually follow Warners.

Charles Einfeld Elected 20th-Fox Vice-President

NEW YORK—Charles Einfeld has been elected a vice-president of 20th Century-Fox in charge of advertising, publicity and exploitation. The election had not been unexpected. Einfeld's entry into the 20th-Fox fold was announced several weeks ago when it was revealed that he would take over special advertising and exploitation duties. He has resigned as president of Enterprise Pictures. Prior to his Enterprise venture, Einfeld was Warners' advertising and exploitation chief.



Charles Einfeld

Let's ALL *Give a Little Fellow*

A Great Big HELPING *Hand!*



Readers of the EXHIBITOR HAS HIS SAY department are familiar with the JIM MOTE FUND which resulted from the suggestion of W. H. Hoffman, Lamar Theatre, Arthur, Ill. Reading that Jim Mote's Gem Theatre at Sterling, Okla., burned to the ground, without a penny of insurance coverage, Mr. Hoffman suggested that if each reader of BOXOFFICE contributed as little as $1, Mr. Mote would be helped to get back in show business.

Riding along on its own momentum in the EXHIBITOR HAS HIS SAY department, where this idea originated, checks and money orders have come in from all over the country, from Canada, Hawaii and even from Okinawa. An actor, Cecil Kellaway, sent in a $25 contribution because, as he put it, he "is in show business, too." A popcorn machine dealer has offered to provide one of his machines and a supply of popcorn when Mr. Mote gets going again. Another equipment manufacturer has been equally generous. Three distirbutors have made offers of free film.

These are heart-warming evidences of the great heart of the people of this industry. But there have not been enough contributions to help start this "little fellow" in business again.

In the Christmas spirit and joy of giving, let's ALL give a helping hand to this little guy in a small town that can only support one show!

JIM MOTE FUND,
c/o BOXOFFICE,
825 Van Brunt Blvd.,
Kansas City 1, Mo.

I am glad to be able to help a "Little Guy" in our business. Here's my check for $.....

Name.....

Theatre or Firm.....

City .....State.....

MAKE CHECKS PAYABLE TO JIM MOTE FUND

Johnston Testifies in Trial:

Public Opinion Forced 'Unfriendly 10' Policy

HOLLYWOOD—Admitting he presided at a meeting attended by a number of high motion picture officials from Hollywood and New York, at which was discussed the industry-wide effect of the indictment by Congress of the ten "unfriendly" witnesses, Eric Johnston, MPAA president, appeared as the week's most important witness in the suit by Scripter Lester Cole, seeking reinstatement to the writing job from which he was suspended by MGM.

Appearing in federal court, Johnston said the high-level conference was held in Gotham last November. He declared he told the attending film executives that American Legion officials had informed him of Legion threats to boycott a film playing in Kansas because of the "Communistic actions" of the indicted ten, and that the Legion also told him the boycott movement might spread "to other posts."

RECOMMENDS TWO MOVES

Therefore, the MPAA topper said, he recommended to the industry leaders two possible courses of action—continued employment of the indicted personnel, in which the public should be told "subversive material was being kept out of pictures," or, as the alternative, that "they might no longer employ the men."

Executives attending that New York parley, Johnston said, "seemed to agree" that the second suggestion should be followed, but there was so much "discussion as to the procedure" that he "criticized the producers' committee for vacillating. I told them to fish or cut bait."

Johnston was called as the first witness for the defense after Scenarist Cole had completed his case by taking the witness stand to challenge the motives of J. Parnell Thomas and his house committee on un-American activities. Earlier, the jurors in U.S. district court were shown portions of an MGM newsreel which recorded the writer's appearance before the Thomas group in Washington last October, and which also contained a statement by Paul V. McNutt, who was chief counsel for the industry at the hearing.

COLE CROSS-EXAMINED

In an apparent attempt to demonstrate that Cole knew his refusal to answer the queries put by Thomas would injure his reputation and, indirectly, damage MGM's standing with the public, Irving Walker, counsel for the studio, thoroughly cross-examined the scenarist as to his activities before he made his Washington appearance. Cole, denying he knew he could be cited for contempt of Congress for refusing to answer the so-called "$64-dollar question" as to whether he was a Communist, charged that the Thomas committee "was already being discredited" through newspaper editorials that "denounced the proceedings as the most un-American."

The scripter's testimony revealed also that, after industry toppers had decided to discharge or suspend the "unfriendly 10," he had written a notarized letter to Louis B. Mayer, MGM studio chief, professing his loyalty to the U.S. constitution, disavowing force and violence and denying he is an agent of a foreign power.

The MGM newsreel, which contained clips of Cole testifying before the Thomas group, also featured shots of McNutt attacking the procedure of that committee and denying there is any subversive or un-American propaganda in Hollywood film product.

SIMPP Not a Party To Agreement

HOLLYWOOD—In an action outside the Cole-MGM trial, the Society of Independent Motion Picture Producers this week made a pitch to withdraw from the $69,000,000 damage action field in superior court by Lester Cole and the other nine indicted industry members. In a letter to Robert W. Kenny, attorney for the "Unfriendly 10," Gunther Lessing, chairman of the SIMPP's executive committee, declared the organization "at no time" was a party to any alleged agreements to bar any persons from employment nor is it "adhering to any such conspiracy alleged in such complaint."

Harry Ball Wins Suit Vs. 5 Distributors

PITTSBURGH—Four years after the case was filed in federal court, the suit of Harry Norman Ball as trustee for the Penn Theatre in Cambridge, Pa., has been decided against five distributors and the Pennware Theatre Corp., a Paramount affiliate.

Judge R. M. Gibson this week ruled the defendants guilty of conspiracy to violate the antitrust laws and ordered them to stop discriminating against the Penn Theatre by granting it first-run product privileges.

This has been a drawn-out case which has held the interest of exhibitor in this area for some time. Originally, the Penn Theatre lost in the district court litigation. An appeal was taken to the circuit court of appeals and this body five weeks ago reversed the decision. It then went back to district court and the quick ruling for the independent exhibitor came.

Meiselman Theatres Seek Licensing Injunction

CHARLOTTE—Mr. and Mrs. H. B. Meiselman of Meiselman Theatres are seeking an injunction enjoining the defendants from licensing pictures to theatre chains in Charlotte. Defendants are the Strand Theatres, Charlotte Amusement Co. and H. F. Kincey, operator of these companies. Companies which distribute pictures released by MGM, 20th-Fox, RKO, Paramount, Warner Bros., U-I, Columbia and UA are listed. Suit was filed under the antitrust laws. Injunction was scheduled for hearing before Judge Webb December 20.



Planning MGM's 1949 Program

Here are three of Metro-Goldwyn-Mayer's top executives who, left to right, are W. F. Rodgers, vice-president in charge of sales and distribution; Si Seadler, advertising manager, and Howard Dietz, vice-president and director of advertising, publicity and exploitation. The photographer snapped them as they attended last week's conference on 1949 product. Rodgers was in an optimistic mood as he addressed executives from all sections of the country. "MGM no doubt will lead the industry with greater supremacy than it has ever enjoyed, judging from the current releases and outlook of future product," Rodgers said.

Ascap Wins the Right To Performance Fees

OKLAHOMA CITY—The right to collect performance rights fees for music was upheld in federal court here this week by Judge Bower Broaddus. The American Society of Composers, Authors and Publishers was not directly involved, but the court ordered Bessie Taylor, a night club operator, to pay $650 to the publishers of two songs for permitting two songs to be sung without their consent.

The two songs were "San Antonio Rose," and "Into Each Life Some Rain Must Fall." The compositions are copyrighted by the Irving Berlin Music Co., and have been assigned to the Sun Music Co. and Bourne, Inc., the two companies which sued.

The case had been followed with interest here by exhibitors as the principle involved is one which also affects their relations with Ascap. Morris Loewenstein, president of the Oklahoma Theatre Owners, said that he could not see how exhibitors can possibly gain "so long as the copyright law continues to exist."

"This incident is proof positive that we will be left open to individual accounting for each violation with all its expense and confusion—or else the lodging of a direct score charge by the producers," Loewenstein said.

"It appears to me that a regulated Ascap is easily the lesser of two evils, under existing circumstances, and surely the 10-year agreement between Ascap and TOA with its slight rate increase should have settled our differences with the composers for such a period," he said.

Loewenstein said the local ruling should cause some thinking among exhibitors who like himself "would like to see harmonious relations established between the various segments of our industry and would like to avoid constant appeal to courts for relief which we should gain more easily and less expensively by the use of common sense among ourselves."

Ban on Recording Ends; Welfare Fund Is Okayed

WASHINGTON—The ban on phonograph recordings by the American Federation of Musicians was lifted by a government decision December 13 approving the new union welfare fund agreement, which was followed the next day by the official signing of the agreement in New York by AFM president, James C. Petrillo, and disk company heads. Tom C. Clark, U.S. attorney general, and William S. Tyson, Department of Labor solicitor, found the agreement legal under the Taft-Hartley law. It establishes a $2,000,000 welfare fund from royalties on records and provides for an impartial trustee. Samuel R. Rosenbaum, Philadelphia lawyer, will administer it at a salary of $25,000 a year.

WE Declares $1 Dividend

NEW YORK—The board of directors of Western Electric Co. has declared a dividend of $1 per share on the outstanding capital stock, payable December 31 to stockholders of record December 23.

Industry Gets a 40-Page Analysis:

Magazine Looks Us Over And Offers Some Advice

NEW YORK—With attendance at motion picture theatres slipping, producers may discover that Americans want a change in film diet and are ready to pay for product which is off the beaten path and away from the "meets-loses-gets" formula, Budd Schulberg says in the current issue of Holiday. The travel magazine in a 40-page analysis of the motion picture business gives the industry one of the most extensive treatments it has received in a magazine. On the whole, it is an intelligent, sympathetic analysis and will be accepted as a good piece of public relations for the industry.

Schulberg and Irwin Shaw, the playwright, contribute the text and Al Hirshfield, Jose Bartoli and Harry O. Diamond the art work. In addition, there are dozens of color photographs of studio executives, stars and production stages by Ernest Kleinberg.

Schulberg admits that the drop in take home pay since the war years and the high cost of living has something to do with the lag at the boxoffice, but he also feels that there has been definite evidence of a trend toward an interest in the "adult" type of picture.

"There is some disconcerting evidence that those innumerable seals who have slipped away just won't clap their flippers for the same old dried fish. It may be that their values are changing and the old bait simply won't slide down so smoothly any more. From 10 to 20 per cent of every movie audience is ex-GI, and anyone who heard them razz the old plots and the tired hamming overseas could believe that the rugged realities they were exposed to made them more critical of the ludicrous fairy tales that were so often palmed off as wartime fare. They've come home, got married, had kids while waiting for their number to come up in that housing project and, along with millions of their fortunate brothers who never had to learn the manual of arms, they've been caught up in the postwar rat race for shelter, comfort and security in an age of anxiety. They aren't too bloody sure that they're going to live happily ever after.

"All this," adds the writer, "may make them impatient with the meets-loses-gets formula as we were a generation ago with the he-she cartoons. They may be seeking a type of entertainment that turns to rather than avoids their problems. This could explain the healthy response to 'Best Years,' 'Gentleman's Agreement,' 'The Farmer's Daughter,' 'Crossfire' and the few other films that at least dared to cope with contemporary truth.

"This does not mean, of course, that our great movie public is ready to embrace social realism. But it may be a barometer sign of rising interest in serious themes, even though these films experimented with fresher content rather than fresher forms."

Schulberg believes the war helped such men as William Wyler, John Huston and Garson Kanin who, making army and navy pictures, learned that they "didn't need all those fancy booms and the beautiful lighting and perfect conditions of silence for dialog in order to make effective movies. The very imperfection, the informality, the candid-camera quality actually lent greater force to their work."

Just how far producers can go depends a good deal on how far the public will go, the author says. "With a million bucks riding on every spin of the reel they can't quite chance a screen adaptation of 'Finnegan's Wake,' but a number of them think the average Hollywood film is so frightened of rising above the lowest common denominator that they bore several feet under that ignominious line."

For the first time, Schulberg says, since the nickelodeon days, star attraction is said to be running second to story value.

Depinet Asks Aid on Brotherhood

NEW YORK—Progress of plans for the industry participation in Brotherhood week, February 20-27, was outlined to the trade press December 10 by Ned E. Depinet, industry chairman, and Rev. Everett R. Clinchy, president of the National Conference of Christians and Jews.

Depinet appealed for something more than "passive support" from the press. He said he hoped all publications would adopt a "militant policy by conducting an editorial campaign hand in hand with the news and announcements to impress everyone in the picture business to the point that all will consider it a 'must' to be a member of American Brotherhood and to support it financially."

Depinet outlined four points that every exhibitor and manager will be asked to do. They were:

1. Display the Brotherhood Week poster in the lobby. This poster is now in work and photographs of it will be sent out.

2. Run the newsreel stories. Every reel will have an entirely different story, so that if a theatre should show the Warner reel the first half of the week and the Paramount reel the last half, there will be no repetition.

3. If possible, stage a special Brotherhood Week observance in theatre, lobby, or foyer. The press sheet will give a number of ideas for such observances.

4. Secure at least 10 new members for Brotherhood, each making a contribution from $1 up. It is immaterial where or how the manager secures these members.

...The SEASON'S BEST



"WHEN MY BABY SMILES AT ME" TECHNICOLOR

"THE SNAKE PIT"

"ROAD HOUSE"

"THAT WONDERFUL URGE"

for Every House in the Land from ...



....on pages 17-19-21-23



Tri-States Conciliation Put on a Monthly Basis



At the Tri-States Ass'n convention, left to right: Orris Collins, Paragould, Ark., board chairman; Max Connett, Newton, Miss., secretary-treasurer; Herman Levy, TOA counsel; Arthur Lockwood, TOA president; and W. F. Ruffin jr., Covington, Tenn., Tri-States president.

By NULL ADAMS

MEMPHIS—Theatre owners of the mid-south area go into the Christmas holiday season with two things firmly in mind:

First—a definite conciliation plan to settle distributor-exhibitor differences without costly litigation is in the making in an effort to present a united front against difficulties ahead.

Second—a feeling that television, contrary to widespread thinking, presents a real challenge to the exhibitor and that a real job of showmanship and public relations will be necessary in 1949.

Hundreds of theatre owners from Arkansas, Tennessee and Mississippi and a few from Alabama, Missouri and Kentucky took these thoughts home with them from a two-day industrywide open meeting held in Memphis last week.

Guests and speakers were Arthur H. Lockwood, Boston, national president of TOA, and Herman M. Levy, New Haven, general counsel for TOA. These two leaders in the motion picture industry came to Memphis for a general meeting with Tri-States Theatre Owners officials and members.

The TOA plan of conciliation was adopted by the Tri-States board of directors. Max Connett, secretary-treasurer of the Tri-States and president of the Mississippi Theatre Owners, was empowered to name a panel of three conciliators—one from each of the states of Arkansas, Mississippi and Tennessee. He also will name two alternate members to the panel from each of the three states.

This panel will be required to hold monthly meetings in Memphis. Any theatre owner—regardless of whether he belongs to Tri-States—may call upon this panel for service and receive a hearing. The panel members, to be named soon, must be members of the Tri-States.

Tele Hits Lockwood Right at Home

Memphis—Arthur Lockwood, president of TOA, who has made the study of television one of his specialties, has an example right in his own home of what video can do to theatre attendance.

Speaking on the possible effects of video on theatres, Lockwood told a three-state gathering of exhibitors here that his 12-year-old son used to spend his Saturday afternoons at the movies. "Now," says Lockwood, "he enjoys westerns on a television set at a friend's home and uses his show money for candy and soft drinks.

"When you get home from a tough day in the office, and it is snowing or raining outside, you are going to try to sell your wife on catching a good television show rather than going out in the bad weather to a movie," Lockwood added. "And people will see the video show for nothing. It will be just like the good old days—a new version of the free lunch idea."

TOA Protests Registered On GI Show Complaints

WASHINGTON—Protests have been registered with officials of the army and the navy against admission of civilians to service theatres, Julian Brylawski, TOA legislative director, said this week. Brylawski said he has had several complaints from exhibitors against such practices, although he has had little of a specific nature to recount for the authorities. Admission to these theatres is sometimes free, sometimes 10 or 15 cents.

Instances of violation were reported at the Naval hospital in Bethesda, Md., a suburb of Washington. Complainant here was Sidney Lust, whose circuit includes a nearby theatre.

Bob Hope Offers to Buy Louisville Radio Station

WASHINGTON—Paramount star Bob Hope this week put in his bid with the FCC to buy radio station WHAS, Louisville, Ky., along with that station's construction permit for a television station. Hope offered to pay $1,925,000, matching the bids of the giant Aviation Corp. and the Fort Industries Co.

Who Said Video Hurts Theatre Attendance?

MEMPHIS—Television, which has caused local theatre men more concern than any postwar problem, has come to Memphis. Station WMCT made its debut on Saturday (11) with a six-hour program of newsreels, cartoons, features, plays and live broadcasts.

Exhibitors had been forewarned: "Your business will drop a minimum of 20 per cent." An estimated 3,000 video sets had been sold in Memphis and its immediate territory before WMCT went on the air.

Saturday came. Exhibitors opened up. They expected the worse. The effect? J. H. McCarthy, manager of the Warner Theatre, said he had holdouts Saturday night. Business was better than the previous Saturday, and Sunday was good, too. Bill Kemp of Loew's State had the same report—business was better Saturday and Sunday nights than it was a week ago when there was no television.

Similar reports came from Joe Simon of the Ritz Theatre, and J. W. Alexander of the Malco. Nor did the arrival of television affect the neighborhood theatres.

"Oh, was television on?" asked Augustine Cianciola, who operates the Luciann and Rosemary. "We hadn't noticed it. Good weekend at both houses."

Public Relations Shorts To Exhibitors March 1

NEW YORK—The first of a series of short subjects to be released to exhibitors in line with the MPAA public relations program will be available March 1, according to Robert Mochrie, RKO sales head and chairman of the special distribution committee.

It will be "Let's Go to the Movies" (RKO).

Others will follow at the rate of one every two months. They will include "This Theatre and You" (WB), "Movies Are Adventure" (U-I), "The Art Director" (20th-Fox) and "The Screen Actor" (MGM). The committee asks that they be played day and date when possible. Efforts will be made to have prints in all exchange centers early in January for trade showings.

Each company will sell and distribute the film made at its studio, but rentals, it is said, will be moderate because the series is a non-profit project. Companies not members of the MPAA, including United Artists, are expected to add to the announced list.

UA Adds Four More Films To Its Distribution List

NEW YORK—Two new features and two reissues will be distributed by United Artists through a decision of the board of directors recently. They are "Another World," which Anatole De Grunwald will make in England; "Criminals," which Samuel Goldwyn jr. will make in Hollywood jointly with Martin Mooney, and the reissues, James Cagney's "Blood on the Sun" and Lester Cowan's "Story of G.I. Joe."

UA had previously arranged to distribute Goldwyn's "Diplomatic Passport," but this is now scheduled to follow "Criminals."

Acclaimed the best...and besting every record of record-breaking 20th Century-Fox at the Rivoli, New York and Garrick, Chicago...Watch those Holiday Openings in Los Angeles and San Francisco!



D of J Not to Let Majors Invade TV, Clark Hints

WASHINGTON—Radio and Television cannot be considered as fields separate from motion pictures, Att'y Gen. Tom C. Clark said last week. In an interview released this week in the United States News, Clark hinted that the antitrust lawyers of the Department of Justice are not ready to let the major film companies move into those fields when their further expansion in theatres is blocked.

In a discussion of the evils of monopoly and of mere size ("bigness"), Clark was asked if fear of prosecution might not lead some businessmen who have grown as big as they can expect to in their own industry "to invest their surplus in an entirely different line of business because they're going to keep on wanting to make more money, so the urge is to expand—might it not lead to their going into an entirely different industry? Do you see any signs of that?"

"Yes, I do," said Clark, then offering the first reference in the interview to motion pictures. "Particularly, I have seen some in the motion picture industry."

"Where they would go in an entirely different line?"

"I wouldn't say it was entirely different—for instance, television and radio," he said.

Observers here believe that if the Department of Justice believes these lines are not "entirely different," it is a safe bet the antitrust division of the Department of Justice will take steps to block the majors from television—provided the equally anti-monopoly FCC is inclined to let them get very far into television.

Meanwhile, the Department of Justice through the FBI is making a preliminary study to determine whether the department will file an antitrust suit seeking divorcement of Western Electric Co. from the American Telephone & Telegraph Co.

WE manufactures all the telephones and other telephone equipment used by the Bell system.

Teresa Wright Contract With Goldwyn Ended

HOLLYWOOD—Alleged refusal to perform certain services as required by her contract resulted in termination of Teresa Wright's acting ticket by Producer Samuel Goldwyn. The actress, Goldwyn said, refused to make a publicity junket to New York and also balked at having physicians designated by the studio, under terms of her contract, examine her to determine the state of her health.

Goldwyn said he was "sick and tired" of conditions under which people "have no respect for their contracts . . . and refuse to perform and cooperate." Miss Wright in rebuttal said the only reason she declined to perform services was "ill health," adding that her own doctor "is quite competent" to inform the studio as to her condition.

"I think the time has come," she added, "for professional people to reject contracts like the one of which Mr. Goldwyn has so kindly relieved me."

FCC Gives Exhibitor Television Rights

ROME, N. Y.—Myron J. Kallet of Oneida, head of a large film theatre chain in upstate New York and who has been operating radio station WKAL here, has received Federal Communications commission approval to begin television operations in the spring.



Myron J. Kallet

The new video station, WKAL-TV, will be owned and run by the Copper City Broadcasting Corp., of which Kallet is president, and will serve the Utica-Rome-Oneida area through a transmitter plant with a studio and offices on Smith Hill. A micro-wave system to be set up in Utica and Rome will connect it with other studios.

Associated with Kallet will be Joseph S. Kallet of Rome and William T. MacNeilly of Utica. Michael C. Fusco, now general manager of WKAL, will manage the video station. The commission has assigned it channel 13.

Forty-seven video stations are operating in the U.S. at this writing. Among them is WBKB in Chicago, operated by Balaban & Katz with John Balaban as director. Paramount also controls KTLA in Los Angeles.

St. Louis Area MPTO Joins Jim Mote Drive

ST. LOUIS—Officers and executive committee members of the St. Louis area MPTO have decided to bulletin their members in Missouri and southern Illinois to support the special fund being raised through BOXOFFICE in behalf of Jim Mote whose uninsured motion picture theatre burned several weeks ago in Sterling, Okla.

The plan to raise money to help finance a new theatre for Mote originated with W. H. Hoffman, owner of the Lamar Theatre in Arthur, Ill. It will be several weeks before the final results of the fund-raising campaign can be published.

New Joan Crawford Starrer For Columbia Release

HOLLYWOOD — Release through Columbia has been set for Joan Crawford's first independent production venture, "Miss O'Brien," which is slated for camera work early next year with Curtis Bernhardt directing. Miss Crawford will produce and star in the factual story of an American school teacher, rights to which she purchased from Warners. Her contract with that studio permits her to make the outside picture.

Survey Reveals Video Hits Films by 25%

NEW YORK—Television receivers in homes reduces family movie attendance by 25 per cent, according to a survey just completed by Audience Research, Inc.

The survey points out that 98.5 per cent of the 40,000,000 families in the United States are not yet in television zones, so that the presence of television cannot be blamed for any decline in theatre attendance over large areas.

The report says that the results of the study "may indicate a significant trend for the future."

THREE CITIES ARE CHECKED

The survey was made in three cities and questions were asked at random among owners of receivers. Eight per cent of those questioned said they did not own television receivers, but that they watched televised programs in the homes of friends. Fifty-five per cent of set owners said they had gone to movie shows during the past three weeks and 66 per cent of nonowners said they had seen film shows.

Questions were asked as to how much time individuals spent on seven different activities in minutes.

The tabulation follows:

Minutes Spent On	TV Owners	Non-TV Owners
Hobby	118	122
Radio listening	65	125
Records	80	78
Television	158	67
Books	53	86
Magazines	41	47
Newspapers	66	42

"Total time devoted to all these activities other than television," the report states, "was 182 minutes per person with the nontelevision sample as compared to 87 minutes per person among the television set owners. In other words, the television set owners spent 52 per cent less time on these other activities than did the nonowners.

FILM ATTENDANCE FIGURES

"Besides the behavioristic approach reported above, the television samples were asked a subjective question about their attendance at motion pictures: 'Do you attend the movies less frequently or more frequently than before you had the television set?'

"The results were:

Less frequently	53 per cent
About the same	46 per cent
More frequently	1 per cent

"The most recent ARI home ownership surveys in the metropolitan areas now served by television indicate that there were, as of November 1, approximately 610,000 sets installed in homes. No count was made of public installations, but it has been estimated to be about 75,000. These ownership surveys indicate that approximately one and one-half million families expect to buy a television set during the next year. The most important reason for not buying sets now is the price factor. Replies of average wage earners in representative families throughout the nation indicate that if a good set could be marketed for $200, about half the families in the metropolitan areas would be interested in buying sets now. Currently the average price of sets is $400."

The perfect holiday treat is the treat for holiday movie-goers in Detroit • New Orleans • St. Louis • Atlanta Portland • Louisville • Philadelphia • Baltimore • Denver Milwaukee • Pittsburgh . . . and more and more from coast-to-coast from 20th Century-Fox.



Men and Events

By JAMES M. JERAULD

Six Decrees Probable

BEHIND-the-scenes negotiations in the Paramount antitrust case are moving so rapidly that there may be six decrees handed down in the early weeks of next year. If all six are the result of negotiation, the prospect that the case will go back to the Supreme Court will be eliminated.

These decrees will not end the case by any means. Considerable time will be allowed in each instance for carrying out the court's rulings and progress reports will be required. Lawyers will not venture a guess on how long the court will retain jurisdiction.

Columbia, United Artists and Universal have joined forces in another attempt to obtain permission for roadshows, franchises, limited forms of agreement on admissions, and clear definitions of responsibility on clearances so they will not be the targets of endless suits. They base the renewal of their pleas on the fact that the Supreme Court eliminated competitive bidding as a substitute for established sales practices.

Negotiations on the breakup of Paramount partnerships are in an advanced stage.

If the Paramount problem is settled outside of court, as expected, it is freely predicted that Warner Bros., 20th-Fox and Loew's will follow quickly. The corporate structures of the last three are comparatively simple, as was the case with RKO. New theatre corporations are predicted for each, with stock transfers and no interlocking directorates.

How to Avoid Ridicule

DALE CARNEGIE or Emily Post, or some of the other writers who like to advise on human conduct, should get out a booklet on how to avoid ridicule. Film producers might buy wholesale lots and distribute them in the studios.

There was a time when publicity men thought they had fulfilled their missions if they got the names of their clients into the headlines regardless of whether the public reactions were good or bad. They didn't mind making themselves ridiculous. Some of these old-fashioned technicians still persist.

The spectacle of a star and his publicity man trying to interfere with a New York policeman, their stay in cells, and a kick administered to the shins of a patrolman in a station house, and then failing to appear in court on time gave many newspaper readers acute pains in the neck.

No Wholesale Selling

FOR some strange reason there are exhibitors in all sections of the country who think that theatres will go on the auction block in large numbers as a result of divorcement.

The chances are ten to one that most circuits will remain intact, probably under new management in many places.

One circuit—Schine—will lose houses, if the court order stands on final appeal, but the sales will be by court-appointed trustees and may take a long time.

Even the split-up of partnerships will be a slow process. These were formed during a depression and stock values have gone up tremendously since then. There will be plenty of room for argument over prices where Paramount has to sell or buy, and, if precedent is followed, the court will allow time for this.

Disney Promotion

PROMOTION stunts run from big to tremendous. The appearance of a condensation of "So Dear to My Heart," Sterling North's story, in Reader's Digest, with a special cover band pointing up the fact that Walt Disney had used it for a picture, was sizable promotion. The Digest is supposed to reach 30,000,000 persons.

To make sure exhibitors would be impressed Leon J. Bamberger at RKO worked out a reprint of the Digest containing nothing but the story and using the same cover band. With this he included a letter from Robert Mochrie, vice-president and general sales manager. These were sent to exhibitors in the United States, Canada and other parts of the world.

Exhibitor Cooperation

ERIC JOHNSTON was on the right track when he invited representatives of TOA and Allied to attend the producers' conference this month in Hollywood.

When J. Arthur Rank and other British film men come to this country in March for a general discussion a member of the Cinematograph Exhibitors Ass'n will be along. It is to be hoped American exhibitors also will attend.

Veteran Doorman Proves Courtesy Recognized

DES MOINES—The Tri-States circuit which has been selling courtesy as an important feature of its service is particularly proud of this little drama at its Capitol Theatre in Clinton, Iowa—and all the more because it came in the midst of the current courtesy campaign.

It concerns Tom Boyle. Tom is a doorman at the Capitol, and has been with the circuit for 30 years. He has always believed that a courteous doorman can do much to win and hold patrons for his theatre.

The other afternoon an elderly woman walked up to Tom and, as she gave him her ticket, said, "You have always been so courteous to me, would you mind if I gave you a present?" She handed him an envelope and entered the theatre. His courtesy had paid off. The envelope contained $100 in bills.

Circuit in Texas May Revive Lloyd Films

DALLAS—There may be a considerable revival of early Harold Lloyd comedies in Texas theatres, as a result of a sneak preview of the comedian's "Movie Crazy," held here this week. The comedy was booked into the Majestic Theatre, and the audience reaction was such that Interstate officials are considering booking others into the circuit houses.



Harold Lloyd

Lloyd was here for the preview, and he was introduced to the audience. He said comedies were "badly needed at the moment," and thought some of his earlier efforts might help fill the bill. R. J. O'Donnell, vice-president of the circuit, introduced Lloyd. O'Donnell said an entirely new generation of filmgoers would enjoy revivals of the Lloyd pictures.

"Movie Crazy" was made for Paramount in 1932.

Selmer Chalif Joins UA In Executive Capacity

NEW YORK — Selmer Chalif, Hollywood production executive, has joined United Artists in an executive capacity, according to Gradwell L. Sears, president. He is a brother of Vitalis Chalif, member of the UA board of directors.

Chalif will concentrate on securing new product in Hollywood and throughout the world for UA distribution. His duties will supplement those of George L. Bagnall, production vice-president. Chalif, who will have headquarters in Hollywood, is expected to leave shortly for a tour of England and the European continent.

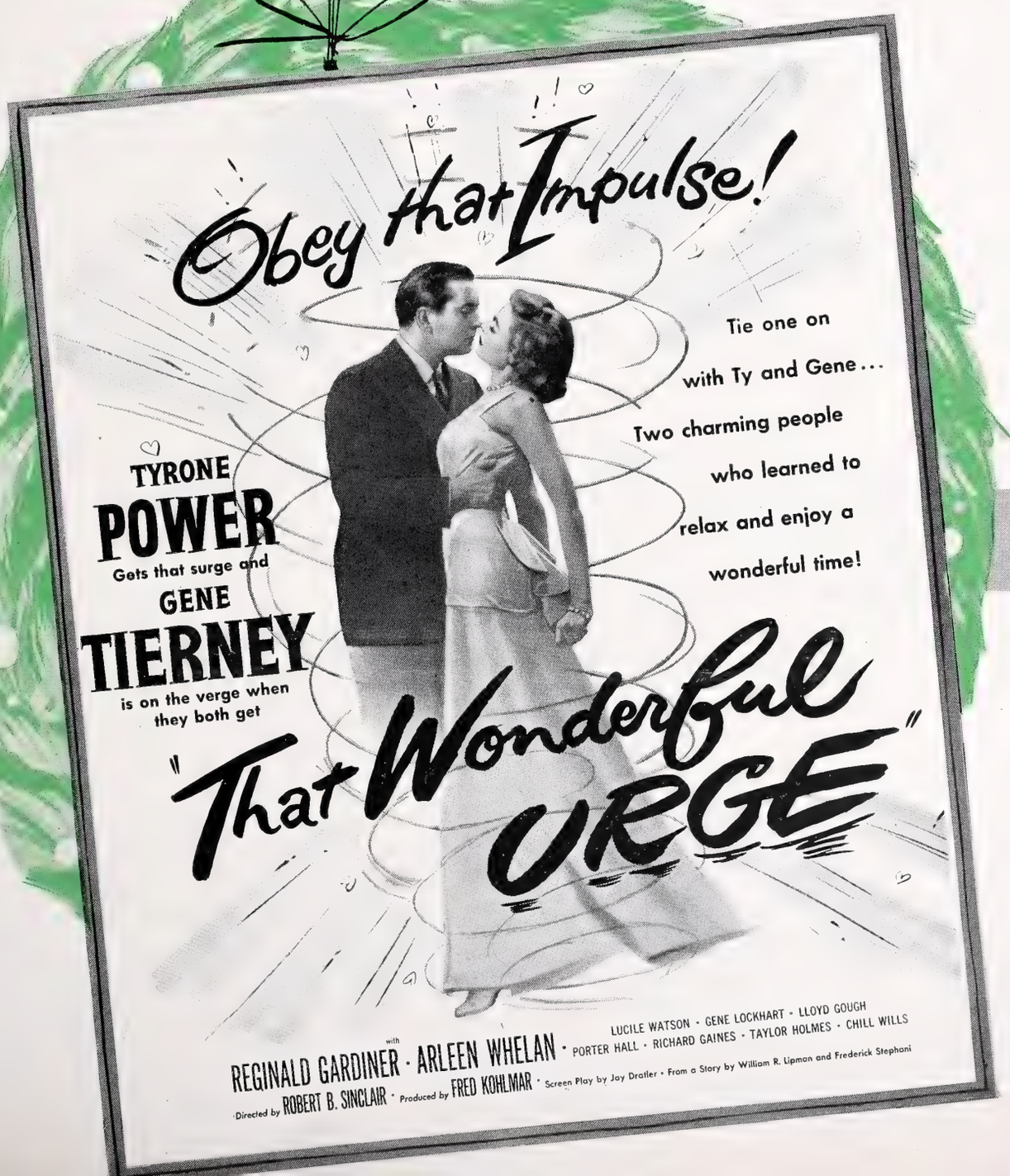
Chalif has represented Mary Pickford's film interests in Artists Alliance and has served as production manager in Comet Productions and Triangle Productions, whose pictures were released through UA. During the war, he served for three years with the motion picture unit of the air forces.

George Schaefer to Direct Screenplays, Inc. Sales

HOLLYWOOD — George Schaefer, distribution chief for the moribund Enterprise company, has been set to supervise sales for Screenplays, Inc., the independent unit headed by Stanley Kramer and producing for United Artists release. Schaefer, who will continue to headquarter in New York, planed east after setting the Screenplays commitment.

He will also handle worldwide distribution of "Love Happy," Marx Brothers comedy produced by Lester Cowan for UA. Schaefer's first chore for Screenplays will be "Champion," just completed.

Obey that impulse . . . that has showmen dating "That Wonderful Urge" for their Biggest Holiday Time in Seattle • Portland • Akron • Wichita • Baltimore Louisville • Philadelphia • Milwaukee • Buffalo • Springfield Salt Lake City . . . for that wonderful boxoffice surge from 20th Century-Fox.



Michigan Allied's New President Is a Friendly Justice of Peace

WHEN Ray Branch retired last week as president of Michigan Allied, after 19 terms, he was succeeded by an exhibitor who is a justice of the peace, an outspoken critic of film monopoly and a leader in his community. Here, a staff correspondent presents a profile of the man, Judge Joseph P. Uvick.

By H. F. REVES

DETROIT—Joseph P. Uvick, the first new head man in Allied Theatres of Michigan in nearly two decades, has a long tradition of leadership that has brought him to his present post. A quarter century ago, he was one of the advocates before President Harding when independence was sought for Lithuania—from which country his forefathers came.

For the past 13 years, he has been justice of the peace in the well-known Detroit suburb, Grosse Pointe, where he has lived for the past 20 years. Here he has long been a pillar of the community, and had his part in the development of community legal standards.



JOSEPH P. UVICK

STRICT ON ENFORCEMENT

During the war, he received much national attention as the judge who upheld the law as it stood, regardless of temporary popular clamor against him, when he ruled against a woman who persisted in alleged violation of the zoning laws by housing war workers—in effect running a rooming house in a single family zone. Admitting sympathy for housing relief, Uvick had to rule to enforce the law, giving her a three-month sentence, which was upheld, despite national pressure, on appeal successively in the state circuit and supreme courts.

His career as a judge has seemed remote from theatre interests—though Uvick admits that several theatremen have been before him—and he has had to fine them for private matters. The city of Grosse Pointe does not have a single theatre, so there is no scope for activity there. Most showmen, by the way, are unaware of his legal position, which he has never brought into the limelight, and usually just call him "Joe"—not "Judge." That is perhaps a measure of the friendly personality of the man.

COUNSEL FOR EXHIBITORS

His first theatre connection was 18 years ago, as counsel for the late Anthony Buton, owner of the Dix, and he continued to handle the estate for the latter's widow until the house was subsequently sold to the Krass circuit. Then he began to have other exhibitor clients—J. William Schulte, Michael J. Chargot, James C. Ritter—a former president of Allied States, incidentally—and others.

About 1937, when his son, Joseph E. Uvick, an engineering student at Ann Arbor, got married, Judge Uvick decided the theatre business would be a good thing for him—and opened the new 350-seat Thumb Theatre at Deckerville, 80 miles north of Detroit—in a formerly theatreless town. The first month he closed his law office, and lived at Deckerville, doing everything from janitor work and taking tickets to buying and booking, to learn the ropes from the inside by practical experience. Three times a week he commuted to Detroit to get his film cans. Then he turned the house over to his son to manage.

Two years later he bought the 600-seat Burton on the outskirts of Flint, and sold the Thumb later when his son went into service, at a considerable loss, because he could not handle both houses alone. When his son returned from the war, he became manager of the Burton, and Judge Uvick is in charge of buying and general executive decisions, but entrusts all operating details to his son.

He has had a hand in much of the important theatrical litigation in Detroit in recent years, particularly in arbitration. He has appeared in about 12 arbitration cases as counsel, becoming one of the most experienced attorneys in the country as an advocate of exhibitors in this procedure. At present he is an active intervenor on behalf of the Burton in the pending case brought by the Center of Grand Blanc.

He has frequently attracted national trade-press attention in the past several years, as an outspoken opponent of alleged monopoly practices in the industry, and particularly as a foe on principle of percentage pictures. Summarizing this long battle against percentage, Uvick told BOXOFFICE that "I don't like anybody's being forced to sign a document stating that he cannot be trusted. Every time he signs a contract, the distributor in effect says to the exhibitor:

" 'I can't trust you. I'll have to check, and even reserve the right to look at your books.'

"Either the customer is not good enough to do business with, or there's something wrong with the distributor's way of doing business."

RKO Loses $356,024 In 9 Months of 1948

NEW YORK—Radio-Keith-Orpheum Corp. reports a consolidated net loss of $356,024 for the first nine months of 1948, in contrast to a consolidated net profit of $6,896,631 for the corresponding period in 1947.

The figure for this year is after all taxes and charges, including provision for estimated losses of $3,560,129 on outside productions, stories and continuities, and a profit of $13,919 on sale of capital assets. The net for the 1947 period was after all deductions, including provision of $1,130,225 for estimated losses on outside production, and a profit of $4,764,766 on sale of capital assets.

The consolidated net loss for the third quarter of 1948 was $2,257,887, after taxes and all other charges, including provision for estimated losses of $3,405,194 on outside production, stories and continuities and profit of $9,281 on sale of capital assets. This compares with a net income of $1,789,284 for the third quarter of 1947, after taxes and charges, including provision for estimated losses of $1,077,738 on outside productions and profit of $3,158,913 on sale of capital assets.

Memphis Censorship Case To Be Heard Dec. 27

MEMPHIS—The film industry's test of the Memphis censorship ordinance will come before the court Monday, December 27. Delayed now for some time, the suit has definitely been scheduled for trial.

Bringing the test to the courts are United Artists and Hal Roach Comedies, Inc. The defendants are members of the Memphis censorship board, including the well-known chairman, Lloyd Binford. The attack on the constitutionality of the body is based on the ban on Roach's "Curley." Binford refused to permit showing of the film because he objected to scenes of white and Negro children playing together.

Sixth Warner Stockholder Files Conspiracy Suit

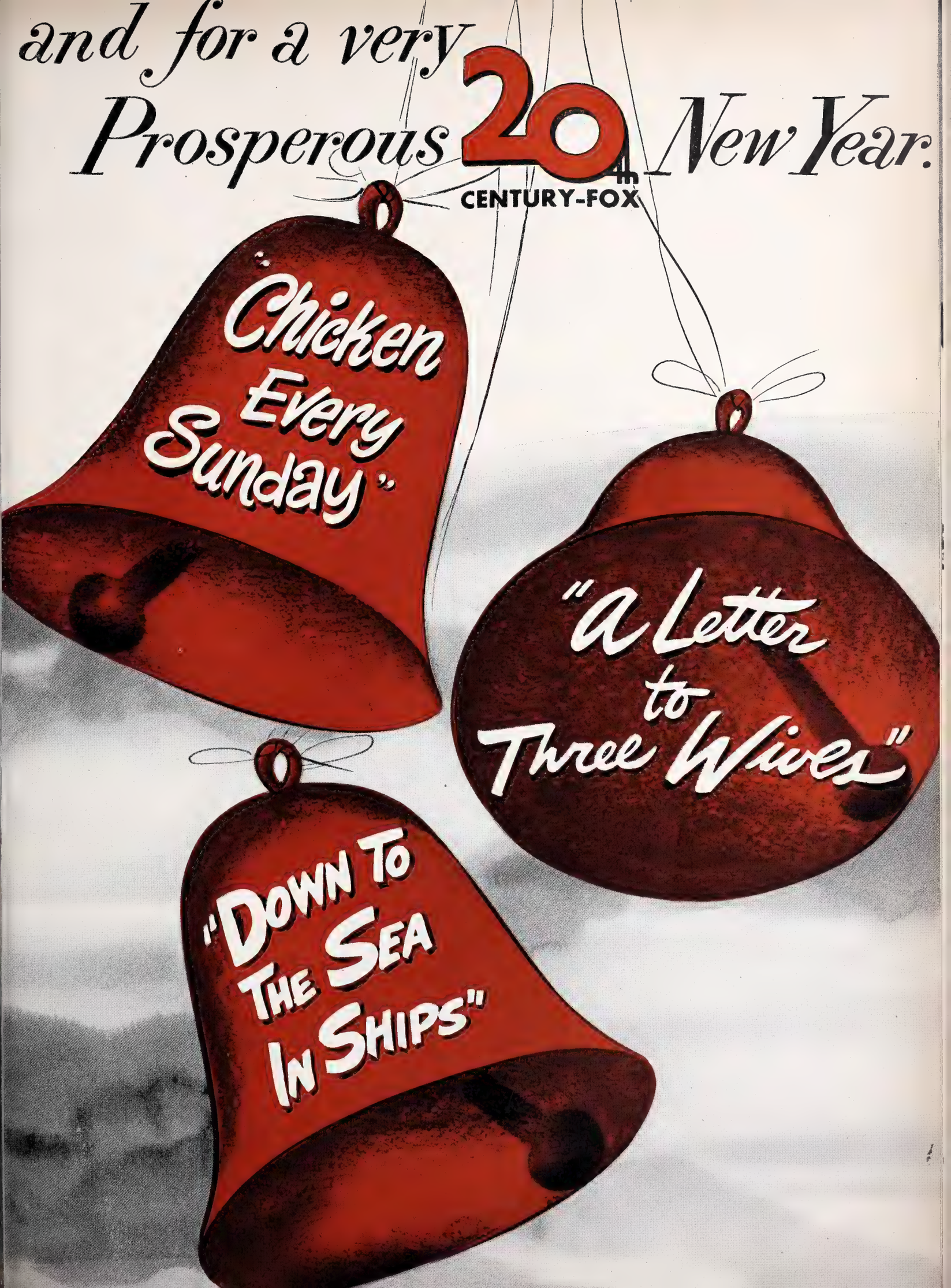
NEW YORK—Bernard M. Geller, Warner minority stockholder, has filed a suit in U.S. district court against United States Pictures, Warner Bros., Joseph Bernhard, Robert W. Perkins, Milton Sperling, Harry M. Warner, Jack L. Warner and Morris Wolf.

The suit alleges conspiracy in behalf of United to the detriment of Warners and asks for an accounting on the production-distribution deal made in 1945 between the two companies. It is the sixth such stockholder action against the same plaintiffs to be filed since September 20.

EL Allots $600,000 for Ads On Four Productions

NEW YORK—Eagle Lion has allotted $600,000 to start the advertising campaigns on "He Walked by Night," "Reign of Terror," "Tulsa" and "Red Stallion in the Rockies."

This budget was set during the recent Hollywood conferences held among EL executives and producers. Those attending included: Arthur B. Krim, president; Walter Wanger and Bryan Foy, producers, and Max E. Youngstein, vice-president in charge of advertising and publicity.


and for a very
Prosperous 20th CENTURY-FOX New Year.
"Chicken Every Sunday"
"A Letter to Three Wives"
"DOWN TO THE SEA IN SHIPS"

Washington Report

By ALAN HERBERT

SOME OF YOUR CORRESPONDENT's best stories come from lawyers, and for various other reasons this writer is kindly disposed toward the legal beavers. But there can be no doubt that a disproportionate amount of the earnings of the nation's theatres are going into lawyers' fees.

The over-all figure staggers the imagination—that is, the total represented in the billing of all the lawyers who represent exhibitors, distributors, producers, talent, copyright holders and industry service groups, not to mention those who draw theatre leases for nonoperating landlords, etc., etc. We couldn't even guess the total.

Neither could we tell you how much goes out yearly to lawyers engaged simply in antitrust cases, boxoffice fraud cases, etc. There again, we know the amount is huge, but there is no way of compiling it.

We were able last week, however, to get hold of a few figures of interest. They represent only a fraction of the fees paid out for legal services even by the companies on which we will report. They are taken from reports filed with the Securities and Exchange commission by major companies. One requirement is the annual reporting of payments of $20,000 or more to independent firms for services—usually legal or accounting.

BIGGEST SPENDER REPORTED for the calendar year 1947 was 20th Century-Fox, with two firms of lawyers drawing a total of $305,390. Of this, $209,000 went to Dwight, Harris, Koegel and Caskey—including $159,000 as regular general counsel fees and another $50,000 for special services in connection with the industry's 10-year-old antitrust suit. An entry of $96,390 was shown for Sargoy & Stein.

It should be remembered that no payment is included here for former Secretary of State James F. Byrnes, who appeared before his onetime colleagues of the supreme court to plead for Fox in the Paramount case and who has continued representing the company throughout 1948. Nor is there any entry here for Judge Sam Rosenman's services—the former White House ghostwriter has been negotiating for Fox in an effort to achieve an out-of-court settlement with the government in the Paramount case.

Both Byrnes and Rosenman come high. Their fees will doubtless show up in the 1948 report—but certainly Dwight, Harris, Koegel & Caskey have been active enough in the case this year so that their fees are not likely to drop.

HIGHEST FEE REPORTED for any firm is the $200,000 paid by Paramount in the calendar year 1947 to the firm of Simpson, Thacher & Bartlett. Paramount paid out another $33,578.87 to the firm of O'Melveny & Myers, making a total of $233,579 reported.

Next highest payment reported was the $170,000 paid by RKO in 1947 to Donovan, Leisure, Newton, Lombard & Irvine for legal assistance on tax, antitrust and other matters.

Payments of $216,000 in the year ended Nov. 1, 1947, were reported by Universal—$24,000 to Julian T. Abeles; $27,000 to Chadbourne, Hunt, Jaeckel & Brown; $25,000 to Thomas Turner Cooke; $35,000 to Gardner, Morrison & Rogers; $25,000 to Levinson & Armstrong; $30,000 to Loeb & Loeb, and $50,000 to Olvany, Eisner & Donnelly.

Columbia wrote checks for $158,600 to two law firms in the year ended June 30, 1948—$80,600 to Schwartz & Frolich and $78,000 to Mitchell, Silberberg & Knupp. Two years earlier the two firms received $77,600 and $52,000, in the same order.

In the year ended in August 1947, Loew's reported spending $149,265 with four law firms—$57,564 to tax lawyers Alvord & Alvord; $44,768 to Loeb & Loeb; $26,133 to George W. Cohen, and $20,800 to Oscar Cummins.

Warners, in the same period, paid out $145,800 to three firms—$67,600 to Freston & Files; $50,000 to Proskauer, Rose, Goetz & Mendelsohn, and $28,200 to Baker, Selby & Ravenel.

These figures, it must be emphasized, are fragmentary. Not included are the fees of various lawyers representing these same companies in antitrust and other actions in the various exchange areas. Not included is any reliable indication of the amount paid to officers of the companies for their legal services—but the fact is that many lawyers are drawing huge amounts as company officers and directors. While many of them perform other executive duties, the fact remains that they are lawyers, and are called upon to advise their companies in the law.

WHAT IS OBVIOUS is that the majors are paying out huge sums for the legal talent upon which they rely in their dealings with other branches of the industry and with government. In this connection, it is interesting to see the notation that Fox paid dues amounting to $59,521 to the American Arbitration Ass'n in the calendar year 1947.

And it is even more interesting to note that Fox and Paramount paid well over a million dollars in that year to Confidential Reports—Fox $627,700 and Paramount $432,827.

We're not going to try to editorialize about all these figures—but one thing is clear: A whole lot of obviously intelligent businessmen must be convinced that regardless of television or any other competition their own important segments of the motion picture industry are well worth spending lavishly to preserve.

* * *

ALTHOUGH FRANKLY DUBIOUS that he will succeed, Rep. John Dingell of Michigan, a leading Democratic member of the tax-writing house ways and means committee, said this week he will try again to kill off the admission tax. At the very least, he said, he will try to cut it in half.

Dingell was one of a dozen members of Congress who tried last year to do something about the tax. He was credited with leading the fight in 1946 which resulted in a house vote to repeal the wartime increases in the excise rates, and in 1942 Dingell was largely responsible for the stipulation in the tax bill of that year that the wartime increases should last only until six months after the end of hostilities.

There is no indication, however, that the chairmen of the house and senate committees responsible for tax measures—Rep. Robert Doughton of North Carolina and Sen. Walter George of Georgia—will go along with any move to eliminate or pare down the admission levies or any of the other excise taxes. To the contrary, they already have made it plain that they do not see any hope for reduction of these taxes next year.



SCHLAIFER AND MASCOT — L. J. "Jack" Schlaifer, Eagle Lion general sales manager in whose honor the company is conducting its current sales drive, shakes hands with Chester Powers, midget, who has been officially named as the mascot of the drive. Chester is 20 years old, measures four feet, one inch in height and weighs 67 pounds.

Income Tax Suit Charges False Ticket Reports

CLEVELAND—Both the Bureau of Internal Revenue and distributors are suing Manos Amusements, Inc., and George A. Manos for alleged fraudulent boxoffice returns. The majors' checking suits are still pending, but the income tax action is being heard, with distributors' attorneys sitting in.

The income tax suit is for $73,000 for alleged short reports from theatres operated in Toronto, Liston and Newton Falls, O. Cashiers and other former and present employes testified that boxoffice reports did not include receipts from "old" tickets and they also stated that at times receipts on percentage pictures were held over and added to those on flat rentals.

Elmer J. Rabin, attorney for Manos, told the court there were "unexplained discrepancies" between actual income and income reported for tax purposes of $3,311 in 1937 and $3,416 in 1938.

No Stage Shows in Ontario Without Special License

TORONTO—Ontario exhibitors have been warned by the provincial theatres inspection branch that they cannot offer stage shows under annual licenses which stipulate only film entertainment. The trend toward stage presentations is increasing and theatres must take out licenses for such features. Even stage programs for Saturday morning movie clubs may be affected by the ruling.

IT NEVER HAPPENED BEFORE!

NEW BOX OFFICE HISTORY WRITTEN as public demand for reserved seats makes necessary engagement of the *second* Times Square Theatre, where "Joan" will run on two-a-day basis at TOP ROAD SHOW SCALE!

This IN ADDITION to the continuing fabulous World Premiere engagement at the Victoria, where 7-shows-daily, continuous-performance grosses are piling up that look almost impossible for ANY 1,100-seat house, even at highest Broadway scales!

TOO BIG FOR ONE THEATRE

Unprecedented public demand has made it necessary to also engage the FULTON THEATRE, STARTING TUESDAY DEC. 14th for reserved seat showings of

"JOAN OF ARC"

which will still continue at the Victoria Theatre, with continuous performances, 7 shows daily.



Reserved Seats at the
FULTON
46th St. West of B'way
Circle 6-6380

Mail Orders Filled Promptly. Seat Sale Starts Friday for First 6 Weeks.

REGULAR PERFORMANCES:
Twice daily at 2:30 and 8:30 PM. Saturdays 2:30, 5:30, 8:30 and 11:30 PM. Sundays 2:30, 5:30 and 8:30 PM

CHRISTMAS WEEK SCHEDULE:
Christmas Day, Dec. 25th, 2:30, 5:30, 8:30, 11:30 Christmas Week, Daily from Dec. 27th thru Dec. 31st, 10:30 AM, 2:30, 5:30, 8:30

PRICES AT FULTON
Matinees: $1.80 Evenings: $2.40 (tax included)

SPECIAL NEW YEAR'S EVE SHOW AT MIDNIGHT

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR
CAST OF THOUSANDS
with JOSE FERRER
FRANCIS L. SULLIVAN - J. CARROL NAISH - WARD BOND
SHEPPERD STRUDWICK - HURD HATFIELD - GENE LOCKHART
JOHN EMERY - GEORGE COULOURIS - JOHN IRELAND
and CECIL KELLAWAY - based upon the stage play Joan of Lorraine by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT
art direction by RICHARD DAY
director of photography JOSEPH VALENTINE A.S.C.
Produced by WALTER WANGER
Directed by VICTOR FLEMING
presented by SIERRA PICTURES Inc.
released by RKO RADIO PICTURES

Continuous at the
VICTORIA
B'way at 46th Street

7 Shows Daily, Starting 9 A.M., 11:30, 2 P.M. 4:30, 7, 9:30, 12 Midnight.

A pair of reserved seats for 'Joan of Arc' makes the ideal Christmas gift!

SAVE THIS AD
for complete Holiday week performance schedule of 'Joan of Arc'

(This kind of advertising in all New York newspapers.)

Released by RKO RADIO PICTURES

Five U-I Films to Get Big Tieup Treatment

NEW YORK—Universal-International has scheduled large-scale promotion campaigns for five forthcoming releases to be released between Christmas and spring. The plans were formulated by John Joseph, national advertising and publicity director, and David Lipton, coordinator, who came here from Hollywood to participate in New York conferences, and N. J. Blumberg, president; W. A. Scully, vice-president and general sales manager, and Maurice Bergman, eastern advertising and publicity director.

The pictures are: "Family Honeymoon," starring Claudette Colbert and Fred MacMurray, which will be tied in with a celebration of Family Honeymoon week during which several national radio programs will conduct contests to send lucky families on family honeymoons to various parts of the country, including Chicago, Miami, Sun Valley, Idaho, and New York; the Douglas Fairbanks production, "The O'Flynn," which is scheduled for a Washington, D. C., opening with high government officials attending, after which Fairbanks will make a tour of ten cities to meet the press and talk at civic club luncheons on behalf of CARE and the United Nations, in which he is active; the Brecher production, "The Life of Riley," starring William Bendix, which will have a territorial opening in Cincinnati with Procter and Gamble, sponsors of the radio show of the same name, having the program emanate from that city; "City Across the River," formerly titled "Amboy Dukes," which will have simultaneous openings in New York, Chicago, Detroit, San Francisco and Washington, and "Red Canyon," Technicolor production starring Ann Blyth, Howard Duff and George Brent, which will have a territorial opening in Texas with Miss Blyth and Duff touring through the state to meet the press and make radio appearances.

A similar meeting to set releasing plans for future U-I product is scheduled to be held in January.

Release Films in Brazil

NEW YORK—Member companies of the Motion Picture Export Ass'n have decided to allow the booking of U.S. films already in Brazil and to continue discussions of price-fixing instituted by the government, but will materially reduce further shipments of films to that country.

Warning to Beware Of Short Changers

Victor, Iowa—A warning that short change artists are making the rounds again was made this week by M. J. Fauver of the Strand Theatre. The slickers worked their game at his theatre. The scheme is this: One of the short changers buys a ticket, paying with a $20 bill. The second buys a child's ticket for "my little boy," paying with a $10 bill. Then comes a fast shuffle of the change and the first man gets his $20 bill back, for 10 of his money and "10 of ours," as Fauver explains it. The victim is supposed to be ashamed to admit being taken in, "but I hope this may warn others," he added.

LETTERS

URGES WELL-BALANCED PROGRAMS

To BOXOFFICE:

In your columns and elsewhere, I find a general lashing out at the industry, demanding better pictures. We all admit there is nothing which can do more for our industry than better pictures.

However, too few recognize the producers' problems in finding good talent, popular stories—and meeting the mounting production costs. But, we exhibitors can still tell them this, that good down-to-earth stories are still popular and a good laugh always goes over.

HOW POOR BILLING HURTS

My reason for writing this letter, however, is not to place the whole blame on the product, but to show that some of it can be traced to exhibitors themselves. I recently visited one of the largest theatres in the United States—a 5,500-seat house with every fine appointment you could desire. We went in at 2 o'clock and came out at 6 o'clock. I ask you as an intelligent showman, how can you build business on this schedule? Here was the lineup. They were playing "When My Baby Smiles at Me," a lovely Technicolor picture packed with everything you want in good entertainment. Well, that wasn't all. They also played a program picture, "Port Said," a black and white detective story which, after seeing the first picture, leaves you flat as a pancake.

To me, this practice is the same as enjoying a wonderful meal, and then having your host bring in a dish of oatmeal, although a good dish is so out of place.

Then we had a cartoon, a comedy, news, trailer, charity announcement—four hours and ten minutes later we staggered out. All of us had a headache. We dashed to a drug counter, asked for aspirins, and assured the waitress that it was no hangover, just four hours of a show.

This young lady suggested maybe I was getting old and couldn't take it, but after explaining my reaction to the long program I discovered she felt the same way about it. I vowed never again. I had noticed other patrons leaving, unhappy, and looking as if they had been hypnotized.

OVERABUNDANCE NOT GOOD

Recently I had occasion to return to the city again. I took it upon myself to talk to the operators of some of the other theatres. They all said they were doing the same, double and triple bills. Let me tell you that too much of anything isn't good, and the quicker we get wise to ourselves the better.

I have had the good fortune to visit Miami for many seasons and find that they don't double bill as we do. They get quicker turnovers and do better business. They feel their greatest opposition is the sunshine, but they also believe in sharing it with their patrons, and it pays off.

I really feel that a well-balanced program is our answer. We should not spoil it with a second-rate picture. It has always been my belief that that is what people like. All I talk to agree. They look for one to kill the other, and have to sit through it to see the big picture. I feel it is worthy of consideration. It has been my policy in operating our theatres and it has paid off.

HARLAN RANKIN

Rankin Enterprises,
Chatham, Ont.

* * *

AN EXHIBITOR EXPLAINS DECLINE

To BOXOFFICE:

It has occurred to me, after reading a number of your editorials, that you're missing the core of the trouble in your attempted explanations with respect to declining theatre grosses.

Your editorials urge the exhibitors to return to better showmanship and exploitation of their current product in an effort to halt dipping boxoffice revenue, and are quite content to let it go at that. In other words, just ballyhoo your product a little louder and funnier and your troubles are all over, just like Aladdin rubbing his magic lamp!

Despite the fact that I only operate a small situation in a small farming town, I happen to live at Miami Beach, which is now the winter playground of the nation and thus has a perfect cross-section of moviegoers from the entire country.

I have discovered during numerous conversations with visitors here, a remarkable similarity of opinion and criticism comparable with the native country folks here in regard to going to the movies, nowadays, or not going, and—why!

CAN'T FOOL THE PUBLIC

Startling and incredible as it may seem, and it shouldn't, one very predominant reason is that people hate to be fooled more than once or twice and even three times.

A bum picture, which is skyrocketed to the high heavens with a million bucks worth of false exploitation and advertising will eventually boomerang right back into the exhibitor's face, with unhappy results. And there have been too many bad pictures within the last couple (or longer) years.

Let's face facts, not look for superficial panaceas. Bad pictures, and pictures without rhyme or reason, that are called colossal, stupendous masterpieces by clever publicity men, are a harmful menace to the neighborhood and small town exhibitor. He knows most of the townspeople and they know him, and many is the night the poor guy has to hide from his patrons when he gets a "stiff."

In my humble opinion, the best way to beat this thing is by a united concerted squawk to Hollywood, and I mean united!

Let's get good substantial, down-to-earth pictures (like the Will Rogers pictures of yesteryear for example) that the public will laugh or cry at with feeling, or something to make them really think and appreciate, not just a series of bewildering, muddled scenes wrapped up in a pretty package of Technicolor worth five or six million dollars; or grisly murders which react so harmfully to the younger set.

It's a fact; there is talent galore in this country that can honestly produce the finest and best. Let's make Hollywood give them the chance. Then let us advertise and exploit with confidence.

PHILIP COHNSTEIN.

Midway Theatre,
Perrine, Fla.

Newsreel Theatres Hurt by Television

NEW YORK—Newsreel theatres are in a very precarious position today, due to the spot news coverage by television, radio and newspapers, and their draw has shown a sharp drop in the past two years, according to Norman Elson, president of Trans-Lux Theatres Corp. The 1948 drop has varied from 15 to 20 per cent under 1947 in New York City to as much as 50 per cent in Philadelphia and Washington.

Because of this, as well as the lack of important news items in the years since the war, Trans-Lux will change to a feature policy at its Philadelphia and Washington houses starting December 25, Elson said. Both theatres were opened as newsreel houses and have been the only ones in each city. Samuel Goldwyn's "Enchantment" will start off the new policy at the Trans-Lux in Philadelphia December 25, the same day as the film opens at the Astor, New York City, and the Astor, Boston. "The Red Shoes" will start a two-a-day run at the Trans-Lux, Philadelphia, the same day. "Enchantment" will be shown along with a 22-minute newsreel digest at the 600-seat Washington house. An extensive advertising and publicity campaign will be used to inform the public of the policy change, Elson said.

ONLY TWO LEFT IN NEW YORK

Of the 16 theatres in the Trans-Lux chain, including one in Mexico, only two New York houses, at Broadway and 49th street and Madison avenue and 59th street, remain as strictly newsreel houses. No decision has been made about any policy change for these two theatres, according to Elson. There were originally 40 newsreel theatres in the U.S., but every chain has dropped a few and the last count showed less than 25 remaining, he said.

In addition to showing news which patrons have already seen on television at home or in a neighborhood bar, newsreel costs have gone up since the war. Elson predicts that, within two or three years, all news will be televised by coaxial cable and will beat newsreels by two to five days. Twentieth Century-Fox has approached him with a deal for a daily televised newsreel clip. Trans-Lux theatres are equipped with rear screen projection and will be ready for any plans regarding television. "Every theatre will have to use television on its screen in some form within a few years," Elson said.

Film Production Overseas Has Numerous Problems

NEW YORK—Overseas production problems were detailed December 13 by Lou Bunin, producer, and Ben Rubin, production manager, of "Alice in Wonderland," which Eagle Lion is expected to release shortly before Easter. They returned a few days before after 18 months in Europe.

Two versions of "Alice" were made, one for the French market, which opens December 21 in Paris, and an English version, which opens in London just before Christmas. The total cost was $1,500,000. Bunin owns 60 per cent of the investment and the Unione Generale Cinematographique of France 40 per cent.

The decision to produce overseas was due to inability to obtain Technicolor film in this country, Bunin said. There was plenty of Ansco film in France and special German equipment which the French did not know how to use. Twenty-seven families, totaling 73 persons, mostly technicians, were flown from Hollywood to Paris. Research, and, later, sound recording, were done in London.

The first hitch occurred on arrival in Paris when studio facilities were found incomplete, but Bunin and Rubin hired office space and went ahead anyway. The franc was then 119 to the dollar—when they left France it was 490—and the salaries of the Hollywood contingent and British players brought over from London had to be constantly adjusted.

Twice a week all power was shut off in Paris as a conservation measure. When they needed materials, they often had to make purchases with potatoes obtained by barter from farmers. Bunin said they dealt in five currencies—dollars, British pounds, French and Swiss francs and potatoes. During shooting on the Riviera it rained for nine days. When an orchestra recording was done at a J. Arthur Rank London studio, with the musicians expecting immediate payment, British officials at first refused to allow Bunin to draw on 35,000 pounds his French backers had deposited in a London bank. But he praised French interest in the project and "wonderfully friendly" French cooperation.



CONFER ABOUT "ALICE"—Lou Bunin (left), producer of "Alice in Wonderland" for Eagle Lion release; Max E. Youngstein (center), EL vice-president in charge of advertising, publicity and exploitation, and Ben Rubin, production manager and assistant to Bunin, review production stills, advertising and publicity upon the arrival of Bunin and Rubin from England. "Alice in Wonderland," produced in France, is scheduled for February release. The feature, made in the new Ansco color process, combines live action and animated puppets.

Bunin and Rubin made "Alice" with "live" players and several hundred puppets made of highly malleable material with a latex base. They were not operated with strings but the position of a puppet's body altered by hand for each scene. An animation control box, patented by Bunin, instantly determined the position of a puppet in previous scenes. The only resemblance to the Disney method, Bunin said, was that stop-motion was used. He leaves shortly for Hollywood to continue production of films "in the realm of fantasy."

EL Sets Six Xmas Dates For 'The Red Shoes'

NEW YORK—"The Red Shoes," J. Arthur Rank production being released in the U.S. by Eagle Lion, will open in six cities during Christmas week, according to William J. Heineman, vice-president in charge of distribution. The film is currently playing at the Bijou Theatre, New York City; the National, Washington, D. C., and the Majestic, Boston.

The new bookings are: Selwyn Theatre, Chicago, December 24; the Trans-Lux, Philadelphia, Esquire, Cleveland, Little, Baltimore and Flamingo, Miami Beach, all December 25, and Regina, Los Angeles, December 28. All showings will be on a reserved-seat basis.

Film Classics Will Hold Division Managers Meet

NEW YORK—B. G. Kranze, vice-president and general sales manager of Film Classics, Inc., will hold a division managers' meeting at the home office December 18. Sales policies for forthcoming product will be discussed.

The division heads who will attend are: Jake Lutzer, southern; Bob Abelson, western; Max Roth, midwestern, and Max Cohen, newly appointed eastern manager.

Magazine Honors 'Joan'

NEW YORK—"Joan of Arc" (RKO) has received the seventh annual award of The Sign, national Catholic monthly, as the outstanding film of the year. Jerry Cotter, editor, says: "It is the motion picture screen at its peak."

Survey Shows Most Women Opposed to Home Video

DETROIT—A survey being made by a major television distributor here shows evidence that feminine patrons, predominantly responsible for the size of the adult motion picture audience, may be opposed to television as a whole.

Reason for the feminine preference proved that the girls are afraid they won't be taken out by their husbands if they buy a television set, obvious proof of the acknowledged stay-home power of television, which should worry exhibitors once the sets are installed in the homes of their patrons.

The elite Grosse Point neighborhood was chosen to be checked as a typical television section and it was reported that nine out of ten women did not want television in their homes. Most of the women preferred going to a theatre.


The
He won't say "YES"!
She won't
take "NO"!

Gala Holiday-Time Attraction at Broadway's Big Capitol Theatre!

a Dore Schary presentation

Cary Grant

in DON HARTMAN'S production

Every Girl Should Be Married

co-starring

RANCHOT TONE · DIANA LYNN · and introducing BETSY DRAKE

with ALAN MOWBRAY • Produced, Directed and Co-written by DON HARTMAN

Screenplay Collaboration by Stephen Morehouse Avery

RKO RADIO PICTURES



"The kind of stuff to delight average audiences . . . it sure should make the coin boxes tinkle."
—SHOWMEN'S TRADE REVIEW

"The female of the species on the prowl in amusing comedy . . . fun to watch." —M. P. HERALD

"Light, frothy comedy, delightfully acted by the dependable Cary Grant and a refreshing newcomer, Betsy Drake . . . sure-fire." —BOXOFFICE

"If every comedy were as deliriously funny there would be no such thing as box-office blues."
—HOLLYWOOD REPORTER

"Rich comedy the family will go for in all situations."
—INDEPENDENT FILM JOURNAL

"One of those rare comic delicacies that are always in good season at the boxoffice . . . will have a terrific payoff."
—VARIETY

"Entertaining all the way . . . made for those who enjoy laughs." —THE EXHIBITOR

"Topflight contender for honors in the comedy field."
—DAILY VARIETY

"Grand boxoffice comedy . . . has wit, charm, lively pace and a polished cast." —FILM BULLETIN

Hollywood Report

By IVAN SPEAR

Film Editors to Memorialize Former Group Members

Many of today's top directors reached their present positions after first learning the tricks of the trade as film editors. In recognition of that fact and in celebration of its 20th anniversary, the Motion Picture Film Editors is preparing a special plaque, to be hung in its headquarters, and containing the names of no less than 30 directors, seven producers and two cameramen, all active in pictures today and all graduates from the films-shearing lodge.

Chairman of the honorary alumni group is Stuart Heisler, whose colleagues include such craftsmen as Pandro S. Berman, Frank Capra, Al Hall, Anatole Litvak, Lewis Milestone, George Stevens, Norman Taurog, Richard Wallace and Sam Zimbalist. Others include Del Andrews, Howard Bretherton, William Clemens, Edward Cahn, William Claxton, Edward Dmytryk, Ray Enright, John English, Jack Hively, Joe Kane, John Link, David Miller, Terry Morse, John Rawlins, Mark Robson, Harold Schuster, Josef von Sternberg, John Sturges, William Witney, Robert Wise, Basil Wrangel, Harold Young, Hal Yates, George Amy, Ralph Dietrich, Lou Ostrow, Grant Whytock, Theron Warth, Bert Glennon and Hal Mohr.

Four Story Acquisitions During Last Week

A total of four story acquisitions were made during the period. In a deal with Paramount, Columbia purchased from that studio the film rights to "A Woman of Distinction," an original by Ian Keith and Hugo Butler jr., and originally destined for production by Frank Capra on the Marathon Street lot. The property has been assigned to Producer Alex Gottlieb as his first for Columbia, with Keith and Butler set to prepare the script. The same studio purchased the Herbert Clyde Lewis story, "It's a Man's World," and earmarked the romantic comedy for its 1949-50 production slate . . . Actor Bruce Bennett turned author to whip up "Crosscut," a story about the lumber industry, and sold it to Al Rogell's Gibraltar Pictures—cutting himself in on the package as the star of the film. It goes into work some time next year for an undisclosed release . . . John Taintor Foote sold his novel, "Song of the Dragon," to David O. Selznick. The story is about a woman spy assigned to crack a band of German saboteurs way back in World War I.

Many Scripter Assignments Reveal Big Year Ahead

Production itself may be sagging, but a burst of activity involving the ticketing of scripters to develop new story material indicates the picture-making tempo is due for a shot in the arm in the early months of 1949. Warners, for example, signed three scenarists—Virginia Kellogg being set to write "Women Without Men," Lenore Coffee to "Beyond the Forest," and Gertrude Walker to an original called "Case History." Other new writing assignments include Casey Robinson to 20th-Fox's "Father Was a Fullback"; Dane Lussier to an untitled original at Paramount; Al Beich to a polish job on U-I's "And Baby Makes Three"; and Isobel Lennert to "Christmas Gift" at RKO . . . MGM assigned Nicholas Nayfack to produce "The Devil's Doorway," new super-western to star Robert Taylor . . . Lew Seiler will meg "Trapped," upcoming Bryan Foy production for Eagle Lion . . . "Susanna Pass," the next Roy Rogers starrer at Republic, will be piloted by William Witney; the same studio set Fred Brannon to meg a 12-episode serial, "Ghost of Zorro"

MGM Signs John Huston For a Film Annually

Director-Writer John Huston was ticketed to a term contract by MGM, calling for his megging services on one picture annually. The deal won't affect Huston's activities as a partner of Sam Spiegel in the independent unit, Horizon Pictures . . . Norman Panama and Melvin Frank secured an amicable release from their producer-writer pact at RKO Radio and the property which they had been developing, "A Woman's Place," has been shelved temporarily . . . Otto Lang remains as a 20th Century-Fox producer for another year, his option having been hoisted . . . Universal-International handed Charles Lamont, director specializing in comedies, a term commitment.

Richard Thorpe Reaches 25th Year as Director

Speaking of directors, Richard Thorpe has established a long-run record of impressive proportions by celebrating 25 years as a megaphonist during which he has turned out 150 films—an average of six a year. Just handed a new long-term ticket at MGM, Thorpe turned director in 1923 and in his first six years ran up a total of 72 westerns and serials and 13 features. With the advent of sound, he megged 26 films prior to joining the Culver City film foundry in 1935. Currently Thorpe is engaged on the new Lassie opus, "Greyfriars' Bobby."

Van Johnson in New Role As a Hard-Boiled Dick

A change of Thespian pace is set for Van Johnson, who is cast as a hard-boiled detective in MGM's upcoming "Scenes of the Crime" . . . Alan Mowbray draws a comedy lead in 20th Century-Fox's "You're My Everything" . . . Cast additions to "Hellfire" at Republic include H. B. Warner, Marie Windsor and Grant Withers . . . Borrowed from MGM, Gloria de Haven will costar with Donald O'Connor in "And Baby Makes Three" for Universal-International . . . Tom Neal and Carole Mathews signed for the starring roles in "Amazon Quest," being produced by Agay Productions for Film Classics release . . . Nina Foch will team with George Raft in Columbia's "Hounded."

WB Plans a Remake Of 'Brother Rat'

For some obscure reason the movie moguls generally are loath to confess the fact that some upcoming picture project is a remake—a hush-hush policy that is pursued rather consistently even though remakes are a staple ingredient in almost every studio's lineup.

Noteworthy, then, is Warners' frank declaration that a planned new film, "Rise Above It," is a new musical version of an early Warners hit, "Brother Rat," first filmed nearly ten years ago and adapted from the Broadway stage success. In its new guise, the opus is being readied as a co-starring vehicle for two of the Burbank studio's young Thespian hopefuls, Dorothy Malone and Gordon MacRae. Production chores have been entrusted to Jerry Wald, and I. A. L. Diamond is preparing the screenplay for a spring starting date. The musical score probably will be penned by Jule Styne and Sammy Cahn.

Howard W. Koch to Do Documentary for EL

In these times when obtaining the necessary financing for production is becoming more and more of a problem, noteworthy is the solution reached by a former assistant director at Eagle Lion, one Howard W. Koch. He's president of a new independent unit, Howard Productions, in which his working partners are a group of EL's rank-and-file workers, including secretaries, prop men, artists and other craftsmen. They've pooled their resources and are planning the manufacture of an untitled documentary with a police court background, slated to roll in March. Koch has secured a release through EL for the venture.

Mike Frankovitch Plans To Produce in Italy

Add another to the list of film-makers planning camera work in Rome—fast becoming the Old World's Hollywood:

This time it's Mike Frankovitch, former Republic producer, who is readying a March start in Italy on "The Dark Road," which will be megged by Sidney Salkow, and for which Constance Bennett and Helmut Dantine are set in the toplines. Frankovitch hasn't set a release for the opus, his first venture as an independent.

U-I Signs Abbott-Costello For Foreign Legion Film

Having just invaded the Dark Continent (in the Edward Nassour production, "Africa Screams," for United Artists distribution), Messrs. Bud Abbott and Lou Costello are now set at their home studio, Universal-International, for another celluloid expedition to that land. In this one, tentatively titled "Abbott and Costello in the Foreign Legion," the buffoons are cast as hapless members of the famed French fighting forces. D. D. Beauchamp is writing the screenplay and the picture will be produced by Robert Arthur.

London Report

By JOHN SULLIVAN

LORD PORTAL, an ex-cabinet minister, will serve as chairman of the committee set up by Harold Wilson to investigate problems of film distribution and exhibition. The other members of the committee are Barrington Gain, J. H. Lawrie, Miss Lucy Sutherland, Sir Arnold Plant, Sir Ralph Richardson and William Smart. Miss Sutherland is the dean of a women's college at Oxford and Lawrie is chairman of the Film Finance Corp. The inclusion of Sir Ralph Richardson came as something of a surprise to the industry. The terms of reference of the committee as set up by the Board of Trade's president are: "To consider against the background of the general economic situation in the film industry, the arrangements at present in operation for the distribution of films to exhibition and their exhibition to the public in commercial cinemas and to make recommendations." Some of the questions examined by the committee obviously will be the statement by some producers that distributors and exhibitors are taking far too large a share of the gross, and the question which has been raised several times of a state distributing company and possibly a fourth circuit.

* * *

THERE ARE NO FURTHER developments at the moment in the negotiations between the film interests on the one hand and the British Broadcasting Corp. on the other to bring large-screen television into British cinemas. There is no serious obstacle in the way of a successful conclusion to these talks, but the general council of the Cinema Exhibitors Ass'n has decided to invite distributors' and producers' representatives to the committee to consider the question.

As mentioned from time to time in this column the two main exhibiting interests in this country—J. Arthur Rank and Associated British Cinemas—have been engaged for a considerable time on experiments with large-screen television, and the general feeling here is that it is a matter of only a few months before transmission to cinemas becomes a fact.

* * *

MARGARET LOCKWOOD's latest picture opened last week at the Gaumont, Haymarket. Titled "Look Before You Love" the film is a Burnham production, distributed through GFD, produced by Harold Huth and John Corfield and directed by Harold Huth. Co-starring with Miss Lockwood are Griffith Jones and Norman Wooland. Miss Lockwood's appeal is mainly to the masses, but even so, there is little excuse for a badly written screenplay just because she has such universal appeal. The current offering deals in a heavy-handed fashion with the tribulations of a girl who is married to a crook and who divorces him to marry a millionaire. As a vehicle for Miss Lockwood, and an opportunity for her to model a large number of expensive gowns, the picture will pass, but the extremely old-fashioned dialog is a great handicap to fine actors like Griffith Jones and Norman Wooland, who are completely wasted. In England, almost any Lockwood picture can show a profit on its production budget, but it is to be hoped that they do not export this one.

* * *

IT SEEMS THAT MOST of our producers are so concerned with the fact that the quota for first features production is 45 per cent that they are forgetting that there is also a quota for British second features which has been set at the lower figure of 25 per cent. Since Rank closed his Highbury studio, which was engaged for a year in producing second feature product, no serious effort seems to have been made to cater for cinemas' second feature requirements.

Pathe Pictures, however, has a documentary unit under the very live direction of Howard Thomas, making its own effort to close the gap. For some time they have been handicapped by slight troubles with the labor unions over the question of rates of pay, but some of these problems now appear to have been ironed out. Last week, Pathe documentary unit presented a six-reeler, "The Peaceful Years," with a commentary by Emlyn Williams as a history of the 20 years from 1919-1939. It is similar in conception to another feature produced by this unit called "Scrapbook for 1922" and which received very favorable notices when it was first shown a few months ago.

* * *

ANOTHER RANK PICTURE opened last week at the New Gallery and Tivoli. It is the third made by Ian Dalrymple's Wessex Productions, Ltd., and is titled "Once a Jolly Swagman." The stars are Dirk Bogarde, Bonar Colleano and Renee Asherson and the director Jack Lee.

The title is taken from a phrase in the Australian marching song, "Waltzing Matilda." The film itself deals with a sport that numbers 12,000,000 fans in Great Britain —speedway racing—and it is a fact that the early speedway riders in this country were nearly all Australians. The theme song, "Waltzing Matilda," was used over the public address system at the speedway tracks to signify that an Australian rider had won an event.

The present film has as its theme the adventures of a young man who becomes a speedway rider. His best friend on the track is an Australian who falls in love with his friend's sister. The Australian suffers an accident and has to go into a mental home and the sister tries hard to persuade her sweetheart to give up his career. Eventually, after the war has intervened, the young rider has to make a decision between motorcycle racing and the girl he loves—a decision the result of which is obvious.

This could have been a very fine picture. There are some magnificent shots of motorcycle racing on the speedway which will thrill the above-mentioned 12,000,000 fans. Unfortunately, like the two previous Wessex pictures the film is overlong and there is a good deal of extraneous matter which could be cut out. As far as story development is concerned there was little need to bring in the war years, for they make the picture a length which seems to be as long as the war itself. In his second large part young Dirk Bogarde is exceptionally good as the cocky, self-opinionated youth whose thoughts are completely taken up with the idea of stardom. It is unfortunate that he should have been pushed into two leads at the very outset of his career since he is not yet fit to carry a picture. He looks, however, like one of the biggest possibilities ever discovered in this country, and is very well supported by Renee Asherson, making a welcome return to films after too long an absence, and by the inimitable young comedian Bonar Colleano.

Even for this country the picture needs cutting, but it has every chance of getting its cost back. With at least 20 minutes cut it should be a first-class proposition for a dual bill in all those locations in the U.S., where the customers demand action.

* * *

AT RENOWN PICTURES first sales conference last week George Minter, managing director of the company, gave his assembled salesmen news of a $3,000,000 British production program of nine films to be made next year.

Minter took over Renown when it was almost defunct and built it up from a company with an $8,000 overdraft at the bank to one which is now in a position to finance British pictures. Part of the money will come from the Film Finance Corp. as Renown has applied to that organization for the loan of $1,000,000.

Associated with Minter in the new program is John Sutro, veteran producer who has been connected with some of the best films ever made in England, including "The Seventh Veil," "The Invaders" and "The Way Ahead."

Associated British Goes Into Swing April 1

Pathe's parent company, Associated British, hopes to be in full production from April 1, 1949, for its executive producer Robert Clark disclosed last week that from that date it intends to make 12 first features every year with a total budget of $8,000,000. Two of those pictures will be made in 50-50 partnership with Warner Bros. and Warners has guaranteed two U.S. stars for each of them and a U.S. release.

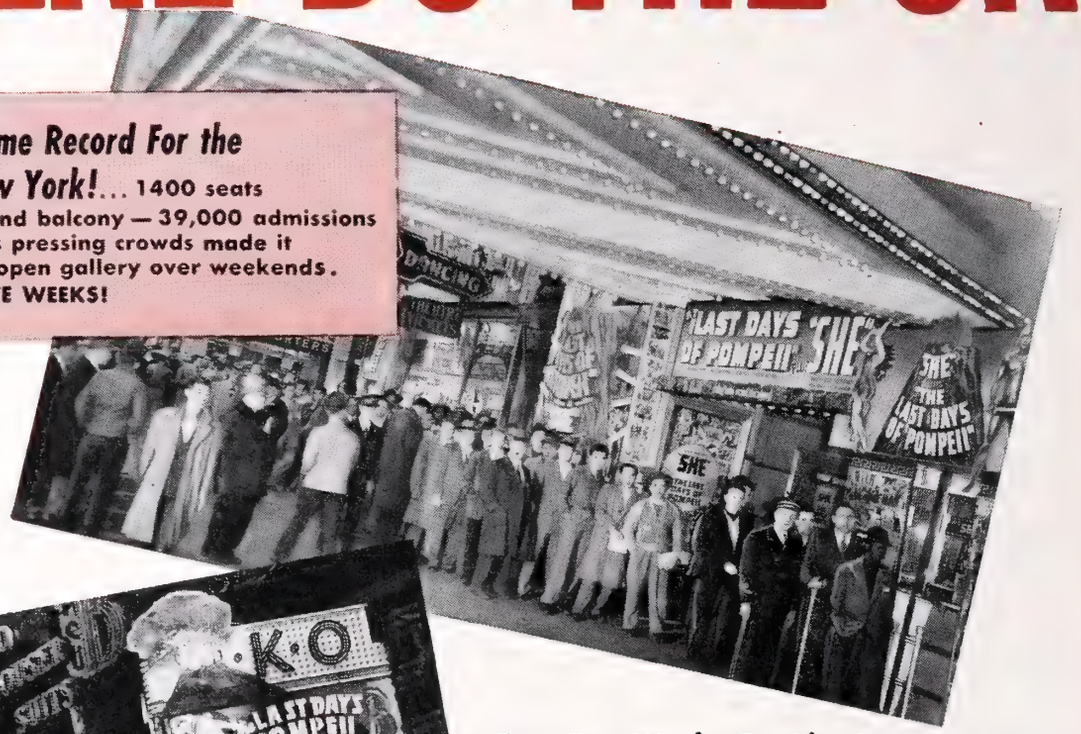
Until recently, Warwick Ward was executive producer to the group, but with its reorganization this position has been assumed by Robert Clark. Ward will act as a producer with his own team, which will make two pictures a year.

Three Siritzky Releases

NEW YORK—Siritzky International Pictures plans early Broadway release of two Italian films and one French film. They are "Lovers in Flight," produced by Manenti Films and starring Gino Bechi; "The White Devil," starring Rossano Brazzi, now under contract to Selznick, and the French film, "La Vie en Rose," to be presented without any subtitles as a test of what is said to be a new technique.

WHERE DO THE CRO

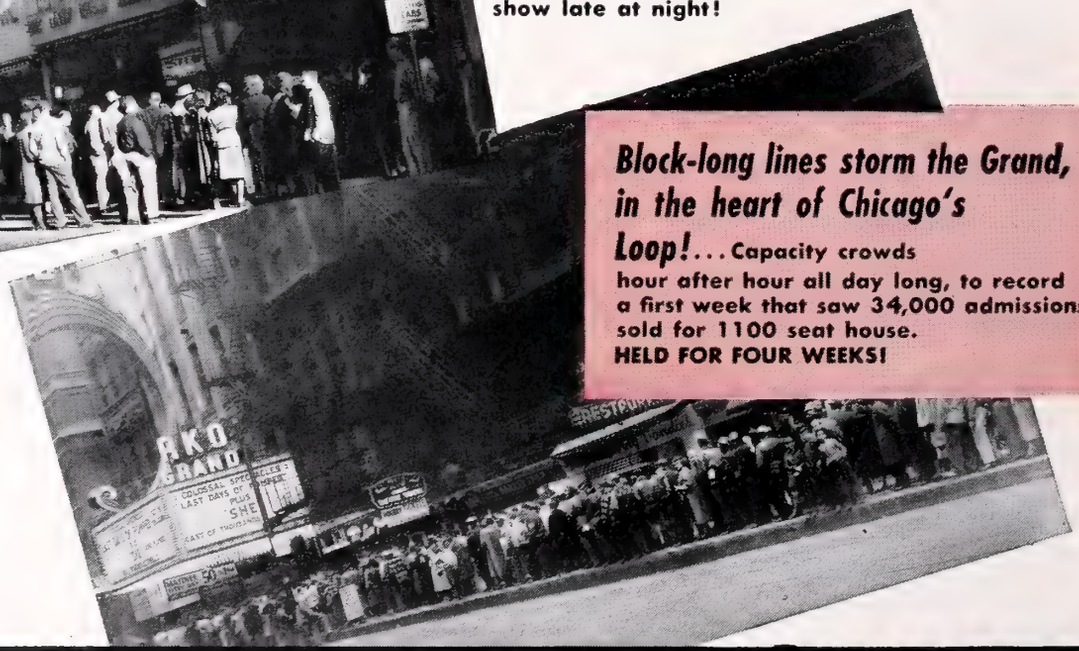
Near All-Time Record For the Palace, New York!... 1400 seats main floor, and balcony — 39,000 admissions first week, as pressing crowds made it necessary to open gallery over weekends. **HELD FOR FIVE WEEKS!**





Two Top Weeks For The Boston, Boston... with eager boxoffice lines stretching 'way around the corner from first show early in morning to last show late at night!

Block-long lines storm the Grand, in the heart of Chicago's Loop!... Capacity crowds hour after hour all day long, to record a first week that saw 34,000 admissions sold for 1100 seat house. **HELD FOR FOUR WEEKS!**



"THE LAST DAYS OF PO

Both MERIAN C. COOPER PRODUCTION

WDS COME FROM?

A great, big, sensational box-office bonanza has dropped right out of the sky into the lap of a show business reeling with amazement at the figures being rolled up!

. . . It's RKO's astounding double-header spectacle and action show—a combination bill that *OUTGROSSED TOP FIRST-RUN PICTURES ON BROADWAY, IN THE LOOP AND DOWNTOWN BOSTON!*

So sensational are the returns that "The Showmanship Company" is turning its staff upside down to get it to you in a hurry!...

Contact your nearest RKO Exchange for availability of the biggest quick-money chance you've had in recent show history!

Flash ads like this helped do the job! . . . You get new prints . . . new COMBINATION accessories, including spectacular posters, exciting newspaper ads and colorful lobby displays!



Re-Released by
RKO RADIO PICTURES, INC.

MPEII" and H. RIDER HAGGARD'S "SHE"

WRITING NEW BOXOFFICE HISTORY!

RKO RADIO PICTURES INC. *Trade Showings* OF THREE PRODUCTIONS

	THE BOY WITH GREEN HAIR	GUN SMUGGLERS	TARZAN'S MAGIC FOUNTAIN
ALBANY Fox Screening Room 1052 Broadway	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
ATLANTA RKO Screening Room 195 Luckie St., N.W.	Mon. 12/27 2:30 P.M.	Tues. 12/28 2:30 P.M.	Wed. 1/5 2:30 P.M.
BOSTON RKO Screening Room 122-28 Arlington St.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
BUFFALO Motion Pic. Op. Scr. Rm. 498 Pearl Street	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
CHARLOTTE Fox Screening Room 308 S. Church Street	Mon. 12/27 2:00 P.M.	Mon. 12/27 3:30 P.M.	Wed. 1/5 2:00 P.M.
CHICAGO RKO Screening Room 1300 So. Wabash Ave.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
CINCINNATI RKO Screening Room 12 East 6th Street	Mon. 12/27 8:00 P.M.	Wed. 12/29 8:00 P.M.	Tues. 1/4 8:00 P.M.
CLEVELAND Fox Screening Room 2219 Payne Ave.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
DALLAS Paramount Scr. Rm. 412 S. Harwood St.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
DENVER Paramount Scr. Rm. 2100 Stout Street	Mon. 12/27 2:00 P.M.	Tues. 12/28 2:00 P.M.	Wed . 1/5 2:00 P.M.
DES MOINES Fox Screening Room 1300 High Street	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
DETROIT Blumenthal Scr. Rm. 2310 Cass Ave.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Mon. 12/27 1:00 P.M.	Tues. 12/28 1:00 P.M.	Wed. 1/5 1:00 P.M.
KANSAS CITY Paramount Scr. Rm. 1800 Wyandote	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
LOS ANGELES RKO Screening Room 1980 S. Vermont Ave.	Mon. 12/27 2:30 P.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
MEMPHIS Fox Screening Room 151 Vance Ave.	Mon. 12/27 2:30 P.M.	Tues. 12/28 2:30 P.M.	Wed. 1/5 2:30 P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
MINNEAPOLIS Fox Screening Room 1015 Currie Ave.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
NEW HAVEN Fox Screening Room 40 Whiting Street	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
NEW ORLEANS Fox Screening Room 200 S. Liberty St.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
NEW YORK Normandie Theatre 53rd St. & Park Ave.	Mon. 12/27 10:30 A.M.	—— ——	—— ——
NEW YORK RKO Screening Room 630 Ninth Ave.	—— ——	Tues. 12/28 11:00 A.M.	Wed. 1/5 2:30 P.M.
OKLAHOMA CITY Fox Screening Room 10 North Lee St.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
OMAHA Fox Screening Room 1502 Davenport St.	Mon. 12/27 2:00 P.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
PHILADELPHIA RKO Screening Room 250 N. 13th Street	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
PITTSBURGH RKO Screening Room 1809-13 Blvd. of Allies	Mon. 12/27 1:30 P.M.	Tues. 12/28 1:30 P.M.	Wed. 1/5 1:30 P.M.
PORTLAND Star Screening Room 925 N.W. 19th Ave.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
ST. LOUIS RKO Screening Room 3143 Olive Street	Tues. 12/28 11:30 A.M.	Wed. 12/29 11:30 A.M.	Wed. 1/5 11:30 A.M.
SALT LAKE CITY Fox Screening Room 216 E. 1st South St.	Mon. 12/27 1:30 P.M.	Tues. 12/28 1:30 P.M.	Wed. 1/5 1:30 P.M.
SAN FRANCISCO RKO Screening Room 251 Hyde Street	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
SEATTLE Jewel Box Scr. Rm. 2318 Second Ave.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.
SIOUX FALLS Hollywood Theatre 212 N. Phillips Ave.	Mon. 12/27 10:00 A.M.	Tues. 12/28 10:00 A.M.	Wed. 1/5 10:00 A.M.
WASHINGTON Fox Screening Room 932 New Jersey Ave.	Mon. 12/27 10:30 A.M.	Tues. 12/28 10:30 A.M.	Wed. 1/5 10:30 A.M.

Midsouth Chapter Set Up by Allied

MEMPHIS—A chapter of Allied Independent Theatre Owners was organized for the mid-south territory at a meeting held last week, attended by 25 theatre owners. Ed Cullins of Memphis was named city chairman and John Mohrstadt, Hayti, Mo., named country chairman.

Another organization meeting is planned just before Christmas when a January date will be set for a call to be issued to theatre owners in Mississippi, Arkansas and Tennessee to gather here and form a permanent organization.

National Allied leaders have promised to come here for the January meeting to explain the organization, its policies and plans. Plans call for establishment of a permanent office in Memphis from which business for the mid-south unit will be carried on by a full-time secretary.

Local leaders hope to become the 20th unit of Allied as a part of the 20th anniversary celebration of Allied as a national organization.

Funeral Rites Conducted For John J. Murdock

HOLLYWOOD—Services were held at the Church of the Recessional in Glendale Saturday (11) for John J. Murdock, 85, veteran showman and one-time board chairman of the old Pathe Picture Co., who died December 8 at his home in Beverly Hills after a lengthy illness.

Murdock, a multi-millionaire at the time of his death, came to this country from Scotland when he was about 12 years old. He soon gravitated to the theatrical and motion picture business. He once was general manager of the Keith vaudeville circuit and was instrumental in arranging the transaction through which Keith purchased Pathe and pooled it with the old Film Booking Offices into what ultimately became RKO.

Murdock retired in 1929 and devoted much of his energy toward philanthropic work, particularly in a search for the cure and control of cancer. He established the Murdock research laboratories and clinics in Malone, N. Y., and in New York City.

He is survived by his widow Grace, a son John jr., a local manufacturer, and a daughter, Mrs. Ethel Mondell of Washington, D.C.

Body of Booth McCracken Returned to the U.S.

ROME—The body of Booth McCracken, 43-year-old unit production manager for the 20th-Fox location crew here, will be returned to the United States for burial. McCracken died in a local hospital recently as the result of a heart attack suffered in November. His wife Ethel and daughter Barbara were flown here from the States to be at his bedside.

McCracken entered the film industry at 17 with Warner Bros. He later became affiliated with 20th-Fox as assistant director and advanced to the production job. He had been in Italy for eight months.

NOW...and ALWAYS!



for Box-office ENTERTAINMENT!



ALL HEDY... AND READY FOR LOVE!

It's the Laugh-Affair of Their Love-Time . . .
The Screen's Top Comedy-Romance of the Year.



HEDY LAMARR ROBERT CUMMINGS

Let's Live a Little

with ANNA STEN

ROBERT SHAYNE • MARY TREEN • HARRY ANTRIM • NORMA VARDEN
Produced by EUGENE FRENKE and ROBERT CUMMINGS • Directed by RICHARD WALLACE • Associate Producer JOE GOTTESMAN • Screenplay by Howard Irving Young • Edmund Hartmann • Albert J. Cohen • Jack Harvey
Original Story by Albert J. Cohen and Jack Harvey
A UNITED CALIFORNIA PRODUCTIONS, Inc. Picture • An EAGLE LION FILMS Release

SAVAGE TRUTH . . . STRONGER THAN FICTION!

He Walked By Night



FROM THE HOMICIDE FILES OF THE LOS ANGELES POLICE

STARRING
RICHARD BASEHART
SCOTT 'Canon City' BRADY

with Roy Roberts • Whit Bissell
James Cardwell • Jack Webb
Produced by ROBERT T. KANE
Directed by ALFRED WERKER
Screenplay by John C. Higgins and Crane Wilbur
Additional Dialogue by Harry Essex
Original Story by Crane Wilbur
A BRYAN FOY PRODUCTION
AN EAGLE LION FILMS PRESENTATION

Made in the Powerful, Fact-Filled, Box-Office Tradition of "Canon City" and "T-Men."



THEIRS WAS A LOVE FLAMING
OUT OF A NATION'S REBELLION!

Walter Wanger's Spectacular, Star-studded
Dramatic Romance of Courage, Daring,
and Love Amid Tyranny!

REIGN OF TERROR

starring
ROBERT CUMMINGS • RICHARD BASEHART
ARLENE DAHL

HIS SCAR marked them BOTH!!

PAUL HENREID · JOAN BENNETT

Hollow Triumph

with EDUARD FRANZ • LESLIE BROOKS
JOHN QUALEN • MABEL PAIGE • HERBERT RUDLEY
Screenplay by DANIEL FUCHS • Based Upon a Novel by MURRAY FORBES
Produced by PAUL HENREID • Directed by STEVE SEKELY
An EAGLE LION FILMS Picture

AND...MORE FOR YOUR BOX OFFICE FROM EAGLE LION FOR EARLY 1949!

Roaring Saga of a Wide-Open Boomtown!

SUSAN HAYWARD · ROBERT PRESTON · PEDRO ARMENDARIZ in

"TULSA"

Color by TECHNICOLOR!

Produced by WALTER WANGER

In The Great Tradition of "Wuthering Heights" and "Rebecca"

"BLANCHE FURY"

Color by TECHNICOLOR!

Co-starring STEWART GRANGER and VALERIE HOBSON

A J. ARTHUR RANK Presentation

•

A Great Human Drama Set Against the Wild Outdoors!

"THE BIG CAT"

Color by TECHNICOLOR!

with LON McCALLISTER · PEGGY ANN GARNER

PRESTON FOSTER · SKIP HOMEIER

"You Must See 'The Red Shoes'!"
—Bosley Crowther, N. Y. Times

"THE RED SHOES"

Color by TECHNICOLOR!

starring

ANTON WALBROOK · MARIUS GORING · MOIRA SHEARER

Robert Helpmann · Leonide Massine · Albert Basserman

Ludmilla Tcherina · Esmond Knight

A J. ARTHUR RANK Presentation

•

Lewis Carroll's World-Beloved Story With Live Action . . . Animated Puppets!

"ALICE IN WONDERLAND"

In ANSCO Color!

•

Thrill-Filmed at the Bottom of the World!

"SCOTT OF THE ANTARCTIC"

Color by TECHNICOLOR!

A J. ARTHUR RANK Presentation

"RED STALLION IN THE ROCKIES"

In CINECOLOR!

"Red Stallion" Is Back With New Thrills . . . To Win New Fans!

EAGLE LION

IS YOUR CONTINUING SOURCE OF FINE BOX-OFFICE PRODUCT!

Coming DEC. 3rd!

The "General Sales Manager

JACK SCHLAIFER

Testimonial Drive"...

26 Weeks through June 2nd!

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

52-In. Screen

At the Allied convention in New Orleans recently, a report was submitted in which Allied members agreed that so far television had not become a serious competitive factor.

That does not appear to be consistent with what an executive of a major circuit told us last week. He said: "Where there is television in our towns, it is making a Saturday-Sunday business out of motion picture theatres. Receipts are still good on weekends, but the Monday-through Friday grosses have been declining steadily."

Nor is the Allied report consistent with news from the premium companies which last week announced that dishes and similar forms of business boosters have been and still are rapidly increasing in use among exhibitors. The radio giveaway programs might also have some bearing on this significant announcement.

One big factor which may have been overlooked in some quarters is the fact that when a patron buys a theatre ticket, he is stuck with an evening's entertainment — good or bad. With television, without ever leaving the warmth and comfort of the living room, a twist of the wrist gives the family a choice of variety entertainment, hockey, basketball, wrestling, or even an old motion picture. That factor can be a tremendous influence on the midweek theatregoing habits of the public.

With a season of bad weather just ahead, we hope the optimism expressed by Allied is justified.

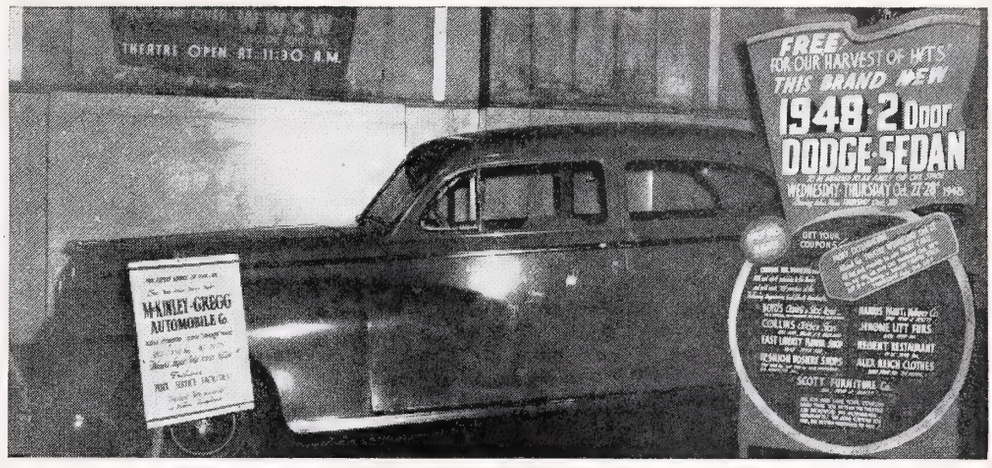
The next few months will bear watching. Hollywood, one presumes, already is moving to meet the challenge with topnotch product. The exhibitor, too, must be vigilant. Showmandising is his first line of attack.

* * *

We have a rush schedule these Tuesday nights. Have to dash home, eat, and be at our neighbor's early to see the Milton Berle television program. If we arrive too late, even the standing room is overcrowded.

Chester Friedman

Katz Tops Warner Pittsburgh Drive With Showmanship for Third Year



In the 1948 showmanship drive in the Warner Theatres Pittsburgh zone, Phil Katz, manager of the Enright Theatre, came off with top honors for the third successive year. Katz was awarded $250 for making the best showing during the drive, which got under way in August. Phil's promotion and tieups look like a typical encyclopedia of exploitation.

To start the ball rolling, the theatre was dressed gaily with pennants, Harvest of Hits boards and sidewalk signs. Every place patrons looked they were greeted with special announcements. Telegrams received from various Hollywood stars were blown up and displayed in the lobby.

First big concentrated promotion was built around a Kelton plastics game contest, with the local distributor donating 50 of the $4 items as a giveaway. In addition, at no cost, 5,000 entry blanks, a Schwinn bicycle and many other valuable awards were tied in with the promotion, plus a half-page ad, all spread out over a four-week period. The prizes were awarded as added attractions on bank night and at kiddy matinees.

The big gun of the campaign was an automobile giveaway, worked with a number of local merchants who gave customers lucky drawing coupons with each purchase. In order to accommodate all the people who were anxious to be present during the drawing, the tieup was set with three other Warner houses in the area. The winning person had to be in one of the four houses in order to claim the new Dodge.

Window cards, posters, theatre displays, trailers, newspaper ads, coupons and special heralds carried the giveaway message, all promoted by Katz at no cost.

Screen attractions received special exploitation. For "The Fuller Brush Man," 50 sample brushes were promoted and given away, and Katz displayed an attractive lobby board to provoke interest among patrons.

A costless tieup worked for "Superman" involved a coloring contest, with Superman jackets and numerous merchandise gifts donated by the cooperating merchant.

For the small fry, a Birthday club was organized under the sponsorship of a candy manufacturer who provided club application blanks, 2,000 celluloid membership buttons and a bicycle to be awarded to a lucky boy or girl. The sponsor also supplied 1,200 bars of candy for the first club meeting.

For "Key Largo," Katz promoted a lobby treasure chest stunt with a jeweler who provided $150 worth of gifts for the patron who opened the lock on the treasure chest. The entire contest cost the theatre $4 for keys and cards to which they were attached.

Katz promoted a coloring contest and valuable prizes plus free star photos in conjunction with a Roy Rogers picture.

A merchants' surprise night was added to the theatre's giveaway schedule which gave the Enright 12 extra games during the drive, with a weekly total value of approximately $60. Throughout the drive, Katz promoted a weekly house program which was paid for by merchant ads.

A Halloween party was included as part of the campaign, with free ice cream for every child who attended, games and other prizes, plus a costume contest.

It's Dasher, Dancer, Prancer and Vixen



Frank Denehy, manager of the Orange (Mass.) Theatre, came up with this traffic-stopping Christmas display which also landed on the front page of the local newspaper. Well illuminated on the roof of the Orange, and visible to all street traffic, Denehy got the idea at an auction where he picked up the sleigh (it's real) for 25 cents.

Goodwill Promotion Cued by Safety Tiein

An institutional goodwill tieup devised by Hugh Borland, manager of the Louis in Chicago, brought wide newspaper publicity and resulted in many complimentary letters from civic organizations.

Borland imprinted 10,000 cards with a safety message tied in with Mayor Kennelly's citywide drive to reduce accidents and deaths caused by jaywalking. The cards were distributed to southside residents in a house-to-house canvass, and to theatre patrons. Many stores in the community handed them out to customers.

The safety card was blown up and carried by two Western Union messengers through the Loop and presented to the mayor with a telegram. The card was later placed on exhibition at the National Safety convention by the mayor. The stunt received wide attention both in the press and via radio.

Stage Quiz Broadcast Draws Midweek Crowd

A stage quiz called "What's Your Answer?" is attracting good midweek crowds for Lyle Prue, manager of the Milford Theatre, Milford, Del. This is a half-hour show which is broadcast the following afternoon over station WDOV from a recording made on the theatre stage. A department store provides prizes for winners and for listeners or theatre patrons who submit questions which are used on the quiz. The program gets constant plugging from WDOV.

Prue recently concluded two successful benefit shows under the sponsorship of a grade school class and the High School Athletic Ass'n.

Sporting Goods Tieup Assists 'Ruth Story'

A good example of how much can be done with a window display is the one arranged by Al Wheeler, manager of the Ambassador, St. Louis, to promote "The Babe Ruth Story."

Through a tieup with Leacock's Sporting Goods Co., a full window was given over to an exhibit which featured several life-size cutouts of Babe Ruth in various batting poses. Grouped attractively around this were photographs of the Bambino at different stages of his career. Articles of baseball equipment had identifying cards, all tied in with the picture title. Theatre and playdate signs were all over the place.

The store is located on one of the principal downtown thoroughfares, on a corner which is a bus stop.

Ice Stunt of Doorman Is Solid Exploitation

George Bannon, doorman at the Auburn (N.Y.) Theatre, is an exploitation conscious employe. Prior to the run of "Secret Land," Bannon suggested that two one-sheets with playdates be backed up and frozen inside an oversized cake of ice. Passersby were asked to guess the weight of the huge block, with passes offered for those who came nearest the correct weight.

Cooking With Gas

Walt Brubaker, manager of the Wooster (Ohio) Theatre, has lined up a winter cooking school session. A gas appliance company and a furniture store are co-sponsors of the tieup. A fully automatic $240 Caloric gas range and 20 other prizes are being displayed in the Wooster lobby as part of the advance buildup.

Appearance of Star And Teasers Help Exploit 'October'

The world premiere of "The Return of October" at Loew's Theatre, Louisville, Ky., was distinguished by the appearance of Terry Moore, a star of the film.

George Hunt, manager, arranged a typical Hollywood opening with army antiaircraft searchlights giving a brilliant touch to the proceedings. Kentucky National air guard units participated in a parade to the theatre. As a climax, Miss Moore was inducted into the guard as an honorary sergeant in stage ceremonies broadcast to a radio audience.

RADIO A SPEARHEAD

Radio promotion spearheaded Hunt's advance campaign with free time promoted over WHAS, WAVE and WINN. Trailers, lobby displays and special window posters were used to inform the citizens of the premiere. Walgreen stores distributed lucky numbered coupons to customers, the winners receiving free tickets to the opening. Each store plugged the stunt via 40x60s and interior displays.

In Lexington, Ky., the picture opened without benefit of Miss Moore's appearance at the Ben Ali Theatre. Bob Cox, Schine city manager, and George Pugh, manager of the Ben Ali, traveled to Louisville and arranged for the star to make transcriptions which gave the impression that she was being interviewed by each of the Lexington disk jockeys. The transcriptions were then brought back and used locally with excellent results.

SCREENING FOR NEWSMEN

The Schine theatremen held a screening for a selected group of newspapermen, radio commentators and theatre personnel. At this time it was decided to build the promotion campaign around the word "schnookle" which is used in the film. The University of Kentucky was brought in on this deal and widespread use of the word via radio publicity resulted in its common use among residents of the community.

A newspaper teaser campaign started the ball rolling with "schnookle" as the provocative theme. One hundred photos of Terry Moore were presented at KU and Transylvania College with copy, "If you want to know what a schnookle is, see me Sunday at the Ben Ali."

Several other stunts were worked with the college students through fraternities and the school papers. A 24-sheet posted in the theatre lobby also helped to stimulate interest in the playdates.

Leftover Spooks Provide Thanksgiving Owl Show

A Thanksgiving eve midnight show which attracted a good crowd for Frank Love jr., manager of the Tallchief Theatre, Fairfax, Okla., featured a preview showing of "Abbott and Costello Meet Frankenstein." Keynote of the campaign was, "We had a few spooks left over from Halloween so we corralled them for our Thanksgiving show, etc." Special lobby displays and newspaper ads designed by Love were used to promote the show.

"Yes,
you're
hearing
right!
In 128
key cities
M-G-M's
Technicolorific



'THREE MUSKETEERS'

has beaten
the all-time
top M-G-M pictures
'Cass Timberlane'
'Easter Parade'
'Green Dolphin Street'!"

Talk about Big Ones! M-G-M's "WORDS AND MUSIC" (*Technicolor*) is the Talk of the Industry! Watch it ring in a bright New Year across the nation!

The Xmas Touch

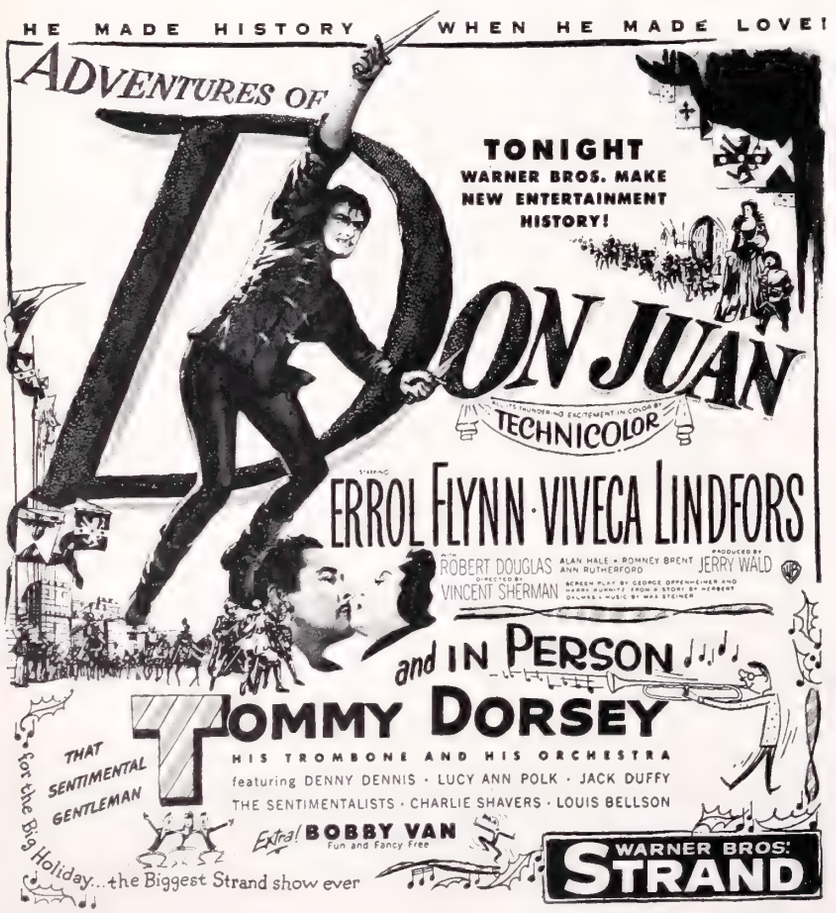
The New York first runs display a holiday setting in their advertisements of Christmas attractions. A festive tone is evident throughout these layouts. Even the customarily conservative Music Hall ads reflect a gay, cheery note, symbolic of the period and the entertainment offering.

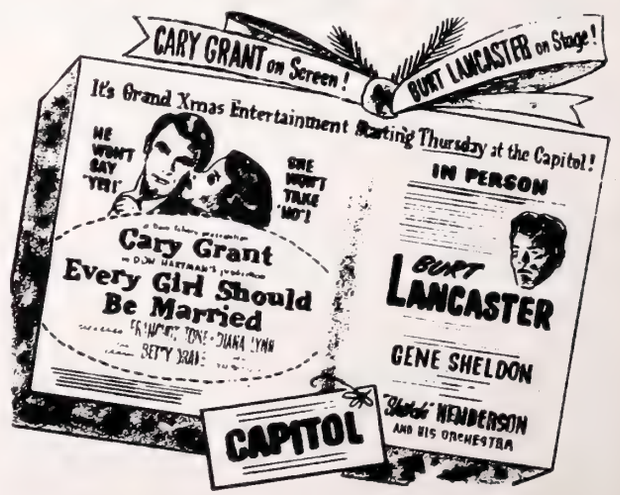












SUPPORT OF CHURCH IN INDIA GIVES IMPETUS TO 'SEARCH'

High pressure sales promotion in Bombay and Calcutta resulted in exceptional business for "The Search" at the Metro Cinema in both cities in India. In Bomboy, the campaign was handled by D. P. Butani, publicity director, and Edward Alva, assistant manager of the Metro Theatre.

Four weeks prior to opening, a private preview was held for Canon Bolton of St. Thomas cathedral, who agreed to sponsor the opening night performance. Tickets were sold through the church at a higher admission price, with the difference going to the cathedral. Due to this excellent tieup, institutions, clubs and stores displayed three-sheet and six-sheet posters and window cards announcing the opening, where normally entry would have been denied.

HERALDS AT CATHEDRAL

The Canon also permitted the distribution of special heralds in front of the cathedral on three successive Sundays prior to opening, and arranged for the attendance of his excellency, the governor of Bombay, on opening night. In addition, he gave special permission to mention this fact in all theatre advertising. The opening show was a tremendous success, with a complete sellout despite the higher admission prices.

For special exploitation, 10,000 copies of the folder entitled "Some facts about 'The Search'" were distributed for three weeks before opening. A local jeweler sponsored a contest in which four valuable prizes were offerer in a "search" for the oldest father, oldest mother, youngest father and youngest mother in Bombay.

A second contest was instituted in the form of a "search" for a secret treasure. Actually, this was a treasure hunt, the first organized in Bombay, with nine merchants donating valuable gift prizes. Each merchant displayed clues, and handbills were distributed giving details of the search. Each clue was in the form of an eight-line limerick.

LANTERN MAN ON STREET

A street ballyhoo was introduced in the campaign, with a man sent out with a lantern with instructions to start searching as if he had lost something. The fact that the man worked usually in the daytime attracted curious crowds. When enough people had collected, he would open a paper scroll reading, "I am searching for the tickets I lost for 'The Search,' opening Friday at the Metro."

Window displays were arranged with numerous stores, the tiein angle being "Your search for (article) is over . . . See 'The Search' at the Metro."

A week before opening, a special preview was held for the press, clergy, heads of educational institutions, officials of the refugee and rehabilitation department, Red Cross and social workers. Mainly as a result of this preview, schools and organizations arranged theatre parties of large groups at concession rates.

In Calcutta, a wide variety of exploitation and ballyhoo stunts was used by I. A. Hafesjee, manager of the Metro Theatre in that city. Hafesjee concentrated on interior and exterior theatre stunts in addition to outdoor exploitation. Selected stills were displayed in and around the theatre.



Pictured above are some of the exploitation ideas applied to the campaign in Calcutta. These photos reflect the American showmanship techniques which are being applied in the world markets by Loew's International through Metro Cinemas in the Far East and South America.

Slip posters giving only the title of the film were pasted in all prominent places of the city three weeks before release date. Two weeks later, new slips were posted giving the title and theatre name.

Teaser ads announcing "The Search" were taken in daily newspapers about a week before opening. Ten thousand printed pamphlets with facts on "The Search" were distributed at the theatre. Seven men carrying shoulder boards were copy, "'The Search' is a wonderful motion picture" were sent to different parts of the city to distribute special heralds.

Fifteen hundred members of the Metro Cub club received special mailing pieces. Large banners carrying the title and theatre dates were carried by two men holding long poles, and because this was a new type of street ballyhoo in Calcutta, attracted wide attention.

Staircase risers leading to the balcony were stenciled two weeks before opening. A hand cart decorated with six-sheets was used for street ballyhoo. A street stencil was used at all prominent intersections. Eight taxis and several private cars displayed special rear window signs. Forty display boards, decorated with stills tying in various commodity articles, were placed in big department stores. Throught the cooperation of the management of a leading evening paper, a special "Search" supplement was published on opening day. A special preview of the picture a week before playdate was attended by ranking government officials, newspaper editors, cinema critics, etc.

The campaigns in both Calcutta and Bombay were under the general supervision of Lee Kamern, in charge of Loew's theatre department in India.

Puppet Exhibit Sells 'Red Shoes' in Scotland

An interesting window display in behalf of "The Red Shoes" was promoted from a local shoe store by Lily Watt, manager of the Florida Theatre, Kings Park, Glasgow, Scotland. The entire window was given over to photographs of ballet dancers from the picture and announcement cards with complete theatre credits. Three puppets in dancing poses, each enclosed in a separate picture frame, embellished the display.

Atmosphere for 'Father'

Red mustaches for the ushers and red sideburns and a policeman's uniform for the doorman were used by Ralph Lanterman, manager of the Community, Morristown, N. J., to stimulate interest in "Life With Father." Lanterman also had an old hay wagon rigged to drive patrons from the bus stop to the theatre entrance during the engagement.

WHAM!..A NEW YORK W

A Good Film. The Kids will yell, Grown-ups will try to look bored, but will go for it. *DAILY MIRROR*

In Trucolor and several notches above the general of sagebrushers. *DAILY NEWS*

Old West Roars in Better than Usual Western. Diverting and exciting. Trucolor has a soft, natural quality which succeeds in making people look human. *WORLD TELEGRAM*

A Western With Twists. Plenty of ridin', fightin' and shootin' action. *JOURNAL AMERICAN*

A wealth of glowing color sparks this novel story of the wild west. Solid boxoffice returns. *INDEPENDENT FILM JOURNAL*

Swift action, chases, superb horsemanship, outlaws, cowboys, the U. S. cavalry, Sioux Indians on the warpath, romance and the raw frontier in the early days of the west, plus several surprise story twists and a good cast. *DAILY VARIETY*

Highly entertaining western. Belongs in the better western category. *THE EXHIBITOR*

BIG ACTION-JAMMED WESTERN IN COLOR. Should draw well above average. *FILM BULLETIN*

Good Western melodrama, abounds in exciting action, suspense, and thrills. *HARRISON'S REPORTS*

A WESTERN THE AUDIENCE SHOULD GO FOR COMPLETELY. ONE FOR THE MONEY. *FILM DAILY*

Should bring them in right handily. Good, solid merchandise. *SHOWMEN'S TRADE REVIEW*

Everything the sagebrush fan could possibly yearn for. Amply qualified to carry the top side of almost any bill. *BOXOFFICE*

A lively Western, accentuating Trucolor. *MOTION PICTURE DAILY*

Smash Oater. Epic-Type Western Act Entertainment. *HOLLYWOOD REPORTER*

A Western formula on a large scale. Boxoffice attention should be satisfactory. *WEEKLY VARIETY*

Lively pace necessary for a good Western. *MOTION PICTURE HERALD*

THE

PLUNDERE

in TRUCOLOR

THREE WEEKS AT BROADWAY'S GOTHAM, NEW YORK



The Plunderers

ROD CAMERON • ILONA MASSEY
and ADRIAN BOOTH • FORREST TUCKER
GEORGE CLEVELAND • GRANT WITHERS • TAYLOR HOLMES • PAUL FIX

Screen Play by Gerald Geraghty and Gerald Adams • Based on an Original Story by James Edward Grant

Associate Producer and Director — JOSEPH KANE

A REPUBLIC PRODUCTION

Horrors on That Hirsute Husband! Is He Handsome or Hideous?

Just because a husband went on vacation and returned home weighing a quarter-ounce heavier, the town of Okeene, Okla., was turned into two warring factions. Mrs. Von Gulker took one look at her returning spouse and decided that here was a problem for every beauty conscious citizen of the town. Thus was an intimate family problem made the concern of the entire community. Mrs. Von took a second look at Von. Yep! He looked hideous. That quarter-ounce of added weight was a reluctant sprouting of bristles, just over the upper lip, where it already had a faint resemblance to what might develop into a mustache.

"It's hideous," she wailed.

"It's very manly," retorted Von, with an admiring side glance at the hall mirror.

"I won't have it," shouted Mrs. Von adamantly.

"It stays. I think it's handsome," replied Von firmly as he stroked imaginatively and lovingly below his nostrils.

The average wife would be content to let the matter rest there. Not so with Mrs. Von, however, for besides being co-owner-manager of the Vee Gee Theatre, she is also a woman—a smart show woman, at that.

Here was a problem far greater than mere domestic disagreement. It transcended all world events. Only the good townspeople of Okeene could decide such a momentous issue. Mrs. Von was the one who thought up the proper solution.

"To shave or not to shave the blooming bristles." That is the question being posed to the local citizens. A $25 cash prize is offered for the best letter on why Von should or should not Gillette-een the innocuous little shaver.

Entries are pouring in. The outcome has not yet been decided.

Buffalo Hi-Teen Quiz Is Publicity Answer For 'Song Is Born'

One of the most popular teen-age radio shows heard in Buffalo is the Hi-Teen program, broadcast every Saturday afternoon over station WEBR. Hep musical records prevail and the scene of the broadcast, the ballroom of the Elks club, is always jammed to capacity with mixed teen-agers from all parts of the city.

It was with this program that Earl L. Hubbard, advertising-publicity director for the 20th Century Theatre in Buffalo, tied up to sponsor a Hi-Teen quiz three weeks prior to the opening of "A Song Is Born."

QUIZ ON ORCHESTRA MEN

Questions about the orchestra leaders featured in the film formed the basis of the quiz. The contest was announced daily, with complete theatre and picture credits. On Saturdays, the announced went into more detail. Also through the station, which is an associate of the daily Courier-Express, numerous publicity stories and credit mentions were obtained on the contest, tied in with the playdates.

Hubbard distributed 5,000 heralds and made up four 40x60s, two of which were used at the broadcast and two in the theatre lobby. As the contest progressed and interest mounted, Hubbard found it necessary to make up an additional 5,000 heralds. A special trailer on the contest was used three weeks in advance.

ALL PRIZES PROMOTED

All the prizes were promoted, including such choice gifts as an Emerson radio, Emerson record player, Parker pen and pencil set and record albums. These were displayed at the radio station during the run of the contest. Runnersup received passes.

More than 2,500 entries were received and on the final Saturday of the contest the entire Hi-Teen broadcast was devoted to announcements of the winners and plugs for "A Song Is Born." Photographs of the winners appeared in the paper, tied in with picture and theatre credits.

Hubbard reports a slam-bang opening and two record-breaking weeks for this engagement, which he attributes directly to this contest stunt.

School's Grid Stars Awarded Trophies

A goodwill promotion involving the presentation of special awards to local high school football stars helped stimulate theatre receipts for Ray Light, manager of the Maryland Theatre, Cumberland. Light worked with Harry D. Stearn, district manager for Schine Theatres, in arranging a trophy award for the outstanding player on Fort Hill High school team.

The trophy, suitably inscribed, was presented on the theatre stage by Sam Cozad of radio station WCUM. Small gold football trophies were also presented to players selected throughout the season as the star of the week by Charles Krapf, also of station WCUM.

A week later, a similar program was arranged to honor the outstanding player from Alleghany High school. On each night, the theatre was appropriately decorated with school colors, pennants, etc. Lobby cards, newspaper ads and radio plugs from all sportscasters helped to promote advance interest in each event.

High school students, faculty, alumni and townspeople turned out in droves for the presentations.

Star Photo-Pass Deal Ties Up Woolworth's

Charles B. Taylor, publicity director for Shea's Theatres, Buffalo, tied up with Woolworth's for an extensive promotion in connection with "The Three Musketeers" at the Great Lakes Theatre. Thousands of photographs of the stars in the picture were distributed to store customers, with a message that a complete set of the photos would be redeemable for passes to "The Three Musketeers." The store used posters in all main street windows explaining the idea, and counter cards were placed in every department.

Discarded Materials Are Used for Display

Austin D. Hostetler, manager of the Hohman in Hammond, Ind., built a jail cell out of discarded materials located around the theatre, and had an usher dressed in a convict suit out front to exploit "Road to Alcatraz." The stunt attracted so much attention that motorists stopped to look at it. Business was exceptionally good, according to Hostetler. The entire ballyhoo cost only 25 cents.

Model 'Blandings' Room

Abe Ludacer, manager of the Valentine, Toledo, promoted an attractive lobby display from a local department store to help exploit "Mr. Blandings Builds His Dream House." The store equipped and decorated a model room in the lobby which stimulated conversation and interest in the film.



Rance Mason, manager of the Fox, Marinette, Wis., devised this street ballyhoo to exploit "The Big Clock." Masked man idea went over great with small fry.

In 'Luxury' Promotion Works for 'Ruth Story'

Lester Persall jr., manager of the Priest Theatre, High Springs, Fla., focused attention on the playdates of "The Babe Ruth Story" by using a street ballyhoo both in advance and current. Persall had his doorman dressed in a baseball uniform borrowed from the manager of the High Springs baseball team. A sign on his back carried the message, "See me at the Priest Theatre, etc., etc.," which was signed "Babe Ruth."

Persall reports that High Springs is a small town and the stunt created a lot of comment and was directly responsible for an increase in boxoffice receipts.

THE RETURN OF OCTOBER IS ONE OF THE SURPRISE BOXOFFICE PICTURES OF THE YEAR!

- ✓ Loew's State . LOUISVILLE
- ✓ Loew's . . . INDIANAPOLIS
- ✓ United Artists . CHICAGO
- ✓ Senate . . . SPRINGFIELD, ILL.
- ✓ Hippodrome . BALTIMORE
- ✓ Loew's . . . COLUMBUS
- ✓ Lafayette . . BUFFALO

COLUMBIA PICTURES presents

GLENN FORD
TERRY MOORE

in

The RETURN of OCTOBER

with Albert SHARPE • James GLEASON • Dame May WHITTY • Henry O'NEILL

Screenplay by Melvin Frank and Norman Panama

Story by Connie Lee and Karen DeWolf

Directed by JOSEPH H. LEWIS • Produced by RUDOLPH MATÉ

COLOR BY TECHNICOLOR

"ORCHID: Glenn Ford in 'October'" —WALTER WINCHELL

"Previewers predict Terry Moore will be one of the new stars of 1949"—DOROTHY KILGALLEN

Patronage Persuaders



Lobby display promoted by Jack Belasco, manager of the Woods in Chicago, for "Red River" has a transparent picture of a cowboy riding a wild steer, which is illuminated by flasher and attracts wide attention.



Souvenirs brought from Africa when H. J. Feldman was overseas come in handy to exploit "Bring 'Em Back Alive" in this lively window display arranged for the Legion Theatre in Sioux Center, Iowa.

At right, one of the many attractive window displays which dot the Broadway scene in conjunction with "Joan of Arc" at the Victoria is centered around book displays with Scribner's.

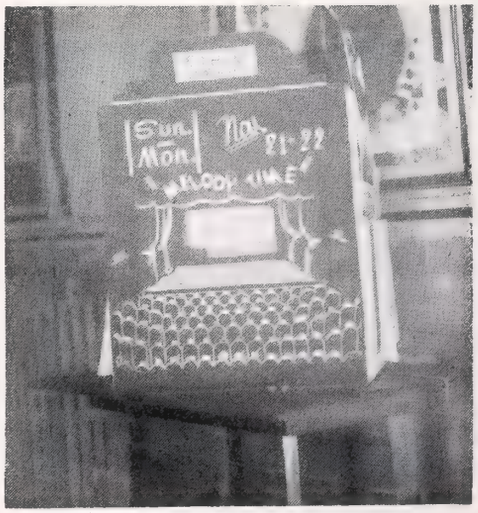




Six-sheet posters are utilized for eye-catching displays at the Palms, Detroit, above, and by Cliff Loth, manager of the Uptown, New York, below.

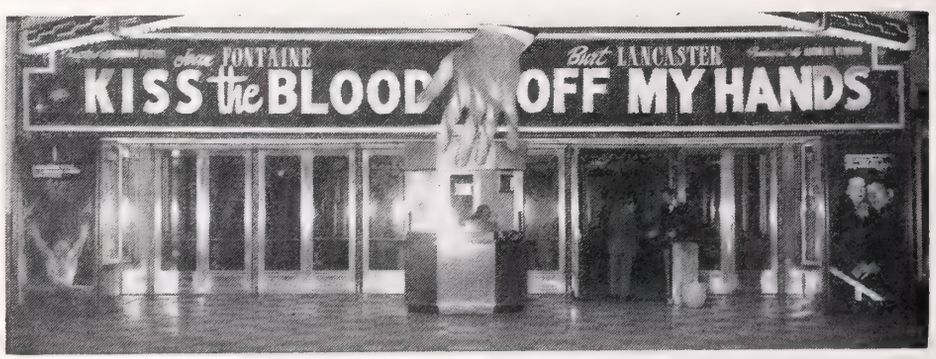


George Miner, manager of Loew's, Mount Vernon, N. Y., used this spin wheel to ballyhoo "A Date With Judy." Carnival colors provided flash. Electrical animation with lights at the top worked on flasher buttons.



Miniature stage set created by Tom Roderick, manager of the State, Farmington, Me. Cartoon sketches in the center kept revolving on a propeller placed over a light bulb.





This dramatic front was conceived by Seymour Peyser to exploit current engagement of "Kiss the Blood Off My Hands" at the United Artists in Los Angeles.

216 Free Spot Plugs Air Cincinnati Date For 'Song Is Born'

A radio contest which resulted in 216 free plugs for "A Song Is Born" was engineered by Nate Wise, publicity director for RKO Theatres in Cincinnati.

Starting 12 days in advance of the picture's opening at the Albee Theatre, two of the leading programs on station WCPO, Paul Dixon and Malcolm Richards, plugged the program via the contest, recordings from the albums of tunes from the picture, and interview records furnished by the Goldwyn office. These two programs alone, which are on from 6 to 10, 10 to 12 and 3 to 5, netted 18 plugs daily.

The contest, a simple one asking listeners to write "A Song Is Born" as many times as possible on a post card, brought in over 1,200 replies. A vanity set was awarded the winner.

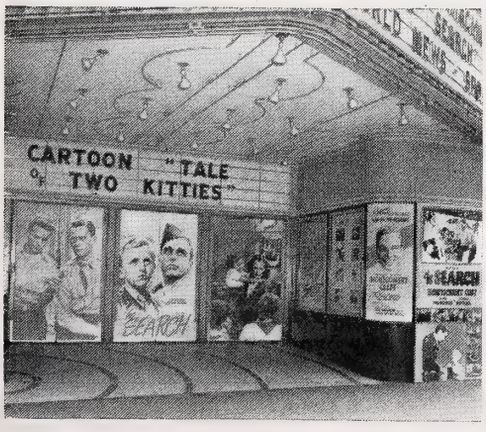
Other radio promotion included the Jon Arthur show on WSAI, the WLW Platter Time program, Make Believe Ballroom on WCKY, Supper Club on WKRC and daily plugs over the Man on the Street program from the lobby of the Albee, in addition to 65 purchased spots.

An art break of Virginia Mayo as National Flower Queen was used in the Enquirer, besides art breaks in all the dailies and the Sunday Enquirer.

The national wallpaper tieup on the design inspired by "A Song Is Born" was utilized for an attractive window display. Additional windows were set with several music stores in town.

Clever Teaser Campaign Pulls for 'Frankenstein'

Griff Head, manager of the State in Central City, Ky., used a clever teaser campaign to promote interest in "Abbott and Costello Meet Frankenstein." Teaser was built up around the letters M, M, M, signifying "Monsters of Menace Meet the Merry Masters of Mirth." In all advertising and in special heralds which Head used, the letters M,M,M, appeared in teaser fashion.



Colorful blowups and stills provide flash and attention value in this attractive front created by Jim Preddy, manager of the Telenews Theatre in Dallas.

Libraries Displays Cards, Assist 'Cry of the City'

Window cards were placed in public libraries, the library at Syracuse University and stores by Dick Feldman, manager of the Paramount in Syracuse, to promote "Cry of the City," dualled with "For the Love of Mary."

Feldman promoted a three-column lead story in the Herald Journal and a two-column free display ad in the Italian Gazette.

A star identifying contest on radio station WSYR helped stimulate interest in the show. Free theatre tickets were offered as prizes in return for mention of the theatre dates.

District Manager Promotes 'Julia' Radio Contest

Lou Hart, Schine circuit district manager, was responsible for a radio tieup which helped to promote interest in "Julia Misbehaves" at the Avon Theatre, Watertown, N. Y. The station ran a contest to determine the prettiest red-haired girl in Watertown. Listeners were asked to provide the station with the name and photo of their choice for the title. Promoted prizes were offered to the winner.

Sundaes Are Awarded For 'Luck of Irish'

An usher dressed in a green cutaway coat and a befeathered hat was sent out by Bill Knaus, manager of the Jersey Theatre, Morristown, N. J., to distribute 5,000 heralds for "Luck of the Irish." The heralds carried a big green shamrock cutout and were imprinted with playdates.

Knaus tied up with a local confectioner, who advertised "Luck of the Irish" sundaes and gave free sundaes to theatre patrons whose ticket stub numbers matched five lucky numbers which were posted daily at the theatre during the run of the picture.

Knaus also imprinted several hundred small white envelopes with, "Have you the 'Luck of the Irish'? Look inside." These were left on the counters of a dozen local stores where customers would be sure to see them. Twenty-five of the envelopes contained passes, all others neatly folded heralds.

Tieup With Savings Bank Caps 'Flowing Gold'

To attract attention to "Flowing Gold," J. V. Stark, manager of the Regent, Newark, N. J., tied up with a local savings association for a gold nugget stunt.

Gold-painted pebbles were inserted in envelopes and distributed to neighborhood merchants who handed them out to customers with every purchase. The envelopes were imprinted, "You will strike gold if you see 'Flowing Gold' playing at the Regent Theatre . . . You will start your gold mine if you open an account at the Broadway Mutual Savings and Loan Ass'n."

The sponsor, who bore the cost of the promotion, felt amply repaid, with 30 new accounts coming in as a result, and Stark reports that the gag was responsible for some extra business at the boxoffice.



BOXOFFICE NUGGETS

Tiff Cook, manager of the Capitol in Toronto, had the theatre artist do a complete black-and-white front to exploit "A Foreign Affair." All panels were painted in straight black-and-white combination to give a caricature effect which was different from the usual art work and attracted many glances from passersby. Caricature cardboard heads were affixed to the marquee attraction sign and also carried out the black-and-white motif.

* * *

Bill Straub, manager of the Colonia Theatre, Norwich, N. Y., used a novelty throwaway to exploit "A Night at the Opera." Small envelopes were imprinted with copy, "A present to you from those three nuts, etc." A one-column ad mat was used on the envelope, and several peanuts were enclosed in each. These were then distributed to shoppers and passersby in the downtown section.

* * *

A coloring contest proved successful for Georgia Lee Galt, manager of the Martin Theatre, Marietta, Ga., in her campaign for "Shaggy." A mat was published in the local newspaper, with theatre passes offered to readers submitting the best drawings.

* * *

Olin Lawson, manager of the Bremen Theatre, Bremen, Ga., has a tieup with the local newspaper which nets him two readers weekly on page one, plugging coming and current attractions.

* * *

Norris McCallum, manager of the Port Theatre, Port St. Joe, Fla., had an usher carry an umbrella around the main streets to ballyhoo "The Babe Ruth Story." The umbrella was lettered with copy: "Rain or shine, I am going to see etc., etc." Because the weather was fair and clear, the stunt attracted a lot of attention.

* * *

More than 200 local newspaper carriers attended Loew's Theatre in Indianapolis as guests of Manager Arthur Groom, to see "Beyond Glory." The stunt was worked in conjunction with National Newsboys week, and served as a goodwill promotion with local newspapers. The carriers met at the newspaper building in the early evening and marched to the theatre carrying banners, accompanied by a police motorcycle escort.

* * *

Bill May, manager of the Freeport (N.Y.) Theatre, had one of the ushers serve as a street ballyhoo for "The Fuller Brush Man." The usher bore large sandwich signs announcing the playdates and carried an assortment of brushes in both hands.

* * *

For the opening of "Olympic Games of 1948" at the Fairlawn Theatre in Toronto, Manager Howard Elliott arranged with the local Athletic club to have runners carry a lighted torch from the city hall steps to the theatre. A car followed the runners, with a sign announcing the picture opening.

* * *

To advertise "Canon City," Jim Barnes, manager of the Huntington Park (Calif.) Theatre, had his usherettes attired in prison garb a week in advance. On opening day, three of the girls paraded the streets with copy announcing the engagement of the picture. A false front made up from letters taken from a block 24-sheet helped.

* * *

Mel Aronson, manager of the Fantasy Theatre, Rockville Center, N. Y., promoted an exhibit of classroom study equipment from the U.S. Armed Forces Institute as an advance lobby display to publicize "Beyond Glory." The exhibit was surrounded with photos and accessories from the film production and attracted wide attention from theatre patrons.



Rance Mason, aggressive manager of the Fox Theatre, Marinette, Wis., employs street ballyhoo as part of his regular exploitations. Mason believes this mode of promotion is inexpensive, reaches a large proportion of his regular patronage and serves as a last-minute reminder of his current and coming shows. Examples of his work seen above.

Saturday Movie Club Organized at State, Jefferson City, Mo.

Howard Griffin, manager of the State, Jefferson City, Mo., reports the formation of a Saturday Movie club which held its first meeting November 27. Membership is open to all children, regardless of age.

The club was started essentially to give the youngsters selected entertainment and an opportunity to participate in stage games and contests. Cartoons and comedies supplement the regular program which is shown after the club meeting.

The first chapter of "Superman" was used as a special inducement to attract a large audience at the first meeting. A pie-eating contest, with a pair of roller skates for the winner, was the highlight of the November 27 program. Each child who attended received "Superman" bubble gum and a promoted gift.

By way of advertising, newspaper ads were used 10 days in advance, the theatre public address system was used two weeks in advance, and a special herald was prepared and distributed to children at school playgrounds.

Griffin also built a lobby display which was animated by a small motor.

Guessing Contest Tied To Ballyhoo on 'Rope'

An attractive window display helped exploit "Rope" at the Florida in Tallahassee. Manager James McDonald made up a large display board in which the title of the feature was spelled out with a heavy piece of rope. The display was set in the window of the Collins furniture store, and the first 25 persons who guessed nearest the correct length of the rope were awarded passes to the Florida. The stunt helped a great deal at the boxoffice.

McDonald also arranged a lobby display consisting of an elaborate manikin tied in a chair. A card nearby read, "Nothing ever held me like Alfred Hitchcock's 'Rope.'"

Lucky Pennies on Cards Win 100 'Song' Records

Dave Levin, publicity manager for the RKO Albee in Providence, R.I., promoted 100 records as a giveaway in promotion of "A Song Is Born." A card was imprinted with copy: "This may be your lucky penny. Check the number board on display at the Albee and if the number on this card corresponds, you will receive, free, a record from 'A Song Is Born.'" New shiny pennies were securely pasted to the cards before distribution. The entire cost of the promotion was paid by a local music shop.

Levin also obtained a full window from the cooperating store.

Front Has Scotch Lilt

When "The Swordsman" played the Palace in Auburn, N. Y., Manager Doug Cameron went Scotch with a false front made of one-sheets and stills. He obtained a set of kilts from a Scottish clan in town and had an usher costumed for street ballyhoo. Window cards were placed in prominent store locations.

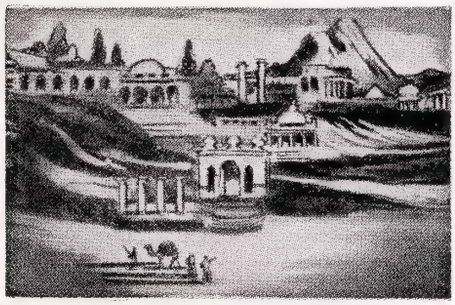
On The Screen For The First Time!

ALL THE SINUOUS, SEDUCTIVE SPLENDOR OF THE SIREN OF...

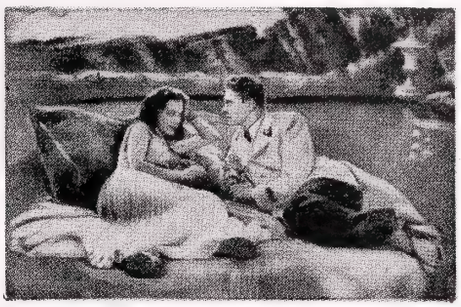
ATLANTIS!

Fabulous land of mystery . . . Paradise on earth . . . ruled by a ravishing, ruthless Siren whose beauty and cruelty were her power!

THEY LIVE AGAIN!



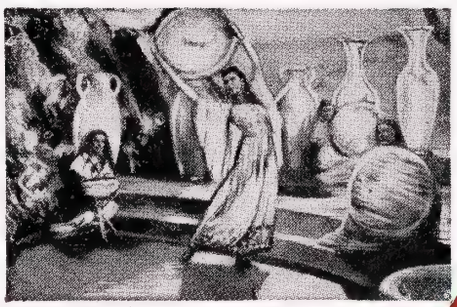
..Legendary luxury cities!



...Exotic quarters for the Queen's favorites!



...Secret armies...ready to strike against the world!



...100 dancing houris...for the royal pleasure!



MARIA Montez · JEAN PIERRE Aumont · DENNIS O'Keefe

in Seymour Nebenzal's

"SIREN OF ATLANTIS"



Directed by GREGG TALLAS • Produced by SEYMOUR NEBENZAL

Based on the novel "Atlantida" by Pierre Benoit • Released thru United Artists

ONE OF THE HARD-HITTING NATIONAL MAGAZINE ADS THAT'LL SELL SELL SELL THRU UA!



Stadium Crowd Reached With 'Man-Eater' Stunt

Dan Dandrea, manager of the Stanley, Bridgeton, N. J., literally went to town with a ballyhoo campaign for "Man-Eater of Kumaon."

The entire lobby of the Stanley was converted into a jungle with foliage and cutout posters, two weeks in advance of opening.

During the showing, an atmospheric front attracted wide attention from passersby and vehicular traffic. The boxoffice was transformed into a jungle hut with stills placed around the rear and sides.

A girl dressed in complete tiger costume patrolled the sidewalk and carried a sign with the dates. The "tiger" appeared at a Saturday football game at the local stadium, the theatre message reaching several thousand fans in the stands.

Eyes of Monster Flash For 'Spooks A' Poppin'

Jack Simons moved in as manager of the State Theatre in Washington, Pa. and simultaneously the exploitation activities there began to move. Simons found himself booked with the Count Maurice attraction, "Spooks A' Poppin'." He rigged a scare head of the monster in the lobby, hooked up a series of flasher buttons and had the eyes animated in green transparency. The display was placed in a dark corner where it attracted plenty of attention.

Simons received police permission to use the parking meter in front of the State without charge and used it for another effective gag. A two-sided standard was lettered with copy: "This space reserved for the Invisible Spookmobile bringing the 'Spook A' Poppin' show to our stage, Friday night." The sign was placed near the curb and gave the townspeople something to talk about.

Dancers Step Up Interest In Indianapolis 'Carmen'

In connection with "Loves of Carmen" at Loew's, Indianapolis, manager Boyd Sparrow promoted an unusual tieup with the Arthur Murray dance studio and Pearson's Music Co.

Instructors from the studio gave three daily exhibitions of the Flamenco dance, featured in the film, in the music firm's main window. A large audience showed up at each performance. Signs and displays called attention to the theatre playdates.

The Arthur Murray studio took two-column display ads in the Indianapolis dailies announcing the exhibition with full picture and theatre credit.

WTOD Sponsors Contest For 'Julia Misbehaves'

Through a tieup with radio station WTOD, a contest was arranged to foster interest in "Julia Misbehaves" at the Valentine Theatre in Toledo. Set up by Manager Abe Ludacer, the contest invited listeners to write letters telling which Greer Garson picture they liked best, and why. Used with every announcement on the contest was the tag line, "If you liked Garson in all her pictures, wait till you see her in 'Julia Misbehaves' with, etc., etc."

English Sponsors Put 'Bedelia' Over With Raffles Contest

S. Tenser, manager of the Central Cinema, Cambridge, England, promoted a raffles contest for "Bedelia." The promotion was sponsored by the Cambridge Daily News and the National Savings Committee which provided 12 prizes of ten shillings each for the first persons to challenge Bedelia.

Announcements were made in the Daily News and a picture of Bedelia published. In order to claim one of the prizes, challengers had to show the young woman a copy of the News and say, "You are Bedelia. I claim the prize."

The stunt attracted large crowds to the area designated and was responsible for exceptional word-of-mouth comment.

To exploit "Monsieur Verdoux," Tenser prepared a co-op herald with a local cleaning establishment and distributed several thousand in a house-to-house canvass.

For "The Mark of Cain," a unique bookmark was devised, approximately 4x8 inches. One side of the bookmark carried star head cuts and announcements of the theatre playdates. On the reverse side were published details of a contest, open to the general public, for the best sketch, painting or drawing of one of the starts in the film production. All entries received were exhibited in the Central Theatre lounge prior to opening, and a prominent artist was invited to act as judge. Tenser reports that the stunt went well and attracted a large number of entries.

'Twas Real Breath of Eire For 'Irish' in Baltimore

A three-way tieup with British Overseas Airways and a local music shop produced an outstanding window display for Ray Gingell, manager of the Hiser Theatre, Bethesda, Md., for "Luck of the Irish." British Airways brought over from Shannon a number of Irish shillelaghs, a policeman's helmet and other items which were used in the window display. This was tied in with sheet music and record albums of Irish ballads and the theatre announcements. The music shop also paid for and distributed several thousand heralds plugging the Hiser playdates.



Appropriate street ballyhoo publicized a "Luck of the Irish" amateur show for Ansel Winston, manager of the RKO Coliseum in New York City. The couple entertained with a Victrola set on hood of the jeep.

Merry Christmas TO THE WHOLE GREAT INDUSTRY

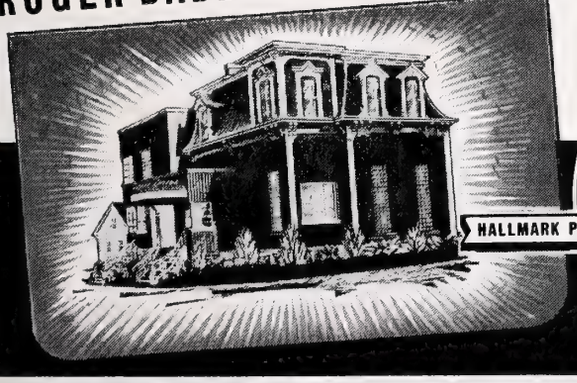
ANY SUCCESS and recognition H.P. Inc. has enjoyed in its brief four year history is due to the splendid cooperation of the thousands of exhibitors who have not only booked and played our attractions, but who have cooperated so splendidly with our highly trained agents and unit managers to make our campaigns and engagements outstanding successes. The fact H.P. Inc. today stands alone as the greatest organization or roadshow specialists in the industry's history is nothing more than a great compliment to the friendly and ever-cooperating exhibitors who have made it world-famous. From a meager beginning in 1945 with a one-room office and seven employees H.P. Inc. today counts more than 500 noses on its payrolls. Exhibitors are welcome to visit the H.P. Inc. offices throughout the world.

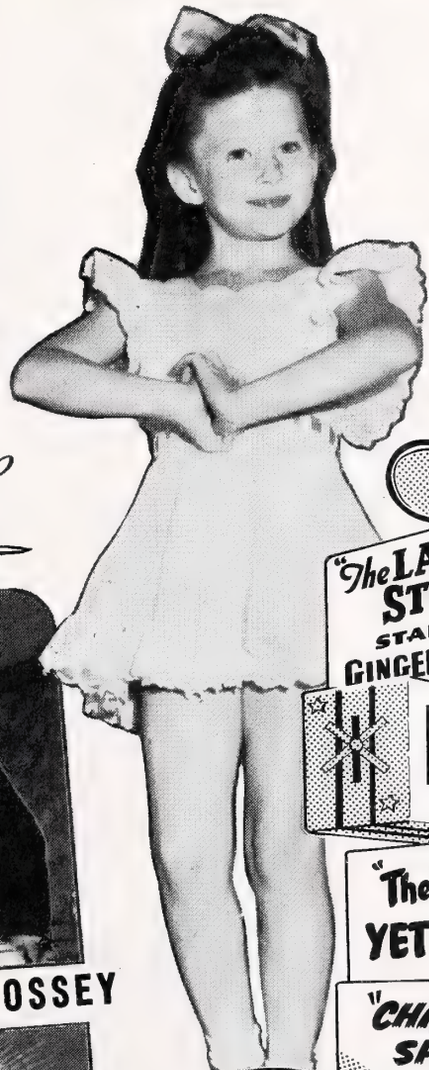
THE CHAIRWARMERS . . . The Slaves . . . The Dynamiters . . . The Spellbinders and The Lovelies, as well as the Bosses would certainly be ungrateful if they did not pause at this season of the year and say, "Thanks to everyone who in any way has aided in our success." And believe us when we say that we are producing at present a new Cinecolor attraction, "The Lawton Story," which will so far surpass and outgross anything in the industry's history that no finer Christmas present or assurance of a happy and prosperous New Year could be offered exhibitors. "The Lawton Story" will introduce to the world the screen's greatest actress, six year old Ginger Prince. Believe us, there has never in all cinema history been any performer her equal. In "The Lawton Story" we introduce her in a role that the world will never forget. Soooo it's Merry Christmas and a Happy and Prosperous New Year from H.P. Inc. . . . . which now means Hallmark Productions . . . Hollywood Productions . . . and Hygienic Productions. But growing as we are, we're still just those same two country showmen with fresh shoeshines.

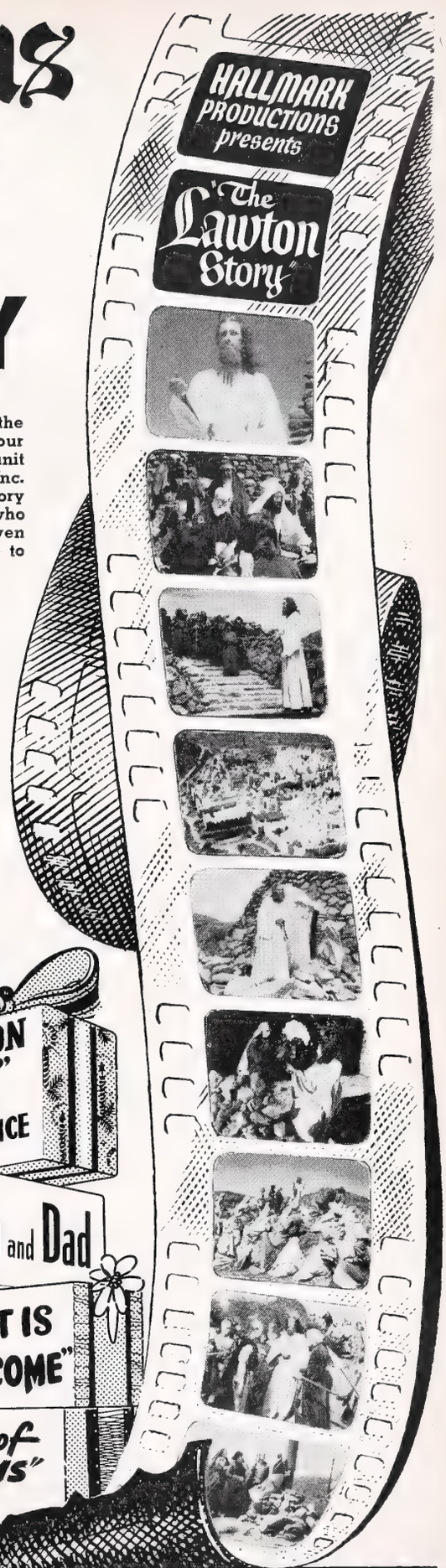
Jack and Krog



KROGER BABB and JACK JOSSEY







"The LAWTON STORY" STARRING GINGER PRINCE

Mom and Dad

"The BEST IS YET TO COME"

"CHASM of SPASMS"

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ECA Contract Allows Some German Returns

WASHINGTON—The Economic Cooperation administration December 13 granted the Motion Picture Export Ass'n the right to convert the sum of $230,000 to cover dollar expenses incurred in distribution of American films in Germany.

The contract with ECA is retroactive to Aug. 1, 1948, runs through 1949 and guarantees conversion of marks earned by MPEA in Germany in an amount not exceeding $230,000. It is restricted to earnings since August 1 and does not apply to the millions of frozen marks accruing to MPEA credit prior to that date.

It was the first contract to be signed by ECA under the section of the act which authorizes the expenditure of $10,000,000 for "informational media" guarantees. The signers were Howard Bruce, acting ECA administrator, and Francis S. Harmon, MPEA vice-president.

At the request of Gen. Lucius B. Clay, military head of the U.S. zone in Germany, the industry has been distributing films in Germany for more than three years without reimbursement. The MPEA, of which Eric Johnston is president, recently expanded its operations in Germany so that it now services 26,000 theatres in the American, British and French zones.

Women's Guild to Sponsor VD Documentary Feature

NEW YORK—The Women's Research Guild will sponsor International Films' "Because of Eve," a fictional framework of three documentaries, "The Story of VD," "The Story of Procreation" and "The Story of Birth." Plans are being made to show the film on a segregated-audience basis accompanied by a stage prelude built around a sociological medical talk.

The picture was made by Crusade Productions and features Joseph Crehan and Wanda McKay. It is scheduled for general release early in 1949 following the opening in Miami Beach January 15.

FC Sets 'Unknown Island' In Over 100 Key Cities

NEW YORK—"Unknown Island," Film Classics production in Cinecolor, will open in more than 100 key cities during the Christmas and New Year weeks, according to B. G. Kranze, worldwide sales head. The picture has been held over in its first key engagements at the RKO Grand, Chicago; the Kirby, Houston; Empire, San Antonio, and Palace, Toledo.

It will open at the Rialto, New York City, January 10.

Would Film Inauguration

WASHINGTON—Al Sherman, president of the Sherman Plan, has submitted a bid to Melvin D. Hildreth, chairman of President Truman's inaugural committee, to film the inauguration in color. William H. Benedict, Sherman production executive, will supervise the filming if the bid is approved.

March of Time Is Filming Documentary on Theatre

NEW YORK—March of Time has obtained the cooperation of the New York theatrical craft unions and has decided to go ahead with its newsreel documentary on the legitimate theatre. MOT called off production on the documentary last month when Actors Equity insisted that each stage actor appearing in the film be paid a full week's salary. Equity has since lowered the pay demand to the $45 per day required by the Screen Actors' Guild.

With "Anne of a Thousand Days" chosen as a representative play, March of Time cameramen filmed the unloading of the scenery for the Maxwell Anderson play before the opening at the Shubert Theatre here December 8. Shots of the celebrities arriving for the premiere were also made. A sequence from "Red Gloves," starring Charles Boyer, will also be included in the film which is scheduled to be released in mid-January.

'My Heart' Star Feature On Review Board List

NEW YORK—The National Board of Review chose "So Dear to My Heart" (RKO) as its starred selected feature for the week ending December 11. It is a Walt Disney Technicolor film directed by Harold Schuster and presenting Burl Ives, Bobby Driscoll, Beulah Bondi and Luana Patten.

Selected features were "Family Honeymoon" (U-I) with Claudette Colbert and Fred MacMurray, "Fighter Squadron" (WB) with Edmond O'Brien, Robert Stack and John Rodney, and "Loaded Pistols" (Col) with Gene Autry and Barbara Britton.

Greetings From
CROSS MACHINE SHOP
Makers of Carbon Savers for All Types of Carbons
2918 Pennsylvania Ave., Detroit 14, Mich.

KOIL-KORDS :: BURIAL WIRE :: SCREEN TOWERS
Koiled Kords for speaker replacements; 14-2 Neo-Seal transposed Burial Wire, $58.30 per thousand feet. Immediate delivery. Pre-fabricated Steel Screen Towers at amazingly low prices, 60-day delivery. Everything you need. Vast experience.
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CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

They'll be sitting pretty in these. 422 Stafford fully upholstered padded back boxspring seats, all red plush, excellent, $4.95; 350 American panelback boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly upholstered, $6.50. Plenty others. Get Chair Bulletin 15, Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are the lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

Must vacate warehouse, advise immediate action. Your opportunity to purchase all types of used theatre chairs and parts of chairs. No order too small or too large. Allied Seating Co., Inc., 36-38 W. 13th St., New York 11.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, boxspring, and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

No more loose chairs: Get "Firmastone" Anchor cement, $5 per box. General Chair Co., Chicago 22, Ill.

No more torn seats: Repair with the original Patch-A-Seat. Complete kit $6. General Chair Co., Chicago 22, Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

Theatre chairs, projectors, screens. Trade your veneers on cushion chairs. Lone Star Film Co., Dallas, Texas.

For Sale: 1,500 American theatre seats, upholstered backs, full spring bottoms. Can be seen Criterion Theatre, Oklahoma City. Can deliver around January 9. Call or write Jess Bollman, Criterion Theatre. Phone 3-8381.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

AIR CONDITIONING

Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

MORE CLASSFIED ON INSIDE BACK COVER

Ellis Circuit Celebrates 15th Anniversary

Luncheon for Founders in Philadelphia Launches Week of Special Promotions



PHILADELPHIA—The A. M. Ellis Theatres Co., one of the largest independent theatre circuits in Philadelphia, on December 12 completed a week-long celebration of its 15th anniversary. The celebration encompassed a carefully planned advertising campaign launched in all of the company's 23 theatres.

Sendoff for the celebration was a testimonial luncheon given by Ellis Theatres managers to A. M. Ellis, founder of the company, on the eve of the anniversary of the opening of his first theatre. At the luncheon details of the celebration were outlined with each manager conducting a complete advertising and activity program for his theatre.

Jointly 50,000 anniversary programs, theatre decorations, anniversary cake displays and special giveaways were set, winding up with anniversary kiddy shows in all theatres.

Top photo: A. M. Ellis Theatres Co. managers of Philadelphia are pictured above at a luncheon recently tendered to A. M. Ellis, founder of the concern, on the 15th anniversary of the opening of the first Ellis independent theatre. Included are Mr. and Mrs. Ellis, Martin and Sidney Ellis, Dr. Arthur First, Edmund and Herman Ellis. Standing are theatre department heads and managers of circuit's theatres.

Mr. and Mrs. Ellis are shown in front of the large picture of Mr. Ellis, ready to cut the 15th anniversary cake.

All special advertising and decorations were paid for through advertising sold in the program.

The Ellis firm now operates 23 theatres in Philadelphia, Camden and Lehighton, Pa., and has a large drive-in under construction on the outskirts of Philadelphia, all under the guidance of Martin B. Ellis, general manager, and A. M. Ellis, president.

Martin, Sidney and Edmund Ellis operate the theatre company with five key managers supervising the theatre operations. A. M. Ellis, along with his many other activities, finds time to devote to the Community Chest drive and to serve on committees for the Allied Jewish Appeal and other charitable drives.

Philadelphia Keith Going to First Run

PHILADELPHIA—Following the trend set by the Translux Theatre last week, when it was announced that that house would establish a first run policy, it was made public today that the Keith Theatre, owned by William Goldman, will resume its first run policy December 22.

The 2,200-seat house in the good old days was first a vaudeville theatre, and when motion pictures made their start, became a first-runner. Subsequently, until this time, it has followed a second-run policy. The theatre, which is managed by Arthur Kerns and assistant Morris Bogandof, will feature as its initial first run attraction, U-I's "Mexican Hayride." This move will give William Goldman three first run theatres in center city plus his Erlanger, temporarily closed at this time.

Warners Sets 3 Pictures For B'way on Christmas

NEW YORK—Warner Bros. will have three pictures on Broadway during the Christmas holiday period. "Adventures of Don Juan," in Technicolor, starring Errol Flynn and Viveca Lindfors, will open at the Strand December 24. "One Sunday Afternoon," Technicolor musical starring Dennis Morgan, Janis Paige, Dorothy Malone and Don DeFore, will open at the Mayfair December 25, the same day "Whiplash," starring Dane Clark, Alexis Smith, Zachary Scott and Eve Arden, opens at the Globe.

Foreign Managers, MPAA, Talk Over Problems

NEW YORK—Foreign managers of the distributing companies have been meeting with the MPAA on divisions of income from foreign countries where partial freezing of funds or limitation on imports is a reality or a threat. Foremost on the agenda has been the situation in South Africa, where the government has decreed that 1949 imports may be only 50 per cent of 1947 exports.

There was study also of market conditions in Brazil, Italy and the Philippines. The as yet unsubstantiated rumor that Mexico may impose a film import quota law did not come up for discussion.

WB Holds Sales Meeting For Regional Managers

NEW YORK—Warners held a home office meeting for its upstate and New England sales executives December 14. Jules Lapidus, eastern and Canadian division sales manager, presided.

Those present were: George D. Horan, recently appointed New England district manager; Carl Goe, New Haven branch manager; R. S. Smith, Albany branch manager, and E. A. Catlin, Buffalo branch manager.

Lopert Opening Advanced

NEW YORK—The opening of the Lopert film, "Monsieur Vincent," originally scheduled for December 21 at the Avenue Playhouse, has been advanced to December 20. Pierre Fresnay has the title role in this story of St. Vincent de Paul. Dialog is in French and there are English subtitles.

Bulk of Ascap Fees Paid by Theatres

NEW YORK—Ascap will collect between 50 and 75 per cent of its average annual take from theatres by December 31. At the general membership meeting here December 14 it was reported that the bulk of the performing rights fees were paid before Judge Vincent Leibell handed down his antitrust decision July 19. After that date most exhibitors held back the remaining payments due when the legality of those payments was challenged by the court.

Leibell has since ruled that Ascap cannot collect these fees from theatres. This ban has been appealed by the society.

It has been estimated that by the end of the year theatres will have paid between $650,000 and 975,000 to Ascap. Last year they paid $1,300,000. Ascap's total income for 1948 will amount to about $10,000,000, approximately the same as last year. Most of these earnings will have come from radio. The Ascap members will receive upwards of $8,000,000 in distributed income.

Fred Ahlert, Ascap president, discussed the general financial condition of the society in his annual report.

Walter Kramer of the executive committee discussed television. He told of the letter that has been sent to television stations inviting them to discuss license fee terms, and offering to continue the present gratis grants until March 1, pending a settlement.

The antitrust decree handed down by Judge Leibell last month and Ascap's plans for appeal were discussed by Louis D. Frohlich.

Fewer Films First Run As B'way Spots Lessen

NEW YORK—Despite the quick play-off of features in the Broadway first runs, where a two-week or three-week run is the rule rather than the exception, an increasingly large number of pictures have had their first New York showing in a downtown Brooklyn house or gone direct to the neighborhood circuit houses. This is partly due to a sharp decrease in the number of Broadway first run houses during 1948 and partly to save the high advertising costs on films which get relatively low rentals for a two-week run.

14 TOP SHOWCASES NOW

Broadway now has 14 first class film showcases, in addition to two smaller houses, the Bijou and the Fulton, and the Park Avenue, on the east side, which are playing two-a-day engagements. Of the 13 Broadway first run houses open in 1947, three, the Hollywood, the Broadway and the Winter Garden, all above 50th street, have reverted to legitimate plays while the Palace, RKO showcase, has switched to subsequent runs. In addition, the Golden, which played two-a-day runs or foreign films, goes back to legitimate plays with the opening of "Oh, Mr. Meadowbrook" December 26.

MGM had the greatest number of its 1948 films in Broadway first runs with only "The Secret Land," a documentary feature, and "Alias a Gentleman," starring Wallace Beery, going direct to the Loew's circuit houses. This is out of a total of 24 new films released during the year. Of the 32 Universal-International pictures released during the year, "Feudin', Fussin' and A-Fightin'" went direct to the RKO circuit, "End of the River" and "Holiday Camp" played the east side Park Avenue and "Countess of Monte Cristo" and "Mexican Hayride" are still to be set on Broadway.

SOME GO TO CIRCUITS

In the case of RKO, Paramount and 20th Century-Fox, all the A pictures have had Broadway showings, but the lesser product is now going direct to the circuits as second features. This includes "Mystery in Mexico," "Bodyguard" and "Variety Time" from RKO, all the Pine-Thomas features released by Paramount and all of the Sol Wurtzel, Frank Seltzer or Reliance features released by 20th-Fox. During 1947 and 1946, the majority of these action features had Broadway showings at either the Rialto, the Gotham or the Victoria. The Victoria has recently been enlarged and is playing "Joan of Arc" while the Gotham devotes much of its playing time to reissues, as does the Rialto.

Warner Bros., which now has only the Strand for its first runs since the Hollywood was sold to Anthony B. Farrell, legitimate producer, in May, sent four of its 23 new releases for 1948 direct to the RKO circuit houses. They were: "The Big Punch," "Embraceable You," "Smart Girls Don't Talk" and "I Became a Criminal," the latter a minor British-made. Out of the 22 new features released by United Artists, "The Vicious Circle" opened day-and-date in 14 independent neighborhood houses following the refusal of RKO or Loew's to book it unless it first played a Broadway date. "So This Is New York" recently played its first New York engagement in support of "Red River" at Loew's Metropolitan in Brooklyn and "Texas, Brooklyn and Heaven" opened at the Brooklyn Strand, while "Laff-Time," "The Angry God" and several Hopalong Cassidy films by-passed Broadway and "The Girl From Manhattan," "High Fury" and "The Plot to Kill Roosevelt" have not yet had Broadway runs.

Of the 39 Columbia films (the figure excludes westerns) released during 1948, only 12, "The Loves of Carmen," "Lulu Belle," "The Fuller Brush Man," "To the Ends of the Earth," "The Sign of the Ram," "The Black Arrow," "The Swordsman," "The Lady From Shanghai," "Relentless," "The Mating of Millie," "Walk a Crooked Mile" and "The Gallant Blade," have had Broadway showings to date. Eagle Lion has had Broadway showings for 11 features, "Let's Live a Little," "Canon City," "Northwest Stampede," "Hollow Triumph," "T-Men," "Adventures of Casanova," "The Smugglers," "Ruthless," "Raw Deal," "The Noose Hangs High" and "Mickey" out of 34 pictures, excluding westerns. Republic has had Broadway showings for only five out of 27 features, excluding westerns, released during 1948 and Monogram has had Broadway showings for only "The Babe Ruth Story," "16 Fathoms Deep" and "The Hunted" out of its 1948 releases.

Staten Island Paramount Is Purchased by Fabian

NEW YORK—Fabian Theatres has bought the Paramount Theatre, Staten Island, from Paramount for approximately $1,000,000. This is the second Fabian acquisition from one of the Paramount case defendants within the past six months. Late last summer the circuit bought the Strand, Brooklyn, from Warners.

Fabian had leased the 2,274-seat Staten Island theatre in 1939, and operated it under the lease until the recent sale by Paramount. The house is located in the Stapleton area. It is assessed at approximately $300,000.

Fabian operates seven other theatres on Staten Island.

David I. Bursten Heads SRO Legal Department

NEW YORK—David I. Bursten has resigned from the law firm of Paine, Kramer & Marx to head the newly established SRO legal department, according to Leonard R. Case, SRO treasurer.

NEW MIRROPHONIC SOUND
JOE HORNSTEIN, Inc.
630 Ninth Ave., New York City

Elect Max A. Cohen President of MPA

NEW YORK—Max A. Cohen was elected president of the Motion Picture Associates at the annual election luncheon December 15. He will succeed Arthur L. Mayer, now in Germany as head of the army film program. Cohen and the other officers will formally take office at the annual dinner-dance to be held at the Waldorf-Astoria May 20.

Ben Abner, Warners branch manager, asked the members why the board of directors had thrown out the original slate of candidates selected by a nominating committee headed by himself.

MORRIS SANDERS RE-ELECTED

Morris Sanders, who was re-elected as first vice-president and was the presiding officer, replied that the board had acted on advice of counsel. He later explained that many of the candidates nominated by the Abner committee had refused to run when they were told of their selection. They said they had not been consulted. Abner declared the by-laws did not require the consent of the nominees.

This problem will be settled later.

The other officers and board members elected from a new slate drawn up by a committee headed by Harold J. Klein were:

Robert J. Fannon, second vice-president; Jules Reiff, secretary; Saul Trauner, treasurer, and Louis Kutinsky, sergeant-at-arms.

The 16 members of the board chosen from a list of 23 candidates were:

Leo Brecher, Matthew Cahan, Jack Ellis, Jack Farkas, Nat Furst, Harold J. Klein, David A. Levy, Howard Levy, Raymond E. Moon, William Murphy, Charles Penser, Harold Rinzler, Bert Sanford, Fred J. Schwartz, Cy Seymour and David Snaper.

STRESSES NEED FOR FUNDS

Sanders, who presided on behalf of Mayer, stressed the need for additional funds to meet the increasing welfare and charity demands. He said the MPA spent a five-figure sum on relief during 1948.

Sanders also said that the next annual dinner dance will be a fund-raising affair. Previous dinner-dances have failed to make money, he said. The MPA will start working on fund-raising methods soon.

The members paid homage to Herman Bean of the Hudson Film Delivery Service who died December 12.

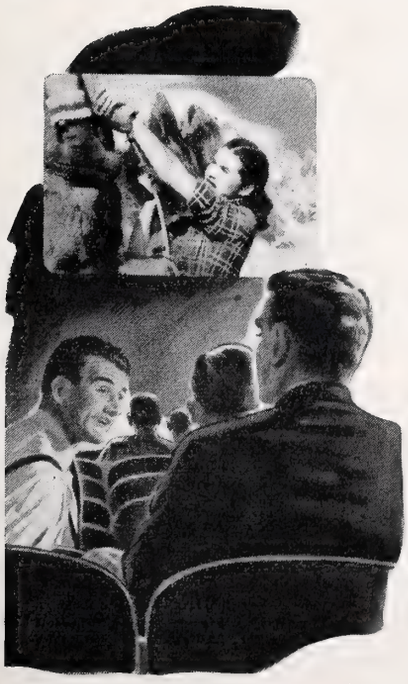
They also expressed their gratitude to Fred J. Schwartz, Mike Siegel and Century Theatres for cooperation during the year.

Len Gruenberg Presides At RKO Drive Meeting

NEW YORK—Len S. Gruenberg, RKO metropolitan district manager, presided at the first meeting of the 1949 Ned Depinet drive held in the local exchange December 13. Gruenberg is one of 11 district managers acting as drive captains in the 12th annual competition which started December 17.

Charles Boasberg, north-south division manager, and his assistant, Carl Peppercorn, attended. Phil Hodes headed the members of the New York exchange sales staff present. They were: William Hartman, office manager, and Herman Silverman, Charles Penser, Lou Kutinsky and John Dasey.





How she fares depends on him...

WHAT the laboratory superintendent does is highly important to star . . . director . . . and movie-goer.

For his is the responsibility of providing release prints that meet the producer's specifications . . . and satisfy, at the same time, the requirements of the exhibitors.

Through his picture sense . . . his broad knowledge of photochemistry and the mechanics of processing, his precise control of printing density and contrast . . . he can bring out the best in every film, make the star's voice and presence more effective, help protect her popularity with her audience.

Critical work—this; but done all the more easily and efficiently by the laboratory superintendent and his staff, because of the quality and reliability they find in the famous family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

Along New York's Film Row

By WALTER WALDMAN

JAMES A. FARLEY, former postmaster general, said he is sorry to say there is nothing to the rumor that he has an interest in the Strand Theatre, Yonkers . . . The Strand was recently sold by Paramount to George C. Walsh . . . Farley added he was also sorry he did not have an interest in any other theatres.

Hy Hollinger, formerly of Warners, and Sig Rehbock have organized an advertising agency to handle theatrical and motion picture accounts. The firm is located at 130 West 42nd St. under the banner of Rehbock-Hollinger . . . Sam Rinzler is playing foreign films regularly at six of his Randforce theatres. He recently slotted the pictures into Tuesday and Wednesday runs, and has discovered that they earn as much money these two days as foreign films that previously played a full week.

George Reisner of the York Theatre and Bert Sanford of Altec should receive a bonus from a citrus fruit association. They are plugging lemons as a remedy for arthritis and other ills. Sanford learned of lemons' remedial powers from a taxicab driver.

Theatre face-lifting and renovations have been carried out by Sam Baker of the Avenue Playhouse and Harry Broch of the Town Theatre, also at Reade's Park Theatre, Morristown, and at Century's Rialto Theatre, Brooklyn . . . Joe Seider plans to open the rebuilt Lindenhurst Theatre, Lindenhurst, L. I., on or about December 25. The theatre had to be rebuilt from the ground up as a result of a fire.

New York Loge 29 of the Colosseum of Motion Picture Salesmen of America has sent letters to William F. Rodgers, MGM; William A. Scully, U-I; Abe Montague, Columbia; Robert Mochrie, RKO; Morey Goldstein, Monogram; Charles M. Reagan, Paramount; Ben Kalmenson, WB; James R. Grainger, Republic, and Gradwell Sears, UA. The letters contain a resolution passed by the loge at its monthly meeting December 14, thanking the executives for their cooperative attitude in dealing with the union. It also pledges continued good will between the union and the companies. The letter was signed by Charles Penser, head of the loge . . . Loge 29 is planning a social function to be held next spring at Tavern-on-the-Green. Leo Greenfield of U-I is head of the entertainment committee.

Fred J. Schwartz entertained six Century Theatres managers at his Timberdoodle lodge, Lake Placid, over the weekend. They were: William Applegate, district manager; Charles Call of the Bliss Theatre; Richard Tretler of the Huntington; Fred Brunelle of the Queens; William McDevitt of the Valley Stream and L. McEachern of the Kingsway.

Lawrence Stark has been transferred from Loew's Brevoort to Loew's Palace as manager . . . RKO staffers and exchange visitors will be able to watch the progress of the 1949 Ned Depinet drive on a large scoreboard . . . The board is divided into sections for each of the 20 weeks, plus sections to designate percentage standings and national standings.

Local circuits and theatres have alerted their cashiers to be on the lookout for counterfeit $10 and $20 bills. They have reprinted diagrams of the bills and directions for detecting the forgeries . . . Carl Fishman of Loew's back at his desk after recovering from an eye injury . . . Ann Bontempo, also of Loew's, has taken an early Miami vacation . . . Walter Reade jr. and Jack Harris presided at the monthly meeting of managers December 14.

Safety Award to Brandt

NEW YORK—Brandt Theatres has won the New York State Insurance Fund award in its accident reduction contest. The chain has had no accidents this year.



START DEPINET DRIVE—New York exchange workers hold meeting under leadership of Len S. Gruenberg, metropolitan district manager. Left to right (standing): Herman Silverman, William Hartman, Charles Penser, Phil Hodes, Charles Boasberg, Gruenberg, Carl Peppercorn, Cy Kaplan, Lou Kutinsky; (seated): John Dasey, Jean Slade, Dorothy Post, Charles Raffanello.

'Words and Music' Big In Mild B'way Week

NEW YORK — With the exception of "Words and Music," which had a smash opening week at the Radio City Music Hall, where it is coupled with the annual Christmas stage spectacle, "The Nativity," the majority of theatres are feeling the competition from department stores, now open evenings for Christmas shopping. Many of the first runs either are holding over their programs or filling in with mediocre films before opening strong pictures for the yuletide period. Except for the double bill of "Harpoon" and "S.O.S. Submarine" at the Rialto and "Hamlet" and "The Red Shoes," which were protected by advance sales in their 11th and 8th weeks of two-a-day runs at the Park Avenue and Bijou, respectively, others were below average. A third two-a-day film, "Joan of Arc," had a good opening week at the Fulton, adjacent to the Victoria, where the film is playing continuous run for a fifth week.

(Average Is 100)

Astor—**A Song Is Born** (RKO), 8th wk. ... 80
Ambassador—**Street Corner** (Wilshire), 2nd wk. ... 80
Bijou—**The Red Shoes** (EL), 8th wk. of two-a-day ... 120
Capitol—**Let's Live a Little** (EL), plus stage show ... 100
Criterion—**Live Today for Tomorrow** (U-I), 2nd wk. ... 75
Fulton—**Joan of Arc** (RKO), 1st wk. of two-a-day ... 110
Globe—**Northwest Stampede** (EL) ... 90
Gotham — **Blockade** (Astor); **Hangmen Also Die** (Astor), reissues ... 85
Loew's State—**The Three Musketeers** (MGM), 8th wk. ... 100
Mayfair—**Road House** (20th-Fox), 6th wk. ... 85
Paramount—**Miss Tatlock's Millions** (Para), plus stage show, 3rd wk. ... 75
Park Avenue—**Hamlet** (U-I), 11th wk. of two-a-day ... 125
Radio City Music Hall—**Words and Music** (MGM), plus stage show ... 125
Rialto—**Harpoon** (SG); **S.O.S. Submarine** (SG) ... 110
Rivoli—**The Snake Pit** (20th-Fox), 6th wk. ... 100
Roxy—**When My Baby Smiles at Me** (20th-Fox), plus stage show, 3rd wk. ... 95
Strand—**The Decision of Christopher Blake** (WB), plus stage show ... 85
Sutton—**Blanche Fury** (EL), 3rd wk. ... 80
Victoria—**Joan of Arc** (RKO), 5th wk. ... 110

First Run Trade Is Brisk At Philadelphia Houses

PHILADELPHIA—Trade at the first runs continued at a brisk pace despite Christmas shopping. "Belle Starr's Daughter," showing at the Stanton, led the newcomers with a potent 130 per cent. "The Three Musketeers," in a third stanza at the Goldman, chalked up 130 per cent to pace the holdovers. "June Bride," second run at the Arcadia, showed strength.

Arcadia—**June Bride** (WB), 2nd run ... 120
Boyd—**No Minor Vices** (MGM) ... 70
Fox—**When My Baby Smiles at Me** (20th-Fox), 3rd wk. ... 110
Goldman—**The Three Musketeers** (MGM), 3rd wk. ... 130
Karlton—**Rogues' Regiment** (U-I), 3rd wk. ... 100
Keith—**Road House** (20th-Fox), 3rd wk. ... 115
Mastbaum—**Let's Live a Little** (EL) ... 70
Pix—**A Song Is Born** (RKO), 2nd run ... 110
Stanley—**Blood on the Moon** (RKO), 2nd wk. ... 95
Stanton—**Belle Starr's Daughter** (20th-Fox) ... 130

'Road House' Earns Top Gross at Buffalo

BUFFALO—"Road House" at the Buffalo led by a wide margin. "The Three Musketeers" held up a third moveover week at the Teck. The weather has been cold, but there was no snow. Christmas shopping was still very much in progress.

Buffalo—**Road House** (20th-Fox); **Trouble Preferred** (20th-Fox) ... 111
Great Lakes—**Fighter Squadron** (WB); **Blondie's Secret** (Col) ... 88
Hippodrome—**When My Baby Smiles at Me** (20th-Fox); **Black Eagle** (Col) ... 92
Lafayette—**Countess of Monte Cristo** (U-I); **Enchanted Valley** (EL) ... 100
Teck—**The Three Musketeers** (MGM) ... 110
20th Century—**The Dude Goes West** (Mono); **16 Fathoms Deep** (Mono) ... 92

BEN PERSE HARRY PERSE

and the Entire Staff of the

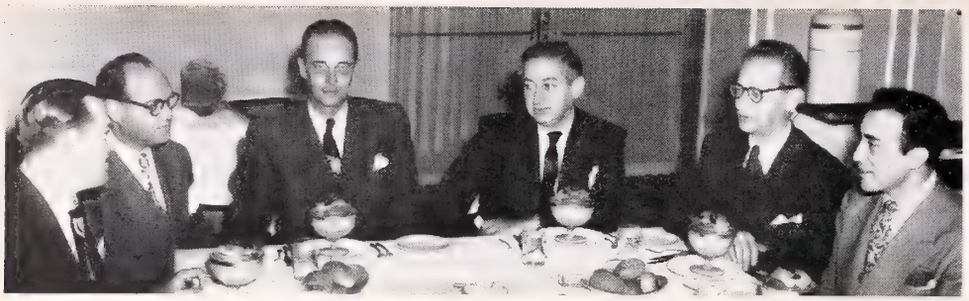
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OUTLINES U-I EXPLOITATION—John Joseph, Universal-International national advertising and publicity director, and Maurice A. Bergman, eastern advertising and publicity director, outline promotion plans on forthcoming U-I releases to members of the eastern advertising and publicity staff at a luncheon at Hotel St. Moritz. Left to right: Al Horwitz, eastern publicity manager; David A. Lipton, studio coordinator of advertising and promotion; Joseph; Bergman, Henry A. "Hank" Linet, eastern advertising manager, and Charles Simonelli, eastern exploitation manager.

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Philadelphia Local B100 Withdraws Its Lawsuit

PHILADELPHIA—Members of the Philadelphia Theatre Employes Local B100 Monday (6) withdrew a suit against the IATSE and Warner Theatres in common pleas court. H. Eugene Heine, attorney for the local, said the action, which criticized the IATSE's failure to get a satisfactory contract for the local with Warner Theatres, was taken because the employes have withdrawn from the local union.

Counsel for IATSE said at least 12 of Warner theatre employes are still members of Local B100, thus entitling the local to retain its charter. Attorneys for Warner Bros. characterized the situation as a jurisdictional dispute.

Disney Film to Open In 150 N.Y. Houses

NEW YORK—RKO is planning to open Walt Disney's "So Dear to My Heart" in approximately 150 theatres in the metropolitan area day-and-date with its Broadway opening in late January or early February. The plan is similar to that employed by David O. Selznick, who opened "Duel in the Sun" in 53 Loew's theatres simultaneously with its Broadway showing at the Capitol Theatre in 1947.

After a week's lapse, RKO plans to play the Disney feature in 150 more New York houses and play it in a third group of 150 theatres after lapse of another week, according to present plans. The theatres to be played will take in an area as far north as Poughkeepsie.

City Managers Appointed In Troy, Utica by Warners

ALBANY—Two veteran Warner managers, Andy Roy and Sid Sommers, have been promoted to city managerships in Utica and Troy respectively. Roy, who had charge of the Strand here for five years before his transfer to the Stanley in Utica, will continue to manage that 2,800-seat house and to supervise the Avon and Utica.

Sommers, who started as an usher at the Troy in Troy under Lee Rosen 14 years ago, took over management of that ace theatre in 1942. He now supervises the Lincoln, Griswold and American, aside from his duties at the Troy.

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BROADWAY

Henry L. Nathanson, head of MGM Films of Canada, is expected here from Toronto early in January for home office conferences . . . James R. Grainger, Republic, left by plane December 14 for Chicago, Milwaukee, San Francisco and Los Angeles. He will spend the Christmas holidays in Los Angeles . . . William B. Zoellner, head of MGM short subject sales, reprints and importations, has returned from a Bermuda honeymoon.

Arthur Hornblow jr., MGM producer, and Walter Pidgeon have returned to the coast . . . Michael Havas, Latin American supervisor for RKO, is here for conferences with Phil Reisman, vice-president in charge of foreign distribution, and other executives . . . Paul Valentine, musical comedy performer who has completed his assignment in "Love Happy" (UA), is here looking over musical offers and seeking talent for his own Hollywood stage presentations.

Frank N. Phelps, Warner Bros. Theatres executive, went to Cleveland and Chicago . . . E. O. Wilschke, Altec Service operating manager, has returned from a two-week swing through the midwest . . . Gene Kelly, MGM star, and Mrs. Kelly arrived from Europe . . . Viveca Lindfors returned to the coast to begin work in a Warner Bros. film . . . Ilona Massey came here during her national tour of veterans hospitals in connection with "Love Happy" (UA).

Deborah Kerr and her husband Anthony Bartley arrived from the coast . . . Gracie Fields, stage and radio singer; her husband, Monty Banks, British film producer; Alan Ladd, film star, and his wife Sue Carol arrived from Europe on the America.

Benjamin Fielding of Loew's Theatres, former chairman of the mayor's committee on the care of children, has been elected to the executive council of University Settlement . . . Maurice N. Wolf, assistant to H. M. Richey, MGM exhibitor relations head, returned from a midwestern tour . . . Milton E. Cohen, Eagle Lion eastern sales manager, concluded Jack Schlaifer testimonial drive meetings in Seattle, Portland, San Francisco, Los Angeles, Salt Lake City, Denver, Dallas, Atlanta and Chicago.

Marvin H. Schenck, MGM vice-president and eastern studio representative, returned from a two-week visit to California . . . Max Cohen, newly appointed Film Classics eastern division manager, left December 13 for Philadelphia and Pittsburgh on his first tour of his territory . . . George A. Hickey, MGM western sales manager, returned to the coast after attending conferences here . . . A baby girl was born to Leonard Spinrad, a member of Warner Bros. home office publicity department, and his wife December 11. The father was en route on the Queen Mary on a special assignment to England.

Louis B. Mayer, MGM production chief, came to New York on his honeymoon . . . Howard Strickling, MGM studio publicity head, was here . . . Edward L. Hyman, vice-president of Paramount Theatres Service Corp., attended a directors' meeting of the Maine & New Hampshire Theatres Co. at Poland Springs, Me. . . . Lawrence Herbert Lapidus, son of Jules Lapidus, Warner Bros. eastern and Canadian division sales manager, will be married December 19 to Lois Elaine Liff, daughter of Dr. and Mrs. Albert A. Liff.

Public Relations Group To Aid Special Series

NEW YORK—Advertising and publicity directors and theatre circuit publicity heads named a public relations committee last week to promote the all-industry short subject series which starts going to exhibitors March 1.

Stanley Shuford of Paramount and Maurice Bergman of Universal-International will represent advertising and publicity directors, Harry Goldberg of Warner Bros. and Ernest Emerling of Loew's the circuits, Harry Michalson of RKO, Peter Levathes of 20th Century-Fox, with Oscar Morgan of Paramount as alternate, the distributors, and Kenneth Clark and Tom Waller of MPAA.

To Distribute in Canada

NEW YORK—Morris Safier, distributor of "Concert Magic," starring Yehudi Menuhin, has named Harry J. Allen and associates as Canadian distributors of the film. Initial openings will be in Montreal, Toronto and Ottawa.

Acquires Yiddish Film

Gramercy Films has acquired the Yiddish film, "Long Is the Road," made in the U.S. film zone of Germany.



DAVID S. MOLIVER—Owner, David S. Moliver Theatres, Philadelphia, Pa.—says:

"For twenty years I have relied on RCA Service in my theatres. Need I say more?"

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FJP Lunch Pledges $140,000 to Fund

NEW YORK—Approximately $140,000 was pledged for the amusement division in the annual campaign of the Federation of Jewish Philanthropies at a luncheon December 14 in the Hotel Astor. The pledges were made by industry leaders who attended. Collections are going on in all company offices, and Fred Schwartz, chairman, said the division was well on its way toward collecting its goal of $400,000.

The luncheon, in honor of Mayor O'Dwyer and with Helen Hayes as a principal speaker, was attended by more than 500 men and women prominent in the industry.

Benjamin Lazrus, chairman of the general campaign, said the goal sought from all sources is $16,500,000. He listed the hospitals and other activities of the organization and said inflation and rising costs had caused many cuts in the services of the group and had created long waiting lists in some sections.

Lazrus described the federation as a $72,000,000 concern and said that it spends $31,500,000 a year.

"We have to go to the community for $16,500,000 to keep going. Our appeal is based upon a willingness to give. We could not support our institutions for six months if an emergency should occur."

Miss Hayes presented Mayor O'Dwyer a mahogany humidor because, she said, it can hold "all our gratitude and goodwill and devotion for his feelings for his fellow-citizens."

Mayor O'Dwyer described the plight of the city and voluntary hospitals of the city. He said patients are housed in corridors and there is no proper care for patients afflicted with tuberculosis. He said he could see no way of solving this problem in the next five years, because of limitations on the city's spending power. Cost of hospital construction has gone up 145 per cent, he said.

Among those on the dais:

Barney Balaban	James Mulvey
Joseph Bernhard	Thomas Murtha
Rabbi Birstein	Louis Nizer
Harry Brandt	Martin Quigley
Leo Brecher	Walter Reade jr.
Irving Caesar	Sam Rinzler
Jack Cohn	Herman Robbins
Ned E. Depinet	J. Robert Rubin
Si Fabian	Edward Rugoff
Benjamin Fielding	Sam Rosen
Emil Friedlander	Arthur Sachson
Leopold Friedman	James Sauter
Herman Gelber	George J. Schaefer
William German	Paul Schoenstein
Francis Harmon	Abe Schneider
Marcus Heiman	Andy W. Smith jr.
William Heineman	Gael Sullivan
Julius Joelson	Sol Strausberg
William Klein	Walter Vincent
Malcolm Kingsberg	Joseph Vogel
Charles E. Lewis	David Weinstock
Charles Moskowitz	Milton Weisman
Robert Mochrie	William A. White

Dual West Coast Showing Set by RKO for 'Joan'

NEW YORK—RKO will follow the plan of simultaneous two-a-day and continuous run showings for "Joan of Arc" in Los Angeles where the picture will open December 22 at the Beverly Theatre on a reserved seat basis and at the Fox Palace on a continuous run.

In New York, where "Joan" is in its sixth week of continuous showings at the Victoria, it opened at the adjoining Fulton, former legitimate house, December 14, for a two-a-day run. Other continuous run showings are set for December 22 at the Orpheum, New Orleans, and the Karlton, Philadelphia.

MGM Field Managers Hold 6 Regionals

NEW YORK—MGM held four regional sales meetings December 16 and 16 conducted by field sales managers and their assistants who passed on to their branch managers the details of the recent five-day conference at the home office. The meetings were held in Pittsburgh, St. Louis, Washington, D. C., and Dallas. Two other regional gatherings were held in New York City and in Salt Lake City December 15 and 16.

At the Pittsburgh exchange, John J. Maloney, central sales chief, met with Saal Gottlieb, Pittsburgh manager; Edwin M. Booth, Cincinnati; Frank J. Downey, Detroit, and Jack Sogg, Cleveland. Frank C. Hensler, field assistant to Maloney, met with Herbert Bennin, St. Louis manager; Albert L. Adler, Kansas City, and Foster B. Gauker, Indianapolis, at the Coronado hotel, St. Louis.

At the Statler hotel, Washington, Rudolph Berger, southern sales manager, met with Charles E. Kessnich, district manager, Atlanta; Jerome Adams, Washington; Jacques C. ReVille, Charlotte; Ansley B. Padgett, Atlanta, and Louis C. Ingram, Memphis. John S. Allen, Berger's field aide, convened with three of his branch heads at the Baker hotel, Dallas. They were: LeRoy Bickel, Dallas; H. Russell Gaus, Oklahoma City, and C. James Briant, New Orleans.

In New York City, John P. Byrne, eastern sales head, held a two-day meeting at the Astor hotel with John J. Bowen, Ralph Pielow and Lou Allerhand, New York; Robert Lynch and Lou Formato, Philadelphia; Jack Goldberg, Albany; Benn H. Rosenwald, Boston; Jack Mundstuk, Buffalo; Harry Rosenblatt, New Haven, and Paul J. Richrath, home office assistant.

At the Utah Hotel, Salt Lake City, Sam Gardner, field assistant to George A. Hickey, western sales manager, held a two-day meeting with Carl P. Nedley, Salt Lake City manager, and Henry A. Friedel, Denver head.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them*

Michael Lessy, 74, Dies At Philadelphia Home

PHILADELPHIA — Michael Lessy, retired operator of theatres in Philadelphia and south Jersey, died at his home here recently at the age of 74. A pioneer in the business, he was connected with Universal Pictures at the turn of the century in production. Later, he went into exhibition along with his brother Alexander. He retired about ten years ago. He was active in many civic, fraternal and charitable affairs. Surviving are two sons, four daughters, two brothers and two sisters. Many theatremen attended his funeral services.

J. Fred Zimmerman

PHILADELPHIA—J. Fred Zimmerman jr., former local and New York theatre owner and manager, died December 12 in Palm Springs, Calif., at the age of 78.

Albany Fine Art House Uses 'Flashcast' Ads

ALBANY—The Colonial, local fine art theatre owned by Harry Eisenstat and managed by Herbert Jacobs, is reported to have signed a three-year contract at a substantial figure for daily advertising on the new WROW-Times-Union "Flashcast" sign.

While the reported contract deal was unconfirmed, the Colonial did begin advertising "Nicholas Nickleby" and "Hamlet" the night the big sign went into operation on the outside of the National Savings bank building at State and Pearl streets.

This was believed by local theatre interests to be one of the first instances in which a film house has used a Trans-Lux "Flashcast" to promote current and coming attractions.

The advertising, which runs from a separate spool of punched tape in the WROW news room and which is automatically cut into the news tape flashes, starts on the State street side of the building and turns the corner into the South Pearl street side. It can be seen for blocks in all directions. In this particular spot both automobile and pedestrian traffic is heaviest. The new sign's weekday operating time is 13 hours.

There are about 30 Trans-Lux "Flashcast" signs in operation in New York, Philadelphia, Chicago, Baltimore, Hollywood, Houston, Miami, Memphis and other cities.

To Direct 'Susanna Pass'

William Witney has been ticketed to direct "Susanna Pass" for Republic.

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INTERIOR
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Clear Films of Delinquency Plaint

ASBURY PARK—A broadcast round table on the effect of films on juvenile delinquency ended by giving the industry a clean bill of health after pros and cons had argued it out Wednesday evening (8) over Radio Station WJLK-FM here. The fact that the decision was unanimous came as a surprise.

Criticism by Prof. Dorothy Swain of the New Jersey College of Women and the Rev. Dr. Everett Palmer, pastor of the First Methodist church, was answered so effectively by Gael Sullivan, TOA executive secretary, and Guy Hevia, city manager for Walter Reade Theatres, that the final concensus was that lack of parental control and failure to provide adequate recreational facilities are responsible.

Sullivan developed a point made by Prof. Swain that too many parents use theatres as "dumping grounds" for their children Saturday afternoons no matter what films are being shown. He asked for the formation of advisory program committees on the local level, and Hevia said he would be glad to have help in choosing special films for kids.

Allied in Philadelphia Okays 'No Percentage'

PHILADELPHIA — Forty-five local area members of Allied of Eastern Pennsylvania, representing 85 theatres, unanimously passed a motion approving the resolution against compulsory percentage pictures adopted by the recent national Allied convention in New Orleans. Dave Moliver presided at the session, which also conducted a detailed review of current features, analyzing them picture by picture and company by company according to boxoffice performances and sales methods.

20th-Fox Sets 17 Dates For 'The Snake Pit'

NEW YORK—"The Snake Pit" is scheduled to play a total of 17 engagements in January, in addition to the previously-announced day-and-date Christmas day openings in five Los Angeles theatres, according to Andy W. Smith jr., 20th-Fox general sales manager. The picture is now playing at the Rivoli Theatre, New York City, and the Garrick, Chicago.

Representatives from the home office will go into the field to work in cooperation with the 20th-Fox field exploitation representatives on each of the 17 engagements.

AGV-AAAA Peace Pact

PHILADELPHIA—An amicable solution has closed the 20-month-old squabble between Local 6, American Guild of Variety Artists and the Associated Actors and Artists of America, parent body, ending all litigation pending in local courts, Harry Evans, president of the local, announced. In line with the action taken by the AGVA membership in a national referendum to establish a branch system instead of local system, the Philadelphia membership has voted to dissolve its local and move into the branch system, Evans said.

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JACK KOPFSTEIN

HENRY SAZIN

MARY ALBANO

ELSIE KELLY

DOMINICK FRASCELLA

MARCIA ROSENTHAL

William MacMillen Named V.P. of Pathe

NEW YORK—William C. MacMillen jr. was elected vice-president of Pathe Industries, Inc., at a meeting of the Pathe board of directors December 14. MacMillen will continue as vice-president in charge of operations of Eagle Lion Films and vice-president of Eagle Lion Studios, wholly owned film distributing and producing subsidiaries of Pathe Industries.



Wm. C. MacMillen jr.

In addition to the Eagle Lion companies, the other principal subsidiaries of Pathe are: Pathe Laboratories, Inc., with film processing laboratories in Hollywood, Bound Brook, N. J., and New York City; Pictorial Films, Inc., Television Center, Inc., Pathe Realty Corp. and the V. D. Anderson Co., manufacturers of oil expellers and other machinery.

Telenews Circuit Heads Buy New Florida Hotel

CHICAGO—Herbert Scheftel and Alfred G. Burger, heads of the nationwide Telenews Theatres chain, have purchased the newly completed Carlton hotel in Palm Beach, Fla. The Carlton is the latest addition to the roster of hotels in the winter resort city and the opening was attended by many leading social figures.

NSS Production Berth To Milton Elelman

NEW YORK—Milton Elelman will succeed Paul Benjamin as head of the National Screen Service production department. Benjamin will retire at the end of the year.

Elelman's appointment was announced at a farewell luncheon given for Benjamin. The new production chief has been Benjamin's assistant.

To Handle French Films

NEW YORK — Distinguished Films, Inc., has acquired two French films, "Give Me Your Eyes," starring Sacha Guitry, and "This Woman of Evil," with Charles Vanel, for national distribution.

CIO Union Wins Vote In RKO Home Office

NEW YORK—The Screen Office and Professional Employes Guild (CIO) won over the IATSE Motion Picture Home Office Employes Local No. H-63 (AFL) recently in the NLRB election for control of the RKO headquarters white collar shop. The vote was 138 to 113, with seven votes against any union representation. The AFL unit had sought control when SOPEG refused to sign non-Communist affidavits under the provisions of the Taft-Hartley law and the company had refused to recognize SOPEG until the latter's recent compliance with the law.

The AFL union has been asking the NLRB for elections at Deluxe Laboratories, Paramount and Columbia, but the CIO union has not yet consented, asking that formal discussions be conducted first.

Supreme Court Justice Morris Eder December 8 enjoined SPG and SOPEG from picketing the Victoria Theatre.

Gulistan Wilton Theatre Carpet
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WASHINGTON, D. C.

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WASHINGTON, D. C.

WASHINGTON, D. C.

COLUMBIA PICTURES

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Prosperous New Year

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Jerry Murphy
Joe Cohan
Sara Young
Jack Kohler
Bill Michalson
John O'Leary
Ira Sichelman
Fred Klein
Ann Griffin
Fritz Goldschmidt
Emily Watts

Wishing You and Yours a Season of Happiness, Health and Prosperity

METRO-GOLDWYN-MAYER

WASHINGTON, D. C.

Rudy Berger, Southern Division Mgr.
Jerry Adams, Branch Manager
Joe Kronman, Office Manager

Paul Wall
Fred Rippingale
Tom Baldridge
Henry Ajello
Pete Prince
Eddie Kushner
Ida Barezofsky
Sidney Eckman

Max Stepkin

BEST WISHES FOR A HAPPY YULE TIDE SEASON

SCREEN GUILD PRODUCTIONS

OF WASHINGTON, D. C.

Samuel N. Wheeler
Ross S. Wheeler

Donald Chaban
May Feldman

MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR

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Robert Cunningham, Office Manager

George Kelly
Max Rutledge
Luther Buchanan
Russell Ricker
Jack Bryan
Max Joice
Jack Howe
Fred von Langen

Ida Green

Season's Greetings

TO MY MANY FRIENDS IN THE WASHINGTON EXCHANGE AREA

JOSEPH B. WALSH

EXHIBITORS SERVICE

920 NEW JERSEY AVE., N. W.
WASHINGTON 1, D. C.

Season's Greetings

from

REPUBLIC PICTURES

Jake Flax, Branch Manager

Maynard Madden
Sam Taber
Eddie Martin
Esther Katznell

Al Landgraf

Merry Christmas and a Happy New Year

MONOGRAM PICTURES

Jack Safer, Branch Manager

WASHINGTON

Eugene Ford of Loew's Dies in Washington

WASHINGTON—Eugene F. Ford, 53, managing director and stage producer of Loew's Capitol Theatre, died December 12 in Doctors hospital after an illness of two and one-half months. Interment was at Fort Lincoln cemetery December 14.

Ford, who began his theatrical career as a dancer in 1917, later became stage manager for Charles Dillingham at the Globe Theatre, New York City, and, in 1938, produced the Broadway Melody Hour on radio station WHN, before taking the Capitol Theatre post in 1939. He is survived by his widow Katharine O'Gorman Ford, a son Eugene Francis jr., and a daughter Patricia.

Reade Theatres Opening Shows for Children

ASBURY PARK—A "Film Library of Juvenile Entertainment," in which schools and PTA groups have taken over sponsorship and ticket sales for an initial series of five Saturday morning children's shows, has been set up here by Guy Hevia, city manager for the Walter Reade Theatres.

Beginning January 8, the series will feature films selected by the organizations here and in Ocean Grove, Neptune, Oakhurst and Wanamassa from a list approved by the National Congress of Parents and Teachers and the National Children's Film Library. A group of parents and instructors will supervise the children at each show.

The plan is patterned after a "repertory" Hevia organized last year in Morristown. It is receiving news support from the Asbury Park Press, which has not mentioned any theatre activities in its news columns for nearly three years. If successful, it will be continued indefinitely.

Announcement of the plan follows a radio debate during which Gael Sullivan, TOA executive secretary, and Hevia won public support of their contention that juvenile delinquency is largely a matter of parental control and recreational opportunity.

WASHINGTON, D. C.

Season's Greetings



SARAH YOUNG
BOXOFFICE

The death of Gene Ford last Sunday morning after an illness of several months due to a heart condition was mourned by many hundreds in the show business. He is survived by his wife Kay and two children . . . George Trilling and Bernie Brooks, Fabian circuit executives, were in from New York . . . Ida Barezofsky of Metro has returned from a vacation with a becoming new hairdo . . . Happy returns to Mrs. Ben Lust who celebrated a birthday Monday . . . The Metro Family club held its annual Christmas party Saturday night.

Sally Zeoli, Columbia, is recuperating at Garfield hospital where she underwent an operation . . . Everett Dayhoff came in to town laden down with gifts from Spring Grove hospital . . . Fred Klein's son Charles, now in the army, visited the family for the Christmas holidays . . . Harley Davidson, who was laid up several days with a severe cold, was back on Filmrow looking a bit peaked.

Jules Girden was in booking for his Imperial in Brunswick, Md. . . . S. Stempil, New Palm Theatre, Del Ray, Va., was away on a business trip . . . Guy Flannery will open his new 700-seat Flannery Theatre, Richlands, Va., December 22 with "Apartment for Peggy" . . . Harry Valentine, on Filmrow this week, says he now is running first run pictures in the Elco and Delta theatres, Portsmouth.

Wade Pearson, city manager for Neighborhood Theatres in Arlington and Falls Church, was married to Mrs. Leota Brooks. Pearson was given a bachelor dinner in the Mayflower hotel Monday night which was attended by Filmrow branch managers, personal friends and political figures from Arlington county. Alvin Newmyer emceed the affair.

Gus Lynch, Schine zone manager, has been spending a lot of time in the dentist chair lately, but he keeps going . . . Reynold Wallach has resigned as manager of the Schine Strand in Cumberland and has been replaced by John Manuel . . . The new manager of the Liberty, Cumberland, is Lauren Parker, replacing Fred Perry who resigned . . . District Manager Harold DeGraw went up to Gloversville to attend a series of preholiday meetings.

Schine office secretary Lorraine Guervitz is certainly a lucky gal. She found an apartment at 16th and Euclid street N. W. and is preparing to move in soon . . . The Milford (Ill.) Theatre has started running vaudeville on Saturday only with a feature . . . The 20th-Fox Christmas party was well attended Saturday night. Credit for the affair is due Jack Kohler, Anne Griffin, Fritz Goldschmidt, Anna Sknerski and Lona Coppage.

Exploiteer Bill Michalson spent several days in Roanoke working on "When My Baby Smiles at Me" and "Yellow Sky" . . . Jerry Murphy is back after undergoing a nose operation . . . Inauguration day has been declared a holiday for Washington film folk, thanks to the efforts of Joseph Basson, IATSE, and Sara S. Young, business agent for Local F13.

Sympathy to the family of Kenneth Thompson, whose father Howard Snyder died a few weeks ago. Snyder, who was 75, was associated with the Rendezvous Theatre, Hampstead, Md., many years . . . "Enchantment" (RKO) will inaugurate the new feature policy in the Translux Theatre, which since its opening has run only newsreels and shorts.

Matthew Rapf, co-producer of Eagle Lion's "Adventures of Gallant Bess," was in Washington to discuss with government officials his next venture . . . Ellis Doll is building a 400-seater at Barton, Md., to be ready for opening early next year.

Local B13, shipping and inspection departments, elected: President, Claude Ringer; vice-president, Grace Brennan; recording secretary, Wendell Allen; financial secretary and treasurer, Carmen Jaccarino; business agent, Robert Kuttler; guardian, Josephine Burns; trustees, Claude Ringer, Wendell Allen and Robert Kuttler; executive board, Gladys Dixon, Jack Klein and Alice Klein.

Piped Newscast Arranged For Palace at Albany

ALBANY—Fabian's Palace has arranged with local radio station WROW for a nightly newscast to be piped from the station to the 3,650-seat theatre. It will be presented along with the regular newsreel at the Palace. Leo Rosen, WROW promotion manager and former Warner and Fabian-Hellman drive-in manager, has made an action trailer to be shown while the news program is aired by Bob Campbell.

The Warner Strand was the first theatre here to arrange a newscast from a theatre. That theatre arranged for WABY, radio station which has studios in floors above the Strand, to send an announcer down to the booth in the orchestra pit for the broadcast. The theatre audience as well as radio listeners can hear him. The feature has been presented twice a day since last September and patrons apparently like the added service.



MAX M. KORR—President, Max M. Korr Enterprises, Allentown, Pa.—says:

"RCA Service has proved itself to be the most economical and satisfactory way of making sure my patrons enjoy good sound reproduction."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

SEASON'S GREETINGS

WASHINGTON, D. C. WASHINGTON, D. C.

HAPPY HOLIDAY GREETINGS

K B Theatres

SEASON'S GREETINGS

BEN SIEGEL'S THEATRE ADVERTISING CO.

704 New Jersey Ave., N. W.

WASHINGTON, D. C.

MERRY CHRISTMAS

and

A PROSPEROUS NEW YEAR

DISTRICT THEATRES

Merry Xmas and
Happy New Year

PARK THEATRE

Lexington Park, Md.

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Complete Buying and Booking Service

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MERRY CHRISTMAS and HAPPY NEW YEAR

Merry Xmas and
Happy New Year

ST. MARY'S and NEW THEATRES

Leonardtown, Md.

Kenneth B. Duke and Jack Fruchtman

Christmas Greetings

INDEPENDENT THEATRE SERVICE

HARLEY DAVIDSON

Serving 40 of Virginia's Finest Theatres

Merry Christmas

and

Happy New Year

BOB SCHECK and MIKE LEVENTHAL

LORD BALTIMORE THEATRE

Baltimore, Md.

ALBANY

Herb Jennings, Madison Theatre manager, reported "wonderful audience reaction" to "The Secret Land" on its showing on a double bill with "Luxury Liner" at that house. MGM previewed the Antarctic expedition documentary on an LST docked here last September for navy and naval reserve personnel . . . A four-change-a-week policy at the Strand in Philmont has been discontinued as Harry Lamont reverted the house to its old three-bill schedule.

Bill O'Brien has been added to the Madison crew . . . Mrs. Katherine Bain, Madison cashier, is expected back to work in January. She suffered a back injury last July and has been off work since then. Joyce Dickinson, a State College for Teachers senior who has been on the Madison winter staff for three years, is substituting for Mrs. Bain.

Gary Stevens, who conducts the Stevens Song shop program over radio station WROW and who formerly sang with Tex Beneke's orchestra, made a personal appearance at the Regent Theatre in Cohoes.

Larry Cowen reported that 2,000 kids attended a Christmas show in Proctor's Troy Saturday morning, given by the Standard Furniture Co. in cooperation with the theatre. A Roy Rogers picture, a cartoon and a children's stage show presented by WROW comprised the entertainment. The kids were remembered with gifts . . . The first meeting of the district conciliation board was held Tuesday afternoon in the offices of Upstate Theatres. The members are Harry Lamont, Johnny Gardner and Sid Dwore . . . A preview of "Hamlet," which opens at the Colonial Christmas with roadshow prices, was held for deans of colleges, heads of English and dramatic departments of colleges and high schools, etc.

Ben Smith of Screen Guild scheduled visits to Schine headquarters in Gloversville, to Kallet offices in Oneida and to Utica in behalf of bookings for "The Return of Wildfire" . . . Bob Landry, who at one time owned the Strand and Liberty in Ogdensburgh and the Malone in Malone, died recently at his Ogdensburgh home. Landry sold the Strand and the Malone to Schine and leased the Liberty to that circuit, then studied law and won admission to the bar . . . John Younakis, manager of Jim Papayanakos' Rialto in Potsdam, is the father of a baby son.

W. Hugo Aust, who built and operated a 200-car drive-in at South Glens Falls last season, and who was on the Row, said his two chief sources of patronage were farmers and family groups. The ozoner drew farmers from a 10 to 15-mile radius because they did not have to search for parking space, carry youngsters to and from the parking lot, or hire baby sitters, according to Aust. The fellow-and-girl group did not mean so much in South Glens Falls, he said. Upstate Theatres buys and books for his drive-in . . . Archie Conley, who operated the Sherburne in Sherburne (pop. 1,500) for some time in partnership with Dick McKay and who recently has been conducting the house on his own, reported here that business was pretty good. Conley is now running the theatre, located in a business block which he owns, seven nights a week.

Chris Marx of the Rialto, Utica, has scheduled a holiday vacation in Florida. Sylvan Leff was to do the booking in his absence. Leff bought the Highland from Marx two years ago . . . Fabian's Palace this week presented a 35-minute motion picture of Albany scenes, institutions and personalities, made by Your Home Town Movie Co. Similar films have been shot, with commentaries by Bill Stern, newsreel voice and chief NBC sports announcer, for Troy and Schenectady. Saul J. Ullman, upstate manager for Fabian, described the Albany picture as "terrific . . . the best of its kind I have ever seen." Previewed Friday, it ran 45 minutes, but was cut ten minutes for theatre screening. Stores and other establishments pay the cost of the film, in return for the advertising of their name. Alex Sayles, Palace manager, worked out the details here. Abe Eskin, head of Home Town Movies, and Charles Wacker, Hollywood photographer, shot the pictures. Larry Cowen, manager of Proctor's, lined up 13 participating sponsors for Troy. Guy Graves, Schenectady city manager for Fabian, handled arrangements there.

ALBANY

Season's

Greetings

SYLVAN LEFF

Releasing

Realart Reissues

ALBANY

SEASON'S

GREETINGS

OSCAR J. PERRIN Sr.

Manager

WARNER BROS. RITZ, ALBANY

ALBANY

Season's Greetings

FABIAN THEATRES

Albany District

SAUL J. ULLMAN,
General Manager

Albany: Palace - Grand - Leland
Schenectady:

Proctor's - Plaza - State - Strand - Erie.

Troy: Proctor's

SYRACUSE

Greetings of the Season

MORK-GREEN STUDIOS

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1126 Chimes Bldg.,
Syracuse, N. Y.

Daytime TV Opportunities Explained To More Than 300 Broadcasters

NEW YORK—More than 300 attended the morning and afternoon sessions of the Television Broadcasters Ass'n here . . . Leonard Hole, general manager of WABD, flagship of the DuMont television network, said that daytime television, which was launched by WABD November 1, "is no longer an experiment but is here to stay." The WABD daytime television schedule offered new opportunities to advertisers with small budgets, and many larger local advertisers, such as television set dealers, have supported daytime television. Recently, Sterling Products and General Mills, two of the largest national advertisers in the country, had each purchased five half-hours across the board, Mondays through Fridays, Hole said. "After only five weeks, daytime television at Du Mont is in the black—our revenue is greater than operating and talent costs," according to Hole.

LIST OF OTHER SPEAKERS

Other speakers at the afternoon session were: Robert P. Myers, assistant general attorney, National Broadcasting Co., who spoke on "Legal Problems of Television"; Robert L. Coe, vice-president and station manager, WPIX, who spoke on "Television Station Reception Problems"; George M. Burbach, manager, KSD-TV, who spoke on "Television Station Management Do's and Don'ts" and Hugh M. Beville, director of research, NBC, who spoke on "Finding the Facts for Television Selling." The morning speakers were: Myron Kirk, radio and television director for the Kudner Agency, who spoke on "Television Advertising Showmanship," and George Moskovics, manager, CBS television sales development; Klaus Landsberg, west coast director, Paramount Television Productions, Station KTLA; Eugene Katz, Katz Agency, and Doty Edouarde, radio-television buyer, Badger, Browning & Hersey, who conducted a panel session on "Selling Television Time."

Walter J. Damm, general manager of WTMJ-TV, Milwaukee Journal, described and demonstrated a hand-operated animation device for offering cartoon commercials via television stations.

POPPELE IS TOASTMASTER

J. R. Poppele, TBA president, was toastmaster at the luncheon which was attended by more than 425 members and guests. Paul Raibourn, vice-president of Paramount; Dr. Allen B. Du Mont, E. P. H. James, vice-president of Mutual Broadcasting and chairman of the Television Clinic, and Larry Lowman, vice-president of CBS, were others on the dais. Genevieve Rowe, night club singer and star of Joe Howard's "Gay Nineties Revue," televised via WJZ-TV, was guest entertainer.

The scheduled awards from the agenda of this year's TBA clinic were eliminated from the program because "television is now a national industry and is no longer confined to a handful of stations and manufacturers in a few big cities," according to an announcement.

Film, Television Studio To Be Ready in January

PRINCETON, N. J.—The Princeton Film Center, a motion picture and television plant, is nearing completion on Carter road, just outside the city, and will be ready for occupancy early in January, according to Gordon Knox, executive director.

The building, designed by Donald Hedges, architect for the Bucks County Playhouse, will appear as a three-story Colonial residence and will house a 5,000-foot square sound stage, distribution facilities, a commissary and its own theatre. The center is licensed with its own Western Electric "300" sound system to permit recording on both 35mm and 16mm film. Additional sound equipment is provided for both acetate and magnetic tape recording.

Special Program to Mark Tele East-Midwest Link

NEW YORK—The linking of the Bell System's east coast and midwestern television networks will be celebrated by an inaugural program presented by television broadcasting companies and the telephone organization on the evening of January 11. On the following day the networks will start regular video service.

With the first program the facilities will be available to stations in Boston, New York, Philadelphia, Baltimore, Washington, Richmond, Pittsburgh, Cleveland, Buffalo, Toledo, Detroit, Chicago, Milwaukee and St. Louis. They will be made possible by the completion of a coaxial cable between Philadelphia and Cleveland.

RCA Increases Dividend To Common Stockholders

NEW YORK—The Radio Corp. of America has declared an annual dividend of 50 cents per share on the outstanding shares of common stock, an increase of 20 cents per share over the previous annual dividend. This will be payable in cash Jan. 24, 1949, to holders of record at the close of business Dec. 17, 1948.

A three-month dividend of 87½ cents per share on the outstanding shares of first preferred stock will be paid in cash Jan. 3, 1949, to holders of record at the close of business Dec. 13, 1948.

The total dividends to be paid by RCA for 1948 amounts to $10,081,322, including $3,152,000 on the preferred stock and $6,928,522 on the common stock.

Delay Decision on MPEA Representation Abroad

NEW YORK—A decision has been delayed on the extent to which the Motion Picture Export Ass'n will continue to represent member companies in sales and distribution abroad. The meeting of company heads and foreign managers scheduled the past week was postponed because of the inability of some to attend, and no date has been set yet for another attempt at a get-together. The current company contracts with the MPEA begin expiring in May 1949.

Rosenfeld in Herald Post

NEW YORK — Jack Rosenfeld has been named special sales representative for Herald Pictures in the New York territory by Jack Goldberg, president.

Scophony Decree Set For Para and GPE

NEW YORK—The Department of Justice is ready to sign a consent decree in the Scophony case with General Precision Equipment Corp. and Television Productions, Inc., a Paramount subsidiary.

Notice of a proposed consent decree eliminating these companies as defendants in the antitrust suit was included in an affidavit filed with Judge John C. Knox of the U.S. district court asking that the case be removed from the trial calendar. A trial was scheduled for this week.

Mervin Pollak, government attorney, also asked for judgments against Scophony Corp. of America, Arthur Levey, president of SCA, and Scophony, Ltd. of England, the remaining defendants.

Pollak discussed consent decree negotiations over a three-year period. He pointed out that after numerous delays and adjournments, SCA was still unable to reach an agreement with the government and GPE and Paramount.

He asked for a judgment against SCA on the basis of evidence introduced by the U.S. Pollak added that SCA would be able to avoid judgment of a future trial by signing the consent decree.

James Cherry, attorney for SCA, opposed the U.S. motion. He asserted that the government was trying to force SCA into a settlement. He asked for a 60-day extension.

The government asked for a judgment against the British defendant by default. Scophony, Ltd., has failed to answer the U.S. complaint.

Wells to Leave UN Post, Promote Foreign Films

NEW YORK—William H. Wells will resign his post as chief of the United Nations film section the end of the year when the present program of 12 UN two-reel shorts is completed. He plans to promote full-length features with an international viewpoint, especially by European producers, using U.S. funds now tied up abroad. UN has budgeted only two shorts for 1949.

Before his UN connection Wells promoted the independent production of 23 documentary films on UNRRA's work in Europe and the Orient. He believes that more and better documentaries are needed to insure a better understanding of world problems, and that they should be of feature length.

Westrex Foreign Managers Back to Overseas Posts

NEW YORK — The majority of foreign managers for the Westrex Corp. have returned to their home territories overseas following the conclusion of the recent conference here to survey the entire field of Westrex activities.

The managers and the cities in which they are located are: J. H. Riley, London; Stewart Glass, Dublin; Dennis L. Smith, Caracas; B. W. Buctz, Port-of-Spain; George F. Van Weyenbergh, Brussels; Harro Zeppelin, Buenos Aires; J. G. Van Erk, Amsterdam; R. F. Crews, Bombay; F. H. Gildemeyer, Rio de Janeiro; J. J. de Boer, Havana; W. H. Meisel, San Juan, and H. T. Petersen, Copenhagen.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Judge Dismisses WB's Suit Against Unions

HOLLYWOOD—Another chapter in the bitter studio strike of 1945 was written off the lawbooks when Superior Judge Stanley Barnes dismissed an action filed against the Conference of Studio Unions, which staged the walkout, by Warner Bros. The jurist upheld defense motions to dismiss the $3,000,000 damage action, contending the studio had not demonstrated sufficient interest in prosecuting the case. The suit was not filed until late in 1946, and the first subpoenas were not served for nearly two years thereafter.

* * *

Resumption of discussions concerning a projected cost-of-living wage increase and formulation of a pension plan for IATSE studio workers was slated with the expected arrival of Richard Walsh, international president of the IATSE. Preliminary huddles were held here last summer with producer representatives, but no agreements were reached at that time.

* * *

Awaiting James C. Petrillo's signature in New York are pacts set between Petrillo's American Federation of Musicians and filmdom's independent producers. Sitting in on the negotiations were the Society of Independent Motion Picture Producers, the Independent Motion Picture Producers Ass'n, Eagle Lion and Monogram.

* * *

Another repercussion of the 1946 studio strike found jail sentences and fines being handed 32 film pickets by Municipal Judge Byron J. Walters. They were ruled guilty of violence and of violating a court order against mass picketing at Columbia studio in October 1946. One picket drew a one-year sentence, four were ordered jailed for six months, and the others were fined amounts ranging from $300 to $400.

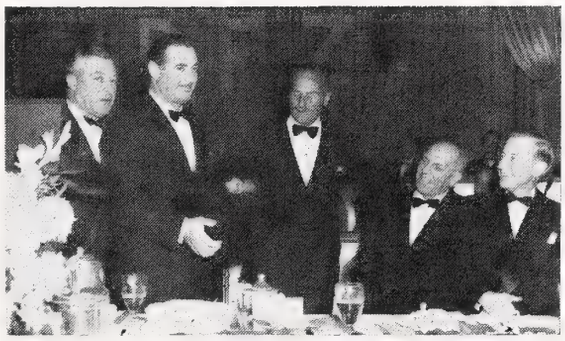
Plan 3 More Features

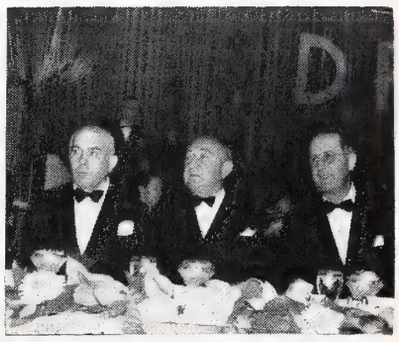
HOLLYWOOD — Currently filming "The Great Dan Patch" for United Artists release. W. R. Frank and John Taintor Foote plan the joint production of three more features under a new partnership deal. Scripts, to be written by Foote, will be based on his published short stories and novels. Releasing arrangements have not been completed.

Begin Agay Productions

HOLLYWOOD — Max Alexander, veteran filmmaker, has organized Agay Productions with camera work already under way at the Charles Chaplin studios on the outfit's initialer, "Amazon Quest."

Crowd of 1,200 Turns Out To See Zanuck Honored





Darryl F. Zanuck, 20th Century-Fox production executive, was hailed as "Man of the Year" by the Beverly Hills lodge of B'nai B'rith at a testimonial banquet attended by civic, religious and industry dignitaries. As George Jessel (left), the toastmaster, looks on, Sid Rogell, chairman of the lodge's awards committee, presents Zanuck with the trophy. Others in the shot are Lieut.-Gov. Goodwin Knight of California and, left to right, Eric Johnston, president of the MPA; Spyros Skouras, president of 20th Century-Fox; Joseph M. Schenck and Clinton P. Anderson, senator-elect from New Mexico.

HOLLYWOOD—With civic, religious and industry leaders among the 1,200 who turned out for the function, Darryl F. Zanuck, production chief at 20th Century-Fox, was honored as "Man of the Year" by the Beverly Hills lodge of B'nai B'rith at a formal dinner and ceremonies at the Biltmore Bowl.

George Jessel, 20th Century-Fox producer, was toastmaster and Clinton P. Anderson, U.S. senator-elect from New Mexico, delivered the principal congratulatory address. Other speakers included Spyros Skouras, Joseph M. Schenck, Lieut.-Gov. Goodwin Knight of California, Hal Roach, Dore Schary, Samuel Goldwyn, H. M. Warner, David O. Selznick, Eric Johnston, Ellis Arnall, Harry Cohn, Henry Ginsberg, Jean Hersholt and Charles P. Skouras.

The "Man of the Year" plaque—a mahogany humidor—was presented Zanuck by Sid Rogell, general chairman of the lodge's awards committee.

Zanuck was honored for his "battle against ignorance and intolerance" through the making of such controversial films as "Gentleman's Agreement," "Wilson," "The Grapes of Wrath" and "I Was a Fugitive From a Chain Gang."

Anderson declared that President Truman joined with him in "telling you of the great admiration that all of Washington holds for your 'Man of the Year.'"

A program of entertainment following the presentation had Eddie Cantor as master of ceremonies, with sketches presented by Dorothy Shay, Danny Thomas, Dinah Shore, George Burns, Carmen Miranda, Abott and Costello, Danny Kaye and Dean Martin and Jerry Lewis.

United Appeal Efforts Renewed to Reach Goal

HOLLYWOOD—With pledges of $809,000, representing approximately 62 per cent of the goal of more than $1,303,000, now in, the fourth annual United Appeal drive will be continued through the early weeks of the new year in a renewed effort to go "over the top," it was decided by campaign workers after their last report meeting.

Solicitations will be intensified among higher income groups, it was declared by Roy M. Brewer, drive chairman. To date the largest group of pledges has been received from labor's executive committee, with a total of 11,935 subscriptions for $281,350. Next in line are producers and executives, 356 pledges for $194,067.

Sell LaHabra Theatre

LA HABRA, CALIF.—Charles J. Colden, Edward Penn and Morton Wexler have published a notice of intended sale of the La Habra Theatre to Kelley Norwood.

STUDIO PERSONNELITIES

Barnstormers

Warners

JACK CARSON planed to Cleveland, where he functioned as emcee December 15 at the annual Page One ball of the Cleveland Press.

Cleffers

Metro

LENNIE HAYTON has begun the musical scoring for "The Barkleys of Broadway."

Monogram

Producer Lindsley Parsons has set EDDIE KAY to score "Tuna Clipper."

United Artists

W. R. Frank signed DAVID CHUDNOW as musical director for "The Great Dan Patch," toplining Dennis O'Keefe, Gail Russell and Ruth Warrick.

Loanouts

RKO Radio

Borrowed from Metro, ISOBEL LENNART was signed to pen "Christmas Gift," from an original McCall's story by John Weaver, to be produced and directed by Don Hartman.

Universal-International

GLORIA DEHAVEN is on loan from Metro to play the femme lead opposite Donald O'Connor in "And Baby Makes Three," to be directed by George Sherman for Producer Leonard Goldstein.

Meggers

Eagle Lion

Bryan Foy has set LEW SEILER to direct "Trapped," slated to roll in February.

Monogram

LESLEY SELANDER will replace William Beaudine as director on forthcoming Charlie Chan film, "Murder in the Air," since Beaudine is tied up on another assignment.

Republic

WILLIAM WITNEY was assigned to direct "Susanna Pass," Roy Rogers starrer to be produced by Edward J. White.

"Ghost of Zorro," 12-episode serial, will be megged by FRED BRANNON for Producer Franklin Adreon.

20th Century-Fox

GEORGE JESSEL's option was hoisted for another year. Producer's next assignment after "Oh, You Beautiful Doll" will be the Broadway musical hit of ten years ago, "The Band Wagon."

Producer OTTO LANG had his option hoisted for another term.

Universal-International

CHARLES LAMONT has been handed a new term directorial ticket.

Options

Columbia

VANESSA BROWN was booked for the femme lead in Rudolph Flothow's production, "The Secret of St. Ives." Character actress PHYLLIS MORRIS plays Vanessa's aunt in the picture. BETTY FAIRFAX was signed for the role of a maid in the film which Phil Rosen directs. EDGAR BARRIER goes into the film. Stage and screen actor HENRY DANIELL was signed for the principal heavy.

Inked for an important role in "Rim of the Canyon" was FRANCIS McDONALD.

STEVEN GERAY will be seen as a trumpet player in Desi Arnaz's band in "Night in Havana." Added to the cast was ANN DORAN.

Teaming with George Raft in Producer Irving Starr's "Hounded" will be NINA FOCH. Ted Tetzlaff directs.

Added to the cast of Robert Rossen's production, "All the King's Men," were RAYMOND GREENLEAF and RHODA WILLIAMS.

Eagle Lion

Producers Arthur Dreifuss and Joseph Levinson inked GWEN O'CONNOR, wife of actor Donald O'Connor, to make her screen debut in Equity-Vinson's Peggy Ryan musical, "Shamrock Hill." TRUDY MARSHALL has been signed for a top featured part.

Film Classics

TOM NEAL and CAROLE MATHEWS were inked for the starring roles in Agay Productions' "Amazon Quest," under the direction of S. K. Seeley. CAROLE DONNE, JOE CREHAN, DON ZELAYA, RALPH GRAVES, DON DILLAWAY, JACK GEORGE, JOE GRANBY, EDWARD CLAIR and COSMO SARDO join the cast.

Metro

GERALDINE BROOKS draws the femme lead in "Greyfriar's Bobby," with Donald Crisp and Lassie. Richard Thorpe directs for Producer Robert Sisk.

RICARDO MONTALBAN was selected for the top role in Producer Nicholas Nayfack's "Border Incident," to be directed by Anthony Mann.

VAN JOHNSON plays the role of a young hard-boiled detective in "Scene of the Crime," which Roy Rowland will direct and Harry Rapf produce.

Monogram

Supporting cast booked for "Murder in the Air," starring Roland Winters as "Charlie Chan," includes EMMETT VOGAN, EDNA HOLLAND, JOHN ELDREDGE, EDDIE PARKS, LOUISE FRANKLIN and JOE WHITEHEAD. Added to the cast are LYLE LATELL, GAYLORD PENDLETON, LEE PHELPS, SUZETTE HARBIN, FRANK CADY, CHARLIE JORDAN, JOEL MARSTON, TIM RYAN, LYLE TALBOT, MILBURN STONE and PAUL MAXEY. KEYE LUKE and MANTAN MORELAND appear in their usual roles of No. 1 son and chauffeur.

Additions to the cast of the Jimmy Wakely starrer, "Gun Law Justice," include BOB WOODWARD, ZON MURRAY, MYRON HEALEY, BOB CURTIS and EDDIE MAJORS.

GERRY PATTISON is set for the feminine lead in "Outlaw Marshal," forthcoming Johnny Mack Brown western which Ray Taylor directs for Producer Barney Sarecky.

"Leave It to Henry," second of the series based on D. D. Beauchamp's Collier's magazine yarns, the first being "Henry, the Rainmaker," again has RAYMOND WALBURN in the title role. Jean Yarbrough directs the Mayfair production.

Paramount

MARY FIELD, comedy singer, was inked for the Bing Crosby starrer, "Top o' the Morning."

Joining the Thespian roster of the Bob Hope comedy, "Easy Does It," were JEAN ACKER, JOY ROGERS and BEULAH CHRISTIAN. The Edmund Beloin production is being megged by Alexander Hall.

RKO Radio

Set for the lead in "The Big Steal" is GEORGE RAFT. The Jack Gross production, based on a Saturday Evening Post serial by Richard Wormser, is scheduled for camera work in February, with portions of it to be filmed on location in Mexico.

Republic

MARIE WINDSOR will have the feminine lead in the Elliot-McGowan production, "Hellfire." Set for one of the leads was GRANT WITHERS. JIM DAVIS, HARRY WOODS, PAUL FIX and LOUIS FAUST were signed to play the Stoner brothers.

Screen Guild

Toplines in "Omoo" go to TREVOR BARDETTE, PEDRO DE CORDOBA, MICHAEL WHALEN, LISA KINCAID, RON RANDELL, RICHARD BENEDICT, DEBERA BURTON and GEORGE MEEKER. George Green produces and Leon Leonard megs the South Seas story.

20th Century-Fox

Contract player JEAN WALLACE has been held for another year.

RAYMOND GREENLEAF joins a cast toplined by Richard Widmark and Linda Darnell for "Slattery's Hurricane," which Andre de Toth directs for Producer William Perlberg.

RUTH CLIFFORD was added to the cast of the June Haver-Dan Dailey vehicle, "You're My Everything," with Walter Lang directing for Producer Lamar Trotti. ALAN MOWBRAY was set for a top role.

Universal-International

ROBERT OSTERLOH, PHILLIP TULLY and CURT CONWAY were signed for supporting roles in Jules Schermer's production, "Illegal Entry," with Frederick de Cordova directing.

Warners

VIRGINIA MAYO joins Gordon Macrae and Dorothy Malone in the starring lineup of Jerry Wald's production, "Rise Above It."

Cast additions to "Task Force" include KENNETH TOBEY, stage player, and BEAL WONG, Chinese actor who will portray a Japanese naval attache. FRED MARLOW and CHARLES WARDLOW JR. join the cast.

Scripters

Paramount

Screen writer DANE LUSSIER was signed to work on an untitled story for forthcoming production.

Republic

Option on writer JOHN K. BUTLER has been lifted for another year.

20th Century-Fox

The upcoming Fred Kohlmar production, "Father Was a Fullback," is being scripted by CASEY ROBINSON.

Universal-International

AL BEICH is doing a polish job on "And Baby Makes Three," which will star Donald O'Connor.

Warners

VIRGINIA KELLOGG was signed to write an original screenplay, "Women Without Men," to be produced by Jerry Wald.

GERTRUDE WALKER was inked to develop an original screen story, "Case History," yarn about a modern bad girl.

Screenplay for "Beyond the Forest," Stuart Engstrand best-seller, will be written by LENORE COFFEE. Henry Blanke will produce.

Story Buys

Columbia

Screen rights to "A Woman of Distinction," an original by Ian Keith and Hugo Butler jr., were acquired from Paramount and the property has been placed on Alex Gottlieb's docket as his first for the company. Keith and Butler are set to prepare the screenplay.

Independent

Producer Albert S. Rogell purchased "Crosscut," an original about the lumber industry, by actor Bruce Bennett, who will star in the opus for Rogell's Gibraltar Pictures. No release is set.

Republic

"Adventures of the Rocket Man," original screenplay by Sol Shor, Royal Cole and William Lively, has been purchased for production as a 12-episode serial and assigned to Producer Franklin Adreon.

Technically

Monogram

Crew assigned to "Murder in the Air" includes WESLEY BARRY, assistant; WILLIAM SICKNER, camera; ROY LIVINGSTON, cutter, and TOM LAMBERT, sound.

RKO Radio

J. ROY HUNT and JOHN TRIBBY will handle the sound and camera chores, respectively, on the two-reel comedy, "Heart Trouble," with Charles E. Roberts directing and George Bilson producing.

Screen Guild

BEN CLINE is lensing "Omoo," with JOHN GRUBBS set as the assistant director.

Universal-International

Technical staff for Producer Jules Schermer's "Illegal Entry" was completed with the addition of EDDIE DODDS, unit production manager; FRED FRANK, assistant director; YVONNE WOOD, costume designer; WILLIAM DANIELS, cameraman; RICHARD RIEDEL, art director; FRANK SKINNER, music director, and JOE LAPIS, sound technician. Inked to lens was WILLIAM DANIELS.

LOUIS DAPRON was signed as dance director on the Donald O'Connor starrer, "And Baby Makes Three."

Title Changes

Columbia

HOUNDED is the new tag for the current George Raft starrer, formerly called "The Big Jump."

Eagle Lion

ROLL, THUNDER, ROLL is the new title for Equity's second Red Ryder production, "Counselor at Gun-Law," starring Jim Bannon.

RKO Radio

"The Road to Carmichael's" becomes THE BIG STEAL.

Universal-International

Title on Producer Maxwell Shane's "The Amboy Dukes" has been changed to CITY ACROSS THE RIVER.

Story Directors Resign At Two Film Studios

HOLLYWOOD—Posts in the story departments of two studios were vacated with the resignations of Forrest Judd as Monogram scenario chief and of Lillie Messenger as story assistant to William Goetz and Leo Spitz at U-I.

Judd, former Monogram franchise holder in Des Moines, has become affiliated with Orient-International Films as a production assistant. Miss Messenger, who had been in her U-I berth for two years, did not announce her future plans.





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Spearheads

By IVAN SPEAR

SLIGHTLY on the comic side was the weekly loss for which were thrown the motion picture industry's badly-battered public relations. This time it was two of Hollywood's chronic problem children who carried the ball—to wit, Errol Flynn and Robert Walker.
and unsuccessful attempt to wreck a police and unsuccessful atempt to wreck a police station in Topeka, Kas., and was charged with destroying city property after he had been seized by the gendarmerie and brought into headquarters for booking on a drunk charge. Walker had been picked up earlier for allegedly creating a disturbance in a Topeka hotel. After a glass-shattering melee at the station house during which his hands were badly cut, the actor was released on bail and turned over to authorities at a psychiatric clinic where he is a patient.

Perhaps it was a coincidence, or maybe the challenge was irresistible, but a few days late, the Flynn had his encounter with the bluecoats—New York's finest, nothing less. The Warner star was fined $50 on a misdemeanor charge after he assertedly kicked a Manhattan patrolman squarely on the shin, turned up late for his first hearing before a magistrate and meekly forked over the fine after his second court appearance. The shin-kicking episode came about, according to newspaper reports from the east, after Flynn, a Warner publicist and the driver of the cab in which they were riding, were all escorted to the police station and the publicist booked on a disorderly conduct charge. Flynn admitted later that during the proceedings he "lost his temper" and let fly with his bench-made brogan at the unwary policeman.

If a silver lining is to be found in such sorry goings-on, it might be in that the world will begin to think that Cinemania's bad boys are getting tough. Time was when they limited their joustings to themselves and such other puny adversaries as columnists and radio commentators; and their property-wrecking propensities to plush-lined niteries. Now they choose the constabulary and formidable bastiles on which to vent their misguided exuberance.

→

Recent double bill at the Admiral Theatre on Hollywood Blvd.:

"I Married a Witch"
"They Wouldn't Believe Me"

→

Difficult to understand are the devious ways followed by the publicists whose duties include the scheduling of finished features for appraisal by reviewers in either Hollywood or New York.

The past several weeks have disclosed a growing tendency toward first showing here English-made pictures, prints of which have to go through New York to reach Hollywood; while Hollywood-made product, prints of which have to be shipped to Gotham, are debuted there.

In the former category was a British opus, "Just William's Luck," which bypassed New York and was shown first to the trade press here by United Artists.

In the latter category:

Eagle Lion's "An Old-Fashioned Girl" was screened in New York December 2—but wasn't shown in Hollywood until December 6.

Goldwyn's "Enchantment" was caught in New York December 1, but not shown here until December 6.

Twentieth Century-Fox's "Chicken Every Sunday"—shown in New York December 3, in Hollywood December 6.

MGM's "Words and Music"—shown in Manhattan December 1, locally December 2.

Twentieth Century-Fox's "Letter to Three Wives"—shown in New York November 29, but not in Hollywood until December 1.

Screen Guild's "The Mozart Story"—shown in New York November 11, in Hollywood November 23—nearly TWO WEEKS later.

Apparently the stress agents insist on doing everything the hard way—like making a crapgame six with three deuces.

→

After that article in Life magazine, indicated was the title change on the King Brothers' opus for Allied Artists, "Bad Men of Tombstone," which formerly was known as "Last of the Bad Men."

→

The typewriter of Arthur Eddy, catch-as-catch-can space-snatcher, continues to be the source of amusing bungles.

In a recent release from Artless Arthur's aviary—so called because of the eggs laid therein — reference was made to "David O' Selznick." It seems that Eddy was tickling the welkin on behalf of Scrivener John Taintor Foote, screen rights to whose "Song of the Dragon" were acquired by D. O. S.

Probably in Eddy's lexicon it's Louis B. McMayer and Henry O'Ginsberg.

→

Names-is-names enthusiasts will not overlook the fact that on "Just William's Luck," a faltering British import being distributed by United Artists, the hairdresser was Hilda Sheardown.

→

Refreshingly different and certainly commanding trade circles' comment is the modesty-in-advertising approach which is the keynote of the campaign being devoted to Samuel Goldwyn-RKO Radio's current "Enchantment," the emphasized slogan for which is "just about the most wonderful love story ever filmed."

If this radical departure from the customary employment of superlatives is adopted by other picture-makers, anticipated are such lines as:

"Not quite a super-western."

"This is a fairly funny comedy—in spots."

"A spine-tingler which may scare a few people out of their wits—but not many."

Then, too, some enterprising exploiteer could make Goldwyn's drum-beaters eat their modest words with a slogan such as:

"This isn't just about the most wonderful love story ever filmed—it IS the most wonderful."

'Don Juan' Premiere Slated for January

HOLLYWOOD—First plush premiere to be staged in the film capital during 1949 will be the tophat, ermine-coat opening of Warners' "The Adventures of Don Juan," slated for the third week in January at that company's Hollywood Theatre. The Technicolor costumer co-stars Errol Flynn and Viveca Lindfors and its local debut will be of the formal variety, with plans now under way for installation of klieg lights and similar premiere appurtenances in the showcase.

* * *

Day-date openings of 20th Century-Fox's "The Snake Pit" are slated for 26 exhibition situations early next month, preceded by New Year's eve openings in San Francisco, Oakland and Boston. Other bookings will include Atlanta, Cincinnati, Pittsburgh, St. Louis, Miami, Cleveland, Washington, Buffalo, Toronto, Kansas City, Seattle, Akron, Indianapolis, Portland, New Orleans, New Haven, Memphis and Milwaukee, with other cities yet to be selected.

* * *

Paramount's "The Paleface," co-starring Bob Hope and Jane Russell, began a premiere engagement December 15 at the Paramount in New York, in advance of its general release as a Christmas attraction. Benny Goodman heads the stage show in conjunction.

Y. Frank Freeman to Head Industry Short Films

HOLLYWOOD—Production of seven new shorts in the series of industry public relations films being sponsored by the Academy of Motion Picture Arts and Sciences will be under the supervision of Y. Frank Freeman, just named chairman of the production advisory committee. Freeman is a Paramount executive.

Other new appointments to the supervisory committee include George Murphy, representing the Screen Actor Guild; Valentine Davies and Richard Murphy, Screen Writers Guild; Jack Hively, Screen Directors Guild, and Gunther Lessing, Society of Independent Motion Picture Producers.

Five shorts have been made to date.

'Emmy' Television Awards Slated by Video Academy

HOLLYWOOD—Emulating the Academy of Motion Picture Arts and Sciences' famed Oscars, the Academy of Television Arts and Sciences will hand out "Emmies" at its first annual awards banquet and seminar, January 25. A public vote will select the local TV program voted "most popular," while the Academy membership will choose the best film produced for video; the most outstanding video personality seen in Hollywood, and the local television outlet rating best on the basis of "over-all achievement in 1948."

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Los Angeles, Calif.

'Musketeers' Noses Into Lead at Frisco

SAN FRANCISCO — Barely squeezing its way into first place among local grosses was "The Three Musketeers" with 150 per cent in its second week at the Warfield Theatre. Second spot honors were split four ways with "Fighter Squadron" at the Fox, "The Man From Colorado" in its 2nd week at the Orpheum, "He Walked by Night" opening at the Paramount and "Red River" in its eighth week at the United Artists.

(Average is 100)

Esquire — **The Spiritualist** (EL); **Behind Locked Doors** (EL) 90
Fox—**Fighter Squadron** (WB); **Smart Girls Don't Talk** (WB) 140
Golden Gate—**A Song Is Born** (RKO); **Guns of Hate** (RKO), 2nd wk. 135
Orpheum—**The Man From Colorado** (Col); **Leather Gloves** (Col), 2nd wk. 140
Paramount—**He Walked by Night** (EL); **Million Dollar Weekend** (EL) 140
St. Francis—**Johnny Belinda** (WB), 5th wk. 85
State—**Romance on the High Seas** (WB); **Hangmen Also Die** (UA), reissue 100
United Artists—**Red River** (UA), 8th wk. 140
United Nations—**June Bride** (WB); **Homicide for Three** (Rep), 4th wk. 120

High Grosses Reported In Good Denver Week

DENVER—"Blood on the Moon" dualed with "The Pearl" packed the Orpheum to gross 160 per cent for a holdover week. "Red River" in its seventh week did par business to gain an eighth week run. This film has shown to more people in Denver first run than any other film.

Aladdin—**The Loves of Carmen** (Col); **Inner Sanctum** (FC), 4th d. t. wk. 150
Broadway—**Red River** (UA), 7th wk. 100
Denham—**Miss Tatlock's Millions** (Para), 4th wk. 75
Denver—**June Bride** (WB); **Smart Girls Don't Talk** (WB) 150
Esquire—**June Bride** (WB) 150
Orpheum—**Blood on the Moon** (RKO); **The Pearl** (RKO) 160
Paramount—**Road House** (20th-Fox); **Mine Own Executioner** (20th-Fox) 150
Rialto—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox), 5th d. t. wk. 125
Webber — **Road House** (20th-Fox); **Smart Girls Don't Talk** (WB) 150

'Red River' and 'Musketeers' Tie at 160 in Seattle

SEATTLE — Two holdovers, "The Three Musketeers" at the Music Hall and "Red River" at the Paramount, tied for top honors here with a handsome 160 per cent. The newcomer, "The Best Years of Our Lives," did 150 in its regular price engagement at the Liberty.

Blue Mouse—**When My Baby Smiles at Me** (20th-Fox); **Escape** (20th-Fox), 3rd d. t. wk. 90
Coliseum — **Sealed Verdict** (Para); **Appointment With Murder** (FC) 90
Fifth Avenue—**Station West** (Para); **Million Dollar Weekend** (EL) 75
Liberty—**The Best Years of Our Lives** (RKO) 150
Music Box—**June Bride** (WB); **Sofia** (FC), 4th d. t. wk. 100
Music Hall—**The Three Musketeers** (MGM); **The Spiritualist** (EL), 2nd wk. 160
Orpheum—**Fighter Squadron** (WB); **Smart Girls Don't Talk** (WB), 2nd wk. 90
Paramount—**Red River** (UA), 2nd wk. 160

Manager Dixon Murphy Quits Dayton Liberty

DAYTON, WASH.—Dixon Murphy, manager of the Liberty Theatre here for the last few months, has left the Mid-West Amusement Co., lessees of the theatre, to enter civil service in an administrative capacity. Bob Knight, manager of the Capitol in Walla Walla, took over here until the arrival of Terry Ferrill of Ellensburg, who was named to succeed Murphy.

Executive Travelers

East: Louis B. Mayer, Metro studio head, trained for Gotham for huddles with executives of Loew's, Inc., after completing his testimony as a witness in the suit brought against the company by scenarist Lester Cole. The latter seeks reinstatement of his writing contract, from which he was suspended after his appearance before the J. Parnell Thomas house un-American activities committee.

* * *

West: Irving Lesser and Seymour Poe, eastern representatives for Producer Sol Lesser, checked in from New York and headed for Palm Springs, where they and Lesser were slated to discuss exploitation, advertising and distribution plans for the latest entry in Lesser's "Tarzan" series, which RKO releases.

* * *

East: Robert W. Purcell, Pathe Industries board chairman, returned to New York after talks at Eagle Lion with company President Arthur Krim and Robert Benjamin, general counsel.

* * *

East: Gradwell Sears, United Artists president, left for his Manhattan headquarters after discussions here concerning a proposed arrangement whereby Howard Hughes would advance $600,000 to UA for the making of three pictures. The deal, not yet finalized but already okayed by the UA directorate, would involve the return to Hughes of three pictures he produced for UA release before he acquired control of RKO. Films include "Mad Wednesday," "Vendetta" and "The Outlaw."

* * *

East: Nat Holt, independent producer who has a 20th Century-Fox releasing commitment, checked out for Gotham for conferences with Spyros Skouras and Andy Smith, president and sales chief, respectively, of 20th Century-Fox. Holt took with him a print of his first independent production venture, "Canadian Pacific," for which a sales program will be outlined.

* * *

East: Winding up studio huddles with President Harry Cohn, Columbia eastern executives returned to their Manhattan headquarters. The visitors included Jack Cohn, vice-president; Abe Montague, sales chief; Abe Schneider, treasurer; Nate Spingold, director of advertising and publicity, and Joseph McConville, foreign sales topper.

* * *

East: Producer Walter Wanger planed for Gotham for huddles with RKO Radio distribution executives on plans for the national release of Wanger's Sierra Pictures film, "Joan of Arc."

* * *

West: John Joseph, national advertising-publicity director for Universal-International, returned to the studio after a week of parleys with New York executives on upcoming campaigns. Also checking in for discussions with U-I toppers was Jock Lawrence, vice-president of the J. Arthur Rank organization, who also will meet with Eagle Lion representatives.



THE DEAL'S ALL SET—Affixing his John Henry to a new Paramount releasing contract is Producer Hal Wallis (second from right) under the watchful eyes of Y. Frank Freeman (left), Paramount executive; Joseph Hazen, a Wallis associate, and Eugene Frank. The ticket, renewing a Wallis-Paramount association, calls for 12 pictures to be made by Wallis Productions for Paramount release over the next several years.



SEASON'S GREETINGS

LOS ANGELES

LOS ANGELES

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SEASON'S GREETINGS



EZRA E. STERN

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from

MORRIS BORGOS

Los Angeles Times Theatre Guide

1977 So. Vermont - Republic 0224

LOS ANGELES

Season's Greetings

from

SAM DECKER

of

Screen Guild Pictures

1928 So. Vermont

REALART Pictures

Los Angeles, 7

LOS ANGELES

Jack Osserman has taken over as local sales manager for RKO. He formerly was a New York and South American representative for the company . . . Paul Walsh resigned from his Eagle Lion sales spot . . . Here for local huddles was Ralph Carmichael, Republic manager in San Francisco.

Lou Kude moved his theatre poster service plant to new and larger quarters above the Metro exchange . . . Earl Collins, Republic manager here, planed in from Atlanta after a quick trip to visit his dad, who has been ill. Earl says his father is much better . . . Booking and buying along the Row: Arnold Anderson, in from Ontario; Bob Tangberg, operator of the Times Theatre, and Ned Calvi, of the Plaza in Hawthorne.

Ethel Price is new assistant cashier at Paramount . . . Jim Schiller, Monogram exploiteer, checked in after a tour of exchanges in his district . . . Replacing Ken Howe, who's on sick leave, Harry Olmstead is managing the Strand in Long Beach . . . Lillian Knopf is the new secretary to Harry and Cecil Vinnicof of the Vinnicof circuit.

Dick Carnegie, Eagle Lion salesman, passed out stogies on the birth of a son Gary at the Cedars of Lebanon hospital . . . New manager of the Vinnicof chain's American Theatre is Alex Lapinien. Al Martin, now managing the Congress for the Vinnicofs, was former manager of Fox West Coast's Golden Gate.

The Lee Theatre in Long Beach is being switched to a foreign film policy with the booking of "Fledermaus," to be followed by "Children of Paradise," "Panic" and others . . . A letter received from Mort Allen, Hygienic Productions salesman for the near east, presently in Sydney, Australia, reports it is a "great country for film business, but the greatest problem right now is dollars . . . Films enjoy tremendous runs here . . . if they are good . . . British films, strangely enough, are losing their grip here because of the morbid themes . . . They need good equipment and American production brains out here—but good."

F. A. Bateman, Screen Guild sales chief, planed out for Dallas for meetings with circuit heads and a pep session at the SG exchange there. He plans additional sessions in Oklahoma City and Tulsa before returning to the coast December 17 . . . Herb Rosener's Esquire Theatre has booked "The Louisiana Story," semidocumentary produced by Robert Flaherty, for a December 23 opening, while a French film, "Symphonie Pastorale," will open at Rosener's Laurel December 24.

George Weeks, who for the last several years has represented the company's franchise holders at Monogram studio, has assumed active management of Monogram's Cincinnati exchange, in which he has a part interest . . . Walter E. Branson, RKO western division sales chief, came in for confabs with Herb MacIntyre, district manager, and Harry Cohen, local manager.

Joins 'Rise Above It' Cast

Janis Paige has been ticketed to join the "Rise Above It" cast which Jerry Wald will produce for Warners.

Woodlake, Calif., Theatre Marks Tenth Birthday

WOODLAKE, CALIF.—The Lake Theatre here recently celebrated its tenth anniversary by a repeat performance of its opening feature, "The Valley of the Giants." The Lake was built by Ernie and Lylah Glascock, who did most of the work in making the theatre pay. Today, Al Horton jr. manages the showcase.

When the Lake opened ten years ago 400 persons were lined up awaiting the arrival of projection equipment. Late arrival of the equipment held up the opening.

Osserman to Los Angeles

NEW YORK—Jack Osserman, RKO Latin American supervisor, has been appointed Los Angeles branch sales manager, effective December 13, by Robert Mochrie, general sales manager. Osserman originally was Chicago manager and midwest district manager. He will work under H. C. Cohen at Los Angeles

Manager Speaks at PTA

VACAVILLE, CALIF.—Mrs. Ruth Hedges, state chairman of the Motion Picture committee, and Dom Isabella, manager of the Vacaville Theatre, spoke on motion pictures at a recent meeting of the local Parent Teachers Ass'n.



GROVER L. SMITH—Owner, Grover L. Smith Family Theatres, Glendale, Calif.—says:

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Season's Greetings

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SEASON'S GREETINGS

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TOM "PETE" GRAY
LESTER COLEMAN
ROBERT WHELAN
HUGH BRALY
HAROLD WIRTHWEIN

La Tijera Open Soon In Los Angeles Area

LOS ANGELES—A December 23 opening is planned for the La Tijera Theatre, 1,500-seat house now being constructed in the Westchester district by Griffith-Coleman, Inc.

A partner in the enterprise is H. J. Griffith, also associated with the Phil Isley circuit. General manager and buyer is W. J. Kupper jr., son of the former 20th Century-Fox distribution executive.

Designed by architect S. Charles Lee and being erected at a cost of $500,000, the La Tijera boasts among its innovations an auto canopy under which patrons may drive directly into the lobby and alight from their cars completely sheltered from the elements.

First run bookings are planned.



WESTERN MGM LEADERS—Attending the recent MGM week-long sales conference at the Astor hotel in New York were the above western executives, left to right: Samuel J. Gardner, field aide to George A. Hickey, with headquarters in San Francisco; Hickey, whose offices are in Los Angeles, and Irving Helfont, home office aide.

Sherman to Open Soon

TARZANA, CALIF.—The 500-seat, $100,000 Sherman Theatre here was set for immediate opening by owner Philip Lang. The structure, which includes several stores, was designed by William O. Brock. T. I. Swimmer was general contractor. The Sherman has been leased by Jack Grossman, former manager of the Raymond Theatre in Pasadena.

The theatre will feature a combination boxoffice and turntable which enables the house to operate without a doorman. A small stage has been installed and features with an eye to television were added.

Xmas Reopening Planned

McMINNVILLE, ORE.—A Christmas day reopening was planned by R. J. and M. W. Mattecheck, owners of the McMinnville Amusement Co., for the Lark Theatre, currently undergoing a $30,000 improvement program. Remodeling and redecoration at the theatre include installation of a modern tile front, an $8,000 marquee, new boxoffice, enlarged foyer, cry room, new seats and general recarpeting and redecoration.

Council Okays Reopening

OURAY, COLO.—The city council here has reached an agreement with Charlie Diller, owner of the Ouray Theatre, on the reopening of the theatre which recently was damaged by fire. Diller presented plans which included installation of a steel reinforced concrete floor for the projection booth and a lining of heavy asbestos and plasterboard.

Xmas Day Reopening Set

SAUSALITO, CALIF.—A gala Christmas day reopening was planned for the Gate Theatre here after completion of renovations, according to Al Goodwin, manager of Marin county theatres. Goodwin said the house would be repainted inside and that improvements would be made to the ventilating system.

Baker, Ore., Theatre Opens

BAKER, ORE.—The new Baker Theatre, built here by Ted Gamble Theatres, was opened recently with circuit officials and other notables in attendance. John D. McCallum, general manager for the circuit, said the theatre cost approximately $200,000. The Baker has a seating capacity of 800 and includes an elaborate marquee and Simplex sound equipment.

Reopen Aberdeen Roxy

ABERDEEN, WASH.—The renovated Roxy Theatre in the Fairmont hotel building was reopened recently by Earle Thompson and his son Earle Thompson jr., managers. The theatre had new projection and sound equipment installed along with other improvements.

New West Point Theatre

WEST POINT, CALIF. — The new West Point Theatre was opened recently by Wes Taylor, owner and manager of the 300-seat showcase. The West Point boasts the first cry room installation in a Calaveras county theatre.

New Picwood to Open Soon

LOS ANGELES—The new Picwood Theatre at Pico and Westwood boulevards here will open soon, it was announced November 6. The new structure, owned by Earl Collins, has a seating capacity of 1,500. Phil Isley of Dallas will be the manager.

Newport, Ore., Crest Opens

NEWPORT, ORE.—Charles Slaney jr., recently opened Newport's second theatre, the Crest, after a construction job which lasted several months. The theatre features 550 pushback seats, a cry room and smoking lounge.

Give Corsages at Opening

ESCALON, CALIF.—Each woman attending the opening of the new 580-seat theatre here was presented a corsage by owner and builder William Peters. The opening of the theatre was a sellout affair.

$175,000 Mesa Is Opened

NEWPORT BEACH, CALIF.—A blaze of floodlights made the recent opening of the Mesa Theatre a spectacular affair. The theatre cost $175,000 to erect and furnish.

Open Ontario, Ore., House

ONTARIO, ORE.—A special party of representatives from major film distributors were here for the recent opening of the New Center Theatre by owner Howard Matthews.

Guy DeBerard Is New Pilot Of Hermosa Beach LaMar

HERMOSA BEACH, CALIF.—Guy DeBerard has been transferred here from the Fox-Wilshire Theatre at Beverly Hills to assume managership of the La Mar Theatre, succeeding Henry Madigan, 12-year Fox West Coast employe, who retired recently to enter a new field of work.



HARVEY LEVENSON—Owner, Cozy Theatre, Los Angeles, California—says:

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SAN FRANCISCO

Max Page, former manager of a circuit of small town theatres in Indiana, has been appointed manager of the new Stamm Theatre which opened recently in Antioch. The Stamm, a $300,000, 1,100-seat structure, is owned by Mrs. Ethel Stamm and her son George. The Stamms also own and operate the El Campanil and Casino in Antioch.

The resignation of E. E. "Tiny" Mercer, well-known manager of the Solano Theatre in Fairfield, was announced recently by owner George R. Moore. Mercer will manage a new theatre in Watsonville. New manager of the Solano is Don Bertholdi, a longtime resident of Fairfield.

Golden State Theatres will pay $25 for a name for the new Castro street theatre in Hayward. Walt Deininger, Hayward manager for the circuit, announced the name contest last week and set January 1 as the deadline for receipt of entries. The 950-seat house is scheduled for completion early next spring . . . About 350 citizens of Suisun stood in line during the early morning cold to be hired as extras for the filming of "All the King's Men," which has a shooting crew in Suisun. John Bloss, assistant casting director for Columbia, interviewed the hopefuls. All persons were asked if they possessed automobiles and trucks, 1938 or older, which could be used in the film. A crew of 130 was up from Hollywood to set the scenes.

Christmas spangles caught the sunlight in the fair city of Napa and Christmas cheer is on its way. The Uptown Theatre there scheduled a gala show for the children with prizes . . . The Fox here is planning a giant Christmas children's matinee . . . Irene Dunne was guest of honor recently at Newman Hall in Berkeley.

The Sportsmen's quartet from Jack Benny's show turned up in Loomis, Calif., and serenaded the owners of a small restaurant while partaking of their breakfast . . . Andy Russell was in town adding his voice to the plea for aid for the Sister Kenny fifth annual appeal . . . Herman Kersken, division manager for Fox West Coast in Oakland, was determined that his visitor at the Fox Oakland sit through at least a part of "The Three Musketeers." His visitor was Van Heflin.

A new switchboard has been installed at Northcoast Theatres office. TUxedo 5-6000 is the number which will cover the three Northcoast theatres—Esquire, Orpheum and United Artists, as well as the office at 25 Taylor St. . . . Screened for the Northern California Turf Writers Ass'n was "The Return of October," which also was given an invitational preview at the Tivoli . . . A must see: Grace Heller, UA bookkeeper, in a super-lovely new hairdo . . . Norman Moray, president of Warner Bros. Pathe News, was in town a few days . . . Frank Vail, local news cameraman for Pathe WB news, reports his daughter was married recently . . . Gene Bryant, booker at WB, is an expectant papa of a New Year's baby.

Lucille McInnes is the new switchboard girl at Warners. The Warner Christmas party is scheduled for Christmas eve . . . Bill Parker, former U-I manager here, is now Film Classics manager in Los Angeles, succeeding Bob Abelson, who has been named FC district manager . . . Ed Kuster, Golden Bough Playhouse in Carmel, was in town saying hello to friends along the Row.

Dan Tocchini, El Rey Theatre in Sebastapol, was in town. Dan expects his new Analy Theatre to open in March . . . Leo Reese, Lakeport Theatre, expects to open his new house after the first of the year . . . The Fairoaks in Fairoaks was opened Thanksgiving day by Anson Longtin . . . Morris Rosenberg, Golden State circuit, is the new president of the Roustabouts of the Variety Club, succeeding Stan Leftcourt of Film Classics. Phil Harris, U-I booker, was named vice-president and Gene Newman, Fox circuit booker, remains as secretary-treasurer.

The Variety Club has scheduled a big Christmas party for members and children . . . John Dolezal, Niles Theatre in Alturas, was visiting on the Row after recuperating from a recent operation at the Reno hospital . . . Howard Butler, Monogram salesman, is enjoying the winter weather in and around Klamath Falls . . . Jack Hillman was in from his Morgan Hill Theatre.

Walter E. Branson, western division sales manager for RKO, and J. H. MacIntyre, western district manager, were at the local exchange a few days . . . Jack Hammond, Shastoana Theatre in Mount Shasta, was a visitor . . . Ward Pennington, new sales manager at Paramount here, formerly was associated with the Portland and Kansas City branches of Paramount.

Peter Thorn, formerly with RKO at Portland, is now with RKO here as salesman for Sacramento Valley . . . Min Levy, Eagle Lion booker, and Golden Gate's Helen Wabbe are definite about their trip to Honolulu. They expect to leave around December 22.

John Huston was in town for a sneak preview of his "Rough Sketch" at the Orpheum . . . Bob Blair, Paramount exploitation man, was in from Los Angeles to work on "Accused" . . . Also in town was EL's Bob Goodfried . . . Jerry Juroe, director of publicity for Paramount Theatres here, has been appointed director of advertising in addition to publicity.

The man of the year is Ken Dailey, one of those running for canvasman of the Variety Club of Northern California Tent 32. A large 24-sheet billboard has been posted opposite the Variety Club entrance attesting to Dailey's ability for the position. Among the claims are: "Incompotence . . . Impossible . . . Incapable and Veteran of Spanish American War." Sam Sobel, FC manager, is Dailey's campaign manager and will accept all contributions for the Dailey fund. Collections also are being received at the Golden Gate Smoke shop.

The RKO exchange is undergoing a remodeling job . . . The lobby of the Centre is a must-see with its life-sized Santa Clauses, each with a face of a comedian . . . Mark Keller, Monterey bay area division manager for Golden State, was here for Thanksgiving. . . . Bert Kennerson, San Jose, was seen on Filmrow talking to associates.

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Spokane Writer Declares Customers, Not Theatres, Need Courtesy Drives

SPOKANE, WASH.—Pats on the back for two present and two former Spokane theatre managers and the observation that it is the patrons and not the show business that needs a courtesy crusade were contained in a recent column by Margaret Bean, drama editor, writing in the Sunday Chronicle. Miss Bean was commenting on the recent campaign launched by Louis Anthony Lotito, president of City Playhouses, Inc., of New York City, to further courtesy among employes.

"As to the front-of-the-house men, Spokane has always been fortunate in its management brigade," Miss Bean wrote. "The Fox's Oscar Nyberg, who has just gone to Portland to manage the Orpheum, made the theatre synonymous with his smile. He not only was an efficient operations man but acted as a host for the house with a graciousness that made him beloved by all its patrons. When he departed, Spokane felt as though part of the Fox had gone with him.

"Manager James Keefe of the Orpheum gives personality to his theatre with constant consideration of his patrons and is always going out of his way to please. Warren Butz does the same at the State and also Robert Coleman, who manages the Post, Granada and Liberty.

"Then as city managers, we have two more agreeable men who are behind the scenes and not so well known to the public—Evergreen's big, jovial James O'Connell, who has the sparkle which you expect in every Irishman, and J. J. Rosenfield, who stepped out of the Evergreen city managership to found his own chain, with the Post, Granada and Liberty in Spokane and a Salt Lake theatre. He is a most enterprising showman.

"Then there is Harry W. Pierong, known as Nick to his many friends. Now retired, he is the dean of Spokane theatremen and one of the best known showmen of the northwest.

"Good management adds much to the pleasure of showgoing as New York's Louis Anthony Lotito believes. However, it is not the show business alone that needs a courtesy crusade. We Americans have become most careless of our manners. They need to be brought out and polished up like Gilbert's and Sullivan's 'the handle of the big front door.' "

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Robert P. Corbin Named Redwood District Head

FORTUNA, CALIF.—Robert P. Corbin, former manager of the Golden Gate Theatre in San Francisco, has been named district manager for Redwood Theatres, Inc., in this area. The Fortuna Theatre is one of the houses under his jurisdiction. Corbin came to the Pacific coast in 1941 from Detroit as manager of the Pantages in Hollywood. Three years later he went to the Golden Gate.

Cinematographers Meet

HOLLYWOOD—"The Reproduced Photographic Quality of Televised Motion Pictures" was the subject under discussion by James Gordon of the American Society of Cinematographers at the club's meeting December 13. Further agenda included a progress report on the mercury cadmium light by Ralph E. Farnham and Donald Prideaux of General Electric's lamp department. Vice-President Arthur Edeson presided over the closed membership meeting and dinner at the society clubhouse in the absence of President Charles G. Clarke.

Sell to Gordon Shirley

HANFORD, CALIF.—Gordon Shirley, manager of the Roxy Theatre at Pleasanton and the State at Livermore, has purchased the Victory Theatre here.

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New Cheyenne Firm To Make Western

CHEYENNE—Jacques Jaccard, Hollywood producer, writer and director who recently moved here, said that Cheyenne soon would become the location of a new company to produce western films. The company will be capitalized at $300,000 in papers soon to be filed with the Wyoming secretary of state.

Vernon S. Waters, film star and entertainer, will be president of the company and star of its productions under the name of Kinego Rand. William H. Schrader, Denver, will be business manager.

Expecting to begin operations soon after the first of the year, the company is dickering for the use of the double hangar at the municipal airport, but, failing in this, they are prepared to build their own quarters if other suitable locations are not available.

Insurance Benefits Pay $8,000 to N. M. Employes

ROSWELL, N. M.—More than $8,000 in insurance benefits was paid to New Mexico employes of Theatre Enterprises in 1947-48, according to Boyd F. Scott, manager of the firm's local theatres. Most of the amount was for hospitalization and surgical fees. Scott said that in addition to free hospitalization and surgical insurance Theatre Enterprises also provides premium-paid life insurance for all employes, and sponsors an employes benefit fund to assist in financial difficulty brought on by sickness or misfortune not covered by the regular insurance program.

$30,000 Expenditure Is Questioned by City

SAN FRANCISCO—Plans for beautifying the outer wall of the Orpheum Theatre facing the Civic Center here ran into a stumbling block recently as the city finance committee questioned the proposed expenditure of $30,000 on the project. Civic officials asked for legal rulings on whether city funds could be used under a plan to lease the wall for $1 a year. Other officials had contended expenditure of the funds constituted a "gift."

Club Hears Floyd Gray

SAND POINT, IDA.—Floyd Gray, manager of the local theatre, spoke on the theatre industry at a recent meeting of the Kiwanis club here. He illustrated his talk with a March of Time film, then took his fellow Kiwanians on a tour of the Panida Theatre. Operators Floyd and John Rauer of the Panida and Lake theatres respectively, helped with the demonstrations while Gray made his talk.

Kiddy Show Aids Mothers

NAPA, CALIF.—Free pass tickets were distributed by local merchants for a Saturday kiddies matinee at the Uptown Theatre during the pre-Christmas rush. The affair was planned by the local chamber of commerce as a method of relieving Christmas-shopping mothers of the responsibility of keeping an eye on the youngsters. The show started at 10 a. m. and lasted three hours.



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Season's Greetings

National Theatre Calendar and Printing Company

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DENVER

R. P. **Abelson,** Film Classics district manager, was here conferring with Tom Bailey, local manager . . . Paul Connett, Kansas City, RCA service manager, was here calling at the offices of Western Service & Supply . . . T. C. Smiley, Selected Pictures general manager, went to Kansas City for conferences with Norris Cresswell, branch manager.

Fred Lind, owner of Rifle theatres, was returned home via wheel chair and pullman after suffering a severe heart attack in New Orleans while attending the Allied convention . . . MGM held its Christmas party at the Rocky Mountain Screen club December 15.

Thieves pried open the car of Jerry Banta, MGM salesman, and made off with two suits of clothes and other wearing apparel . . . Don Beers opened his new $180,000 867-seat Santa Fe, Santa Fe, N. M. Bill Williams, former Film Classics salesman, is manager.

William Heineman, Eagle Lion vice-president in charge of distribution, was here for a day of conferences with M. R. Austin, local manager. He was followed in a few days by Milt Cohen, drive captain for the Schlaifer sales and booking drive, soon to get under way. This drive will have a new feature, in that each shipment will be given a number. At the end of the drive all numbers will be placed in a drawing. The winner in each exchange district will participate in a national event, the winner of which will be given an all-expense trip to either Hollywood or New York. The drive ends June 2.

Irving Jacobs, former exchange manager, later in the legitimate producing field, is heading a syndicate that hopes to secure the dog racing franchise for the Denver area. Racing was voted in at the last election. Jacobs entertained at a cocktail party and unveiled plans for the grandstand.

Theatre folks seen on Filmrow included Frank Whalen, Deertrail; Archie Goldstein, Strassburg; Elden Menagh, Fort Lupton; R. L. Stanger, Windsor; John Cabot, Frederick; W. J. Baldwin, Igloo, S. D.; Herbert Gumper, Center; Kenneth Powell, Wray; Tom Knight, Riverton, Wyo., and Dave Warnock, Johnstown.

Robert Quinn, Paramount exploitation man, went to Salt Lake City in the interests of the company product . . . Betty Collins of Des Moines has been added to United Artists as a typist . . . Eagle Lion has signed a three-year extension of contract with the Denver Inspection & Shipping Center.

Friends of Robert Riddle and his customers in New Mexico will be happy to know that he will still make his home in Albuquerque, N. M., while attending to his new job as U-I salesman. Riddle recently resigned as United Artists salesman.

The premiere of "Last of the Wild Horses" was held to capacity houses in three theatres in Medford and one in Ashland, Ore. The Robert Lippert picture was shot on the California-Oregon border with native players participating in the action . . . Roy Cooper, film buyer; Bill Coovert, division manager, and Jimmy Stainton, all of Golden State Theatres, were home ill a few days with flu.

After years of burlesque, the Liberty in the internation settlement has closed. After remodeling the house will be reopened as the Teatro Milano and will feature Italian and Spanish pictures. John Fusco, present assistant at the Palace, will be manager of the new theatre . . . Worthington McGrath has been appointed manager of the Daly City Theatre with the Golden State circuit.

Juvenile authorities are cracking down on teen-agers cutting school and attending the downtown theatres . . . The East Stockton Theatre Co. held a preview of the East Theatre at 2293 East Main St. there on Thursday (9). A reception followed in the Hotel Stockton at which many film personalities were present.

To Meg 'Rimfire'

Ron Ormond has inked B. Reeves Eason to meg "Rimfire" for Screen Guild.

Ted Heyder Takes Over Juneau, Alaska, House

JUNEAU, ALASKA—Ted Heyder jr. has arrived here and taken over active management of the Capitol Theatre, succeeding Homer Garvin. Heyder started his career in Seattle in 1936 as a projectionist and returned to Alaska in 1941, operating theatres throughout the southern section. He started at the Capitol in 1943 and in 1947 was transferred to Bremerton, Wash., as manager of the Tower Theatre. He remained there until his recent return to Juneau.

E. A. Tedrow Purchases Sherwood, Ore., Theatre

SHERWOOD, ORE.—H. J. Peters has sold the Robin Hood Theatre here to Mr. and Mrs. E. A. Tedrow of Waldport, Ore. The Tedrows have been operating a theatre in Waldport for several years. Their son L. E. will be the projectionist here.

Buy Jerome, Ida., Theatre

JEROME, IDA.—The Jerome Auto Theatre has been sold to Clark O. Stewart and Frank Judd of Twin Falls by Russel Tweedy, who opened the airer here last May. The new owners planned to close the theatre for several days to make necessary changes. Stewart managed the outdoor theatre in Twin Falls prior to coming here.

Frisco Colosseum Picks Harry I. Weaverling

SAN FRANCISCO—The local Motion Picture Colosseum has elected Harry J. Weaverling, 20th Century-Fox, as president; Tory Roberts, Columbia, vice-president; Dick Colbert, U-I, secretary, and John Coyne, MGM, treasurer.

Contest to Name Theatre

HAYWARD, CALIF.—Walter Deininger, manager of the Hayward Theatre, said the new Castro street house, built here by the Golden State circuit, would be named in a contest in which a $25 first prize will be awarded.

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DENVER

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SEASON'S GREETINGS

20th Century-Fox Exchange

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George Tawson Howard Metzger

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Season's Greetings

Bob Hill

Barney Shooker Bruce Marshall

Sam Dare Tom Robinson

COLUMBIA PICTURES

Season's Greetings

Ken MacKaig

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DENVER

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Denver, Salt Lake City, Kansas City

SEASON'S GREETINGS

from

Western Service & Supply, Inc.

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Gibraltar Plans Drive-In and Theatre Construction Over Four State Area



Pictured above are officials of Gibraltar Enterprises at a recent annual directors meeting in Denver. Seated: Charles R. Gilmore, president and general manager. Standing, left to right: E. J. Schulte, Casper, Wyo.; T. F. Murphy, Raton, N. M.; Russell Shulte, Casper; E. W. Ward, Silver City, N. M.; Fred Knill, office manager, Denver; William H. Ostenberg, Scottsbluff, Neb.; C. H. Chidley, Casper, and Nathan Greer, Santa Fe, N. M.

DENVER—At their recent annual meeting here the directors of Gibraltar Enterprises okayed plans to build three drive-ins next year along with several regular theatres and remodeling jobs on several other houses.

Charles R. Gilmore, Denver, president and general manager, was re-elected while Tom Murphy, Raton, N. M., was named chairman of the board; E. J. Schulte, Casper, Wyo., and E. W. Ward, Silver City, N. M., were elected vice-presidents; E. John Greer, Santa Fe, N. M., treasurer and William H. Ostenberg, Scottsbluff, Neb., secretary. Gibraltar is made up of theatres owned by those men, who control about 45 houses in the Denver area.

A drive-in will be built in 1949 at Casper, where one of 500-car capacity will cost $130,000. The other two airers will be of 350-car capacity each and will be built at Scottsbluff, Neb., and about five miles out of Santa Fe toward Albuquerque, N. M.

Gibraltar now has four theatres in Santa Fe, having opened two this month, the El Paseo, with 672 seats, costing over $100,000, and the Arco, $90,000, with 689 seats.

A new theatre will be built at Silver City with 890 seats, costing $140,000. After that the Silco there will be remodeled and 350 seats added. Within two weeks work will start on a $125,000, 800-seat house at Raton, N. M. About $150,000 has been earmarked for finishing the 700-seat theatre at Craig, Colo., to replace the burned-out Craig. The stores and offices of this building already are completed.

Plans have been drawn for a 600-seat, $90,000 house at Socorro, N. M. About $185,000 was spent on the remodel job at the Rialto, Loveland, Colo.; $18,000 is being spent on a remodel job on the Valley, Fowler, Colo., a recent purchase; the seating capacity of the Teton, Powell, Wyo., was doubled to 730 in a remodel job that ran to $85,000, and the Riviera and Grove at Gering, Neb., were remodeled at a cost of $50,000. The name of the Riviera was changed to the Valley.

W. H. Ostenberg jr., Scottsbluff, Neb., who has been the head of Midwest Amusement & Realty Co. and a director of Gibraltar Enterprises for years, is moving to Omaha, where he has been named a vice-president of the Refinite Co. His son William H. Ostenberg III will be in charge of the Scottsbluff company.

Denver Alameda Theatre Sold to R. W. Wooldridge

DENVER, COLO.—The Alameda Theatre here has been sold by C. U. Yaeger to R. W. Wooldridge, manager of the house for the last ten years, at a reported price of $30,000. A parking lot adjoining the theatre building was included in the deal.

Charles C. Priest Rites

LONGMONT, COLO.—Funeral services were held here for Charles Clifton Priest, 69, who opened one of the first theatres in Fort Morgan.

Injured by Explosion

CANON CITY, COLO.—An explosion in a coal storage bin at the Skyline Theatre here recently resulted in serious burns to Charles Matheson, theatre maintenance man, and forced patrons to flee the crowded auditorium. Matheson said the blast occurred when he opened the door of the bin. Flames shot out, igniting his hair and burning his hands and face. He slammed shut the door and ran upstairs to spread the alarm. Ushers informed patrons and cleared the house without incident as heavy smoke poured into the auditorium. Firemen halted the blaze and after inspecting the building permitted the show to resume 20 minutes later.

Alexander Employes Share Large Bonus

COLORADO SPRINGS, COLO.—Some 570 home office employes of the Alexander Film Co. here were the recipients of more than $130,000 in bonus checks and Christmas turkeys, the gift of the company. The latest bonus raised to $176,000 the bonus checks given this year by the film company here. A company spokesman said this was the largest profit-sharing bonus ever paid by the company.

From the BOXOFFICE *Files*

(Twenty Years Ago)

THE Alamo Theatre, Strawberry Park, Los Angeles, was opened recently . . . A building permit has been issued to M. J. Rumbaugh, Everett, Wash., owner of one of the largest department stores in that city, for the construction of a theatre building which will cost approximately $60,000 and will have seating capacity for 680 persons, all on one floor. Plans have been prepared by William Aitken, architect, of Seattle.

* * *

Mount Vernon, Wash., is to have a new 500-seat theatre. It is to be built by the Kane-Shook Co., contractors, and will be leased to the Paramount Amusement Co., of which A. A. Haley of Seattle is head. The cost will be approximately $65,000. The building will occupy the site of the old Opera house, which was destroyed in a recent fire.

* * *

In Carrizozo, N. M., the Crystal Theatre has been turned over to T. J. Pittman of Cloudcroft, N. M., who will operate and manage it for the next six months. The arrangement was recently made with J. C. Burkett, who will assume full charge next June.

* * *

The projector was stolen from the Clara Lee Theatre in Carbondale, Colo.

* * *

A. H. Brown, Mobridge, S. D., has announced plans for a theatre and hotel in Madison, S. D. The building will be three stories high.

* * *

L. N. Strike of the Strike Theatre Co., formally opened with sound at his Gem Theatre at Provo, Utah. "The Hit of the Show" was the feature, with Pathe sound news and Aesop's Fables in sound. E. W. Sonz, formerly selling out of Salt Lake for Universal, has been transferred to the Portland office recently. J. A. Epperson will cover Utah. Ernie Gibson is making the Idaho territory.

* * *

Five neighborhood houses in San Francisco and two in Oakland, formerly operated by Ackerman and Harris, have been acquired by William Fox. The houses: Roosevelt, El Capitan, Avenue, Amazon, Casion in San Francisco; Franklin and Hippodrome in Oakland.

* * *

Jake Bashore has purchased from J. A. Banks of Saratoga, Wyo., the two theatres controlled by Banks in that city and will reopen the Legion Theatre there as soon as possible.

SEATTLE

Mrs. Kenneth Wynne has purchased the Rex Theatre in Spokane, Wash., from A. P. and Louise Barstad . . . Theatre owners will attempt to get the amusement tax lowered during the coming session of the state legislature . . . Ed Hamrick, assistant manager of the Paramount Theatre and brother of John Hamrick of the Hamrick-Evergreen circuit, is seriously ill in Providence hospital.

Ed Grigsby, Altec-Lansing sales manager, called on B. F. Shearer and National Theatre Supply executives while here from Los Angeles . . . J. Willis Sayre, motion picture editor for Hearst's Post-Intelligencer, is having a tough time getting used to the paper's fancy new building and at times wishes he was back at the old plant where he could stack up old papers and stills to his heart's content . . . Bob Turner, assistant manager at the Fifth Avenue, was married recently to Margie Coffin of the Nifty Costume shop. They honeymooned in California.

Sid Blumenstock, assistant to Rodney Bush, 20th-Fox exploitation head, was met in Portland by Murry Lafayette, northwest exploitation representative, and accompanied him to Seattle . . . Snow flurries on two nights hasn't helped business . . . Frank Barovic, Puyallup exhibitor, returned home after several weeks in the hospital . . . Evergreen division of National Theatres is fighting tooth and nail to stay ahead of midwest in the 13th National Theatres drive.

Earl Keate, former 20th-Fox and U-I exploiteer in this territory, was here from Hollywood to greet old friends . . . Willard Coghlan, UA's northwest exploiteer, was one of those to suffer in the company's recent layoff splurge.

L. E. Goldhammer, eastern manager, and Mel Hulling, western district manager for Monogram, were here for sessions with Ralph Abbett, branch head . . . Exhibitors on Filmrow included Les Theuerkauf, Tacoma; Bill Evans, Centralia; Earl Thompson and Earle jr., Aberdeen; John Olson, Zillah; Art Zabel, Olympia; Ernie Thompson, Port Townsend, and John Owsley, Tacoma.

Herbert McIntyre, RKO's western district sales manager, visited here with Ed Lamb, local manager, and then left for Los Angeles with Russ Morgan, northwest exploiteer . . . Also conferring with Lamb during the week was Ben Fish, Samuel Goldwyn representative . . . Warren Butz, manager of the State, Spokane, had the local Townsend club attend in a body to see "Life With Grandpa."

Ralph Hilleary Named

PORTLAND—Ralph Hilleary has been named to replace Irv Bowron as Theatre Exchange Co. field representative. Hilleary, although a native Oregonian, has worked in Hollywood motion picture studios for the last few years.

Loot Dixon, Calif., House

DIXON, CALIF.—Thieves broke into a back door of the Dixon Theatre here to loot and damage candy and popcorn vending machines and escaped with $25 cash, flashlights and other items.

Don Bertholdi to Manage Fairfield, Calif., Solano

FAIRFIELD, CALIF.—E. E. "Tiny" Mercer, manager of the Solano Theatre here, has resigned to take a similar position in Watsonville. George R. Moore, owner of the Solano, said new manager at the theatre is Don Bertholdi, chief operator at the house and, before the war, an employe of the Fairfield-Suisan theatres.

Les McClary New Manager Of Ouray, Colo., Theatre

OURAY, COLO.—Les McClary, theatre manager at Silverton, has been transferred here by Charlie Diller as manager of the local theatre to succeed Roy Davis, who was transferred to the Lode Theatre at Silverton. The local theatre has been closed as a result of a fire but will be reopened soon.

Half-Interest in Theatre

SAN FRANCISCO — Maury A. Schwartz has sold one-half interest in the New Rita Theatre here to Peter J. Murphy.

First Worker Injured Won't Ask Payments

PHOENIX—Despite the fact that he suffered a sprained ankle, S. Sylvan Simon, Columbia producer-director, has no intention of filing a claim for medical expenses under the new Arizona workmen's compensation law. The injury was sustained on location at the Superstition Mountains, where Simon is directing "Greed."

The Colmbia troupe is the first film company to arrive in Arizona since the passage last month of the new compensation law, and Simon is the first high-salaried film worker to become eligible to file a claim.

However, according to Henry McClusky, attorney for the State Industrial Commission, Simon's injury would have had to be serious enough to keep him off the job for a week before he could apply for compensation. But inasmuch as the injury required the attention of a doctor, McClusky said, a claim for medical expenses could be entered. Maximum claims allowable are $650 a month.

Simon, who was up and around a few days after his accident, said that any claims on his behalf would have to be made by Columbia.



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BUY CHRISTMAS SEALS

Because of the importance of the above message, this space has been contributed by

BOXOFFICE

Late Developments in Theatre Building

Remodeling Job for McMinnville Lark

McMINNVILLE, ORE. — McMinnville Amusement Co. owners R. J. and M. W. Mattecheck recently revealed plans for a $30,000 remodeling and redecorating program at the Lark Theatre here. Plans call for a complete facelifting including installation of a modern front, a new $8,000 marquee, installation of a cry room, recarpeting and reseating.

Building Work Resumed

SAN FRANCISCO—Construction work, at a standstill for more than a year, was resumed recently on the Coronet Theatre, newest enterprise of San Francisco Theatres, Inc. Irving M. Levin, divisional director for the circuit, said the delay was enforced to allow additional time for the study of new television facilities with which the Coronet will be equipped. The deluxer will have a separate television theatre in addition to its standard film auditorium.

Remodeling Job Okayed

GREAT FALLS, MONT.—The city building inspector has issued a permit for the remodeling of the Rainbow Theatre here at a cost of $10,000. Work will include a new front and boxoffice and repairs and alterations to the interior. The building is owned by the Rocky Mountain Fire Insurance Co. W. H. Blake will do the work.

Build at Porterville

PORTERVILLE, CALIF.—Work is well under way here on a new $250,000 theatre, according to Manager Everett Howell. The theatre site covers nearly a half block area and that portion of the lot not used in actual construction will be landscaped in keeping with the building. The new theatre will seat 1,200 persons.

Work on Delta Egyptian

DELTA, COLO.—Fox Intermountain Theatre Corp. officials have completed arrangements for the remodeling of the lobby at the Egyptian Theatre here. Manager Keith May said the new arrangement would mean more lobby space and a re-arrangement of the snack bar. The boxoffice probably will be changed also.

Work Under Way on Analy

SEBASTOPOL, CALIF. — Construction work was progressing rapidly on the new Analy Theatre being erected here by Dan Tocchini and Tony Gambogi, owners of the El Rey Theatre. Building is expected to take about four months on the stadium-type house. Initial plans for construction calling for two shops in the front of the building were discarded in favor of a more spacious lobby and rest rooms. A modernistic tower will be one of the exterior features with a rounded marquee beneath.

Award Los Angeles Job

LOS ANGELES — Contract has been awarded for construction of a new theatre and store building at Vermont avenue and Imperial boulevard here for Southside Theatres, Inc. The reinforced concrete structure will contain 1,500 seats and will provide for six stores. Plans provide for an air conditioning system and for an asphalt parking area.

Designed by architect Clarence Smale, the building will be erected by contractors MacIsaac & Menke. Cost of the project is not disclosed.

Elaborate New Entrance Planned for Golden Gem

GOLDEN, COLO.—Brick work on the 50x60-foot new addition to the Golden Gem Theatre here has been completed, and the old foyer has been dismantled preparatory to building a new elaborate entrance. The new structure will measure 50x149 feet and will have a seating capacity of 950 persons.

Construction work on the theatre is being done by the Art Moore Construction Co. of Denver and the Martin Construction Co., a local firm. The new theatre, according to Dave Davis, general manager for Atlas Theatres, will feature pushback seats, a loge section and a mezzanine where smoking will be permitted. Davis said no definite reopening date could be set.

Contract for Encino Job

ENCINO, CALIF. — Contract has been awarded for construction of Charles Menderson's new theatre at Ventura boulevard and Neoline street here. The structure will provide 950 seats and will be built with wood trusses and gunite walls and some redwood exterior work. An air conditioning system will be installed. Designed by architect William L. Pereira of Los Angeles, the new showcase will be erected by Structon of Los Angeles, and will cost $145,000.

Complete at Torrance

TORRANCE, CALIF.—Howard Lander has been named manager of the newly redecorated and remodeled Torrance Theatre which was reopened recently midst a blaze of glory. Work on the Torrance included new projection and sound equipment, new seats, air conditioning, repainting and refurbishing in shades of azure blue and burgundy, a cry room, a loge in which smoking will be permitted and a concession stand. The Torrance is operated by Albert Mellinkoff and Harry Milstein.

Permit Issued at Belmont

BELMONT, CALIF.—A building permit has been issued to William B. David, representative of the Manor Theatre Co. of San Francisco for the erection of a new motion picture theatre here. The theatre will be built just within the north city limits. Contractor for the job will be W. C. Cunningham of San Mateo.

New Marquee at Loveland

LOVELAND, COLO.—An elaborate new display marquee, costing $7,000, has been installed at the Rialto Theatre here by owner Bill Simon. Simon said other installations at the house included a new heating plant. The Rialto seats 750 persons.

Plan Pico, Calif., Drive-In

PICO, CALIF.—Plans have been completed for the erection of a $250,000 drive-in here by Frank and Fritzie Fishman, millionaire hotel operators of Long Beach and Beverly Hills, who have obtained a 99-year lease on a tract of land here. The theatre will have 1,150-car capacity and will include a landscaped park area which will separate the drive-in from the highway.

Work on Theatre Plans

HUNTINGTON BEACH, CALIF. — Working drawings are being prepared by architects Wildman & Faulkner of Santa Ana for construction of a stadium-type theatre building here, for the Huntington Beach Corp. No information as to cost of the project is yet available.

Remodel at Riverside

RIVERSIDE, CALIF.—The Valencia Theatre, recently redecorated with new seat installations, has been reopened by owners Carl Malone and Paul Tuggy. The owners said they were considering including one or two Spanish films on forthcoming programs.

Bozoff Builds New Theatre

BELLFLOWER, CALIF. — A new theatre building is being erected at 15,547 South Paramount Blvd. here for the Bozoff Theatre Corp. The masonry structure will contain 9,300 square feet of floor space and will cost $95,000.

Army Takes Building Bids

FORT LEWIS, WASH.—Construction bids were received by the army recently for erection of a 1,004-seat theatre here. No action was taken on the bids, which were forwarded to Washington. Plans for the theatre call for steel, frame and reinforced concrete construction with brick and stucco veneer.

Plan Long Creek Theatre

LONG CREEK, ORE.—Mr. and Mrs. O. D. Allen, formerly of Juntura, have revealed plans for construction of a new theatre here. They have operated a circuit for several years to serve eastern Oregon communities where there are no theatres in regular operation.

Asks Zone Law Change

DUARTE, CALIF.—The zoning board of the county planning commission has taken under advisement an application by Teresa Dunn for a zone exception on her property on Huntington drive to allow construction of a drive-in theatre.

Plan Casper, Wyo., Airer

CASPER, WYO.—The Rialto Theatre, Inc., an affiliate of Gibraltar Enterprises, has announced that it will begin construction soon on a new drive-in to be ready for use next May and set to operate seven months a year. The drive-in will cost about $130,000.

To Build at Klickitat

KLICKITAT, WASH.—The J. Neils Lumber Co. plans to start construction soon on three quonset hut steel buildings to house a theatre, a bowling alley and a warehouse.

Indianapolis Filmrow Plans Yule Parties

INDIANAPOLIS—Filmrow personnel here will observe the Christmas season with the customary Yuletide parties, either at the exchanges or at nearby country clubs or other resorts. Virtually all exchanges and offices will have Christmas parties, although such details as time and place have not yet been completed.

Parties for employes of two exchanges have been planned, that of 20th-Fox for a luncheon and entertainment at the Variety Club, and that of Warner Bros. at Club 52.

The MGM staff party will be next Monday at The Dells, and the staff at RKO will gather for their celebration at the Variety Club. Employes of Republic Pictures will have their party next Tuesday at the branch, with Elaine Splinter and Blanche Williams in charge of plans. National Screen Service workers will have their party next Thursday at the Town and Country club.

A fete for Monogram Pictures employes next Friday at the exchange will include a buffet luncheon. The staff at the Eagle Lion branch will have a Yuletide buffet luncheon and refreshments there next Friday.

The Universal-International staff will celebrate at The Dells, although the date of the event has not yet been disclosed. Plans for the fete tentatively provide for an entertainment and supper.

Owen McCormac Reopens Indianapolis Theatre

INDIANAPOLIS—The Star Theatre at 733 North Noble St., formerly the Mecca, was reopened by Owen McCormac. It was operated by the S&S Theatres until early in August and had been closed since.

The theatre has been completely renovated, including new chairs, booth machines and concession stands.

Fred V. Willey Is Elected Prosecuting Attorney

BRAZIL, IND.—Fred V. Willey, local lawyer and owner of the Fox Theatre here, has been elected prosecuting attorney for Clay county, Ind. Willey, who now has an antitrust suit pending in federal court, said that after satisfactory disposal of the suit, he and his wife would reopen the Fox, which will be refurnished with new equipment.

Yule Show for Elderly

ST. LOUIS—The Better Films Council, in cooperation with Fanchon & Marco and the St. Louis Amusement Co., was to stage its annual Christmas party for aged men and women from various institutions at the Missouri Theatre this week (17). The receiving line at the party will be headed by Mrs. V. Ray Alexander, president; Mrs. Arrestus Franklin Burt, founder, and Roy Muehleman, manager of the Missouri, and other officers of the Council, and the members of its entertainment committee.

New State Fire Chief

INDIANAPOLIS—Alex Houghland, veteran Evansville fire chief, has been named state fire marshal by the Democratic administration, succeeding Carter Bowser.

Persistent Patrolman Solves St. Louis Holdup

ST. LOUIS—The holdup of the St. Louis Theatre here the night of December 1 has been solved with the arrest of Harold D. Mullican, an unemployed carpenter, who, according to police, has confessed that he robbed the theatre manager, James M. Irving, of $350.

Mullican's arrest resulted from some fine work on the part of Patrolman Frank Lindhurst who walks a beat in the vicinity of Sixth and Market streets. Informed by a bartender that the description of the robber fitted a man who had been in the bar the night before, Lindhurst obtained permission of his superiors to put on civilian clothes and hang around another tavern on South Broadway and there he learned Mullican's name and address. The arrest followed when the suspect arrived home the night of December 6. His confession came the following night, the police reported.

B&K Employe Club Elects Bill Holden President

CHICAGO—The Balaban & Katz Employes club has elected William Holden president, Theodore L. Regelin, first vice-president in charge of welfare; Ralph A. MacFarland, second vice-president in charge of entertainment; Louis Odwin, third vice-president in charge of athletics; Sam Scott, treasurer; Myrtle A. Carlson, secretary, and these directors—Gustave Bjelke, northside district; Marvin Salter, Loop and warehouse district; Derrill Zink, southside district; Hones W. Swan, northwestside district, and Joseph K. DiBella, westside district.

Closed Session by NTOA

INDIANAPOLIS—The Neighborhood Theatre Owners Ass'n of Indianapolis held a luncheon meeting Monday (29) at the Hotel Warren. The discussions were closed.

Renovation at Dallas City

DALLAS CITY, ILL.—The New Dallas, a 300-seater owned by Justus Garard, has taken on a decided new look, thanks to an extensive improvement program now nearing completion. The exterior has the appearance of a pioneer log house.

Brookfield Officials Reject Lipson Airer

BROOKFIELD, WIS.—In a recent meeting at Brookfield town hall, construction of a drive-in proposed by Edward J. Lipson, former MGM and Warner salesman, was banned. Lipson planned to build the drive-in at Capitol drive and county trunk YY.

About 175 local residents attended the meeting and voiced the view that drive-ins and billboards were not wanted and were not suitable for erection in residential sections. The town planning commission voted to reject the drive-in application.

Residents objecting to the drive-in held that construction would constitute an eyesore and nuisance to dwellers in adjacent residential areas; would result in an added traffic hazard; would depreciate value of property in the area; induce other undesirable businesses to establish in Brookfield as well as induce juvenile delinquency and immoral conduct.

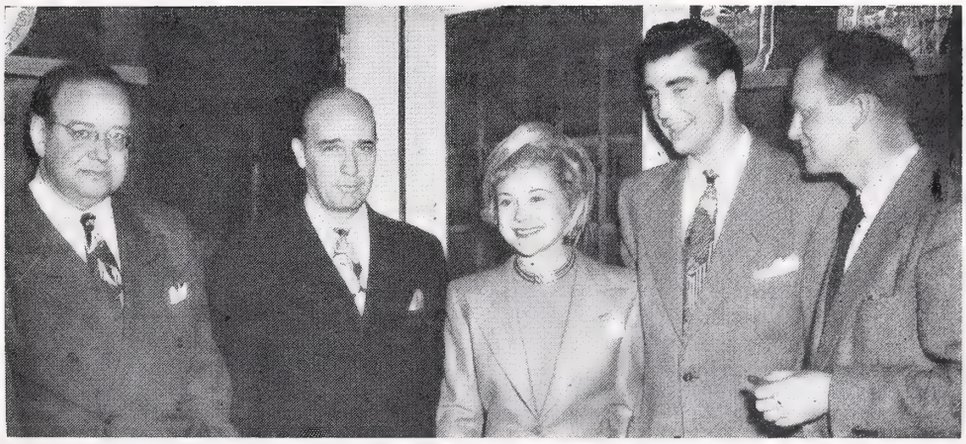
The construction of the drive-in would have necessitated a zoning change from agricultural to local business.

Atty. Charles L. Mullen, representing Brookfield residents, filed a petition list of over 900 residents objecting, and said Lipson's list of 1,200 names included names from West Allis, Butler and other places outside Brookfield.

The drive-in representatives said the theatre would bring extra revenue to Brookfield in increased income taxes, as well as provide a recreational spot for residents. They argued that the theatre would not create a traffic hazard or bring juvenile delinquency or immorality.

Waukegan Work to Start

WAUKEGAN, ILL.—Foundation work for a new drive-in on a 26-acre tract here will be started soon, according to Louie Ambrogio and Henry Rhyan, partners in the venture. Main construction work will begin early next spring in time for a June 1 opening. Plans for future development, after the theatre is completed, include construction of bowling alleys, lunchroom, a sporting goods counter and possibly a nursery.



STAR VISITS INDIANAPOLIS—Sonja Henie is pictured above with U-I officials in Indianapolis upon her recent visit there in connection with the release of her latest picture, "The Countess of Monte Cristo." Left to right: Peter F. Rosian, U-I district manager; Ted Mendelsohn, U-I Indianapolis manager; Michael Kirby, featured in the film, and Corbin Patrick of the Indianapolis Star.

CHICAGO

Few press agents have dreamed of better shows than the one B&K's Ed Seguin is exploiting for the Chicago Theatre beginning December 24. On the stage are Billy DeWolfe, Mel Torme and Ethel Smith, coupled with Bob Hope and Jane Russell in "The Paleface" on the screen. Seguin has the advantage of having DeWolfe's picture, "Isn't It Romantic?" the week in advance for added space on DeWolfe's appearance. Mel Torme should hit front pages when he gets here because Candy Toxton, to whom he is reportedly engaged, will arrive with him. Topper of the campaign, however, is contest now under way in the Chicago Herald-American wherein circled palefaces among pictures of shopping crowds share $500 in cash prizes.

Frank Smitha, Essaness executive, is holidaying in Hot Springs . . . Among new assistants with B&K are Duke Schumow, Garrick Theatre, a son of Jack Shumow, Warner manager; Lou Santucci, Central Park, a member of Manor service staff before the war; Art Baker, United Artists, son of the late Will Baker who was manager for Republic; Paul Hudeck, Terminal, formerly of the Paradise service staff; Clarence Hargis, La Grange, formerly on the Southtown service staff, and Robert Jobst, Belpark theatre.

Sol Horwitz of the B&K booking department is father of a baby girl born recently at Chicago hospital . . . Art Patzlaff, with Warner Bros. as head booker and office manager for many years, has joined 20th-Fox here as office manager . . . "Fedora" is showing at the Annex Theatre, home of first run Italian pictures.

Theatres in the Loop and outlying districts are running trailers asking patrons to refrain from smoking in theatres and be careful with lighted matches and cigarets . . . Rosemary Franks, Norshore candy girl, is recovering from a spinal injury received in an auto accident and Eleanor Vickery is back in the Roosevelt boxoffice after an appendectomy . . . B&K is plotting a gala farewell luncheon for departing Jimmy Savage who will print his first Chicago Tribune column December 27.

Hyman Weinberg, 80, father of Albert Weinberg, Warner Theatres publicity chief, died recently. He was a resident of Chicago for 55 years . . . Harold Perlman, Filmack Trailers ad head, says his company has prepared a new personalized date strip adaptable to theatres everywhere . . . John Murdock, 85, first president and chairman of the board of Radio-Keith-Orpheum vaudeville chain and former general manager of the Keith circuit, died in a sanitarium at Los Angeles. Many years ago he introduced vaudeville here at the Masonic Temple roof garden.

Paul Ash, bobby-soxer's delight of another era and onetime director of the stage orchestras at the McVicker's and Oriental theatres when operated by B&K chain, came back for a reunion. For years the pit band leader and co-producer of stage shows at New York's Roxy Theatre, he now owns half interest with A. J. Balaban in three Illinois theatres . . . Jerry Winsberg, manager of the Paradise Theatre, was transferred to B&K's booking department.

Paul Blaufox, Eagle Lion press representative, came in from New York to handle advance exploitation for J. Arthur Rank's "The Red Shoes," which will bow in at the Selwyn Theatre, two-a-day reserved seats. The first week is a sellout . . . Portia Rabel, Chicago Theatre cashier, and Carl Russell, manager of Gateway Theatre, will be married February 19 . . . E. R. Fensin Seating Co. will occupy new enlarged quarters the first of the year . . . Joseph Campbell, charter member of MPMO Local 110 and projectionist at Lakeside Theatre, died recently. Interment was at Des Plaines, Ill. . . . Hunt Stromberg, Republic producer-director, stopped over on his way to New York.

Frank J. Flaherty, past president of the local Colosseum and with Columbia here in charge of circuit sales for the last 15 years, has resigned to join Charles Lindau in the operation of the Kezie, Annex and Karlow theatres. Flaherty also will operate the Gold Theatre.

B&K New Theatre Plans Are Near Completion

MARION, IND.—Plans for a new 1,200-seat theatre here were expected to be completed late this month and ready for contractors, according to Ray B. Blass, Chicago architect designing the theatre for Balaban & Katz.

Plans call for an expenditure of nearly $500,000 on the local showcase and specifications are for a 132-foot square building with five store rooms. All seats will be on the main floor and the front of the building will be faced with red granite and fawn colored brick. Because the present B&K lease on the Paramount building expires Oct. 31, 1949 it is expected that work will be rushed to completion on the new theatre.

Remodeled Sipe Theatre At Kokomo Open Soon

KOKOMO, IND.—A completely new exterior for the Sipe Theatre here is expected to be installed by Christmas or shortly thereafter, according to Sam Neal, general manager. Workmen have begun removing the decorative paneling and facade preparatory to replacing it with an overhanging canopy that will extend the width of the building and reach out to the sidewalk. Other improvements call for porcelain paneling in cream and brown, new full length glass doors and removal of the interior doors between the lobby and foyer. New indirect lighting fixtures also will be installed and new carpeting will be put in the lobby and foyer.

Block Civil Rights Move

ST. LOUIS—The board of aldermen recently blocked an attempt to force the controversial city civil rights bill out of the legislative committee, to which it was sent shortly after its introduction on May 6. The bill would forbid discrimination or segregation in public places because of race or religion.

CHICAGO

Season's Greetings

from

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"Eagle With Two Heads"

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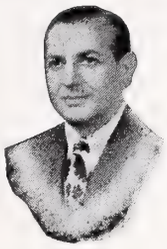
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'Affair' Leads Chicago With 125 Percentage

CHICAGO—Business held to a neat level at most Loop houses despite an expected slump due to pre-Christmas shopping. However, the downtown area still was loaded with out-of-towners here for conventions. The Chicago had a very good week with "An Innocent Affair" plus a stage show headed by Jerry Colonna and the Pied Pipers. The RKO Grand did well with a twin bill, "Unknown Island" and "Bodyguard," as did the Roosevelt with "Angel on the Amazon" plus "The Plunderers." "Hamlet," with two-a-day reserved seat policy, remained a sellout at the Apollo and the Oriental had another big week with "When My Baby Smiles at Me," plus Burt Lancaster on stage.

(Average is 100)

Apollo—**Hamlet** (U-I), 2nd wk. ..... No average
Chicago—**An Innocent Affair** (UA), plus stage show 125
Garrick—**The Snake Pit** (20th-Fox), 4th wk. 110
Grand—**Unknown Island** (FC); **Bodyguard** (RKO) 105
Oriental—**When My Baby Smiles at Me** (20th-Fox), plus stage show 115
Palace—**Kiss the Blood Off My Hands** (U-I), 2nd wk. 100
Rialto—**Urubu, the Story of Vulture People** (UA), 3rd wk. 100
Roosevelt—**Angel on the Amazon** (Rep); **The Plunderers** (Rep) 90
State-Lake—**Fighter Squadron** (WB), 2nd wk. 90
Studio—**Lysistrata** (Dist); **Fric Frac** (Oxford), 3rd wk. 95
United Artists—**The Return of October** (Col), 2nd wk. 90
Woods—**A Song Is Born** (RKO), 7th wk. 95
World Playhouse—**La Traviata** (Col), 4th wk. 100

Milwaukee First Run Trade Continues at Average Level

MILWAUKEE — Christmas shopping brought crowds to the downtown district day and night, and the local first runs generally registered average business. "The Countess of Monte Cristo," paired with "Miraculous Journey" at the Warner, led the city by a narrow margin. Personal appearances by Burt Lancaster at the Riverside helped "Are You With It?" to register. "The Loves of Carmen," showing with "Miss Tatlock's Millions" at the Strand, continued to draw well in a third stanza.

Alhambra—**A Song Is Born** (RKO); **Smuggler's Cove** (Mono), 2nd d. t. wk. 100
Palace—**Belle Starr's Daughter** (20th-Fox); **Escape** (20th-Fox) 100
Riverside—**Are You With It?** (U-I), plus stage show 100
Strand—**The Loves of Carmen** (Col); **Miss Tatlock's Millions** (Para), 3rd wk. 100
Wisconsin—**The Gallant Blade** (Col); **The Untamed Breed** (Col) 95
Warner—**The Countess of Monte Cristo** (U-I); **Miraculous Journey** (FC) 105
Towne—**No Minor Vices** (MGM); **Dear Murderer** (U-I) 90

'Baby' Leads Indianapolis With 110 Per Cent

INDIANAPOLIS—Grosses were considered good in local first runs in view of holiday activities which were drawing public attention. High score of the week went to "When My Baby Smiles at Me" at Keith's with 110 per cent for its second downtown week.

Circle—**The Countess of Monte Cristo** (U-I); **The Spiritualist** (EL) 95
Indiana—**Road House** (20th-Fox); **Trouble Preferred** (20th-Fox) 100
Keith's—**When My Baby Smiles at Me** (20th-Fox), 2nd d. t. wk. 110
Loew's—**The Three Musketeers** (MGM), 2nd wk. 95
Lyric—**Berlin Express** (RKO); **So Well Remembered** (RKO) 80

Actor's Wife in Debut

Gwen O'Connor, wife of actor Donald O'Connor, will make her screen debut in the Eagle Lion picture, "Shamrock Hill."



CENTRAL DIVISION CHIEFS — Between sessions at the MGM week-long conferences at the Astor hotel in New York recently John J. Maloney and his assistants got together. Left to right: Frank C. Hensler, field assistant to Maloney; Maloney, and Charles F. Deesen, home office aide to Maloney.

Luna Theatre at Marion Closed by Owner S. Neal

MARION, IND.—Sam Neal of Kokomo has closed the Luna Theatre here, which he has operated for the last 25 years. Neal said the closure was made after a drop was recorded in receipts and he was unable to negotiate a new lease. The present lease had one year to run. The theatre was established as the Luna Lite 40 years ago and played first run pictures for many years. Despite a seating capacity of only 384 the house boasted a house band. Billy Connors directed the theatre for many years but in recent years Mrs. Connors has run the Luna. Connors left the theatre management when he moved to the Indiana Theatre and more recently operates a drive-in in Grant county.

'Red Shoes' Premiere To Aid Chicago Blind

CHICAGO—Black ties and evening gowns will be in order when approximately 1,000 ballet and cinema enthusiasts turn out for a premiere showing of "The Red Shoes" Thursday (23) in the Selwyn Theatre to raise $5,000 for the Chicago Lighthouse for the Blind. Taking on the air of a Hollywood premiere, kleig lights will play on the theatre and the arriving guests. Expenses for presenting the film, a J. Arthur Rank production, have been underwritten by Robert Young and Charles Amory and the theatre has been donated. As a result, all the money derived from the benefit will be used as a Christmas present to Chicago's blind.

Sheldon Lending to Operate

TROY, ILL.—A 15-year lease has been signed by Sheldon Lending of Kirkwood, St. Louis, with the Troy Civic Improvement Ass'n for the operation of the Lions Theatre, now under construction here. William Pitt, secretary of the civic group which is composed of nine persons elected by the Lions club, said that it plans to spend about $48,000 on the theatre, while Lending is expected to invest an additional $35,000 for equipment, etc.

Lending's father Ted has operated the 668-seat Kirkwood Theatre in Kirkwood, Mo., for many years.

When the new Lions Theatre was originally announced it was contemplated that Sam Komm, prominent St. Louis circuit owner, would take over the management of the new house. Komm died several months ago.

New Projectors in Red Bud

RED BUD, ILL.—C. T. Dusinberre, owner of the Red Bud, a 300-seater, has put in BX62 Brenkert heads in the projectors purchased through the St. Louis Theatre Supply Co.

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and

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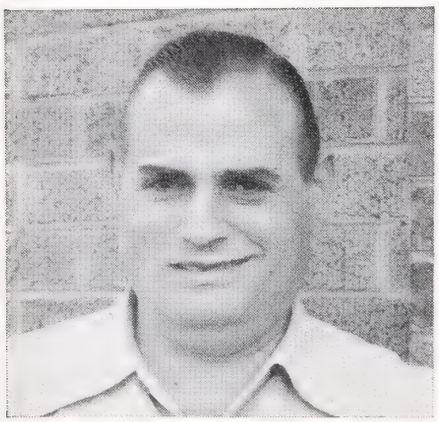
Telephones: JE 7974 JE 7975

ST. LOUIS

A new electric sign seven stories in height will be placed in front of the Ambassador Theatre at Seventh and Locust streets . . . Milton Overman, Kansas City, Eagle Lion exploiteer, has been here setting up campaigns on "Northwest Stampede" and "Let's Live a Little," booked at the Ambassador Theatre.

Midcentral Allied Independent Theatre Owners, with headquarters in St. Louis, now is a recognized unit of the Allied States Ass'n of Motion Picture Exhibitors, having been taken in at the New Orleans meeting on December 1. The local delegation to the Allied gathering included President Henry Halloway, Vice-President A. B. Jefferis, Secretary Hugh Graham, Andy Deitz of Cooperative Theatres, and W. H. Hoffman of Arthur, Ill. Charley Beninati, Carlyle, Ill., who had planned to attend, was forced to remain at home because of the illness of his wife. Midcentral now has 17 members and three pledges.

The Fanchon & Marco-St. Louis Amusement Co. motion picture houses, St. Louis Symphony orchestra and the American Theatre were among the business enterprises which have cooperated in furnishing Christmas gifts for the 4,500 employes of the army's finance center here.



HARRY MELCHER—General Manager, Eskin Theatres, Inc., Milwaukee, Wis.—writes:

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Adv.

Fire Code Compliance Extended in St. Louis

ST. LOUIS—The public safety committee of the board of aldermen has reported favorably a bill to extend for one year the deadline for compliance by theatre owners with new fire safety regulations adopted in April 1945. This will be the second extension of the deadline.

Building Commissioner A. H. Baum appeared before the members of the committee on December 10 and advised that the owners of the theatres have been doing all that they could to comply. However, he said that in some of the smaller houses it was found that a fire resistant paint that had been used in compliance with the terms of the ordinance would have to be replaced because it caused eye irritations among the patrons. Commissioner Baum, who is charged with enforcement of the code, said that he favored the extension.

Drive-In Is Started In Alton District

EAST ALTON—Contracts are being awarded for the construction of the Alton Outdoor Theatre to be located on Route 67 between Victory drive and Bonds avenue. Maurice Schweitzer, general manager of the National Outdoor Theatres syndicate, has announced.

The drive-in will accommodate 600 cars, with a parking bay for 200 additional cars, and will face the new four-lane superhighway near the intersection of the Milton road, which connects East Alton with Alton.

Grading of the ground will commence at once and it is hoped to have the theatre ready for opening not later than May 1. A playground for children with a wide variety of equipment will be provided and there will be baby bottle warmers, modern restrooms and a large concession stand.

Schweitzer also is general manager for the River Lane Outdoor Theatre, Rockford, Ill., and the Starview Outdoor Theatre, Lincoln, Neb. Prior to entering the drive-in theatre field he was St. Louis manager for Paramount many years.

1,000-Car Ozoner Planned By Golden Triangle Corp.

From Southeast Edition

EUSTIS, FLA.—Eustis will have a drive-in with a capacity of 400 cars and plans which call for accommodations for 1,000 cars when the project is completed. The site of the new theatre is a 20-acre plot a quarter of a mile beyond the city limits. A 50-year old orange grove is being razed to make way for the new project. Once this grove was sold for $50,000, but the present price of fruit discouraged the owners from continued operation.

ST. LOUIS

ST. LOUIS

Season's Greetings

JOE HORNSTEIN INC.

New York — St. Louis — Miami

3146 Olive Street, St. Louis 3, Mo.

ST. LOUIS

Merry Christmas to all

R. D. VON ENGELN

Manley Representative

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ST. LOUIS 3, MO.

St. Louis Ticket Levy Repeal Seen by Jan. 1

ST. LOUIS—Repeal before January 1 of the city's 5 per cent tax on theatre tickets and a reduction of the tax on cigarets from 3 cents to 2 cents a package has been predicted by Charles E. Albanese, president of the board of aldermen.

Bills to accomplish these steps have been reported favorably by the aldermanic legislative committee. The elimination of the amusement tax and reduction of the cigaret tax would cost the municipality from $800,000 to $1,000,000 in revenue annually.

Mayor Aloys P. Kaufman is generally believed to be opposed to the pending bills, but Albanese expressed the belief that the mayor will sign them after they are approved by the aldermen, since the administration pledged that these taxes would be removed if the city was able to put into effect a city earnings tax.

Writes 'Women Without Men'

Virginia Kellogg has been signed by Producer Jerry Wald to write an original screenplay, "Women Without Men," for Warners.

ST. LOUIS

Season's Greetings

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ANDY DEITZ,
General Manager
3142 Olive Street St. Louis 3, Mo.

Best Wishes
for a
Happy Holiday Season

DAVID F. BARRETT

BOXOFFICE

Tighter Curfew Asked For Milwaukee Kids

MILWAUKEE—Theatre operators here are watching developments of a proposed tighter curfew for Milwaukee children, recommended recently by Mayor Zeidler's advisory council.

The council recreation and education committee, under Chairman Mrs. Arthur C. Frick, asked that the existing curfew hour for children 16 and under be set at 11 p. m. rather than midnight as ruled by a city ordinance.

The council also adopted a resolution that cited a "lack of moral standards" indicated by considerable juvenile vice cases and requested that parent-teacher groups be organized in all elementary and high schools to combat delinquency.

To Pen 'Christmas Gift'

Isobel Lenhart has been ticketed to pen "Christmas Gift" for RKO.

ST. LOUIS

Grand Christmas to You All!

and a Great New Year

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Van Johnson in 'Crime Scene'

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From Officers, Directors and Members

Mid-Central Allied Independent Theatre Owners

Christmas Greetings

from the

Theatre Equipment Dealers Association

RAY G. COLVIN, President

National Still Leads In Milwaukee Play

MILWAUKEE—Warner Theatres Bowling league boys continued to blast the pins for hot scores as Bill Maciejewski rolled high three-game score of 577, Dick Allen bowled 567 and Harvey Black 561.

High single was rolled by Maciejewski with 225. Dick Fahey clicked 221 and Harvey Black 219. Black holds the league lead with an average of 171-10 for 33 games. Bill Maciejewski has 161-1 average for 33 games. Al Meskis has 160-13 average for 30 games. O. Petersen 160-1 for 24 games and Ted Gayes 160-12 for 33 games.

Other top bracket individual scorers are Dick Fahey, Roland Krause, Rudy Lenz, Al Neuendorf, John F. Kraczek, Dick Allen, Charles Burns, V. O. Tresidder, Bob Haggith and Steve Martz.

In the girls' league Lucille Haggith rolled high three games with 453, Ruth Krause was second with 452 and Evelyn Nimmer third with 439. High single was rolled by Ruth Krause with 215. Teddy Jones clicked 173 for second and Lucille Haggith and Evelyn Nimmer tied for third with 167.

In team scoring National Theatre bowled high three games of 1,904. Alhambra Theatre sr., second with 1,889, and Jalonies third with 1,863. High single was rolled by Granada Theatre sr. with 724. Alhambra Theatre sr. second with 693.

In team standings National Theatre leads with an average of 563-22 for 21 won and 12 lost. Granada Theatre sr. holds an average of 553-4 for 20 won and 13 last; Nite Strikers, 523-20 for 20 won and 13 lost; Jalonies, 584-32 for 19 won and 14 lost; Egyptian Theatre, 551-17 for 19 won and 14 lost.

Harvey Black, top man in the IATSE Bowling league, kept up his pin-shattering pace to roll high single of 235. G. Mace clicked 233 and J. Kraczek 232. G. Mace bowled high three games of 615. Black clipped 603 for three and C. Bunce 574.

H. Eifert's team No. 7 racked up high three games in team play, with 2,546. H. M. Eifert's No. 2, second with 2,511, and E. Bigelow's No. 1 2,454. No. 5 led by Chet Millis clipped 894 for high single. H. M. Eifert's No. 2 884 and H. Eifert's No. 7, 879.

In team standings H. M. Eifert's No. 2 leads with an average of 787-11 for 23 won and 13 lost. No. 5, captained by C. Millis, is next with 768-24 for 21 won and 15 lost. H. Eifert's No. 7, third with 767-16 for 19 won and 17 lost. Al Neuendorf's No. 4 holds an average of 762-12 for 19 won and 17 lost.

Hectic Opening Night For Lindsay Parsons

From Western Edition

LINDSAY, CALIF.—The new Parsons Theatre here almost didn't open on schedule recently while owner Aubrey Parsons dashed around trying to get the second half of his double bill opening night program into town.

One half of the double feature was on hand. The other was being flown in from San Francisco. The plane carrying the film reached Visalia airport but couldn't land because the airport lights were off. Parsons tried in vain to find someone to turn on the lights. Finally, the Lane Trucking Co. with offices near the airport, came to the rescue.

MILWAUKEE

Ben Poblocki's Christmas letter this year carries pictures of all his sons associated with him in the sign, marquee and prefab firm . . . Marcella Rollman, secretary to John G. Kemptgen, MGM manager, returned after a week's illness . . . All theatres reflected the Christmas motif, with special decorations at the boxoffices, vending units and other spots . . . Hildegarde Kuchler, MGM inspector, had a rough time with a throat infection, but is on the mend . . . "Johnny Belinda" bowed out at the Alhambra after a seven-week run.

Bill Schwartz of MGM received a swell Christmas present when he learned that his apartment would be available January 1. That means his family will move from Detroit . . . James Nelson, manager of the Madison, Madison, reports top draw with "Secret Land," and attributes much of the success to a well-rounded public relations effort. The Madison clergy endorsed the film from the pulpit and the Council of Parents and Teachers wholeheartedly recommended the picture.

Burt Lancaster, due for an early Riverside appearance, will feature an act with his old vaudeville partner Nick Cravat . . . Harold Saxlund now manages the Pix, Whithall . . . Dick Saeger, formerly with RKO at Seattle, is film buyer for Eskin Theatres.

Joe McMahon departed for the west coast . . . Betty Talbot of Paramount visited her Oconto Falls home . . . The remodeled Empress, operated by Charley Fox, featured the "Beef Trust" in a week's stay . . . Walter Baier, Fort, Fort Atkinson, has worked up a good public relations setup with the club, church, school and civic groups. He manages to find time to be active in civic affairs, too . . . Erv Clumb, Towne advertising director, is building quite a fan club. Clumb's outstanding ads are gaining national attention and exhibitors around the nation write for mats for use in their situations.

Augie Berkholtz of the Merrimac and West Bend, West Bend, spends nearly all of his theatre operating time greeting patrons and bidding them "good night" . . . Norbert Wettstein, Wausaukee, has compiled a list of the names of his patrons and has sent personalized Christmas cards to all . . . Don Deakin, Dells, Wis., sets the pace in the area for participation in the activities of civic clubs and other organizations in his town. Deakin is a busy man with the special Christmas chores for the needy, a regular yearly practice at Wisconsin Dells . . . Mrs. Henrietta Eckhart, Wisconsin Rapids exhibitor, furnishes free gifts for the kiddies attending her theatres each Christmas. She also assists in all charitable work in helping the needy during Christmas time.

Erv Discher, operator of the Capitol Pladium, was host to a number of his former associates in theatre business at a Christmas party . . . Allan Gilgren of the 'Tosa staff received a storm coat Christmas gift . . . Valerie Carter, secretary to Otto Trampe, IATSE business manager, is back at her desk after a session at the hospital . . . Mrs. M. L. Kelly, Badger, Reedsburg, was so busy baking Christmas cookies that she appeared at the Badger still wearing an apron beneath her coat. Mrs. Kelly made the kiddies happy with those cookies at a special show.

Charley Guelson, Badger, Stoughton, was here . . . Donna Borchert, Door, Sturgeon Bay, reports the weather pretty frigid in those parts but that patrons manage to reach the Door even on bobsled . . . Lita Grey Chaplin, who starred in Charlie Chaplin's film "The Kid" years back, personally appeared at a local night spot with her own vocal style.

Seasonal Rains Help Canada Power Crisis

From Canadian Edition

TORONTO—The cities and towns of Ontario got more electric power when seasonal rains filled the rivers that operate the hydro-electric plants, increasing production of current and bringing about the lifting of many blackouts. Morning and evening cutoffs were eliminated by the Toronto hydro commission until December 5, at least, to enable the theatre to return to normal schedules for evening performances and granting a reprieve to neighborhood exhibitors, some of whom had reported receipts reduced as much as 50 per cent.

The Motion Picture Theatres Ass'n of Ontario played an important role in negotiations with the hydro and civic authorities for relief from the switchoffs, particularly the power cuts from 7 to 7:45 p. m., which prevented smaller theatres from staging more than a single double-bill show at night from Monday through Thursday. Spokesmen for the association were Morris Stein of Famous Players Canadian and Arch H. Jolley, executive secretary of the Ontario MPTA.

Toronto continues with late afternoon cutoffs of one-hour duration commencing at 4 p. m. daily for the five weekdays. These interrupt the matinee performances. Excepting the larger theatres, which have been equipped with auxiliary power plants, and some suburban houses which have one afternoon show starting at 1 o'clock, comparatively few cinemas are operating in daylight hours.

As soon as the evening blackouts were discontinued, Famous Players announced the resumption of regular night schedules at a majority of its neighborhood units. Two of them, the Palace and Bloor, were to give continuous performances starting at 5 p. m. when the cutoff ceased. In the meantime, civic building and fire officials were checking the emergency lighting systems at theatres and halls to insure that gasoline and oil for Diesel engines were being stored outside such structures. Gasoline lamps have been prohibited for buildings used for public assembly or for human habitation. Many technical restrictions have been imposed as a precaution against accident or fire.

Shopping Center, Theatre Planned by C. N. Hall

From Western Edition

WEST PALM BEACH — Work is in progress on construction of a dual open air theatre and shopping center in the southern section of West Palm Beach. C. N. Hall, owner and operator of the Halair Drive-In on Southern boulevard, and several associates, will construct and operate the new spot.

SEASON'S GREETINGS

MILWAUKEE

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MILWAUKEE

Holiday Greetings

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Holiday Greetings

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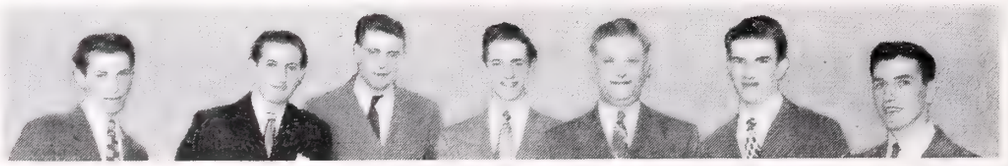
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or even
any poster cases

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WE DO WANT TO *GIVE* YOU—

our best wishes for
A Very Merry Christmas
A Happy New Year

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SEASON'S GREETINGS

MILWAUKEE

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AND A HAPPY AND PROSPEROUS NEW YEAR

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Season's Greetings

JOHN BATES — R. J. MURPHY

JACK FRACKMAN

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ED. HOWE — VIC MANHARDT

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SEASON'S GREETINGS

MILWAUKEE

SEASON'S GREETINGS

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FROM
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MILWAUKEE

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from
JACK BANNAN

DAVE GOLDMAN — ORVAL PETERSEN
DON McFADZEN — KAY BYDADLEK

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UNIVERSAL - INTERNATIONAL PICTURES

SEASON'S GREETINGS

UNITED ARTISTS PICTURES CORPORATION

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"PRO" PROVENCHER — JOHNNY BARTELT
DICK POWERS

Season's Greetings

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JAMES DEVLIN — IRVING CINATL
J. V. LENAHAN — HAROLD WISE

Greetings
FOR THE SEASON

SELZNICK RELEASING ORGANIZATION

W. D. YOUNG — JACK FROST

826 West State St. — Milwaukee

INDIANAPOLIS

John Gashorn of the National Theatre Supply home office was at the local branch briefly . . . RKO is all set to launch the Ned Depinet drive December 17 . . . Trueman Rembusch, president of ATOI, has purchased the property housing the State Theatre at 2702 West Tenth St. . . . The ATOI board of directors held its monthly meeting Tuesday in the Hotel Antlers.

Claude McKean, Warner manager, attended the branch managers meeting in Cleveland . . . Republic previewed "Macbeth" at the U-I screening room for civic groups and representatives from high school motion picture study groups and women's clubs . . . There will be eight first run Republic pictures shown in downtown theatres this month.

James Haney, Milan exhibitor, was confined at home by influenza . . . Peter Mallers, Fort Wayne, head of the Mallers circuit, was in Chicago several days last week . . . John Micu, Fort Wayne exhibitor, spent several days with his father in Garrett.

Mrs. R. Marshall, whose husband operates the Columbian Theatre, Columbia, Ky., is at the bedside of her daughter-in-law in a Louisville hospital . . . Mr. and Mrs. Gatrost, who operates the Victory in Vine Grove, Ky., were in Louisville on business . . . Mildred Ellis, mat clerk at National Screen Service, is visiting her sister in Birmingham . . . E. H. Austin, Austin in Versailles, is building new walks in front of the theatre.

Filmrow Visitors: Bruce Kixmiller, Colonial and Indiana, Bicknell; J. Van Borssum, Savoy-West, Terre Haute; G. M. May, Corydon; Dick Pell, Princess, Rushville; John Wyckoff, American, Terre Haute; Damon Frank, Photoplay, Clay City; C. A. Marshall, Sunshine, Darlington, and Ike Sollers, Lyric, Covington . . . Richard Wehrstein is acting as shipper at Eagle Lion, replacing Virgil Jones who is hospitalized for the time.

Patrons Vote on Sagebrushers

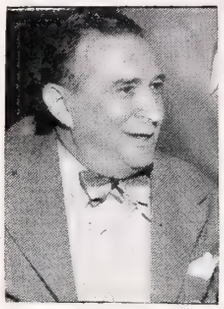
FORT WAYNE—The Wayne Theatre presented a "Battle of the Western Stars" popularity contest between Roy Rogers and Gene Autry. Ballots on special cards were given all who entered the theatre. James Ackren, manager, proclaimed Roy Rogers as winner.

Directs 'Dan Patch' Music

W. R. Franklin has signed David Chudnow as musical director for "The Great Dan Patch," for United Artists.

Henri Elman Elected Illinois Variety Chief

CHICAGO—The new board of directors of Variety Club of Illinois Tent 26 met in the clubrooms here and elected officers for 1949. They named Henri Elman, chief barker; Irving Mandel, first assistant chief barker; Nat Nathanson, second assistant chief barker; John Balaban, dough guy; James Booth, property master, and Van A. Nomikos, sergeant-at-arms. Canvasmen: J. Harold Stevens, Manuel Smerling, Ralph Smitha, Harry Lustgarten and Tom Gilliam. Walter Immerman, retiring chief barker, was elected national canvasman. Delegates to national convention are Henri Elman and Irving Mandel, with Larry Berndahl and Nat Nathanson as alternates.



Henri Elman



J. P. ADLER—President, Adler Theatre Company, Inc., Marshfield, Wisconsin—says:

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Adv.



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Fred Herrington, Pittsburgh, Is Dean Of National Allied Conventioners

From Southeast Edition

NEW ORLEANS—The oldest exhibitor conventioneer in point of service to attend the national Allied convention here recently ws Fred J. Herrington of Pittsburgh, pioneer of the nickelodeon days and executive secretary of the Allied MPTO of Western Pennsylvania, who for 41 years has been active at exhibitor conventions.



Fred J. Herrington

Herrington was well known here by oldtime theatre owners of Louisiana although he hadn't visited New Orleans for a number of years. Last time he was here he "Stopped off" at the office of the Department of Justice and obtained much-needed relief for independent exhibitors. For a score of years Herrington has looked after legislative matters for exhibitors.

Herrington is an exhibitor who came up from the ranks. He was born in Bryn Mawr, Wales, and came to the U.S. in his boyhood, receiving his education in Cleveland and beginning his business life as a worker in Pittsburgh iron and steel mills.

In partnership with the late Oliver McKee, Herrington opened the Fairyland Theatre on Warrington avenue in Pittsburgh early in 1906. Soon afterward he organized the first independent theatre owners organization which was named the Motion Picture Exhibitor League of Pennsylvania. He was the first president of the organization and was one of the organizers of the first national convention of theatre owners held in Cleveland in 1911.

In 1915 at the MPELA convention in San Francisco, he was elected national president and in 1917, the American Exhibitors Ass'n was organized with Herrington a national director. The MPTO of Western Pennsylvania was organized in 1920 and Herrington was named executive secretary, a position he still holds.

Legion's Pledge Renewed

ST. LOUIS—Several hundred thousand Catholics in the St. Louis archdiocese December 12 renewed their pledge to support the Legion of Decency in its work for better motion pictures and for the elimination of indecent literature.

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INDIANAPOLIS

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and

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O ur Friends Everywhere

I n the Year Ahead

from

Associated Theatre Owners of Indiana, Inc.

Trueman Rembusch, Pres. Sam Neall, Vice-Pres. Marc Wolf, Treasurer



INDIANAPOLIS

SEASON'S GREETINGS

INDIANAPOLIS

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Season's Greetings

Howard Rudeaux

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and

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Joe Bommerscheim — D. Warner
R. O. Muenster — Suzanne Jones

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THEATRE EMPLOYMENT NIGHT
BIRTH-DATE DIVIDEND CLUB
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from

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Season's Greetings

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NATIONAL SCREEN SERVICE CORP.

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Herman Booth — A. P. Madison

George Bryan — Byron Elliott

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The Best of Season's Greetings

E. H. Brauer, Mgr.

Russ Bleeke — Carl H. Kemp

Charles Acton

SCREEN GUILD PRODUCTIONS

MERRY CHRISTMAS

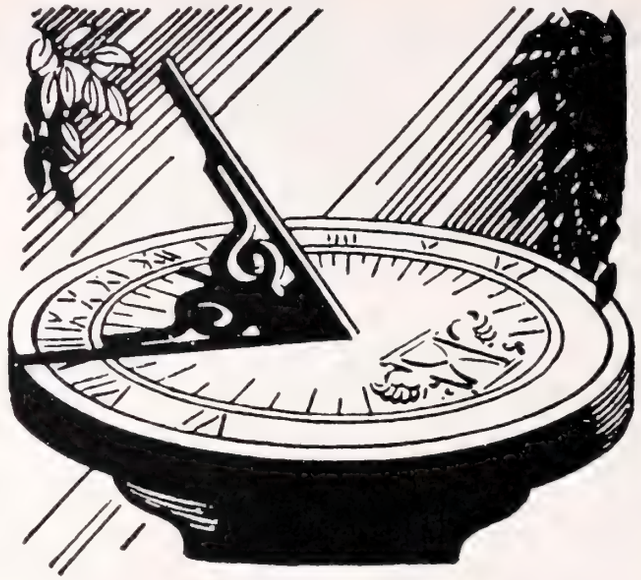
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Usherettes Organize Better Service Club

WASHINGTON, IOWA—Usherettes at the State and Fox theatres here have formed a club through which they hope to better serve the public. Calling themselves the Usherettes, they have decided upon a standard of conduct they hope to follow as they strive to give efficient service. Any girl guilty of an infraction of the rules will be required to pay a fine.

The seven girls have selected a uniform and have chosen Rowena Carter as head usher and Carol Weeks as secretary-treasurer. Their uniforms consist of black and white checked slacks, red bellboy-type jackets and white T shirts.

Using the letters in the name of their organization, the girls have created this slogan: "Usherettes serve hospitality, entertainment, relaxation evenings to those entering State."

The girls meet once a week to discuss their problems. Jim Pease acts as their counselor. Other members are Gertrude Payne, Phyllis Owens, Mary Jo Blick, Phyllis Disney and Darlene Payne.

St. Joseph, Mo., Theatres Sponsor Yule Programs

ST. JOSEPH—The Electric and Missouri theatres here, operated by the Durwood circuit, sponsored special Christmas matinees for kiddys December 18 with cans of fruits and vegetables as admission tickets. The canned food was to be donated to the Salvation Army for use in Christmas baskets for needy families.

Men inducted into the armed forces and remaining overnight in St. Joseph are being given passes good for admission to either the Electric or the Missouri. Jim Foster is manager of the Electric, and Bob Hynes manages the Missouri.

Close Nebraska Theatre And Leave on Vacation

NEWMAN GROVE, NEB.—Florida beckoned for Mr. and Mrs. Ed Opocensky, owners of the Strand here. The solution wasn't too difficult. The Opocenskys simply closed the doors of their theatre and left worries and the snowdrifts behind for several weeks in the sunny south.

Tom Waugh, 51, Dies

GRUNDY CENTER, IOWA—Tom Waugh, 51, a former owner of what is now the Center Theatre here, died of a heart ailment recently at his home in Fremont, Neb. Services were held in Prairie City, Iowa., Mrs. Waugh's former home.

Remodel Theatre Canopy

SUTHERLAND, IOWA—The canopy of the Sutherland Theatre here is being remodeled.

Oxford Theatre Is Improved

OXFORD JUNCTION, IOWA—A number of improvements have just been completed at the Oxford here. The auditorium has been redecorated and the marquee rebuilt to contain a nine-foot neon sign carrying the name of the theatre.

Roy C. Jones, 62, Dies; Show Business Pioneer

KANSAS CITY, KAS.—Roy C. Jones, 62, active nearly half a century in show business,



ROY C. JONES

died at the Bethany hospital here last Monday (13) following a long illness.

Born in Washington, Mo., Jones began his career behind the footlights when he was a small boy with a blackface comedy act under the name of Roy Coleman. Later he played Little Eva in "Uncle Tom's Cabin" and Willie in "East Lynne."

As an usher at the Iroquois Theatre in Chicago, Jones was working in the balcony when the house burned on December 30, 1902. He escaped unharmed. At the time of the San Francisco earthquake, Jones was a performer in a Barbary coast resort. He and other actors escaped into the street.

In 1932 Jones became associated with Commonwealth Theatres, subsequently managing houses here and in Marceline, Rockport and Waynesville, Mo., for the circuit. Following his recovery from a heart attack in 1942, he was named manager of short bookings for the Commonwealth chain. He retired about four years ago.

He is survived by his wife Doris, of the home, and a brother, Maurice E. Jones, Seattle, Wash.

Bills Names KMTA Legislative Group

KANSAS CITY — Appointments rounding out the personnel of a special legislative committee of the Kansas-Missouri Theatre Ass'n were announced by Elmer Bills, Salisbury, president of the two-state organization, at a meeting of its board of directors last Thursday (16) at the Phillips hotel here.

R. R. Biechele, local theatre operator, is chairman of the legislative committee, with Homer F. Strowig, Abilene, as co-chairman for Kansas, and C. E. "Doc" Cook, Maryville, as co-chairman for Missouri. One additional member of from each of the congressional districts in the two states has been chosen to complete the personnel of the group.

DISTRICT MEMBERS

District members from Kansas include J. E. Pennington, Topeka, first; R. R. Biechele, Kansas City, second; William Wagner, Independence, third; Ed Dorrell, Emporia, fourth; Houston Sterrett, Kinsley, fifth, and Dale Danielson, Russell, sixth.

The district managers from Missouri are W. O. Lenhart, Trenton, first; Elmer Bills, Salisbury, second; Virgil Harbison, Tarkio, third; J. A. Becker, Independence, and Richard Brous, Kansas City, fourth and fifth; Charles Borg, Osceola, sixth, and Harley Fryer, Neosho, seventh.

Each of the various district members in turn will be chairman of a local sub-committee to be composed of one key man from each county in his area. Work assigned to a district committee will be done at meetings to be called by the chairman at convenient times and places. One or another of the sub-committees may meet with the KMTA board of directors at any time.

NO ACTION ON CONVENTION

Among other subjects discussed at the board meeting last Thursday was a proposal to replace the annual fall convention of the organization, held regularly since its establishment, with semiannual meetings of its membership. Action on the question will not be taken by the board officially until opinions are obtained from a majority of KMTA members in both Kansas and Missouri.

The next regular meeting of the board of directors tentatively has been scheduled for Thursday, January 20, at the Phillips hotel.



MIDWESTERN LEADERS—Photographed between meetings at the week-long MGM conference in the Astor hotel in New York recently were the above midwestern officials, left to right: Irving Helfont, home office assistant to Burtus Bishop jr., midwestern sales manager; Bishop, and Ralph W. Maw, field assistant to Bishop.

SEASON'S GREETINGS

EXHIBITORS FILM DELIVERY

120 West 17th Street

Best Wishes for a Happy Holiday Season

EARL HORTON BOXOFFICE

KANSAS CITY

William J. Heineman, New York, Eagle Lion vice-president in charge of distribution, was here for talks with Eugene Snitz, branch manager . . . M. J. Cullen, Loew western division manager, returned to St. Louis following conferences with Howard Burkhardt, Midland Theatre manager . . . Clarence Schultz, Commonwealth Theatres board member, and Mrs. Schultz planned to spend the Christmas holidays with their daughter and son-in-law at Albert Lea, Minn.

Harold Hume, Fox Midwest Theatres district booker, resumed his duties following a vacation partly spent in pheasant hunting . . . Paul Connett, RCA Service district manager, returned from Denver and other points in Colorado . . . Al Webster, Altec Service Corp. inspector, was back at work after a one-week vacation . . . C. S. Tyler, Shreve Theatre Supply Co., left for a vacation . . . Rube Melcher, Poppers Supply Co., left for Chicago.

Redecoration of the Dickinson, Mission, Kas., and the Overland, Overland Park, Kas., Dickinson-operated houses, was in progress . . . "Bush Christmas," an Australian-made film, opened at the Kimo, southside foreign film house . . . The second issue of "Circuit Chatter," Durwood Theatres house publication edited by Doug Burrill jr., was being printed . . . New RCA projection equipment was expected to be installed at the Tower at an early date.

The Gates, operated by W. C. Gates at Rossville, Kas., was to be closed January 2 for an indefinite period . . . Construction of the new Dream Theatre being erected by Dale Danielson at Russell, Kas., is progressing steadily . . . A new heating system was being installed at the Sosna, Manhattan, Kas., operated by Theatre Enterprises, Inc. . . . Remodeling and redecorating were in progress at the Regent, Winfield, Kas., operated by Fox Midwest.

Kansas operators and exhibitors seen on Filmrow included O. C. Alexander, Kansas, Kiowa; Cle Bratton, Ritz, Council Grove; Don Phillips, Phillipsburg; C. B. Kelly, Kelly, Wakeeney; Fred R. Davis, Cozy, Girard; D. A. Bisagno, Augusta, Augusta, and Verner Johnson, Centralia . . . Among Missouri showmen at exchanges were H. T. Till, Artilla, Hamilton; Leo Hayob, Mary Lou, Marshall; Charles Thomas, Sweet Springs; Louis Sosna, Sosna, Moberly, and John Egli III, Hickory, St. Joseph.

Rio Theatre at Churdan Bought by J. B. McGrew

CHURDAN, IOWA—Mr. and Mrs. J. B. McGrew of Elgin, Neb., have bought the Rio Theatre here from Mrs. W. H. Cook. Mrs. Cook is planning to make a trip to California, after which she will return here.

Pix to F. J. Weatherly

FAIRMONT, NEB.—C. J. Anderson, who also has a house at Exeter, Neb., has sold the Pix Theatre here to F. J. Weatherly. Weatherly owns the theatre at Snyder.

Youthful Bandits Get $30 At Tampico, Kansas City

KANSAS CITY—Two young bandits, said by their victim to be extremely polite, held up the cashier at the Dickinson-operated Tampico Theatre here the night of December 9 and took $30.

The bandits bought admission tickets and then strolled about the lobby casually for several minutes before one of them thrust an automatic pistol at Anne Larson, the cashier, and demanded all paper money in the cash drawer.

After being given $30 in bills, the two men dashed from the theatre and disappeared. Police conducted an intensive search in the neighborhood but were unable to find the bandits.

To Direct 'Dan Patch'

"The Great Dan Patch," United Artists film, will be directed by Joe Newman.



O. F. SULLIVAN—Owner and General Manager, Sullivan, Independent Theatres, Wichita, Kansas—says:

"Efficient service with sound equipment is a most important factor. For 15 years I have considered the punctual and efficient RCA Service a most important business insurance."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

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MOTION PICTURE SERVICE Co.

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GERALD L. KARSKI General Manager

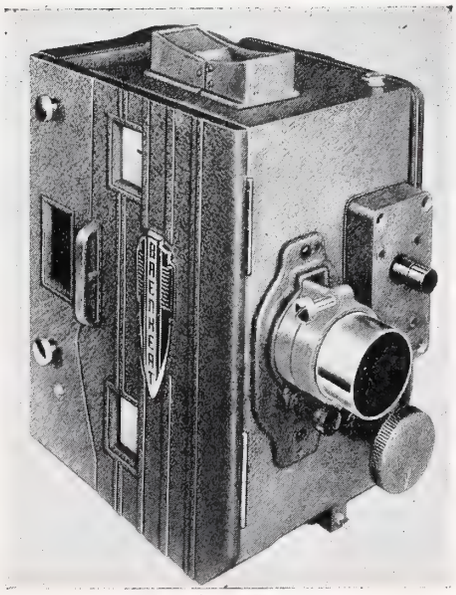
GREAT WESTERN

STAGE EQUIPMENT COMPANY

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BX 60 RCA-BRENKERT PROJECTOR



Designed to meet all requirements of the highest quality in motion picture projection, the RCA-Brenkert "60" brings to theatres of medium size and small size vastly superior performance at low cost. The "60" has the famous Brenkert positive method of continuous lubrication, the dependable Brenkert intermittent mechanism which insures rock-steady projection, and the sturdy Brenkert heavy-duty gearing which assures low maintenance cost.

Best Wishes to You
for a Merry Christmas
and a Happy New Year!

Missouri Theatre Supply Company

L. J. Kimbriel, Mgr. **115 West 18th St.** **Kansas City, Mo.**



CHRISTMAS

Season's Greetings



DRIVE-IN THEATRE MANUFACTURING CO.

2017 Grand Ave.

Kansas City, Mo.

Film Review Board Purpose Not Seen As Censorship

SIOUX CITY, IOWA—The function of the mayor's committee to review motion pictures and literature is not censorship, Stanley M. Corbett, a member of the committee, recently told the Lawyers club here.

"This committee can do more than form an opinion," he said during a roundtable discussion by the club membership.

Two or three members of the club joined in posing the question whether an exhibitor of an inoffensive film, mistakenly disapproved by the committee and the mayor, might not be impelled to cut or withhold it "rather than take the risk."

"Isn't that censorship?" one member asked.

Corbett said he didn't think so. Lawyer Jesse Marshall, a guest at the meeting, defended his use of the word "stupid" to describe censorship in a talk before the club two weeks ago. He suggested that banning of books probably had increased their sales and that cutting of the motion picture "Rope," on recommendation of the committee, probably had attracted more patrons to see the film. "That's what I say is stupid," he replied.

Change Zone Law for Airer

WEBSTER CITY, IA.—A revision of the city zoning ordinance is under way here in order to accommodate a proposed drive-in to be built here next spring by the Pioneer Theatre Corp.

Kansas City Theatres Boost Safety Drive

KANSAS CITY—Spurred by an increasing number of automobile and other traffic fatalities, the total of which now exceeds that at a comparative date last year, the Kansas City Theatre committee has launched a campaign urging increased cooperation of the public with the local police department and safety council.

Special trailers emphasizing the need for increased caution by the public, and especially by motorists, now are being shown during all performances at all downtown first run theatres.

With "Don't let Death take your holiday!" as a heading, the trailers urge theatregoers to cooperate with the local police department and safety council in means by which traffic fatalities may be avoided.

"The increasing number of deaths on streets and highways here has become an emergency which requires immediate action," declared M. D. "Babe" Cohn, Paramount Theatre manager and committee spokesman. "All downtown theatres will continue to cooperate with local safety officials in an effort to arouse the public to a realization of the extreme need for increased safety measures."

Marie Windsor in 'Hellfire'

The feminine lead in Republic's "Hellfire" has been assigned to Marie Windsor.

GREETINGS



Tests Slated for 85 Seeking Censor Job

KANSAS CITY — Tests will be given late this month to the 85 persons who have filed applications for the position of municipal censor of motion pictures to succeed Mrs. Eleanore C. Walton, 74, who after 15 years of service in the office submitted her resignation to become effective February 1.

Written examinations first will be given to all applicants, and those who pass then will be granted oral interviews designed to determine attitudes of the applicants toward the subject of film censorship.

After grades for the written tests have been determined, those passing will be called for interviews, and the first five chosen will be certified to the municipal director of welfare for final selection of the new censor.

If there should be a veteran among the first five persons chosen and the director should not select him or her, a written report must be submitted to the city personnel director. An appeal then may be filed by the veteran with the personnel board, which will determine if the director was justified in his action.

The starting salary for the position is $2,400 a year, with possible increases at regular intervals until the top wage of $2,800 annually is reached.

Mapleton Theatre Holds Free Christmas Show

MAPLETON, IOWA — A free Christmas show with a visit from Santa Claus was held Saturday at the Maple Theatre with Manager F. W. Naulteus as one of the hosts. Additional sponsors were the Mapleton club and the American Legion.

Incorporate Drive-In Co.

DES MOINES—Articles of incorporation have been filed here for the Cedar Rapids Drive-In Co. of Des Moines. Capitalization was listed at $24,000 and the following officers given: A. H. Blank, Des Moines, president; Morris Ebin, Minneapolis, vice-president, and L. M. McKechneay, Des Moines, treasurer.

KANSAS CITY

DURWOOD THEATRES

Wish You a
MERRY CHRISTMAS
and a
HAPPY NEW YEAR

ED D. DURWOOD STAN DURWOOD
BYARD GRANT JOE PRAETZ
and all our managers

KANSAS CITY

MONOGRAM And ALLIED ARTISTS

Send You
Greetings of the Season

RALPH MORGAN, Branch Manager
JOHN SHANNON, Salesman
BETTY CARUSO, Booker
BERNADINE KAMINSKI, Cashier
CATHERINE PUHR, Secretary

SEASON'S GREETINGS

KANSAS CITY

Wishing You All
a Merry Christmas and a
Happy New Year

Columbia Pictures

T. L. BALDWIN, Branch Manager

Salesmen: Bill Adams, John Flynn, Pat Pinnell, Herb Stultz

Bookers: George H. Gabbert, Fred Hellweg, Chuck Purduski

KANSAS CITY

A Merry Christmas
and
A Happy New Year

United Artists Corp.

W. E. TRUOG, Branch Manager

Guy Bradford
John Graham
Morton Troug
Carl Bain
Joe Stark

Season's Greetings

METRO - GOLDWYN - MAYER

Kansas City Exchange

ALBERT L. ADLER, Resident Manager

ROGER LEATON, Office Manager

Salesmen:
Eddie Green
Eddie Golden
Woody Sherrill
Vernon Smith
Bob Johns

Bookers:
Woodie Walker
Leonard Abrams
Harvey Cole
Jim Witcher

Bernie Evens, Exploiteer

Season's Greetings

WARNER BROS. PICTURES

RUSS BORG, Branch Manager

HOWARD THOMAS, Office Manager

Salesmen:
Joe Manfre
Harry Wheeler
Harold Cass
M. G. Shackelford

Bookers:
Charlie Oliver
Mary Heueisen
Bill Jeffries

DON WALKER, Publicity

MERRY CHRISTMAS
and
HAPPY NEW YEAR

20th CENTURY FOX

GEORGE W. FULLER, Branch Manager

W. J. Kubitzki
Howard Kinser
Robert L. Conn
John J. Long
M. A. Tanner
Joseph Bondank
George Reagan
Charles Crawford

Seymour (Sy) Freedman

PARAMOUNT FILM DISTRIBUTING CORP.

H. R. HAMBURG, Branch Manager

A. H. Chaffee, Office Manager

Sales Representatives:
Alan Heid
Frank Westbrook
Earl Ogan
Frank Thomas

J. H. States, Booking Manager

Marguerite Levy, Ass't Booker

Al Morris, Ass't Booker

Ed Duderstadt, Ass't Booker

The BEST COSTS NO MORE !!

Why Not Avail Yourself of Our . . . .

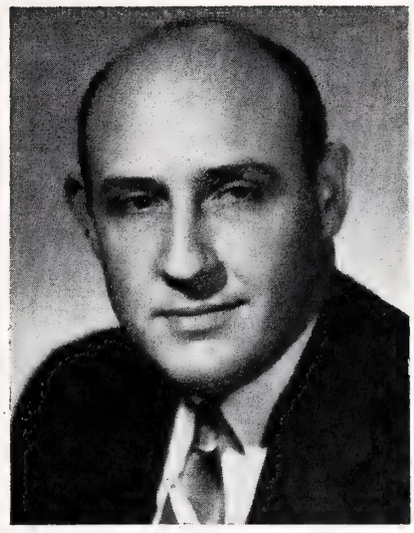
ABILITY

EXPERIENCE

ORGANIZATION



NED BUSHER
Sales Engineer



ARTHUR "COUNT" de STEFANO
Branch Manager



JIM KILLIAN
Sales Engineer



CARL WHITNEY
Order Desk

Seven of our twelve employes have an aggregate total of more than 175 years in the theatre supply business, or an average exceeding 25 years each. Truly, there is no substitute for experience!



C. RAY GREEN
Office Manager

SERVING THE INDUSTRY FOR MORE THAN TWENTY YEARS!

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KANSAS CITY 8, MO.

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THEATRE SUPPLY
Division of National • Simplex • Bladworth, Inc.

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NIGHT—Jackson 8082

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SEASON'S GREETINGS

KANSAS CITY

Season's Greetings

FINTON H. JONES

Specializing in
THEATRE INSURANCE



Title & Trust Bldg.,
Kansas City, Mo.

KANSAS CITY

A Merry Christmas
and a Happy New Year

REPUBLIC PICTURES
MIDWEST FILM DISTRIBUTORS, INC.

R. F. (BOB) WITHERS, Manager

Bob Combe — Chuck Decker
John Scott — C. M. Parkhurst

Season's Greetings

POPPERS SUPPLY CO., Inc.

RUBE MELCHER
ROSE MARKS
MARJORIE OWINGS

Holiday Greetings

SELZNICK RELEASING ORGANIZATION

R. R. "Tommy" Thompson, Sales Manager

Virginia Gaylord, Booker — Nan Bowers, Cashier

114 West 18th Street

OUR VERY BEST WISHES
to our many friends in the industry. May the New Year bring you abundant health, happiness and prosperity.

Stebbins Theatre Equipment Co.
In Your Service Since 1899
CLYDE H. BADGER, Mgr.

1804 Wyandotte — GRand 0134 — Kansas City 6, Mo.

GREETINGS
from
Allied Independent Theatre Owners
OF KANSAS AND MISSOURI, INC.

O. F. Sullivan, President
Larry Larsen, Vice-President
V. R. Stamm, Secretary-Treasurer

SEASON'S GREETINGS

KANSAS CITY

FOX MIDWEST THEATRES

Best Wishes From

E. C. RHODEN, Division Manager

Lon Cox, Film Buyer
Charles E. Shafer, Chief Accountant
L. O. Honig, Real Estate
Senn Lawler, Public Relations

DISTRICT MANAGERS

Leon Robertson
Ed Haas
Jim Long
Fred Souttar
John Meinardi

KANSAS CITY

Season's Greetings

PENNINGTON POSTER SERVICE

J. E. Pennington
Bill Pennington

130 West 18th Street
GRand 8626

A MERRY CHRISTMAS
TO OUR FRIENDS



UNITED FILM SERVICE INC.

Kansas City, Missouri

A very Cheery Christmas
and a Happy New Year, too!

MOTION PICTURE BOOKING AGENCY

ED HARTMAN
GLADYS MELSON

130 West 18th St.
Kansas City, Mo.

COMMONWEALTH THEATRES

Wishes You
Health and Happiness

H. E. Jameyson
R. M. Shelton
E. C. Rhoden, Jr.
M. B. Smith
L. W. Morris
R. V. Marchbank
Eddie Mansfield
Jack Braunagel
Dick Orear
F. L. Moore
L. J. Lenhart
W. H. Kirkham
Lee Miller
Bob Wolf

GREETINGS

from

THEATRE ENTERPRISES, INC.

H. J. GRIFFITH
ED KIDWELL
EDDY ERICKSON
R. E. DAVIS

AND ALL OUR MANAGERS

1703 Wyandotte
Third Floor

DES MOINES

Christmas parties were in full swing on Filmrow. Warners held its party Friday afternoon in the office. Clearing off their desks at noon, employes enjoyed a catered dinner followed by dancing and a gift exchange . . . A dinner party on Saturday night at the Standard club was planned by U-I . . . Thelma Washburn, RKO booker, entertained the RKO office staff at her home with a turkey dinner December 9. This was Thelma's way of bidding her fellow employes goodbye before leaving for a month's vacation in Florida. Her plans also include a trip to Cuba.

Eagle Lion, Monogram and Republic joined forces for their Christmas celebration in Monogram's screening room. A jukebox provided music for dancing, which followed a dinner . . . Paramount also held a dinner party and gift exchange . . . The girls at Tri-States held their annual dinner and gift exchange at the office. After dinner, they were entertained at a screening in the Paramount exchange.

Warner employes received a card from Bill Brimmer, former salesman now living with his son Bill jr. at Camp Breckenridge, Ky. . . . Oscar Galanter, Columbia booker, has received his new Ford, heralded some months ago . . . Helene Jacobs, Lou Levy's secretary at U-I, journeyed to Omaha to visit Margaret Smith, manager's secretary at U-I there . . . Among visitors on the Row were Mr. and Mrs. Richard Fritz, What Cheer; C. W. Locke, Memphis, and Jack Bouma, Pocahontas.

M. Thiele, manager of Des Moines Theatre Supply Co., says his firm will handle the C. J. Cretor Co. line for Iowa . . . W. J. Heineman, vice-president in charge of production for Eagle Lion, visited here . . . Mrs. Birdie Caldwell, former owner of theatres at Seymour and Mystic who was injured in an automobile accident recently, has been released from the hospital and is recuperating at the home of her son Joe Stewart.

Butch DeFrenne, RKO salesman, will take a leave of absence in southern Texas where he hopes to improve his health . . . Western Theatre Supply Co. of Omaha is opening its first branch office here, to be operated independently of the home office . . . The Vince Fennellys are expecting their second child.

Nancy Coverdale, Paramount, has a new diamond . . . Gabe Barnett, Barnett Film Service, Hollywood, Calif., was a visitor at Screen Guild . . . The girls at Monogram had a Christmas dinner at which each of them brought a guest . . . Gerry McGlynn, MGM manager, returned from Chicago and a district meeting . . . Patricia Hampton is the new contract clerk for MGM . . . Mrs. Clara Epping will resign shortly after the holidays to make her home in Oskaloosa.

Filmrow bookers will have turkey dinners for Christmas thanks to Tri-States Theatres Corp., which gave each of the exchange's bookers a turkey . . . Howard E. Brookings, former AITO president for Iowa, is one happy Republican since the recent election. Brookings was elected to the Iowa legislature's lower house on the Republican ticket.

All arrangements are made for Variety Club's big bingo party, to be held December 20 at the Jewish Community center. The one dollar admission at the door, which goes to charity, enables the purchaser to enjoy an evening playing bingo. All gifts have been donated by downtown merchants, and we understand there are some very worthwhile prizes to be awarded. So don't forget the date, and help the local Variety Club to help needy folk.

Usher Accuses Youth

DAVENPORT, IOWA — Two teen-age youths have been turned over to juvenile authorities after allegedly striking an usher at the Orpheum Theatre here. Usher Earl Traeger reported he had been struck on the head with a vacuum bottle by one of the youths when they tried to "sneak into" the theatre through an alley exit door.

Guy Kibbee Aids Campaign

OMAHA—Guy Kibbee, appearing recently on the Orpheum stage, did his bit to boost morale here on behalf of the Nebraska Tuberculosis Ass'n.

He showed up at the local post office to pin association emblems on postmen who completed their job of getting out 66,000 envelopes in the Christmas Seal sale.

DES MOINES

BEST WISHES FOR A MERRY CHRISTMAS and a PROSPEROUS NEW YEAR

IOWA UNITED THEATRES

1123 High St.

Des Moines, Iowa

Season's Greetings

from our new headquarters in Des Moines

WESTERN THEATRE SUPPLY COMPANY

Season's Best

MR. & MRS. RUSS SCHOCH

BOXOFFICE

Des Moines

COMPLETELY NEW

HORKY'S CAFE

Bigger and Better Than Ever

—Featuring 'Delish' Steaks

1202 High St. Des Moines, Iowa

"Where Filmrow Friends Gather"

Open Daily at 4 p. m.



HOMER F. STROWIG—Owner and Manager, Plaza and Lyric Theatres, Abilene, Kansas—says:

"We attribute our excellent and unfailing sound quality to the efforts of RCA Service and top quality of RCA equipment."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

FILMACK SPECIAL TRAILERS

THREE PLANTS COMPLETELY EQUIPPED

CHICAGO 1327 S WABASH AVE

NEW YORK 245 WEST 55 STREET

LOS ANGELES 1574 W WASHINGTON

ARE SHOWMENS CHOICE EVERYWHERE

FINEST QUALITY ★ P D Q SERVICE



SEASON'S GREETINGS

DES MOINES

DES MOINES

WITH ALL BEST WISHES FOR A VERY MERRY CHRISTMAS and a HAPPY 1949

RKO RADIO PICTURES

M. M. ROSENBLATT, Branch Manager

Salesmen:
S. N. Yeager
W. F. DeFrenne
R. K. McKitrick

Bookers:
Thelma Washburn
Henry Peterson

A Happy Holiday Season to All

UNIVERSAL - INTERNATIONAL

LOU LEVY, Branch Manager

Joe Anchor
Tony Fursee

Paul Webster
Ralph Olson

We Extend to You our
BEST WISHES FOR A HAPPY HOLIDAY SEASON

WARNER BROS.

Robert H. Dunbar, Branch Manager
Norman Holt, Office Manager and Head Booker
Alan Crawford, Booker
Ed Truslow, Larry Hensler and Ed Sandblom, Salesmen

THE SEASON'S BEST WISHES TO ALL OUR FRIENDS

COLUMBIA

CLARKE S. BAKER, Branch Manager

Salesmen:
Paul Leatherby
Mort Ives
Stanley Soderberg

Oscar Galanter, Head Booker and Office Manager
Mark Dersh, Booker

Best Wishes for a Happy 1949!

METRO-GOLDWYN-MAYER

G. E. (Jerry) McGlynn, Branch Manager
Fred C. Armington, Office Manager

Salesmen:
G. M. Baumeister
Howard T. Dunn

Bookers:
Harold Sutphin
John Pilmaier

20TH CENTURY-FOX

WISHES YOU A MERRY CHRISTMAS and a HAPPY NEW YEAR

R. Pielow, Jr.
Branch Manager

Salesmen:
Harold Lyons
Dave Gold

Bookers:
Alice E. Weaver
Laurence J. Dunn

WITH ALL GOOD WISHES FROM

Screen Guild Productions
OF DES MOINES
and
Screen Guild Productions
OF KANSAS CITY

Kansas City
Harry Gaffney, Branch Manager
Ralph Heft, Office Manager
Hal King, Salesman

Des Moines
Julian King, Branch Manager
Marie Slatkoske, Office Manager
Mort Eichenberg, Salesman

MONOGRAM PICTURES, INC. and ALLIED ARTISTS

Extend Greetings for a
Happy Holiday Season

Vincent Fennelly, Branch Manager

Salesmen:
Bill Johnson
Kenneth Weldon
Lee Harris and Phyllis Lepovitz

Booker:
Zora Fini



SEASON'S GREETINGS

DES MOINES

DES MOINES

Happy Holidays

PARAMOUNT

Don Hicks, Branch Manager

Salesmen:
Pearl Robbins
Ken Bishard

Bookers:
Chuck Elder
Jim Foley
John Winn

HOLIDAY GREETINGS

EAGLE LION FILMS, INC.

Mayo Beatty, Branch Manager

Salesmen:
C. H. Coffman
Carl Olson

Office Manager
Jack Gibson

Enos Manfredini, Lois Wieland, Cherie Jones and Barbara Graves

Merry Christmas and a Happy New Year!

NATIONAL SCREEN SERVICE CORP.

Milt Feinberg, Branch Manager
Robert Newman, Office Manager

Carl Sokolof, Head Booker
James Parson and Richard Shields, Salesmen

NATIONAL THEATRE SUPPLY COMPANY

1102 High Street

Extends Season's Greetings

A. C. Schuyler, Manager

M. D. Hennings Gertrude Burke Bill Davis

SEASON'S GREETINGS TO ALL OUR FRIENDS

DES MOINES THEATRE SUPPLY CO.

1121 High Street,

Des Moines, Iowa

Heartiest of Season's Greetings

ORR AND ELIN DRUG CO.

1201 High Street

3-0015

JOHN T. ORR - - - B. F. ELIN

Our Best Wishes for Your Merry Christmas and a Happy and Prosperous 1949

Nathan Sandler Theatre Enterprises

1020 Paramount Bldg., Des Moines Phone: 2-3445

Nathan Sandler, General Manager
Ruby Zelcer, Booker

M. B. Warrick, Mgr.
Rialto & Valley Theatres
Missouri Valley, Iowa

Robt. A. Dunnuck, Mgr.
Coed & Rex Theatres
Fairfield, Iowa

L. E. Whitcome, Manager
Northwood Theatre, Northwood, Iowa.

WISHING YOU A JOYOUS CHRISTMAS AND HAPPY NEW YEAR

DES MOINES FILM CARRIERS ASSOCIATION

Film Transportation Inland Film Express
Iowa Film Delivery

Chas. F. Iles C. F. Baldwin H. E. McKinney

Members of the National Film Carriers Association, Inc.

Mild Week at Omaha Led by 'Belle Starr'

OMAHA — "Bell Starr's Daughter" and "Fighting Back" pushed the Omaha Theatre out in front as bad weekend weather and Christmas shopping held down patronage at most other first runs.

(Average is 100)

Omaha—**Belle Starr's Daughter** (20th-Fox); **Fighting Back** (20th-Fox) 130
Orpheum—**Larceny** (U-I); **Angel in Exile** (Rep) 100
Paramount—**The Three Musketeers** (MGM), 2nd wk. 90
RKO Brandeis—**Song of Frankenstein** (U-I); **Bride of Frankenstein** (U-I), reissues 95
Town—**Road to the Big House** (SG); **Buffalo Bill Rides Again** (SG); **The Wild Frontier** (Rep), split with **The Frontiersman** (Para); **The Fabulous Suzanne** (Rep), reissues 100

Yule Shopping Cuts Kansas City Trade

KANSAS CITY—With Christmas shoppers crowding downtown streets and stores, local first runs generally were beginning to show the effects of Yuletide buying on grosses. Trade at the de luxe theatres was spotty. A dualing of "Gung Ho!" and "Eagle Squadron" at the Esquire registered a hefty 150 per cent, indicating that the two reissues have not lost their drawing power. "The Return of October," paired with "Appointment With Murder" at the Midland, chalked up 110 per cent to pace the newcomers. Other holdovers generally were only average.

Esquire—Gung Ho! (U-I); **Eagle Squadron** (U-I), reissues 150
Midland—**The Return of October** (Col); **Appointment With Murder** (Col) 110
Orpheum—**Blood on the Moon** (RKO); **Wallflower** (WB), 2nd wk. 95
Paramount—**Fighter Squadron** (WB), 2nd wk. 95
Roxy—**It Happened One Night** (Col); **Only Angels Have Wings** (Col), reissues, 2nd wk. 75
Tower, Uptown, Fairway—**Rogues' Regiment** (U-I) 100

Pre-Christmas Slump Hurts Des Moines First Runs

DES MOINES—Theatre managers here felt the pinch of Christmas shopping and parties as all downtown houses reported poor business for the week. Also competing with the theatres were the ice-skating show at the Coliseum, two performances of the "Messiah" at the KRNT Radio Theatre, and a production of the "Christmas Carol" at Drake University.

Des Moines—Road House (20th-Fox) 85
Orpheum—**The Gallant Blade** (Col); **Manhattan Angel** (Col) 90
Paramount—**16 Fathoms Deep** (Mono); **Michael O'Halloran** (Mono) 85
Strand—**Moonrise** (Rep) 80

MINNEAPOLIS

Season's Greetings



LES REES

BOXOFFICE

29 Washington Ave., So.

Minneapolis

Homey Woman's Touch Adds Charm To Dundee Art Theatre in Omaha

OMAHA—R. D. Goldberg, circuit owner, was sold on the feminine touch.

He was talking to Mrs. Corinne Gallup of Kansas City, who complained of a theatre in her home city. Mrs. Gallup, the daughter of Dr. and Mrs. A. P. Condon who built Doctor's hospital here, listed a series of ideas for theatres. Mainly, she said, they lack the homey woman's touch.

"Well," asked Goldberg, "would you take my Dundee Theatre and put those ideas in effect?"

Mrs. Gallup did.

She said after the first few weeks, "I think I have things pretty well started. I won't stand for a speck of dirt anywhere in the theatre. I want everything orderly. I am stressing safety. My house is under constant checking for every sort of hazard, chiefly fire. From cellar to roof we watch every angle.

"We want a home atmosphere. We want and have comfortable places to sit with fresh air to breathe. We check our seats continually and our carpets, too, in an effort to prevent torn clothing and the hazard of falling.

"The attitude of every employe in the place must be respectful and courteous, but not stiff and formal. I want comfort and relaxation here. If a child cries we take him out, and if someone becomes ill, give prompt attention. I want patrons to be in constant touch with me. I'll be out on the floor. The office is a place only for mornings and after hours. I'll get the pictures patrons want. Just tell me."

Mrs. Gallup has picked a fortunate site to put her ideas into effect. The Dundee is located in the elite Dundee district and features arty shows that other theatres are afraid to try.

She is a former Brownell Hall, Omaha girls' school, pupil, a DAR member and former member of the United States Olympic swimming team.

Two Deaths Delay Check That Paid for Groceries

OMAHA—This strange story involving theatre people was recounted in a trade journal put out by Hinky-Dinky stores:

"A few weeks ago, Clifford Green, janitor at the Circle Theatre and a regular customer at store 18, paid for groceries at the store with his pay check drawn on Epstein Theatres, Inc.

"The check was placed in the store's bank deposit and was returned by the bank later because Sam Epstein had overlooked placing his signature on it. One of the helpers at store 18 made an appointment with Epstein to get his signature the following morning. But at 6:30 that evening, Epstein was killed in a car-train crash.

"After about a week, arrangements were made with the executor of his estate to obtain a legal signature. The night before the check was signed and made negotiable, Green—the janitor to whom the check was written—died unexpectedly of a heart attack."

Quality Supply Installs Equipment at 4 Houses

OMAHA—Recent installations in the territory by Quality Theatre Supply Co. include: Hebron, Ernie Kisserbaum, Majestic, Strong high intensity lamps and rectifiers; Tama, Iowa, Mills, Wes Mansfield, same; Table Rock, Neb., Table Rock, Ernest Grundeman, new seats; Orchard, Neb., Rex, J. L. Harmon, new Century sound, Voice of Theatre speaker system.

Family Party at Theatre

ALBIA, IOWA—A Christmas party will be held in the King Theatre here by the theatre management and the Briggs Motor Co. All families of Monroe county have been issued invitations to the party. Doors of the theatre will be open from noon until midnight.

OMAHA

SEASON'S GREETINGS



FILM TRANSPORT

Omaha

Season's Best



LOU GERDES

BOXOFFICE

3120 Dodge

Omaha

OMAHA

Bookers along Filmrow will receive turkeys as a Christmas present from Tri-States Theatres . . . Ed Cohen, Eagle Lion manager, had a lot of explaining to do due to pixies at work on the Omaha column recently. A line or two of type must have dropped to make "Ed Cohen, Wayne exhibitor, open the Cold Theatre" after a fire. Phil March is the Wayne exhibitor and he reopened the Coed Theatre.

Bill Haarmann, Paramount office manager, moved back to the city from Bellevue. Slipped in a half-dozen live chickens, too . . . Ras Anderson resigned as Paramount head shipper. His successor is Orville Eby. Richard Alter is assistant shipper . . . Iz Weiner, U-I salesman, vacationed in Colorado—from Pike's Peak to the Garden of the Gods . . . Floyd Robertson, RKO Brandeis night janitor for the last ten years, was down with the mumps . . . F. J. Weatherly, Tekameh, moved to Snyder, Neb., where he owns a theatre.

Foster Blake, U-I district manager from Los Angeles, was here for two days . . . M. E. Anderson, Paramount manager, met with Herman Fields, circuit owner, at Atlantic, Iowa . . . Walter Green, Fepco owner, and his wife vacationed in California and Arizona . . . Sammie Deutsche, U-I office manager-booker, warmed up his new Pontiac along North 24th street . . . Reports from Rochester, Minn., indicate Hymie Novitsky, 20th-Fox salesman, is coming along nicely following his operation. He will be at Kahler hospital for about a week more.

Evert Cummings, former Tri-States Theatres district manager here, now has three houses in California . . . R. D. Goldberg's State Theatre was the site when 19 sweaters were presented to members of the Ida Street Bears who will play for the midget championship in Santa Claus Bowl at Philadelphia.

Delores Kraemper, U-I cashier, was home due to illness . . . Much interest has been stirred here by the board of education's use of a color film on sex education. It is being reviewed by parent groups before being used in classrooms . . . A visit by their new grandson David will be a holiday treat for Mr. and Mrs. Carl White, Quality Theatre Supply Co. owners. Dr. and Mrs. John C. White will arrive with David from Little Rock, Ark. . . . Bob Hoff, Ballantyne Co. sales manager, was to be in Chicago on business . . . Rollin K. Stonebrook, who resigned as Orpheum manager, hasn't announced future plans.

Visitors along Filmrow included G. O. Dunkerson, Fontenelle, Iowa; Mr. and Mrs. Lou Heal, Fullerton; Mr. and Mrs. Harold Officer, Esquire, Sioux City; M. Biemond, Ord; Howard Brookings, Oakland, Iowa; A. D. St. Clair, Wymore; C. C. Moore, Dunlap, Iowa; Walter Hagedone, Cozad; Mrs. F. E. Pace, Malvern, Iowa; C. J. Anderson, Exeter; P. J. Weatherly, Snyder; Paul Tramp, Oxford; E. G. Gannon, Schuyler; Ollie Schneider, Osceola; Eddie Kugel, Holstein, Iowa; Vern Lindholm, Ainsworth; Mrs. Leola Shuler, Humboldt; Phil Lannon, West Point; George March, Vermillion, S. D.; Blanche Colbert, North Bend; C. N. Robinson, Blair; E. Meutting, Ewing.

Robinson's Home Theatre at Blair has been enlarged from 300 to 500 seats . . . William Wenz, Falls City manager, is the Tri-States drive chief in the district . . . M. E. Anderson was ill . . . Mr. and Mrs. Jack Riggs, former Central City exhibitors, visited along the Row . . . There is considerable talk here that another theatre will be put up in Benson, supposedly on the site of the suburb's first theatre.

Filmrow offered plenty of social life over the weekend with at least three Christmas parties. MGM employes were to gather at their office for a party following a screening. Columbia staffers gathered at the Sparetime, while the Fontenelle hotel was the site for the 20th-Fox party . . . Hymie Novitsky, 20th-Fox salesman, returned to Omaha following a throat operation . . . I. M. Weiner, U-I salesman, was in Denver because of the illness of his father-in-law.

W. T. Keith, United Artists district manager from Kansas City, was in town . . . Bernie McCarthy, representative for the Screen Rights picture, "Killers All," was here from Hollywood . . . Tony Tedesco, Monogram branch manager here, had a recurrence of a stomach ailment in Nashville but was reported improved.

Nancy Franko, secretary to Branch Manager Jack Renfro at RKO, left to join the SAC organization at Offutt field here. Carol Mavis replaced her. Tillie Nebe is the new stenographer . . . Sam Deutsche, U-I booker, went to Clarinda, Iowa, for a visit with Herman Fields, circuit owner . . . Mrs. Arthur H. Records, who with her husband, owned the Majestic Theatre at Hebron, Neb., died . . . Ed Cohen, Eagle Lion branch manager, went to Des Moines with William J. Heineman, New York vice-president in charge of distribution.

Jimmy Bear, who died last Saturday, operated projection machines in Omaha theatres for 40 years. He came here in 1908 and was the first operator of the old Rialto Theatre where he worked until it was closed . . . The RKO Brandeis will offer "Joan of Arc" starting January 26 . . . Joe Jacobs, Columbia branch manager, was sending out Christmas pencils to exhibitors . . . Visitors on Filmrow included R. V. Fletcher, Hartington; Earl Stromsburg; Wesley Mansfield, Tama; George Baker, Shenandoah, and R. M. Kuhl, Corning, Iowa; Edward Gannon, Schuyler, and William King, Shelby, Neb., and Tommy Thompson, Yankton, S. D.

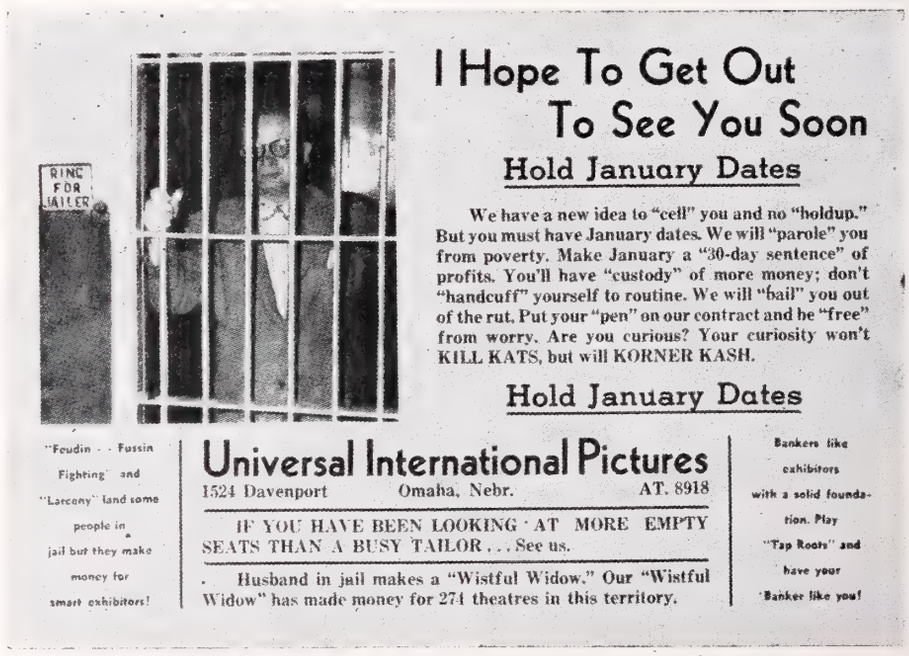
Drive-In at Iowa City Will Open in Spring

IOWA CITY, IOWA—Plans for construction of the Iowa City Drive-In were announced here last week by Leonard L. Kaplan, manager of the Iowa Theatre. Kaplan said that he and several associates have purchased as a site for this community's first drive-in, about 14 acres of land adjoining Coralville Heights. The land was purchased from B. E. Manville of Iowa City.

Kaplan said grading and preliminary construction already is under way. The theatre, to have a capacity of 400 autos, will be in operation by next spring. A corporation is being organized to take charge of the land, the theatre and its operation. Estimated total cost of the project is $70,000.

Named Theatre Publicity Head

REMSEN, IOWA—Robert Schultz, son of Mr. and Mrs. Elmer Ohlendorf of Remsen, has been named director of publicity for the Glendale Center Theatre in Glendale, Calif. Schultz, who was born and reared in Remsen, has appeared in several motion pictures and has a role in the forthcoming 20th-Fox picture, "Jungle Patrol."



SALES PIECE WITH DRIVE—Promotional-minded Universal-International salesmen and bookers are devising their own approaches in the company's current Unity sales drive. The above example by salesman Isadore Weiner of Omaha was imprinted on a postal card and mailed to his customers. Omaha booker Samuel Deutch also used a novel approach, mailing a "Boxoffice on Fire" appeal.

SEASON'S GREETINGS

OMAHA

OMAHA

Your Friends at

UNITED ARTISTS

Again Wishing You the Season's Greetings

Don McLucas, Branch Manager
Sid McArdle, Office Mgr. Opal Woodson, Booker

Salesmen:

Harry Barker
Ted Mendenhall
Ed Rostermundt
Carl Reese

WISHING YOU AN EXTRA SPECIAL
CHRISTMAS and NEW YEAR

RKO-RADIO PICTURES

A. A. Renfro, Branch Manager

PAUL BACK
DAVID ARTHUR
ERMA DeLAND
HOWARD CLARK
NORMAN NIELSON

BEST WISHES FOR 1949

20th Century-Fox

JOE E. SCOTT, Branch Manager

Harold P. Ironfield
Hymie Novitsky
Mary Ann Jordansen
Charles Knickerbocker
Regina Molseed
Evelyn Machmuller

The Season's Best Wishes

Warner Bros. Pictures Corp.

FRANK HANNON, Branch Manager

LEON MENDELSON
ALICE NEAL
BILL WINK
BIB HIRZ
JOE WEISS

We Not Only Wish You a
HAPPY HOLIDAY SEASON
But for 1949 . . .
"YOU GOTTA STAY HAPPY"

UNIVERSAL - INTERNATIONAL

1524 Davenport Street
H. B. JOHNSON, Manager

I. M. WEINER
BERNARD BORNBAUM
SAM DEUTSCH
WILLIAM LAIRD

WISHING YOU THE BEST THAT
1949 CAN OFFER

COLUMBIA PICTURES

JOE E. JACOBS, Branch Manager

Bill Barker
Mort Eichenberger Jr.
Paul Fine
Marty Grassgreen

PARAMOUNT PICTURES

Extends Season's Greetings

M. E. ANDERSON, Branch Manager

JACK ANDREWS
BILL HAARMAN
JOHN TRUD
PAT HALLORAN

Here's to the Best—in '49

METRO-GOLDWYN-MAYER

BILL GADDONI, Branch Manager

Rich Wilson
Fred Fefar

Evelyn Cannon



SEASON'S GREETINGS

OMAHA

To Our Many Friends and Customers
SINCEREST THANKS
for helping us enjoy another
successful year.

Quality Theatre Supply Co.

1515 Davenport — Omaha

OMAHA

Yule Greetings

from Old Friends

Metropolitan Scenic Studios, Inc.

A National Company

OMAHA CHICAGO

Holiday Greetings

From

OSCAR HANSON
and
ELMER HANSON

Now Booking 65 Theatres
Why Not Yours?

1520 Davenport Phone AT 7161

A Christmas Toast
To a Great 1949

☆ ☆ ☆

ED COHEN
Eagle Lion

The Season's Best . . .

●

from
JOE E. SCOTT
20th Century-Fox

Wishing You
the Best of Everything
for 1949

FRANK HANNON
Warner Brothers, Omaha

Another Christmas 'Hello'
to Old and New Friends

★ ★ ★

Jack Renfro,
RKOmaha

Best Wishes for the Season
and the Coming Year

R. S. Ballantyne J. R. Hoff

THE BALLANTYNE COMPANY

1707-11 Davenport St. Omaha, Nebraska



SEASON'S GREETINGS

OMAHA

OMAHA

Sincere and Hearty
Christmas Greetings
from
MONOGRAM PICTURES
DISTRIBUTING CORP.
Omaha 1506 Davenport

SINCEREST WISHES
for
A Happy Christmas and a Great 1949
BILL GADDONI
METRO-GOLDWYN-MAYER
Omaha, Neb.

The Merriest of Christmas
EAGLE LION FILMS, INC.
ED COHEN, Branch Manager
A. (Tony) Goodman Murray Greenbaum
"Get in Line With Eagle Lion in '49"

Holiday Best Wishes
REPUBLIC PICTURES CORPORATION
W. H. HEATH S. A. MADSEN
HARRY LEFHOLTZ RAY COOLEY

SEASON'S GREETINGS
from the
WESTERN THEATRE SUPPLY CO.
OMAHA

Merry Christmas and Happy New Year
POPPERS SUPPLY COMPANY
OMAHA, 1520 Davenport St.
Top Quality Hybrid Popcorn
(1948 Crop)
Popcorn Seasoning

WALTER M. GREEN
and
FEPCO THEATRE ADVERTISERS
221-223 North 16th Street
Send You and Yours the
Season's Greetings

HOLIDAY GREETINGS
From
NATIONAL SCREEN SERVICE
1508 Davenport Street
IZADORE SOKOLOF

Patronage 20-40% Under Wartime, Oklahoma City Survey Indicates

From Southwest Edition

OKLAHOMA CITY — Theatre managers and businessmen alike are looking forward to a record Christmas buying spree in this territory to alleviate the far below par business which has clung to the area since a few months ago.

A survey of conditions revealed that the bad business period is affecting all concerns including the boxoffices at local theatres. Some attributed the initial drop to pre-election activity and others explained the continued slowness as due to the election wind-up. An increase in business activity also is expected after Congress reconvenes.

THEATRE PATRONS SELECTIVE

The survey of the theatre situation found the public shopping for better product and houses reportedly doing 20 to 40 per cent less business than during the war. Managers agreed that the number of filmgoers is dwindling because of the high cost of living, poor film diet, radio giveaway competition, drive-ins, national and sporting events and the automobile.

Managers said that the public is shopping for the better films as well as for other commodities. The public, they said, is well informed and is rarely fooled as to the prime pictures and their dates. One manager added that entertainment isn't really a necessity and that since people can take it or leave when it's competing with the family budget, they usually leave it.

He recalled wartime crowds who went to see anything and everything. They were a floating population, he said. They had no homes, fewer family obligations and no gasoline to go driving. Now, he added, people have ways to get to innumerable recreation events in far-flung areas.

PRICES SLIGHTLY HIGHER

The same managers defended slightly higher admission prices, saying they did not keep patrons away. Admissions are more in line than anything else, they agreed. Managers pointed out that patrons get 2½ hours of entertainment for 65 cents and the same films that draw from $1.25 to $1.75 in the east.

Poor pictures also were credited with hurting attendance and one manager said that higher production costs cut the quality of films when producers tried to economize. One operator asserted that attendance would not rebuild until salaries rise proportionately with living costs. He said attendance still is 20 to 30 per cent better than before the war.

Another reason for attendance slumps, particularly in Oklahoma City, is the fact that the city is overseated. Managers said the city's average is one seat for every eight persons, while the national average is one to every 12 or 13 persons.

The survey of managers showed a confidence, however, that television, if anything, will boost theatre attendance. It was predicted that within two years, audiences will see sporting and other events on Oklahoma City theatre screens.

Drive-ins were credited with building their own audiences by downtown houses, where managers said the drive-in competition has not hurt boxoffice receipts. But in neighborhood situations, managers said that drive-ins have drawn from them, particularly in the summer.

The extent of competition wasn't determined, but drive-ins are getting a new kind of patronage, according to suburban managers, who identified the outdoor patrons as those who want to smoke, who like the novelty or who don't want to drive into town. Drive-ins also were said to be drawing a large rural patronage.

Suburban business generally has shown an upward trend, principally because they are communitly theatres and are more conveniently located.

Two Managers to Omaha As Best Drive Leaders

OMAHA—William Miskell, Tri-States Theatres district manager, promised at the start of the company's current business drive that the manager who did best during his turn at leading the drive would be brought back to Omaha for the final two weeks.

The only trouble was that two managers did best. So this week Wally Kemp, Grand Island, and Jimmy Redmond, Falls City, were both here to co-chairman the final phase.

Takes Lead in 'Gun Runner'

Noel Neill has been assigned the feminine lead in the Monogram picture, "Gun Runner," which Lambert Hillyer will direct for Producer Louis Gray.

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THEATRE.....

STREET ADDRESS.....

TOWN..... STATE.....

NAME..... POSITION.....

Mann-Rubenstein Plans Second Duluth Drive-In

MINNEAPOLIS—Ted Mann and Charlie Rubenstein, local circuit owners, will start work next spring on their second Duluth drive-in, which will accommodate 600 cars and cost $140,000. Their first in the area was opened last summer.

Voters recently passed a zoning ordinance which will block a proposed drive-in by the Minnesota Entertainment Enterprises, comprising a group of prominent Twin City independent exhibitors, in the Wayzata boulevard suburban section.

Mrs. Betty Secrest, who formerly operated the Princess, a neighborhood house, is still fighting for a permit to build a regular theatre in another section of Minneapolis. Although the AFL building trades council interceded in Mrs. Secrest's behalf, the council license committee rejected her request. When the matter was carried to the city council floor on a minority report, however, the aldermen refused to kill it, but sent the application back to the roads and bridges committee to determine if the theatre would create a traffic hazard, as claimed.

Also, trial has been set in district court of the mandamus suit brought by the Paul Mans groups, independent circuit owners, to compel issuance of a new theatre license in Rose, Twin City suburb. A license has been issued there to the Minnesota Amusement Co.

Minneapolis Workers On Marshalltown Job

MARSHALLTOWN, IOWA—To finish construction of the new RKO Orpheum Theatre here by the Easter deadline, bricklayers and masons have been brought here from Minneapolis, Harry Dearmin, RKO Strand manager, said recently. The two hardest building materials to obtain have been cement and steel and now these materials are on hand, he added. Final outlays for the interior of the building were revealed by George Becker, designing architect, who is in Marshalltown now supervising the work. The theatre will cost about $250,000, it was unofficially reported.

The building will have a single floor and will seats 915. When the blueprints were originally drawn up, the seating capacity was set at 1,000. At the front of the building will be the lobby with powder rooms and ticket office along the east side.

Seats will be staggered and the rows will be set farther apart than in older theatres.

Disband Forest Corp.

DES MOINES—Notice of dissolution of the Forest Theatre Corp. of Des Moines is on file here. The step was decided upon at a special meeting of the stockholders. Officers of the corporation were Elias Garbett sr., president; E. E. Thompson, vice-president; E. M. Garbett, secretary, and A. E. Thiele, treasurer.

Villa Theatre Fails to Pay

LOVILIA, IOWA—The Villa Theatre here has been closed by its owners, Mr. and Mrs. Ray Nichols. The owners said attendance did not pay expenses. The theatre was opened here last January and had been in operation since except for a period during the summer.

Many Yule Parties On Kansas City Row

KANSAS CITY—Christmas is being observed this year by employes of virtually all circuits, film exchanges and theatre supply houses on Filmrow here with special yuletide parties, many of which are being held in the various offices.

House managers and other employes of the Durwood circuit were guests of Ed D. Durwood, president, and Stanley Durwood, general manager, at a cocktail party and dinner last Tuesday night (14) at the Muehlebach hotel.

Officials and employes of Fox Midwest Theatres, Inc., gathered for their annual yuletide party Friday afternoon (17) at the Bellerive hotel, when features of the celebration included a luncheon and a Christmas tree.

Employes of the MGM branch gathered Friday at 8 p. m. at the exchange for their celebration, while those of the 20th-Fox exchange were to have their party today at 2:30 p. m. (18) in their office.

Columbia Pictures officials and employes will gather for yule festivities next Wednesday at 4 p. m., while those of the Eagle Lion branch will celebrate that evening at the exchange.

A Christmas fete for the staff of the National Theatre Supply Co. is being planned for next Thursday at 1 p. m., and the National Screen Service fete will be in its offices at 5 p. m.

Officers and employes of Commonwealth Theatres and Republic Pictures will join for yuletide festivities next Friday at noon in their offices, those of Paramount Pictures at 1 p. m. at the exchange, and the staff of United Artists at 1:30 p. m. in its offices.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

AVRID WIKLUND, manager of the State in New England, N. D., has purchased the interest of A. O. Lona and will devote his entire time to putting the State over in that section . . . A. J. Muecke of Slayton, Minn., has purchased the motion picture house formerly owned and operated by Carlton L. Bier at Lambertson, Minn.

* * *

William Rezac, former manager of the State in Hibbing, Minn., won a $50 prize for his trout catch in Lake LaCroix last summer . . . Emil Olson recently opened a new theatre in Sacred Heart, Minn. . . . George Christenson is erecting a new theatre in DeSmet, S. D. . . . Laird, Christenson & Wright are planning a new 600-seater in Two Harbors, Minn.

* * *

The mayor of Story City, Iowa, has found an old law which he has revived and put into force. It closes the theatre operated there by A. E. Rhodes on Christmas and Good Friday. The penalty is $100 for the first violation and Rhodes has been warned the ordinance will be enforced.

* * *

Bohumil Berna will build a new picture theatre at Clarkson, Neb. Work on razing the old building will be completed by Christmas . . . Harry Watts, who has been manager of the Riviera Theatre in Omaha, has been succeeded by Ray Jones of Dallas, formerly manager of the Metropolitan in that city.

* * *

S. N. Fangman, formerly of Decorah, Iowa, has been made assistant manager of the Ames Theatre, Joe Gerbacht announced recently. Fangman was formerly connected with the old Goldwyn Film Corp., later manager of theatres in Columbia, Neb., and Decorah, Iowa . . . Excavation has started on the new Strand in Leon, Iowa.

* * *

Cal S. Edwards jr., former manager of the Pathe exchange in Kansas City, has been appointed house manager of the Corvallis Theatre, Corvallis, Wash.

* * *

The Pawnee Theatre, Columbus, Neb., was reopened by V. J. Hudson recently . . . The York Theatre, York, Neb., was robbed of approximately $400 last week . . . Seen on Omaha Filmrow: Mr. Brown, owner of Phoenix, Neola, Iowa; Bob Booth and Mr. Wesely, Overland, Empress and Paramount in Nebraska City; Max Drefke of Cherokee; Mr. and Mrs. W. H. Dunn, Valentine, Neb.; Mr. and Mrs. C. B. Marks of Albion.

* * *

Arthur Frudenfeld, manager of the World in Omaha, resigned to become manager of the St. Louis Theatre, St. Louis.

Allied Liaison Group Chosen by Sullivan

KANSAS CITY—An interassociation cooperation committee, the function of which will be to maintain liaison with other organizations in connection with the problems of exhibitors, is being established by the Kansas-Missouri Allied unit, according to O. F. Sullivan, Wichita, president.

Ben Adams, El Dorado, Kas., has been appointed chairman of the new group. F. L. Norton, Caldwell, Kas.; A. J. Simmons, Lamar, Mo., and V. R. Stamm, Kansas City, Kansas-Missouri Allied unit secretary, have been named members of the committee.

The new group will be expanded within the next few weeks by appointment of one additional member from each of the congressional districts in the two states from which the organization draws its membership. These additional appointments now are being considered by Sullivan and are expected to be announced by him before January 15.

C. M. "Parky" Parkhurst, recently appointed to succeed Jack Stewart as general manager of the Kansas-Missouri Allied unit, will assume his duties Monday, January 3, at its offices here. Sullivan is expected to remain here several days for extended conferences with Parkhurst and other officers of the organization.



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The result? Since 1907 it is estimated that they have helped save an average of *ninety thousand lives a year.*

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Buy Christmas Seals

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BOXOFFICE



SEASON'S GREETINGS

KANSAS CITY KANSAS CITY

A Prosperous New Year

from

NATIONAL SCREEN SERVICE CORPORATION

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Jack Winningham Charles Brenner

Season's Greetings

from

BROOKS CRUMMETT

"Filmrow's Favorite Photographer"

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Season's Greetings

to our theatrical customers and friends

MERCANTILE HOME BANK and TRUST CO.

Member Federal Deposit Insurance Corp.

1119 Walnut Street VIctor 2000

GREETINGS



DON "HI FI" DAVIS

RCA

Season's Greetings

SELECTED PICTURES, INC.

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TOM S. SMILEY, General Manager
NORRIS CRESSWELL, Branch Manager

114 West 18th Street

FOR A SUCCESSFUL SEASON
OUR BEST WISHES

Kansas - Missouri Theatre Association

Elmer Bills, President
J. A. Becker, Secretary
Dale Danielson, Vice-President
Fred Meyn, Treasurer

Season's Greetings

ROBERT BOLLER
DIETZ LUSK, Jr.

ASSOCIATED ARCHITECTS

7332 Brooklyn

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from

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Sound Recordings and Transcriptions

1719 Wyandotte GRand 5365



SEASON'S GREETINGS

MINNEAPOLIS

SINCERE AND HEARTY
Christmas and New Year's
Greetings
from

UNITED ARTISTS
1101 Currie Ave.

E. J. Stoller, Branch Manager
John O'Rourke, Office Manager
Arnold Shartin, Booker

Salesmen:
Frank Eisenberg — Joe Prill
Dean Lutz — Jim Flaherty

MINNEAPOLIS

Season's Greetings

TO ALL OUR FRIENDS

Independent Film Distributors
Independent Poster Exchange
111 North 11th Street
Minneapolis, Minn.

DON SWARTZ
Marcella Schack — Kelly Evidon
Pat Finn — Claudine Irrthum

Season's Greetings

A MERRY CHRISTMAS - A HAPPY NEW YEAR
HEALTH AND PROSPERITY

THE BERGER AMUSEMENT COMPANY

BENNIE BERGER
435 Loeb Arcade—Hennepin Ave., at 5th St.
Minneapolis, Minn.

Season's Greetings
from

NORTHWEST THEATRES SERVICE CO.
and
HOME THEATRES, INC.

411 Plymouth Building — Minneapolis, Minn.

Frank Mantyko
Paul Lundquist — Dick Toletlo
Dorothy Duray — Ila Klossner
Irwin Good

Merry and Happy Christmas New Year

SEBCO, INC.
Theatre Builders, Designers and Decorators

Allan Svensson — Boe Edstrom
George Becker

1011 Currie Ave. — Minneapolis, Minn.

Mait, Hank, Bernice, Norma, Wallie, Charlie and Bob Join in

WISHING YOU ALL
A MERRY CHRISTMAS and a
HAPPY NEW YEAR

FROSH THEATRE SUPPLY

1111 Currie Ave. — Minneapolis, Minn.

SEASON'S GREETINGS

MINNEAPOLIS

A MERRY CHRISTMAS - A HAPPY NEW YEAR

From

UNIVERSAL - INTERNATIONAL

1019 Currie Ave. Minneapolis, Minn.

LeROY J. MILLER, Branch Manager
Leo Doty, Office Manager

Salesmen:

Pat Halloran — Howard Greenstein
Bob Helmerson — Fred Bunkelman
Kenneth Adams

Bookers:

Glen Wood — Charles Bliss — Dick Kolling

MINNEAPOLIS

A MERRY CHRISTMAS — A HEALTHY AND PROSPEROUS NEW YEAR IS OUR WISH TO YOU

The RKO-RADIO PICTURES GANG

C. J. Dressell, Branch Manager
A. F. Stern, Office Manager
Fred Finnegan, Head Booker
Caroline Conroy, Asst. Booker
Morison Buell, Asst. Booker

Salesmen:

Don Conley — Don Fuller
W. C. Winters — W. S. Bjorkman
Morrie Steinman

1025 Currie Ave. Minneapolis, Minn.

BEST WISHES FOR THE CHRISTMAS SEASON AND A PROSPEROUS NEW YEAR

from

THE PARAMOUNT GANG

Duane Becker — Forrie Myers
Ben Blotcky — Bill Mussman
Harry Chapman — Harold Schneider
Ernie Lund — Charlie Snyder
Bill Soper

1201 Currie Ave. Minneapolis

Best Wishes for 1949

THE BEST OF HEALTH AND PROSPERITY

WARNER BROS.

1000 Currie Ave., Minneapolis, Minn.
Art Anderson, Branch Manager
Gene Melone, Office Manager
Gene Meredith, Chief Accountant

Salesmen:

Herb Blass — Ernie Hill
Charlie Jackson — Earl Perkins
Myron (Mike) Adcock — Bob Branton

Bookers:

Gertrude Guimont — Eddie McErlane
Don Urquhart — Jack Kelvie

Best Wishes for the Holidays

FROM

TWENTIETH CENTURY-FOX

1015 Currie Ave.
M. A. Levy, Branch Manager
Jerry Weisfeldt, Office Manager
Walter Hoffman, Publicity

Salesmen:

Jack Cohan — Warren Branton
Earl Lorentz — Harry Levy
Saul Malisow — Harold Lundquist
Ben Lander, Head Booker
William Clayson, Booker
Verne Yocum, Booker
Glen Roberts, Booker

COLUMBIA PICTURES

And Its Entire Staff

Wishes You

A MERRY CHRISTMAS and HAPPY NEW YEAR

Ben Marcus, District Manager
H. J. Chapman, Branch Manager
Bill Wood, Office Manager

Salesmen:

Byron Shapiro — Paul Weiss
Ev. Lovelette — Sid Lax
Ben "Little Judge" Meshbesher

1100 Currie Ave. Minneapolis, Minn.



SEASON'S GREETINGS

MINNEAPOLIS

LEO'S MINNEAPOLIS GANG

Extends to
NORTHWEST EXHIBITORS

Sincere Best Wishes for a Merry Christmas
and a Prosperous New Year

Ralph Maw	Arthur Zuelch
W. H. Workman	Ray Haberland
Eph Rosen	James Mitchell
Jack Kelley	Hannah Sundloff
George Turner	Jay Lapham
Charles Stoflet	Richard Cannon
Mel Turner	Louis Orlove

METRO-GOLDWN-MAYER
The Friendly Company

1104 Currie Avenue Minneapolis, Minn.

MINNEAPOLIS

The Best to You in 1949

A MERRY CHRISTMAS - A HAPPY NEW YEAR
HEALTH AND PROSPERITY

SCREEN GUILD and
NORTH STAR PICTURES, INC.

J. A. Coller Reno Wilk

Dorothy Wilk

72 Glenwood Ave., North, Minneapolis, Minn.

HOLIDAY GREETINGS
A MERRY CHRISTMAS - A HAPPY NEW YEAR

From

SELZNICK
RELEASING
ORGANIZATION

607 Pence Building Minneapolis, Minn.

Charlie Wiener Richard Dynes

Roxy Ackerberg Charlotte Moses

THE MERRIEST CHRISTMAS AND THE
HAPPIEST AND MOST PROSPEROUS
NEW YEAR IS OUR WISH FOR YOU

EAGLE LION FILMS, INC.

1109 Currie Ave. Minneapolis, Minn.

ABBOTT SWARTZ

Don Anderson Don Halloran

Jerry Gruenberg Irving Mills

Harold Rosenberg Fanne Singer

Heartiest of Season's Greetings

FROM

REPUBLIC
of
MINNEAPOLIS
1104 Currie Ave.

Joseph Loeffler, Branch Manager
Gene Spatz, Office and Booking Manager
Genevieve "Gen" Kudzia, Booker

Salesmen:
George Fosdick Chet LeVoir

MAKE YOURS A MERRY CHRISTMAS AND
A PROSPEROUS NEW YEAR WITH

MONOGRAM-
ALLIED ARTISTS

Irving Marks, Branch Manager

Salesmen:
Clyde Cutter - Cliff Davis - Lowell Kyle

74 Glenwood Ave. Minneapolis, Minn.

Milking Champs in Owl Show Contest

OMAHA—A midnight milking contest on the Orpheum Theatre stage was the business builder contribution offered by William Wentz, manager of the Oil City at Falls City, during his turn to run the Tri-States drive for a week.

Mayor Glenn Cunningham edged out William D. Lane, king of Ak-Sar-Ben, in the feature contest. Then 4-H contestants showed how it was really done. Local dairies and the Douglas county extension service cooperated in the stunt.

Proceeds of the evening's entertainment, which included the showing of "Miraculous Journey," went to the World-Herald Good Fellows Fund.

Iowa Theatre Bldg. Sold In Sioux City by Estate

SIOUX CITY, IOWA — William Wachter has purchased the Iowa Theatre Bldg. here from the Kleeblatt estate. Wachter says he will remodel nine rooms on the second floor of the building for incorporation into the 150-room Mayfair hotel. Wachter is manager of the hotel. The theatre will continue to occupy its present space on the ground floor of the building.

Plan Six Iowa Drive-Ins

DES MOINES—Articles of incorporation were filed with the secretary of state last week for outdoor theatres in six Iowa cities. The corporation, with Harold D. Field, St. Paul, as president, has its headquarters in Minneapolis. Iowa headquarters are in Carroll. Iowa cities for which the corporation filed articles include Carroll, Storm Lake, Spencer, Perry, Cherokee and Atlantic. Each corporation was capitalized with 200 shares of no par value stock.

Reopen Randolph Roxie

RANDOLPH, NEB.—Leonard Leise sent out special invitations for the big reopening of his remodeled Roxie here December 16 with "Mickey" and special entertainment.

Child to Larry Caplanes

OMAHA — Larry Caplane, RKO Brandeis manager, is the father of a baby daughter, Ronnie Gail, born at St. Joseph's hospital. She is their first child.

Xmas Sales to Equal 1947

OMAHA—Christmas season sales here are expected to hit $8,000,000, Allen T. Hupp, secretary of the Associated Retailers, estimated. That would be about equal to 1947.

Clarence Giles Appointed

SHENANDOAH, IOWA—Clarence Giles of Albany, Mo., is the new manager of the Mayfair Theatre here.

Swindlers Try Same Spot Twice and Are Arrested

COUNCIL BLUFFS, IOWA—This is the story of the theatre cashier who caught on quickly and the short change artists who didn't.

On a Tuesday a man succeeded in passing a $10 bill at the Broadway Theatre, managed by Allen Shrimpf. It must have sounded easy to two other short change experts who came in Friday to try the same stunt with a $20 bill.

Night cashier Betty Bechtel thought they they looked suspicious. Carl Nelson, doorman, caught her signals and telephoned for police. The two men were arrested.

Dig for Clover and Fur Coat

OMAHA—Ted Emerson, Tri-States publicist here, really timed to perfection his exploitation trick to call attention to Art Mooney's stage appearance at the Orpheum. Art wrote the song, "I'm Looking Over a Four-Leaf Clover." So Ted arranged a tiein with the Marle Fur Co. to give away a free coat to the first Omahan finding a four-leaf clover growing. Along came the snow. That meant real digging for a four-leafer. And, what need for that fur coat!

Midweek Shows Return

LA CYGNE, KAS.—The Swan Theatre has returned to midweek shows on Tuesday and Wednesday nights. Instead of running three days, shows beginning Sunday will run only Sunday and Monday nights. Thursday nights there will be no shows while the Friday-Saturday schedule will remain unchanged.

If It's Good Promotion . . .

some one will report it in . . . BOXOFFICE

Fresh from the scenes of the activities each week come constant reports of merchandising of films. Most of these are ideas you can use for your own promotion. All of them are interesting and most of them are profitable in other similar circumstances. Make full use of these practical ideas by practical showmen, many of whom you may know.

Motion pictures lend themselves ideally to good advertising. The public interest is high. Capitalize on the interest that already exists and increase your attendance with proved ideas.

Yule Display Curbed In Cleveland Houses

CLEVELAND—Cleveland theatres will not be able to wear a holiday festive look and at the same time meet city fire regulations. The fire prevention bureau has issued the following rules:

No Christmas tree to be set up or displayed inside a theatre.

No natural holly, smilax or other green foliage to be displayed, such as roping, wreaths or garlands, and no lighted wreath to be permitted inside a theatre.

All decorations used inside the theatre must be flameproof.

In an official communication from the department of safety, C. W. Hall, captain in charge of the fire prevention bureau, states:

"It is important at this time of the year that all theatre managers be alert by checking over their house to eliminate all possible hazardous conditions such as prompt removal of rubbish, unobstructed exit doors and aisles, proper exit lights, defective wiring hanging loose and temporary wiring strung over nails. Housekeeping conditions should be checked backstage and in the ushers' quarters. A cleanup of all old and unnecessary articles which may have accumulated should be made.

"Only by constant vigilance and daily inspections can we hope to fulfill our responsibility in providing safe conditions for the protection and welfare of the public."

A copy of the instructions was sent to every theatre in the Cleveland area.

Merchants Stage Parties For New Kensington Kids

NEW KENSINGTON, PA.—Santa Claus, in the guise of the merchants division of the chamber of commerce, held court here as five local theatres opened their doors for the Christmas Kiddies' party. Over $1,000 in toys were distributed to children from the stages of the Circle, Liberty, Dattola, Paramount and Ritz theatres. Santa was on hand for the presentations following cartoon shows. All children participated in the free holiday treat and each theatre was decked out in Christmas dress and featured a gaily decorated tree.

Akron Owners, Managers Xmas Party December 27

AKRON—Mrs. Helen Smith, president, said that the Akron Theatre Owners and Managers Ass'n will hold its annual Christmas party December 27 at the Mayflower hotel from 11 p. m. to 2 a. m., with supper at midnight.

The party is given each year by the association for theatre employes in cooperation with the motion picture operators' union. A gala program of cocktails, supper guest speakers and fun is promised by President Smith. Invited guests include Pete Wood, secretary of the Independent Theatre Owners of Ohio, and his wife, state representatives and city officials.

To Enact Income Tax

WESLEYVILLE, PA. — This borough will enact an income tax similiar to that of the city of Erie, and it will be effective January 1.

40-Man Board Hailed; Judge Uvick Takes Helm

Pre-Xmas Grosses Average With Those of 1946-47

CLEVELAND—Business in the downtown theatres is about the same this year as it was at the same time in 1947 and 1946. In 1947 the top pictures of the week were "Green Dolphin Street" at the State in its rating of 115 per cent; "The Exile" at the Palace, 115 per cent and the dual reissue of "Dillinger" and "Meeting in the Big House," 115 per cent.

In the same week of 1946, "Angel on My Shoulder" hit 125 per cent at the Stillman. The biggest show of the week, however, was the personal appearance of Mickey Rooney at the Palace, where with "The Falcon's Adventure" on the screen, the take soared to 150 per cent.

This year business was pretty evenly divided among the first funs. Highest take went to "Hamlet" at $2.40 top and in its sixth week at the Ohio, "The Plunderers" at the Esquire and the foreign dual program, "Lucrezia Borgia" and "Jenny Lamour" at the Lower Mall. Week's top take was 130.

Mother of J. S. Jossey Dies at Georgia Home

CLEVELAND — Mrs. Fanny Jossey, 82, mother of J. S. Jossey, co-owner of Hygienic Productions, died recently at her home in Forsyth, Ga. She had been in failing health for some time. Jossey, who had just returned from a visit with his mother, left immediately to attend her funeral. He was accompanied by his wife. Two other sons and three daughters survive.

Veteran Theatre Manager Ill

WHEELING, W. VA.—Reed Rosser, veteran showman of this city, is critically ill in the North Wheeling hospital. He had been ailing for a number of days when he entered the hospital last week. Employed by the West Virginia Theatrical Enterprises, Inc., for a long period, Rosser's post for the past year has been at the Colonial.

DETROIT—The new 40-man board of directors marks "the start of a new era for Allied Theatres of Michigan," Charles W. Snyder, executive secretary, told the first session of the enlarged board in the Variety clubrooms here last week.

During the last 60 days a total of 17 district meetings have been held throughout the state, Snyder pointed out, resulting in contacts made with 116 individual exhibitors representing more than 200 theatres. Last week's board meeting, open to all members, was attended by 43, representing every one of the 17 districts.

Ray Branch, president of Michigan Allied for 19 years, retired to the post of national representative and Judge Joseph P. Uvick of Flint, who has the reputation among filmites here as this state's "stormy petrel," was elected president to succeed him. Other officers elected were Joseph Denniston, Monroe, first vice-president; Irving Belinsky, Detroit, secretary-treasurer.

Snyder said, "We are highly gratified that Ray Branch, so well known nationally, has accepted the post as national representative, and will be the liaison man for Michigan Allied with the national organization."

Major activities at the meeting, in addition to the election, included the laying of plans for a big membership drive, and the endorsement of all steps by the Allied States convention at New Orleans.

The board of directors was completed with the election of the following delegates at large: Glenn Cross, Battle Creek; Joseph P. Uvick, Detroit, and Joseph Denniston, Monroe, for three, two and one year terms, respectively. The respective alternates are Pete C. Schram, Kalamazoo; William Cassidy, Midland, and Allen Johnson, Grand Rapids.

Newsboys Theatre Guests

ALTOONA, PA.—Altoona Mirror carriers were the special guests of George Long, manager of the Strand, at a recent evening showing of a double feature. The carriers, numbering approximately 300, formed a parade at the newspaper office.



CLEVELAND RKO CREW—Seen at the eastern-central RKO sales conference, the first regional meeting for the 1949 Ned Depinet drive, were the above members of the Cleveland sales crew, left to right: Frank Belles, Cleveland manager; Harry Walders; Nat Levy, eastern division manager; Morris Lefko, district manager, and Ray Wild, Arthur Goldsmith and Otto Braeunig.

CLEVELAND

MERRY CHRISTMAS - HAPPY NEW YEAR
THEATRICAL ENTERPRISES
and THEATRE FILMS
operated by Jack L. Gertz
Theatre Promotions * Merchant Tie-ins
Zippo for Children
402-404 Film Bldg. Cleveland

HOLIDAY GREETINGS
TO ALL MY FRIENDS
BEN D. WELLER
of
Ben D. Weller Steel Company
704 Film Bldg. Cleveland

HOLIDAY GREETINGS
CLEVELAND PROJECTOR COMPANY
Theatre Supplies of Quality
MILLARD OGLE
726 Film Bldg. MAin 6286
Cleveland

Merry Christmas Happy New Year
from
NATIONAL ENTERPRISES
M. M. Jacobs
504 Film Bldg. Cleveland

MERRY CHRISTMAS
and HAPPY NEW YEAR
to All My Friends
HAROLD RAIVES
of
Belpick Theatre Corp.

HAPPY HOLIDAY GREETINGS
from
Tony Stern Lou Ratener
Marvin Samuelson - Arthur Isaacs
of
OHIO THEATRE SERVICE CORP.

Peter Wellman, with theatres in Girard and Youngstown, had an original invitation list for the opening of his Belmont Theatre at Youngstown. Contrary to custom, he did not invite all Filmrow personnel. Instead his invitation list contained only names of prominent Youngstown officials, industrialists and club leaders. Since these are the people on whom he is dependent for the success of his theatre, he made his opening appeal directly to them.

Dorsey Brown of MGM received a nice Christmas present from the home office, a promotion from office manager to salesman. Dorsey has been with MGM here for the past 19 years. He started as a shipping clerk and has worked through all of the office jobs. His successor as office manager is George Bailey, 15-year-man who, since returning from the war, has been head booker . . . Johnny Coyne, formerly with MGM here, is with the company's San Francisco office, not Los Angeles, as incorrectly reported recently.

Tom Whyte, general manager for a chain of drive-ins, and his wife left to spend the next few months in Sarasota, Fla. . . . Abe Kramer, Associated circuit official, and his wife returned from a month on the west coast where they helped their daughter Hope settle in her new home. Prior to her marriage, Hope was appearing in pictures as Hope Adams.

David Sandler, general manager for Theatrecraft Mfg. Corp., makers of Mobiltone in-car speakers, bought his wife a new home on Euclid Heights Blvd. as a Christmas present. He expects to move in about the first of the year . . . M. Plessner of the 20th-Fox home office is here working on advance publicity for "The Snake Pit" which is being handled as a roashow but will be shown at popular prices . . . Manny Stutz of the Circle and Lower Mall theatres, and his wife spent a week in Chicago visiting friends.

Christmas parties were the usual Filmrow activity here. MGM held its party on the 17th at the exchange . . . Paramounters moved to the Variety Club on the same day for their celebration . . . United Artists has set the time, the 20th, but not the place . . . Associated Theatres personnel will, as usual, be the guests of company officials at a dinner at the Statler hotel on the 20th . . . The other exchanges will hold parties on their home ground, but NSS will hold its affair in Variety Club.

Gerald Kerner, Columbia booker, returned from his honeymoon trip to Chicago . . . Moe Dudelson, United Artists district manager, has been in and out of town frequently during the past few weeks . . . Bernie Rubin of Imperial Pictures was picture shopping in New York . . . Visitors included Nat Charnas of Toledo; Jack Armstrong of the Schwyn circuit; August Ilf, Lorain; Ernie Walters, North Baltimore; Bert Schoonmaker, Toledo; Leo Jones, Upper Sandusky, and Joe Shagrin, Youngstown.

Jerry Libow is now a salesman with Film Classics here . . . Leo Greenberger, his wife and Bert Lefkowich of the Community Theatres circuit were unable to attend the New Orleans national Allied convention, for which they had reservations. Sam Stecker of Associated circuit and his wife also turned in their reservation.

It was something new for three of the downtown first run houses to be playing double features. The Hippodrome doubled "They Drive by Night" and "Angels With Dirty Faces." The Esquire showed "The Plunderers" and "Main Etreet Kid" and the Lower

SEASON'S GREETINGS
from
MANLEY, INC.
WADE M. CARR
District Manager
516 Film Bldg. Phone SUperior 4466
Cleveland

SEASON'S GREETINGS
from
SIDNEY GARFIELD
of
CANDY SALES INC.
1400 East 105th St. GArfield 5458-9
Cleveland

P. L. TANNER
and Associates of
THE FILM TRANSIT CO.
wish you
Merry Christmas and Happy New Year

Merry Christmas Happy New Year
PAUL GUSDANOVIC
operating the
AVALON LA SALLE
CORLETT REGENT
Theatres in Cleveland

A MERRY CHRISTMAS
and HAPPY NEW YEAR To All
ROBERT SCHWARTZ CIGAR CO.
2104 Payne Ave. Cleveland

Season's Greetings
The
UNIVERSAL CHEMICAL COMPANY
SANITATION MAINTENANCE
Manufacturers
1630 East 25th Street Cleveland 14, Ohio
S. M. SCHOEN

Mall had "Jenny Lamour" and "Lucrezia Borgia."

Terry Moore, Columbia starlet appearing in "The Return of October," made a hit with local press and radio folk who met her during her one-day visit here . . . Sid Zins of the Columbia exploitation staff was in charge of Miss Moore's local appearance.

J. J. Oulahan, SRO district manager, was here on business with local sales representative Leonard Mishkind . . . Jack Lawrence was back in town. It is stated that he will go back on the United Artists payroll after the first of the year. Lawrence, a veteran UA salesman in this area, took sabbatical leave last year to see how he liked California.

Lou Gerard was here as roadshow manager for "Red Shoes," opening an extended roadshow engagement at the Esquire on Christmas day. Eagle Lion also was host to Paul Mansfield, here for advance publicity work on "Let's Live a Little," booked into the RKO Allen . . . Mrs. Frank Masek had beginners' luck when she attended the League of Showmen's Wives Style Show luncheon as a brand new member and walked off with the door prize.

Manny Stutz and Bob Snyder are accepting contributions to the Variety Club annual Children's Christmas party . . . Mrs. Herbert Ochs left this past week to spend the winter in Fort Lauderdale, Fla. She was accompanied by her daughters Sue and Mrs. Pat Hill and Pat's son Mike. Herb will spend the Christmas holidays in the south with his family.

Moe Dudelson, United Artists district manager, was here on a routine visit with branch manager Sidney Cooper . . . The M. B. Horwitzes, the Henry Greenbergers and the Meyer Fines, went from New Orleans to Hot Springs, Ark., before returning home from the Allied convention.

CLEVELAND

BEST WISHES
FOR A HAPPY HOLIDAY SEASON
from
THE FILM BUILDING BARBER SHOP
Sam Holtz, Proprietor

SEASON'S GREETINGS
from
Marve Marcus and Don Marcus
of
MARCUS ADVERTISING
716 Film Bldg. Cleveland

Merry Christmas Happy New Year
B. W. PAYNE SERVICE
licensee for
MODERN TALKING PICTURES
Largest Free 16mm Library
1800 East 30th St. MAin 9469

CLEVELAND

HOLIDAY GREETINGS
from
SILK SCREEN PROCESS CO.
Milton Grant, Owner
Quality Display Cards of All Types
Prompt Service
2000 Superior Ave. Cleveland

OUR BEST WISHES FOR
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR
from
BERLO VENDING CO.
MAX SHENKER
Sales Manager
Irwin Shenker Alvin Friedlander
1658 St. Clair Ave. CHerry 5479
Cleveland

HAPPY HOLIDAY GREETINGS
from
FRANK GROSS ROY GROSS
and
ASSOCIATES



Holiday Greetings



FROM

LOCAL 160

I. A. T. S. E. & M. P. M. O.

CLEVELAND



SEASON'S GREETINGS

CLEVELAND

MERRY CHRISTMAS HAPPY NEW YEAR

PARAMOUNT PICTURES, INC.

HARRY GOLDSTEIN
District Manager

LOU AVERBACH
Assist District Manager

SAUL FRIFIELD
Branch Manager

Les Irwin
John Bernard Gardner
Aaron Wayne
George Bressler
Howard Roth
Irwin Sears
Arthur Young

CLEVELAND

MERRY CHRISTMAS HAPPY NEW YEAR

RKO RADIO PICTURES, INC.

MORRIS E. LEFKO
District Manager

HARRY WALDERS
Branch Manager

Arthur Goldsmith
Frank Belles
Ray Wild
John Sabot
Gordon Campbell
Edward Gordon

Otto Braeunig
Office Manager

Peggy Steiner
Cashier

Bob Haley
Publicity-Exploitation

Our Best Wishes

for

A MERRY CHRISTMAS and a
HAPPY NEW YEAR

UNITED ARTISTS CORP.

MOE DUDELSON
District Manager

SIDNEY COOPER
Branch Manager

MATT GOODMAN
DICK DOWDELL
LOU GEIGER
E. C. PEARSON
LESTER DOWDELL
ROSE WEITZ

MERRY CHRISTMAS HAPPY NEW YEAR

REALART PICTURES

OF

CLEVELAND

"Your Assurance of an Unlimited Supply of Proven Hits for Today, Tomorrow and Years to Come"

BOB SNYDER

MANNY STUTZ

and Associates

Mike Levin
Florence Friedman
Norman Shepherd
Mae Bennett
Ted Mash
Betty Cizmar

MERRY CHRISTMAS HAPPY NEW YEAR

from

COLUMBIA PICTURES CORP.

SAM GALANTY
District Manager

OSCAR RUBY
Branch Manager

BILL GROSS
LEONARD STEFFINS
JACK BRUCKNER
GERALD KERNER
BILL LISSNER
TONY LAURIE
GRACE DOLPHIN

Holiday Greetings

WARNER BROS. PICTURES, Inc.

CHARLES RICH
District Manager

JERRY WECHSLER
Branch Manager

OSCAR CANTOR
ROBERT BIXLER
DAVE KAUFMAN

YARRO MILLER
Office Manager

ARTHUR ENGELBERT
Cashier

ARTHUR EHRLICH
Booker

FRANCES KATES
Booker

Variety Xmas Party For Needy Children

CLEVELAND—The Variety Club's annual Children's Christmas party, to be held at noon Monday (20) at the Variety Club, has the cooperation of the Cleveland Press, which will help co-chairmen Robert Snyder and Manny Stutz to select, through the Federated Charities, several hundred needy children to be guests of the Variety Club. In addition to a full turkey dinner, each child will receive a warm article of clothing and a basket of food to take home. With $700 already collected the committee anticipates the most successful children's Christmas party in the history of the club. Assisting the co-chairmen are Milton A. Mooney, Ray Schmertz, Sanford Leavitt, Irwin Shenker and Milton Grant.

All committee members are accepting donations up to December 20, so that as many needy children as possible may share Variety hospitality. This is the first year that a local newspaper has taken an active interest in the children's Christmas party and it agreed to give it citywide publicity.

YOUNGSTOWN

The city council here has passed for third reading an ordinance providing for the licensing and regulation of automatic vending machines for dispensing candy, soft drinks, cigarets, etc. The license fee would be $10 per year for each machine.

Forty years ago this month the first Youngstown presentation of "Buster Brown" was given. The play also happened to be the first presented in the Opera House after Joe Shagrin was made manager. Shagrin's still going strong as manager of the Foster, but, according to friends, he's like Jack Benny and only admits to 39 years of age.

The annual "Alias Santa Claus" vaudeville show to raise funds for underprivileged children, sponsored by Esther Hamilton, Youngstown Vindicator columnist, was a big success.

Style Show for Wives

CLEVELAND—The League of Showmen's Wives held its most successful luncheon meeting to date with an attendance of 150 members and friends. The special attraction of the day was a style show sponsored by Franklin Simon Co. Eight models, including Shirley Barach, daughter-in-law of NSS local Manager Nat Barach and Viola Masek, daughter of National Theatre Supply manager Frank Masek. The event was arranged by Mollie Weiss and Rhoda Rubin, as queens for the day.

New Distribution Policy

DETROIT—A new film distribution policy was announced by Training Devices, Inc., for its special quiz film reels used in the Quizzer, coin-operated machine. Film will be sold outright, instead of handled on a lease basis as in the past, as a result of the reduced cost of production. Coincidental with the new policy, a number of new film reels were released for national sale by the company.

Filmrow Clubs Join For Pre-Yule Party

Detroit—Theatrical post of the American Legion and the Nightingales club, Filmrow's past masters of the midnight ball, will join forces Monday (20) to hold a big pre-Christmas games party at the Detroit Labor Temple. Prizes for the event range from radio-phonograph combination sets to complete turkey dinners. The event is expected to draw a big turnout of local theatre and amusement people.

Dattola Theatre Sold

NEW KENSINGTON, PA.—The Dattola Theatre was sold out reecntly to the Aluminum Co.'s Twenty-Five-Year club.

CLEVELAND

Compliments of the Season
JACK GERTZ
Sales Representative
Coulter Premiums — Novelty Games
Hotovenware Dishes — Banko
404 Film Bldg. — CHerry 7559
Cleveland

Season's Greetings
THEATRECRAFT MFG. CO.
David Sandler, General Manager
Manufacturers of
IN-A-CAR
SPEAKERS and SPEAKER-HEATER UNITS
for
DRIVE-IN THEATRES
1878 East 18th St. — Cleveland

M. H. FRITCHLE
and
Associates of
Oliver Theatre Supply Company, Inc.
EXTEND BEST WISHES
and
A MERRY CHRISTMAS
and
HAPPY NEW YEAR

Consider War Memorial

MANSFIELD, OHIO—Representatives of veterans organizations, labor and civic groups are considering a proposal to build a municipal auditorium here as a memorial to the city's war heroes. The city has no public hall and special attractions are held in three comparatively small school auditoriums.

Wexford Has New Policy

MANTON, MICH.—L. O. Griffin, owner of the Wexford Theatre, has changed theatre policy to provide four changes of program a week, instead of three.

CLEVELAND

TO ALL OUR CUSTOMERS
and FRIENDS
MERRY CHRISTMAS and
HAPPY NEW YEAR
from
The newly enlarged and redecorated
FILM CENTER GRILL
Barney Nelson, Proprietor
Film Bldg. — Cleveland

BERT BROCK and
WALTER OLDS
of
ARGUS INC.
Extends Best Wishes for
A MERRY CHRISTMAS and a
HAPPY NEW YEAR

COMPLIMENTS OF THE SEASON
TO ALL
NATIONAL SCREEN SERVICE CORP.
NAT BARACH
Branch Manager
GEORGE KENDIS — Office Manager
IRVING MARCUS — Sales
And Associates

Season's Greetings
SHARP'S SERVICE STATION
Lou Sharp, Proprietor
MOBILGAS — MOBILOIL
TIRES — BATTERIES
2103 Payne Ave. — Cleveland



SEASON'S GREETINGS

CLEVELAND

MERRY CHRISTMAS HAPPY NEW YEAR

from

EAGLE LION FILMS, INC.

ROBERT RICHARDSON
Branch Manager

Gordon Craddock Jr. — Al Glaubinger

Herbert Horstemeier
Office Manager

George Matthews
Booker

WE ALL JOIN IN WISHING YOU
A VERY MERRY CHRISTMAS

and

A VERY HAPPY NEW YEAR

MONOGRAM FILM DISTRIBUTORS, INC.

NATE SCHULTZ
President

Sam Schultz — Nate Gerson and Associates — Carl Scheuch

Holiday Greetings

from

OHIO THEATRE SUPPLY COMPANY

"Your Motiograph-Mirrophonic Dealer"

BEN L. OGRON
and
Associates

202 Film Bldg. Cleveland

CLEVELAND

SEASON'S GREETINGS

from

UNIVERSAL - INTERNATIONAL PICTURES CO.

P. T. DANA
District Manager

LESTER ZUCKER
Branch Manager

Leo Gottlieb — Frank Musto
Alex Schimel — Jerome Levitt
George Flynn — Bob Bram

Holiday Greetings

ALBERT DEZEL PRODUCTIONS INC.

Screen Guild

EDWARD SALZBERG
District Manager

JUSTIN SPIEGLE
Branch Manager

JACK WALSH
Salesman

Clara E. Gaier — Bertha Dumas
Mary Drews — Helen Bercic
Ellen Walotsky — Joe Bernstein

HOLIDAY GREETINGS

from

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INSURANCE

Cleveland

Eight Teams Vie for Place In Cleveland Bowling

CLEVELAND—Most popular extracurricular activity among members of the motion picture industry these days is the Film Operators' Bowling league, consisting of six teams, each sponsored by some branch of the industry. Teams meet once a week at the Alhambra alleys. A. T. Smart is president of the league and Tom Fitzgerald is secretary-treasurer.

Teams and sponsors include:

Mobiltone In-Car Speakers, sponsor—Clarence Brown, Charles Peck, Lewis Berger, Joseph Busby and team captain William Bullock.

Auto Voice Speakers, sponsor—James Fuller, Bruce Fisher, Richard Sheridan, William Noble and team captain William Kramer.

Ohio Theatre Supply, sponsor—Benjamin Walker, Arnold Weiss, John Noonan, Vincent Vallentine and team captain Earl Gehringer.

Oliver Theatre Supply, sponsor — George Sullivan, Edward J. McKeon, Joseph Zill, Gordon Bullock and team captain Fred Lane.

Alhambra Theatre, sponsor—John Hillegas, Bert Williams, Emerson Fitzgerald, William Riter and team captain Paul Collins.

National Theatre Supply, sponsor — Carl Lucht, Elmer Shafer, Tom Fitzgerald, Joseph Sobota and team captain A. T. Smart.

RCA Service Co., sponsor—Millard Ogle, Ralph Gertz, George Donelan, Joseph Busek and team captain Robert Bullock.

Union Federated Insurance Co., sponsor—Vincent McKeon, Floyd Weber, Ray Whitelock, John Barry and team captain Andrew Zill.

Team standings are:

	Won	Lost
Union Federated Insurance	18	9
Alhambra Theatre	18	9
Auto Voice Speakers	14	13
National Theatre Supply	15	12
RCA Service	12	15
Oliver Theatre Supply	11	16
Ohio Theatre Supply	11	16
Mobiltone In-Car Speakers	9	18

Justin Spiegle Feted; Appointed SG Manager

CLEVELAND—Justin Spiegle was guest of honor at a banquet sponsored by the Salesmen's club of Cleveland and held in the Variety Club, in celebration of Spiegle's recent appointment as local Screen Guild manager. Spiegle has been associated with Columbia, Eagle Lion and other exchanges during his long industry career.

Season's Best



ELSIE LOEB

BOXOFFICE REPRESENTATIVE

2568 Overlook Road **Cleveland, Ohio**

Stage Show Helps Cincinnati Albee

CINCINNATI—Despite intensive Christmas shopping, trade at the local first runs generally remained at a high level. Personal appearances by Dick Haymes drew record crowds to the Albee, hypoing "Mystery in Mexico" to a mammoth 250 per cent. "The Three Musketeers," in a second round at Keiths, registered 185 per cent. "When My Baby Smiles at Me" continued to draw well in a second round at the Capitol. The Palace chalked up a good week with "Blood on the Moon."

(Average is 100)

Albee—**Mystery in Mexico** (RKO), plus stage show 250
Capitol—**When My Baby Smiles at Me** (20th-Fox), 2nd wk. 120
Grand—**Moonrise** (Rep) 90
Keiths—**The Three Musketeers** (MGM), 2nd wk. 185
Lyric—**Fighter Squadron** (WB), 2nd d. t. wk. 80
Palace—**Blood on the Moon** (RKO) 120
Shubert—**Miss Tatlock's Millions** (Para), 3rd d. t. wk. 90

'Plunderers' and 'Hamlet' Gross 130 in Cleveland

CLEVELAND—Business was about average here as "Hamlet" at $2.40 top continued to play to filled seats and "The Plunderers" at the Esquire proved the best attraction since that house was taken over by the Community circuit in late October. The picture hit a high 130 per cent. The number of patrons supporting the Lower Mall and its foreign film policy grew sufficiently to warrant a holdover of "Jenny Lamour" and "Lucrezia Borgia," dualler which grossed 120 per cent. Clear, mild weather helped most grosses.

Allen—**The Boy With Green Hair** (RKO), 2nd wk. ... 90
Esquire—**The Plunderers** (Rep); **The Main Street Kid** (Rep) 130
Hippodrome—**They Drive by Night** (WB); **Angels With Dirty Faces** (WB), reissues 80
Lower Mall—**Jenny Lamour** (Vog); **Lucrezia Borgia** (Vog) 120
Ohio—**Hamlet** (U-I), 6th d. t. wk. of roadshow engagement 130
Palace—**When My Baby Smiles at Me** (20th-Fox), 2nd wk. 80
State—**The Three Musketeers** (MGM), 2nd wk. 105
Stillman—**Larceny** (U-I) 100

'Musketeers' Gets 155; High in Pittsburgh

PITTSBURGH—"The Three Musketeers" was one of the Golden Triangle's most substantial offerings in months, packing 'em in, keeping 'em waiting and materially assisting other theatres in selling tickets. Grosses were over the top in all but one theatre as the Christmas shopping season hit a merchandising peak.

Fulton—**Rogues' Regiment** (U-I) 125
Harris—**When My Baby Smiles at Me** (20th-Fox) 135
Penn—**The Three Musketeers** (MGM) 155
Ritz—**Hamlet** (U-I), 4th wk., roadshow prices 175
Senator—**Road House** (20th-Fox), 3rd d. t. wk. 120
Stanley—**Fighter Squadron** (WB) 120
Warner—**Northwest Stampede** (EL); **Sofia** (FC) 90

Grosses Headed Downward At Detroit First Runs

DETROIT—A further downward spiral of grosses generally at first runs was apparent. Few attractions were able to overcome the trend.

Adams—**A Song Is Born** (RKO), 5th wk. 95
Cinema—**Hamlet** (U-I), 2nd wk. 135
Downtown—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues 80
Fox—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox), 2nd wk. 95
Michigan—**Johnny Belinda** (WB); **Adventures of Gallant Bess** (EL), 2nd wk. 120
Madison—**Let's Live a Little** (EL); **In This Corner** (EL) 90
Palms-State—**Red River** (UA), 2nd wk. 115
United Artists—**The Paradine Case** (SRO), 3rd wk. 90

Hanna Books for McKitten

BRACKENRIDGE, PA.—Wallace McKitten, new owner of the Valley, has turned over film licensing and booking to Louis E. Hanna, Pittsburgh agent. McKitten recently purchased the theatre from Joseph Cevario.

CLEVELAND

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Cleveland

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and
HAPPY NEW YEAR
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Cleveland

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AND BEST WISHES FOR A
PROSPEROUS NEW YEAR
NATIONAL THEATRE SUPPLY COMPANY
in Cleveland
FRANK MASEK,
Manager

TO ALL OF YOU
MERRY CHRISTMAS and
HAPPY NEW YEAR
From All of Us
COMMUNITY CIRCUIT
Henry Greenberger
Max Lefkowich
and
Associates

COLUMBUS

The Lane, tenth in the Academy circuit of neighborhood houses, opened December 16. The Colonial design theatre is located in Upper Arlington, wealthy suburban area . . . "Jassy" was first run at five Academy houses December 15-18 . . . The Old Trail at the western edge of Columbus is serving as a directional guide for fliers. A huge arrow reading "Port Columbus 11 miles" has been painted on the roof.

Variety Club and the Columbus Dispatch are cooperating in staging a four-day Kiddies Christmas Carnival December 21-24, centering around the city hall. Free carnival rides, candy, popcorn and gifts will be available to kids. Cecil Sansbury of Tent 2 and Ramon Cram, Dispatch promotion manager, are co-chairmen. Leo Yassenoff is chairman of the executive committee which includes Robert Boda, P. J. Wood, Martin Burnett, Fred Rowlands and Harry Schreiber.

Walter Kessler, Loew's Ohio manager, arranged with local Chrysler-Plymouth dealers to sponsor a pre-Christmas children's theatre party Saturday, December 18, with the Lassie feature, "Danger in the Hills," as top attraction. Columbus is one of several cities in which the new title "Danger in the Hills" is being tested in place of "Hills of Home."

The population of Columbus has climbed 41,263 since 1940, with a present total of 347,350 in the corporate limits, according to a survey by the research department of the Columbus Chamber of Commerce. The three major suburbs also have grown: Bexley, from a population of 8,705 in 1940 to 11,370; Upper Arlington, from 5,370 to 8,562, and Grandview Heights from 6,960 to 7,938.

Rialto friends of Jack Good held several welcome home parties for the stage and screen dancer and comedian, who was here as a featured player in the road company of "The Desert Song" at the Hartman. Jack, a native of Columbus, is really Irwin Whittridge.

CLEVELAND

HOLIDAY GREETINGS
from the
ESSICK & REIF CIRCUIT
P. E. ESSICK HOWARD REIF
and Associates

Merry Christmas Happy New Year
from
L. C. GROSS E. S. JOHNSON
L. J. ALBRECHT

LARRY KUNZ
of
AMERICAN SEATING CO.
Extends Best Wishes for
A MERRY CHRISTMAS and a
HAPPY NEW YEAR

Harry F. Petty Dies; Kentucky AFL Head

LOUISVILLE—Harry F. Petty, 52, projectionist at Loew's Theatre here since it opened almost 20 years ago, and president of the Kentucky Federation of Labor, died in the theatre shortly before be has scheduled to go to work in the projection room.

As head of the Kentucky Federation of Labor, Petty ran an organization of some 100,000 AFL union members throughout the state. Another position for which he was well-known was editor of the Kentucky Labor News. In his years of union activity he had held a variety of offices, which included the presidency of his own Motion Picture Operators union and the Central Labor Council.

During World War II, Petty served as chairman of an OPA ration board and member of the board of directors of the Louisville war fund. He made regular appearances at legislative sessions in Frankfort on behalf of union measures. He resigned as a member of the Republican county executive committee because the party defended the Taft-Hartley act.

Petty was born Oct. 16, 1896. He is survived by his wife and brother Samuel.

CLEVELAND

HAPPY HOLIDAY GREETINGS
from
AL SUNSHINE
ADVANADS - DATER COMPANY
204 Film Bldg. Cleveland

SEASON'S GREETINGS
from
BERNIE RUBIN
of
IMPERIAL PICTURES
Cleveland

Best Wishes for a
MERRY CHRISTMAS
and a
HAPPY NEW YEAR
from
ASSOCIATED CIRCUIT

LOUISVILLE

On a Veterans hospital tour, actress Mancy Kelly stopped off here to visit patients at Nichols hospital . . . The stage play "Oklahoma!" is scheduled to return to the Memorial auditorium December 27 for its second one-week engagement . . . Ray G. Colvin, president of the Theatre Equipment Dealers Protective Ass'n, with main offices in St. Louis, stopped here to visit W. E. Carrell of the Falls City Theatre Equipment Co., en route to the National Ass'n of Popcorn Manufacturers convention in Chicago.

N. B. Kaplan, president of Theatre Enterprises, Woodlawn, Ohio, was here renewing old acquaintances. Kaplan was in the motion picture business here a number of years ago.

Oscar Hopper, Arista Theatre, Lebanon, Ky., visited the Row and attended the Kentucky-DePaul basketball game at the Jefferson county armory. Oscar is quite a basketball enthusiast and never misses an opportunity to see a high school or college game. Other visitors to the Row included James Story, Mary Agnes Theatre, Jamestown; G. M. May, Dream, Corydon, Ind.; George Peyton, Griffeth, LaGrange; Mr. and Mrs. Don Steinkamp, French Lick Amusement Co.; Bob Enoch, Elizabethtown Amusement Co.; C. O. Humston, Lyric, Lawrenceburg; Mr. and Mrs. Bruce Aspley, Trigg and Plaza, Glasgow; Clark Bennett, Valley, Taylorsville; J. C. Smith, Bloom, Bloomfield, and G. D. Saylor, Wallins, Wallins Creek.

Louis Arru's Skyway Drive-In on Bardstown road near Buechel appear to be the last to close its gates. The Skyway was scheduled to run until December 12 . . . Guthrie F. Crowe, commander of the Kentucky American Legion and president of the Kentucky Ass'n of Theatre Owners, dedicated the new Iroquois post here.

Changing on Tuesday instead of the conventional Thursday, the National brought in reissues with "Flying Tigers" and "The Fighting Seabees." With a Wednesday change, Loew's brought in "Walk a Crooked Mile" and "Jinx Money." The Scoop brought back "Dangerous Journey," while the Brown took over "Good Sam" for a further run following a week at the Rialto. The Mary Anderson brought in a new bill of "Fighter Squadron" on a single feature, while new double features were in order at the Rialto with "Road House" and "Trouble Preferred" and the Strand with "Will It Happen Again?" and "Inner Sanctum."

CLEVELAND

GREETINGS OF THE SEASON
Co-Operative Theatres of Ohio
MILTON A. MOONEY
and
ASSOCIATES

LEONARD MISHKIND
Extends Best Wishes for
A MERRY CHRISTMAS and a
HAPPY NEW YEAR

Flood City Now Asks Gross Business Tax

JOHNSTOWN, PA.—A new mercantile tax unanimously voted on the city council calendar, and scheduled to be enacted before Feb. 1, 1949, will assess the total business of amusement places and restaurants along with retailers and wholesalers. The ordinance lists theatres, motion picture houses, bowling alleys, pool rooms, skating rinks and dance halls among amusement places subject to the tax. It also would levy the tax on restaurants and other places where food, drink or refreshments are served. Under the plan, retailers, places of amusement and restaurants would be taxed at the rate of one mill on their gross volume of business. Wholesalers would pay a half-mill tax on the same basis.

Johnstown theatres now pay city taxes of $50 or $100 a year depending on their seating capacity.

The new measure would wipe out most of the present business license taxes.

Johnstown this year imposed a one per cent wage tax and in addition has increased property assessments five per cent.

First Film Is Televised

CLEVELAND—First film to be locally televised is "Crystals of Energy," a two-reel sugar subject distributed through Modern Talking Pictures. WEWS, local TV station, did the job and is broadcasting it on its regular TV program.

Bill Flemion to Manage Screen Guild Exchange

DETROIT—In conformance with the national policy set up by Robert Lippert, president of Screen Guild, its exchange in the Detroit area will function under its own identity. William Flemion, who has been part of the Dezel organization in the management of the local Screen Guild exchange, will have complete supervision under the new regime.

Albert Dezel, owner of the Screen Guild franchise here, will continue to handle his program of Favorite, Masterpiece and other product under the trade name of Albert Dezel Productions, Inc.

Proposed New Curfew Law Is Tabled Indefinitely

MUNCIE, IND.—An ordinance which would set misdemeanor penalties for allowing youths 12 or under to enter a "place of amusement" after 7:30 p. m. was attacked in its first reading at the city council meeting recently and was tabled indefinitely. The ordinance was sponsored by the Muncie Motion Picture Council and was similar to one proposed last year and defeated. Councilman Lionel L. Harmison attacked the proposal as class legislation discriminating against theatres.

Nick Tornichio Marries

BUCYRUS, OHIO—Nick C. Tornichio, assistant manager at Schine's Bucyrus and a marine veteran, was married recently to Carol A. Barber, daughter of Mr. and Mrs. M. G. Barber of Bucyrus. Tornichio is a native of Crestline.

Salisbury to Have Theatre

SALISBURY, PA.—A new theatre is being erected here for Jess Cramlet. He is a newcomer to exhibition and this will be the community's first theatre.



M. J. GORDON—Supervisor, Allied and Ohio Drive-In Theatres located in Toledo, Dayton and Parma, Ohio; Pittsburgh, Pa.—says:

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PITTSBURGH

George Otte, West Virginia Theatrical Enterprises executive, was expected to return home from a Wheeling hospital where he underwent an operation . . . Maryl Boyle, brother of Orlando "Slam" Boyle, is Republic's new night shipper. He succeeds Bob Kimbel who moved to day duties as assistant to Frank Thomas. The vacancy occurred when Bob Parme joined the navy . . . Joseph Delisi, Avonmore and Saltsburg, and family are vacationing in Florida . . . Gabe Rubin was in New York booking foreign films for the Art Cinema.

Mrs. P. M. Thomas, operator of the Parker, Parkersburg, W. Va., reports the death of her brother-in-law and sister-in-law, the Simon Thomases, in an auto accident near Wheeling last week. P. M. Thomas is an auto distributor in Parkersburg . . . Republic' Christmas party will be held December 20 at the Henry hotel . . . Atlas Theatre Supply display and sales rooms have been repainted.

Bill Heaton's marble factory at Cairo, W. Va., is closed for the present after producing a record number of commies (not pinkies or reddies) for American and European markets. Bill is the Pennsboro exhibitor . . . Joe Yule, the Jiggs of the Jiggs and Maggie series produced for Monogram, will be seen here in the title role in "Finian's Rainbow" at the Nixon for two weeks opening December 27 . . . Eddie Wheeler, Monogram salesman, is much impressed with Lou Padolf's Great Dane. Eddie says the Virginia, Parkersburg, exhibitor's dog is as big as a horse.

Maurice Smith, manager of Ralph Wilson's Tyler, Middlebourne, W. Va., is assuming duties as clerk of circuit court in Tyler county, but he will continue theatre duties. Wilson publishes the Tyler County Journal . . . Sgt. John Morin, former local theatre manager now stationed at the army recruiting headquarters here, announces the December 11 marriage of his daughter Jane and Robert Latta, New York actor.

Warner circuit partnership with Morris M. Finkel, president of Allied MPTO of Western Pennsylvania, and his father-in-law O. F. Habegger will be dissolved by stipulation under action of the U.S. supreme court. The theatres in this combine are the Mount Oliver in Mount Oliver and the Shadyside in Shadyside, operated by the Mount Oliver Theatre Co. and listed for years as Warner units.

Alex Showe of Theatre Candy Co. and Showe Confections and Janet Lehrfeld of Philadelphia will be married there December 26. Some of the Filmrow boys staged a bachelor party recently for Alex, a cousin of Raymond Showe . . . Kiddies visiting the Manos in Unitontown are greeted daily from 3 to 6 p. m. by Santa and are photographed with the jolly old fellow . . . United Artists employes will enjoy a Christmas luncheon in the William Penn hotel at noon December 20.

Harry Michaelson, RKO short subjects and 16mm general manager and former local film salesman and branch manager for the company, was a visitor for several days as was Bob Foliard, district manager . . . Herb Shearer of the Hiland in the Homewood district stopped to wish us a Merry Christmas and he meant it as he plunked down $3 for a subscription renewal . . . Raymond Showe of Theatre Candy Co., in Chicago this week attending the popcorn convention and coin machine show, was in that city only two weeks ago attending the convention of the National Ass'n of Amusement Parks, Pools and Beaches.

All cast members of the Theatre Guild's "Allegro" were guests of the Ritz management at the December 16 matinee showing of "Hamlet" . . . Motion pictures showing Monessen's preparations for the yule season are being photographed and will be exhibited in each of the three Manos theatres there . . . Shea's at Bradford presented a five-act stage show last Friday and Saturday . . . Variety Club, closed this week for fall renovations, reopened December 17 for the Friday family night party with the crew as hosts.

Paul Krumenacker, Warner manager here, went to Cleveland for a central district meeting with Jules Lapidus, eastern division manager; Mike Dolid, assistant to Ben Kalmenson; Charles Rich, district manager; Jerry Wechsler, Cleveland; Jim Abrose, Cincinnati, and Claude McKean, Indianapolis . . . Mrs. Irving Jacobs, wife of the MGM salesman, is recuperating after surgery at Montefiore hospital . . . Leon Reichblum, exhibitor, was called to Beckley, W. Va., by the death of his brother-in-law.

Paramount's annual Christmas party will be held in the exchange recreation room December 20. Dixie Dougan, president of the Pep club, is in charge . . . H. B. Epting, in charge of air conditioning for National Theatre Supply, was a visitor . . . Al Wheeler, formerly at Boston with MGM and Film Classics, is United Artists' new salesman here, succeeding Dave Brown, who is now with Screen Guild here. Al is the brother of Eddie, Monogram, and Hymie, Film Classics . . . Sam Wheeler is a grandfather. His son Ross became a father of a son, born in Washington, D. C., where Sam and son operate the Screen Guild exchange.

Warner Bros. Christmas party will be staged at the exchange December 20 . . . J. B. McGovern of the Paramount home office has been on duty at the local office . . . Ted Tolley, MGM shipper, underwent an operation in St. Margaret's hospital . . . Donald A. Stewart has been named manager of WDTV, the Du Mont network station which officially goes on the air January 11, opening date for the coaxial cable connecting eastern and midwestern stations . . . C. C. Kellenberg, 20th-Fox sales manager here, suffered third degree burns of his left thumb and the palm of his hand when in lighting a cigaret he failed to cover his paper book of matches.

RKO's annual Christmas party will be an event at the Sheraton hotel December 20. Lucille Wirthe and Paul Reith made the arrangements . . . Lloyd Baker and Joseph Fecheck, Brownsville and Charleroi showmen and popcorn and supplies distributors, were in Chicago this week attending a three-day convention of popcorn producers and distributors . . . John H. Harris is in Hollywood for the opening of his new edition of "Ice Cycles."

Warner circuit managers here held their Christmas party December 14 at the Warner club in the Clark Bldg. . . . At Cinema is presenting the German "Life and Loves of Tchaikowsky" and the Italian "First Opera Film Festival," and on December 24 the Italian "Paisan" will open in the Liberty avenue house.

Christopher Lynch, Irish tenor, presented a concert at the Virginia Theatre in Wheeling . . . Recent stage attractions included Blue Barron's orchestra at the Capitol in Wheeling, Duke Ellington at the Park in Meadville, the Ink Spots and Boyd Raeburn's orchestra at the Butler in Butler, Kara-Kum mystery show at the Roosevelt in Republic and the Palace in Parkersburg.

All Manos circuit theatres are presenting free Christmas shows and treats for the kiddies . . . The Meadville budget setup reveals that expected revenue from the city amusement tax for 1949 is $25,000. For the current year this tax was expected to yield $40,000 . . . Fun-O-Club Saturday matinees at the Prince, Ambridge, where the kiddies are urged to bring their lunch, features such events on the stage as pie-eating contests, ice cream eating contests, eating apples on a string, etc., plus two western features, cartoons and a serial chapter.

The 20th Century-Fox Family club installed new officers at the annual Christmas party December 17 at the Roosevelt hotel . . . Belpre Drive-In, Parkersburg, has closed except on weekends . . . Lieut. Gordon Kearsey, former assistant at the Fulton, missing recently on a Seattle-Alaska flight, is safe in Seattle . . . Phil Katz, Enright manager, for the third consecutive year, copped the Waner circuit city showmanship award and a $250 bonus. He won his first two awards while at the Kenyon.

PITTSBURGH

Season's Greetings

Art Levy
George Tice
Herb Berman
Jack Judd
Frank Silverman

COLUMBIA PICTURES
Pittsburgh



SEASON'S GREETINGS

PITTSBURGH

MERRY CHRISTMAS - HAPPY NEW YEAR

Alexander Theatre Supply, Inc.

PITTSBURGH

Sam Fineberg — F. D. "Dinty" Moore

James H. Alexander — Bill Weaver

Charlotte Colledge

Leo Isaacs

PITTSBURGH

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Pittsburgh

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SEASON'S GREETINGS

PITTSBURGH

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Robert Lynch
Leonard Perlman
Jack Kalmenson
Saul Perilman
Paul Krumenacker

The Pittsburgh Boys

WARNER BROS. PICTURES

PITTSBURGH

Season's Greetings

Eddie Moriarty
Max Shabason
Wahneta Gardner
Eddie Mackins
Margaret McGeever
SAAL GOTTLIEB
Irv Jacobs
John Mayer
Harvey Amado
Meercy Braff
Ted Tolley
JOHN J. MALONEY

"The Friendly Company"

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PITTSBURGH

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Pittsburgh

extends

BEST WISHES FOR

A MERRY CHRISTMAS

and

A HAPPY NEW YEAR

David Kimelman
Robert E. Caskey
Charles Mergen
Wm. H. Brooks

"If It's a Paramount Picture, It's the Best Show in Town"

Holiday Greetings

David C. Silverman
Irving Frankel
Stanley Dudelson
Sam Milberg
Paul Reith
Marion Willett
Claire Niederberger
Bernard Randall
Jack Lange
Alan Wieder
Cecilia Kieselbach

RKO-RADIO PICTURES

PITTSBURGH

Season's Greetings

EAGLE LION

James Hendel
John A. Zomnir
Milton Broudy
Emanuel Youngerman
Jack Weltner
Cecilia Guehl
Marcia Cohen
Mary Margaret Guehl
Mary Obradovich
Betty Schacter
Helen Garlitz
Caroline Fellinger
Thelma Goldberg
Alice Murawski
Mary Torbich

PITTSBURGH

Happy Holiday Greetings

I. A. T. S. E.

LOCAL 171

Pittsburgh, Pa.

Cheswick Opening Scheduled Dec. 17

CHESWICK, PA.—From its porcelain enameled front and marquee to its screen, the newly constructed Cheswick on Freeport road is a modern and beautiful theatre, "first-nighters" will discover the evening of December 27.

The brick, concrete and steel building measuring 55x140 feet is recessed more than 50 feet from the sidewalk and has front, side and rear exits, plus additional safety features including a steel deck roof. Straight box marquee has silhouette name letters on top and four lines of Adler letters in the attraction spaces. Boxoffice is built into the lobby and in the inner lobby there is a built-in candy bar. All lighting is indirect, including the standee rail. There are three sections of blue Heywood-Wakefield seats numbering 750 and the wall decoration colors are maroon and silver.

Nick and Joe Mulone, father and son, are owners of the new Cheswick and the latter will serve as manager. The Joseph Mulones reside in the stone house adjoining the theatre. Contracting and most of the work on the physical theatre was done by Joe. The Mulones are local merchants.

Atlas Theatre Supply installed Motiograph projectors, Motiograph Mirrophonic sound, Motiograph lamps—50 amps., with rectifiers; Thomas Leedom carpets; ticket register, coin changer, film lockers, Adler displays, all booth equipment.

Florence Kipp Wins Honor For RKO Showmanship

CINCINNATI—Florence Kipp, manager of the RKO Paramount Theatre here, was named the Manager of the Month for October. The award, a highly coveted one, is presented monthly to an RKO theatre manager.

A dahlia show held in the lobby of the Paramount won the award for Miss Kipp.

Manager Kipp is an energetic and persistent showman. She now has in operation at the theatre a Friday night amateur show, conducted by Harris Rosedale, dancing academy head, and Paul Dixon, radio announcer, and a Saturday matinee jamboree, consisting of cartoon, comedies and novelty films.

In addition she is organizing a Cartoon club, in which membership cards will be offered to youngsters along with a bicycle and wrist watch prizes for nonabsence.

Pittsburgh Theatres Sign

PITTSBURGH — Loew's, Warners, Shea's, Harris and Skirball circuits have signed new three-year contracts with IATSE Local 171. In negotiation since August 1, the contracts are retroactive to last September 1, date of the expiration of the old deal. A 15-cent hourly wage increase was granted for the first year, and there will be a 5-cent increase for the second year and a 5-cent increase for the third year. The "affiliated" theatres contract covers the major city houses and Shea's Orpheum in McKees Rocks. IATSE's contract with the independent owners expires next year.

Femme Lead in 'St. Ives Secret'

Rudolph Flothow has inked Vanessa Brown for the femme lead in the Columbia picture, "The Secret of St. Ives."



F. E. McCLELLAN—President, Ideal Amusement Company, Johnstown, Pa.—says:

"RCA Service has been our Silent Partner over the years, in carrying on the slogan, 'The Show Must Go On.'"

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Adv.

PITTSBURGH PITTSBURGH



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VINCENT J. CORSO
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GRant 5795

New NTS Installations In Michigan Theatres

DETROIT — The following installations have been made in Michigan theatres, according to C. Williamson, manager of National Theatre Supply:

Projection, sound equipment and Walker screen in the Latino, Saginaw, operated by Frank Solomon, Fred Esparza and Raymond Gardibay.

Flatroc at Flat Rock, operated by Johnny Vlachos: Crestwood carpeting, Walker screen, Hertner generator and coated projection lens.

New marquee, designed with unique lighting, Century Theatre, Detroit. New Crestwood carpet, Ward, Mount Pleasant, Lee Ward, owner; Senate, Detroit, Jack Broder, owner; Durand, Durand, Earl Annett, owner; Del-The, Detroit, F. DeLodder, owner; Forest, Detroit, E. Jacobson, owner.

New Simplex E-7 mechanisms and Magnarc lamps, Eastown, Wisper & Wetsman. NTS has taken a contract for complete equipment and furnishings for the new Dexter at Dexter, which is being built and will be operated by the McLaughlin Oil Co. The theatre will be equipped with Bodiform seats, Simplex projection and sound equipment, Crestwood carpets and Aluminex display frames.

The Lyric Theatre, Harbor Springs, operated by Thomas Reinwand, has installed Super Simplex mechanisms. New Magnarc lamps and Simplex E-7 mechanisms have been installed at the Michigan, Muskegon, which is operated by Paul Schlossman.

NTS has taken a contract for equipping Walter Shafer's new drive-in in the suburbs of Wayne, Mich. Theatre will be named Shaf and will be operated by the State Theatre Co. Simplex in-car speakers, Simplex projection and sound equipment and Hy-Candescent 180 ampere arc lamps will be installed.

The new Aluminex display frames, a recent addition to National's equipment items, have been installed at the Del-The, Flamingo and Apollo in Detroit, the Harbor, Ecorse, the Ric, Richmond, the Hudson, Hudson and the Dexter, Dexter.

TOLEDO

Howard Feigley, manager of the Rivoli, reports he now has a daughter-in-law. His son Howard jr., onetime manager of the Palace here and now working in Grand Rapids, Mich., was married to Joan Campbell of that city last September and kept it a secret until now.

Mrs. Frieda Blossom has been named office manager for the Theatre Equipment Co., operated by Mr. and Mrs. Al Boudouris. Mrs. Blossom will take over the job held by Mrs. Boudouris, who will retire . . . Giles Robb, manager of the Princess, is a grandfather.

Toledo Italian Opera Ass'n will hold its annual Christmas ball in the Catholic club December 21. The group has arranged for 1,000 underprivileged children to attend the event and to attend Loew's Valentine Theatre that afternoon, through the cooperation of Abe Ludacer, Valentine manager.

Three Jewish films are being offered at the Jewish Community center, with two showings on each date, at 6 p. m. and 9 p. m., at 60 cents admission: December 19, "Singing Blacksmith"; January 30, "The Cantor's Son," and February 20, "Der Dybbuk."

Bucyrus Outdoor Theatre Corp., Bucyrus, Ohio, was recently incorporated with 1,700 shares of par value $1 common stock and 750 shares of preferred par value $1 stock. Principals are listed as Baird Johnson and Roberta Veverka.

John Seeley of the Esquire Nut Shop, next door to the Esquire, always believes in paying bills promptly when presented. Last week, he told police, a man presented a bill for $16 from the Goodyear Service stores to a woman clerk, who paid it and received a receipt. There were only two things wrong with the transaction. Seeley didn't owe the bill and the Goodyear firm had no such collector in its employ.

Ben Cline Lenses 'Omoo'

Ben Cline has been set to lens "Omoo" for Screen Guild.

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and
A HAPPY NEW YEAR

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SEASON'S GREETINGS

DETROIT

Yuletide Greetings

DETROIT MOTION PICTURE OPERATORS UNION

I.A.T.S.E. Local 199



Frank Kinsora, President

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DETROIT

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and

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Wish You All
A Merry Christmas

and

Happy New Year

A Merry Christmas

and

A Happy New Year

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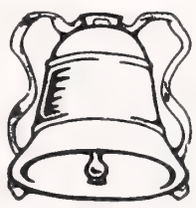
Clarence Williamson, Manager

Louis Burmeister
Gus Studebaker
Hilda Weis
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Joe La Bita

WISH YOU A MERRY CHRISTMAS and a HAPPY NEW YEAR

NATIONAL THEATRE SUPPLY COMPANY

Season's Greetings



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HARRY C. COMMODORE

SEASON'S GREETINGS

DETROIT

1948 1949

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DETROIT

Season's Greetings

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DETROIT - - - MICHIGAN

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SEASON'S GREETINGS

DETROIT

Season's Greetings

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DETROIT

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SELWYNNE GINSLER
DON MARTIN
SYD BOWMAN
GEORGE (BUD) SAMPSON, JR.
JACK LOTHAMER

And Entire Staff

Wish You Season's Greetings

Season's Greetings from

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Morris Lefko, District Manager

Hat Taylor, Branch Manager

George Sampson, Sr.
Frank Jones
Roy Carrow
Harold Hellman
Walt Goryl
Ed Loye
Eric Clarry
Bob Tilley

And the Entire Office Personnel

Season's Greetings

UNIVERSAL

Ben J. Robins
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Lee Goldsmith
Milton Zimmerman
Norman Silver
Sydney Turer

Jerry Scanlon

Season's Greetings

AFFILIATED THEATRES

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Leonard Brooks

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Season's Greetings

ALBERT DEZEL PRODUCTIONS, Inc.

SCREEN GUILD PRODUCTIONS of Michigan

Albert Dezel
William Flemion

Ann O'Donnell and Staff

DETROIT

Fred Halvorsen, a newcomer to the industry, is establishing the Movie Projection Service at 15646 Eastwood Ave. . . . B. F. Farnell, theatre seat supplier, is concentrating on the auditorium and church field now because of a shortage of material . . . Ann Mack is winding up affairs of the Mack Theatre Service here to move back to Chicago, where she will reenter the field . . . Lewis B. Smith and Leon B. Nevin are closing up the Warner Theatre Service, a giveaway company which they established last spring.

John Crane, back from a month's vacation in California with his wife, has fallen victim to a cold. Mr. and Mrs. Joseph Campis returned to their old stand managing the Priscilla during Crane's absence. The Campis now are looking for another investment . . . Don C. Green, operator at the Priscilla, made a recent trip to California and back by plane . . . Clyde Haskill, operator at the Sheridan, is putting in his spare time selling talking Christmas cards.

John Penrod is presiding over the general renovation program at the Sheridan for the Auto City circuit . . . Hugo Calisi, assistant at the De Luxe, reports regular stage shows will be back at the house soon . . . Ray Gagnon of the Cinderella returned from a hunting trip in Canada with a big moose and a deer . . . Walter Aller, former longtime manager of the Del-The Theatre, figures his new post, running the Woods tavern nearby, is just like show business. He's still meeting the same neighborhood customers . . . Don Kennedy of the West Side Drive-In returned from a month's deer hunting with bow and arrow and is getting ready to head for Florida.

Carl Larson's new shoes helped score his first big bowling success of the season . . . Welber Haartge of the Midtown found his scores going down as the result of a sore throat . . . Edgar Douville, rested up from vacation, proved he was still in bowling form . . . Mrs. Floyd Atkins has been selling tickets for the big Christmas party to Art Watson and Joe Wisper.

Lloyd C. Rudack has leased the Kum-C for ten years to Roy Bommarito, a newcomer in show business, who will operate it with his wife. Edward Popkins, former operator there, returned to California. Rudack plans to establish a larger theatre at a later date, named the Kent . . . Bill Hart advises he and his brother Leo are planning to get back into the field with the Associated Newsreel Co., which they organized before the war . . . L. N. Taylor reports the Detail Production Co. will resume work on the Miller Reel in the spring.

Morris Roth and Chaim Brisman, former Hollywood producer, have closed the National Film Enterprise, which they opened here about a year ago, to distribute revivals and foreign language films, particularly Yiddish pictures . . . Bill Green, former MGM exploiteer and theatre manager here, returned to visit his mother before leaving for a vacation, probably at Hot Springs, Ark.

Mrs. Claude Sheridan, wife of the Norwood-Telenews manager, is recuperating at his family's home following an operation . . . Bernard Conn, formerly of the Dexter, is now a member of the Junior Chemical society. He and brother Bernard, also formerly of the Dexter, had a busman's holiday, picking up their father Saul J. Conn at the Norwood after he got through.

Harry Owen is back from hunting without any trophies this year . . . Sam Brown, circuit operator, is basking in the Miami sun . . . Kenneth MacFarlane of the Grand is going in heavy for portrait photography . . . Kurt Newman from Bay City is assistant at the Grand . . . Harry Lewiston, owner of the Monroe, is getting ready to hold a housewarming at his new home.

William Brown, chief of staff at the Fox, and A. I. Marentette jr., audio-visual specialist, formerly with RCA, were visitors . . . Mrs. Gladys Pike, president of Michigan Film Distributors and Film Truck Service, is making a slow convalescence from her recent illness, but manages to get down to the office to keep things humming . . . Donald Martin, United Artists booker, had a workout as a strong man on some tough binders . . . Anthony Gugala of the new Mars returned from a short vacation in Texas . . . James Stathis, owner of the Century at Coopersville, bought the J. A. Laug grocery store there.

Jack Howard, son-in-law of W. J. Schulte, owner of the Majestic at Richmond, has taken over management of the house, replacing Alvin Stern, manager for 14 years . . . Mr. and Mrs. Glen W. Beach have opened the Glen-Arah, new 350-seater, at White Cloud . . . Theatre Owners, Inc., projected to represent the joint interest of Detroit exhibitors, but inactive for some time, has gone out of existence.

Jack Zide, Variety property master, advises the Society for Crippled Adults is holding a Christmas party for its special group of handicapped persons Sunday (19) at the clubrooms. The wives of Variety barkers will act as waitresses.

DETROIT

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HELEN HINDS

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The Trailer Man

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Merry Christmas

and a

Prosperous New Year

DETROIT

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Season's Greetings

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Season's Greetings

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DETROIT

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Detroit, Michigan

DETROIT

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SEASON'S GREETINGS

DETROIT

DETROIT

Season's Greetings

Clawson, Franklin, Eastwood
Romeo, and Emsee Theatres

IRVING BELINSKY

Season's Greetings
To Our Many Friends and
Customers

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Jack Zide

Dorothy Harrison Marilyn Harr

Season's Greetings

from

WARNER BROTHERS GANG

Season's Greetings

REPUBLIC

SAM SEPLOWIN

Season's Greetings

W. KUS

BILL'S POPCORN MACHINE REPAIR SERVICE

Season's Greetings

SAM & AL ACKERMAN
East Side Theatre

Section for Families Urged in Theatres

DETROIT—An innovation in theatre architecture to appeal to families with small children was unveiled by a semianonymous correspondent, A.M.V. in the Detroit News, who proposed soundproof booths with glass fronts at the back of the auditorium with speakers similar to the type used in drive-ins.

The proposal calls for enough booth space to allow a baby carriage to be brought in, and used alternatively to permit children to play around on the floor. Signal lights would be provided to call usherettes to take the children to drinking fountain or lavatory.

A family admission was proposed, based on the booth unit, with a cartoon starting at 6 o'clock preceding the regular feature.

The correspondent also suggested an alternate plan of providing a separate small children's theatre which would provide cartoons and westerns chiefly, while the regular show was attended by the rest of the family.

Convention Committees Named for Allied of Pa.

PITTSBURGH — Committees of the 28th convention of Allied MPTO of Western Pennsylvania have been named by Bill Finkel and Bill Blatt, co-chairmen:

Banquet and entertainment — Norman B. Mervis, Harry Hendel, George J. Saittis.

Program—David Hadburg, David M. Fineman, Morris Naft.

Publicity—Anthony P. Antonoplos, James H. Nash, William J. Walker.

Reception and entertainment for ladies—Max Arnold, James H. Nash.

Business sessions—Robert S. Lieber, William H. Walker, Bert Stearn, Joseph Gellman.

Ticket sales—William R. Wheat III, Ralph Mervis, Bert Stearn, Gilbert Gellman.

Hotel reservations—George J. Corcoran, Milton Antonoplos.

Registration greetings—Fred A. Beedle, J. G. Carruthers, Frank Panoplos.

Convention details—M. A. Rosenberg, Frank Panoplos, Herman Stahl, A. P. Way, B. G. Neyland.

Preliminary convention program: Monday, Feb. 21, 1949: Registration from 9 a. m. at William Penn hotel; noon luncheon in Fort Pitt room; business meeting at 1 p. m., in Allegheny room; evening dinner and entertainment at local night club.

Tuesday, February 22: meeting at 1 p. m., in Allegheny room; cocktail party at 6 p. m. in Fort Pitt room; banquet at 7 o'clock in main ballroom.

Adopt Double Bill Policy

FAIRMONT, W. VA. — Warners' Virginia adopted a first run double bill policy December 12. Warners' major theatre here, the new Fairmont, has been operating as a first run double feature house, and it is expected that in the future fewer dual bills will be offered at the A unit.

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82c per 24—5c bars. Peanuts 70c. Gum—60c.
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AKRON

The Highland Theatre was the scene of a special radio broadcast when 1,800 students jammed the neighborhood house at 8:45 a. m. to view the WAKR "Quizdown" broadcast and see ten color cartoons. The tickets for the show were distributed without charge to all parochial schools in Akron, Barberton and Cuyahoga Falls, since students from St. John's and St. Paul's of Akron were competing. Four Summit county schools also sent delegations, as well as nine Akron public schools.

Earl McManus, former manager of the Allen, Akron, was a recent visitor. He now is managing a new drive-in, the Midway, on route 20 between Ashtabula and Conneaut, Ohio. Mrs. McManus is handling the refreshment stand, as she did at the Allen.

Millard Ochs, manager of the Strand, said about 65,000 persons saw "Johnny Belinda" in its five-week run here.

Union Musicians Elect Hal Davis President

PITTSBURGH—Gene Urban, four-time president of the Pittsburgh AFM Local 60, was ousted from his office by a scant 15 votes. The man who beat him for the job of wielding the baton over union affairs was Hal C. Davis, whom Urban nosed out by just 11 votes last year. Also voted out of office were three of the six members of the executive board, John Marino, Frank Panella and Luke Riley. They were replaced by Max Adkins, Paul "Buddy" Murphy and Frank Cacese. Retained on the board were Michael J. Hickly, Leo Strini and Ira Wilson. James Comoroda and Nick Hagerty were re-elected vice-president and secretary-treasurer, respectively.

Retired Film Veteran Meyer Lefton Buried

CLEVELAND — Meyer Lefton, veteran in the local film industry and eldest of a family which provided many of the key figures in the development of motion pictures in Cleveland. In his eighties, Lefton retired about a year ago because of failing health. He was associated with Republic until his retirement. His brothers, all well-known in picture business, are Nat, former Republic franchise owner, now retired; Lou of Pittsburgh now living on the west coast, and the late Jack, film salesman until his death last winter. Three sons and a daughter are his survivors: Sophie, Nate and Albert of Cleveland and Jack of Detroit.

No Tax Change Foreseen

PITTSBURGH—This city's special taxes will not be increased or modified next year, according to John T. Duff jr., chairman of the council finance committee. He revealed that the three special taxes, amusements, mercantile and personal property, have brought in $300,000 more than expected this year. Under an estimate fixed at the beginning of this year, the amusement tax was expected to yield $1,500,000. Through November 26, the 10 per cent tax on amusements had brought into the city treasurer's office $1,406,107.

Allied and National Lead Detroit Bowling Leagues

DETROIT—National Theatre Supply and Projectionists Local 199 tied for first place in bowling standings as National Carbon Co. ran a close second. Team standings are:

	Won	Lost
National Theatre Supply	20	12
Projectionists Local 199	20	12
National Carbon Co.	19	13
Lorenzen's Flower Shop	18	14
Altec Sound Service	16	16
Brenkert Projectors	15	17
McArthur Theatre Equip.	11	21
Ernie Forbes Theatre Supply	9	23

200 scores were rolled by Eware Cross 220; Carl Larsen 203; Jack Colwell 203; Roy Thompson 199; Eddie Waddell 211; Nick Forest 210 and Fred Sutterfield 208.

Allied retains the lead in the Film Bowling league. Team standings are:

	Won	Lost
Allied	29	23
Republic	27	25
Scharun's	27	25
Theatrical	27	25
Co-operative	26	26
Monogram	26	26
RKO	25	27
UA	21	31

High 3 team—Republic 2542, Monogram 2535 and UA 2532; High 1 team—RKO 974, Republic 901 and Theatrical 883; High 3 individual—C. Sheran 635; E. England 626 and R. Forman 620; High 1 individual—C. Sheran 265; E. England 245 and W. Goryl 244; "200 club"—A. Levy 203 and J. Susami 201.

1949 Light Opera Assured In Pittsburgh Stadium

PITTSBURGH—Plans for a permanent home for the Pittsburgh Civic Light Opera, revealed recently by Edgar J. Kaufmann, president, have been received enthusiastically. Funds have been guaranteed, Kaufmann said, for one million dollars for construction of the all-weather amphitheatre.

Meanwhile, 75 civic and industrial leaders voted unanimously to continue the light opera in 1949. The program will be put on at Pitt Stadium as it has been for the last three years, despite estimates that it will lose $50,000 to $75,000 next summer. The committee had been asked to decide whether it should suspend the 1949 season and reopen the operetta season in the new million dollar amphitheatre in 1950.

'Superman' in Captivity In the Beaver Valley

NEW BRIGHTON, PA.—While the show was in progress at the Brighton, a six-foot figure cutout of "Superman" was stolen from the lobby. The standee had been on display only an hour when it disappeared. A new "Superman" was ordered to exploit the Columbia serial.

Urged to Meet Lawmakers

COLUMBUS—P. J. Wood, secretary of the Independent Theatres Owners of Ohio, in a recent bulletin, called attention to the many changes in the Ohio Senate and House as result of the election and suggested that every ITOO member contact his Senator and Representative so that when vital legislation affecting the motion picture business comes along, the formalities of getting acquainted will not then be required. Wood further cautioned members not to pay any Ascap fees or sign any contracts with Ascap until further notice.

Samuel Rothenstein Erects Theatre At Evans City, Pa.; Other Building

EVANS CITY, PA.—A new theatre is under construction here for Samuel Rothenstein, exhibitor veteran of 30 years who has operated the local Rialto for 13 years. Three sons also are exhibitors, Lou at Cambridge Springs, Abe at West Aliquippa, and Marty at Baden.

The new theatre is 100 feet from the old Rialto, which will be closed, and is being constructed of concrete block, steel and glazed tile. Seating capacity will be 250, auditorium will have a small stage, indirect lighting system, and there will be a cry room adjoining the projection booth. Front lobby will be 35 feet and there will be a small marquee erected. In most features the new local theatre will resemble the Baden at Baden. Rothenstein's sons are assisting in the project. The new Evans City theatre, unnamed at this time, is on a property adjoining the Sam Rothenstein residence.

Woodland Drive-In Ready

LEECHBURG, PA.—Harold Lee and William P. McMahon have completed the Woodland Drive-In on Route 66 in Parks township between Leechburg and Vandergrift, and except for installation of booth equipment, the new ozoner is ready for opening early next spring. Lee is a grocer on Keppel Hill and McMahon is an exhibitor with 16mm portable equipment utilized seven days weekly. Screen tower, constructed of wood and sheet aluminum is 48x42 feet and it fronts near the highway. Equipment was purchased from Atlas Theatre Supply.

Complete Drive-In Tower

DETROIT—The Maley Construction Co. of Wayne, Mich., is completing construction of the tower on the new drive-in at Chicago and Telegraph roads for the Community circuit, according to R. B. Shuler. Maley also is constructing a new drive-in for Walter Shfer of Wayne, and have erected others in Ohio and Pennsylvania.

Trafford Theatre Modernized

TRAFFORD, PA.—The McBride is practically an all-new and modern theatre following months of remodeling and installation of new equipments and fixtures. Scheduled to reopen December 17, the theatre, operated for many years by C. F. and George McBride, has new and enlarged lobby, new roof, new projection booth, new tile restrooms in the basement, new candy bar, and the entire building has been reinforced and decorated. Stage has been remodeled. New glass front and marquee are other features of the McBride. Alexander Theatre Supply furnished 420 International chairs and Atlas Theatre Supply installed Motiograph projectors, Motiograph Western Electric sound, Motiograph lamps with automatic stable arc, carpet, etc. Casimir Pellegrini was the architect and David Martin & Son was the general contractor.

Drive-In Hearing December 20

SOMERSET, KY.—A delegation of local residents appeared before County Judge C. I. Ross recently to voice their objections to the granting of a permit for construction of a drive-in here to Guthrie and Edna Lowry, J. W. and Trudy Childers. The delegation contended the drive-in, to be located three and one-half miles south of the city limits, would constitute a public nuisance. A public hearing was to be held Monday (20). Another application for a drive-in permit was filed earlier this year by Mrs. Anna Bell Ward Olson and Charles W. Mayhugh, but they have indicated they plan to withdraw their petition because they have found considerable opposition to a business of this type and their investigations have led them to believe that the ozoner "would not contribute to the welfare of the youth of the community."

Chain Plans Second Drive-In

DETROIT——According to circuit partner Irving Goldberg, Community Theatres is planning a second drive-in following completion of its west side house. For protective purposes the name of Bel-Aire Outdoor Theatre has been registered and may be used for either of the projects. The Town Theatre Co., to act as building company for the first of the drive-ins, also will be incorporated by the circuit.

Plan Drive-In at Logan

LOGAN, W. VA.—Plans were prepared here for construction of an outdoor theatre for Mathas & Robertson, local businessmen. Site of the new drive-in is a city area park costing $50,000. The ozoner will be ready for opening early next spring and will have a capacity of 510 cars.

I. J. Ficks Plans Drive-In

BROWNSVILLE, PA.—A new 400-car drive-in will open on route 40 two miles west of here early next spring. The owner is I. J. Ficks and the site is across the road from the Ficks diner. Complete Motiograph projection, sound and in-car speakers will be installed by Atlas Theatre Supply.

Thieves Enter Theatre

WALLED LAKE, MICH.—Thieves broke into the Lake Theatre recently and sawed off both the outer and inner doors of the safe to remove a small, undetermined amount of money and to take two collection cans used in the drive for polio funds.

New Speakers Under Production

CLEVELAND—The new type of Mobiltone in-car speakers combining speaker and heater in one unit, is now coming off the Theatrecraft assembly line, David Sandler, general manager, said recently.



Sing a song of Christmas Seals!

It's part of the American Christmas spirit — to give the greatest gift of all . . . health, life itself.

It began in 1907, this idea of buying Christmas Seals to overcome tuberculosis . . . and each Christmas since, the crescendo has swelled. Last year, it reached a mighty chorus of more than 15,000,000 American families.

You probably were included; thank you, and thank you again. If not, join in. Add even a tiny remembrance to the bottom of this year's Christmas list. Send your contribution to your Tuberculosis Association today, please.

BUY CHRISTMAS SEALS

Because of the importance of the above message, this space has been contributed by

BOXOFFICE

SEASON'S GREETINGS

DETROIT DETROIT

Season's Greetings

FILM EXCHANGE DRUGS

MAX BERNBAUM JACK GALLAGHER

Season's Greetings

THE JACOBSONS

Harry, Milton, and Edward

Greetings from

INDEPENDENT THEATRE OWNERS OF MICHIGAN, Inc.

Greetings from

LEONARD SOSKIN AGENCY

Season's Greetings

THEATRICAL ADVERTISING COMPANY

Season's Greetings

GEORGE McARTHUR & SON JAMES

Greetings of the Season

MORK-GREEN STUDIOS

243 W. Congress St., Detroit, Mich.

1126 Chimes Bldg., Syracuse, N. Y.

Merry Christmas and Happy New Year

From

T. JAGMIN, INC.

3998 Beniteau Ave. Detroit



SEASON'S GREETINGS

DETROIT DETROIT

Season's Greetings

CONFECTION CABINET CORPORATION

Theatre Concessionaires

Season's Greetings

ERNIE FORBES THEATRE SUPPLY

CHRISTMAS GREETINGS

BETTY BRYDEN

FOX THEATRE BUILDING

A MERRY CHRISTMAS
A HAPPY NEW YEAR

From

ALTEC Service Corporation

BEST WISHES

From

MIDWEST THEATRES, INC.

RAY SCHREIBER
AND EMPLOYES

Season's Greetings



METRO THEATRE SERVICE

Box Office Building Campaigns

John W. Peterson

Season's Greetings

DAVID NEWMAN

A Merry Christmas and

A Happy New Year

GENERAL THEATRE SERVICE

CARL W. and ROBERT C. BUERMELE



SEASON'S GREETINGS

DETROIT DETROIT

GREETINGS FROM

TED ROGVOY

Architect

SEASON'S GREETINGS

LELAND G. HILLIER M.D.

and

BARNEY KILBRIDE

DETROIT

Greetings of the Season

from

ANTHONY EUGENIO

Theatrical Decorator

12774 Elmdale Ave. Pingree 7720

Season's Greetings

EXHIBITORS SERVICE

CHARLES H. SIMPSON

Season's Greetings

JACK BRODER THEATRES

Seville
Time
Rainbo
Rex
Kramer
Senate
Crystal

Season's Greetings from

Paradise

THEATRE

Season's Greetings

DOLAN THEATRE SERVICE

HARRY A. DOLAN

Season's Greetings

From

"BOOTS" SCHARUN

SEASON'S GREETINGS

DETROIT

Season's Greetings



WALT HORSTMAN

DETROIT

Season's Greetings



LORENZEN'S

Detroit's Theatrical Florist

Season's Greetings

AUTO CITY THEATRES

ARNOLD WISPER

Season's Greetings



PAUL BRODER

SEASON'S GREETINGS

NED OGLESBY

Representative of

HEYWOOD-WAKEFIELD SEATING

Season's Greetings



KORMAN THEATRES

Greetings from

MOVICON

Michael De Martino

Season's Greetings

WALTER MORGAN

THORPE'S BAR

"The Northwest Corner of Film Row"

9849 Grand River Ave.



SEASON'S GREETINGS

DETROIT

Season's Greetings

ALEX SCHREIBER
HAROLD SMILAY
WILLIAM LONDON

Associated Theatres DETROIT

DETROIT

Season's Greetings

AMERICAN REFRIGERATING COMPANY

844 Michigan Bldg.
Phone WOodward 3-7066

Compliments

KRIM THEATRICAL ENTERPRISES

Greetings of the Season

MR. and MRS. MOE TEITEL

Warfield Theatre

Season's Greetings

HERMAN ROSENBERG

AMERICAN POPCORN CONFECTIONS COMPANY

Season's Greetings

MIDWAY THEATRE

FRANK E. STUART

Greetings from

ARTHUR, CHARLIE, & ED ROBINSON

Season's Greetings

LEW WISPER
and
FRANK A. WETSMAN

CINCINNATI

William Onie sold his Monogram Pictures franchise to partners George West and Ray Johnson, the change to become effective January 1. West will take over active management of the exchange. Onie has been connected with Monogram for the last 16 years . . . Jack Needham, Columbus, was a visitor. Needham is enlarging his booking and buying interests, having added the Liberty, Oak Hill, and the theatre in Frazeysburg to the three previously handled—the Goodale, Columbus, and the Majestic and Orpheum, Nelsonville, Ohio.

The Cooperative Theatre Service now is handling booking and buying of pictures for the Lyric, Williamson, W. Va., owned by Mrs. Gertrude Levine . . . Dorothy Lang, MGM contract department, received a loyalty pin after having completed ten years of service with the local exchange . . . Jack Rider recently took over the duties of student booker at MGM . . . Variety Club members were making plans for a New Year's eve party December 31 in the clubrooms. Attendance will be limited to 75 couples.

The staff of MGM will have its annual Christmas party December 21 at the Kemper Lane hotel where they will enjoy a dinner, games and dancing . . . The State Theatre, Middletown, owned by Mitchell Blachschleger, has been closed temporarily . . . Mrs. Alberta Grote, office manager's secretary at United Artists, is resigning to remain at home.

The board of directors of the local Colosseum held a meeting December 4 . . . Marty Warschauer, West Virginia salesman for Eagle Lion, met with a slight accident when his car collided with a jeep. No serious damage resulted . . . Jim Christian, formerly with 20th-Fox, is in the U-I booking department . . . Herbert Lane, U-I auditor, was here.

Frank Sheppard, who operated the Sheppard Film Trucking Service for many years, died December 5 at the age of 79. He had not been active in business recently. His son, Gil Sheppard, is a salesman for Columbia Pictures . . . Margaret Walker, inspector at RKO, underwent a kidney operation at the Christ hospital. Her condition is fair . . . The mother of Chris Davie, who operates theatres at Corning and New Lexington, Ohio, died at her home in New Lexington on December 6.

The older son of Virgil Jackson, exhibitor at Columbus, was inducted into the army recently. Jackson served in the army during World War II as a colonel, stationed in the far east . . . Hoy O. Simons, Fayette Theatre, Washington C. H., Ohio, returned from the Mayo clinic, Rochester, where he underwent a complete physical checkup . . . Bob Haley, RKO field representative in Cleveland and Detroit, was in Cincinnati territory with Hugh MacKenzie in connection with the coming world premiere of the new Disney feature, "So Dear to My Heart." Terry Turner, RKO exploitation director, also was a visitor.

Visitors in the city included Goode Homes and Don Keesling of the Newbold circuit, Bramwell, W. Va.; Arnold Skelly, Xenia, Ohio, and Manny Marcus, who operates theatres in the Indianapolis and Cincinnati territories and has his headquarters in Indianapolis. Marcus made the rounds of the exchanges with his Cincinnati manager, Vic Coffel . . . William Queen of the Wilmar Theatre, Columbus, was confined to his home for several days as a result of a beating given him by a drunk whom Queen had ejected from his theatre earlier in the evening.

CINCINNATI

BEST WISHES FOR THE NEW YEAR TO OUR GOOD FRIENDS

POPULAR PICTURES COMPANY

Distributor of
REALART PICTURES

Lee L. Goldberg
Donald R. Duff Joseph W. Goldberg
Joseph W. and Helen F. Bohn

Season's Greetings

And
"Thank You"
To All My News Contacts

LILLIAN SELTZER
BOXOFFICE Representative
1634 Central Parkway
Cincinnati 10, Ohio

CINCINNATI

SEASON'S GREETINGS
To my Friends and Patrons
MRS. ELLA MILLER
Film Center Restaurant

GREETINGS OF THE SEASON
TO ALL
from
NATIONAL SCREEN SERVICE CORP.
Billy Bein
Art Manheimer
Bill Filger
Derek Sydney

OUR BEST WISHES FOR
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR
from
BERLO VENDING COMPANY
H. K. McGowan
2820 May Street UN 2224 PL 5323
Cincinnati

Candidate for President Sought by IATSE Local

DETROIT—Al Champagne of 20th-Fox was re-elected business agent of IATSE Local F25 for 1949. Other new officers: Ann Rogell, General Theatre Service, financial secretary; Yvonne Dilling, U-I, secretary; Lew Metzger, Warner Bros., treasurer.

The organization lacks a president, inasmuch as no one was found to run for the office and Bert Holmes of Republic, retiring president, declined to serve again. In the absence of a vice-president in the local setup, the question of a presiding officer for the next meeting, to be held in January, remains open. It is expected that an attempt to elect a president will be made at that time.

Charles Winet Appointed Price Premium Salesman

CLEVELAND—Charles Winet, well known locally in the theatre premium field, has been appointed sales representative in the Cleveland area for the Price Theatre Premium Co. of New York. Otto Price, here to complete the deal with Winet, said premiums in theatres, were on the increase by leaps and bounds in an effort to keep attendance from dropping. Leading popular giveaways, according to Price, are dishes, cutlery and household utensils. For the time being Winet is using desk space in the office of Al Sunshine.

Produce 16mm Ad Films

DETROIT—Active production of 16mm silent and sound films for advertising and training purposes has been started by Hank C. Weber & Associates in the Basso Bldg. here. The company is currently producing a civic film, tentatively titled "Dynamic Detroit," for the Detroit convention and tourist bureau. Don C. Green, operator at the Priscilla Theatre, is sales representative for the firm.

Receipts Have Cash Value

COCHRANTON, PA.—Merchants are cooperating with the Iris Theatre in issuing 25 cent purchase receipts. These tickets have a cash value to winners at a weekly theatre drawing.



SEASON'S GREETINGS

CINCINNATI CINCINNATI

SEASON'S GREETINGS

Screen Guild Productions
Favorite Films
Masterpiece Productions
Albert Dezel Productions, Inc.

Harry A. Bugie, Branch Manager
Edward B. Salzberg, District Manager

SINCERE BEST WISHES FOR THE HOLIDAY SEASON

WARNER BROS. PICTURES, Inc.

Jimmy Abrose
Charles Schroeder — Ralph Salyer
Bob Burns — Johnny Eifert

Season's Greetings

MIDWEST THEATRE SUPPLY COMPANY, INC.

SEASON'S GREETINGS

from

THEATRE OWNERS CORPORATION

1230 Keith Building
Cincinnati, Ohio

Season's Greetings

MOVING PICTURE MACHINE OPERATORS

LOCAL 327 I.A.T.S.E. CINCINNATI

Season's Best Greetings

from

REPUBLIC PICTURES CORPORATION

George Kirby — Larry Brown
Jim Curran — Mildred Post
and Staff

SEASON'S GREETINGS

NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

Service Around the Clock

Greetings of the Season

from

ALTEC SERVICE CORPORATION

M. G. Thomas, District Mgr.
F. B. Mewborn, Branch Mgr.

New location—1112 Keith Building

SEASON'S GREETINGS

CINCINNATI

PARAMOUNT PICTURES

—Cincinnati—

extends

Best Wishes for

A Merry Christmas

and

A Happy New Year

Jack Rodman
V. F. Miller
Vincent Kramer
Fred Myers
James I. Doyle
William Meier

J. J. Grady

"If it's a Paramount Picture, It's the Best Show in Town"

CINCINNATI

SEASON'S GREETINGS from

20TH CENTURY-FOX

Joseph B. Rosen

R. C. McNabb
Jack Kaufman
E. C. Naegel
Mannie Weiss
Irv Good
Jim Neff
Tony Knollman
Russ Weiler
Bob LaSance

Joe Saladin
Irene C. Sagel

Merry Christmas

Happy New Year

COLUMBIA PICTURES

Allen S. Moritz, Branch Manager
Ross Spencer, Office Manager

Salesmen: Mort Perlman, Gil Sheppard, Dave Stamper
Harold Rullman, Jules Ziegler

Bookers: Bill Stanforth, Bud Tucker
Ray Russo

Cashier: Neva Granotte

SINCERE GOOD WISHES for a
MERRY CHRISTMAS and HAPPY NEW YEAR

RKO-RADIO PICTURES, INC.

Stanley Jacques

Eugene Tunick
Lloyd Krause
Jack Furrer
Joe McKnight
Lee Heidingsfeld
Bud Seigel
Wilbur Hetherington
Julius Brown
Bob Coleman
Kenneth Blake

BEST WISHES FOR A
HAPPY HOLIDAY SEASON
FROM YOUR EAGLE LION FAMILY

EAGLE LION FILMS, INC.

Ralph Morley
Dave Litto
Marty Washaver
Sterling Wilson
Jack Desmond
Dick Breslin

Harris Dudelson

Cincinnati, Ohio

The Best to You Always . . .
In All Ways

from

SELZNICK RELEASING ORGANIZATION

Joe Oulahan, District Manager

Mike Carmichael
Leonard Katz

Lyric at Lexington Opens for Negroes

LEXINGTON, KY.—A. Edward Campbell's new Lyric Theatre at Third and DeWeese streets here was scheduled to open amid gala festivities Tuesday (14). Under construction for approximately five months, the new Lyric is reported to be one of the finest theatres in the area strictly for colored patronage. In the equipment are included Motiograph Model AA projectors, Motiograph-Mirrophonic sound with Altec Lansing speakers, Radiant Perfold screen, Superlite coated lense, and Golde Rewind.

The Lyric also is equipped with a cry room. In addition to the new Lyric, Campbell is reported to have considerable interests in various drive-ins in both Kentucky and Indiana.

Theatres Oppose Ruling For Off-Street Parking

COVINGTON, KY. — Attorney Grauman Marks, representing the RKO-Albee Theatre here, appeared before the city planning commission recently to oppose a proposed zoning ordinance which would force theatres to provide off-street parking space in the event of expansion of existing buildings or the construction of new buildings. Marks told the commission such an ordinance would prohibit any new theatre construction.

The representative for small theatre operators said he was in favor of off-street parking provisions for new suburbans but declared it would be unfair in the case of alteration of existing houses to compel operators to provide such parking space.

Consider New Ordinance On Off-Street Parking

YOUNGSTOWN—The city council here is considering enactment of an ordinance establishing the amount of off-street parking space required of theatres, supermarkets, hotels and other places of public assembly. The city planning commission has suggested that theatrical buildings provide one parking space for each ten seats; stadiums, sports arenas and auditoriums, one space for each eight seats, and shopping centers, one space for each 300 square feet of floor space.

Coal Field Film Is Shown

BURLINGTON, KY.—Premiere showing of "Salt of the Earth," produced in the coal fields of Pennsylvania and in Hollywood, for the United Lutheran church in America, was held at two Lutheran churches here.

Open White Cloud Theatre

WHITE CLOUD, MICH. — Mr. and Mrs. G. W. Beach have opened the new Glen Arah Theatre here. The theatre, of cinder block construction, has a brick and glass front, a seating capacity of 350, a balcony cry room and a private party room.

New Akron Code to Pay Way

AKRON—The proposed new building code is expected to be self-supporting with the council estimating the new code will bring in about $38,488 a year.

From the BOXOFFICE *Files*

(Twenty Years Ago)

H M. RICHEY and J. M. Ritter of the Michigan Exhibitors Ass'n were in Cleveland recently, addressing the local exhibitors on the proposed Allied organization, which Michigan recently joined, with a vote of 12 directors in favor and three against.

* * *

Failure of the Peter Prinz Co., stock brokers in Detroit, resulted in losses to three or four Detroit exchange managers. The men had bought amusement stocks on margin and of course lost all they put up when the office was closed by the state securities commission.

* * *

A. J. Kleist jr., 35, rated as a millionaire, recently was found dead in dense woods near Creighton, Mich., where he had apparently succumbed to the cold while on a hunting trip. Several years ago he leased his entire circuit of theatres to W. S. Butterfield.

* * *

Ben and Lou Cohen have leased the Colonial in Detroit to Triangle Producers Ass'n.

AAF Exploits 'Squadron' In Pittsburgh Debut

PITTSBURGH—A parade heralded the prerelease of Warners' "Fighter Squadron" with two small planes hauled across Smithfield street. Assembled at the Union bus terminal, they were taxied to Pennsylvania station. Maj. Frank K. Everest participated in the ground-air parade. The Air Reserve Ass'n meeting here in the Hotel Henry staged an air forces reunion at the Stanley for a midnight showing of the film which features air battle scenes photographed during the war by flying, fighting cameramen. On display in the theatre lobby were the latest aerial equipment, flown in from Wright field. A radio broadcast saluted Pittsburgh's air force men.

Green Garden Drive-In Plagued by Lootings

ALIQUIPPA, PA. — The Green Garden Drive-In in Hopewell township, subjected to looting ever since it opened this year, again has been robbed. The night before the outdoor theatre opened, thieves pilfered four speakers and destroyed wiring. Throughout the season other robberies occurred. Recently, thieves stole ten speakers, two electric fans, a film splicer, film cue marker, fire extinguisher and other equipment. The theatre is owned and operated by the Kulick brothers of Ambridge.

Sky in Altoona Now Sun

ALTOONA, PA.—New proprietors of the Sky reopened the theatre December 2 but trouble developed with the former management. C. D. Weiser, last proprietor at this theatre, claimed he owned the name Sky, so the new enterprisers switched the name to the Sun, thus keeping a three-letter word which retains the first letter. Harry Peters, Saxton radio distributor, and Clifford Snyder of McConnellsburg are the new operators.

New Public Buildings Planned at Pittsburgh

PITTSBURGH—A one million dollar Civic Opera amphitheatre has been announced by Edgar J. Kaufmann, president of the Civic Light Opera Ass'n of Pittsburgh. The venture would take operettas out of Pitt stadium and put them in a permanent all-weather home. The site of the project is undisclosed. In three seasons at Pitt stadium, use of which was granted without charge by the University of Pittsburgh, the operettas played to enthusiastic crowds totaling 850,000, and with a financial loss of $200,000, three-quarters of which was underwritten by Kaufmann's department store. City councilman A. L. Wolk, vice-president of the operetta association, hailed the Pittsburgh opera as "the outstanding venture in the history of show business."

Pittsburgh also is to have a new and costly Civic Playhouse on the Boulevard of the Allies, one block from the present Pittsburgh Playhouse.

Four Free Flying Courses To Promote 'Squadron'

ERIE, PA.—Patrons entering the inner lobby of the Warner, where "Fighter Squadron" was the screen feature, were surprised to see on display a Piper Vagabond airplane. "How'd you get it in the theatre?" was the general inquiry.

The Warner and the Erie Dispatch merged interests in an air contest. Four free flying courses were awarded in the promotion and winners were announced from the stage. The contest was completion in 50 words or less of the sentence "I'd like to learn to fly because . . . ." Entries were placed in a box in the Warner lobby and representatives of the Erie Pilot's Ass'n named the winners. Newspaper cooperation, tieup and display of the airplane inside the theatre assisted materially in the exhibition of the picture.

Altoona Sky to Reopen

ALTOONA, PA.—Harry Peters of Saxton and C. Snyder of McConnellsburg will reopen the Sky, Eighth avenue and 12th street. Renovation now is in progress.

Foundation Work Started

LIBERTY, KY.—Foundation work was started here on a new theatre being constructed by Ralph Cundiff and John W. Weddel. The new building will measure 44x120 feet and will have a capacity of 500 seats. The front of the theatre will be of glazed tile. Cundiff and Weddel purchased the Allen Theatre about a year and a half ago from Oscar Hopper and decided to build the new house after the Allen was found to have a limited seating capacity. Cundiff estimated the new theatre would be ready for business in the early spring.

Enacts Local Ticket Tax

RANKIN, PA.—Borough council has enacted a 10 per cent amusement tax, effective January 1. Children's admissions will be exempt from tax.

Bill Local Girl Star

WHEELING, W. VA.—The capitol, presenting "Red River," cast Joanne Dru, leading lady, as Joan Lacock of this city.

Peter M. Wellman, Immigrant at 14, Now Owns Circuit of Ten Theatres

YOUNGSTOWN, OHIO—Peter M. Wellman, owner of a circuit of ten theatres in this area, who came to America in 1916 as a boy immigrant from Greece, could well be the hero of an Alger tale. Wellman recently opened his new Belmont, situated on a 14-acre tract in the north side.

Wellman was born in 1902 in Greece and had to go to work at the age of 11, saving enough money until at the age of 14 he had enough to come to America, finally arriving in Greensburg, Pa., to live with an uncle.

Wellman was introduced to the theatre business by Michael Manos, prominent Greensburg exhibitor. It was his business contacts with Manos that enabled Wellman at the age of 21 to open his first theatre at Apolla, Pa., in 1923. Two years later he married the former Bessie George, whom he met in Greensburg.

In 1925, Wellman and his family moved to Farrell, Pa., where he bought one theatre and later acquired a second one. They lived in Farrell for about nine years, when in 1934 Wellman bought the Mock Theatre in Girard, Ohio, and moved there. In 1937 he built a new theatre which he called the New Mock and changed the name of his other house to the Wellman.

In 1945, Wellman began expanding his holdings by the purchase of the Home Theatre in Youngstown and the Palace in Hubbard. He now controls ten theatres—the Newport, Belmont, Uptown, Mahoning, Home and Fox in Youngstown; the New Mock and Wellman, Girard; the Harbor in Ashtabula, and the Palace in Hubbard, as well as four drive-ins, the Northside, Southside and Westside in Youngstown, and the Family Drive-In in Steubenville.

He has found time to be active in Girard civic affairs, heading Red Cross and infantile paralysis fund drives. He has four sons and a daughter, ranging in age from 22 to 15. Michael, 22, is associated with his father as supervisor of operations. His daughter Catherine also is helping her father in the general operation of the theatres. Three of the Wellman sons are away at school.

William Twig, general manager for Wellman's theatres, joined Wellman in 1945. He got his start in show business in 1929 when he was a poster clerk at the age of 16 in Pittsburgh with Paramount Pictures, Inc., attending school while working. Wellman and Twig got acquainted in Pittsburgh when Wellman was located in Farrell, Pa. In 1932 Twig was transferred to the Cleveland office of Paramount as advertising sales manager. When Wellman came to Girard in 1934 he renewed his friendship and business relations with Twig while booking films at Cleveland. Twig now directs the buying and booking of films for all the Wellman theatres.

John Moliterno, 23, manager of the Belmont, began his theatre career as an usher in the New Mock at Girard before World War II. He advanced rapidly in the Wellman organization, being promoted to projectionist and finally to manager of the New Mock, before donning uniform. After the war he returned to the New Mock, and subsequently was transferred to the managership of the Fox Theatre on West Federal street, Youngstown.

Michael Wellman, 22, Wellman's oldest son, supervises the operations of the theatre organization. He was graduated from Staunton Military academy in 1944 and went into the army. He was discharged in December 1944 after service in the Philippines, and returned to Girard to join his father in the business.

Seventh Dayton Drive-In Planned by Sunset, Inc.

DAYTON—The Sunset Cruise-In Theatres, Inc., have revealed plans to open a 500-car de luxe drive-in here April 1. The drive-in, to be located on Germantown pike and Liberty road, will be seventh such installation in the Dayton area. The airer was designed and will be equipped by Globe Theatre Service and Supply Co., a branch of Theatre Equipment Co., Toledo.

Local 171 Stages Holiday Party

PITTSBURGH — Three hundred IATSE Local 171 members and friends, particularly children and grandchildren of city area projectionists, will attend the organization's annual Christmas party Saturday morning, December 18. Santa has candy, popcorn, toys and games for the kiddies and the entertainment will be motion pictures, naturally. Local 171 will cover the event photographically too and will shoot 400 feet of film which will be exhibited at later sessions.

'Big Jump' Becomes 'Hounded'

The new tag for the Columbia picture, "The Big Jump," is "Hounded."

Search for 'Good Sam'

FAIRMONT, W. VA.—The Fairmont Times and WVVW cooperated with the Fairmont Theatre in naming a local "Good Sam." The newspaper printed ballots which were marked and deposited in a box in the theatre lobby. The paper published the winner, and the award was made from the stage and was broadcast. With the recognition of the local "Good Sam" went many gifts, contributed by Fairmont merchants. Alan Weider, RKO exploiteer, was successful with a similar contest in Uniontown, Pa., where the local "Good Sam" received a loving cup.

In Battle on Opry House

ASHLAND, OHIO—The battle of the "old opry house" is in full swing. Sale of the valuable landmark, located at the main intersection in downtown Ashland, was authorized by the city council November 1. However, opponents have filed a referendum petition against the action, asking that the proposed sale of the property be submitted to voters next May. City officials are so belabored that they expect to abandon efforts to sell the building and let the voters decide the issue.

Allied Secretary Warns Against 'Film Ad' Gyps

PITTSBURGH—Theatre owners and managers should not do business with any film advertising promoter unless he carries an approval by an industry trade association which has thoroughly checked the producing company and the personnel, and theatre owners should warn merchants of self-designated promoters, said Fred J. Herrington, secretary of the Allied MPTO of Western Pennsylvania.

Swindlers have used the racket of hitting merchants for advance payment for film advertising for years and many times they have disappeared with the cash, leaving no film advertising for the merchants or the theatre. Unless exhibitors know the representative for any theatre promotion, giveaway or tieup, he should consult the area trade association before entering into any contracts or making any payments for merchandise, tickets or advertising, Herrington stressed.

Nicholas Manos Rites

GREENSBURG, PA.—Private services with military rites were held here in honor of Cpl. Nicholas M. Manos, who was killed in France, September 23, 1944. A son of Mr. and Mrs. Michael M. Manos, circuit owners, he was born in Greensburg April 18, 1925, and attended the Howe and Valley Forge military academies. He entered the armed forces immediately upon graduation from Valley Forge.

Interesting Yule Plans

BELLEFONTE, PA.—Ten events are being staged here by the chamber of commerce during the pre-Christmas season and the major promotions are at theatres. Included are free shows for children at the State and Plaza, with an extra candy treat. Three of the events at the Plaza are drawings for approximately $1,000 in prizes December 9, 16 and 23. Other events are Santa Claus parade, merchant ticket distribution, treasure hunt for school children, musical programs at churches, street rallies.

Theatre Party Yule Highlight

BRADFORD, PA.—The big free annual Christmas show given by Dipson's Bradford and the Bradford Journal for children up to 13 years of age will feature stage and screen entertainment and many prizes will be awarded as gifts from cooperating merchants. Awards will be made also to winners of the Journal "Christmas Coloring Contest." Staged at 10 a. m., the morning of December 24, the annual holiday show is one of the highlights of the yuletide season here.

Oppose Sunday Law Change

Pittsburgh—Half-a-hundred newly elected legislators and other western Pennsylvania office holders have agreed to oppose liberalization of Sunday laws, the Rev. Dr. Robert M. Blackwood told the Sabbath School Ass'n of Western Pennsylvania. Dr. Blackwood, re-elected secretary of the association, said he received 50 favorable answers to letters asking opposition to changes in the Sunday laws.

Hub Film Exchanges Plan Xmas Parties

BOSTON—Once again local exchanges are making plans for annual office Christmas parties and this year many are making reservations for tables at local night clubs, while others are having the parties within the office, hiring caterers and juke boxes for dancing.

The Rifkin circuit and the Monogram office staff is being entertained at the Newton home of Herman Rifkin where a sitdown dinner is planned in his big, attractive playroom. Many of the larger circuits are planning get togethers in the offices for cocktails and general celebration. All of the parties are limited strictly to members of the office staffs with no outsiders invited. The following is a list of the exchange dates and places of entertainment:

Columbia—December 20 at the Terrace room of the Hotel Statler; Mary McKenney, chairman.

Eagle Lion—December 21 at Steuben's restaurant with a screening, cocktails, dinner and dancing; Mary Margosian, chairman.

MGM—December 20 at the office; a screening first with cocktails, buffet supper and dancing; Sadie Goldman, chairman.

Monogram and the Rifkin circuit—December 20 at the Newton home of Herman Rifkin.

Paramount—December 20 at the Fox and Hounds; a screening, cocktails, steak dinner and dancing; Rita Sullivan and Marie Leitch, co-chairmen.

Republic—December 20 at the Latin Quarter; cocktails, dinner and dancing; Rose Reuben, chairman.

RKO—December 20 at the Gay Nineties; cocktails first at the office, a screening, dinner and dancing; Ellen Logue, chairman.

National Screen—December 17, an office party with cocktails, dinner and dancing; Pauline Anderson, chairman.

20th-Fox—At the Macauley post headquarters; a screening, cocktails and a catered dinner with dancing; Catherine Breen, chairman.

Warner Bros.—December 20 at Steuben's restaurant; cocktails, dinner and dancing; Joan Mansfield, chairman.

Universal—December 20, an office party with a screening, cocktails, a catered dinner and dancing; Robert Rand, chairman.

Ed Carroll Elected

HARTFORD—Ed Carroll of the Riverside Park Drive-In has been elected a director of the National Ass'n of Amusement Parks, Pools and Beaches. Carroll also operates the Riverside Amusement Park.

FILMACK SPECIAL TRAILERS

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FINEST QUALITY ★ P D Q SERVICE

PTA Awards Certificate To New Haven Manager

NEW HAVEN—Franklin Ferguson, enterprising manager of the Whalley and booker for the Bailey circuit, was recently "bowled over" when he was summoned by telephone to attend a PTA meeting in the nearby Roger Sherman school. The PTA mothers presented him a certificate on behalf of the group for his outstanding shows for children and for "accepting his fair share of community civic problems." The mothers expressed confidence in Ferguson, which permitted them to entrust their children to his children's programs without investigation. They stated experience had shown them to be proper fare in all cases.



Franklin Ferguson

Capgun Bandit Is Seized In Fall River, Mass.

FALL RIVER—Arthur Vadeboncoeur, 23, is being held for grand jury action here following a capgun escapade which included the attempted armed robbery of two local theatre boxoffices. Police quoted Vadeboncoeur as admitting that he approached Mary Guay, ticket seller at the Empire Theatre, and told her "Give me what you've got."

Mary handed him a ticket, to which Vadeboncoeur allegedly replied, "Give me what you've got or I'll blast you." Just as Vadeboncoeur was to make further demands, a woman approached to buy an admission ticket and the man ran down the street. As he was about to pass the entrance to the Academy Theatre, Vadeboncoeur paused, walked up to Georgette Lapointe, cashier, and demanded money. Miss Lapointe, despite Vadeboncoeur's threats that he "would plug her," did not comply with the request. Vadeboncoeur was again frightened away by theatre patrons. Vadeboncoeur was halted by two men after he secured a small amount of money from a restaurant owner.

Company Hires Theatre For Kiddy Xmas Party

FALL RIVER—The Firestone and Latex Products Co. secured the Capitol Theatre for December 18, when it was to sponsor a huge Christmas party for the children of its employes. Santa Claus was to greet the children in the lobby before their admittance to the auditorium to see a children's program. Similar parties for children of the membership of two of the community's leading unions, the CIO and the Independent Ladies Garment Workers, were to be staged at the Empire Theatre this week.

G. E. Landers to Detroit

HARTFORD—George E. Landers, division manager for E. M. Loew's Theatres, will leave December 19 for Detroit to spend the Christmas holidays with his wife and daughter, who are with the road company of "Oklahoma!"

Hospital Fund Drive Reaches Its Climax

BOSTON—More than 1,500 exhibitors, film folk and representatives of allied industries attended the climax of the Variety Club's annual campaign for Children's hospital and its cancer research laboratory.

Announcement of the winners of the awards was the feature of the event held in the main ballroom of Hotel Statler. Assisting in the selection of the 50 awards were Arthur W. Coolidge, lieutenant governor; James W. Farley, president of the Children's Medical center; Dr. Sydney Farber, Children's hospital; Samuel Dane, president of Allied Appliance Corp.; Michael T. Kelleher, past president of the Boston Chamber of Commerce; Bert Stanbro, manager of the Statler; Robert Appleton, manager of the Hotel Bradford; Earl Torgeson, first baseman for the Boston Braves; Joe Cifre, outgoing chief barker, and E. Harold Stoneman, newly elected chief barker.

Leonard Goldberg, Adams, Quincy, believes that he has set some sort of record in these drawings. Last year his cashier, Nora Sharpe, received the new Cadillac car, and this year his candy girl, Joan McDermott, won the Longine watch.

South Hartford Children M&P Allyn Party Guests

HARTFORD—Over 500 youngsters from the Charter Oak avenue section in the city's south end were recent guests at a theatre party at the M&P Allyn. Party arrangements were made by Walter B. Lloyd, manager, in conjunction with the Allyn club of the third senatorial district.

Operator's Father Dies

HARTFORD—The father of Lou Tomasino, projectionist in Hartford and Unionville, died of a heart attack.



LLOYD H. BRIDGHAM—Owner, Uptown Theatre, Dover, N. H. . . . State Theatre, Presque Isle, Maine . . . Harbor Theatre, York Harbor, Maine—says:

"Fifteen years of RCA Service in my theatres has proved to be one of my best investments."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

Adv.

BOSTON

Eddie Renick of Eagle Lion has been named president of the Pep club, an office staff membership which spreads goodwill to members who are ill or hospitalized or in other need. In existence a year, the club's other officers are Geraldine Frank, treasurer, and Muriel Gould, secretary.

Loew's State and the Orpheum have booked three Columbia features to play three successive weeks at the twin houses, "Walk a Crooked Mile," "The Return of October" and "Man From Colorado" . . . The Civic, Portland, and the New Bedford, New Bedford, both owned by the Zeitz circuit, interrupted their regular shows to put on a special evening of local talent to benefit charities. The returns were most gratifying with local merchants cooperating and an attractive program book made up and filled with local advertising.

The Scenic, Rochester, N. H., operated by Interstate, put on a canned goods giveaway for needy families sponsored by the Elks. Manager Carmen Urcuioli made arrangements for the Saturday morning affair, using appropriate cartoons with one western feature . . . Many Interstate houses are putting on Christmas gift nights tieing in with local merchants for attractive lobby displays of the merchandise awarded to patrons from the stage . . . James Mahoney, general manager of the circuit, held a district managers' meeting and confab in the home office to discuss holiday exploitation and general business. Those present were Ernest Fitzgerld, New Hampshire; Raymond Kiniry, Vermont; E. G. Neumann, Connecticut and western Massachusetts; Chris Joyce, Massachusetts; Joe Bean, Revere city manager, and Irving Cohen, office manager.

Terry Turner, RKO publicity director, spent a few days here to set up the "Joan of Arc" campaign with Ben Domingo, RKO Theatres district manager. The picture will play a limited engagement at the Keith-Memorial, Boston; the Keith-Albee, Providence, and Keith's Theatre, Lowell, at advanced prices on continuous run. No date has been set.

Frederic Lawrence Berg, son of Sam Berg, 20th-Fox head booker, is engaged to marry Marjorie Ruth Paisner of Waban, a student at Wheaton college. Young Berg is connected with Hirshfield-Garfield advertisers in the art department. A fall wedding is planned.

Arthur Howard, president of Affiliated Theatres Corp., has secured the buying and booking account for three houses operated by Morris Pouzzner. They are the United and the Central theatres, Westerly, R. I., and the Victory, New London, Conn. The acquisition of these theatres makes a total of 90 theatres under the Affiliated banner, including 11 drive-ins which are now closed for the winter months . . . Seth Field, vice-president, has announced the appointment of Forrest Carmichael as a booker for Affiliated. He has been a former manager for the Graphic circuit for several years with his longest stay at the Grand, Ellsworth, Me. He joins Affiliated January 10.

Al Wheeler, Film Classics salesman, is leaving Boston for his native city of Pittsburgh, where he will join United Artists as a salesman. Ellis Gordon of Film Classics has been promoted to salesman from booker with territory unassigned. Sam Schwartz replaces Gordon as head booker. He had been with MGM in the Boston and Charlotte, N. C., exchanges.

Thomas Green, assistant manager at the Roxie, Roxbury, and M&P house, was married recently to Miriam Neiblum of New York City. The couple now is living in Dorchester . . . Mr. and Mrs. E. H. Stevens, Hampton, Hampton, N. H., were here . . . Another visitor was Bill Luthie, former owner of the Charkorohen, Lincoln, N. H., and the Corliss, North Woodstock, N. H. He recently sold the two theatres to Jesse Kelly and is looking around around for another theatre to purchase. While here he lunched with Fred Bragdon of Columbia.

Ralph Banghart, RKO publicist, and Al Margolian, Astor Theatre publicist, arranged for a sneak preview of "Enchantment" at the Astor Theatre. The regular trade screening will be held in January. The picture opens on Christmas day at the Astor, day and date with the Astor, New York, and in Washington . . . The management of the Princess and Wakefield theatres, Wakefield, held its annual Christmas party for employes after the evening show at the Princess with prizes, gifts, games and a lobster supper. About 40 were in attendance.

Herman Rifkin has returned from west coast meetings of Monogram franchise holders. He found time to make a three-week pleasure trip to Hawaii, flying there and back . . . Mike Klein, former traveling auditor for U-I and more recently head booker at the Boston exchange, is looking for an apartment in Brookline or the suburbs.

Perakos Visit Hartford Prior to Hy-Way Opening

HARTFORD—Peter and Sperie Perakos of the Perakos circuit were in Stratford recently looking over construction of the circuit's new 1,000-seat Hy-Way Theatre, slated for a December 25 opening.

Theatre Bandits Sought

FALL RIVER—State police covered all roads leading in and out of this city following the armed robbery of Russell Mowry, Providence, R. I., theatre cashier, who lost $3,100 to the bandits. Police searched greater Fall River, including Seekonk and Rehoboth, when the two bandits were reported seen in a Rehoboth cafe spending money freely.

Give $100 Good Luck Purse

HARTFORD—Bob Gentner, Palace assistant, married Arlyne Wolford recently. Downtown theatremen contributed a $100 good-luck purse to Gentner at a bachelor party at the Bond hotel. Norman Levinson of the Poli was chief host.

Xmas Tree Ban Relaxed

HARTFORD—The Hartford fire department has relaxed its ban against Christmas trees in public places. The ban, however, will be continued in theatres and hospitals.

'Road House' Leads At 130 in Boston

BOSTON—"Road House" at the Paramount and Fenway and "June Bride" at the Metropolitan were the standouts in a spotty first run week here. Both were held over. "Road House" got 130 per cent to lead the city and "Bride" hit second with 125. At the newly remodeled Beacon Hill, "Hamlet" ended December 14, completing five weeks after 12 weeks at the Astor.

(Average Is 100)

Astor—**A Song Is Born** (RKO); **In This Corner** (EL) 4th wk. 85
Beacon Hill—**Hamlet** (U-I), 4th d. t. wk. 65
Boston—**The Boy With Green Hair** (RKO); **Inner Sanctum** (FC), 2nd wk. 95
Exeter Street—**Louisiana Story** (Lopert); **Mr. Orchid** (Lopert) ,3rd wk. 95
Majestic—**The Red Shoes** (EL), 3rd wk. roadshow engagement 100
Memorial—**When My Baby Smiles at Me** (20th-Fox); **Bungalow 13** (20th-Fox), 5 days only 90
Metropolitan—**June Bride** (WB); **Rose of the Yukon** (Rep) 125
Paramount and Fenway—**Road House** (20th-Fox); **Miraculous Journey** (FC) 130
State and Orpheum—**The Three Musketeers** (MGM), 2nd wk. 95

New Haven Trade Not Too Bad Despite Yule Shopping

NEW HAVEN—Business was not too far from average as Christmas shopping jammed the downtown streets and occupied the public attention. "Road House" and "Blondie's Secret" was set at the Loew Poli then went over to the College for a second week. "Unknown Island," augmented by one night of vaudeville at the Bijou, was good. Detail for the week ended December 8:

Bijou—**Unknown Island** (FC); **The Argyle Secrets** (FC) 105
College—**The Three Musketeers** (MGM); **Bungalow 13** (20th-Fox), 2nd d. t. wk. 100
Loew Poli—**Road House** (20th-Fox); **Blondie's Secret** (Col) 100
Paramount—**Miss Tatlock's Millions** (Para); **Disaster** (Para), 2nd wk. 65
Roger Sherman—**Kiss the Blood Off My Hands** (U-I); **Smuggler's Cove** (Mono) 95

Hartford Grosses Drop With Factory Layoffs

HARTFORD—There were three holdovers and business was only fair. A number of Hartford's largest industrial plants have laid off hundreds of employes and other industries are indicating layoffs soon.

Allyn—**The Time of Your Life** (UA); **Harpoon** (SG) 65
Center—**Johnny O'Clock** (Col); **Nobody Lives Forever** (WB), reissues 60
E. M. Loew's—**Return of October** (Col); **Leather Gloves** (Col), 2nd wk. 90
Poli—**Rogues' Regiment** (U-I); **Bodyguard** (RKO) 85
Palace—**Road House** (20th-Fox); **Trouble Preferred** (20th-Fox), 2nd wk. 90
Regal—**Good Sam** (RKO), 2nd wk. 70
State—**Trouble Makers** (Mono), plus stage show 100
Strand—**The Velvet Touch** (RKO); **Indian Agent** (RKO) 85

Variety Club Open House For Wives and Friends

NEW HAVEN—Variety Tent 31 will have its first open house for members, wives and friends at 8:30 p. m., Saturday (18). A buffet supper will be served in the new clubrooms on Chapel street, and many other activities have been planned, according to Chief Barker Barney Pitkin, and newly elected Chief Barker Lou Brown. It is hoped that old and new members will be on hand to become acquainted with the new furnishings and facilities of the Variety headquarters, which though not complete, are taking on an attractive and cozy atmosphere.

The installation of newly elected officers and directors, headed by Lou Brown, is planned for January.

SEASON'S GREETINGS

BOSTON

REPUBLIC PICTURES CORPORATION

Season's Greetings

Frank Dervin
Herbert Schaefer
Jack Martin
Jack Jennings
Walter Dyer
Melvin Davis
Arthur Fraser

BOSTON

Season's Greetings



MONOGRAM PICTURES, Inc.

Season's Greetings

EAGLE LION FILMS, INC.

Tom Donaldson
Harry Segal
Ben Wolf
Al Fecke
Joe Mansfield
Sam Levine
Jack Hill
Norman Sacknoff
Saul Levin
Eddie Renick
Irving Shiffman

Season's Greetings



Screen Guild Productions, Inc.
Classics, Inc.

Federal Films Company

AL SWERDLOVE

Holiday Greetings

EMBASSY PICTURES CORPORATION

Joseph Levine
Joseph Wolf

Season's Greetings

DICK DOBBYN

BILL SULLIVAN

SEASON'S GREETINGS

BOSTON

Season's Greetings



INTERSTATE THEATRE CORPORATION

BOSTON

Season's Greetings

AFFILIATED THEATRES CORPORATION

ARTHUR HOWARD

AL DAYTZ SETH FIELD

Season's Greetings

M & P THEATRES

M. J. MULLIN SAM PINANSKI

COMPLIMENTS OF THE SEASON

ZEITZ THEATRES

HARRY ZEITZ, President

State
New Bedford
Empire
New Bedford, Mass.

Civic, Portland, Me.
Paramount, Newport, R. I.
Academy, Fall River, Mass.

SEASON'S GREETINGS



William Riseman Associates, Inc.

Season's Greetings



B & Q ASSOCIATES, INC.

Karnaris-Tolis Case Receives Hearing

NEW HAVEN—The complaint of Nick Karnaris and A. Tolis, operators of the Newington Theatre, against the major distributors, was to have been heard here Thursday (16), the first such hearing in this territory since the termination of the consent decree.

The complaint charges that Warner Bros. sells the Newington with clearance of 30 days after the Embassy and Strand in New Britain and the other respondents, 21 days after the New Britain houses. This clearance is termed unreasonable and a clearance of one day after the New Britain houses is sought.

Intervenors in the case the Connecticut Theatrical Co., operators of the Embassy and Strand at New Britain; Peter Perakos of the Palace, New Britain; the Elmwood Theatre Corp. Elm, Elmwood, and Webb Amusement Co., Webb Playhouse, Wethersfield.

Answer is due December 21 on the part of the major distributors in the federal court case of the Hy-Way Theatre, Bridgeport, under construction now and seeking establishment of a 14-day after first run, Bridgeport clearance.

LYNN

Manager James Davis of the Paramount served on the committee of the Kiwanis club banquet given to the members of both high school teams of this city at the exclusive Oxford club . . . As a member of the Kiwanis Christmas committee, which will give the crippled children of the home classes of the public schools a party, he invited the pupils with their escorts to be his guests at the theatre.

Rose Gluck, assistant at the Capitol, has recovered from an illness . . . Francis Comeau is the new chief of staff at the Capitol, and the ushers are snappy in new military type blue uniforms with gold trimmings.

New Year's Bookings Set

HARTFORD—"Words and Music" will be the New Year's even booking for Loew's Poli and Loew's Poli Palace.

BOSTON

BRIDGEPORT

Two Jim Tobins, both originally from Massachusetts, became acquainted in the Bridgeport office of the Organized Reserves, when James H. Tobin, formerly of Lynn and manager of the Warner Theatre, dropped in to discuss the showing of an air corps film with Capt. James J. Tobin, in charge of Organized Reserve affairs here and a native of Fall River . . . The Community, Fairfield, has upped admissions five cents, bringing orchestra seats to 50 cents and loges to 60 cents.

Manager Charles Gaudino of the Hippodrome and his wife Esther are receiving congratulations on their first child, a girl, Valere Rose . . . Evelyn Tete, former cashier at the Warner, is now at the Merritt . . . Manager Michael J. Carroll of the American gave his wife Marjorie a grand present on her birthday . . . Frances Grand has beat the pneumonia germ and is back in the boxoffice at the Astor.

Samuel Haddelman, who operates the Colonial here, celebrated a wedding anniversary . . . Albert E. Shea is bringing the Margaret Webster road company of "Hamlet" to the Lyric for one night. The show will be Shea's first legitimate attraction of the season . . . Dorothy Jean Grega, cashier at the Astor, is to marry Charles Fanton of the Produce Machine Co. . . . The Pickwick, Greenwich, booked the Suzari marionettes in "Aladdin and His Wonderful Lamp," for a Saturday morning kiddy stage attraction.

Anita Rose is back from a trip to Syracuse, N. Y., to see her son Sheldon, a student at Syracuse university . . . The new theatre being built at Bruce street and Boston avenue will be known as the Hi-Way. A Christmas opening is planned.

Harry F. Shaw, division manager for Loew's Theatres, was in from New Haven to visit his mother Idah, who is ailing . . . Film actress Doria Caron is making her first visit east in 15 years to visit friends here, her sister in Prospect and her brother in Windsor . . . "Words and Music" will be the New Year's eve show at Loew's Poli . . . Harold Russell, the handless veteran who appeared in "The Best Years of Our Lives," made a number of talks before various local organizations.

Joseph Letezeio, projectionist at the Rivoli, swears this actually happened to him: He came home from hunting the other afternoon to find his wife almost in tears and an uncooked ham, which was to have provided the family dinner, on a nearby table. According to Joe he walked into the kitchen and asked her what was the matter. When she explained, Joe says: "I laughed myself pink" and told her it could only happen in the movies. It seems his wife had put the ham in the oven and when she turned on the stove switch the electric light in the kitchen went on. She shut off the kitchen light and the radio started to play. She was pretty burned up because she couldn't cook the ham. Joe simply went to the cellar, put in a new fuse and the ham got cooked, the kitchen light stayed out and the radio remained silent.

BOSTON

GREETINGS OF THE SEASON
from
ELMS THEATRE, Millbury
Dominic Turturro

BOSTON

"CHEERIO"
Joe Cifre, Inc.

HERMAN RIFKIN THEATRES
39 Church Street
Boston, Mass.

To All Our Friends - - -
Our Very Best Wishes
Now and Always - - -
Herman Rifkin
Julian Rifkin
George Roberts

SEASON'S GREETINGS

BOSTON

BOSTON

Season's Greetings

UNIVERSAL - INTERNATIONAL

John J. Scully
E. Myer Feltman
Jud Parker
Fred Shohet
Ken Mayer
Matt Moriarty
Joe Kelly

Season's Greetings

UNITED ARTISTS CORPORATION

John Dervin
Phil Engel
Irving Mendelson
Kenneth Robinson
Joe Cronan

Season's Greetings

MADISON PICTURES CORPORATION

246 Stuart Street, Boston

Lew Breyer
Jack Israelson

Season's Greetings

REGAL PICTURES CORP. OF NEW ENGLAND

IRVING "MAC" FARBER
SID SHUMSKER
MARSHALL BACHERMAN

Happy Holiday Greetings

MR. AND MRS. JACK MEYERS

HUB FILM EXCHANGE

SEASON'S GREETINGS

Krokyn-Browne

Architects

Season's Greetings



FOUR-STAR PRESS

HY TEICH

SEASON'S GREETINGS



HARRY ROGOVIN

Premiere of 'Paisan' At Boston Exeter

BOSTON—"Paisan," the Italian film released by Mayer-Burstyn, is scheduled to open December 26 at the Exeter Street Theatre. The distributor, Embassy Pictures of which Joseph Levine is president, will screen the film for press and critics, then entertain at a luncheon, the place and date to be announced soon.

One interesting New England angle of the film is the fact that Harriet White, a featured player is a Massachusetts girl, brought up in Winthrop where her family still resides. A. Viola Berlin is the manager of the Exeter Street.

10th Year With Loew-Poli

HARTFORD—Jim Hughes, chief of service at Loew's Poli, soon will observe his 10th anniversary with the circuit here.

Frank Daziot Resigns

HARTFORD — Frank Daziot, assistant manager at the Crown, resigned to enlist in the army.

Patricia Griffin Weds

HARTFORD—Patricia Griffin, daughter of Audrey Griffin of Tom Carey Theatrical Enterprises, was married recently to John Carroll, college student.

HARTFORD

Sam Horwitz of Loew's Theatres home office publicity staff, was here for the wedding of Bob Gentner of the Palace to Arlyne Wolford . . . Norman Levinson of the Poli here and Bob Ritzard of the Poli Globe, Bridgeport, will visit New York next month . . . John DiBenedetto of the Poli, Bridgeport, on a visit here, said he planned to take a trip to Bermuda this winter.

Harry Bernstein of Columbia huddled with Eddie Harrison, manager of the Bijou, Springfield, on "The Return of October" . . . John Walton is the new usher at the M&P Allyn, replacing Roy Richies, resigned . . . Cashier Vickie Battalino of the Allyn expects her family in from Auburn, N. Y., for the Christmas holidays.

Art West, Eastwood, East Hartford, projectionist, shifted to the booth of the Elm, Elmwood . . . Tommy Grace, manager of the Eastwood, now has Thursday as his day off. Relief manager is Earl Hannah, assistant at the Perakos Strand, Thompsonville . . . Mike Masselli, former Daly projectionist, joined the projectionists' crew at the Web, Wethersfield, replacing Lester Brown, now in the used car business.

Norman Levinson reports the addition of Dotty Thiel and Florence Jeanin to the candy staff at Loew's Poli . . . It's a baby girl, Susan, for the Billy Healys. Pop is house policeman at Loew's Poli . . . Lou Abrams of National Screen was in town.

Stage Shows Return To Boost Patronage

HARTFORD—A revitalization of live talent shows in motion picture theatres has been undertaken in several Hartford area houses as a means of bolstering theatre patronage, particularly during midweek slumps.

Offering stage entertainment in this area are Al Monty, former Connecticut motion picture theatre manager, and now a night club and theatre performer, and Eddie Reed.

Monty launched a series of stage shows at theatres here in Meriden and New Haven territories. These theatres are utilizing vaudeville on a regular schedule, with anywhere from a half dozen and up entertainers appearing on stage in addition to screen features. Among theatres using stage shows once a week are the Center, Hartford and Loew's Poli, Meriden.

Reed has started a Friday night series of amateur shows at the Astor, East Hartford, operated by Howard Harris and Steve Kurpen. Reed started out with a western style revue but soon branched out with local talent.

Jack W. Gordon, general manager of Gordon's Entertainment Bureau of Hartford, said that there are "definite" indications of "even more" theatres joining the list of Connecticut film houses featuring live entertainment.

"Stage shows," said Gordon, "can do much at theatre boxoffices. Stage shows can supplement screen entertainment and be used as a drawing card."

BOSTON BOSTON



MY FRIENDS IN THE INDUSTRY . . .

Now I'm Gonna Tell You What I'm Gonna Do!

But First—I want to thank you for all your help, aid and assistance throughout the year.

Number Two—I want to wish you the Merriest Christmas ever.

Number Three—A Happy, Healthy and Prosperous New Year must be yours if I get my wish.

And last but by no manner of means least I pledge Variety to carry on through 1949, helping unfortunates and acting as Goodwill Ambassador and Public Relations Agent for You and All the rest of our industry.

I am Your Barker Friend of Variety Tent No. 23.

SEASON'S GREETINGS

BOSTON

BOSTON

Season's Greetings



MORSE and ROTHENBERG

Season's Greetings

A WARNER BROS THEATRE

MAX MELINCOFF BURT JACOCKS

Season's Greetings

CONCESSION ENTERPRISES, INC.

96 Broadway, Boston

IRVING SHAPIRO

Season's Greetings

MARKELL SANITARY PRODUCTS CO.

PHIL and JOE MARKELL

Happy Holiday Greetings

ALLIED THEATRES of NEW ENGLAND

JOE BRENNAN

Season's Greetings

NAUMKEAG THEATRES, INC.

Paramount and Empire Theatres, Salem

PHIL BLOOMBERG

Season's Greetings

PRONTO POPCORN SALES

Morton Ladge Morris Ladge

SEASON'S GREETINGS

GEORGE A. GILES CIRCUIT

SEASON'S GREETINGS

BOSTON

Season's Greetings

R & W THEATRES, INC.

BOSTON

Season's Greetings

DEVONSHIRE FILM COMPANY

Steve Fitzgibbon, Jr.

Mickey Andelman

Season's Greetings

SOUND ENGINEERING SERVICE

12 Winchester Street, Boston

HAROLD DAVIDSON

Season's Greetings

MICHAEL REDSTONE

Valley Stream Drive-In, Long Island
Dedham Drive-In, Dedham, Mass.
Revere Drive-In, Revere, Mass.

Season's Greetings

GLOBE PREMIUM COMPANY
JOLLY SALES COMPANY

HAROLD RUBIN

Season's Greetings

ALTEC SERVICE CORPORATION

LON HACKING

Season's Greetings

BAY STATE FILM COMPANY

Greetings of the Season

LEON TASK

Real Estate

Miami Beach Florida

SEASON'S GREETINGS

BOSTON

BOSTON

Season's Greetings

THEATRE CANDY COMPANY, Inc.

219 Stuart Street, Boston

Samuel L. Lowe, Jr. Philip L. Lowe

SEASON'S GREETINGS

Massachusetts Theatre Equipment Company

SEASON'S GREETINGS



BANK NIGHT POPPERS SUPPLY

ROY E. HEFFNER

Season's Greetings

CAMEO SCREEN ATTRACTIONS

Yours Gratefully,

Sam Davidson Ruth Priestly

Season's Greetings

MANCO SERVICE & SUPPLY COMPANY

Lester W. Ross extends holiday greetings to all in the industry

CAPITOL THEATRE SUPPLY COMPANY

wishes the industry and all of its friends

A MOST HAPPY AND PROSPEROUS NEW YEAR and A JOYOUS CHRISTMAS

Wishing you

A MERRY CHRISTMAS

and

A HAPPY NEW YEAR

National Theatre Supply

Season's Greetings

INDEPENDENT THEATRE SUPPLY

Edwin K. Hosmer

Ralph Quint

E. K. Hosmer, Jr.



SEASON'S GREETINGS

BOSTON

Season's Greetings from

RKO

Gus Schaefer, district manager
Ross Cropper, branch manager
John Downing, office manager
Larry Gardiner, sales manager
Ralph Banghart, publicist
Mel Ames
Dave Grover
Carl Devizia
Cyril McGerigle
Harry Smith
Jim O'Hara
Dick Dobbyn, Jr.
Harry Goldstein

and the entire office personnel

BOSTON

SEASON'S GREETINGS

PARAMOUNT PICTURES

Al Kane
John Moore
James A. Harris
Arnold Van Leer
Jack Gubbins
Jack McCarthy
Wendell Clement
Al MacIntyre
Gilbert Norton
Bud Lewis
Edward Bradley

E. M. LOEW'S THEATRES



Our Greetings to the Industry

Warner Brothers Pictures Distributing Corporation

SENDS HEARTIEST CHRISTMAS AND NEW YEAR'S GREETINGS

Bill Horan, Branch Manager
Mickey Daytz, Sales Manager
Leo Griffin, Office Manager
Bill Kumins
Jack McCarthy
Bill Kremmel
Bob Levine
Art Moger

Twentieth Century-Fox Film Corporation

New England branch — 115 Broadway, Boston

Extends

Cordial and Sincere Best Wishes From "All of Us" to "All of You"

E. X. Callahan
J. M. Connolly
John Feloney
John Peckos
Jack Carroll
E. X. Callahan jr.
Sam Berg
Mike Zaman
Frank Keller
John Domaldo
Al Fowler

SELZNICK RELEASING ORGANIZATION

Tom Duane
Clayton Eastman
Douglas MacLeod
Bill Jennings

SEASON'S GREETINGS

BOSTON

BOSTON

Season's Greetings

LOCKWOOD & GORDON
ENTERPRISES, INC.

BEST WISHES FOR A MERRY CHRISTMAS
AND A HAPPY NEW YEAR

PHILIP SMITH THEATRICAL
ENTERPRISES

Season's Greetings

LEONARD GOLDBERG

SEASON'S GREETINGS

NATHAN YAMINS

Season's Greetings

LEVENSON CIRCUIT

Max L. Levenson Ben Rosenthal

Season's Greetings

FRANCES W. HARDING
BOXOFFICE

INDEPENDENT EXHIBITORS,
Inc., of New England

SEASON'S GREETINGS

SEASON'S GREETINGS

BOSTON

Season's Greetings

MEDFORD AND SQUARE THEATRES

GEORGE HACKETT

BOSTON

RICHMOND AND STERN ENTERPRISES

Season's Greetings

Louis W. Richmond — Louis C. Stern

Season's Greetings



UNIVERSITY SIGN COMPANY

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EXETER STREET THEATRE

A. Viola Berlin, Manager

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PRICE THEATRE PREMIUM COMPANY

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HARRY GERMAINE

Season's Greetings

from the new

BEACON HILL THEATRE

BEN WILLIAMS

Season's Greetings

HARRY'S SNACK BAR

Season's Greetings



BEACON PICTURES CORPORATION

HARRY "ZIPPIE" GOLDMAN

NEW HAVEN

Warner Bros. annual managers meeting and Christmas festivity, hosted by I. J. Hoffman, was held December 13 at Racebrook Country club and dinner wound up the daylong events . . . The Princess at Rockville is still up for sale . . . No replacement has been named yet for George Reif, U-I salesman here who was shifted to Albany . . . James Landino, manager of the Tremont, Ansonia, will manage the Hy-Way, Bridgeport, now under construction and ready for a Christmas opening . . . It's now official that Dave Skvirsky, 20th-Fox salesman, and Ellienne Wellman of Springfield, a recent Smith grad, will middle-aisle it.

Visitors on Filmrow included Lou Astor of New York and I. H. Rogovin of Boston, Harold Eskin of Stamford, Norman Levenson, formerly of the College here and active in community affairs; Gene Alden of Prudential, New York; Dave Miller, U-I district manager, now assistant at the Poli, Hartford, and Mike Tomasino, retired theatreman who can't keep away from Filmrow. He is planning a trip abroad next spring . . . Connie Wright, daughter of the Earl Wrights of Columbia, is engaged to Thomas Reid, student in political science at Johns Hopkins. They will be married in June . . . The Earl Wrights will visit in New Hampshire and Baltimore during the Christmas holidays.

Sick list: Joseph Reed of Bantam and Washington is recuperating at home after an operation . . . Jack Brassil of the Loew Poli publicity division has been discharged from the Veterans hospital at Newington . . . Jack O'Connell and Abe Hillman of the Roger Sherman paid a sick call on Henry O'Donnell, Warner theatre department office manager, who is resting after a recent operation at New Haven hospital.

Metro staff has decided on a Christmas party at the offices in the Film building, Thursday (23) . . . RKO starts a new Ned Depinet drive December 17 . . . Roger Sherman marquee reads, "Don't Trust Your Husband . . . With Madeline Carroll" . . . Micky Nunes is back in New Haven after an active career in directing, production and later exhibition in and around Los Angeles. Exchange personnel is awaiting union negotiations of new contracts with interest.

NEW HAVEN

Season's Greetings

GERTRUDE LANDER

Your BOXOFFICE Correspondent

NEW HAVEN

EAGLE LION FILMS, INC.

SENDS BIGGER AND BETTER HOLIDAY GREETINGS and a WARM WELCOME

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in New Haven

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Morris Weinstein, Salesman

John Ricciuti, Booker

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SEASON'S GREETINGS

NEW HAVEN

NEW HAVEN

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Branch Manager

Office Manager and Head Booker: Leon Jakubson
Salesman: Philip Gravitz Booker: Saul Shiffrin
Shipper: Mike Langello

Greetings of the Season

To All Our Friends
PARAMOUNT HOLIDAY GREETINGS
from

New Haven Branch

PARAMOUNT PICTURES

HENRY GERMAINE, Manager

Richard Carroll, Office Manager and Head Booker
John Kane, Salesman Al Fitter, Jr., Assistant Booker
William Nutile, Shipper Margaret McKinnon, Secretary
Dechantel Smith, Cashier

The Season's Best . . .

From the Boys at

TWENTIETH CENTURY-FOX

New Haven

BEN SIMON, Branch Manager
Salesman: Salesman and Office Manager:
David Skvirsky, Sam Germaine,
Sally Poppolizio, Booker

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Angelo Lombardi Max Birnbaum
Office Manager Salesman
Sidney Levine, Booker

COMPLIMENTS OF THE SEASON
HEARTY GOOD WISHES

From

R K O

NEW HAVEN

BARNEY PITKIN, Branch Manager
Hugh Maguire, Chief Booker and Office Manager
Lee Kissner, Booker
Bill Canelli, Salesman

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from

MONOGRAM PICTURES ALLIED ARTISTS

JOHN PAVONE, Manager

DICK COHEN, Office Manager

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XMAS WISHES

MERRY XMAS and a HAPPY NEW YEAR

From

NATIONAL THEATRE SUPPLY

New Haven

WILLIAM HUTCHINS, Manager

Gladys Rocks Ottilie M. Dupee

WORCESTER

Two men arrested for an attempted holdup at the Rialto were linked by police to several other holdups. Both men are parolees. They were held for grand jury action. Their downfall came when one of the duo tried to rob the Rialto cashier. She screamed, the man fled and was chased by the manager, who captured him.

The football squads of Fitchburg and St. Bernard High schools were guests of Manager Edward B. Haley at the Fitchburg . . . Herb Asher, manager of the Olympia, was contemplating his first plane trip but Manager Harold Maloney of Loew's Poli scared him out of it . . . Shirley Watts has joined the staff of the Marlboro in Marlboro.

Barbara Laughton, 19, chosen here last summer as Miss Massachusetts, was married to a Harvard student . . . When vaudeville returns to the Plymouth next month, the house plans to use it only one day a week until it is proved there is a demand for it longer . . . Manager John Matthews of the Warner tells of a customer who viewed "Johnny Belinda" 21 times . . . Max Finn of Boston, district manager, was a visitor at the Plymouth.

All of the downtown theatres lined up their midnight shows for New Year's eve, with none planning any stage shows . . . Guy Palmerton is trying to get Mickey Rooney to guest-star at the Playhouse next summer . . . Arthur, Fred and Louis Blanchard, former Southbridge theatre men, are off to Florida with their wives during the cold weather.

Robert Gustafson and John McPartlan are new on the staff of the Plymouth . . . An influx of name bands is hitting the city, with Vaughn Monroe and Sammy Kaye among them . . . The death of Charles D. Brown, film actor, in Hollywood recalled to older theatre men here when he was a stock company actor at the Grand.



CLIFFORD BOYD — Managing Director, Academy of Music, Northampton, Mass.—writes:

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Adv.

NEW HAMPSHIRE

Richard Bowditch, former president of the New England council, told the Portsmouth Rotary club at a recent meeting that New England's recreational business had grown from a $60,000,000 volume in 1910 to an estimated $750,000,000 in 1947 . . . The widely heralded Bible pageant film, which was produced in Deerfield a year ago, recently was given two showings at Boothbay Harbor, Me. . . . Thirty seniors of Spaulding High school in Rochester went to Boston to see "Hamlet" at the New Beacon Hill Theatre.

The film comeback of Brenda Marshall, after nearly four years' absence from the screen, recalled that early in her acting career she was a member of the well-known Peterborough Players in this state . . . Thomas F. Cooley, projectionist at the Strand in Manchester, and Beverly Ann Dastin of that city will be married in April.

George Groman, Hollywood actors' coach and radio actor, spoke on "Dialects" at a recent assembly at Spaulding High school in Rochester. Groman, who has worked with Edward Robinson, Humphrey Bogart, Dennis Morgan and others, can speak in more than 35 different dialects . . . Hillbilly shows have returned to the Opera House in Rochester, where this type of entertainment has drawn big crowds for several seasons. This year's attraction is Buck Mason's Cowboy Cavalcade. The troupe conducts a talent search and promises tours for the winners.

FALL RIVER

Preparations are under way for the gala midnight New Year's eve stage and screen show to be held at the Empire Theatre for the first time in six years. Vaudeville was omitted from the performances during the war years. Shows also will be held at the Durfee on New Year's eve . . . Turkeys were offered to patrons as giveaways at the Capitol, Park and Strand, three Yamins houses, for the Christmas holidays.

Rust Tulip dinnerware will be distributed at the Capitol beginning January 5 . . . Nathan Yamins attended the Allied convention in New Orleans before going to Palm Beach for several weeks. He is due to return the first of the year . . . Managers reportedly are feeling the effects of a shutdown at two local textile plants and curtailed schedules in textile and needletrades in the area. Part time work is afforded in several plants.

General Manager William S. Canning of the Yamins circuit was host, with a group of ten prominent residents, to Admiral Sprague when he and his staff visited here recently to present a plaque to surface division 1-13 of the naval reserves as the leading unit of its kind in the country. Canning was master of ceremonies at the banquet . . . Canning also visited his home town, Manchester, N. H., and was made a life member of the M club, a group composed of men who won athletic letters at high school.

New picture policies have been inaugurated for Saturday mornings at the Park and Strand theatres, two of the Yamins houses. The policy is a bid for children patronage in the suburban areas. Featured on the morning programs are top notch cartoons and westerns. This is the third Yamins house to go for Saturday morning cartoon shows, the policy having been maintained with success at the Embassy for several months.

Directs Art of 'Crooked Way'

Van Nest Polgase has been ticketed as art director on "The Crooked Way" for United Artists.

HARTFORD

Season's Greetings

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ENTERTAINMENT
BUREAU

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Hartford 3, Conn.



HARTFORD

Season's Greetings

from

MADAME BUTTERFLY

POPEYE

and

TOM CAREY SHOWS

Heavener Pays Tribute to G. D. Hughes

30th Anniversary of Liberty Theatre Is Celebrated by Showman and Civic Leader

HEAVENER, OKLA.—When the streets of Heavener were dirt, the buildings few, and the town in its infancy, G. D. Hughes saw business opportunities and settled his family in this small hamlet and opened the Liberty Theatre. That was back in 1918. This month, this same man is observing his 30th anniversary as owner of the Liberty.

With the veteran showman celebrating the Liberty's birthday is a son Ray, whose theatre experience dates back almost to crib-days.

G. D. Hughes, born Nov. 11, 1881, went to Heavener from Waldron, Ark. Today, he has both the Liberty and the New theatres in this Oklahoma town.

MAYOR MANY TIMES

In addition, he has won a respected position in the civic life of the town, having served as mayor and city manager many years and taken an active part in all community activities.

He was mayor repeatedly, serving from 1928 until his retirement in 1936. He served as city manager from 1938 until he retired again in 1946. Hughes was leader with other citizens in planning many of the town's improvements, including paved streets, street lighting and gas systems and the city library.

Hughes was left an orphan when 3 years old, attended Waldron schools and Henderson-Brown college in Arkadelphia, Ark., worked as night operator for a telephone company, worked for a railroad, married the former Pearl Pinnell, a Waldron school teacher, worked for a hardware company, and started an insurance agency in Woldron as a sideline. The Hughes agency still is in operation, now being conducted by a Waldron bank.

LOANED $500 ON THEATRE

In 1909 Hughes saw a chance to make a little interest by loaning the owner of the Waldron Theatre $500. The next night the film house owner left town to return no more, leaving Hughes short $500 and with a defunct picture show.

The theatre was left closed for about two months while Hughes tried to get someone to take over, but to no avail. Finally, he decided to reopen the Gem himself and recoup his losses. He pitched in, taking over the projection end of the business by hand cranking the film through the 30 minutes of the show, while Mrs. Hughes sold tickets and collected the ducats. Young Ray slept away meantime in a crib at his father's feet

The Hugheses drove a Model T Ford to Fort Smith on weekends to return the old film and pick up the new prints to run the next week. There was never a dull moment, coming or going, because in those days such a trip was a major undertaking. He had his troubles at the theatre, too, but he would just use slides, flashing such messages on the screen as "One Moment Please While the Operator Changes Reels" or "One Moment Please, Operator in Trouble."

It was in 1918 that he learned the Airdome in Heavener was for sale. The theatre had been closed for two weeks because of a flu epidemic, but the sale of the 35x80-foot building and equipment was made by Dave Jackson.

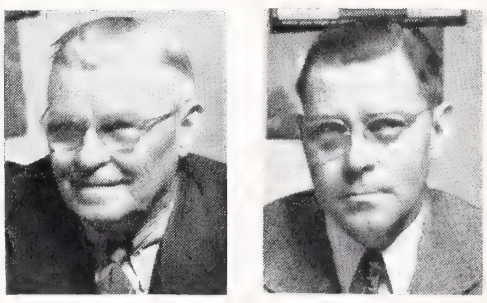
The Airdome, so called because of the large 8x4-foot windows which would lower from the top into the wall, was soon converted into the Liberty and reopened for business.

The theatre contained about 300 folding chairs that were nailed together in sections and were hinged on the aisle. When young Ray Hughes who was then custodian of the brooms, came down to sweep out, he would just tip the chairs up on end and sweep straight through the building. Mrs. Hughes sold the tickets at night, and later on, she operated a millinery shop in the daytime.



BEFORE AND AFTER—Top photo shows the Liberty Theatre of Heavener, Okla., when G. D. Hughes acquired it in 1918. It then was called the Airdome. Lower photo shows the present Liberty, built in 1921 at a cost of $100,000.

In May of 1921 construction of the present $100,000 plant was started. The old building was shifted around south on the alley with no interruption in the operation. The present modern brick structure, 50x120 with a seating capacity of 700, was completed in November 1921. An evaporative cooling system of washed air, one of the very latest of its type, has been installed for the comfort of Liberty theatregoers. Manager Ray Hughes says plans



G. D. Hughes and son Ray.

(Continued on next page)

700 Passes to Kids Issued Each Month

HEAVENER, OKLA. — More than 700 free tickets to the Liberty Theatre are given away every month to the youngsters in the trade area for perfect attendance at school. During the current holiday season, Christmas chimes are being played over the Liberty's public address system on Sunday.

Home Town Honors Showman Hughes

(Continued from preceding page)

are being made now to install a refrigerated air system.

The current Brenkert projection machines were installed in 1939. RCA sound equipment was installed in 1945.

Ray took over as manager of the Liberty in 1935. He is a graduate of Wentworth Military academy, Lexington, Mo., and attended the University of Oklahoma, Norman.

An annual pay roll of about $10,000 is maintained by the Liberty, and Manager Ray stresses that the money is spent with local merchants. Employes of the house are Theo Eskridge, projectionist for 15 years; Charles West, assistant manager for ten years; Fannie Langston, cashier for four years; Marguerite West, door girl for one year; Betty Pugh, confections operator for three years; Bonnie West, maintenance man for five years.

The observance of the 30th anniversary started December 12 and continued one week. Heavener merchants and businessmen paid tribute to the Hughes father and son operation in a special anniversary section in the town's newspaper, the Ledger.

Loan Increase Reported

DALLAS—The latest Federal Reserve bank business review shows loans increased substantially in October and November over the previous two months, and that investments increased in the same ratio. Deposit turnover increased 17.5 per cent for Dallas, while those in Houston, El Paso, Fort Worth, Amarillo and Lubbock were higher than the average for 24 cities. Operating earnings for the first half of this year were higher than for the same period last year. Not in the report but from other news sources comes the fact that employment in this area is greater than during wartime.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

TWO PERSONS were injured in a blaze at the Strand in Beaumont, Tex., which caused $4,000 damage. This is the second attempt to set fire to the theatre building, for which two men have been arrested . . . Fire did considerable damage to the interior effects of the Rivoli in Fort Worth. H. A. Poston is manager.

* * *

The first Educational sound picture was screened in Dallas recently, a comedy with a classical touch, entitled "The Lion's Roar" . . . Leslie Wilkes, retiring First National manager in Dallas, was given a dinner recently. James P. Simpson was chief funster. Wilkes, who is succeeded by Joseph E. "Uncle Joe" Luckett, will become associated with Louis L. Dent and become manager of three theatres in Corsicana.

* * *

A new motion picture theatre is to be opened in a few days at Carrollton, Tex., by G. F. Myers . . . Earl Schultz, formerly assistant manager of the Ritz in Palestine, Tex., has been appointed manager of the R&R Theatre in Vinita, Okla. . . . Management of the Merkel Theatre at Merkel, Tex., has passed into the hands of G. S. Wilcox.

New Kingsville, Tex., House

KINGSVILLE, TEX.—Construction of a 1,250-seat theatre soon will be started here by Hall Industries.

U-I Borrows Gloria DeHaven

Gloria DeHaven has been borrowed from Metro by U-I to play the femme lead opposite Donald O'Connor in "And Baby Makes Three."

New Coronet Given Big Dallas Splurge

DALLAS—Nearly two columns of free space was given in the Dallas News to Alfred Sach's Coronet Theatre which will open December 28. Located at Capitol and Fitzhugh in east Dallas, the remodeled 500-seat house will play foreign language pictures and art films at 60 cents admission. Many coming films in French, Italian, German and Swedish were listed, together with descriptive lines about theme and casts.

It will be the first time a foreign-language theatre has been offered here or one with the policy of showing only art films. For some time now Interstate circuit has established a policy of showing "a picture of unique and unparalled quality" every Friday and Saturday in its Varsity Theatre at Southern Methodist university. A recent film in this class was "So Well Remembered."

Autry Buys Radio Station

SAN ANTONIO—Gene Autry has purchased radio station KTSA from Gene Howe and T. E. Snowden. He has asked the Federal Communications commission to approve the deal. Howe is an Amarillo newspaper publisher.

DALLAS

Season's Greetings to All

JACK CORGAN
ARCHITECT

2008 Jackson Dallas
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DALLAS

Season's Best

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Dixie Farming Rebirth To Be Theme of Film

From Southeast Edition

ATLANTA—Georgia's soil conservation and farm rehabilitation programs have reached Hollywood. Alvin M. Josephy jr. of the MGM studio was here recently with plans for what he emphasized as "a constructive story about Georgia farm life." Already he has discovered Georgians' antipathy for the "Tobacco Road" type of rural tale, and hence his emphasis on his decidedly different approach.

He was in search of color and authentic backgrounds for a projected film which would tell about the returned war veteran who marries the hometown girl and goes with her to live on a 100-acre farm he inherited. The plot will deal with their use of modern methods by which they escape from the one-crop tradition and go in for truck farming, cattle raising, poultry and dairy farming, and so on. Josephy was being escorted to Carroll county by Robert D. Tisinger, vice-president of the State Soil Conservation District Supervisors Ass'n, and H. C. Seaton, district conservationist of the West Georgia Soil Conservation district, which they were certain would provide just the spot for another on-the-location Georgia film.

"Red Clay" is the tentative title for the picture, Edwin Knopf, who produced "Valley of Decision," is in charge, with Dore Schary, who made "Crossfire," penciled in for director.

"Our idea," Josephy said, "is to present a story of Georgia's use of modern methods to restore farming and rural life. We believe the country and our export trade will find such a production informing as well as entertaining."

New Year Tickets $10

DALLAS—Variety Club of Texas will hold its annual New Year's eve party in the Adolphus hotel Grand ballroom. Tickets are $10 and reservations may be made by calling club quarters, R-5910.



MRS. L. R. ROBERTSON—Owner, Lucas Theatre, Dallas, and Pix Theatre, Fort Worth, Texas—says:

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Adv.

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Henry Reeve, Pres. Mart Cole, Vice-Pres.

For the Good of the Industry

Season's Greetings

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THEATRE ENTERPRISES, Inc.

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MERRY CHRISTMAS

From

Buddy & E. L. Harris

BUDDY HARRIS THEATRES

Hall's New Arcadia Opens at Kerrville

KERRVILLE, TEX.—The recent opening of Hall Industries' new Arcadia marked the most important theatrical event the Hill country has ever seen, according to townfolk, who say the Arcadia is the most modern and unique theatre in this part of the country. The old Arcadia was gutted, roof torn off and an all-new 1,000-seat theatre took its place in seven months.

There was no formal stage program, just a standard film performance. H. W. and Mrs. Hall, and General Manager F. D. Nance of Beeville were first-nighters who couldn't conceal their pride.

Architect Jack Corgan of Dallas, designer of the house, flew down with Sam Berry of National Theatre Supply to see that equipment was all order. All south Texas film salesmen were spectators. A dinner and dance for visitors followed at the Country club. Hall's B theatre here is the Rialto.

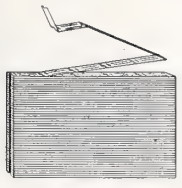
Video Shop Gives Free Shows

DALLAS—The Lakewood shop in the Gaston avenue shopping village, distributors of TV equipment, has been offering free shows to the public and had a football game Friday night. It has a hall over the shop.

Fire Damages Theatre

SAN SABA, TEX.—Fire originating in one of the machines at the Palace was under control before it could spread to other parts of the booth. Clean equipment in good order and an alert operator may have prevented heavier loss.

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MERRY CHRISTMAS
and
HAPPY NEW YEAR
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2021 Jackson St. — Dallas, Texas

Laredo Girl Chosen For Star Film Role

LAREDO—A Laredo girl, 18-year-old Julie Moore, has been chosen for a leading role in the second of a series of motion pictures, based on early life along the Rio Grande, which are being produced by Charles Lautem of Bastrop. Lautem said that Miss Moore would be given the feminine lead in "The Outlaw Lady," filming of which is expected to be started early in 1949 at Zapata.

The first picture in the series, "The Rio Grande," recently was completed. It was made near St. Ignacio, with a cast which includes Evohn Keyes, another young Laredo girl, and Sunset Carson.

All of the pictures in the series are westerns, and "The Rio Grande" concerns rustling of cattle across the border. An international flavor is given the film by the appearance of a well-known Mexican dancer, Maria Louisa Marunlanda.

The premiere of "The Rio Grande" will be January 15 at the Plaza Theatre in Laredo. The picture will be shown in San Antonio shortly afterward.

A native of South Carolina, Lautem selected Bastrop as his permanent home more than a year ago after spending much time in the vicinity.

A. M. Whitcher, L. A. Couch Lease the Lucas, Dallas

DALLAS—The Lucas Theatre on Maple avenue, owned by L. R. Robertson and his wife, was leased to A. M. "Mon" Whitcher and L. A. Couch, both of the Columbia exchange. Couch is resigning as booker to manage the house. He has been a theatre manager since the war, opening Gidney Talley's new It Theatre at Mathis and later going with Mrs. Ruby Gibson's Navaway Theatre in Houston.

Whitcher, who has been Columbia office manager several years, has taken on theatre interests from time to time which did not interfere with his film duties. He and his wife own the Gem in Handley, managed by his wife.

DALLAS

Season's Greetings

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DALLAS 4

Lew Groves Builds Airer

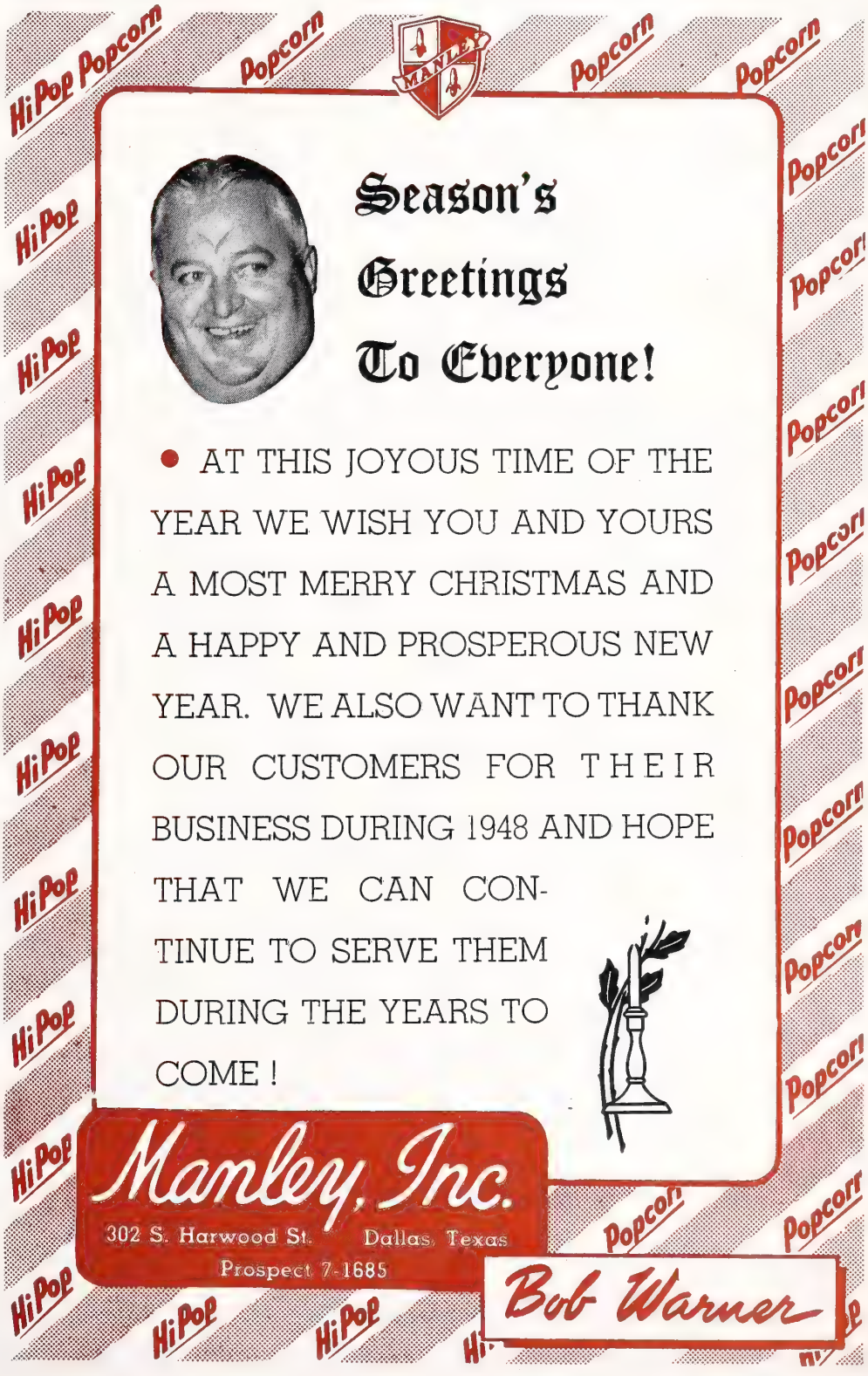
VERNON, TEX.—Lewis Groves is building a new drive-in near here to open in the spring. He is a former indoor exhibitor, a former film man and a brother of J. S. Groves, owner of the Queen Theatre in Houston.

New Speakers Installed

SAN ANGELO, TEX.—R. S. Starling has installed RCA in-car speakers at his Twilite Drive-In, the original ozoner in west Texas. Within more recent months Starling has opened the larger Stardust Drive-In. Before becoming a showman he operated a filling station.

Galveston Isle Theatre Sold to Sonny G. Martini

GALVESTON — Sonny G. Martini of the Martini Theatre has purchased the Isle Theatre on Market street from Forrest W. McManus. Martini said his chief reason for wanting the house was that he started ushering there 24 years ago. Following the depression, McManus moved here after getting a lease on a closed theatre and opened the Isle. Sonny is a son of the late A. Martini, leading businessman on the island and owner of principal theatres here for many years. He was a partner with Interstate circuit for a quarter century and that partnership still stands with Sonny carrying on his father's interests.



SEASON'S GREETINGS

DALLAS DALLAS

Wishing Our Friends

Merry Christmas

and

Happy New Year

HENRY SORENSON
Ruth Carpenter
Eddy Gatzke

RIP COLLINS
V. Mumson
Herbert Clemmons

Modern Theatre Equipment Co.

214 S. St. Paul Dallas, Texas

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and

HAPPY NEW YEAR

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GRIGGS EQUIPMENT CO.

C. V. GRIGGS, Mgr.

Belton Texas

Season's Greetings

MIDDLETON'S FILM ROW CAFE

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306 So. Harwood

Season's Greetings

from

Tom Forner Construction Co.

Tom Forner Joe Forner

Season's Greetings

From

Altec Service Corporation

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L. J. Berg
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W. S. Hipp
G. L. LeBlanc
W. R. Opfel
W. A. Pierce
M. L. A. Scott
W. J. Zeidlik
C. W. A. MacCormack

Lindsey Renovates Lubbock Theatre

LUBBOCK, TEX.—A complete facelifting for Lubbock's oldest theatre, including a change in name, has scored a ten-strike with motion picture patrons of this area, spokesmen for Lindsey Theatres, Inc., announced this week.



Front view of the Clifton Theatre, formerly the Palace, in Lubbock, Tex.

Known as the Palace since its opening in 1924 as the "finest theatre in northwest Texas," it has been renamed the Clifton in memory of the late Clifton Lindsey, first general manager of the Lindsey enterprises. He died in 1936.

The Palace was the top theatre in the area until the Lindsey was built in 1940.

Work on the new Clifton has included the complete remodeling of the front, Kroehler Push-Back seats, complete interior redecorating, the latest in sound and projection equipment, a 450,000 BTU heating plant. The cost was reported at more than $50,000.

The opening feature to be exploited extensively was a prenational release of Columbia's "The Man From Colorado." It played a full week, as compared with the usual maximum of four days, and did a business characterized by Lindsey spokesmen as "outstanding."

Founders of the Lindsey enterprises were the late J. D. and Mrs. Lindsey, the latter president of the corporation. Clifton was their son.

The elder Lindsey, one of the most prominent and colorful northwest Texas cattlemen, branched into show business in 1916 in his conviction that it would provide a field of opportunity for his three sons, Clifton, Ralph and Ernest. Ralph is secretary and Ernest a shareholder in the corporation. In 1930, a partnership was effected with Griffith Consolidated Theatres of Oklahoma City, which still exists.

Starting with the original Lindsey in 1916, the corporation now operates the Tower, Plaza, Lyric, Cactus and Corral Drive-In in addition to the New Lindsey and the Clifton. Further expansions of unannounced nature were reported in the planning stage, with sites acquired and available for future building.

Construction Begins On Lubbock Theatre

LUBBOCK, TEX. — Construction of the fifth theatre of the Preston E. Smith Enterprises here was started this week and is scheduled for completion in the late spring or early summer.

It will be a neighborhood house known as the Arnett-Benson in northwest Lubbock, seating 700 and costing about $60,000 equipped, according to B. T. "Tige" Formby, advertising director and assistant manager. It will be Lubbock's sixteenth theatre.

Smith also operates the State, Tech, Plains and Five-Points Drive-In here.

H&H Theatres Buys Leon And Texas at DeLeon, Tex.

DE LEON, TEX.—The H&H Theatres, with headquarters in Abilene, has purchased the Texas and Leon theatres from A. R. Parsons. Under direction of H. T. Hodge, an exhibitor for over 30 years, the H&H circuit operates more than a dozen houses throughout west Texas.

M. D. Stewart owned and operated one theatre here from the close of the first world war until four years ago. The town soon became competitive after Stewart sold out and since then there have been other ownerships.



GIDNEY TALLEY—President and General Manager, Talley Enterprises, Inc., San Antonio, Texas—declares:

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Adv.

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and a good year ahead

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DALLAS

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Atlanta, Ga. • Arcanum, Ohio



SEASON'S GREETINGS

DALLAS DALLAS

Christmas Greetings

From the Paramount Sales Force

Duke Clark
Sebe Miller
Frank Rule
Howard Nicholson
Heywood Simmons
Truman Hendrix
Paul Chapman
Bill Rau

Christmas Greetings

from

WARNER BROS.

Sales Force

Doak Roberts
Dean Goldman
H. C. Vogelpohl
B. T. Burnside
Ashley Jones

Season's Greetings

from

COLUMBIA PICTURES

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J. B. BEESON
J. L. LYNE
MARVIN GODWIN
MON WHITCHER
WALTER PENN
HERSHEL FERGUSON

Christmas Greetings

Selznick Releasing Organization

Alfred J. DelCambre
Stanley Zimmerman
Stanley Willburn
Bill W. Slaughter

Season's Greetings

from

H. H. Martin

Dutch Olsmith
C. M. (Hank) Miller
John Fagan
Lin Harrington
Mark Holstein
W. E. Armbruster

UNIVERSAL PICTURES

Christmas Greetings

from the Dallas exchange of

TWENTIETH CENTURY-FOX

PHIL LONGDON
T. P. TIDWELL
BILL WILLIAMS
MORRIS YOWELL
W. S. MILLER
WAYNE LOVE
J. H. ALEXANDER
WALTER HANSON
BOB MANN
G. C. McDONNELL

Our Sincere Wish
for
A Merry Xmas
and
A Happy New Year

MONOGRAM PICTURES CO.

Jimmy Prichard

Season's Greetings

from

FILM CLASSICS

J. H. Lutzer
N. J. Colquhoun
J. E. Mitchell
Melvin Kelly
Fred Larned, Jr.
Vernon Christian
Clarence Wilson
Norma Clark
Evelyn Neely
Jean Compton
Evelyn Kravitz

DALLAS

Theo Miller of the new Gem at Quitman, his wife and daughter Betty Joe were here on usual theatre business and for some quick pre-Christmas shopping. The elders are enjoying good health and he continues to talk about catfishing for next spring. Business has been fair, he said. Betty Joe has finished her college work and is working in the county abstract office.

George Preston Tate of the Queen in Santa Anna and J. V. Carter jr. of the Majestic in Comanche were here on an overdue booking trip. Tate was proud of his daughter Margaret Ann, who celebrated her 16th birthday with one of the biggest parties ever seen in Comanche. Carter reported he presented Margaret, who is his niece, a $100 bill as an award for not smoking until she was 16. She isn't going to smoke after 16 either, and has started a crusade to persuade her uncle and father to quit. A complication is involved, however, in that her father owns a wholesale tobacco and candy business in Comanche. Tate and Carter said theatre business was holding up well.

Frank Benson of the Majestic at Bowie said he is building a new home on a hill overlooking the town. Nearby is a large swimming pool he also has under construction. Frank has always wanted to own and operate a natatorium in connection with his theatres and he says this will be it.

W. S. 'Bill' Hurst, who quit the industry last year after selling the Plaza in Denton, is now working with the park board there. He was one of the few exhibitors who sponsored a softball team and gave prizes. He said his theatre got business that way. Bill is also working with amateur short wave station just opened by the city. In case radio operators in connection with the new the country has trouble, his "minute men" might be of big help. Hurst sold film in east Texas for Columbia many years before turning exhibitor. The political field may be next for him.

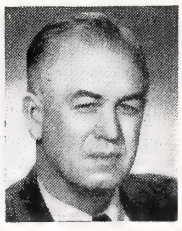
Linda Darnell, born here; Veronica Lake and Richard Widmark were expected to stop overnight here on a return trip by air from Miami Beach to Hollywood . . . Mrs. D. B. McGinty of the Mac Theatre at Plains was here buying and booking.

BUFFALO COOLING EQUIPMENT
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DALLAS DALLAS



RUTH CORDER



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OUR GREETING TO YOU:
MERRY CHRISTMAS



CHAS. E. DARDEN

OUR WISH FOR YOU:
A HAPPY NEW YEAR



A. J. SCHMITT
Houston Popcorn and Equipment Company,
Houston, Texas



J. ELDON PEEK
Oklahoma Theatre Supply Co.
Oklahoma City, Okla.



SEASON'S GREETINGS

DALLAS DALLAS

Greetings of the Season

FROM

BEN CAMMACK
TIM FERGUSON
JACK WALTON

SOL SACHS
C. J. WHEELER
EARLE HARRINGTON

DOUGLAS D. DESCH

RKO RADIO PICTURES

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— TO ALL —

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Screen Guild Productions OF TEXAS

WISHES YOU AND YOURS A MERRY CHRISTMAS

DALLAS

SEASON'S GREETINGS

DALLAS

SEASON'S GREETINGS

EAGLE-LION FILMS, Inc.

PICTURES

DALLAS

THANKS, EXHIBITORS, FOR YOUR FINE CO-OPERATION IN 1948
A MERRY CHRISTMAS AND HAPPY NEW YEAR TO ALL

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MERRY CHRISTMAS AND HAPPY NEW YEAR

STUART FLORIST

GEORGE M. STUART, Jr.

1422 COMMERCE

OKLAHOMA CITY

The 54 Drive-In at Guymon is still operating on a four-day week basis despite the cold weather. During the recent blizzard that cost the Panhandle area many thousands of dollars in damages, the ozoner braved the storm and wasn't closed once. This drive-in opened last October with Lewis W. Long, who owns the Long Theatre in Keyes, as the owner and Athel Boyter as the booker and buyer. Boyter and wife drove to the recent national Allied convention in New Orleans.

Mary Hayden is the new secretary to D. F. McCroskey of Mack Enterprises here . . . Chester Fleming of Nowata, on the Row here, reported a fire in his Rainbow Theatre booth caused extensive damages. The house closed, however, for only one night.

R. Lewis Barton, operator of several theatres, including the Knob Hill and Redskin here, is getting his finger in a new pie, the automobile business. He will be state distributor for the new Davis car. He had a showing for dealers only, Wednesday morning (15) at the Coliseum.

The stage hit, "Carousel," which played the Home Theatre December 9-11 for four performances under the auspices of the town's new theatrical booking agents, H. T. Braucht and Robert D. Curran, paid off at the boxoffice. It was the first roadshow booking under the new setup at the Home. The Home, owned by Braucht and Curran, reopened Sunday (12) with a waiting line of about 200 persons to see a double bill, "Night at the Opera," and "Show-Off," both reprints.

"Ed Wynn's Laugh Carnival" is booked into the Home as another Braucht & Curran presentation on January 4, 5 . . . Screen bills: "Sealed Verdict," Criterion, opening Tuesday (14); "Kidnapped," Warner, opening Friday, starring Sue England, a Tulsa girl; "Drums" and "South of Tahiti," both reissues, Liberty, moving in Wednesday to follow a three-week "very good balanced boxoffice business" on "The Three Musketeers."

Dean "Doc" Davis, manager of the State Theatre, has moved his wife, son and daughter here from Lincoln, Neb., by train. Davis flew to Lincoln to pick up the family car, but a blizzard slowed him down a few days and he was away during the TOO convention . . . Al Hendricks, manager of the Center, left Sunday for Amarillo to spend a few days with his parents and celebrate his birthday at home.

The Center and State theatres, under the general supervision of Howard C. Federer, have new assistant managers. Harold Dean Williams is the new assistant at the Center and Ernie Zollo at the State . . . The Christmas feature at the Center will be "Man From Colorado."

Pat McGee of Denver and the Cooper Foundation was here for almost a week, attending the TOO parley and transacting company business. He left about weekend . . . Rod Cameron, Allied Artists star in "Strike It Rich," left the city Thursday (9) for Charlotte, N. C., to play Santa Claus to a group of orphans. He was here for the film's opening in the Criterion and took in some of the TOO convention festivities.

The Villa Kiddy hour is still going great guns at this suburban house. Each Saturday at 11:15 a. m. the Villa stages a special program for children for 10 cents admission . . . The State played "Station West" for two weeks . . . C. H. "Buck" Weaver and wife spent the Thanksgiving holidays in San Antonio. Weaver is Paramount manager here . . . Morris Loewenstein, Majestic Theatre owner, and his wife and their holiday guests from New Orleans went to Stillwater, despite a steady rainfall, to see the annual gridiron classic between the University of Oklahoma and Oklahoma A&M.

Ralph Talbot of Tulsa plans to be married in mid-January. The couple is to honeymoon for about two months in South America, Cuba, Florida, New York and Washington. We understand the future Mrs. Talbot is one of Tulsa's most charming ladies . . . More wedding news is that Morris Loewenstein was passing around a card from Bill Zollner of MGM who is now honeymooning in Bermuda. Zollner, New York, was at last year's convention when he met the new wife.

Ida Mae Kirk Dies

NORMAN, OKLA.—Miss Ida Kirk, University of Oklahoma drama professor for 25 years who has been given credit by Van Heflin, MGM star, for making him what he is today, died Friday (10) at her home. Burial was in Kansas City, Mo., following rites Saturday in Norman. Retiring in 1944, Miss Kirk was granted the title of professor emeritus. Miss Kirk has been credited for the fame gained by many of her former students. She corresponded and visited them frequently. Heflin recently came to the state to see his former teacher when he was informed of her serious illness.

OKLAHOMA CITY

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and

ALL OKLAHOMA CITY BRANCH EMPLOYES

Wish You and Yours

Merry Christmas

and

Happy New Year

OKLAHOMA CITY

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OKLAHOMA CITY

OKLAHOMA CITY

Season's Greetings

Screen Guild Productions, Inc.
OF OKLAHOMA

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Christmas Greetings

to our friends

COOPER FOUNDATION THEATRES

Oklahoma City

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from

ATHEL BOYTER

Season's Greetings

FILM COFFEE SHOP

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Wishing You
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR

INDEPENDENT POSTER SERVICE

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Holiday Greetings

from

MARIE LUTZ THEATRE POSTER SERVICE

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FAY B. ABERNATHY
W. G. WORTHAM • D. M. JOHNSON • MARVIN BAILEY

OKLAHOMA THEATRE SUPPLY CO.



SEASON'S GREETINGS

OKLAHOMA CITY

OKLAHOMA CITY

Christmas Greetings

from the Oklahoma City Exchange of

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H. Russell Gaus
Jim Byrd
Connie Carpou
Ward Royalty
Jim Peacock
Bob Egbert

CHRISTMAS GREETINGS

from the Oklahoma City Exchange of

Twentieth Century-Fox

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Grady L. James
George K. Friedel
Ferne Marker
Jack Whelihan
Lewis N. Macarty
Jessie Macarty

Season's Greetings

RKO-RADIO PICTURES

OKLAHOMA CITY BRANCH

RALPH WILLIAMS
CHESTER BLAKELEY
PAUL FIELDING
DAN SNIDER
CATHERINE CLARK

SEASON'S GREETINGS

PARAMOUNT PICTURES
OKLAHOMA CITY BRANCH

C. H. (Buck) Weaver, Branch Manager
Tom McKean, Salesman
Sam Brunk, Salesman
S. Ben Rucker, Office Mgr.
H. K. (Buck) Buchanan, Booking Mgr.
Paul Rice, Salesman

BEST WISHES

From the Boys at

REPUBLIC

DAVID HUNT
GLEN ALT
BOB MALONE
BOB DAVIDSON

Season's Greetings

from

UNIVERSAL PICTURES

Charles Hudgens
George Byrd
Jack Box
Bill Maddox
Al Newman
Earl Weaver
Jack DeLier

SEASON'S GREETINGS

From

MONOGRAM PICTURES
and
ALLIED ARTISTS

Don Cole
Wilma Barnes
J. L. (Jake) Guiles
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Season's Greetings

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"Motion Pictures of Proven Boxoffice Appeal"

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606 W. Grand — Oklahoma City



SEASON'S GREETINGS

OKLAHOMA CITY

Season's Greetings

to all of our theatre friends

OKLAHOMA BILTMORE HOTEL

Oklahoma City

Martin J. Reinhart, Pres. Rollin C. Boyle, Secy.

H. P. "Johnny" Johnson, Acting Mgr.

OKLAHOMA CITY

Merry Christmas

Happy New Year

Grover Livingston
Jack Craig
Eddie Greggs
Logan Lewis
"Funny" Hudgens
Fowler Dickens
Don Tullius

WARNER BROS.
OKLAHOMA CITY

Our Sincere Wish
for
A Merry Christmas
and
A Happy New Year

W. R. Howell Theatre Supplies and Equipment

W. R. HOWELL
J. O. HOWELL
J. C. KLOCK
W. S. QUADE

12 S. Walker

Our sentiment for this Holiday Season
Peace on Earth—Good Will to Man

GRIFFITH THEATRES

Merry Christmas
Happy New Year

For 1949 — It's Eagle Lion

Claude York
Jack Emenhiser
Ed Harris
Audrey Kelly
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Ed Ray
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EAGLE LION FILMS, INC.

Season's Greetings

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SAN ANTONIO

Olivia de Havilland, Hollywood film star, and her husband Mark Goodrich were among recent callers in the Alamo City . . . Bernice DeLomel, former musical director and pianist at the old Strand here, is still one of Texas' ace pianists. She has been associated with several topflight musical organizations during the last several years.

Judy Moore, Hollywood, visited Red River Dave on his noon-day program over WOAI. Red River Dave appeared in person at school auditoriums in Dilley and Marble Falls . . . Hugo Armenante, formerly owner of the 609 club and Club Cabana here, now is associated with Memorial funeral home. He is well known in theatricals as Little Cousin Hugo.

Marion Hutton stopped recently at the Municipal airport en route from coast to coast. She was accompanied by her husband . . . Visitors along the Mexican Filmrow were Joe Garcia, Roxy, Wichita, Kas.; Gustavo Lavenant, Haydee, Dilley; Francisco Trevino, Ideal, Pearsall; Francisco Yslas, Azteca, Big Wells; Dave Young jr., Mexico, Brownsville, and Lew Bray, Interstate, Harlingen.

Victor Junco, film star, and Luisita Montijo, Spanish dancer, are filling engagements in Valley towns. Junco has played in several Latin-American productions . . . Hermanitas Gongora, singers, were in town recently with Stout Jackson, the south Texas roadshow and tentshow man . . . Ernesto Contreras, the tenor, delighted audiences at the Zaragoza Teatro last week.

Thomas F. Hart, retired contractor now living here, is a first cousin to the late W. S. "Bill" Hart . . . First runs: "Miss Tatlock's Millions" at the Azteca; "Calendar Girl" at both the Hi-Ho and Josephine; "That Lady in Ermine" at the Texas, and "Walk a Crooked Mile" at the Majestic.

Azteca Films will release "Alla en el Rancho Grande" with a new cast in Cinecolor starring Jorge Negrete. A release date will be set after January 1 . . . Hucksters Agency, a newly organized theatrical office handling publicity, radio productions and entertainment, is located in the Maverick building with Eddie Hyman, Al Kaufman and Ed Laughtery in charge.

Alan Mowbray for Top Role

Alan Mowbray will play a top role in the 20th Century-Fox picture, "You're My Everything."

Helps in Educating Youth He 'Adopted' in Manila

From New England Edition

ATTLEBORO, MASS.—Ned Palmer, local manager of B&Q's Bates Theatre, has been instrumental in the guidance of the education of a Chinese boy, Henry Ty, whom he met while serving in Manila during the war. A lieutenant in the army, Palmer and other officers became acquainted with the lad while he was serving them in the officers club rooms and learned of his hopes to become a chemical engineer, interrupted by the war.

After getting parental consent, Palmer arranged to bring the boy back to this country and installed him in his own home. Although Henry is a citizen of Amoy, China, his parents, two sisters and three brothers had moved to Manila when he was young after the Japanese had stripped them of all their possessions.

Once established in this country, he started his college preparatory in 1945 at Loomis, in Windsor, Conn., where he won honors as a student. His quiet, industrious manner and his readiness to participate in all activities of the student body won him scores of friends. At soccer, baseball, wrestling and in the glee club he was always a leader. Upon graduation, his record won him recognition for further education and he was rewarded with a tuition scholarship at Tufts Engineering College, Medford, where he is now in his first term.

When he receives his degree, he will return to China.

A Darden-Peek Deal

DALLAS—Charles E. Darden & Co. has closed a deal with J. Eldon Peek of Oklahoma Theatre Supply Co., Oklahoma City, to distribute popcorn and supplies, Cretors machines and the Tol-Pak drink dispenser in that state. Darden left this week by air to attend a joint national convention of the popcorn manufacturers and the processors associations at the Sherman hotel in Chicago.



Yes, you. An important picture. In fact, thousands of them!

Among many other uses, your Christmas Seal money buys X-ray units for chest "pictures" . . to detect tuberculosis so that it can be checked.

Since 1904, the whole program has helped cut the TB death rate by *eighty per cent.* Yet tuberculosis still kills more people between the ages of 15 and 44 than any other disease.

So please, send in your contribution today to your Tuberculosis Association.



Because of the importance of the above message, this space has been contributed by

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SAN ANTONIO

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Greetings from

PAUL GARZA

Obrero - Progreso and
Follies theatres

San Antonio, Tex.



SEASON'S GREETINGS

SAN ANTONIO SAN ANTONIO

Holiday Greetings

DIANE HART

311 W. Hollywood Ave. SAN ANTONIO

For a Happy New Year

PLAY

RED RIVER DAVE

— IN PERSON —

Write for Dates, etc.
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San Antonio, Tex.

JOY THEATRE

J. L. GREENWOOD, Manager

Compliments of the Season

— SAN ANTONIO —

GREETINGS!

NACIONAL, ZARAGOZA Y GUADALUPE

— Theatres —

The Show Places of Mexico's CINEMA

Best Wishes

JESSE D. TORRES

Cameraman - Photographer

BOXOFFICE

235 Glass Ave. San Antonio, Tex.

"Hoping You are the same" . . . and a Merry Christmas, too!

BOXOFFICE Representative

LES. J. KETNER

SAN ANTONIO

SEASON'S GREETINGS FROM

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President
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SOUTHERN DIVISION HEADS—Snapped at the recent week-long MGM conference in New York recently were the above southern division executives, left to right: Leonard Hirsch, home office aide to Rudy Berger, southern sales manager; Berger, and John S. Allen, field assistant



WISHING YOU ALL

A MERRY CHRISTMAS

and

HAPPY NEW YEAR

American Desk Mfg. Co.

FACTORY — TEMPLE, TEXAS

Sales offices in DALLAS, NEW ORLEANS and MEMPHIS

Boys Ranch Party Will Be Thursday

DALLAS—Variety members are planning their regular Christmas party in the Adolphus hotel at noon December 23 for all the boys boys at Boys Ranch. A turkey dinner, a tree, Santa Claus and presents are on the program. Present plans suggested by chief barker Julius Schepps are for a member to sponsor a boy for an amount that pays for two turkey dinners and a present for the boy. Other program details are being worked out.

Showman Rewards Scouts For Aid in Bandit Hunt

From Central Edition

ST. LOUIS—Fred Wehrenberg, owner of Ronnie's Drive-In in St. Louis county, presented $100 to Boy Scout Troop 291, sponsored by the Salvation Army, for the fine work of eight members, Scoutmaster Charles Lambert and Major Henry Strissel of the Salvation Army in bringing about the arrest of two men who had stolen a 1,000-pound safe containing $800-$900 from the drive-in several hours earlier.

In a letter accompanying the reward of $100. Wehrenberg congratulated the scouts, their scoutmaster and sponsors for their work in capturing the robbers and the general good they do in the community. The boys had started out about 5 a. m. on an ordinary nature hike through the woods. They came upon two men trying to open a safe with acetylene torches. The boys and their companions strolled past the men and when they were out of sight, Major Strissel headed for a telephone and called the highway patrol.

"I told them to send squad cars from every direction," he said. The patrol and sheriff's office cooperated and soon seven deputies and two troopers found the men trying to hide the safe in a wooded area. They captured one of the men on the spot while the other fled toward the nearby railroad tracks. The scouts, hiding in the underbrush, watched him and informed the officers. The fleeting man was caught about 30 minutes later.

More Film on Television

DALLAS—Television programs on WBAP, the lone TV station so far in this area, now are broadcast daily. Sporting events are featured in the afternoon and from 6 to 10 p. m. entertainment features. Current listings on the TV timetable in newspapers include "Fairyland Follies," films for children, sales chats by Santa Claus, three newsreels, a Harry Langdon comedy "The Shrimp," "Caryl of the Mountains," with Rin-Tin-Tin jr. More and more films, it would seem, and all of other years, is becoming available for local telecasts.

Two Texas Premieres

DALLAS—Scheduled for Texas are two world premieres in one month and both pictures are coming from Paramount in March. First is the Pine-Thomas opus, "El Paso," to be screened first in that city, and the other will be "Streets of Laredo" for the Mexican border town.

W-K's 'Bama Men Play Santa to Volunteers

BIRMINGHAM—Tennessee managers of the Wilby-Kincey circuit got revenge this year. R. M. Kennedy, district manager, announced that the team from the Volunteer state defeated the Alabama managers in the recent annual contest. Alabama won last year.

By virtue of their victory, the Tennesseans were to receive presents from the losers at the annual meeting of the circuit in Atlanta this week (16). The business sessions were held at the Capital City club, with the annual dinner that night at Brookhaven Country club.

Mrs. Georgia Samuel of the Tennessee Theatre, Knoxville, captained the winning team, while Mrs. Mary Abbott, of the Calhoun, Anniston, led the Alabamians.

The contest, embracing both Halloween and Thanksgiving holidays, involved special promotions and other aspects of better theatre operation.

Bride of Louis B. Mayer Former Florida Girl

MIAMI—Mrs. Eustace L. Jones has a new son-in-law of whom she is very proud. Her daughter and film producer Louis B. Mayer were married recently by a justice of the peace in Yuma, Ariz., after quietly slipping out of California.

The bride, formerly the wife of Danny Danker, advertising executive, telephoned her mother and father from Arrowhead Springs after the ceremony to tell them the news. She resided in Miami until above five years ago. The Joneses have never met Mayer but have talked with him frequently on the telephone.

Bessemer Toy Matinees

BESSEMER, ALA.—The Grand and Star theatres were the scene of benefit toy matinees on December 11. The matinee for white children was held at the Grand, while Negroes were entertained at the Star. Admittance to each matinee was by toy only. These toys were added to a collection at Bessemer fire station to be distributed to about 200 needy children of the Bessemer area on Christmas.

ANNISTON, ALA.—Old clothing and toys were "tickets" at the Lloyd Bakery Booster club picture show party at the Ritz Theatre on December 4. The articles collected were turned over to the welfare department and Salvation Army for distribution to the needy.

Jasper, Ark., New Opened

JASPER, ARK. — J. C. Gilbert recently opened his New Theatre in the remodeled Cecil building here. Gilbert has announced that he plans to build a new theatre next spring on the lot where Tibb's Theatre burned last December and which he has purchased.

Martin Morris Elected

ATLANTA—The Motion Picture Operators Local 225 has elected Martin Morris as president, Al Kemp vice-president and Jake Pries, business agent.

John Walter Cox Buried; Osceola, Ark., Assistant

MEMPHIS—John Walter Cox, 59, member of a prominent Osceola, Ark., family and assistant manager of the Gem and Joy theatres in that city, died recently. Cox, who frequently visited Memphis with his sister Emma Cox, who operates the Gem and Joy, died at Baptist hospital here after a long illness.

'Peggy,' 'Rogue' at 105 Best in Atlanta

ATLANTA—Fair and colder weather helped local first run grosses somewhat, although business still did not run far above the average mark. Best of the week were "Apartment for Peggy" at the Fox and "Rogues' Regiment" at Loew's Grand, both chalking up 105 per cent in first week showings.

(Average Is 100)

Fox—**Apartment for Peggy** (20th-Fox)..... 105
Loew's Grand—**Rogues' Regiment** (U-I)..... 105
Paramount—**Sealed Verdict** (Para)..... 102
Roxy—**June Bride** (WB), 2nd d. t. wk..... 99
Tower—**The Fighting Seabees** (Rep); **Man of Conquest** (Rep), reissues..... 99

Holiday Gift Books

ST. PETERSBURG—For the second consecutive season Florida State Theatres is offering holiday gifts books for persons wishing to give theatre tickets as gifts. The books come in three popular priced denominations and are redeemable either in admissions or merchandise at any of the Florida State Theatres.

First 50 Kids Get Passes

VERO BEACH, FLA.—Come early and be admitted free, was the word sent out by the management of the Florida Theatre. The attraction was "Superman" and it was announced that the first 50 children would be admitted free. Only the 2-cent federal tax would be collected. A howling mob of youngsters tried to be in line with the first 50.

Free Show by Martin Theatre

SYLACAUGA, ALA. — Elementary school students were guests of the Ritz Theatre for a free showing of "Bill and Coo" on Tuesday (14). City Manager Layne Hebson said the show was given in line with Martin Theatre's policy of entertaining the school kids once each year.

Waters, Wilby Facing Drive-In Patent Suit

BIRMINGHAM—A suit charging patent infringement has been filed in U.S. district court here by the Park-In Theatres, Inc., against the Waters Theatre Co., Robert B. Wilby and the Drive-In Theatres of Alabama, Inc. Triple damages are demanded.

It is alleged in the suit that certain drive-in features were invented by Richard M. Hollingshead jr., who assigned title and patents to Park-In Theatres in August 1933.

Named as defendants individually were Newman H. Waters sr., Anna Lois Waters, John B. Waters, Newman H. Waters jr., John R. Waters, James M. Waters and James H. Waters. R. M. Kennedy is named as resident agent for Alabama for the Drive-In of Alabama, Inc. The organization operates three drive-ins in the Birmingham area.

New Alamo, Jackson, Miss., Slated to Open Soon

JACKSON, MISS. — Opening of the new Alamo Theatre for Negroes is scheduled for the latter part of this month by Arthur Lehman, owner.

The old Alamo Theatre, located for years on Amite street, has been closed in preparation for the opening of the new house.

Seating capacity of the new house is 800, all on one floor. Latest types of equipment have been installed throughout in the fireproof building, which boasts a front of modern design. It includes a large tower with aluminum decking.

Jones and Haas, of Jackson, were architects, with Jack Corgan, of Dallas, Tex., as associate.

Bill Wardlaw to Florida

DE FUNIAK SPRINGS, FLA.—Bill Wardlaw of Dalton, Ga., has taken over the managership of the Ritz here. He replaces James Lowery, who has returned to his home in Manchester, Ga., to engage in the furniture business.

Opens at Zephyrhills, Fla.

ZEPHYRHILLS, FLA.—The Home Theatre has been opened here by I. A. Krusen after five months of construction. The theatre, erected at a cost of approximately $50,000, seats 500.



SOUTHERN DIVISION HEADS—Snapped at the recent week-long MGM conference in New York recently were the above southern division executives, left to right: Leonard Hirsch, home office aide to Rudy Berger, southern sales manager; Berger, and John S. Allen, field assistant.

ATLANTA

On the Row booking were Forman Rogers, Rogers Theatres, Montgomery; Paul Englar, Birmingham; Mr. and Mrs. Wallace Smith, Gem, Barnesville, Ga.; P. J. Gaston, Griffin, Ga.; W. J. Boswell, Union Point, Ga.; H. Bishop, Bishop Theatres, Columbus, Ga., and J. H. Thompson, Martin & Thompson, Hawkinsville, Ga. . . . Arthur Greenblatt, Screen Guild eastern sales representative, was here visiting John W. Mangham.

Bill Hanies, SRO, is new manager for United Artists in New Orleans . . . Business is beginning to pick up and it looks as if it will get better by Christmas . . . Harvey Smith, Tower, has a new jeep . . . Don Hassler, Astor office manager, celebrated a birthday . . . Dusty Rhodes, head of the Georgia Theatres, Inc., booking department, will have his annual Christmas party at the home office in the Fox Theatre Bldg., December 23.

Martin & Thompson gave its annual Christmas affair at the Dempsey hotel December 16. All theatres closed early for the event and Thompson served as master of ceremonies. L. H. Stockton, Hawkinsville, assistant manager, was in charge of arrangements . . . Ray Busler of the United Theatre Supply, Tampa, returned home from Columbus, Ohio, where he was hospitalized because of illness.

Walter Morris, Pike Theatre, Knoxville, Tenn., was a local visitor . . . Four Filmrowers celebrated birthdays. They were Charlie Lester, National Screen Service; Hugh Martin, Martin Theatres, Leesburg, Fla.; J. B. Dumesyra, Southeastern Theatre Supply Co., aid George Roscoe, Columbia manager . . . Eddie Foster, manager of the drive-in at Knoxville, Tenn., was on the sick list . . . W. H. Parrett says that after January 1 he will have control of the Parrett circuit in Tennessee, formerly handled by the Crescent Amusement Co., Nashville.

J. Ebb Duncan, owner of Duncan & Richards Theatres in Georgia, was on the Row passing out cigars on the birth of another son, J. Ebb Duncan jr. . . . Other visitors included Mr. and Mrs. Bill Griffin, Lyric, Cullman, Ala.; Mr. and Mrs. Mack Jackson, Alexander City, Ala.; Mr. and Mrs. Lester Neely, Neely Theatres, Alabama; Mr. and Mrs. Bob Cobb, Theatre owners in Fayette, Ala.; Mr. and Mrs. Eddie Watson, Montevallo, Ala.

Mrs. Ray Collins, secretary to FC Manager McCoy, returned from a visit to Murphy, N. C. . . . Mrs. Evelyn Lanier returned to her job after several weeks illness . . . Mrs. E. Clark has resigned from FC and Jeaneane Crowder joined the accounting department . . . C. T. "Shag" Jordon, H. C. Phillips, Harry Meadow, Homer Clark and Jack Frost were in for a sales meeting with Branch Manager Johnnie Bachman.

The Golden Triangle Enterprise of Eustic, Fla., plans a new 400-car drive-in at Eustic . . . Thalia Noras is new in the Theatrical Printing Co. office . . . Sue Bennett returned to work after several days illness . . . J. E. Tanksley was here booking . . . Ditto Jay Soloman, Chattanooga.

Others visiting Filmrow were C. A. Johnson, Center and Emily theatres, Centre, Ala.; Nat Hancock, Jefferson Theatre, Jefferson, Ga.; Jack Hackney, Porterdale Theatre, Porterdale, Ga., and Charles F. Gorman, Rose Theatre, Flowery Branch, who recently opened his new theatre, seating 270 . . . Mr. and Mrs. Frank Morrison, Madison Theatre, left for a pleasure trip to Chattanooga . . . The National Carbon Co. gave a party for members of the operators union and managers of all local theatres at the Rhodes Theatre recently.

At Columbia, Sara Smith, former head of the accounting department, resigned to join U-I in the same capacity . . . Bonnie Bolting, former assistant cashier, moves up to the accounting spot . . . Pearl Moos, booking department, left to visit Lincoln, Ill. . . . Herbert Legg returned to the booking department.

ATLANTA

Season's Greetings

From

EXHIBITORS' SERVICE CO.

189 Walton S., N.W. Atlanta, Ga.
TOM JONES TOM LUCY
CHARLIE KING LAURA KENNY
SUE BAILEY SYBIL BENNETT
ESTHER OSLEY

Jungle Effect Exploits New 'Tarzan' Film at Ritz

PANAMA CITY, FLA.—To exploit "Tarzan's Secret Treasure" at the Ritz Theatre here, T. A. MacDougald, local manager for Martin-Davis Theatres, dreamed up a false front with jungle effects, using palmetto leaves, spanish moss and green shrubbery.

He glorified this effect with stuffed heads of wild bear, wild goat and wolf, all of which made an impressive front for the theatre and stimulated business.

'Carmen' Admitted Free

ST. AUGUSTINE—It is not enough to say your name is "Carmen" if you wish to be the guest of Manager Phil Lentz at the Matanzas Theatre when "The Loves of Carmen" is shown. While he has invited all women whose given name is "Carmen," to be present at the opening, he also is asking that they bring some means of identification to show that they were christened Carmen.

ATLANTA

Christmas Greetings

For Our Exhibitors and Other Friends

BEST WISHES

for a

PROSPEROUS NEW YEAR

CAPITOL CITY SUPPLY CO., Inc.

Complete Theatre Equipment and Supplies

161 Walton Street, N. W. Walnut 1244

Atlanta 3, Georgia

OSCAR HOWELL LURLINE V. KING

FILMACK SPECIAL TRAILERS

ARE SHOWMENS CHOICE EVERYWHERE

THREE PLANTS COMPLETELY EQUIPPED

CHICAGO 1327 S WABASH AVE

NEW YORK 245 WEST 55 STREET

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FINEST QUALITY ★ P D Q SERVICE

USED THEATRE CHAIRS

American or Heywood Veneer Back
Spring Cushion Type—A-1 Condition Guaranteed
$3.50 Each F.O.B. Albany, New York
10% discount if buyers pick up chairs.
ALBANY THEATRE SUPPLY CO.
1046 Broadway Phone 5-5055
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SEASON'S GREETINGS

MEMPHIS

MEMPHIS

Merry Christmas

RKO PICTURES

Memphis

TOMMY BALDRIDGE

PARAMOUNT PICTURES, INC.

362 South Second

Tom Bridge — Joe Young

Tom Donahue — Bob Kilgore

Merry Christmas

from

WARNER BROS.

410 South Second St.

Ed Williamson — Earl Hartzog

Frank Carter — Jeff Williams

John Osborne — Frank Owen

Tony Carruth

Christmas Greetings

from

Capitol and Majestic Theatres

Paragould, Ark. — **Orris Collins**

Season's Greetings

SUMMER DRIVE-IN

and

AIRWAY THEATRE

Memphis, Tenn. — Kemmons Wilson

With Sincere Appreciation

and

Best Wishes From

NULL ADAMS

BOXOFFICE REPRESENTATIVE

707 Spring St.

Telephone 48-5462

Memphis, Tenn.

Christmas Greetings

From the Memphis Exchange of

MONOGRAM SOUTHERN EXCHANGE, INC.

Bailey Prichard — Henry Hammond

Edward Sneed — F. J. Kaiser

Kathryn Pasley — A. C. Bromberg



SEASON'S GREETINGS

ATLANTA

ATLANTA

WISHING YOU AND YOURS A

MERRY CHRISTMAS

AND

HAPPY NEW YEAR

R. L. McCOY

FILM CLASSICS, INC.

Atlanta, Ga.

Christmas Greetings

From the Atlanta Exchange of

UNITED ARTISTS

Johnny Bachman, Mgr.

C. T. (Shag) Jordan — H. C. Phillips

Harry Meadow — Homer (Country) Clark

Jack Frost

Seasons Greetings

ASTOR PICTURES CO. OF GA., INC.

RICHARDSON
HASSLER — JENKINS
BELLO — BOURGEOIS

163 Walton St.

SEASON'S GREETINGS

from

BERNIE SHAPIRO

and the entire staff of the

Southern Poster and Printing Company

The South's Finest Theatrical Poster Printers

75 Walton St., Atlanta, Ga. Phone Main 7733

WINDOW CARDS TO 24-SHEETS

Wishing You Merry Xmas and Happy New Year

Toddy Pictures COMPANY

Atlanta - Charlotte - New Orleans - Dallas

Christmas Greetings

From the Atlanta Exchange of

MONOGRAM SOUTHERN EXCHANGES, INC.

Jinny Hobbs — O. S. Barnett
Ruth Roberts — Ben Jordan
P. H. Savin — Geo. Bell, Jr.
Jack Barrett — Jimmy Campbell

A. C. BROMBERG

Holiday Greetings

From

P. H. SAVIN

ATLANTA'S REPRESENTATIVE FOR BOXOFFICE

Thanks to All for the News Scoops Given Me

SEASON'S GREETINGS

FROM

THEATRICAL PRINTING CO.

183 Walton St., N. W.

ATLANTA, GEORGIA

R. H. Robinson — Earl Humphries

Filming of 'Hurricane' Is Miami Attraction

MIAMI—The town is having a field day with the "Slattery's Hurricane" cast, which is on location here. The first day's shooting of this 20th Century-Fox picture was done at Tranquilla, the Sunset Islands estate of the Guildford Halls. Linda Darnell, Richard Widmark and John Russell went through their paces, directed by Andre DeToth. Some 86 actors and technicians, including a local crew of the stagehands union led by Angelo Sands, were on hands.

Even a sudden downpour early in the afternoon was welcome. Quickly DeToth changed camera setups and filmed a sequence showing Widmark driving a rain-pelted roadster into the estate's grounds. It was estimated that the rain saved several thousand dollars in shooting costs. Considerable rain and storm sequences are in the script and the company is prepared at all times for a sudden switch.

Only invited kibitzers were permitted on the set. Society and amusement editors have culled plenty of items for their daily stints, pictures and stories have appeared on front and inside pages of newspapers, and local merchants have had the stars posing for various publicity shots. Everybody in town wants to get into the act.

Miami's skyline, with water skiers in the foreground, has already figured in the filming. Art Director Al Hogsett has been setting up props which continue to arrive from the coast.

Harry Zuckerman and Ralph Stephens of a Miami restaurant have an exclusive catering contract to furnish location crews with lunches during their stay here.

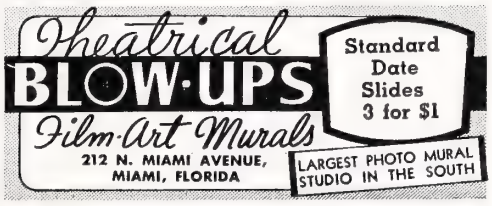
Two Miami girls, Louise Grey and Dee Scott, have been selected as stand-ins for Linda Darnell and Veronica Lake. Jack Vallee will replace Richard Widmark while scenes are being readied for shooting.

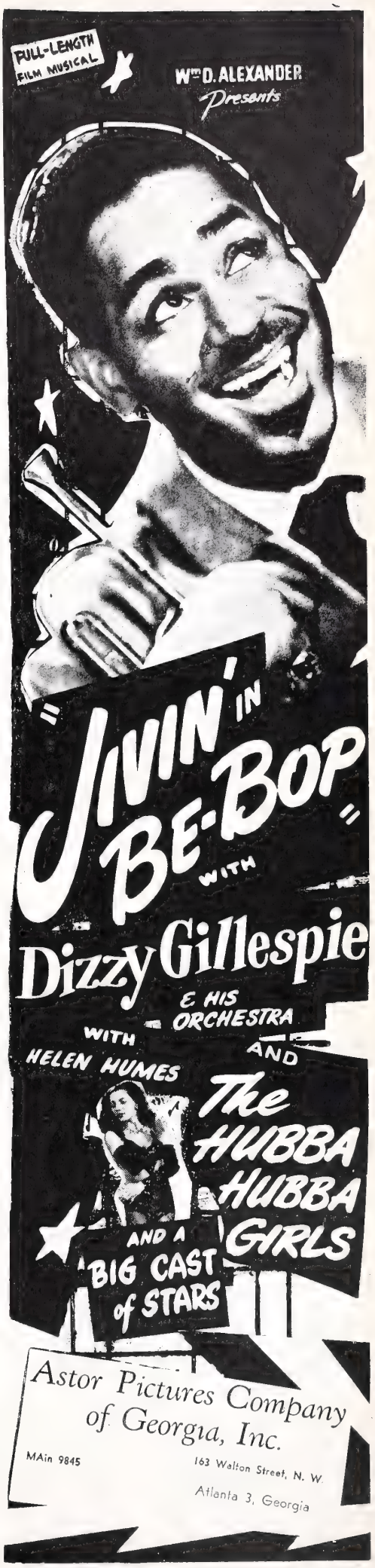
Unit manager Johnnie Johnston expected that the ideal filming conditions might cut short the scheduled four weeks of shooting. Even before he had had time to set up a casting office, and with only one paragraph in one paper spreading the news of his needs, Johnston declared that his casting requirements were already met on the first day's shooting. It is expected that about 200 locals will turn "extra" for the filming.

Building at Decatur, Ala.

DECATUR, ALA.—A new theatre for Negroes is under construction on West Vine street here. Elite Amusement Co. is owner of the building. No name has been selected as yet for the theatre, which will have a 35-foot frontage, with a depth of 100 feet. It is expected to be completed in early spring.

Of concrete block and brick construction, the building will have many modern conveniences, including air conditioning. A stage, large enough to accommodate smaller vaudeville units and concerts, probably will be incorporated in the building.





A Merry Christmas
and a
Happy New Year
From the Entire
CHARLOTTE and ATLANTA FAMILY OF
WIL-KIN
ATLANTA, GA.
CHARLOTTE, N. C.
THEATRE SUPPLY INC.
"Everything for the theatre except film"

MEMPHIS

Practically all exchanges here are having Christmas parties. MGM will have a dinner dance at Variety Club December 23. Twentieth-Fox has its yule party scheduled for December 20. The Eagle Lion party at the exchange was scheduled for December 17 . . . A baby girl, the first child, was born to Babe Rounsaville, SRO salesman, and his wife recently at Methodist hospital.

L. W. McClintock, manager at Paramount for many years, is back on his old job after several months leave of absence because of illness. McClintock has been in California and is feeling and looking much better. Tom Bridge, acting branch manager in McClintock's absence, returns to Dallas December 21 as special representative for Paramount . . . J. J. Donahue, Chicago, division manager, and Duke Clark, Dallas, district manager, have been visitors at Paramount's local exchange.

Duane Crow, assistant manager at Loew's State and former member of the Press-Scimitar staff, has resigned from the theatre and has not been replaced. Crow plans to go into radio . . . Jake Lutzer, Dallas FC district manager, was a local visitor . . . Houston Theatre, Houston, Miss., has been sold to C. N. Eudy by W. A. Rush. Eudy, who also operates the Ackerman at Ackerman, Miss., and Rush were both Filmrow visitors.

Morgan Theatre, Mountain Home, Ark., has been purchased by Commonwealth Theatres, Inc., Kansas City. Change of ownership was effective December 12. Commonwealth also announced that its Evans Theatre, Mountain Home, was closed December 11 . . . "Servant or Destroyer," film and record presentation on safe ways to use oils on the farms, is being made available here by leading oil firms to be shown to rural farm groups free.

"Pay Day—Some Day," famous sermon of Dr. Robert G. Lee, pastor of Bellevue Baptist church here and president of the Southern Baptist convention, has been recorded in a colored, sound motion picture . . . Yuletide Revue, featuring Booker T. Washington high school's band, was scheduled for December 15 at the Handy Theatre. Proceeds went for Christmas baskets for needy Negro families.

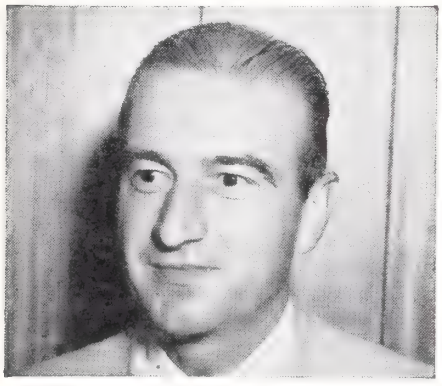
A midnight show December 19 at Loew's State Theatre was scheduled to raise funds for Christmas food baskets for needy Memphis families. Bill Kemp, State manager, and Cecil Vogel, Loew's Palace manager, are cooperating with Louis C. Ingram, MGM manager, in the show which will feature "Good News."

Orville Bond has been reelected president of the Memphis musicians union which recently cooperated with the Press-Scimitar to raise more than $4,000 to help care for 12,000 needy children at Christmas time. Proceeds went to the newspaper's Goodfellows fund.

Mississippi exhibitors booking on Filmrow included Mrs. C. H. Collier, Globe, Drew; C. J. Collier, Globe, Shaw; Bem Jackson, Delta, Ruleville; Leon Roundtree, Holly at Holly Springs, Valley and Grand at Water Valley and Center and Star at Lexington; J. R. Adams, Von and Jeran, Booneville; T. M. Jourdan, Majestic, Iuka; J. A. Thornton, Bruce, Bruce; L. B. Bays, Grenada, Grenada, and Mart Mounger, Mart, Calhoun City.

Ned Green, Legion and Princess, Mayfield, Ky., was in town . . . From Missouri came John Mohrstadt, Hayti; Lyle Richmond, Joy, Senath, and C. A. Gilliland, Cooter, Cooter . . . Tennessee exhibitors included Cliff Peck, Gem, Covington; W. F. Ruffin sr., and W. F. Ruffin jr., Ruffin Amusements Co., Covington; W. H. Gray, Rutherford, Rutherford; Louise Mask, Luez, Bolivar; Amelia Ellis, Mason, Mason; G. H. Goff, Rustic, Parsons; Guy Amis, Princess, Lexington; Mr. and Mrs. C. H. Thomas, Carlton, Whiteville, and Mrs. H. A. Fitch, Erin, Erin.

From Arkansas came Gordon Hutchins, State and Dixie, Corning; Roy Cochran, Juroy, North Little Rock; C. W. Tipton and his son Pinky, New and Tipton, Caraway, Manila and Monette; Horace Stanley, Radio, Bebee; O. G. Abernathy, Petit Jean, Morrilton; Orris Collins, Majestic and Capitol, Paragould; W. R. Lee, Rice at Des Arc and New and Gem at Heber Springs; Roy Bolick, Kaiser, Kaiser; Louis Haven, Brinkley, Manianna, Forrest City and Wynne operator; Herod Jimeson, Liberty, North Little Rock; Tom Ford, Ford, Rector; Merle Goodart, Hickory, Hickory Ridge; Howard Sanders, Ken, Mashall; Henley Smith, Imperial, Pocahontas, and Benny Huffner, Clinton, Clinton . . . Mrs. Marion Hunter has resigned as booker stenographer at U-I and has been replaced by Irene Rhodes.



EVANS SPROTT—General Manager, Bijou Amusement Company, Nashville, Tenn.—declares:

"To me, RCA Service is a good business investment. It pays for itself by keeping my equipment free from trouble and my patrons better satisfied."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

Adv.

BEST WISHES FOR
THE HOLIDAY SEASON

De VRY MOTION PICTURE EQUIPMENT

LOVETT & CO.

333 W. Pike — Phone 6365
CLARKSBURG, W. VA.

Drive-In and Indoor Theatre Equipment and Supplies

Merry Christmas

Wilson-Moore Enterprises, Inc.

89 Cone Street, N.W. Atlanta, Ga.

Praise to C. O. James; Buford, Ga., Manager

ATLANTA—C. O. James, Georgia Theatre Co. city manager at Buford, Ga., has won special thanks from townspeople and praise from his company's president, William K. Jenkins of Atlanta, for maintaining outstanding community relations in his operation of the Allen Theatre.

In these days, when the industry's personal and community relations need bolstering, James has kept theatre-patron and theatre-community morale on a personal and happy basis. He recently effected another gesture of service to his town when he turned the theatre over to the Kiwanis club for a united church service where every denomination was represented and the townspeople turned out for a capacity congregation.

No other likely location had sufficient seating capacity so James offered the theatre for the occasion. Afterward Kiwanians and many others thanked James for making the joint service possible.

"C. O. James continues to follow in the time-honored public relations policy of our company," commented Jenkins. "This policy prescribes that our managers so conduct themselves and the running of their houses, that they merit the respect and approval of their communities."

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

R M. SAVINI, for about 15 years owner of the Savini Film Co. in Atlanta, again will be in the southeast representing Sonora Bristolphone . . . The theatre owned by Alvin Chaplin in Winnfield, La., has been completed and the house opened to the public . . . Tristate Theatre Corp. of Memphis has leased the Grand Theatre at Searcy, Ark. . . . Burton Mank, widely known theatrical man, pioneer in vaudeville and musical comedy, has opened the newly remodeled and enlarged theatre structure on West Flagler street at Third avenue, in Atlanta. It will be known as the Mank Theatre.

* * *

The new and modern Delamae Theatre in Denmark, S. C., opened recently. It is owned by Robert A. Easterling and has a seating capacity of 700 . . . W. T. Harper, formerly of Newman, Ga., is now managing the Fairfax Theatre for the Cumberland Amusement Co., recently consolidated with Crescent Amusement Co., one of the most powerful theatre chains in the south. Harper succeeds J. W. Demunbron, who goes to Horse Cave, Ky. He began his career years ago under the S. A. Lynch banner and later became manager of the C. S. Smith Enterprises of Newman and other cities.

* * *

The Grand, Cedartown, Ga., opened recently. C. H. Graves is proprietor and James H. Wheeler is manager.

* * *

The old Fort Harrison at Clearwater, Fla., has been reopened after improvements, and renamed the Palace . . . The Arcade at Lake Worth, Fla., has been reopened following extensive repairs and improvements . . . Visitors on Memphis Filmrow: F. H. Jones jr., Dixie, Wynne, Ark.; Mrs. S. B. Follis, owner and operator of the Belle, Bells, Tenn.; John Sharpe, Sharpe's, Humboldt, Tenn.; L. V. McEachin, Star, West Point, Miss.

* * *

A half interest has been purchased in theatres in five Tennessee towns from the Cumberland Amusement Co. by Tony Sudekum, Nashville. The theatres involved are in Franklin, Fayetteville, Tullahoma, Winchester and McMinnville.

* * *

Construction work is under way on the new arion Theatre in Marion, N. C. . . . James McCoy, who was city manager for the Publix-Saenger organization in Macon, Ga., has been transferred to Miami as manager of the Olympia, there . . . H. J. Paradise has just opened his $100,000 house in Smithfield, N. C., a town of 1,500 population . . . A $150,000 theatre has been completed in Gastonia, N. C. W. J. Webb is owner. J. E. Estridge of that city is having his Gastonian Theatre equipped with sound.

* * *

Fred L. Jack of Memphis suffered a broken collar bone in an auto accident recently . . . Seen on Memphis Filmrow: J. A. West, Louisville and Houston, Miss.; J. P. Sharp, Sharp's, Humboldt, Tenn., and J. F. Lowrance, Princess, Humboldt; J. E. McGuire, Rex, Holly Springs, Miss. . . . Dave Reyes, former salesman for Memphis First National, is now operating a grocery store in Little Rock.



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For a Happy New Year

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M-G-M

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MEMPHIS MEMPHIS

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MEMPHIS

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From

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and

ROSEMARY

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From

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Merry Christmas

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MERRY CHRISTMAS

From

STRAND THEATRE

MEMPHIS, TENN.

MALCO THEATRE

Memphis, Tenn.

The Showplace of Dixie

CHRISTMAS GREETINGS

From

MALCO THEATRES, INC.

CHARLOTTE

Birmingham Newmar Reopened by Waters

BIRMINGHAM—Waters Theatre Co. has completed extensive remodeling of two theatres here. One is the new Newmar, formerly the Capitol. The house, owned by Waters, was taken over from the Acme circuit October 1 and marks the entry of Waters, a neighborhood and suburban chain, into the downtown field. The other house is the Delmar, in north Birmingham.

The Newmar will operate as a second run house, approximately one month after first run. The Newmar was to reopen Wednesday (15). Approximately $45,000 was spent in renovation of the house and the work required approximately two months to complete.

The Newmar building was entirely reconstructed, a new concrete floor added and a new stage built. The lobbies were enlarged and attractive restrooms added. New seats have been spaced to allow maximum room and good vision. A Chrysler Air-Temp system will provide year-around temperature control.

Charles Walker, former relief manager for the circuit, is manager of the new Newmar.

The Delmar has been enlarged by 350 seats. A Carrier cooling-heating system has been installed. The house has been repainted and redecorated, with a new and larger screen added. Fritz May will be manager of the house.

Dog Show Given for Kids

CHARLOTTE — Approximately 700 local children attended a special police safety show at the Carolina Theatre recently and saw eight trained dogs presented by police officer Ernest Pressley. During the 40-minute show Pressley punctuated the dog acts with statistics on traffic accidents and the importance of safety in traffic.

Increase State Seating

LAKE WALES, FLA.—The 260 seats needed to complete the expansion of the State Theatre have arrived and are being placed in the auditorium. They will increase the seating capacity from 500 to 800.

George D. Carpenter and associates of Colonial Theatres Co., Valdese, opened their new 487-seat Mayo Theatre in Mayodan. The company will close the old Pickwick . . . Both Fox and Paramount newsreel cameramen covered the colorful Shrine Bowl game here recently . . . Maurice N. Wolf, member of MGM's public relations department, will address the Charlotte Motion Picture Council luncheon January 5. It is expected that all theatre managers in Charlotte will attend. On January 6, Wolf also will address the Charlotte Kiwanis club luncheon.

"Hank" Hearn, Exhibitors Service head, returned from a week's trip in eastern North Carolina . . . The new Grove Theatre in Newton Grove was opened December 9 by owners C. F. Godwin, R. E. Britt and R. F. House. Exhibitors Service will handle the booking and buying . . . The new theatre for Negroes in Shelby was opened December 15 by the Washington Theatre Corp. It will be named in a contest and Exhibitors Service will do the booking and buying.

The New Park Theatre in Taylorsville was opened December 15 by Ralph Parker and W. D. Sears jr. . . . The new theatre in Greenwood, S. C., will be opened Christmas by George Mehan . . . The Star Theatres of Greenville has about completed construction of a beautiful neighborhood house, which it expects to open March 1. It is the first suburban theatre for Greenville. C. H. Morgan is president of the company, which also operates theatres in Clemson and Pickens, S. C.

Garland Haire, local manager for Standard Theatre Supply Co., has resigned, effective January 1, to join the General Register Corp. of Long Island City, N. Y. . . . Everett Enterprises reports the new theatre in Chester, S. C., will be named the Powell in honor of partner Fred J. Powell of Chester.

Everett Enterprises will take over operation January 2 of the Charles E. Myers theatres: the Myers in Rich Square, the Myers and Princess in Ayden, the Hill in Hookerton, N. C., and the Myers in Colerain . . . On the same day the Everett firm will take over operation of the Varina and Fuquay in Fuquay Springs and the Apex in Apex, N. C., from Louis M. Wade.

Chester Glenn, former manager of the Elm in Greensboro, owned by Sam W. Craver and Frank H. Beddingfield, resigned and has joined Everett Enterprises as manager of the Ansonia and Wadesboro theatres in Wadesboro.

Variety Club's second annual football game was held December 6 between the professional Charlotte Clippers and the All-Stars. Proceeds went to the Variety Heart fund. Cy Dillon headed the committee in charge . . . Charter was granted by the secretary of state in Raleigh to the Gaston Drive-In Theatre Corp. of Charlotte. The concern is authorized to operate theatres with capital stock of $100,000 and A. B. Craver, P. E. Young, and T. M. Chisholm were named as subscribers to stock.

'Bernadette' Is Shown

NEW PORT RICHEY, FLA.—Under the auspices of the student council of Gulf High school, "Song of Bernadette" was shown to the student body.

CHARLOTTE

Season's Greetings



PAULINE GRIFFITH

BOXOFFICE REPRESENTATIVE

Charlotte

CHARLOTTE



Southeastern Theatre Equipment Company

209 So. Poplar Street
Charlotte, N. C.

W. P. White — W. M. Swinson
Herbert Small — W. N. Johnson
Harriet Irwin

CHARLOTTE

Season's Greetings

DAVE WHISNANT

Carolina Neon Sign Company

Charlotte, N. C.

Christmas Greetings

From the personnel of the Charlotte branch of

NATIONAL THEATRE SUPPLY COMPANY

"Buffalo" Boling — "Wink" Collins
R. D. Turnbull — Mrs. Edna Mills
A. R. Coskrey — Miss Peggy Gordon
D. K. Chastain — "Junius" Kerns



SEASON'S GREETINGS

CHARLOTTE

CHARLOTTE

Merry Christmas

To

CAROLINAS' EXHIBITORS

From

EAGLE LION FILMS

Charlotte, N. C.

Hal Keeter
Bob Boovy
Dave Williams
Chas. Hunsuck
Jack Frye

Christmas Greetings

To

EXHIBITORS OF NORTH AND SOUTH CAROLINA

From

ALEXANDER FILM COMPANY

D. B. Kizziah, Manager

A HAPPY AND PROSPEROUS 1949

to the

CAROLINAS' EXHIBITORS

from the

SCREEN GUILD EXCHANGE

Scott Lett
Harry Kerr
W. G. Driver
Mrs. Millie Logan

Season's Greetings

To the

Carolinas' Exhibitors

from

ASTOR PICTURES

Max Holder
Charlie Leonard
Bob Pinson
Mattie Lou Harris
Melvin Cook
Walter Pinson

Season's Greetings

From the

Charlotte Exchange of

MONOGRAM SOUTHERN EXCHANGES, INC.

A. C. Bromberg
Hal Jordan
A. L. Stout
J. E. McLeroy
Johnnie Johnston
Zelda Kelly

Season's Greetings

KAY FILM EXCHANGES

Charlotte, N. C.

Ike Katz
David Katz
Harry Katz
Joe Bishop
"Hickey" Lawing
Jackie Tadlock

GREETINGS

from

EXHIBITORS SERVICE

"Hank Hearn
Max Reinhardt
Bob Saxton
Johnny Woods
Louise Burkhead
Betty Blackwelder
Maxine Price

Season's Greetings

From the entire personnel of the Charlotte branch of

STANDARD THEATRE SUPPLY COMPANY

Mary Frances Simpson
Phil Wicker
Donald Swett
Bud Austin
Garland Haire
Charlie Duncan

Eglin at Crestview, Fla. Remodeled, Reopened

CRESTVIEW, FLA.—The Eglin Theatre, under the ownership and management of Tom Barrow and Neal Robinson, has been reopened after an extensive remodeling program, which included installation of a new front, new seats, air conditioning and a new fireproof projection booth. The lobby has also been redecorated and remodeled.

NEW ORLEANS

A Merry Christmas

and a

Happy New Year

from

"CHARLIE"

DILIBERTO'S LUNCH ROOM

219 So. Liberty St.
New Orleans, La.

NEW ORLEANS

Jack Zern of the Dallas office of Altec Service Corp. was a visitor at the local office . . . Leon Felder, formerly of the local Altec office and now affiliated with the Dallas branch, is the father of a baby girl . . . P. E. Pecunia and G. T. Rayner have opened their Beverly Theatre at Gretna, La. J. G. Broggi of the Broggi Booking Co., New Orleans, will buy and book for the Beverly.

A small booth fire at the Ace Theatre, Hammond, La., belonging to Dallas Wood, forced a halt in operations for a limited time until repairs can be made.

Joy Theatres, Inc., has changed the name of the Fox Theatre, Bunkie, La., to the Joy Theatre . . . The Gallo Theatre here, a colored house belonging to Louis Gallo, will present a benefit show December 20, proceeds of which will be donated to the WNOE Big Joe milk fund. Admission will be 90 cents. Local talent will perform.

Visiting exhibitors included Charles King of the King circuit, Mobile, Ala.; Paul Ketchum of Ketchum Theatres, Texarkana, Ark.; Stanley Taylor of the Liberty, Gloster, and Crosby theatres, Gloster and Crosby, Miss., and Ira Phillips, Joy Theatres, Moreauville and Bordelonville, La.

Mary Field in 'Top o' Morning'

The comedy singer, Mary Field, has been inked for the Paramount picture, "Top o' the Morning."

Saturday Shows for Kids

ST. PETERSBURG—"Young Tom Edison" was presented free to several hundred children recently at the Roxy Theatre. This was part of a program being sponsored by the Motherette club, to give the children good, wholesome entertainment. Saturday morning was selected as the time when the children might be entertained while mothers were busy shopping. In turn various business houses provide tickets for certain designated schools, serving to regulate the attendance.

NEW ORLEANS

A Merry Christmas

and

Best Wishes for the New Year

Frances Jackson

for

BOXOFFICE

NEW ORLEANS

NEW ORLEANS

Thanks, Mr. Exhibitor,

OF THE NEW ORLEANS FILM EXCHANGE AREA

and

A MERRY CHRISTMAS and a HAPPY NEW YEAR

OUR THANKS FOR YOUR COOPERATION THAT ENABLES US

TO GIVE YOU THE MOST EFFICIENT SERVICE POSSIBLE

Sincerely,

THE MANAGEMENT

TRANSWAY, INC.



SEASON'S GREETINGS

NEW ORLEANS

NEW ORLEANS

Christmas Greetings
From the New Orleans Exchange of

MONOGRAM SOUTHERN EXCHANGES, INC.

Henry Glover — Geo. C. Nungesser
Earl W. Schroeder — J. J. Farbacher
Fannye Phillips — A. C. Bromberg

SEASON'S GREETINGS
From
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(The Exhibitors Friend)
"THE BIGGEST LITTLE EXCHANGE IN THE SOUTH"
"Westerns - Features - Comedies"
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AND A GOOD YEAR AHEAD

William Cavanaugh, Inc.

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Joyous Yuletide

GREETINGS TO ALL OUR PATRONS

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214 So. Liberty St. — **Ra. 5772**
New Orleans, La.

Yuletide Greetings

from

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Film Delivery Service . . . Popcorn and Supplies

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MERRY CHRISTMAS — HAPPY NEW YEAR

DON KAY ENTERPRISES

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Roadshows for the Entire Southeast

Greetings

TO OUR MANY FRIENDS

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A. R. HICKS — CHESTER BRINEY
JOHN F. SAUNDERS — LIN BARKER

1414 Cleveland Ave. — New Orleans, La.

Christmas and New Year Greetings

To My Many Friends and Customers

H. J. BALLAM

ALTEC SERVICE CORP.

New Orleans, La.



SEASON'S GREETINGS

NEW ORLEANS

Merry Christmas

and

Happy New Year

NATIONAL THEATRE SUPPLY

T. W. (Tom) Neely

W. A. Miramon
H. J. Smith
Pascal Caruso
Marie Forestiere
Charles Achee, Sr.
Charles Achee, Jr.

New Orleans, La.

NEW ORLEANS

Christmas Greetings

From the New Orleans Exchange of

DIXIE FILMS, INC.

R. A. "Bob" Kelly, Manager

Lillie Blanchet
Barbara Dupuis
Willis Brennan
Concha Holiiday

Season's Greetings

J. G. BROGGI

An Independent for the Independent

Buying and Booking

218 So. Liberty — New Orleans, La.

Magnolia 1474

Season's Greetings

TO OUR FRIENDS

From

The Industry's Newest Major

EAGLE LION FILMS

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Tom Neely, Jr.

SEASON'S GREETINGS

from

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FOR A

VERY MERRY CHRISTMAS

AND A

HAPPY NEW YEAR

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Our Greetings to You

Merry Christmas



Our Wish for You

Happy New Year

from

Exhibitors' Poster Exchange, Inc.

221 South Liberty St.

New Orleans 13, La.

W. H. (BILL) COBB

Telephone: RAymond 3563



Best Wishes for a Merry Christmas

and a Happy New Year

from the Personnel

of



Hodges Theatre Supply Co., Inc.

W. "AL" HODGES

PAUL GERMAN

HARRY GRAHAM

MYRNA POSEY

JAMES SKELLY, JR.

HENRY PETITHORY

MEMPHIS LEWIS

Hospital Work Ahead Due to Variety Gift

MIAMI—The South Florida children's hospital is now assured of completion, thanks to the generosity of the Variety Club of Miami. Nine years ago construction of the hospital got under way. Finances were not adequate to finish the building, and the war further impeded the project.

About $700,000 was needed to finish the building. The federal government already had granted $230,000. Funds available were about $30,000 short of estimates. As the government grants $1 for every $2 raised, the Variety Club's gift insures an additional federal allocation of $10,000. This provided the financial lift to get work under way at the partially erected building west of Coral Gables.

This project, long awaited by South Florida parents, was assured when the board accepted a gift of $20,000 from the Variety Club and passed a unanimous resolution offering the club the privilege of taking over operation of the completed hospital. If the Variety decides the project is too large for the club to handle, the $20,000 goes as an outright gift.

Joe Orr, in charge of construction, says that the hospital can be completed and equipped within a year. He is lining up crews and material. The hospital board members agreed that since the people of show business have facilities for raising money, local theatre people, having the interest of this community at heart, are ideal for such work. A committee was appointed to work with Variety on details.

Tieup With Cab Company To Plug 'Race Street'

MONTGOMERY — The Empire Theatre carried out an effective tieup with the Liberty Cab Co. for its showing of "Race Street." A co-op ad was based on the theme that the Liberty drivers "don't make a 'Race Street' of Montgomery." The first 50 persons calling a Liberty cab before 1 p. m. the day the ad appeared received a guest ticket to the theatre.

No City Water Mains to Airer

HOLLYWOOD, FLA.—E. E. Doerfler, owner of the new drive-in now under construction between Hollywood and Dania, is petitioning local councilmen to replace old water mains which were removed when a section ditch was widened some time ago in order to provide better drainage. Councilmen do not approve of undertaking the expensive job of running city water out to the theatre. Doerfler says that failing to reach a satisfactory agreement with the city, he will attempt to solve his problem by sinking a fresh water well.

Crescent Renovating Store

HUNTSVILLE, ALA. — Crescent Amusement Co., which operates the Lyric, Grand and Center theatres here, has a $10,000 facelifting and fireproofing job under way on a downtown store building which it owns here. No decision has been made on a new tenant for the building, according to Fritz Thomas, local manager for the company.

BIRMINGHAM

R. B. Wilby of Atlanta was here recently to discuss drive-in theatre operation with N. H. Waters sr., head of Waters Theatre Co. Wilby and his wife attended the Alabama-Auburn football game . . . Also here for the game were Jimmie Gaylard, manager of the Enzor, Troy, and Bill Deitenbeck, manager of the Druid, Tuscaloosa . . . Harry Burton has been transferred from the Alabama to the Lyric as assistant manager, succeeding Jimmy Bellows, who will assist W. J. Coury as manager of the Temple during the vaudeville season this year . . . Gertrude Harris, candy girl at the Five Points Theatre, resigned to marry Claude McGraw December 26.

Shades Mountain Drive-In closed December 5 and will reopen March 1, according to J. B. Waters, general manager of the Waters circuit. Operation of the Roebuck and Fair Park drive-ins will be continued during the winter . . . Fritz May, manager of the Shades Mountain installation, will become manager of the remodeled and enlarged Delmar, while Willie Bunch goes to the same house as cashier.

M. L. Ryan, manager of Waters' Avon, has resigned to enter another business. He has been succeeded by Willie Johnson, who has been doing relief work for the circuit . . . Mrs. Rose Harris, wife of J. B. Harris, Five Points manager, underwent an appendectomy at Carraway Methodist hospital recently . . . Atlanta's Variety Club has made a $1,000 donation to the spastic work of Dr. Lee McBride White here. Word of the donation came in a letter from Charles L. McCain, spastic aid secretary.

Miriam Jackson, daughter of J. A. Jackson, Empire manager, is now attending API at Auburn. Formerly a student at Alabama College, Montevallo, Miss Jackson saw the Auburn-Alabama game here . . . Ben Udel, veteran film man who is now a special representative for Jam Handy, visited local theatremen recently while en route to Hollywood . . . R. Cameron Price, RKO salesman, also was a visitor . . . Harold Gaston and E. E. Jones, who were projectionists at the house when it was operated as the Capitol, are to handle the booth at the remodeled Newmar . . . A. Brown Parkes, Melba manager, is remodeling the sweet shop there, and will offer soft drinks in addition to candy, popcorn and tobacco.

N. A. Kriel, Ritz projectionist, has been ill with pneumonia at East End Memorial hospital . . . Mrs. Fred Lankford, Delmar cashier, assisted in the main office of Waters Theatre Co. during the recent illness of Marian Cleveland, secretary . . . Manager Harry W. Roberts has a full schedule of pre-Christmas events lined up for the Birmingham. Jimmy Lunceford and Diana Washington will appear on the stage December 16-17. On 18-21, the theatre will be turned over to the Negro Boys club for its Christmas dinner fund, and the Immaculata school PTA will benefit from showings of "Give My Regards to Broadway" December 22-24.

George Raft in 'Big Steal'

George Raft has been set for the lead in "The Big Steal," with Jack Gross, who will produce for RKO.

Temple in Birmingham To Resume Vaudeville

BIRMINGHAM—An agreement has been reached with the local musicians union which will lead to the reopening of the Temple Theatre for weekend vaudeville and film programs for the season starting Christmas day.

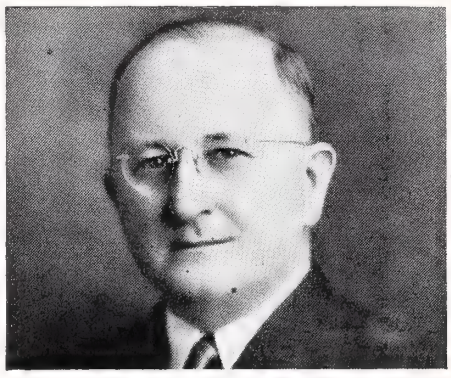
Theatre officials only recently announced that the Temple would remain dark this winter because the union was asking for a pay increase and employment for eight musicians rather than six.

Under the agreement, it was said, the musicians will receive a "slight" increase in salary and the orchestra will continue with six men.

The management also announced that the Theatre Guild's roadshow, "Carousel," will appear at the Temple January 4-6.

RCA 16mm Manager on Tour

CAMDEN, N. J.—O. V. Swisher, manager of RCA's visual products group, left for a three-week visit with the company's 16mm equipment distributors in the southern territory. Among the states he will visit are Georgia, Florida, Mississippi and Louisiana.



O. C. LAM—President, Lam Amusement Company, Rome, Georgia, operators of 15 theatres in central Georgia—says:

"We constantly strive to offer the finest in motion picture entertainment. RCA Service is essential to reach and hold that goal."

To get the benefits of RCA Service —write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

Adv.

START NOW

to plan your Cooling Equipment Needs for the coming season. We will be glad to figure with you.

THE QUEEN FEATURE SERVICE, Inc.

Quality Theatre Equipment and Supplies

BIRMINGHAM 3, ALABAMA

Fans Blowing on Ice Under Floor Cooled Alcazar at Miami in 1908

MIAMI—One day in 1908, a group of curious people crowded into a remodeled storeroom at East Flagler street and Miami avenue here to attend what is believed to have been the first showing of motion pictures in an "air conditioned" theatre. W. F. Miller, pioneer showman, had conceived the idea of placing cakes of ice beneath gratings in the floor of his nickelodeon, the Alcazar, and blowing the coolness from them upwards with electric fans.

Details of the experiment were related in a feature story in a recent Sunday edition of the Miami Herald, based on information supplied by Isidor Cohen, one of the earliest settlers here and author of many historical sketches.

SEATING EXCEEDS 250,000

From that imaginative beginning has sprung an empire of nearly 350 motion picture theatres, located in 143 communities in Florida and providing a total seating capacity of more than a quarter of a million. The vast majority of them boast cooling systems which alone cost many times the total of Miller's entire Alcazar Theatre. Today, Florida's ratio of population to theatre seats is greater than that of many states not enjoying the competition of long outdoor days all year round, one seat to every nine persons.

Sixty-three per cent of Florida's theatres are "circuit" operated, with Wometco and Paramount the major chains. Wometco operates 30 theatres throughout the state and in the Bahamas, with 23 in Greater Miami. Its trade name was formed from the names of its owners, Mitchell Wolfson and Sidney Meyer, the first a former mayor of Miami Beach, and the latter a former branch manager for the Fox interests in Omaha.

The Wometco chain really had its beginning some years ago when Meyer met Zenia Wolfson, "Mitch's" sister, and booked her to a marriage contract. Meyer became manager of the Chicago office, later becoming Fox general manager in New York before he and Wolfson hit on the idea of becoming Miami film exhibitors. Their first "theatre" was opened in the Scottish Rite temple, but within three years their holdings had been expanded to a chain of seven houses.

Today, the 30 Wometco theatres here, in Tampa, Palm Beach and Nassau can accommodate more than 60,000 patrons. The Miami Theatre on Flagler street, flagship of the chain, has a projection "throw" 15 feet longer than that of the Radio City Music Hall in New York. The Lincoln Theatre on Miami Beach probably has had more world premieres than any theatre outside of New York or Hollywood. Many films premiered here are recut and reshot in Hollywood to remedy faults indicated by local critics.

Because of its cosmopolitan nature, this city has been very fortunate in the matter of world premieres. In recent years the Paramount and Wometco chains have first shown such films as "Sitting Pretty," "It Happened on Fifth Avenue," "Arch of Triumph," "Rebecca," "Stagecoach," "Lost Horizon," "The Sin of Harold Diddlebock" and many others.

A COLORFUL BACKGROUND

In similar fashion, the Paramount chain of theatres sprang from a colorful background. What was to be the Paramount system had its start in 1910 when F. E. McVeigh opened the Marco Theatre on Flagler street. In 1913 he sold it to Harry Tuttle, who a year later disposed of his interest to the William A. Leaches. Within a few years the Leaches increased their holdings by adding three other houses, and in 1920 they entered into a partnership with Paramount which lasted until 1928, when they sold out. The Paramount Enterprises organization as it exists today was launched in 1936, with George Hoover at the helm. Paramount's Beach Theatre, scene of many world premieres, has won architectural honors for its unique decor.

Pressing the major circuits for prestige and business are several other budding chains. The Claughtons already operate four theatres, the Embassy, the Royal, the Variety and the Trail, and have the North Miami under construction.

The Bernstein chain, headed by Nathaniel Bernstein, a former attorney for Warner Bros., has been started with the Dixie Theatre downtown, and will get its second unit soon with the completion of a drive-in near Tropical park.

Foreign-language film fans are catered to by the Brandt's Flamingo Theatre on Miami Beach, where the best Italian, French, German, Norwegian and Russian films are shown. Truly, Miami's theatre business has grown since Miller's storeroom theatre of 1908.

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Birmingham Women To Advise City Censor

BIRMINGHAM—Theatre owners here are watching with interest for the first moves on behalf of an advisory committee of six women just appointed to censor motion picture and stage shows in the city. The committee was appointed by Police Commissioner Eugene Connor after a series of conferences with representatives of women's clubs.

No legal powers have been delegated to the committee, which began its duties Thanksgiving day. They will be merely an advisory group to make recommendations to Police Chief Floyd Eddins after reviewing films and stage shows. Pictures which can be shown to children under 16 also will be recommended by the committee. Newspapers will be asked to publish the recommendations once a week.

Lily May Caldwell, film editor of the Birmingham News and a member of the National Screen Guild, declined to accept Connor's request to serve on the committee. Miss Caldwell's regular columns already classify the pictures.

Where advance notice puts a questionable taint on a picture or stage show, the committee will demand a preview. Women agreed that Chief Eddins, as sole censor, had done a good job in the last five and one-half years.

Following are the committee members: Mrs. S. D. Moxley, past president of the American Ass'n of University Women here; Mrs. E. Henry Vance, motion picture chairman for the Federation of Women's Clubs; Mrs. A. W. Hudson, Birmingham council of Parents and Teachers; Mrs. H. O. Coffee sr., vice-president, Council of Church Women; Mrs. A. S. Lucas, Council of Catholic Women; Mrs. M. H. Sterne, Council of Jewish Women.

Cameo Theatre Reopened On Double Bill Policy

ST. PETERSBURG—The Cameo Theatre has been reopened and is resuming its old policy of bringing back big pictures on double bills.

Hosts School Kids to Show

CLEARWATER, FLA.—George Zane, manager of the Capitol Theatre, was host to members of the Clearwater high school baseball team, band, cheerleaders, majorettes and teachers at a special matinee. A motorcade from the school preceded the picture. "The Babe Ruth Story" was the film.

Benefit Show for Army

SELMA, ALA.—The annual Wilby Theatre-Salvation Army picture show matinee was held Saturday (18). Canned food served as tickets, with the collection going to the Salvation Army, according to Manager Roger Butler.

Top Role in 'Border Incident'

The top role in "Border Incident," a Metro picture, has been assigned to Ricardo Montalban.

MIAMI

When actor Richard Widmark arrived in Miami Beach recently he was at the opposite end of the United States which he had expected to be a week earlier. Upon completion of his latest picture, "Down to the Sea in Ships," director Henry Hathaway offered Widmark the use of his ranch at Rogue River, Ore., for the holiday which Widmark had planned with actor Henry Morgan. Then came the studio call summoning him to Florida for "Slattery's Hurricane," known hereabouts as "Zanuck's Zephyrs."

Brandt's Flamingo Theatre, which has just inaugurated a new policy after an extensive run of foreign language films, has scheduled some interesting "teams." The latest program duals "The Count of Monte Cristo" with "The Son of Monte Cristo" . . . Both Paramount and Wometco are pushing their coupon admission books as ideal Christmas gifts . . . At a meeting of the newly organized citizens board of the University of Miami, attended by more than 90 citizens, Mitchell Wolfson, president of Wometco Theatres, was elected a director . . . The Capitol's recent bill, "The Storm" and "When Tomorrow Comes," with a hurricane theme, fitted in appropriately with the current shooting of "Slattery's Hurricane" here.

Monogram actor Freddie Stewart headlines a show at a local club . . . Warner Bros. starlet Dorothy Malone "modeled" the new 1949 Florida license tags for news photographers . . . Three sound films illustrating the development of Palestine will be shown to 20,000 Dade county students at their assemblies during a two-week period.

Charles O'Connor has been appointed auditor and counsellor for the Claughton circuit . . . Milt Langford, former assistant at Paramount's Olympia, had a nice surprise awaiting him when he returned from a New York vacation. It was the managership of the Regent Theatre in Allapattah.

'Guilty Parents' Arouses Trouble in Nashville

NASHVILLE—Showing of "Guilty Parents" at the Rex Theatre here has led to a demand by W. Y. Draper, city councilman, for an ordinance outlawing such films. Draper, who charged such films were "immoral," said he was asking the city legal department to draw up the ordinance for action by the council December 21.

Sam Davis Bell, chairman of the city censorship board, said he concurred in Draper's proposal. Censorship board members had labeled the film "immoral" after a review.

Draper charged that the Rex held the film until 7 p. m. one day recently despite an order from the censorship board at 10 a. m. to stop the picture. Draper said that the continued showing of the picture was not the fault of the censorship board, but the theatre management.

Kermit C. Stengel, president of Rockwood Amusement Co., said the picture was shown until 7 p. m. because "we didn't have another picture and we didn't want a dark house." Stengel maintained there was nothing immoral about the picture.



NEW OFFICERS OF MEMPHIS TENT—The Variety Club of Memphis re-elected Ed Williamson, branch manager for Warners, as chief barker Monday in a meeting at tent headquarters in Hotel Gayoso. R. H. "Buster" Hammond was elected first assistant chief barker; Leonard Shea, second assistant; Bailey Prichard, property manager, and Herman Chrissman, doughguy.

Seated, left to right: Fordyce Kaiser, Monogram, director; Herb Kohn, Malco, director; Chief Barker Williamson; Bailey Prichard, Monogram, property manager; R. V. Reagin, RKO, director, and Ben Bluestein, director.

Standing: Tommy Baldridge, RKO, director; Hammond, the first assistant; Henry Hammond, Monogam, director; Leonard Shea, Eagle Lion, the second assistant, doughguy Chrissman, and Earl Hartzog, Warners, director.

U.S. Film Production Has All Rome Trying to Get Into the Business!

MIAMI—Hollywood's dollar-conscious film producers reportedly are scouting foreign lands for the possibility of large scale film production, which they believe may effect large dollar savings for them. Ernie Hill, staff correspondent for the Miami Herald in Rome, reports that the 20th-Fox experiment in producing films in Italy was proving so profitable that other companies were considering similar tactics.

Because of the boom activity going on in Rome shoestring companies are springing up.

"Everybody wants to start a film and get rich," Hill wrote. "The other night a young man rushed up to a table at the Excelsior hotel and confided, 'I have the play. I have the stars. I have everything for one of the generation's greatest films. All I need is 100,000,000 lire (about $160,000). Find me the man at once and he will be a millionaire.' "

Three independent films are in various stages of progress, Hill said. David Pelham's "Rapture" is completed and Italian companies have a half-dozen pictures in the mill.

"The Prince of Foxes," the 20th-Fox film, will be completed before Christmas, complete with big names, Tyrone Power, Wanda Hendrix and Orson Welles, buckets of blood from the days of Lucrezia Borgia, historic castles and low production costs.

The location crew has just finished shooting a series of scenes at the Castle Saint Angelo in Rome on the Tiber river. It was built 2,000 years ago and has seen enough blood spilled in its day, according to Hill, "to be only slightly impressed with the Welles-Power feuding."

Welles, Hill said, "is probably the busiest man in Italy." He was on location for the 20th-Fox film for a couple of weeks. Then he hustled to Vienna for some shots of a picture titled "The Third Man." Then back to Venice where he is producing a film and after that he will return to Rome for the last shots on "The Prince of Foxes."

Producers, said Hill, see four reasons why Italy and some other countries can be a good thing for film making. (1) Labor costs are only a fraction of the Hollywood scale. (2) Extras and even actors in secondary parts can be picked up cheaply on the spot (Hill said 20th-Fox in producing "The Prince of Foxes" had picked up British, Belgian, Swiss and Italian actors and refugees to fill out minor parts and mob scenes for $5 a day in some cases). (3) All except imported stars, directional staffs and chief technicians are paid in Italian currency that has stacked up here from other Hollywood pictures. (Tyrone Power gets his expense money in Italian lire.) (4) Pictures, particularly of historical subjects, have additional appeal for the important export market.

Hill said at least two other American film companies are weighing financial savings that can be made. He said they also are looking at Brazil, Spain and France as possibilities for using money which they have banked in those countries.

The Y Wants Censors

HOMEWOOD, ALA.—The Shades-Cahaba YMCA and at least two other civic organizations have called upon Mayor H. C. Crelly to appoint a board of censors for pictures shown at the Homewood Theatre. The resolution asserted that "the children of our city and community should have higher type shows than some they are now seeing in the local theatre."

Valdosta, Ga., Airer Opens

VALDOSTA, GA. — The 222-car, $35,000 Forrest Street Drive-In was opened recently here by R. T. Moody and Albert G. Jones. The drive-in was built on a 7½-acre tract and installations include in-car speakers, a concession stand. Moody said that if demand proved heavy enough the drive-in could be expanded to accommodate 500 cars.

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Canada Is Praised For Stand on Video

MONTREAL — Britain's top authority on television broadcasting congratulated Canadians on their refusal of be stampeded into adopting television, and at the same time warned against mere mechanical development without any regard for attendant responsibilities.

Norman Collins, head of television for the British Broadcasting Corp., told the Canadian Club of Ottawa he was impressed with the typically Canadian wisdom of refusing to convert every home overnight into a miniature cinema.

Television was the most powerful social influence of our time, he said. As such, it would mold the character, tastes, dress, culture of a whole generation. Even habits of speech would be profoundly influenced. Its greatest effect would be felt on children and in the home.

There was the same difference between television and radio, to those who had watched television, as there was between silent and talking films, Collins said. "Once you have television, you just can't stand ordinary radio. You have been given the latchkey to Hollywood."

Britain's system, he said, was the best in the world. It was also the most simplified, possibly because the BBC has a monopoly.

Britain's television funds came from the 11 million pounds sterling annually received for radio licenses, of which roughly 1,000,000 pounds a year was not being spent on television.

Television had shown its value during conference of prime ministers in London recently, Collins said, when an up-to-the-minute record was brought to subscribers.

Bandits Plague Theatres; 5 Victims in 3 Weeks

VANCOUVER—A 21-year-old Canadian navy deserter, who confessed to two holdup attempts at the Capitol Theatre here, was sentenced to one year in jail and 12 lashes as local judges issued stern warnings to other would-be bandits that similar sentences would befall them unless holdups were halted.

Bandits did good business when five theatres, four of them FPC situations, were held up in three weeks. Latest victims were the Edison at New Westminster, the Capitol and a downtown bank where two FPC treasurers were depositing heavy weekend take.

Attention to Displays Drawn by Manikin

VANCOUVER—Jack Randall, manager of the Strand Theatre here, created plenty of attention for his lobby displays when he borrowed a manikin from a local department store, dressed her in an usher's uniform and had her pointing toward the display boards. In another exploitation idea, Randall used the 3,000-name mailing list of Hilker Attractions, enclosing a herald on the film with the concert programs which went out to subscribers. The tieup did not cost the theatre a cent.

Calgary Exchange Men Race Time To End Road Work Before Winter

CALGARY—Film salesmen and exchange managers were conspicuous by their absence on Filmrow here the last three weeks. Last week there were virtually none to be seen with all out on the road taking advantage of the tailend of Indian summer to clean up the last half-year business and holiday bookings.

Now with light snowfalls presaging severe winter cold, all will be hurrying home before snow blocks the roads. However, schedules must be completed, no matter in what part of the country bad weather catches the travelers. Some of the exchange men have been far north of Edmonton where snow has been heavy for several weeks. Others in the eastern Alberta and neighboring Saskatchewan territories travel the rolling prairie roads where drifts pile up quickly when the wind blows, and where there are few surfaced highways and many troublesome side roads.

Others are in western British Columbia and in the mining district in the Crow's Nest Pass where snow falls frequently and lies deep. The boys who have to cross the mountains are the ones who will first turn home for there lies trouble with often scant help in times of need. If wild weather keeps off they should all be back here this weekend, to write out reports and carry on their business by phone.

Continue to Advertise No Power Cutoffs

Toronto—Local theatremen are trying to rebuild patronage by continuing to advertise that performances are not interrupted by power cutoffs, although the compulsory switchoffs of current were dropped by the hydroelectric power commission at the beginning of December when the production crisis was eased by the rise in the water level of rivers which operate the power plants.

The exhibitors persist in announcing "No Power Cutoffs" and "We Generate Our Own Power" because there is the fear that circuit interruptions will be resumed after the holiday season. Factories which switched to Sunday operations to conserve power have returned to weekday operating shifts, however.

Boxing Eve Owl Programs Authorized in Toronto

TORONTO—On the application of Arch H. Jolley, executive secretary of the Motion Picture Theatres Ass'n of Ontario, local exhibitors received a Christmas present from the board of police commissioners in form of permission to hold midnight shows on the eve of Boxing day (27). Jolley was instrumental in having the board cancel the midnight performance for Christmas eve and substitute a midnighter for the Boxing holiday.

Local theatres have never staged the late Christmas eve performance because of a desire to cooperate with the churches which conduct midnight masses or other services for the holy occasion.

Midnighters are banned except when authorized by the police board.

Doug Calladine Renamed Projectionists Chief

VANCOUVER—Projectionists Local 348, in a recent election here, renamed Douglas Calladine of the Rex as president for 1949. Other officers, all re-elected, include Martin Globe, Columbia, vice-president; Bob Foster, Orpheum, business agent; Lloyd Pantages, Odeon Hastings, treasurer; Hank Leslie, Orpheum, secretary; Ted Foley, Circle, recorder, and Fred Wilson, Strand, member-at-large.



GENERAL THEATRE SUPPLY GUESTS—Among the guests at the cocktail party given by General Theatre Supply Co. of Canada at the recent convention of Quebec Allied Theatres Ass'n in Montreal were the exhibitors and film men seen above.

'Pearl' Pleases at Toronto

TORONTO—"The Pearl" continues to please class clientele at the International Cinema, Toronto's woman-operated suburban, where the picture has been held for a third week.

TORONTO

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TORONTO

While police were on the chase for a housebreaker in another part of the town, burglars smashed the safe and stole $1,000 from the Biltmore in suburban New Toronto Sunday night. The men were seen at the theatre but escaped by the time the officers arrived . . . William Gibbons, a former usher at the downtown Victoria, was sentenced to 18 months in reformatory when he was found guilty of stealing $50 from a cabinet in the office of Manager Russ McKibbin late at night. After two thefts two detectives hid in the theatre and caught Gibbons the third time.

When the Taps, a flashy restaurant, opened next door to the Biltmore, Manager Al Perly welcomed the new neighbor with a congratulatory advertisement in the papers. Perly enjoyed free coffee and doughnuts on the cafe's opening day . . . "Hamlet" has completed its third week as the opening attraction at the new Odeon Hyland in north Toronto.

The Capitol in Windsor was jammed for the Night of Stars benefit show given under the auspices of B'nai B'rith, the proceeds to be used for the rehabilitation of displaced families from Europe. Many artists from theatres and night clubs in Detroit contributed their services for the sparkling program . . . J. J. Fitzgibbons jr., president and general manager of Theatre Confections, Ltd., has appointed Tom Moran as Ontario manager. Moran was succeeded by Norman Rae as supervisor for western Ontario.

Manager Martin Simpson has Doug Walters, formerly of the Toronto Ace, as his assistant at the recently opened Downtown of the 20th Century Theatres circuit . . . As the Odeon Hyland was still undergoing interior completion, the usual social party for the opening was switched to the Odeon Toronto on Sunday where the invited guests were entertained to a special screening of "Hamlet," followed by refreshments.

A spelling bee for a special prize was staged for the juvenile patrons in conjunction with the Movie club Saturday morning performance at the FPC Capitol in Peterboro . . . L. M. Devaney, general manager of Canadian RKO, and Haskell Masters of Warner Bros attended head office meetings of their respective companies in New York.

MONTREAL

Season's Greetings

from

GUY CADIEUX

International Theatrical and Television 16MM Sound Program

FPC-Odeon Litigation Dropped in Toronto

TORONTO—The long-standing legal action brought by Famous Players Canadian Corp. against the late N. L. Nathanson, Paul Nathanson Odeon Theatres, Quinte Theatres and Wellnia Theatres was dismissed by consent of litigants without costs in Osgoode hall here.

The FPC suit followed a dispute over possession of certain theatres when the elder Nathanson resigned as FPC president eight years ago to help organize Odeon Theatres. Nathanson died after a lengthy illness and his son Paul eventually resigned from the Odeon board.

Not long ago there was a rumor of a rapproachement between President J. J. Fitzgibbons of Famous Players and Paul Nathanson.

Remaining dormant is the suit for $1,000,000 damages by Empire-Universal et al against J. Arthur Rank, Eagle Lion of Canada, General Cinema Finance Corp., Universal Pictures, Inc., United World Pictures Co., Inc., and others. The writ was issued early in 1947 and the case involved distribution rights in Canada and Newfoundland for a group of features.

Last August plaintiffs sought to amend the writ of summons and statement of claim and their application was granted. No further development in the case has been announced.

Canada Expects Increase Of Local Themes in Films

HAMILTON, ONT.—"We are looking forward to an increase of Canadian themes in films produced by Hollywood," declared Ross McLean, commissioner of the National Film Board, in an address at McMaster university here. He was referring to the Canadian cooperative project of the Motion Picture Ass'n of America, which is designed to assist the Dominion government in its foreign-exchange problem.

"What has been accomplished to date," McLean declared, "is an indication of the willingness on the part of United States film producers to make a closer study of Canadian backgrounds. It is evidence, as well, of a greater concern for public enlightenment in the film industry and a desire to share in community life in addition to drawing revenues from it."

400-Seat Theatre Started

WINCHESTER, ONT.—Work has begun on a 400-seat theatre here, the first in Winchester. The building will be of block and stucco construction. Walter C. MacDonald, and his associate Herbert T. Meldrum, the owners, have visited many of the newer theatres to study construction and layout in order to decide on the type most suitable for their district. The architect is Cecil Burgess of Ottawa.

'Quiet Weekend' Is Held

TORONTO—On its return engagement at the International Cinema, "Quiet Weekend" has been held for a second week despite pre-Christmas diversions. Last season this comedy occupied the screen of this class theatre for 12 weeks.

'Henry V' and 'Father' Lead in Vancouver

VANCOUVER—Local first runs felt the effect of a week which brought rain and snow. Two former roadshows now playing at regular prices, "Life With Father" at the Strand and "Henry V" at the Vogue, made the best showings. "Julia Misbehaves," in a second round at the Capitol, and a reissue of "Bring 'Em Back Alive" at the Cinema, drew well.

(Average Is 100)

Capitol—**Julia Misbehaves** (MGM), 2nd wk.....Good
Cinema—**Bring 'Em Back Alive** (RKO), reissue....Good
Orpheum—**Cry of the City** (20th-Fox).....Fair
Plaza—**Blood and Sand** (20th-Fox); **We Go Fast** (Rep).....Moderate
Strand—**Life With Father** (WB).....Very good
Vogue—**Henry V** (UA).....Excellent

'Tatlock's Millions' Strongest During Toronto Shopping

TORONTO—Local fans continued to show their preference for comedy by their support for "Miss Tatlock's Millions," which was held for a second week at the Eglinton and Tivoli in spite of the Christmas shopping spree. "Johnny Belinda" also rated a second week at the Imperial, but business elsewhere was on the slow side. Reissues made their appearance at three theatres for a stopgap.

Biltmore—**Four Faces West** (UA); **Close-Up** (Int'l).....90
Eglinton and Tivoli—**Miss Tatlock's Millions** (Para), 2nd wk.....100
Fairlawn and Danforth—**My Sister and I** (EL).....90
Imperial—**Johnny Belinda** (WB), 2nd wk.....95
Loew's—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues.....85
Nortown and Victoria—**Blue Skies** (Para); **Duffy's Tavern** (Para), reissues.....85
Odeon Toronto—**Sleeping Car to Trieste** (EL).....95
Shea's—**Unfaithfully Yours** (20th-Fox).....95
Uptown—**Kiss the Blood Off My Hands** (U-I).....90

Yule Shopping Hits Matinees At Calgary First Run Houses

CALGARY—Winter came at last to a city favored with three straight months of blue skies and warm Chinook winds. Temperatures dopped to 16 below as a light snow fell, but there was no wind. Overcast skies indicated more snow, but if weather gets no colder nor blizzards tie up transportation, shoppers and theatre fans will come out readily.

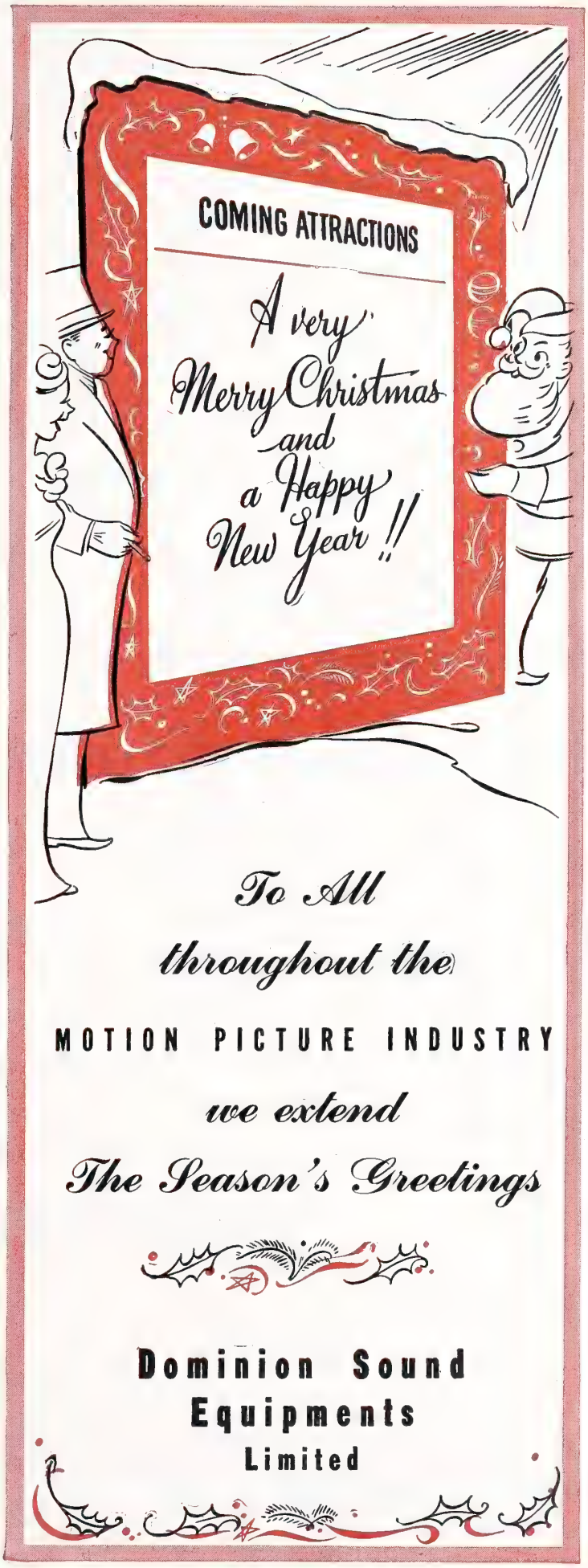
Currently matinees suffered as the shopping rush neared its peak, but evening shows continued to do average business.

"Sorry, Wrong Number" built up with word-of-mouth publicity.

Capitol—**Sorry, Wrong Number** (Para).....Good
Grand—**Enchanted Valley** (EL); **Hal Roach Comedy Carnival** (UA).....Fair
Palace—**Deep Waters** (20th-Fox); **Shark Island** (SR).....Fair

New 'Rope' Protest

TORONTO—Chairman O. J. Silverthorne of the Ontario Board of Moving Picture Censors reports the local Council of Women at Windsor has forwarded a protest against "Rope." The council described the picture as "a display of distorted youthful exaltation and fiendish celebration of what was virtually a sacrificial ceremony and banquet." The picture has not been entirely banned in Ontario but Chairman Silverthorne has directed H. M. Masters, general manager of Warner Bros. Distributing Co. to cancel further bookings of the film in cities where complaints have been made.



MONTREAL

Best Wishes

From

ROY CARMICHAEL

Correspondent for

BOXOFFICE

Montreal

Villa Matchett on Stage Of St. John Paramount

ST. JOHN — Between shows of "Johnny Belinda" at the new Paramount, Manager F. Harrison Howe presented one night recently Villa Matchett, 12-year-old girl of Sunny Corner, N. B., here en route to a Christmas celebration at Natchez, Miss. Late in 1947 she had attached a note to a yule tree, among the millions sent out of Canada to the U.S., asking for some toys and money because money was very scarce in her family.

She received a lot more than she asked for and was invited to the 1948 Christmas carnival at Natchez, Miss. She traveled by chartered plane from Houlton, Me. Howe had her on the stage and in foyer of the Paramount with officers of the local Lions club, which hosted her in St. John and Houlton. "Johnny Belinda," booked in for three days, was prolonged for the full week, tying the premiere at the Capitol, Halifax.

Union and Exchanges Stalemated Again

VANCOUVER—Negotiations between Local F-71, IATSE front office workers, and local distributors, who have been working on a wage agreement since last May, ran into an additional stumbling block here when distributors failed to sign the agreement suggested by the arbitration board. Should the distributors continue to refuse to sign the agreement the only apparent recourse left union members will be a walkout.

The dispute has gone before both the provincial conciliation and arbitration boards and the agreement suggested by those bodies was acceptable to the union. Bone of contention for the distributors apparently was a clause providing for retroactive pay.

Plan Edmonton House

EDMONTON—Famous Players will build a 2,000-seat theatre on Main street here with construction work starting in January. It will be the largest theatre in the city. FPC has nine situations here now while Odeon has four theatres.

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MONTREAL

Owned by the Abbe Charles Landry, the new Centre de l'Oisir Theatre has been opened at Beauport . . . Harry Kaufman, general manager for Cardinal Films, conferred with Ted Atkinson, local manager, and then left for St. John, N. B. . . . Recovered from an illness which kept him in a hospital, George Heiber, UA district manager, left by air for Toronto to confer with the Canadian general manager.

R. E. Smith of the auditing department of Columbia in Toronto, was at the local office . . . A. W. Perry, general manager for Empire-Universal, visited Filmrow . . . Gordon Dann, supervisor for General Theatres, Quebec, attended a managers luncheon at the Windsor hotel, when guests included Earl Lawson and C. John Appel of Toronto.

Isabel Qullahan, assistant general manager for J. Arthur Rank 16mm, Toronto, was here several days on business . . . John Wilcox, office manager, is an addition to the staff of Eagle Lion. He previously was with the head office in Toronto . . . Best wishes for the recovery of her father, injured in an automobile accident, were extended to Aida Tallerman, stenographer at Empire-Universal . . . Francois Michaud, salesman for J. Arthur Rank 16mm, visited St. Hyacinthe on business . . . John Levitt, salesman for Columbia, was in Quebec City on a selling trip.

Archie Cohen, salesman for Warners, returned from the Ottawa-Hull district, and Jason Cohen, office manager for Empire-Universal, was back from a business trip to the eastern townships . . . Filmrow visitors included Georges Champagne, who owns and operates the Auditorium, Roxy and Cartier theatres in Shawinigan Falls . . . The department of external affairs vetoed plans of the National Film Board to issue a documentary film on the war in China.

Albert Blondin, new manager of the York and president of the United Theatre Managers Ass'n, is one of the busiest men in the business . . . Nicholas D. Lazanis, manager of the Granada, was married November 17 to Annette Segouros at the Holy Trinity church . . . Rheal Girrard, manager of the Ahuntsic, was married to Jacqueline Senecal.

WINNIPEG

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ST. JOHN

When "The Best Years of Our Lives" was showing at the Paramount, special attention was given Harold Russell, who makes his first film appearance in the picture. Russell was played up from the Newfoundland angle. It was pointed out that although he was born at North Sydney, N. S., the steamer connection for Newfoundland and the Dominion, his parents moved there from Canada's newest province. His mother, Gertrude Croucher, had her parental home in St. John, and his father Harry was a cable company employe here.

A new theatre on the estate of Sir James Dunn at St. Andrews, N. B., has been completed. Dunn, originally of Bathurst, N. B., and later of London, England, where he was a financier, now makes his permanent home in St. Andrews within sight of the U.S. side of the St. Croix river. He is president of Algoma Steel, Sault Ste. Marie, Ont. The new theatre for Dunn, his wife and their guests, has been equipped with the latest in projection, sound and other equipment. The capacity is reported to be 25. Lady Dunn was Irene Richards, of the London stage, before marrying the Marchioness of Queensbury, from whom she was divorced about 14 years ago to marry Dunn.

Holders of ticket stubs from a Saturday morning children's show at the Strand were admitted free to the next show if stub number matched any in the Strand advertising. The Saturday show regularly consists of nine cartoons and "Superman" episode . . . "The King of Kings" was shown at Acadia university, Wolfville, N.S. without charge, but a silver offering was collected. The Student Christian Movement sponsored the showing.

Eric Golding, booker at the MGM exchange, has been active on the extracurricular side, arranging for the annual meeting December 20 of the St. John branch of the New Brunswick Fish and Game Protective Ass'n, of which he is secretary. Angling, hunting and wildlife films will be on the program.

Del Buckley, RKO booker recently transferred to the Montreal exchange, is a son of a former exchange manager here. He has been succeeded by Syd Tobin . . . Herman Kerwin, manager of the Regent, is expected back at that F&H house before Christmas after having driven Mr. and Mrs. Joe Franlin to their winter home at Miami Beach.

Taking Starring Roles in 'Amazon'

Tom Neal and Carole Mathews were inked for the starring roles in the Film Classics picture, "Amazon Quest."

ST. JOHN

Season's Greetings

from

FRANKLIN & HERSCHORN THEATRES

JOSEPH M. FRANKLIN, President

Mayfair and Regent, Saint John, N. B.

Vogue (completed in spring of 1948), and Family, Halifax, N. S.

Mayfair and Dundas, Dartmouth, N. S.
Community, Yarmouth, N. S.

MONTREAL

MONTREAL

SEASON'S GREETINGS

and Best Wishes for

1949

to our friends
in the motion picture
industry.



PERKINS ELECTRIC CO., LTD.

MONTREAL — TORONTO

L. M. Bleackley, Vice-Pres. and Managing Director

Colonel Drew to Head Cornerstone Fete

TORONTO—Col. George A. Drew, former premier of Ontario and now leader of the Progressive-Conservative party, will officiate at the laying of the cornerstone of the Vocational School for Crippled Children December 21. Morris Stein of Famous Players Canadian heads a committee of local Variety Tent 28 making arrangements for the ceremony.

Colonel Drew is a candidate in the bye-elections December 20 in Carleton county for a seat in the House of Commons.

The speakers for the Variety Club function include Chief Barker J. J. Fitzgibbons, Connie Smythe for the Ontario Society for Crippled Children, Russell T. Kelley, Ontario minister of health and welfare, Premier T. L. Kennedy of Ontario and Drew. Mayor H. E. McCallum, members of the city council, the members of the Ontario cabinet and parliamentarians, the board of police commissioners, the hydro-electric commission and representatives of various municipalities have been invited to attend.

The metal container for the cornerstone will hold copies of the programs for the benefit events through which the Variety Club raised $130,000 for the school, and lists of officers and members of the club. Drew will be given a silver trowel with which to perform the ceremony.

Jules Wolfe and James Cameron of Famous Players are looking after arrangements for the speakers' platform, marquee tent, refreshments, public address system and for the radio broadcast and newsreel pictures by Associated Screen News. Jack Chisholm is responsible for police and traffic arrangements at the school site of 11 acres at Danforth avenue and Kingston road, which was donated by the Ontario government.

Members of the club committee for the arrangements besides Chairman Stein: James R. Nairn, Jules Wolfe, James Cameron, Arch H. Jolley, Hye Bossin and Jack Chisholm.

As Society Woman in 'Hideout'

Nana Bryant has been assigned the role of a giddy society woman in "The Hideout," a Republic film.

PORT ALBERNI

Season's Greetings

From the Manufacturers of

JACKSON'S
REEL SIGNALS

J. G. JACKSON
J. Y. FARLEY

Port Alberni, B. C.

A UNIT OF THE J. ARTHUR RANK ORGANIZATION



To greet you with kindest thoughts and best wishes for Christmas and the New Year ✦ ✦ ✦

Gaumont Kalee Limited

Complete Theatre Equipment and Service
TORONTO - MONTREAL - VANCOUVER
ST. JOHN

Purchases Radio Play

"Captain and the Kid," Marie Wilkerson's original radio play, has been purchased by Gene Raymond for film production.

Ann Blyth in Starring Role

Ann Blyth has been assigned the starring role in "Going, Going, Gone," a Universal-International picture.

To all our friends

here, there and everywhere

Merry Christmas



ODEON THEATRES OF CANADA LIMITED

J. EARL LAWSON, president

MONTREAL

Best Wishes to

All

Our Friends

GAUMONT-KALEE LTD.

1200 St. Alexander Street,

Montreal

Tel. Marquette 3150

MONTREAL

Greetings

to

Everyone

PHOENIX STUDIO, Inc.

MONTREAL,

QUEBEC

OTTAWA

Following the announcement of their engagement in Toronto, Arthur Gottlieb of Toronto and New York and Gladys Glad, onetime star of the Ziegfeld Follies, visited the marriage license bureau here but the alert local populace still was uncertain regarding their wedding plans. City Clerk Nelson Ogilvie would not give any details but intimated that the couple would return to Ottawa following the expiration of the legal time limit for the taking out of the license. Gottlieb is the head of Audio Pictures, Ltd., and Film Laboratories of Canada.

Graeme Fraser, sales manager for Crawley Films, 19 Fairmont Ave., has announced the opening of a branch office at 27 East 38th St., New York, to handle the American end of the company's film producing business. The New York representative is William H. Wilson, who formerly was with the J. Walter Thompson advertising agency and served as chief of operations for bureau of overseas motion pictures in the U.S. Office of War Information. Fraser said that seven recent Crawley films had recently been sold in the U.S. for general distribution by film exchange companies. The company is developing films for the television market.

Associated Screen News presented a display of its complete range of moving picture equipment in the Chateau Laurier hotel for the benefit of many government officials and other local people. Company representatives in attendance at the demonstration included W. J. Singleton, general manager; David Mackenzie, district sales manager; S. S. Tait, general manager of the Benograph division, and R. J. Bowden, division sales manager.

MONTREAL

SEASON'S GREETINGS

from

JEANNE PAQUIN

Sales Manager

J. ARTHUR RANK

Montreal

SEASON'S GREETINGS

from

GERRY BASTIEN

Manager

ASTRAL FILMS

Montreal

Canadian Ass'n Begins Annual Film Awards

TORONTO—The Canadian Ass'n for Adult Education has initiated a plan for Canadian Oscars in the form of annual awards to give recognition to Canadian film creative effort and raise the standard of film production in the Dominion.

Details have not yet been announced regarding the type of awards to be presented to successful entrants but it is stated there will be awards in four categories. The classes are divided into films produced for theatrical distribution, those for the nontheatrical field and amateur productions, with a fourth award for pictures which do not fall within the three designated groups.

The central office of the organization is 340 Jarvis St., Toronto.

Awards will be made for films which have been produced in Canada during 1948.

To Produce 'Devil's Doorway'

Nicholas Nayfack will produce "The Devil's Doorway" for MGM. Robert Taylor will star as a Civil war veteran.

CALGARY

WISHING YOU A MERRY
CHRISTMAS and a
PROSPEROUS NEW YEAR

SHARP'S THEATRE
Supplies

And Staff

Film Exchange Building

Calgary Alberta

VICTORIA

Season's Greetings

STATE THEATRE
Vancouver, B. C.
JACK ACEMAN, Manager

NEW
RIO THEATRE
Victoria, B. C.
SHEILA BEJAY, Manager

MONTREAL



Season's Greetings

AND BEST WISHES FOR 1949

ASSOCIATED SCREEN NEWS

MONTREAL LIMITED TORONTO

B. E. NORRISH M. Sc. M.E.I.C. PRESIDENT & MANAGING DIRECTOR

MONTREAL

Compliments of the Season

from

COMPAGNIE FRANCE FILM

and

Compagnie Cinematographic Canadienne, Ltd.

637 Craig West -:- Montreal



SEASON'S GREETINGS

TORONTO

To All Our Customers

A Very Merry Christmas

and a

Happy, Successful New Year

EAGLE LION FILMS OF CANADA, LTD.

TORONTO

COMPLIMENTS

OF

B. & F. THEATRES, LTD.

TORONTO

SAM BLOOM SAM FINE

Wishing Our Many Friends

A MERRY CHRISTMAS and a

PROSPEROUS NEW YEAR

PERKINS ELECTRIC COMPANY, LIMITED

227 Victoria St. Toronto

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Season's Greetings

CANADIAN THEATRE CHAIR CO., Ltd.

40 St. Patrick St.

TORONTO CANADA

Season's

Greetings



ASTRAL FILMS

I. H. ALLEN

Season's Greetings



THEATRE CONFECTIONS, LTD.

Montreal Toronto Winnipeg

Vancouver



SEASON'S GREETINGS

VANCOUVER

VANCOUVER

Season's Greetings

MARVIN H. THOREAU

GAUMONT-KALEE Ltd — Vancouver, B. C.

Season's Greetings

HARRY HOWARD

THEATRE EQUIPMENT SUPPLY CO.

906 Davie St. Vancouver, B. C.

Compliments of the Season

TRANS-CANADA FILMS, LTD.

Vancouver, B. C.

Don Coltman Wally Hamilton

Season's Greetings

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Season's Greetings

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Famous Players Theatre Managers Association

Of British Columbia

"Canada's Evergreen Paradise"

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Internationally Known
For Fine Food and Service

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779 Granville Street Vancouver, B. C.

ODEON MANAGERS ASS'N OF B. C.

Wish One and All Compliments of the Season

COMPLIMENTS OF THE SEASON

from

CAROL

of

GRAYSON'S MINERAL BATHS

751 Granville St. Vancouver, B. C.

VANCOUVER

Jimmy Davie, RKO manager, and Lloyd Muir, exploiteer, left for Winnipeg and a regional sales meeting inaugurating the 12th Ned Depinet drive . . . Frank Shepherd has rebuilt the old Star Theatre at Armstrong, B. C., installing new projection machines, new sound equipment, screen and a neon sign. Frank reports that business has increased rapidly since the changes. Shepherd also operates the theatre at Bigger, Sask.

FOR SALE: THEATRE CHAIRS

We now have a very large stock of excellent reconditioned (as new) Theatre Chairs Quantities up to 1200 of a kind

IMMEDIATE DELIVERY

NOW — New all-steel construction spring-edge, highest quality theatre chairs available.

7500 yards of imported carpet direct from England and Scotland

Inquiries Respectfully Solicited

LA SALLE RECREATIONS LTD.

(Theatre Seating and Carpet Division)

S. A. LECHTZIER, Pres.

945 Granville St. Vancouver, B. C.

Vancouver theatres are throwing their weight behind the United fund for Britain. All Odeon and Famous Players houses will show newsreel flashes to remind the public of the appeal. The Canadian Picture Pioneers British Columbia division is sponsoring the effort. The scheme was first suggested by J. D. "Scotty" Johnstone, a member of CPP . . . Local theatremen report the sale of Christmas gift tickets rather slow so far this year but they are hoping for a last-minute rush . . . Marjorie Schwartz, former film editor of the News-Herald, has resigned and is now operating her own publicity office in Vancouver. Gordon Wilson succeeds her at the News-Herald.

Girvan Studios is doing some outstanding decorating in provincial theatres. The Strand is one example of a flash color scheme which is creating much comment. Girvan has been in the display business for theatres since 1912 . . . Jack Aceman, manager of the State, returned from a Calgary visit . . . Bill Forward, manager of General Theatre Supply Co., took a ten-day trip to interior theatres. Douglas Redgrave has been appointed assistant manager at the Odeon. He formerly was manager of the Oak Bay Theatre in Victoria which the Odeon circuit gave up recently.

Billie Allan of the Odeon Plaza staff was married to Ray Kelly . . . Rusty Hellusen, Orpheum cashier, after her honeymoon was able to get a home, but has to commute to New Westminster daily. The house shortage is still acute in Vancouver . . . Two British Columbia theatremen, E. W. Bickle of Cumberland-Courtney and Howard Fletcher of West Vancouver, are running for civic offices . . . Lloyd Pantages of the Odeon Hastings is proud of his son Rodney, one of the football stars who helped Calgary Stampeders win the Dominion title in Toronto.

Nat Holt, Hollywood producer who recently completed shooting "Canadian Pacific" in Alberta and British Columbia, likes western Canada and its scenery so well he will make a second picture here in 1949.

VANCOUVER

SEASON'S GREETINGS
from
AL JENKINS
Manager Odeon Plaza Theatre
Vancouver, B. C.

VANCOUVER

Season's Greetings
to All

JACK DROY
Correspondent for
BOXOFFICE

VANCOUVER,
BRITISH COLUMBIA

Compliments of the Season

from

CANADIAN SCREEN PUBLICITY

67 Yonge Street

Toronto, Canada

MONTREAL

Compliments of the Season

H. BERNSTEIN

Subscription Representative for
BOXOFFICE

P. O. Box 481 — Toronto, Ont.

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ONCE MORE BOYS . . . OVER THE TOP

This is an appeal for BRITAIN . . . her PEOPLE,
our PEOPLE . . . OUR FUTURE

UNITED EMERGENCY FUND FOR BRITAIN

HELP — NOW

Their DISTRESS is truly GREAT

Inserted by Canadian Picture Pioneers
(B. C. Division)

WINNIPEG

Season's Greetings

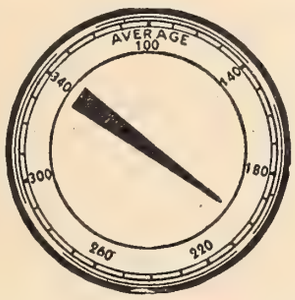
BEN LEPKIN

BOXOFFICE

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

The Three Musketeers—

Cleveland 200
Minneapolis 160
Pittsburgh 155

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Angel in Exile (Rep)	95								100				100		75		100				75	91
Are You With It? (U-I)	120	100	90	70	105	50	100	90		80		125	100	80	105	105	110	80	70	90	60	91
Behind Locked Doors (EL)										100			100		100					90	100	98
Belle Starr's Daughter (20th-Fox)							125	100			75	130					130			120		113
Berlin Express (RKO)	120	100	90	90	95	110	95	85	100	80	90	125	100	80	75	110	90	140	95	115	70	98
Big City (MGM)		75	100	90	75	70	95		100	120	100	150		120	90	100	115	110		100	100	101
Black Eagle, the Story of a Horse (Col)		100	90				60	100	100		100	100	100		80					100	100	94
Bodyguard (RKO)	90		105	120	105	90	100	100		100	100						100	90		100		100
Cry of the City (20th-Fox)	100	150	95	90	115		90		120	75	85	130	115	100	105	110		140	110	140	65	108
Daredevils of the Clouds (Rep)	80					85	100		100	100		100	100	90			100			100		96
Dear Murderer (U-I)	95	90				70	100		100	95		100	90		100	80				90		92
Dude Goes West, The (Mono-AA)			95	90			130			75	85	125	120	90			95		80	110	90	99
Fighter Squadron (WB)			115	120							160	130	105		100	110			120	140	165	127
Gallant Blade, The (Col)			110						120		80	90	95			95		130		130	90	104
***Hamlet** (U-I)	180				300				150			140				150			280			200
I, Jane Doe (Rep)	100	90	100				100		95	85		50	100	90	60		110			90	95	90
Isn't It Romantic? (Para)	100	115					110	90		75		55		85	75	80	65	100	75	120		88
Johnny Belinda (WB)	150	119	125	130	145	90	150	107	130	130	180	175	115	120	115	130	110	170	125	190	135	135
June Bride (WB)	125	87		120	80	95		110	105	135	130	120	125	115	100	125	100	125	80	180	135	115
Kiss the Blood Off My Hands (U-I)		120	125	100	160					100		110		95	95	150		150	115	175	120	124
Loves of Carmen, The (Col)	130	112	135	200	165	115	142	140	110	115	130	175	125	135	115	150	125		115	160	125	136
Lulu Belle (Col)		100	110	110	70	60	100	100	85	100	50	75	90			85	100	90	100	90	90	89
Miss Tatlock's Millions (Para)	130	111		140	100	100	160	100	105	150	110	100	100	110	102	110	120			125	125	117
Night Has a Thousand Eyes (Para)	130	120	100	80		80	90	90			100	100	125	140	75	100		120	70	120	95	102
Return of October, The (Col)		100	110					100		100				100								102
Road House (20th-Fox)	130		140	140		100				100	110	160	100	135	100	110		160	120	160		126
Saxon Charm, The (U-I)	95	90	95	95	80			85			65	125	100	90		105	100	75	60	125	90	92
Smart Girls Don't Talk (WB)	110	106	110	110	100	110			100	95	100		100		102			90	75	90	100	100
So Well Remembered (RKO)	100		110	130	80	80	90	120	85	80	100	110	100	90		112	110	80		100		99
Song Is Born, A (RKO)	130	100	130	140	140	100		150	125	100	135	175	140	135	105	115	150	130	120	160	160	132
Spiritualist, The (EL)	100		100	110			100			95	80	90						65		90	100	93
Stage Struck (Mono)	100					85	145		100	95		100	96	90	103		100			120	100	103
Station West (RKO)	110	90	110	90	75		120	140	115		130	90	115	125			100	110	110	135		110
Three Musketeers, The (MGM)	125	157		250	200			95		180	165	175	145	160	115	160	130	175	155	200	200	164
Time of Your Life, The (UA)	120	72	148	100	100		110	100	115	110	110			95		130		95	85	200	120	113
Train to Alcatraz (Rep)	100					100	100		85			100	100	90	100		100			100		98
Untamed Breed, The (Col)		87	100						115			90	95						60		90	91
Velvet Touch, The (RKO)	120	97	100	110	110	75	100	100	90		120	90	98	95		103	95		110	135	40	99
Wallflower (WB)	100	90	90	95	100	100		100	100	100	100	100	100	85	88	98	90	85	80	120	125	97
When My Baby Smiles at Me (20th-Fox)	125	100	140	180	130	115	187	95	115	125	150	150	115	190		150	85	200	135	200	130	141
Who Killed 'Doc' Robbin? (UA)		82						100	90			100	100	90	100	95	100			100	100	96

* Playing at advanced prices.

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Devil Ship (Col)—Richard Lane, Louise Campbell, William Bishop. A small action picture with no length and no star power, so it will not stand alone. Failed to earn its film rental here. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Fuller Brush Man, The (Col)—Red Skelton, Janet Blair, Don McGuire. I've yet to find an exhibitor who didn't pack them in with this picture. This sure makes Skelton the boy of the hour on the screen. Played Mon., Tues., Wed. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Fuller Brush Man, The (Col)—Red Skelton, Janet Blair, Don McGuire. This is a good show for small towns. I wish they made more like this that could be bought flat. Many compliments on this one. While some people thought it was too silly, we had no walkouts. Played Sun., Mon., Tues. Weather: Fair.—Agnes Fraker, Congress Theatre, Palouse, Wash. Small town patronage. *

Guilt of Janet Ames, The (Col)—Rosalind Russell, Melvyn Douglas, Sid Caesar. The cast was fine, fine acting, but I guess the name did not take here. No draw, no kicks, but the only complaint I have is that it did not draw as well as it should have. A good title has so much to do with a picture. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Her Husband's Affair (Col)—Lucille Ball, Franchot Tone, Edward Everett Horton. The Review Digest gave this 10 plus, one minus, which must have been a transposition. One plus, 10 minus would better fit this blown-up two-reel comedy. Nevertheless, Lucille Ball is swell. Played Tues., Wed. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Mating of Millie, The (Col)—Glenn Ford, Evelyn Keyes, Ron Randell. This is an excellent comedy. It is well done and the audience reaction is excellent. Business was fair. Played Sun., Mon. Weather: Okay.—D. W Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

My Dog Rusty (Col)—Ted Donaldson, John Litel, Ann Doran. A very good dog picture which pleased the kids on Fri., Sat. While not a big picture, it should please any day in the week in a small town. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Stranger From Ponca City, The (Col)—Charles Starrett, Smiley Burnette, Virginia Hunter. As good a western as you can buy. The musical numbers fine—good comedy and good story. Played it with the Three Stooge comedy, "Out West." This is so good, I had a request to hold it over. Nice program. Played Wednesday. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

EAGLE LION

Adventures of Gallant Bess (EL)—Cameron Mitchell, Audrey Long, Fuzzy Knight. Good business and the picture was well liked. This should go over wherever "Gallant Bess" did okay. Played Wed., Thurs.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

Last of the Mohicans, The (EL)—Reissue. Randolph Scott, Binnie Barnes, Henry Wilcoxen. We had a very poor print on this one and a very good house. The sound was terrible. Still, it is a very good picture if you can get a good print. This kind brings in the kids and the kids bring ma and pa. Played Thursday, Thanksgiving day. Weather: Sleet.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

Red Stallion, The (EL)—Ted Donaldson, Robert Paige, Norren Nash. Well, we couldn't hold the crowds. They just kept coming all the time until at last we had to close the boxoffice, as we were crowded in like sardines. One of the best horse pictures we played for a mighty long time. Very nice color—also the sound was very good. Everyone commented on the horse-bear fight, which in my opinion was very real. You can't find a flaw in the whole fight. All we need up here to fill our theatre is to have a boy, a horse and a dog. That sure does the trick. Buy this, by all means. Played Sat., Mon. Weather: Blizzard.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * * *

Wild West (EL)—Eddie Dean, Roscoe Ates, Al LaRue. The best of Eddie Dean's shows here. Doubled with "Let's Live Again" (20th-Fox), which made a good program. Played Fri., Sat. Weather: Cold and snow flurries.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

FILM CLASSICS

Badlands of Dakota (FC)—Reissue. Ann Rutherford, Robert Stack. If you are looking for a super-western, look no further, for here it is. This one packs plenty of action and all comments were most favorable. The highest Mon., Tues. gross in a long time. Played Mon., Tues. Weather: Fine.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

METRO-GOLDWYN-MAYER

Bride Goes Wild, The (MGM)—Van Johnson, June Allyson, Butch Jenkins. A very good show with plenty of laughs. Enjoyed by average attendance on Wednesday. Weather: Cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

Easter Parade (MGM)—Judy Garland, Fred Astaire, Peter Lawford. Good music and good dancing in this. Fred Astaire is still tops in dancing, I believe. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

Merton of the Movies (MGM)—Red Skelton, Virginia O'Brien, Gloria Grahame. This is funny in spots, and unfunny in spots, especially the last reel, which was a total loss. That spoiled the whole mess. Played Fri., Sat., Sun.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Summer Holiday (MGM)—Mickey Rooney, Gloria DeHaven, Walter Huston. The first night was a holiday for us. A holiday crowd the second day saved it, though. To me a lot of talent and film wasted. Mickey is just about gone as far as juvenile parts are concerned. Played Wed., Thurs. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Summer Holiday (MGM)—Mickey Rooney, Gloria DeHaven, Walter Huston. All the talent in Hollywood, beautiful color and no picture. So help me, I have seen better pictures on barroom floors. The lowest Sunday gross for five months. One more like this and Rooney will be in the Charles Boyer class. Does it cost any more to put plots in the pictures these days? Played Sun., Mon. Weather: Good.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

MONOGRAM

Panhandle (Mono-AA) — Rod Cameron, Cathy Downs, Reed Hadley. This was truly a remarkable picture. Ordinarily I won't see a western, but this one held me spellbound. The only bad factor was the sepiatone color. It is inferior to Technicolor or Cinecolor. A swell story and the hair trigger action will assure your patrons the kind of entertainment they have been asking for. Even though my business was very good, it would have been stupendous if I hadn't played this one three weeks behind my nearest competitor. Play this on your best days. Played Sun., Mon. Weather: Cold.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

Take Me Back to Oklahoma (Mono)—Reissue. Tex Ritter, Terry Walker. This is the second time showing this picture here and it did good business, even though a cold wave was against it. Bob Wills and his Texas

And Still They Come For Jim Mote Fund

IT HAS BEEN our pleasure during the past two months to quote from letters sent in with contributions to the JIM MOTE FUND. Our only regret is that space does not allow for all the good comments received:

"Mr. W. H. Hoffman of the Lamar Theatre at Arthur, Ill., is to be congratulated for taking the initiative in this drive to help our fellow exhibitor."—C. W. Miner, Strand Theatre Co., Ridgway, Ill. . . . "Sending $1 for employes, $1 for management, and $1 for being late."—John Murray, Capitol Theatre, Springfield, Colo. . . . "Enclosed find $3, one for each theatre. That was a fine thought worthy of every support from exhibitors as a true expression of democratic fellowship."—Harland Rankin, Rankin Enterprises, Chatham, Ont.

"The enclosed check for $10 is from the patrons, not from me. The Alfred Campus Theatre is a nonprofit affair and I am its manager, treasurer, projectionist, etc. The JIM MOTE FUND is a grand idea and I asked permission to do this from a few of them, just to make it more to their doing. They all very agreeably said 'yes.'"—W. Varick Nevins III, Alfred Campus Theatre, Alfred, N. Y.

Interest Is Growing In Exhibitor Project

EXHIBITORS will feel a warm appreciation that a growing few in other phases of the industry are contributing to the JIM MOTE FUND. Among these is Herb Turpie, Los Angeles representative for the Manley Popcorn Products, Inc., with a contribution of $6.50. Not only does every little bit help—it encourages!

Playboys help on the draw. Played Fri., Sat. Weather: Cold.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

PARAMOUNT

Dear Ruth (Para)—Joan Caulfield, William Holden, Mona Freeman. This is a very good comedy. Everyone liked it—too bad we couldn't have played it sooner. Business was just fair. Played Sun., Mon. Weather: Good.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

Emperor Waltz, The (Para)—Bing Crosby, Joan Fontaine, Roland Culver. Our rural, largely Swedish audiences, did not go for this one. They even went out of their way afterward to tell us why they thought it was "silly" or "senseless" or "not like Bing Crosby usually is." They stayed away by the dozens. Played Sun., Mon., Tues. Weather: Fine.—R. E. Halstead, Tri-Town Theatre, Lindstrom, Minn. Rural and small town patronage. * *

Isn't It Romantic? (Para)—Veronica Lake, Mona Freeman, Mary Hatcher. A very poor rating in the Review Digest in BOXOFFICE had me worried about this one, but the ticket buyers really went for this screw-ball comedy. It has music, laughs and a fair cast; and did well in our midweek spot.—Dave Warnock, Lake Theatre, Johnstown, Colo. Rural and small town patronage. * *

Saigon (Para)—Alan Ladd, Veronica Lake, Douglas Dick. This is average entertainment and business was also average. Alan Ladd has never been a good draw here, but might be if Paramount put him in a western. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

'Sainted' Sisters, The (Para) — Veronica Lake, Joan Caulfield, Barry Fitzgerald. This is a good show with a poor name. It should do okay in some sections. Played Tues., Wed. Weather: Cold.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Unconquered (Para)—Gary Cooper, Paulette Goddard, Boris Karloff. No doubt almost everyone has had time enough to find out by now that this is a wonderful picture. I didn't make any money on it, even with a three-day run instead of two, because it cost too much money—but it is still a great picture that should go over big anywhere. Played Tues., Wed., Thurs. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

RKO RADIO

Arizona Ranger (RKO)—Tim Holt, Jack Holt, Nan Leslie. This father-and-son combination sure made a good story and good draw at the boxoffice. It was reminiscent of the days when Jack Holt was roaring across the screen in the Zane Grey stories to thrill some of us older movie fans. I believe RKO should consider making a series of pictures with these two cast together. Business was above average. Played Friday. Weather: Rain.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

Berlin Express (RKO)—Merle Oberon, Robert Ryan, Charles Korvin. If you haven't bought or ordered your turkey for Christmas, just play this picture and you'll have a real turkey. Played Wed., Thurs. Weather: Cold.—Harland Rankin, Beau Theatre, Belle River, Ont. Small town patronage. * * *

Berlin Express (RKO)—Merle Oberon, Robert Ryan, Charles Kowan. This is good drama. Intense interest held through the entire feature. Business was only fair. Played Fri., Sat. Weather: Cool.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Border G-Men (RKO)—Reissue. George O'Brien, Laraine Johnson, Ray Whitley. One of the best westerns we ever had. The musical numbers were swell, the story extra good, and the ending turned out just how everyone wanted it to. This is the first O'Brien we have had in months and his pictures are always good. Played Wednesday. Weather: Good and cool.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Fighting Father Dunne (RKO)—Pat O'Brien, Darryl Hickman, Una O'Connor. RKO really hits the small town jackpot with this one. A good story with lots of well placed laughs. Good comments and above-average attendance. Played Wed., Thurs.—Dave Warnock, Lake Theatre, Johnstown, Colo. Rural and small town patronage. * *

Fort Apache (RKO)—John Wayne, Henry Fonda, Shirley Temple. This is a fine show. It contains a fine cast and I got a good print and good sound. It has plenty of action, comedy and suspense to make it outstanding in every department. A spell of bad weather ruined my gross on it—just the same, it is a humdinger of a show! Played Mon., Tues. Weather: Freezing.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

Night Song (RKO)—Dana Andrews, Merle Oberon, Ethel Barrymore. They failed to go for this one. It's spotty, has some light moments, some long-haired musical scenes, and a blind, moody composer. You now know what to expect. Played Fri., Sat., Sun. Weather: Okay.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Tarzan and the Huntress (RKO)—Johnny Weissmuller, Brenda Joyce, Johnny Sheffield. This is just what is needed on a midweek here. It was very well liked and well attended. Every Tarzan picture shown so far has done good business and the only trouble is, not enough of them are made. Played Wednesday. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Tarzan and the Mermaids (RKO)—Johnny Weissmuller, Brenda Joyce, Linda Christian. Our patrons really go for Tarzan pictures. This was no exception. The crowds were above average. Boy wasn't in it but a new character, Benjy, filled the bill nicely. Played Thurs., Fri., Sat. Weather: Fair.—R. W. Burgess, Roxy Theatre, McCluskey, N. D. Rural and small town patronage. * *

Velvet Touch, The (RKO)—Rosalind Russell, Leo Genn, Claire Trevor. I like Rosalind Russell, but it will be okay with me if she refrains from making any more of this type. The picture is well done, had plenty of suspense, but wasn't what my patrons wanted. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

REPUBLIC

Flame, The (Rep)—John Carroll, Vera Ralston, Robert Paige. "She Led a Double Life and Lied to the Men; Two Loves Had She; There Was Murder in Her Heart!" . . . Just such stuff as this does not draw in the family trade on which I have to depend. Too danged much murder, especially at the boxoffice, as I didn't take in transportation. Played Sunday only. Weather: Foul!—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

Inside Story (Rep)—Marsha Hunt, William Lundigan, Charles Winninger. To my notion this is one of the best pictures of the year. Now that election is over it should do very well in a small town. Acting superb. Played Thurs., Fri., Sat. Weather: Good.—Agnes Fraker, Congress Theatre, Palouse, Wash. Small town patronage. *

Slippy McGee (Rep)—Donald Barry, Dale Evans, Tom Brown. This is strictly program fan fare for double billing. Well received by our farm lads. Played Thurs., Fri., Sat. Weather: Cold.—Harland Rankin, Erie Theatre, Wheatley, Ont. General patronage. * * *

SCREEN GUILD

Buffalo Bill Rides Again (SG) — Richard Arlen, Jennifer Holt, Lee Shumway. If your patrons want to see some horses run and some Indians wave their arms, this might get by, but if they want an average western story and plausible acting, they won't like it. Very amateurish in every respect. It barely got by here—far below average. Played Fri., Sat. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

20th CENTURY-FOX

Belle Starr (20th-Fox)—Reissue. Randolph Scott, Gene Tierney, Dana Andrews. Good action story of post-Civil War days. Randy Scott and Gene Tierney do well in this 1941 release. The sound is good but lots of night scenes are hard to see. Played Thurs., Fri. Weather: Okay.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Frontier Marshal (20th-Fox)—Reissue. Randolph Scott, Nancy Kelly, Cesar Romero. This is a very good western drama which is just what you need on Fri., Sat. in a small town. Sure, it's a reissue, but the customers didn't seem to care. Get it and play it. Played Fri., Sat. Weather: Cool.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Gentleman's Agreement (20th-Fox)—Gregory Peck, Dorothy McGuire, John Garfield. This is not a picture for small towns. We have failed to do business in our theatres. Pass it up. Played Mon., Tues., Wed. Weather: Cool.—Harland Rankin, Erie Theatre, Wheatley, Ont. General patronage. * * *

Kiss of Death (20th-Fox)—Victor Mature, Brian Donlevy, Coleen Gray. Here is a picture that really did business for us. It really has a story that will keep any audience quiet throughout the show. Of course we give the full credit to the trailers for advertising the show, as Walter Winchell gives a commentary on the show. His last remark in the

(Continued on page 14)

The Picture Did So Well He Wired Distributors

LOUISIANA (Mono) — Governor Jimmie Davis, Margaret Lindsey, John Gallaudet. This picture did so well here and the crowd loved it so much, I sent a wire of congratulations to the company in Winnipeg. One comment here was that Rogers and Autry could take some good, sincere singing lessons from Jimmie. Good singing and a good down-to-earth story are what made this picture. It gave me the biggest surprise in all my theatre days and I did hardly any advertising, but word-of-mouth advertising did the job better than any newspaper could. Played Wed., Thurs. Weather: Fair.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * * *

Drops Some Broad Hints To Industry Companies

LYLE RICHMOND of the Richmond and Missouri theatres at Senath, Mo., sends a check for $10 for the JIM MOTE FUND with this comment:

"I want to commend BOXOFFICE for the effort in behalf of this distressed brother showman, and I sure think the major companies, the National Screen Service, and the supply houses should get their fingers in this and do their part. Come on, everybody in this business, let's put on a drive for Jim Mote! What could be finer when Christmas is upon us?"

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ✪ indicates color photography.

COLUMBIA

FEBRUARY 7	FEBRUARY 14	FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20	MARCH 27
5 (68) Drama 802 WRECK OF THE HESPERUS Willard Parker Edgar Buchanan Patricia White R—Feb. 14—PG-899	12 (66) Drama 910 WOMAN FROM TANGIER Adele Jergens Stephen Dunne Michael Duane R—Feb. 28—PG-905	(93) West-Dr 937 ✪RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 920 RETURN OF THE WHISTLER Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama ADVENTURES IN SILVERADO R—Mar. 13—PG-912 25 (55) Western WEST OF SONORA Starrett-Burnette R—Mar. 27—PG-916

EAGLE LION

7 (83) Drama 812 ADVENTURES OF CASANOVA Arturo de Cordova Turhan Bey Lucille Bremer R—Feb. 28—PG-865		21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXAS James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 WESTWARD TRAIL Eddie Dean	27 (77) Drama 817 ✪ENCHANTED VALLEY Alan Curtis-Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 OCTOBER MAN John Mills R—Mar. 20—PG-913	Reissues 27 (93) Drama SUTTER'S GOLD Edward Arnold 27 (86) Drama SEVEN SINNERS Marlene Dietrich John Wayne

M-G-M

6 (99) Drama 815 HIGH WALL Robert Taylor Audrey Totter Herbert Marshall R—Dec. 20—PG-883		20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ✪THREE DARING DAUGHTERS Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 818 ALIAS A GENTLEMAN Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy BRIDE GOES WILD Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905

PARAMOUNT

7 (75) Drama 4709 FIGHTING MAD Joe Kirkwood jr. Elyse Knox Leon Errol R—Feb. 7—PG-898	14 (66) Drama 4707 PERILOUS WATERS Don Castle Audrey Long Peggy Knudsen		22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 ROCKY Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 ROSE OF THE RIO GRANDE Movita John Carroll	21 (67) Drama 47 ANGELS' ALLEY Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894
		20 (90) Drama 4709 ✪ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 SAIGON Alan Ladd Veronica Lake R—Feb. 7—PG-897		26 (67) Drama 47 MR. RECKLESS William Eythe Barbara Britton R—Feb. 21—PG-904

RKO RADIO

Group 3 (61) Western 812 WESTERN HERITAGE Tim Holt R—Feb. 14—PG-899	Special 14 (99) Drama 863 THE FUGITIVE Henry Fonda R—Nov. 15—PG-874 Reissue (70) Drama 892 ✪BAMBI		Special 28 (109) Com-Dr 852 ✪THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 TROUBLE IN SUNDOWN		Special 20 (134) Comedy 868 ✪I REMEMBER MAMA Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911	

REPUBLIC

1 (61) Comedy 703 CAMPUS HONEYMOON Richard Crane Lyn Wilde Lee Wilde Hal Hackett R—Feb. 14—PG-899			22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911			14 (87) Drama 705 INSIDE STORY Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama 7 LIGHTNIN' IN THE FOREST Lynne Roberts Warren Douglas R—Apr. 24—PG-924
Reissue 7 (70) Western HC14 IN OLD MEXICO William Boyd Gabby Hayes Russell Hayden		21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 SILVER ON THE SAGE William Boyd Gabby Hayes Russell Hayden			

SCREEN GUILD

(91) Musical 802 YOU WERE MEANT FOR ME Jeanne Crain Dan Dailey Oscar Levant R—Jan. 24—PG-894	(62) Drama 804 DANGEROUS YEARS William Halop Scotty Beckett Richard Gaines R—Dec. 20—PG-884		(111) Drama 805 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 THE CHALLENGE Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 HALF PAST MIDNIGHT Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama ✪AN IDEAL HUSBA Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891

20TH-FOX

(97) Com-Dr HOLIDAY CAMP Flora Robson Dennis Price Hazel Court Jack Warner R—Mar. 6—PG-916	14 (96) Drama 634 A WOMAN'S VENGEANCE Charles Boyer Ann Blyth Jessica Tandy R—Dec. 27—PG-886	21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889			(96) Drama 654 ✪JASSY Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 A DOUBLE LIFE Ronald Colman Signe Hasso Edmond O'Brien R—Jan. 3—PG-887	(96) Drama NAKED CITY Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896

UNITED ARTISTS

(95) Drama 715 MY GIRL TISA Lilli Palmer Sam Wanamaker R—Jan. 24—PG-893		21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 I BECAME A CRIMINAL Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Reissue 13 (102) Drama 718 ADVENTURE OF ROBIN HOOD Errol Flynn Olivia de Havilland		27 (94) Comedy APRIL SHOWERS Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913

UNIV.-INT'L.

WARNER BROS.

MISCELLANEOUS

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Buzzy Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reissue
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

(..) Western Reissue
LONE STAR PIONEERS
"Wild Bill" Elliott

APRIL 3	APRIL 10	APRIL 17	APRIL 24	MAY 1	MAY 8	MAY 15	MAY 22
[6] (84) Drama 936 IGN OF THE RAM usan Peters :—Feb. 21—PG-904	[8] (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-925	[15] (69) Drama 909 PORT SAID Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		[30] (67) Comedy 940 MATING OF MILLIE Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	[6] (75) Drama 901 BEST MAN WINS Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	[13] (67) Drama 921 TRAPPED BY BOSTON BLACKIE R—May 8—PG-929 [13] (54) Western 963 WHIRLWIND RAIDERS Starrett-Burnette R—May 22—PG-936	
[6] (66) Mus-Com 952 ONG OF IDAHO loosier Hotshots :—Mar. 27—PG-916							
[3] (102) Drama 816 UTHLESS achary Scott ouis Hayward :—Mar. 27—PG-915	[10] (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911	[17] (77) Comedy 819 THE NOOSE HANGS HIGH Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	[24] (62) Drama 820 THE COBRA STRIKES Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		[5] (70) Drama 813 OPEN SECRET John Ireland June Randolph R—Jan. 24—PG-893	[12] (57) Western 857 PRAIRIE OUTLAWS Eddie Dean	[19] (66) Drama 821 ASSIGNED TO DANGER Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929
[3] (108) Drama 820 . F.'s DAUGHTER arbara Stanwyck an Heflin harles Coburn :—Feb. 21—PG-903		[20] (92) Drama 821 SUMMER HOLIDAY Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues [23] (80) M'drama 822 TARZAN'S SECRET TREASURE Weissmuller-O'Sullivan [30] (71) M'drama 823 TARZAN'S NEW YORK ADVENTURE	[30] (122) Drama 824 STATE OF THE UNION Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916			
[28] (56) Western 4761 KLAHOMA BLUES immy Wakely /irginia Belmont	[4] (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 [7] (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898	[11] (53) Western 4755 CROSSED TRAILS Johnny Mack Brown Lynne Carver	[24] (66) Myst-Com 4713 CAMPUS SLEUTH Freddie Stewart June Preisser R—May 22—PG-935	[25] (64) Comedy 4714 FRENCH LEAVE Jackie Cooper R—May 8—PG-927 [30] (90) Drama AA6 SMART WOMAN Constance Bennett R—Mar. 13—PG-916	Reissue [2] (69) Drama 4711 SIGN OF THE WOLF Michael Whalen [6] (..) Western PARTNERS OF THE SUNSET Jimmy Wakely	[16] (56) Western 4756 FRONTIER AGENT Johnny Mack Brown Raymond Hatton	
[2] (146) Drama 4725 UNCONQUERED ary Cooper aulette Goddard oris Karloff oward daSilva :—Oct. 4—PG-862	[9] (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904			[30] (90) Drama 4714 THE 'SAINTED' SISTERS Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		[14] (58) Drama 4715 SPEED TO SPARE Richard Arlen Jean Rogers R—Feb. 28—PG-906	
Special [3] (120) Drama 869 MIRACLE OF THE BELLS red MacMurray alli rank Sinatra :—Mar. 6—PG-907		Special [17] (128) West-Dr 870 FORT APACHE Henry Fonda R—Mar. 13—PG-911	Reissue [23] (59) Western 886 TIMBER STAMPEDE		Group 5 [8] (86) Drama 815 BERLIN EXPRESS Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 [22] (68) Drama 813 TARZAN AND THE MERMAIDS Johnny Weissmuller Linda Christian R—Apr. 3—PG-917
[1] (61) Novelty 728 BILL AND COO George Burton's Birds :—Jan. 3—PG-887 [1] (63) Mus-West 654 CALIFORNIA FIRE-BRAND :—May 8—PG-928		[15] (60) Western 754 BOLD FRONTIERSMAN Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	[25] (87) Outd'r-Dr 708 OLD LOS ANGELES William Elliott John Carroll R—Apr. 17—PG-921	[1] (70) Outd'r-Mus 731 UNDER CALIFORNIA STARS R—May 15—PG-931 [25] (60) M'drama 707 HEART OF VIRGINIA Janet Martin-R. Lowery R—May 8—PG-929		[10] (60) M'drama 709 KING OF GAMBLERS Janet Martin R—May 29—PG-938 [13] (60) Western 755 CARSON CITY RAIDERS Allan "Rocky" Lane R—June 5—PG-939	
	Reissue [10] (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden				Reissue [7] (69) Western HC19 RANGE WAR William Boyd Russell Hayden		[21] (76) Drama 4705 THE PRAIRIE Lenore Aubert Alan Baxter
(84) Comedy 810 SITTING PRETTY Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908	(89) Drama 812 MEET ME AT DAWN William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 LET'S LIVE AGAIN John Emery R—Feb. 21—PG-903 (66) Drama 814 13 LEAD SOLDIERS Tom Conway		(88) Drama 815 FURY AT FURNACE CREEK Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 THE IRON CURTAIN Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 ARTHUR TAKES OVER Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922
		(111) Comedy LAFF-TIME William Tracy (60) Documentary KINGS OF THE OLYMPICS Bill Slater R—Mar. 6—PG-909	(120) Drama ARCH OF TRIUMPH Ingrid Bergman Charles Boyer R—Feb. 21—PG-904		(..) Drama THE DEAD DON'T DREAM William Boyd Andy Clyde		
(80) Drama 653 BLACK BART Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 21—PG-986	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932			(90) Mus-Com 656 ARE YOU WITH IT? Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 DEAR MURDERER Eric Portman R—May 22—PG-936 (90) Drama THE BROTHERS Patricia Roc R—May 22—PG-936	(94) Drama 657 ALL MY SONS Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906	
	[10] (101) Drama 720 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918		[24] (104) Drama 721 WINTER MEETING Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues [8] (78) Drama 722 VALLEY OF THE GIANTS [8] (79) Drama 723 FIGHTING 69th J. Cagney-P. O'Brien	[15] (109) Drama 724 THE WOMAN IN WHITE Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923	

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(75) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
(Italian)
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

(..) Drama New Rel
FILE 649, STATE DEPARTMENT
William Lundigan

(..) Drama New Rel
DAUGHTER OF RAMONA
Phillip Reed
Martha Vickers

(..) Drama New Rel
ALASKA PATROL
Richard Travis
Helen Westcott

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH-FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MAY 29	JUNE 5	JUNE 12	JUNE 19	JUNE 26	JULY 3	JULY 10	JULY 17
COLUMBIA	29 (87) Drama 938 LADY FROM SHANGHAI Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 BLONDIE'S REWARD Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941				28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949	
EAGLE LION	26 (78) Drama 822 RAW DEAL Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 SWORD OF THE AVENGER Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937	9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944		
M-G-M	(113) Drama 826 HOMECOMING Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 BIG CITY Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915	(102) Musical 825 THE PIRATE Judy Garland Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107) Comedy 828 ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 83 A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946
MONOGRAM	23 (72) Drama 4716 I WOULDN'T BE IN YOUR SHOES Don Castle Elyse Knox Regis Toomey R—May 8—PG-927		6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland
PARAMOUNT	28 (95) Drama 4716 HAZARD Paulette Goddard Macdonald Carey R—Mar. 20—PG-914		11 (72) Drama 4717 SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106) Musical 4720 EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon	
RKO RADIO	Group 3 29 (63) Western 814 ARIZONA RANGER Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 BRING 'EM BACK ALIVE Frank Buck		Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934
REPUBLIC	25 (85) Drama 710 I, JANE DOE Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (60) M'drama 711 SECRET SERVICE INVESTIGATOR Lynne Roberts Lloyd Bridges R—June 5—PG-939		15 (67) Mus-West 656 THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		15 (70) Outd'r-Mus 732 EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953
SCREEN GUILD		Reissue 4 (79) Western HC20 LAW OF THE PAMPAS William Boyd Russell Hayden Sidney Toler	Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau			Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello
20TH-FOX	(111) Drama 820 ANNA KARENINA Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 818 GREEN GRASS OF WYOMING Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925	(89) Musical 827 GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948
UNITED ARTISTS				15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933	
UNIV.-INT'L.		(87) Drama 659 LETTER FROM AN UNKNOWN WOMAN Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922	(78) Drama 661 RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKEN-STEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wendell Corey R—June 26—PG-945
WARNER BROS.	29 (110) Drama 725 SILVER RIVER Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928		12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent
MISCELLANEOUS								

SRO

(131) Drama 103
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—April 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr
Eng. Films
CHILDREN ON TRIAL
R—Nov. 29—PG-878

(80) Musical
Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama
Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical
Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Drama
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary
Target Films
STRANGE VICTORY
R—July 24—PG-954

JULY 24	JULY 31	AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER 4	SEPTEMBER 11
	31 (90) E'Western 939 ⊙CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953		12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 942 THE BLACK ARROW Louis Hayward Janet Blair George Macready Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 ⊙THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973
(76) Drama 829 ED NO TEARS llace Ford ie Vincent ert Scott -Aug. 14—PG-960		5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-958	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Outd'r-Dr 830 ⊙NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary 902 ⊙OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971
		(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914				3 (98) Musical 901 ⊙LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962	
(54) Western 4757 CK TRAIL nny Mack Brown ldred Coles ymond Hatton	25 (82) Drama 4801 ⊙16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941		8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944	15 (53) Western 4753 FIGHTING RANGER Johnny Mack Brown Raymond Hatton	22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953
(86) Comedy 4721 EAM GIRL tty Hutton cdonald Carey rginia Field tric Knowles -May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933	6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		26 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George Macready George Coulouris Henry Travers R—July 19—PG-944	
ecial (75) Musical 991 MELODY TIME drew Sisters y Rogers nnis Day -May 22—PG-934		Group 1 (77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		Group 1 (59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Frankie Carle R—July 7—PG-958	Special (114) Com-Dr 962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring R—July 31—PG-956	11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948
	25 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 25 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane		10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts R—Dec. 4—PG-992	29 (67) Outd'r-Mus 733 ⊙NIGHTTIME IN NEVADA Roy Rogers Adele Mara Andy Devine R—Oct. 30—PG-981	3 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane
issue (71) Comedy S-3 NAWAY DAUGHTER rbara Stanwyck bert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden				1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy S-6 THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown
(67) Drama 825 HE CHECKERED COAT m Conway oreen Nash urd Hatfield -Aug. 7—PG-957	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power (92) Drama 833 SLAVE SHIP Wallace Beery	(106) Musical 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 ⊙THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray Jean Rogers R—Oct. 30—PG-982	(70) Outd'r-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965
	(98) (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933		(76) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957			(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd
(78) Mus-Com 665 EUDIN', FUSSIN' AND A-FIGHTIN' onald O'Connor erey Kilbride —June 19—PG-943	(80) Drama THE END OF THE RIVER Sabu Bibi Ferreira Esmond Knight Torin Thatcher R—June 26—PG-945	(109) Drama 668 ⊙TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 10—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966
	31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949		14 (118) Comedy 702 ⊙LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-950	21 (80) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 801 ⊙TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958	

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo
Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart
Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers
Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids
Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

SEPTEMBER 18	SEPTEMBER 25	OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30	NOVEMBER
16 (76) Western 903 **BLACK EAGLE, THE STORY OF A HORSE** William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91). Drama 128 **WALK A CROOKED MILE** Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 **SINGIN' SPURS** Hoosier Hotshots	30 (70) Spec-Act 104 **TRIPLE THREAT** Richard Crane Gloria Henry R—Oct. 9—PG-975	7 (68) Drama 113 **I SURRENDER DEAR** Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (56) Western 165 **EL DORADO PASS** Charles Starrett Smiley Burnette Elena Verdugo Steve Darrell R—Dec. 11—PG-993	21 (59) Outd'r-Dr 111 **RUSTY LEADS THE WAY** Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977	(98) Drama 129 **THE LOVES OF CARMEN** Rita Hayworth R—Aug. 21—PG-961 (79) Super West 130 **THE UNTAMED BREED** R—Oct. 23—PG-979	
	19 (62) Drama 903 **IN THIS CORNER** Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966	Reissues (102) Mystery 734 **INTERNATIONAL LADY** George Brent Basil Rathbone 2 (117) Drama 737 **MY SON, MY SON** Brian Aherne	3 (83) M'drama 904 **HOLLOW TRIUMPH** Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961	(73) Drama 832 **ADVENTURES OF GALLANT BESS** Gallant Bess Cameron Mitchell Audrey Long Fuzzy Knight R—July 31—PG-956	(61) Mys-Dr 906 **BEHIND LOCKED DOORS** Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. 738 **COUNT OF MONTE CRISTO** Robert Donat 24 (102) Adv. 739 **SON OF MONTE CRISTO** Louis Hayward	
	24 (90) Comedy 902 **A SOUTHERN YANKEE** Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958		8 (99) Comedy 903 **JULIA MISBEHAVES** Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960			(71) Documentary **THE SECRET LAND** Commentators Robert Montgomery Robert Taylor Van Heflin R—Aug. 28—PG-963	
	19 (65) M'drama 4802 **JOE PALOOKA IN WINNER TAKE ALL** R—Aug. 28—PG-963	(87) Comedy AA8 **THE DUDE GOES WEST** Eddie Albert Gale Storm R—May 1—PG-926 (56) Western **THE RANGERS RIDE** Jimmy Wakely	3 (55) Western 4754 **THE SHERIFF OF MEDICINE BOW** Johnny Mack Brown	10 (66) Adv 4726 **SMUGGLER'S COVE** Leo Gorcey Bowery Boys		24 (57) Western 4764 **OUTLAW BRAND** Jimmy Wakely Christine Larson	6 (107) Biog-Dr AA1 **THE BABE RUTH STORY** William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955
	24 (89) Drama 4801 **SORRY, WRONG NUMBER** Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956		8 (88) Comedy 4802 **ISN'T IT ROMANTIC** Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 **NIGHT HAS A THOUSAND EYES** Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 480 **SEALED VERDICT** Ray Milland Florence Marly Broderick Crawford John Holt R—Sept. 11—PG-967
Group 2 (63) Mystery 905 **BODYGUARD** Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 907 **DESIGN FOR DEATH** R—Jan. 1—PG-893 18 (79) M'drama 821 **RACE STREET** George Raft R—July 3—PG-948		Group 1 (92) Drama 901 **RACHEL AND THE STRANGER** Loretta Young William Holden Robert Mitchum R—Aug. 7—PG-958			Group 2 (92) Outd'r-Dr 906 **STATION WEST** Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	Special (110) Mus-Com 95 **A SONG IS BORN** Danny Kaye Virginia Mayo Steve Cochran Esther Dale R—Aug. 28—PG-964
15 (60) Western 757 **DESPERADOES OF DODGE CITY** R—Sept. 11—PG-968 15 (60) Western 741 **SON OF GOD'S COUNTRY** R—Sept. 25—PG-971		1 (90) Drama 714 **MOONRISE** Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 1 (60) Western 758 **DENVER KID**				24 (60) M'drama 713 **CODE OF SCOTLAND YARD** R—Sept. 18—PG-970 Reissue (..) Outd'r-Mus **SHINE ON HARVEST MOON**	1 (86) Drama 72 **ANGEL ON THE AMAZON** George Breat 5 (66) Western 86 **SUNDOWN IN SANTA FE** Allan "Rocky" Lane 6 (60) Western **DEAD MAN'S GOLD** Lash Larue Fuzzy St. John
17 (69) Docum. 4803 **SOS SUBMARINE** R—Oct. 16—PG-977 24 (81) Drama 4804 **HARPOON** John Bromfield Alyce Louis R—Nov. 27—PG-990	Reissues 24 (108) Comedy S-7 **DUKE OF WEST POINT** Louis Hayward Joan Fontaine 24 (88) Comedy S-8 **MISS ANNIE ROONEY** Shirley Temple		8 (93) Drama 4805 **THE MOZART STORY** Hans Holt Winnie Markus Irene von Meydendorff R—Nov. 27—PG-990		22 (64) Western HC24 **STAGECOACH WAR** William Boyd Russell Hayden		
(78) Drama 822 **ESCAPE** Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(139) Drama 638 **FOREVER AMBER** Linda Darnell Cornell Wilde R—Oct. 18—PG-866 (64) Mystery 839 **THE CREEPER** Eduardo Cinelli	(68) Comedy 840 **THE GAY INTRUDERS** John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 **APARTMENT FOR PEGGY** Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 **NIGHT WIND** Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 **CRY OF THE CITY** Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-972	
26 (126) West-Dr 585 **RED RIVER** John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(57) Docum 586 **OLYMPIC CAVALCADE** Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama **URUBU** George Breakstone R—Aug. 21—PG-961	1 (81) Comedy 590 **THE GIRL FROM MANHATTAN** Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western **STRANGE GAMBLE** William Boyd	16 (90) Comedy 591 **AN INNOCENT AFFAIR** Fred MacMurray R—Sept. 4—PG-966 15 (57) Documentary **THE ANGRY GOD** R—Oct. 30—PG-982	(83) Drama **PLOT TO KILL ROOSEVELT** Selected Films R—Nov. 6—PG-983		5 (94) Comedy 59 **MY DEAR SECRETARY** Laraine Day Kirk Douglas Keenan Wynn Helen Walker Rudy Vallee R—Sept. 11—PG-968
							(79) Drama 68 **KISS THE BLOOD OFF MY HANDS** Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978
	25 (80) Drama 802 **ROPE** James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963		9 (81) M'drama 803 **SMART GIRLS DON'T TALK** Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 **JOHNNY BELINDA** Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970		

FOREIGN Language

(80) Comedy — Duke Int'l
VOYAGE SURPRISE
R—May 22—PG-936

(100) Drama — Discina Int'l
THE DAMNED
R—May 29—PG-938

(90) Drama — Lopert
ROOM UPSTAIRS
Marlene Dietrich
R—June 5—PG-939

(128) Drama — Siritzky Int'l
MARIUS
R—June 19—PG-944

(100) Drama — Best Films
JEALOUSY
R—June 19—PG-943

(130) Drama — Siritzky-Int'l
THEY ARE NOT ANGELS
R—June 26—PG-946

(100) Drama — Schaefer
DAY OF WRATH
R—June 26—PG-945

(92) Com-Drama — Oxford Films
FRIC-FRAC
R—July 3—PG-948

(105) Drama — Siritzky-Int'l
NAIS
R—July 3—PG-947

(75) Documentary — Mayer-Burystyn
THE ILLEGALS
R—July 17—PG-952

(88) Drama — Discina Int'l
BLIND DESIRE
R—July 17—PG-952

(90) Comedy — Siritzky-Int'l
PORTRAIT OF INNOCENCE
R—July 24—PG-954

(81) Drama — Creative
FRANCOIS VILLON
R—Aug. 14—PG-960

(96) Drama — Artkino
MURDERERS AMONG US

(105) Drama — Azteca Films
LA MORENA DE MI COPLA
R—Aug. 28—PG-968

(105) Drama — Films Int'l
SYMPHONIE PASTORA
R—Sept. 25—PG-972

NOVEMBER 13	NOVEMBER 20	NOVEMBER 27	DECEMBER 4	DECEMBER 11	DECEMBER 18	DECEMBER 25	JANUARY 1
1 (75) Drama 119 EATHER GLOVES ameron Mitchell irginia Grey ne Nigh m Levene —Nov. 13—PG-985	18 (66) Drama 118 RACING LUCK Gloria Henry Stanley Clements David Bruce R—Nov. 6—PG-983	(89) Com-Fantasy 131 ⊙THE RETURN OF OCTOBER Glenn Ford R—Oct. 23—PG-979 (81) M'drama 132 ⊙THE GALLANT BLADE Larry Parks R—Oct. 23—PG-979	2 (..) Western QUICK ON THE TRIGGER Charles Starrett Smiley Burnette Helen Parrish	(99) Drama ⊙THE MAN FROM COLORADO Glenn Ford William Holden Ellen Drew R—Nov. 20—PG-988	(..) Outd'r-Dr JUNGLE JIM Johnny Weissmuller Virginia Grey 16 (..) Mus-West SMOKY MOUNTAIN MELODY Roy Acuff	23 (68) Comedy 107 BLONDIE'S SECRET Penny Singleton Arthur Lake R—Dec. 4—PG-991	
	14 (85) Comedy 907 LET'S LIVE A LITTLE Hendy Lamarr Robert Cummings Anna Sten Robert Shayne R—Oct. 30—PG-981	21 (80) Drama 910 HE WALKED BY NIGHT Richard Basehart Scott Brady Roy Roberts Whit Bisaell R—Nov. 13—PG-986	(73) Act-Dr 908 MILLION DOLLAR WEEKEND Gene Raymond Stephanie Paull Frances Lederer Patricia Shay R—Oct. 16—PG-977				(60) Drama 909 THE STRANGE MRS. CRANE Marjorie Lord Robert Shayne Ruthe Brady Pierre Watkin R—Oct. 30—PG-981
(96) Comedy 904 0 MINOR VICES ana Andrews lli Palmer ne Wyatt uris Jourdan —Oct. 9—PG-976		26 (125) Drama 906 ⊙THE THREE MUSKETEERS Lana Turner Gene Kelly June Allyson Van Heflin R—Oct. 16—PG-978	Reissue 3 (117) M'drama 907 SAN FRANCISCO Jeannette MacDonald Clark Gable	10 (97) Drama 909 ⊙HILLS OF HOME R—Oct. 9—PG-976 Reissue 10 (96) Comedy 908 A NIGHT AT THE OPERA Marx Brothers			31 (119) Musical 910 ⊙WORDS AND MUSIC Judy Garland Gene Kelly Mickey Rooney R—Dec. 11—PG-994
7 (55) Western 4758 UNNING FOR JUSTICE ohnny Mack Brown elyn Finley aymond Hatton	14 (110) Drama 4804 TEMPTATION HARBOR Simone Simon Robert Newton	21 (56) Western 4768 COURTIN' TROUBLE Jimmy Wakely "Cannonball" Taylor	28 (80) Cost-Dr 4725 KIDNAPPED Roddy McDowall Sue England Dan O'Herlihy Roland Winters R—Sept. 18—PG-969	5 (55) Western 4851 HIDDEN DANGER Johnny Mack Brown Raymond Hatton	12 (66) Comedy 4805 JIGGS AND MAGGIE IN COURT R—Dec. 4—PG-991 15 (74) Western AA11 BAD MEN OF TOMBSTONE Barry Sullivan	19 (..) Drama 4806 THE FEATHERED SERPENT Roland Winters Beverly Jons Carol Forman	26 (..) Western CRASHING THROUGH Whip Wilson Andy Clyde
	19 (101) Comedy 4805 MISS TATLOCK'S MILLIONS John Lund Wanda Hendrix Barry Fitzgerald Monty Woolley R—Sept. 18—PG-970		3 (60) Drama 4806 DISASTER Richard Denning Trudy Marshall Will Wright Jack Lambert R—Oct. 23—PG-980			24 (91) Comedy 4807 THE PALEFACE Bob Hope Jane Russell Robert Armstrong John Litel R—Oct. 23—PG-980	
	(88) West-Dr 909 BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes Robert Preston Walter Brennan R—Nov. 13—PG-985				(85) Comedy 908 EVERY GIRL SHOULD BE MARRIED Cary Grant Franchot Tone Betsy Drake Diana Lynn Alan Mowbray R—Nov. 20—PG-987		1 (82) Fantasy ⊙THE BOY WITH GREEN HAIR Pat O'Brien Robert Ryan Barbara Hale Dean Stockwell R—Nov. 20—PG-987
	15 (67) Outd'r-Mus 734 ⊙GRAND CANYON TRAIL Roy Rogers Jane Frazee R—Nov. 27—PG-989	24 (60) Western 862 RENEGADES OF SONORA Allan "Rocky" Lane Reissue 30 (72) Comedy 8601 SCATTERBRAIN Judy Canova	1 (87) Western 721 ⊙THE PLUNDERERS Rod Cameron Ilona Massey R—Nov. 6—PG-982 Reissue 30 (68) Comedy 8602 YOKEL BOY	8 (60) Mys-Dr 801 HOMICIDE FOR THREE Audry Long Warren Douglas Grant Withers R—Dec. 4—PG-992	Reissue 15 (..) Mus-West IN OLD CALIENTE Roy Rogers Mary Hart George "Gabby" Hayes		29 (67) Outd'r-Mus 841 ⊙THE FAR FRONTIER Roy Rogers Andy Devine 1 (..) Drama WAKE OF THE RED WITCH John Wayne
2 (82) Western AST OF THE WILD HORSES ames Ellison ane Frazee ary Beth Hughes		27 (60) Western MARK OF THE LASH Lash LaRue Fuzzy St. John		10 (62) Outd'r-Dr SHEP COMES HOME Robert Lowery Margia Dean	17 (..) Western FRONTIER REVENGE Lash LaRue Fuzzy St. John	24 (62) Act-Dr THUNDER IN THE PINES George Reeves Ralph Byrd	31 (..) Western OUTLAW COUNTRY Lash LaRue Fuzzy St. John
(95) Drama 844 OAD HOUSE la Lupino ornel Wilde ichard Widmark eleste Holm —Oct. 2—PG-974	(98) Com-Dr 845 ⊙WHEN MY BABY SMILES AT ME Betty Grable Dan Dailey Jack Oakie June Havoc R—Nov. 13—PG-986	(87) Western 846 BELLE STARR'S DAUGHTER Rod Cameron R—Oct. 30—PG-982 (65) Drama 847 BUNGALOW 13 Tom Conway	(70) Drama 848 JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(105) Com-Fantasy 850 UNFAITHFULLY YOURS Rex Harrison Linda Darnell Barbara Lawrence Rudy Vallee R—Oct. 9—PG-976	(100) Western 849 YELLOW SKY Gregory Peck Anne Baxter Richard Widmark Robert Arthur R—Nov. 27—PG-990	(63) Drama 851 TROUBLE PREFERRED Peggy Knudsen Charles Russell Lynne Roberts	
	19 (70) Drama 593 HIGH FURY Madeleine Carroll Jon Hunter Michael Rennie R—Nov. 13—PG-985			10 (86) Comedy JUST WILLIAM'S LUCK Leslie Bradley Garry Marsh Jane Welsh William Graham	17 (83) Drama SIREN OF ATLANTIS Maria Montez Jean-Pierre Aumont Dennis O'Keefe		(60) Drama VALIANT HOMBRE Duncan Renaldo Leo Carrillo
(86) M'drama ROGUES' REGIMENT Dick Powell Marta Toren Vincent Price Stephen McNally 3—Oct. 9—PG-975			(77) Mus-Com THE COUNTESS OF MONTE CRISTO Sonja Henie Olga San Juan Michael Kirby R—Nov. 6—PG-984		(77) Comedy 684 MEXICAN HAYRIDE Bud Abbott Lou Costello Virginia Grey Luba Malina R—Dec. 11—PG-994	(76) Adv-Dr BUSH CHRISTMAS Chips Rafferty Helen Grieve John Fernside Nicky Yardley	
13 (97) Comedy 805 IUNE BRIDE Bette Davis Robert Montgomery Ray Bainter Betty Lynn Tom Tully R—Oct. 23—PG-979		27 (98) Drama 806 ⊙FIGHTER SQUADRON Edmond O'Brien Robert Stack John Rodney Henry Hull Tom D'Andrea R—Nov. 27—PG-989		Reissues 11 (105) Drama 807 ANGELS WITH DIRTY FACES Cagney-O'Brien 11 (93) Drama 808 THEY DRIVE BY NIGHT		25 (75) Drama 809 THE DECISION OF CHRISTOPHER BLAKE Alexis Smith Robert Douglas Cecil Kellaway Ted Donaldson R—Dec. 4—PG-992	

FOREIGN Language

(77) Documentary — Lopert — LOUISIANA STORY — R—Oct. 2—PG-974

(92) Drama — Superfilm — THE LOVES OF DON JUAN — R—Oct. 2—PG-974

(75) Comedy — Superfilm — THE MERRY CHASE — R—Oct. 2—PG-974

(83) Comedy — Dist. Films — QUIET WEEKEND — R—Oct. 2—PG-973

(92) M'drama — Gramercy — MARRIAGE IN THE SHADOWS — R—Oct. 2—PG-973

(83) Mus-Dr — Clasa-Mohme — LA BARCA DE ORO — R—Oct. 2—PG-973

(65) Drama — Lopert — WHERE WORDS FAIL — R—Oct. 9—PG-976

(105) M'drama — Superfilm — WHEN LOVE CALLS — R—Oct. 16—PG-978

(87) Drama — Discina Int'l — RUY BLAS — R—Oct. 23—PG-980

(102) Drama — Film Right Int'l — BACK STREETS OF PARIS — R—Oct. 30—PG-981

(98) Musical — Clasa-Mohme — LA REINA DEL TROPICO

(100) Drama — Films Int'l — WOMAN HUNT — R—Nov. 6—PG-984

(103) Drama — Vesuvio Films — MALACARME — R—Nov. 6—PG-984

(77) Drama — Lopert — LONG IS THE ROAD — R—Nov. 20—PG-987

(130) Drama — Siritzky Int'l — CESAR — R—Dec. 4—PG-991

(91) Drama — Vog — THE ETERNAL HUSBAND — R—Dec. 4—PG-991

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH-FOX UNITED ARTISTS UNIV.-INT'L WARNER BROS. MISCELLANEOUS

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
947	Abbott & Costello Meet Frankenstein	(83)	U-I	7- 3-48	+	+	+	+	+	±	±	7+ 2—
987	Accused, The	(100)	Para.	11-20-48	‡	±	‡	±	‡			8+ 2—
956	Adventures of Gallant Bess	(73)	EL	7-31-48	±	±	±	±		±	‡	7+ 5—
906	All My Sons	(94)	U-I	2-28-48	‡	+	+	‡	‡	+	‡	11+
982	Angry God, The	(57)	UA	10-30-48	=	=		±			±	2+ 6—
925	Anna Karenina	(111)	20-Fox	5- 1-48	+	±		+	+	+	+	6+ 1—
924	Another Part of the Forest	(107)	U-I	4-24-48	‡	+	+	+	‡	+	+	9+
969	Apartment for Peggy	(96)	20-Fox	9-18-48	‡	+	+		‡	‡	‡	10+
978	Appointment With Murder	(67)	FC	10-16-48	±		±	±	±			4+ 4—
904	Arch of Triumph	(120)	UA	2-21-48	+	+	+	+	‡	±	+	8+ 1—
913	Are You With It?	(90)	U-I	3-20-48	+	±	+	+	+	±		6+ 2—
923	Argyle Secrets, The	(63)	FC	4-24-48	+	±	±		+			4+ 2—
917	Arizona Ranger, The	(63)	RKO	4- 3-48	+		±	+	+	±		5+ 2—
953	Arkansas Swing	(65)	Col.	7-24-48	±					±		2+ 2—
922	Arthur Takes Over	(63)	20-Fox	4-17-48	+	±	±	±	+	—		5+ 4—
929	Assigned to Danger	(65)	EL	5- 8-48	±	±	+		±	±	+	6+ 4—
	B											
955	Babe Ruth Story, The	(107)	Mono.	7-31-48	‡	‡	‡	‡	‡	+	±	12+ 1—
	Back Trail	(54)	Mono.				—				±	1+ 2—
995	Badmen of Tombstone	(75)	Mono.	12-18-48	+							1+
942	Bad Sister	(90)	U-I	6-12-48	±	—		±		±	±	4+ 5—
969	Behind Locked Doors	(61)	EL	9-18-48	+	±	±		±	±		5+ 4—
982	Belle Starr's Daughter	(87)	20-Fox	10-30-48	±	±	±	+	+			5+ 3—
919	Berlin Express	(86)	RKO	4-10-48	‡	+	+	‡	‡	‡	+	11+
929	Best Man Wins	(75)	Col.	5- 8-48	+	±	+		±	+		5+ 2—
964	Betrayal, The	(183)	Astor	8-28-48	±		—				—	1+ 2—
944	Beyond Glory	(82)	Para.	6-19-48	±	±	±	±	±	+	‡	8+ 5—
915	Big City	(111)	MGM	3-27-48	+	+	+	+	+	+	+	7+
937	Big Punch, The	(80)	WB	5-29-48	±	±	±	+	+	±	±	7+ 5—
933	Big Town Scandal	(62)	Para.	5-22-48	±	±	±	+	±	±	±	7+ 6—
949	Black Arrow, The	(76)	Col.	7-10-48	+	±	+		±	+	+	6+ 2—
965	Black Eagle, the Story of a Horse	(76)	Col.	9- 4-48	+	±	±		±	±	±	6+ 5—
969	Blanche Fury	(93)	EL	9-18-48	—	±		+	—	+	‡	5+ 3—
951	Blazing Across the Pecos	(55)	Col.	7-17-48	±				+	±		3+ 2—
935	Blonde Ice	(73)	FC	5-22-48	±		+		+		±	4+ 3—
941	Blondie's Reward	(67)	Col.	6-12-48	±		+		+	±		4+ 2—
991	Blondie's Secret	(68)	Col.	12- 4-48	±							1+ 1—
985	Blood on the Moon	(87)	RKO	11-13-48	‡	±	±	±	+	+	+	8+ 3—
965	Bodyguard	(62)	RKO	9- 4-48	+	±	±	+	+	+		6+ 2—
925	Bold Frontiersman, The	(60)	Rep.	5- 1-48	+		+	+	+	±	±	6+ 2—
	Borrowed Trouble	(..)	UA				±				±	2+ 2—
897	Boy With the Green Hair	(82)	RKO	11-20-48	±	+	‡	‡	‡			8+ 1—
936	Brothers, The	(90)	U-I	5-22-48	+	±		+	—	+		4+ 2—
	Bungalow 13	(65)	20-Fox			±	±	±	+	±	±	6+ 5—
	C											
935	Campus Sleuth	(57)	Mono.	5-22-48	—	±	±				—	2+ 4—
946	Canon City	(83)	EL	6-26-48	‡	±	‡	‡	‡	+	‡	12+ 1—
939	Carson City Raiders	(60)	Rep.	6- 5-48	+		+	±	±	±	±	6+ 4—
957	Checkered Coat, The	(67)	20-Fox	8- 7-48	±	±	±		—	±	±	5+ 6—
996	Chicken Every Sunday	(91)	20-Fox	12-18-48	‡	±	‡		+			6+ 1—
921	Close-Up	(76)	EL	4-17-48	±	±	±		±	±	+	6+ 5—
941	Cobra Strikes, The	(62)	EL	6-12-48	±	—				±	±	3+ 4—
970	Code of Scotland Yard	(60)	Rep.	9-18-48	+	±	±	‡	+	+	±	8+ 3—
940	Coroner Creek	(90)	Col.	6- 5-48	‡	+	‡	‡		+	±	9+ 1—
943	Corridor of Mirrors	(96)	U-I	6-19-48	—	+			±			2+ 3—
	Counterfeiters, The	(73)	20-Fox			±	+		±	±	±	5+ 4—
984	Countess of Monte Cristo, The	(77)	U-I	11- 6-48	±	±	±	+	+			5+ 3—
	Creeper, The	(63)	20-Fox			—	±		—	—	±	2+ 5—
	Crossed Trails	(53)	Mono.				±		±		±	3+ 3—
972	Cry of the City	(95)	20-Fox	9-25-48	±	+	+	+	‡	‡	+	9+ 1—
	D											
955	Daredevils of the Clouds	(60)	Rep.	7-31-48	+	±	±	+	±	±	±	7+ 5—
946	Date With Judy, A	(113)	MGM	6-26-48	‡	‡	‡	‡	+.	‡	‡	13+
	Dead Don't Dream, The	(..)	UA				±				±	2+ 2—
946	Dear Murderer	(90)	U-I	5-22-48	±	±		±	±	±	+	6+ 5—
992	Decision of Christopher Blake	(75)	WB	12- 4-48	—	±	±		±	+		4+ 4—
948	Deep Waters	(85)	20-Fox	7- 3-48	‡	±	±	+	+	+	±	8+ 3—
896	Design for Death	(48)	RKO	1-31-48	+			+	±	+		4+ 1—
968	Desperadoes of Dodge City	(60)	Rep.	9-11-48	+		+		±			3+ 1—
926	Devil's Cargo	(61)	FC	4-10-48	±		±	±	—			3+ 4—
980	Disaster	(60)	Para.	10-23-48	±	—	±					2+ 3—
927	Dream Girl	(86)	Para.	5- 8-48	+	±	‡	±	‡	+	‡	10+ 2—
926	Dude Goes West, The	(87)	Mono.	5- 1-48	+	+		+	‡	+	+	7+
986	Dulcimer Street	(112)	U-I	11-13-48	±	±		±	+			4+ 3—
988	Dynamite	(67)	Para.	11-20-48	±	—	+		±			3+ 3—
	E											
928	Easter Parade	(103)	MGM	5-29-48	‡	‡	‡	‡	‡	‡	‡	14+
993	El Dorado Pass	(56)	Col.	12-11-48	±							1+ 1—
955	Embraceable You	(80)	WB	8-31-48	±	±	±		+	±	±	6+ 5—
928	Emperor Waltz, The	(106)	Para.	5- 8-48	‡	‡	‡	‡	‡	‡		12+
993	Enchantment	(..)	RKO	12-11-48	+	±	±	+	+			5+ 2—
945	End of the River	(80)	U-I	6-26-48	+	±		+	+	+		5+ 1—
940	Escape	(78)	20-Fox	6- 5-48	±	±		‡	—	±	+	6+ 4—
987	Every Girl Should Be Married	(85)	RKO		+	±	‡	+	‡			7+ 1—
953	Eyes of Texas, The	(70)	Rep.	7-24-48	±		+	±	+	±		5+ 3—
	F											
995	Family Honeymoon	(90)	U-I	12-18-48	+	±	+		‡			5+ 1—
943	Feudin', Fussin' and a-Fightin'	(77)	U-I	6-19-48	±	±	+	‡	±	±	±	8+ 5—
989	Fighter Squadron	(98)	WB	11-27-48	+	+	+	+	‡		+	7+
982	Fighting Back	(61)	20-Fox	10-30-48	—				±	±		2+ 3—
931	Fighting Father Dunne	(93)	RKO	5-15-48	+	‡	±	+	+	+	±	8+ 2—
966	For the Love of Mary	(90)	U-I	9- 4-48	+	±	+	+	±	+	±	7+ 3—
941	Foreign Affair, A	(116)	Para.	6-12-48	‡	‡	+	‡	‡	+	‡	12+
911	Fort Apache	(127)	RKO	3-13-48	+	±	+	+	+	‡	‡	9+ 1—
933	Four Faces West	(89)	UA	5-22-48	+	‡	+	+	+	+	±	8+ 1—
927	French Leave	(64)	Mono.	5- 8-48	+	±	±		±		±	5+ 4—
932	Fuller Brush Man, The	(92)	Col.	5-15-48	+	+	+	‡	‡	+	+	9+
920	Fury at Furnace Creek	(88)	20-Fox	4-10-48	‡	+	+	+	+	+	+	8+
	G											
979	Gallant Blade, The	(81)	Col.	10-23-48	+	±	+	±	±	+	±	7+ 4—
938	Gallant Legion, The	(88)	Rep.	5-29-48	‡	±	+	+	+	±	±	8+ 3—
942	Gay Intruders, The	(70)	20-Fox	6-12-48	+	±		+		±		4+ 2—
973	Gentleman From Nowhere	(66)	Col.	10- 2-48	+	±	±		—	±	±	5+ 5—
972	Girl From Manhattan, The	(81)	UA	9-25-48	—		—	±	+	±		3+ 4—
937	Give My Regards to Broadway	(89)	20-Fox	5-29-48	‡	+	+	‡	‡	+	+	10+
	Golden Eye, The	(69)	Mono.			±	±		+		—	3+ 3—
956	Good Sam	(114)	RKO	7-31-48	‡	‡	+	‡		±	±	9+ 2—
989	Grand Canyon Trail	(67)	Rep.	11-27-48	±		+		+			3+ 1—
925	Green Grass of Wyoming	(89)	20-Fox	5- 1-48	‡	+	+		+	+		6+
931	Guns of Hate	(61)	RKO	5-15-48	±		±	+		±		4+ 3—
	H											
851	Hal Roach Comedy Carnival	(Curley and The Fabulous Joe) (112)	UA	8-30-47	±	±		‡	+	±		6+ 3—
950	Hamlet	(155)	U-I	7-10-48	‡	‡		‡	‡	‡	‡	12+
990	Harpoon	(81)	SG	11-27-48	±				—			1+ 2—
922	Hatter's Castle	(105)	Para.	4-17-48	±	±		±		±	±	5+ 5—
914	Hazard	(100)	Para.	3-20-48	+	±	+	+	±	±	±	7+ 4—
929	Heart of Virginia	(60)	Rep.	5- 8-48	±	±	±	±	+			5+ 4—
921	Here Comes Trouble	(54)	UA	4-17-48	+	±	+	+	±		±	6+ 3—
986	He Walked by Night	(80)	EL	11-13-48	+	+		+	+			4+
985	High Fury	(71)	UA	11-13-48	±	±	+	±	+			5+ 3—
976	Hills of Home	(97)	MGM	10- 9-48	+	±	+	+	‡	‡	‡	10+ 1—
961	Hollow Triumph	(83)	EL	8-21-48	+	±	+	+	+	±	+	7+ 2—
920	Homecoming	(113)	MGM	4-10-48	‡	+	‡	+	‡	+	+	10+
992	Homicide for Three	(60)	Rep.	12- 4-48	±	±	±		±		±	5+ 5—
	I											
934	I, Jane Doe	(85)	Rep.	5-22-48	±	±	±	+	±	±	±	7+ 6—
975	I Surrender, Dear	(68)	Col.	10- 9-48	+	±		—		±		3+ 3—
927	I Wouldn't Be in Your Shoes	(72)	Mono.	2-14-48	±	±	±	±	±	—	±	6+ 7—
985	Indian Agent	(64)	RKO	11-13-48	+		±	+	+			4+ 1—
975	Inner Sanctum	(62)	FC	10- 9-48	—				±			1+ 2—
966	Innocent Affair, An	(90)	UA	9- 4-48	+	+	±	+	+	+	±	7+ 2—
966	In This Corner	(63)	EL	9- 4-48	±	±	+		+	±		5+ 3—
931	Iron Curtain, The	(87)	20-Fox	5-15-48	+	‡	‡	+	‡	±	‡	11+ 1—
962	Isn't It Romantic?	(87)	Para.	8-21-48	+	—	—	+	—	+		3+ 3—
	J											
991	Jiggs and Maggie in Court	(66)	Mono	12- 4-48	+	±		+	±			4+ 2—
935	Jinx Money	(69)	Mono.	5-22-48	+	±	±		±		±	5+ 4—
982	Joan of Arc	(145)	RKO	10-30-48	‡	‡	‡	‡	‡		‡	12+
963	Joe Palooka in Winner Take All	(64)	Mono.	8-28-48	+	±	±	+			±	5+ 3—
970	Johnny Belinda	(102)	WB	9-18-48	‡	‡	‡	‡	‡	+	+	12+
960	Julia Misbehaves	(99)	MGM	8-14-48	‡	+	+	‡	‡	‡	+	11+
979	June Bride	(97)	WB	10-23-48	‡	+	+	‡	‡	‡	+	11+
972	Jungle Patrol	(70)	20-Fox	8-25-48	+	‡	‡	+	+			7+
996	Just William's Luck	(86)	UA	12-18-48	—		±		±			2+ 3—
	K											
949	Key Largo	(101)	WB	7-10-48	+	‡	+	‡	‡	‡	+	11+
969	Kidnapped	(80)	Mono.	9-18-48	‡		+	+	+	+		6+
938	King of the Gamblers	(60)	Rep.	5-29-48	‡	±	±	±			—	5+ 4—
909	King of the Olympics	(60)	UA	3- 6-48	+							1+
988	Kissing Bandit, The	(102)	MGM	11-20-48	‡	±	±	‡	‡		+	9+ 2—
978	Kiss the Blood Off My Hands	(79)	U-I	10-16-48	‡	+	+	+	+	±	+	8+ 1—
	L											
954	Lady at Midnight	(61)	EL	7-24-48	±	±	±		—	±	±	5+ 6—
921	Lady From Shanghai, The	(87)	Col.	4-17-48	±	+	+		+	±	±	6+ 3—
	Ladies of the Chorus	(60)	Col.			±			+		±	3+ 2—
959	Larceny	(89)	U-I	8-14-48	±	±	+	+	+	+	+	7+ 2—
995	Last of the Wild Horses	(84)	SG	12-18-48	+				+			2+
985	Leather Gloves	(75)	Col.	11-13-48	+	±	±		±	—	+	5+ 4—
903	Let's Live Again	(67)	20-Fox	2-21-48	+	±		+	+	—		4+ 2—
981	Let's Live a Little	(85)	EL	10-30-48	+	±	+	+				4+ 1—
922	Letter From an Unknown Woman	(87)	U-I	4-17-48	+	—		±	+	+	+	5+ 2—

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
993	Letter to Three Wives, A (103)		20-Fox	12-11-48	ǂ	+	ǂ	ǂ	ǂ			9+
965	Live Today for Tomorrow (Reviewed as An Act of Murder (91)		U-I	12-11-48	+	+		ǂ	+	+	+	7+
923	Lost One, The (84)		Col.	4-24-48	+		+	+	±			4+ 1−
961	Loves of Carmen, The (98)		Col.	8-21-48	+		±	ǂ		ǂ	ǂ	6+ 1−
965	Luck of the Irish, The (99)		20-Fox	9- 4-48	ǂ	±	+		+	±	+	7+ 2−
943	Lulu Belle (87)		Col.	6-19-48	+	±	±	±	+	±	±	7+ 5−
962	Luxury Liner (98)		MGM	8-21-48	+	+	±	+	+	ǂ	+	6+ 1−
	M											
977	Macbeth (107)		Rep.	10-16-48	±	±	±	+	−	ǂ		6+ 4−
945	Man-Eater of Kumaon (80)		U-I	6-26-48	+	±	±		+	+	+	6+ 2−
899	Man From Colorado (99)		Col.	11-20-48	+	+	ǂ	+	+	ǂ		8+
988	Manhattan Angel (67½)		Col.	11-20-48	±	−	±		±		±	4+ 5−
	Marshal of Amarillo (..)		Rep.				±		+	±	±	4+ 3−
914	Mating of Millie, The (87)		Col.	3-20-48	±	±	+	ǂ	+	+		7+ 2−
914	Meet Me at Dawn (89)		20-Fox	3-20-48	+	±		+	−	−	+	4+ 3−
934	Melody Time (76)		RKO	5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
994	Mexican Hayride (77)		U-I	12-11-48	+	±	+		+			4+ 1−
944	Michael O'Halloran (79)		Mono.	6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey (87)		EL.	6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend (73)		EL.	10-16-48	±	±	±	±	±	±		6+ 6−
944	Mine Own Executioner (102)		20-Fox	6-19-48	±	±		+	±	+		5+ 3−
962	Miraculous Journey (76)		FC	2-21-48	+		±	+	−		±	4+ 3−
970	Miss Tatlock's Millions (101)		Para.	9-18-48	+	±	+	+	ǂ	ǂ	ǂ	10+ 1−
917	Mr. Blandings Builds His Dream House (96)		SRO	4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid (89)		U-I	7-10-48	+	+	±	ǂ	±	+		7+ 2−
918	Money Madness (73)		FC	4- 3-48	±		±		±		−	3+ 4−
970	Moonrise (90)		Rep.	9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra (173)		RKO	12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
990	Mozart Story, The (91)		SG	11-27-48	±				+			2+ 1−
953	Music Man (66)		Mono.	7-24-48	±	−			±			2+ 3−
968	My Dear Secretary (94)		UA	9-11-48	ǂ	+	+	+	+	±		7+ 1−
994	My Own True Love (84)		Para.	12-11-48	−	−	±		+			2+ 3−
948	Mystery in Mexico (66)		RKO	7- 3-48	±	±	±	+		±		5+ 4−
	N											
876	Nicholas Nickleby (95)		U-I	11-22-47	+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes (81)		Para.	7-17-48	+	+	+	+		+	+	6+
981	Nighttime in Nevada (67)		Rep.	10-30-48	+		+	±	+	ǂ		7+ 1−
968	Night Wind (68)		20-Fox	9-11-48	±	±		+	±	+		5+ 3−
976	No Minor Vices (96)		MGM	10- 9-48	+	±	+	+	+	±		6+ 2−
920	Noose Hangs High, The (77)		EL.	4-10-48	+	±	+	±	+	±	±	7+ 4−
950	Northwest Stampede (79)		EL.	7-10-48	+	±	±	+	±	ǂ		7+ 3−
	O											
996	Old-Fashioned Girl, An (82)		EL.	12-18-48	±	−	±		+			3+ 3−
921	Old Los Angeles (87)		Rep.	4-17-48	+	±	±		+	+	±	6+ 3−
967	Olympic Cavalcade (57)		UA	9-11-48	+			+				2+
971	Olympic Games of 1948 (88)		EL.	9-25-48	+			+	+			3+
926	On an Island With You (107)		MGM	5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
995	One Sunday Afternoon (94)		WB	12-18-48	+	±	±		ǂ			5+ 2−
964	One Touch of Venus (82)		U-I	8-28-48	+	±	±	±	+	±	±	7+ 5−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107)		UA	2- 7-48	+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret (70)		EL.	1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61)		Rep.	9-25-48	±	±	−	+	±	−		4+ 5−
	P											
980	Paleface, The (90)		Para.	10-23-48	ǂ	+	+	ǂ		+		7+
888	Paradine Case, The (117)		SRO	1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
903	Pearl, The (77)		RKO	2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
897	Piccadilly Incident (87)		MGM	2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The (102)		MGM	4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall (85)		UA	8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
983	Plot to Kill Roosevelt, The (83)		UA	11- 6-48	+	−	±	±	±			4+ 4−
983	Plunderers, The (87)		Rep.	11- 6-48	ǂ	+	+	ǂ	+		±	8+ 1−
	R											
948	Race Street (78)		RKO	7- 3-48	±	±	±	+		±	±	6+ 5−
958	Rachel and the Stranger (92)		RKO	8- 7-48	+	+	±	+	−	ǂ	ǂ	8+ 2−
983	Racing Luck (66)		Col.	11- 6-48	+		±		+			3+ 1−
959	Range Renegades (54)		Mono.	8-14-48	+						−	1+ 1−
937	Raw Deal (78)		EL.	5-29-48	+	+	+	±	±	±	±	7+ 4−
952	Red River (104)		UA	7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
980	Red Shoes, The (134)		EL.	10-23-48	+	ǂ		ǂ	+	+	ǂ	9+
934	Return of the Badmen (90)		RKO	5-22-48	+	±	±	+	−	+		5+ 3−
979	Return of October, The (89)		Col.	10-23-48	+	±	+	+	+	+		6+ 1−
962	Return of Wildfire (81)		SG	8-21-48	+	±		±	+			4+ 2−
932	River Lady (78)		U-I	5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House (95)		20-Fox	10- 2-48	±	+	+	+	±	±	+	7+ 3−
975	Rogues' Regiment (86)		U-I	10- 9-48	+	±	±	+	ǂ	+		7+ 2−
942	Romance on the High Seas (102)		WB	6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope (80)		WB	8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977	Rusty Leads the Way (59)		Col.	10-16-48	±					+		2+ 1−
	S											
908	'Sainted' Sisters, The (90)		Para.	3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88)		UA	9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
967	Sealed Verdict (83)		Para.	9-11-48	±	±	±		±	+	+	6+ 4−
914	Search, The (104)		MGM	3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
963	Secret Land, The (71)		MGM	5-29-48	+				+	ǂ		4+
939	Secret Service Investigator (60)		Rep.	5- 5-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy (71)		Para.	4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest (65)		Mono.			±	±		−		−	2+ 4−
960	Shed No Tears (70)		EL.	8-14-48	±	±	±	±	±		±	6+ 6−
919	Silent Conflict (61)		UA	4-10-48	±		±	−	−		±	3+ 5−
928	Silver River (110)		WB	5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey (..)		UA				±				±	2+ 2−
941	Sixteen Fathoms Deep (82)		Mono.	6-12-48	±	−	±	ǂ			+	5+ 3−
971	Smart Girls Don't Talk (81)		WB	9-28-48	±	±	−	±			±	4+ 5−
912	Smart Woman (90)		Mono.	3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
	Smuggler's Cove (66)		Mono.			±	±		±		±	4+ 4−
986	Snake Pit, The (108)		20-Fox	11-13-48	ǂ	ǂ	+	ǂ	ǂ		ǂ	11+
993	So Dear to My Heart (..)		RKO	12-11-48	+	+	ǂ		+	ǂ		7+
933	So Evil, My Love (109)		Para.	5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia (83)		FC	9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York (79)		UA	5-15-48	+	+	+	+	+	±	±	7+ 2−
964	Song Is Born, A (110)		RKO	8-28-48	+	±	+	+	ǂ	+	+	8+ 1−
971	Son of God's Country (60)		Rep.	9-25-48	+		±		−	±	±	4+ 4−
992	Sons of Adventure (60)		Rep.	12- 4-48	±	±	−	±	±		±	5+ 6−
956	Sorry, Wrong Number (90)		Para.	7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977	S.O.S. Submarine (71)		SG	10-16-48	±				+			2+ 1−
958	Southern Yankee, A (91)		MGM	8- 7-48	+	+	+	ǂ	ǂ	+	−	8+ 1−
906	Speed to Spare (58)		Para.	2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The (79)		EL.	8- 7-48	+	±	±	±	+			5+ 3−
935	Stage Struck (71)		Mono.	5-22-48	−	±	±		−		±	3+ 5−
916	State of the Union (122)		MGM	3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
966	Station West (92)		RKO	9- 4-48	±	±	+	±	+	+		6+ 3−
981	Strange Mrs. Crane, The (60)		EL.	10-23-48	±	−	±	+	−			3+ 4−
907	Strawberry Roan (79)		Col.	3- 6-48	+		+	+	±	±		5+ 2−
950	Street With No Name (91)		20-Fox	7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
989	Strike It Rich (81)		Mono.	11-27-48	+	±	+	+	±			5+ 2−
912	Summer Holiday (92)		MGM	3-13-48	ǂ	+	+	ǂ	ǂ	+	+	10+
937	Sword of the Avenger (76)		EL.	5-29-48	±	−	±		−	±		3+ 5−
	T											
947	Tap Roots (109)		U-I	7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids (67)		RKO	4- 3-48	+	±	+	+	±	±	±	7+ 4−
954	Texas, Brooklyn and Heaven (76)		UA	7-24-48	±	±	±	±	±	±	−	6+ 7−
951	That Lady in Ermine (89)		20-Fox	7-17-48	+	±	+	±	−	+	±	6+ 4−
990	That Wonderful Urge (82)		20-Fox	11-27-48	ǂ	+	ǂ	+	ǂ			8+
945	They Live by Night (Reviewed as Your Red Wagon) (95)		RKO	6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
	13 Lead Soldiers (66)		20-Fox			±	+		−	±	±	4+ 4−
992	Three Godfathers (107)		MGM	12- 4-48	+	±	+	ǂ	±			6+ 2−
978	Three Musketeers, The (125)		MGM	10-16-48	ǂ	ǂ	+	+	ǂ	+	ǂ	11+
949	Thunderhoof (77)		Col.	7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The (67)		Rep.	7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109)		UA	5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The (54)		EL.	3-20-48	±		±	±		±		4+ 4−
951	Trail to Laredo (54)		Col.	7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz (60)		Rep.	7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67)		Col.	5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat (70)		Col.	10- 9-48	+	±	±		±	±	±	6+ 5−
958	Two Guys From Texas (86)		WB	8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
931	Under California Stars (70)		Rep.	5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours (105)		20-Fox	10- 9-48	−	+	−	ǂ	±	+	ǂ	7+ 3−
989	Unknown Island (75)		FC	11-27-48	±			+	±			3+ 2−
979	Untamed Breed, The (79)		Col.	10-23-48	±	−	±		+		±	4+ 4−
940	Up in Central Park (87)		U-I	6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66)		UA	8-21-48	−	±	±		+	±	−	4+ 5−
	V											
958	Variety Time (59)		RKO	8- 7-48	+	±	±	±	+	±		6+ 4−
953	Velvet Touch, The (97)		RKO	7-24-48	±	±	±	+	ǂ	±	ǂ	8+ 4−
939	Vicious Circle, The (77)		UA	6- 5-48	+	±	±	±	+	±	±	7+ 5−
	W											
968	Walk a Crooked Mile (89)		Col.	9-11-48	ǂ	±	+	+	+	+	+	8+ 1−
934	Wallflower (78)		WB	5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106)		20-Fox	7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight (63)		Para.	5- 8-48	+	±	+	±	±	±	±	7+ 5−
986	When My Baby Smiles at Me (98)		20-Fox	11-13-48	+	+	ǂ	ǂ	+		ǂ	9+
936	Whirlwind Raiders (54)		Col.	5-22-48	±		±		+	±	±	5+ 4−
994	Whispering Smith (88)		Para.	12-11-48	+	+	ǂ		ǂ			6+
928	Who Killed 'Doc' Robbin? (55)		UA	5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again? (62)		FC	6- 5-48	±							1+ 1−
957	Winner's Circle (70)		20-Fox	8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting (104)		WB	4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The (109)		WB	4-24-48	+	±	+		−	+	ǂ	6+ 2−
891	Women in the Night (90)		FC	1-17-48	+		±	±			−	3+ 3−
994	Words and Music (118)		MGM	12-11-48	ǂ	+	ǂ		ǂ			7+
	Y											
990	Yellow Sky (99)		20-Fox	11-27-48	+	±	ǂ	±	+			6+ 2−
984	You Gotta Stay Happy (100)		U-I	11- 6-48	+	±	+	+	ǂ		+	7+ 1−

SHORTS CHART

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9439	The Sheepish Wolf (17½)	5-27	+	7- 3
9427	Pardon My Lamb Chop (17)	6-10	+	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
1431	A Pinch in Time (16)	11-11	±	12-11
1423	Parlor, Bedroom and Wrath (16)	12-16		....
1433	Miss in a Mess (..)	1-13		....
1432	He's in Again (..)	1-20		....
	CAN YOU TOP THIS?			
	1948-49 SEASON			
1411	Can You Top This? (13)	11-18		....
	COLOR FAVORITES			
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
1603	The Little Match Girl (8½)	11-25	±	12-11
1604	Glee Worms (7½)	12-16		....
1605	A Boy and His Dog (7)	1- 6		....
	COLOR PHANTASIES			
9703	Short Snorth on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
	1948-49 SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
1502	Lo, the Poor Buffal (6½)	11- 4	±	11- 6
	COMEDY FAVORITES			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21	±	12-11
1443	Static in the Attic (19)	12-23		....
	COMMUNITY SINGS			
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21	+	11- 6
1653	No. 3 It's Magic (10)	12- 9		....
5657	No. 7 Series 8 Christmas Carols (12)	12- 9		....
	FILM NOVELTIES			
	1948-49 SEASON			
1901	Symphony on Ice (9)	12-23		....
	FOX AND CROW			
	1948-49 SEASON			
1701	Robin Hoodlum (..)	12-23		....
	ONE-REEL SPECIAL			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	‡	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	‡	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
1853	Stars to Remember (9½)	11-18		....
1854	A Rainy Day in Hollywood (..)	12-23		....
1854	Hollywood's Santa Claus Lane (9½)	11-23		....
	STOOGE COMEDIES			
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
1403	Mummies Dummies (16)	11- 4	+	11- 6
1404	Crime on Their Hands (17½)	12- 9		....
	THRILLS OF MUSIC			
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
1952	Ray Eberle & Orch. (10)	11- 4	+	11- 6
1953	Buddy Rich & Orch. (..)	12-16		....
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass In Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9608	No Holds Barred (9)	6-17	‡	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
1803	Babe Didrickson, Queen of Sports (..)	11-25		....
1804	Goin' Fishin' (..)	12-23		....
	SERIALS			
9180	Superman (Special) 15 Chapters	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	‡	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS			
	(Technicolor)			
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	1948-49 SEASON			
T-11	Wandering Through Wales (9)	10-16	+	11-27
T-12	Nightlife in Chicago (9)	11-27	+	12-18
	GOLD MEDAL REPRINTS			
	(Technicolor)			
W-923	The Milky Way (8)	2-14	‡	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	1948-49 SEASON			
W-21	The Little Goldfish (8)	11-20	+	11-27
W-22	Fine Feathered Friends (..)			....
W-23	The Blue Danube (..)			....
W-23	Sufferin' Cats (..)			....
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	‡	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	3- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY			
	(Released Twice Weekly)			
	PASSING PARADE			
K-973	Goodbye Miss Turlock (10)	1-24	‡	2-21
K-974	My Old Town (9)	2- 7	‡	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	1948-49 SEASON			
K-71	The City of Little Men (10)	11-20	+	11-27
	PETE SMITH SPECIALTIES			
S-955	Bowling Tricks (10)	1-10	+	2-21
S-956	I Love My Mother-in-Law BUT (8)	2- 7	‡	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	◎You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (18)	9-11	+	10-16
S-52	Pigskin Skill (18)	9-18	+	10- 9
S-53	Ice Aces (9)	11-16	+	11-27
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	‡	5-15
	1948-49 SEASON			
A-1	Mighty Manhattan (..)			....
	TOM & JERRY CARTOONS			
	(Technicolor)			
W-937	Kitty Foiled (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16
W-32	Professor Tom (8)	10-30	+	11-27
W-33	The Cat That Hated People (7)		‡	12-18

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS			
	(Technicolor)			
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (10)	11- 5	+	11- 6
R8-2	Acrobatic Illini (10)	12-10		....
	MUSICAL PARADES			
	(Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	‡	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
FF7-6	Catalina Interlude (18)	11-19	+	11- 6
	NOVELTOONS			
	(Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	‡	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	‡	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (7)	11-19	+	11- 6
P8-3	Old Shell Game (10)	12-24		....
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (11)	10- 8	‡	11- 6
K8-2	Mr. Groundling Takes the Air (11)	12- 3		....
	PARAMOUNT NEWS			
	(Released Twice Weekly)			
	POPEYE CARTOONS			
	(Color)			
E7-2	Olive Oyl for President (6)	1-30	‡	1-24
E7-3	Wigwam Whoopee (8)	2-27	‡	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	‡	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf In Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (7)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (7)	11-12	+	11- 6
E8-2	Symphony in Spinach (..)	12-31		....
	POPULAR SCIENCE			
	(Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
J8-1	Solar Secrets (10)	12-24		....
	SCREEN SONGS			
	(Color)			
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	‡	4-10
X7-6	Sing or Swim (8)	6-14	‡	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	‡	10- 9
	SPEAKING OF ANIMALS			
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS			
	(Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (10)	11-26	+	11- 6

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS			
	(Technicolor)			
74,113	The Big Wash (7)	2-28		....
74,114	Drip Dippy Donald (7)	3- 5	‡	3-27
74,115	Mickey Down Under (7)	3-19	+	5- 8
84,704	Alpine Climbers (reissue) (10)	4- 2	‡	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	‡	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	‡	10-16
94,105	Pluto's Fledgling (7)	9-10	+	10-30
94,106	Soup's On (7)	10-15	+	11-27
94,701	Goofy and Wilbur (7) (Reissue)	10- 1	+	11-13
94,107	Three for Breakfast (7)	11- 5		....
94,108	Mickey and the Seal (7)	12- 3		....
94,702	Wynken, Blynken and Nod (7), reissue	11-19		....
	EDGAR KENNEDY COMEDIES			
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
93,401	Contest Crazy (17)	10- 1	+	11-27
	FLICKER FLASHBACKS			
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	1948-49 SEASON			
93,701	Uninvited Blonde (17)	11-12		....
93,702	Backstage Follies (19)	12-24		....
	MY PAL SERIES			
83,202	Pal's Adventure (20)	6-11	+	10-30
	1948-49 SEASON			
93,201	Pal's Return (19)	11-26		....
	PATHE SPORTSCOPES			
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	8- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20	+	10-30
	1948-49 SEASON			
94,301	Texas Redhead (8)	9-24	±	11- 6
	RAY WHITLEY WESTERN MUSICALS			
	(Reissues)			
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10	±	11-27
93,502	Range Rhythm (17)	10-15		....
93,503	Cactus Capers (17)	11-19		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano Magic (7)	10-29	+	11-27
94,202	Block Party (7)	11-26		....
94,203	It Pays to Be Ignorant (..)	12-24		....
	SPECIALS			
83,601	Twenty Years of Academy Awards (19)	4- 2	‡	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	‡	5- 8
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
93,901	Football Headliners of 1948 (16)	12-10		....
	THIS IS AMERICA			
83,105	Photo Frenzy (16)	3- 5	‡	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	‡	5- 8
83,109	Letter to a Rebel (17)	6-25	‡	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	‡	8-28
83,112	Friend of the Family (16)	9-17	‡	10- 9
83,113	Who's Delinquent? (17)	10-15	+	11- 6
	1948-49 SEASON			
93,101	County Fair (17)	11-12	‡	11-27

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DRIBBLE PUSS PARADE			
8902	Dying to Live (9)	May	+	6- 5
	FEMININE WORLD			
8601	Something Old—Something New (Ilka Chase) (8)	Feb.	+	2-28
8602	Fashioned for Action (Ilka Chase) (8)	Apr.	±	4-17
	MARCH OF TIME			
	Vol. 14, No. 5 The Presidential Year (18)	12-26		....
	Vol. 14, No. 6 The Cold War (18)	1-24	++	1-31
	Vol. 14, No. 7 Marriage and Divorce (17)	Feb.	++	2-28
	Vol. 14, No. 8 Crisis in Italy (17)	Mar.	+	4-10
	Vol. 14, No. 9 Life With Junior (18)	Apr.		....
	Vol. 14, No. 10 Battle for Greece (18)	May	+	5-15
	Vol. 14, No. 11 The Fight Game (18)	June	+	6-12
	Vol. 14, No. 12 The Case of Mrs. Conrad (18)	July	++	7-10
	Vol. 14, No. 13 White Collar Girls (17)	Aug.	+	8- 7
	Vol. 14, No. 14 Life With Grandpa (19)	Sept.	++	9-18
	Vol. 14, No. 15 Battle for Germany	Oct.	++	10-16
	Vol. 14, No. 16 America's New Air Power (..)	Nov.		....
	MOVIETONE ADVENTURES			
8254	◎Copenhagen Pageantry (8)	Jan.	+	4-10
8203	Sky Thrills (9)	Mar.	+	4-10
8255	◎Scenic Sweden (8)	June	+	6- 5
8204	Majesty of Yellowstone (9)	July	++	6- 5
8256	◎Riddle of Rhodesia (8)	July	+	8-14
8257	◎Bermuda (8)	Aug.	+	8-14
8258	◎Desert Lights (8)	Aug.	+	8-14
8259	Portrait of the West (8)	Oct.		....
8260	Way of the Padres (8)	Dec.		....
	MOVIETONE SPECIALTY			
8801	Symphony of a City (11)	Sept.	+	10-23
	MOVIETONE NEWS (Released Twice Weekly)			
	SPORTS			
8352	◎Aqua Capers (8)	Jan.	+	4-10
8302	Olympic Class (10)	Feb.	+	3- 6
8353	◎Playtime in Scandinavia (8)	Apr.	++	4-24
8303	Everglades Adventure (9)	May	±	2-28
8304	Football Finesse (10)	Sept.	+	8-14
8305	Olympic Water Hazards (9)	Nov.		....
8306	Yankee Ski-Doodle (9)	Dec.		....
	TERRYTOONS (Technicolor)			
8510	Talking Magpies in Hitch Hikers (7)	12-21	+	4-24
8511	Mighty Mouse in Lazy Little Beaver (7)	12-26	+	4-17
8512	Felix the Fox (7)	Jan.	±	4-17
8513	Talking Magpies in Taming the Cat (7)	Jan.	++	4-24
8501	One Note Tony (7)	Feb.	+	9-27
8514	Mighty Mouse and the Magician (7)	Mar.	±	6- 5
8515	Gandy Goose and the Chipper Chipmunk (7)	Mar.	—	8-14
8516	Hounding the Hares (7)	Apr.		....
8517	Mighty Mouse and the Feudin' Hillbillies (7)	Apr.	±	6- 5
8518	Mystery in the Moonlight (7)	May		....
8531	The Butcher of Seville (7), reissue	May		....
8532	Mighty Mouse in the Green Line (7), reissue	May		....
8520	Talking Magpies in Sleepless Night (7)	June	±	8-14
8521	Mighty Mouse in the Witch's Cat (7)	July	±	8-14
8522	The Talking Magpies in Magpie Madness (7)	July	±	8-14
8523	Mighty Mouse in Love's Labor Won (7)	Aug.	+	8-14
8524	The Hard Boiled Egg (7)	Sept.	+	10-23
8525	Mighty Mouse and the Mysterious Stranger (7)	Oct.	+	10-23
8526	The Talking Magpies in Free Enterprise (7)	Oct.	+	10-23
8527	Mighty Mouse in Triple Threat (7)	Nov.		....
8528	Talking Magpies in Out Again in Again (7)	Nov.		....
8529	Mighty Mouse in the Magic Slippers (7)	Dec.		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ANSWER MAN SERIES			
3391	Wind, Curves and Trapdoor (8)	12-22		....
3392	Hall of Fame (7)	1-19	±	4- 3
3393	Men, Women and Motion (8)	3-15	+	5-29
3394	Flood Waters (8)	4-26	+	7-24
3395	Mighty Timber (9)	6-21	++	7-31
3396	Rockets of the Future (8)	7- 5		....
3397	Water Battlers (7)	8-16		....
3398	Home of the Iceberg (8)	8-23	+	10-30
	LANTZ CARTUNES (Technicolor—Reissues)			
3321	Knock Knock (reissue) (7)	Mar.		....
3322	Syncopated Sioux (..)	May		....
3323	Woody Woodpecker (..)	July		....
3324	Scrub Me Mamma (..)	Sept.		....
3325	Nutty Pine Cabin (..)	Oct.		....
	1948-49 SEASON			
4321	Pantry Panic (..)	Nov.		....
4322	Hollywood Matador (..)	Nov.		....
	MUSICAL WESTERNS			
3351	Hidden Valley Days (27)	2- 5	±	3-13
3352	Powder River Gunfire (24)	2-26	+	4- 3
3353	Echo Ranch (25)	4- 1	++	5-29
	1948-49 SEASON			
4301	Rhythm Masters (15)	Nov.		....
	NAME BAND MUSICALS			
3302	Drummer Man (15)	12- 3	±	1-24
3303	Carlos Molina & Orch. (15)	12-31	+	1-24
3304	Tex Beneke & Orch. (15)	3- 3	+	3- 6
3305	Woody Herman & Orch. (15)	3- 3	+	4- 3
3306	Red Ingle and His Natural Seven (15)	6-16	±	5-29
3307	Tex Williams & Orch. in Western Whoopee (15)	6-23	++	7-24
3308	Jimmy Dorsey & Orch. (15)	8-18		....
3309	Charlie Barnet & Orch. in Redskin Rhumba (15)	9-15		....
3310	Buddy Rich & Orch. (15)	10-13	±	10-30
	SING AND BE HAPPY SERIES			
2388	Lamp Post Favorites (9)	2- 2	±	4- 3
3381	Spotlight Serenade (10)	3-29	±	4-10
3382	Singin' the Blues (10)	6-14	+	7-24
3383	River Melodies (10)	7- 5	+	7-24
3384	Songs of the Season (10)	10-11		....
3385	Hits of the Nineties (10)	10-18		....
3386	Let's Sing a Love Song (10)	11-22		....
3387	Sing While You Work (10)	11-29		....
	1948-49 SEASON			
4381	Choo Choo Swing (10)	11- 1		....
4382	The Year Around (10)	12- 6		....
	SPECIALS			
2202	Harnessed Lightning (17)	11-12		....
5555	◎The Royal Wedding (31)	11-27		....
2201	Fight of the Wild Stallions (20)	12-24	++	9-27
3201	Snow Capers (19)	2-18	+	3- 6
	1948-49 SEASON			
4201	Cheating in Gambling (..)			....
4203	Christmas Dream (..)	11-22		....
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY VIEWS			
3342	Chimp Aviator (9)	11-17	+	11-15
3343	Brooklyn Makes Capital (10)	2- 9	±	3-13
3344	Whatta Built (10)	6- 7	±	5-29
3345	Copa Carnival (9)	6-28	+	7-24
3346	Paris on the Plata (9)	7-12		....
3347	Gaucho Fiesta (9)	8-16	±	10-30
3348	Call of the Canyon (10)	10-18	±	10-30
	1948-49 SEASON			
4341	Canada Calls (..)	11- 8		....

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd
	BLUE RIBBON HIT PARADE (Technicolor)			
4306	Circus Today (7)	5-22		....
4307	Little Blabber Mouse (7)	6-12	+	8- 7
4308	The Squawkin' Hawk (7)	7-10	+	8-21
4309	Tale of Two Kitties (7)	7-31		....
4310	Pigs in a Polka (7)	8-14		....
4311	Greetings Bait (7)	8-28		....
4312	Hiss and Make Up (7)	9-18		....
4313	Hollywood Steps Out (7)	10- 2		....
	1948-49 SEASON			
5301	An Itch in Time (7)	10-30	+	9- 4
5302	Fin'n Catty (..)	12-11		....
	BUGS BUNNY SPECIALS (Technicolor)			
3723	Rabbit Punch (7)	4-10	+	5- 1
3724	Buccaneer Bunny (7)	5- 8		....
3725	Bugs Bunny Rides Again (7)	6-12	+	7-24
3726	Daredevil Hare (7)	7-24		....
	1948-49 SEASON			
4719	Hot Cross Bunny (7)	8-21		....
4720	Hare Splitter (7)	9-25	++	11- 6
4721	My Bunny Lies Over the Sea (7)	12- 4		....
	FEATURETTE 1948-49 SEASON			
5101	Football Magic (20)	9-11	+	9- 4
5102	Grandfather's Follies (20)	11-13	+	12- 4
	JOE McDOAKES COMEDIES			
4405	So You Want to Build a House (10)	5-15		....
4406	So You Want to Be a Detective (10)	6-26	±	8-21
	1948-49 SEASON			
5401	So You Want to Be in Politics (10)	10-23	±	9- 4
5402	So You Want to Be on the Radio (10)	11- 6		....
	MELODY MASTERS			
4606	Henry Busse & Orch. (10)	5-15	+	6-12
4607	The Saturday Night Swing Club (10)	6-19	±	7-17
4608	Joe Reichman & Orch. (10)	7-17	+	8-21
	MEMORIES OF MELODY LANE			
4205	Let's Sing a Stephen Foster Song (10)	5- 8	+	5- 1
4206	Let's Sing a Song from the Movies (10)	7-17	+	9-18
	MERRIE MELODIES (Color)			
3717	I Taw a Putty Tat (7)	4- 3	±	5- 1
3718	Hop, Look and Listen (7)	4-17	+	5- 1
4701	Nothing but the Tooth (7)	5- 1	+	6-12
4702	Bone Sweet Bone (7)	5-22	+	7-17
4705	The Rattled Rooster (7)	6-26		....
4704	Up-Standing Sitter (7)	7- 3	+	9-18
4703	The Shell Shocked Egg (7)	7-10		....
4706	You Were Never Duckier (7)	8- 7		....
4707	Dough Ray Me-Ow (7)	8-14		....
4708	The Pest That Came to Dinner (7)	9-11		....
4709	Odor of the Day (7)	10- 2	+	11-13
4710	The Foghorn Leghorn (7)	10- 9	+	11- 6
4711	A Lad in His Lamp (7)	10-23		....
4712	Daffy Dilly (7)	10-30	++	11-13
4713	Kit for Cat (7)	11- 6	+	12- 4
4714	Stupor Salesman (7)	11-20	+	12- 4
4715	Riff Raffy Daffy (7)	11-27	+	12- 4
4716	Scaredy Cat (7)	12-18		....
	SPORTS NEWS REVIEW 1948-49 SEASON			
5601	Roaring Wheels (10)	10- 2	+	9- 4
5602	Ski Devils (10)	12- 4	+	12- 4
	SPORTS PARADE (Technicolor)			
4508	Built for Speed (10)	6- 5	+	7-24
4509	Fighting Athletes (10)	5- 1	+	5- 1
4510	The Race Rider (10)	6-19	+	7-17
4503	A Nation on Skis (10)	7-31		....
4511	Playtime in Rio (10)	8-14		....
4511	Sports Down Under (10)	9-18		....
4513	Gauchos of the Pampas (10)	10- 9	+	11-13
	1948-49 SEASON			
5501	Jungle Man Killers (10)	11- 6	+	9- 4
5502	Sportsmen of the Far East (10)	12-18	+	12- 4
	TECHNICOLOR ADVENTURES			
4806	Living With Lions (20)	6- 5		....
	1948-49 SEASON			
5801	Mysterious Ceylon (10)	9-25	+	9- 4
5802	Bannister's Bantering Babies (10)	12-11	+	12- 4
	TECHNICOLOR SPECIALS			
4005	Calgary Stampede (19)	5-29	+	6-12
4006	A Day at the Fair (20)	7- 3	++	7-24
4007	The Man From New Orleans (20)	9- 4		....
4008	My Own United States (20)	10-16	++	9- 4
	1948-49 SEASON			
5001	Sons of Liberty (21) Reissue	11-20	+	9- 4
5003	Princely India (20)	12-25		....
	WARNER-PATHE NEWS (Released Twice Weekly)			

Miscellaneous

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASTOR			
	Vol. 1, No. 1 ◎Makers of Destiny (15)		±	6- 5
	REPUBLIC			
	CARTOON			
761	◎It's a Grand Old Nag (8)	12-20	++	12-13
	SERIALS			
694	The Black Widow 13 Chapters	11- 1		....
791	G-Men Never Forget 12 Chapters	1-31		....
792	Dangers of the Canadian Mounted 12 Chapters	4-24		....
793	Dick Tracy Returns (re-release) 15 Chapters	7-17		....
794	Adventures of Frank and Jesse James 13 Chapters	10-30		....
...	Federal Agents vs. Underworld, Inc. (12 Chapters)	1-29		....
	UNITED ARTISTS			
	LANTZ CARTUNES (Technicolor)			
...	Banquet Busters (7)	3-12	+	2-14
...	Kiddie Koncert (7)	4- 2	++	4-17
...	Wacky Bye Baby (7)	7-16	±	4-24
...	Pixie Picnic (7)	6-14	++	4-17
...	Wet Blanket Policy (7)	8-27		....
...	Playful Pelican (7)	9- 8		....
...	Dog Tax Dodgers (6)	11-26		....
...	Wild and Woody (6)	12-31		....
	LOEW MUSICOLOR			
...	Engulfed Cathedral (7)	June	+	9-20
...	Moonlight (7)	8-29	+	9-20
...	Enchanted Lake (7)	10-30	+	12- 6
...	Fingal's Cave (10)	3-26	±	2-14
...	Liebestrum (7)	5- 7		....
	INDEPENDENTS			
	Make Way for Youth (18) Nat'l Social Welfare Ass'n		+	2-28
	A Matter of Time (20) Carroll Films		±	3-13
	Hungry Minds (11) National Film Board		±	4-24
	Mercy Flight (10) National Film Board		+	4-24
	All-American Soap Box Derby (25) Emerson Yorke		+	5- 8
	Cyrano de Bergerac (10) English Films		+	5-29
	The Church in the Atomic Age (19) Film Program Service		+	5-29
	First Steps (11) Film Program Service		+	5-25
	Children's Republic (23) A.F. Films		++	7-24
	A-1, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack		+	9- 4
	Pretty Woman (10) Sack		+	9- 4
	Piano Moods (10) Sack		+	9- 4
	This Way to Nursing (20) Emerson Yorke		+	9-18
	Science in Bloom (10) National Film Board of Canada		+	10- 2
	Get Rid of Rats (10) National Film Board of Canada		+	10- 2
	It's Fun to Sing (10) National Film Board of Canada		+	10- 2
	Highlights of the United Nations Year (10) Siritzky Int'l		+	10-16
	Fact and Fantasy (7) A.F. Films		—	10-30
	Kabylia (10) A.F. Films		+	10-30
	Journey to Mecca (15) A.F. Films		+	10-30
...	Memories of Shakespeare (30) Hoffberg		+	12-11
...	The Work of Charles Dickens (30) Hoffberg		—	12-11

The Cat That Hated People

MGM (Tom and Jerry Cartoon) 7 Mins.

Very good. Sequences showing the cat on the moon in his efforts to escape human beings are among the best ever produced in a cartoon, both in the way of imagination and sketching. Hands withous bodies clutch at the cat and a pair of scissors pursuing a sheet of paper do a barbering job on him, among other bits of imagery. The short is sure to please.

Let's Cogitate

MGM (Pete Smith Specialty) 9 Mins.

Good. Another highly amusing film in the popular series, based on the Pageant magazine feature, "Have You Ever Wondered?" Pete wonders about hobbies, how many windows a window-washer can tend in a day and how many miles up and down an elevator operator in a New York skyscraper travels in a day. It's sure to make any audience laugh.

Mouse Cleaning

MGM (Tom and Jerry Cartoon) 8 Mins.

Good. This is a repeat performance of a common film cartoon gag but amusing nevertheless. Tom the cat is ordered not to mess up the house under pain of eviction, so Jerry the mouse goes to work with buckets of paint while Tom tries to clean up after him. The ending shows a truck dumping tons of coal into the parlor.

Night Life in Chicago

MGM (FitzPatrick Traveltalk) 9 Mins.

Good. Famous night spots in the Windy City are shown, with orchestras and singers entertaining in lavish surroundings. Among them are the Edgewater Beach hotel, the Pump room and the Ambassador. Audiences who like night life or are impressed by the visible evidence of a lot of money-spending will find the Technicolor film interesting.

In the Newsreels

Movietone News, No. 98: President attends gift presentation U.S.S. Missouri; train crash in Europe; gratitude train starts for America; Harry Truman and Margaret; Chambers and Hiss; Col. Mary Halloran; 4H club winners; Barbara Ann Scott; football; wrestling.

News of the Day, No. 228: Secret films bare Red spy ring; Truman visits the U.S.S. Missouri; Christmas preview; Trojans stop Irish grid sensation; mat mauling sextet.

Paramount News, No. 31: New spy evidence; stars over London; President salutes the "Mighty Mo."; Christmas comes but once a year; USC-Notre Dame game.

Universal News, No. 202: Red spy films; Chambers' farm yields top secret documents; new WAC director; Paul Hoffman; St. Nick; trade mart; Notre Dame 14, USC 14; wrestling.

Warner Pathe News, No. 33: President Truman; Chambers; Col. Mary Halloran; people of France; London fog; livestock show; Collier's All-American football team.

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Movietone News, No. 99: Western Berlin votes against communism; U.S. marines land in China as Red peril grows; evacuation of Americans from Shanghai; spy inquiry reveals papers taken from State department; Doak Walker wins the Heisman trophy; skating vanities.

News of the Day, No. 229: Berlin voters defy Red terror; U.S. marines in China; Powder Bowl classic.

Paramount News, No. 32: World's biggest war plane gets screen test; new sensation at spy inquiry; bogus counterfeit $10, $20 bills flood big cities; report from China.

Universal News, No. 203: Crisis in Asia; marines reinforce as civilians flee; President of Cuba; hangman trial; silhouette features in new styles; spy probe; papers barred from public; every mouser has its day.

Warner Pathe News, No. 34: President Truman; Cuba's president; vice-president rivals—Barkley and Warren; Walker football star; Reds routed in Berlin election; Americans flee Red tide in China; nab passer of near perfect bills; wild geese take a gander; unusual automobiles; Great Americans—Clara Barton.

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All American News, No. 320: Liberian vice-president visits New York City; Arkansas A. M. and N. college president honored; Texas teachers hold state convention in Dallas; Chicago woman reaches 108th birthday; college students learn aviation.

All American News, No. 321: Howard university conducts atomic energy experiments; Joe Louis opens trade school in Chicago; Michigan attorney becomes prosecutor; Jackie Robinson and Larry Doby in radio show; world's largest bomber is demonstrated.

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Telenews Digest, No. 49: New spy evidence; divorce scandal Washington; New York; Berlin—Crisis of Feint; revolt in Venezuela; Mexico—Twenty dead in fire; Jerusalem; France; Canada; Colts beat Bills and tie for league title; mayhem on wheels.

Exhibitor Has His Say

(Continued from page 3)

trailer really got our action fans talking: "This script was written with a machine gun." They weren't disappointed, either. Played Sat., Mon. Weather: Very good.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * *

Forever Amber (20th-Fox)—Linda Darnell, Cornel Wilde, Richard Greene. Color and costumes were good and audience reaction war fair. It started off well but the second and third days dropped to below average. Played Sun., Mon., Tues. Weather: Fair.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Let's Live Again (20th-Fox)—John Emery, Hillary Brooke, Taylor Holmes. A good picture used on a double bill with "Wild West" (EL) for a Fri., Sat. show. Comments were very favorable.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

Sitting Pretty (20th-Fox) — Robert Young, Maureen O'Hara, Clifton Webb. You will be sitting pretty too if you can get them in the first night. They will tell everyone how good it is and you'll wish you had given it extra time. Played Mon., Tues., Wed. Weather: Cold.—Harland Rankin, Erie Theatre, Wheatley, Ont. General patronage. * * *

UNITED ARTISTS

Fun on a Weekend (UA)—Eddie Bracken, Priscilla Lane, Tom Conway. This is a very good picture and lots of laughs. Good enough for weekend. Would like more like 'em. Film good and a nice story. Played Wednesday. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Hoppy's Holiday (UA)—William Boyd, Andy Clyde, Rand Brooks. Hopalong is well liked hereabouts. He made the action fans real happy. Nuf sed! Played Fri., Sat. Weather: Good.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

UNIVERSAL-INTERNATIONAL

Naked City (U-I)—Barry Fitzgerald, Howard Duff, Dorothy Hart. This is a very interesting picture with plenty of action, some suspense, a little comedy and a down-to-earth story that didn't try to make the detective some kind of a super-man. Play it. It will do average business with its cast of not-too-strong name players. Played Sun., Mon. Weather: Good.—C. W. Ritenour, Milford Theatre, Milford, Ill. Rural patronage. * * *

Naked City, The (U-I)—Barry Fitzgerald, Howard Duff, Dorothy Hart. This one was much better than I thought. Since it was a story of the New York police department, I thought it would have a long, dry, factual commentary; but the commentary only added to the enjoyment of the story. Mark Hellinger seemed to improve on "Brute Force" in this one. Howard Duff and Don Taylor were superb, but Barry Fitzgerald seemed to be miscast. Play this one if you can buy it right. Business was about average. Played Sun., Mon. Weather: Rain.—"Art" V. Phillips, Haymond Theatre, Cromona, Ky. Mining and small town patronage. * *

Up in Central Park (U-I)—Deanna Durbin, Dick Haymes, Vincent Price. This is a pretty good picture that seemed to please and drew extra business on a weekend double bill. Too long, though, and we ran well into Sunday because we had to repeat both features on account of the late business that couldn't get in for the first show. Played Fri., Sat. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Up in Central Park (U-I)—Deanna Durbin, Dick Haymes, Vincent Price. This fell flat, as Durbin is not popular here. It is not a bad picture but it did poor business. Played Sun., through Tues. Weather: Good.—M. W. Mattecheck, Mack Theatre, McMinnville, Ore. Local city and country patronage. * * *

WARNER BROS.

Sea-Hawk (WB) — Reissue. Errol Flynn, Claude Rains, Brenda Marshall. Now this was a popular reissue which was well worth playing and enjoyed. Played Wed., Thurs. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town patronage. * * *

Voice of the Turtle, The (WB)—Ronald Reagan, Eleanor Parker, Eve Arden. We did average business on our best change and the picture pleased a bunch of people who take them all in their stride. The rental was not out of line for normal business, so we didn't lose anything. Played Sun., Mon. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Wallflower (WB)—Joyce Reynolds, Robert Hutton, Janis Paige. Here is a nice surprise and it will please if you can sell it. The stars are not great but the picture moves along at a good pace and the comedy is okay, even if they do resort to drunkenness to get the laughs. Played Wed., Thurs. Weather: Rain.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Chicken Every Sunday F

Comedy

20th-Fox (907) 91 Minutes Rel. Feb. '49

First a best selling book, then a Broadway hit, now a hilarious family-type film. George Seaton, the writer-director, and William Perlberg, the producer, have retained the full flavor and local color of Rosemary Taylor's yarn about her dizzy home life in Tucson, Ariz., during the early years of this century. Dan Dailey and Celeste Holm not only provide substantial name value, but deliver engaging performances as Jim and Emily Hefferen and their efforts to rear a family. The film is told in flashback when Emily applies for a divorce. We see Jim as a devoted, generous husband and father squandering the family resources on get-rich-quick schemes. Emily is the practical one, taking in boarders to pay off the mortgage. In lesser but effective roles are Alan Young, William Frawley and Veda Ann Borg. Striking period costumes, settings and music add to the strong production values.

Dan Dailey, Celeste Holm, Colleen Townsend, Alan Young, Natalie Wood, William Frawley, Connie Gilchrist.

An Old-Fashioned Girl F

Comedy Drama

Eagle Lion (912) 82 Minutes Rel. Dec. '48

As its title implies, this adaptation of the Louisa May Alcott novel is a sweet and sentimental period piece. Harry Thomas' first production for EL release is a faithful depiction of the gentle, unhurried way of life in the 1870s. With Gloria Jean for name value, it is a good family film, best suited to neighborhood houses. It's too unexciting for the action spots. Miss Jean gives an engaging performance as the self-willed young heroine and she sings several numbers, including "The Kitchen Serenade" and Schubert's "Where" in her clear soprano voice. Frances Rafferty also does a nice acting job and Irene Ryan contributes a few laughs. A country girl surprises her Boston relatives by her determination to earn her own living as a music teacher. Although she is snubber at first, she eventually finds romance. Arthur Dreifuss directed.

Gloria Jean, Jimmy Lydon, Frances Rafferty, John Hubbard, Irene Ryan, Douglas Wood, Claire Whitney.

Just William's Luck F

Comedy

United Artists (——) 86 Minutes Rel. Dec. 10, '48

Even those hardy souls who habitually patronize kid-gang comedies will find it difficult to take this British effort at that type of juvenile and robust fun-makng. In story and production procedure it is reminiscent of the "Our Gang" comedies, with life-with-fatherish background. A literal caravan of cliches passes as the group of English lads talk and wiggle their individual and collective ways into one hackneyed adventure after another. Nor is the stereotyped material enhanced by heavy British accents, dialog which will sound unnatural to American adolescents and adults and performances which lean heavily on mugging. Two other problems confronting showmen who book the offering are the fact that there isn't a known name in the cast and the film's length, which makes it awkward as a supporting feature. Directed by Val Guest.

William Graham, John Powe, Muriel Aked, Hugh Cross, Kathleen Stuart, Garry Marsh, Jane Welsh.

Eagle With Two Heads F

Melodrama

Vog 91 Minutes Rel. Dec. 29, '48

Jean Cocteau is author, director and producer of this costume melodrama. It follows his play of the same name which had a three-year run in various European theatres and in which Tallulah Bankhead starred last year on Broadway. The film was made this year in France. It has merit due chiefly to the fine acting of Edwige Feuillere as a widowed queen who falls in love with an anarchist sent to murder her. The settings are striking, especially those of palace interiors, and the plot develops fairly smoothly. But the climax, a suicide and a murder, though done in the name of love, won't appeal to many regular run houses, particularly those in small towns. The conclusion is that art theatres will like it and that some regular runs will use it on double bills. Vog Films' address is 229 West 42nd St., New York City.

Edwige Feuillere, Sylvia Monfort, Jean Marais, Jean Debucourt, Jacques Varennes, Abdallah, Gilles Queant.

Family Honeymoon F

Comedy

Univ.-Int'l (689) 90 Minutes Rel. ————

That popular Mr. and Mrs. of "The Egg and I" herein again are joined as fun-making married folk although this time their merry, matrimonial venture is on a much higher plane, socially and economically. While the screenplay falls short—in both situations and dialog—of generating the hilarity which marked several preceding teamings of Colbert and MacMurray, their reputation and following as one of the screen's more celebrated romantic pairs should be enough to assure satisfactory patronage of the picture. To aid the stars in their efforts is a strong supporting cast, notable in which is a trio of ingratiating moppets who steal many of the scenes and even more of the laughs, probably due to the fact that the play's choicer morsels were entrusted to their considerable talents. In production values and technique the film reflects its high budget. Directed by Claude Binyon.

Claudette Colbert, Fred MacMurray, Rita Johnson, William Daniels, Gigi Perreau, Jimmy Hunt, Peter Miles.

One Sunday Afternoon F

Musical (Technicolor)

Warner Bros. (810) 94 Minutes Rel. Jan. 1, '49

Nostalgic atmosphere, colloquialism and costumes, and some catchy original lyrics and tunes, are the redeeming features of this otherwise dull musical comedy of the gay '90s, which is none too gay and even less comical. A hard-working cast—and it is sufficiently name-heavy to endow the marquee with magnetism—does everything possible with the material with which it was supplied; and the seasoned direction of Raoul Walsh drains the script of its last drop of entertainment value. Unfortunate it is, however, that such script failed to serve as a suitable vehicle for their efforts and for the lush, Technicolorful production mountings. Perhaps the spot where the effort falls down the hardest is in its reach for laughs, which part of the procedure depends upon hackneyed gags, slapstick and the doubtful humorous efforts of Ben Blue.

Dennis Morgan, Janis Paige, Don DeFore, Dorothy Malone, Ben Blue, Oscar O'Shea, Alan Hale jr., George Neise.

Last of the Wild Horses F

Western

Screen Guild (4806) 84 Minutes Rel. Nov. 12, '48

Use of sepia tone, the natural beauties of the southern Oregon locale where the film was shot and adroit utilization of stirring stock shots are among the factors which elevate this fast-moving western several notches above run-o'-mill gallopers in its budget bracket. The picture is given further praiseworthy substance through a thoughtfully-contrived story which by-passes sagebrush cliches without sacrificing the action ingredients, of which there are more than enough to sate the appetites of western devotees. The offering is equipped—productionwise and in running time—to head up the dual bills in all but the plush situations; and in those it can serve as highly satisfactory supporting material. In either event the cast is dotted with enough established names —and performances, under able direction, are splendid—to make a boxoffice asset. Directed by Robert L. Lippert.

James Ellison, Mary Beth Hughes, Jane Frazee, Douglas Dumbrille, James Millican, Reed Hadley, Olin Howlin.

Bad Men of Tombstone F

Western

Monogram-Allied Artists (——) 75 Minutes Rel.————

Wherever they like their sagebrush sagas rugged and rough—and the success of recent films of such ilk indicates that's in virtually every theatre—this should be a prime package for the buyers of action. While the yarn rather orthodoxically follows the established pattern for such offerings, it develops an ironical climactic twist which cuts it out from the herd. Under the able direction of Kurt Neumann, a sincere and hard-working cast puts plenty of guts into the expected situations, which specialize in gunplay, chases and assorted villainy. The vehicle is mounted with the opulence characteristic of King Bros.' productions and is endowed to make a bid for the upper-class bookings for which Allied Artists releases are aiming. Wisely, the film's convenient length makes it sufficiently flexible so that it can carry top or bottom in those situations.

Barry Sullivan, Marjorie Reynolds, Broderick Crawford, Fortunio Bonanova, Guinn Williams, John Kellogg.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Family Honeymoon"**

Point up in your advertising the fact that Claudette Colbert and Fred MacMurray, teamed last season in "The Egg and I," are reunited as a romantic duo. Work out a cooperative venture with a travel agency and local merchants involving a contest for married couples, the winners being awarded a "family honeymoon" to some nearby resort, all expenses paid. Commercial tieups and window displays are indicated with luggage shops. Group a man, woman and several children in street ballyhoo, each supplied with a suitcase appropriately captioned.

CATCHLINES:

Here They Are Again . . . Claudette Colbert and Fred MacMurray . . . That Laughable, Lovable Pair Who Won Your Hearts in "The Egg and I" . . . Now They're in the Middle of the Merriest Matrimonial Mixup You Ever Heard Of . . . It's One Long, Loud Laugh.

How Can You Go On a Honeymoon When You Have to Take the Kids Along? . . . That's the Merry, Laugh-Laden Problem Confronting Fred MacMurray and Claudette Colbert . . . In the Season's Gayest Comedy Riot . . . The Picture That Will Make You Forget Your Own Troubles.

SELLING ANGLES: **"One Sunday Afternoon"**

Work out gag tieups with stills showing Dennis Morgan as a turn-of-the-century dentist. Set up a contest for "My Most Memorable Sunday Afternoon," staged in conjunction with a local newspaper and/or radio station. As an added stage attraction, sponsor a search for your community's best "barbershop quartet," with entrants appearing in Gay Nineties costumes. Round up antiquated automobiles, bicycles built for two and other paraphernalia of that era for a street parade. Work out music store and radio tieups on the picture's songs.

CATCHLINES:

It's Delightfully Fresh . . . Deliriously Different . . . The Lilting, Nostalgic Story of Life and Love at the Turn of the Century . . . Brought to the Screen in the Finest Tradition of the Modern Broadway Musical.

Remember the Merry Oldsmobile? . . . The Bicycle Built for Two? . . . Five-Cent Beer? . . . And Those Wonderful Barbershop Quartets? . . . Then You've Got a Treat Coming Your Way . . . In the Season's Gayest Musical Hit.

SELLING ANGLES: **"Last of the Wild Horses"**

Give theatre front and lobby a ranch atmosphere and work out tieups with jewelry stores on the current vogue for costume jewelry with an equine motif—jiepins, earrings, charm bracelets and the like. Line up libraries and bookstores for window and bulletin board displays of books dealing with horses. These should be liberally sprinkled with production stills. Stage a contest for pet owners who are also camera addicts in which they submit photos of their pets. Best pictures could be displayed in your lobby and would win inexpensive prizes.

CATCHLINES:

If It's Action You Want . . . If It's Thrills You're Looking For . . . Here's the Picture That Will Sweep You Off Your Feet . . . In a Stampede of Action and Outdoor Adventure . . . The Story of the Wildest Tornado on Four Feet . . . Who Battled Men for the Rule of a Wild Domain.

Great in Its Drama . . . Greater in Its Romance . . . Greatest in Its Thrills . . . Here in All Its Heart-Pounding Power . . . Is a Picture With a Heart as Big as All Outdoors . . You'll Thrill to Scenes Never Before Filmed.

SELLING ANGLES: **"Bad Men of Tombstone"**

If your community boasts a sheriff's posse, enlist its cooperation on a "law and order" theme, possibly including a street parade on the picture's opening day. Secure police department approval for a safety campaign based on the theme that the early west's desperadoes were no more dangerous than "Bad Men Behind the Wheel—Careless Drivers!" Stencil sidewalks leading to your theatre with hoofprints and picture billing. Build a pen in theatre lobby to represent an old-west calaboose, with several dummies as "outlaws."

CATCHLINES:

The Worst Killers of the Untamed West . . . On a Rampage of Murder and Terror . . . In the Blood-Red Days of Life Along the Frontier . . . It's the New Season's Big Western Epic . . . Lusty With Action and Thrills.

Blood and Thunder Drama of the West's Most Savage Days . . . Packed With Rugged Adventure . . . Loaded With Thunderous Action . . . It's Raw, Roaring Drama . . . Blazing a Trail of Thrills Through a Thousand Miles of Frontier . . . With All the Excitement the Screen Can Hold.

SELLING ANGLES: **"Chicken Every Sunday"**

The recent successes of Dan Dailey and Celeste Holm in several 1947 and 1948 top budget 20th-Fox films, beginning with "Gentleman's Agreement" and "Mother Wore Tights," have given these performers high rating at the boxoffice. Promote them with plenty of stills and publicity releases provided by the home office and exchanges. Also play up the fact that the book hit the best seller lists for weeks several years ago, and later ran about one year as a play on Broadway.

CATCHLINES:

"Chicken Every Sunday," a Laugh Every Minute . . . Two of Hollywood's Newest Stars in Their Gayest Roles . . . A Happy Holiday of Hilarity . . . Best Seller; Broadway Hit; Now a Screamingly Funny Film.

Dan Dailey, Celeste Holm, Together in Their First Film . . . It's a Howl, It's a Hit, It's Hilarious . . . You've Never Met Such a Lovable Family . . . Crammed With Antics and Romantics.

SELLING ANGLES: **"An Old-Fashioned Girl"**

The main exploitation point is the original novel by Louisa May Alcott, author of "Little Women" and other best selling books of the turn-of-the-century. Make a tieup with bookshops for a window display of the Alcott novels and stills from "Girl." Music stores might display records made by Gloria Jean when she was a Universal star. Dress shops and jewelry stores can cooperate with window displays of hats, long dresses or cameo jewelry similar to old-fashioned styles worn in the picture.

CATCHLINES:

She Was Old-Fashioned but She Used Modern Methods—to Get a Man . . . Gloria Jean Sings Her Way Into a Man's Heart . . . Straight From the Pages of One of America's Best-Loved Novels.

The Story of a Little Girl With a Big Voice and Great Determination . . . A Delightful Successor to Louisa May Alcott's Beloved "Little Women" . . . Romance, Music and Merriment.

SELLING ANGLES **"Just William's Luck"**

In cooperation with local merchants who can be persuaded to donate inexpensive prizes, set up a contest involving the selection of a "Lucky William" from among juveniles of that given name in your community. In addition to cash and gifts, the winner should be a guest at the picture's opening. Use stills showing the lads in the cast wearing their typical and identical British schoolboys' clothing, planting these in window displays which contrast the differences in the raiment worn by English and American adolescents.

CATCHLINES:

Here's a Joyous New Comedy Hit . . . An Appealing Family Comedy That Is Guaranteed to Solve Your Laugh Problems . . . When These Harum-Scarum Lads Take Over . . . It's Double Trouble All Around.

If You're Young Enough to Laugh . . . You're Old Enough to See This Rousing Comedy Success . . . a Brand New Howleroo From Across the Sea . . . That Will Tickle Your Fancy and Make It Roar for More and More.

SELLING ANGLES: **"Eagle With Two Heads"**

Jean Cocteau is a famous French writer and dramatist whose name means a lot in literary circles and in university towns. A special attempt should be made to attract that type of audience. The beauty and fine acting of the feminine lead can be played up. Advertising can feature the drama of a French queen falling in love with her murderer, also that Tallulah Bankhead starred in the stage play on Broadway in 1947.

CATCHLINES:

He Came to Kill and Stayed to Love . . . She Feared Loss of Love More Than Death . . . Jean Cocteau's Famous Story of a Queen Who Loved Her Murderer . . . A French Drama Made Famous by Tallulah Bankhead on the New York Stage . . . A French Masterpiece About a Lovely Queen.

See Edwige Feuillere, French Beauty, in a Gripping Drama . . . Their Love Lived on Borrowed Time . . . A Woman's Courage and Beauty Turned Hate to Love . . . Have You Known Desperate Love?

RATES: 10c per word, minimum $1.00, cash with copy. Four insertions for price of three.
CLOSING DATE: Monday noon preceding publication date. Send copy and answers to Box Numbers to BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo.

CLEARING HOUSE

GENERAL EQUIPMENT—USED

Small town exhibitors! We make your limited capital go a long way! Complete Cyclex equipment, rebuilt, $495; RCA soundheads, belt drives, motors, rebuilt, $150 pair; Simplex magazines, $7.95; DeVry XD projectors at very special price. Write us. Weber portable outfit, complete, excellent, $395; Strong suprex lamphouses, rebuilt, pair, $375; Powers mechanisms, rebuilt, $114.50. What do you need? Star Cinema Supply, 459 West 46th St., New York 19.

SOS Used Me Right On Used Equipment: That's what they say. Nothing leaves here unless it's absolutely right. 50,000 customers the world over built SOS and keep buying here since 1926 because they are used right. Send for 1949 catalog. Dept C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Complete Public Address Systems, $39.75 up; Dual DeVry XC Transportable projectors with 3,000 ft. magazines, lenses, 1000W lamps, amplifier, speaker, rebuilt, $595; RCA low frequency folded baffles, worth $300, $99.75; Dual Simplex Acme Arc Sound projector outfit, complete, $1,295; Simplex Rear Shutter Mechanisms, excellent, $195; other Simplexes from $69.50; Dual Holmes, $667.50. Get our 1949 catalog. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., N. Y 19.

For Sale: Operadio double channel amp.; Operadio single channel amp.; Weber soundheads; 4 regular Simplex bases; Bailantyne speakers; Jensen speakers. Rex Theatre, Berlin, Wis.

Complete booth equipment for medium or small theatre. An excellent layout at a give-away price. Whole complete job for sale at about value of RCA sound only. Davis, 221 West 18th, Kansas City, Mo. Phone VIctor 6410.

Pair 35mm semiportable projectors; transformers, amplifier, speaker; complete, $250. 1112 S. W. 32nd St., Oklahoma City.

Complete booth equipment small drive-in. Used 6 months, 1 pair Strong IKW high intensity lamps and rectifiers like new. Cash or terms. Seban Amusements, Inc., 1014 Broadway, Columbus, Ga. Phone 2-7337.

Deal on theatre setup fell through and will sacrifice complete rebuilt unused equipment, all matching black crackle finish, consisting pair rear-shutter Simplex mechanisms, bases, magazines, Weber soundheads, amplifier, speaker system, Brenkert low lamps, and rectifiers for 800-seat theatre. First certified check of $1,600 or best cash offer. Harry Mamas, 17 Adams St., Medfield, Mass.

THEATRES WANTED

Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Want to buy or lease theatre, anywhere west of Chicago. Have ample cash. E. D. Seekins, Box 469, Anaheim, Calif.

Wanted to buy or lease theatre in Delaware or Maryland. Please state size, price, population, etc. in first letter. All answers confidential. Boxoffice, A-3252.

Theatre owner, 25 years experience, wants to buy or lease good theatre in Texas. 700 seats or better. Might consider partnership. Give complete details. Must be good deal. Boxoffice, A-3253.

Wanted to buy theatres in Alabama and East Mississippi and Southern Tennessee. Confidential. Boxoffice, A-3254.

Will buy midwest theatre. McCloughan, 125 East Second. Concordia, Kas.

Couple desire to lease with option to buy three to four hundred seat house, Kansas, Oklahoma Texas. Experienced, buying, booking, good personalities, best references. Box 124, Sullivan, Ill.

Wanted to buy or lease theatre. Town 2,000 population or more. All information first letter. Confidential. Prefer Virginia, North or South Carolina. Boxoffice, A-3266.

DRIVE-IN OR OUTDOOR THEATRE EQUIPMENT

Drive-ins wherever you are. Complete sound projection outfits, $1,595 up; new 500-watt Western Electric Booster Amplifiers, $650; new Dual in-car speakers with junction box and transformer, $16.75; new driveway entrance and exit signs illuminated, $22.50; burial cable, 6c ft.; Super Snaplite fl. 9 lenses increase light 25%, from $150; 42 in. Weatherproof reflex horns complete, $39.75. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

In-a-car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

GENERAL EQUIPMENT—NEW

In-a-Car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

Projection bulbs, General Electric, 1,000-watt. T.20 Mogul Pre-focus, C13D. Government surplus, new, original packages. List $6.25 our price $1.25 each (minimum order one dozen) limited offer. Send check, otherwise C.O.D. Jules Epstein, 601 Pelham Parkway, Bronx 67, N. Y.

HELP WANTED

Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Projectionist, general maintenance, Strawn, Tex., small town, nights, Saturday, Sunday matinee. Texas Theatre, Stanton, Texas.

A-1 projectionist wanted. Should be able make repairs and keep equipment up. No drifters. Prefer middle age Texas man or adjoining states. This place in Texas town of 20,000, radius of Fort Worth and Dallas. Also could use assistant or house manager that knows theatre office routine and experienced all phases. Give complete full details, including salary, first letter. Boxoffice, A-3270.

POSITIONS WANTED

Projectionist and manager, 24 years experience on all equipment. Married, no children. Boxoffice, A-3242.

Veteran, 26, energetic, ambitious, 10 years in small towns as owners-managers. Know all phases operation. Would lease, or take theatre on percentage or accept managerial position. Prefer Southwest or Midwest. Carl S. Hall, 103 South Whitaker, Pryor, Okla.

Projectionist, age 45, family man. Sober, capable, experienced. No drifter. Desires change and permanent connection. $50 week. Available Jan. 1, 1949. References. Boxoffice, A-3246.

Manager available, over 20 years experience, all phases theatre operation. Go anywhere. Clean cut, sober, relable, best of references from the top men in the business. Boxoffice, A-3256.

Available capable manager, familiar with all details of any size theatre. Go any place for proper connection. Harvey "Doc" Arlington, 338½ West High St., Springfield, Ohio.

House manager, advertiser, exploiteer, projectionist experience. Married, sober, reliable. Prefer Virginia, North Carolina. Boxoffice, A-3258.

Go-getter, now assistant to general manager, midwest circuit, must relocate immediately due to wife's health; prefer California, Oregon, Washington. Top man, 20 years all phases entertainment, heavy on public relations. No reasonable position, salary refused. Exchange complete details first letter. Boxoffice, A-3267.

Projectionist: Four years experience Simplex equipment. Capable, reliable, sober. Will furnish references. Donald V. Nelson, 225 N. W. Fifth, Oklahoma City, Okla.

Certified Public Accountant desires executive position with motion picture exhibitor. Experienced in circuit accounting and financing. Ten years public accounting and tax experience. Available immediately. Boxoffice, A-3268.

Veteran, 22, three years experience as manager large Drive-In theatre. Seeks position. Compensation secondary. Boxoffice, A-3269.

Projectionist with 19 years experience, desires change of climate. Prefers middle west, Texas or west. Knows all modern equipments, repair, etc. Have character and professional references. Address replies to Boxoffice. A-3249.

Positions wanted for Negro projectionists thoroughly trained and qualified in our colored school of projection. Write Placement Dept.. National Theatre Institute, P. O. Box 5769, Dallas, Texas.

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action. $2.75 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn, N. Y.

Only legal game for theatres. Legal in any state. Biggest business booster since Bank Night. "Listen to Win" copyright 1947 by L.T.W. Co. Write today for information. Secure exclusive rights for your town now. Listen to Win Co., Box 336, Cambridge, Ohio.

Bingo die-cut cards. 75 or 100 number, $3 per M. Screen dial $20. Premium Prod., 354 W. 44th St., New York 18. N. Y.

Comic books obtainable from world's largest and oldest theatre distributor. Best titles and latest issues in stock. Price 3c each. Sidney Ross, 334 W. 44th St., New York City.

THEATRES FOR SALE

Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Large 900-seat downtown grind house, located on busy street in Denver, Colo. $20,000 buys 14-year lease. Cinema Amusements, Inc., 1756 Broadway, Denver, Colo.

Downtown Tulsa, Okla., 320-seat grind house. Union booth. Buy direct from owner for approximately one-half 1948 gross. Boxoffice, A-3247.

Southern California Drive-In. Moneymaker. Stand investigation. Excellent condition. Boxoffice, A-3250.

375-seat theatre and building, $16,000, located Southwest Virginia. Will pay for itself in three years. T. D. Field, Tazewell, Va.

270-seat theatre centrally located California town of 1,200 population. Deal includes complete equipment, brick building and property. Selling for approximate 1948 gross, $25,000. No dealers. Boxoffice, A-3251.

Theatre, 360 seats, Mattoon, Illinois, newly constructed. Lot 50x50, building 32x90. Parking. RCA. Floatingcumfort seats, new. Two Simplex machines. RCA sound. New draperies, air conditioned, new automatic oil heat. Price complete $37,500. Continental Investment System, 3740 Lindell, St. Louis 8, Mo.

Unusual combination 412-seat lovely theatre, modern complete ball room, two sub-rentals, fine seven-room apartment, 1,000 capacity checking and concessions. Includes all buildings covering quarter block. Controls big area. Any part readily sub-leased. Ballroom operating part time, owner away. Show-dance minded midwest. Showing good profit. $71,500. $24,500 down. Private sale. Arthur Leak, 1109 Orchardlane, Des Moines, Iowa. 3422 Kinmore, Dallas.

Family death sells central Missouri only theatre good town 1,200. Building, nice apartment, equipment. $11,000 down. Leak, 3422 Kinmore, Dallas. Also northern Missouri highly profitable family theatre, fine college town. $12,500 down.

Near Enid, Okla., rich oil-wheat center, 1,300. Brick building, good equipment. $8,500 down. Leak, 3422 Kinmore, Dallas. Also near Tulsa. Includes building, five apartments. Nice. $12,000 down.

Northwest Iowa, rich town 1,400. Building included. $11,500 down. Leak, 1109 Orchardlane, Des Moines. ALSO complete amusement combination, including 400-seat theatre. Real opportunity. $25,000 down.

North Texas progressive town 2,000. Modern building included. Photographs. $15,000 down. Leak, 3422 Kinmore, Dallas.

Half interest in Drive-In northeast Ohio. 300 cars with land to enlarge unlimited. Did good business last season. Will stand investigation. Boxoffice, A-3262.

One Oklahoma's finest. 600 Ideal seats. Deluxe Motiograph booth. MODERNISTIC brick building completely neoned. Rapidly growing community 12,000 near south's nicest city. Really unusual opportunity at $30,500. $15,000 down. Write for photograph. Arthur Leak, 3422 Kinmore, Dallas, Texas. 31 others.

Arkansas Ozark live town 1,900. Latest Simplex booth. Only show. $250 weekly profit per owner. $14,000 down. Leak, 3422 Kinmore, Dallas. 31 others.

Family theatre central Texas city. 490 seats. Finest booth. Non-union. Showman's opportunity. $9,000 down. Leak, 3422 Kinmore, Dallas, Texas. 31 others.

Southwest Texas good town 1,100. $6,000 down. Leak, 3422 Kinmore, Dallas.

Texas Gulf booming resort. Open air. Outstanding concessions. Ten-month season. $500 weekly gross. $12,000 down. Leak, 3422 Kinmore, Dallas.

Small circuit; three theatres. Business good. Must sell due to ill health. Possession immediately. Boxoffice, A-3263.

For Sale: Simplex machines, RCA sound. Sell at cost. Making money. Contact Bertha Neal, Lexington, Mo.

Theatre, grossed nearly $4,000 in seven months. 250 seats. Inexperience forces sale. $5,000. Rent $20. Near Springfield, Mo. Boxoffice, A-3264.

A beautiful theatre in central Wisconsin. Most up-to-date equipment. Doing good business. Deal direct with owner. Boxoffice, A-3265.

Theatres For Sale: We have quite a few theatres for sale in Mississippi, Arkansas, Tennessee and Missouri. These theatres range in price from $10,000 to $100,000. All of them will show you a safe and excellent income. These theatres can be purchased with a reasonable cash payment and on terms. Theatres are located in towns of from 1,000 to 10,000 population. Write or call us for details. Gus J. Haase, Theatre Brokers, 409 McCall Bldg., Memphis, Tenn.

POPCORN MACHINES

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

Burch, Manley, Cretors, Advance, all electric french fry types. 50 Hollywood type, theatre special electric poppers from $250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

Rebuilt popcorn machines, half price. Write for list. Drive-in poppers, bargain. Poppers Supply, Box 838, Atlanta, Ga.

POPCORN MACHINES

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Bee Hive for '48 is the best ever! Blevins not only gives you best popcorn but saves you money on all seasoning, bags, boxes, etc. Blevins Popcorn Co., Nashville, Tenn.

Attractively printed popcorn cartons for sale. 10c size, $6 M; 25c size, $17.50 M. Fabian Kontney, 609 N. Ashland, Green Bay, Wis.

Sno-Flake white hulless popcorn. Give your customers the best. Write us for your sample and quotations. Sno-Wite Popcorn Co., Monticello, Ia.

Quitting, must sell, $800 Manley popcorn machine, 6 months old. $400 Snow Cone machine, new last summer. $235 popcorn auto vendor. All three $900 or make offer. Ralph Davis, Shelley, Idaho.

For Sale: Almost new, Star popcorn machine. Super Star model. W. C. Reagan, 212 W. Mississippi St., Floydada, Tex.

SCHOOLS

Prepare now for a better job at higher pay and a fascinating career in the Motion Picture industry. Choose your objective and act now! Motion Picture Operator; Motion Picture Equipment Technician; Motion Picture Sound Technician; Motion Picture Television Technician; Motion Picture Theare Manager. Residence and correspondence courses. Part time employment and housing available. Free placement service. Approved for Veteran training under GI bill. Earn up to $290 per month while attending school if you are a veteran. Act today. Don't delay. Write for illustrated brochure and application blank. National Theatre Institute, P.O. Box 5769, 1105 Camp St., Dallas, Tex.

BUSINESS OPPORTUNITIES

Investigate this. Exclusive Chicago neighborhood. Selling lot 200x125 ft. Included are complete plans for recreation center (bowling alleys, theatre, etc.) Owner, Tony Sheftic, 14501 Sherman Ave., Posen, Ill.

STUDIO AND PRODUCTION EQUIPMENT

The one stop store for production equipment. Unit Eye shuttle for Belhowell, $650; Bardwell McAlister 5000W Skypans, $111.75; Dinkie Inkies, $11.95; Baby Keglites, $54.75; Baby Boomlites, $114.50; 2000W Junior Spots, $129.50; Double Broads, $114.65; Houston K1A 16mm processors, $3,485; Belhowell 35mm sound printer, $2,750; 1/12 HP 110V Synchronous Motors, new, $57.50; B Maurer Variable Density Recording outfit, $2,275; Wall single system recording and studio camera, magazines, lenses, amplifier, mike, power supply, etc., rebuilt, $3,750; Simplex 4 Star preview magazines, $395; 35mm threeway Sound Moviola, rebuilt, $895. Send for December catalog. Dept C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

MISCELLANEOUS

For theatre staffs, drive-ins, clubs, etc., name and emblem design on popular "T" shirts. $11 per dozen. State sizes and color. Remit check or specify C.O.D. Sportswear of America, Box 566-B, South Fallsburg, N. Y.

MORE CLASSIFIED ON PAGE 54


KEEP POSTING!
KEEP POSTING!
Showmanship
Built Show Business!
Showmanship can
Better Show Business!
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

The Pulse of the Motion Picture Industry

BOXOFFICE

BOOKING CALENDAR

1948

RED LETTER DATES

Jan. 1—New Year's Day
Feb. 12—Lincoln's Birthday
Feb. 14—Valentine's Day
Feb. 22—Washington's Birthday
Mar. 2—Ash Wednesday
Mar. 17—St. Patrick's Day
Apr. 10—Palm Sunday
Apr. 14, 15—Passover
Apr. 15—Good Friday
Apr. 17—Easter
May 8—Mother's Day
May 30—Memorial Day
June 14—Flag Day
June 19—Father's Day
July 4—Independence Day
Sept. 5—Labor Day
Sept. 24, 25—Rosh Hashonah
Oct. 3—Yom Kippur
Oct. 12—Columbus Day
Oct. 31—Halloween
Nov. 8—Election Day
Nov. 11—Armistice Day
Nov. 24—Thanksgiving
Dec. 25—Christmas

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
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13	14	15	16	17	18	19
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27	28					

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
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27	28	29	30	31		

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
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3	4	5	6	7	8	9
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MAY

SUN	MON	TUE	WED	THU	FRI	SAT
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JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
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JULY

SUN	MON	TUE	WED	THU	FRI	SAT
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AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
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SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
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OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
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16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
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DECEMBER

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CHRISTMAS

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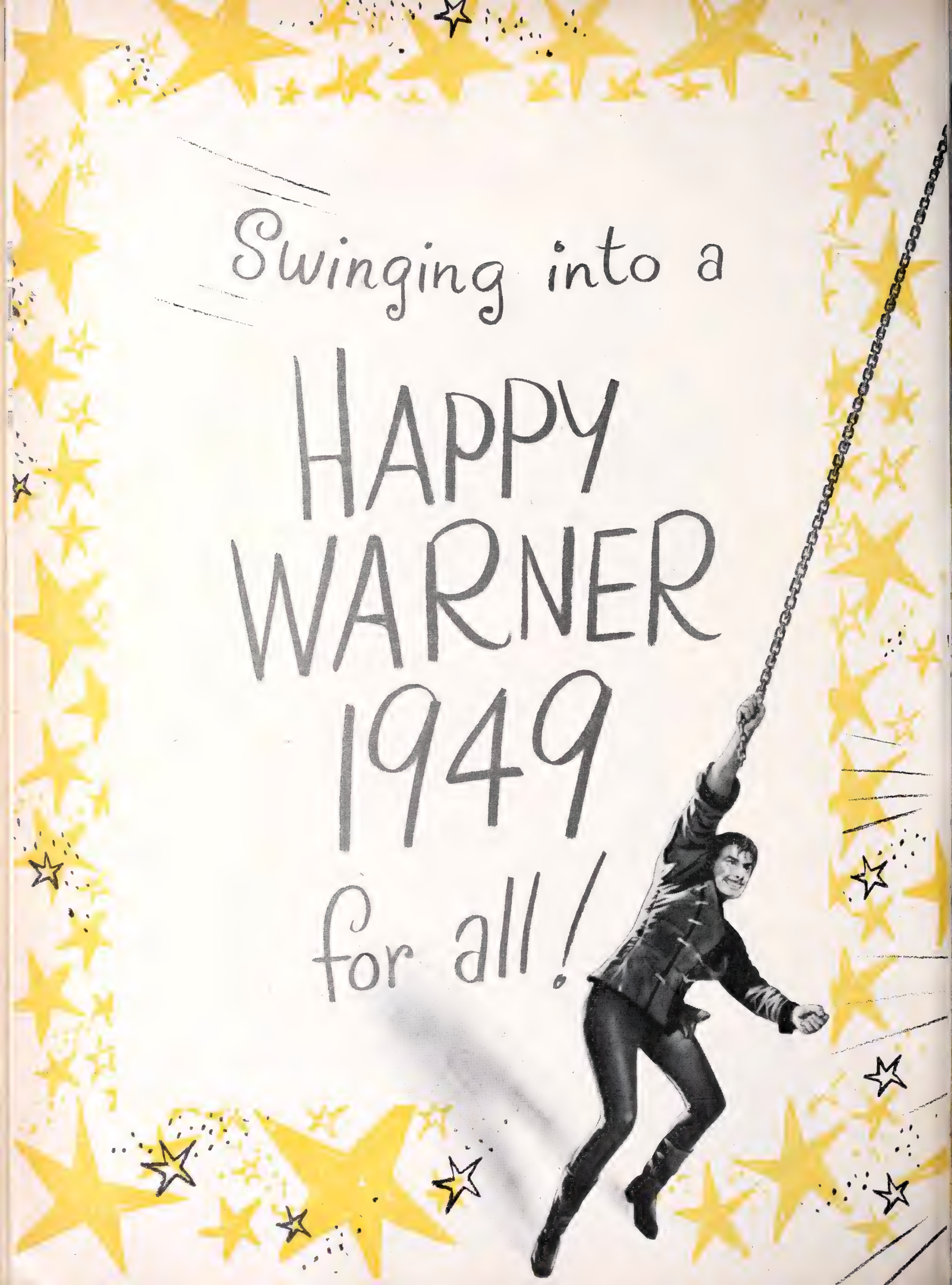
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UNITED STATES PICTURE

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BOXOFFICE

POINT FOR ORDER

THE RETORT perfect came from Eric Johnston in response to Ellis Arnall's challenge for a public debate on the issues of improving American films and the industry's alleged monopolistic practices. Said Mr. Johnston:

"Turning the industry into a debating society will not produce better pictures. The way to get better pictures and to solve our worldwide industry problems is for all of us to work together. I welcome Mr. Arnall into the industry and invite his cooperation to strengthen the industry."

Of course it would not have gotten as much publicity, but Mr. Arnall's entry into the business would have come with better taste and spirit, if it had not been accompanied by the chip-on-the-shoulder attitude that he so publicly displayed. For one who so openly admitted that he had some half-dozen other interests and that his new film job was to be of a part-time nature, it would have been appropriate that he first learn something about the motion picture business before making such threatening statements as came from him in both Hollywood and New York.

The four-point program that the new Society of Independent Motion Picture Producers president announced on the coast did contain reference to cooperation with other industry segments "in the furtherance of constructive aims." But this was considerably negated by his "declaration of war" against "monopolistic restraints" which he charged interfere with the quality of films. We'd call that speaking out of both sides of the mouth at the same time. Especially when part of the "plan" is to get on a radio network program and tell the public how poor are the films it is being offered because the alleged monopolists won't permit the good ones to be shown.

And if Mr. Arnall goes through with his promise, let us say, to introduce restrictive legislation he will be further tearing down the house which he allegedly has been hired to save.

One of the greatest causes of the troubles with which this industry is beset is that some of its so-called leaders talk too much—negatively. Whether sincere or not, it's about time that the lesson was learned that we don't have to put ourselves into the goldfish bowl in which the motion picture industry allegedly is living; we don't have to make a public brawl out of family differences; we don't have to wash one another's

dirty linen over the airwaves or on the front pages of newspapers. Nor are we assured betterment of conditions by putting our private necks into legislative nooses. There already are enough laws on the statute books to take care of every ill of which the industry has ever had cause for complaint—laws that apply to others as well. But, if there is caused to be enacted special legislation that will put this industry under the rule of some governmental commission, it will bring a sad awakening.

The current government case may not settle all of the intra-industry disputes. It may even be the spawning ground for new ones. But it will settle some of the problems. Those remaining, it is to be hoped, can be settled within the industry's own house and by and among its own people. The growing acceptance of the conciliation program which has been advanced in the industry would seem to be proof that this is the most desirable way to resolve trade differences. Failing in this manner and through these efforts, there still will be recourse through the courts. But, looking back over the more than ten years that the industry has been in the courts, it would seem the better part of wisdom to stay out of them as much as possible.

A meeting of production, distribution and exhibition factors is expected to take place in Hollywood within the next few weeks. This conference affords opportunity for round-table discussions which could lead to the setting up of a constructive, cooperative program looking to advancement of the industry on all fronts.

In the three-point plan which Eric Johnston announced soon after he assumed the presidency of the Motion Picture Producers Ass'n, he projected the idea of a Motion Picture Institute which would be a sort of unifying body incorporating all of the industry's various segments. Recent developments and present conditions as well as the foreseeable future emphasize the need for such a setup.

To properly organize it and to put the machinery into successful operation, the various components would have to submerge self-interest and take the broader view of industry-wide welfare. If that hurdle can be maneuvered, the industry will be on solid ground in a live-together, work-together era that will be marked with continuing progress.

Ben Shlyen

Pulse Beats

Johnston 'No' to Arnall Is a Definite One

Joyce O'Hara, MPAA executive, says proposed debate will not be held; heckling and feuding okay for electioneering, but not for boxoffice, he answers new SIMPP president.

★

UA May Start Financing Independent Producers

Plan under discussion among directors and Mary Pickford and Charles Chaplin as result of guarantees against losses sought by some banks.

★

Projectionist Files Action Against Theatre, Union

Louis G. Havens of Detroit seeks to get his job back at the Fine Arts Theatre and to force IATSE Local 199 to admit him to membership.

★

Sullivan, Lachman Named Brotherhood Co-Chairmen

Ned E. Depinet picks TOA and New Jersey Allied executives to head national exhibitors' committee for annual weekly observance in February.

★

Pessimists Overplay Hands, Says Wall Street Writer

C. F. Morgan, in Wall Street magazine, says heavy writeoffs of inventories in 1948 probably will improve stock prices and the outlook for 1949.

★

Mayor of Binghamton Vetoes 5 Per Cent Amusement Tax

The measure, recently passed by the city council, represents the first move by a state municipality to take advantage of ticket tax provision at last session of Albany legislature.

★

AMPP and Screen Extras Agree on New Contract

Five-year pact announced jointly by the Screen Extras Guild and the Ass'n of Motion Picture Producers provides for keeping present basic daily rates of $15.56 and $22.23.

★

Sons of Liberty Withdraws Boycott of British Films

Action taken after letter from N. J. Blumberg, U-I president, clarifying fact that funds earned by British films in the U.S. are retained by American film industry here.

★

'Best Years of Our Lives' Voted Top British Hit

Samuel Goldwyn's production picked as best of U.S. films by English exhibitors in 1948; "Courtneys of Curzon Street" voted best British film.

MAJORS OFFER TO THE COURT: DROP 796, KEEP 2,140 THEATRES

Some Deals Are Already Okayed; See a Final Decree June 30

NEW YORK—After six weeks of negotiations, the four remaining theatre-owning defendants in the so-called Paramount antitrust case this week submitted proposals for giving up a total of 796 theatres and for retention of 2,140 theatres.

They also hope to be able to keep some of those they expressed a willingness to dispose of through stock transfers.

PROPOSALS SUMMARIZED

Robert L. Wright, assistant attorney general, however, is still insisting on total divorcement, despite the fact that the Department of Justice has given its okay to a number of the settlements. The court, which has had the case for a couple of years, indicated a lack of sympathy for Wright's stand.

In a general way this is what the majors have proposed as a settlement to the divorcement controversy:

1. Paramount is definitely willing to give up 111 theatres, "tentatively willing to give up" another 498 of which it hopes to keep about half, wants to retain 368 jointly-owned properties, and acquire eight of 13 Buffalo theatres now jointly-owned.

2. Twentieth Century-Fox wants to retain 437 of 587 theatres. An agreement to this effect was signed on December 17 by the Department of Justice and attorneys for the company. Summarized, the company wants to retain 337 wholly-owned theatres and about 100 of 250 theatres operated as partnership subsidiaries.

3. Warner Bros., which operates 467 theatres through its circuit management corporation, hopes to retain 452 theatres and is willing to give up 15 of 26 jointly-operated houses. The Department of Justice has agreed to the splitting of the jointly-operated theatres.

4. Loew's Inc. hopes to keep 126 theatres and give up 17 theatres. Loew's has 115 wholly-owned theatres, which it wants to keep. The company also jointly owns 13 theatres with Paramount; eight with United Artists Theatre circuit; one each with Warner and RKO; five with independents. The company wants to keep five operated with Paramount, four with UA and two with independents, for a total of 11 jointly owned properties.

TO END TEXAS HOLDINGS

Paramount's divestiture will include its big Texas holdings, where it has 50 per cent ownership in the Interstate circuit and the Texas Consolidated Theatres circuit, and 50 per cent in the Jefferson Amusement Co., which it operates with Julius M. Gordon. It also is willing to break up its association

(Continued on page 9)

Theatre Partnerships Paramount Is Willing to Drop:

(Corporations listed alphabetically)

Allied Theatre Corp.: Alger, Detroit, Mich.

Allied Theatres of Bangor: Bijou, Opera House, Park, Bangor, Me.; Strand, Orono, Me.

Arkansas Amusement Corp.: Arkansas, Capitol, Heights, Lee, New Prospect, Pulaski, Roxy, Royal, Asher, Little Rock, Ark.

Augusta Amusements, Inc.: Imperial, Miller, Modjeska, Rialto, Augusta, Me.

Birmingham Theatre Operating Corp.: Alabama, Lyric, Ritz, Strand, Temple, Birmingham, Ala.; Ensley and Franklin, Ensley, Ala.

Central States Theatre Corp.: Call and Iowa, Algona, Ia.; Boone, Princess and Rialto, Boone, Ia.; Capitol, Palace and Zephyr, Burlington, Ia.; Majestic and Ritz, Centreville, Ia.; Ritz and State, Chariton, Ia.; Charles and Gem, Charles City, Ia.; Clarion, Clarion, Ia.; Capitol, Rialto and Strand, Clinton, Ia.; Lake and Park, Clear Lake, Ia.; Cresco, Cresco, Ia.; Princess, Eagle Grove, Ia.; Grand, Estherville, Ia.; Forest, Forest City, Ia.; Iowa, Rialto and Strand, Fort Dodge, Ia.; Iowa and Strand, Grinnell, Ia.; Englert, Strand and Varsity, Iowa City, Ia.; Cecil, Palace and Strand, Mason City, Ia.; Grand and Ritz, Oelwein, Ia.; Fireman's, New Hampton, Ia.

Darlington Theatres, Inc.: Liberty, Darlington, S. C.

Drive-In Theatres of Alabama, Inc.: Roebuck, Birmingham, Ala.

Drive-In Theatres of So. Carolina: Drive-In, Columbia, S. C.; Drive-In, Anderson, S. C.; Drive-In, Greenville, S. C.

Essex Amusement Corp.: Adams and Paramount, Newark, N. J.; U.S., Paterson, N. J.

Eton Amusement Corp.: Bonnie Kate and Ritz, Elizabethton, Tenn.

Fairmont Theatre Co.: Nicholas and Strand, Fairmont, Minn.

Florence Theatres, Inc.: Carolina and Colonial, Florence, S. C.

Fulton Enterprises, Inc.: Avon and State, New York.

Gale Theatre Co.: Colonial, Galesburg, Ill.

Garyana Amusement Corp.: Grand, Gary, Ind.

Greenwood Theatres, Inc.: Carolina, Ritz and State, Greenwood, S. C.

Interstate Circuit, Inc.: Aggie and Texan, Arlington, Tex.; Paramount, Queen, State, Austin, Capitol, Texas and Varsity, Austin, Tex.; Capitol, Dalsec, Fair, Forest, Majestic, Melba, Palace, Rialto, Tower, White, Circle, Inwood, Esquire and Telenews, Knox Street, Lakewood, Lawn, Varsity, Village, Wilshire and Drive-In, Dallas; Bowie, Gateway, Hollywood, Majestic, Palace, Parkway, River Oaks, Worth, 7th Street, Tower, Varsity, Drive-In (Bowie Blvd.) and Drive-In (operated by Halton Drive-In Corp.), Fort Worth; Key, Martini, Queen, State, Tremont and Broadway, Galveston; Alabama, Alameda, Bluebonnet, Eastwood, Kirby, Majestic, Metropolitan, Fulton, North Main, River Oak, Tower, Santa Rosa, Village, Wayside, Yale, Broadway, Garden Oaks, Drive-In (operated by Shepherd), Drive-In (operated by South Main) and Drive-In (operated by Winkler), Houston; Aztec, Empire, Majestic, Texas, Broadway, Laurel, State, Sunset and Woodlawn, San Antonio; Hayes, Palace and Plaza, San Marcos.

Jefferson Amusement Co.: Rig, Anahuac, Tex.; Rex, Arp, Tex.; Arcadia and Bay, Baytown, Tex.; Gem, Jefferson, Lamarr, Liberty, Star, Tivoli, Peoples, Circle Drive-In, Beaumont, Tex.; Sanja, Channelview, Tex.; Crighton and Liberty, Conroe, Tex.; Cole, Eagle Lake, Tex.; Cozy, Gregg and Palace, Gladewater; Palace and Texan, Goose Creek, Tex.; Colonial, Rialto and Texan, Greenville, Tex.; Lyric, Groves, Tex.; Cole, Halletsville, Tex.; Palace and Strand, Henderson, Tex.; Jackson, Palace and Rialto, Jacksonville, Tex.; Crim, Strand and Texan, Kilgore, Tex.; Port, La Porte, Tex.; Lynn, Pines and Texan, Lufkin, Tex.; Arlyne, Rembert and Rita, Longview, Tex.; Lynn and Paramount, Marshall, Tex.; Rita, Stonefort and Texan, Nacogdoches, Tex.; Rio, Nederland, Tex.; Cole, Needville, Tex.; Bengal, Gem, Royal and Strand, Orange, Tex.; Gem and Strand, Overton, Tex.; Alamo, Pelly, Tex.; Majestic, Pearce, Peoples, Port, Sabine, Strand and Surf Drive-In, Port Arthur, Tex.; Lynn and Neches, Port Neches, Tex.; Lamar, Richmond, Tex.; Cole and State, Rosenberg, Tex.; Cherokee, Rusk, Tex.; Pines, Silsbee, Tex.; Grand, Yoakum, Tex.; Cole, Wallis, Tex.

L&P Theatres, Inc: La Salle and Majestic, La Salle, Ill.; Peru and Star, Peru, Ill.

Malco Theatres, Inc.: Rialto, Ritz and Strand, Camden, Ark.; Joy and Strand, Clarksville, Ark.; Conway and Grand, Conway, Ark.; Joy, Dardenelle, Ark.; Ozark, Palace, Royal and U-Ark, Fayetteville, Ark.; Hoyts, Joie, New, Plaza, Temple and Uptown, Fort Smith, Ark.; Central, Malco Paramount and Victory, Hot Springs, Ark.; Liberty, Palace and Strand, Jonesboro, Ark.; Ritz, McGehee, Ark.; Rialto, Morrilton, Ark.; Capitol and Strand, Newport, Ark.; Ritz, Russellville, Ark.; Joy, Smackover, Ark.; Majestic and Strand, Stuttgart, Ark.; Bob Burns and Rio, Van Buren, Ark.; Fulton, Orpheum and Strand, Fulton, Ky.; Kentucky and Kraver, Henderson, Ky.; Seville and Strand, Owensboro, Ky.; Paramount, State, Met and Met-N-Moy, Jackson, Tenn.; Malco and Strand, Memphis, Tenn.

Massachusetts Operating Co., Inc.: Ball Square, Capitol and Central, Somerville, Mass.

Menmar Theatre Co.: Ada, Boise, Granada and Pinney, Boise, Idaho.

Newton Amusement Corp.: Newton, West Newton, Mass.

Oak Park Amusement Co.: Lake, Oak Park, Ill.

Paramor Theatre Co.: Orpheum and Paramount, Ogden, Utah.

Paramount Hollywood Theatre Corp.: Paramount, Hollywood, Calif.

Pennier Theatre Corp.: Capitol and Penn, Butler, Pa.

Pennware Theatre Corp.: State, Strand, Rialto and Temple, Aliquippa, Pa.; State, Ambridge, Pa.

Phoenix Drive-In Theatre, Inc.: Phoenix Drive-In and Indian Head Drive-In, Phoenix, Ariz.

Publix Bamford Theatres, Inc.: Imperial, Isis, Palace, Paramount, Plaza and State, Asheville, N. C.; Colonial and Strand, Canton, N. C.

Publix Lucas Theatres, Inc.: Georgia, Morton, Palace, Ritz and Strand, Athens, Ga.; Bijou, Ritz and Roxy, Brunswick, Ga.; Allen and Colonial, Buford, Ga.; Elbert, Elberton, Ga.; Ritz, Roxy, Royal and State, Gainesville, Ga.; Lex, Lexington, Ga.; Capitol, East Macon and Rialto, Macon, Ga.; Colquitt and Moultrie, Moultrie, Ga.

Publix Netco Theatres Corp.: Capitol, New London, Conn.; Maine and State, Portland, Me.; Bayside, Allerton, Mass.; Capitol, Arlington, Mass.; Washington St., Esquire, Modern, Boston, Mass.; Allston and Capitol, Allston, Mass.; Circle and Egyptian, Brighton, Mass.; Franklin Park, Liberty and Morton St., Dorchester, Mass.; Jamaica, Jamaica Plains, Mass.; Oriental, Matapan, Mass.; Bellevue and Rialto, Roslindale, Mass.; Humboldt, Roxie, Warren St., Rivoli, Dudley and Eggleston, Roxbury, Mass.; Elizabeth and Falmouth, Falmouth, Mass.; Marlboro, Marlboro, Mass.; Colonial, Natick, Mass.; Community, North Attleboro, Mass.; Regent, Quincy, Mass.; Wollaston, Wollaston, Mass.; Central Square, Embassy, Waldorf and Waltham, Waltham, Mass.

Publix Wheeling Theatre Corp.: Rex, Wheeling, W. Va.

Quincy Theatres Operating Co.: Orpheum and Washington, Quincy, Ill.

Rockford Enterprises, Inc.: Coronado, Midway and Palace, Rockford, Ill.

Rockford Theatre Corp.: Times, Rockford, Ill.

Rockland Amusement Co.: Park and Strand, Rockland, Me.

Royal Theatre Co.: Royal, Detroit, Mich.

State Amusement Corp.: State, Gary, Ind.

Straham Theatres Corp.: Parkhill, Yonkers, N. Y.

Studio Theatre, Inc.: Studio, Phoenix, Ariz.

Taunton Operating Co., Inc.: State, Taunton, Mass.

Taunton Theatres, Inc.: Park, Taunton, Mass.

Texas Consolidated Theatres, Inc.: Chief, Kimo, Lobo, Mesa, Mission, Rio, Sunshine, Yucca, Cactus Drive-In, Albuquerque, N. M.; Majestic, Palace, Paramount, Queen, Abilene, Tex.; Capitol, Paramount, Rialto, State and Esquire, Amarillo, Tex.; National and Palace, Breckenridge, Tex.; Capitol and Queen, Brownsville, Tex.; Bowie, Lyric and Gem, Brownwood, Tex.; Grand, Ideal, Palace and Rio, Corsicana, Tex.; Rialto, Rio, Star, Dreamland, Palace and Texas, Denton, Tex.; Plaza, Donna, Tex.; Majestic and Lyric, Eastland, Tex.; Ellanay, Palace, Pershing, Plaza, Texas, Grand and Wigwam, El Paso, Tex.; Arcadia, Grand, Rialto and Strand, Harlingen, Tex.; Azteca, Palace, Queen and Elrey, McAllen, Tex.; Rex, Rio and State, Mercedes, Tex.; Grand, Main, North Star, Plaza and Rex, Paris, Tex.; Drive-In, Pharr, Tex.; Arcadia, Bell, Gem, Rio and Texas, Temple, Tex.; Arcadia, Liberty, Majestic and Tyler, Tyler, Tex.; Pictorium and Vernon, Vernon, Tex.; Orpheum, 25th Street, Texas, Waco and Drive-In, Waco, Tex.; Gem and Ritz, Weslaco, Tex.; Majestic, State, Strand and Wichita, Wichita Falls, Tex.

United Theatre Enterprises: Ritz, Barnesville, Ga.; Rialto, Royal, Springer, Village, Bradley and Georgia, Columbus, Ga.; Grand and Ritz, Macon, Ga.; Casino, St. Simmons Is., Ga.; Carver, Lyric and Ritz, Waycross, Ga.

Ute Theatre Co.: Colonial, Ogden, Utah.

Wellworth Theatres of Wisconsin, Inc.: Fifth Avenue and Hollywood, LaCrosse, Wis.

West Suburban Amusement Co.: North Center Chicago; Lamar, Oak Park, Ill.

Antitrust Hearing [Cont.]

(Continued from page 8)

with the 49-theatre Malco circuit, in which it has a 50 per cent interest; with the 38-theatre Central States Theatre Corp. in which it shares a 50 per cent interest with A. H. Blank. However, the association with Blank in the extensive Tri-States circuit in Iowa is not to be disturbed under the proposals.

The company also is willing to divest itself of 36 theatres in the Netco circuit in New England which involves its relationship with the Mullin and Pinanski chain.

CIRCUITS NOT INCLUDED

A number of important jointly-owned circuits are not included in the properties submitted for divestiture. These include the 17 theatres in the Florida Inland circuit, which it has with Frank Rogers and others; 30 theatres in the Maine and New Hampshire circuit in which it has a 50 per cent interest; 20 theatres in the Western Massachusetts Theatres circuit, held with Samuel Goldstein; 80 theatres in Pennsylvania and New York, operated with the Commerford-J. J. O'Leary interests; nor the 80 theatres operated with E. V. Richards jr. in the New Orleans area.

BREAKUP IN SOUTHEAST

Paramount proposed to break up some of its relationships in the southeast. While the plan does not propose divestiture of the Wilby-Kincey Service Corp., which services 50 jointly-owned theatres in the Carolinas, or the operating company itself, it proposed an end to associations with six corporations operating 17 theatres in which it has a joint interest with Wilby-Kincey.

Paramount divided its theatre holdings into five groups in presenting its arguments for retention and disposition of theatres. These were:

List of jointly-owned theatre interests which Paramount is prepared to terminate—498 theatres.

List of theatres owned jointly with investors. (It will argue for retention of these) —37 theatres.

List of jointly-owned theatre interests which arose as the fortuitous result of bankruptcies. (It will argue for retention of these) —237 theatres.

List of jointly-owned theatre interests in which the alleged "actual or potential operator" owns 5 per cent or less of the capital stock. (It will argue for retention or these) —94 theatres.

List of theatres interests owned by:

Buffalo Theatres, Inc., 13 theatres, in which Paramount has 43⅓ per cent (Paramount will keep eight and Loew's Inc., five).

90 BUTTERFIELD THEATRES

Butterfield Michigan Theatres Co., 21 theatres, in which Paramount has 33⅓ per cent, and W. S. Butterfield Theatres, Inc., 90 theatres in which Paramount has 25 per cent. (Paramount will sell out to Butterfield).

Summarized, this means that Paramount is:

Definitely willing to give up.... 111 theatres
Tentatively willing to give up 498 theatres
Wants to retain..... 368 theatres
Will keep in Buffalo..... 8 theatres

Paramount hopes to keep about half the 498 theatres listed as "tentatively willing to give up," so that if its hopes are fulfilled it will retain about 625 theatres, plus 500

(Continued on page 10)

Here Are the Details Of 20th-Fox Settlement:

NEW YORK—The agreement between the Department of Justice and National Theatres Corp. for giving up a number of theatres and rearranging the holdings of others was signed by Robert L. Wright and Dwight, Harris, Koegel & Caskey on December 17.

Most of the theatres involved are in California, with 23 in the state of Washington and two in Oregon, three in Montana, two in Wisconsin and two in Iowa.

The big regional units, Fox Wisconsin, Fox Midwest and Fox Intermountain, are left practically undisturbed.

The splitups are divided into three groups.

Group A

National Theatres Corp. agrees to sell or dispose of its stock in one year in these corporations to persons not affiliated with any defendant in the case, or to divide the assets:

Rubidoux Theatre Corp.: De Anza Theatre—Riverside, Calif.

Sacramento Theatres, Inc.: Senator, Capitol, Rio—Sacramento, Calif.

Principal Theatres, Inc.: Banning—Banning, Calif.; Brawley and Circle—Brawley, Calif.; Molino, Monache and Crystal—Porterville, Calif; El Rey—Alhambra, Calif. (In the Principal group National owns 51 per cent and the other owners are Mike Rosenberg, Sol Lesser and others).

For Western Montana Theatre Corp.: American, Rialto, Fox, Montana and Park—Butte, Mont.

Theatres Holding Co.: Lessee of Hollywood Theatre, Los Angeles, with National owning 33⅓ per cent and David Bershon and Earl Sinks owning the remaining 66⅔ per cent.

San Luis Obispo Theatres, Inc.: Fremont, Elmo and Obispo—San Luis Obispo, Calif. National owns 51 per cent.

Group B

National Theatres Corp. agrees to dispose of stock within a year to persons not defendants in the case or to terminate joint ownerships, but in the division of the assets National may, with the approval of the court, keep up to one-third of the total, not to exceed one theatre in each community where the corporations have theatres:

Anaheim Theatres, Inc.: Fox and Anaheim—Anaheim, Calif., and through control of Fullerton Theatre Corp.—Fox—Fullerton, Calif. National owns 51 per cent.

Broadway Theatre Co. of Santa Ana: Broadway—Santa Ana, Calif. National owns 51 per cent.

West Coast-Santa Ana Theatre Corp.: West Coast—Santa Ana, Calif. National owns 51 per cent.

Fullerton Building Corp.: Fox—Fullerton, Calif. National owns 51 per cent.

West Coast-Wilmington Co.: Granada and Avalon—Wilmington, Calif. National owns 77.3332 per cent.

Valley Theatres Corp.: Grand and Wasau—Wasau, Wis.

Muscatine Amusement Co.: Palace and Uptown—Muscatine, Iowa.

West Coast-Compton Theatre Corp.: Tower and Compton—Compton, Calif.

Group C

This section provides for a rearrangement of stock interests with various circuits now affiliated with National Theatres on the coast, all to be done within one year.

National agrees to dispose of its interests in United West Coast Theatres Corp. and to end its joint interest with United Artists Theatre Circuit, Inc. The theatres involved in the joint operation will revert to the individual owners.

National will give up its interest in the Egyptian, Hollywood, which is owned by a subsidiary of United Artists Theatre Circuit, Inc., and will acquire the Chinese Theatre in Hollywood from the UA circuit.

Under the agreement National will split the assets of Golden State Theatre & Realty Co. and T&D Jr. Enterprises, retaining a proportion of theatres equivalent to its present stockholdings in the two groups. National owns 75 per cent of Golden State. These two companies operate 103 California theatres in and around San Francisco, down the coast as far as Paso Robles and across the San Joachim Valley to Visalia. Five Reno, Nev., houses also are included.

The existing joint ownership of Golden State and T&D will be terminated, as will the joint ownership of Fresno Theatres, Inc., a subsidiary. National owns 31.77 per cent of T&D.

National also will dispose of its interests in Cascade Theatres Corp., or will terminate its joint interest with John Hamrick and the stock will revert to the owners or lessees in the individual houses of the circuit which operates in Washington and Oregon.

Operations of Evergreen State Amusement Corp., which has interests in 34 theatres, 23 of which are in Washintgon and two in Oregon, are not to be disturbed.

Cascade is a subsidiary of Evergreen and in turn has two subsidiaries of its own—Multonomah Theatres Corp. and Rainier Theatres Corp.

Evergreen State owns 60 per cent of Cascade and John Hamrick owns 40 per cent. The theatres covered in this group are Portland — Music Box, Playhouse, Hollywood, Oriental, Liberty, Orpheum and Rivoli; Seattle—Fifth Avenue, Paramount, Coliseum, Blue Mouse, Music Box, Music Hall and Orpheum.

Because the stock of seven National subsidiaries is not jointly owned the company will retain ownership of the following: Fox Salina Theatres, Ltd., Gateway Theatre Co., Marstrand Theatres Corp., Pico Theatres Corp., Transbay Theatres, Inc., West Coast Hollywood Theatres, Carlton-Rivoli Theatres.

Antitrust Hearing (Cont.)

wholly-owned theatres—a total of 1,125 theatres.

The hearings began Monday, December 20, and closed early Tuesday afternoon, December 21.

A mass of documents and some verbal testimony were submitted and the court instructed plaintiff and defendants to exchange proposed decrees and have them in court in March so that oral arguments can be held March 30. A final decree probably will be handed down before the court adjourns June 30.

ARBITRATION IN 10 DAYS

All four of the remaining theatre-owning defendants and the so-called Little Three—UA, Columbia and Universal-International—submitted detailed reports on correction of trade practices outlawed by the Supreme Court.

The Little Three repeated its contentions for roadshows, modified price-fixing. moveovers, franchises to independents, and a well-defined system of clearance.

A full proposal for a new arbitration system will be presented to the court in about ten days.

The major developments Monday covered Paramount and 20th Century-Fox.

During the morning session Albert C. Bickford, Paramount attorney, reported that Paramount was negotiating for the breakup of partnerships operating more than 600 theatres. He said the government agreed to give Paramount until Nov. 8, 1949, to sell its 33⅓ per cent interest in the Butterfield Michigan Theatres Co. and its 25.8 per cent interest in the W. S. Butterfield Theatres, Inc., which together operate approximately 111 theatres. The deal was originally supposed to have gone through by Dec. 31, 1948.

He also said that Paramount and Loew's had been granted until Feb. 28, 1949, to split the ownership of the 13 Buffalo Theatres, Inc., between them. Paramount is to get eight and Loew's five. Vincent McFaul, the minority stockholder, will work for Loew's.

In the case of 500 other jointly-operated theatres, Paramount agreed with the Department of Justice that they are being operated with potential competitors. Therefore the company is willing to end these partnerships.

A three-point plan was proposed:

1. Paramount will dispose of its interests in some theatres to its partners.

2. It will split the assets with its partners in other theatres.

3. It will buy out its partners in the remaining theatres.

HOPES TO KEEP ABOUT 250

It was later reported that Paramount hopes to retain approximately 250 of these 500 theatres.

Bickford said that Paramount will defend the right to retain 400 additional jointly owned theatres plus its 500 wholly owned houses.

The 400 jointly owned theatres are those shared with investors, and with partners who bought into the corporations during the depression and bankruptcy proceedings of the early 1930s. There also are a few theatres in which outsiders own less than five per cent. Paramount wants permission to buy out these stockholders.

Bickford indicated that Paramount will fight against the U.S. drive to force the company out of many so-called closed towns. He challenged the government's figure that Paramount operates in 156 closed towns. He stated that there are 81 closed situations in which Paramount operates with partners and only 16 in which it has wholly-owned theatres.

The big 20th Century-Fox news was announced by John Caskey, attorney. He said that Attorney General Tom Clark had approved a plan for the termination of approximately 28 corporations operating approximately 250 theatres. This plan was signed by Wright, and later in the day the judges signed a special order of approval. The 20th-Fox subsidiary, National Theatres, will be able to acquire complete control of approximately 100 of these houses.

The 20th-Fox and Paramount arguments in favor of retaining the bulk of their theatres included some recent statistics on theatre acquisitions. These were introduced to show that the major defendants do not possess the monopolies attributed to them by the government.

2,800 NEW INDEPENDENTS

Bickford said that 2,300 new, unaffiliated theatres and 729 independent drive-in theatres have come into existence since 1946. He asserted the new theatres have added 1,649,000 seats. Most new houses are being built in the suburbs away from downtown areas, he added.

Paramount also was shown to have disposed of its interests in approximately 106 theatres since Dec. 31, 1946, the date of the original antitrust decree.

This information was contained, along with lists of other theatres to be sold and corporations to be split, in a joint affidavit and collection of exhibits submitted by Charles M. Reagan and Leonard H. Goldenson, Paramount distribution and theatre chiefs respectively.

Additional affidavits were submitted by Samuel Goldstein of Western Massachusetts Theatres, A. H. Blank of Tri-States and Austin Keough, general counsel.

The 20th-Fox position was defended in additional arguments by James F. Byrnes, special counsel, and in an affidavit by Dan Michalove, vice-president of National Theatres.

Byrnes used this information to point out that 20th-Fox and National Theatres have been accused of monopoly in only 28 of 432 cities with populations between 25,000 and 100,000. In Philadelphia and Detroit it only operates one theatre, according to Michalove.

Counsel for both companies also cited the end of pools and franchises as additional evidence showing that monopoly has been virtually eliminated in theatre operations since the decree of 1946. Paramount's lawyer cited the suit it filed against the Fanchon & Marco circuit in California, when that company refused to accept the cancellation of its franchise by Paramount.

A good portion of Monday's testimony also covered the changes that have taken place in trade practices since the original antitrust decision of June 11, 1946, and the decree of Dec. 31, 1946.

Paramount and 20th-Fox attorneys introduced considerable testimony to prove that the trade practices and restraints in force during the last two years, plus arbitration, would be adequate to cope with the antitrust complaints of the Department of Justice.

PRAISES BIDDING RESULTS

Byrnes praised the competitive bidding proposal of the New York court and said he still thinks highly of bidding despite the fact the Supreme Court eliminated it.

He cited figures to prove that affiliated and large independent circuits have not misused their superior bargaining power to outbid smaller chains or operators. For example, he mentioned that Fox West Coast has to date considered formal bids on 1,126 features. Of these, Fox submitted offers on 793 pictures of which 405 were accepted by the distributors. The distributors rejected 388 Fox offers.

As to competitive negotiation, FWC bid on 1,098 films, of which 339 were accepted and 759 were rejected.

At this point attorneys for the Little Three—Edward C. Raftery, UA; Louis D. Frohlich, Columbia, and Cyril Landau, U-I—asked the court for special consideration with respect to trade practice bans.

Raftery placed Paul Lazarus sr. and Paul Lazarus jr. on the stand to defend roadshows, moveovers, and modified price-fixing. Lazarus sr., contract chief, who has been with UA since it was formed in 1919, traced the history of UA roadshows, beginning with "Way Down East" and the original "Three Musketeers." Lazarus jr., who is now assistant to Gradwell Sears, president, told of the special exploitation and selling job done on quality pictures like "Henry V."

CITES NEED FOR EXTENDED RUNS

Abe Montague, Columbia sales head, testified as to the need for extended runs and moveovers. He also described the present Columbia sales practice of permitting exhibitors 20 per cent cancellation privilege on blocks of pictures that are not tradeshown.

The Little Three lawyers defended uniformity in clearance. They said that uniformity was desired by exhibitors and there was nothing illegal about it.

Landau defended franchises to independents. He said they were approved by the Supreme Court.

All three attorneys asked the court to reject U.S. proposals that would curtail nondiscriminatory, competitive trade practices.

Court Calendar

January 31—Defendants will present proposed decrees to Department of Justice.

March 1—Department of Justice will present its proposed decree to defendants.

March 30—Oral arguments on proposed decrees before three-judge court.

Before June 30—Final decree by court.

New Antitrust Cases Ask Total of $800,000

DETROIT—Another chapter in the tangled history of Michigan's theatrical litigation was opened last week with the filing of a lawsuit in federal district court in Detroit by Jack Loeks Enterprises Inc., operating the Powers Foto-News Theatre, a 1,012-seat house, located in Grand Rapids, Mich. The suit names as defendants the Butterfield circuit and specifically the affiliated B and J Theatres, and five majors—RKO, Paramount, Loew's, 20th-Fox and Warner Bros.

Violation of both the Sherman and Clayton antitrust acts, and the existence of a "conspiracy" detrimental to the Foto-News are charged in the complaint. The Foto-News, originally opened as a newsreel type of house, has changed its policy and, according to the complaint, has experienced difficulty in getting pictures considered suitable for the house, soon enough after release. With a claim for $600,000 damages, the suit is of marked interest to local filmites, as the latest step in the series of lawsuits and arbitration cases that have involved major distributors here.

Plaintiff has operated this theatre since Nov. 1, 1944, and alleges that "producers and distributors are engaged in a conspiracy together, to illegally maintain, in Detroit, a system of releasing motion picture film for exhibition in Grand Rapids in such a manner that theatres owned, leased and operated by any of them or by subsidiaries are given preference and priority over independent exhibitors, and undue prior runs of desirable pictures, and undue clearance over competing theatres not controlled by (them)."

Loeks claims that RKO or Butterfield houses are given first, second and third runs on all "first run" pictures produced by the defendant producers, that no picture can be shown until 42 days after completion of the first run, and that this is unreasonable clearance. Further, he contends that any desirable run prior to "reissue" is granted to theatres owned and controlled by one or more of the defendants.

"Independent theatres are prevented from competing on equal terms of price with the affiliated theatres, for the right to exhibit, and the plaintiff is unable to obtain the release of film from any of the defendant distributors until 'reissue' time, approximately one year or more."

Pittsburgh Exhibitor Sues for $200,000

PITTSBURGH—Rudolph and Samuel Navari, operating as the Eastwood Theatre Corp., filed an antitrust suit in local federal court Monday against ten film distributors. Warner Bros. Management Corp., and Loew's, Inc., operating Loew's Penn. The Navari brothers, also operators of the New Penn in Universal, Pa., opened the Eastwood on Frankstown road, Route 80, in June 1947. They had negotiated for some time for first run product but were unsuccessful in their efforts, accepting a "last run" while continuing negotiations.

The civil action, said to have been in preparation for a long period, and filed December 20, petitions for first run in the Eastwood's respective district immediately following first run downtown Pittsburgh.

Lester Cole Ordered Reinstated

Court Rules for Writer; See Other Suits Settled

HOLLYWOOD—A strong possibility that out-of-court settlements may be sought in four similar suits against major studios was foreseen as a result of the verdict handed down in U.S. district court wherein Scenarist Lester Cole was ordered reinstated to his MGM writing berth and the company was instructed to pay him some $75,000 in back salary.

The ruling by Judge Leon R. Yankwich, handed down after a jury had ruled in Cole's favor in his suit for reinstatement, was hailed as a sweeping victory for the scripter, one of the so-called "unfriendly 10." He was suspended from his studio contract more than a year ago on the grounds he had violated the morals clause in his commitment by refusing to tell the J. Parnell Thomas house un-American activities committee whether he was or ever had been a member of the Communist party.

Also strongly indicated was the probability that Metro would appeal the ruling. Attorney Irving Walker, representing the defendants, said after Judge Yankwich had ruled on the case that the question of an appeal would be discussed when Louis B. Mayer, studio chief, returns from a current trip to New York.

Judge Yankwich excoriated Eric Johnston, president of the MPAA, during a review of the action taken by the major companies against the "unfriendly 10." He termed the MPAA chieftain "dogmatic, a doctrinaire, an absolutist" because of the part played by Johnston in determining the major companies' action against the ten writers, directors and producers who were indicted for contempt of Congress after they had testified at the Thomas hearing.

At the same time the jurist complimented Mayer for his conduct toward Cole during the proceedings prior to Cole's suspension on Dec. 2, 1947, and for Mayer's "forthright and truthful testimony" in the writer's suit. Cole, said Judge Yankwich, "owes a debt of gratitude" to the studio chief.

"It was obvious," he added, "that no studio executives felt that Cole had done anything wrong."

Mayer had testified that, in a private conversation with Cole after the writer appeared before the Thomas group, the scripter had assured him he was not a Communist.

Major points in Judge Yankwich's ruling included:

1. The studio's order suspending Cole is null and void.
2. The acts on which the order was based were not sufficient to have caused termination of the contract.
3. The studio must pay Cole his back salary to December 2, 1947, and reinstate him to his job.
4. An injunction is being issued preventing the continuance of the suspension notice and directing the board of directors of Metro's parent company, Loew's, Inc., to spread on their minutes an order cancelling the suspension.

No 'High Pressure' Methods Used, Johnston Answer to Judge

WASHINGTON—Eric Johnston, president of the MPAA, has denied he used "high pressure methods" in persuading motion picture producers not to employ persons whom the public thought to be Communists, as stated by Federal Judge Leon Yankwich in rendering his decision in the Lester Cole case in Hollywood.

In a statement issued December 21, Johnston said: "I want to repeat what I have said many times. I would not employ a known Communist in a responsible position. If that decision makes me dogmatic, doctrinaire and absolutist, I plead guilty on all three counts. In this attitude I find myself in reputable company. The government of the United States will not employ Communists. Our national labor unions are purging Communists from positions of leadership."

Judge Yankwich's denunciation of Johnston was made in ordering reinstatement of screen writer Lester Cole by MGM. Cole was one of ten Hollywood writers suspended for refusing to say whether he was a Communist while testifying before the house un-American activities committee.

Johnston replied: "I presented the producers with two alternatives: either they could employ persons thought by the public to be Communists and defend their employment, or they could dismiss them. The choice was up to the producers and I told them it was up to them to fish or cut bait. The decision was entirely theirs. They made it unanimously."

Ned E. Depinet, executive vice-president of RKO, defended Johnston by saying that the company decision to terminate the services of Edward Dmytryk and Adrian Scott was made "not by reason of any urging by Mr. Johnston, but after a full review of the facts by our directors and officers."

Spyros P. Skouras, president of 20th Century-Fox, also denied high-pressuring by Johnston by saying "The action in regard to the so-called Hollywood ten was taken by the directors of 20th Century-Fox Film Corp. independently and on their own initiative."

Biggest Bouquets ever for Buttons

"Hope really hits a bull's eye this time. His funniest picture in quite a spell. His writers have poured it on him right out of a bushel basket . . . an unusually heavy burden of laughter bulging his saddle bags. Picture has all the trimmings a western fan would like. Audiences at the Paramount will be mighty pleased folks."
—Alton Cook, World-Telegram

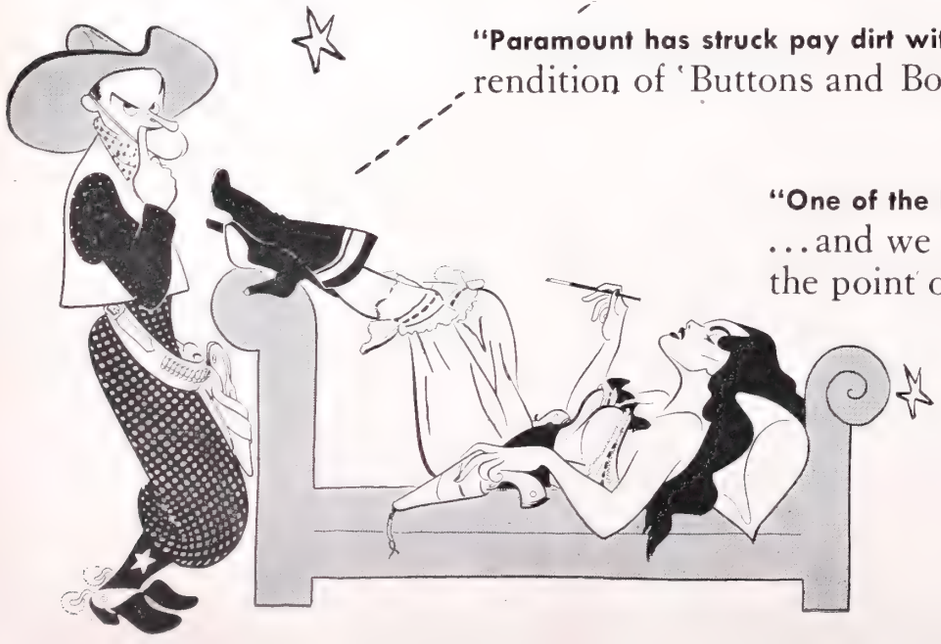
"A double natural—one of the funniest pictures of the year. You laugh so much your sides ache. Everything you've imagined 'Buttons and Bows' to be when listening to the radio is there, plus more. La Russell clicks. Hope's never been as effective."
—Lee Mortimer, Daily Mirror



"Hie to the Paramount and enjoy yourself. 'The Paleface' will do much to brighten Broadway and add to the general merry holiday spirit. Hope sings 'Buttons and Bows', the number that reached the top of the Hit Parade before the picture was released."
—Kate Cameron, Daily News

"Adults can chuckle and so can their youngsters which is important this holiday season. Done in the best Hope manner."
—Eileen Creelman, Sun

"Paramount has struck pay dirt with 'The Paleface'. Hope in top form. His rendition of 'Buttons and Bows' beats 'em all."
—Russell Rhodes, Journal of Commerce



"One of the best comedies to hit the screen this year ...and we won't take that back, not even at the point of a gun." *—Seventeen Magazine*

"Calculated to bring the house down. Splash and color and fast gags."
—Leo Mishkin, Morning-Tele.

the and-Bows" picture!



Wait till Crosby reads these raves!

"There could scarcely be a more joyful show for the Yule season. A delight... a triumphant travesty. Rarely has Hope been so funny. A picture exciting as well as regaling." —*Howard Barnes, Herald Tribune*

"Whoop-de-do gag fest. Deserves a marker as the birthplace of 'Buttons and Bows'... which ... is now the **all-time** all-time hit."
—*Bosley Crowther, N. Y. Times*

"One of the funniest comedies of the season. A slick vehicle for Hope's quips and clowning. You'll find it fun."
—*Rose Pelswick, Journal-American*

"You will laugh yourself red in the face when you see it."
—*Jimmy Fidler, Mutual Network*

And Here's A Boxoffice Bouquet That Tops 'Em All!
FIRST OPENINGS TOP "ROAD TO RIO" IN ST. LOUIS AND SALT LAKE CITY!

BOB HOPE JANE RUSSELL in "The Paleface"

Color by **Technicolor**

Produced by ROBERT L. WELCH

Directed by NORMAN Z. McLEOD

Original Screenplay by Edmund Hartmann and Frank Tashlin • Additional Dialogue by Jack Rose
Songs by Jay Livingston and Ray Evans

Boxoffices everywhere will put on Buttons and Bows to get ready for all those wonderful shows in

Paramount's
GOLD RUSH OF '49

Unchanged, Says Rodgers Of MGM Sales Policies

NEW YORK—No changes in MGM's sales policies have been made or are contemplated, asserts William F. Rodgers, vice-president and general sales manager. Sliding scales are to be retained and special consideration will be extended to small operators who find it difficult to play MGM pictures on a percentage basis.

Rodgers had this to say on the subject:

"Reports to the contrary notwithstanding, Loew's, Inc., has not abandoned the sliding scale policy as a basis of rental terms for the use of MGM product. As a policy it has been considered by us and by thousands of our customers to be eminently fair.

"Having faith in our product and the future of this business, we intend to aggressively solicit even a greater number of our customers to play even a greater number of our pictures on this proven method of fair merchandising.

"We have not adopted a policy of specific percentage terms except where we are unable to mutually agree upon a basis to govern a sliding scale arrangement.

"Loew's, Inc., has not changed its sales policies except that we are prepared to even expand, if necessary, our existing policy of special consideration for some small operations which find it difficult and sometimes impractical to play our pictures at the present time on a participating arrangement."

Rodgers will hold a large meeting of sales executives on the coast early in February, so that the staff can see as much forthcoming product as possible in preparation for the 25th anniversary year—1949.

A general observance of the anniversary extending throughout the year is planned. During the 20th anniversary five years ago the company set out to conduct a concentrated drive to get MGM pictures into every theatre in the United States during a fixed period, and succeeded in doing this. Rodgers hopes all theatres will be represented with MGM product at some time during the course of this anniversary campaign. He is aiming for a new domestic sales record.

"There never has been a time when the industry has been more in need of good pictures," he declared, "and we intend to try to supply them."

Rodgers admitted that in recent months some first run grosses have been spotty, but he said that subsequent run grosses were holding up well. He described the market as "unsettled," and refused to venture a guess on whether the United States income could be made to support the industry without income from the foreign market.

"We have not skimped on quality," he said. "Our pictures are costly, with the story, casting and production values tops. We think they will pay off, both for exhibitors and for the company."

Eagle Lion to Release 16 Films Through April, With 6 in Color

NEW YORK—Eagle Lion will release 16 features, including six in color, by the end of April, according to William J. Heineman, vice-president in charge of distribution. Two of these are Walter Wanger productions and two are J. Arthur Rank productions.

The December releases are: "He Walked by Night," starring Richard Basehart and Scott Brady; "Parole, Inc.," starring Michael O'Shea, Turhan Bey and Evelyn Ankers, and "The Strange Mrs. Crane," with Marjorie Lord, Robert Shayne and Pierre Watkin.

The January releases will be: "Red Stallion in the Rockies," in Cinecolor, starring Arthur Franz, Jean Heather and James Davis; "An Old-Fashioned Girl," starring Gloria Jean, Jimmy Lydon, John Hubbard and Frances Rafferty, and "Ride, Ryder Ride," first of a new series of action films in Cinecolor, starring Jim Bannon with Peggy Stewart and Emmett Lynn.

For February, the releases will be: "Alice in Wonderland," Ansco color feature combining live-action and three-dimensional puppets, produced by Lou Bunin; Walter Wanger's "Reign of Terror," starring Robert Cummings, Arlene Dahl and Richard Basehart; "Shamrock Hill," Equity Pictures' production with Peggy Ryan, Ray MacDonald and John Litel, and "Roll, Thunder, Roll," second in the Red Ryder series.

The second Wanger production, "Tulsa," will be released in March. This is in Technicolor and stars Susan Hayward, Robert Preston and Pedro Armendariz. The other March releases will be the J. Arthur Rank production, "Miranda," with Glynis Johns, Googie Withers and Griffith Jones, and "Alimony," another Equity production.

The April releases will be: "The Big Cat," in Technicolor, starring Lon McCallister, Peggy Ann Garner and Preston Foster; "Scott of the Antarctic," a J. Arthur Rank production in Technicolor, starring John Mills, and "Silver Streak."

UA Sets Distribution For 2 New Pictures

NEW YORK—The United Artists board of directors has ratified distribution deals for two new independent pictures, "Jigsaw," a Danziger-Tower production starring Franchot Tone, and "Under the Roman Sun," a foreign-made on which further details are not available. "Jigsaw," which was filmed in New York by Fletcher Markle, director of the radio program, "Studio One," is scheduled to be released in January. Neil Agnew will act as producers' representative for "Jigsaw."

Gradwell L. Sears, UA president, gave a report to the board meeting December 21 on the present status of the Hughes-Nasser deal and said that funds are still available for suitable story properties. The board also held a lengthy discussion on the financial problems of its independent producers.

20th-Fox Loss on 18 Totals $5,556,200

NEW YORK—Up to Nov. 8, 1948, 20th Century-Fox showed a loss of $5,556,200 on 18 features produced during 1947. This figure was included in the written testimony submitted to the three-judge court by Donald A. Henderson, treasurer, during the two-day hearings December 20 and 21.

He said the 18 features had been produced at a total cost of $41,914,100, or at an average of $2,328,500 each. The cumulative 1948 domestic revenue, including Canada, from these films was $36,375,900. Henderson added that little additional revenue from these pictures will be received.

By way of contrast, he pointed out that the average cost of a 20th-Fox picture during 1944-45 was $1,350,000. He also said the total domestic revenue, excluding Canada, from all features, shorts and accessories during 1947 was $53,618,400.

Of this amount 18,761,387, or 36.8 per cent, came from the five affiliated circuits.

The circuit breakdown follows:

Paramount	$7,128,215
National Theatres	6,224,993
RKO	3,190,028
Warners	1,862,054
Loew's	1,356,397

In addition, 20th-Fox received $1,408,994 in rentals from its Roxy Theatre, New York.

New TOA Unit Is Formed In Denver Territory

DENVER—A new theatre owners association to be known as the Colorado Ass'n of Theatre Owners (CATO), and to become affiliated with TOA, has been organized. The TOA thereby moves into the territory which heretofore has had only an Allied unit.

Incorporators of the new group are B. D. Cockrill, managing director of the Denham Theatre, who is president; Pat McGee, general manager of the Cooper Foundation Theatres, vice-president; Charles Gilmour, president Gibraltar Enterprises, secretary; William Agren, booker, Fox Intermountain; A. P. Archer, president, Civic Theatres; Dave Davis, general manager, Atlas Theatres, all of Denver, and Larry Starsmore, president, Westland Theatres, Colorado Springs, board members.

The first convention has been called for February 1, 2. Ted Gamble, chairman of the board of TOA; R. J. O'Donnell, chief barker of Variety International, and George Murphy, film star, will be guests.

Rathvon Officially Ends RKO Affiliation Jan. 3

HOLLYWOOD—Last vestige of the old Floyd Odlum regime at RKO Radio was wiped out with the disclosure that N. Peter Rathvon, former president, will officially terminate all connections with the company as of Jan. 3, 1949. The RKO Radio board of directors some months ago selected Ned E. Depinet, distribution chief, to succeed Rathvon as president of the company which now is controlled by Howard Hughes.

At a recent board meeting in New York approval was given to a plan whereby, in settlement of the balance of his contract, Rathvon receives $66,000, payable at the rate of $2,000 weekly.



LOS ANGELES POINTS TO THE *Accused*

PREMIERE AS A SENSATIONAL BOXOFFICE PERFORMANCE

In spite of opening pre-release and in the midst of the pre-Christmas lull, it topped all but two of the non-holiday openings in the past six months at the Hollywood Paramount—and bettered current business of a year ago by nearly fifty percent—backed by Paramount's unique "Everything-Points-To-The-Accused" campaign!

LORETTA YOUNG · ROBERT CUMMINGS in "THE ACCUSED"

A HAL WALLIS production with Wendell Corey

Sam Jaffe · Douglas Dick · Directed by William Dieterle · Screenplay by Ketti Frings

Men and Events

By JAMES M. JERAULD

New Ticket Tax Moves

NOT much is known in this industry about the political power of the American Municipal Ass'n which met in Washington last week. Apparently it has connections with Leagues of Municipalities and other state groups interested in tax problems and intends to engineer a national movement to get the federal government to give up admission taxes so they can be taken over by municipalities.

There is sharply divided sentiment on the wisdom of this among exhibitor leaders. In many places local ticket taxes are already levied on top of federal taxes and there is no way of telling to what lengths some governing authorities might go.

If the new association really goes to work, there will be a lot of agitation in exhibitor circles before 44 state legislatures adjourn three or four months hence.

To Fight Checking Suits

THE last two paragraphs of a resolution recently passed by the Iowa-Nebraska Allied unit read:

"The employment of 'auditors' of a single firm of alleged 'copyright attorneys' by the seven or more film companies raises the extremely important question of possible exchange of properly secret theatre information as to rentals paid and business enjoyed by theatres audited by and between the several film companies. As American citizens, independent exhibitors have certain inalienable rights, and it is our opinion that this collective, if not collusive, action violates one or more of these fundamental rights.

"Recent court decisions have held that the contracts the film companies are now attempting to audit are illegal, and that these contracts will not therefore be recognized by any court in the land."

Tele Networks Possible

THE FCC ruling last week that Paramount controls the DuMont company and its theatre partnerships which, in effect, limited this group of companies to five television stations may be obsolete soon. If divorcement goes through with the approval of the Department of Justice, as it is expected to do within the next few weeks, any circuit will be entitled to file an application for a television station permit with the expectation that it will get one.

This will apply to the other theatre-owning majors whose circuits are cut adrift.

RKO Report

THE RKO report showing a net loss of $2,257,887.78 for the 13 weeks ending October 2 and a $356,024.04 net loss for the 39 weeks ending on that date came as a shock to many, but it may be the temporary effect of a reorganization brought on by a change in management.

Production activities are sensitive to turnovers. When Howard Hughes acquired control the company was in the middle of a studio slowdown, with one picture in work.

Since Hughes took over, the company has made some moderate-budget films, including "The Clay Pigeon" and "Follow Me Quietly." Some larger-budget pictures were started recently, including "Sam Wynne" and "It's Only Money." Another slowdown is now in effect, but in January the company will start "The Big Steal," with George Raft.

A turn for the better can be expected shortly, because it is not expected that the stock splitup scheduled as a result of the consent decree will have much effect on production and distribution.

Arnall Talkative

IF ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, does only a small percentage of the things he is talking of doing he will stir up plenty of excitement in this business. Al Steffes and Bennie Berger in their palmiest days were never more positive in their expressions on all kinds of industry problems.

Among other things he is in favor of more litigation, if he deems it necessary, and complete divorcement of all distributor-owned theatres.

Apparently the SIMPP members are convinced that this is the way to get higher rentals for pictures.

Rembusch Gets Data

ALL the regional Allied units are urging their members to submit suggestions to Trueman Rembusch on pictures and other problems for submission to the coast meeting of producers. He will have a full portfolio when he arrives in Hollywood.

This probably will be the first time in many years that producers will come into face-to-face contact with a man representing their sharpest critics. It's a new approach and something constructive may come of it.

This Man's a Producer, Not an Exhibitor

DENVER—Cy Lee of Poppers Supply Co., theatre candy and popcorn broker, recently sold a 100-pound sack of popcorn to a very small town in Colorado. Lee said a farmer came into his office and asked the price. Lee asked where his town was. On being told Lee said, "Why, that town is too small for a popper, isn't it?"

"Oh," replied the farmer, "it isn't for public consumption. I have 11 children, and my sister and brother each have nine children in their families. When we get together, the popcorn really disappears. Now it appears I will soon be a grandfather, so, I suppose that in a few years I'll be getting 200 pounds each year."

Wants This Performance Without Sound

Brownsville, Tex.—What's the legal amount of noise you can make in building a theatre? Builders of the new downtown Interstate circuit theatre here didn't know it was against the law to make noise in construction until they ran up against an irate federal court judge, Allan B. Hannay.

H. F. Pettigrew, contractor for the $300,000 theatre, recently moved in a power saw to speed the work. Across the street, Judge Hannay was holding court. When the saw buzzed, the court held, it disturbed legal procedure. The judge also fined the job superintendent $100 and 10 days in jail, but suspended sentence when the noise abated.

But it took Frank Strickland, Interstate lawyer, the contractor, and the court to determine just how much noise a builder can legitimately make before he runs afoul of the law. The parties agreed to tone down the noise, and the court allowed the project to proceed.

George Bonwick Elected To Pictorial Films Post

NEW YORK—George J. Bonwick, who has been associated with various Robert R. Young enterprises since 1930, has been elected president of Pictorial Films, Inc., a wholly-owned subsidiary of Pathe Industries, Inc. Pictorial handles the 16mm distribution of all features produced and distributed by Eagle Lion Films, also a wholly-owned subsidiary of Pathe.

Before taking his new post, Bonwick has successively been: office manager, Young, Kolbe & Co., brokers; president, Atina Corp., security holding company; president, Jersey Management Corp., securities; assistant chairman, Alleghany Corp., railroad holding company; assistant chairman, Chesapeake & Ohio Railway Co.; executive vice-president and treasurer, Pathe Film Corp.; executive vice-president and treasurer, Pathe Laboratories, Inc., and executive vice-president and treasurer, Producers Releasing Corp.

Earle Hammons Gets ABC Tele Tieup for Lion

NEW YORK—Earle Hammons, president of the newly organized Lion Television Pictures, has been appointed film television consultant of the American Broadcasting Co., according to Paul Mowrey, national television director of the network.

The appointment provides the new Lion company with an immediate outlet for the films which it is now accumulating for television use.

Cowan Buys More Drive-Ins

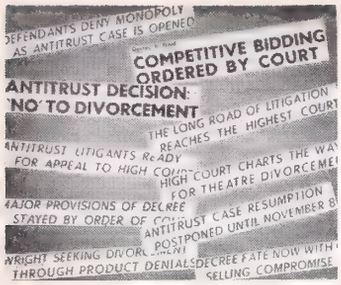
TORONTO—The Sunset Drive-In Theatres at Brantford and Peston have been taken over by A. C. Cowan of Toronto who acquired five units a short time ago from Park Drive-In Theatres operated by Herb J. Ochs of Cleveland. The latter includes Ottawa, Peterboro, Oshawa and two at Toronto.



EVERY CRITIC POINTS TO *The* Accused AS A NEW MILESTONE IN ENTHRALLING DRAMA

Paramount presents
oretta Young · Robert Cummings
in
HAL WALLIS'
production
"THE ACCUSED"
with
WENDELL COREY
n Jaffe · Douglas Dick · Directed by William Dieterle
nplay by Ketti Frings · Based upon a novel by June Truesdell

- "Top Entertainment" —Daily Variety
- "Marquee Dynamite" —Boxoffice
- "Certain Boxoffice Hit" —Hollywood Reporter
- "One of 1949's First Hits" —Look Magazine
- "High-Grade Melodrama" —Variety
- "Another Wallis Click" —Los Angeles Examiner
- "Slick Melodramatics" —Los Angeles Daily News
- "Grade A Thriller" —Los Angeles Herald-Express
- "One of Best Melodramas" —Seventeen



ANTITRUST SUIT:

The Big Case was Big News during the entire year, reaching the Supreme Court and going back to the lower court for further study.

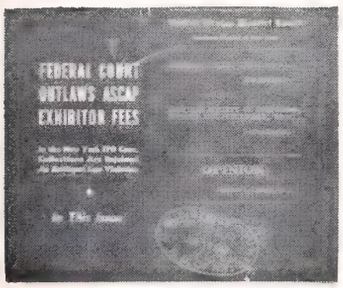
The Year's Top Headlines

A Review of the Film Industry: 1948



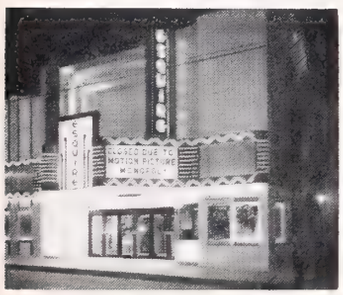
TELEVISION:

Large screen television arrived in 1948. Here is the Paramount Theatre, N. Y., presenting the premiere video performance.



ASCAP:

Judge Vincent Leibell decision and decree deflating Ascap's right to exhibitor fees was the high spot in a year of Ascap headlines.



MONOPOLY:

Exhibitor suits against distributors continued. Suits now total over 30 million, all filed since the antitrust case began 14 months ago.



FOREIGN MARKETS:

The 75 per cent British tax was killed after Eric Johnston (L) and James Mulvey conferred in London, but loss of foreign business was still marked.



ALLIED STATES ASS'N:

Allied celebrated its 20th anniversary, was potent factor in exhibitor affairs. Officers (L to R) Ainsworth, Rembusch, Myers and Niles.



THEATRE OWNERS ASS'N:

TOA gained prestige, took over Youth Month for top officials. Shown here are Postmaster Gen'l Donaldson, Ted Gamble, President Truman, Charles Skouras, Att'y Gen. Clark.

JANUARY: Department of Justice asks divorcement, end to bidding, cross-licensing ban in Supreme Court appeal . . . U.S. refusal to send features to England creates product crisis for British exhibitors . . . 20th Century-Fox gives television its first daily newsreel . . . Howard Hughes reported buying into RKO.

FEBRUARY: Supreme Court hears arguments in the antitrust case . . . TOA and Ascap in ten-year agreement on new rate schedule . . . Eric Johnston goes to Europe in hopes of settling film controversy . . . William Ainsworth elected Allied president . . . Right of theatres to pick up telecasts for screen challenged first time.

MARCH: Britain calls off 75 per cent tax on U.S. films, allows limited withdrawal of funds . . . Academy awards go to "Gentleman's Agreement" and Loretta Young and Ronald Colman . . . TOA assumes responsibility for Youth Month program . . . House of representatives committee votes down Lewis anti-Ascap legislation.

APRIL: Restrictions off on theatre building . . . Paramount introduces first large screen television in New York . . . Variety's Humanitarian award goes to Secretary George Marshall . . . MPAA survey shows 18,351 theatres in U.S. . . . TOA-Allied open intensive, competitive drive for membership and new regional affiliates.

MAY: Supreme Court decision in antitrust rules out competitive bidding, orders Paramount case back to lower court . . . Howard Hughes gains control of RKO . . . Gael Sullivan named executive director of TOA . . . Paramount reports boxoffice attendance still near 1946 peak . . . Allied starts move for lower carrier rates.

JUNE: Television has its first big show, in televising Democratic and Republican conventions . . . British set 45 per cent quota for English films . . . United Artists, Hal Roach decide to test constitutionality of Memphis censorship . . . NBC says it will sue exhibitors who attempt to pick up its telecasts without paying.

JULY: Bennie Berger-Andy Smith conciliation plan introduced to industry . . . Dore Schary takes over production duties at MGM . . . Judge Leibell rules against Ascap . . . David Wark Griffith, film pioneer, dies . . . Colonel William Selig, also film veteran, dies . . . N. Peter Rathvon resigns RKO presidency.

AUGUST: Society of Independent Motion Picture Producers files unprecedented $8,700,000 suit against exhibitors in Detroit . . . IATSE votes to invade 16mm field . . . Columbia returns to block booking . . . Sam Katz resigns executive MGM post . . . Neil Agnew quits as SRO president . . . Charles Skouras gets Variety's "Big Heart" award.

SEPTEMBER: TOA in convention elects Arthur Lockwood to succeed Ted Gamble . . . Ned Depinet elected RKO president . . . Attorney General Clark says D of J willing to talk over consent decree proposals . . . Paramount says it has plan to sell to or buy out partners if divestiture comes . . . Bennie Berger wins Minneapolis Ascap suit.

OCTOBER: Thomas Armat, inventor of projector, dies . . . D of J, in brief to court, asks for immediate divestment of over 1,000 theatres . . . Government asks virtual end to Schine circuit . . . Eric Johnston sells films behind the iron curtain . . . Supreme Court upholds arbitration . . . First labor contract is signed with salesmen's union.

NOVEMBER: RKO and government sign consent decree divorcing production and distribution from exhibition . . . Big antitrust case is back in the New York court . . . BOXOFFICE trophy for greatest boxoffice picture of the year goes to "Gentleman's Agreement" . . . Allied stages 20th anniversary convention, asks end to percentage deals, discipline for stars.

DECEMBER: Mullins and Pinanski circuit announces it is to divorce itself from Paramount . . . Ellis G. Arnall elected SIMPP president . . . Charles Einfeld becomes 20th-Fox vice-president in charge of advertising, publicity, exploitation . . . D of J talking consent decree deals with major defendants . . . Bob O'Donnell gets a testimonial dinner . . . The big suit is still in the courts.

EVERYBODY *

WINS THE ENTERTAINMENT PRIZE WHEN THE EXPERTS COMPLETE THIS SENTENCE:

"'My Own True Love' is a truly great motion picture because: **It's a truly great story**"



says
M. D. (Babe) COHN
Manager, Paramount Theatre
Kansas City, Missouri



Father and son—rivals for the love of the same bewitching beauty. What a situation to shock-sell! You'll go right along with Babe Cohn—it's a "great story" as it turns a hot spot-light on today's war-hardened morals.

* Number 1 of a Series

PARAMOUNT'S successor to
"MISS TATLOCK'S MILLIONS"
"THE PALEFACE"
"THE ACCUSED"

"My Own True Love"

A Paramount Picture Starring

PHYLLIS CALVERT

and

MELVYN DOUGLAS

with

WANDA HENDRIX · PHILIP FRIEND
BINNIE BARNES

Produced by VAL LEWTON
Directed by COMPTON BENNETT
Screenplay by Theodore Strauss and Josef Mischel
Adaptation by Arthur Kober
Based on a Novel by
Yolanda Foldes

National Board Picks Best Films of 1948

NEW YORK—Seven American-made pictures, two British and one produced in Europe, have been chosen by the National Board of Review as the ten best 1948 on the basis of entertainment. The pictures are: "Gentleman's Agreement," "Sitting Pretty" and "The Snake Pit" (20th-Fox), "Joan of Arc," "The Bishop's Wife" and "I Remember Mama" (RKO), "Johnny Belinda" (WB), "Hamlet," J. Arthur Rank film released by U-I, "The Red Shoes," Rank film released by EL, and "The Search," produced in Europe and released by MGM.

The 300 members of the National Board selected the ten for the organization's 23rd annual choice.

"Paisan," Italian-made film released in this country by Mayer-Burstyn, was chosen by the National Board committee on exceptional films as the best picture of 1948 on the basis of artistic merit and importance.

The nine other best films chosen by the committee in order of preference are: "Day of Wrath," Danish-made picture released by George J. Schaefer Associates; "The Search," "Treasure of the Sierra Madre" (WB); "Louisiana Story," Robert J. Flaherty documentary released by Lopert Films; "Hamlet," "The Snake Pit," "Johnny Belinda," "Joan of Arc" and "The Red Shoes."

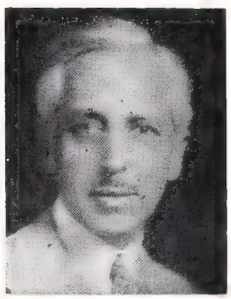
The committee also selected Roberto Rosselini as best director of the year for "Paisan"; Olivia de Havilland, star of "The Snake Pit," for the best performance of the year as an actress; Walter Huston, featured in "Treasure of the Sierra Madre," for the best performance of the year as an actor, and John Huston, for the best screenplay of the year on the basis of the same picture.

Allied Artists to Release British Film

HOLLYWOOD—"My Brother Jonathan," Associated British film being released in the U.S. by Allied Artists, will go into distribution March 15. The film toplines Michael Denison, Dulcie Gray and Ronald Howard.

Hoblitzelle Gives $50,000 to Texas

DALLAS — Karl Hoblitzelle, president of Interstate Theatres and prominent philanthropist, has given a Christmas present to the state of Texas, a $50,000 additional donation to the Texas Research Foundation, which established an agricultural and soil experiment station two years ago at Renner near here.



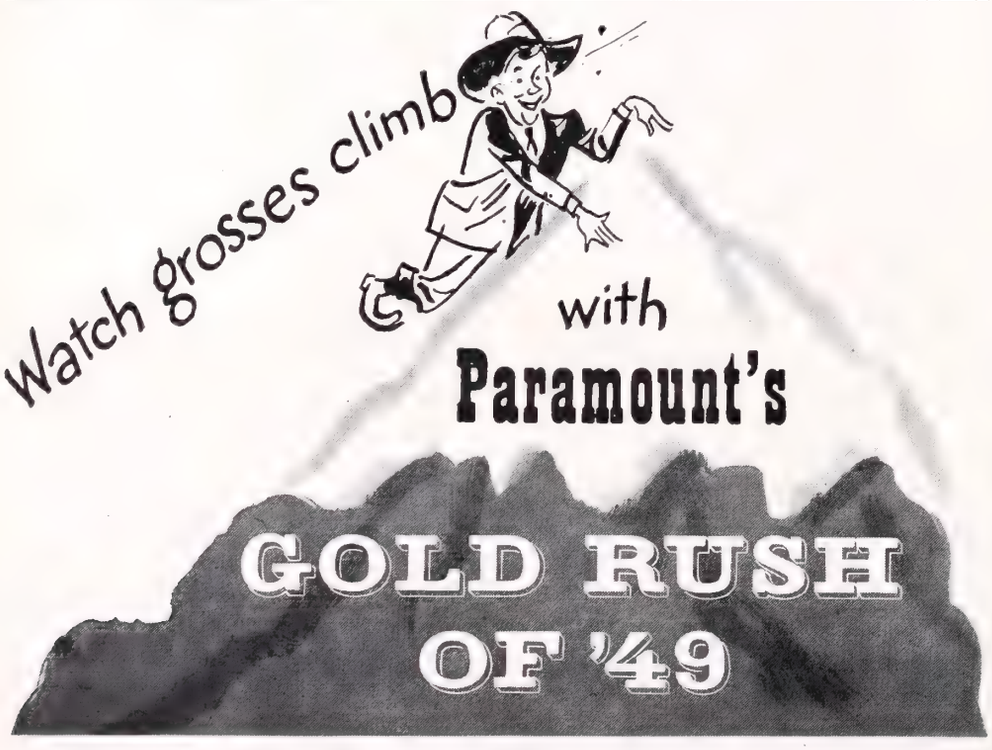
Karl Hoblitzelle

Hoblitzelle previously has offered to give $600,000 to finance activities leading to increased agricultural yields in Texas if other state leaders will provide an equal amount. Hoblitzelle was chiefly instrumental in establishing the research foundation at Renner, and its success in the last two years encouraged the new $50,000 gift.

MGM Sets Two Reprints For Release in 1949

NEW YORK—MGM, which had four reprints on its 1948 release schedule and experimented with key city engagements of several others, has set at least two more for release during 1949, according to William B. Zoellner, in charge of short subjects and reprints.

"The Wizard of Oz," a Technicolor feature starring Judy Garland, Ray Bolger and Bert Lahr, originally released in 1939, will be generally released in January and "Blossoms in the Dust," in Technicolor, starring Greer Garson and Walter Pidgeon, originally released in 1941, will be released later.



Full-Scale Television Planned by Roach

HOLLYWOOD—First major film producer to announce plans to devote himself entirely to video is Hal Roach, veteran picture-maker, who has terminated his production commitment with MGM and henceforth will confine his activities exclusively to the television field. Under the banner of Hal Roach Television Corp., he has already gunned the first film in a projected series of six scheduled for immediate filming.

Roach's full-scale entry into the new medium was the result, the producer said, of his conviction that "the insatiable desire to be entertained will find its greatest satisfaction through television."

His kickoff subject, "Sadie and Sally," is a half-hour comedy show being megged by Les Goodwins and featuring Joy Lansing and Lois Hall. It will be followed by "The Brown Family," "Botsford's Beanery," "Foo Yung," "Puddle Patch Club" and "Our Main Street." All will be 30-minute films in the comedy niche.

In addition to producing his own video shows, Roach is making the facilities of his Culver City studio available to advertisers and agencies for all television production requirements. The William Morris agency has been designated to represent Roach in all of his television activities.

To date the projected Roach video output has not been channeled as to release.

Memphis Censorship Case May Go to Supreme Court

MIAMI—The film industry, through United Artists and Hal Roach, this week challenged the constitutionality of the action of the Memphis censor board—and possibly set the stage for Supreme Court action on the whole question of the freedom of the screen.

A two-day hearing was held before Judge Floyd Henderson of circuit court. The judge took the case under advisement.

Industry lawyers argued that the constitutional rights of freedom of speech, freedom of press and freedom of dissemination of information had been violated when the Memphis board informed United Artists that the Roach comedy, "Curley," could not be shown in Memphis because it showed white and Negro children playing together.

On the other hand, city attorneys raised these questions: Did United Artists and Hal Roach have a legal right to bring suit against the censors? They contended that they did not because, if they were bringing suit as producers and distributors engaged in interstate commerce, they were not within the jurisdiction of the board and had no right to sue. Second, the attorneys argued that if the plaintiffs were acting as exhibitors they were doing so illegally and had, therefore, no legal right to sue.

United Artists and Roach have asked the court to see the picture. They have asked damages. They have asked an injunction. They have asked relief for future pictures, petitioning the court to define the powers of the board of censors.

The case, by agreement of both sides, was transferred from chancery to circuit court. A fight to the Supreme Court of the United States has been discussed by industry attorneys.

Claude Robinson Dies; A Veteran Showman

CLARKSBURG, W. VA.—One of the Mideast's most noted showmen and an era of showmanship passed into history with the death of Claude Robinson at his home December 20. A showman and gentleman of "the old school," Robinson virtually devoted his life to theatre business. He was associated with Klaw and Erlanger for 20 years before he started in motion picture exhibition here.



Claude Robinson

Sir C. Aubrey Smith Dies; Film Actor 33 Years

HOLLYWOOD—Death claimed Sir C. Aubrey Smith, 85, at his Beverly Hills home, ending a motion picture career which began in 1915. Born in London in 1863, Smith went on the stage in 1892. He is survived by his wife, a daughter and two grandchildren.

Recent films in which he appeared included "Luxury Liner" and "Unconquered."

Bertel Budtz, 46, Dies; WE Caribbean Head

PORT-OF-SPAIN, TRINIDAD — Bertel K. W. Budtz, 46, manager of activities in the southeastern section of the Caribbean area for the Western Electric Co. (Caribbean), died suddenly at his home here December 14. He was in New York in November to attend the managers' conference held by the Westrex Corp.

MPAA Hollywood Parleys Facing Postponement

NEW YORK—Postponement is considered likely for the meetings of high company executives called by Eric Johnston, MPAA president, for January 26-28 in Hollywood. It had been planned to give all problems affecting the industry a thorough going-over, including exhibitor relations, unfortunate publicity emanating from the studios and a closer liaison between west coast producers and home office heads here.

This may be the second postponement. Originally the meetings were scheduled for the middle of December, but Johnston has been testifying in the suit of Lester Cole against MGM. The reason for another postponement, if it takes place, it is said, will be that several company heads and other key executives in the industry will be unable to attend.

Releases Negro Features

NEW YORK—Jack Goldberg, producer of Herald Pictures, has signed a distribution contract with National Film Distributors for three all-Negro features, "Boy, What a Girl," "Sepia Cinderella" and "Miracle in Harlem." Herald is making a series of shorts in Florida and plans to start on another feature in January.

Washington Report

By ALAN HERBERT

LAST WEEK'S decision by the Federal Communications Commission that Paramount does control DuMont Television came as no surprise here. It had long been expected, and the only thing which caused any surprise was the fact that it took six weeks for the commission to adopt the recommended decision of Examiner Jack P. Blume. Result is that Paramount and DuMont applications for television stations in half a dozen cities will simply die on the vine.

Paramount has asked for a rehearing, with a stay on enforcement of the FCC ruling in the meantime.

The big question the FCC must face remains unanswered—how much weight shall be given the antitrust records of film companies as they try to get into television? That issue was raised with considerable urgency just a few weeks ago, when it appeared that 20th Century-Fox might try to buy the ABC network, but that deal fell through and the pressure on the FCC relaxed.

In the meantime, the possibility of congressional study of the problem looms. Chairman-to-be Ed Johnson of the senate interstate commerce committee, a Coloradan with the traditional western distrust for bigness and industry, has become interested in the problem. He insists he has not made up his mind to proceed with an investigation of the interrelationship among radio, broadcasters and television—but he says there is a fair chance he may do so.

* * *

ALTHOUGH LESTER COLE won his reinstatement suit in Hollywood last week, establishing his right to his $1,200 weekly screen writer job with MGM, Cole and nine others cited for contempt of the house un-American activities committee suffered a minor setback here. The Supreme Court held, although by a 5-4 decision, that a jury composed entirely of federal employes was quite legal as it upheld a lower court conviction in another unrelated case. The predominance of federal employes on the juries in the trials of John Howard Lawson and Dalton Trumbo is one of the points their lawyers point to in their appeals.

The Cole decision, we are told here, will be appealed. It would be news if it were not appealed, since just about every court decision involving any part of the film industry goes into appeal.

(Cole, incidentally, did tell MGM studio boss Louis B. Mayer he was no Communist, but refused to tell the house committee what his politics were. Company witnesses in the Los Angeles court were generally friendly to Cole, with responsibility for the blacklist laid squarely at the door of the company presidents who met in New York a few weeks after the hearings.)

* * *

ALTHOUGH JOHN SNYDER, secretary of the Treasury, invited the American Municipal Ass'n last week to send representatives to talk to him about realignment of the tax structure to leave the admissions and other levies for municipal collection only, don't hold your breath until something comes of it. Snyder is always willing to talk about such things—especially since there are a good deal of votes represented in such a group as AMA. But there is a good deal of difference between talk and action.

There is no reason to expect the federal government to give up any tax income this year, or for several years to come even if there should be an agreement in principle that the boxoffice tax should be abandoned to the cities. That is not alone the attitude on Capitol Hill—it is very much the thinking within the administration. If there is any doubt about that, the speech given by Budget Director James Webb in Detroit before the general assembly of the states early this month should clinch the argument. Webb, who is probably more influential on these matters than Snyder, not only saw no falling off in federal spending but also delivered a lengthy defense of the policy of giving grants-in-aid to the states. You can be sure that so long as the federal government continues to spend heavily for programs on which it cooperates with the states, it will not give up any tax revenue to the states or municipalities.

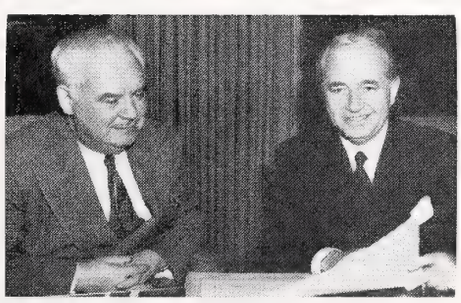
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CASH DIVIDEND PAYMENTS by film companies fell to their usual November low last month, the Department of Commerce reported, with the total hitting only $224,000. This figure, however, was $7,000 better than the November 1947 tally. November and February are customarily the months when dividend payments drop out of sight. More significant is the fact that payments for the three-month period ending in November were only $10,402,000—compared with $13,387,000 a year earlier.

* * *

THE FREEZE ON TELEVISION stations doesn't seem to bother the manufacturers of home receivers. Their weekly production rate jumped another 28 per cent last month—with nearly 125,000 sets turned out during November. That brings the 1948 production to over 700,000.

The Department of Commerce statisticians told us this week that television production in October showed the greatest rise reported for any industry surveyed. At the other end of the list were the figures for radio production, with October's total only about 65 per cent of the October 1947 total.



REPORTS ON U-I DRIVE—Joseph H. Seidelman, left, Universal-International vice-president and foreign distribution head, reports to N. J. Blumberg, president, on the progress in the Blumberg Victory Sales Drive, now at the half-way mark.


Ablaze for
CAP
A LAND TO BE CONQUERED... A LOVE TO BE WON!

with Every Ingredient
BOXOFFICE GREATNESS!

RANDOLPH SCOTT

NADIAN ACIFIC

COLOR BY CINECOLOR



JANE WYATT · J. CARROL NAISH
VICTOR JORY · and introducing NANCY OLSON

Produced by NAT HOLT · Directed by EDWIN L. MARIN

Screenplay by Kenneth Gamet and Jack DeWitt · Original story by Jack DeWitt · A Nat Holt Production · Released by 20th Century-Fox

Hollywood Report

By IVAN SPEAR

Progress of Israeli Studio Told by Baruch Diener

Cinemania was brought up to date on the progress being made toward establishment of a motion picture studio in Israel with the arrival of Baruch Diener to establish himself as the Israeli representative for the project. A writer and critic, Diener disclosed at a press conference that the $800,000 venture is approaching materialization, half the cost having already been subscribed by that country and the remainder being raised through investments by Americans.

Indicating that Israel's operational policy for the studio will encompass the acquisition of Hollywood picture-making talent, Scenarist Michael Blankfort is en route to that country to develop an untitled original story, which will be made there with an American cast and director.

Diener pointed out that although Israel at present has no film foundry or laboratories, it has been producing documentaries for the past 20 years and has spent more than $1,000,000 on such subjects during the last two years. Since most of the processing work has had to be done outside the country, however, such production has been a "tremendous drain" on Israel's finances, Diener said.

The new studio will be constructed on 18 acres of land in Herzliya, six miles north of Tel-Aviv.

Emphasizing the film colony's interest in the venture is the fact that architectural plans for the studio and a list of necessary laboratory equipment have been compiled by a Hollywood advisory council comprising industry figures from the acting, directing, production and film financing fields. Members of the council include Cy Bartlett, Charles Brackett, Eddie Cantor, Armand Deutsch, Leon Fromkess, Bert Granet, John Huston, Lewis Milestone, Edward G. Robinson, Douglas Sirk, Sam Spiegel, Charles Vidor, Jerry Wald, Billy Wilder, Milton Sperling, William Wyler, Fred Zinneman, Henry Henigson, Julian Lesser, Joseph Schenck and Sidney Solow.

Literary Mart Makes Gain With Six Stories Sold

The story market perked up considerably during the period, what with the sale of six properties. Republic accounted for two of them, purchasing "Adventures of the Rocket Man," an original by Sol Shor, Royal Cole and William Lively, and Norman Hall's "Fort Dodge Stampede." The Shor-Cole-Lively brainchild will be produced as a 12-episode serial by Franklin Adreon, while "Stampede" was docketed as a Monte Hale western, which Mel Tucker will produce . . . Warners acquired "Gay Deception," a romantic comedy about a New York working girl, by Jules Furthman and John Klorer . . . To the King Brothers, who will produce it for Allied Artists release, went "Ramie," an original by Ogden J. Wertelle. It's a yarn about an East Indian beauty who inherits a large steamship company from her British husband, and single-handedly meets the ruthless tactics of her competitors . . . Added to R. B. Roberts' independent production slate was "Flight to Portabella," by Hugo Butler, an adventure-fantasy . . . "Bail Bond Story," by Warren Duff and Marty Rackin, was purchased by RKO Radio, which assigned the production chores on it to Robert Sparks.

New Director Pact Given Nicholas Ray at RKO

Nicholas Ray has been handed a new term contract as a director at RKO Radio, and will rein "I Married a Communist," slated to roll early in January, as his first assignment under the new ticket . . . Columbia booked Norman Foster to meg "My Next Husband," upcoming Rosalind Russell comedy . . . Screen Guild's "Rimfire" is being piloted by B. Reeves Eason . . . Universal-International signed Crane Wilbur to develop an untitled original about "women in crime," which will be produced by Aaron Rosenberg . . . Teamed on Frank Capra's remake of "Broadway Bill" at Paramount are Scenarists Melville Shavelson and Jack Rose . . . As his second assignment on his new Columbia producer contract, Alex Gottlieb has been handed "It's a Man's World," a comedy by Herbert Clyde Lewis. It's slated to hit the sound stage in April.

Endre Boehm Leaves Ranks Of Paramount Producers

Paramount's aggregation of contract producers was shortened by one with the departure of Endre Boehm, who has just completed "Alias Nicky Beal." Boehm did not announce his future plans . . . On the other hand, 20th Century-Fox picked up its option on Producer Samuel G. Engel for another year . . . Forrest Judd resigned as head of the Monogram story department to become a production assistant with Oriental-International Films, while Lillie Messenger left her post as a story assistant to Leo Spitz and William Goetz at Universal-International . . . Roy Croft has been added to RKO Radio's publicity staff as a replacement for George Nichols, who moved out to MGM as an assistant to Howard Strickling, chief of Leo's drum-beating department.

Janis Paige, Virginia Mayo In WB's 'Rise Above It'

Janis Paige and Virginia Mayo go into the cast of Warners' "Rise Above It" . . . Florence Marly, Czechoslovakian actress, will make her second American appearance in the femme lead opposite Humphrey Bogart in "Tokyo Joe," which Bogart's Santana Productions will turn out for Columbia release. Miss Marly made her U.S. debut in Paramount's "Sealed Verdict" . . . Albert Dekker and John Calvert are co-starring in a new untitled entry in the "Falcon" series which Jack Bernhard is producing and directing for Film Classics . . . Keye Luke, veteran Chinese actor, goes into "Manhandled," current Pine-Thomas opus for Paramount . . . Universal-International added Barbara Brown to the cast of "And Baby Makes Three."

New Record Reached For MGM Scripters

Cinemania's writing colony can say—sorrowfully, perhaps, but without fear of being contradicted—that they've had a tough year, what with the ragged and constantly nosediving production tempo recorded by most picture-makers.

One of the few, and perhaps the only, bright spot in the gloomy situation is that at MGM, where the typewriters have been humming ever since Dore Schary took over the reins as vice-president in charge of production. With six pictures currently in work on the Culver City lot and another one rolling in England, plus definite starting dates for three others in the early weeks of 1949, mighty Leo seems to be rolling along in high gear.

Further to cheer the scriveners, MGM has hit a new high in writing activity for the past several months, what with no less than 37 scripters under contract developing a total of 26 new pictures.

Such comforting statistics ought to be enough to reaffirm the MGM writing group's belief in Santa Claus—with Schary in the title role.

MGM Signs Frank Taylor To Production Berth

How to become a producer:

First complete a term of service as a literary scout for an established publishing firm.

That, at any rate, was the recipe followed by Frank Taylor, just ticketed to a production berth at MGM. Formerly he beat the bushes in search of suitable manuscripts for Random House.

His first assignment will be "Murder at Harvard," listed as a semidocumentary and being scripted by Leonard Spiegelgass.

Rudolph Mate Organizes New Independent Unit

Onetime top cinematographer and in recent years a director, Rudolph Mate has expanded his activities to include those of heading an independent production company. In association with Jacques Grinieff, film financier, and one Robert Haggiag, Italian theatre operator, Mate has set up a unit for which he will produce and direct a series of features for unannounced release. The kick-off film, an untitled original by Hans Habe, is slated to go before the cameras at Motion Picture Center early in 1949.

Frank Selling Theatres; Rather Be a Producer

W. R. Frank has decided he'd rather be a producer than a film exhibitor. The independent picture-maker, now shooting "The Great Dan Patch" for United Artists release, checked out for his former headquarters in Minneapolis to dispose of his holdings in a chain of 19 Minnesota theatres, in the operation of which he is a partner of Oscar Woempner. Frank is due back in January to begin preparations for production of "Opus 43," a musical.

The company that leads the industry on Motion Picture Herald's list of Boxoffice Champions and on Variety's Scoreboard of Hits also **LEADS THE INDUSTRY WITH THESE 3 ON FILM DAILY'S 10 BEST POLL!**

THE BEST PICTURE!



Gentleman's Agreement



Sitting Pretty



Call NORTHSIDE 777

. . . and your BEST current and coming attractions!

the Snake Pit





When My Baby Smiles At Me
TECHNICOLOR





ROAD HOUSE





YELLOW SKY



That Wonderful URGE





"A Letter to Three Wives"

From the company of champions 20th Century-Fox

RKO RADIO PICTURES, INC.

TRADE SHOWINGS OF SAMUEL GOLDWYN'S "ENCHANTMENT"

ALBANY, Fox Screening Room, 1052 Broadway, Tues., Jan. 11, 8:00 P.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., Tues., Jan. 11, 2:30 P.M.

BOSTON, RKO Screening Room, 122 Arlington Ave., Tues., Jan. 11, 10:30 A.M.

BUFFALO, Mo. Pic. Operators Screening Room, 498 Pearl St., Tues., Jan. 11, 2:00 P.M.

CHARLOTTE, Fox Screening Room, 308 So. Church St., Tues., Jan. 11, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 So. Wabash Ave., Tues., Jan. 11, 1:00 P.M.

CINCINNATI, RKO Screening Room, 12 East Sixth St., Tues., Jan. 11, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Tues., Jan. 11, 2:30 P.M.

DALLAS, Paramount Screening Room, 412 South Harwood St., Tues., Jan. 11, 2:30 P.M.

DENVER, Paramount Screening Room, 2100 Stout St., Tues., Jan. 11, 2:00 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Tues., Jan. 11, 2:30 P.M.

DETROIT, Blumenthal Screening Room, 2310 Cass Ave., Tues., Jan. 11, 2:30 P.M.

INDIANAPOLIS, Universal Screening Room, 517 N. Illinois St., Tues., Jan. 11, 1:00 P.M.

KANSAS CITY, Paramount Screening Room, 1800 Wyandote, Tues., Jan. 11, 2:00 P.M.

LOS ANGELES, RKO Screening Room, 1980 S. Vermont Ave., Wed., Dec. 29, 10:30 A.M.

MEMPHIS, Fox Screening Room, 151 Vance Ave., Tues., Jan. 11, 2:30 P.M.

MILWAUKEE, Warner Screening Room, 212 W. Wisconsin Ave., Tues., Jan. 11, 2:00 P.M.

MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Tues., Jan. 11, 2:30 P.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Tues., Jan. 11, 2:30 P.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Tues., Jan. 11, 10:30 A.M.

NEW YORK, Normandie Theatre, 53rd St. & Park Ave., Tues., Jan. 11, 10:30 A.M.

OKLAHOMA CITY, Fox Screening Room, 10 North Lee St., Tues., Jan. 11, 10:30 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Tues., Jan. 11, 1:00 P.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Tues., Jan. 11, 10:30 A.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Tues., Jan. 11, 1:30 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Tues., Jan. 11, 2:30 P.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., Jan. 11, 11:30 A.M.

SALT LAKE CITY, Fox Screening Room, 216 East First South St., Tues., Jan. 11, 1:00 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Tues., Jan. 11, 2:00 P.M.

SEATTLE, Jewel Box Screening Room, 2318 Second Ave., Tues., Jan. 11, 2:30 P.M.

SIOUX FALLS, Hollywood Theatre, 212 North Philips Ave., Tues., Jan. 11, 10:00 A.M.

WASHINGTON, Fox Screening Room, 932 New Jersey Ave., Tues., Jan. 11, 10:30 A.M.

FROM THE FILES OF

20 Years Ago

IN RECENT MONTHS, says Ben Shlyen, publisher of Associated Publications, practically every producing and distributing organization has been involved in some kind of merger rumor. This scourge of rumors has affected the whole industry. Contracts have been signed for certain product, then mergers were made or production plans changed radically, so booking contracts were not fulfilled . . . "Rumors may be choice bits for the curious, but they do not help an exhibitor to make a profit out of the product . . . In the future, these publications will not give space to the reporting of events before they are facts."

* * *

Robert Benchley, dramatic critic, humorist and actor, has arrived in Hollywood to write Movietone subjects for Fox. He has already appeared in two talking comedies, "The Treasurer's Report" and "The Spellbinder."

* * *

Ben Grimm has been appointed assistant advertising manager of Universal, succeeding Milton Silver, who recently was named advertising manager. Fred Eichorn takes the place of Grimm as editor of the Gold Mine, house organ of the company.

* * *

Columbia Pictures definitely launched its talking picture plans this week by announcing that six productions of the current program will be synchronized with music, sound effects and talking sequences . . . Paramount will have 22 all-talkers in its season's releases . . . Fredric March, Belasco stage actor, who was signed to a Paramount contract recently, will be Clara Bow's leading man in her first all-talking picture, "The Wild Party."

Theatre Jackpot Contest Will Combat Giveaways

NEW YORK—Attendance Builders, a Chicago corporation headed by Phil Regan, singing star of radio, nightclubs and films, reports that more than 500 theatres have been booked to participate in a $100,000 jackpot contest designed to combat the competition of radio giveaways. The contest, which will be titled "Jingle Jamborees," will get under way January 3 and the payoff will be two weeks later on January 17-20.

Attendance Builders is offering the contest to theatres as a package deal to include staging, promotion and advertising, as well as the awards. In addition to the regular weekly prizes, any patron who can prove that attendance in a theatre resulted in the loss of a radio prize will be awarded double the amount he would have won, up to a maximum of $10,000.

Dezel and Astor Sign Up

NEW YORK—Albert Dezel Productions has signed with John Jenkins of Astor Pictures, Dallas, for the distribution of its all-Negro picture, "Girl in Room 20," in Chicago, Indianapolis, Milwaukee, Detroit, Cleveland and Cincinnati.

DATE CHANGE!

RKO RADIO PICTURES, INC.

TRADE SHOWINGS OF "TARZAN'S MAGIC FOUNTAIN"

ALBANY, Fox Screening Room, 1052 Broadway, Tues., Jan. 18, 10:30 A.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., Tues, Jan. 18, 2:30 P.M.

BOSTON, RKO Screening Room, 122-28 Arlington St., Tues., Jan. 18, 10:30 A.M.

BUFFALO, Mo. Pic. Operators Screening Room, 498 Pearl St., Tues., Jan. 18, 10:30 A.M.

CHARLOTTE, Fox Screening Room, 308 S. Church St., Tues., Jan. 18, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 So. Wabash Ave., Tues., Jan. 18, 10:30 A.M.

CINCINNATI, RKO Screening Room, 12 East 6th St., Tues., Jan. 18, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Tues., Jan. 18, 10:30 A.M.

DALLAS, Paramount Screening Room, 412 South Harwood St., Tues., Jan. 18, 10:30 A.M.

DENVER, Paramount Screening Room, 2100 Stout St., Tues., Jan. 18, 2:00 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Tues., Jan. 18, 10:30 A.M.

DETROIT, Blumenthal Screening Room, 2310 Cass Ave., Tues., Jan. 18, 10:30 A.M.

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MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Tues., Jan. 18, 10:30 A.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Tues., Jan. 18, 10:30 A.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Tues., Jan. 18, 10:30 A.M.

NEW YORK, RKO Screening Room, 630 Ninth Ave., Tues., Jan. 18, 2:30 P.M.

OKLAHOMA CITY, Fox Screening Room, 10 North Lee St., Tues., Jan. 18, 10:30 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Tues., Jan. 18, 10:30 A.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Tues., Jan. 18, 10:30 A.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Tues., Jan. 18, 1:30 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Tues., Jan. 18, 10:30 A.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., Jan. 18, 11:30 A.M.

SALT LAKE CITY, Fox Screening Room, 216 E. 1st South St., Tues., Jan. 18, 1:30 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Tues., Jan. 18, 10:30 A.M.

SEATTLE, Jewel Box Screening Room, 2318 Second Ave., Tues., Jan. 18, 10:30 A.M.

SIOUX FALLS, Hollywood Theatre, 212 North Phillips Ave., Tues., Jan. 18, 10:00 A.M.

WASHINGTON, Fox Screening Room, 932 New Jersey Ave., Tues., Jan. 18, 10:30 A.M.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Incentive!

Twice each year, five outstanding Century circuit showmen are guests of Fred Schwartz, vice-president, at his Timberdoodle lodge, Lake Placid, N. Y. In the winter pilgrimage last week were Schwartz, Joe Springer, general manager; Bill Applegate, district manager; Mike Siegel, publicity director, and Charlie Call, L. W. McEachern, Bill McDevitt, Fred Brunelle and Dick Tretler, theatre managers.

Mr. Schwartz made the mistake of inviting us to be in the company of these distinguished showmen. We accepted. That was our mistake. There's a fall guy on every trip.

If you think we were brought along just for laughs, you're right. We expected to break an arm or a leg during our first try at skiing and other winter sports. But we never anticipated the misfortunes which befell the other portions of our anatomy during such harmless indoor sports as eating and sleeping.

Aside from the horseplay, Timberdoodle lodge is fabulous. The food, the modern conveniences, the natural beauty of the place, isolated in the woods, and the graciousness of the host combine to give every visitor a feeling of rare privilege. The feeling is intensified when one returns to the humdrum routine of daily livelihood.

No doubt it is the desire to be among the fortunate group elected for the next Timberdoodle excursion which motivates Century theatremen in their efforts throughout the year. The high standards of showmanship, the high morale and the low turnover among Century managers during the past decade are undoubtedly due in great measure to Timberdoodle.

Whatever other incentive inspires that extra individual effort stems from the fact that Schwartz and Springer and, one presumes, the other Century executives, are simply members of one big family. There are other circuits which operate along similar lines. They, too, benefit at the boxoffice from such a relationship.

At the moment, we are filled with impressions and memories of Tim-

(Continued on next news page)

Variety Promotion Technique Sells Variety Vaudeville at RKO Albee

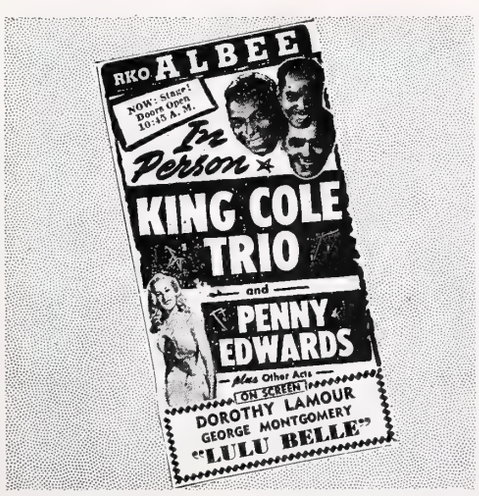
Sandwiched in between the campaigns for three picture houses in Cincinnati are some excellent tieups which Nate Wise, publicity manager for RKO in the city, puts over regularly to sell headline variety shows at the Albee Theatre.

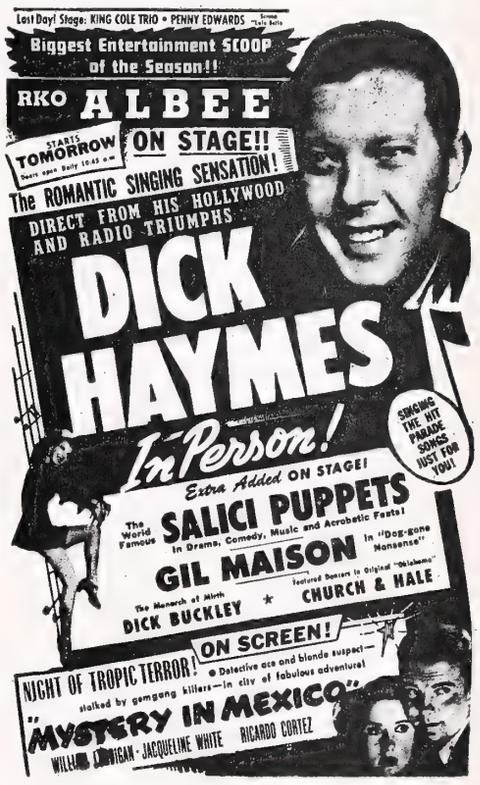
Wise, whose exploits are well known to readers of this section, produces a wealth of free publicity via various media to keep his shows out front. They provide valuable data for every exhibitor, particularly those who play live talent either regularly or on special dates.

The King Cole-Penny Edwards combination recently gave Wise an opportunity to demonstrate how radio and the recording companies can be utilized with excellent results. Before the show opened, every disk jockey in town was playing King Cole Trio recordings and giving the Albee dates prominent notice. Through the cooperation of the Capitol records distributor, 5,000 stuffers were distributed by music and record shops throughout the city. Some 300 cards were placed on juke boxes after Wise had the operators put the Trio records in every machine.

When Penny Edwards arrived in town, Wise set up interviews and guest appearances on WKRC, WSAI and WCKY. The Enquirer went for an interview with Miss Edwards as did the Times-Star. All three dailies used special art layouts.

For incidental ballyhoo, Wise put a juke box in the Albee lobby in advance and plugged King Cole records continuously. Spot announcements were used on all radio outlets and a flash front helped the current showing.





The Dick Haymes show received a heavy selling job which was topped by breaks in 44 small town newspapers in Ohio and Kentucky. Each paper received a scene star mat of Haymes, special photos and stories and, exclusive of the metropolitan papers, reached a mass circulation of 125,000.

Two stunts were cooked up by Wise, one with the Times Star, the other with the Post. The former sponsored a mass high school editor interview with Haymes. The stunt rated a gigantic pictorial spread and an eight-column streamer. The Post tieup was keyed to an annual football banquet with Haymes pictured posing with some of the stars and the paper's personnel.

Three free broadcasts were promoted from WKRC, WSAI and WCPO via backstage interviews with Haymes. Disk jockeys plugged his recordings and Jenny's, Cincinnati specialty store, featured a large cut of the star in a newspaper co-op ad which included theatre mention.

A WORD OF SHOWMANSHIP ON U-I's $4500 UNITY DRIVE CAMPAIGN CONTEST



Here's a prize-winning tip, boys, that'll help you pocket some of that $4500 in U-I's Unity Drive Campaign Contest. Don't overlook that gold mine of pre-tested, down-to-earth exploitation ideas you will find in every U-I pressbook.

U-I always gives you really workable promotion ideas. I know, because I've seen them get results every time!

So take a tip from U-I and boost your campaigns...and your box-office, too!

Remember! You can send in campaigns on any U-I picture you play between October 31, 1948 and April 30, 1949. Get your first entry in today (include a good photo of yourself, please!) and keep sending your campaigns on every U-I picture you play during the Drive period.

ADVICE from Chet Friedman

Ride high with U-I ideas like these!

MEXICAN HAYRIDE

'GOOD NEIGHBOR' QUIZ

lmost everyone is interested in Mexico, its cus-oms and history. Here is a quiz on our "good eighbor to the South" excellent for newspapers, adio quiz shows and schools. Tie in your picture redits and play-dates with the following group of uestions and answers:

1—Name the most famous resort city in Mexico. (Acapulco)

2—Name a famous Mexican-born actress. (Dolores del Rio)

3—What is Mexico's most popular and most potent drink? (Tequilla)

4—Who is the president of the republic of Mexico? (Miguel Aleman)

5—Who is the most famous bandit chief of Mexican history and legend? (Pancho Villa)

6—What is the capital city of Mexico? (Mexico City)

7—What is Mexico's national sport? (Bull fighting)

8—Name one famous Mexican food. (Tamales, enchilladas, etc.)

9—Name a famous political leader in Mexico's history. (Benito Juarez)

10—What river separates the United States from Mexico? (Rio Grande)

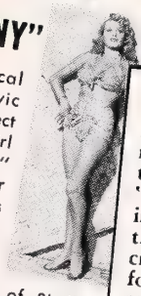
ROGUES' REGIMENT

WHO'S THE 'ROGUE' OF YOUR CITY?

Although "Rogues' Regiment" is an adventure story dealing with the pursuit of a Nazi war criminal, here is a humorous exploitation angle you can use to great advantage. Undoubtedly, a great many of your patrons served in some organization, either civilian or military, during the last two wars. In every organization there is always one person who, through his unpredictable actions or habits, is called a "character" or a "rogue." On this basis, your local newspaper or one of your radio shows should be willing to cooperate with you on a "Rogue in My Regiment" letter-writing contest, in which entrants are required to describe the unusual actions or conversation of the "character" or "rogue" in their regiment. Award guest tickets to see "Rogues' Regiment" to those who submit the most interestingly humorous letters.

LARCENY

SELECT "MISS LARCENY"



Get one of your local schools, colleges, civic groups or clubs to select "Miss Larceny—the girl ho will steal your heart." nce selected, use her for otographs and news aks and, if possible, ocal radio interviews. ner good suggestion is to use still 97AD of Shelley Vinters for reproduction in your cal papers with the caption: helley Winters, starring with n Payne, Joan Caulfield and Duryea in 'Larceny,' recently ted in New York as 'Miss ny—the girl who will steal heart!' "

CRISS CROSS

RADIO CONTEST

In order to make a success of marriage, many people have to sacrifice something. In "Criss Cross," Burt Lancaster, in order to win his girl, makes the mistake of turning to crime. An excellent subject for a radio letter-writing contest is "What are you prepared to sacrifice to aid in the success of your marriage?" Bring this idea to the attention of the station manager of your local radio station and offer guest tickets to those who write the best letters.

ONE TOUCH OF VENUS

SEARCH FOR "VENUS"

Organize a search for "Venus," a girl designated by you. Advise the public of her whereabouts and of her costume, moving her to different locations at different times. To make it more intriguing, a magic word of greeting would also be given. Those who locate her and speak the magic word would be given guest tickets to the theatre by the "Venus." This stunt may be conducted through your local newspaper, radio station or in your theatre by means of a lobby poster or a screen trailer. One of your local merchants might be interested in conducting a contest through a series of cooperative ads.

KISS THE BLOOD OFF MY HANDS

MAN HUNT!



Since much of the plot of "Kiss The Blood Off My Hands" is centered around a desperate chase for a criminal at large, stage a "Burt Lancaster Man Hunt" in your community. Dress a man in a cap, leather jacket and tieless work shirt, like the outfit worn by Lancaster in the picture. Place him at a busy spot in town and, either over one of your radio stations or through one of your newspapers, advise the public of his whereabouts. Upon locating him, contestants would be required to say, "You are Burt Lancaster's double. I have seen Burt Lancaster in three pictures, to mention three pictures in which Lancaster has appeared: "The Killers," "Brute Force," "All My Sons," etc.) Then the Lancaster double would ask his discoverer questions (the choice of questions would depend upon how well the contest was going; if too many people are receiving guest tickets he should use the more difficult questions):

1. *Who was the* ... of "The Killers," Burt Lancaster's fi ...
2. ... played with Lancaster in "All ...
3. ... in which Burt Lancaster stars ...
4. ... Theatre on (d ...
5. ... current picture ...
6. ... was a carniva ...

... buble," give ... answer t ... kets to ... ged to ...

THE COUNTESS OF MONTE CRISTO

Who's Your Local "Countess"?

Hollywood has become the fashion center of the world. Sonja Henie, a member of the Hollywood smart set for over ten years, is considered one of the best-dressed women in the movie colony. For an excellent promotion, stage a fashion contest to find "The Countess Of Monte Cristo," the best-dressed woman of your city. Obtain the cooperation of your local newspaper or radio station to sponsor the search. Contestants would be required to ... in photos of themselves in street ... tographs a group

FOR THE LOVE OF MARY

SELECT BEST PHONE PERSONALITY

Obtain the cooperation of your local phone company and leading business organizations in your city to conduct a contest to find the telephone operator in your city with the most pleasant telephone personality. Deanna Durbin plays the role of a White House telephone operator in "For The Love of Mary."

Notices of the contest could be posted in each branch of the phone company and on the bulletin boards of the various organizations which would be invited to submit their entries.

Final judging would take place on the stage of your theatre with the judges including a representative of the phone company, a leading voice teacher of your city as well as yourself. Get newspapers to cover the contest, with the winner receiving a prize ...eing chosen "Miss Number Please."

THE SAXON CHARM

Find Mr. Charm

...nduct a Charm Contest for men, with ...e final judging to take place in your ...neatre. Enlist a group of prominent ...women to serve as judges in picking ...Your City's "Most Charming Man." This ...might also be conducted as a letter-writing contest, inviting the ladies to send letters to their newspaper or radio "Charm Contest Editor," telling who is "The most charming man I know." Along the same lines, an Inquiring Reporter could ask people, "Who is your choice as the most charming man in America?"

LIVE TODAY FOR TOMORROW

MERCHANDISE THE FILM'S TITLE

"Live Today for Tomorrow" is a wonderful catch-phrase ... banks, insurance companies and real estate offices. Advertis... should be promoted from these outfits ... copy: "'Live Today f... at the Home Town S... ad line might be: "... that protects your fa... Today for Tomorrow"

The title might also be ... for such products as ra... It is also a natural for ... prises. For a local chil... might read: "'Live To... better citizens in our co...

YOU GOTTA' STAY HAPPY

HOW TO PROMOTE THE 'HAPPINESS' ANGLE

ORGANIZE A 'HAPPINESS CLUB'... Ask civic authorities and your Chamber of Commerce to cooperate in sponsoring a newspaper contest in which entrants tell why they are happy and how happiness can be spread in your community. On the air, get the station manager to do a special 'You Gotta Stay Happy' program, with talks by civic leaders, interviews and community singing of "happy" songs.

'HAPPINESS NIGHT' AT YOUR THEATRE ... several weeks in advance of playdate. ... 40-60 ... out front. Have your cashier say 'You Gotta Stay Happy' to

Turn page for details!



Here's how you can RIDE HIGH WITH U-I!

THE RULES

The U-I Unity Sales Drive Campaign Contest is open to managers and theatre publicity men in the United States.

Entries will be judged on the basis of originality, initiative and promotional skill, with consideration for the theatre advertising budget and available facilities.

Each entry should consist of a brief summary listing all activities, substantiated by documentary proof-photos or snapshots, newspaper tearsheets, circulars, etc.

Campaigns should not be accumulated. They should be forwarded as soon as possible after playdates.

Exhibitors may enter a campaign on one or as many Universal-International pictures as they desire during the period of the competition.

Campaigns must reach the judges no later than May 15, 1949, to be eligible.

RIDE HIGH WITH UNITY!

THE PRIZES

$4500 in cash prizes will be distributed to theatremen who submit the best promotion campaigns on any Universal-International picture played during the company's Unity Sales Drive starting October 31, 1948 and concluding April 30, 1949.

These prizes will be divided equally in U-I's three sales divisions—Eastern, Western, Southern. Prizes in each division will total $1500.

Theatres in each division will be classified in three distinct groups—affiliated circuits, independent circuits, unaffiliated theatres.

In each Division, there will be identical first, second and third place prizes in each of the three different theatre groups. Best campaigns will be awarded $250; second best, $150, and next best, $100. Thus, there will be 27 major cash awards.

RIDE HIGH WITH UNITY DOLLARS!

THE JUDGES

EASTERN DIVISION

(Albany, Boston, Buffalo, Cleveland, New Haven, New York, Philadelphia, Pittsburgh, Washington, D. C.)

Division Manager Fred Meyers . . . District Managers John J. Scully, Dave Miller, P. T. Dana, D. A. Levy

SOUTHERN DIVISION

(Atlanta, Charlotte, Cincinnati, Dallas, Indianapolis, Memphis, New Orleans, Oklahoma City, St. Louis)

Division Manager F. J. A. McCarthy . . District Managers P. F. Rosian, J. E. Garrison

WESTERN DIVISION

(Chicago, Denver, Des Moines, Detroit, Kansas City, Los Angeles, Milwaukee, Minneapolis, Omaha, Portland, Salt Lake City, San Francisco, Seattle)

Division Manager C. J. Feldman . . . District Managers M. M. Gottlieb, Foster Blake, Barney Rose

and, acting together with each of the Divisions,
Chester Friedman, Editor of the Showmandiser Section, Boxoffice.

All entries become the property of Universal-International. In case of ties, duplicate prizes will be awarded.
All entries should be addressed: U-I Contest Judges, c/o BOXOFFICE, 9 Rockefeller Plaza, New York 20, N. Y.

Univers
Interna

Question and Answer Tieup Nets 32 Spots For 'Kiss Blood'

Radio and newsstands were the principal media of exploitation used to promote "Kiss the Blood Off My Hands" by Herb Gordon, manager of the St. James Theatre, Asbury Park, N. J. A tieup was made with radio station WCAP on a question-and-answer contest, with theatre passes as prizes. The picture and playdate received 32 credit mentions and a special plug via the Burt Lancaster five-minute record interview.

Gordon promoted 100 books based on the film adaptation from Dell Publishing Co., which were given away as door prizes. The American News Co. placed posters on 50 newsstands throughout the city and used truck banners.

For the engagement of the double feature, "Walk a Crooked Mile" and "Variety Time," Gordon made a special easel display from the front pages of local newspapers which were over-printed with copy: "Hot as Today's Headlines." Additional displays were placed at ten newsstands. Three local music shops featured Frankie Carle records in special window displays built around posters plugging "Variety Time." Radio station WCAP also cooperated with gratis plugs on another quiz contest.

Kiddy Show Series Sold As Gifts for Christmas

Christmas Gift Books for a series of five kiddy shows starting in January have been promoted by Bierney Feld, manager of the Oxford, Plainfield, N. J. The selling campaign is being directed mainly at schools, with heralds being placed on bulletin boards through arrangements with the principals.

PTA and women's groups are also being canvassed, with the proposal that they buy blocks of books as Christmas present for children.

The gift books measure 2½x5½ inches are on green stock with black ink, and fold so that five strip tickets can be inserted. Each set of five admission tickets is being sold at reduced prices.

The special programs will include films selected from the Children's Library and are being advertised as such.

Incentive!

(Continued from preceding news page)

berdoodle—pleasant ones filled with the scent of fresh air and mountain tops, delicious food and camaraderie. And others—which force us to pound this out in our most comfortable position right now—which is standing up.

* * *

We can't think of a more appropriate day to extend warm cordial greetings for the season to every reader of this section from all of us here at the Showmandiser.

Chester Friedman

Promoting the Drive-In Theatre











Frank Nolan, former Schine circuit district manager in Ohio, has two drive-ins under construction in that state. Several months ago he became interested in a common problem of drive-in operators—a dearth of advertising and promotion material. Since then he has developed a "package service" for these exhibitors, which includes ad mats, programs, novelty advertising ideas and suggestions for merchandising drive-ins. Special events nights are included in the package service. Illustrated above are some of the ad mats devised by Nolan, and the inside spread of an "opening" program. The front cover features special art and space for feature listing.

Apartment Exchange Publicizes 'Peggy'

To promote interest in "Apartment for Peggy," Howard Cohn, manager of the Midwood Theatre, Brooklyn, N. Y., had his patrons using the theatre as headquarters for a "swap or lease an apartment" exchange. A display in the lobby invited patrons who had an apartment to lease, or those in need of a larger apartment or a smaller one and wished to make an exchange, to leave pertinent information at the theatre, and the various parties interested would be brought together. The stunt created considerable word-of-mouth publicity.

New Chairs Publicized

The installation of new chairs at the Strand in Clarksville, Ark., gave Manager Edward Holland an opportunity for some special publicity. A lobby display was set up with one of the new chairs located near the entrance where it could be seen by passers-by. A story planted with the local newspaper about the remodeling of the theatre and the installation of the new chairs broke on page one and was the main topic of conversation among the people in Clarksville.

'Buttons' Completition Builds Up 'Paleface'

A contest inspired by the song hit, "Buttons and Bows," was conducted by John McInerney, publicity director for the Paramount Theatre, New York, as advance ballyhoo for "The Paleface."

Recordings of "Buttons and Bows" sung by Dinah Shore were offered as prizes to patrons wearing the most unique buttons-and-bows costumes. Judging took place in the grand lobby of the theatre before opening, with Benny Goodman, star of the Paramount stage show, presiding as official judge.

Fifty winners were selected who received free records as well as costume jewelry and scarfs.

Small Fry Giveaway

Clarence Shafer, manager of the Miami in Piqua, Ohio, has a tieup with a local toy store to attract the small fry every Saturday until Christmas. The store gives coupons with each purchase. Merchandise awards are given out at each Saturday show. If prizes are unclaimed they are held over until the next week and the amount increased accordingly.

"ABUNDANCE OF INGREDIENTS WHICH SPELL BOXOFFICE SUCCESS"

BOXOFFICE

"STORY WILL PROBABLY HIT ACADEMY CONSIDERATION"

SHOWMEN'S TRADE REVIEW

It's that kind of entertainment!



COLOR BY TECHNICOLOR

COLUMBIA PICTURES
presents

GLENN FORD
TERRY MOORE
in

The RETURN *of* OCTOBER

The picture with a "SCHNOOKLE"

Meet "OCTOBER"...



the Horse of the Month!

with

Albert SHARPE · James GLEASON · Dame May WHITTY · Henry O'NEILL

Screenplay by Melvin Frank and Norman Panama
Story by Connie Lee and Karen DeWolf
Directed by JOSEPH H. LEWIS · Produced by RUDOLPH MATE

Tribute to Babe Ruth Marks Film Opening In Staten Island

A fine exploitation campaign was completed recently for the engagement of "The Babe Ruth Story" at the Paramount Theatre, Staten Island, N. Y.

The campaign was conceived by George Kemp, manager of the Paramount, and was carried out by Bill Stillman, relief manager, and Elias Schlenger, Fabian Theatres publicist.

Kemp tied up with a local sporting goods store which footed all expenses. Five thousand tabloid heralds were imprinted with a large two-column pressbook ad, theatre, playdate and sponsor. These were inserted in Sunday newspapers and the balance were distributed at the theatre in advance.

On the night before opening, in conjunction with the Paramount's weekly vaudeville show, the theatre presented "Staten Island's Tribute to Babe Ruth." Karl Drews, a Staten Island boy and pitcher for the St. Louis Browns, appeared in person and told of his acquaintanceship with Ruth. Drews then introduced the winners of the Staten Island semipro baseball championship and presented each member with a Babe Ruth Memorial trophy.

The event was plugged for two weeks in advance in the Paramount lobby and on the screen. Publicity was planted in the local paper's gossip column and in the sports columns. A two-column picture of the trophy presentation, posed in front of the "Babe Ruth Story" 40x60, broke opening day in the news section.

Babe Ruth memorial medallions and photos were given to the first 1,000 men on opening night and to the first 1,000 boys at the Saturday matinee. The giveaway was advertised one week in advance in the paper, lobby and on the screen.

The day before opening, the cooperating sports shop ran a Babe Ruth coloring contest in the newspaper for kids. Fifty-eight prizes including Babe Ruth books, bats and belts were offered to contest winners.

Prison Front Exploits 'Canon City' Showing

A specially built prison front covered the entire boxoffice of the RKO Capitol, Trenton, N. J., for "Canon City." The doormen were dressed in authentic warden uniforms and armed with rifles. Handbills on persons wanted by the law were obtained from the local police department and posted on a 40x60 in front of the theatre. The stunts were executed by Henry Scholl, manager, and Max Miller, Eagle Lion field exploiteer.

Baby Watching Service Offered by Theatre

A baby-sitter service instituted at the Maplewood (N.J.) Theatre by Manager Sturgis Perry has won the approbation of mothers and baby sitters alike. Sitters who want to be employed register at the theatre, and a lobby 40x60 invites patrons to call the theatre when in need of someone to care for their offspring. This unique type of community service is proving a grand exploitation stunt.

Connecticut Exhibitor Uses Ads Of 33 Years Ago on Anniversary

Salvatore Adorno sr. observed his 33rd anniversary as owner-manager of the Palace in Middleton, Conn., on Thanksgiving day.

Adorno used a unique display ad to highlight the anniversary date. The files of the Middletown Press produced the original newspaper ad used on Thanksgiving in 1915 for both the Grand Theatre and the Crescent, which also were operated by Adorno. The old newspaper clipping was incorporated as part of a four-column display ad which attracted wide attention.

In 1915, the Grand Theatre listed three feature acts of vaudeville and, as the screen attraction, Theda Bara in "The Two Orphans." Matinee admission prices were 5 and 10 cents, and for the evening the balcony was 10 cents and the main floor 20 cents. At the same time the Crescent Theatre offered Bryant Washburn and Edna Mayo in "The Blindness of Virtue."

The Press also ran a long story covering Adorno's activities as an exhibitor during the past 33 years.

Orphans Attend Show As Theatre Guests

John C. Musclow, manager of the Capitol, Kitchener, Ont., earned the thanks of 75 orphan children of the St. Agatha and K-W orphanages by inviting them to be his guests at a three-hour program of Disney cartoons. The gesture was also responsible for many letters of commendation received from civic groups and prominent citizens.

Musclow tied up with the Kiwanis club which provided free transportation for the youngsters. He also conacted the St. Mary's Christian Mothers society which served sandwiches and soft drinks to the children.

On the way out, each guest received a chocolate bar from Musclow, who reports that the event is held several times each year, and each time earns the appreciation of the press and officials of the community.

Spook Voice From Coffin Speaks for 'Ghost' Show

Edmond Anthony, manager of the Bradley, Columbus, Ga., staged a strong campaign for a midnight showing of "The Mummy's Ghost."

In addition to special newspaper ads, radio plugs, posting and billing, he featured a casket in the lobby. A store dummy wrapped in gauze was placed in the casket and hooked up with a public address system and microphone located in another part of the theatre.

Patrons entering the theatre were addressed by a "spook" voice which helped to stimulate strong word-of-mouth publicity for the show.

Edible Dates Passed Out For 'Judy' in the Bronx

Publicist Sam Horwitz and Sylvia Scharfman, manager of Loew's Post Road Theatre, Bronx, N. Y., put over an effective tieup in behalf of "A Date With Judy." A neighborhood children's wear shop paid for 1,000 envelopes and edible dates. The envelopes were imprinted, "Have a date, etc." The sweets were enclosed and usherettes distributed the envelopes to pedestrians. A credit line for the sponsor on the envelopes squared the deal.

Flowers to Secretaries For 'Dear Secretary'

The first 26 secretaries to purchase tickets for "My Dear Secretary" at the Lake Theatre, Oak Park, Ill., were presented floral corsages through a tieup arranged by Manager Leonard Utecht. The deal was set with an Oak Park florist, and Utecht arranged for the local paper to run photos and advance publicity on the stunt.

Poster and window card displays were set with more than 40 merchants. Advance lobby displays and an attractive front helped to promote the playdate.

In conjunction with Flower week, Utecht had an attractive floral display in the lobby of the Lake, with additional decorations placed at the candy counter and boxoffice.

Show Time Guide Sells Acton, Ont., Roxy Shows

G. E. Robinson, manager of the Roxy in Acton, Ont., publishes a monthly Show Time guide which he considers the strongest advertising medium and a great boxoffice attractor.

Show Time is a 16-page pamphlet, 9x12 inches, and contains advance stories, art and display ads on all coming hits at the Roxy. A special women's page is included and local merchants take ads which cover the costs of printing and mailing to 4,000 residents in a 15 mile radius.

Robinson reports that the program gets people in the area movie minded. Promotionally and typographically, Show Time is very professional in appearance.

Walt Chenoweth Entries National U-I Contest

Walter Chenoweth, manager of the Alexandria, San Francisco, fired his opening gun in the Universal-International national promotion contest by launching a special campaign for "Tap Roots."

Chenoweth employed additional newspaper space, released special stories to the local press and placed colorful 40x60 posters in the lobby two weeks before opening. Special trailer copy was composed and cross plug trailers were used at affiliated theatres.

Personal letters from Chenoweth were mailed to history teachers in district schools emphasizing the historical value and background of the Civil war story.

REPUBLIC'S

ROY RO





AGAIN NO. 1 KING OF
IN THE BOXOFFICE BA

All Rogers Pictures are made in

TRUCO

ON

Big Roy Rogers Hits Now In Release

UNDER CALIFORNIA STARS • EYES OF TEXAS

NIGHTTIME IN NEVADA • GRAND CANYON TRAIL



SERS

HE COWBOYS
OMETER POLL!

sensational

OR

SAFETY FILM

This Big One's Coming

THE FAR FRONTIER

BOXOFFICE NUGGETS

A book tieup with the Dell Publishing Co. for the exploitation of "Kiss the Blood Off My Hands" provided extensive promotion for the picture's opening at the Mayfair Theatre, Portland, Ore. All trucks of the Oregon News Co. carried posters. Book stores featured displays for the picture, built around the book, with prominent theatre credits.

As part of the advance campaign for "The Countess of Monte Cristo" at the Orpheum Theatre in San Francisco, more than 300 special window cards were prepared by the M.J.B. coffee distributors for placement in local stores. The cards featured a shot of Sonja Henie, star of the film production, and playdate credits for the theatre.

The entire front of the Lyric in Salt Lake City was converted into a huge still montage for the current engagement of "The Three Musketeers." The idea is credited to Warren Butler, manager of the Lyric, and the stunt was good enough to stop traffic.

Bob Carney, manager of the Poli, Waterbury, Conn., reports growing interest in his theatre since an organist has been added to the regular program. Featuring Tiny day, specialist at the Hammond organ whose modern presentations set a new style in entertainment, business has steadily increased during the first five weeks of this innovation.

Jack Lykes, manager of the Colony, Toledo, tied up with Hurley's furniture store in town to help promote "Johnny Belinda." In return for a display of furniture in the theatre lobby, cost-free co-op ads were run in the Toledo Times, Blade, Sunday Blade and Chronicle. All included plugs for the picture and star.

Jack Mitchell, manager of the Russell Theatre, Maysville, Ky., greeted his patrons with poster cutouts of Greer Garson in tights, pasted on the entrance doors to exploit "Julia Misbehaves." A large cutout was also used in the lobby and moved outdoors for the current showing.

Lyle Prue, manager of the Milford (Del.) Theatre, promoted gratis spot announcements for "Triple Threat" following every newscast and sportscast on the local radio station for five days prior to opening. The high school football team was invited as guests of the management on the opening day and this was announced at all school assemblies. Prue recently sold the back page of his house program on a full year contract to cover complete printing and shipping costs.

A completely furnished trailer was parked outside the Paramount Theatre, Long Branch, N. J., as a ballyhoo for "Apartment for Peggy." John Balmer, manager of the Paramount, tied up with a trailer sales company for the exhibit which was open for inspection to the public. Stunt was used three days before opening and during the current run of the picture.

Puppy Giveaway Draws For Kartoon Karnival

Arnold Gates, manager of the Stillman in Cleveland, promoted two cocker spaniel puppies at no cost for a giveaway at a Saturday morning Kartoon Karnival for children. Announced in advance through a lobby 40x60, the offer proved a great inducement and stirred up more than the usual interest in such a program.

The first 400 youngsters who bought tickets for the show were presented 8x10 photos of Tom and Jerry, cartoon characters. Gates tied up with 12 schools in Cleveland to announce the program and the awards.

Theatre Auction Benefits P.A.L. Fund in Woodside

The Police Athletic league, sponsored by the New York police department, was enriched by $250 recently, as a result of a public auction held by Manager Bernie Seiden on the stage of the Sunnyside Theatre, Woodside, N. Y. In cooperation with the captain of the local precinct and an executive of the local coordinating council, Seiden promoted gifts from neighborhood businessmen, the items being auctioned off among theatre patrons.

Hypnotist Is Billed

As a business stimulant for a Saturday night performance, Mollie Stickles, manager of the Palace, Meriden, Conn., booked a hypnotist show as a special attraction. The presentation was backed by extensive newspaper and radio advertising in addition to advance lobby displays and window tieups.

Plane Drops Heralds For Theatre Opening

The grand opening of the Manos in Monessen, Pa., was ballyhooed by Ken Woodward, manager of the new enterprise, with several thousand circulars which were dropped throughout the Monongahela valley from an airplane. The heralds were headed, "A message from the skies," and carried news of the theatre opening and the program. They were printed on colored stock, and anyone getting a lucky-color announcement was admitted free on opening night.

The back page of the herald carried a large co-op ad on the new type seats installed at the theatre, which helped to underwrite the cost of the stunt.

On opening night, Woodward interviewed patrons in the theatre lobby as they were leaving and made a special transcription of the interviews. These were then broadcast over station WMBS, Uniontown; WMCK, McKeesport; WESA, Charleroy, and WEDO, McKeesport.

Transparent Blowups Are Used on Marquee

Ervin Clumb, advertising manager for the Towne in Milwaukee, used transparent blowups of the four stars in "The Three Musketeers" on both sides of the attraction sign. A false front was used showing action blowups and star heads, the over-all effect being a colorful flash which attracted wide attention.

EAGLE LION'S SMASH SUCCESSOR to 'CANON CITY'!



"Even better than 'T-Men' and 'Canon City'!"
—Harrison's Reports

"Ranking with the best of this year's product!"
—Motion Picture Herald

"Has everything!"
—Boxoffice

"Spine-tingling man-hunt!"
—Exhibitor

"Will rank with 'T-Men' and 'Canon City'!"
—Variety

"Masterful!"
—Hollywood Reporter

"Stands to click heavily!"
—Film Daily

"Basehart's performance definitely an Academy bid!"
—Lee Mortimer

"Superior! Thoroughly engrossing! Explosive!"
—Motion Picture Daily

"Tense, exciting!"
—Daily Variety

"A winner!"
—Showmen's Trade Review

"Basehart . . . one of the year's sensations!"
—Dorothy Kilgallen

"Exciting documentary!"
—Louella Parsons

Savage TRUTH! Stronger than Fiction!



In the watery darkness of the massive sewers that wind tortuously beneath Los Angeles a man flees for his life. Now he stops—waiting, listening, his finger tense about the trigger of his gun. Suddenly—he whirls—fires blindly into the blackness!

Savage, brutal—this is the killer who has struck again and again—the killer the police have hunted, patiently, skillfully, courageously—relentlessly tying each tiny clue, every shred and strand of evidence into an ever-tightening net.

Now it's closing . . . they have him cornered again, fighting desperately for his life . . . deadly, defiant, unafraid!



SPOT NEWS!
First engagements outgross 'Canon City' in 'Frisco & L.A.!

BROUGHT THRILLINGLY TO LIFE BY THE MAKERS OF "CANON CITY"

"HE WALKED BY NIGHT"

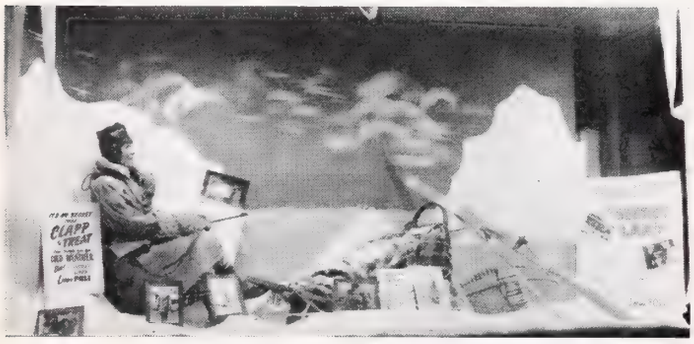
JACK SCHLAIFER *Testimonial* DRIVE
IN '49 IT'S EAGLE LION!

Starring
RICHARD BASEHART · SCOTT "CANON CITY" BRADY · with Roy Roberts · Whit Bissell
James Cardwell · Jack Webb · Produced by Robert T. Kane · Directed by Alfred Werker · Screenplay by John C. Higgins and Crane Wilbur · Additional dialogue by Harry Essex · Original story by Crane Wilbur
A Bryan Foy Production · An EAGLE LION FILMS Presentation

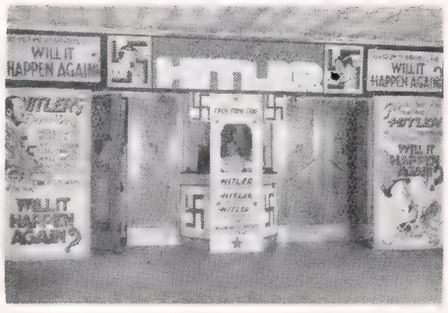
Business Builders

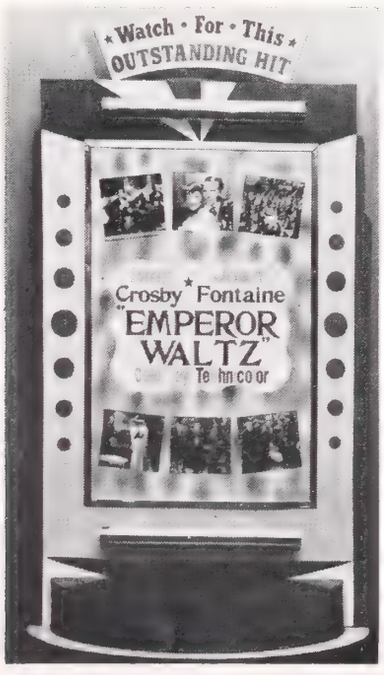


Window tieups continue to occupy a prominent role in theatre merchandising. Above, Sears, Roebuck display arranged by Billy Wilson, manager of the Beacham, Orlando, Fla. Below, "Secret Land" date at the Poli, Hartford, Conn., gets downtown plug arranged by Manager Lou Cohen.



At right, Manager Al Kelly's campaign for "Will It Happen Again?" at the Capitol Theatre, Macon, Ga., included this colorful front, cross plugs on screen and in the lobby of associated theatres, distribution of special circulars and standee cards in restaurants and drug stores.





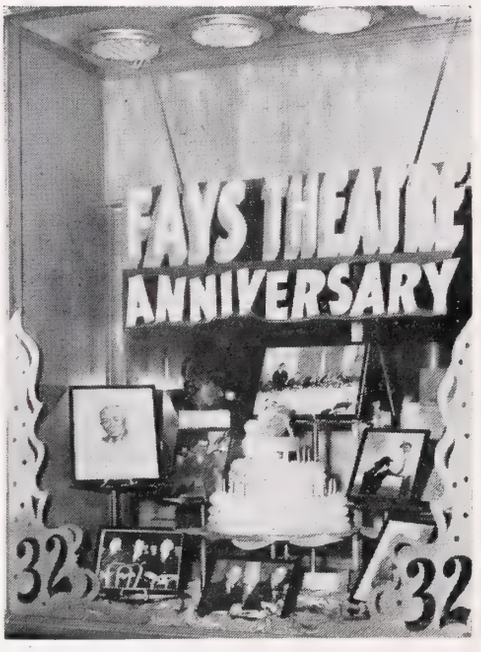
John Mitckes, a projectionist at the Apollo, Belvidere, Ill., took up art and display work to keep himself busy during slack periods. At left is one of his latest creations, a changeable board with permanent utility.

★

Flushing, N. Y., citizens had an opportunity to kiss a "blarney stone" provided by Sol Sorkin, manager of the RKO Keith, as part of his campaign on "Luck of the Irish." Stunt was used outdoors on clear days.



Typical of Thanksgiving tieups by showmen throughout the nation, turkey and food giveaways on the stage of the Fond du Lac (Wis.) Theatre was promoted by Manager Joe Goldberg.



★

Gibson's store, opposite the city hall in Providence, R. I., honors the observance of the 32nd anniversary of Fay's Theatre with this colorful window exhibit. Publicist Ed Kelly arranged the tieup.



A DOUBLE THRILL BILL!

Producer HUNT STROMBERG'S sure-fire success team!

RIGHT NUMBER AND WHAT A NUMBER!



See luscious Babs sing and dance ...without even ribbons and bows in the only Stanwyck musical ever!

It's the lowdown on backstage burlesque.

Lady of Burlesque

starring

BARBARA STANWYCK

with MICHAEL O'SHEA

Re-presented thru United Artists

Directed by WILLIAM A. WELLMAN

It's a "Shocker!"



You'll be spellbound by Hunt Stromberg's startling story of a beautiful girl with strange neurotic desires to destroy those who love her...

From the famous Broadway stage hit!

GUEST IN THE HOUSE



starring

ANNE BAXTER with

MARIE (THE BODY) McDONALD

RALPH BELLAMY

ALINE MacMAHON • RUTH WARRICK • SCOTT McKAY
PERCY KILBRIDE • MARGARET HAMILTON • CONNIE LAIRD
Re-presented thru United Artists

Here's "The Body"

Book these two outstanding grossers now!
Re-presented together thru UA!



Puzzle Quiz, Radio Plugs Produce on 'Man-Eater'

A special campaign put on by Eldon Coffman, manager of the Joy, Dardanelle, Ark., brought good returns on "Man-Eater of Kumaon."

Coffman promoted a puzzle contest gratis from the local daily, offering passes for the best solution submitted by readers. The radio station gave the picture 20 free spot announcements. 500 heralds and 100 perfume giveaway cards were distributed.

For outside ballyhoo, two men armed with rifles guarded a cage which was supposed to hold the "Man-Eater."

Hillbilly Show on Stage And Screen Is Big Draw

Jimmie Robertson, manager of the National Theatre, Louisville, Ky., booked a special stage and screen show to combat the customary slump in December grosses. A combination of the stage and film versions of the barn dance was used, with the Renfro Valley Folks as the stage attraction and "Hollywood Barn Dance" on the screen. The show played to capacity audiences throughout its run.

Letters by Cashiers Assist 'Bill and Coo'

Jack Hamilton, manager of the Variety Theatre, Miami Beach, Fla., promoted two love birds for a lobby display on "Bill and Coo." Over the cage was a sign reading, "Introducing 'Bill and Coo.' Come and see us in our first picture playing here . . ." The stunt had patrons spending a little time with the birds and caused considerable comment.

Also in advance of playdate, Hamilton had his cashiers write personal handwritten notes, giving one to each person buying a ticket. The letter began: "Dear Patron: Although I am not the publicist for the theatre, I feel that I would be doing you an injustice if I didn't remind you that 'Bill and Coo' will open here, etc., etc."

This was followed by a short blurb for the picture and was signed by the cashier. Hamilton reports that the personal touch in this stunt seemed to register favorably with patrons.

Army 'Raw Deal' Tieup

To help exploit "Raw Deal" at the Rocket Theatre, Rock Island, Ill., Bill Haver, manager, tied up with the army recruiting station and had two large cards posted on each of their vehicles. Copy on one poster read, "A Good Deal . . . U.S. Army and U.S. Air Forces," while the other announced, "Raw Deal . . . Rocket," followed by playdates. This began two weeks in advance of playdate and stayed through the run of the picture.

Men's Leg Contest

Mike Piccirillo, manager of the Center in Hartford, used a men's beautiful legs contest to climax the grand finals of the weekly amateur competition, with excellent results. Piccirillio placed ads in the classified pages of the Hartford Times and the Courant, and received special publicity breaks in both papers as well as the Herald.

'Three Musketeers' Heralds Reach 600 At Hotel Dance

More than 600 persons who attended a dance at the Taft hotel in New Haven received special heralds as program inserts to help Morris Rosenthal, manager of Loew's Poli Theatre, sell his engagement of "The Three Musketeers." The Yale radio station plugged the theatre program for a week in advance, gratis.

An original Lana Turner costume used during the production of the picture was displayed by a local women's shop. Cards were placed in downtown hotels and the bus station advertising the film. Blowup stills and theatre signs were placed in leading downtown stores and restaurants.

Photos of the five stars of the picture were distributed by the Grant store. Customers collecting complete sets of the photos were given a theatre pass. All counters and store windows carried special announcements of the photo stunt with full theatre credit.

Rosenthal planted a three-day coloring contest with the Journal Courier with guest tickets as prizes. The paper also broke a three-column star layout day before opening.

Radio station WNHC ran a guessing contest which offered listeners a chance to win free theatre tickets and helped to publicize the playdates. WELI used a 15-minute transcription with full theatre credits in return for a lobby announcement.

Costume Display Sells 'Three Musketeers'

Two of the original costumes worn during the production of "The Three Musketeers" were used effectively by John DiBeneddtta, assistant manager of the Poli, Bridgeport, Conn., to exploit an advance showing of the picture. The costumes were placed on display in Bridgeport's leading department store, surrounded by posters and accessories, with theatre playdates.



Sid Kleper's ballyhoo for "The Three Musketeers" at the College, New Haven, Conn., was a traffic stopper. The boys really put on a show—to the enjoyment of all passersby.

1948 WINNERS

HYGIENIC'S All-Americas' Showmanship Contest

$1,000.00 IN "MOM AND DAD" PRIZES

1st PRIZE $500.00
Oscar Kendall
OUR THEATRE
Muskegon, Mich.

2nd PRIZE $200.00
Leslie Swaebe
BIBB THEATRE
Macon, Georgia

3rd PRIZE $100.00
A. Deslauriers
STRAND THEATRE
Red Rock, Ont.

(4.) 50.00 prize: Richard Van Paris, Drive-In Theatre, South Bend, Ind.
(5.) 50.00 prize: Julius Daniels, Walter Reade Strand Theatre, Perth Amboy, N. J.
(6.) 25.00 prize: Ralph B. Mann, Rogers Theatre, Montgomery, Ala.
(7.) 25.00 prize: Samuel F. Roth, Carolina Theatre, Washington, D. C.
(8.) 25.00 prize: Lewis Carroll, Towers Theatre, Camden, N. J.
(9.) 15.00 prize: Jesse White, President Theatre, Manchester, Georgia.
(10.) 10.00 prize: Herb Royster, Mayfair, Portland, Oregon.

HONORABLE MENTION—Mack Jennings, Pix, Evergreen, Ala.; Wm. Stewart, Walter Reade Paramount, Plainfield, N. J.; Claude Hunter, Odeon, Peterborough, Ontario; Harold E. Simpson, Tracy, Long Beach, Calif.; Mike Piccirillo, Center, Hartford, Conn.; J. Paul Lewis, Jr., Riverside, Lumberton, N. C.; G. H. Hunt, Hunt, Doniphan, Mo.; Duke Stalcup, Martin, Opelika, Ala.; Frank Rossi, Lincoln, Passaic, N. J.; Harry W. Doniger, Colony Theatre, Union City, N. J.; D. S. Dixon, Gladsden, Gladsden, Ala.; O. L. Long, American, Charleston, S. C.; Melvin A. Brown, Peachtree Art, Atlanta, Ga.; Herb Brown, Victoria, Greenfield, Mass.; Jack Kunzie, Drive-In, Ft. Wayne, Ind.; Tommy Wasson, Drive-In, Grand Rapids, Mich.; Mike Make, Airline Drive-In, Winchester, Ind.

Jack Jossey and Kroger Babb **HYGIENIC PRODUCTIONS INC.** *Home Offices:* **WILMINGTON, OHIO**

PRODUCERS and DISTRIBUTORS of 'MOM AND DAD' • 'THE BEST IS YET TO COME' • 'CHASM OF SPASMS' • And in Production, 'ONE TOO MANY'

WORLD'S GREATEST SHOWMEN

"Mom and Dad" Prize Winners of

1945

(1.) Dick Hansen, Times, Rockford, Ill.
(2.) Ed Kidwell, Warner, Oklahoma City, Okla.
(3.) Angelo Lorenzo, McDaniel, Saginaw, Mich.
(4.) Roy Eshelman, Harris-Grand, Bloomington, Ind.
(5.) Wayne W. Sweeney, LaPorte, LaPorte, Ind.
(6.) Dona Folson, DeSota, Lake City, Fla.
(7.) Harry Wilson, Markay, Jackson, Ohio.
(8.) J. T. Petty, Uptown, Mt. Carmel, Ill.
(9.) Nate Rosenthal, Iowa, Waterloo, Ia.
(10.) H. A. Scheidker, Orpheum, Hannibal, Mo.

1946

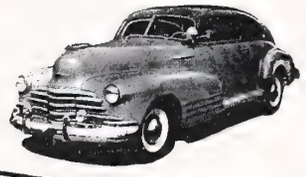
(1.) Roy Cochran, Juroy, Little Rock, Ark.
(2.) Bob Maynard, Savoy, Hamilton, Ont.
(3.) C. Beninati, Ritz, Carlyle, Ill.
(4.) Jack and Bud Mallaney, Ricky, Mattoon, Ill.
(5.) Robert Kimmel, Midland, Midland, Mich.
(6.) Ada Walden, Dixie, Swainsboro, Ga.
(7.) Claude Hunter, Odeon, Kingston, Ont.
(8.) Al Crook, Ber, Berwick, La.
(9.) C. H. Jones, Plaza, Weatherford, Texas.
(10.) Mike LeMazzo, Park, Nashua, New Hampshire.

1947

(1.) Jack Armstrong, Paradise, Vancouver, B. C.
(2.) Warren Pechner, Esquire, Oakland, Calif.
(3.) Paul Stroud, World, St. Louis, Mo.
(4.) Mike Chakeres, Fairbanks, Springfield, Ohio.
(5.) C. R. Reachey, Nevada, Prescott, Ark.
(6.) William Ellis, Phoenix, Phoenix, Ariz.
(7.) Joe Floyd, Hollywood, Sioux Falls, S. D.
(8.) Jack Van Lloyd, Roxy, Savannah, Ga.
(9.) Robert Alexander, Park, Dexter, Maine.
(10.) W. C. Macon, Roxy, Oldport, N. C.

★ ★ ★

INTERNATIONAL FIRST PRIZE 1948 Fan Letter Contest



RABBI PINCUS DACHOWITZ
4815 Avenue 1
Brooklyn, N. Y.

. . . "Mom and Dad is one of the greatest factors for the development and progress of the American People . . .

EXCERPT FROM CONTEXT RABBI DACHOWITZ'S ENDORSEMENT

39 others participated in cash awards amounting to $1,000 during 1948.

CLEARING HOUSE

(Continued from inside back cover)

THEATRE SEATING

Seat yourself as others seat you—422 Stafford fully upholstered padded back boxspring seats, all red plush, excellent, $4.95; 350 American panelback boxspring seats, newly reupholstered, $5.25; 239 Heywood panelback boxspring seats, newly reupholstered, $5.95; 200 Andrews fully padded backs, boxspring seats, newly reupholstered, $6.50. Plenty others. Get Chair Bulletin 15. Dept. C., S.O.S. Cinema Supply Corp., 602 W. 52nd St, New York 19.

Parts for all chairs. Send sample for quotation. Fensin Seating Co., Chicago 5.

Patch-O-Seat cement. Patching cloth, solvent, etc. Fensin Seating Co., Chicago 5.

Tighten loose chairs with Permastone anchor cement. Fensin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fensin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fensin Seating Co., Chicago 5.

American and Heywood upholstered back, spring cushions, $3 each. All chairs guaranteed. Special prices will be offered for lots of 500 chairs. Convenient terms can be offered. Write, wire or call Jack McGrath, 1946 Broadway, Albany, N. Y.

Theatre Chairs, 3,000 in stock, $1.50 each up. Used spring cushioned part full upholstered back and part insert panel back with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery; advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 23445, Detroit, Mich.

Artificial leather. All colors, 50 in. wide, at $1.25 yd. Samples on request. Commercialeather, 116 Merrimac St., Boston, Mass.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are the lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 55c ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, boxspring, and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

No more loose chairs: Get "Firmastone" Anchor cement, $5 per box. General Chair Co., Chicago 22, Ill.

No more torn seats: Repair with the original Patch-A-Seat. Complete kit $6. General Chair Co., Chicago 22, Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

Theatre chairs, projectors, screens. Trade your veneers on cushion chairs. Lone Star Film Co., Dallas, Texas.

For Sale: 1,500 American theatre seats, upholstered backs, full spring bottoms. Can be seen Criterion Theatre, Oklahoma City. Can deliver around January 9. Call or write Jess Bollman, Criterion Theatre. Phone 3-8381.

200 theatre chairs, mostly cushion bottoms, good condition. No storeroom. First $500 takes. You load and haul. W. E. Sandefur, Vandervoort, Ark.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, $23.95; 10,000, $6.85; 2,000, $4.45. Each change in admission price, including change in color, $3.00 extra. Double numbering extra. Shipping charges paid to 500 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

MORE CLASSFIED ON INSIDE BACK COVER

Full Page Co-Op Heralds Return of Vaudeville

With the return of vaudeville to the Avon Theatre, Watertown, N. Y., after an absence of 15 years, Lou Hart, Schine zone manager, promoted a full page of cooperative advertising from leading merchants. The page was headed, "Welcome Back, Vaudeville," and teh copy in each individual ad was slanted to the same idea.

Hart tied up with radio station WWNY and had them make transcriptions of audience comments on the return of vaudeville to the Avon. These were later played over the air with plugs for the stage show, the featured picture, "One Touch of Venus," and playdates.

Two 'Stranger' Banners

Ten days in advance of playing "Rachel and the Stranger" at the Heilig Theatre, Eugene, Ore., Arthur Turner, manager, had two 21-foot banners hung across the inner lobby of the theatre, in addition to displaying a standee under a 150-watt spotlight. Over 5,000 handbills were mailed out to the rural route and surrounding small town box holders. A teaser trailer was used three weeks in advance of opening, and was replaced a week later by a regular trailer which also ran at the affiliated Mayflower Theatre.

Life Cover Is Featured

Ansel Winston, manager of the Coliseum Theatre, New York, hooked up with the distributor of Red Cross Shoes and obtained a window display in its retail store located on a prominent corner in the neighborhood. The exhibit centered around a reproduction of the Life magazine cover featuring Loretta Young, augmented with scene stills.

$100 REWARD

During December and January
for the Best Idea for
Increasing Popcorn Profits

If it has helped you, it may help others.

BLEVINS POPCORN CO., Inc.
Main Plant and General Offices
Popcorn Village .. Nashville, Tenn.
Publishers of "Pointers to Poppers"

DRIVE-IN OPERATORS with
CENTRAL SOUND or POST SPEAKERS!
CONVERT to IN-CAR SPEAKERS
Now at economical prices before the seasonal rush.
Order immediately to assure prompt delivery.
DRIVE-IN THEATRE MANUFACTURING CO.
2017 Grand Ave. (Phone HA. 8007) Kansas City, Mo.

SELL YOUR POPCORN THE MODERN WAY....
ALWAYS HOT WITH THE HOLLYWOOD Servemaster
TAYLOR-HUNT-MELCHER COMPANY
1908 So. Vermont Ave. • Los Angeles 7, Calif.

Americanism Speaker Brought to Theatre In Tieup With Elks

Francis DeZengremel, manager of the Seneca Theatre, Salamanca, N. Y., really connected for an excellent tieup which could be duplicated by theatremen in either large or small communities.

The national organization of Elks has urged each lodge to sponsor some local activity for young men and women in which the youngsters were to be told of the virtues of Americanism as compared with other forms of government. DeZengremel sold the Seneca chapter of the Elks on the idea of giving the boys and girls of the community a theatre party, with a prominent speaker to make an address on the subject of Americanism. The Elks agreed to rent the Seneca Theatre and DeZengremel booked "Stablemates" as the main feature, with four cartoons and a two-reel western added to the program.

The Elks club had tickets printed, and distributed them through the schools to all children above the second grade. Between the short subjects and the feature, the mayor of Salamanca addressed the audience. Newspaper publicity for the show, both in advance and during the current engagement, was excellent.

DeZengremel has also been successful recently in getting the Kiwanis club to sponsor a benefit show for the youth activities fund. As a Christmas promotion, the Salamanca community chorus presented Christmas carols on the theatre stage before a large audience attracted by special newspaper publicity.

'Drumsticks' Stage Event Marks Turkey Giveaway

A "drumsticks" beauty contest was staged by Elmer Hecht, manager of the Park Theatre, Tampa, Fla., a few days prior to Christmas, in connection with a turkey giveaway. A banner drawn across the stage hid the faces and upper portions of the contestants, leaving only the lower extremities on exhibition for judging. One pair of legs on view belonged to a man, thrown in strictly for laughs.

The winner was selected by audience applause and runnersup also received prizes. The gifts, including a complete lady's outfit, a radio, a strand of pearls and a handbag, were all promoted from local merchants.

Uses Italian Program

To advertise an all-Italian screen show at the Eureka, Hackensack, N. J., manager Tom Arrants made up a special program for distribution in the Italian residential section of the community and at all high schools. The program was imprinted in Italian.

OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over ¼ Century
Now Specializing in Refreshment Service for DRIVE-IN THEATRES
SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

Exhibitors Alerted To Taxation Threat

ALBANY—A warning for "all exhibitors to be on the alert" against "any proposed tax legislation" in their communities and to become acquainted with their senators and assemblymen as a protective step on bills which may be introduced at the 1949 session of the legislature, was sounded in a bulletin mailed by Leonard L. Rosenthal, executive director of the Albany area TOA. Rosenthal cited the recent 5 per cent sales tax imposed at Binghamton as an instance of what can happen.

After discussing "permissive taxes" and possible additional measure to be submitted to the legislature in January, Rosenthal wrote, "Your organization plans to follow the proceedings of the legislature very closely. It is cooperating with theatre organizations from the Buffalo and New York exchange areas."

FIREMEN'S BILL SURVIVES

The firemen's bill, which theatre interests defeated in the closing days of the 1948 legislature, "is still on the program for legislative consideration," according to the bulletin.

"Private interests will have their pet projects," Rosenthal continued. "There is no telling how many more proposed laws, affecting theatres, will be recommended for legislative consideration . . . The governor already has proposed an ambiguous program. There promises to be a great deal of spending. Taxation is the one source of revenue. The various subdivisions of the state can be expected to request aid to help finance their expanding budgets. It is certain that it will be necessary to raise a good deal of money for the coming year."

PRESS FOR TAX ENABLING ACT

Rosenthal traced the history of permissive tax legislation and cited instances of the special tax in Buffalo and Syracuse, adding, "with constant demands for increased budgets reported from all communities in the state, there can be little doubt that pressure will be exerted from other quarters to use the provision of this law to find additional burdens. The New York Conference of Mayors is pressing for an extension of the enabling act to include all cities and towns in the state. The pressure is on. The dike can break open without too much effort."

Exhibitors were asked to notify the Albany TOA office of any proposed local tax legislation affecting the theatres. The bulletin warned, "It is best to follow any such proposals at the earliest stages. Keep alerted and advise this office of any developments. Your local manager should be put on guard."

Round-the-Clock Radio Appeal Helps Albany Variety Denial Day Drive

ALBANY—Local radio history was stepped up considerably when the Albany Variety Club and leading civic officials cooperated with WOKO and the Times-Union in an around-the-clock radio appeal for the Variety-Albany Boys club summer camp Denial day drive.

Twenty brother barkers took on hour-long assignments at the WOKO microphones, pleading for Denial day contributions, conducting musical, news and women's programs, reading commercials and handling other chores.

It was the biggest stunt of its kind ever staged here and raised a total of $2,800 for the Boys club camp.

The idea was the joint product of James T. Healey, president and general manager of WOKO; Al Kellert, sales manager for the station and a member of Tent 9; Saul J. Ullman, new chief barker; George O. Williams, managing editor of the Times-Union and an active Variety Club member, and Dick Lewis, feature writer assigned to the Denial day drive story.

All took part in the broadcasting along with such notables as Fred I. Archibald, publisher of the Times-Union and a Variety Club member; James C. Hagerty, press secretary to Gov. Thomas E. Dewey; John J. Murray, president of the common council; Con Heffernan, city editor of the Union; Charles Padula and Hugh Tuohey of the news staff; Agatha C. Neill, Archibald's secretary; attorney W. A. Saunders; Leo W. O'Brien, chief of the International News Service here, and former Chief Barkers Harry Lamont and Charles Smakwitz.

Those who took on shifts at the microphone were Arthur Horn, Bennett Goldstein, Harry Alexander, Larry Cowen, Milt Shosberg, Jerry Atkin, George Seed, Dr. Sam Kalison, Vedder Peters, Sam Rosenblatt, Jules Perlmutter, Leonard Simon, Herb Newman and Jim Faughnan Edgar S. Van Olinda, film and music critic for the Times-Union, announced a transcribed symphony hour and read a spot for the Yale Whiffenpoof choir, which sang at Livingston high school the same night.

Irwin Ullman, son of Saul Ullman and former assistant manager of Fabian houses in Schenectady, broadcast one of the news periods. Ullman sr., after a frank discussion of the Variety Club's five-year efforts to rehabilitate the summer camp, asked listeners to "Deny yourself a dollar for Denial day."

He came on later for an uproarious plug on behalf of a local diaper service company, one of WOKO's regular accounts. Rosenblatt and Perlmutter did Betty Campbell's noontime program for women. Hagerty quoted from a letter by Governor Dewey urging the "fullest possible participation in the Denial day campaign."

Universal Heads Named In Stockholder Suit

NEW YORK—J. Cheever Cowdin, Nate J. Blumberg, J. Arthur Rank, Matthew Fox, D. M. Schaeffer, William German, Paul G. Brown and Ottavio Prochet, all directors of Universal Pictures in 1944, are named as defendants in an action filed by Florence R. Long, minority stockholder, in U.S. district court December 20.

The complainant charges that the Universal executives, who were holders of options to purchase company stock at $10 per share, made a profit of $1,200,000 between 1943 and 1947 by signing a U.S. government waiver of personal taxes in favor of capital gains taxes. Miss Long's complaint charges that Universal suffered a loss of $700,000 under the waiver and she asks for an accounting of profits.

Virginia Exhibitor Removes Vandalism in Theatre

KANSAS CITY—William Stempil, owner of the Palm Theatre, Alexandria, Va., and a partner in the Hurley Theatre, Hurley, Va., has eliminated vandalism in his theatre. Here is how he did it: He became actively interested in and a contributor to the Del Ray Boys' club which was started by the First Christian church of that city. Volunteering to give the club 50 per cent of each Monday's proceeds, he continued this arrangement for three months. And the boys attending the Palm behaved themselves.

Next spring the theatre is to become the headquarters for the club on Saturday mornings with special shows, lectures and guests in sports, educational and other fields participating.

Mr. and Mrs. Stempil are visiting Mrs. Stempil's family in Kansas City.

Annual Ampa Xmas Party

NEW YORK—Associated Motion Picture Advertisers annual Christmas luncheon party will be held December 23 in the downstairs grill of the Brass Rail restaurant, 745 Seventh Ave.

Added Humor Provided As Giant Draws Numbers

ALBANY—A novel and humorous touch was added by Strand Manager Al La Flamme to recent drawings for the Warner Christmas jackpot, when he persuaded Gilbert Reichert, seven-foot-six-inch player with the Cleveland Clowns basketball team, to come on stage and pick the numbers from a drum.

Reichert was spotted coming into the Strand by an usher who rushed backstage to inform La Flamme that a man "eight feet tall just walked in and handed a ticket" to doorman Ed Foley.

La Flamme, who emceed the event, announced that an unusually big man was in the audience and that he would like the patron to "reach long arms into the drum." La Flamme, who stands 5 feet 10 inches tall, stood on a chair to make himself "even" with Reichert and reports on the added event were relayed by telephone to the audiences at the Ritz, Madison and Delaware. Later, La Flamme invited Reichert and other members of the Clowns to attend a performance at any Warner house during their stay here.

Mrs. Herbert J. White

LYNBROOK, L. I.—Services were held here December 17 for Mrs. Herbert J. White, 82, mother of Madeleine White, Monogram publicist, and H. Edward White of Eastman Kodak. Mrs. White died at her home here December 16.

BROADWAY

The MGM production unit on "Edward, My Son" returned to the coast. Those leaving were Edwin Knopf, producer; George Cukor, director; Deborah Kerr, star; Jay Marchant, unit manager; William Horing, art director; Ray June, cameraman, and Tom Held, cutter . . . Tom Waller, New York MPAA information director, and Arch Reeve, a member of the MPAA west coast office, have been named east and west coast coordinators, respectively, of the all-industry film series by the Industry Film Project committee.

Glenn Langan, star of the American-made film, "Rapture," recently completed in Rome, arrived on the Queen Mary . . . Maxwell Shane, Universal-International producer-director, is here looking for vaudeville and video acts for his next film, "Sing Your Way Out" . . . Bob Roberts, producer of "Force of Evil" for Enterprise, and David Raksin, composer, arrived for the opening of the film at Loew's State . . . Terry Moore, Columbia teen-age star, is here after a two-months personal appearance tour of the country.

Carroll Puciato, Realart general manager, returned from a two-week vacation in Bermuda . . . Howard Strickling, MGM studio publicity director, left for the coast . . . Leon Brandt, Eagle Lion exploitation manager, left to cover the openings of "The Red Shoes" at the Esquire in Cleveland on Christmas day and the Selwyn Theatre in Chicago on December 24. Jerry Pickman, assistant to Max E. Youngstein, EL vice-president in charge of advertising, publicity and exploitation, is completing plans for Christmas day openings of the film in Philadelphia, Baltimore, Atlanta and Miami.

Fred Barovick was the principal speaker at a Cinema Stamp Collectors club meeting December 22. He showed his prize-winning collection of souvenir sheets of the world . . . David Farrar, J. Arthur Rank star, arrived from Nassau and sailed on the Queen Elizabeth for London . . . William F. Rodgers, MGM vice-president and general sales manager, is on a Miami vacation . . . Paul Valentine has returned to Hollywood to appear in "Love Happy" for United Artists . . . Xavier Cugat and Mrs. Cugat came here from Hollywood.

After conferences with John P. Byrne, eastern MGM sales manager, the following district and branch managers left for their posts: Herman Ripps and Jack Goldberg to Albany, Robert Lynch and Lou Formato to Philadelphia, Jack Mundstuk to Buffalo, Ben Rosenwald to Boston and Harry Rosenblatt to New Haven. Also attending the sessions were Paul Richrath, home office assistant to Byrne; Jack Bowen, metropolitan New York district manager; Ralph Pielow, New York manager, and Lou Allerhand, New Jersey manager.

Robert Hill, Australian commercial manager of the Western Electric Co., and W. E. Kollmyer, manager for China, are en route to their posts. They attended the recent Westrex Corp. managers meetings here. Hill is stopping off in Chicago and Hollywood . . . Ilona Massey has left to spend Christmas in Hollywood with her family.

William R. Ferguson, MGM exploitation head, returned from Kansas City . . . Maria Montez is here from Paris. She was met at the airport by her husband, Jean Pierre Aumont, and their 2½-year-old daughter Maria Christine, both of whom returned from Paris the previous week.

Bill Blowitz, Enterprise publicity director, returned to Hollywood after three weeks here in connection with the "Force of Evil" opening at Loew's State . . . Charles Laughton and Micheline Presle, French star, arrived from London . . . Mervyn LeRoy, producer-director; Arthur Freed, producer, and Gene Kelly, star, all associated with MGM, have returned to the coast . . . William Dieterle, director, is here en route to England.

Louis B. Mayer, MGM production head, has returned to the coast . . . H. M. Richey, MGM exhibitor relations head, will leave in a few days for a Bermuda vacation. Maurice N. Wolf, Richey's assistant, left to spend the holiday weekend with his family in Boston . . . Gloria Swanson, who has been conducting a video program on WPIX, underwent an emergency appendectomy operation December 20 at Doctors hospital. She was reported as showing steady improvement afterwards.

Ab Weisbord of the MGM advertising department won first prize for his collage at the exhibition of the Art Directors club of New York . . . Irene Gibbons, executive fashion designer at the MGM studio, is expected here over the weekend for a vacation.

President Arthur H. Lockwood and General Counsel Herman M. Levy of the TOA were made honorary colonels on the staff of the governor of Oklahoma at the Oklahoma TOA convention . . . Tom Waller, MPAA New York director of information, visited the Washington office recently . . . Hunt Stromberg sr. is here from the coast . . . Jeffrey Bernard, Monogram producer, returned from a European vacation and left for Hollywood.

NEW MIRROPHONIC SOUND
JOE HORNSTEIN, Inc.
630 Ninth Ave., New York City



Starr Joins Film Center

PRINCETON, N. J.—Cecile Starr, formerly of the March of Time Forum Edition, has joined the publicity and promotion department of the Princeton Film Center.

TOA Board Requests Written Grievances

ALBANY—Harry Lamont, temporary chairman of the Albany exchange district conciliation board, established under TOA auspices, recently emphasized that complaints filed with the board must be in writing.

Lamont said several oral complaints had been made, but exhibitors were told to send them in letter form, giving the facts and the reasons for their grievances. Complaints, Lamont said, should be forwarded to the Secretary, Conciliation Board, 59 Columbia St., Albany 1.

Mrs. Mary Flynn of the Upstate Theatres staff is secretary of the board while Leonard L. Rosenthal, executive director of Albany TOA, is serving as legal adviser. It is thought likely that the board will meet on any Tuesday following the filing of a complaint.

Sid Dwore of the Cameo and Johnny Gardner of the Colony, both in Schenectady, are serving with Lamont on the conciliation panel.

Reade Plans Drive-In For Kingston Area

NEW YORK—The Walter Reade Theatres will build its second drive-in. The new one will be five miles from Kingston, N. Y. The first was completed by the circuit at Woodbridge, N. J., last fall. Reade has plans for additional drive-ins.

The new theatre is scheduled to be open about the end of May on a 15-acre site. It will accommodate 850 automobiles. The cost has been estimated in excess of $200,000. Leon M. Einhorn is the architect.

The theatre will be operated in conjunction with the Walter Reade Theatres of Kingston—the Broadway and Kingston. Robert W. Case, city manager for the area, will supervise it. It will be called the Kingston Drive-In Theatre.

Einhorn has planned basketball courts, horseshoe pitching courts, shuffle board, a dance floor and flower beds for the theatre. There also will be a supervised playground for children which will be open during the day gratis.

Joseph Doughney, 56, Dies; Was in Para Home Office

NEW YORK—Funeral services for Joseph J. Doughney, 56, an executive in the general budgets and statistics department of Paramount under Paul Raibourn, were held at St. Angela Catholic church December 21. Doughney died of a heart attack December 17. Doughney joined Paramount Aug. 13, 1920 and was a charter member of the Paramount 25-Year club. He is survived by his wife Grace and four children, Mrs. Peter McKeon Joseph, Virginia and Anthony Doughney.

Screen Plays Signs Beck

NEW YORK — Screen Plays, Inc., has signed a long-term contract with Myer P. Beck to take charge of advertising and publicity for the firm. The deal was signed by Stanley Kramer and George Glass for the company.

New Television Plan Cuts Interference

NEW YORK—A new method of extending television coverage by reducing interference between stations on the same channel has been put in operation between the New York and Washington stations of NBC, according to David Sarnoff, president and chairman of the board of the RCA.

Known as television carrier synchronization, it is said to permit closer spacing of stations on the same channel and to enlarge the service area, reaching rural sections not now well covered.

Reduction of interference became an objective of engineers after the Federal Communications Commission "froze" processing of applications for new stations in September. Chairman Wayne Coy of the FCC has been given the details on the method.

Theatre Tele Screen Can Show Some Exclusives

NEW YORK—If exhibitors with large theatre television screens want to show local events piped to them exclusively over local telephone coaxial cables, the Federal Communications Commission will not object though the program will not be available to home screens.

That is what Wayne Coy, FCC chairman, has told Mitchell Wolfson, co-chairman of the TOA television committee. In other words, local programs not carried over the air do not interest the FCC and the exhibitor may arrange for exclusive rights to them without fear of government disapproval.

Both the American Telephone & Telegraph Co. and the New York Telephone Co. said they have not heard of any such programs to date. They said such programs could be easily worked out on a local basis.

Musical Films for Tele

NEW YORK—Teleconcert, Inc., has been formed to produce and distribute musical films for television, film theatres and 16mm use in the home. Leopold Stokowski, conductor of the New York Philharmonic orchestra, will select the music, conduct the orchestra and appear on the screen. Henri Leiser, music publisher, is executive vice-president. Offices are at Steinway Hall.

Skouras to Discuss Tele

NEW YORK—Spyros P. Skouras, president of 20th Century-Fox, will be the principal speaker at the third television seminar of the Radio Executives club December 30 in the Hendrik Hudson room of the Hotel Roosevelt. His topic will be "What the movies can do for television, and what television can do for the movies." Richard W. Hubbell will be moderator.

'Champion' to Buchanan

NEW YORK—Buchanan & Co. will handle the advertising on "Champion," to be released by United Artists. The film is being produced by Stanley Kramer and George Glass of Screen Plays, Inc., and is based on the short story by Ring Lardner. Kirk Douglas and Marilyn Maxwell star.

Along New York's Film Row

By WALTER WALDMAN

LOCAL theatre men are wondering about George Skouras' recent trip to North Carolina . . . Eddie Lachman will become a familiar personality to the several million readers of the January 2 issue of Parade magazine, which is distributed as a Sunday supplement by 25 newspapers throughout the country . . . This issue will devote three pages of text and photographs under the general heading of "Movie-House Man," subtitled: "To the independent exhibitor, each movie represents a new gamble for profit."

The story highlights Lachman's activities as operator of the 1,020-seat State Theatre, Boonton, N. J., and also his work as president of Allied Theatre Owners of New Jersey . . . Photographs were taken of Lashman at the State and also as he was making his Filmrow rounds. Shown with him in some of the pictures will be Sam Rifkin, UA salesman; Lou Kutinsky, Phil Hodes, Charles Dacey and Charles Penser, sitting with Lachman in the RKO screening room, and Virginia Aarons, New Jersey booker for MGM . . . There also will be shots of Lachman at home with his wife and three children, and as a local business man and Boonton booster.

This has been a week of Christmas parties: The 20th-Fox exchange held its annual affair Wednesday, and Ray Moon, eastern division manager, came down from the home office to help celebrate . . . Seymour Florin, branch manager, was the host. Herb Gillis assisted . . . Florin was proud of the new desk clock he received as a present . . . Among the guests were: Irving Kaplan of Randforce, Nat Harris of the Island circuit and Irving Dollinger of Independent Theatre Service.

Skouras Theatres had a more formal celebration at the Hotel Astor . . . There were place cards and a luncheon in addition to the traditional Christmas liquor and melody . . . William A. White and Nick J. Matsoukas were on the reception committee . . . The Eagle Lion Family club held its annual shindig at the Hotel Warwick Friday . . . Seymour Schussel and Bob Finkel headed the exchange delegation.

The New York committee for the Will Rogers Memorial Hospital drive has set January 20 as the date for prize drawings. The date had been moved back from December 15 to allow additional time for fund raising. Clarence Eiseman, Nat Cohn and Nat Furst are members of the committee.

Joe Felder and Moe Kerman of Astor Film Exchange have been busy traveling. Felder returned from California December 18 and left for Detroit December 23. Kerman left for Palm Beach December 23 for a winter vacation . . . Bernard Goldfluss of the United Artists Theatre circuit legal department is vacationing at Miami Beach. So is Walter Reade sr.

James Bradley has been appointed manager of the Park Plaza. He was formerly manager of the Valentine. Both houses are in the Bronx. Russ Banks has replaced Bradley at the Valentine . . . Julian Bass of the Donahue & Coe theatre department is abel to compare television with film entertainment, now that he has become a video set owner.

Sol A. Schwartz is scheduled to be in Hollywood soon . . . He will also visit RKO theatres in San Francisco and Los Angeles while he is on the coast . . . Best Wishes for a Happy Holiday and Prosperous New Year.

NCCJ Luncheon to Mark 20th Birthday Feb. 4.

NEW YORK—The National Conference of Christians and Jews will celebrate its 20th anniversary February 4 with a luncheon at the Waldorf-Astoria.

Approximately 1,000 persons will attend. Awards will be made for the outstanding contributions in the fight against bigotry. Louis Nizer is chairman of the luncheon committee.

UA District Manager

NEW YORK—Jack Ellis, New York district manager for United Artists since 1946, has resigned, effective January 1. No successor has been selected as yet, according to Gradwell L. Sears, president. Before taking his present post, Ellis was New York manager for UA for three years. He was with RKO in New York for 20 years previous to that. He has been a four-term president of the Motion Picture Associates and was recently elected president of the Film Board of Trade.

Ellis will make no announcement of his plans until after the first of the year, he said.

Debate Realism of Films

NEW YORK—Frederick Lewis Allen, editor of Harper's magazine, criticized film interpretations of American life and Francis S. Harmon, MPAA vice-president, and Walter Abel, actor, defended in a television program Thursday evening (9) over WJZ-TV and the eastern video network of ABC. John Mason Brown was moderator. The program was "Critic-at-Large."

Commonwealth Expands

NEW YORK—Commonwealth Pictures Corp., distributors of 16mm films, will take over the entire second floor of 723 Seventh Ave. shortly after January 1, according to Sam Goldstein, president. The company was formed 15 years ago and now has a television department under the supervision of Jerry Hyams, general sales manager.

1ST CLASS DISTRIBUTION FOR THE ENTIRE SOUTH — thru
ATLANTA: Astor, W. M. Richardson (3) 163 Walton St., NW
DALLAS: Jenkins & Bourgeois, Astor (1) Harwood & Jackson Streets
NEW ORLEANS: Dixie, R. A. (Bob) Kelly

London Report

By JOHN SULLIVAN

WHAT IS WRONG with British film production? That question is being asked in varying ways by many authorities in and out of the industry. It is a fact that in spite of legislation which compels cinemas here to keep 45 per cent of their playing time for British pictures, in spite of a loan of $20,000,000 to producers and the other encouragements which the government is giving, the industry has not been in such a bad way for a long time.

Some good may come of the situation, for several important people have drawn attention to the fact that one of the factors affecting film production is the very heavy entertainment tax which the government levies on the cinema. Roughly 25 per cent of the boxoffice gross of any picture—British or American—shown in Great Britain goes to the government in direct taxation. Recently, Eric Fletcher, M.P., gave some figures in the house of commons to show how this tax affects the producer. He quoted the case of "My Brother Jonathan," ABC's smash hit success, which grossed, according to him, the second highest takings of any British film shown in Britain.

In the past 12 months the public paid $4,160,000 to see it. Of that sum $1,644,000 went straight to the Treasury in entertainment tax. The exhibitors took $1,200,000; the distributor spent $80,000 on publicity and prints and took $148,000 as his cut. On that basis "My Brother Jonathan" lost $32,000 in its first year's showing.

AT FIRST SIGHT there does not seem to be very great cause for worry because a picture's expectancy of profit is reckoned at least three years which is plenty of time to make up the loss, but there is no doubt that the cream is skimmed in the first year. Also the important point about these figures is the fact that "My Brother Jonathan" was a very large grosser and by British standards was not a fabulously expensive production. It cost $798,000 to make, which is a reasonable budget for a big picture here. Also it is noteworthy that if a reasonably priced picture, which at the same time takes a very great deal of money, cannot return a profit to the producer within the first year, the other pictures not so successful cannot be expected to make money.

What is the solution? For all their statements that they intend to get along without the American market, producers here are well aware that without at least a small portion of that market they cannot hope to produce good pictures. That is one answer to the problem and there are two others. One is a suggestion that the exhibitor should be content with a smaller cut and the second—and this is one which seems more likely to be fulfilled—is that the distributor should take a lower percentage. There is a decided possibility that if distributors do not bring their percentage down the government will set up an independent distributing company which will force the hand of the big renters.

* * *

OPENING LAST WEEK at the Odeon, Marble Arch, is the latest of Sydney Box's Gainsborough productions, "Portrait From Life." This was produced by Antony Darnborough, directed by Terence Fisher and stars Mai Zetterling, Guy Rolfe and Robert Beatty. The story is a comparatively simple one. A young British officer on leave in London sees the portrait of a girl in an exhibition of war art. It is labeled "Portrait of Hildegarde." As he admires it an Austrian refugee standing beside him swears that he recognizes it as a picture of his daughter Lydia. The officer, sensitively played by Guy Rolfe, returns to Germany to hunt through the camps of displaced persons to find Lydia or Hildegarde. When he does find her she is an amnesia victim and believes that she is the daughter of a refugee in the camp. How the officer unravels the mystery surrounding her is a first-class story, skilfully handled, with only one or two dramatic cliches to mar it.

Mai Zetterling as Hildegarde is little short of sensational. She is the young actress who made such a success in the Swedish film, "Frenzy," and as a result was taken under contract by J. Arthur Rank. Rolfe, a young man in whom the Rank Organization has great faith, appears in this picture to justify that faith and looks set for a rapid rise to star billing.

In spite of its exceptionally good cast the one person of particular interest connected with the picture is the director, Fisher. You may remember that we have mentioned in this column from time to time, the Highbury experiment in which J. Arthur Rank alloted the tiniest of his studios to a second feature unit. The aim of this experiment was to discover new talent among directors, cameramen, screenwriters, etc., and two of those pictures were assigned to young Fisher, an ex-editor. As a result, Box, after seeing one of the films, signed Fisher to direct "Portrait From Life" and "The Bad Lord Byron" and has since assigned him to "I Want to Get Married." Box's flair for finding talent among the young technicians around him is confirmed again in his choice of Fisher as a director, for "Portrait From Life" is a modest budget picture, of which any veteran director could be proud.

* * *

ONCE A YEAR ANY ANIMOSITY that may exist between the J. Arthur Rank Organization and the press is buried for one day at least when J. Arthur Rank gives his annual press lunch for the critics.

This year, just to show that there was no ill-feeling we found with our place cards a broadside titled "The Hatchet Wielders' Handy Guide to Epithets, Strictures, Admonitions, Castigations, Animadversions, Jeremiads, Contumely Objurgations and Plain Cracks" and which contained inside a series of quotations from great critics of a hundred or more years ago, a time when criticism was not particularly noted for its gentility. This presumably was intended to bring home to us the fact that, however harshly we may treat some of Rank's efforts, we are as yet babes in arms to the great critics of the past.

Connery Chappell, who resigned from the Kinematograph Weekly to take over the editorship of Picturegoer, which is Britain's largest fan magazine, drew attention to the peculiar fact that year by year the press lunch invariably seems to coincide with a week in which the critics have unmercifully flayed a Rank picture and gave a list of them starting with "Madonna of the Seven Moons" and ending with the recent "Look Before You Love," which was very unfavorably received here.

Rank himself is at his best at this kind of function, for from his place in the chair he looks just like a benign uncle entertaining a group of unruly nephews—and the event itself is always one of the most pleasant to attend.

Eckman 'Up in Arms' Over Critics Action

LONDON

Sam Ackerman jr., managing director of MGM in this country, is justly annoyed at the behavior of the Critics Circle in supporting the appeal of one of its members against a court decision. Readers may remember that Miss Arnot Robertson originally won an action for libel against MGM and was awarded $6,000 damages. The judgment was reversed in the court of appeal and Miss Robertson found herself with the costs of both actions to pay. This amounted to some $20,000.



Sam Eckman jr.

Shortly after she lost the appeal a subcommittee of the Critics Circle consisting of five well-known film critics sent a letter to all Circle members asking them to contribute to a fund which they established to help Miss Robertson (a) to meet the costs of the actions, and (b) to carry the case to the house of lords, which is Britain's highest appeal court. That letter contained statements which were not only improper, but which were untrue and MGM immediately threatened to take proceedings against the five film critics unless they withdrew the subscription appeal.

The whole case has been clouded to such an extent with false sentimentality about the rights of a poor film critic fighting a wealthy film company and similar nonsense, that Eckman last week dispatched to the editors of the newspapers in England a file of documents which included copies of all the correspondence which has passed, together with a photostatic reproduction of an apology published by the Manchester Guardian. The file was accompanied by a restrained and dignified letter signed by Eckman, explaining the whole circumstances and which should go a long way towards clearing up misconceptions which have been printed in the popular press.

To Release 'Eyewitness'

HOLLYWOOD—Western hemisphere distribution rights to the Alexander Korda British production, "The Eyewitness," were secured by the Selznick Releasing Organization, which will release the film in the U.S. beginning in January.

Jim McConnell to Build Drive-In at Syracuse

SYRACUSE—Construction of a 1,000-car drive-in, just outside the city limits, will be started this spring by James McConnell, a newcomer to show business. Leon Einhorn, Albany architect specializing in drive-ins, has drawn the plans for the new ozoner, which will be located across the city from the Kallet Syracuse Drive-In, opened in 1946.

Einhorn has designed 22 drive-ins, including the Saratoga, Mohawk and Philadelphia airers, the Pittsfield, Mass., situation owned by Harry Lazarus and the drive-in now under construction at the Empire Raceway on the Albany-Troy road.

Empire State Will Build $150,000 Airer at Olean

OLEAN, N. Y.—The Empire State Drive-In Theatre Corp. of Buffalo will construct a 500-car drive-in, the first in this area, on a ten-acre tract west of Allegany, according to H. R. Martin of Watkins Glen, general contractor. Cost of the project is estimated at $150,000 and the ozoner is expected to be ready for a May 30 opening. A bulldozer has started operations on the site.

Bennett Russell Builds Theatre at Mooers, N. Y.

MOOERS, N. Y.—Owner of the new theatre under construction in this Canadian border city is Bennett Russell of Plattsburgh, according to information available in local circles. The house, of cinder block construction, has been roofed and should be ready for opening in the spring. It will seat 300 persons and will be the only theatre here.

'Eagle' to Open Dec. 29

NEW YORK — Jean Cocteau's new film, "The Eagle With Two Heads," will open at the Little CineMet Theatre December 29. Cocteau will come here from Paris for the opening. The film is based on his play, which ran on Broadway last year.

Mrs. John Roberts Dies

SCRANTON, PA.—Funeral services for Mrs. Florence Roberts, wife of John Roberts, executive of Comerford Publix Theatres Corp., were held from the Snoden Funeral Home December 21. Mrs. Roberts died at her home here December 17.

Selected for Its Laughs

NEW YORK—Comedy World, trade journal published by the National Laugh Foundation, has selected "The Paleface" (Para) as the "laugh picture of December."

Binney Named President

NEW YORK—Josh Binney has been named president of the newly formed Tele-Talent Pictures Corp., 1650 Broadway. He has directed pictures both here and abroad.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them*

Broadway First Run Theatres Dealt Blow by Heavy Weekend Snowstorm

NEW YORK—The heavy weekend snowstorm, coupled with the expected pre-Christmas lull in picture-going, resulted in mild to poor business at the majority of Broadway showcases. Nine of the 18 first run houses were just marking time before bringing in new films for Christmas week.

The exceptions to the slump were two new films, "The Paleface," coupled with a Benny Goodman band show at the Paramount, and Rogues' Regiment" at the Criterion as well as the second week of "Words and Music," at the Radio City Music Hall, where the annual "Nativity" stage spectacle invariably draws out-of-town visitors. "Hamlet," in its 12th week at the Park Avenue, and "The Red Shoes," in its ninth week at the Bijou, were both protected by advance sales for the reserved seats but a third two-a-day film, "Joan of Arc," was far from a sellout in its second week at the Fulton.

(Average Is 100)

Ambassador—**Street Corner** (Wilshire), 3rd wk..... 50
Astor—**A Song Is Born** (RKO), 9th wk..... 50
Bijou—**The Red Shoes** (EL), 9th wk..... 110
Capitol—**Let's Live a Little** (EL), plus stage show, 2nd wk. 65
Criterion—**Rogues' Regiment** (U-I)..... 120
Fulton—**Joan of Arc** (RKO), 2nd wk. of two-a-day.. 75
Globe—**Northwest Stampede** (EL), 2nd wk..... 60
Gotham—**Dark Command** (Rep); **Fighting Seabees** (Rep), reissues 85
Loew's State—**The Three Musketeers** (MGM), 9th wk. 85
Mayfair—**Road House** (20th-Fox), 7th wk..... 75
Paramount — **The Paleface** (Para), plus stage show 105
Park Avenue—**Hamlet** (U-I), 12th wk. of two-a-day 120
Radio City Music Hall—**Words and Music** (MGM), plus stage show, 2nd wk..... 125
Rialto—**Harpoon** (SG); **S.O.S. Submarine** (SG), 2nd wk. 90
Rivoli—**The Snake Pit** (20th-Fox), 7th wk..... 80
Roxy—**When My Baby Smiles at Me** (20th-Fox), plus stage show, 4th wk..... 65
Strand—**The Decision of Christopher Blake** (WB), plus stage show, 2nd wk..... 70
Sutton—**Blanche Fury** (EL), 4th wk..... 70
Victoria—**Joan of Arc** (RKO), 6th wk. of continuous run 100

Philadelphia Grosses Drop; 'Opera' Reissue Is Leader

PHILADELPHIA—A combination of Christmas shopping, snowstorms and long run holdovers contributed to a downward trend in grosses at Quaker City first run theatres. A reissue of "A Night at the Opera" at Keith's headed the parade.

Arcadia—**June Bride** (WB), 2nd run, 2nd wk..... 80
Boyd—**No Minor Vices** (MGM), 2nd wk..... 65
Earle—**The Countess of Monte Cristo** (U-I)..... 90
Fox—**Unfaithfully Yours** (20th-Fox)..... 75
Goldman—**The Three Musketeers** (MGM), 4th wk...110
Karlton—**Rogues' Regiment** (U-I), 4th wk..... 70
Keith—**A Night at the Opera** (MGM), reissue.....125
Mastbaum—**Hatters Castle** (Para)..... 80
Pix—**Wuthering Heights** (UA), reissue..... 60
Stanley—**Blood on the Moon** (RKO), 3rd wk..... 90
Stanton—**Belle Starr's Daughter** (20th-Fox), 2nd wk. 100



VISITS HER BOSS — Evohn Keyes, Little Theatre star from Texas, drops in on E. M. "Bob" Savini, president of Astor Pictures Corp., whose company recently starred her in the fourth Sunset Carson feature, "Rio Grande." Miss Keyes will return to Texas for the next picture after the holidays, which she will spend in the east.

'Road House' Continues Good in Buffalo

BUFFALO—It was an under-par week as Christmas poked its head around the corner. "Road House" continued good in a moveover. The snow is here and it looks like a white Christmas.

Buffalo—**Sealed Verdict** (Para); **Disaster** (Para).... 90
Great Lakes—**Hills of Home** (MGM); **Racing Luck** (Col) 90
Hippodrome—**Road House** (20th-Fox); **Trouble Preferred** (20th-Fox), 2nd d. t. wk., moveover.....100
Lafayette—**Raw Deal** (EL); **Adventures of Gallant Bess** (EL) 90
Teck—**Fighter Squadron** (WB); **Blondie's Secret** (Col), 2nd d. t. wk., moveover..... 95
20th Century—**Blood on the Moon** (RKO); **Winner Take All** (Mono), split with **There Goes My Heart** (UA); **39 Steps** (GB).....100

Baltimore Business In Seasonal Slump

BALTIMORE—The theatre business was way off due to the holidays. "The Three Musketeers" at the Valencia held extremely well in its fourth week.

Century—**Hills of Home** (MGM)..... 85
Stanley—**The Decision of Christopher Blake** (WB).. 90
Hippodrome—**Return of Wildfire** (Col)..... 80
Town—**Last Days of Pompeii** (RKO); **She** (RKO), reissues 75
Keith's—**Unknown Island** (FC)..... 80
New—**The Miracle on 34th Street** (20th-Fox)..... 90
Mayfair—**They Drive by Night** (WB)..... 82
Valencia—**The Three Musketeers** (MGM), 4th wk...105

Cummings to Hold Meeting For MGM Field Auditors

NEW YORK—Alan F. Cummings, in charge of MGM exchange operations, and his assistant Harold Postman will conduct a four-day meeting of field auditors at the Astor hotel starting January 4. Every phase of branch work will be analyzed for possible improvement in efficiency, according to Cummings. Those who will attend include Charles Fogle, roving maintenance supervisor, and seven auditors, John Ash, Charles Bell, Oliver Broughton, Carl Gentzel, Willard Gillilan, Edward Urschel and Harry Simons.

Arthur Guy Mayger Dies

NEW YORK—Arthur Guy Mayger, 58, an architect who designed several motion picture theatres, died of a heart attack while shopping in New York City December 10. Mayger, who lived in Scarsdale, N. Y., designed RKO and Keith-Albee theatres in the midwest and south while an independent architect in Chicago. At the time of his death, he was associated with George F. Driscoll Co. in New York.

PHILADELPHIA

More than 1,800 youngsters who are being aided by Community Chest agencies here were guests of radio station WFIL at a pre-Christmas broadcast originating from the stage of the Uptown Theatre. Warner Theatres donated use of the Uptown . . . Jimmy Dykes, who will resume his coaching job with the Philadelphia Athletics baseball team next spring, has a featured role in MGM's "The Stratton Story." Jimmy plays himself, manager of the White Sox, during Stratton's pitching days. MGM officials wanted him for more films.

Opening of "The Red Shoes" at the Translux, followed four days later by the opening of "High Button Shoes" at the Shubert, resulted in many gags around town . . . Local columnists were singing the praises of "Paisan," which was to open Christmas day at the Princess. One columnist describes the picture as "the most stirring and powerful film ever made" . . . Burglars broke into the Howard Theatre and escaped with an undetermined amount of money. Lobby vending machines were rifled, and the ticket window was robbed . . . Rumors were heard that the Victoria Theatre, subsequent run house owned by the Warner chain, was to be sold to a midwest firm. There was no confirmation by local Warner officials, however.

With the opening of "The Red Shoes" slated for the Translux soon-to-be-established first run policy, the local Eagle Lion office is running itself ragged. The screening section scheduled a number of special screenings before the film opens, among them one for the radio and local and trade press. The difficulty was that the print had been frozen, except for publicity purposes, so fewer screenings than usual could be held. The press-radio screening was to be held in the Translux, and the theatre is undergoing extensive repainting and redecorating prior to its debut as a first run. Peter Bayes, EL special representative for "The Red Shoes," came to town from Cleveland to be here until the end of the run. An interesting note in the change of the Translux is that the theatre has always been proud of its rear projection—the image cast from behind the screen. For "The Red Shoes," the same type projection, with new and improved equipment, will be used.

Theatre Manager Robert Suits of the Overbrook Theatre was held up and robbed of $258 when thieves took both money and a deposit slip from him in front of a bank. Police captured three suspects within about 48 hours and recovered $160 of the money and the bank slip . . . Players on Frankford high's championship football team were on the stage as recent guests of honor at the Circle Theatre . . . The American Guild of Variety Artists reportedly has clamped down on free appearances of its members on TV programs. The way it works now, the TV station pays the AGVA a minimum of $25 for a performance, and AGVA, in turn, pays the artist. However, the local TV stations are set to fight the ruling in court if necessary.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*



NAVY CERTIFICATE TO CLUB—Frank M. Boucher, chief barker of Tent 11, Variety Club of Washington, is pictured above accepting a certificate of achievement from the U.S. navy in recognition of cooperation and services rendered to the medical department of the navy during World War II. Left to right: Boucher, Capt. B. W. Hogan and James Sandford, all of Tent 11.

A brace of cuties from filmland's Jacques Fath, Paris clothes designer, were in town and told this one on screen star Maria Montez. When she was in France to make the film "Hans the Sailor," she called on him to make the costumes for her. Fath read the script, and ransacked Paris for the cheapest dress materials available. When Maria asked why so cheap, Fath told her, "You're playing the part of a shady lady Why should you be well dressed?"

Star Tony Martin, now doing a night club show here, was booked for a personal appearance in the record department of a leading department store. Following directions, Tony went to Eighth and Market and, without checking too closely, walked into a store. There he was recognized and mobbed by fans. A floor-walker finally whispered discreetly, "Mr. Martin, you're in the wrong store. This is Gimbel's and you're supposed to be across the street at Lit's." The stores are diagonally across the street and are rival establishments.

Roy Edwards Named Head Of Cameramen's Local

NEW YORK—Roy Edwards has been elected president of International Photographers of the Motion Picture Industry, Local 644, IATSE. Other officers elected are: Fred Fordham, vice-president; John Visconti, secretary; Jay Rescher, treasurer; Walter A. Lang, business representative; Frank Landi, sergeant-at-arms, and Edgar Hatrick, trustee.

The officers will be installed January 4.

Pincus to Head Caravel

NEW YORK—David I. Pincus, treasurer of Caravel Films, Inc., producer of commercial pictures, will succeed the late Robert C. McKean as president. McKean, who died recently, had been inactive for the last two years, during which time Pincus had been operating the business.

ALBANY

Richard Manning Westebbe, son of RKO Manager Max Westebbe, was married recently to Barbara Coleen Mari Liebst of St. Paul, Kas., at the Unitarian church in Washington. Young Westebbe, a former serviceman, is attending Georgetown university there . . . MGM employes held their Christmas dinner at Keeler's restaurant and followed it with a party at the Variety Club. Herman L. Ripps, assistant eastern division manager, and Jack Goldberg, branch manager, returned home from office meetings in New York for the affair. Salesmen Arthur Horn and Ralph Ripps; Bennett Goldstein, head booker-office manager; booker Frank Carroll and Floyd Fitzsimmons, exploiteer, assisted in the arrangements.

George Reif has been named new U-I salesman in the Albany territory, succeeding Johnny Rubach, who resigned. Associated with U-I for three years, Reif had been selling in the New Haven area. Rubach formerly was with RKO and United Artists. He had been with U-I since last spring . . . Frank O'Keefe, assistant to Bill Scully, U-I general sales manager, and Dave Miller, eastern district manager, stopped here to confer with Gene Vogel, branch manager. They lunched with Charles A. Smakwitz, Warner zone manager.

The four Warner Albany houses expected to pull big crowds for the final event in the $4,500 Christmas jackpot. A Ford, refrigerator, washer, four tires and other valuable prizes were to be awarded. Promotion, arranged to combat the holiday slump, was tied in with Gateway Motors and McCoy-Owens General Tire Co.

Charles A. Smakwitz, Warner zone chief, left for Buffalo and a meeting with Ralph Crabill, western district manager. The two were to make an inspection trip . . . One or two personnel exchanges were to be announced upon Smakwitz's return to Albany . . . Seymour L. Morris, director of exploitation for Schine, and commander Larry Cowen, manager of Proctor's Troy, were among the first to send Christmas greetings. Cowen has introduced a new closing signature for letters mailed as chairman of Variety Club publicity. It's "Sincerely for Variety."

Two area managers who found particular delight in the promotion of Andy Roy to the city managership of Warner Utica theatres were Milt Shosberg of the Grand, Albany, and Larry Cowen of Proctor's Troy. As students in the Paramount managers' school, they served under Roy at the Rialto in New York in 1926. Roy then was assistant manager.

What benefit will exhibitors derive from the establishment of a TOA three-man conciliation committee in this district? Sam Rosenblatt, operator of the Grand and Strand in Watervliet, owner of the Lawe in Lake George and current builder of a 650-seat house in Catskill, replied that he expected conciliation machinery would generally prove helpful and inexpensive to independent exhibitors. Rosenblatt added that it would be impossible to say how much until the system had been tried. An independent exhibitor said: "When an independent gets something, he pays for it. I think this will be true of conciliation."

Albany Variety Publicity Headed by Larry Cowen

ALBANY—Larry Cowen, resident manager of Proctor's Troy and upstate director of publicity for Fabian Theatres, has been named chairman of publicity for the Albany Variety Club. Chief Barker Saul J. Ullman said serving with Cowen would be Alex Sayles, manager of the Palace, Albany; Frank Bonomo, theatre artist; Jerry Atkin, Warner Theatres advertising and exploitation zone director; Louis Allemann jr., promotion manager for the Times-Union and former RKO exploiteer in Albany, Charlotte, Salt Lake City and Detroit; Clif Bradt, film reviewer for the Knickerbocker Press, and Edgar S. Van Olind, motion picture critic for the Times-Union.

Showing of 'Red Shoes' Is Benefit for Blind

PHILADELPHIA—The Philadelphia Lighthouse for the Blind was the beneficiary at a special preview showing of "The Red Shoes," Eagle Lion Technicolor production, Thursday night (23) at the Translux Theatre here.

A group of socially prominent women collaborated with Lighthouse officials in arranging details of the benefit showing of the film, and all proceeds will go to the organization, which is non-racial and non-sectarian.

Eagle Lion Films donated the use of the picture, while the Translux Corp. provided all necessary theatre facilities and personnel for the benefit showing.

EL Lawyer Sees State Dept. On French Quota Tangle

WASHINGTON—Governor-elect Frank Lausche of Ohio, representing Eagle Lion, called on the U.S. State Department December 10 in connection with the EL complaint that film quotas set up with the French by the MPAA with State department consent work to the disadvantage of the independents.

The French deal, as finally worked out, allotted only 11 films to the independents, with two being allowed three each, leaving only five to be divided between EL and the others.

January Opening Planned For Willsboro, N. Y., Park

WILLSBORO, N. Y.—The Park Theatre, which Geraldine Van Ornum and her father Charles E. Van Ornum are building here, is scheduled for opening in January. The Van Ornums now operate Grange Hall in the Adirondack Mountain town and the Essex in Essex. Miss Van Ornum had a hand in designing the new house which will have an estimated capacity of 350.

Ampa's Christmas Cheer

NEW YORK—The annual Ampa Christmas party December 23 was a "sell-out." Max E. Youngstein, president, presided over the luncheon held in the Sea Grill of the Brass Rail restaurant, and Diana Barrymore, Robert Wilcox and Benny Rubin were among the stars who attended. Door prizes were distributed.

NEWARK

J. V. Stark, manager of the Regent, entertained employes and their families at an after-hours Christmas party recently. Maria Jeritza, opera star, was present as well as other celebrities. Employes also participated in the program. The party is the second of its kind to be given by Stark. The first was last year at the Hawthorne. It made such a hit with employes he decided to try another at the Regent.

Emanuel Adams, son of A. A. Adams, owner of the Adams and Paramount theatres, is engaged to Toula Pappas of Plainfield. Young Adams is a graduate of the University of Pennsylvania and is now employed as manager of the Paramount. Miss Pappas attended Rutgers university. The wedding will take place January 15 . . . Dorothy O'Keefe has replaced Catherine Petrone as secretary to A. A. Adams and Ben Griefer.

Dave Palace, who succeeds Thomas Arrants as manager of the Lincoln, Arlington, arranged a merchants tiein to provide gifts for children at a kiddy matinee December 24. Five cartoons were included on the program. The theatre, unlike others hereabouts, closed Christmas eve to give employes a chance to be with their families. Palace was former assistant at the Rivoli, Rutherford. Arrants is making his headquarters at the State Theatre, Denver, since his departure for Colorado.

Rumor has it that Jerry Long, local youth who wrote and filmed "Dash Dailey," is arranging to have the play screened a second time at the Maplewood Theatre, Maplewood, around the first of the year. Taken on 16mm films which were blown to 35mm size, the play had its first showing at the theatre some weeks ago and helped boost business. It was billed as a featurette in addition to regular attractions. Long is at work on a second number.

Entry blanks were given out one day only at Loew's for a mystery star contest which was concluded December 24. A trailer pictured several mystery stars. The contest is similar to one running in a number of Loew's houses in New Jersey, New York and Westchester. Awards were furnished by the Evans Co., manufacturers of cigaret lighters. Items were displayed in a showcase in the lobby in advance and during the contest.

Exhibitors might get a few tips from Al Rosen, manager of the Montclair Theatre, Montclair, who is showing Broadway some tricks. It was his idea to have Mae West return to stage shows and he sold $30,000 in advance tickets without advertising or promotion. Having his players put their footprints in the cement outside the theatre calls the crowds to watch and boosts the attractions.

L. Kaltman & Co., dealers in motion picture equipment, reports that stocks are back to normal with complete supplies available in all lines . . . The Bellevue, Upper Montclair, loaned the theatre to the Upper Montclair Business Men's Ass'n for its annual Christmas party for children. Ogden H. Yereance, manager, served on the committee in charge . . . The Bellevue ran a special kiddy show featuring Gene Autry December 24.

The Liberty, Elizabeth, assisted the Exchange club of that city by running a benefit matinee to which patrons brought canned goods for distribution to needy families . . . The Three Stooges, along with Buddy Rich's band, is billed at the Adams December 30, marking the return of stage shows . . . Ann Bontempo, home office contact for Loew's, has been vacationing at Miami Beach.

The Hawthorne Theatre came out first among 14 Warner houses in Essex county in Warner Bros.' quarterly drive for business. The Roosevelt held second place . . . Ruby Koukidas is new relief cashier at the Hawthorne replacing Gertrude Jaffe . . . "The Mark of Zorro" and "Bill and Coo" are billed as a junior matinee at the theatre December 31 . . . Walter Reade is dickering with a group of Broadwalk concessionaires in the sale of the Monte Carlo Pool, Asbury Park.

Due to many requests from patrons, the Hawthorne is the only theatre in the state to run a Jewish show on New Year's. A 40x60 lobby announcement with an illustrated blowup of the feature "I Want to Be a Mother" is advertising the event. The theatre ran a trailer and an advance reader with announcement of the film was given space in the Jewish News. The world-famous hymn "Hallelujah" is billed the same evening.

International Previews 'Eve'; Sets Jan. Run

NEW YORK—International Pictures, Inc., Paterson, N. J., previewed the documentary feature "Because of Eve" here recently. It is actually three medical shorts tied together in a story enacted by Joseph Creehan, Wanda McKay, John Parker and Robert Leaver.

The first short deals with the causes, effects and cures of venereal disease. The second concerns the human reproductive processes and organs. The third is a camera study of birth. Sam Balter and Hy Averback handle the narration.

International will open the film on a roadshow basis at the Flamingo Theatre, Miami Beach, January 15. Screenings will be segregated, matinees for women and evenings for men.

The Women's Research Guild, an organization of professional workers, is sponsoring the picture.

New Hampshire Theatres 'Lax in Safety Measures'

CONCORD—State Fire Marshal Aubrey Robinson reported that not a single New Hampshire motion picture theatre visited by representatives of his department in a recent survey was complying 100 per cent with fire safety regulations.

The violations, in most cases undoubtedly unintentional, were pointed out to the managers, and another inspection will be made to make certain that conditions have been improved.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

Film Aid Abroad Ask By Bernard Kreisler

WASHINGTON—Government aid, perhaps with dollars, to open the booths of the theatres of the world for American films was called for last week by Bernard Kreisler on his return from a 13-month survey of the European motion picture situation. Kreisler will turn in a detailed reort on his findings to the Harvard Business school, for which he made the study. He is a former exchange official of Paramount and Universal, and was also an executive of Lester Cowan Productions.

Kreisler's feeling that government aid is necessary sprang from his conviction that it is important to world peace and progress that the rest of the world see American films. The producers of just about every other country of importance, however, receive valuable aid from their governments, he found, and where a government seeks to build up its own production industry it is usually at the expense of American industry.

The British film industry, more or less of a fly-by-night affair before the war, is today stabilized and exhibitors can be assured of a flow of product, Kreisler said. He foresees continued strengthening of the British industry.

But Hollywood films are likely to retain their number one position in the hearts of most European audiences, he believes, even though they are out of favor with the film critics and others of the intelligentsia.

Brazzi, Neal Nominated Best Screen Prospects

NEW YORK—The December 21 issue of Look magazine has selected Patricia Neal and Rossano Brazzi as candidates for "big-time success" in the motion picture field during 1949.

The 22-year-old Miss Neal will co-star with Gary Cooper in "The Fountainhead" and with Ronald Reagan in "John Loves Mary," both WB productions. She was a hit in the Broadway production of "Another Part of the Forest" two years ago.

Brazzi, a 31-year-old Italian actor, was brought to this country by David O. Selznick. He will be seen in "Little Women" (MGM) and as the title rolist in Edward Small's "The Life of Valentino." He was recently seen here in the Italian picture "Furia."

Others slated for successful careers during the next 12 months were: Milton Berle, television; Lucille Ball, radio; Allyn Ann McLerie, theatre, and Benny Goodman, music. Eddie Cantor was applauded for his entertainment and philanthropic work during 1948.

MGM to Handle 3 Pictures For SRO in South Africa

NEW YORK—The Selznick Releasing Organization has made a deal with MGM for the distribution and exhibition of three SRO films in South Africa, according to Leonard R. Case, SRO treasurer. The three films, "Duel in the Sun," "The Paradine Case" and "Portrait of Jennie," will go into release in South Africa early in 1949 and play the Metro Theatre in Johannesburg and the Metro in Durban, both first runs.

Paramount and Fairbanks May End Association

NEW YORK—Probabilities are that when the current contract for Paramount distribution of the Jerry Fairbanks short subjects ends shortly, it will not be renewed, a spokesman for the Fairbanks office said this week. He expected that some other major company will handle the distribution, but said that because of television and commercial film commitments, no new contract may be signed for several months. He emphasized that there has been a "very pleasant relationship" with Paramount.

Fairbanks has supplied Paramount with 18 shorts annually since 1941. They have been the "Popular Science," "Unusual Occupations" and "Speaking of Animals" subjects.

Fairbanks does not intend to stop theatrical production altogether, but right now is busy with 20 commercial clients, including Standard Oil of Indiana, and the television companies. He also is promoting a new tele camera seven-inch lens which is said to be 16 times faster than any other tele lens and to pick up pictures of only one candlepower. ABC will use it Christmas eve at the midnight mass at St. Patrick's Cathedral.

National Board Honors 'Fighting O'Flynn'

NEW YORK—"The Fighting O'Flynn" (U-I), reviewed under its original title, "The O'Flynn," has been given starred selected features rating, the top honor of the National Board of Review, in the weekly guide to selected pictures. "Whispering Smith" (Para) and "Words and Music" (MGM) were given selected features rating.

Short subjects given special mention are: "Champagne Music," "Clap Your Hands" and "Hits of the Nineties" (20th-Fox) and "The Little Cut-Up" (Para).

Scophony, Ltd., Acquires Baird Television System

LONDON—Scophony, Ltd., has acquired the Baird television system through a transfer of stock to John Logie Bair, Ltd., and its associate, W. Andrew Bryce and Co., Ltd., engineers and manufacturers of transformers and component parts. Jack Buchanan, screen and stage actor-manager and managing director and principal stockholder of the two companies, has joined the board of Scophony.

Australia Now Has 1,674 Theatres in Operation

SYDNEY, AUSTRALIA—The 13th edition of the Motion Picture Directory, issued by Film Weekly, shows there are 1,674 theatres in Australia. Of these, 118 are wholly owned or operated by Greater Union and 155 by Hoyt's. There are 50 touring showmen, and 40 who are exhibiting 16mm films.

Technicolor Ups Dividend

NEW YORK—The board of directors of Technicolor, Inc., has declared a quarterly dividend of 50 cents per share on the common stock, payable December 31 to stockholders of record December 22, according to Dr. Herbert T. Kalmus, president. Dividend for the previous quarter was 25 cents per share.

U-I Executives Take Salary Cuts in '49

NEW YORK—The top administrative executives of Universal-International will take voluntary salary cuts during 1949 because of current fiscal problems, according to home office officials here. Among those who pay will be reduced from 20 to 40 per cent are: J. Cheever Cowdin, chairman of the board, Nate J. Blumberg, president; William A. Scully, general sales manager; Charles D. Prutzman, J. H. Seidelman, Leo Spitz, William Goetz, J. J. O'Connor, Matthew Fox and Samuel Machnovitch.

The same executives are expected to receive less in 1948 than in 1947, without salary cuts, because their contracts call for participation in profits. With the company facing a loss for its fiscal year ended Nov. 1, 1948, according to financial circles, this will not be forthcoming. The 1948 financial report is due in late January. A year ago, Universal-International reported a net profit of $3,230,017.

The voluntary salary cuts were agreed upon by U-I executives last August and were to start with the beginning of the new fiscal year. The date for the start of the salary cuts was later postponed to January 1. The salaries of contract producers, directors and stars will not be affected by the cuts, it is said.

Siegel and Markley Split Gowthorpe's Para Duties

NEW YORK—Simon B. Siegel, assistant to Montague F. Gowthorpe, treasurer of Paramount Theatres Service Corp., and Sidney M. Markley, who has handled legal matters for the company, will take over the treasurer's duties when Gowthorpe leaves the post January 1. Gowthorpe is resigning to become president and general manager of W. S. Butterfield Theatres, Inc., in Detroit.

Leonard Goldenson, vice-president in charge of theatres for Paramount, was toastmaster at a farewell luncheon for Gowthorpe at the Hotel Astor December 17. Barney Balaban, Adolph Zukor, E. V. Richards jr. and Robert O'Donnell paid tribute to Gowthorpe, and 60 other Paramount executives and theatre partners attended. He received a solid silver set and a testimonial book signed by all persons present at the luncheon.

Crown in Goldwyn Post

NEW YORK—Alfred Crown, foreign sales manager of Samuel Goldwyn Productions, has been elected a vice-president of the company. Before joining the Goldwyn organization three years ago, Crown was in the armed services for two years and, before that, he was with the coordinator of international affairs (the so-called Nelson Rockefeller Committee).

Columbia Loss $23,000

NEW YORK—Columbia Pictures Corp. reports a net loss of $23,000 for the 13-week period ending Sept. 25, 1948. For the same period in 1947 the company had a net profit of $370,000. The figures are estimated and on a consolidated basis.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.: Ivan Spear, Western Manager)

Academy's Ballots In Mails on Jan. 20

HOLLYWOOD—Preliminaries to the film colony's big annual glamorfest, the Oscars sweepstakes, will get under way January 20 when the Academy of Motion Picture Arts and Sciences will mail out nominations ballots. The polls will close January 29 and the awards nominees will be announced February 14.

Thereafter the nominated pictures will be screened from February 21 through March 13 at the Academy Award Theatre. Final ballots will be mailed March 1 and the polls will close March 15.

The Academy's board of governors voted to make the presentations in ceremonies to be held on a sound stage at the Warner Bros. studios in Burbank March 24. It will be a closed affair, with no general public admission. This is a departure from the policy established during the past several years, when the Awards function was held at the Shrine auditorium and the public was permitted to purchase admission tickets.

Stars Present Xmas Show For Veterans Hospital

HOLLYWOOD—A star-studded array of Hollywood talent helped make Christmas a merrier one for patients at the veterans' administration Birmingham hospital in Sawtelle through presentation of a variety program emceed by Johnnie Johnston, singing star. Participating in skits were Kay Thompson and the Williams Brothers, Kathryn Grayson, Betty Garrett, Larry Parks, Hedda Hopper, Andre Previn, Eddie Bracken, Esther Williams, Richard Beavers, Mary Jane Smith and Sandra Bordova.

* * *

Irene Dunne was notified by the National Conference of Christians and Jews that that organization had voted her the person who has "done most to promote better understanding among peoples of all faiths during 1948." The actress will journey to New York early in February to accept the award, which last year went to Eleanor Roosevelt.

20th-Fox Official Weds

HOLLYWOOD—Honeymooning at Palm Springs following their recent marriage were Fred S. Meyer, director of personnel and industrial relations at 20th Century-Fox, and Molly May Weber. The quiet home ceremony was performed by Rabbi Max Nussbaum. The bride and groom were both bereft of their mates about two years ago.

Producers and Guild Plan Wage Parley

HOLLYWOOD—Representatives of the major and independent producers are expected to begin parleys next month with the executive committee of the Screen Directors Guild, which has requested a hearing to submit new requests for wage increases, thus reopening the eight-year contract on which producers and the SDG reached agreement last summer. No salary boosts were granted at that time.

Negotiators for the SDG include President George Marshall, Joseph Mankiewicz, Raoul Walsh, Albert S. Rogell and Lesley Selander. Participating in the huddles will be Charles Boren, labor liaison executive for the MPAA, and Anthony O'Rourke of the Society of Independent Motion Picture Producers.

The new basic pact drafted last July called for a 100 per cent guild shop and certain improvements in clauses covering layoffs and directors' rights to supervise cutting of their pictures. At that time, however, the SDG withdrew a demand for salary hikes.

* * *

Following refusal by the local National Relations Board to process the charges, the Screen Publicists Guild has withdrawn from the case in which it had filed unfair labor practice charges against Maury Foladare, freelance publicist. The SPG contended in its NLRB complaint that Foladare had refused to bargain for a guild shop for his employes and also was guilty of intimidating his workers who had expressed an interest in an SPG affiliation. Further, the SPG contended, Foladare granted wage increases to his employes in an effort to nullify the guild's efforts to secure a bargaining agreement.

Foladare has been placed on the SPG's "do not patronize" list, however, and the organization has also requested the AFL's central labor council to place the publicist on its "do not patronize" list. This request has been referred to the CLC's executive board.

After the SPG's NLRB complaint had been filed, Foladare requested that an election be held to determine whether a majority of his employes desired SPG affiliation. No such election will be staged, however, since the NLRB tossed out the SPG's charges against the blurber as being "without merit."

* * *

With negotiations for a new contract "proceeding satisfactorily," but with additional time needed to settle all the points, the Screen Actors Guild and Artists Managers Guild have extended their contract to May 1, 1949. The pact originally had been due to expire January 1, 1949. Extension of the agreement was announced in a joint statement by John Dales jr., of the SAG and Adrian McCalman of the talent agents' organization.

* * *

Successful conclusion of negotiations for a new union shop collective bargaining contract was disclosed by the major producers and the Screen Extras Guild. The new ticket covers a five-year period and may be reopened at stipulated dates in 1949 and 1951. It replaces the present contract which has been in effect since November 1, 1946.

Unanimously okayed by the SEG's board of directors, the agreement is subject to ratification by the SEG membership and the directorates of the producing companies. The new ticket provides for retention of present basic daily rates of $15.56 and $22.23, and calls for continued negotiations concerning the disputed $9.45 daily rate for "mob" scenes. "Preferential employment" of extras is to continue for players presently registered with Central Casting.

Sign Over Safe Ignored In Futile Robbery Try

Phoenix—Phoenix gunmen either can't read or don't believe in signs. Three of them bound and gagged the night janitor of the Aero Theatre recently, and while one of them stood over him with a gun the other two spent 35 futile minutes trying to crack the house safe.

The sign over the safe read: "Boxoffice receipts are deposited daily. No money is kept in the safe over night."

The gunmen left before finding out the sign wasn't kidding.

Al Jolson Gives House

HOLLYWOOD—An estate in the Hollywood foothills valued at $75,000 was presented to the Cedars of Lebanon hospital by Al Jolson, radio, screen and stage entertainer. Jolson said the institution may use the 14-room home and property for "whatever purpose it sees fit."

STUDIO PERSONNELITIES

Barnstormers

Paramount

DICK FORAN, co-star of Pine-Thomas' "El Paso," left for a six-week eastern personal appearance tour.

Leaving Hollywood on January 5 on a cross-country tour for his new comedy, "Easy Does It," BOB HOPE will make personal appearances in 25 towns in as many nights.

Warner Bros.

JANIS PAIGE departs shortly for an eastern personal appearance tour which will include an appearance on a benefit show in Cleveland for the Will Rogers Memorial hospital. She is also scheduled for theatre bookings in Boston and Newark.

Blurbers

RKO Radio

Succeeding George Nichols, ROY CRAFT has joined the publicity staff to take charge of national and fan magazines. Nichols is moving over to Metro as a member of Howard Strickling's drum-beating staff.

Cleffers

Monogram

EDWARD J. KAY has been set to score both the Roddy McDowall starrer, "Tuna Clipper," and Walter Mirisch's production, "Bomba, the Jungle Boy," toplining John Sheffield.

Paramount

Pine-Thomas engaged composer-conductor DARRELL CALKER to score and conduct the orchestra for the John Payne-Gail Russell topliner, "El Paso," which Lewis R. Foster directed.

Meggers

Columbia

NORMAN FOSTER was set to direct the Rosalind Russell-starring comedy, "My Next Husband," with Buddy Adler producing.

Second assignment on ALEX GOTTLIEB's new producing contract will be "It's a Man's World."

Paramount

WILLIAM DIETERLE's next megging assignment for Hal Wallis Productions will be "Rope of Sand."

RKO Radio

First assignment for NICHOLAS RAY under his new director's contract will be "I Married a Communist," to be produced by Jack Gross.

Republic

PHIL FORD was handed directorial reins on the Monte Hale western, "Prince of the Plains," with Mel Tucker assigned as associate producer.

Screen Guild

B. REEVES EASON megs "Rimfire," being produced by Ron Ormond and featuring James Millican, Reed Hadley, Mary Beth Hughes and Henry Hull.

United Artists

JOHN BRAHM has been set to direct the remake of "M" for Producer Seymour Nebenzal.

Options

Columbia

Czechoslovakian actress FLORENCE MARLY will make her second American appearance in the Santana production, "Tokyo Joe," opposite Humphrey Bogart.

IVAN TRIESAULT and WALTER RODE were inked to enact two spies in the George Raft starrer, "Hounded," with Ted Tetzlaff directing and Irving Starr producing.

Film Classics

Producer-director Jack Bernhard signed ALBERT DEKKER to co-star with John Calvert in an upcoming Falcon production, as yet untitled.

PAUL FIERRO, FRANK LACKTEEN, LESTER SHARPE, Z. YOCONELLI and JULIAN RIVERO were signed for Agay Productions' "Amazon Quest."

Metro

AGNES MOOREHEAD was set for an important spot in Gottfried Reinhardt's production, "The Great Sinner," toplining Gregory Peck and Ava Gardner. Robert Siodmak directs.

Top role in Joe Pasternak's musical, "That Midnight Kiss," goes to ETHEL BARRYMORE. Norman Taurog directs the film starring Kathryn Grayson and Jose Iturbi.

Monogram

Additions to the cast of the Johnny Mack Brown starrer, "Outlaw Marshal," are BOB WOODWARD, JAMES HARRISON, BUD OSBORNE, MARSHALL REED, RILEY HILL, KENNE DUNCAN, STEVE CLARK, BILL KENNEDY, JACK INGRAM and EDDIE PARKER. Ray Taylor directs.

Paramount

RAYMOND ROE was signed for a top spot in "Dear Wife," sequel to "Dear Ruth," to be directed by Richard Haydn for Producer Richard Maibaum.

JOHN McINTYRE draws the role of a police inspector in the Bing Crosby starrer, "Top o' the Morning." Silent screen player TUDOR OWEN was signed for an important role. David Miller directs for Producer Robert Welch.

Pine-Thomas has signed Chinese actor KEYE LUKE for the part of a laundry owner in the Dorothy Lamour, Sterling Hayden and Dan Duryea co-starrer, "Manhandled," with Lewis Foster directing.

Republic

A comedy part in the Elliot-McGowan production, "Hellfire," will be played by ESTHER HOWARD. OLIN HOWARD also was inked for a comedy role in the film. Other additions include EVA NOVAK, HARRY WOODS, TREVOR BARDETTE, HARRY TYLER, DENVER PYLE, CRANE WHITLEY and EMORY PARNELL.

20th Century-Fox

Songwriter MACK GORDON is set to portray himself in "Oh, You Beautiful Doll," the musical being produced by George Jessel. Added to the cast in supporting roles were HUGO HAAS, S. Z. SAKALL and CHARLOTTE GREENWOOD.

Supporting roles were handed to REGIS TOOMEY and HENRI LETONDAL in Sam Engel's production, "Come to the Stable," to star Loretta Young. A featured role was set for DOROTHY PATRICK.

J. FARRELL MACDONALD plays a cop in the Dan Dailey-June Haver co-starrer, "You're My Everything."

Added to the cast of "The East Side Story," the Edward G. Robinson starrer, were DEBRA PAGET and TITO VUOLO.

Universal-International

A top supporting part in "Illegal Entry" was handed RICHARD ROBER, stage player. TOM TULLY, PAUL STEWART, DAVE CLARK and TONY CARUSO were inked for supporting parts.

Beauty contest winners JUNE FULTON and PATRICIA HALL will play college co-eds in the Donald O'Connor starrer, "And Baby Makes Three." Featured role in the film, which George Sherman directs and Leonard Goldstein produces, goes to PATRICIA ALPHIN. BARBARA BROWN was signed for a top featured role. JIM DAVIS, JIM BROWN, HAL FEBERLING and MICHAEL DUGAN were signed to portray Donald O'Connor's football-playing pals.

The role of a Las Vegas pawnbroker in the Barbara Stanwyck vehicle, "The Lady Gambles," will be playd by HOUSELEY STEVENSON. Added to the cast were WATSON DOWNS, FRANK McFARLAND, GEORGE CARLTON, PARKE MACGREGOR and PETER LEADS. LEIF ERICKSON draws a featured role under the direction of Michael Gordon for Producer Michel Kraike.

DOROTHY HART was set to play William Powell's wife in "Take One False Step," with Chester Erskine producing.

Warner Bros.

JANIS PAIGE joins Virginia Mayo, Gordon MacRae and Dorothy Malone in the starring lineup of Jerry Wald's production, "Rise Above It."

Scripters

Columbia

Scripting assignment on "My Next Husband," toplining Rosalind Russell, was drawn by ALLAN SCOTT.

Eagle Lion

HARRY ESSEX is penning an untitled documentary concerned with the government's pure food and drugs administration.

Paramount

RICHARD L. BREEN has been reoptioned for his third year as a writer at the studio.

Writers MELVILLE SHAVELSON and JACK ROSE were signed to screenplay the new Frank Capra production to star Bing Crosby, "Broadway Bill." Film is based on the Mark Hellinger story of the same name.

Republic

JOHN K. BUTLER was assigned to screenplay the Roy Rogers topliner, "Down Dakota Way," to be produced by Edward J. White.

Universal-International

CRANE WILBUR was inked to write and direct an original crime story which Aaron Rosenberg will produce.

Story Buys

Independent

"Flight to Portabella," story by Hugo Butler, has been purchased by Roberts Productions.

Monogram

"Before I Die," by Harold D. Quick, has been purchased by Producer Paul Short as a future starring vehicle for Audie Murphy.

King Bros. has purchased "Ramie," original story by Ogden J. Wertelle, concerning an East Indian beauty who inherits a steamship company.

Paramount

Producers William Pine and William Thomas acquired screen rights to "Mission for General Houston," a historical novel by Jess Arnold.

RKO Radio

"Bail Bond Story," original by Warren Duff and Marty Rackin, was purchased and assigned to Robert Sparks for production.

Republic

"Fort Dodge Stampede," an original by Norman Hall, was purchased as a Monte Hale starrer and assigned to Mel Tucker for production.

"Tucson Trigger Man," original screenplay by Al Demond, was purchased and assigned to Gordon Kay for production as an Allan "Rocky" Lane western.

Universal-International

Acquired for production as a semidocumentary by Jerry Bresler was an untitled yarn by Irwin Gielgud, dealing with the baby-adoption racket.

Warner Bros.

Acquisition was announced of "Gay Deception," romantic comedy about a New York working girl, authored by Jules Furthman and John Klorer.

Technically

Metro

ROBERT PLANCK was assigned as cinematographer on Pandro S. Berman's production, "Madame Bovary."

RKO Radio

BILLY DANIELS was set by Samuel Goldwyn to supervise the square dancing in "Roseanna McCoy."

Universal-International

COL. WILLIAM A. CARMICHAEL, director of the 16th district, department of immigration and naturalization, checked in to serve as technical adviser to Producer Jules Schermer and Director Frederick de Cordova on "Illegal Entry."

Producer Leonard Goldstein completed his production staff for "And Baby Makes Three," which includes GILBERT KURLAND, unit production manager; IRVING GLASSBERG, cameraman; TED KENT, film editor; JOHN DECUIR, art director; JESSE HIBBS and TOMMY SHAW, assistant directors, and GLEN ANDERSON, sound technician.

Title Changes

Metro

"Greyfriar's Bobby," featuring Lassie, has been retagged HIGHLAND LASSIE.

Universal-International

THE FIGHTING O'FLYNN will be the release tag for the Douglas Fairbanks jr. starrer filmed as "The O'Flynn."

Title of Leonard Goldstein's production, "Calamity Jane and Sam Bass," has been changed to CALAMITY JANE.

Academy Board Approves 23 as New Members

HOLLYWOOD — The Academy of Motion Picture Arts and Sciences closed its membership ranks for 1948 with 23 new names approved by the board of governors.

New members include actors Larry Parks, Glenn Ford, Wendell Corey and Jacqueline de Wit; executives Hal E. Chester, I. G. Goldsmith and David Johnston; film editor Arthur H. Nadel; musician Joseph Myrow; public relations group, Sonia Wolfson and Peggy McNaught; writers Henry Ephron, Phoebe Ephron, Mrs. Leslie Bush-Fekete, Richard L. Breen, Leslie Bush-Fekete, Paul Jarrico and Marguerite Roberts; members-at-large Sherrill Corwin, Jason Lindsay, Fred D. Brown, Herbert S. Nusbaum and Jerome Schnur.

'Goldwyn Girl' Is Added To '49 Production List

HOLLYWOOD—Added to Samuel Goldwyn's 1949 production slate was "The Goldwyn Girl," a Technicolor musical which will glorify the group of chorines used by the producer in every musical he has made since "Whoopee," filmed 18 years ago.

Noted stars who began their careers as "Goldwyn Girls" include Betty Grable, Lucille Ball, Paulette Goddard, Virginia Bruce, Laraine Day, Jinx Falkenburg and Virginia Mayo.

The film will be for RKO release.

Lee Kirby Nominated

BOTHELL, WASH.—Lee Kirby, co-owner of the Avon Theatre here, was nominated as a candidate for mayor of Monroe, his home town.

Executive Travelers

East: Director William Dieterle checked out for an extended stay in England and France, during which he will pilot a picture to be produced in Paris. Just signed to a new non-exclusive contract by Producer Hal Wallis, Dieterle also will devote some time to scouting European talent.

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West: Arthur Hornblow jr., Metro producer, checked in at the Culver City studio after a trip to England and the continent. His next picture may be filmed in Italy.

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East: Warners' eastern executives including Albert Warner, Ben Kalmenson, Samuel Schneider and Norman Moray returned to their New York headquarters after studio conferences concerning production plans for 1949. The parleys were held with Jack L. and Harry M. Warner.

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West: Howard Strickling, Metro studio publicity chief, returned from Manhattan after a two-week stay, during which he huddled with Loew's, Inc., toppers about advertising and exploitation campaigns being formulated for upcoming releases.

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West: Col. William McCraw, executive director of Variety Clubs International, checked in at Monogram for huddles with President Steve Broidy and Producer Paul Short, concerning "Bad Boy," which Short produced under Variety Club sponsorship.

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West: James R. Grainger, Republic sales and distribution head, planed in after a country-wide tour of the company's exchanges. He planned to remain here over the holidays.

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West: Nat Cohen, British representative for Producer Edward Small, arrived from London for conferences with the independent picture-maker concerning plans for launching a new picture in England next March.

* * *

East: R. B. Roberts, independent producer who recently made "Force of Evil" for Enterprise, planed for New York to attend the eastern opening of the John Garfield starrer, which is being distributed by Metro.

Spearheads

By IVAN SPEAR

IT ALL started as a gag, this business of referring to the president of Screen Guild Productions as "Orson Lippert." But the ever-expanding activities of that gentleman—whose first name is Robert, as is well known by anyone who reads film tradepapers—are rapidly divorcing the nickname from the category of ribs.

Lippert can now lay claim to more designations and accomplishments than were boasted by Orson Welles at the peak of that wonder-boy's mercurial career; witness: Exhibitor, distribution executive, distribution franchise holder, producer, director and promoter.

Enough has been printed, here and elsewhere, about Lippert's impressive operations in the first four of those classifications, their genesis and their co-relationship, to make further comment unnecessary. It is with the latter pair that these paragraphs concern themselves.

"Last of the Wild Horses," a current SGP release, demonstrates the company head's ability to apply the same versatility and effectiveness to those facets of the film business as he already had manifested in his other varied chores.

The picture was filmed almost in its entirety on location in the Rogue river valley outside of Medford, Ore., in which northern municipality Lippert owns and operates all of the motion picture theatres. And it was there that he established his status as a promoter par excellence. Medford, like most of the west's communities, has and is proud of its sheriff's posse, a riding organization made up of local business and professional men who own their own horses. Producer Lippert enlisted the services—and for free—of this group of horsemen as riding extras in the picture. Day after day, they brought their own horses, their own equipment and themselves to the outdoor location to ride thataway with the heavies or in pursuit thereof.

But that was only the beginning. Near Medford is a smaller community, Jacksonville, once a thriving center of Oregon's goldmining and cattle-raising country but now virtually a ghost town. Through generous publicity in the local newspapers, Lippert interested the citizens of Jacksonville in digging into their attics and trunks for clothes of the period portrayed by the film and then appearing in street and courtroom scenes as atmosphere extras. Hundreds of them turned out and made a holiday of the shooting of those sequences, which were filmed in and on the quaint buildings and streets of Jacksonville, which have changed but little since their heyday in the '70s and '80s.

Resultantly, the picture is endowed with production values which transcend by countless thousands of dollars its budgetry classification.

Not being satisfied with having promoted a setup which any producer and/or director would have cherished as a Utopia for top film-making at comparatively limited cost, Lippert elected to direct the picture himself—he was also its executive producer—his first try at that tricky and important assignment. Here, too, he chalked up a credit of which any of Hollywood's more experienced megaphonists could and would be justifiably proud.

What is to be concluded from this enumeration of Lippert's apparently limitless accomplishments and versatility is rather self-evident. His work on "Wild Horses," the tradepaper critical acclaim accorded the offering and the profitable bookings it is fulfilling establish that with ingenuity and level-headed business tactics, it is still possible to turn out sound, acceptable film entertainment at reasonable costs. With most film-makers and production companies frightened to near-hysteria by rising costs and faltering grosses, that's a demonstration from which the entire industry can borrow courage as concerns the future of motion pictures.

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Twentieth Century-Fox's "The Snake Pit" is set for New Year's eve openings in San Francisco, Boston and Oakland.

Elsewhere imbibing celebrants will have to resort to the more time-honored method of seeing their New Year's eve snakes.

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Arthur P. Jacobs, a comparative newcomer to the ranks of catch-as-catch-can space-snatchers, distributes a far-afield item about one of his clients, Johnny Green, composer and musician. It seems that Green has been commissioned by the Abbott Laboratories—apparently a pharmaceutical house—to write an original, serious musical work for their annual publication, "What's New."

Green's opus, a piano suite, is titled "Materia Medica," and is divided into three parts—"Narcotic," "Hypnotic" and "Stimulant."

The divisions of "Materia Medica" should open many film-making doors to Music-Maker Green. Many the current feature whose score could logically avail itself of the "Narcotic" and "Hypnotic" passages, even though there are few, unfortunately, for which the "Stimulant" might be considered appropriate.

Too bad he didn't include a few bars dedicated to "Nux Vomica"—then he couldn't miss.

→

From the Paramount blurbery of George Brown a touch of humor, in itself something of an innovation, as well as a courageous—or is it foolhardy?—exhibition of lese-majesty. Note:

"Remark of the day: Cecil B. DeMille was riding the camera boom 25 feet in the air on the 'Samson and Delilah' set at Paramount when one of the players looked up and remarked: 'God's in his heaven, all's right with the world.'"



PREPARE FOR DRIVE—Photo taken during the visit to Denver of Harry Gittleson, assistant to the RKO western division manager, when he named Al Kolitz, district manager, to be drive captain for the Denver and Salt Lake City territories for the forthcoming Ned Depinet drive. Kolitz is seated. Standing, left to right: Marvin Goldfarb, Gittleson, Sam Appelman, Dan Wagner and Joe Emerson, branch manager. Wagner has just been promoted from booker to salesman.

LOS ANGELES

K E. Simmons, former manager of the Congress Theatre, a unit in the Vinnicof circuit, has gone into a new venture. He's circulation manager for the Shafter Press in Shafter, heart of California's potato and cotton country . . . George Hickey, Metro's western sales chief, pulled out for San Francisco for huddles at the Bay city branch office.

F. A. Bateman, general sales manager for Screen Guild, planed in from Oklahoma City after conducting a sales meeting there . . . Topping the entertainment list for Fox West Coast's annual Christmas banquet Thursday (23) was Danny Thomas, film and radio comic. The affair was at the Ambassador hotel.

An East Los Angeles theatre was robbed of $1,000 in cash recently when a bandit flourished a gun at Walter Brust, assistant manager, just as he opened the theatre safe to count the weekend receipts. Brust was forced into a car after handing over the money and taken to East Seventh and Fresno streets where he was shoved from the vehicle, police reported.

Exeter Vetoes Zoning Change

EXETER, CALIF.—Climaxing weeks of discussion, the city council voted four to one to uphold the action of the city planning commission in denying a variance in the city zoning ordinance to permit Mr. and Mrs. C. E. Pease to build a theatre facing Pine street, east of C street.

The main contention of those who opposed the building idea was that it would create another business block of buildings with no rear access. Those in favor declared Pine street should continue to be the main business street although the lots run the other way.

Sign Installed at Lind

LIND, WASH.—A large neon sign has been installed above the entrance to the new Empire Theatre under construction here and scheduled for completion next year.

Nevin McCord to Manage Capitol at Salt Lake

SALT LAKE CITY—Nevin McCord, manager of the Ada and Boise theatres in Boise, Ida., has been transferred here to manage the Capitol Theatre. All are affiliated with Intermountain Theatres, Inc.

Robert E. Workman, former Capitol manager, was transferred to Boise to handle affairs at the two houses. McCord's post here actually is a return for him, since he managed the Capitol prior to World War II. He and Mrs. McCord and their 7-year-old daughter Susan will make their home in Salt Lake, while Workman and his family will move to Boise.

Mr. and Mrs. William Jury Buy Vogue at Littleton

LITTLETON, COLO.—Mr. and Mrs. William B. Jury of Freeport, Ill., have purchased the Vogue Theatre here from Mr. and Mrs. H. L. Montgomery jr. Jury formerly was with the Patio Theatre of Freeport for nearly 18 years. Mrs. Jury will act as cashier at the theatre.

Prize for Theatre Name

HAYWARD, CALIF.—Walt Deininger, Hayward manager for Golden States Theatres, Inc., has offered a $25 first prize in a contest to name the new Castro street theatre here. Deadline in the contest is January 1. The projected 950-seat showcase is scheduled for completion early next spring. It was designed by Ned Topham, Golden State architect.

Robert H. Allen Dead

TRACY, CALIF.—Robert H. Allen, owner-manager of the Arlon Theatre and manager of the Grand Theatre, died here following a heart attack suffered at his home. He had managed the Grand Theatre since 1925 when the Principal Theatres Co. bought it. He established the Arlon in 1943. He is survived by his wife, three daughters and a son. Interment was in Tracy cemetery.

Los Angeles Yearns For Tax on Tickets

LOS ANGELES—Councilmen of this city are looking longingly toward a $30,000,000 additional income which could be obtained from the 20 per cent amusement tax now going to the federal treasury.

Although unavailable now, Council President Harold A. Henry estimated the tax would take care of all pressing demands for new revenue locally. Henry sponsored a resolution which was adopted unanimously, urging the American Municipal Ass'n meeting in Washington to go on record in favor of federal relinquishment of the taxes within corporate boundaries.

Mayor Bowron and several members of the city council attended the convention and they were urged in the resolution to put other delegates on record if possible.

Henry, who piloted a resolution favoring the amusement tax switch through the council some months ago, said dispatches from Washington indicated that similar sentiment was prevalent at the convention where hundreds of American cities were represented.

Milas Hurley Is Member Of Picture Pioneering

TUCUMCARI, N. M.—Milas L. Hurley, owner of the Hurley Theatres here, recently was admitted to full membership in Picture Pioneering, an organization of theatre owners who have been in the profession for 25 years or more. Hurley operates the Princess and Odeon theatres here and has been in exhibition for more than 30 years.

SCG Contract Extended

HOLLYWOOD—Agreement has been reached between the Screen Cartoonists Guild and the five major cartoon production units calling for extension of the SCG's present pact, unchanged, for another year. Signatories to the renewed contract include Metro, Walt Disney, Warners, George Pal and Walter Lantz.

Work at The Dalles Houses

THE DALLES, ORE.—Construction work was under way here on modernization projects at both the Granada and Columbia theatres. Manager Maynard Culver said snack bars would be installed at both situations and other improvements at the Granada would include a new marquee and display boards, newly carpeted foyer and new auditorium doors.

Christmas Party for Davis

DAVIS, CALIF.—Leonard Smith, manager of the Varsity, plans to have a new theatre next year; a theatre big enough to accommodate all the children from kindergarten through high school and parents too. This announcement followed a Christmas party at the Varsity sponsored by the Sacramento Bee and radio station KFBK in cooperation with Smith. Four hundred children attended the free Christmas program, which opened with Santa greeting the elementary school children and closed with the distribution of gifts.

'Unknown' Scores 135 In First Frisco Week

SAN FRANCISCO—Top honors in a week that didn't fare so well went to the Paramount with the opening of "Unknown Island" rating 135 per cent. Second spot honors with 125 per cent, went to the Orpheum with the opening of "The Countess of Monte Cristo," and third place was awarded to the third week of "The Three Musketeers" at the Warfield.

(Average Is 100)

Esquire—**The Killers** (U-I); **Canyon Passage** (U-I) 100
Fox—**Fighter Squadron** (WB); **Smart Girls Don't Talk** (WB), 2nd wk. 100
Golden Gate—**A Song Is Born** (RKO); **Guns of Hate** (RKO), 3rd wk. 100
Orpheum—**The Countess of Monte Cristo** (U-I); **Manhattan Angel** 125
Paramount—**Unknown Island** (FC); **Appointment With Murder** (FC) 135
St. Francis—**The Lives of a Bengal Lancer** (Para), reissue 95
State—**He Walked by Night** (EL); **Million Dollar Weekend** (EL), 2nd wk. 115
United Artists—**Red River** (UA), 9th wk. 110
United Nations—**June Bride** (WB); **Homicide for Three** (Rep), 5th wk. 110
Warfield—**The Three Musketeers** (MGM), 3rd wk. 120

'Don't Trust Your Husband' Bows In at Seattle at 120

SEATTLE—"Don't Trust Your Husband" bowed into the Fifth Avenue and "Road House" took over at the Coliseum, with both getting 120 to top the newcomers. "The Best Years of Our Lives" was best of all in the city with 130 at the Liberty. The Christmas pinch was just beginning to show in most situations.

Blue Mouse—**When My Baby Smiles at Me** (20th-Fox); **Escape** (20th-Fox), 4th d.t. wk. 80
Coliseum—**Road House** (20th-Fox); **Joe Palooka in Winner Take All** (Mono) 120
Fifth Avenue—**Don't Trust Your Husband** (UA); **Bodyguard** (RKO) 120
Liberty—**The Best Years of Our Lives** (RKO), 2nd wk. 130
Music Box—**Fighter Squadron** (WB); **Smart Girls Don't Talk** (WB), 3rd d.t. wk. 75
Music Hall—**The Three Musketeers** (MGM), **The Spiritualist** (EL), 3rd wk. 125
Orpheum—**Belle Starr's Daughter** (20th-Fox); **Smuggler's Cove** (Mono) 90
Paramount—**Red River** (UA), 3rd wk. 125

Los Angeles Grosses Spiral Downward

LOS ANGELES—The pre-Christmas slump found most first run takes plummeting downward as a heavy rainstorm and the shopping rush combined to keep potential customers away from the theatres. Best mark of the week was scored by "Unfaithfully Yours," hitting a 125 per cent average in its first stanza at five houses.

Belmont, El Rey, Orpheum, Vogue—**Jungle Jim** (Col); **Loaded Pistols** (Col) 100
Carthay, Chinese, State, Uptown, Loyola—**Unfaithfully Yours** (20th-Fox) 125
Culver, Guild, Iris, Ritz, Studio City, United Artists—**Canyon Passage** (U-I); **Frontier Gal** (U-I), reissues 100
Downtown, Hollywood Paramounts—**The Accused** (Para); **Harpoon** (SG), 2nd wk. 60
Egyptian, Los Angeles, Wilshire—**The Hills of Home** (MGM) 115
Four Music Halls—**The Time of Your Life** (UA) 110
Four Star—**Hamlet** (U-I), roadshow, 8th wk. 90
Pantages, Hillstreet—**She** (RKO); **The Last Days of Pompeii** (RKO), reissues, 2nd wk. 100
Warners Downtown, Hollywood, Wiltern—**The Decision of Christopher Blake** (WB); **Smart Girls Don't Talk** (WB) 90

Richard A. Buck Rites

LOS ANGELES—Funeral services were conducted at the Church of the Recessional here for Richard A. Buck, 39, motion picture actor. Buck is survived by his widow Marjorie, a daughter Julie, a sister, Mrs. Julia Reisinger, and a brother Edward J. Hustler.

Northwest ITO Renames James Hone 28th Time

SEATTLE—All officers and trustees of the Independent Theatre Owners of Washington, Northern Idaho and Alaska were re-elected at the annual meeting in the New Washington hotel here. James Hone, executive secretary, was re-elected for his 28th year.



James Hone

The session opened with a luncheon, also attended by 25 members of the state legislature. At the head table were L. O. Lukan, who presided; Hone; Earl Coe, Washington's secretary of state; Jack Neville, auditor; Robert Graham, attorney, and Judge William J. Wilkins, counsel for the organization. Coe thanked the exhibitors for using trailers on "registration" and "vote early" before the recent election, declaring he believed they had a lot to do with the record balloting and terrific early voting.

In a business session later, the election was held and plans set up to discourage any move to increase admission taxes during the coming session of the state legislature. The 15 members of the board of directors re-elected were Lukan, Walter Coy, B. F. Shearer, Jack Neville (auditor), and Leroy Johnson (treasurer) of Seattle; Mildred Bishop Wall, Lewiston, Idaho; Mary A. St. John, Chehalis; L. A. Gillespie, Okanogan; Lionel Brown, Edmonds; W. B. McDonald, Olympia; Ed Halberg, Port Angeles; Erwin Fey, Renton; Joe Rosenfield, Spokane; Chester Nilsson, Tacoma, and Fred Mercy jr., Yakima.

Rename Rotus Harvey California ITO Head

SAN FRANCISCO—Rotus Harvey was re-elected president of the ITO of Northern California in a recent directors meeting here, despite his plea that inasmuch as he had been president or secretary of the organization for the last 18 years he felt that for the good of the group a new president should be elected.

Harvey made his statement to the directors prior to the election but directors overrode his plea and elected him to serve another year. Ben Levin was re-elected vice-president and Harry Franklin was renamed secretary-treasurer.

Levin and Harvey also were re-elected to serve as trustees to the PCCITO and Homer Tegtmeier was named first alternate trustee with Harry Franklin as second alternate trustee.

Two days prior to the election of officers the 11 member board of directors for 1949 was named. They include Lee Dibble, Harry Franklin, Rotus Harvey, Carol Nathan, Ray Syufy, Sid Weisbaum, Ray Knight, Sol Lesser, Ben Levin, Dave Richards and Homer Tegtmeier.

East at Stockton, Calif., Opened by Westland Co.

STOCKTON, CALIF.—The $150,000 East Theatre here was opened recently by Westland Theatres, operators of the 850-seat house. Rodda Harvey, vice-president of Westland, said innovation at the East was a complete soda fountain inside the theatre, arranged, however, so that it is accessible from the street. Harvey said Westland now operates 21 theatres in California and that the firm might consider building still another house in Stockton if the new East "lives up to expectations."

FWC Fine Arts to Open

LOS ANGELES—Completely redecorated, including new carpeting, seats, lighting fixtures and marquee, plus new sound and projection equipment, Fox West Coast's Fine Arts Theatre, Wilshire boulevard showcase, will open December 28. Formerly the second run Regina, the Fine Arts will operate on a de luxe policy, playing films of "distinguished merit."

Opening bill will be "The Red Shoes," a J. Arthur Rank film being released by Eagle Lion. The Fine Arts has a 700-seat capacity.

Santa Fe El Paseo Opens

SANTA FE—The El Paseo Theatre, built here on the site of the old Paris Theatre, was opened formally recently by Salmon & Greer, Inc., builders and owners of the showcase. The 672-seat situation includes a 202-seat balcony and was built of steel and concrete. Truman Mathews was architect for the building and Arnold and Savage, Denver decorators, designed the interior in Indian and Spanish motifs. Salmon & Greer is affiliated with Gibraltar Enterprises of Denver.

Don Beers Opens Santa Fe

SANTA FE—The new 877-seat Santa Fe Theatre has been opened formally here by owner Don Beers. Ben Williams was named manager of the house, the fifth theatre here and the only independent.

The Santa Fe measures 146x60 feet and is built of concrete block, steel and veneer brick. Construction was supervised by Lupe Sanchez and John Fairchild of Santa Fe, while Gordon Ferguson of Albuquerque was the architect.

'Rope' Okayed for Kids

HELENA—Leaders of children's organizations here when questioned as to whether or not "Rope" should be shown to juvenile audiences, were agreed, that although the picture could not be recommended for children, it is no worse than many gangster films which they see and enjoy.

SAN FRANCISCO

There's been a shift of managers in the Blumenfeld circuit, according to East Bay district chief Alan Warshauer. Warren G. Pechner again is making his headquarters at the Esquire, where he also is handling advertising and publicity for two other Blumenfeld houses, the T&D and Roxie. Pechner succeeds Edward Gates who leaves to take over as manager of the El Camino in San Rafael. Hugh O. Jones has stepped from the Roxie to Pechner's old spot at the T&D, while William E. Chamberlain has left the Berkeley to direct the Roxie. Arvid A. Erickson has been moved from the Cerrito in El Cerrito to the Berkeley, George DeWees from the Vista in El Cerrito to the Cerrito and Sid Klein, well known in San Francisco and Riverside theatre circles, is a newcomer to the Blumenfeld organization and is in charge of the Vista.

Robert H. Allen, theatre operator in Tracy, died recently . . . The largest television screen here will be installed on the mezzanine floor of the Coliseum Theatre. The Screen, one of 100 made by RCA, measures 5x7 feet and will keep entertained patrons who are waiting for the next feature to start.

Frank Capra was up from Hollywood looking around San Francisco for a suitable location for his next picture, "Broadway Bill" . . . Four hundred children attended the free Christmas program sponsored in Sacramento by a local paper and radio station in cooperation with Leonard Smith, manager of the Varsity Theatre . . . A Christmas celebration featuring Singleton's Kiddy revue was held at the Alhambra Theatre here for the children.

Children of Benicia, their parents and friends were invited to the Victory Theatre for a Christmas party. Two feature pictures with cartoons and comedies were secured by the management for the occasion and everything was free! . . . The Donner Theatre in Truckee was host at a free Christmas party for youngsters in the area. V. C. Shattuck is manager.

R. B. Richetts from Babbitt Theatre, Babbitt, was on the Row . . . Bob Reese, Orpheum in Lakeport, saw friends on the Row . . . Also in town was W. G. Allen from the Sunset in Riverdale. Milton Samis' two sons and George Dolfin were here from their Hester Theatre in San Jose . . . Tony Heinsbergen, architect for the Golden Gate Theatre, was in town giving the final touches to the beautiful house. The Golden Gate was to be formally reopened Christmas day despite the fact that it was never closed during alterations.

Fox West Coast Theatres was to have its gala Christmas party Thursday (23) at the Variety Club . . . Arthur Unger, local popcorn man, was off to the popcorn convention in Chicago and from there to New York, Washington, Philadelphia and points east. Nettie, his wife, accompanied him . . . Fred Williams, Consolidated Amusement, and his wife will go to Honolulu after the first of the year for a business trip.

The Saratoga Theatre in Saratoga, being built and operated by Mason Shaw, will open around January 10 . . . Agnes Cannon, bookkeeper at Monogram, was upset over the loss of a fountain pen, a gift from Aggie. A substantial reward is offered.

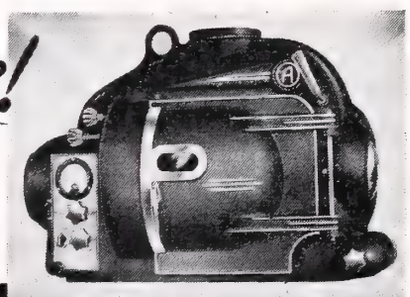
R. B. Smith, Chowchilla Theatre, Chowchilla, was here . . . Walter Bell, Maribel in Weott, also was in town . . . Willard Wagner from the Stam in Antioch was along the Row . . . Benny Judell, Jam-Handy organization, was on his way to Seattle and Portland . . . Johnny Dolezal was in from the Niles Theatre, Altura . . . Howard Butler, Monogram sales representative, toured southern Oregon on business.

Hal Flanagan, formerly with Eagle Lion as booker, is now with Favorite Films here in the same capacity . . . Buck Smith, who returned from Japan after a brief stay, is now with Eagle Lion.

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Jimmy O'Neal Elected Tent 32 Chief Barker

SAN FRANCISCO—Jimmy O'Neal, theatre concessioner, has been elected chief barker of Tent 32, Variety Club of Northern California, to succeed Abe Blumenfeld, chief barker since the organization's founding in May 1947.

Other officers, elected at a recent meeting of the 11 canvasmen, were Ellis Levy, first assistant chief barker; Nate Blumenfeld, second assistant chief barker; Jerry Zigmond, property master, and Al Grubstick, dough guy.

The local Variety tent also tendered a testimonial dinner for Abe Blumenfeld in recognition of his outstanding service to the club which he helped found locally. In addition to the more than 200 club members attending the dinner, Charles P. Skouras, president of National Theatres, and representatives of the Variety Club of Los Angeles were in attendance.

Mesa Owner Wayne Phelps Files Antitrust Suit

PHOENIX—A $144,000 suit against the Harry L. Nace Theatres, Inc., and several motion picture distributors has been filed in federal court here by Wayne Phelps, owner of the Times Theatre in nearby Mesa.

The suit charges the defendants have violated antitrust laws in "preventing the plaintiff from showing first run films." Phelps seeks triple damages, figuring actual damages have been $48,300 during the last 16 months from loss of trade suffered through an inability to secure first run films.

Named defendants besides Paramount Nace, Inc., and Harry L. Nace were RKO, Warner Bros. Distributing Corp., 20th Century-Fox, Columbia, Universal, Loew's, Inc., United Artists, Republic and Eagle Lion.

Old Tokay Theatre Sold

SOUTH BEND, WASH.—The old Tokay Theatre building here has been sold to Harley Webber, who said he would completely remodel and renovate the building to accommodate a new city hall and a recreational center to include a bowling alley and swimming pool. The building was erected about 1920 by the late George Reizner and, since his death, has been operated by A. G. Basil.

Buys Hanford Victory

HANFORD, CALIF.—Gordon L. Shirley has purchased the Victory Theatre here from William Knabhan of Alameda and will take over active management of the house. Shirley formerly was employed for seven years by Westside Theatre, Inc.

Install Video Equipment

SAN FRANCISCO—The Telenews Theatre has installed television receiving equipment in its new television lounge, said to be the first completed theatrical video installation in the Bay area.

Sell to Erwin Kanovitz

LOS ANGELES—The Los Angeles Union Theatre has been sold to Erwin Kanovitz. No information as to price was available.

DENVER

The Rocky Mountain Screen club will hold a New Year's eve party at the newly remodeled clubrooms. All members are invited, and are asked to bring friends . . . Mr. and Mrs. Isaac Weiner, who recently moved to California, were seriously injured when they were struck by a car while they waited in a safety zone in Los Angeles. They spent four weeks in a hospital. Weiner formerly was auditor for Fox Intermountain in Denver.

A suit which involves the payment of $18,591.41 was filed against the Motorena Drive-In, Greeley, by a number of firms that participated in the building. The suit asks that the property be sold to satisfy the claims . . . Fred Lind, owner of theatres at Rifle, was brought to Mercy hospital from New Orleans, where he suffered a heart attack while attending the Allied convention. He will be taken to Rifle as soon as his condition permits.

Mr. and Mrs. Glen Wittstruck of the Rio, Meeker, will take an extended vacation as soon as they decide where to go—Honolulu or Nassau . . . Ed Herschel, Metro auditor, is at the local branch . . . Fay Brown and Mary Anderson are new clyerks at U-I . . . Mel Snapp, head shipper at Paramount, is daddy of a baby girl born at St. Luke's, named Judith.

Christmas vacationers over the holiday include Irene Gardner, cashier, and Norma Tomlin, biller, to Kansas; Edna Vessa, clerk, to Chicago; Pauline Hall, manager's secretary, to Phoenix, and Jim Ricketts, booker, to Des Moines . . . "Red River" broke several records in its run at the Broadway. Among them were that it ran longer first run than any other film in Denver, and it also played to more people first run than any other film. It ran nine weeks.

Harry Thomas, producer, stopped a few hours to confer with M. R. Austin, manager for Eagle Lion . . . Sol Francis of the home office and Lon T. Fidler, Monogram franchise owner, went to Colorado Springs on a sales trip . . . Warner Bros. exchange held its Christmas party at the Yucca, Metro at the Rocky Mountain Screen club; Western Service & Supply at the Park Lane, and Paramount at the "Branch-o."

Theatre folk on Filmrow: Neal Beezley, Burlington; John Steele, Limon; Mrs. Fred Lind, Rifle; Mr. and Mrs. Fred Hall, Akron; Frank Aydelotte, Fort Collins; Lloyd Greve, Eagle; Leon Coulter, Loveland; C. E. McLaughlin, Las Animas; John Cabot, Frederick; Elden Menagh, Fort Lupton; Glen Wittstruck, Meeker; R. D. Ervin, Kremmling; Dave Warnock, Johnstown; George Nescher, Springfield; W. F. Davis, Idaho Springs; Lynn Zorn, Julesburg; Herbert Gumper, Ceter, and Sam Reed, Fairplay.

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Rialto at Salt Lake Joins A-Run Lineup

SALT LAKE CITY—Another downtown theatre will go first run, it appeared, as the Rialto, part of the Joseph L. Lawrence circuit, revealed it would have "Every Girl Should Be Married" as its holiday attraction. The Cary Grant starrer will start at the Rialto December 28, according to Vern Austin, manager. The management also said the theatre in the future will show only class A first run pictures.

This is the second house within six weeks to start active bidding for first run product. In November, the Lyric, managed by Warren D. Butler, went first run and has been playing to capacity houses for the last five weeks. The addition of the Rialto makes seven downtown houses playing first run, either as original policy or as moveovers. The Uptown, also a part of the Lawrence chain, is first run. Intermountain has the Centre, Utah, Capitol and Studio, the latter two sometimes used as moveover houses. Prior to the new policy, the Rialto had been running moveovers from the Uptown and class B first run pictures.

There also is a possibility the Lawrence group will have another first run house this spring when the Highland, a new stadium-type theatre being constructed in the southeast part of the city, is opened. No policy has been announced.

SEATTLE

John von Herberg, son of the late J. G. von Herberg, pioneer northwest showman, has been promoted to student salesman here with U-I . . . Bill Storey of the Evergreen auditing office was in Providence hospital for a checkup . . . Ira Epstein, WB exploiteer from San Francisco, was here for the "One Sunday Afternoon" campaign, set for an Orpheum opening . . . Harry Wood, 20th-Fox auditor, was in Des Moines, Iowa, to visit his son and daughter for the holidays.

Don Hoidale of Northwest Film Service said his drivers had tough going for several days when snow, four times as deep as usual for this time of year, closed all three passes from Puget Sound over the Cascade range. Film had to be shipped by rail for two days. Paul McElhinney, local Republic manager, was snowbound at Wenatchee for a day . . . Frank L. Newman sr., Evergreen president; his assistant, William H. Thedford; Lowell Parmentier, merchandise manager, and A. M. Ahlskog, treasurer, were in Portland for a meeting with managers. They continued on to Spokane where they were joined by Carl Mahne, Washington district manager.

James A. Hone, executive secretary for the Independent Theatre Owners of Washington, Northern Idaho and Alaska, and his wife spent Christmas with their daughter and two sons in Costa Mesa, Calif. . . . Theatre grosses are down only slightly from 1947's last quarter but attendance has dropped. Increased admission prices have about made up the difference in most cases. Most showmen feel the sharp downward trend of last year and the year before has been checked and there is a definite leveling off tendency.

SALT LAKE CITY

Motion picture workers in Salt Lake City entertained their own children and scores of orphans and kids from nearby hospitals at the annual Christmas party, one of the club highlights of the year . . . Hall Baetz and Gene Manzanarez had charge of arrangements. Dick Iba was Santa Claus . . . The club also is planning a New Year's party.

The Utah Theatre, managed by Charles M. Pincus, was redecorated, repainted and relighted for the holidays. Working while the house was in operation, painters, electricians and others gave the theatre a complete overhauling. One of the main features is the foyer, the complete length of which is being lighted with neon tubing.

The Lyric Theatre, just six weeks after institution of a first run policy, scored with a contest on "Hills of Home." Warren D. Butler offered a pure-bred collie like Lassie to the boy or girl writing the best letter on why he or she wanted a dog like Lassie. A 14-year-old boy from Holland, who has lived in Salt Lake City for a year, was adjudged the winner.

Johnny Rowberry, operator of the Parks and Cedar theatres in Cedar City, Utah, was here the day a local paper broke a story on his role in "saving" Utah scenery from being credited to California. It seems national ads on "The Big Cat," which was filmed near Cedar City, credited Big Sur, Calif., as the locale. Rowberry protested to Eagle Lion officials, and they admitted the mistake in the Salt Lake paper, saying they would change future advertising to credit Utah.

Redmond, a small town near Salt Lake City, lost its only amusement center recently when a fire, caused by an overheated furnace, destroyed the Opera House . . . Juanita Moorehead, secretary to Henry S. Ungerleider, accountant for Intermountain Theatres, Inc., is a recent bride. She was wed to Jack Bates. The couple is living in Salt Lake City.

Business, traditionally bad at this time of year, was hit doubly hard by a series of recent snow storms. "The Paleface" at the Centre was one of the few pictures to hold up. Dance reviews, featuring students at local dance schools, helped somewhat at the Uptown and Utah . . . A city sales tax for municipalities appears a cinch to be authorized when the Utah legislature meets in January. This will increase the already heavy taxes on admissions to theatres, which include a two per cent sales tax besides the federal levy.



New Colorado ATO Five-Point Program

DENVER—A five-point program has been set up for the newly organized Colorado Ass'n of Theatre owners, which will hold its first convention here February 1, 2. Ted Gamble, president of ATOA, and R. J. O'Donnell, president of Variety Clubs International, are among the speakers slated. George Murphy, film star, will act as master of ceremonies at the banquet following the convention.

According to the incorporators the aims of the group will be:

(1) To promote the general welfare of all motion picture theatre owners and operators in Colorado by providing a medium through which their common problems may be met and in which they may unite for their common mutual benefit, protection and improvement.

(2) To foster and cultivate the highest possible standards in motion picture exhibition and theatre management, in trade relations and business conduct.

(3) To encourage among the members closer acquaintance and a friendly spirit of mutual cooperation.

(4) To initiate, institute, conduct, carry on and promote or in any further manner add to or assist in publicity campaigns for the furtherance and betterment of the interests of the members, and the promotion of amicable relations between the members and other groups, and the public at large.

(5) To examine, analyze, discuss and disseminate information concerning the general welfare and prosperity of theatre owners and operators, and to improve by all lawful and honorable means their status and condition.

'Bad Boy' Premieres In 50 Variety Cities

HOLLYWOOD—Simultaneous world premieres on February 22, Washington's birthday, are being set up in 43 cities where Variety Club tents are located for "Bad Boy," produced by Paul Short for Allied Artists, under sponsorship of Variety Clubs International. The openings will include Dallas, Los Angeles, San Francisco and other key centers. On the following day the vehicle, starring Audie Murphy, Jane Wyatt and Lloyd Nolan, will open day-date in 500 situations. With premiere admissions to range from $1.50 to $10, local tents will participate in the grosses on a sliding scale.

Meantime Short is setting up a special advance screening on January 3 in Dallas for R. J. O'Donnell, Variety Clubs International chief barker, and that organization's board of directors. Short and Murphy will fly to Texas with a print for the showing.

* * *

A Christmas day opening at the Los Angeles, Egyptian and Wilshire theatres was to be held by Metro for its new Clark Gable starrer, "Command Decision," thus permitting the film to get under the wire in eligibility for consideration in the upcoming Academy awards sweepstakes. Academy rules provide pictures must have been shown in the Los Angeles area on or before December 31 to be eligible.

Dates for subsequent showings around the country are also being worked out.

New Isleta Opening Set

ALBUQUERQUE—The new 786-seat Isleta Theatre here was scheduled for a December 23 opening as workmen applied finishing touches to the building. J. H. Marshall of Dallas is owner of the theatre and H. A. Hopper will manage the house.

Donner Theatre Treats Kids

TRUCKEE, CALIF. — Eight cartoon features were the highlight of the Donner Theatre Christmas party this year. As in past years, V. O. Shattuck, theatre manager, played host to all the youngsters in this area providing them with treats and a personal visit from Santa Claus in addition to the admission-free film showings.

Worker Injured in Fall

ALBUQUERQUE—Everett Van Doren, 35, a structural iron worker, was injured recently in a fall while at work on the new Mesa Theatre here. Physicians said he had fractured his wrists badly and suffered severe bruises.

Testing Gadget Being Extended to Video

HOLLYWOOD—Preferences and reactions of television audiences were discussed by Jack Sayers of Audience Research, Inc., at a meeting of the Academy of Television Arts and Sciences. Sayers reported on "pilot" studies done by his organization in Los Angeles and in the east, and also demonstrated how the Hopkins "televote" machine, which measures audience reactions to motion pictures, is being adapted to video programs.

* * *

Reports that the newly organized Television Film Producers Ass'n might merge with other video groups were denied by Hal Roach jr., president of the group, who characterized the rumors as "well-intentioned but erroneous." Roach emphasized that TFPA plans to cooperate fully with other organizations but added that in such a large field there is room for a number of such groups, "each with its separate goals and functions."

* * *

Aiming at the teen-age market, the first in a projected series of video newsreels has been completed by Alan Stensvold and Allyn Butterfield. Called the "Junior American Newsreel," the venture is being geared for the production of 52 subjects a year, featuring constructive activities of adolescents through high school age.

PHOENIX

Harry L. Nace jr., general manager for Paramount Nace Theatres, Inc., has been appointed head of the theatre division for the Arizona March of Dimes campaign. In taking over the job held for many years by his father, Nace will coordinate the fund-raising activities of theatre groups throughout the state.

The Star Theatre, Nogales, has closed indefinitely because of lack of heating facilities. The house will reopen as soon as heating improvements can be made . . . The Alden Theatre, Globe, is open again after an extensive remodeling and redecorating program. The town's other house, the Globe, also was improved and redecorated and was expected to reopen Christmas day. Clifford H. Reid manages both theatres.

One of the biggest neon signs in the southwest will be installed on the 60-foot screen tower of the new Mesa Drive-In in Yuma. The sign, featuring a cowboy on horseback, will be done in many colors, with the neon flashing back and forth to make the cowboy appear to twirl his lariat. Installation of the sign will begin as soon as the screen tower is surfaced.

The Dr. I. Q. radio program will originate from the Fox Theatre for six weeks starting January 3 . . . Hollywood visitors included actors Clark Gable and Bruce Cabot . . . Nogales figures its business loss as $100,000 following cancellation of plans to film "Lona Hanson" in that city. Columbia figures its loss at $200,000 . . . Don Karshan devoted an entire column in the Northern Yavapai Record in praise of the famous Seligman Theatre.

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Over 650 Celebrate 6th Allied Birthday

CHICAGO—The sixth anniversary of the Allied Buying & Booking Organization of Illinois was celebrated at a recent dinner-dance held at Chicago's swank Chez Paree. The occasion also honored Jack Kirsch, leader and president of Allied, on his birthday. Over 650 persons attended the affair, including Mayor Kennelly, judges, civic leaders, union officials, exhibitors and exchange heads, columnists and the press.

Van A. Nomikos, circuit head, was toastmaster and introduced the celebrities. Nomikos said the Allied association was formed to serve the interests of the many independent theatre owners in and around Chicago in the purchase of motion pictures and to discuss many important matters in theatre operation.

Kirsch said the annual gatherings were designed to spread a feeling of friendship within the framework of the local motion picture industry and thanked everyone for being present and joining in the spirit of the occasion. The highlight of the occasion was the cutting of a huge birthday cake by Mrs. Jack Kirsch. Many radio, stage and night club stars took part in the festivities which included the Chez Paree revue, headed by Gracie Barry and Harvey Thomas, with dancing to music by Cee Davidson and his band.

Personalized Date Strips Is Offered by Filmack

CHICAGO—Filmack Trailers has designed a new series of personalized date strips and presentation headers for theatre use. Harold Perlman, Filmack Advertising head, says exhibitors prefer to have the theatre name on all date strips because it serves as an added reminder.

Canton and Springfield Theatre Improvements

CANTON, ILL.—A new marquee and porcelain front will be installed on the Capitol Theatre here by the C. Bendsen Co. of Decatur. The Bendsen firm also is erecting a new vertical on the Great States Orpheum Theatre in Springfield, Ill.

ATOI Directors Meet

INDIANAPOLIS—At a recent monthly luncheon and business meeting, the board of directors of Allied of Indiana voted unanimously in favor of the Allied States twin resolutions pertaining to the disciplining of stars, as proposed by Joe Finneran and Syd Samuelson.

$70,000 Damage to Bell

CHICAGO—Fire damage to the Bell Theatre here has been estimated by Leon Kaplan, part owner of the house, at $70,000, $35,000 each to the building and its contents. Cause of the fire was undetermined.

Build Waukegon Airer

WAUKEGON, ILL.—Construction work is under way on the Keno Family Drive-In, being built here by C. J. Papas, S. J. Papas and Andrew M. Spheeris of Kenosha. Tentative opening date is set for next May.

ITOW Board Urges Rein On Pictures for Video

MILWAUKEE—Directors of the Independent Theatre Owners of Wisconsin, at a meeting in its offices here, unanimously voted to submit to all motion picture producers and distributors a request that films should not be released for use in television until they are at least five years old. If pictures are being reissued, the directors urge that a still longer period elapse before they are made available for video.

Board members passed a resolution confirming the stand of the national Allied organization against forced percentage deals on pictures. Local trace practices are to be scrutinized more completely by members of the ITOW board.

Cooperation in the observance of American Brotherhood week, February 20-27, was urged by the group.

Members of the board attending the meeting included Mrs. Helen Hanke, Charles Trampe and Edward Johnson, all of Milwaukee; Arnold Brumm, North Milwaukee; L. V. Bergtold, Westby; George Panka, Prairie du Chien; F. J. McWilliams, Madison; John Hanus, Antigo; Sigmund Goldberg, Wausau; Floyd Albert, Mount Horeb; Russell Leddy, Green Bay, and John P. Adler.

Hudson Circuit to Rebuild Strand at Angola, Ind.

ANGOLA, IND.—Robert Hudson, head of the Hudson circuit, Richmond, Ind., is planning a $150,000 remodeling program at the Strand here. The present building is of the old opera house type.

Hudson plans to remove the entire interior of the house, leaving only the four walls standing. Plans are now being made and work will begin as soon as possible. The entire front of the building will be modernized. New sound and projection equipment, seating and air conditioning will be installed.

Eddie Kay Scores 'Tuna Clipper'

Producer Lindsley Parsons has set Eddie Kay to score "Tuna Clipper" for Monogram.



NEW RKO DIVISION MANAGER—Jerry Shinbach (right) talks things over with Sol A. Schwartz, vice-president and general manager of RKO, in their first conference since Shinbach's recent appointment as RKO Theatres division manager. The new division manager succeeds Frank Smith, who was Chicago representative for labor relations for RKO. Shinback's headquarters will be in Chicago and he will have charge of the Palace and Grand in Chicago, Orpheum in Kansas City, Virginia and Orpheum in Champaign, Orpheum and Liberty in New Orleans, Keith's and Regent in Grand Rapids, Uptown in Detroit and Brandeis in Omaha.

Show at St. Louis Adds $1,000 to Heart Fund

ST. LOUIS—Tommy James, chief barker of the Variety Club, gave a report at a luncheon meeting Tuesday on the recent testimonial dinner given for Bob O'Donnell, head of Variety Clubs International, at the Baker hotel in Dallas, which James attended along with representatives of all the other 32 tents.

He reported also the Heart fund will net $1,000 from the recent Variety-sponsored Horace Heidt show staged at the Municipal auditorium. The union stagehands who worked at that show had donated their $108.96 in wages to the Heart fund.

Chief Barker James also read a letter he received from L. L. Tate, director of health and hygiene, and Martin Kouri, his assistant. It follows:

"We want to take this opportunity before the yuletide season to thank you, and all the officers and members of the Variety Club, for the splendid contributions you have made in helping to save the vision of our public school children. You would be more than gratified if you could witness the relief and pleasure shown by these children when they realize the ease with which they can carry on their work by the aid of the glasses."

The Heart fund during the past year has provided eye glasses free of cost to a number of school children whose parents were unable to buy these needed purchases.

A $3 contribution for the Heart fund was made by Bob Edele, manager for Film Classics, in memory of the late Johanna Kaufman, aunt of Maury Davis, manager of the Will Rogers Theatre, who died a few days previously at the age of 76.

Barker James also appealed to exhibitors who haven't already done so to show the short subject, "Tobaccoland," handled through National Screen. Those who exhibit this picture receive a fee that goes into the Heart fund.

Terre Haute Amusement Buys Orpheum Theatre

TERRE HAUTE, IND.—The Terre Haute Amusement, Inc., has filed a warranty deed for the purchase of the Orpheum Theatre here from the Rose Foundation Corp. Revenue stamps attached to the deed indicate the purchase price was nearly $100,000.

MILWAUKEE

Al Burris, who recently purchased the Pastime, Horicon, was in town . . . Albert Mannheimer, New York, director of exchange operations for Film Classics, huddled with Matt Sullivan, local manager . . . The new Film Classics exchange building is slated for finishing touches by January 1 and moving day from the old quarters is set.

Carl Doty, Wisconsin manager, finally located a home. He will bring his family from Chicago . . . Jack Sullivan of the Carl Thelin firm is now known as "Gramp" . . . Russell Leddy, Orpheum, Green Bay, and Sig Goldberg, Hollywood, Wausau, were wearing burly storm coats when here recently . . . Roy Johnson of National Screen was in a local hospital for an operation and is on the mend.

Herb Greenblatt, Chicago, RKO district manager, was in for conferences with Lou Elman, Milwaukee manager. The boys talked with circuit heads about the 1949 Ned Depinet drive product . . . Al Bondi of General Electric Film department, en route from the coast, was in for sessions with Winnie DeLorenzo of Independent exchange, GE film representative . . . Al Sickles, Film Service dispatcher, is back at his desk after a nine-week stay at home due to illness . . . Jack Frackman, Republic manager, and family shoved off for Buffalo, N. Y., for the holidays. This is the first vacation for the Republic manager in 15 years.

Just about everybody in the industry dropped in at the annual Christmas party sponsored by Charley Trampe, Monogram manager . . . Helen Harsh, RKO inspector, is walking on one foot after dropping a film can . . . Harry Riskin, 20th-Fox shipper, and family are spending the holidays in Los Angeles . . . The new dumb waiter at RKO, built to increase film handling in the shipping department, was finished in time for extra duties at the Christmas party.

Twentieth-Fox held its annual Christmas party at the exchange . . . Edward White, RKO cashier, provided cake for the visiting exhibitors and office gang, while celebrating his birthday . . . Sally Rollman, secretary to John G. Kemptgen, MGM resident manager, was another birthday celebrant . . . The Warner exchange staff held its annual Christmas party at the exchange . . . Don Deakin, Dells, Wisconsin Dells, was in for hellos . . . The U-I Christmas party was voted the best in history. The entertainment committee arranged talent acts that highlighted the event.

Things are pretty rough for Film Service drivers who ply the highways delivering and calling for film at the theatres. Recent rains turning to sleet made skating rinks of the roads and Walter Puddy, veteran Film Service driver, was hauled out of ditches four times while making the Marinette run.

Joe Imhof, Eagle Lion manager, and the staff are all steamed up over the Jack Schlaifer Testimonial drive. Exhibitors have a chance to win a New York or Hollywood trip by placing a number in the slotted film can at the Eagle Lion office . . . The Eagle Lion office is well decorated with drive material and posters . . . Merchandising and Supurdisplay held its annual Christmas party . . . Eddie Solomon, Chicago, 20th-Fox exploiteer, was beating his drums around town on new product . . . Elsie Seidl, Metro contract clerk, will be married February 5.

Metro's Christmas party at Hotel Wisconsin saw John G. Kemptgen, resident manager, handling the Santa chores. There was dinner, dancing, exchanging of humorous gifts and plenty of cheer. Some of the gang demonstrated solo dancing prowess. Hildegarde Albrecht furnished the records and record player.

Carl Thelin in addition to doing several outdoor Christmas display jobs for exhibitors, distributed some very attractive calendars . . . Marge Kennedy, formerly with National Screen, writes she's spending her free time in Texas, viewing all the new pictures . . . Bob Gross, manager of the drive-in on the Blue Mound road, was struck by a heart attack while driving. Rushed to the hospital, he recovered but again entered the hospital for further treatment and checking.

Most of the film salesmen were off on vacation trips over the holidays . . . Harry Olshan, Columbia manager, and family departed for a New Orleans and Florida vacation, returning January 3 . . . S. Chapman, Columbia salesman, also is spending the holidays in Florida . . . Betty Lipschutz joined the Columbia office staff as biller and telephone operator . . . Jack Lenehan, Paramount booker, and Office Manager Ken Siem were in Chicago attending a district meeting . . . James R. Grainger, Hollywood, executive vice-president for Republic, huddled with Jack Frackman, local manager. Grainger returns to the west coast shortly.

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Holiday Slump Felt In Chicago Grosses

CHICAGO—Chicagoans were so busy buying things to go into yule stockings, they had little time to buy tickets to Loop theatres and the pre-holiday slump was on in a big way. The only exception was the Oriental, which had a nice week with "The Girl From Manhattan" on screen and a stage show headed by the King Cole Trio. "Hills of Home" had a fair week at the United Artists and "Live Today for Tomorrow" did average at the RKO Palace. Other Loop houses, playing holdovers, were way off, except the Rialto, which had a banner week with a second downtown run of "Ravaged Earth." "Hamlet" at the Apollo on a two-a-day reserved seat policy had a very good third week.

(Average Is 100)

Apollo—**Hamlet** (U-I), 3rd wk. reserved seats ..... Very good
Chicago—**An Innocent Affair** (UA), plus stage show, 2nd wk. 95
Garrick—**The Snake Pit** (20th-Fox), 5th wk. 95
Grand—**Unknown Island** (FC); **Bodyguard** (RKO), 2nd wk. 90
Oriental—**The Girl From Manhattan** (UA), plus stage show 110
Palace—**Live Today for Tomorrow** (U-I) 90
Rialto—**Ravaged Earth** (Elliott), 2nd d. t. run 120
Roosevelt—**The Plunderers** (Rep); **Angel on the Amazon** (Rep), 2nd wk. 90
State-Lake—**Decision of Christopher Blake** (WB) 95
Studio—**Lysistrata** (Dist); **Fric Frac** (Oxford), 4th wk. 90
United Artists—**Hills of Home** (MGM) 90
Woods—**A Song Is Born** (RKO), 8th wk. 90
World Playhouse—**The Lost One** (Col), 5th wk. 105

Milwaukee Grosses Spotty; 'Venus' Is Tops With 115

MILWAUKEE — Last-minute Christmas shopping dented grosses at the first runs considerably. It was evident that most patrons had their minds on holiday subjects, and attendance generally was spotty. "One Touch of Venus," showing with "Kidnapped" at the Warner, topped the newcomers.

Alhambra—**Fighter Squadron** (WB); **Angel in Exile** (Rep), 3rd d. t. wk. 100
Palace—**Johnny Apollo** (20th-Fox); **Show Them No Mercy** (20th-Fox) 95
Riverside—**Rachel and the Stranger** (RKO); **Winner Take All** (Mono) 110
Strand—**When My Baby Smiles at Me** (20th-Fox), 3rd d. t. wk.; **Gallant Blade** (Col), 2nd wk. 98
Towne—**So This Is New York** (UA); **Kings of the Olympics** (SR) 100
Wisconsin—**Time of Your Life** (UA); **Take My Life** (EL) 95
Warner—**One Touch of Venus** (WB); **Kidnapped** (Mono) 115

Big Range in Grosses Reported in Indianapolis

INDIANAPOLIS—Grosses at first run theatres the past week ran all the way from poor to fairly good with business falling off in the neighborhood theatres as well as over the state where grosses hit new lows in several spots.

Circle—**For the Love of Mary** (U-I); **Moonrise** (Rep) 60
Indiana—**Fighter Squadron** (WB); **Million Dollar Weekend** (EL) 103
Keith's—**Road House** (20th-Fox); **Trouble Preferred** (20th-Fox), 2nd d. t. wk. 90
Loew's—**Julia Misbehaves** (MGM); **The Search** (MGM), 8 days 130
Lyric—**Drums** (FC); **Four Feathers** (FC), reissues 90

Theatre Party Given for Kids

VIROQUA, WIS.—Children, 3 to 13, were guests at a free theatre party at the Temple Theatre here December 24 at 2 p. m. The party was sponsored by B. C. Brown, veteran theatre operator, and the Viroqua Eagles. Treats were distributed to the kids after the show.

Sex Education Picture Is Okayed in Madison

MADISON—A sex education film, "Human Growth," has been given almost unanimous approval by more than 400 parents and teachers here, with only nine parents objecting that children see it, according to the public school department of health education.

The film was loaned to local schools by the state board of health, and was shown to parents and teachers representing 12 elementary and two high schools.

"While the movie demonstrates the fact that children feel a little embarrassed, they quickly recover because of the fine attitude of the teacher shown in the film," the school department reported.

A large majority of both parents and teachers indicated they felt that the film was best suited for the age group of 10 to 12 years. Nearly all parents said the film helped them answer children's questions about sex, and it was suggested that parents be given an opportunity to see the movie before their children do, so that the children's discussion of the picture at home will not catch them unawares.

Medaryville Harper Open

MEDARYVILLE, IND.—The new Harper Theatre was opened formally recently after final approval of the structure by the state engineering department.

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CHICAGO

An elderly visitor popped into the B&K's ad chief's office, but Bill Hollander couldn't place him. Nate Platt entered. He couldn't identify the visitor and neither could Ed Seguin. Finally, the visitor said, "I'm Paul Ash." Twenty years have passed since Paul was made the toast of the town by Hollander and his gang . . . J. Arthur Rank is negotiating for property on the near north side, where he plans to erect a theatre to feature his own films.

Dave Balaban, B&K executive, will go to Miami with his family for the winter . . . James R. Grainger, Republic executive, stopped over en route to Los Angeles for Christmas . . . Dr. Herbert Kalmus, Hollywood, head of Technicolor, was a visitor en route to New York . . . At an election of officers of Chicago loge of the Colosseum of Motion Picture Salesmen, Robert Funk, U-I, was elected president; Jack Eckhardt, 20th-Fox, treasurer, and Simon Lax, Columbia, secretary.

Fete Jimmy Savage week was observed in Chicago when Jimmy moved from B&K publicity over to his new columning desk at the Chicago Tribune. The ad lads and the front office executives toasted Jimmy at the Standard club luncheon. B&Kers, press and Filmrow friends cocktailed with Jimmy at a Shangri-La party. Christmas eve he was toasted again at the B&K office party . . . Ray Lumsden, Des Moines distributor, accompanied by Dwain Esper, Hollywood producer, were guests of Henri Elman at a Variety Club luncheon. Esper's production, "Freak," currently showing at the RKO Grand, is released by Henri Elman Enterprises in this area.

Doug Fairbanks jr., just back from his trip to Europe on behalf of CARE, paused here to visit his mother, Mrs. Jack Whiting . . . Att'y Miles Seeley, representing eight major film companies, and Sam Block, representing Paramount and Balaban & Katz Corp., were in New York for a conference . . . "Fedora," starring Luisa Fedia, Italian star, entered a second week at the Annex Theatre, doing record business, reports owner Charles Lindau . . . Sympathy to Dan Fegan, State-Lake Theatre electrician, whose wife Frances died recently.

Mr. and Mrs. C. L. Burndahl announced the engagement of their daughter Marilyn Joy to Quentin Gustin. Burndahl is controller for Balaban & Katz . . . Harry Thomas, EL executive, came in from New York for a confab and left for Los Angeles . . . A salute to Morris Silver, talent agent, and Frank Smith, RKO official, for their aid in promoting shows for the veterans at both Hines and Vaughan hospitals . . . Bill Galligan, manager of the Esquire, is known for his sense of humor. He recently featured Barbara Stanwyck's "Sorry, Wrong Number," because Miss Stanwyck long has been a favorite of his patrons. For some reason the film failed to draw and Galligan withdrew it after two days. He then placed a sign in the lobby: "'Sorry, Wrong Number' no longer playing here. Sorry, Wrong Picture!"

Lee Kokena, in charge of concessions for RKO Theatres, came in from New York to look over theatres in this area . . . The twin bill, "Last Days of Pompeii" and "She," which did record business at the RKO Grand in the Loop, opened very strong at the Empress Theatre on the far south side. The Empress, a Chicago landmark, recently was remodeled completely by operator Van A. Nomikos.

The yule party for youngsters held in the Variety Club rooms was a gala affair. About 150 children, sons and daughters of Variety Club members and their friends, arrived at noon and enjoyed the festivities which included refreshments, gifts, prizes and entertainment. All of the children brought gifts which were sent out to the invalid kiddies at LaRabida Jackson Park sanitarium, the pet charity of Variety Club of Illinois. Chuck Moses of Goldblatt's department store sent over Santa Claus and Sparkle, the reindeer, to entertain the children. Jack Irving, head of the Vaudeville Artists Ass'n, sent over Frankie Little, midget, H. & I. Confection Co., Manuel Smerling, Irving Davis and Maurice Salkin gave generous gifts of bags and boxes of candy which were distributed to the children.

Department stores and camera shops report record sales of projectors for showing of 8mm and 16mm films for home use. Projectors can be bought as low as $19.95, $2 down, $1 weekly payments. They also have a huge choice of films such as cartoons, comedies, adventures, pictorials, travels and sports events priced at $2.75, or on a weekly rental basis.

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SPRINGFIELD

Employes of the Fox Lincoln were guests of the management at a Christmas dinner party held at the Farm Monday (20) . . . The Morrell Packing Co., Ottumwa, Iowa, worked out a cooperative deal with John Kerasotes at the Senate Theatre here on the showing of the new Lassie picture, "Hills of Home." The company markets Red Heart dog food and sponsors Lassie's NBC radio show. The tieup included a lobby display, grocery store displays, free pictures of Lassie, identification tags free to children at Saturday matinee, a free case of dog food to every person adopting a dog from the local humane society shelter, display ads in local papers and radio announcements.

To point out the authentic story of "Canon City," Howard Young, manager of the Capitol, Canton, offered free admission to everyone bringing in the issue of the local paper that carried the story of the actual prison break last December. This caused a rush at the "back issue counter" of the Canton Daily Ledger, but it was to no avail as the newspaper charges 50 cents for back issues and the admission to the theatre is 48 cents.

The Springfield Theatre Ass'n is sponsoring its annual Ten Best Films contest with season passes for the best local guesses. This is an annual event conducted in cooperation with the Illinois State Journal-Register with additional coupons distributed in the theatre lobbies.

Harry Hershey, Taylorville, attorney for and associate of the Frisina Amusement Co., was the downstate campaign manager for the newly elected governor of Illinois Adlai Stevenson. It is reported that he may be the new attorney general for the state of Illinois . . . The traveling display of studio costumes from "The Three Musketeers" will be on exhibit in Peoria and Springfield late in December in cooperation with the showing of the MGM special in these cities.

Visitors to Springfield recently included Dave Ross of Eagle Lion, Chicago; Sam Stoll of Paramount, Chicago, and Herman Gorelich of Screen Guild, St. Louis . . . John Balban and Dave Wallerstein, Chicago B&K heads, were in Springfield recently on an inspection trip. They were met at the Orpheum Theatre by Izzy Wienshienk, district manager for southern Illinois.

ST. LOUIS

Johanna Kaufman, aunt of Maury Davis, manager of the Will Rogers Theatre, died recently at the age of 76 . . . Robert Good, former Benton, Ill., restaurant owner, has succeeded Harry Crull as eastern Missouri salesman for National Screen. Crull will enter theatre business in the east. Good is a brother-in-law of H. M. "Gilley" Burnett, city manager in Mount Vernon, Ill., for Fox Midwest.

The young son of Hugh Houston, Melba Theatre, Houston, Mo., is recovering from measles . . . Three south St. Louis youths have been arrested for entering the new Shenandoah Theatre the night of December 12 and carrying off 128 candy bars and $1.04 in change. They said they were strolling by the theatre about 12:30 a. m. when a woman outside the theatre door told them her young son was locked inside. They decided to help and told the boy how to open a side door, which he did. Later, after the youths went home, they returned to the theatre "because the temptation of that open door proved too much." They were nabbed a short distance from the theatre by patrolman Stanley Cunningham who investigated the contents of a quilt in which they were carrying the candy bars.

Military Funeral Held

SPRINGFIELD, ILL. — Miltary funeral services were held recently for flight officer James B. Crawley, former manager for Kerasotes theatres in Chillicothe, Ill. He was killed while flying paratroops over Holland Sept. 20, 1944.

INDIANAPOLIS

Joe Meadows, maintenance man at Republic, is a patient at General hospital here for a checkup . . . Morris Lefko, district manager for RKO and drive captain of the Ned Depinet drive, was here making plans for the drive which continues through May 5 . . . Jane Beard has resigned as booker with the Cantor circuit here and joined the Warner Bros. staff as head booker. Jane formerly was with Warners as assistant booker.

J. E. Stuckey, operator of the Princess, Cayuga, Ind., and the Rex at Montezuma, Ind., died recently in St. Elizabeth's hospital, Danville, Ill. He had been ill for some time . . . Doyle Carter, operator of the Roxy, Bloomington, is reported on the sick list . . . Warner Bros. quarters have been redecorated and renovated . . . Salesmen calling on exhibitors in the Kentucky area report healthy business with tobacco prices at high levels. Practically all theatres in the state report good grosses.

Joe Meadows, operator of the Strand at Dawson Springs, Ky., suffered a heart attack and was confined to his home . . . Mrs. Morris Reinking, who operates the Idaho and Swan theatres at Terre Haute, has gone to Florida for a month's vacation, her annual visit . . . Emery Creekbaum, operator of the American Theatre, Ladoga, Ind., is installing a new heating plant in his theatre . . . Film Classics salesmen Ray Thomas and Norman Linz have been granted a two-week leave from December 20 to January 2, according to Manager Sam Abrams.

A. M. Van Dyke, 20th-Fox, Chicago sales manager, called on Manager McCleaster here . . . George T. Landis, former manager for 20th-Fox; Hazel Patrick and Laddie Hancock, former salesmen, were honored at a Christmas party given by employes at the Variety Club December 22. There was a turkey dinner, a gift exchange, entertainment, refreshments and dancing.

The ladies of the trailer department at National Screen Service held a Christmas party at the Claypool hotel. In addition to a dinner, refreshments and entertainment, gifts were exchanged. Santa Claus appeared at the Fountain Square Theatre recently sharing billing with "Four Faces West" and "Winner Take All" . . . The Uptown, Oriental, St. Clair and Strand theatres were closed Christmas eve but reopened Christmas day.

Exhibitors visiting Filmrow included S. W. Goodman, Poseyville and New Harmony; Kenneth Law, Cozy, Argos; Alex Kalafat, Kalafat circuit, Garrett; Fletcher Brewer, State, Windfall; Harry Watts, Alhambra, Knightstown; E. L. Ornstein, Ornstein circuit, Marengo; and Don Steinkamp, English, English.

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Theatre Licensing Repeal Is Upheld

TOPEKA—That the city of Topeka acted within its legal right in repealing an ordinance licensing theatres, and that Topeka's theatres, therefore, are within their legal rights in denying admittance to Negroes, were rulings of the Kansas supreme court.

In a decision written by Justice Parker, the court unanimously affirmed action of Judge Magaw of the Shawnee county district court in sustaining a demurrer to a petition by Arthur Lee and Ava Louise Stovall seeking to force admittance of Negroes to local motion picture theatres.

Under a Kansas law, any city which provides a licensing system for theatres is barred from restricting admittance of patrons because of race, color or creed.

The city of Topeka repealed its theatre licensing ordinance several years ago. Recently the Stovalls were denied admittance to a theatre. In the absence of a licensing system, the supreme court decision declared, the theatre in question was within its rights in refusing admittance to the couple.

Abolition of the ordinance by the city of Topeka gives theatres there, and in view of the supreme court decision those in other cities similarly situated, the right to define their own rules and policies regarding admittance of patrons.

Another Obstacle Faces Betty Secrest License

MINNEAPOLIS—Another obstacle has been placed in the path of Mrs. Betty Secrest, former exhibitor, who has been trying for more than a half-year to obtain a license. This time the council roads and bridges committee voted to recommend the Secrest license, but conditioned its issuance on the question of whether the proposed site would create a traffic hazard in connection with the route of a new highway to be built in the vicinity. This has the effect of holding up the license for another minimum of 90 days.

The alderman agreed that after the highway route is decided upon Mrs. Secrest is to have first preference for a theatre license, with the showhouse location, however, to be subject to approval of traffic engineers, the city planning commission and other regulations.

S. D. Kane, North Central Allied executive director, appeared before the council committee to oppose the Secrest license. Allied is fighting all new theatre construction here.

Plan 6-Week Season

MINNEAPOLIS—A six-week dramatic stock season has been underwritten by civic-minded Minneapolitans and will start January 10 with "The Front Page," offered by a cast including many local newspaper people and the Hennepin county sheriff playing their prototypes in the comedy drama. The venture has been promoted by Don Stoltz who operates the Old Log, strawhatter where "The Front Page" was presented similarly last summer to great success. Plays will be presented at the Lyceum, legitimate roadshow theatre, but not on consecutive weeks. Stoltz plans an equity company and guest stars.

Fightin' Mayor and Circuit Schedule Peace Parley in Feud Over Theatre

MINNEAPOLIS—Minnesota Amusement Co. officials will meet with Mayor G. A. Gilbert of Watertown, S. D., and town council members in an effort to end the feud that has caused the council, ostensibly at the mayor's instigation, to refuse to renew the circuit's licenses for the Lyric and Plaza theatres.

The feud is due to the circuit's refusal to reopen the Metropolitan Theatre at the mayor's request. Circuit officials contend the house is too dilapidated and the location is poor. They are remodeling the Colonial, which will be called the Plaza, and they do not believe the town could support three theatres. The Lyric is the only theatre now in operation.

Before the meeting, Mayor Gilbert declared that he still would insist on the reopening of the Metropolitan. The MAC now controls the town, but the mayor threatened that if the circuit fails to act, he will reopen and operate the Metropolitan.

With only one theatre in operation during recent months, city officials have charged that the MAC is depriving the town of "adequate motion picture entertainment." They accuse circuit officials of "stalling" in getting the Colonial remodeled and opened. On their part, circuit officials explain the delay has been caused by difficulties in obtaining building materials.

The Watertown Public Opinion, daily newspaper, has come to the Minnesota Amusement Co.'s defense and lambasted the city officials for what it calls "a badly timed move that has put the city on a spot from which it will have to retreat in disorder." It points out that the license refusal action was taken at a star chamber council session and accuses the aldermen of acting under the mayor's orders.

Bill Elson Will Be Guest At Variety Club Dinner

MINNEAPOLIS—Northwest Variety Club will give a party next month for Bill Elson, retiring chief barker. Elson, who has held the post three nonconsecutive terms, also is retiring as a director so that both Harold Kaplan and Sol Torodor, who were tied in the voting on new directors, may both become board members. At its next dinner the club will show pictures of last season's Minnesota football games.

New Arc Lamps at Tama

TAMA, IOWA—New arc lamps have been installed in the projectors at the Mills Theatre here.

W. R. Frank to Minneapolis To Sell 19-Theatre Chain

MINNEAPOLIS—W. R. Frank has returned here from Hollywood to sell the 19-theatre circuit, the territory's largest independent chain, which he heads. Nine of the theatres are in the Twin cities.

Frank says he already has a $3,400,000 offer among several dozen others, and is hopeful a deal will be closed before the first of the new year. While he'll devote himself largely to film production at Hollywood after the sale of his circuit, Frank said he still would retain his holdings in several drive-ins in the territory and probably will build more such theatres.

Frank's "The Great Dan Patch" is now in production in Hollywood. It will be released through United Artists.



NEW REFRESHMENT SERVICE LAUNCHED—Publicized by special newspaper advertising which referred to the event as a "world premiere," a new refreshment counter was opened December 15 at the Paramount Theatre, Kansas City, Mo. Shown left to right, in the accompanying picture taken during the "premiere" are M. D. "Babe" Cohn, Paramount Theatre manager; Ben Rittmaster, Manncraft Display Co.; James B. Killian jr., sales engineer, National Theatre Supply Co.; Ray Green, office manager, National Theatre Supply Co.; D. L. "Doc" Hartley, motion picture editor, Kansas City Star, and Tommy Gialde and C. W. Moore, Commercial Candy Co.

KANSAS CITY

Tom Edwards and Frank L. Plumlee, partners in the Edwards & Plumlee circuit, Farmington, Mo., were visitors on Filmrow . . . Morris Schweitzer, formerly Paramount Pictures branch manager in St. Louis, visited friends and acquaintances here . . . Dick Orear, Commonwealth Theatres purchasing agent, and Mrs. Orear were at the Mayo clinic, Rochester, Minn.

Mrs. R. R. Biechele, wife of the Kansas City, Kas., theatre operator and KMTA legislative chairman, was convalescing after a recent illness . . . Maurene Kupperman, formerly at the local U-I exchange, joined the Film Classics office staff . . . Mrs. J. R. Stowers, a member of the Kansas State Board of Review, had recovered from influenza at her home in Kansas City, Kas.

Cooperating in the local campaign to reduce traffic fatalities, the Durwood-operated Roxy Theatre was showing the MGM short, "Drunk Driving," following a special screening for police and safety council officials . . . Lawrence Lehman, Orpheum Theatre manager, was host to staff members at a Christmas party following the final show at the house last Thursday night (23).

Larry Biechele, booker at Film Classics for nearly two years, will shift to selling in eastern Kansas and western Missouri territory after January 1 . . . Don "Hi Fi" Davis, RCA-Victor district manager, was expected back from Denver and other Colorado points . . . Arthur de Stefano, National Theatre Supply Co. branch manager, was host to his staff at a Christmas party last Thursday (23).

Eighty-five applicants for the position of municipal film censor to succeed Mrs. Eleanore C. Walton, who will retire February 1, will take an examination for the post next Thursday at the city hall . . . The Gauntier and Home theatres, Kansas City, Kas., entertained kiddies at free Christmas shows Friday (24), with a neighborhood bank acting as the host for the two fetes.

The theatre being erected by Russell Harris at Hugoton, Kas., has been named the Rusada, the coined word being a combination of letters from the first names of the operator and his wife . . . A new canopy and heating system have been installed at the New Baxter, Baxter Springs, Kas. . . . The new Iris Theatre being built by Albert Orear at Bonner Springs, Kas., is nearing completion.

Among Kansas operators seen on Filmrow were Kenneth Ehret, Star, Clay Center; R. R. Winship, Majestic, Phillipsburg; G. R. Crocker, Rialto, Lyndon; Lynne E. Alexander, Garanson, Wamego, and Ray Miner, Miner, Moran . . . Missouri theatremen glimpsed included Fred Wilcox, Cozy, Lockwood; Frank Weary, Farris, Richmond; John Courter, Courter, Gallatin, and Francis E. Meyers, Civic, Brookfield.

KMTA Board Session Set for January 18

KANSAS CITY—The initial 1949 meeting of the Kansas-Missouri Theatre Ass'n board of directors is being planned for January 18 at the Phillips hotel here, conforming with a motion changing its monthly session from the third Thursday to the third Tuesday adopted by its members during its final 1948 gathering December 16.

Since the motion changing the date of the monthly board meeting specified that the change is to be temporary, the sessions will be held according to the new schedule only for two or three months, Elmer Bills, KMTA president, said after the December 16 session.

Subjects to be introduced for discussion during the January 18 meeting are expected to include additional appointments to the legislative committee recently established by the KMTA, a proposal to replace the annual fall convention of the organization with semi-annual gatherings of its membership, and plans for intensive efforts to foster more effective public relations for the motion picture industry.

Various district members of the new legislative committee, of which R. R. Biechele is chairman, are expected to be special guests at the January 18 meeting. Homer F. Strowig, Abilene, is co-chairman for Kansas, and C. E "Doc" Cook, Maryville, is co-chairman for Missouri.

Among legislative committee members from Kansas districts present at the December 16 session were Ed Dorrell, Emporia, fourth, and Huston Sterrett, Kinsley, fifth. Members from Missouri districts in attendance were Dick Brous, Kansas City, fifth, and Charles Borg, Osceola, sixth.

Members of the new KMTA grievance committee at the December 16 meeting were H. B. Doering, Garnett, and Marcus Landau, Horton, Kas.

C. A. Morris Is Manager

MORGAN, MINN.—C. A. Morris is manager of the new Morgan Theatre here, a fire proof, 360-seat situation. Equipment for the new house includes Century projectors, Voice of the Theatre sound, radiant heat and coil type air conditioning.

Esther Howard in 'Hellfire'

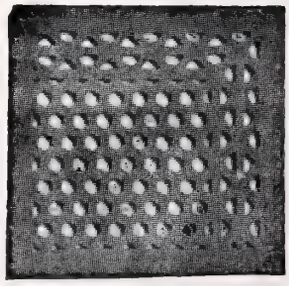
Esther Howard has been assigned a comedy part in the Republic picture, "Hellfire."

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'Pompeii' Duo Resists Seasonal Doldrums

DES MOINES—With the exception of the Orpheum, which had two reissues on a split run, theatre business here continued below normal last week. The attendance slump has been pretty general during the entire month. There has been a variety of weather, from unseasonally warm to bitter cold and from rain to snow, but none of which appeared to have any effect one way or another on theatre business. Retail stores, on the other hand, were crowded and seemed to be enjoying a brisk trade.

The pictures at the Orpheum which proved the exception to the rule were the "Last days of Pompeii and "She."

(Average Is 100)

Des Moines—**Hills of Home** (MGM) 80
Orpheum—**Last Days of Pompeii** (RKO); **She** (RKO), reissues 160
Paramount—**Rose of Washington Square** (20th-Fox); **Buck Privates** (U-I), reissues 90
Strand—**Cry of the City** (20th-Fox) 85

'Road House' Touches 100 For Minneapolis Lead

MINNEAPOLIS—Business the past week was in the usual pre-Christmas slough of despond. The only major newcomers were "An Innocent Affair," "Raw Deal" and "Smart Girls Don't Talk," and all suffered from the seasonal slump. Holdovers were "When My Baby Smiles at Me" and "Road House" in their fourth and third weeks, respectively, and "Rogues' Regiment" and "Elysia" in their second.

Aster—**The Gay Intruders** (20th-Fox); **Whispering City** (EL) 90
Century—**Smart Girls Don't Talk** (WB) 80
Gopher—**Flirting With Fate** (MGM); **Great Guns** (20th-Fox), reissues 90
Lyric—**Road House** (20th-Fox), 3rd d. t. wk. 100
Pix—**When My Baby Smiles at Me** (20th-Fox), 4th d. t. wk. 100
Radio City—**An Innocent Affair** (UA) 90
RKO Orpheum—**Angels With Dirty Faces** (WB); **They Drive by Night** (WB), reissues 90
RKO Pan—**Rogues' Regiment** (U-I), 2nd d. t. wk. 95
State—**Raw Deal** (EL) 90
World—**Elysia** (SR), 2nd wk. 90

Grosses Drop Below Par At Kansas City Houses

KANSAS CITY—Grosses at the local first run houses continued to spiral downward as Christmas shopping reached its climax. All de luxe theatres reported trade under par. Two reissues dualed at the Midland, "San Francisco" and "A Night at the Opera," registered the highest total for the week.

Esquire—**How Green Was My Valley** (20th-Fox), reissue; **Arthur Takes Over** (20th-Fox) 55
Midland—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues 90
Orpheum—**Angels With Dirty Faces** (WB); **They Drive by Night** (WB), reissues 70
Paramount—**The Decision of Christopher Blake** (WB), 9 days 60
Roxy—**Isn't It Romantic?** (Para); **Disaster** (Para) .. 55
Tower, Uptown, Fairway—**Kiss the Blood Off My Hands** (U-I) 60

Grosses Near Average In Omaha Film Parade

OMAHA—Local grosses couldn't get over the average mark as Christmas attractions and a couple of days of unfavorable weather held the boxoffice take down.

Omaha—**So Evil, My Love** (Para) 90
Orpheum—**Road House** (20th-Fox); **Music Man** (Mono) 100
Paramount—**Julia Misbehaves** (MGM) 85
RKO Brandeis—**The Return of October** (Col); **Leather Gloves** (Col) 90
State—**Let's Live a Little** (EL); **Million Dollar Weekend** (EL) 100
Town—**Sinister Journey** (UA); **Her Husband's Affairs** (Col); **Killer at Large** (EL); split with **The Black Arrow** (Col); **Montana Mike** (Mono) 100

O M A H A

Film salesmen thankfully pulled in for the holidays after one of their worst stretches on the road. Ice made travel a constant worry. Murray Greenbaum wrecked his auto near Brainard, Neb., and suffered a slight knee injury . . . Leon Mendelson and William Wink, Warner salesmen, are on vacation. Leon's daughter, Elaine, will be home from the University of Missouri for the holidays . . . Carl Johnson, Red Oak, Iowa, exhibitor, went to Rochester for a routine checkup . . . A. Myric, president of the Iowa-Nebraska Independent Theatre Owners, took his wife to the same spot.

Rolland Swanson, Columbus, Neb., is the new assistant U-I booker. He succeeds William Laird who became a salesman recently . . . Bill Miskell, Tri-States district manager, went to Des Moines at midweek for a sales meeting . . . Manager Larry Caplane of the RKO Brandeis passed out bonuses of one week's salary to all members of the staff who had been on the job at least six months. The same evening the staff gathered for a party at the theatre.

Omaha and Orpheum employes held their Christmas party at the Orpheum, Paramount employes at the Paramount . . . Morris Smead, Council Bluffs exhibitor, left on his annual extended winter trip to California, which will include as always seeing the Rose Bowl game . . . There were two surprises at the 20th-Fox Christmas party. The appearance of salesman Hymie Novitsky who recently underwent an operation and that of Harold Beecroft, assistant to the division manager.

Elmer Svendsen, Alta, Iowa, exhibitor, also drives a consolidated school bus . . . Mary Pahls, Eagle Lion secretary, is spending Christmas with her parents in Kansas . . . RKO held its Christmas party at the office . . . J. S. Sanders, owner of the Princess, Sanborn, Iowa, is down with the flu.

Joe Jacobs, Columbia manager who collects neckties, now is getting a kick out of wearing a special tie with the Columbia emblem on it . . . Walter Hoffman, 20th-Fox exploiteer from Minneapolis, was in the city . . . Lionel Wasson, former manager of the Paramount Theatre, is back in the city . . . Silent films of the 1920s again are being shown at Joslyn Memorial . . . Stan Blackburn, Paramount Theatre manager, has put out a local call for a cigar store Indian for exploitation purposes.

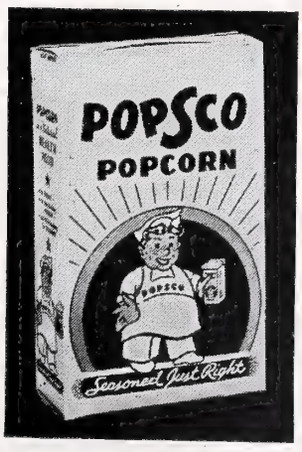
Ed Gannon closed his old theatre at Schuyler with the opening of the new Sky . . . H. S. Spindler of Crawford, Neb., has purchased the theatre at Culbertson . . . Given the assurance by the local musicians that there will be no more trouble, Tri-States Theatres has gone ahead and booked three stage shows for 1949.

Visitors along Filmrow: Don Campbell, Central City; Carl Johnson, Red Oak, Iowa; Ben Jureck, Cedar Rapids, Neb.; Wesley Mansfield, Ida Grove, Iowa; Edward Kugel, Holstein; F. W. Nalteus, Holstein, Iowa; Otto Schneider, Osceola; Raymond Brown, Harlan, Iowa; Frank Cook, David City; John Fisher, Valley; H. O. Qualsett, Tekameh; D. H. Heyne, Hooper; Mort Ives, Shelby, Iowa; Frank Good, Red Oak, Iowa; George Baughman, Cambridge; Eugene Bohnker, Charter Oak, Iowa; Walter Jancke, Lincoln; Wally Johnson, Friend.

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DES MOINES

News from former Filmrowers arrives each Christmas season and this year is no exception. Donnie Snow, former Warner stenographer, addressed her Christmas card from Cherry Point, N. C., where she now lives. She wrote she would travel to Norfolk, Va., for the holidays to be with Pat Manchester, former Monogram and Warner employe, whose husband is stationed there.

Maxine Shepherd, also a former Warner employe, writes that she is the mother of two children . . . Gail Carris Hancock, former Warner biller, sent greetings from herself, her husband and their two children Dana and Danny. The Hancocks now live in Missouri.

R. L. Long, Warner traveling auditor, left here in time to get home to Virginia for Christmas . . . Jerry Russell, Columbia manager's secretary, drove with her parents to Hiawatha, Kas., for Christmas day . . . Esther Needham and her husband spent the holidays in Gilman where Esther anticipated a joyous time with her mother and five sisters, all together for the first time in a number of years . . . Ludy Bosten of the Uptown and Palace theatres in Muscatine, had his annual illuminated Christmas display at his home. It attracts visitors from miles around.

RKO held its Christmas party in the office where a buffet supper was served . . . The girls at MGM held their annual Christmas dinner and gift exchange at the Chesterfield club. The party for the entire office force was set for December 29 at Club 100 . . . Clara Epping, MGM contract clerk, spent Christmas in Oscaloosa . . . The girls at Republic had dinner together recently at Tony's. Included in the affair were two former employes, Betty Cheetham and Nora Johnson.

Xmas Carols at Theatre

LOGAN, IOWA—Christmas carols are being heard daily from the Logan Theatre here. An amplifier has been set up in the theatre lobby and phonograph records played over it.

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Dickinson Circuit Buys Two Houses, Sells One

KANSAS CITY—Purchase by the Dickinson circuit of theatres formerly operated by Mrs. Ray Mathis in Anderson and Granby, Mo., was disclosed here by Glen W. Dickinson sr. The circuit now operates approximately 30 houses in Kansas and Missouri.

The Lyric at Anderson, Mo., is a 500-seat house, while the Club at Granby, Mo., has a capacity of 300. Operation of the two theatres by the Dickinson organization is expected to be started about January 1.

Dickinson also disclosed the sale of the 350-seat Avon at Hillsboro, Kas., operated by the circuit several years, to Kai Sorenson, who already has taken over the property.

Don Davis Places Second In RCA Sales Contest

KANSAS CITY—Don Davis, RCA-Victor district manager, received notice last Tuesday (21) that he had won second place in a 60-day nationwide theatre equipment sales contest sponsored by the RCA-Victor division of the Radio Corporation of America.

Davis occupied first place during the greater part of the contest, according to a bulletin from RCA-Victor offices in Camden, N. J., but he was nosed out only a few days before the end of the event. Standings of district managers throughout the country were based on points determined by sales.

Boys Barred From Theatre Smash Marquee Letters

KANSAS CITY—Vandals tore 53 red plastic letters from the marquee of the neighborhood Ashland Theatre here last Saturday night (18) and dropped them to the sidewalk below, shattering them into fragments. The letters were valued at $1.50 each.

Marty Vinzant, manager, said that the vandalism probably was the act of several boys who recently were denied admittance because of previous disorderly conduct. The house is operated by Commonwealth Theatres.

Admission Cut 5 Cents

MINNEAPOLIS—The Minnesota Amusement Co.'s Palace, lower Loop dual feature subsequent run house, has lowered its night price from 30 to 25 cents. This, however, does not forecast any general revision of admission prices in the big circuit, but was made to bring the particular theatre in line with other houses in the same neighborhood, according to circuit officials.

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MINNEAPOLIS

Harry Levy, 20th-Fox salesman, left for Baltimore to spend the holidays with relatives . . . Columbia had its Christmas party at the Dyckman hotel . . . Sol Malisow, 20th-Fox salesman, went to Cincinnati to spent the Christmas holidays . . . Irving Braverman, Columbia booker, was spending the yuletide with relatives in Cincinnati.

Glen Roberts supervised arrangements for the 20th-Fox Christmas party at the exchange . . . Condolences to Hanna Peterson, MGM booker, whose mother died recently . . . Lyle Farrow, exhibitor in Parkers Prairie, Minn., was a Filmrow visitor . . . Jim Flaherty, United Artists salesman who has been covering North Dakota territory, resigned to return to Chicago. Joe Prill, whose territory had been South Dakota, previously had quit to devote his entire time to his theatre at Ashley, N. D.

Reports from Tucson, Ariz., were to the effect that "Hy" Chapman, Columbia branch manager, rapidly is recovering his health there . . . Harold Snyder and Bill Soper, respectively office manager and booking manager at Paramount, attended a conference on branch operations at Chicago . . . Jerry Gruenberg, Eagle Lion salesman, and his bride were honeymooning in New York.

Ted Mann, independent circuit owner, was in Chicago on a picture-buying mission for his World Theatre here . . . The Paramount Christmas party at the Hotel Andrews was the usual big success. A screening of "Whispering Smith" preceded the jovialties . . . North Central Allied has sent questionnaires to members to fill in to aid national Allied States with its participation in the Hollywood conference aimed to improve film quality and boxoffice grosses.

The Sioux Falls gang was here for the kickoff meeting of the Grad Sears sales drive, with Herb Greenblatt, RKO district manager and drive captain, in charge . . . Sid Lax, Columbia salesman, went to New York and New Haven for a holiday visit. The latter town is his home . . . Eddie Burke has returned to the 20th-Fox sales staff after a brief absence following the resignation of Jack Cohan, city salesman and former branch manager, who is entering the greeting card business on his own. In the realignment Harry Levy returned to the post of city salesman, which he occupied while Cohan was branch manager. Burke goes to his old stamping ground, southern Minnesota.

S. D. Kane was re-elected town attorney at Golden Valley, a suburb . . . Increased producing activities are planned by W. R. Frank, local circuit owner who just tied up with John Taintor Foote, author and scenarist, for three additional pictures, besides "The Great Dan Patch," which they're now making. The first will be a screen adaptation of "Opus 43," a short story by Foote, published 20 years ago. Frank's Hollywood activities give him less time to devote to his prosperous theatre circuit in this territory which has been offered for sale.

Two Loop theatres, the Orpheum and Lyric, have beautiful new fronts . . . Ralph Green, now associated with two wealthy Minneapolis wholesale liquor men, will expand greatly his drive-in and conventional theatre building and acquisition and other activities.

Labor Delegates Ask Repeal of Tax Law

HARRISBURG—Six hundred delegates to the Pennsylvania Federation of Labor conference voted almost unanimously for repeal of the 1947 local "tax anything" law. The much abused law permits municipalities and school boards to tax anything not taxed by the state of Pennsylvania.

A state tax on fuel oil and natural gas was proposed by the United Mine Workers as a substitute for the "tax anything" law.

Opponents of daylight saving time in Pennsylvania will fight a determined battle in the 1949 general assembly to wipe out fast time.

New Castle, Pa., has joined 78 towns levying a wage tax. To offset the proposed tax of 1 per cent on income at Altoona, Pa., Logan township, Martinsburg, Bellwood, Antis township and other political subdivisions near Altoona, will enact their own wage tax. Export, Pa., on January 10 will determine whether a wage and salary tax will be enacted. Butler, Pa., operating with a special license tax, now is faced with a business privilege tax.

More than 100 political subdivisions have enacted local admission taxes.

Governor Duff is opposed to a state sales tax. He has proposed another 2 cents a gallon tax on gasoline which would bring the state tax on it to 6 cents a gallon.

The general assembly convenes here within two weeks, and from all indications the 1949 session will be one of the most bitter and hard-fought in the history of the commonwealth.

Exhibitors Hold Keys in New EL Drive



EL PRESENTS KEY—Maurice White of the White-Libson circuit in Cincinnati, fourth from left, is shown above receiving a key from Manager Harris Dudelson of EL to open the container holding the number which will entitle some exhibitor to a two-week trip to the west coast, all expenses paid, as part of the current Jack Schlaifer testimonial drive. Others pictured, left to right: Jack Desmond, office manager; Ralph Morley, salesman; Marty Warshauer, salesman; Maurice White; Dave Litto, salesman; Sterling Wilson, salesman; Dick Breslin, booker, and Harris Dudelson.

Eagle Lion film exchanges in Cleveland and Cincinnati recently opened the Jack Schlaifer Sales drive in their respective territories by urging exhibitors to participate in the drive, purported to be the first such occasion in which the exhibitor is invited to share the prizes.

In both cities the EL exchanges formally presented keys to exhibitor representatives for a large, locked film case in which numbered coupons are placed. Cleveland Manager Robert Richardson, on presenting the key to the case in that exchange to Jack Essick of the Essick & Reif circuit, explained that in each film case sent out of an EL exchange a numbered coupon would be placed.



Jack Essick of Essick & Reif circuit is shown here receiving the key to the Jack Schlaifer film case from Robert Richardson, Cleveland EL manager.

Stubs with corresponding numbers go into the film cases in the exchanges. Then on June 3, in the presence of three exhibitors and the usual company officials, the winning numbers of each of the 31 EL exchanges will be tossed into a hopper in the home office from which the grand prize will be drawn.

Richardson urged exhibitors to keep the coupons from the film cases sent to them and, in a letter to exhibitors in his territory, explained that every exhibitor had an equal opportunity to win the grand prize, a two-week all expenses paid vacation trip for two to either New York or Hollywood as guests of Eagle Lion.

In the letter Richardson pointed out that inasmuch as a numbered coupon was sent out with each shipment, it was obvious that the exhibitor with the most numbers had the best chance of winning the grand prize.

Mark Goldman Appointed As Monogram Salesman

CLEVELAND—Nate Schultz, Monogram franchise owner for northern Ohio, has named Mark Goldman as salesman to handle circuits. Prior to joining Monogram, Goldman was local Eagle Lion manager.

Appointment of Goldman to the newly created post is another milestone in Schultz's expansion program. Starting out about 25 years ago as a shipper for Harry Lande's independent exchange, he advanced to where he finally operated his own exchange. He gradually absorbed practically all of the other small independent exchanges here and wound up as owner of the Monogram franchise.

In addition to his exchange operations, Schultz is head of a circuit of seven theatres in Cleveland, Lorain, Lima and Marion. Goldman will relieve him of much of the sales burden which, until now, he has carried with the help of only one salesman.

Mrs. Mary Laskey Buried; Wife of Pa. Exhibitor

CLARKSBURG, W. VA.—Mrs. Mary Kaites Laskey, 28, wife of George Laskey, Uniontown, Pa., exhibitor, died recently following a short illness. She was a sister-in-law of Ted and John Laskey, indoor and outdoor theatre owners of the Uniontown-Brownsville area. Surviving in addition to her husband George, as her parents, brothers John and Peter and sister Jean of Clarksburg. Mrs. Laskey was a member of the Greek Orthodox church where services were held Sunday (19).

To Design New Playhouse

PITTSBURGH—Jo Mielziner, theatre designer, has been contracted to contribute plans for the new million dollar theatre which the Playhouse will build in the Oakland district. Chairman of the architect's committee of the American National Theatre & Academy, Mielziner will collaborate with Charles N. and Edward Stotz, architect and engineer. He will assist in the design of interior plans, decorations, color schemes, etc.

Marty Shearn New Pilot Of Warner Fairmount

FAIRMONT, W. VA.—Marty Shearn has replaced Arthur Pearce as manager of Warner's Fairmont. Pearce is taking a leave of absence because of ill health and probably will be with the New York circuit office on his return. Shearn has been with the circuit for 19 years, the last ten at Tarenton, Pa. Formerly he managed one of the Warner houses in East Liberty.

DETROIT

Frank Jones of RKO has moved out on Faust road . . . Eddie Potash, formerly with U-I here as booker, has moved to Washington . . . Bennett & Straight, theatrical architects, are in their new quarters at 15624 Michigan Ave. . . . L. J. Boulet of RCA is busy making nightly rounds of different booths around town . . . Casper J. Bondy, army projectionist, was due home for the Christmas holidays, and was to be married.

Ed Long of Long Sign Co. left for a quick trip to California to join his wife, who will return with him after a vacation . . . Sol Krim is starting general remodeling at the newly acquired Belmont and will change the name, probably to the Guild . . . Mrs. William Crowley, who has been on the sick list for several months, is improving . . . Henry Zapp is chairman of arrangements for the big Variety New Year's eve affair . . . Charles Shafer, general manager of the Shafer Theatre Co., operating the Wayne and Garden City houses, has been elected president of the Wayne Board of Commerce.

C. J. Feldman, U-I western sales manager, was rumored due here for a visit . . . Bill Thulin, in charge of the print department at Jam Handy, is the father of a new son Robert . . . Edward Salzberg, Cincinnati chief for Dezel Productions, was here for a sales conference at the home office . . . Norman Neal, manager of the Victory, is staging a special Saturday children's show.

Franklin Woodling, son of Earl Woodling, who was back for a visit recently, is the new operator at the Victory, replacing Edward Nielson, who moved to Chicago . . . Eddie Albert was here for a conference with Jam Handy and Marshall Templeton . . . Al Boudoris has closed the Detroit office of the Theatre Equipment Co. of Toledo, formerly in the Charlevoix building . . . Jack Goldhar and Ben Zimmer, formerly with UA, were hosts at a big party for west side youngsters that took over both the Royal and Varsity.

Frank J. Downey, MGM manager, headed for Pittsburgh for a sales meeting . . . Jack Morgan, MGM sales manager, left for his sister's farm near Tampa for several weeks' convalescence following a recent heart attack . . . Floyd Chrysler is pinch-hitting for Morgan . . . Dewitt, Mich., has a new mystery theatre. Exchanges are shipping out prints, but nobody knows who runs it or even the name of the house around Filmrow.

Mr. and Mrs. George Haskin celebrated their silver anniversary December 22 with a party at home . . . Mel Donlon ordered a round of hot dogs for the whole gang . . . G. M. "Power-Saw" Studebaker is the newest member of the Nightingales, and is going to try out his nickname on the alley . . . John Yellich of the Stanley is anohter new bowler . . . Gilbert Light managed to show up late for his own meeting. Roy Thompson did most of the talking at the session, ably assisted by Charles MacFarlane and Donald Lewis.

Past president Ed Douville and the Mrs. (Bea Vester) had a nice visit at the old Colony with Earl Woodling . . . Floyd Akins reports the Cleveland projectionists league is cooking up a home and home match game with the Nightingales for early next year . . . Matt Haskin got a nice hand for his 6-10-7 split, with son Ralph Haskin in the gallery . . . Max Lindenthal managed to become a cheering section for the opposing team, while his own lost four points . . . Cecil Cox of the Colony scored his first missout . . . Mrs. Douville is sporting a new pair of shoes to pep up her bowling with the Nightingale girls.

Jack Cohen, National Screen Service chief, engineered a Christmas party for the staff at the Fort Wayne hotel . . . Mrs. Frances Tucar and Thelma Wetzel handled arrangements for the Warner Christmas party . . . Clive R. Waxman, upstate independent booker, was a visitor . . . Two formerly theatreless towns now have new houses. Harley Ennest opened the Posen at Posen, and Chester Mates opened the new 340-seat Hopkins at Hopkins. Frank R. Spangler is opening the new 1,000-seat DeLux at Utica the first week in January and will keep the old 532-seat Capitol open weekends only.

John Penrod, manager of the Sheridan, sent the first of the season's greetings . . . Jack and Gladys Smukler sent a classic shepherds' scene . . . Alex Schreiber of Associated reminisces over the old-fashioned sleigh rides . . . Projectionists Local 199 and Stagehands Local 38 both sent out traditional greetings.

New Roof for Oil City Drake

OIL CITY, PA.—The Drake Theatre building is to have a new roof. The city has approved a building permit for the new roof placement.

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Detroit Variety Committees for '49

DETROIT — Chief Barker H. Edward Stuckey of the Variety Club of Michigan has announced the following committee for 1949:

House committee—Lew Mitchell, chairman; Jack Zide, vice-chairman; Joseph Busic, Irving Belinsky, Carl Buermele, Sidney Bowman, Fred C. Dickely and Leonard Brooks.

Membership committee—Ben Rosen, chairman; Harold Brown, vice-chairman; Floyd Chrysler, Fred DeLodder, Ted Levy, Edward C. Murphy, George W. Sampson and Milton Zimmerman.

Exhibition section—David Flayer, vice-chairman; Art Koskie, Irving Katcher, Henry Zapp, Harold Sandelman and Arthur Leazenby.

Allied industries section—Larry C. Becker, vice-chairman; Norman Birnkrant, Charles Costello, Mike Falk, Ross Mulholland, John Slagle and James G. Riddell.

Finance committee—George Berger, chairman; Charles Perry, vice-chairman; Frank Wetsman, Barney Kilbride, Adolph Goldberg and Del Ritter.

Publicity—Bill Hendricks, chairman; Arvid Kantor, Charles Dietz and Lee Johnson.

Welfare—Charles Garner, chairman; Charles Snyder and Al Ackerman.

Football game committee—Joe Busic, chairman; James F. Sharkey, Harry Gilbert and Joseph Lenahan.

Cancer fund committee—H. E. Stuckey, chairman; E. J. Hudson, M. H. Gowthorpe, Lew Wisper, B. Kilbride, Charles Komer and David M. Idzal.

Entertainment committee—Jack Zide, general chairman; Joe Busic, general vice-chairman. This committee is being set up in 12 monthly project subcommittees, outlining the year's activity program as follows, with the first named as chairman in each case:

January—Installation on banquet—Charles W. Snyder, Charles Perry, Jack Goldhar.

February — Valentine party — Ben Robins, Ralph Raskin and Art Koskie.

March — Pioneer party — Frank Hensler, Lew Wisper and Fred Bonnem.

April — Baseball party — Leonard Brooks, Joseph Lee and Joseph Lenahan.

May — Outstanding merit awards — Henry Zapp, Arthur Robinson and James Olsen.

June—Variety cruise—Floyd Chrysler, Irving Goldberg and Barry Cohen.

July—Golf tournament—James G. Riddell, Lew Mitchell and Harold Sandelman.

August—Football party—Oscar Gorelick, H. E. Stuckey and Mort Winston.

September—Welfare fund games party—Irving Belinsky, Del Ritter and Don Fill.

October—Theatre party—Harry Lush, Jack Zide and Eddie Loy.

November—Lew Halbert, Sam Seplowin and Bernard Brooks.

December—New Year's Eve party—Harry Gilbert, Alex Schreiber and Ben Rosen.

John L. Barcroft Elected Columbus Chief Barker

COLUMBUS—John L. Barcroft, publicity manager of the RKO Palace and Grand, is the newly elected chief barker of Tent 2, Columbus Variety Club. Other officers for 1949 are Ralph I. Shiflet, first assistant chief barker; Ben Cowell, second assistant chief barker; Arthur Robinson, secretary, and Milton Staub, treasurer. Members of the board chosen include Virgil Jackson, Leo Yassenoff, William Pullin jr., Leo Kessel and U. G. Hazelton.

August DeFere Re-Elected IATSE Local 578 Chief

FARIMONT, W. VA.—August DeFere has been re-elected president of IATSE Local 578. Other officers: Richard D. Herstine, vice-president; H. D. Kelley, secretary-treasurer, and C. P. DeFere, business agent. Hamilton Zehrbach, Ord Weaver and Alex Christy were named trustees.

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Lane Theatre Opens In Columbus Center

COLUMBUS—The newest neighborhood theatre here is the Lane, which was opened December 16 in the new West Lane shopping center as the tenth addition to the Academy circuit. The house is of Colonial design, built of natural local limestone and white painted brick, with Indiana limestone coping. The green tile roof has a cupola topped with a weather vane. Green shutters trim the attraction panels on the stone lower portion of the theatre front. Six bone-white entrance doors also carry out the early American architectural style.

Soft delicate coloring distinguishes the main auditorium, with shimmering blue and silver spun glass fabric covering the back wall. Wainscoting is of drak gray, and side-spun glass. Sidewalls are further decorated by four large panels of a similar fabric in a rose leaf pattern.

LOUISVILLE

W. E. Carrell, president of the Falls City Theatre Equipment Co., was in Chicago attending the NAPM convention at the Sherman hotel, and contacting various theatre equipment and supply companies in the Chicago area . . . J. M. Ingram, Kentucky theatre architect, moved his offices from the Citizens Bldg. to 419 West Main St. in downtown Louisville.

A. Edward Campbell's new Lyric Theatre in Lexington, Ky., was opened December 14. Campbell is a showman of long standing, having operated four theatres in Louisville during recent years. He also owns interests in drive-ins in Kentucky and Indiana . . . Mrs. Gratia Locke, co-owner of the Savoy here, was back in town after a visit in New York. While there Mrs. Locke was the guest of Leon J. Bamberger of RKO at a Music Hall show, and she also made a sightseeing tour of the big theatre.

"Gone With the Wind" again was being shown in theatres throughout the state at nominal admission prices. According to reports of exhibitors, the masterpiece still retains its drawing power . . . Mr. and Mrs. George Jaeggers were visiting in Indianapolis. Jaeggers manages the Elks Theatre in New Albany . . . Remodeling of the first run National Theatre is being planned. Jimmie Robertson is manager of the house, which is said to be owned by I. Jerome Riker, Brooklyn, N. Y.

James F. Willard, service engineer for the Strong Electric Corp., Toledo, spent several days at the Falls City Theatre Equipment Co., checking on recent installations in the territory . . . Out-of-town exhibitors seen on the row recently included: Mrs. Frances Wessell, Royal, Carrollton; George Lindsay, Lindsay, Brownsville; C. K. Arnold, Arco and Melody theatres, Bardstown; Jack Story, Mary Agnes, Jamestown; Ed Campbell, Lyric, Lexington, Ky.; A. N. Miles, Eminence, Eminence;; R. L. Gastrost, Victory, Vine Grove, and Edwin St. Clair, St. Clair, Lebanon Junction, Ky.; Mr. and Mrs. E. L. Ornstein, Rialto, Marengo; Homer Wirth, Crane, Crane, and G. M. May, Dream, Corydon, Ind.

Boxoffice Lag Felt In Christmas Whirl

DETROIT—A slow downward trend was apparent in local boxoffices, but exhibitors generally were not discouraged, blaming the lag on the usual holiday celebrations. Individually, "Hamlet" led the town grossing 125 per cent in its third week. Others clung near the average mark.

(Average Is 100)

Adams—**Kiss the Blood Off My Hands** (U-I); **The Strange Mrs. Crane** (EL) 95
Cinema—**Hamlet** (U-I), 3rd wk. 125
Downtown—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues, 2nd wk. 80
Fox—**Sofia** (FC); **Belle Starr's Daughter** (20th-Fox) 95
Madison—**Moonrise** (Rep); **Angel on the Amazon** (Rep) 85
Michigan—**Johnny Belinda** (WB); **Adventures of Gallant Bess** (EL), 3rd wk. 90
Palms-State—**Red River** (UA), 3rd wk. 100
United Artists—**For the Love of Mary** (U-I); **The Saxon Charm** (U-I) 105

'Road House' Gets 130 To Lead Cleveland

CLEVELAND—Theatre business took second place in public interest here while Santa Claus ruled the entertainment waves. However, "Road House" broke the jinx by hitting a high 130 per cent at the Allen where it was held a second week. Third week of "The Three Musketeers" on a moveover to the Stillman, topped the house average by 10 per cent, "Fighter Squadron" was just over average at the Hippodrome and other downtown houses got by with fair records.

Allen—**Road House** (20th-Fox) 130
Esquire—**High Fury** (UA) 105
Hippodrome—**Fighter Squadron** (WB) 105
Lower Mall—**Jenny Lamour** (Vog); **Lucrezia Borgia** (Vog), 2nd wk. 90
Ohio—**Hamlet** (U-I), 7th wk. of roadshow engagement 100
Palace—**The Return of October** (Col) 80
State—**Night Has a Thousand Eyes** (Para) 75
Stillman—**The Three Musketeers** (MGM), 3rd d. t. wk. 110

Trade Slackens in Pittsburgh; 'Musketeers' Continues Lead

PITTSBURGH — Grosses slacked off at downtown theatres. "The Three Musketeers" was out in front in its second week at Loew's Penn.

Fulton—**Rogues' Regiment** (U-I), 2nd wk. 75
Harris—**When My Baby Smiles at Me** (20th-Fox), 2nd wk. 100
Penn—**The Three Musketeers** (MGM), 2nd wk. 125
Ritz—**Hamlet** (U-I), 5th wk., roadshow 95
Senator—**Commandos Strike at Dawn** (Col); **The Invaders** (Col), reissues 90
Stanley—**Blood on the Moon** (RKO) 110
Warner—**Fighter Squadron** (WB), 2nd d. t. wk. 90

Holdovers Perform Well In Pre-Xmas Quiet

CINCINNATI — Pre-Christmas activities still were paramount and boxoffice figures were good evidence of it, although holdover pictures gave a very good account of themselves.

Albee—**Pitfall** (UA) 90
Capitol—**When My Baby Smiles at Me** (20th-Fox), 3rd wk. 100
Grand—**Northwest Stampede** (EL) 90
Keiths—**The Three Musketeers** (MGM), 3rd wk. 100
Lyric—**In the Navy** (U-I); **Who Done It?** (U-I), reissues 120
Palace—**Walk a Crooked Mile** (Col) 110
Shubert—**Blood on the Moon** (RKO), 2nd d. t. wk. 80

Crowd for 'Juan' Premiere

PITTSBURGH—A crowd of 2,000 filled the Warner recently for the Press Old Newsboys' world premiere of Warners "Adventures of Don Juan." The special performance was the highlight event of the 1948 campaign for funds to help crippled, sick and ailing children of the Pittsburgh district.

CLEVELAND

Nat Wolf, Warner zone manager, held his annual midwinter managers meeting, an all-day session which culminated in a banquet at the Statler hotel . . . Alex Schimel, U-I salesman, has been transferred to the New Haven office, only a short distance from New York, his hometown . . . Mrs. Louis Seltzer, former president of the Cleveland Federation of Women's clubs and wife of the editor of the Press, on behalf of Crile General hospital, accepted a piano from the local Variety Club as a Christmas gift.

Bob Bixler, Warner salesman, is spending his holiday vacation at home in Texas . . . Bill Lissner, Columbia salesman, is utilizing his time off collecting a Florida suntan . . . Jack Sogg, MGM manager, was in Pittsburgh for a division meeting called by J. J. Maloney . . . Morris Lefko, RKO district manager and division captain of the Ned Depinet drive, returned after three-day sessions in Cincinnati, Indianapolis and Detroit. First of the series of meetings was held here.

There's going to be a big New Year's eve shindig at the Variety Club if the members have anything to do about it. At the last board of directors meeting the following committee was named by Chief Barker Milton Mooney to work out the details: Irwin Shenker, chairman; Nat Barach, Manny Stutz, Ray Schmertz and Milton Grant . . . Shep Bloom, 20th-Fox salesman, and Oscar Bloom, salesman for Warner Bros., are spending the holidays in New York . . . Wade M. Carr, district manager for Manley, Inc., reports he has completed a twin Manley installation in the Center-Mayfield Theatre which has just remodeled the lobby to allow for a concession room.

Bill Gross, Columbia city salesman, drove to South Bend, Ind., to pick up his Notre Dame freshman son George who is spending his Christmas vacation at home . . . Rube Jackter, Columbia sales manager, and Sam Galanty, district manager, were here to talk with local Manager Oscar Ruby . . . J. Stuart Cangney, sales manager for Theatrecraft Mfg. Corp., was in Charlotte and Greensboro, N. C., recently in response to inquiries on the company's new combination Mobiltone heater-speaker, now in demand for year-round drive-in operation.

Jack Gertz of Theatrical Enterprises went deer hunting but failed to bring home any evidence of his prowess . . . Gerry Shartin, who deals in rubber floorings, reports that her dad Bill, who manages the Film Classics exchange in Seattle, gave her mother a pedigreed riding horse for Christmas . . . The U-I Christmas party was staged at Grosse's, popular west side eating place, with exchange of presents in the exchange before the party dinner.

Emil Groth, RKO Theatres division manager, was here on a routine visit with city Manager Max Mink . . . Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Ass'n, and his wife went to Chicago to spend the holidays with their son and daughter . . . Ray Allison, manager of the Shaker Theatre, de luxe neighborhood house, held his annual special children's Christmas party. In addition to a specially selected program, Allison provided door prizes.

Ted Minsky, Warner film buyer, and Nat Wolf, Ohio zone manager, were back from a home office seasonal meeting . . . Harry Weiss, 20th-Fox exploiteer, is holding a series of "The Snake Pit" screenings for groups of doctors, psychiatrists, social workers and civic leaders prior to its local release in January . . . "Hamlet" folded after a record eight-week engagement at Loew's Ohio, during which it grossed an estimated $110,000. Robert Wile, roadshow manager of the local run, is now in Cincinnati supervising the opening of the picture at the Guild Theatre.

Saul Frifield, Paramount manager, is back from a four-week vacation in Florida . . . Associated circuit heads, following their annual custom, entertained all of their managers at a Christmas dinner party held at the Statler hotel . . . Visitors included Bill Twigg, head booker for the Peter Wellman circuit; Chuck Meyer of the Carolyn Theatre, New London; George Foley of Mount Pelier and Jesse Chinich, Northio booker from Cincinnati.

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PITTSBURGH

The 20th anniversary banquet of Local 211, AFL Newspaper, Magazine and Film Delivery Drivers, Helpers and Handlers, attracted 750 guests . . . Rube Jackter and Sam Galanty, Columbia executives, were here conferring with Art Levy, branch manager, whose "My Drive" is progressing very satisfactorily . . . Pat Kennedy of Exhibitors Service Co. and a network tenor a decade ago, was at the MacFadden physical culture resort in Dansville, N. Y.

A son was born at Magee hospital to the Paul Bechsteins. Bechstein manages the Avenue on uptown Fifth avenue, and he is a brother of Mrs. Paul Bronder . . . The theatre partnership of John Allison Gribble and Nick Notopoulos has terminated. Gribble, a former local film salesman, will operate the theatres at Greencastle and Shippensburg, and Notopoulos takes over operation of the Bellwood and Osceola Mills theatres . . . Bill Blowitz, Hollywood publicity agent who is working on Enterprise's "Forces of Evil," visited recently with his parents, the Joe Blowitzes. His father is manager at the Warner Manor in Squirrel Hill.

Some form of mercantile and amusement taxes may replace the income tax at Monessen . . . Henry Schmitt's Imperial at Imperial has been extensively remodeled and renovated . . . Max Cohen, Universal branch manager here several years ago, made his initial visit as Film Classic's new eastern sales manager . . . Lawrence Herbert, son of Mr. and Mrs. Jules Lapidus, and Lois Elaine Liff, were married in New York recently. Jules, former local exhibitor and film salesman and manager, is Warner eastern and Canadian division manager.

Andy Battiston had some urgent business in New York City the other day and Jerry Castelli, Library exhibitor, flew him there . . . Tony Pastor's band was at the new Manos in Monessen, and Johnny Long's orchestra appeared at the Capitol in Wheeling . . . UA's "This Is New York" was playing some theatres in the area under the title of "The City Slicker" . . . Altoona's revenue from the city amusement tax in November was $13,455.47 . . . A 1 per cent wage and income tax has been proposed at Bradford . . . Bill Smith, who handles the Sun-Telegraph amusement accounts, is appearing in the Playhouse production of "She Loves Me Not." He's cast as a newspaperman.

Guy Oglietti, Leechburg exhibitor, is active in Lions club activities . . . Milt Young, Columbia exploiteer, was here working on "The Return of October" . . . Pete Quiter, U-I office manager turned salesman, and his branch manager, Francis Guehl, were in charge of the annual Christmas party at the Variety Club . . . Jim Lindsay, formerly with the Harris circuit and recreation director for Allegheny county parks, now is coordinator of education at Carnegie Institute, which will present a Sunday afternoon series of old silent motion pictures patterned after those exhibited in the New York Museum of Art.

Charles Dortic, former film salesman now representing Columbia in upper New York, was a visitor . . . Bill Walker of Crafton and Henry Schmitt of Imperial were at Berkley Springs, W. Va. . . . The Saxton borough council was considering a wage and income tax . . . The Columbus Symphony orchestra was heard in concert at the Robinson Grand, Clarksburg, W. Va. . . . Louis Michael, veteran local exhibitor, was hospitalized for treatment of a heart condition. Several weeks ago his brother Chris, pioneer exhibitor associated with the southside Rex, was hospitalized following a heart attack but he has returned home.

John J. Maloney, MGM central sales manager, held a meeting here December 16, 17 with Branch Managers Saal Gottlieb, Pittsburgh; Edwin M. Booth, Cincinnati; Frank J. Downey, Detroit, and Jack Sogg, Cleveland . . . Howard Minsky, former Warner salesman here and now a 20th-Fox home office executive, was convalescing at home following a leg operation at Johns Hopkins hospital.

Minnie Steinberg and her children will go to California by automobile. She purchased a car, and with her son Fred will drive to the west coast to make their home in Los Angeles. She has been employed by Film Classics since the death of her husband, Mannie Steinberg . . . Several independent theatre owners here will install television sets in their theatre lobbies . . . Lou Hanna held an open house Christmas party at the Acme-Franklin-Hanna quarters, and Gordon Gibson was host at the Atlas Theatre Supply . . . Jack Cohen, former film salesman, is clerking at the state liquor store in East Liberty.

Sam Fineberg, theatre supply dealer, has been in Phoenix visiting his family, and he will not return here until after January 1 . . . Harry Rees, UA salesman, was back on the job after a brief illness . . . Raymond "Bud" Allison of the Rivoli and Hollywood circuits suffered a painful injury during a hunting trip when he dropped into a clump of bushes and a twig punctured his left eye. The injury has responded to treatment and there will be no permanent impairment of his vision.

Al Wheeler, new UA salesman who returned here after 20 years in the industry in Boston, located an apartment in Squirrel Hill and he has been joined by his wife Ella and daughter Viola . . . Bill Leibovitz, Mount Pleasant exhibitor, has been visiting a sister who is hospitalized here.

Flash floods stopped several film salesmen around Clarksburg and Weston, and there was water damage at several theatres. At Mannington, Dr. C. P. Church had to pump water from the basement of a theatre.

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TOLEDO

Instead of having a banquet in January, officers of Toledo Variety Club were installed recently for the coming year with little fanfare. Jack Lykes, chief barker, announced that Marvin Harris, manager of the Paramount, was named chairman for shut-ins committee.

One of the most unusual holiday decorations in all Toledo was put up in the Colony Theatre, de luxe neighborhood house, where two real poinsettia trees with large flowers in bloom were set up on each side of the lobby. Since many Toledoians had never seen a real poinsettia tree, the decorations have been attracting much comment.

"Hamlet" is booked for the Palace for a week beginning January 12, with a two-a-day roadshow policy . . . Sports Arena has booked the Gene Autry troupe for two shows on Friday, February 4. Autry attracted two capacity audiences in the Arena last March. Bob Hope may also appear on Sunday, January 23, although no contracts have been signed yet, according to Virgil Gladieux of the Arena.

Bridget Carr, native of Toledo whose life was reviewed on the Ralph Edwards' "This Is Your Life" radio program over the NBC network December 14, received a contract from MGM studio for a part in "Midnight Kiss," which goes into production January 10.

COLUMBUS

Local theatremen are watching developments in a proposal to build a million dollar sports arena on city property to be operated by private interests. Mayor Rhodes has declared that the city needs such an arena and will do "everything we can to get it." He said the arena would be patterned after those in Toledo, Indianapolis and Cincinnati. The arena, with a minimum of 7,500 seats, could be used for sports events and would be in addition to the 8,500-plus capacity convention hall to be erected as part of the Franklin County Veterans' memorial on the Scioto riverfront.

Theatremen also are interested in a proposal by Traffic Engineer Harry H. Turner suggesting that the city set up a 2,500-car downtown parking lot, cut into streets with parking meters, on a 18-acre site near the proposed new veterans' memorial. Turner cited Cincinnati and Cleveland as cities in which this system has been employed.

Friends of Larry Caplane, former manager of the RKO Grand, are congratulating him on the birth of a daughter Ronnie Gail. Larry and his wife are now living in Omaha, Neb., where he is manager of the RKO Brandeis . . . Phil Cochran, former local resident, will be technical adviser with Bieirne Lay jr. in preparation of the screenplay for RKO's "Jet Pilot." Colonel Cochran, inspiration for Flip Corkin in "Terry and the Pirates," attended Ohio State university and was the commanding officer of the air commandos in Burma during World War II. Howard Hughes has set "Jet Pilot" as one of the most important pictures on the 1949 schedule at RKO.

Harold Goodin, former student assistant at Loew's Ohio, stopped off here on the way from a training center in San Antonio to Bolling Field, Washington, where he will be stationed . . . Tom Gleba, WCOL staff announcer, succeeded Bill Burt as Inquiring Reporter on the WCOL program broadcast daily from under the Loew's Ohio marquee . . . Winter vacations were enjoyed recently by John Barcroft, Harry Simons and B. L. McGraner of downtown houses.

Committee members who helped make the Variety Club's Kiddies Christmas Karnival a success included Floyd Gooding, rides; Ben Cowall, arrangements; John Barcroft, entertainment and special events; John Hardgrove, decorations; Leo Yassenoff, executive committee; Leo Haenlein, operations; John Murphy and Sandy Hallock, gifts and giveaways; Paul Winkhaus, publicity; Sidney Katz, children's committee; Gene Hazelton, transportation; Kenneth Agee, control; Art Robinson, safety, and Oscar Little, grounds. Cecil Sansbury of the club and Ramon Cram, Columbus Dispatch promotion manager, were co-chairmen of the four-day event.

P. J. Wood wants to know if Ohio exhibitors are getting bad prints. The Cincinnati Exhibitors' Ass'n complained to distributors about the bad condition of prints plus insufficient number . . . Ground has been broken for the new Bucyrus drive-in and incorporation papers have been issued. Incorporators include Baird Johnson, Margaret Mayer, Roberta Vevenka and the firm of McConnell, Blackmore, Corey & Burke. The corporation was authorized to issue 1,700 shares of common stock with $1 par value per share and 750 shares of preferred stock at $1 per share. The project will be completed in the spring.

NTS Retains Leadership In Detroit Booth Play

DETROIT—National Theatre Supply retained the lead in the Nightingale Club Bowling league by a close margin. Team standings:

	Won	Lost
National Theatre Supply	24	12
National Carbon Co.	23	13
Projectionists Local 199	20	16
Lorenzen's Flower Shop	19	17
Altec Sound Service	19	17
Brenkert Projectors	18	18
McArthur Theatre Equipment	12	24
Ernie Forbes Theatre Supply	9	27

200 scores were rolled by: Ralph Haskin, 235; Roy Thompson, 213; Jack Colwell, 231, and Edgar Douville, 201.

Scharun's retained the lead in the Film Bowling league with Allied and Monogram tying for a close second place. Team standings:

	Won	Lost
Scharun's	31	25
Allied	30	26
Monogram	30	26
Republic	29	27
Theatrical	29	27
RKO	28	28
Co-operative	26	30
UA	21	35

High 3 team—Monogram, 2,547; Republic, 2,542, and UA, 2,532.

High 1 team: RKO, 974; Republic, 901, and Theatrical, 892.

High 3 individual: C. Sheran, 635; E. England, 626, and R. Forman, 620.

High 1 individual: C. Sheran, 265; E. Eng- 245, and W. Goryl, 244.

"200 club": C. Sheran, 210; D. Fill, 201 and 208; D. Kaplan, 205, and R. Forman, 204.

Alhambra Leads League Of Cleveland Bowlers

CLEVELAND—Following is the latest score of the Movie Operators' Bowling league which meets weekly at the Alhambra alleys, as announced by Secretary Tom Fitzgerald:

	Won	Lost
Alhambra Theatre	20	9
Union Federated Insurance	18	11
National Theatre Supply	18	12
Auto Voice Speakers	16	14
R.C.A. Service Co.	15	15
Oliver Theatre Supply	12	18
Ohio Theatre Supply	11	19
Mobiltone In-Car Speaker	9	21

The Alhambra Theatre squad stepped out and made the Union Federated team bite the dust in two of three encounters and tied one game up at 952 to take over the league leadership. The tie game point will be rolled off in the first game next week. The Alhambra boys moved into second high team three-game total and third high game team score with the 2,971 and 1,030 results. Responsible for this change in standings were "Emmy" Fitzgerald, Bill Riter, Red Hillegas, Bert Williams and Capt. Paul Collins.

A clean sweep of all three games by the RCA Service Co. quintet from the Mobiltone Speaker team was due to the nice scores contributed by Millard Ogle's 200-523, Ralph Gertz' 177-474, George Donelan's 187-417 and "Buzz" Buzek's 455.

To Distribute 'Room 20'

DETROIT—Albert Dezel, representing Albert Dezel Productions, Inc., has completed negotiations with John Jenkins of Astor Pictures Co. of Dallas, to distribute Astor's new all-Negro picture, "Girl in Room 20," in Chicago, Indianapolis, Milwaukee, Detroit, Cleveland and Cincinnati.

SPRINGFIELD

Chakeres Theatres, Inc., managers attended an annual holiday meeting at the Bancroft hotel. Forty out-of-town managers of the circuit were present at the all-day affair. The managers were guests at a cocktail party following the meeting, and then they and other theatre personnel attended a Christmas dinner given by the company. Gifts from the company were presented to managers and employes.

Michael H. Chakeres, David Sawyer and L. F. Weinsz of the Regent-State Corp. attended the annual Warner Bros. meeting and Christmas party in Cleveland . . . Woody Owens, manager of the Majestic, launched the new Superman serial with a drawing for kiddies, giving away watches and other prizes . . . All Springfield theatres have gala decorations denoting the holiday season.

Art Longbrake, manager of Chakeres' Frances Theatre in Mechanicsburg, was on a leave of absence because of illness. Substituting for him is Dwight East, assistant manager of the Princess Theatre in Springfield . . . Ed Paul, manager of the Logan Theatre in Logan, was on the sick list and the house was being managed by his assistant, Dale Brooks . . . Marie Wilkin, manager of the Cliftona Theatre in Circleville, was spending a vacation in Florida. Al Spare was acting manager during her absence . . . Ben Hathaway has been appointed assistant manager of the Chakeres Capitol Theatre in Frankfort, Ky.

AKRON

Juvenile authorities are seeking six youths who tried to crash into the Orpheum December 16 and succeeded only in crashing a plate glass window in an adjoining store. Claud Self, the doorman, said the boys tried to enter the show and engaged in a scuffle on the street, where one of the youths fell through the store window. The youths disappeared before police arrived.

The Palace pulled out "Berlin Express" and replaced it on Friday (17) with "The Plunderers" . . . This Christmas weekend the Liberty showed a British musical, "The Great Mr. Handel."

Two free Christmas parties for children were held Saturday (18) at the Rialto and at the Barberton West. The Barberton party began at 9:30 a. m., with Santa passing out the tickets. The show was "A Christmas Carol." The Rialto's Christmas treat party started at 11 a. m.



Variety of Cleveland Reaches Peak Of Activity During Xmas Season

CLEVELAND — This was Variety Club's busy week, beginning with the big Christmas party for some 200 needy and underprivileged children, which included a full course dinner and entertainment, after which each child received a warm article of clothing and a basket of food to take home.

Then came the gala screen and stage show in behalf of the Will Rogers Memorial hospital drive. Nat Wolf, general chairman of the event, featured a long list of popular entertainers including Janis Paige, Warner star, who flew in from Hollywood to add glamor to the event; Bobby Breen, Emmett Kelly, balladeer Peter Higgins, the Dancing Beaucaires, Dave Apollon & Co., composer Harry Carroll with Polly Baker, Lindsay's Adorables and Lindsay's Lovely Ladies, the Arthur Murray dancers and these four orchestras—Sammy Watkins of the Hollenden Vogue room, Joe Baldi of the Continental, Farnkie Strasek of the Alpine Village and Carl DeMarco of the Palace Theatre.

All actors, musicians, stagehands and motion picture operators gave their services free. Big moment of the evening was the awarding of a 1949 Cadillac, a mink coat, television set and a dozen other valuables.

At another event, the children and grandchildren of members were guests of Variety Club at the annual holiday party. The ladies who comprise the League of Showmen's Wives came into the picture later with a dinner-dance in the clubrooms with their husbands as their guests. A big Christmas tree was surrounded with gag prizes for the guests which were distributed after the dinner. Dancing and games completed the entertainment arranged by the entertainment committee consisting of Annette Shenker, Alice Gottlieb, Edna Sunshine, Selma Leavitt and Mollie Weiss.

Pittsburgh Filmrow 20 Years Ago

★ ★ ★

PITTSBURGH

The Christmas spirit captured Pittsburgh's Filmrow in 1928, our files show, and even Harry Rees, UA, did an Apache war dance at the Pathe holiday party . . . Mort England and Fred Solomon furnished Phototone music for Filmrow and set up special units in the exchanges . . . Dave Silverman of Pathe was expected to announce his wedding date . . . The Pete Aldermans welcomed a daughter and the Abe Schnitzers, FBO, announced the birth of a son.

Construction on the Latonia in Oil City was progressing . . . Harold Dyggert and Larry Jacobs, publicity heads for the Stanley-Davis-Clerk Co., were taking bows for their boxoffice record-breaking campaign on Al Jolson's "Singing Fool" . . . The Davis was on the great two-a-day vaudeville schedule at $1.50 top . . . Theodore Roberts, "grand old man of the screen," died . . . Colleen Moore and Gary Cooper in "Lilac Time" were breaking records . . . Sam Askenase and Hermoine Greenberger were engaged.

The holidays were interrupted for Bill Kupper who was promoted from Fox's local branch to special duties at the home office, with Ira H. Cohn coming here from Cincinnati . . . Jim Balmer was named manager of the Enright which opened December 28 . . . "Catherine," 1-month-old baby recently abandoned in the Sheridan Square, was adopted by the Variety Club of Pittsburgh . . . Picture of the week was Richard Barthelmess in "Scarlet Seas."

Ben Shlyen's Christmas edition editorial in BOXOFFICE a score of years ago saluted Abram F. Myers, who had been signed to head Allied States Ass'n of Motion Picture Exhibitors. The editorial was titled "A Big Man for a Big Job." A photo showed the Allied organizers and Myers signing the agreement. Several weeks ago Allied celebrated its 20th anniversary at the New Orleans convention and issued a 42-page brochure "Twenty Glorious Years" which featured the photograph.

A number of our Christmas advertisers of a score of years ago are actively engaged in the motion picture industry as they were in December 1928. Among those extending holiday greetings on these pages 20 years ago were:

William Kupper and his Fox Film Corp. staff at the Pittsburgh exchange; Allan S. Moritz, manager, Tiffany-Stahl Productions; Roy H. Haines, First National Pictures; Arthur Goldsmith, Mannie Steinberg, Harry Price, George Collins, Jack Graham, Pathe; M. S. England and Fred Solomon, Phototone; Harry F. Grelle and Lee McGovern, Supreme Film Co.; James H. Alexander, Sam Fineberg, Hymen Wheeler, Andy Cherry and Meyer Goldstein, Columbia Film Service; Joseph P. Lefko, World Wide Pictures.

Harry Milstein, Francis J. Guehl, Leo Wayne, Charles L. Dortic, Harry Rupp, A. C. Gammon, Lou Padolf, Bill Lebarton and C. W. Dickinson, Universal; Harry K. Smythe, Theatre Premiums; James F. Sharkey, Ed Elder, Sam Jacobson, Lou Engel and Bill Liebler, Columbia Pictures; Bert M. Stearn, United Artists; Steve Forrest, Theatrical Exchange.

John J. Maloney, J. Allison Gribble, Jules Lapidus, Abe Eskin, Bob Haughton, George Bernet, A. E. Rohlfs, Tommy Skelton, Red Caldwell, Esther Mayer, MGM.

Other Pittsburgh names in the news on these pages 20 years ago:

Charlie Mergen
Harry Flarity
Harry E. Reiff
Catherine Bohn
George Lenahan
Bill Gramer
Jack Maloy
Ben Engelberg
Ben Nadler
John H. Harris
Hayes Garbarino
James H. Nash
George Otte
Fred J. Herrington
Ted Tolley
Veronica Flynn
Joseph I. Schnitzer
Art Morrone
David A. Victor
Isaac Victor
Ernie Dock
Anthony P. Jim
Mrs. Mary J. Laskey
Ralph M. Lutes
Stanley Elkins
M. A. Sybert
O. J. Sybert
Joseph S. Skirboll
C. B. Pascoe
Ann Cohen
Joe Davidson
Harry Lande
Mrs. F. C. McGinley
George Dawson
Teddy Joyce
Bernard Armstrong
Marian Wiesen
Helen Brogan
Jack Cohen
S. S. Crangi
W. M. Wear, etc.

CINCINNATI

Filmrow employes enjoyed annual Christmas parties, some in the exchanges and others at various hotels. RKO had a dinner party at the Kemper Lane hotel. Salesmen in for the affair included Jack Furrer and his wife from West Virginia and Joe McKnight and wife from Kentucky . . . The Paramount gang had their get-together at the Alms hotel and the U-I party was held in the office with Peter Rosien, district manager, whose headquarters are in Cincinnati, among those present.

Marion Conley, cashier at Paramount, was to spend Christmas weekend at her home in Portland, Me. . . . The Cincinnati Warner office holds second place in the current drive, being exceeded by a very few points by the Dallas exchange. Jim Abrose's gang is pulling hard for victory.

Mrs. Louise Vinson, Paramount ledger clerk, was saddened by the recent death of her father. Visitors on the Row were Charlie Behlen and his manager, L. Costillo, of Lexington, Ky.; A. J. Sexton jr. and Mrs. Fon Sexton, Ashland, Ky.; R. Prill, Warsaw, Ky.; William Thomas, E. Bernstadt, Ky., and Louis Shore, Williamson, W. Va. . . . Bill Garner of Logan, W. Va., visited the local exchanges and left for Atlanta, where he will handle booking details for theatres recently acquired in Oak Ridge, Tenn.

Mrs. Fanny Voss, head inspector at Paramount, and the girls of her department, celebrated the holiday season with a dinner at the Latin Quarter . . . The State Theatre, Middletown, Ohio, formerly owned by Mitchell Blachschleger, now the property of the Elks Lodge, was taken back by them and will be converted into a bar and clubroom for members of the Elks.

Rex Carr, general manager of Theatre Owners Corp., and his wife attended the national Allied convention in New Orleans. On Carr's return home, he suffered a mild attack of flu but has recovered. The Realart combination of Abbott and Costello, "In the Navy" and "Who Done It?" recently did terrific business at the Lyric Theatre here, rating additional playing time.

Lee Goldberg, Popular Pictures, has set the Abbott and Costello combination at Loew's Broad, Columbus; RKO State, Dayton, and Loew's Majestic, Evansville, Ind. . . . A large number of key city bookings have been set for "Ali Baba and the 40 Thieves" and "Phantom of the Opera."

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Three New Theatres In Hartford District

HARTFORD—As the New Year opens three major theatre construction jobs are well under way in the Hartford territory, one in East Hartford, another at Norwich, Conn., and the third at Meriden, Conn.

The East Hartford situation, an 800-seat theatre located at 582 Burnside Ave., is being constructed by Morris Keppner, owner of the Glastonbury Theatre at Glastonbury, Conn., and president of the Burnside Theatre, Inc., the firm which will operate the new house.

Completion date on the $200,000 structure is expected by March 1949. Being erected in the traditional Connecticut colonial design, the theatre is of masonry construction with red brick and white trim. The building measures 131x60 feet. Herbert Gibson of Hartford is architect for the house with Morris Rothenberg of New York as associate architect.

NO COMPLETION DATE

Construction has been under way for several months on the 1,400-seat theatre at Norwich, Conn., but completion date has not been set. Bergman Bros. of Norwich is handling the construction job. The new house will be operated by Loew's Poli New England Theatres, Inc., which also operates the Broadway Theatre in Norwich. Harry Shaw is division manager for the Poli interests.

A late winter completion date has been set for the 1,000-seat theatre being constructed in Meriden, Conn., for Nick Kounaris and Paul Tolis, partners in the Newington Theatre, Newington, Conn., and George Ulyssis, a New Britain, Conn., businessman. The entire building will contain all steel and brick with only a little wood being utilized for decorative lobby finishing.

Paul Purdy, manager of the circuit's Newington Theatre, said advertising would stress the seating capacity. Another feature will be the theatre's adaptability to television. Purdy said adequate space would be allowed in the booth to permit immediate installation, if necessary, of the latest television equipment.

LOT FOR 600 CARS

Provisions are being made for a 600-car parking lot adjoining the theatre and an ice cream parlor will be situated in the same building with the theatre.

Nick Kounaris has been associated with exhibition in the Hartford territory since 1940, when he took over the Rialto Theatre in New Britain, Conn., with Nick Marlames, now living in Florida. Kounaris and Tolis acquired the Newington Theatre in 1943. Tolis has been in film business in this area for the last 25 years. Purdy, who is manager and booker for the Newington, started in the trade in 1932 as service staff aide at the Granada Theatre, Malden, Mass.

Angelo Sette Hosts Staff

SPRINGFIELD—Manager Angelo A. Sette of the Capitol Theatre grabbed himself some good page one publicity in the local newspapers when he invited the public information staff at Westover air and members of the 131st Fighter squadron of the Massachusetts national guard to attend the opening of Warners' "Fighter Squadron," produced in cooperation with the air force.

New Perakos Elm Theatre Is Nucleus For Hartford Suburb Development



Pictured above are executives of the Perakos Theatre interests talking with the architect of the new Elm Theatre at West Hartford, Conn., newest link in the Perakos circuit. Left to right: Peter Perakos, circuit head; Steve Perakos, one of his sons; C. A. Bullock, theatre architect, and Sperie Perakos, general manager for the circuit.

HARTFORD—The Perakos interests, in the motion picture industry in this territory for the last 25 years, have opened metropolitan Hartford's first postwar theatre, the Elm, a 1,000-seater situated in suburban Elmwood.

The theatre is a part of an eight-store shopping center, with a canopy extension forming a roof overhang connecting the entire front length of the theatre and stores.

"All refinements of postwar theatre building have been used in the construction," according to Sperie Perakos, district manager for the circuit, which has its headquarters in the Palace Theatre Bldg. at New Britain. The Elm is being operated by the Elmwood Theatre Corp., of which Peter G. Perakos is president and Sperie is general manager.

The corporation has 17 theatres, with 13 in Boston, and the Eastwood, East Hartford; State, Jewett City; Strand, Thompsonville, and Palace, New Britain, all in Connecticut. Two additional theatres are under construction in Bridgeport, one to be known as the Beverly and the other the Highway.

The Elm was designed by E. C. A. Bullock, New York architect, and built by the B. Stein Building Co. of New Britain, the concern which also erected the stores at the center, plans for which were drawn by Irving W. Rutherford, local architect.

The theatre building has a semicircular front, abutting at a 45 degree angle to the shopping center. An innovation in the center is the Kawneer metal molding canopy extending all along the store fronts. Patrons may alight from automobiles directly under the protective canopy. The entire structure sets well back from the street, allowing adequate parking space in front of the stores and the theatre.

The theatre exterior is built of brick, glass block, red rubino marble imported from Italy, plate glass wth alumilite trim and Indiana limestone laid up in ashlar or irregular pattern. Solid glass doors lead to the lobby.

The lobby and common lounge of the theatre have been paneled in matched Zebra wood, African mahogany and prim avera. The panel extends to the outer exits. A V-shaped marquee is situated above the wide overhang of the outer lobby, and recessed in the underside or soffit part of the overhang above the theatre front are lights which carry into the lobby and give a feeling of depth and length.

Lobby flooring consists of black and red terrazzo. Wall-to-wall carpeting covers the concrete flooring. The lobby includes a refreshment bar and a checking service. The manager's office is connected directly with the boxoffice on the ground floor.

Auditorium features blue walls, a high white ceiling and coral-colored Kroehler push-back seats. It is rounded in front, for better acoustics. The standee rail in the auditorium has birch trim and indirect lighting from below.

An artesian well provides 325 gallons of water a minute for air cooling. The seating capacity is 1,070, including 250 seats in the balcony. A stairway, winding to the mezzanine, has an aluminum curved handrail, and walls along it are covered with flexglass and African mahogany panels of wood. The lounge, just off the main lobby, has built-in furniture to conform with the wood decorative treatment of the lobby.

The stage curtains are tangerine hue and full drape.

Vincent Capuano, former manager of the Warner circuit's Capitol in Danbury, Conn., has been appointed manager.

Initial newspaper advertising for the theatre stressed the availability of parking space.

William Riseman Associates, Boston, were the interior decorators while National Theatre Supply provided booth and sound equipment.

NEW HAVEN

The State, New Britain, recently taken over by Otto L. Teffs from Howard Richardson, retained Amalgamated for its booking and buying service. Richardson will remain at the house as projectionist temporarily before shifting to other endeavors . . . Plans for construction of a 600-car drive-in at Montville were said to be under consideration by the E. M. Loew circuit.

Allied members declared they will not join with TOA in the formation of a conciliation board to hear industry complaints here . . . Prudential was planning remodeling of the Playhouse at New Canaan . . . A safe at the Newington Theatre was robbed of $150 . . . Columbia, 20th-Fox and Republic employes had Christmas parties at Donat's . . . The Columbia staff presented Walt Silverman, branch manager, with an electric mixer.

More than 100 persons attended the Warner theatre and exchange yuletide party at Racebrook Country club . . . Carl Goe, Warner exchange manager, was in New York several days for a sales meeting . . . The new Burnside Theatre being erected by Morris Keppner in West Hartford is expected to be ready for opening in March . . . Dave Skvirsky, 20th-Fox salesman, had his name changed legally to Dave Squires. His engagement to Ellean Weltman of Springfield recently was announced.

Variety Club has most of its furnishings and plans an open house in December and installation of new officers in January. Several new members and associates have enrolled and it is expected the membership will increase greatly now that attractive clubrooms are available . . . By special arrangement with Jim Darby of the Paramount, the New Haven weekly "Glimpse" announced a Xmas celebration December 23.

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Dual Leads Boston In Pre-Xmas Week

BOSTON—Trade at the first run houses was off considerably because of Christmas shopping, with most of them reporting below-average figures. "Rogues' Regiment," paired with "Indian Agent" at the Memorial, led the field. "Hamlet" wound up a five-week run at the Beacon Hill following 12 weeks at the Astor. "The Red Shoes" continued to show strength at the Majestic.

(Average Is 100)

Astor—**A Song Is Born** (RKO); **In This Corner** (EL), 5th wk 85
Beacon Hill—**Hamlet** (U-I), 5th d. t. wk 80
Boston—**Live Today for Tomorrow** (U-I); **Nanook of the North** (RKO), reissue 100
Exeter Street—**The Paradine Case** (SRO), 2nd run 65
Majestic—**The Red Shoes** (EL), 4th wk 100
Memorial—**Rogues' Regiment** (U-I); **Indian Agent** (RKO) 125
Metropolitan—**The Black Arrow** (Col); **Lulu Belle** (Col) 90
Paramount and Fenway—**Road House** (20th-Fox); **Miraculous Journey** (FC), 2nd wk 95
State and Orpheum—**Walk a Crooked Mile** (Col); **Racing Luck** (Col) 90

Yule Shopping Hits Trade At New Haven First Runs

NEW HAVEN—Trade at local first runs was hit hard by Christmas shopping. "Don't Trust Your Husband," paired with "Million Dollar Weekend" at the Roger Sherman, was the best of the newcomers.

Bijou—**Frankenstein** (U-I); **The Ghost of Frankenstein** (U-I), reissues 50
College—**Road House** (20th-Fox); **Blondie's Secret** (Col), 2nd wk 80
Loew Poli—**Good Sam** (RKO); **Docks of New Orleans** (Mono) 77
Paramount—**The Velvet Touch** (RKO); **S.O.S. Submarine** (SG) 60
Roger Sherman—**Don't Trust Your Husband** (UA); **Million Dollar Weekend** (EL) 80

'Kiss the Blood' Grosses 110, High in Hartford

HARTFORD—Business was only fair here as several of the first runs featured revivals. Other downtowners did only average.

Allyn—**Hold That Ghost** (Realart); **Hired Wife** (Realart), reissues 60
E. M. Loew's—**Men of Texas** (Realart); **Mutiny on the Blackhawk** (Realart), reissues 75
Loew's Poli—**Kiss the Blood Off My Hands** (U-I); **Anna Karenina** (U-I) 110
Palace—**Rogues' Regiment** (U-I); **Bodyguard** (RKO), 2nd wk 80
Regal—**The Velvet Touch** (RKO); **Indian Agent** (RKO), 2nd wk 55
State—**Betrayed** (Mono), plus stage show 90
Strand—**One Touch of Venus** (U-I); **Thunder in the Pines** (SG) 100

NEW BRITAIN

Commander and Mrs. Herman Miller were due in from the naval air station at Key West, Fla., to visit the Perakos family. Mrs. Miller is the former Artemis Perakos, daughter of the circuit chief.

The New Britain Herald, this city's only afternoon daily, will increase amusement ad rates from the present $1.25 an inch to $1.40, effective February 1 . . . Howard Oakley, formerly projectionist at the Stuart, Lakeville, is new projectionist at the Newington. Stanley Cuddy, former Newington projectionist, has re-enlisted in the army and has been assigned to projectionist duties.

Eileen Noriss and Eleanor Atwell are the new aides at the Newington, according to Manager Paul Purdy. Purdy's three sons all have recovered from pneumonia . . . Mrs. Purdy designed the new usherette uniform for the staff at the theatre.

HARTFORD

A number of Connecticut theatremen have dropped in on Vince Capuano, manager of the Perakos Elm, West Hartford, during the last month or so to look over the new 1,000-seater. Charlie Atamian of the Strand and Jim Cotia of the Regal, both local showmen, were among those visiting Capuano . . . Walter Myotka, projectionist at the Eastwood, East Hartford, has shifted to the booth at the Strand, Thompsonville, succeeding George Goodrow, resigned. Peter Gillespie replaced Myotka in East Hartford.

I. J. Hoffman, zone manager; Cy O'Toole, zone engineer, and Jim Bracken, contact office, Warner circuit, were visitors at the Warner Hartford theatres . . . Election of IATSE Local 84 officers will be held in January with installation slated for some time in February . . . John O'Niel is the new usher and Jean Urban cashier at the E. M. Loew's.

Paul W. Amadeo, manager of E. M. Loew's Hartford Drive-In, was in New York for a few days. He saw the musical, "Inside U.S.A.!" . . . George E. Landers, Hartford division manager for E. M. Loew's Theatres, was in Boston on business . . . Bobe Hope is coming east on a cross-country tour of one-night stands in January, and the trade is wondering if Connecticut will be included in the bookings this time. Several years ago, Hope's announced tours included Hartford, but was later changed.

Tradename was filed with city clerk's office by Community Amusement Corp. for Star Theatre, the new name of the circuit's 1,800-seater on North Main . . . Mike Piccirillo, Center manager, says he has booked a series of weekly amateur shows with Al Monty starting January 6 to run for an indefinite period. Before getting into radio and stage shows, Monty managed theatres in New Britain and Waterbury.

W. E. Gilson of Altec called on Manager Joe Giobbia of the Crown . . . Jim McCarthy, Warner Strand manager, made a quick trip into New York . . . George Benway is the new manager of the Interstate Saybrook, Saybrook . . . Stamford Theatre, Stamford, gave away free dog-training books to kiddies attending the showings of "Hills of Home."

Elsie Jardin, Loew's Poli cashier, ill for some time, has resumed her duties at the theatre . . . Lee Pruden, Poli cashier, has resigned . . . Leo Young, formerly with a number of New England theatre circuits, is understood to be doing exploitation work out of St. Louis for RKO Radio.

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Two Bay State Bills Request Censorship

BOSTON—Two censorship bills have been filed in the state house of representatives, one calling for a state censorship committee and the other asking a committee to censor comic books and motion pictures for minors.

The first bill would provide for a board of five members chosen by the governor to serve without compensation on the state censorship committee. The members would elect a chairman who would receive a salary of $5,000 a year. Under the provisions of the bill the committee would be called upon to censor a film upon complaint by any five citizens. If, in the opinion of the majority of the committee the film is objectionable, the board may prohibit exhibition throughout the state. A fine of not more than $5,000 or imprisonment of not more than two years or both would be the penalty for violation of the board's decree.

Under the provisions of the second bill the commissioner of public safety would be the chairman with the Boston police commissioner as clerk and other members such as the superintendent of schools, a Catholic priest, a Protestant minister and a Jewish rabbi. Each member would serve three years without compensation but with an expense account to be approved by the governor and his council. All motion pictures and comic books would be passed by this committee and any violation of its dictates would be punishable by a fine of not more than $5,000.

The present state censorship board consists of three members from the department of public safety who approves films for Sunday showing only.

Educational Film Group Is Organized in Boston

BOSTON—The nucleus of a Boston film council which will serve as a clearing house to help promote the use of educational films in this sector was formed when more than 100 representatives of church, school, college, social welfare and other groups interested in the use of audio-visual aids to education met at the public library here. The meeting was sponsored by the library, Boston university, the community recreation centers of Boston and the public relations department of the New England Telephone & Telegraph Co. Those attending heard Glen Burch, executive director of the Film Council of America, outline the work being done by similar councils now organized in more than 100 cities and towns in all parts of the country. Dr. Abraham Krasker, director of the bureau of teaching aids at Boston university, presided at the meeting.

Sam Schubouf Substitutes

HARTFORD—Sam Schubouf, manager of Loew's Poli Lyric, Bridgeport, Conn., has been shifted temporarily to Loew's Poli, Springfield, Mass., as assistant manager, pending appointment of a permanent assistant for the house. Holly Sweeney, Loew's Poli, Springfield, assistant, has resigned to enter the meat business. He was previously with the Loew Theatres in Waterbury, Conn., and Hartford.

Arthur Lockwood Dinner At Boston January 11

BOSTON—A testimonial dinner honoring Arthur Lockwood of Lockwood & Gordon Enterprises, who recently was named president of TOA, will be held at the Copley-Plaza hotel's main ballroom at 6:30 p. m., January 11.



Arthur Lockwood



Sam Pinanski

A stag affair, the dinner is sponsored by the Variety Club of New England, of which Lockwood has long been an active officer. Tickets at $10 each may be obtained from E. Harold Stoneman, chief barker, at Interstate Theatres, 260 Tremont St., or from Bill Koster, Variety Club's director at the Hotel Statler.

Samuel Pinanski is the general chairman and working closely with him is a large committee consisting of E. Harold Stoneman, Joe Cifre, Martin Mullin, Murray Weiss, Harry Browning, Ted Fleisher, Louis Richmond, Samuel Marshall, John Dervin, Ben Williams, Max Levenson, Stanley Rothenberg, Louis Gordon, Phil Smith, Herman Levy, Al Kane, Walter Brown, Al Clark, John Ford, Steve Broidy, Phil Marget, Arnold Van Leer and Abe Yarchin.

A large group of out-of-towners is invited to attend, and Variety Club officials say that the list will include important names from the "Who's Who" of the industry. The toastmaster and emcee will be announced shortly.

Joseph Giobbia Manages Crown Theatre, Hartford

HARTFORD—Joseph Giobbia, a veteran of 25 years in the film industry, has been appointed manager of the Crown Management Corp.'s Crown Theatre here, replacing Joseph B. LaVista, who resigned to enter the vending business.

Giobbia, whose home town is Brooklyn, comes here from the Happy Hour Theatre, Brooklyn, a President Amusement Corp. situation. Giobbia formerly was assistant manager at the Metro, Los Angeles.

The new manager tied up with 11 area merchants to sponsor giveaway of two children's bicycles on Saturday afternoons, with youngsters asked to secure "lucky numbered" coupons from merchants with each purchase.

New policy of giving away free candy and toys to kids attending Saturday matinee performances has been instituted. New personnel includes Patricia Stevens, candy girl, and Sara Nelson, cashier.

Maxwell Alderman Gives Report on Convention

NEW HAVEN—Allied Theatre Owners of Connecticut met for a Towne House luncheon recently to hear Maxwell Alderman, executive secretary, report on the recent national Allied convention in New Orleans. The Connecticut group approved and endorsed all resolutions passed at the southern meeting, including those opposing percentage pictures, opposing voluntary arbitration of grievances under the consent decree ruling and opposing joining with TOA in conciliation boards.

The membership voted 100 per cent cooperation with and all possible assistance to the celebration of Brotherhood week. In addition to Alderman, who flew to and from New Orleans, Al Bookspan of the Fishman circuit drove to the Allied conference and appeared as a delegate.

New England Allied Sets May Conclave

BOSTON—Plans for the 1949 convention of Independent Exhibitors of New England, Inc., to be held May 25, 26 at the Copley-Plaza hotel here, were among subjects discussed at its December meeting following a luncheon and directors meeting here. Daniel Murphy, president, called the meeting to order.

Because of many requests that it be made a permanent part of services rendered by the organization, continuation of the Caravan was unanimously voted by members. The unit also voted to participate in Brotherhood week in cooperation with the national committee established for the observance, with Nathan Yamins as New England representative.

Leslie Bendslev and Walter Mitchell, co-chairmen of preparations for the annual convention, outlined plans for the two-day convention. The membership was informed of details relating to the proposed 2 per cent sales tax, and of the introduction of two proposed censorship bills.

Following a discussion, members voted unanimously to combat any violations of the recent court decree against forced selling.



Treasurer Confesses Fake $5,000 Holdups

PROVIDENCE—Two supposed robberies at the RKO Albee Theatre here, involving loot totaling more than $5,000, were solved when Russell Mowry, 34-year-old, $46-a-week treasurer at the house, broke down under persistent questioning by Providence and insurance detectives and admitted that his stories of the "holdup" last week when $3,429 in cash was taken from the theatre's safe, and of a similar "robbery" last August when $1,638 was lost under similar circumstances, were faked to cover up his own embezzlements.

After making the admission, Mowry took detectives to a basement storage vault in the theatre building, climbed a stepladder and brought out from behind a pile of old theatre records two paper bags containing $3,150, all that remained of the money stolen in the two incidents.

He told police he took the money to repay loans and to "live well," finding his $46 salary not enough to do that and support his wife and 4-year-old daughter. He said he explained his sudden wealth to his wife by telling her that he had been lucky in gambling.

Mowry's original story to police after the most recent defalcation was that he was attacked by two hatless bandits, hit on the head with a revolver butt and forced to open a safe in the treasurer's office containing the cash. He finally admitted that he hit himself on the head with a metal money sealing machine.

BOSTON

Julian Casineli, Playhouse, Bartlett, N. H., who said he will take over the Town Hall, Jackson, N. H., for one night a week shows, was a visitor. The two theatres are 16 miles apart . . . Judge Pike, Playhouse, Lisbon, N. H., and his assistant, Miss Beryl Aldrich, were here for the December meeting of Independent Exhibitors . . . Ralph Roberts, Powers, Caribou, Me., spent a day in the district as did Arch Lade who operates theatres in Kingfield and Phillips, Me.

There is a gay and festive air around the Warner exchange this holiday season and no wonder. The Boston office finished third in the nationwide annual playdate drive which means a nice prize of $250 for each booker and salesman. Jack McCarthy, western Massachusetts and Rhode Island salesman, finished eighth in the country in the newsreel contest, receiving an extra prize of $350 . . . Bill Horan has moved upstairs to his new office as district manager, while Al Daytz, newly appointed branch manager succeeding Horan, takes over in the main office downstairs. Al has returned from Florida where he and his wife enjoyed a two-week vacation.

Saul Levin of Eagle Lion is the chairman for the second annual children's party of the Motion Picture Salesmen's club which was held at the Variety Club rooms in the Hotel Statler. About 30 children enjoyed refreshments, gifts from Santa Claus, motion pictures and a professional magician.

Fay and Stanzler Head R. I. March of Dimes

PROVIDENCE—Gov. John O. Pastore appealed to Rhode Island theatre managers and owners at a luncheon meeting here to support the 1949 March of Dimes drive with audience collections, which have been so successful in the last few years. More than 30 theatres were represented at the meeting.

Governor Pastore pointed out that theatres made the largest single contribution to the March of Dimes in past years, and this proved that the public is not adverse to audience collections. His request was unanimously endorsed by the meeting.

Edward Fay, Providence exhibitor, was appointed chairman of the state drive and Meyer Stanzler was named theatre chairman.

Bill Mortensen Feted

HARTFORD—Bill Mortensen, managing director of the Bushnell Memorial, downtown theatre, and former mayor of Hartford was given the Jewish War Veterans 1948 Hartford Citizens award for his part in promoting interfaith activities in the city.



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Real Christmas Spirit Infuses Dallas Row

Parties Less Lavish This Year But Feeling of the Season Is More Evident

DALLAS—Harrison C. Gunter, owner of the Buckhorn Drive-In at Alice, played Santa Claus in plain clothes to everyone on Filmrow. He had good luck on a deer hunt in the southwest cattle country and shared it with the many Filmrow workers who served his drive-in during the last year. Gunter brought the deer 500 miles in his car and had Mitchell's barbecue shop prepare it. Then he walked all over the Row asking guests to come and get it later that day.

Buddy Harris was to be at the door to admit only film employes but he had made other commitments so Truman Hendrix filled in at the job. The 168-pound buck was pronounced ready and the crowd began forming. Gunter personally got behind the counter to help Mitchell supply the hungry line. For several hours the two sliced all the venison that could be eaten and many tasted it for the first time. They said here that Gunter's Christmas token ranked with the best in recent years.

Gunter's home is in Celins. Buddy Harris, who operates the Ritz there, said Gunter worked behind the drug store soda fountain before the war. He joined the marines as a private and came out a captain. He used some of his army training to build his drive-in for 350 cars and he equipped it with in-car speakers and other modern services. Because he had picked off quite a few Japs under worse conditions, Gunter found it easy to go out one afternoon and bag the two deer before starting the night show.

* * *

J. A. Prichard, district and branch manager for Monogram, has had the exchange torn up from front to back, but it will come out with a new look for the New Year. Everything is being made all new. His office will be the former cashier's department. Booking, shipping and other facilities are being streamlined to meet comparison along the Row, which boasts several top streamlined offices in one block, particularly National Theatre Supply, Universal and R&R Theatres. Although in the throes of remodeling, the usual Christmas cheer was observed by Prichard and his staff.

* * *

The Columbia exchange personnel had its yule party at Roth's restaurant on the Fort Worth cutoff, with dinner, dancing and the usual refreshments. A tree and exchange of gifts at the exchange preceded the dinner. Paramount Pep club reserved Casa Linda Log Cabin, a nite spot, for a chuck wagon turkey dinner and dance.

* * *

The Robb & Rowley Theatres booking department held an informal party for film men, but the Friday before Christmas was reserved for the R&R family. This event was quite an affair when the late H. B. Robb would don his ermine trimmed Santa Claus suit and hand out gifts from an overladen tree. This time, however, Christmas was to be observed in a quieter tone as in the last several years, but there were to be many gifts, food and refreshments. It was to be the first Christmas in the newly remodeled general office. E. H. Rowley left earlier to spend the season in California, partly on business, but offered his greetings to film men and to his employes before departure.

* * *

Eagle Lion had its family party with presents and a tree Thursday afternoon. The Warner club had its Friday night party in Pappy's Showland. J. D. Hillhouse, manager of the Maple Theatre, scheduled a free kid show with A Christmas Carol as the main attraction. There were to be cartoons and Christmas songs by the audience. Candy, nuts and fruit were to be distributed. The Maple is owned by Forrest White and M. K. McDaniel. Jimmy Cain, manager of the Lakewood, had a similar program there. Admission was by an old toy which could be repaired for other kids. Each child received a gift donated by merchants of the neighborhood. The Lakewood is an Interstate theatre.

* * *

Don Douglas did the unusual again in getting up the Robb & Rowley Christmas card. It was a miniature souvenir cover of the 24 Sheeter, with a modernized Texas theatre sketch, the circuit using that name generally. Inside are pictures of the home office executives Frank Dowd, C. V. Jones, Deacon Bell, H. B. Robb jr., E. H. Rowley, John Rowley, Ray Elkins and Douglas. Pictures of the top feminine stars are between the R&R men's photos.

* * *

Christmas cheer was spread abundantly at the four Filmrow equipment houses. Herber Bros., National Theatre Supply, Modern Theatre Equipment Co., and Southwestern Theatre Equipment Co., each had special departments arranged for the refreshments and nicknacks. Each house passed out presents or souvenirs to customers.

The MGM club gave a turkey dinner and dance in the Danish room of the Adolphus hotel. National Screen Service had its turkey dinner and tree in the office a few days earlier. Republic ordered the caterer's best turkey dinner served in the exchange and plenty of eggnog was there. It was Manager John J. Houlihan's first Christmas on the Dallas Filmrow, he having been transferred here last summer from Memphis.

* * *

Carl Craig, the little hunchback of Filmrow, probably didn't realize just how much the exchanges and circuit offices appreciated his services during the year. Nearly all offices took up collections for him, which amounted to over $50. Carl is well in his teens, although the deformity diminished his size. He fell out of a tree when much younger and injured his back. He was smart in school and now it's shoving telegrams for show business with him. Carl and his customers are pleased with each other.

* * *

As usual, very few exhibitors were in during the week as compared to other years when they came by scores, especially to make all houses on the Row for lavish yuletide entertainment. It is some different now but the Christmas spirit is perhaps more fully realized during these times than it was then. Seen along the Row were Joe Hackney of Canton, S. G. Fry, Tyler; T. L. Richey, Linden; L. A. Allen, Crawford, and Ernest Rockett and Ben Knoch, Itasca. Others dropped in as the week closed but nearly all remained close by their homes and theatres.

* * *

Louise Jones, film actress, arrived from Hollywood with her 9-year-old son George for a holiday visit with C. V. Jones, her father. She had parts in "This Time for Keeps" and "The Razor's Edge." George soon may be in pictures, too. He was given a screen test recently, chosen from 200 applicants.

* * *

P. G. Cameron, who moved to Los Angeles last summer, read in BOXOFFICE two weeks ago that he was planning to move back to Dallas. This week he was back, hoping to complete a sale of three theatres here to the J. G. Long circuit which has operated them the last two years. He said his son Guy and son-in-law Claude Kennell want to come back anyway. All have been in the motel business in Los Angeles.

* * *

The opening of Alfred Sach's foreign-language Coronet Theatre December 28 will be one of the more prominent Christmas week festivities here. The initial attraction is "The Barber of Seville" with Tagliavini. The Dallas Symphony orchestra members will attend a special showing the night before opening.

Uncle Joe Improved As Is W. W. Spruce

Dallas—The good news which came from the sick rooms of J. E. Luckett and W. W. Spruce was welcomed for the Christmas season. The former, who is manager of the White Theatre here, suffered a heart attack after returning from a visit to Chicago. He will remain at home with his wife in the Sanger hotel for the next few weeks and hopes then to return to his job. A former film exchange manager for many years, Uncle Joe, as he is widely known, recently celebrated his 78th birthday, and was still going strong.



J. E. Luckett

Spruce, MGM office manager, was resting easier in Veterans hospital at McKinney, where he was taken recently. He underwent a leg amputation in a Dallas hospital previously. LeRoy Whitington said he visited Spruce the other day and that his morale is picking up. Friends who wouuld like to send Spruce a card may reach him in Ward 60 at the hospital.

DALLAS

Herbert Stroud got in one last booking trip in 1948 for his two theatres at Hamilton. in 1948 for his two theatres at Hamilton. Jack Arthur of Crosbyton, an exhibitor and furniture store owner, was doing likewise. Sam Lewis of the new Ward Theatre in Monahans stopped a few hours on his way home from Oklahoma City where he told federal court how pictures were played by his theatre and two others operated by Theatre Enterprises.

Jake Webb of the Bantex Theatre in Bandera said he brought Tuesday's welcome rain to this city. It wasn't raining when he left but later radio reports said precipitation was nearly general over the state before the end of the day. M. J. Birdwell was here from Las Cruces, N. M., and bought drive-in equipment for the new airer he and a partner are to open there in the spring. They will call it the Organ Drive-In Theatre, named for the Organ mountains nearby.

George Josephs, assistant to Abe Montague in the Columbia home office, has arrived for a visit to the local exchange. His mission is to check on availabilities for various theatres. All film salesmen are taking a customary two-week Christmas vacation from December 18 to Jan. 3. Exhibitors do not usually buy during this period anyway, which was the reason the yuletide holiday was established a number of years ago.

H. L. Holzendorf, who has served the Manley organization for several years, particularly in Florida and more recently with Herb Turpie in Colorado, has been transferred to New Orleans to sell in the Crescent City territory. Holzendorf spent a few hours in Dallas visiting the local office en route to his new assignment.

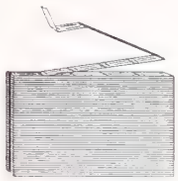
The National Screen Service Christmas observance was for Friday, too, but at noon and for employes only. A program of songs and recitations was carded. A real Santa Claus was booked to distribute gifts and then a big turkey dinner as the windup. Other Christmas affairs were to be plentiful along the Row but most of them were to be staged in the coming week.

The Warner club was all set for a big

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Christmas blowout Friday night in Pappy's Showland. A tree, refreshments, dinner, gifts and dancing were on the agenda. Over 50 employes and some of their family members were there. Bob Wilkes, Warner booker, has been on the sick list with a stomach ailment and remained at home for two weeks. His case was not serious, however. Bob is a son of the late Leslie Wilkes, a veteran and popular film man for many years.

A. W. Smith, 20th-Fox general sales manager; Herman Robbins and George Dambow, heads of National Screen Service; Oscar Neu, Neumade Products, New York, and Oscar Oldknow, National Theatre Supply of Los Angeles were other notables who came down on the Row before going to the O'Donnell dinner.

On the sadder side for this Christmas was the death at his home in Fort Worth of former publicist Leon Friedman. He had worked for Ziegfeld, Will Rogers, Marilyn Miller and Al Jolson.

The colored boys at the Variety Club do things in concerted action and their Christmas card to members was a novel example. A simple and attractive greeting bore the names of Edgar, Nash, Billups, John Henry, Leaman, Chance and Albert. Only last month the same boys acted in unison on another proposition, also thought to be unusual. They voted the Democratic ticket straight.

Adreon to Produce 'Rocket Man'

Franklin Adreon has been assigned to produce "Adventures of the Rocket Man," for Republic.

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DALLAS, TEXAS

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

WILLIAM McILHERAN, one of the oldest exhibitors in Texas and the first Dallas exhibitor, died recently at the age of 78 . . . Fire destroyed the booth and caused considerable damage to the Mutual Theatre, Hamlin, Tex., recently . . . Plans for rebuilding the Crawford in El Paso, Tex., have been announced.

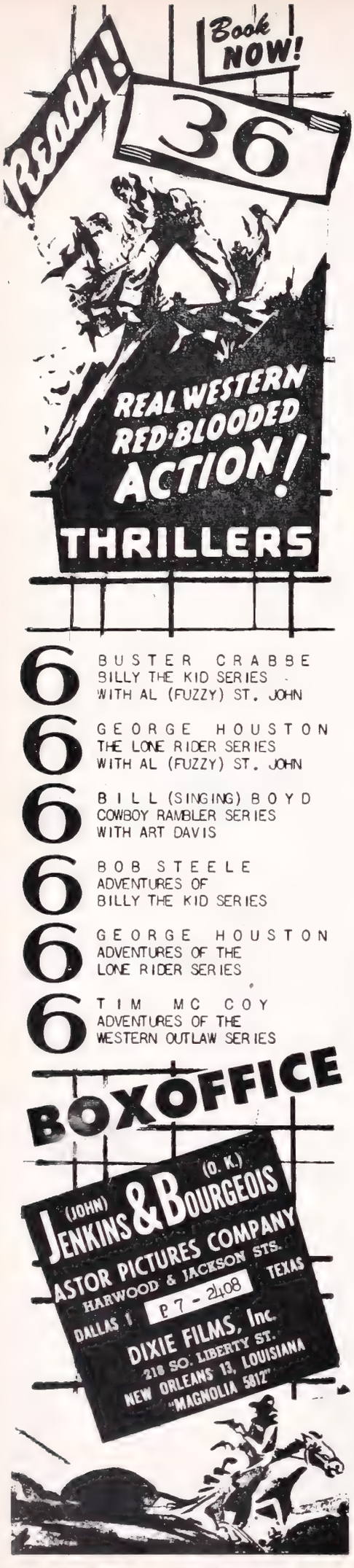
* * *

Harry Burke, former manager of the Palace in Dallas, has been made district manager of the Publix theatres in Texas and Kansas City, succeeding John J. Friedl, who is said to be transferred to New York . . . The new Circle, built by A. B. Momand in an ideal location in Capitol Hill district of Oklahoma City, was opened recently. Capitol Hill adjoins the new oil field discovered a few days ago. Manager E. C. Robinson was almost overwhelmed with compliments at the opening.

Autry Show to Return

DALLAS—Gene Autry will bring his show back to Fair Park auditorium in February. It will include performers familiar to film and radio audiences. A one-day stand last fall played to SRO, both matinee and night.





SAN ANTONIO

Leon Glasscock, owner and manager of several south Texas theatres, is constructing a new class B house in Luling, where he now has the New Tower, a first run situation. The new cinema will seat 875 . . . Theatre business has been spotty downtown but the drive-ins and suburbans are enjoying an increased volume of trade. The Christmas rush packed them into downtown and neighborhood stores.

Eph Charninsky, head of Southern Theatres here, never smokes a cigar, but chews them down to a wad.

Commonwealth Pictures, New York City, is shooting scenes hereabouts for a forthcoming production . . . Another crew headed by Lee Orr, Fox Movietone cameraman, is making aerial shots at a local army flying field for release next year. It is rumored that two other companies will be in town within a fortnight to produce films.

Louis Landy, head of the visual aids training department at Kelly Field, has had eight of his pictures approved by the government for telecast release over several north Texas television stations. Lou is also a news commentator for KCOR, bilingual station, and KYFM, a frequency modulation station owned and operated by the Express and News Publishing Co. here.

Thomas Hart, first cousin to the late two-gun Bill Hart, is the grandfather of Diane Hart, now visiting friends and relatives here. Miss Hart has a trained horse named "Silver" which she has ridden for seven months. He is one of the few dancing horses in these parts.

Leo H. Kidd, known professionally as Claude Powers, now is residing here. He has been in show business for over 40 years. Kidd made and worked in some of the first talking pictures produced in St. Louis many years ago under the supervision of O. T. Crawford, producer, director and former theatre manager and owner, who controlled the Shamrock Pictures Co. of Missouri.

Austin Squibs: The screen of the Eddie Joseph Drive-In can be seen from the highway . . . Dropping into Caruso's for a late breakfast, we learned that Pete is a cousin of the late Enrique Caruso . . . It really takes Bill Hellums, manager of the State, to pick a winner in more ways than one . . . They say that Buster Novy, manager of the Capitol and son of Interstate City Manager Louis Novy, soon will go into the candy business and make Buster's Clusters and Novy's Nugats.

San Antonio sidelines: Dorothy Andricks is the new cashier in the Aztec boxoffice. She has an ambition to become a vocalist . . . Dick Wick, former Palace employe, goes to the Harlandale as skipper come February . . . Ronnie Perkins, secretary to Karl Hoblitzelle, Dallas, was in the Alamo city. The Interstate chief was en route to the valley on his annual holiday vacation.

Gordon Dyer, Southern Theatres projectionist, has taken over as the new president of the operators Local 4F7 . . . Mary Palafox is back at the Empire following a stay in the hills of Idaho . . . Plans are completed and construction will start immediately on the New Eagle, Eagle Pass. Located across from the post office, the new house will be owned by Butler Bros. and will seat around 700. It will cost about $125,000. Spillman & Spillman are the general architects and engineers for the project.

James Herman Sollack, who has been managing the Uptown, has been appointed house manager of the Prince, a Southern theatre. He replaces Mary Grimes, who resigned to enter a private business . . . Henry Bergman, former actor and now manager of the Empire, returned to duty following an attack of intestinal flu.

Lou Emerson, actor, singer, guitarist and former minstrel man now heard regularly over WOAI, played Santa Claus at a party December 24 at the community house.

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fort, Tex. Every third child attending was admitted free of charge, according to Manager Frank Zimmermann, who owns the hill country theatre.

William Keeler, local projectionist, was elected business manager of local union 4F7 at a recent meeting. He will serve for a six-month period . . . Fred McGahey now is editor of the San Antonio Evenings News . . . Al Kaufman, public relations director for the Alameda Teatro, said that the new Mexican house will be opened January 22.

Ed Cruz of this city reported to police that he was held up at knife point and robbed of a silver saddle ring valued at $5 by two unknown Mexicans while at the State Theatre . . . Visitors along Filmrow included Jose Guerra, manager of a new Mexican theatre, Los Angeles; Dutch Cammer, Screen Guild and Realart, Dallas, and Irving Dreher, new south Texas film salesman for Sack Amusement Enterprises, Dallas.

T. L. Richey Will Construct Theatre in Linden, Tex.

LINDEN, TEX.—T. L. Richey, owner of the Ritz, will start construction on a 600-seat theatre soon after the first of the year. He has retained Ray S. Smith, Dallas theatre architect, to do the job. He also owns the Joy in Mount Vernon, and before the war owned the Texas at St. Jo. Richey lives in Atlanta where his family is engaged in the lumber industry. His buying and booking problems are handled by the Ind-Ex Booking Service at Dallas.

Jerry Musgrave Named JB Exchange Cashier

DALLAS—Jerry Musgrave, who has served in the office of Sack Amusement Enterprises for C. C. Bounds when he had four theatres the last five years, has been employed as cashier in the Jenkins & Bourgeois exchange.



Miss Musgrave

Miss Musgrave had several years actual theatre experience before moving to Dallas. She formerly lived in Texarkana and worked in the vicinity. Her duties were buying, booking and often full operation of those houses. Her duties on Filmrow have included regular exchange booking.

Miss Musgrave has always been partial to canaries and likes to hear them sing after a heavy day at the office. Sunshine, her pet, is an all yellow Hartz Mountain bird with one tiny black spot on a wing. She has taught the warbler several tricks, one being to perch on her head at command. He is the best singer she has ever owned.

House Destroyed by Fire

AMHERST, TEX.—The Majestic, owned by O. M. Cosby jr., was destroyed by fire during the week. Some of the booth equipment, however, may be salvaged. It is believed Cosby will rebuild.

Rain Over Texas Ends Severe Dry Period

DALLAS—Glorious ran fell five hours Tuesday morning (14), breaking the worst drouth this territory has experienced in 30 years. Radio reports said the rain was almost general over the state. Exhibitors in small towns had begun to feel the pinch of the drouth as stock tanks and shallow wells at farm homes dried up and farm patronage slowed down.

Around Wichita Falls the wheatlands didn't raise a green blade and cattle had begun to starve. A bad winter might yet wipe them out. Much of this picture was similar over most of Texas. Agricultural and business authorities had started saying things might soon be desperate. That gloomy picture is believed changing now. It will take ten inches to restore the rainfall to normal.



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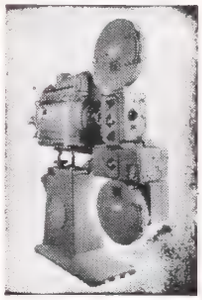
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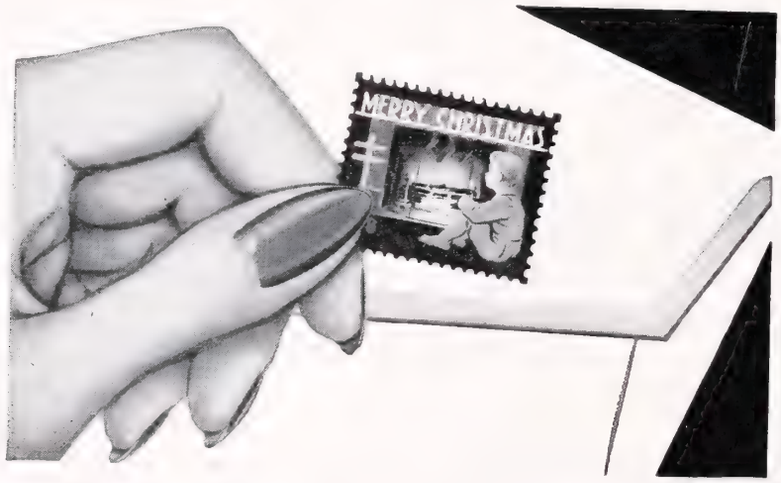
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Oklahoma Exhibitors Buy 2 Texas Houses

HENRIETTA, TEX.—Claud Thorp of Ryan, Okla., and Aaron Burns of Grandfield, Okla., have purchased the Dorothy and Royal theatres here from C. C. Hamm. The deal was consumated through Joe Joseph, Dallas theatre broker.

Thorp, a veteran of over 26 years in show business and at one time a rodeo headliner, owns three or four theatres in his section of Oklahoma. He and Burns plan to build a circuit in north Texas.

Hamm has owned and operated the Majestic in Vernon, Tex., for many years. He resides in Vernon.

Willis Davis Asks Caution On Tax-Aided Amusement

From Southeast Edition

ATLANTA—Pointing out the power of the screen as a propaganda medium, Willis J. Davis, executive of the Georgia Theatre Co., warned against encroachment by the government on commercial recreation in a recent address before the Georgia Citizens council here.

Davis discussed "The Place of Commercial Recreation in Community Programs" at the council's annual conference of the council, which was established by the state assembly in 1945 to promote greater opportunities for physical, mental, emotional and moral development of the state's future citizens.

"Should the screens of the nation's motion picture houses become propaganda media under a central governmental agency supported by tax money, they would lend themselves readily to government encroachment on individual liberty," said Davis.

Cecil Vogel's Father Dies

MEMPHIS—Col. Cecil Vogel, manager of Loew's Palace Theatre here, was called to Owensboro, Ky., by the death of his father, Charles Ernest Vogel. Vogel was a former newspaperman and large landowner and had visited Memphis frequently.

SEASON'S GREETINGS

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Monogram Pictures and Allied Artists

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Don Cole
Marcheta Pickney
Wilma Barnes
J. L. (Jake) Guiles
Jim Prichard, Dist. Mgr.

New Year's Big Day For TV Programs

DALLAS—Television stations all over the nation and, particularly in this area, will enter the new year with a football bang and exhibitors here believe their theatres will feel the competition, perhaps for several days.

The four major networks will telecast seven bowl games on New Year's day and many theatre patrons are expected to gather around home television sets for the events. Programs will start at 10 in the morning and last until late in the afternoon.

Columbia Broadcasting System's TV channels will handle the Rose Bowl game on the west coast and the Orange Bowl fracas in Miami, Fla. NBC will send out the Gator Bowl in Jacksonville, Fla., and the Harbor Bowl in San Diego, Calif. Mutual will televise the Cotton Bowl game here and the East-West all stars in San Francisco, and ABC will transmit the Sugar Bowl game in New Orleans.

Aside from the competition of television at least 70,000 potential theatre patrons are expected to view the Cotton Bowl game here in person.

Video film will be made of all the games for later use by outlying stations such as WBAP-TV in Fort Worth, and it is expected that football on television may last for several days after January 1. However, after football cames the video play for patrons on January 20 when President Truman will be inaugurated.

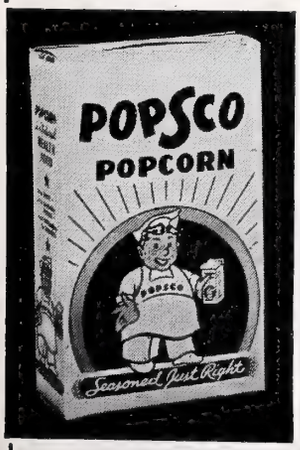
A few theatres in the Dallas-Fort Worth area have been using TV sets in their lobbies and more are expected to use them for the January 20 event.

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'Henry V' College Tieup Profitable for Theatre

FORT DAVIS, TEX.—L. E. Wolcott, owner of the Apache Theatre, had a profitable run recently of "Henry V," prompted mainly by authorities at nearby Sul Ross State College at Alpine. On learning from the theatre manager in Alpine that the picture would not be shown there, the school man came to Walcott, some 12 miles distant and made the tieup.

Walcott had Ind-Ex Booking Service at Dallas buy and book the picture. An increased film rental was paid and the admission price raised. Business for two nights was profitable. Walcott plans to show on the same basis several other pictures the school wants its students to see.

OKLAHOMA CITY

B. "Brownie" Akers, who headed Senator-elect Bob Kerr's campaign setup, was one of the speakers at the recent TOO parley. He talked on legislative problems . . . More parley flashbacks include the talk by Johnny Giffin of Miami who spoke to the exhibitors on the Enabling act, proposed by the Municipal League of Oklahoma. This act proposes to levy taxes for benefit of city governments where the governments require it. He said it was a threat of additional ticket taxes, and that it should be opposed vigorously in case it comes out in the legislative hopper. Giffin, mayor of Miami and a leading showman of the town, lives in a city that is practically tax free because of municipal ownership of various services.

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Shreveport Theatre Back to Don George

SHREVEPORT—Don George, owner of the Don theatres in Shreveport and Alexandria, and the Davis in Bossier City, across Red river from Shreveport, says that the Glenwood Theatre is again a member of his chain. Since July 1, the Glenwood has been under the management of M. Trelles, New Orleans business man who leased the theatre. Trelles is returning to New Orleans, according to M. V. McAfee, manager of the Don.

The Glenwood will strive to bring to Shreveport largely first run films, George said. The first feature will be "Letter From an Unknown Woman." The Glenwood will be managed by James Lowry, formerly with the Shreveport Recreation department.

Bill Shaw Sells Cedar

CEDAR HILL, TEX.—Bill Shaw has sold the Cedar Theatre to Pat Murphree, successful theatreman and road show operator, who formerly was a manager for Phil Isley Theatres. Shaw is a booker for Eagle Lion and commuted some 15 miles between his theatre and job.

Frels Theatres Charter

VICTORIA, TEX.—A 50-year charter of incorporation has been granted to Frels Theatres listing as incorporators: Majorie Steele Frels, Rubin Frels and Sam Cowden. Authorized capital stock is $150,000.

SEATING



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Complains Print Shortage Misused by Distributors

From Midwest Edition

OMAHA—The Allied Independent Theatre Owners of Iowa and Nebraska meeting here passed a resolution asking that a complaint on the shortage of prints be put on the agenda for the board of the national Allied States Ass'n. The resolution was passed after a Nebraska exhibitor asserted that the shortage of prints, under the disguise of economy, is nothing more than a method of setting up illegal clearance.

More than a hundred attended the one-day meeting here, which was preceded by a board session. Bill Ainsworth, Allied national president, telegraphed his regrets at not being able to appear due to illness, and said, "we are proud of the success of your unit which has now become one of the largest, strongest and most aggressive units in national Allied."

Other subjects discussed and actions taken include:

Conduct of stars—Talked at length, but no direct action to be taken until it comes before national board.

Advertising accessories—Resolution passed urging members to see that all advertising, 11x14s, one-sheets, 30x40s, etc., are returned promptly to the source in good shape, using care in wrapping, to aid exhibitor who uses the material the following time.

Print damage—Members urged to use care in handling prints and check machines regularly. The tension on a rewind can cause a print to be slipped so it becomes "rainy," it was pointed out.

Allied Caravan—Its use was gone into thoroughly and it was suggested by one member that a universal 100 figure he worked out for each theatre to simplify the interpretations.

Organization activity—President Myrick gave an account of this year's activity, pointing out that the Allied of Iowa and Nebraska is the most active exhibitor unit in the country. Fourteen meetings have been held this year, membership is at an all-time high, many local problems members have had with distributors have been worked out with the film companies who have shown a willingness to cooperate.

The Smith plan—It was decided so long as 20th-Fox insists on forcing percentage pictures, CRI checkers, etc., it was not interested in any kind of a plan.

Tailor-made trailers—An Iowa member suggested that all film companies be urged to make two trailers on pictures that have appeals for both class and action houses. For example a picture that has high class music would have a trailer for key runs that would show this music, and for the action and small town houses scenes that whet the appetite of that type patronage—comedy angles, etc. It also was suggested that many trailers are too long.

L. L. Barrow Reopens Eutex

EUSTACE, TEX.—L. L. Barrow of Dallas has reopened the Eutex Theatre. Until recently he was projectionist in a neighborhood theatre there and owns and operates the Martha Washington candy store in the Highland Park shopping village in that city. Eustace is an inland village between Athens and Mabank.

Elk City, Okla., Airer Started by Griffith

ELK CITY, OKLA.—Construction work is under way on a new 400-car drive-in on highway 66 two miles west of here. Griffith Consolidated Theatres, Inc., is builder of the ozoner, which is scheduled for completion about March 1.

'Enchantment' Will Open At Boston Astor on Xmas

BOSTON—Lynn Farnol, director of advertising and publicity for Samuel Goldwyn Productions, was here to set plans with Dan Finn, Newell Stepp and Al Margolian of the Astor Theatre, and Ralph Banghart, New England field representative for RKO, to set plans for the premiere of Goldwyn's "Enchantment," which will open at the Astor here on Christmas day and date with the Astor in New York. One of the biggest newspaper, radio and posting campaigns will launch the feature.

R&R Men Hit Oil

DALLAS—E. H. Rowley, C. V. Jones and L. M. Rice of Robb & Rowley Theatres have hit an oil well on a lease they own on Copano bay near Rockport. The oil is of high quality but the amount of production has not been determined, although a good producer seems sure. These men own a lot more acreage in the vicinity. Ed Rowley jr. has been staying with the well. He studied geology when attending the University of Texas several years ago.

Luling, Tex., Tower Opens

LULING, TEX.—Gidney Talley of San Antonio has opened the Tower Theatre, which he remade from the old Princess. He is in competition with W. D. Glasscock, who is completing an all new $100,000 theatre to open within a few weeks. Glasscock also operates in other Talley towns.

Annual Free Show Given

WASHBURN, ILL.—A free show in both the afternoon and evening was given at the Washburn Theatre here by Clifford W. Cordes, owner of the Washburn Oil Co. The event is an annual custom.

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RESTORATION OF TICKET TAX THREATENED IN N. CAROLINA

State's Showmen Also Fear Move to Authorize City Theatre Levies

RALEIGH, N. C.—The forthcoming session of the North Carolina general assembly, which convenes January 6, has Tar Heel state exhibitors expressing apprehension over the fate of the present motion picture theatre tax structure, which almost got the ax from the 1947 legislative term.

On top of whopping demands from all state-supported institutions, pay raises for state employes and school teachers are a certainty, with the popular good health program coming in for a large slice of funds. To top off these appropriations, Gov. W. Kerr Scott, whose inauguration will take place prior to the assembly meeting, was elected on a program that promised hard-surfaced rural roads. Scott, an Alamance county dairy farmer and former state commissioner of agriculture, is a fighter and speaks his mind regardless of the consequences. There is little doubt but that the legislature will give him his road program.

It is also practically certain that attempts will be made to put the 3 per cent general sales tax back on theatre admissions. The theatre sales tax was repealed during the 1943 session and replaced with a flat sliding scale state licensing plan. Theatre operators also fear that the North Carolina League of Municipalities will attempt to put through a bill that will allow towns to tax theatre admissions. Municipal bodies are at present prevented by state law from taxing admissions and have other financial restraints from the legislature. A proposed constitutional amendment that would greatly liberalize municipal bond issues was defeated in the November elections. Many town governments are reported as desperate for new revenues to support expansion programs and increased administrative costs.

Even the legislators admit that the 1949 session will be one of the "toughest" in history.

Santa Claus Featured In 2 Memphis Lobbies

MEMPHIS—Santa Claus did his stuff at the Rosemary and Luciann theatres here. All this week, jolly old St. Nick was on duty in the lobby of both theatres, passing out free comic books and talking to the kiddies.

December 23 a free show—in fact, two free shows—were presented at Rosemary for children. "A Christmas Carol" was shown at 12:30 p. m. and again at 2:30. Both shows were free, said owner Augustine Cianciola.

Henry Tarbes Is Dead

MIAMI BEACH—Henry Tarbes died suddenly at his home here. He was a member of the Miami Showmen's Ass'n. He is survived by his widow Beatrice and one daughter, Mrs. Estelle Belle. Interment was in New York City.

State Theatre Lobby in Tallahassee Boasts Rotating Christmas Tree

TALLAHASSEE, FLA.—For 14 years Perry and Giles Neel have been cooking up ideas for unusual Christmas trees in the lobby of their State Theatre on College avenue. This year the Neel brothers combined their ingenuity, experience and a few steel stays from a corset to produce a tree that rotates.

In 1935 the Neels introduced the first all-silver tree to the city. The year after, "the silver trees appeared in almost every show window and in many homes," recalled Perry.

Perry does most of the "idea phase" for brother G. B., in the production of the unusual trees, and the electrical work. The actual construction is by G. B.

The first tree appeared in the State's lobby 13 years ago; it was the silver tree. Since then they've appeared regularly, about two to three weeks before the visit of St. Nick.

The second year tree was an all-cellophane tree; the third was a spruce painted with blue gun metal paint; the fourth was snow white; fifth, a red tree and the sixth was a natural colored evergreen with novelty trimmings, each gaily lighted.

During the war years, the Neels had sightly trees but they had to throttle their "gay trimmings," because of shortages resulting from war-time scarcities.

In 1947 the 13th tree was really a whiz.

The tree was painted in stroblite fluorescent colors, had no bulbs but the ornaments were in the stroblite and the utilization of black light produced one of the most unusual yule season trees ever seen in Tallahassee.

This season's tree is an evergreen.

First it was treated in white lacquer and silver glass was sprinkled on before the lacquer dried.

The large wreath that circles it is made of wallboard. There are more than 3,000 individually cut-out green foil leaves which were glued on the weath.



The rotating Christmas tree in the State Theatre, Tallahassee, Fla., is admired by Peggy Ann Neel, daughter of Perry Neel who, with his brother Giles, manages the theatre.

The tree rotates and that is where the steel corset stays come in.

Power for the motion of the tree is furnished by a little motor used in show window display, loaned by Moon's Jewelry, and the flashing circuit was loaned by Culpepper sign company.

Breaker points—to switch on the tiny bulbs around the inner circle of the wreath—at the base of the tree are made of the steel corset stays.

Perry said he encountered a bit of trouble trying to find steel stays. The new fangled "shape helpers" have plastic or bone stays. They wouldn't do. After a search, a corset with steel stays was purchased at Mendelson's.

What's new for 1949?

"Heck, that's a year away, a lot of ideas can be produced before then," chimed the Neels.

Toys for Admission

FORT LAUDERDALE—Christmas toys for every needy child in the county was the goal of the Warner Theatre when it staged its tenth annual Christmas party in conjunction with the local Salvation Army. Admission for either adults or children was one or more toys per person. Last year more than 1,000 usable toys were collected. The program lasts from 10 a. m. till noon. Bill Russell is manager of the Warner.

F. E. Hall to Fort Myers As Circuit City Manager

FORT MYERS, FLA.—Floyd E. Hall, manager of the Sunset Theatre in Fort Lauderdale, has been transferred here by Florida State Theatres to assume the post of city manager for the chain. He has been active in many civic organizations since his return from active service in World War II, and is past president of the Exchange club of Fort Lauderdale.



MIAMI

The slogan, "Wometco Theatres . . . All Over Town," is being stressed in the circuit's advertising. Wometco admission books of coupons are being called "Books of Happiness" . . . Freddie Stewart, appearing here, names 12 picture titles under which his name has appeared in the last three months; but all belong to the same picture, which finally was named "The Music Man."

Brandt's Flamingo on Lincoln road is giving wide publicity to the Florida premiere of "The Red Shoes" there on Christmas day. Seats are being reserved for the two evening shows, and the matinee. A five-day run has been scheduled. Daily advertising in newspapers, publicity stories giving interesting sidelights on the film, and a large sign above the marquee herald the event . . . ABC Television, Warner Bros., Pathe and MGM are scheduled to give national publicity to a water show and ballet featuring a number of aquatic stars, held recently at an ocean-front hotel.

Wometco's new Miracle Theatre sent out "Free for Nothin'" invitations to youngsters of Coral Gables and southwest Miami. For its first Saturday of operation the Miracle's management introduced its policy of special shows for children with a free matinee, starting at 12:45 p. m. A western feature was shown and children received gifts of bubble gum . . . Guy Rennie, entertainer from the Bar of Music, did the exterior emceeing for the Miracle's premiere.

Al Brandt of the Flamingo received a complaint from a patron for not labeling British pictures as "foreign." Brandt naturally disclaims any intention of using misleading advertising, but is of the opinion that the name of the producer is obvious enough. The incident, however, seems to point up the conviction of many theatremen who find that people seldom take notice of the producer of a picture, only the actors.

When Joyce Voelker, Miami Daily News fashion editor, arrived to interview Terry Moore, star of "Return of October," in her Miami Beach hotel, she found ten news and radio representatives there for the same purpose. The star solved everybody's problem by making a recording, answering questions, and posing in various costumes for everybody at the same time. And she had energy left over to ask reporters more questions than they asked her.

George Bourke tipped off Miami Beach night club operators to see the current Capitol Theatre show if they wanted to audition numerous big variety and cafe stars en masse. The double bill included "Hellzapoppin" and "Argentine Nights" . . . A recent ad for Claughton's Embassy and Variety carried this amusing line: "We threw away the fancy ads and give it to you straight . . . It's not just another murder story—it's strong, stark realism at its best." The feature was "The Velvet Touch." Claughton advertising has been attracting notice for the originality and variety of its designs.

Babs Beckwith Noble, daughter of the J. Holden Beckwiths of Miami Beach, is in Los Angeles with RKO. She assists future stars to become acclimated to their new life, helps them buy the proper clothes, coaches them on hair-styling and makeup, and even etiquette when necessary.

Bernstein Rushing Two Miami Houses

MIAMI — Robert O. Bernstein, executive vice-president of Bernstein Theatres, is rushing work on the Little River Theatre here, due to open in a few weeks with many celebrities attending. Initial boxoffice receipts will go to the Optimist club for furnishing the Youth Center.

Construction has begun on the circuit's LeJuene Park Theatre in the business section. This outdoor house will have Australian pines in double rows instead of a fence, a large concession building and a walk-in seating arrangement in the shape of a ship's deck. It will open in March. Joe Hornstein, supply dealer, has the contract for both houses.

Building Work Is Started On Jacksonville House

JACKSONVILLE—Work has been started on an 800-seat motion picture theatre at 932 Edgewood Ave. in the Murray Hill district. The theatre is being built for B. J. Phillips, real estate dealer, who plans to lease the plant to other interests for operation.

The building will be of modern design and of fireproof construction. It will be air conditioned. In addition to the main floor there will be a mezzanine where the manager's office, projection booth and restrooms will be located.

William H. Marshall is the architect, and H. S. Brownett, contractor. The structure is part of a building started several years ago, but delayed because of government regulations. It is expected the entire project will be completed within five months.

Lack of Interest Halts Saturday Morning Show

JACKSONVILLE—When Manager Jack Futch offered a morning matinee for children at the Beach Theatre, he felt he was being good to both parents and youngsters. The matinee was planned for Saturday morning, at a time when mothers might feel free to park the kiddies in the theatre while they went shopping. However, because of lack of interest and consequent slim attendance, the matinees have been called off. Futch has not altogether given up the idea of having such a performance and is announcing that at some future date the matinees may be resumed.

Free Matinee for Kids

GAINSVILLE, FLA.—Ushering in the Christmas holiday shopping season was the offer of a free motion picture for boys and girls on Saturday morning at the Florida Theatre. All children whose parents wanted to shop during the morning hours were welcomed. This was a tiein with local merchants in promoting early morning shopping hours.

Gaston Corp. Gets Charter

RALEIGH, N. C.—The secretary of state has issued a charter to Gaston Drive-In Corp. of Charlotte allowing the corporation to operate theatres. Authorized capital stock is $100,000 with $300 stock subscribed by A. B. Craver, P. E. Young and T. M. Chisholm, all of Charlotte.

Glitter and Festivity in Miracle Opening

Some 6,000 Attend Coral Gables Ceremonies, Including Star Terry Moore

MIAMI—Revised estimates of the number of people who jammed the streets in front of the Miracle Theatre, unveiled by Wometco on the evening of December 7, run close to 6,000. Bleachers, which had been erected in the streets to accommodate the overflow, held only a fraction of the crowd.

All of Coral Gables seemed thoroughly to enjoy itself at this tumultuous affair, and traffic officers had almost more than they could cope with trying to keep any open space for the arrival of celebrities and other honored guests. Some of the guests who were to appear on the stage had to be spirited in the rear entrance in order to get them there in time.

ENTHUSIASTIC OVER TERRY

Terry Moore, star of the picture, was practically borne, car and all, on the shoulders of the enthusiastic crowd to the theatre entrance. Nearly overcome by her reception, she nevertheless did her very best to let as many people as possible get a good look. It was an event the like of which has never before been seen in this municipality.

Even the fact that the Miracle's interior was still in the finishing stage did not dampen the gaiety of the evening. Wometco's staff, as a matter of fact, turned this to advantage. Sprightly signs were placed here and there indicating what would eventually go where.

"Mirror, mirror, on the wall; why is it you're not here at all?" was followed by the explanation, "You'll be able to see yourself here when the mirror goes up."

"We carped at the carpenters," said another sign in another place, "but we still haven't got the time. A clock goes here, one of these days."

On the powder room wall one read, "Hang it all, the paperhanger was supposed to have finished this wall but he didn't, and we'd like to hang him."

WOMETCO COMPLIMENTED

The public apparently appreciated this astute touch of showmanship, and Wometco is receiving many comments from patrons who were highly amused.

Many prominent Coral Gables citizens attended the premiere. Evening gowns, fur wraps, and the glitter of sequins were set off by the white dinner jackets of their escorts. Dr. Bowman F. Ashe, president of the University of Miami, dedicated the theatre. He was accompanied by Mrs. Ashe and their daughter and son-in-law, Mr. and Mrs. Edward Dunn. Mr. and Mrs. Sidney Meyer were accompanied by their attractive daughter, Mrs. Roy Schecter, and were in a party with Mr. and Mrs. Mitchell Wolfson. Wolfson and Meyer head the chain.

Noted in the lobby also were Mr. and Mrs. Van E. Huff and Mr. and Mrs. Stuart Patton. Mrs. Huff was gowned in black velvet and Mrs. Patton wore a print evening gown topped with a fur cape.

Among early arrivals were Dr. and Mrs. F. E. Kitchens. Mrs. Kitchens wore a blue gown and long mink coat. Mrs. Carl Piowaty's gown of red crepe was topped with a mink wrap. Mrs. R. W. Apte wore black, also with a mink wrap.

Traffic was routed one way down Miracle Mile for opening night, but was halted entirely during the band concerts.



Seen in the top photo is W. Keith Phillips, Coral Gables mayor, presenting the key to the city to star Terry Moore. At bottom the crowd in front of the new Miracle Theatre on opening night, with the Ponce de Leon High School band.

Jimmy Burns, Herald sports editor, in writing of the feature race at Tropical park, named in honor of the occasion, said: "Terry Moore's here for the gala premiere of her picture, "Return of October," at the new Miracle Theatre. The theme of the movie involves horse racing and Columbia is to be congratulated for building the film around a sentimental angle, rather than the usual sordid ones. People who like horse racing and redheads will go all out for the picture, which is better than good entertainment, and the actual horse racing scenes are terrific."

"Return of October" played to excellent business during its run at the Miracle. After the premiere the film opened at the Miami and the Lincoln theatres, and will be shown at neighborhood houses soon.

Florida State, Inc., Buys St. Petersburg La Plaza

ST. PETERSBURG—After nearly two years of negotiation the La Plaza Theatre block has been sold to Frank Rogers, president of Florida State Theatres, Inc., and George Gandy. Purchase price was not disclosed. Rogers announced that the company has made no plans for changes in the property.

The theatre was built in 1912 by George S. Gandy sr. and has been in use ever since. Since 1920 it has been operated under the management of the Florida State Theatres.

Florida State owns a number of other theatres in St. Petersburg, including the Florida Theatre Bldg., the Roxy, the drive-in building and property, the Ninth Street Theatre Bldg., and property recently purchased on 22nd street as a future site for the Carver Theatre.

Dallas, Ga., Theatre Open

DALLAS, GA.—Mr. and Mrs. Price Kincaid have been named managers of the new Dallas Theatre, opened here recently by Wendell Welch to replace the old Strand which was destroyed by fire last spring. The new theatre, seating 800 patrons, is nearly twice as large as the Strand.

CHARLOTTE

Columbia held the first Christmas party of the season December 10 at the exchange on West Fourth street. Hank Hearn, head of Exhibitors Service, gave a party for employes and friends at the Variety Club in the Charlotte hotel. U-I held its annual party for employes at the New China restaurant, UA at the El Morocco club, Warner Bros. at the Variety Club, Republic at the exchange and 20th-Fox at the exchange Monday night. RKO postponed its party because so many employes were going out of town, but last week Christmas bonus checks were distributed. MGM held open house for its employes at the exchange Thursday afternoon. Eagle Lion held open house Friday afternoon.

The Variety Club held its annual kiddys Christmas party in the clubrooms Thursday (23).

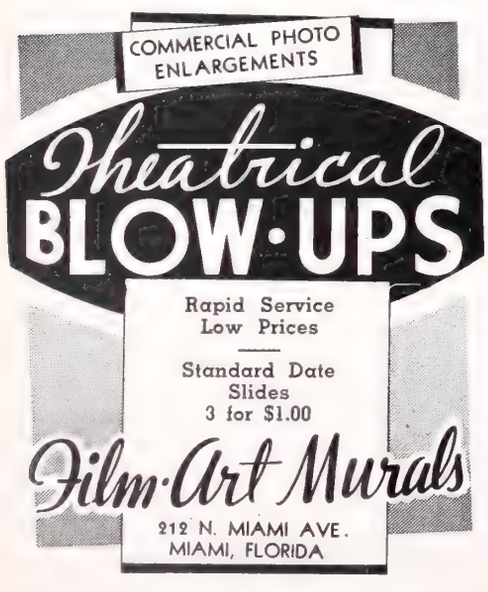
Col. J. B. Harvey of the Carolina at Clover, S. C., left to go bird hunting on J. C. Long's plantation in Charleston. R. B. Hildebrand, York lawyer, and Senator W. Lewis Wallace, York, accompanied him . . . Mrs. Ben L. Strozier, Stevenson, Rock Hill, was re-elected to the city council of Ebenezer, a suburb of Rock Hill.

George Sandore, RCA service manager for this district, and Ralph Heacock, RCA sales, Camden, N. J., were here conferring with Manager W. P. White of Southeastern Theatre Equipment Co. . . . Mr. and Mrs. John H. Vickers of Carolina Delivery Service have announced the engagement of their daughter Margaret to Louis G. Ratcliffe jr. The wedding will take place in February.

The case of W. G. Driver, salesman for Screen Guild, against Carolina Coach Co. in civil superior court has ended with an out-of-court settlement. The plaintiff was awarded $7,500. He had alleged that he was injured in Rocky Mount in September 1946, when hit by a bus of the defendant concern. The trial was virtually concluded when the settlement was arranged.

Roy P. Rosser, Sanford Theatre owner, Sanford, N. C., was guest speaker at the regular weekly dinner meeting of the Sanford Lions club recently. Rosser discussed the motion picture industry.

Horace Heidt and his talent show, now touring the nation, will perform here January 30 at 10:30 p. m. under the auspices of the Charlotte Junior Chamber of Commerce. The show will be broadcast from the Armory-Auditorium over WSOC.



Drive-In Ass'n to Meet Jan. 30 at Charlotte

CHARLOTTE—The Drive-In Theatre Owners Ass'n, Inc., at its regular meeting here recently decided to hold the first annual meeting of 1949 on January 30, the date on which the Theatre Owners of North and South Carolina begins its 37th annual convention.

President R. O. Jeffress presided at the meeting, held in the Selwyn hotel, and later gave an account of his contracts with distributors regarding equitable film rental for drive-ins remaining open during the winter.

Among subjects discussed at the meeting were advisability of liability insurance coverage, the connection of theatres who donate to the litigation fund, services available to the members by the association, progress of law suits in connection with Park-In Theatres, Inc., inadvisability of closing for the winter and the lack of objection to increasing admissions.

From the BOXOFFICE *Files*

(Twenty Years Ago)

A NEW THEATRE, costing $1,500,000, will be built in Birmingham by the Interstate Amusement Co. as soon as that city sees fit to allow the showing of motion pictures on Sunday, according to Robert J. O'Donnell, general manager. Interstate owns and operates the Ritz and Trianon and owns property on Fifth avenue and 19th street, where the proposed theatre will be erected when a more tolerant and liberal view is dominant in Birmingham. Plans call for 4,000 seats. "It's up to Birmingham now," says O'Donnell.

* * *

Fire destroyed the Lyric Theatre and contents in Jasper, Ga. . . . Rome, Ga., is to have a new theatre to cost approximately $75,000, the house to be constructed by a group of business men, including John M. Graham, W. B. Broach, and Fred R. Johnson, for the Lam Amusement Co., operators of several theatres in Rome. Present plans call for a location on Broad street, between Fifth and Sixth avenues. Seating capacity will be approximately 1,500.

* * *

The new Lyceum Theatre at Monroe, La., is now under construction and will cost approximately $100,000. Its seating capacity will be 1,100. It is owned and will be operated by the Saenger Amusement Co. of New Orleans . . . The Capitol at Shreveport, La., is now under the management of Saenger Theatres, Inc. Edward L. Conroy is manager.

Alabama Managers Give Benefit Shows

BIRMINGHAM — Alabama theatre managers "went all out" again this year in giving pre-Christmas benefit shows for the needy and free matinees for kiddy patrons.

The Alabama Theatre here held its annual Christmas party on Tuesday (21). Admission was two cans or more of food. Co-sponsors of the program were station WSGN, the News-Age-Herald and local merchants. Prizes were awarded to the youngsters who brought the most cans of food for the city's poor families.

Another main benefit was the midnight show at the Pittman, Gadsden, for the benefit of the city's Goodfellow fund. Charles S. Pittsman, owner, and John Teague, manager, donated use of the house for the show and provided the pictures.

HELPS 50 FAMILIES

A usable toy or a can of food was the price of admission to the Capitol Theatre-Salvation Army matinee in Decatur. Paul Stroud, Capitol manager, said the matinee helped provide Christmas for about 30 families in Decatur and 20 more in the surrounding area. The same admission scheme prevailed for the Marengo Theatre at Demopolis on Wednesday (22), when Manager Henry Webb helped collect gifts to be distributed by the department of public welfare.

Te the Elba Theatre, where Dozier Roberts is manager, the matinee collected toys to be given to the needy families of Coffee county after they were repaired by the Elba fire department.

BOY SCOUTS HELPED

The Ritz at Scottsboro helped the local Boy Scout troop collect items of food, clothing, fruit and candy to be distributed to unfortunate families.

A bring-a-toy show was held at the Heflin Theatre in Heflin with Lloyd's bakery of Anniston cooperating in offering a bicycle, two pairs of skates and two Christmas cakes. The donated toys, of course, went to needy children. The Progressive Mothers club of Marion collected toys, food and clothing at Lester Neely's Neely Theatre in Marion when an hour's program of cartoons was shown.

Virtually every theatre in the Martin circuit in Alabama gave a free show for kiddy patrons with "Bill and Coo" as the screen attraction. Some of these included: Pix, Evergreen, C. E. Moses, manager; Strand, Florala, J. B. Shuman, manager; Ritz, Greenville, Sam Carr, manager, and Ritz, Brewton, Howard Schad, manager.

'Shoes' Opens Long Run In Atlanta Art Theatre

ATLANTA—"The Red Shoes," British-made film based on the Hans Christian Anderson story, opened a ten-week run at the Peachtree Art Theatre here Christmas day, and Manager Mel Brown predicted the film would outdraw "Hamlet," which set a six-week record at the same house.

Brown said he based his prediction on the success of the film in eastern cities. Negotiations for the picture were concluded with Joe Sugar, manager of EL, and Grover Parsons, southern district manager for the company.

Seek Amusement Tax At Montgomery, Ala.

MONTGOMERY—Faced with a revenue deficit of $440,000 in 1949, the city of Montgomery is studying new sources of revenue. A report just issued by the city commission suggests several possible new taxes, including an amusement tax, about which the report said:

"Many cities in the country, including a number in Alabama, have turned to this means of augmenting their revenue. It is estimated that a 10 per cent rate would produce approximately $100,000 per year. This would be placed on all forms of entertainments and amusements operated for a profit, except strictly amateur athletic events and performances, and those where the proceeds are dedicated to purely charitable and religious purposes."

Other forms for raising revenue included parking meters (already contracted for), an increase in city water rates, garbage collection service charge, a new license schedule, and a 1 per cent city sales tax. The state already collects a 2 per cent sales tax.

At a recent meeting of the city commission and representative citizens, the city sales tax seemed to be favored. However, there is some opposition among merchants.

The new licensing schedule already has been adopted, and includes the following provision: "For giving theatrical performances, balls or other entertainments, except when the entire proceeds are to be used for recognized charitable purposes, a license or privilege tax of $10 for each performance or sum equal to 1 per cent of the gross receipts of each performance, whichever is greater."

Christmas Gift Offer

CORAL GABLES—At the Miracle Theatre, a Wometco unit, and the Coral and Gables theatres of the Paramount Enterprises chain, "Books of Happiness" are being offered as Christmas gifts. The books are available at prices ranging from one dollar to five, and are redeemable at any theatre in the circuit from which it is purchased.

To Begin New Drive-In

MEMPHIS, TENN.—Construction of the new Park Avenue Drive-In will get under way immediately. The corporation building the drive-in is headed by H.H. Roth.

START NOW

to plan your Cooling Equipment Needs for the coming season. We will be glad to figure with you.

THE QUEEN FEATURE SERVICE, Inc.

Quality Theatre Equipment and Supplies

BIRMINGHAM 3, ALABAMA

ATLANTA

Mrs. Sara Smith, head of the accounting department at U-I, was confined to the hospital because of illness . . . John Lawrence, manager of the Dalton Theatre, Dalton, Ga., has returned to his post after a ten-week illness . . . Katie Evans and Betty Howell of Screen Guild celebrated birthdays.

Charlie Durmeyer, president of Southern Automatic Candy Co., checked in at his office after a Florida trip . . . Local holdovers were "June Bride" at the Roxy, a reissue bill at the Rialto and "A Song Is Born" at the Peachtree Art following five weeks at the Rialto.

Mrs. B. A. Barlette jr., daughter of J. E. McLeory, salesman for Monogram in Charlotte, was ill in an Atlanta hospital . . . All exchanges held Christmas parties on Christmas eve . . . Miller Richardson, son of W. M. Richardson, Astor Pictures, returned to New York . . . Harvey Smith, manager of the Tower Theatre, and his wife have a new jeep.

Dick Brown, star of Stop the Music, appeared here December 22 . . . Jimmy Hobbs called his sales force in for the holidays and Jimmy Campbell and Ben Jordan will enjoy Christmas at home this year . . . At the Astor Christmas party, William Richardson gave employes two weeks pay and many presents.

Leaving Film Classics was Mrs. Gloria Carlisle. Taking her place is Marian Brafford . . . Alice Williams was added to the booking department at Republic . . . Not only was a Christmas opening planned for the new drive-in at Eustis, Fla., being constructed by Golden Triangle Enterprises, but also there will be a Launderette on the premises for the convenience of customers.

On the Row visiting were J. E. Edge, Mar Theatre, Fayette, Ga.; A. L. Sheppard, Grand, Waynesboro, Ga.; R. E. Hook, Hooks in Alabama; C. N. Green, Broadway, Ybor City, Fla.; H. Keeter, EL manager in Charlotte; J. M. Miller, Dixie, Cordova, Ala.; Mose Lebowitz, Grand Amusement Co., Chattanooga, Tenn.; Roy Mitchell, Stone Mount Theatre, Stone Mount, Ga.; E. Martin, Grand, Montezuma, Ga.; C. S. Pitman, Pitman, Gadsden, Ala.; Ward Wright, Coosa, Gadsden, Ala., and Jay Solomon, the showman from Chattanooga, Tenn.

Other exhibitors visiting here were Gault Brown, Hollywood, Madisonville, Tenn.; Mrs. V. M. Edwards, Wrens, Ga., Dixie Theatre; E. P. Clay, Woodbury, Ga.; Nat Williams, Interstate Enterprises, Thomasville, Ga.; W. E. Griffin, Vienna, Vienna, Ga.; Mr. and Mrs. Fred Weis, Weis theatres, Macon and Savannah, Ga.; J. S. Tankersley, Royal, Summerville, Ga.; W. L. McDaniel, Senoia, Senoia, Ga.; O. C. Lam, Lam Amusement Co., Rome, Ga.; R. H. Brannon, Roswell, Roswell, Ga., and Mr. and Mrs. Shingler, Buena Vista, Buena Vista, Ga.

Ginger Prince, daughter of Hugh Prince of the Coed Theatres in Atlanta, has returned to the film capital from Lawton, Okla., where she has completed "The Lawton Story." From Hollywood, she and her mother were to come home to spend the Christmas holidays with the family . . . Ann Mayo has resigned as head of the accounting department at U-I . . . Bob Hope has signed with the Georgia Theatres to bring his show to the Fox Theatre for a week in January. This will be his third trip to Atlanta.

Morristown, Tenn., Ritz Reopens After Repairs

MORRISTOWN, TENN.—The Ritz Theatre here has been reopened after repairs of damages incurred when a flash fire struck at the building. The theatre, operated by the Crescent Amusement Co., installed a new Western Electric sound system and projection equipment.

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THEATRE SUPPLY, INC.

CHARLOTTE, N. C.

"Everything for the theatre except film"

MEMPHIS

Tom Robertson has bought out his partner Ralph Prichart in Peerless Printing Co., and Poppers Supply Co., and has become the sole owner of the two Filmrow business establishments here . . . W. E. Loader, regional manager of army motion picture service in Dallas, was a visitor . . . A triple occasion was celebrated at Paramount along with the exchange's recent Christmas party. L. W. McClintock, manager, who had been on leave for several months due to his health, was back on the job; Tom Bridge of Dallas, acting branch manager, returned to Dallas for Paramount, and Travis Carr, office manager, returned from a business trip to Dallas.

N. B. Blount, manager of Monarch Theatre Supply Co., made business trips to Nashville and Little Rock . . . Col. Cecil Vogel, manager of Loew's Palace, returned from Owensboro, Ky., where he was called by the death of his father.

A midnight show was held at Loew's State to raise money to provide Christmas baskets for needy families. Manager Bill Kemp of the State, Manager Vogel of Loew's Palace, and Louis C. Ingram, MGM branch manager, worked together to stage the show. Proceeds went to the Commercial Appeal-American Legion basket fund . . . Bob Hope and his troupe will be presented January 15 at Ellis Auditorium by Earl Maxwell Associates.

Ike Katz, Atlanta, was a visitor at the Kay exchange . . . Jerry Lubin, New York home office, and Jack Lutzet, division manager, were visitors at Film Classics . . . Arthur Greenblatt, New York, eastern general manager, Screen Guild, was a visitor at the Memphis exchange . . . Charles Jones, former assistant manager at Malco, went to work as an apprentice booker at Columbia and has been replaced at Malco by Jack Alexander.

David Flexer, head of Flexer Theatres, Inc., was on a business trip to New York . . . Kay Starr, Memphis songbird, whose career led to big time radio and screen appearances, was married in Hollywood last week to Harold Stanley. The couple then flew here to be married again to please the bride's parents, Mr. and Mrs. Harry Starks of Memphis.

Many local youngsters received a unique Christmas present from their parents. The presents were "Books of Happiness," containing coupons which may be used for admission tickets to the Rosemary and Luciann theatres. Owner of the theatres, Augustine Cianciola advertised the books as Christmas presents to children and sales were better than expected . . . "Voice of the Deep," a religious film intended to show the hand of God in nature, will be shown January 24, 25 at the Bellevue Baptist church.

Midsouth exhibitors shopping on Filmrow recently included M. E. Rice, Rice, Brownsville; Amelia Ellis, Mason, Mason; Cleo Spence, Times, Decaturville, and W. H. Gray, Rutherford, Ruthford, all from Tennessee.

Arkansas exhibitors included Douglas Pierce, New, Pocahontas; Bartus M. Gray, Graco, Jacksonville; Toni Kirk, New, Tuckerman; Lawrence Landers, Landers, Batesville; J. T. James, James, Cotton Plant; E. E. Reeves, Palace, Oil Trough; John Staples, Carolyn, Piggott; Henley Smith, Imperial, Pocahontas, and Gene Higginbotham, Melody, Leachville.

From Mississippi came J. W. Green, Green, Jonestown; J. A. Owen, Amory; Jackson Watson, Palace, Tunica, and J. C. Bonds, Von, Hernando . . . From Missouri were: James W. Seay, Grand, Cardwell, and C. A. Gilliland, Cooter at Cooter and Semo at Steele.

Mrs. Jolly Wright, office manager's secretary at U-I, has returned to her job after her recent marriage and a honeymoon trip.

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Weather, Late Hours Up Atlanta Grosses

ATLANTA—Local grosses climbed over the average mark as Christmas shopping, late store hours and clear, warm weather brought patrons downtown. High spot of the week was "Kiss the Blood Off My Hands" at Loew's Grand with 110 per cent.

(Average Is 100)

Fox—**Road House** (20th-Fox).....105
Loew's Grand—**Kiss the Blood Off My Hands** (U-I)...110
Paramount—**Blood and Sand** (20th-Fox), reissue....104
Roxy—**Apartment for Peggy** (20th-Fox), 2nd d. t. wk. 101
Tower—**Mummy's Ghost** (U-I); **Mummy's Tomb** (U-I), reissues 105

Amusement Tax Proposed To Finance City Parks

BREWTON, ALA.—A 10 per cent tax on "profit-making" amusements has been proposed by the city planning commission to finance a park and recreation program here. Broox G. Garrett, secretary of the planning board, forwarded the recommendations to the city council, which tabled them for study and possible future action. The board plans call for general parks and play areas for schools and neighborhoods throughout the city.

Toys for Admission

CORAL GABLES—Youngsters with toys to spare have an opportunity to trade them off for admission at a special 10 a. m. matinee at the Coral Theatre, a unit of the Paramount chain. Toys thus collected will be distributed to needy children by the "29ers" of the Scottish Rite Masonic order. In Hialeah the same program will be carried out, with toys to be distributed by a civic group.

Osceola Assistant Dies

OSCEOLA, ARK.—John W. Cox, 59-year-old assistant manager of the Joy and Gem theatres, died at a Memphis hospital recently. He was a native of Aurora, Ind.



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Memphis, Tenn.

Dixie Drive-In to Open At Lake Worth, Fla.

LAKE WORTH, FLA.—A Christmas week opening has been set tentatively for the ultra modern theatre and restaurant being built by Harroldson & Cook. It will be known as the Dixie Drive-In and is located between West Palm Beach and Lake Worth.

The restaurant, which is being built next to the highway, will not be ready for use by the first of the year, but a concession stand to serve theatre patrons will be ready by the time the drive-in opens.

The restaurant, when completed, will include parking space for 125 cars in addition to the 600 cars provided for at the airer. In-car speakers will be provided and a section of seats for those who prefer to view the picture from outside their car will be near the screen.

Special parking facilities have been provided for buses, station wagons and cars with visored windshields. Buses will be parked parallel to the screen to allow full vision for all occupants. A specially built parking ramp is being provided for station wagons and vehicles with long windshield visors.

There will be a fully equipped playground for children and only first run pictures will be shown.

Rod Cameron Gives Party For Charlotte Orphans

CHARLOTTE — Eighty-six orphans from the Thompson Home were happy youngsters this Christmas, all because film star Rod Cameron went out of his way to fulfill a promise to return, made last spring on a visit here. At that time Cameron met the orphans, gave them a party and bought each of them a pair of blue jeans.

This Christmas, Cameron flew to Charlotte from Oklahoma City, where he had been appearing in connection with the showing of "Strike It Rich," to give a Christmas party for the family of 86 orphans which he more or less adopted.

The tall, lanky star stopped at a Charlotte store for the kids' Christmas presents—bright cowboy shirts—and had each individually wrapped with the child's name and the words "From Rod" on the cards.

He was practically mobbed by the youngsters, who climbed all over him fighting for the honor of holding his hand. And, it was a moot question as to who had more fun at the party, the orphans or the film star.

"What a party!" Cameron said later. "You never saw anything like it. I wouldn't take a million dollars for the experience."

Cameron was a dinner guest at the orphanage and after the dinner visited throughout the cottages and the orphanage grounds. Later in the day he arranged for a screening of "The Plunderers" in a local high school auditorium especially for the orphans.

Repair Judgment Given

ATLANTA—Judge Walter C. Hendrix of superior court recently ruled that a landlord is not responsible for repairs to a building which is under long-term lease to another person or corporation. The decision was made in the $40,000 suit brought by the Evans Theatre Corp., operator of Loew's Grand.

NEW ORLEANS

As is the case each year, holiday business in downtown houses was off and suburban houses reported an even greater decrease. The Saenger featured "Belle Starr's Daughter" while "Larceny" was at Loew's State, "Sealed Verdict" opened at RKO's Orpheum and "Miss Tatlock's Millions" moved to the Liberty for a second downtown week. "The Loves of Carmen" was the Center offering, the Tudor was showing "Road House" for its second downtown week and the Globe featured "Johnny Belinda." "Four Faces West" was at the Joy, "The Private Life of Henry VIII" opened at the Poche and "40,000 Horsemen" and "Trailing Double Trouble" was the Rio's double bill. The Strand doubled "Jungle Princess" and "Desperadoes of Dodge City."

Ed Ganucheau, Theatres Service booker, is able to return to his post after being confined to a local hospital for some time . . . Maurice Josephs of Lazarus Theatres was confined to his home for a few days by illness . . . Mrs. Henry Lazarus, Lazarus Theatres head, motored to Los Angeles for the marriage of a nephew.

Funeral services for Kalil Sliman, father of Phillip Sliman, former PRC franchise holder and present operator of the Evangeline Theatre, New Iberia, La., were held at New Iberia recently. The elder Sliman was a native of Daher Safra, Syria, coming to this country at the age of 25. At the time of his death, Sliman had retired, having turned the Evangeline Theatre over to his son . . . Employes of Dixie Films clerical and inspection departments were the recipients of an extra week's salary as a Christmas gift.

Herbert Schlessinger, who recently transferred from Independent Booking Co. to U-I as office manager, has relinquished that position for one as salesman for U-I. Herb is replaced in the office by Eddie Stevens, former Warner Bros. booker . . . U-I held its Christmas party Wednesday (22) . . . Fox's Christmas party was held early this year, on Friday (17). A number of other exchanges made merry during the week at pre-Christmas celebrations.

Leonard Duckworth, who several months ago affiliated himself with the local Manley, Inc., office after having been the local representative of Charles Darden Popcorn Co., has been transferred to Dallas, where he will handle special work in the supply phase of the business, traveling throughout the Dallas district for Manley. He will be replaced locally by H. L. "Bud" Holtzendorf of Los Angeles. Holtzendorf has been associated with Manley in the west coast branch for the last 18 months and was in Atlanta prior to that.

Dan Brandon, Transway general manager, was the recipient of two pieces of airplane luggage, a Christmas gift from employes of his company. Dan and his wife flew to Philadelphia for the holidays which they spent with her family . . . Frances Jackson, Kay Films, flew to Memphis for the holiday . . . Mrs. Annie Boyer, mother of Rene Boyer, died at her home here recently. Rene, known as Tom Mix, has been a general handy man on the Row for the past ten or more years.

Lillie Blanchett, Dixie Films clerical employe, was married recently to Eddie MacMillan and honeymooned in Biloxi, Miss. . . . Ike and Harry Katz, Kay Film Exchange executives, were here from Atlanta for several days at the local office.

Ametia Neidemeier is the new bookkeeper for Joy Theatres, replacing Jennie Posey Acosta who has accepted a position with a local baking firm . . . Joyce Fascio, former Exhibitors Poster Service employe, has transferred to a local cordage company . . . W. A. Miramon, former Manley, Inc., manager in this territory, has accepted a position with National Theatre Supply Co. as salesman.

Visitors included Wilbur Jolet, Smyles Theatre, Weeks, La.; Sam Pasqua, who owns several theatres in and around Gonzales, La.; Tanos Josephs, Tech and Opera House, Franklin, La.; Dr. A. C. DiBartolo, Classic, Hackberry, La.; E. I. Hawkins, Delhi, Delhi, La., Lathan, Flora, Miss., and Hawkins, Newellton, La.; A. Molzon and daughter Annie, Royal theatres, Labadieville, La., Norco, La., and Paincourtville, La.; Ira Phillips, Joy theatres, Bordelonville and Moreauville, La.

Legalized Sunday Shows Asked in Piedmont, Ala.

PIEDMONT, ALA.—A petition for the legalization of Sunday shows is being circulated here. The movement is a renewal of one which started about a year ago when a committee appeared before the former mayor and city council. Now the citizens are requesting the Sabbath shows "provided they do not run during church services." There is no ordinance at present which prohibits Sunday shows. However, theatre owners here have indicated that they will not be shown until there is a law legalizing them. The matter is up to the mayor and council

Vaudeville Actress Dies

NORTH MIAMI—Beatrice V. Appelt, 46, former vaudeville actress who appeared under the name of Verena Carvet, died recently at her home here. Interment was at Southern Memorial park. She is survived by her husband, F. Martib Appelt, and one son, Paul R.

New Sprinkler System

VIDALIA, GA.—A new sprinkler system was to be installed in the Pal Theatre building here, which recently was remodeled inside and out. The building houses the theatre, a bank and drug store on the first floor and office and storage space on the second and third floors.



Colorful Ceremony Marks Opening at Zephyrhills

ZEPHYRHILLS, FLA.—A colorful and interesting ceremony marked the opening of the new $50,000 Home Theatre, built here by I. A. Krusen. The stage was banked with floral offerings, and many prominent citizens were in attendance. The ceremonies were opened with an invocation by the Rev. E. R. Meader, pastor of the Zephyrhills First Methodist church. A number of mayors from neighboring cities made brief congratulatory addresses. The local high school band furnished music. Ushers for the opening performance were attractive young ladies in evening gowns. Flowers and cigars were given away.

W. Samuel Buys Laundry

COVINGTON, TENN.—W. S. Samuel, active for nearly 20 years in various phases of show business, has purchased the Covington laundry and dry cleaning plant here.

Formerly a manager of theatres for the Malco, Ruffin and Chickasaw circuits, Samuel later traveled in the various southeastern states for Manley, Inc. He plans to enter the drive-in field in the near future.

'Bill and Coo' Free

PIEDMONT, ALA.—"Bill and Coo" was the screen attraction when the kiddies of Piedmont and the surrounding community were entertained with a free show at the Allison Theatre Saturday (18). Manager of the Piedmont is Olin Atkinson.



Don Theatre Contest Promotes 'Venus'

SHREVEPORT, LA.—Edna Alexander, employe of the Continental-American bank, won the title of Miss Venus in the contest staged by the Don Theatre in connection with the opening of the Ava Gardner film, "One Touch of Venus." Odessa McNaughton was runnerup.

The two young women, members of the Beta Sigma Phi, business girls sorority, were chosen winners in the elimination contest staged at the Don on a Monday night, with the finals held the following Wednesday. Fourteen sorority girls competed.

Miss Alexander was presented a complete wardrobe by the Palais Royal department store here. Miss McNaughton was given a cosmetic case by Kidd-Russ Luggage Co.

The Grecian goddess costume worn by Miss Gardner in the picture was on display at the Palais Royal department store through the run of the film.

David Kent of radio station KTBS was master of ceremonies and read congratulatory telegrams to both Miss Alexander and Miss McNaughton from the stars of the film, Miss Gardner, Dick Haymes and Eve Arden.

The contest was conducted by M. V. McAfee, manager of the Don. The judges were Anita Mary Steinau, Bob Manasco and Arthur Morgan.

Fred Hoenscheidt Wins Blevins Popcorn Prize

NASHVILLE—Fred P. Hoenscheidt of Theatre Enterprises, Inc., Dallas, has been named a $100 winner for November in the "better popcorn business" ideas contest sponsored by the Blevins Popcorn Co. here. Hoenscheidt advanced a comprehensive five-point popcorn merchandising program to win the prize. The winning entry is published in Blevins' Pointers to Poppers for December.

Honorable mention and $25 went to A. S. Dett of Calhoun Falls, S. C., who doubled his popcorn business by including free prizes in every ten-cent bag of popcorn.

The contest, which will run for another two months, offers $100 for the best idea for increasing popcorn sales and profits.

Joins 'All King's Men'

Raymond Greenleaf has been added to the cast of "All the King's Men," a Columbia picture.

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Taxation Bill Fight Urged in Maritimes

ST. JOHN—The public relations committee of the Maritime Allied Exhibitors Ass'n recently advised New Brunswick exhibitors to urge each member of the provincial assembly to fight proposed bills aimed at giving town and city councils authority to impose a special tax on theatre tickets. The legislature at Fredericton will open its annual session in February and already Sackville and Fredericton are seeking the right to establish such a tax.

The MAEA committee also has suggested that theatremen contact local merchants and labor unions to ask support in opposing the levy. The committee claims that the tax is discriminatory, inasmuch as it is directed against one kind of business. It points out that now, when boxoffices are affected by high living costs, another increase in theatre prices necessitated by local taxes, would react unfavorably at the boxoffice.

It is maintained that theatres are paying more in taxes than any other form of business and each exhibitor is urged to show the assemblyman from his respective district just how much the individual theatre owner paid for the year in income, provincial, civic and municipal taxes.

Mrs. Fred G. Spencer Dies In St. John Suddenly

ST. JOHN—Mrs. Helen Spencer, wife of Fred G. Spencer, founder and president of the F. G. Spencer Co., died at her home here. Surviving besides the husband are two sons, six grandchildren and one sister. The sons are F. Gordon, general manager of the Spencer chain, and Gerald, manager of the Strand. Mrs. Spencer had not been ill and death came suddenly.

She had been active as a concert and choir singer for many years. She was a member of Centenary United church and a member of the choir there. At her summer home at Westfield about 17 miles from St. John, she was engaged in flower and fruit growing each season. The Spencers were married 52 years ago here.

Paramount Smoking Ban Hearing Is Postponed

ST. JOHN—A one-week postponement was given in county court here on a hearing of an appeal against a smoking ban placed on the new Paramount Theatre by the provincial fire marshal. Affidavits will be presented by both sides arguing the interpretation of the law under which the ban was imposed.

One versions of the act is that a county court judge alone can affirm or deny the action of the marshal and that appeal to the provincial and dominion courts is not provided for. The outlook is that judgment will not be given until some time after the end of the hearing.

Frank Marshall Cited

VANCOUVER—Frank Marshall, manager of the Marpole, is making a name for himself as a community booster in his district for his work with youngsters. He has a top-flight girls basketball team as well as a junior soccer team.

Montreal Bars Owl Shows On Big Year-End Holiday



BARBARA IN NEW YORK—Barbara Ann Scott, Canada's triple crown skating champion, is shown above with motion picture executives on the eve of starting her professional career at the Roxy in New York. With Miss Scott are A. J. Balaban (left), managing director of the Roxy, and Charles Schlaifer, retiring advertising and publicity director for 20th Century-Fox.

Increased Capac Tariffs Into Effect January 1

TORONTO—Subject to the approval of the copyright appeal board of the Dominion government, the new performing rights tariff for Canadian theatres of the Composers, Authors and Publishers Ass'n of Canada, Ltd., will go into effect January 1 for a period of three years.

The schedule calls for increases in different theatre groups, the rates scaling from 10 cents a seat yearly for theatres with 499 seats or less, to 20 cents per seat for houses with a capacity of 1,600 or over.

Paul L. Nathanson Buys Into National Drug Co.

TORONTO—Paul L. Nathanson, prominent in film circles here, is reported to have purchased a substantial block of common stock of the National Drug & Chemical Co. of Canada. The amount of stock bought does not represent control of the company and is said to be regarded as a straight investment. Nathanson's film interests include Theatre Properties of Hamilton, Empire-Universal Films and General Theatre Investment Co.

Cuts to Four Nights a Week

TORONTO—Manager Dewey McCourt has announced that the Brock at Niagara-on-the-Lake is operating four nights each week for the winter, the shows on Tuesday and Thursday having been eliminated because of the reduced local population during the cold weather.

MONTREAL—Midnight shows and other theatrical offerings were banned for Christmas eve and New Year's eve by local police authorities. Director J. Albert Langlois of the city police force notified district inspectors to tell managers and owners of theatres and other show places that the 25-year-old bylaw, closing amusement centers at midnight every night, will be put into effect.

Despite the police department edict, Consolidated Theatres, owner and operator of first run houses on St. Catharine street, revealed that it planned bigger and better New Year's eve celebrations. At Loew's, the Palace, Capitol, Princess, Orpheum and Imperial, arrangements are under way for the big celebration. In addition to a specially selected feature, there will be community singing and favors at all theatres.

This police action, however, will affect a large number of east and west end theatres which already have made arrangements for midnight shows on the holidays. One west end chain is reported to have signed contracts with a theatrical agency and to have purchased streamers and other holidays decorations for the occasion.

A north end theatre was reported to have sold 1,000 tickets for a midnight show on New Year's eve, which the management will have to reclaim. The move by city police authorities has no connection with the curtailments imposed by Premier Maurice Duplessis on liquor selling establishments, which have been warned to stop serving liquor at 11 o'clock on Christmas eve and at 2 o'clock on New Year's morning.

The city bylaw brought in play warns that any manager or owner of a showplace who does not conform to the law is liable to a $200 fine and court costs. An unofficial source said that theatres stand to lose $25,000 on the unexpected reapplication of the bylaw. The money is lost in theatre tickets printed and the booking of acts for shows.

Arthur Gottlieb Marries Gladys Glad at Ottawa

OTTAWA—Arthur Gottlieb, film industry executive here and at New York, was married at a private ceremony here to Gladys Glad, former Ziegfeld Follies star and widow of Mark Hellinger, the writer.

Miss Glad became Mrs. Gottlieb at a midnight ceremony at the residence of Dr. and Mrs. Charles E. Shapiro, 221 O'Connor St., at the expiration of the waiting-out period prescribed by Ontario law following their application for a marriage license at the Ottawa city hall. The bride was given in marriage by Dr. Shapiro and she was attended by Mrs. Shapiro, with Miss Lee Baughman, social secretary to Miss Glad, also in attendance. Following a reception, Mr. and Mrs. Gottlieb left on a wedding trip to California.

Gottlieb is the president of Audio Pictures, Ltd., and Film Laboratories of Canada, Ltd., both of which are located in a new studio plant at Toronto.

MONTREAL

Merry Christmas to all BOXOFFICE news contacts, from Ray Carmichael, correspondent, and his assistant Helene Boulerice . . . Calling on Filmrow distributors were Leopold Doyon, manager of the Marquette Theatre, St. Joseph-de-Beauce; Art Keane of the Clarke City Theatre, Clarke City; Romeo Couillard of the Cinema Tache, Montmagny; Armand Gingras of the Canada, Levis; Mr. and Mrs. A. Chouinard of the Princess, Quebec, and Lucien Major of the Bellerive, Valleyfield.

Armand Champagne of the Asbestos Theatre, Asbestos, Que., is building a new theatre in Sherbrooke to open January 15. A contest will be held to name the theatre . . . M. Isman, Canada assistant general sales manager for Empire-Universal, was here from Toronto to confer with Owen Lightstone, Montreal district manager.

Among those holding pre-Christmas parties are Mort Prevost, manager of Quebec Cinema Booking, who recently entertained for managers, bookers and salesmen. Gerry Chernoff, manager of International Films, who entertained December 23; George Ganetakos, president of United Amusement Corp., who held his usual managers' party December 22, and Eagle Lion who gave a party December 20 . . . Columbia Pictures managers' play-date drive which started November 19 is scheduled to end February 15.

"Un Homme et Son Peche" (A Man and His Sin), second film produced by Quebec Productions, will be shown simultaneously in five Quebec province theatres starting January 29. It will be premiered at the St. Denis, Montreal, January 28, for the benefit of La Ligue de la Jeunesse Feminine . . . John Levitt, salesman for Columbia, has returned from a selling trip to Lake St. John municipalities.

Eloi Cormier, salesman for Peerless Films, is back from a business tour of the Laurentians . . . Edgar Hamel has returned from La Tuque where he opened a Foto Nite at the Lyric Theatre, owned by Dr. Thibeault . . . Jack Roher, president of Peerless Films, was here conferring with Arthur Larente, Montreal manager.

$780 for Jewish Fund

MONTREAL—Three showings of the Palestine film, "My Father's House" at the Adath Israel synagogue here netted $780 which has been donated to the Jewish national fund. The presentation was under the auspices of the Sons of Zion club, with Leon Mintzberg and Irwin Light acting as joint chairmen.

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Cold Wave Freezes Calgary Grosses

CALGARY — Subzero temperatures, ranging from 16 to 30 below, coupled with high winds, kept folks huddled up with ear muffs, fur coats and warm footgear. Women shoppers braved the weather but theatre attendance dropped with the thermometers to business which was bad even for the pre-Christmas season.

Capitol—**Escape** (20th-Fox) ..... Fair
Grand—**Lulu Belle** (Col); **One Night With You** (EL) ..... Poor
Palace—**Old Los Angeles** (Rep); **While the Sun Shines** (EFD) ..... Poor

Duals Tried in Toronto Week Before Christmas

TORONTO—As an inducement for business during the week before Christmas some of the leading theatres added a second feature to programs, a dual bill being presented by Shea's for the first time in probably years, for instance. That patronage was spotty was borne out by the fact that "Johnny Belinda" was held for a third week at the Imperial, and the engagement of "Miss Tatlock's Millions" also continued for a third week at two theatres. The weather was more seasonal but not too rough.

(Average Is 100)

Biltmore—**The Angel in Exile** (Rep); **The Pretender** (Rep) 85
Danforth and Fairlawn—**Master of Bankdom** (EL) 85
Eglinton and Tivoli—**Miss Tatlock's Millions** (Para), 3rd wk. 80
Imperial—**Johnny Belinda** (WB), 3rd wk. 85
Loew's—**San Francisco** (MGM); **A Night at the Opera** (MGM), reissues, 2nd wk. 80
Nortown and Victoria—**I Became a Criminal** (WB); **Night Wind** (20th-Fox) 85
Odeon Toronto—**Moonrise** (Rep) 85
Shea's—**Bungalow 13** (20th-Fox); **Bill and Coo** (Rep) 90
Uptown—**The Countess of Monte Cristo** (U-I); **Sons of Adventure** (Rep) 85

Holidays Force Grosses Down In Vancouver First Runs

VANCOUVER—First run business was light here as the holiday season kept patrons away from theatres. "Johnny Belinda" was best locally at the Orpheum while "Henry V" in its second week at the Vogue also made good. Others ranged from fair to average.

Capitol—**Julia Misbehaves** (MGM), 2nd wk. ..... Fair
Cinema—**Lulu Belle** (Col); **Coroner Creek** (Col) ..... Average
Orpheum—**Johnny Belinda** (WB) ..... Good
Plaza—**The Spiritualist** (EL); **Train to Alcatraz** (Rep) ..... Fair
State—**We Will Come Back** (Artkino) ..... Moderate
Strand—**Life With Father** (WB), 2nd wk. ..... Average
Vogue—**Henry V** (UA) ..... Very good

Juvenile Delinquency Shows Drop in Canada

OTTAWA—Moral reformers appear to have been shooting at the wrong target in their claims that the great increase in juvenile delinquency is due to the influence of the moving picture. The fact is that juvenile crime has continued a downward trend in Canada, according to a government report, the number of court cases in 1947 being 8,265 compared with the total of 8,707 in the previous year.

There were fewer juvenile delinquents before the courts in 1947 than at any time since 1924, it was officially reported. Last year's convictions also dropped from 7,956 to 7,545 in the past two years, the number of major offenses having declined from 4,949 in 1946 to 4,683 in 1947. These figures are important to theatre men because of the recurring complaints that films are leading the youngsters astray in increasing number.

OTTAWA

Construction will go ahead on the third theatre of the Palace Amusement Co. in Cornwall. The affiliate of Famous Players Canadian Corp. already operates the Palace and Capitol there. The former underdent extensive improvements this year. Tenders are being considered for the latest project, the site of which is on Pitt street. H. G. Duerr of Toronto is the architect.

A visitor was R. G. Lindstrom of Buffalo, representing the Sportservice Corp., which operates refreshment concessions in many amusement places in the States. During the past year the company had the candy bars in the Skyway drive-ins at Windsor, London and Hamilton, which were acquired by Famous Players late in the season . . . There were no Christmas eve midnight shows here but practically all of the local theatres had midnighters in conjunction with Boxing day (27).

With the Odeon Ottawa approaching its final form after many months of construction, C. J. Appel, eastern division manager for Odeon Theatres, was here from the Toronto head office for a personal inspection. Also making the theatre rounds was Paul Douglas, public relations manager of Eagle Lion of Canada . . . The FPC Capitol was the scene of a special presentation of Handel's "Messiah" by the Ottawa Choral Union as a Christmas concert, the 2,400 seats of the theatre being filled.

Max M. King, Hollywood producer and a native of St. John, N. B., was here to make preliminary arrangements for the making of "Scarlet and Gold," a story of the Mounted Police, with shooting to start in the spring. The script is being prepared by Art Arthur, a former resident of Toronto and now in Hollywood . . . Charles W. Lawson of Langley, B. C., visited National Film Board members and also conferred with the National Film Society to discuss community film activities. A retired railwayman, Lawson has busied himself with a film council program as a hobby.

Graeme Fraser, sales manager of Crawley Films, has announced that his company has produced its first television picture which is being marketed in the United States.

The Famous Players Capitol here turned over its large foyer for school exhibits which were arranged by the local committee for Canadian Education week . . . Although Ottawa is in semidarkness because of power restrictions in Ontario, the sister city of Hull on the Quebec side of the Ottawa river continues to be ablaze with light. Therefore the newly installed sign and special marquee lighting on Donat Paquin's Laurier in Hull has attracted wide attention.

Vancouver Arena Cost Up

VANCOUVER—Total cost of the unfinished Victoria Memorial Arena, under construction here, neared the $1,000,000 mark as city taxpayers authorized civic fathers to appropriate an additional $265,000 to complete the barrel-roofed edifice. The Arena, when completed, will seat 4,500 persons. The $1,000,000 cost will include ice equipment and seats.

Two More Theatres Launched by Odeon

TORONTO—Odeon Theatres opened two new units just prior to Christmas, the Odeon at Brantford and another at St. Thomas, both in western Ontario. The launching of these attractive urban theatres completed the 1948 schedule of expansion, the next to follow in the new year being the Humber in the Toronto west end and the Odeon at Ottawa.

The Odeon at London, Ont., opened October 22, has introduced pipeorgan entertainment as a stage attraction, the staff organist being Max Magee who conducted a request week in conjunction with the engagement of "Frieda." Patrons were invited to write their requests for musical numbers at designated performances.

Something new in the way of a theatre feature was arranged by Manager W. C. Tyers at the Odeon Toronto, ace house of the chain, when the public was invited to make reservations for a dinner for Christmas or New Year's in the theatre's full-fledged restaurant, special menus being prepared. Incidentally, the trade gossip is that various theatre managers are having their meals at the Odeon Toronto so they can check on its theatre patronage.

The head office advertising department of Odeon, under the direction of Larry Graburn, has been transferred from temporary quarters at 431 Yonge St., to the Odeon Toronto Bldg. at 22 Carlton St. The office section of the theatre is not yet finished and workmen may be kept busy for another six weeks, after which more head office employes will move in.

F. G. Spencer Acclaims 'Carnegie Hall' in Ads

ST. JOHN—For the second time in his approximately 35 years as an exhibitor, F. G. Spencer, head of the Spencer circuit, personally endorsed a motion picture, namely, "Carnegie Hall," booked at the Strand, base house of the chain.

In ads appearing in local dailies Spencer emphasized that if the "Carnegie Hall" artists were brought to St. John from New York, the cost would not be less than $250,000. The testimonial was captioned, "F. G. Spencer Endorses 'Carnegie Hall,'" and was addressed to "St. John Theatre Patrons."

A preview was presented in the Strand, for the Ladies' Morning Musical club. Backgrounding the booking was the Spencer experience as a musical entrepreneur when he promoted tours of noted vocalists and instrumentalists through the maritimes before and since becoming a film exhibitor. Also his wife was active as a concert and choir singer.

Buys Rights for 'Magic'

TORONTO—President H. J. Allen of Cardinal Films, Ltd., announced completion of negotiations with Morris Safier for the Canadian distribution rights for "Concert Magic," a musical feature which stars Yehudi Menuhin, Jakob Gimpel and Eula Bealx in the the rendition of classic compositions. Allen said that the picture would also be available in 16mm form for presentation in concert halls.

TORONTO

P A. Ranicar of Warner Bros. has been appointed liaison officer for the Manitoba sub-committee of the film industry public relations committee, sponsored by the motion picture section of the Toronto board of trade. The regional committee in Winnipeg comprises Harold Bishop, manager of the Capitol; H. Gray and I. W. Blankstein, whose duty it is to cooperate in the promotion of goodwill for all theatres.

"Joan of Arc" is scheduled to be the opening attraction at the new FPC University Theatre, which is expected to be completed in January. Terry Turner of the RKO New York office was here to discuss details . . . "Paleface" was given a sneak preview at the suburban Capitol, then it became the Christmas attraction at the Imperial. For the regular sneak shows at the northend Capitol Thursday nights, printed cards are distributed to patrons for their comments. If cards are signed, it signifies that the amateur critics are willing to have their comments quoted in newspaper advertising or on the air.

After recovering from a long illness, Harry A. Kaufman, general sales manager of Cardinal Films, completed a trip to Montreal and St. John, N. B. In the latter city he conferred with Lew McKenzie, new manager of the branch . . . President Harry J. Allen of Cardinal Films announced the appointment of Lew Miles as Winnipeg branch manager, succeeding Martin Schwartz. A former theatre manager and member of a veteran theatrical family, Miles also has gained fame as a star football player with the Winnipeg Blue Bombers.

The Centre at Windsor added to its promotion of sales of Christmas gift books of admission tickets with a delivery service anywhere in greater Windsor. Phone orders were invited from patrons and the ticket books were delivered COD . . . A new facility has been provided in the recently opened Paramount in Peterboro, Ont. This FPC house has a special screening room which has been made available for private parties on a rental basis for film showings . . . The sneak preview idea has been adopted by the Century in Hamilton, where new pictures are screened without advance advertising on Thursday nights. The stunt has made a hit among theatregoers in various Toronto and Ottawa theatres.

CBC Head Sees Video As Top Social Force

MONTREAL—When television becomes well established in Canada, it will be basically Canadian and probably the most important single social force in the country, A. Davidson Dunton, chairman of the Canadian Broadcasting Corp., declared in an address at a meeting of the Press and Radio branch of the Canadian Legion here.

"Surely it is worth while for us to wait weeks or even months to insure that our first steps set a pattern for future development which will be in the best interests of our country," the speaker declared.

"I think the time has come for Canada to start in television but if the CBC had recommended that licenses be granted to the six parties requesting them at its last meeting," he said, "the stations would have to rely heavily on American material, and we want television in Canada to be basically Canadian."

Dunton said that Canada's great distances includes several time zones, and her two official languages make government subsidies necessary if Canada is to have a national network in television. If this is not done, Canadian stations would bring in many programs from the U.S. because they could not afford to produce their own. Yet television would require even more programs than radio, he said, because each program costs from five to ten times more, and television beams do not travel as far as radio beams.

"There are only 12 television channels available for use with present sets, and since this would make television broadcasting monopolistic, its development must for this reason be controlled in the public interest," he said.

He added that experiments were being carried on in the United States to determine how far apart stations of the same wave length should be to prevent interference.

The ideal to which television in Canada should look toward, according to Dunton, was "the greatest possible amount of Canadian material and talent, serving the greatest possible number of Canadians."

Odeon Plans New Theatre

VANCOUVER—The new $80,000 theatre planned for the Fraser district will replace the present Odeon circuit theatre here. The house is expected to be ready for occupancy in August 1949. It will be of all-concrete construction and will seat about 900 persons.

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VANCOUVER

Two projectionists who have worked together at the Strand for the last seven years have been in motion picture business for over 40 years. They are Wally Woolridge and George Gerrard who have come from the days of hand-cranked silents and song slides to official posts in unions and on labor boards in British Columbia and Vancouver. They are members of IATSE Local 348.

The Cascades Drive-In on Vaucouver's outskirts, operated by the Steel-Johnson interests, called it a day for the season. The Cascades, the only drive-in west of Toronto, will have competition next year in two new ozoners being readied near here. The two major circuits also are showing interest in the drive-in business.

Pat Smith is a new member of the Strand Theatre staff . . . John Cooshek, assistant manager of the Odeon Plaza, is back on the job after a delayed vacation . . . Al Jenkins, Plaza manager, will holiday south of the border after the holidays . . . Jack Hughes, chief provincial censor, wishes to correct a news item which appeared in the tradepress about Abbott and Costello Meet Frankenstein." The picture, after a turndown by both the censors and the appeal board, was finally reconstructed and passed by the censors, NOT by the attorney general of the province, as reported.

A planned Sunday concert, sponsored by the Canadian Legion in aid of Shaughnessy hospital, has been canceled at the Orpheum after Lord's Day Alliance heads refused to approve it. A letter stating the Alliance would not institute prosecution if the concert was held was necessary before Famous Players would denote the theatre.

With the drop in lumber sales to Great Britain, British Columbia centers which depend on lumber pay rolls say that amusement dollars are being hoarded and that theatre business is off, according to Harold Warren, who operates three theatres in the Alberni district of Vancouver Island . . . The Rev. Gerald Switzer of the Canadian Memorial chapel, Vancouver, after seeing "Apartment for Peggy," wrote a letter praising it to Jack Randall, Strand manager. He referred to the film in his radio sermon.

One of Vancouver's largest department stores, Spencer, has been sold to the T. Eaton Co. of Toronto for a reported $17,000,000. This deal may change plans for Eaton's to demolish the old Vancouver hotel, situated next to the Cinema here.

Jack Pechet, head of Canadian Screen Publicity, was here from Toronto looking up circuit heads and exhibitors. Pachet reports that his screen advertising shorts are proving popular across the Dominion and he is placing sponsored films in 900 theatres.

New FPC Theatre

TORONTO—Work on the new University, a Famous Players unit at 102-6 Bloor St. West, is approaching completion and will be the first new theatre here for the New Year. The University will have a handsome facade of natural stone. The architects are Eric W. Hounsom and A. G. Facey and the general contractor is the Dickie Construction Co.

Children's Library Is Ready in Canada

TORONTO—The motion picture section of the Toronto Board of Trade, of which Morris Stein, eastern division manager for Famous Players, is chairman, announced that the Children's Film Library movement would start in Canada in January when prints of 18 features will be available at Toronto, Winnipeg and Vancouver. These pictures have been approved by a reviewing group of the Children's Film Library committee of Canada which is made up of representatives of many women's, community and educational organizations.

The plan, which was described to 31 representatives of the film industry at the Board of Trade meeting, is patterned after the juvenile library of the Motion Picture Ass'n of America, New York, and its preliminary organization in Canada was sponsored by the National Film society.

CALGARY

The last of the film salesmen got home as subzero weather hurried the stragglers. They reported intense cold and some wind, but few delaying snow drifts. The late ones came spinning down the frozen highways from the Rockies, the prairies and the mining districts, thankful roads were fairly clear. As they headed for home, conscious of a job well done, thoughts of the Yuletide fireside hastened them on the way.

One of the most prominent staff cocktail parties of the festive season again took place this year at the Palliser hotel where the snacks and beverages were supplied by head office executives.

Leo Maher, managing the FPC Roxy and Monarch at Medicine Hat, underwent a minor nasal operation from which he has successfully recovered. He returned to duty this weekend.

Dropped during the war years, the Christmas night previews are being revived in the principal FPC units in Alberta this season, as well as the usual New Year's eve frolic. Preview will be held on the Boxing day night. New Year's eve previews also will be held at the Monarch in Medicine Hat, the Capitol and the Roxy at Lethbridge and the Capitol at Red Deer.

ST. JOHN

Virtually a full house attended a Sunday night showing of "My Brother's House" at the Mayfair Theatre here, under the auspices of the local Hadassah . . . Joshua "Joe" Lieberman was re-elected president of the Shaari Zedek synagogue . . . Emmanuel Ruault-Cazier, owner of the Renaissance Theatre at St. Pierre, was reported to be recovering satisfactorily following a recent operation. He has resumed management of the theatre and the adjoining rink.

Indications were that Halifax will be the first Canadian city to produce television sets. The Cossar Co., an English firm, has been preparing to start production, and the first sets manufactured will be distributed in Ontario. Workers at the plant came from England, from which financing also has been handled . . . King Calder, who appeared with the Carroll Players in stock at the Majestic, Halifax, now is in the cast of "Bravo," playing at the Lyceum, New York City.

Deer Islanders now find it unnecessary to cross the channel to Campobello Island or to St. Andrews for screen entertainment, now that Ira Butler is showing films at the Mayfair on Deer Island . . . Offices of Abe Garson now are in a building owned by him in the financial zone. Lionel April, his son-in-law and maritime supervisor for Odeon, and Bob Irving, booker, also are in the same building. A starting date for construction of the new theatre to be built by Odeon as a showcase for J. Arthur Rank films has not yet been disclosed.

Howard Binns, recently appointed manager of the Garrick, Halifax, is not the only former air force officer from Ontario to be a theatre manager in the maritimes. Jimmy Mitchell, recently transferred to the Capitol here, preceded Binns to the maritimes, having been situated at the Moncton Imperial before succeeding Harrison Howe, who moved across King Square to direct the new Paramount for FPC.

Police were called at Amherst, N. S., when the payoff of an $18 consolation jackpot was disputed by the promoter. James Smith, one of the persons concerned, has written to the provincial attorney general seeking an investigation of such enterprises . . . St. John exhibitors and distributors are cooperating in sponsoring an annual dinner dance and entertainment December 22 at a local hotel. A similar party last year cost approximately $500.

Tent 28 Lays School Conerstone

TORONTO—The cornerstone of the Toronto Vocational Guidance school, chief project of Variety Tent 28 here, was laid December 21 by George A. Drew, former premier of Ontario and minister of education. Chief Barker J. J. Fitzgibbons was master of ceremonies for the occasion, which included presentation of the silver trowel to Drew, who recently became the national Progressive Conservative leader in the federal political field.

Variety club members and their friends met at the site of the school in suburban Toronto for the ceremonial program, arranged by a special committee headed by Morris Stein.

Speakers included Premier T. L. Kennedy of Ontario, Hon. George H. Doucett, minister of highways, and A. F. Penny, representing the Ontario Society for Crippled Children.

Among those who took part were a Catholic priest, a Protestant clergyman and a Rabbi, all of whom participated in the dedication of the institution. Appropriate band music was provided during the ceremony.

Members of the Variety committee in charge of arrangements included Morris Stein, chairman; Arch H. Jolley, secretary; James R. Nairn, Larry Graburn, Hye Bossin, James Cameron, Ben Geldsaler, Jules Wolfe, Lorne Green and Jack Chisholm, representing all branches of the amusement industry.

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Blood on the Moon—

Denver 160

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.

	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
An Innocent Affair (UA)		85	125	105	95	80			95		115					110		100	80			99
Appointment With Murder (FC)	100									100	100	100		90						100	90	97
Belle Starr's Daughter (20th-Fox)							125	100	95		75	130	100				130			120		109
Best Years of Our Lives, The (RKO)			100				140		120		135			125	93			90			150	119
Blood on the Moon (RKO)				120			160				130					135		115		165		138
Countess of Monte Cristo, The (U-I)		100								95		85	105							125		102
Dude Goes West, The (Mono)		92	95	90			130			75	85	125	120	90			95		80	110	90	98
Gallant Blade, The (Col)			110			90		90	120		80	90	95			95		130		130	90	102
Guns of Hate (RKO)	95					85	100			100	100	100								100		97
Here Comes Trouble (UA)	100	58								100	100	100	100	90	100	100	100			100	100	96
Joe Palooka in Winner Take All (Mono)	100						105			100		100			100					100		101
Julia Misbehaves (MGM)	130	125	100	140	90	120	190	105	115	130	100	140	115	150	112	135	85	135	130	180	150	127
June Bride (WB)	125	87		120	80	95	150	110	105	135	130	120	125	115	100	125	100	125	80	180	135	117
Kiss the Blood Off My Hands (U-I)		120	125	100	160				95	100		110		95	95	150		150	115	175	120	122
Let's Live a Little (EL)			100			85			90							100	100		70	100		92
Luxury Liner (MGM)	125	85	100	150	105	90		90	75	100	115	125	95	100	100	115	100	120	90	160	140	109
Main Street Kid, The (Rep)		90			100	90	100		100	80		50	95		85					100		89
Million Dollar Weekend (EL)	100									100		100	100				100			100	75	96
Mine Own Executioner (20th-Fox)					150	95	100		90	100				90	75					100		100
Miraculous Journey (FC)	100				100	90			90			90	100			110				80	120	98
Moonrise (Rep)	115	90	115	90	85	90		80	85	60			95		70		105			120	90	92
Northwest Stampede (EL)	110		90	90	100		100	100	90		100	125	100			90	105		90	105	85	99
Olympic Games of 1948 (EL)	130				80						80	100	100			105	100			100	100	99
Pearl, The (RKO)			100			115	100					150		80		160		145		160		126
Race Street (RKO)	95	119	105	130	115	100	115	100	120		100	110	95	95		105	115	150	110	150	100	112
Return of October, The (Col)		100	110		80			100		100	110			100			90					99
Road House (20th-Fox)	130	111	140	140	130	100	150	85		100	110	160	100	135	100	110	100	160	120	160		123
Rogues' Regiment (U-I)	125										100	140		140				200	125			138
Saxon Charm, The (U-I)	95	90	95	95	80			85	100		65	125	100	90		105	100	75	60	125	90	93
Sealed Verdict (Para)	125		100	100	90				90		140		100		80	105		130		120	90	106
Search, The (MGM)	110	105	105	110	100	105	80	85	65	100	100	150	95	250	100	115	125	110		105	110	111
Shed No Tears (EL)	100						100		95	100	65		105				105			100		96
16 Fathoms Deep (Mono)	125	92	90					85				125		90	80	105				100	90	98
Smart Girls Don't Talk (WB)	110	106	110	110	100	110	105		100	95	100		100		102			90	75	90	100	100
Smuggler's Cove (Mono)	100					95				75		100	100	90	95					100		94
So Evil, My Love (Para)	100	78	90	110	100	90	110		110	100	100	120		110	85	103	90	100	105	115	80	100
Sofia (FC)	100			70	101	57						90	100			120	100	90	80	80	100	91
Station West (RKO)	110	90	110	90	75		120	140	115		130	90	115	125			100	110	110	135	75	108
Texas, Brooklyn and Heaven (UA)	115					100		95	80		65	75							80	100		89
Triple Threat (Col)	100	100	90			75	80	100	100	100	100	100	100	95	105		100		110	100	100	97
Variety Time (RKO)	95			100			100	100	90		100				100		100			100		98

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Adventures in Silverado (Col)—William Bishop, Gloria Henry, Edgar Buchanan. This is a good picture that they liked here. We doubled billed with "Case of the Baby Sitter" (SG) and got by in good shape. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Arkansas Swing, The (Col)—Gloria Henry, Stuart Hart, June Vincent. The title was misleading and those who expected a hot hillbilly show were disappointed. However, it was average entertainment and no one complained. Business was average. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Blondie's Anniversary (Col) — Penny Singleton, Arthur Lake, Larry Simms. Ho, huml What a waste of time, celluloid and talent (?). They should have left this in the original can for good. I almost forgot the dogs. They stole the show. Played Tues., Wed.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Coroner Creek (Col)—Randolph Scott, Marguerite Chapman, George Macready. This is a very good action and western picture in Cinecolor. Some of the action is overly rough, but it is just the kind of picture a small town wants, so don't miss it. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Framed (Col)—Glenn Ford, Janis Carter, Barry Sullivan. This was very good—better than almost anyone would think it would be as the title fooled many, but it fit the story perfectly. So was the ending. Pictures like this are what we need more of! A grand job of acting. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Lady From Shanghai, The (Col)—Rita Hayworth, Orson Welles, Everett Sloan. This is a fair mystery picture which did only average business. No complaints and no compliments. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Lady From Shanghai, The (Col)—Rita Hayworth, Orson Welles, Everett Sloan. I didn't intend to have any bad comments to make but I just couldn't help expressing my opinion on this one. It is a clinker and I think Columbia did Rita Hayworth plenty of harm in casting her in this picture. She is one of my favorites and most of Columbia's pictures are just right for the small town exhibitor, but not this one.—E. C. Holt, Freeburn Theatre Co., Freeburn, Ky. Mining and small town patronage. * * *

Song of Idaho (Col)—Kirby Grant, June Vincent, Tommy Ivo. The story was nil, but the music was very good and saved the darned thing. Okay for a double bill. Played Tues., Wed.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patronage. * *

Sport of Kings (Col)—Paul Campbell, Gloria Henry, Harry Davenport. A horse picture always draws swell here and with a Three Stooge comedy, this made a fine program for Thanksgiving. Played Wed., Thurs. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Strawberry Roan (Col)—Gene Autry, Gloria Henry, Jack Holt. We tried this western three days, including Thanksgiving, and were rewarded with happy patrons all three nights. It has nice scenery plus usual rows, fights, songs and galloping horses. Played Fri., Sat. Weather: Good.—R. E. Halstead, Tri-Town Theatre, Lindstrom, Minn. Rural and small town patronage. * *

Triple Threat (Col)—Richard Crane, Gloria Henry, Mary Stuart. Amateurish acting and of little appeal except to football addicts. We had a few walkouts and poor business. Played Fri., Sat.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

EAGLE LION

Canon City (EL)—Ecott Brady, Jeff Corey, Stanley Clements. This wasn't too brutal for the younger set, which was my chief worry. The picture drew fairly well and satisfied the crowd. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

Lady at Midnight (EL)—Richard Denning, Frances Rafferty, Lora Lee Michel. This is a good little programmer as the girl is very amusing. Played Wed., Thurs. Weather: Cold.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. * * *

METRO-GOLDWYN-MAYER

Big City, The (MGM)—Margaret O'Brien, Robert Preston, Danny Thomas. This pleased our audience and it is fine for children as well as for adults. Good moral in it and I believe it will please in the average small town theatre.—Mrs. Joe Stallman, Wyo-Lin Theatre, Lingle, Wyo. Small town patronage. * * *

Cass Timberlane (MGM)—Spencer Tracy, Lana Turner, Zachary Scott. The exhibitor's dream—a well-filled house and something on the screen to please them all. This is what occurred here when we showed it on a Saturday playdate. Weather: Rainy.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

On An Island With You (MGM)—Esther Williams, Peter Lawford, Ricardo Montalban. Here is a swell musical show in Technicolor and it pleased all who came in this small town. Play it and advertise it properly and you will do a nice business on it. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Search, The (MGM) — Montgomery Clift, Aline MacMahon, Jarmila Novotna. This picture gave us an insight into the conditions in Europe and was played here at a most opportune time, when solicitations for C.R.O.P. were being made. A good picture of its kind and it had a happy ending. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. * *

Summer Holiday (MGM)—Mickey Rooney, Gloria DeHaven, Walter Huston. This is a pretty good show. The majority liked it. Average attendance at a Wednesday showing. Weather: Cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

MONOGRAM

Babe Ruth Story, The (Mono-AA)—William Bendix, Claire Trevor, Charles Bickford. Many were disappointed in this picture. However, I think baseball fans enjoyed it. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. * *

Jinx Money (Mono)—Leo Gorcey, Huntz Hall, Billy Benedict. This is not as good as "Angels' Alley," but okay for the middle of the week. I ran this with a good short, "Jungle Man Killers" in color. Comments and draw were good. Played Mon., Tues.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Panhandle (Mono) — Rod Cameron, Cathy Downs, Reed Hadley. Brother, you sure are missing a good picture if you don't play this as this is the story of Johnny Sands, the fastest trigger man in the good old west. We can play a Rogers or an Autry and cannot fill the house, but get a frontier picture with Cameron and the boxoffice really soars. You don't have to worry about hiding around a corner when you have played this feature. Played Sat., Mon. Weather: Very cold.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. * * *

PARAMOUNT

Calcutta (Para)—Alan Ladd, Gail Russell, William Bendix. This oldie from Paramount had an airplane in it, so it had some appeal for the youngsters; also, there was quite a bit of action and suspense, and a surprise ending as no one really suspected beautiful Gail Russell of being the culprit. This is okay for small towns. Played Wed., Thurs. Weath-

Happy to Contribute $25 to JIM MOTE FUND

Among the theatre circuits which are swelling the JIM MOTE FUND with contributions is that of the William Goldman Theatres, Inc. of Philadelphia. This comment accompanies a nice check:

"We are very happy to enclose our check in the amount of $25 as a contribution toward the JIM MOTE FUND from the ten theatres which we operate.

"Congratulations on your sponsorship of this very worthy project. We are glad to be able to help this small exhibitor get back in business again."—William Goldman.

Edwards and Plumlee in On Exhibitor Project

Hearts are big down in the heart of the Ozarks, so F. L. Plumlee writes from Farmington, Mo., site of the home office of Edwards and Plumlee Theatres:

"Tom and I are heartily in accord with this good gesture of American exhibitors in connection with the JIM MOTE FUND. Mr. W. H. Hoffman is to be commended for his plan of generosity, and we just want to be counted among the contributors. Attached is our check for $10 and we wish this movement every success."

er: Fair.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

I Walk Alone (Para)—Burt Lancaster, Lizabeth Scott, Kirk Douglas. The trailer on this picture didn't do it justice and kept the customers away. Those that did see the picture were as surprised as I was and went away well satisfied. It sure fell flat at the boxoffice but I insist that was no fault of the picture. Played Tues., Wed. Weather: Fine.—E. C. Holt, Freeburn Theatre Co., Freeburn, Ky. Mining and small town patronage. * * *

Road to Rio (Para)—Bing Crosby, Bob Hope, Dorothy Lamour. Many fine comments on this one. I can use all that Paramount can make like this. Nothing but praise and look what a cast—Hope, Crosby, Lamour! Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Sorry, Wrong Number (Para)—Barbara Stanwyck, Burt Lancaster, Ann Richards. Another feature that makes the average small town exhibitor wonder where everyone is. Stories like this might click on the radio, but for me it really was "sorry, wrong number." Played Sun., Mon. Weather: Rained Sun., fair Mon.—John N. Allison, New Vivian Theatre, Carlisle, Ind. Small town and rural patronage. *

Sorry, Wrong Number (Para)—Barbara Stanwyck, Burt Lancaster, Ann Richards. Sorry, but this certainly was the wrong number here. Receipts at the boxoffice barely paid the film rental and other expenses. How do I get my bread and butter? We had a number of walkouts and many who stayed said they were worn to a frazzle. Stanwyck did some good acting, however. Played Sat., Sun. Weather: Good.—T. M. Patton, Scenic Theatre, Lexington, Ill. Small town patronage. * *

Where There's Life (Para)—Bob Hope, Signe Hasso, William Bendix. Very good and all enjoyed it very much. Bob Hope is a good comedian and did exceptionally fine work in this one. Many laughs throughout. Average attendance. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

RKO RADIO

Fighting Father Dunne (RKO)—Pat O'Brien, Darryl Hickman, Charles Kempner. This is what we were needing for a Catholic town. We gave it extra exploitation and business was good. Played Mon., Tues. Weather: Cold.—Harland Rankin, Beau Theatre, Belle River, Ont. General patronage. * * *

Fugitive, The (RKO)—Henry Fonda, Dolores Del Rio, Pedro Armendariz. If "Fort Apache" was the best play here this year, then "The Fugitive" was absolutely the worst. There is nothing about it that will appeal to these farmers and rural folk. Any small town exhibitor who plays this one should be run through a long, long belt line! Played Mon., Tues. Weather: Fair.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

I Remember Mama (RKO)—Irene Dunne, Barbara Bel Geddes, Oscar Homolka. Well liked by all the Scandinavians. It doubled our midweek business and showed a profit, for a change. I saw the stage play a year ago. The picture followed the play very closely and was almost as good as the play. The only picture I could truthfully recommend as excellent entertainment that I have played this year, and then only to Scandinavian communities. Played Tues., Wed., Thurs. Weather: Fair.—G. B. White, Almo Theatre, Poulsbo, Wash. Small town and rural patronage. *

Rachel and the Stranger (RKO)—Loretta Young, William Holden, Robert Mitchum. Personally I have never cared for Robert Mitchum but this show was excellent and I will give Mitchum credit for turning in a fine performance. Loretta Young should be given praise for peforming in a picture which doesn't enhance her beauty. Played Fri., Sat.—Hobart H. Gates, Garlock Theatre, Custer, C. D. Small town patronage. * * *

Tycoon (RKO)—John Wayne, Laraine Day, Sir Cedric Hardwicke. John Wayne is a great favorite here, and this is one of his best pictures. Good color, lots of action and romance, and just enough comedy. Very fine attendance and plenty of compliments. It's a small town natural if you advertise it right. The title fools 'em. Played Sun., Mon. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

Under the Tonto Rim (RKO)—Tim Holt, Nan Leslie, Richard Martin. One of the best westerns we ever had. Tim Holt is always good. He looks the same on the screen as when I saw him last summer making "Indian Agent" at the studio in Hollywood. Would have liked to shake hands with Tim, but he was too busy carrying the baby that didn't want to cry right in the scene . . . The basketball headliner was plenty good, too. It is right in line with the season now. Played Wednesday. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

REPUBLIC

Fabulous Texan, The (Rep)—William Elliott, John Carroll, Catherine McLeod. This failed us miserably. No business. Played extra time and as time went on, we felt worse. Played Mon., Tues., Wed. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Nighttime in Nevada (Rep)—Roy Rogers, Andy Devine, Adele Mara. Another good Roy Rogers musical western in color. The new girl is okay—better than average draw. Played Fri., Sat.—L. Brazil jr., New Theatre, Bearden, Ark. Small town patronage. * * *

Under California Stars (Rep)—Roy Rogers, Jane Frazee, Andy Devine. Roy is up to his usual antics in this fine western in which Trigger gets kidnapped. There is an unusually good plot to this western that is a little different from the usual run-of-the-mill westerns. You can't go wrong on it! Played Fri., Sat.

Grass Roots' Standards Not Same as in Cities

TYCOON (RKO)—John Wayne, Laraine Day, Sir Cedric Hardwicke. I can't figure it out. This gets 8-plus, 5 minus in Review Digest and deserves a much better rating, according to exhibitor reports. Many pictures which click in small towns get lousy ratings in Review Digest, and some of its top ratings are prime stinkers, so far as I am concerned. EXHIBITOR HAS HIS SAY gives us a truer picture of what to expect but reports are few and a day's job to locate.

Columbia, Republic and RKO make good, entertaining, plausible 60/90-minute dramas, comedies and westerns, and what do they rate in Review Digest? Usually 5-plus, 4-minus. That's all your lay and trade reviewers know. New York, Boston, Hollywood are loaded with jaded soup-and-fish critics whose reviews are poison to small town exhibitors. Can't you figure out some method of assembling reliable reports from the grass roots section?—Frank Sabin, Majestic Theatre, Eureka, Mont.

No one method seems to please everyone. That's why we use several and leave it to the exhibitor to find the one which fits his situation.

Congratulations Offered E. C. Holt, Freeburn, Ky.

Exhibitors seem to be pretty normal folk in that most of them get married and seem to live as happily ever after as the old fairy stories contended one should. One of the latest of our contributors to take a life partner is E. C. Holt, manager for the Freeburn Theatre Co. at Freeburn, Ky. Holt writes in:

"As I took three weeks off to get married and take a vacation, I haven't been having my say in BOXOFFICE for some time."

It's a temptation to tell him this may be the only place he can have his say from now on, but we won't. We believe in encouraging romantic illusions!

Weather: Fair.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patronage. * * *

SCREEN GUILD

Case of the Baby Sitter, The (SG)—Tom Neal, Allen Jenkins, Pamela Blake. This did okay with "Adventures in Silverado" (Col), with which we doubled it and which they seemed to like. They also liked this one—Screen Guild seems to make a lot of small town hits. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

20th CENTURY-FOX

Kiss of Death (20th-Fox)—Victor Mature, Brian Donlevy, Coleen Gray. A very good picture, according to comments by those who saw it—and they were quite numerous. Above average attendance for midweek. Played Wednesday. Weather: Rainy.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. * * *

UNITED ARTISTS

Angry God, The (UA)—Alicia Parla, Casimiro Ortega, Mario Forastieri. I want to warn exhibitors about this feature. For both your patrons' sake and that of United Artists, don't use this terrible feature. Lock up first.—Evert Holsel, El Rancho Theatre, Culver, Ind. Small town patronage. *

On Our Merry Way (UA)—Paulette Goddard, Burgess Meredith, James Stewart. (Formerly "A Miracle Can Happen"). This is a strong cast but the story is weak. Business was average but I had some walkouts and complaints. Cast also includes Henry Fonda, Fred MacMurray and Dorothy Lamour. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

UNIVERSAL-INTERNATIONAL

Another Part of the Forest (U-I)—Frederic March, Dan Duryea, Edmond O'Brien. Universal seems to have a habit of making pictures with a very fine cast, all of whom turn in a great performance, and waste it on a story which has no general appeal. This is one of them. This strange family, ruled by hatred and greed, is very realistically portrayed by the stars but my patrons don't enjoy a fine performance. They want a fine story—or at least one they can understand. This did very poor business and received not one compliment, but plenty of unflattering remarks. Played Wed., Thurs. Weather: Fair.—Mrs. Pat W. Murphy, Queen Theatre, Holliday, Tex. Oil field worker patronage. * *

Red Ingle and His Natural Seven (U-I)—Short. This two-reeler drew good comments so I thought I would pass it along to some of the boys. It's as crazy as anything you would ever want to play, but stuff that the

(Continued on page 14)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ❶ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV. INT'L · WARNER BROS. · MISCELLANEOUS

FEBRUARY 21	FEBRUARY 28	MARCH 6	MARCH 13	MARCH 20	MARCH 27	APRIL 3	APRIL 10
(93) West-Dr 937 ◎RELENTLESS Robert Young R—Jan. 17—PG-892 19 (53) Western 965 PHANTOM VALLEY Starrett-Burnette R—Mar. 6—PG-907	(109) Drama 935 TO THE ENDS OF THE EARTH Dick Powell Signe Hasso R—Jan. 24—PG-894			18 (63) Drama 920 RETURN OF THE WHISTLER Michael Duane Lenore Aubert Richard Lane R—Mar. 13—PG-912	25 (75) Drama 902 ADVENTURES IN SILVERADO R—Mar. 13—PG-912 25 (55) Western 966 WEST OF SONORA Starrett-Burnette R—Mar. 27—PG-916	30 (84) Drama 936 SIGN OF THE RAM Susan Peters R—Feb. 21—PG-904 30 (66) Mus-Com 952 SONG OF IDAHO Hoosier Hotshots R—Mar. 27—PG-916	8 (67) Drama 914 MY DOG RUSTY Ted Donaldson John Litel Ann Doran R—May 1—PG-925
21 (56) Western 854 TORNADO RANGE Eddie Dean Roscoe Ates R—Mar. 6—PG-908	28 (80) Drama 814 TAKE MY LIFE Greta Gynt Hugh Williams R—Feb. 14—PG-901	6 (71) Drama 815 MAN FROM TEXAS James Craig Lynn Bari Johnnie Johnston R—Mar. 6—PG-908	13 (58) Western 855 WESTWARD TRAIL Eddie Dean	27 (77) Drama 817 ◎ENCHANTED VALLEY Alan Curtis-Ann Gwenn R—Mar. 27—PG-915 20 (85) Drama 818 OCTOBER MAN John Mills R—Mar. 20—PG-913	Reissues 27 (93) Drama 849 SUTTER'S GOLD Edward Arnold 27 (86) Drama 848 SEVEN SINNERS Marlene Dietrich John Wayne	3 (102) Drama 816 RUTHLESS Zachary Scott Louis Hayward R—Mar. 27—PG-915	10 (54) Western 856 HAWK OF POWDER RIVER Eddie Dean R—Mar. 13—PG-911
20 (74) Drama 816 TENTH AVENUE ANGEL Margaret O'Brien George Murphy Angela Lansbury R—Jan. 17—PG-891		5 (115) Musical 817 ◎THREE DARING DAUGHTERS Jeanette MacDonald Jose Iturbi Jane Powell Edward Arnold R—Feb. 14—PG-900		19 (76) Comedy 818 ALIAS A GENTLEMAN Wallace Beery Tom Drake Dorothy Patrick R—Jan. 31—PG-895	26 (98) Comedy 819 BRIDE GOES WILD Van Johnson June Allyson Hume Cronyn Butch Jenkins R—Feb. 28—PG-905	3 (108) Drama 820 B. F.'s DAUGHTER Barbara Stanwyck Van Heflin Charles Coburn R—Feb. 21—PG-903	
	22 (84) Drama AA7 PANHANDLE Rod Cameron Cathy Downs R—Jan. 31—PG-895		7 (76) Drama 4705 ROCKY Roddy McDowall Nita Hunter Gale Sherwood R—Aug. 14—PG-959	Reissue 14 (60) Drama 4710 ROSE OF THE RIO GRANDE Movita John Carroll	21 (67) Drama 4708 ANGELS' ALLEY Leo Gorcey Geneva Gray Bowery Boys R—Jan. 24—PG-894	28 (56) Western 4761 OKLAHOMA BLUES Jimmy Wakely Virginia Belmont	4 (70) Drama 4712 DOCKS OF NEW ORLEANS R—Aug. 21—PG-961 7 (85) Drama AA5 THE HUNTED Preston Foster R—Feb. 7—PG-898
20 (90) Drama 4709 ◎ALBUQUERQUE Randolph Scott Barbara Britton Gabby Hayes R—Jan. 24—PG-893		5 (61) Drama 4711 CAGED FURY Buster Crabbe Richard Denning Mary Beth Hughes R—Feb. 14—PG-899	12 (94) Drama 4170 SAIGON Alan Ladd Veronica Lake R—Feb. 7—PG-897		26 (67) Drama 4712 MR. RECKLESS William Eythe Barbara Britton R—Feb. 21—PG-904	2 (146) Drama 4725 ◎UNCONQUERED Gary Cooper Paulette Goddard Boris Karloff Howard daSilva R—Oct. 4—PG-862	9 (95) Drama 4713 THE BIG CLOCK Ray Milland Charles Laughton Maureen O'Sullivan R—Feb. 21—PG-904
	Special 28 (109) Com-Dr 852 ❶THE BISHOP'S WIFE Cary Grant Loretta Young David Niven R—Nov. 22—PG-875	Reissue 2 (60) Western 885 TROUBLE IN SUNDOWN		Special 20 (134) Comedy 868 ❶I REMEMBER MAMA Irene Dunne Barbara Bel Geddes Oscar Homolka Philip Dorn R—Mar. 13—PG-911		Special 3 (120) Drama 869 MIRACLE OF THE BELLS Fred MacMurray Valli Frank Sinatra R—Mar. 6—PG-907	
	22 (59) Western 753 OKLAHOMA BADLANDS Allan "Rocky" Lane R—Mar. 6—PG-907 23 (60) Drama 704 MADONNA OF THE DESERT R—Mar. 13—PG-911			14 (87) Drama 705 INSIDE STORY Marsha Hunt William Lundigan Charles Winninger Gail Patrick Gene Lockhart R—Apr. 3—PG-918	25 (58) M'drama 706 LIGHTNIN' IN THE FOREST Lynne Roberts Warren Douglas R—Apr. 24—PG-924	1 (61) Novelty 728 ◎BILL AND COO George Burton's Birds R—Jan. 3—PG-887 1 (63) Mus-West 654 ◎CALIFORNIA FIRE-BRAND R—May 8—PG-928	
21 (42) Outd'r-Dr 4708 TRAIL OF THE MOUNTIES Russell Hayden Jennifer Holt		Reissue 6 (71) Western HC17 SILVER ON THE SAGE William Boyd Gabby Hayes Russell Hayden					Reissue 10 (60) Western HC18 RENEGADE TRAIL William Boyd Gabby Hayes Russell Hayden
	(111) Drama 805 CALL NORTHSIDE 777 James Stewart Richard Conte Helen Walker R—Jan. 24—PG-894	(118) Drama 806 GENTLEMAN'S AGREEMENT Gregory Peck Dorothy McGuire John Garfield Celeste Holm R—Nov. 22—PG-876	(68) Mystery 807 THE CHALLENGE Tom Conway June Vincent R—Feb. 28—PG-906	(69) Mystery 808 HALF PAST MIDNIGHT Kent Taylor Peggy Knudsen R—Feb. 21—PG-903	(96) Drama 809 ◎AN IDEAL HUSBAND Paulette Goddard Michael Wielding Diana Wynyard Sir Aubrey Smith R—Jan. 17—PG-891	(84) Comedy 810 SITTING PRETTY Robert Young Maureen O'Hara Clifton Webb Richard Haydn Louise Allbritton R—Feb. 28—PG-906	(95) Drama 811 ◎SCUDDA HOO! SCUDDA HAY! June Haver Lon McCallister Walter Brennan Anne Revere Natalie Wood R—Mar. 6—PG-908
21 (99) Drama 627 SECRET BEYOND THE DOOR Joan Bennett Michael Redgrave Natalie Schafer R—Jan. 10—PG-889			(96) Drama 654 ◎JASSY Margaret Lockwood Patricia Roe Dennis Price R—Feb. 14—PG-902	(104) Drama 650 A DOUBLE LIFE Ronald Colman Signe Hasso Edmond O'Brien R—Jan. 3—PG-887	(96) Drama 651 NAKED CITY Barry Fitzgerald Dorothy Hart Howard Duff R—Jan. 31—PG-896	(80) Drama 653 ◎BLACK BART Yvonne De Carlo Dan Duryea Jeffrey Lynn R—Feb. 31—PG-986	(94) Musical 655 CASBAH Tony Martin Yvonne De Carlo Marta Toren R—May 15—PG-932
21 (103) Drama 716 VOICE OF THE TURTLE Ronald Reagan Eleanor Parker R—Dec. 27—PG-886		6 (78) Drama 717 I BECAME A CRIMINAL Sally Gray Trevor Howard Griffith Jones R—Feb. 14—PG-902	Reissue 13 (102) Drama 718 ADVENTURE OF ROBIN HOOD Errol Flynn Olivia de Havilland		27 (94) Comedy 719 APRIL SHOWERS Jack Carson Ann Sothern Robert Alda R—Mar. 20—PG-913		10 (101) Drama 72 TO THE VICTOR Dennis Morgan Viveca Lindfors R—Apr. 3—PG-918

ASTOR

(64) Western New Rel
DEADLINE
Sunset Carson
Pat Starling

(62) Western New Rel
FIGHTING MUSTANG
Sunset Carson
Pat Starling

(70) Comedy reissue
LI'L ABNER
Martha O'Driscoll
Edgar Kennedy

(57) Musical Reissue
ROAD TO HOLLYWOOD
Bing Crosby
R—Mar. 1—PG-796

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(60) Western New Rel
WESTERN TERROR
Dave "Tex" O'Brien
Buzzy Henry

(64) Western Reissue
WILD MUSTANG
Harry Carey

(60) Western Reissue
THE LAW COMES TO TEXAS
"Wild Bill" Elliott

(67) Mus-Com New Rel
LOOK OUT SISTER
Louis Jordan

(66) Western New Rel
SUNSET CARSON RIDES AGAIN
Sunset Carson

(62) Western Reissue
RETURN OF DANIEL BOONE
"Wild Bill" Elliott

(..) Western Reissue
LONE STAR PIONEERS
"Wild Bill" Elliott

APRIL 17	APRIL 24	MAY 1	MAY 8	MAY 15	MAY 22	MAY 29	JUNE 5
15 (69) Drama 909 **PORT SAID** Gloria Henry William Bishop Steven Geray R—Apr. 24—PG-923		30 (67) Comedy 940 **MATING OF MILLIE** Glenn Ford Evelyn Keyes Ron Randall R—Mar. 20—PG-914	6 (75) Drama 901 **BEST MAN WINS** Edgar Buchanan Anna Lee Robert Shayne R—May 8—PG-929	13 (67) Drama 921 **TRAPPED BY BOSTON BLACKIE** R—May 8—PG-929 13 (54) Western 963 **WHIRLWIND RAIDERS** Starrett-Burnette R—May 22—PG-936		29 (87) Drama 938 **LADY FROM SHANGHAI** Rita Hayworth Orson Welles Everett Sloane Glenn Anders R—Apr. 17—PG-921	3 (67) Comedy 912 **BLONDIE'S REWARD** Penny Singleton Arthur Lake Larry Simms R—June 12—PG-941
17 (77) Comedy 819 **THE NOOSE HANGS HIGH** Bud Abbott Lou Costello Cathy Downs R—Apr. 10—PG-920	24 (62) Drama 820 **THE COBRA STRIKES** Sheila Ryan Richard Fraser Leslie Brooks R—June 12—PG-941		5 (70) Drama 813 **OPEN SECRET** John Ireland June Randolph R—Jan. 24—PG-893	12 (57) Western 857 **PRAIRIE OUTLAWS** Eddie Dean	19 (66) Drama 821 **ASSIGNED TO DANGER** Gene Raymond Noreen Nash Robert Rice R—May 8—PG-929	26 (78) Drama 822 **RAW DEAL** Dennis O'Keefe Claire Trevor Marsha Hunt R—May 29—PG-937	2 (76) Drama 823 **SWORD OF THE AVENGER** Ramon Del Gado Sigrid Gurie Ralph Morgan Duncan Renaldo R—May 29—PG-937
20 (92) Drama 821 **SUMMER HOLIDAY** Mickey Rooney Gloria DeHaven Walter Huston R—Mar. 13—PG-912	Reissues 23 (80) M'drama 822 **TARZAN'S SECRET TREASURE** Weissmuller-O'Sullivan 30 (71) M'drama 823 **TARZAN'S NEW YORK ADVENTURE**	30 (122) Drama 824 **STATE OF THE UNION** Katharine Hepburn Spencer Tracy Van Johnson R—Mar. 27—PG-916				(113) Drama 826 **HOMECOMING** Clark Gable Lana Turner R—Apr. 10—PG-920	(103) Drama 827 **BIG CITY** Margaret O'Brien Robert Preston Danny Thomas R—Mar. 27—PG-915
11 (53) Western 4755 **CROSSED TRAILS** Johnny Mack Brown Lynne Carver	24 (66) Myst-Com 4713 **CAMPUS SLEUTH** Freddie Stewart June Preisser R—May 22—PG-935	25 (64) Comedy 4714 **FRENCH LEAVE** Jackie Cooper R—May 8—PG-927 30 (90) Drama AA6 **SMART WOMAN** Constance Bennett R—Mar. 13—PG-916	Reissue 2 (69) Drama 4711 **SIGN OF THE WOLF** Michael Whalen 6 (..) Western **PARTNERS OF THE SUNSET** Jimmy Wakely	16 (56) Western 4756 **FRONTIER AGENT** Johnny Mack Brown Raymond Hatton		23 (72) Drama 4716 **I WOULDN'T BE IN YOUR SHOES** Don Castle Elyse Knox Regis Toomey R—May 8—PG-927	
		30 (90) Drama 4714 **THE 'SAINTED' SISTERS** Veronica Lake Joan Caulfield Barry Fitzgerald R—Mar. 6—PG-908		14 (58) Drama 4715 **SPEED TO SPARE** Richard Arlen Jean Rogers R—Feb. 28—PG-906		28 (95) Drama 4716 **HAZARD** Paulette Goddard Macdonald Carey R—Mar. 20—PG-914	
Special 17 (128) West-Dr 870 **FORT APACHE** Henry Fonda R—Mar. 13—PG-911	Reissue 23 (59) Western 886 **TIMBER STAMPEDE**		Group 5 8 (86) Drama 815 **BERLIN EXPRESS** Merle Oberon Robert Ryan Paul Lukas R—Apr. 10—PG-919		Group 3 22 (68) Drama 813 **TARZAN AND THE MERMAIDS** Johnny Weissmuller Linda Christian R—Apr. 3—PG-917	Group 3 29 (63) Western 814 **ARIZONA RANGER** Tim Holt Jack Holt Nan Leslie R—Apr. 3—PG-917	Reissue Group 5 5 (65) Adventure 818 **BRING 'EM BACK ALIVE** Frank Buck
15 (60) Western 754 **BOLD FRONTIERSMAN** Allan "Rocky" Lane Eddy Waller R—May 1—PG-925	25 (87) Outd'r-Dr 708 **OLD LOS ANGELES** William Elliott John Carroll R—Apr. 17—PG-921	1 (70) Outd'r-Mus 731 **UNDER CALIFORNIA STARS** R—May 15—PG-931 25 (60) M'drama 707 **HEART OF VIRGINIA** Janet Martin-R. Lowery R—May 8—PG-929		10 (60) M'drama 709 **KING OF GAMBLERS** Janet Martin R—May 29—PG-938 13 (60) Western 755 **CARSON CITY RAIDERS** Allan "Rocky" Lane R—June 5—PG-939		25 (85) Drama 710 **I, JANE DOE** Ruth Hussey John Carroll Vera Ralston R—May 22—PG-934	31 (60) M'drama 711 **SECRET SERVICE INVESTIGATOR** Lynne Roberts Lloyd Bridges R—June 5—PG-939
			Reissue 7 (69) Western HC19 **RANGE WAR** William Boyd Russell Hayden		21 (76) Drama 4705 **THE PRAIRIE** Lenore Aubert Alan Baxter		Reissue 4 (79) Western HC20 **LAW OF THE PAMPAS** William Boyd Russell Hayden Sidney Toler
(89) Drama 812 **MEET ME AT DAWN** William Eythe Hazel Court R—Mar. 20—PG-914	(67) Drama 813 **LET'S LIVE AGAIN** John Emery R—Feb. 21—PG-903 (66) Drama 814 **13 LEAD SOLDIERS** Tom Conway		(88) Drama 815 **FURY AT FURNACE CREEK** Victor Mature Coleen Gray Glenn Langan R—Apr. 10—PG-920	(87) Drama 816 **THE IRON CURTAIN** Dana Andrews Gene Tierney R—May 15—PG-931	(63) Comedy 817 **ARTHUR TAKES OVER** Lois Collier Richard Crane Skip Homeier Ann E. Todd R—Apr. 17—PG-922	(111) Drama 820 **ANNA KARENINA** Vivien Leigh Ralph Richardson R—May 1—PG-925	(89) Drama 818 **GREEN GRASS OF WYOMING** Peggy Cummins Charles Coburn Robert Arthur R—May 1—PG-925
(111) Comedy **LAFF-TIME** William Tracy (60) Documentary **KINGS OF THE OLYMPICS** Bill Slater R—Mar. 6—PG-909	(120) Drama **ARCH OF TRIUMPH** Ingrid Bergman Charles Boyer R—Feb. 21—PG-904		(..) Drama **THE DEAD DON'T DREAM** William Boyd Andy Clyde				
		(90) Mus-Com 656 **ARE YOU WITH IT?** Donald O'Connor Martha Stewart Olga San Juan R—Mar. 20—PG-913	(90) Drama 658 **DEAR MURDERER** Eric Portman R—May 22—PG-936 (90) Drama **THE BROTHERS** Patricia Roc R—May 22—PG-936	(94) Drama 657 **ALL MY SONS** Edward G. Robinson Burt Lancaster Louisa Horton R—Feb. 28—PG-906			(87) Drama 659 **LETTER FROM AN UNKNOWN WOMAN** Joan Fontaine Louis Jourdan Mady Christians R—Apr. 17—PG-922
	24 (104) Drama 721 **WINTER MEETING** Bette Davis Janis Paige Jim Davis R—Apr. 10—PG-919		Reissues 8 (78) Drama 722 **VALLEY OF THE GIANTS** 8 (79) Drama 723 **FIGHTING 69th** J. Cagney-P. O'Brien	15 (109) Drama 724 **THE WOMAN IN WHITE** Eleanor Parker Alexis Smith Sydney Greenstreet R—Apr. 24—PG-923		29 (110) Drama 725 **SILVER RIVER** Ann Sheridan Errol Flynn Thomas Mitchell R—May 8—PG-928	

FILM CLASSICS

(73) Drama New Rel
MONEY MADNESS
Hugh Beaumont
R—Apr. 3—PG-918

(63) Drama New Rel
ARGYLE SECRETS
William Gargan
Marjorie Lord
R—Apr. 24—PG-923

(61) Drama New Rel
DEVIL'S CARGO
John Calvert
Rochelle Hudson
R—Apr. 10—PG-920

(89) Drama New Rel
FURIA
(Italian)
R—Oct. 18—PG-865

(90) Drama New Rel
WOMEN IN THE NIGHT
Tala Birell
William Henry
R—Jan. 17—PG-891

(75) Drama New Rel
UNKNOWN ISLAND
Virginia Grey
Philip Reed

(61) Doc New Rel
WILL IT HAPPEN AGAIN?
R—June 5—PG-940

(86) Drama
SOFIA
Sigrid Gurie
Gene Raymond

(76) M'drama
MIRACULOUS JOURNEY
R—Aug. 21—PG-962

(62) Mystery New Rel
INNER SANCTUM
Mary Beth Hughes
R—Oct. 9—PG-975

(67) Mystery
APPOINTMENT WITH MURDER
John Calvert
R—Oct. 16—PG-978

(..) Drama New Rel
FILE 649, STATE DEPARTMENT
William Lundigan

(..) Drama New Rel
DAUGHTER OF RAMONA
Phillip Reed
Martha Vickers

(..) Drama New Rel
ALASKA PATROL
Richard Travis
Helen Westcott

COLUMBIA EAGLE LION M-G-M MONOGRAM PARAMOUNT RKO RADIO REPUBLIC SCREEN GUILD 20TH FOX UNITED ARTISTS UNIV. INT'L WARNER BROS. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · EAGLE LION · M-G-M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS · MISCELLANEOUS

JUNE 12	JUNE 19	JUNE 26	JULY 3	JULY 10	JULY 17	JULY 24	JULY 31
			28 (93) Comedy 928 FULLER BRUSH MAN Red Skelton R—May 15—PG-932 1 (55) Western 968 BLAZING ACROSS THE PECOS R—July 17—PG-951	8 (77) Drama 904 THUNDERHOOF Preston Foster Mary Stuart William Bishop R—July 10—PG-949			31 (90) S'Western 939 ©CORONER CREEK Randolph Scott R—June 5—PG-940 29 (65) Musical 953 ARKANSAS SWING Hoosier Hotshots R—July 24—PG-953
9 (76) Drama 824 CLOSE-UP Alan Baxter Virginia Gilmore Richard Kollmar R—Apr. 17—PG-921	17 (54) Western 858 THE TIOGA KID Eddie Dean Roscoe Ates R—Mar. 20—PG-913	23 (87) Drama 825 ©MICKEY Lois Butler Bill Goodwin John Sutton Hattie McDaniel R—June 26—PG-944	30 (83) Drama 826 CANON CITY Scott Brady Charles Russell DeForest Kelly R—June 26—PG-944			21 (78) Drama 829 SHED NO TEARS Wallace Ford June Vincent Robert Scott R—Aug. 14—PG-960	
(102) Musical 825 ©THE PIRATE Judy Garland Gene Kelly Walter Slezak R—Apr. 3—PG-918		(107) Comedy 828 ©ON AN ISLAND WITH YOU Esther Williams Jimmy Durante Peter Lawford Cyd Charisse R—May 1—PG-926		(103) Musical 829 ©©EASTER PARADE Fred Astaire Judy Garland Peter Lawford Ann Miller R—May 29—PG-938	(113) Com-Mus 831 ©A DATE WITH JUDY Jane Powell Elizabeth Taylor Wallace Beery R—June 26—PG-946		
6 (54) Western 4766 RANGE RENEGADES Jimmy Wakely "Cannonball" Taylor R—Aug. 14—PG-959	13 (71) Drama 4715 STAGE STRUCK Kane Richmond Audrey Long R—May 22—PG-935	20 (56) Western 4752 TRIGGERMAN Johnny Mack Brown Virginia Carroll Raymond Hatton	27 (69) Drama 4717 JINX MONEY Leo Gorcey Huntz Hall R—May 22—PG-935	4 (55) Western 4762 COWBOY CAVALIER Jimmy Wakely "Cannonball" Taylor	11 (65) Mystery 4718 THE SHANGHAI CHEST Roland Winters Manton Moreland	18 (54) Western 4757 BACK TRAIL Johnny Mack Brown Mildred Coles Raymond Hatton	25 (82) Drama 4801 ©16 FATHOMS DEEP Lon Chaney Arthur Lake Tanis Chandler R—June 12—PG-941
11 (72) Drama 4717 ©SHAGGY Brenda Joyce Robert Shayne R—Apr. 17—PG-922	18 (101) Drama 4719 HATTER'S CASTLE James Mason Deborah Kerr R—Apr. 17—PG-922	25 (64) Drama 4719 WATERFRONT AT MIDNIGHT William Gargan Mary Beth Hughes R—May 8—PG-927	2 (106) Musical 4720 ©EMPEROR WALTZ, THE Bing Crosby Joan Fontaine Richard Haydn Lucile Watson R—May 8—PG-928	Reissue 9 (126) Dr R7-3508 THE CRUSADES Loretta Young Henry Wilcoxon		23 (86) Comedy 4721 DREAM GIRL Betty Hutton Macdonald Carey Virginia Field Patric Knowles R—May 8—PG-927	30 (62) Drama 4722 BIG TOWN SCANDAL Philip Reed Hilary Brooke Stanley Clements Darryl Hickman R—May 22—PG-933
	Group 5 19 (93) Drama 816 FIGHTING FATHER DUNNE Pat O'Brien Darryl Hickman Myrna Dell R—May 15—PG-931	26 (60) Western 819 GUNS OF HATE Tim Holt Nan Leslie R—May 15—PG-931	Special 3 (172) Com-Dr 904 THE BEST YEARS OF OUR LIVES Fredric March Myrna Loy Dana Andrews R—Dec. 7—PG-769		Group 5 17 (90) Western 817 RETURN OF THE BADMEN Randolph Scott Robert Ryan Anne Jeffreys R—May 22—PG-934	Special 24 (75) Musical 991 ©MELODY TIME Andrew Sisters Roy Rogers Dennis Day R—May 22—PG-934	
	15 (67) Mus-West 656 ©THE TIMBER TRAIL Monte Hale Lynne Roberts R—July 3—PG-947		28 (60) M'drama 712 TRAIN TO ALCATRAZ Don Barry Janet Martin R—July 17—PG-952		15 (70) Outd'r-Mus 732 ©EYES OF TEXAS Roy Rogers Lynn Roberts Andy Devine R—July 24—PG-953		26 (88) Outd'r-Dr 715 THE GALLANT LEGION William Elliott R—May 29—PG-938 26 (60) Western 756 MARSHAL OF AMARILLO Allan "Rocky" Lane
Herald (Negro) 11 (71) Drama X-3 MIRACLE IN HARLEM Stepin Fetchit Sheila Guyse Savannah Churchill R—Aug. 14—PG-959		Reissue 25 (70) Western HC21 SANTA FE MARSHAL William Boyd Russell Hayden Marjorie Rambeau			Reissue 16 (89) Drama S-4 KING OF THE TURF Adolphe Menjou Dolores Costello	Reissue 23 (71) Comedy S-3 RUNAWAY DAUGHTER Barbara Stanwyck Robert Young	Reissue 30 (66) Western HC22 THE SHOWDOWN William Boyd Russell Hayden
(89) Musical 827 ©GIVE MY REGARDS TO BROADWAY Dan Dailey Charles Winninger Nancy Guild R—May 29—PG-937	(73) Drama 819 THE COUNTERFEITERS John Sutton Doris Merrick Hugh Beaumont	Reissue (87) Drama 830 BELLE STARR Scott-Tierney (71) Drama 831 FRONTIER MARSHAL Randolph Scott Nancy Kelly	(91) Drama 823 STREET WITH NO NAME, THE Mark Stevens Lloyd Nolan Barbara Lawrence R—July 10—PG-950	(102) Drama 824 MINE OWN EXECUTIONER Burgess Meredith R—June 19—PG-944	(85) Drama 821 DEEP WATERS Dana Andrews Cesar Romero Jean Peters Dean Stockwell R—July 3—PG-948	(67) Drama 825 THE CHECKERED COAT Tom Conway Noreen Nash Hurd Hatfield R—Aug. 7—PG-957	Reissues (86) Musical 832 ROSE OF WASHINGTON SQUARE Tyrone Power (92) Drama 833 SLAVE SHIP Wallace Beery
	15 (107) Comedy ON OUR MERRY WAY (formerly A MIRACLE CAN HAPPEN) All-Star Cast R—Feb. 7—PG-898	25 (79) Comedy SO THIS IS NEW YORK Henry Morgan Rudy Vallee Hugh Herbert R—May 15—PG-932		9 (89) Drama FOUR FACES WEST Joel McCrea Frances Dee Charles Bickford R—May 22—PG-933			(98) (109) Com-Dr TIME OF YOUR LIFE James Cagney William Bendix Wayne Morris Jeanne Cagney R—May 22—PG-933
(78) Drama 661 ©RIVER LADY Yvonne De Carlo Rod Cameron Dan Duryea R—May 16—PG-932	(107) Drama 660 ANOTHER PART OF THE FOREST Fredric March Ann Blyth Dan Duryea R—April 24—PG-924	(87) Musical 662 UP IN CENTRAL PARK Deanna Durbin Dick Haymes Vincent Price R—June 5—PG-940	(90) Drama 663 BAD SISTER Margaret Lockwood Ian Hunter Dennis Price R—June 12—PG-942	(83) Comedy 664 ABBOTT & COSTELLO MEET FRANKEN-STEIN Abbott & Costello Lon Chaney Bela Lugosi R—July 3—PG-947	(79) Drama 666 MAN-EATER OF KUMAON Sabu Joanne Page Wendell Corey R—June 26—PG-945	(78) Mus-Com 665 FEUDIN', FUSSIN' AND A-FIGHTIN' Donald O'Connor Percy Kilbride R—June 19—PG-943	(80) Drama THE END OF THE RIVER Sabu Bibi Ferreira Esmond Knight Torin Thatcher R—June 26—PG-945
12 (77) Drama 726 WALLFLOWER Robert Hutton Joyce Reynolds Janis Paige R—May 22—PG-934		26 (80) Drama 727 THE BIG PUNCH Wayne Morris Lois Maxwell Gordon MacRea R—May 29—PG-937	3 (99) Musical 728 ©ROMANCE ON THE HIGH SEAS Jack Carson Janis Paige Don DeFore R—June 12—PG-942		Reissues 17 (82) Drama 730 FLOWING GOLD Garfield-O'Brien 17 (71) Drama 729 GOD'S COUNTRY AND THE WOMAN George Brent		31 (101) Drama 731 KEY LARGO Humphrey Bogart Edward G. Robinson Lauren Bacall Lionel Barrymore R—July 10—PG-949

SRO

(131) Drama 103
©DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

(96) Comedy 206
MR. BLANDINGS BUILDS HIS DREAM HOUSE
Cary Grant
Myrna Loy
Melvyn Douglas
Louise Beavers
R—April 3—PG-917

(117) Drama 105
THE PARADINE CASE
Gregory Peck
Valli
Ann Todd
Ethel Barrymore
R—Jan. 3—PG-888

BRITISH

(61) Docum-Dr Eng. Films
CHILDREN ON TRIAL
R—Nov. 29—PG-878

(80) Musical Four Continents
SPRINGTIME
R—Feb. 14—PG-902

(89) Drama Eng. Films
SHOWTIME
R—June 12—PG-942

(72) Musical Bell
CHAMPAGNE CHARLIE
R—Aug. 14—PG-960

MISC.

(70) Alexander Drama
THE FIGHT NEVER ENDS
R—Mar. 6—PG-909

(73) Documentary Target Films
STRANGE VICTORY
R—July 24—PG-954

AUGUST 7	AUGUST 14	AUGUST 21	AUGUST 28	SEPTEMBER 4	SEPTEMBER 11	SEPTEMBER 18	SEPTEMBER 25
	12 (54) Western 967 TRAIL TO LAREDO Charles Starrett Smiley Burnette Jim Bannon Virginia Maxey R—July 17—PG-951	(87) Drama 941 LULU BELLE Dorothy Lamour George Montgomery Albert Dekker Otto Kruger R—June 19—PG-943	27 (76) Adv-Drama 942 THE BLACK ARROW Louis Hayward Janet Blair George Macready Edgar Buchanan Rhys Williams R—July 10—PG-949	31 (79) Western 982 ⊙THE STRAWBERRY ROAN Gene Autry Champion Gloria Henry Jack Holt R—Mar. 6—PG-907	9 (66) Drama 916 GENTLEMAN FROM NOWHERE Warner Baxter Fay Baker Luis Van Rooten R—Oct. 2—PG-973	16 (76) Western 903 BLACK EAGLE, THE STORY OF A HORSE William Bishop Virginia Patton Gordon Jones R—Sept. 4—PG-965	(91) Drama 128 WALK A CROOKED MILE Dennis O'Keefe R—Sept. 11—PG-968 23 (62) Act-Mus 954 SINGIN' SPURS Hoosier Hotshots
5 (79) Drama 827 THE SPIRITUALIST Turhan Bey Lynn Bari Cathy O'Donnell R—Aug. 7—PG-953	12 (61) Drama 831 LADY AT MIDNIGHT Richard Denning Frances Rafferty Ralph Dunn Nana Bryant R—July 24—PG-954	Reissue 19 (86) Comedy 847 HOLD THAT GHOST Bud Abbott Lou Costello Evelyn Ankers Joan Davis	Reissue (96) Comedy 850 HIRED WIFE Rosalind Russell Brian Aherne	(79) Outd'r-Dr 830 ⊙NORTHWEST STAMPEDE Joan Leslie James Craig Jack Oakie Chill Wills R—July 10—PG-950	(88) Documentary 902 ⊙OLYMPIC GAMES OF 1948 Bill Stern, Commen. Ted Husing R—Sept. 25—PG-971		19 (62) Drama 903 IN THIS CORNER Scott Brady Annabel Shaw Jimmy Millican R—Sept. 4—PG-966
(104) Drama 830 THE SEARCH Montgomery Clift Aline MacMahon R—Mar. 20—PG-914				3 (98) Musical 901 ⊙LUXURY LINER Jane Powell Lauritz Melchior George Brent Frances Gifford R—Aug. 21—PG-962			24 (90) Comedy 902 A SOUTHERN YANKEE Red Skelton Arline Dahl Brian Donlevy R—Aug. 7—PG-958
	8 (79) Drama 4719 MICHAEL O'HALLORAN Scotty Beckett Allene Roberts Tommy Cook Isabel Jewell R—June 19—PG-944	15 (53) Western 4753 FIGHTING RANGER Johnny Mack Brown Raymond Hatton	22 (53) Western 4763 SILVER TRAILS Jimmy Wakely Christine Larson Dub Taylor	29 (69) Drama 4720 THE GOLDEN EYE Roland Winters Claire Trevor Charles Bickford	5 (66) Musical 4721 THE MUSIC MAN Phil Brito R—July 24—PG-953		19 (65) M'drama 4802 JOE PALOOKA IN WINNER TAKE ALL R—Aug. 28—PG-963
6 (109) Drama 4723 SO EVIL MY LOVE Ray Milland Ann Todd Geraldine Fitzgerald Leo G. Carroll R—May 22—PG-933		20 (116) Drama 4724 FOREIGN AFFAIR, A Jean Arthur John Lund Marlene Dietrich William Neff Boyd Davis R—June 12—PG-941		3 (82) Drama 4726 BEYOND GLORY Alan Ladd Donna Reed George Macready George Coulouris Henry Travers R—July 19—PG-944			24 (89) Drama 4801 SORRY, WRONG NUMBER Barbara Stanwyck Burt Lancaster Ann Richards Wendell Corey R—July 31—PG-956
Group 1 (77) Drama 903 THE PEARL Pedro Armendariz Maria Elena Marques R—Feb. 21—PG-903	Special 14 (97) Drama 961 THE VELVET TOUCH Rosalind Russell Leo Genn Claire Trevor Sydney Greenstreet R—July 24—PG-954		Group 1 (59) Musical 902 VARIETY TIME Leon Errol Edgar Kennedy Jack Parr Frankie Carle R—July 7—PG-958	Special (114) Com-Dr 962 GOOD SAM Gary Cooper Ann Sheridan Edmund Lowe Joan Lorring R—July 31—PG-956	11 (66) Mystery 822 MYSTERY IN MEXICO William Lundigan Jacqueline White Ricardo Cortez Tony Barrett R—July 3—PG-948	Group 2 (63) Mystery 905 BODYGUARD Lawrence Tierney Priscilla Lane Philip Reed Steve Brodie R—Sept. 4—PG-965	Special (48) Docum 907 DESIGN FOR DEATH R—Jan. 1—PG-893 18 (79) M'drama 821 RACE STREET George Raft R—July 3—PG-948
	10 (60) M'drama 716 DAREDEVILS OF THE CLOUDS Robert Livingston Mae Clark James Cardwell R—July 31—PG-955		25 (61) M'drama 717 OUT OF THE STORM Jimmy Lydon R—Sept. 25—PG-971 28 (60) M'drama 718 SONS OF ADVENTURE Lynne Roberts R—Dec. 4—PG-992	29 (67) Outd'r-Mus 733 ⊙NIGHTTIME IN NEVADA Roy Rogers Adele Mara Andy Devine R—Oct. 30—PG-981	3 (90) Drama 719 ANGEL IN EXILE John Carroll Adele Mara Barton MacLane	15 (60) Western 757 DESPERADOES OF DODGE CITY R—Sept. 11—PG-968 15 (60) Western 741 ⊙SON OF GOD'S COUNTRY R—Sept. 25—PG-971	
			1 (81) Drama 4801 THE RETURN OF WILDFIRE Richard Arlen R—Aug. 21—PG-962 1 (61) Outd'r-Dr 4802 JUNGLE GODDESS George Reeves	Reissues 3 (62) Western HC23 HIDDEN GOLD William Boyd Russell Hayden 3 (81) Comedy S-6 THAT'S MY BOY Jimmy Durante	Reissue 10 (72) Comedy S-5 FLIRTING WITH FATE Joe E. Brown	17 (69) Docum. 4803 SOS SUBMARINE R—Oct. 16—PG-977 24 (81) Drama 4804 HARPOON John Bromfield Alyce Louis R—Nov. 27—PG-990	Reissues 24 (108) Comedy S-7 DUKE OF WEST POINT Louis Hayward Joan Fontaine 24 (88) Comedy S-8 MISS ANNIE ROONEY Shirley Temple
(106) Musical 826 WALLS OF JERICHO Cornel Wilde Linda Darnell Anne Baxter R—July 10—PG-950	(89) Musical 836 ⊙THAT LADY IN ERMINE Betty Grable Douglas Fairbanks jr. Cesar Romero Walter Abel R—July 17—PG-951	(61) Drama 828 FIGHTING BACK Paul Langton Cary Gray Jean Rogers R—Oct. 30—PG-982	(70) Outd'r-Dr 829 THE WINNER'S CIRCLE Jean Willes Morgan Farley Johnny Longden R—Aug. 7—PG-957	Reissues (82) Drama 835 I WAKE UP SCREAMING Betty Grable Victor Mature (125) Drama 834 BLOOD AND SAND Tyrone Power	(99) Drama 837 THE LUCK OF THE IRISH Tyrone Power Anne Baxter Cecil Kellaway Lee J. Cobb R—Sept. 4—PG-965	(78) Drama 822 ESCAPE Rex Harrison Peggy Cummins William Hartnell Normal Wooland R—June 5—PG-940	(139) Drama 638 ⊙FOREVER AMBER Linda Darnell Cornell Wilde R—Oct. 18—PG-866 (64) Mystery 839 THE CREEPER Eduardo Cinelli
	(76) Comedy 583 TEXAS, BROOKLYN AND HEAVEN R—July 24—PG-954 13 (85) Drama 587 PITFALL Dick Powell R—Aug. 7—PG-957			(77) Drama VICIOUS CIRCLE, THE Conrad Nagel Fritz Kortner Lyle Talbot Philip Van Zandt R—June 5—PG-939	(61) Western FALSE PARADISE William Boyd	26 (126) West-Dr 585 RED RIVER John Wayne Montgomery Clift Walter Brennan Joanne Dru R—July 17—PG-952	(57) Docum 586 OLYMPIC CAVALCADE Bill Stern, narrator R—Sept. 11—PG-968 (65) Jungle Drama URUBU George Breakstone R—Aug. 21—PG-961
(109) Drama 668 ⊙TAP ROOTS Van Heflin Susan Hayward Ward Bond R—July 3—PG-947	(89) Comedy 667 MR. PEABODY AND THE MERMAID William Powell Ann Blyth Irene Harvey Andrea King R—July 19—PG-949	(89) Drama 669 LARCENY John Payne Joan Caulfield Dan Duryea R—Aug. 14—PG-959	(82) Comedy 670 ONE TOUCH OF VENUS Ava Gardner Dick Haymes Robert Walker R—Aug. 28—PG-964	(88) Drama 671 THE SAXON CHARM Robert Montgomery Susan Hayward John Payne R—Sept. 11—PG-967	(90) Comedy 672 FOR THE LOVE OF MARY Deanna Durbin Edmund O'Brien Don Taylor R—Sept. 4—PG-966		
	14 (118) Comedy 702 ⊙LIFE WITH FATHER William Powell Irene Dunne Elizabeth Taylor Edmund Gwenn Zasu Pitts R—Aug. 23—PG-850	21 (86) M'drama 732 EMBRACEABLE YOU Dane Clark Geraldine Brooks S. Z. Sakall Wallace Ford R—July 31—PG-955		4 (86) Mus-Com 801 ⊙TWO GUYS FROM TEXAS Dennis Morgan Jack Carson Dorothy Malone R—Aug. 7—PG-958			25 (80) Drama 602 ⊙ROPE James Stewart John Dall Farley Granger Constance Collier R—Aug. 28—PG-963

REALART (Reissue)

Nov. (69) Drama 1139
TIGHT SHOES
Broderick Crawford
Leo Carrillo
Nov. (77) Comedy 1217
BUTCH MINDS THE BABY
Virginia Bruce
Broderick Crawford

Dec. (71) Drama 623
THE INVISIBLE MAN
Claude Rains
Clara Stuart
Dec. (81) Drama 1029
INVISIBLE MAN RETURNS
Vincent Price
Sir Cedric Hardwicke

Dec. (91) Drama 1270
PITTSBURGH
John Wayne
Marlene Dietrich

Dec. (87) Drama 1017
GREEN HELL
Douglas Fairbanks jr.
Joan Bennett

Jan. (74) Drama 1266
SIN TOWN
Constance Bennett
Broderick Crawford

Jan. (80) Myst-Dr 1295
SON OF DRACULA
Lon Chaney
Louise Allbritton

Jan. (67) Myst-Dr 1212
GHOST OF FRANKENSTEIN
Lon Chaney
Evelyn Ankers
Feb. (78) Drama 924
THE STORM
Charles Bickford
Preston Foster

Feb. (61) Myst-Dr 1246
MUMMY'S TOMB
Dick Foran
Lon Chaney

Feb. (65) Myst-Dr 1344
MUMMY'S GHOST
Lon Chaney
Ramsay Ames

Mar. (83) Drama 917
LITTLE TOUGH GUY
Little Tough Guys
Dead End Kids
Mar. (73) Drama 929
LITTLE TOUGH GUYS IN SOCIETY
Little Tough Guys

COLUMBIA · EAGLE LION · M·G·M · MONOGRAM · PARAMOUNT · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER BROS. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	OCTOBER 2	OCTOBER 9	OCTOBER 16	OCTOBER 23	OCTOBER 30	NOVEMBER 6	NOVEMBER 13	NOVEMBER 20
COLUMBIA	30 (70) Spec-Act 104 TRIPLE THREAT Richard Crane Gloria Henry R—Oct. 9—PG-975	7 (68) Drama 113 I SURRENDER DEAR Gloria Jean David Street Don McGuire R—Oct. 9—PG-975	14 (56) Western 165 EL DORADO PASS Charles Starrett Smiley Burnette Elena Verdugo Steve Darrell R—Dec. 11—PG-993	21 (59) Outd'r-Dr 111 RUSTY LEADS THE WAY Ted Donaldson Sharyn Moffett John Litel Ann Doran R—Oct. 16—PG-977	(98) Drama 129 ©THE LOVES OF CARMEN Rita Hayworth R—Aug. 21—PG-961 (79) Super West 130 ©THE UNTAMED BREED R—Oct. 23—PG-979		11 (75) Drama 119 LEATHER GLOVES Cameron Mitchell Virginia Grey Jane Nigh Sam Levene R—Nov. 13—PG-985	18 (66) Drama 118 RACING LUCK Gloria Henry Stanley Clements David Bruce R—Nov. 6—PG-983
EAGLE LION	Reissues (102) Mystery 734 INTERNATIONAL LADY George Brent Basil Rathbone 2 (117) Drama 737 MY SON, MY SON Brian Aherne	3 (83) M'drama 904 HOLLOW TRIUMPH Paul Henreid Joan Bennett Eduard Franz Leslie Brooks R—Aug. 21—PG-961	(73) Drama 832 ©ADVENTURES OF GALLANT BESS Gallant Bess Cameron Mitchell Audrey Long Fuzzy Knight R—July 31—PG-956	(61) Mys-Dr 906 BEHIND LOCKED DOORS Lucille Bremer Richard Carlson Douglas Fowley Ralf Harolde R—Sept. 18—PG-969	Reissues 30 (119) Adv. 738 COUNT OF MONTE CRISTO Robert Donat 24 (102) Adv. 739 SON OF MONTE CRISTO Louis Hayward			14 (85) Comedy 907 LET'S LIVE A LITTLE Hendy Lamarr Robert Cummings Anna Sten Robert Shayne R—Oct. 30—PG-981
M-G-M		8 (99) Comedy 903 JULIA MISBEHAVES Greer Garson Walter Pidgeon Peter Lawford Elizabeth Taylor Cesar Romero R—Aug. 14—PG-960			(71) Documentary ©THE SECRET LAND Commentators Robert Montgomery Robert Taylor Van Heflin R—Aug. 28—PG-963		12 (96) Comedy 904 NO MINOR VICES Dana Andrews Lilli Palmer Jane Wyatt Louis Jourdan R—Oct. 9—PG-976	
MONOGRAM	(87) Comedy AA8 THE DUDE GOES WEST Eddie Albert Gale Storm R—May 1—PG-926 (56) Western THE RANGERS RIDE Jimmy Wakely	3 (55) Western 4754 THE SHERIFF OF MEDICINE BOW Johnny Mack Brown	10 (66) Adv 4726 SMUGGLER'S COVE Leo Gorcey Bowery Boys		24 (57) Western 4764 OUTLAW BRAND Jimmy Wakely Christine Larson	6 (107) Biog-Dr AA10 ©THE BABE RUTH STORY William Bendix Claire Trevor Charles Bickford Sam Levine R—July 31—PG-955	7 (55) Western 4758 GUNNING FOR JUSTICE Johnny Mack Brown Evelyn Finley Raymond Hatton	14 (110) Drama 4804 TEMPTATION HARBOR Simone Simon Robert Newton
PARAMOUNT		8 (88) Comedy 4802 ISN'T IT ROMANTIC Veronica Lake Mary Hatcher Mona Freeman Billy DeWolfe R—Aug. 21—PG-962		22 (81) Mystery 4803 NIGHT HAS A THOUSAND EYES Edward G. Robinson Gail Russell John Lund Virginia Bruce R—July 17—PG-951		6 (83) Drama 4804 SEALED VERDICT Ray Milland Florence Marly Broderick Crawford John Holt R—Sept. 11—PG-967		19 (101) Comedy 4805 MISS TATLOCK'S MILLIONS John Lund Wanda Hendrix Barry Fitzgerald Monty Woolley R—Sept. 18—PG-970
RKO RADIO		Group 1 (92) Drama 901 RACHEL AND THE STRANGER Loretta Young William Holden Robert Mitchum R—Aug. 7—PG-958			Group 2 (92) Outd'r-Dr 906 STATION WEST Dick Powell Jane Greer Agnes Moorehead Burl Ives R—Sept. 4—PG-966	Special (110) Mus-Com 952 ©A SONG IS BORN Danny Kaye Virginia Mayo Steve Cochran Esther Dale R—Aug. 28—PG-964		(88) West-Dr 909 BLOOD ON THE MOON Robert Mitchum Barbara Bel Geddes Robert Preston Walter Brennan R—Nov. 13—PG-985
REPUBLIC	1 (90) Drama 714 MOONRISE Dane Clark Gail Russell Ethel Barrymore R—Sept. 18—PG-970 1 (60) Western 758 DENVER KID				24 (60) M'drama 713 CODE OF SCOTLAND YARD R—Sept. 18—PG-970 Reissue (..) Outd'r-Mus SHINE ON HARVEST MOON	1 (86) Drama 720 ANGEL ON THE AMAZON George Brent 5 (66) Western 861 SUNDOWN IN SANTA FE Allan "Rocky" Lane		15 (67) Outd'r-Mus 734 ©GRAND CANYON TRAIL Roy Rogers Jane Frazee R—Nov. 27—PG-989
SCREEN GUILD		8 (93) Drama 4805 THE MOZART STORY Hans Holt Winnie Markus Irene von Meydendorff R—Nov. 27—PG-990		22 (64) Western HC24 STAGECOACH WAR William Boyd Russell Hayden		6 (60) Western DEAD MAN'S GOLD Lash Larue Fuzzy St. John	12 (84) Western 4806 LAST OF THE WILD HORSES James Ellison Jane Frazee Mary Beth Hughes R—Dec. 18—PG-995	
20TH-FOX	(68) Comedy 840 THE GAY INTRUDERS John Emery Tamara Geva Leif Erickson Roy Roberts R—June 12—PG-942		(96) Com-Dr 842 ©©APARTMENT FOR PEGGY Jeanne Crain William Holden Edmund Gwenn Gene Lockhart Randy Stuart R—Sept. 18—PG-969	(68) Mys-Dr 843 NIGHT WIND Charles Russell Virginia Christine Gary Gray John Ridgely James Burke R—Sept. 11—PG-968	(95) M'drama 841 CRY OF THE CITY Victor Mature Richard Conte Fred Clark Shelley Winters R—Sept. 25—PG-972		(95) Drama 844 ROAD HOUSE Ida Lupino Cornel Wilde Richard Widmark Celeste Holm R—Oct. 2—PG-974	(98) Com-Dr 845 ©WHEN MY BABY SMILES AT ME Betty Grable Dan Dailey Jack Oakie June Havoc R—Nov. 13—PG-986
UNITED ARTISTS	1 (81) Comedy 590 THE GIRL FROM MANHATTAN Dorothy Lamour George Montgomery Charles Laughton Hugh Herbert R—Sept. 25—PG-972	(62) Western STRANGE GAMBLE William Boyd	16 (90) Comedy 591 AN INNOCENT AFFAIR Fred MacMurray R—Sept. 4—PG-966 15 (57) Documentary THE ANGRY GOD R—Oct. 30—PG-982	(83) Drama PLOT TO KILL ROOSEVELT Selected Films R—Nov. 6—PG-983		5 (94) Comedy 595 MY DEAR SECRETARY Laraine Day Kirk Douglas Keenan Wynn Helen Walker Rudy Vallee R—Sept. 11—PG-968		19 (70) Drama 593 HIGH FURY Madeleine Carroll Ian Hunter Michael Rennie R—Nov. 13—PG-985
UNIV.-INT'L						(79) Drama 681 KISS THE BLOOD OFF MY HANDS Burt Lancaster Joan Fontaine Robert Newton R—Oct. 16—PG-978	(86) M'drama 682 ROGUES' REGIMENT Dick Powell Marta Toren Vincent Price Stephen McNally R—Oct. 9—PG-975	
WARNER BROS.		9 (81) M'drama 803 SMART GIRLS DON'T TALK Virginia Mayo Bruce Bennett Robert Hutton R—Sept. 25—PG-971		23 (102) Drama 804 ©JOHNNY BELINDA Jane Wyman Lew Ayres Charles Bickford Agnes Moorehead R—Sept. 18—PG-970			13 (97) Comedy 805 JUNE BRIDE Bette Davis Robert Montgomery Fay Bainter Betty Lynn Tom Tully R—Oct. 23—PG-979	
MISCELLANEOUS	FOREIGN Language (100) Drama Discina Int'l THE DAMNED R—May 29—PG-938 (90) Drama Lopert ROOM UPSTAIRS Marlene Dietrich R—June 5—PG-939	(128) Drama Siritzky Int'l MARIUS R—June 19—PG-944 (100) Drama Best Films JEALOUSY R—June 19—PG-943	(130) Drama Siritzky-Int'l THEY ARE NOT ANGELS R—June 26—PG-946 (100) Drama Schaefer DAY OF WRATH R—June 26—PG-945	(92) Com-Drama Oxford Films FRIC-FRAC R—July 3—PG-948 (105) Drama Siritzky-Int'l NAIS R—July 3—PG-947	(75) Documentary Mayer-Burystyn THE ILLEGALS R—July 17—PG-952 (88) Drama Discina Int'l BLIND DESIRE R—July 17—PG-952	(90) Comedy Siritzky-Int'l PORTRAIT OF INNOCENCE R—July 24—PG-954 (81) Drama Creative FRANCOIS VILLON R—Aug. 14—PG-960	(96) Drama Artkino MURDERERS AMONG US (105) Drama Azteca Films LA MORENA DE MI COPLA R—Aug. 28—PG-968	(105) Drama Films Int'l SYMPHONIE PASTORAL R—Sept. 25—PG-972 (77) Documentary Lopert LOUISIANA STORY R—Oct. 2—PG-974

NOVEMBER 27	DECEMBER 4	DECEMBER 11	DECEMBER 18	DECEMBER 25	JANUARY 1	JANUARY 8	JANUARY 15
(89) Com-Fantasy 131 ⊙THE RETURN OF OCTOBER Glenn Ford R—Oct. 23—PG-979 (81) M'drama 132 ⊙THE GALLANT BLADE Larry Parks R—Oct. 23—PG-979	2 (54) Western QUICK ON THE TRIGGER Charles Starrett Smiley Burnette Helen Parrish	(89) Drama 133 ⊙THE MAN FROM COLORADO Glenn Ford William Holden Ellen Drew R—Nov. 20—PG-988	(..) Outd'r-Dr JUNGLE JIM Johnny Weissmuller Virginia Grey 16 (61) Mus-West 151 SMOKY MOUNTAIN MELODY Roy Acuff	23 (68) Comedy 107 BLONDIE'S SECRET Penny Singleton Arthur Lake R—Dec. 4—PG-991			
21 (80) Drama 910 HE WALKED BY NIGHT Richard Basehart Scott Brady Roy Roberts Whit Bisaell R—Nov. 13—PG-986	(73) Act-Dr 908 MILLION DOLLAR WEEKEND Gene Raymond Stephanie Paull Frances Lederer Patricia Shay R—Oct. 16—PG-977		(82) Com-Dr 912 AN OLD-FASHIONED GIRL Gloria Jean Jimmy Lydon Frances Rafferty John Hubbard R—Dec. 18—PG-996		(60) Drama 909 THE STRANGE MRS. CRANE Marjorie Lord Robert Shayne Ruthe Brady Pierre Watkin R—Oct. 30—PG-981		
26 (125) Drama 906 ⊙THE THREE MUSKETEERS Lana Turner Gene Kelly June Allyson Van Heflin R—Oct. 16—PG-978	Reissue 3 (117) M'drama 907 SAN FRANCISCO Jeannette MacDonald Clark Gable	10 (97) Drama 909 ⊙HILLS OF HOME R—Oct. 9—PG-976 Reissue 10 (96) Comedy 908 A NIGHT AT THE OPERA Marx Brothers			31 (119) Musical 910 ⊙WORDS AND MUSIC Judy Garland Gene Kelly Mickey Rooney R—Dec. 11—PG-994	(100) Musical ⊙THE KISSING BANDIT Frank Sinatra Kathryn Grayson Cyd Charisse J. Carrol Naish R—Nov. 20—PG-988	14 (106) Drama ⊙THREE GODFATHERS John Wayne Harry Carey jr. Pedro Armendariz Ward Bond R—Dec. 4—PG-992
21 (56) Western 4768 COURTIN' TROUBLE Jimmy Wakely "Cannonball" Taylor	28 (80) Cost-Dr 4725 KIDNAPPED Roddy McDowall Sue England Dan O'Herlihy Roland Winters R—Sept. 18—PG-969	5 (55) Western 4851 HIDDEN DANGER Johnny Mack Brown Raymond Hatton	12 (66) Comedy 4805 JIGGS AND MAGGIE IN COURT R—Dec. 4—PG-991 15 (74) Western AA11 BAD MEN OF TOMBSTONE R—Dec. 18—PG-995	19 (..) Drama 4806 THE FEATHERED SERPENT Roland Winters Beverly Jons Carol Forman	26 (..) Western CRASHING THROUGH Whip Wilson Andy Clyde		
	3 (60) Drama 4806 DISASTER Richard Denning Trudy Marshall Will Wright Jack Lambert R—Oct. 23—PG-980			24 (91) Comedy 4807 THE PALEFACE Bob Hope Jane Russell Robert Armstrong John Litel R—Oct. 23—PG-980			14 (100) Drama 4808 THE ACCUSED Loretta Young Robert Cummings Wendell Corey Sam Jaffe R—Nov. 20—PG-987
			(85) Comedy 908 EVERY GIRL SHOULD BE MARRIED Cary Grant Franchot Tone Betsy Drake Diana Lynn Alan Mowbray R—Nov. 20—PG-987		1 (82) Fantasy ⊙THE BOY WITH GREEN HAIR Pat O'Brien Robert Ryan Barbara Hale Dean Stockwell R—Nov. 20—PG-987		(82) Comedy 992 ⊙SO DEAR TO MY HEART Burl Ives Beulah Bondi Bobby Driscoll Luana Patten R—Dec. 11—PG-993
24 (60) Western 862 RENEGADES OF SONORA Allan "Rocky" Lane Reissue 30 (72) Comedy 8601 SCATTERBRAIN Judy Canova	1 (87) Outd'r-Dr 721 ⊙THE PLUNDERERS Rod Cameron Ilona Massey R—Nov. 6—PG-982 Reissue 30 (68) Comedy 8602 YOKEL BOY	8 (60) Mys-Dr 801 HOMICIDE FOR THREE Audry Long Warren Douglas Grant Withers R—Dec. 4—PG-992	Reissue 15 (..) Mus-West IN OLD CALIENTE Roy Rogers Mary Hart George "Gabby" Hayes		29 (67) Outd'r-Mus 841 ⊙THE FAR FRONTIER Roy Rogers Andy Devine		
27 (60) Western MARK OF THE LASH Lash LaRue Fuzzy St. John		10 (62) Outd'r-Dr SHEP COMES HOME Robert Lowery Margia Dean	17 (..) Western FRONTIER REVENGE Lash LaRue Fuzzy St. John	24 (62) Act-Dr THUNDER IN THE PINES George Reeves Ralph Byrd	31 (..) Western OUTLAW COUNTRY Lash LaRue Fuzzy St. John		
(87) Western 846 BELLE STARR'S DAUGHTER Rod Cameron R—Oct. 30—PG-982 (85) Drama 847 BUNGALOW 13 Tom Conway	(70) Drama 848 JUNGLE PATROL Kristine Miller Mickey Knox Arthur Franz Gene Reynolds R—Sept. 25—PG-972	(105) Com-Fantasy 850 UNFAITHFULLY YOURS Rex Harrison Linda Darnell Barbara Lawrence Rudy Vallee R—Oct. 9—PG-976		(63) Drama 851 TROUBLE PREFERRED Peggy Knudsen Charles Russell Lynne Roberts		(100) Western 849 YELLOW SKY Gregory Peck Anne Baxter Richard Widmark Robert Arthur R—Nov. 27—PG-990	(82) Comedy 902 THAT WONDERFUL URGE Tyrone Power Gene Tierney Reginald Gardiner Arleen Whalen R—Nov. 27—PG-990
	Reissues (121) Drama GUEST IN THE HOUSE Anne Baxter 3 (91) Drama LADY OF BURLESQUE Barbara Stanwyck	10 (86) Comedy JUST WILLIAM'S LUCK Leslie Bradley Garry Marsh Jane Welsh William Graham R—Dec. 18—PG-996	17 (83) Drama SIREN OF ATLANTIS Maria Montez Jean-Pierre Aumont Dennis O'Keefe		(60) Drama VALIANT HOMBRE Duncan Renaldo Leo Carrillo		
	(77) Mus-Com 683 THE COUNTESS OF MONTE CRISTO Sonja Henie Olga San Juan Michael Kirby R—Nov. 6—PG-984		(77) Comedy 684 MEXICAN HAYRIDE Bud Abbott Lou Costello Virginia Grey Luba Malina R—Dec. 11—PG-994	(76) Adv-Dr 635 BUSH CHRISTMAS Chips Rafferty Helen Grieve John Fernside Nicky Yardley	(100) Comedy YOU GOTTA STAY HAPPY Joan Fontaine Jimmy Stewart Eddie Albert Roland Young R—Nov. 6—PG-984		
27 (98) Drama 806 ⊙FIGHTER SQUADRON Edmond O'Brien Robert Stack John Rodney Henry Hull Tom D'Andrea R—Nov. 27—PG-989		Reissues 11 (105) Drama 607 ANGELS WITH DIRTY FACES Cagney-O'Brien 11 (93) Drama 608 THEY DRIVE BY NIGHT		25 (75) Drama 809 THE DECISION OF CHRISTOPHER BLAKE Alexis Smith Robert Douglas Cecil Kellaway Ted Donaldson R—Dec. 4—PG-992	1 (90) Musical 810 ⊙ONE SUNDAY AFTERNOON Dennis Morgan Dorothy Malone Don DeFore Janis Paige R—Dec. 18—PG-995		

FOREIGN Language

(92) Drama Superfilm
THE LOVES OF DON JUAN
R—Oct. 2—PG-974

(75) Comedy Superfilm
THE MERRY CHASE
R—Oct. 2—PG-974

(83) Comedy Dist. Films
QUIET WEEKEND
R—Oct. 2—PG-973

(92) M'drama Gramercy
MARRIAGE IN THE SHADOWS
R—Oct. 2—PG-973

(83) Mus-Dr Clasa-Mohme
LA BARCA DE ORO
R—Oct. 2—PG-973

(65) Drama Lopert
WHERE WORDS FAIL
R—Oct. 9—PG-976

(105) M'drama Superfilm
WHEN LOVE CALLS
R—Oct. 16—PG-978

(87) Drama Discina Int'l
RUY BLAS
R—Oct. 23—PG-980

(102) Drama Film Right Int'l
BACK STREETS OF PARIS
R—Oct. 30—PG-981

(98) Musical Clasa-Mohme
LA REINA DEL TROPICO

(100) Drama Films Int'l
WOMAN HUNT
R—Nov. 6—PG-984

(103) Drama Vesuvio Films
MALACARME
R—Nov. 6—PG-984

(77) Drama Lopert
LONG IS THE ROAD
R—Nov. 20—PG-987

(130) Drama Siritzky Int'l
CESAR
R—Dec. 4—PG-991

(91) Drama Vog
THE ETERNAL HUSBAND
R—Dec. 4—PG-991

(91) M'drama Vog
EAGLE WITH TWO HEADS
R—Dec. 18—PG-996

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P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
947	Abbott & Costello Meet Frankenstein	(83)	U-I	7- 3-48	+	+	+	+	+	±	±	7+ 2–
987	Accused, The	(100)	Para.	11-20-48	++	±	++	±	++			8+ 2–
997	Act of Violence	(83)	MGM	12-25-48	+							1+
998	Adventures of Don Juan	(113)	WB	12-25-48	++							2+
956	Adventures of Gallant Bess	(73)	EL	7-31-48	±	±	±	±		±	++	7+ 5–
906	All My Sons	(94)	U-I	2-28-48	++	+	+	++	++	+	++	11+
	Angel in Exile	(90)	Rep.			±				±	±	3+ 3–
998	Angel on the Amazon	(86)	Rep.	12-25-48	±							1+ 1–
982	Angry God, The	(57)	UA	10-30-48	=	=		±			±	2+ 6–
925	Anna Karenina	(111)	20-Fox	5- 1-48	+	±		+	+	+	+	6+ 1–
924	Another Part of the Forest	(107)	U-I	4-24-48	++	+	+	+	++	+	+	9+
969	Apartment for Peggy	(96)	20-Fox	9-18-48	++	+	+		++	++	++	10+
978	Appointment With Murder	(67)	FC	10-16-48	±		±	±	±			4+ 4–
904	Arch of Triumph	(120)	UA	2-21-48	+	+	+	+	++	±	+	8+ 1–
913	Are You With It?	(90)	U-I	3-20-48	+	±	+	+	+	±		6+ 2–
923	Argyle Secrets, The	(63)	FC	4-24-48	+	±	±		+			4+ 2–
917	Arizona Ranger, The	(63)	RKO	4- 3-48	+		±	+	+	±		5+ 2–
953	Arkansas Swing	(65)	Col.	7-24-48	±					±		2+ 2–
922	Arthur Takes Over	(63)	20-Fox	4-17-48	+	±	±	±	+	–		5+ 4–
929	Assigned to Danger	(65)	EL	5- 8-48	±	±	+		±	±	+	6+ 4–
	B											
955	Babe Ruth Story, The	(107)	Mono.	7-31-48	++	++	++	++	++	+	±	12+ 1–
	Back Trail	(54)	Mono.				–				±	1+ 2–
995	Badmen of Tombstone	(75)	Mono.	12-18-48	+				+			2+
942	Bad Sister	(90)	U-I	6-12-48	±	–		±		±	±	4+ 5–
969	Behind Locked Doors	(61)	EL	9-18-48	+	±	±		±	±		5+ 4–
982	Belle Starr's Daughter	(87)	20-Fox	10-30-48	±	±	±	+	+			5+ 3–
919	Berlin Express	(86)	RKO	4-10-48	++	+	+	++	++	++	+	11+
929	Best Man Wins	(75)	Col.	5- 8-48	+	±	+		±	+		5+ 2–
964	Betrayal, The	(183)	Astor	8-28-48	±		–				–	1+ 2–
944	Beyond Glory	(82)	Para.	6-19-48	±	±	±	±	±	+	++	8+ 5–
915	Big City	(111)	MGM	3-27-48	+	+	+	+	+	+	+	7+
937	Big Punch, The	(80)	WB	5-29-48	±	±	±	+	+	±	±	7+ 5–
933	Big Town Scandal	(62)	Para.	5-22-48	±	±	±	+	±	±	±	7+ 6–
949	Black Arrow, The	(76)	Col.	7-10-48	+	±	+		±	+	+	6+ 2–
965	Black Eagle, the Story of a Horse	(76)	Col.	9- 4-48	+	±	±		±	±	±	6+ 5–
969	Blanche Fury	(93)	EL	9-18-48	–	±		+	–	+	++	5+ 3–
951	Blazing Across the Pecos	(55)	Col.	7-17-48	±				+	±		3+ 2–
935	Blonde Ice	(73)	FC	5-22-48	±		+		+		±	4+ 3–
941	Blondie's Reward	(67)	Col.	6-12-48	±		+		+	±		4+ 2–
991	Blondie's Secret	(68)	Col.	12- 4-48	±							1+ 1–
985	Blood on the Moon	(87)	RKO	11-13-48	++	±	±	±	+	+	+	8+ 3–
965	Bodyguard	(62)	RKO	9- 4-48	+	±	±	+	+	+		6+ 2–
	Borrowed Trouble	(..)	UA				±				±	2+ 2–
897	Boy With the Green Hair	(82)	RKO	11-20-48	±	+	++	++	++			8+ 1–
936	Brothers, The	(90)	U-I	5-22-48	+	±		+	–	+		4+ 2–
	Bungalow 13	(65)	20-Fox			±	±	±	+	±	±	6+ 5–
	C											
946	Canon City	(83)	EL	6-26-48	++	±	++	++	++	+	++	12+ 1–
939	Carson City Raiders	(60)	Rep.	6- 5-48	+		+	±	±	±	±	6+ 4–
957	Checkered Coat, The	(67)	20-Fox	8- 7-48	±	±	±		–	±	±	5+ 6–
996	Chicken Every Sunday	(91)	20-Fox	12-18-48	++	±	++	+	+			7+ 1–
921	Close-Up	(76)	EL	4-17-48	±	±	±		±	±	+	6+ 5–
970	Code of Scotland Yard	(60)	Rep.	9-18-48	+	±	±	++	+	+	±	8+ 3–
997	Command Decision	(..)	MGM	12-25-48	++							2+
940	Coroner Creek	(90)	Col.	6- 5-48	++	+	++	++		+	±	9+ 1–
943	Corridor of Mirrors	(96)	U-I	6-19-48	–	+			±			2+ 3–
	Counterfeiters, The	(73)	20-Fox			±	+		±	±	±	5+ 4–
984	Countess of Monte Cristo, The	(77)	U-I	11- 6-48	±	±	±	+	+			5+ 3–
	Creeper, The	(63)	20-Fox			–	±		–	–	±	2+ 5–
972	Cry of the City	(95)	20-Fox	9-25-48	±	+	+	+	++	++	+	9+ 1–
	D											
955	Daredevils of the Clouds	(60)	Rep.	7-31-48	+	±	±	+	±	±	±	7+ 5–
946	Date With Judy, A	(113)	MGM	6-26-48	++	++	++	++	+	++	++	13+
	Dead Don't Dream, The	(..)	UA				±				±	2+ 2–
946	Dear Murderer	(90)	U-I	5-22-48	±	±		±	±	±	+	6+ 5–
992	Decision of Christopher Blake	(75)	WB	12- 4-48	–	±	±	+	±	+	+	6+ 4–
948	Deep Waters	(85)	20-Fox	7- 3-48	++	±	±	+	+	+	±	8+ 3–
	Denver Kid, The	(60)	Rep.						+		±	2+ 1–
896	Design for Death	(48)	RKO	1-31-48	+			+	±	+		4+ 1–
968	Desperadoes of Dodge City	(60)	Rep.	9-11-48	+		+		±			3+ 1–
926	Devil's Cargo	(61)	FC	4-10-48	±		±	±	–			3+ 4–
980	Disaster	(60)	Para.	10-23-48	±	–	±					2+ 3–
927	Dream Girl	(86)	Para.	5- 8-48	+	±	++	±	++	+	++	10+ 2–
926	Dude Goes West, The	(87)	Mono.	5- 1-48	+	+		+	++	+	+	7+
986	Dulcimer Street	(112)	U-I	11-13-48	±	±		±	+			4+ 3–
988	Dynamite	(67)	Para.	11-20-48	±	–	+		±			3+ 3–
	E											
928	Easter Parade	(103)	MGM	5-29-48	++	++	++	++	++	++	++	14+
993	El Dorado Pass	(56)	Col.	12-11-48	±							1+ 1–
955	Embraceable You	(80)	WB	8-31-48	±	±	±		+	±	±	6+ 5–
928	Emperor Waltz, The	(106)	Para.	5- 8-48	++	++	++	++	++	++		12+
993	Enchantment	(..)	RKO	12-11-48	+	±	±	+	+			5+ 2–
945	End of the River	(80)	U-I	6-26-48	+	±		+	+	+		5+ 1–
940	Escape	(78)	20-Fox	6- 5-48	±	±		++	–	±	+	6+ 4–
987	Every Girl Should Be Married	(85)	RKO		+	±	++	+	++			7+ 1–
953	Eyes of Texas, The	(70)	Rep.	7-24-48	±		+	±	+	±		5+ 3–
	F											
995	Family Honeymoon	(90)	U-I	12-18-48	+	±	+	+	++			6+ 1–
943	Feudin', Fussin' and a-Fightin'	(77)	U-I	6-19-48	±	±	+	++	±	±	±	8+ 5–
989	Fighter Squadron	(98)	WB	11-27-48	+	+	+	+	++		+	7+
982	Fighting Back	(61)	20-Fox	10-30-48	–				±	±		2+ 3–
931	Fighting Father Dunne	(93)	RKO	5-15-48	+	++	±	+	+	+	±	8+ 2–
966	For the Love of Mary	(90)	U-I	9- 4-48	+	±	+	+	±	+	±	7+ 3–
941	Foreign Affair, A	(116)	Para.	6-12-48	++	++	+	++	++	+	++	12+
933	Four Faces West	(89)	UA	5-22-48	+	++	+	+	+	+	±	8+ 1–
927	French Leave	(64)	Mono.	5- 8-48	+	±	±		±		±	5+ 4–
932	Fuller Brush Man, The	(92)	Col.	5-15-48	+	+	+	++	++	+	+	9+
920	Fury at Furnace Creek	(88)	20-Fox	4-10-48	++	+	+	+	+	+	+	8+
	G											
979	Gallant Blade, The	(81)	Col.	10-23-48	+	±	+	±	±	+	±	7+ 4–
938	Gallant Legion, The	(88)	Rep.	5-29-48	++	±	+	+	+	±	±	8+ 3–
942	Gay Intruders, The	(70)	20-Fox	6-12-48	+	±		+		±		4+ 2–
973	Gentleman From Nowhere	(66)	Col.	10- 2-48	+	±	±		–	±	±	5+ 5–
972	Girl From Manhattan, The	(81)	UA	9-25-48	–		–	±	+	±		3+ 4–
937	Give My Regards to Broadway	(89)	20-Fox	5-29-48	++	+	+	++	++	+	+	10+
	Golden Eye, The	(69)	Mono.			±	±		+		–	3+ 3–
956	Good Sam	(114)	RKO	7-31-48	++	++	+	++		±	±	9+ 2–
989	Grand Canyon Trail	(67)	Rep.	11-27-48	±		+		+			3+ 1–
925	Green Grass of Wyoming	(89)	20-Fox	5- 1-48	++	+	+		+	+		6+
931	Guns of Hate	(61)	RKO	5-15-48	±		±	+		±		4+ 3–
	H											
950	Hamlet	(155)	U-I	7-10-48	++	++		++	++	++	++	12+
990	Harpoon	(81)	SG	11-27-48	±				–			1+ 2–
922	Hatter's Castle	(105)	Para.	4-17-48	±	±		±		±	±	5+ 5–
914	Hazard	(100)	Para.	3-20-48	+	±	+	+	±	±	±	7+ 4–
929	Heart of Virginia	(60)	Rep.	5- 8-48	±	±	±	±	+			5+ 4–
921	Here Comes Trouble	(54)	UA	4-17-48	+	±	+	+	±		±	6+ 3–
986	He Walked by Night	(80)	EL	11-13-48	+	+		+	+			4+
985	High Fury	(71)	UA	11-13-48	±	±	+	±	+			5+ 3–
976	Hills of Home	(97)	MGM	10- 9-48	+	±	+	+	++	++	++	10+ 1–
961	Hollow Triumph	(83)	EL	8-21-48	+	±	+	+	+	±	+	7+ 2–
920	Homecoming	(113)	MGM	4-10-48	++	+	++	+	++	+	+	10+
992	Homicide for Three	(60)	Rep.	12- 4-48	±	±	±		±		±	5+ 5–
	I											
934	I, Jane Doe	(85)	Rep.	5-22-48	±	±	±	+	±	±	±	7+ 6–
975	I Surrender, Dear	(68)	Col.	10- 9-48	+	±		–		±		3+ 3–
927	I Wouldn't Be in Your Shoes	(72)	Mono.	2-14-48	±	±	±	±	±	–	±	6+ 7–
985	Indian Agent	(64)	RKO	11-13-48	+		±	+	+			4+ 1–
975	Inner Sanctum	(62)	FC	10- 9-48	–				±			1+ 2–
966	Innocent Affair, An	(90)	UA	9- 4-48	+	+	±	+	+	+	±	7+ 2–
966	In This Corner	(63)	EL	9- 4-48	±	±	+		+	±		5+ 3–
931	Iron Curtain, The	(87)	20-Fox	5-15-48	+	++	++	+	++	±	++	11+ 1–
962	Isn't It Romantic?	(87)	Para.	8-21-48	+	–	–	+	–	+		3+ 3–
	J											
991	Jiggs and Maggie in Court	(66)	Mono	12- 4-48	+	±		+	±			4+ 2–
935	Jinx Money	(69)	Mono.	5-22-48	+	±	±		±		±	5+ 4–
982	Joan of Arc	(145)	RKO	10-30-48	++	++	++	++	++		++	12+
963	Joe Palooka in Winner Take All	(64)	Mono.	8-28-48	+	±	±	+			±	5+ 3–
970	Johnny Belinda	(102)	WB	9-18-48	++	++	++	++	++	+	+	12+
960	Julia Misbehaves	(99)	MGM	8-14-48	++	+	+	++	++	++	+	11+
979	June Bride	(97)	WB	10-23-48	++	+	+	++	++	++	+	11+
997	Jungle Jim	(73)	Col.	12-25-48	±							1+ 1–
972	Jungle Patrol	(70)	20-Fox	8-25-48	+	++	++	+	+			7+
996	Just William's Luck	(86)	UA	12-18-48	–	–	±	±	±			3+ 5–
	K											
949	Key Largo	(101)	WB	7-10-48	+	++	+	++	++	++	+	11+
969	Kidnapped	(80)	Mono.	9-18-48	++		+	+	+	+		6+
938	King of the Gamblers	(60)	Rep.	5-29-48	±	±	±	±			–	5+ 4–
988	Kissing Bandit, The	(100)	MGM	11-20-48	++	±	±	++	++		+	9+ 2–
978	Kiss the Blood Off My Hands	(79)	U-I	10-16-48	++	+	+	+	+	±	+	8+ 1–
	L											
954	Lady at Midnight	(61)	EL	7-24-48	±	±	±		–	±	±	5+ 6–
921	Lady From Shanghai, The	(87)	Col.	4-17-48	±	+	+		+	±	±	6+ 3–
	Ladies of the Chorus	(60)	Col.			±			+		±	3+ 2–
959	Larceny	(89)	U-I	8-14-48	±	±	+	+	+	+	+	7+ 2–
995	Last of the Wild Horses	(84)	SG.	12-18-48	+				+			2+
985	Leather Gloves	(75)	Col.	11-13-48	+	±	±		±	–	+	5+ 4–
981	Let's Live a Little	(85)	EL	10-30-48	+	±	+	+			+	5+ 1–
981	Let's Live a Little	(85)	EL	10-30-48	+	±	+	+				4+ 1–
922	Letter From an Unknown Woman	(87)	U-I	4-17-48	+	–		±	+	+	+	5+ 2–

An interpretative analysis of opinions deducted from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
993	Letter to Three Wives, A (103)		20-Fox	12-11-48	ǂ	+	ǂ	ǂ	ǂ			9+
965	Live Today for Tomorrow (Reviewed as An Act of Murder (91)		U-I	12-11-48	+	+		ǂ	+	+	+	7+ 4+ 1−
923	Lost One, The (84)		Col.	4-24-48	+		+	+	±			
961	Loves of Carmen, The (98)		Col.	8-21-48	+		±	ǂ		ǂ	ǂ	8+ 1−
965	Luck of the Irish, The (99)		20-Fox	9- 4-48	ǂ	±	+		+	±	+	7+ 2−
943	Lulu Belle (87)		Col.	6-19-48	+	±	±	±	+	±	±	7+ 5−
962	Luxury Liner (98)		MGM	8-21-48	+	+	±	+	+	ǂ	+	8+ 1−
	M											
977	Macbeth (107)		Rep.	10-16-48	±	±	±	+	−	ǂ		6+ 4−
945	Man-Eater of Kumaon (80)		U-I	6-26-48	+	±	±		+	+	+	6+ 2−
899	Man From Colorado (89)		Col.	11-20-48	+	+	ǂ	+	+	ǂ		8+
988	Manhattan Angel (67½)		Col.	11-20-48	±	−	±		±		±	4+ 5−
	Marshal of Amarillo (..)		Rep.				±		+	±	±	4+ 3−
914	Mating of Millie, The (87)		Col.	3-20-48	±	±	+	ǂ	+	+		7+ 2−
934	Melody Time (76)		RKO	5-22-48	ǂ	+	ǂ	ǂ	±	ǂ	ǂ	12+ 1−
994	Mexican Hayride (77)		U-I	12-11-48	+	±	+		+			4+ 1−
944	Michael O'Halloran (79)		Mono.	6-19-48	ǂ	+	±	+	±			6+ 2−
946	Mickey (87)		EL	6-26-48	+	±	±	±	±	+	±	7+ 5−
977	Million Dollar Weekend (73)		EL	10-16-48	±	±	±	±	±	±		6+ 6−
944	Mine Own Executioner (102)		20-Fox	6-19-48	±	±		+	±	+		5+ 3−
962	Miraculous Journey (76)		FC	2-21-48	+		±	+	−		±	4+ 3−
970	Miss Tatlock's Millions (101)		Para.	9-18-48	+	±	+	+	ǂ	ǂ	ǂ	10+ 1−
917	Mr. Blandings Builds His Dream House (96)		SRO	4- 3-48	+	+	+	+	±	ǂ	ǂ	9+ 1−
949	Mr. Peabody and the Mermaid (89)		U-I	7-10-48	+	+	±	ǂ	±	+		7+ 2−
997	Mr. Perrin and Mr. Traill (91)		EL	12-25-48	+							1+
918	Money Madness (73)		FC	4- 3-48	±		±		±		−	3+ 4−
970	Moonrise (90)		Rep.	9-18-48	+	±	±	+	−	ǂ		6+ 3−
879	Mourning Becomes Electra (173)		RKO	12- 6-47	+	±	−	ǂ	ǂ	+		7+ 2−
990	Mozart Story, The (91)		SG	11-27-48	±				+			2+ 1−
953	Music Man (66)		Mono.	7-24-48	±	−			±			2+ 3−
968	My Dear Secretary (94)		UA	9-11-48	ǂ	+	+	+	+	±		7+ 1−
994	My Own True Love (84)		Para.	12-11-48	−	−	±	±	+			3+ 4−
948	Mystery in Mexico (66)		RKO	7- 3-48	±	±	±	+		±		5+ 4−
	N											
876	Nicholas Nickleby (95)		U-I	11-22-47	+	±		+		ǂ	+	6+ 1−
951	Night Has a Thousand Eyes (81)		Para.	7-17-48	+	+	+	+		+	+	6+
981	Nighttime in Nevada (67)		Rep.	10-30-48	+		+	±	+	ǂ		7+ 1−
968	Night Wind (68)		20-Fox	9-11-48	±	±		+	±	+		5+ 3−
976	No Minor Vices (96)		MGM	10- 9-48	+	±	+	+	+	±		6+ 2−
950	Northwest Stampede (79)		EL	7-10-48	+	±	±	+	±	ǂ	+	8+ 3−
	O											
996	Old-Fashioned Girl, An (82)		EL	12-18-48	±	−	±	±	+			4+ 4−
967	Olympic Cavalcade (57)		UA	9-11-48	+			+				2+
971	Olympic Games of 1948 (88)		EL	9-25-48	+			+	+			3+
926	On an Island With You (107)		MGM	5- 1-48	ǂ	+	+	+	ǂ	+	+	9+
995	One Sunday Afternoon (90)		WB	12-18-48	+	±	±	+	ǂ			6+ 2−
964	One Touch of Venus (82)		U-I	8-28-48	+	±	±	±	+	±	±	7+ 5−
898	On Our Merry Way (formerly Miracle Can Happen, A) (107)		UA	2- 7-48	+	±	+	ǂ	+	+	±	8+ 2−
893	Open Secret (70)		EL	1-24-48	+	±	±	±	=	−		4+ 6−
971	Out of the Storm (61)		Rep.	9-25-48	±	±	−	+	±	−		4+ 5−
	P											
980	Paleface, The (91)		Para.	10-23-48	ǂ	+	+	ǂ		+		7+
888	Paradine Case, The (117)		SRO	1- 3-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	Parole, Inc. (87)		EL			±			±			2+ 2−
903	Pearl, The (77)		RKO	2-21-48	−	±	+	ǂ	±	ǂ	+	8+ 3−
897	Piccadilly Incident (87)		MGM	2- 7-48	±	±		±	−	+		4+ 4−
918	Pirate, The (102)		MGM	4- 3-48	+	+	+	+	ǂ	ǂ	+	9+
957	Pitfall (85)		UA	8- 7-48	+	+	±	+	ǂ	ǂ	ǂ	10+ 1−
983	Plot to Kill Roosevelt, The (83)		UA	11- 6-48	+	−	±	±	±			4+ 4−
983	Plunderers, The (87)		Rep.	11- 6-48	ǂ	+	+	ǂ	+		±	8+ 1−
	R											
948	Race Street (75)		RKO	7- 3-48	±	±	±	+		±	±	6+ 5−
958	Rachel and the Stranger (92)		RKO	8- 7-48	+	+	±	+	−	ǂ	ǂ	8+ 2−
983	Racing Luck (66)		Col.	11- 6-48	+	−	±		+			3+ 2−
959	Range Renegades (54)		Mono.	8-14-48	+						−	1+ 1−
937	Raw Deal (78)		EL	5-29-48	+	+	±	±	±	±	±	7+ 4−
952	Red River (104)		UA	7-17-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
980	Red Shoes, The (134)		EL	10-23-48	+	ǂ		ǂ	+	+	ǂ	9+
934	Return of the Badmen (90)		RKO	5-22-48	+	±	±	+	−	+		5+ 3−
979	Return of October, The (89)		Col.	10-23-48	+	±	+	+	+	+		6+ 1−
962	Return of Wildfire (81)		SG	8-21-48	+	±		±	+			4+ 2−
932	River Lady (78)		U-I	5-15-48	±		±	+	+	+	+	6+ 2−
974	Road House (95)		20-Fox	10- 2-48	±	+	+	+	±	±	+	7+ 3−
975	Rogues' Regiment (86)		U-I	10- 9-48	+	±	±	+	ǂ	+		7+ 2−
942	Romance on the High Seas (102)		WB	6-12-48	ǂ	+	ǂ	ǂ	+	+	±	10+ 1−
963	Rope (80)		WB	8-28-48	±	+	ǂ	ǂ	+	±	ǂ	10+ 2−
977	Rusty Leads the Way (59)		Col.	10-16-48	±					+		2+ 1−
	S											
908	'Sainted' Sisters, The (90)		Para.	3- 6-48	+	±	±	±	+	±	±	7+ 5−
967	Saxon Charm, The (88)		U-I	9-11-48	±	ǂ	±	+	+	+	±	8+ 3−
967	Sealed Verdict (83)		Para.	9-11-48	±	±	±		±	+	+	6+ 4−
914	Search, The (104)		MGM	3-20-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
963	Secret Land, The (71)		MGM	5-28-48	+				+	ǂ		4+
939	Secret Service Investigator (60)		rep.	5-48	−	±	+	ǂ	+	±	±	7+ 4−
922	Shaggy (71)		Para.	4-17-48	±	−		±	±	−		3+ 5−
	Shanghai Chest (65)		Mono.			±	±		−		−	2+ 4−
960	Shed No Tears (70)		EL	8-14-48	±	±	±	±	±		±	6+ 6−
919	Silent Conflict (61)		UA	4-10-48	±		±	−	−		±	3+ 5−
928	Silver River (110)		WB	5- 8-48	±	±	+		+	±	±	6+ 4−
	Sinister Journey (..)		UA				±				±	2+ 2−
998	Siren of Atlantis (78)		UA	12-25-48	±	−	±		±			3+ 4−
941	Sixteen Fathoms Deep (82)		Mono.	6-12-48	±	−	±	ǂ			+	5+ 3−
971	Smart Girls Don't Talk (81)		WB	9-28-48	±	±	−	±			±	4+ 5−
912	Smart Woman (90)		Mono.	3-13-48	ǂ	+	±	ǂ		−	−	8+ 3−
	Smuggler's Cove (66)		Mono.			±	±		±		±	4+ 4−
986	Snake Pit, The (108)		20-Fox	11-13-48	ǂ	ǂ	+	ǂ	ǂ		ǂ	11+
993	So Dear to My Heart (82)		RKO	12-11-48	+	+	ǂ	ǂ	+	ǂ		9+
933	So Evil, My Love (109)		Para.	5-22-48	ǂ	±		±	+	±	ǂ	8+ 3−
967	Sofia (83)		FC	9-11-48	ǂ		+	+	ǂ			6+
932	So This Is New York (79)		UA	5-15-48	+	+	+	+	+	±	±	7+ 2−
964	Song Is Born, A (110)		RKO	8-28-48	+	±	+	+	ǂ	+	+	8+ 1−
971	Son of God's Country (60)		Rep.	9-25-48	+		±		−	±	±	4+ 4−
992	Sons of Adventure (60)		Rep.	12- 4-48	±	±	−	±	±		±	5+ 6−
956	Sorry, Wrong Number (90)		Para.	7-31-48	ǂ	±	+	ǂ	ǂ	±	ǂ	11+ 2−
977	S.O.S. Submarine (71)		SG	10-16-48	±				+			2+ 1−
958	Southern Yankee, A (91)		MGM	8- 7-48	+	+	+	ǂ	ǂ	+	−	8+ 1−
906	Speed to Spare (58)		Para.	2-28-48	−	±	±		±	±	±	5+ 6−
958	Spiritualist, The (79)		EL	8- 7-48	+	±	±	±	+			5+ 3−
935	Stage Struck (71)		Mono.	5-22-48	−	±	±		−		±	3+ 5−
916	State of the Union (122)		MGM	3-27-48	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
966	Station West (92)		RKO	9- 4-48	±	±	+	±	+	+		6+ 3−
981	Strange Mrs. Crane, The (60)		EL	10-23-48	±	−	±	+	−			3+ 4−
907	Strawberry Roan (79)		Col.	3- 6-48	+		+	+	±	±		5+ 2−
950	Street With No Name (91)		20-Fox	7-10-48	ǂ	+	ǂ	ǂ		+	+	9+
989	Strike It Rich (81)		Mono.	11-27-48	+	±	+	+	±			5+ 2−
937	Sword of the Avenger (76)		EL	5-29-48	±	−	±		−	±		3+ 5−
	T											
947	Tap Roots (109)		U-I	7- 3-48	+	+	+	ǂ	ǂ	+	+	9+
917	Tarzan and the Mermaids (67)		RKO	4- 3-48	+	±	+	+	±	±	±	7+ 4−
954	Texas, Brooklyn and Heaven (76)		UA	7-24-48	±	±	±	±	±	±	−	6+ 7−
951	That Lady in Ermine (89)		20-Fox	7-17-48	+	±	+	±	−	+	±	6+ 4−
990	That Wonderful Urge (82)		20-Fox	11-27-48	ǂ	+	ǂ	+	ǂ			8+
945	They Live by Night (Reviewed as Your Red Wagon) (95)		RKO	6-26-48	+	+	±	±	ǂ	ǂ		8+ 2−
	13 Lead Soldiers (66)		20-Fox			±	+		−	±	±	4+ 4−
992	Three Godfathers (106)		MGM	12- 4-48	+	±	+	ǂ	±			6+ 2−
978	Three Musketeers, The (125)		MGM	10-16-48	ǂ	ǂ	+	+	ǂ	+	ǂ	11+
949	Thunderhoof (77)		Col.	7-10-48	+	±	+		±	±	±	6+ 4−
947	Timber Trail, The (67)		Rep.	7- 3-48	+		±	+	+	±		5+ 2−
933	Time of Your Life, The (109)		UA	5-22-48	±	+	+	ǂ	+	ǂ	ǂ	10+ 1−
913	Tioga Kid, The (54)		EL	3-20-48	±		±	±		±		4+ 4−
951	Trail to Laredo (54)		Col.	7-17-48	±				±	±		3+ 3−
952	Train to Alcatraz (60)		Rep.	7-17-48	−	±	±	±	+	±	±	6+ 6−
929	Trapped by Boston Blackie (67)		Col.	5- 8-48	±	±	±		±		±	5+ 5−
975	Triple Threat (70)		Col.	10- 9-48	+	±	±		±	±	±	6+ 5−
958	Two Guys From Texas (86)		WB	8- 7-48	+	±	±	+	±	±	±	7+ 5−
	U											
931	Under California Stars (70)		Rep.	5-15-48	±		±	+	+	+		5+ 2−
976	Unfaithfully Yours (105)		20-Fox	10- 9-48	−	+	−	ǂ	±	+	ǂ	7+ 3−
989	Unknown Island (75)		FC	11-27-48	±			+	±			3+ 2−
979	Untamed Breed, The (79)		Col.	10-23-48	±	−	±		+		±	4+ 4−
940	Up in Central Park (87)		U-I	6- 5-48	+	±	±	±	ǂ	+	+	8+ 3−
961	Urubu, the Story of Vulture People (66)		UA	8-21-48	−	±	±		+	±	−	4+ 5−
	V											
	Valiant Hombre (60)		UA				±		−			1+ 2−
958	Variety Time (59)		RKO	8- 7-48	+	±	±	±	+	±		6+ 4−
953	Velvet Touch, The (97)		RKO	7-24-48	±	±	±	+	ǂ	±	ǂ	9+ 4−
939	Vicious Circle, The (77)		UA	6- 5-48	+	±	±	±	+	±	±	7+ 5−
	W											
968	Walk a Crooked Mile (89)		Col.	9-11-48	ǂ	±	+	+	+	+	+	8+ 1−
934	Wallflower (78)		WB	5-22-48	±	±	+	+	±	±	±	7+ 5−
950	Walls of Jericho, The (106)		20-Fox	7-10-48	+	±	±	ǂ	+	±		7+ 3−
927	Waterfront at Midnight (63)		Para.	5- 8-48	+	±	+	±	±	±	±	7+ 5−
986	When My Baby Smiles at Me (98) 20-Fox			11-13-48	+	+	ǂ	ǂ	+		ǂ	9+
998	Whiplash (91)		WB	12-25-48	+							1+
936	Whirlwind Raiders (54)		Col.	5-22-48	±		±		+	±	±	5+ 4−
994	Whispering Smith (88)		Para.	12-11-48	+	+	ǂ	ǂ	ǂ			8+
928	Who Killed 'Doc' Robbin? (55)		UA	5- 8-48	±	±	±	+				4+ 4−
940	Will it Happen Again? (62)		FC	6- 5-48	±							1+ 1−
957	Winner's Circle (70)		20-Fox	8- 7-48	+	±			−	+		3+ 2−
919	Winter Meeting (104)		WB	4-10-48	+	−	±	±		±	+	5+ 4−
923	Woman in White, The (109)		WB	4-24-48	+	±	+		−	+	ǂ	6+ 3−
891	Women in the Night (90)		FC	1-17-48	+		±	±			−	3+ 3−
994	Words and Music (119)		MGM	12-11-48	ǂ	+	ǂ	ǂ	ǂ		+	10+
	Y											
990	Yellow Sky (100)		20-Fox	11-27-48	+	±	ǂ	±	+			6+ 2−
984	You Gotta Stay Happy (100)		U-I	11- 6-48	+	±	+	+	ǂ		+	7+ 1−

SHORTS CHART

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ASSORTED COMEDIES			
9427	Pardon My Lamb Chop (17)	6-10	±	6-26
9440	Flat Feat (17½)	6-24	±	7-31
	1948-49 SEASON			
1421	Billie Gets Her Man (17)	9- 9	+	9-18
1422	Go Chase Yourself (17)	10-14	+	10-16
1431	A Pinch in Time (16)	11-11	±	12-11
1423	Parlor, Bedroom and Wrath (16)	12-16		....
1433	Miss in a Mess (..)	1-13		....
1432	He's in Again (..)	1-20		....
	CAN YOU TOP THIS?			
	1948-49 SEASON			
1411	Can You Top This? (13)	11-18		....
	COLOR FAVORITES			
9608	The Untrained Seal (7½)	7-15	±	7-31
	1948-49 SEASON			
1601	The Stork Takes a Holiday (8)	9- 9		....
1602	Swing Monkey Swing (8)	10-14	+	10-16
1603	The Little Match Girl (8½)	11-25	±	12-11
1604	Glee Worms (7½)	12-16		....
1605	A Boy and His Dog (7)	1- 6		....
	COLOR PHANTASIES			
9703	Short Snorts on Sports (6½)	6- 3	±	7- 3
	COLOR RHAPSODIES			
	1948-49 SEASON			
1501	Pickled Puss (6½)	9- 2	±	9-18
1502	Lo, the Poor Buffal (6½)	11- 4	±	11- 6
	COMEDY FAVORITES			
1441	Pest From the West (18½)	9-30	+	10- 2
1442	Ay Tank Ay Go (16)	10-21	±	12-11
1443	Static in the Attic (19)	12-23		....
	COMMUNITY SINGS			
9658	No. 8 Manana (10½)	6- 3	+	6-26
9659	No. 9 California Here I Come (9)	8-12	+	9- 4
	1948-49 SEASON			
1651	No. 1 Baby Face (9)	9-16	+	10- 2
1652	No. 2 My Happiness (9)	10-21	+	11- 6
1653	No. 3 It's Magic (10)	12- 9		....
5657	No. 7 Series 8 Christmas Carols (12) Reissue	12- 9		....
	FILM NOVELTIES			
	1948-49 SEASON			
1901	Rhapsody on Ice (9)	12-23		....
	FOX AND CROW			
	1948-49 SEASON			
1701	Robin Hoodlum (7)	12-23		....
	ONE-REEL SPECIAL			
	1948-49 SEASON			
1551	Candid Microphone (11)	10-21		....
	SCREEN SNAPSHOTS			
9858	Hollywood Honors Hersholt (8)	5- 6	+	5-22
9859	Hollywood Party (9)	6-10	‡	6-26
9860	Hollywood Friars Honor George Jessel (9½)	7- 8	‡	7-31
	1948-49 SEASON			
1851	Hollywood Holiday (9)	9- 2	+	10-16
1852	A Day at C.B.S. (9½)	10- 7		....
1853	Stars to Remember (9½)	11-18		....
1855	A Rainy Day in Hollywood (..)	1-27		....
1854	Hollywood's Santa Claus Lane (9½)	11-23		....
	STOOGE COMEDIES			
9408	The Hot Scots (17)	7- 8	+	7-31
	1948-49 SEASON			
1401	Heavenly Daze (16½)	9- 2	+	9-18
1402	I'm a Monkey's Uncle (16)	10- 7	+	10-16
1403	Mummy's Dummies (16)	11- 4	+	11- 6
1404	Crime on Their Hands (17½)	12- 9		....
	THRILLS OF MUSIC			
9957	Gene Krupa & Orch. (10)	6-10	±	6-26
9958	Tony Pastor & Orch. (10)	7-22	+	9- 4
	1948-49 SEASON			
1951	Elliott Lawrence & Orch. (10)	9-23	+	9-18
1952	Ray Eberle & Orch. (10)	11- 4	+	11- 6
1953	Louis Prima & Orch (..)	12-10		....
1954	Buddy Rich & Orch. (..)	1-20		....
	VERA VAGUE LAFF TOURS			
	1948-49 SEASON			
1751	A Lass in Alaska (10½)	10-28	+	10-16
	WORLD OF SPORTS			
9808	No Holds Barred (9)	6-17	‡	7- 3
9809	Aqua Zanies (9)	7-15	+	7-31
	1948-49 SEASON			
1801	Diving Champions (10)	9-23	+	10- 2
1802	Acrobatic Babies (9½)	10-14	+	10-16
1803	Babe Didrikson, Queen of Sports (..)	11-25		....
	SERIALS			
9180	Superman (Special) 15 Chapters	7-15	+	7-17
	1948-49 SEASON			
1120	Congo Bill 15 Chapters	10-28		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CARTOONS			
W-934	The Bear and the Bean (7)	1-31	+	2-21
W-936	Make Mine Freedom (6)	3-10	+	5-15
W-935	What Price Fleadom (7)	3-20	±	3-20
W-938	Little 'Tinker (8)	5-15	‡	7-10
W-939	The Bear and the Hare (7)	6-26	+	7-10
W-941	Half-Pint Pygmy (7)	8- 7	+	10- 9
	1948-49 SEASON			
W-32	Lucky Ducky (8)	10- 9		....
	FITZPATRICK TRAVELTALKS			
	(Technicolor)			
T-913	Cape Breton Island (9)	5- 8	+	7-10
T-914	Chicago, the Beautiful (10)	7-17	+	8-14
	1948-49 SEASON			
T-11	Wandering Through Wales (9)	10-16	+	11-27
T-12	Night Life in Chicago (9)	11-27	+	12-18
	GOLD MEDAL REPRINTS			
	(Technicolor)			
W-923	The Milky Way (8)	2-14	‡	3-20
W-924	The Midnight Snack (9)	3-27	+	5-15
W-925	Puss 'n Toots (7)	4-24	+	5-15
W-926	The Bowling Alley Cat (8)	6-12	+	7-10
	1948-49 SEASON			
W-21	The Little Goldfish (8)	11-20	+	11-27
W-22	Fine Feathered Friends (..)			....
W-23	The Blue Danube (..)			....
W-24	Sufferin' Cats (..)			....
	MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND			
M-981	Freddy Martin-Keenan Wynn (10)	2-14	‡	3- 6
M-982	Tex Beneke & Orch. (10)	4-24	+	5- 6
M-983	Ray Noble-Buddy Clark (11)	6-26	+	7-10
M-984	Les Brown-Virginia O'Brien (10)	7-17	±	8-14
M-985	Frankie Carle & Orch. (10)	8-28	+	10- 9
M-986	Art Lund, Les Brown, Tex Beneke (10)	8- 3	+	10- 9
	NEWS OF THE DAY			
	(Released Twice Weekly)			
	PASSING PARADE			
K-973	Goodbye Miss Turlock (10)	1-24	‡	2-21
K-974	My Old Town (9)	2- 7	‡	2-21
K-975	Souvenirs of Death (10)	6-19	+	7-10
K-976	The Fabulous Fraud (11)	8-28	+	10- 9
	1948-49 SEASON			
K-71	The City of Little Men (10)	11-20	+	11-27
	PETE SMITH SPECIALTIES			
S-956	I Love My Mother-In-Law BUT (8)	2- 7	‡	2-14
S-957	Now You See It (9)	3-20	±	3-20
S-958	◎ You Can't Win (9)	5-29	+	5-15
S-959	Just Suppose (9)	7-17	±	8-14
S-960	Football Thrills No. 11 (9)	8-21	+	8-14
	1948-49 SEASON			
S-51	Why Is It? (9)	9-11	+	10-16
S-52	Pigskin Skill (9)	9-18	+	10- 9
S-53	Ice Aces (9)	11-16	+	11-27
	SPECIALS			
A-901	Drunk Driving (21)	3-27	+	3-20
A-902	Going to Blazes (21)	4-24	‡	5-15
	1948-49 SEASON			
A-1	Mighty Manhattan (..)			....
	TOM & JERRY CARTOONS			
	(Technicolor)			
W-937	Kitty Follied (7)	5- 1	+	5-15
W-940	The Truce Hurts (8)	7-17	+	8-14
	1948-49 SEASON			
W-31	Old Rockin' Chair Tom (7)	9-18	+	10-16
W-33	Professor Tom (8)	10-30	+	11-27
W-34	The Cat That Hated People (7)		‡	12-18
W-35	Mouse Cleaning (7)	12-11	+	12-18

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	GRANTLAND RICE SPORTLIGHTS			
	(Technicolor)			
R7- 5	All-American Swing Stars (10)	1-16	+	2-14
R7- 6	Double Barrelled Sport (10)	2-20	+	2-21
R7- 7	Big Game Angling (10)	3-26	±	4- 3
R7- 8	Riding Habits (10)	4-30	+	4-17
R7- 9	Big League Glory (10)	6-11	+	6-26
R7-10	Her Favorite Pools (10)	7-30	+	8- 7
	1948-49 SEASON			
R8-1	Hot Rod Speedsters (10)	11- 5	+	11- 6
R8-2	Acrobatic Illini (10)	12-10		....
	MUSICAL PARADES			
	(Technicolor)			
FF7-1	Samba Mania (18)	2-27	±	2-14
FF7-2	Footlight Rhythm (19)	4- 9	‡	4-10
FF7-3	Gypsy Holiday (18)	6-25	+	7- 3
FF7-4	Tropical Masquerade (16)	8- 6	+	8-21
FF7-5	Big Sister Blues (14)	10- 1	+	10- 9
FF7-6	Catalina Interlude (18)	11-19	+	11- 6
	NOVELTOONS			
	(Color)			
P7-2	Cat-O'-Nine Ails (8)	1- 9	+	1-24
P7-3	Flip Flap (8)	2-13	‡	4- 3
P7-4	We're in the Honey (8)	3-19	+	4-10
P7-5	The Bored Cuckoo (8)	4- 9	‡	4-17
P7-6	There's Good Boo's Tonight (9)	4-23	+	4-10
P7-7	Land of the Lost (7)	5- 7		....
P7-8	Butter Scotch and Soda (8)	6- 4	+	6-26
	1948-49 SEASON			
P8-1	The Mite Makes Right (8)	10-15	+	10- 9
P8-2	Hector's Hectic Life (7)	11-19	+	11- 6
P8-3	Old Shell Game (10)	12-24	+	12-25
	PACEMAKERS			
K7-3	Bundle From Brazil (11)	1- 2	+	1-24
K7-4	Musical Miracle (11)	3-12	+	4- 3
K7-5	A Model Is Born (7)	5-28		....
K7-6	Neighbor to the North (13)	7-23		....
	1948-49 SEASON			
K8-1	Appointment With Baby (11)	10- 8	‡	11- 6
K8-2	Mr. Groundling Takes the Air (11)	12- 3	+	12-25
	PARAMOUNT NEWS			
	(Released Twice Weekly)			
	POPEYE CARTOONS			
	(Color)			
E7-2	Olive Oyl for President (6)	1-30	‡	1-24
E7-3	Wigwam Whoopee (8)	2-27	‡	4- 3
E7-4	Pre-Tysterical Man (7)	3-26	‡	4-17
E7-5	Popeye Meets Hercules (7)	6-18	+	6-26
E7-6	A Wolf in Sheik's Clothing (8)	7-30	+	8- 7
E7-7	Spinach vs. Hamburgers (8)	8-27	+	8-21
E7-8	Snow Place Like Home (7)	9- 3		....
	1948-49 SEASON			
E8-1	Robin Hood-Winked (7)	11-12	+	11- 6
E8-2	Symphony in Spinach (..)	12-31		....
	POPULAR SCIENCE			
	(Magnacolor)			
J7-3	Streamlined Luxury (10)	2-20	±	2-14
J7-4	Fog Fighters (10)	4- 2	±	4-17
J7-5	The Big Eye (10)	5-21	+	7- 3
J7-6	Flying Wing (10)	8- 6		....
J8-1	Solar Secrets (10)	12-24		....
	SCREEN SONGS			
	(Color)			
X7-2	Base Brawl (8)	1-23	+	2-14
X7-3	Little Brown Jug (8)	2-20	+	2-21
X7-4	The Golden State (8)	3-12	+	4- 3
X7-5	Winter Draws On (7)	3-19	‡	4-10
X7-6	Sing or Swim (8)	6-14	‡	6-26
X7-7	Camptown Races (8)	7-16	+	8- 7
X7-8	The Lone Star State (9)	8-20	±	8-21
	1948-49 SEASON			
X8-1	Readin', Ritin' and Rhythmetic (7)	10-22	‡	10- 9
	SPEAKING OF ANIMALS			
Y7-4	Home Sweet Home (10)	2- 6	±	2-14
Y7-5	'Taint So (10)	4-16	±	4-17
Y7-6	Headliners (10)	6-18	+	6-26
	1948-49 SEASON			
Y8-1	The Gnu Look (10)	10-29	+	10- 9
	UNUSUAL OCCUPATIONS			
	(Magnacolor)			
L7-2	Bagpipe Lassies (11)	1- 2	±	1-10
L7-3	Modern Pioneers (11)	2-13	+	4- 3
L7-4	Nimrod Artists (10)	4-16	±	4-10
L7-5	Feather Finery (10)	5-14	+	6-26
L7-6	Aerial Hot Rods (10)	8-13	+	8-21
	1948-49 SEASON			
L8-1	The Glass Orchestra (10)	11-26	+	11- 6

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS			
	(Technicolor)			
84,704	Alpine Climbers (reissue) (10)	4- 2	‡	7- 3
74,116	Daddy Duck (7)	4-16	+	6- 5
74,117	Bone Bandit (7)	4-30	±	....
84,705	Woodland Cafe (reissue) (8)	5-14	+	7- 3
74,118	Donald's Dream Voice (6)	5-21	‡	7- 3
84,706	Three Little Pigs (9)	9- 2		....
	1948-49 SEASON			
94,101	Pluto's Purchase (7)	7- 9	±	8-28
94,102	Trial of Donald Duck (7)	7-30	+	10- 9
94,103	Cat Nap Pluto (6)	8-13	±	10- 9
94,104	Inferior Decorator (7)	8-27	‡	10-16
94,105	Pluto's Fledgling (7)	9-10	+	10-30
94,106	Soup's On (7)	10-15	+	11-27
94,701	Goofy and Wilbur (7) (Reissue)	10- 1	+	11-13
94,107	Three for Breakfast (7)	11- 5	+	12-25
94,108	Mickey and the Seal (7)	12- 3		....
94,702	Wynken, Blynken and Nod (7), reissue	11-19		....
	EDGAR KENNEDY COMEDIES			
83,404	How to Clean House (18)	5-14	±	6- 5
83,405	Dig That Gold (17)	6-25	±	8- 7
83,406	Home Canning (16)	8- 6	+	8-28
	1948-49 SEASON			
93,401	Contest Crazy (17)	10- 1	+	11-27
	FLICKER FLASHBACKS			
84,205	No. 5 (8)	4-19	±	5- 8
84,206	No. 6 (9)	5-21	+	8- 7
84,207	No. 7 (8)	7- 2	+	8-28
	LEON ERROL COMEDIES			
83,702	Don't Fool Your Wife (18)	3- 5	±	3-27
83,703	Secretary Trouble (17)	4- 9	±	6- 5
83,704	Bachelor Blues (17)	9-17	+	10- 9
	1948-49 SEASON			
93,701	Uninvited Blonde (17)	11-12		....
93,702	Backstage Follies (19)	12-24		....
	MY PAL SERIES			
83,202	Pal's Adventure (20)	6-11	+	10-30
	1948-49 SEASON			
93,201	Pal's Return (19)	11-26		....
	PATHE SPORTSCOPES			
84,307	Teen-Age Tars (8)	3- 5	+	3-27
84,308	Doggone Clever (8)	4- 2	+	5- 8
84,309	Big Mouth Bass (8)	4-30	+	6- 7
84,310	Muscles and the Lady (9)	5-28	+	7- 3
84,311	Ladies in Wading (8)	6-25	+	8- 7
84,312	Athletic Varieties (8)	7-23	+	8-28
84,313	Strikes to Spare (8)	8-20	+	10-30
	1948-49 SEASON			
94,301	Texas Redheads (8)	9-24	±	11- 6
94,302	Frozen Fun (8)	10-22	±	12-25
94,303	Athletic Stars (8)	11-19		....
	RAY WHITLEY WESTERN MUSICALS			
	(Relssues)			
	1948-49 SEASON			
93,501	Keep Shooting (16)	9-10	±	11-27
93,502	Range Rhythm (17)	10-15		....
93,503	Cactus Capers (17)	11-19		....
	SCREEN LINER			
	1948-49 SEASON			
94,201	Jan August and Piano Magic (7)	10-29	+	11-27
94,202	Block Party (7)	11-26		....
94,203	It Pays to Be Ignorant (..)	12-24		....
	SPECIALS			
83,601	Twenty Years of Academy Awards (19)	4- 2	‡	4- 3
83,801	Basketball Headlines of 1948 (18)	4-23	‡	5- 8
80,842	Louis-Walcott Fight No. 2 (18)	6-25		....
	1948-49 SEASON			
93,901	Football Headliners of 1948 (16)	12-10		....
	THIS IS AMERICA			
83,105	Photo Frenzy (16)	3- 5	‡	3-13
83,106	Funny Business (18)	4- 2	+	4- 3
83,107	Democracy's Diary (16)	4-30	‡	5- 8
83,109	Letter to a Rebel (17)	6-25	‡	7- 3
83,110	Sports Golden Age (17)	7-23	+	8- 7
83,111	Glamour Street (16)	8-20	‡	8-28
83,112	Friend of the Family (16)	9-17	‡	10- 9
83,113	Who's Delinquent? (17)	10-15	+	11- 6
	1948-49 SEASON			
93,101	County Fair (17)	11-12	‡	11-27
93,102	Girls in White (17)	12-10	‡	12-25

20th Century-Fox

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DRIBBLE PUSS PARADE

8902 Dying to Live (9).....May + 6- 5

FEMININE WORLD

8601 Something Old—Something New (Ilka Chase) (8).....Feb. + 2-28
8602 Fashioned for Action (Ilka Chase) (8).....Apr. ± 4-17

MARCH OF TIME

Vol. 14, No. 5 The Presidential Year (18) .....12-26 ....
Vol. 14, No. 6 The Cold War (18) ..... 1-24 ‡‡ 1-31
Vol. 14, No. 7 Marriage and Divorce (17) .....Feb...‡‡ 2-28
Vol. 14, No. 8 Crisis in Italy (17) .....Mar. + 4-10
Vol. 14, No. 9 Life With Junior (18) .....Apr. ....
Vol. 14, No. 10 Battle for Greece (18) .....May + 5-15
Vol. 14, No. 11 The Fight Game (18) .....June + 6-12
Vol. 14, No. 12 The Case of Mrs. Conrad (18) .....July ‡‡ 7-10
Vol. 14, No. 13 White Collar Girls (17) .....Aug. + 8- 7
Vol. 14, No. 14 Life With Grandpa (19) .....Sept. ‡‡ 9-18
Vol. 14, No. 15 Battle for Germany .....Oct. ‡‡ 10-16
Vol. 14, No. 16 America's New Air Power (..) .....Nov. ....

MOVIETONE ADVENTURES

8254 ⊛Copenhagen Pageantry (8) .....Jan. + 4-10
8203 Sky Thrills (9).....Mar. + 4-10
8255 ⊛Scenic Sweden (8).....June + 6- 5
8204 Majesty of Yellowstone (9) .....July ‡‡ 6- 5
8256 ⊛Riddle of Rhodesia (8)..July + 8-14
8257 ⊛Bermuda (8) .....Aug. + 8-14
8258 ⊛Desert Lights (8).....Aug. + 8-14
8259 ⊛Portrait of the West (8).Oct. ....
8260 ⊛Way of the Padres (8)..Dec. ....

MOVIETONE SPECIALTY

8801 Symphony of a City (11).Sept. + 10-23

MOVIETONE NEWS
(Released Twice Weekly)

SPORTS

8352 ⊛Aqua Capers (8).....Jan. + 4-10
8802 Olympic Class (10).....Feb. + 3- 6
8853 ⊛Playtime in Scandinavia (8) .....Apr. ‡‡ 4-24
8303 Everglades Adventure (9)..May ± 2-28
8304 Football Finesse (10)....Sept. + 8-14
8305 Olympic Water Wizards (9) .....Nov. ....
8306 Yankee Ski-Doodle (9)....Dec. ....

TERRYTOONS
(Technicolor)

8510 Talking Magpies in Hitch Hikers (7) .....12-21 + 4-24
8511 Mighty Mouse in Lazy Little Beaver (7) .....12-26 + 4-17
8512 Felix the Fox (7).....Jan. ± 4-17
8513 Talking Magpies in Taming the Cat (7) .....Jan. ‡‡ 4-24
8501 One Note Tony (7).....Feb. + 9-27
8514 Mighty Mouse and the Magician (7) .....Mar. ± 6- 5
8515 Gandy Goose and the Chipper Chipmunk (7) .....Mar. — 8-14
8516 Hounding the Hares (7)..Apr. ....
8517 Mighty Mouse and the Feudin' Hillbillies (7) .....Apr. ± 6- 5
8518 Mystery in the Moonlight (7) .....May ....
8531 The Butcher of Seville (7), reissue .....May ....
8532 Mighty Mouse in the Green Line (7), reissue..May ....
8520 Talking Magpies in Sleepless Night (7) .....June ± 8-14
8521 Mighty Mouse in the Witch's Cat (7) .....July ± 8-14
8522 The Talking Magpies in Magpie Madness (7) .....July ± 8-14
8523 Mighty Mouse in Love's Labor Won (7) .....Aug. + 8-14
8524 The Hard Boiled Egg (7).Sept. + 10-23
8525 Mighty Mouse and the Mysterious Stranger (7) .....Oct. + 10-23
8526 The Talking Magpies in Free Enterprise (7) .....Oct. + 10-23
8527 Mighty Mouse in Triple Trouble (7) .....Nov. ....
8528 Talking Magpies in Out Again in Again (7).....Nov. ....
8529 Mighty Mouse in the Magic Slippers (7) .....Dec. ....

Universal-International

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ANSWER MAN SERIES

3391 Wind, Curves and Trapdoor (8) .....12-22 ....
3392 Hall of Fame (7)..... 1-19 ± 4- 3
3393 Men, Women and Motion (8) ..... 3-15 + 5-29
3394 Flood Waters (8)..... 4-26 + 7-24
3395 Mighty Timber (9)..... 6-21 ‡‡ 7-31
3396 Rockets of the Future (8) 7- 5 ....
3397 Water Battlers (7)..... 8-16 ....
3398 Home of the Iceberg (8) 8-23 + 10-30

LANTZ CARTUNES
(Technicolor—Reissues)

3321 Knock Knock (reissue) (7) .....Mar. ....
3322 Syncopated Sioux (..)....May ....
3323 Woody Woodpecker (..)...July ....
3324 Scrub Me Mamma (..)..Sept. ....
3325 Nutty Pine Cabin (..)...Oct. ....
1948-49 SEASON
4321 Pantry Panic (..).....Nov. ....
4322 Hollywood Matador (..)..Nov. ....

MUSICAL WESTERNS

3351 Hidden Valley Days (27) 2- 5 ± 3-13
3352 Powder River Gunfire (24) ..... 2-26 + 4- 3
3353 Echo Ranch (25)..... 4- 1 ‡‡ 5-29
1948-49 SEASON
4301 Rhythm Masters (15)....Nov. ....

NAME BAND MUSICALS

3302 Drummer Man (15).....12- 3 ± 1-24
3303 Carlos Molina & Orch. (15) .....12-31 + 1-24
3304 Tex Beneke & Orch. (15) 3- 3 + 3- 6
3305 Woody Herman & Orch. (15) ..... 3- 3 + 4- 3
3306 Red Ingle and His Natural Seven (15) ..... 6-16 ± 5-29
3307 Tex Williams & Orch. in Western Whoopee (15). 6-23 ‡‡ 7-24
3308 Jimmy Dorsey & Orch. (15) 8-18 ....
3309 Charlie Barnet & Orch. in Redskin Rhumba (15) 9-15 ....
3318 Buddy Rich & Orch. (15) 10-13 ± 10-30

SING AND BE HAPPY SERIES

2388 Lamp Post Favorites (9) 2- 2 ± 4- 3
3381 Spotlight Serenade (10). 3-29 ± 4-10
3382 Singin' the Blues (10).. 6-14 + 7-24
3383 River Melodies (10)..... 7- 5 + 7-24
3384 Songs of the Season (10).10-11 ....
3385 Hits of the Nineties (10).10-18 ....
3386 Let's Sing a Love Song (10) .....11-22 ....
3387 Sing While You Work (10) .....11-29 ....
1948-49 SEASON
4381 Choo Choo Swing (10)..11- 1 ....
4382 The Year Around (10)..12- 6 ....

SPECIALS

2202 Harnessed Lightning (17) 11-12 ....
5555 ⊛The Royal Wedding (31) .....11-27 ....
2201 Fight of the Wild Stallions (20) .....12-24 ‡‡ 9-27
3201 Snow Capers (19)..... 2-18 + 3- 6
1948-49 SEASON
4201 Cheating in Gambling (..)... ....
4203 Christmas Dream (11)..11-22 ....

UNIVERSAL NEWS
(Released Twice Weekly)

VARIETY VIEWS

3342 Chimp Aviator (9).....11-17 + 11-15
3343 Brooklyn Makes Capital (10) ..... 2- 9 ± 3-13
3344 Whatta Built (10)..... 6- 7 ± 5-29
3345 Copa Carnival (9)..... 6-28 + 7-24
3346 Paris on the Plata (9).. 7-12 ....
3347 Gaucho Fiesta (9)..... 8-16 ± 10-30
3348 Call of the Canyon (10).10-18 ± 10-30
1948-49 SEASON
4341 Canada Calls (9).....11- 8 ....

Warner Bros.

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BLUE RIBBON HIT PARADE
(Technicolor)

4306 Circus Today (7)..... 5-22 ....
4307 Little Blabber Mouse (7) 6-12 + 8- 7
4308 The Squawkin' Hawk (7) 7-10 + 8-21
4309 Tale of Two Kitties (7) ..... 7-31 ....
4310 Pigs in a Polka (7)... 8-14 ....
4311 Greetings Bait (7)..... 8-28 ....
4312 Hiss and Make Up (7).. 9-18 ....
4313 Hollywood Steps Out (7).10- 2 ....
1948-49 SEASON
5301 An Itch in Time (7)....10-30 + 9- 4
5302 Fin'n Catty (..).....12-11 ....

BUGS BUNNY SPECIALS
(Technicolor)

3723 Rabbit Punch (7)..... 4-10 + 5- 1
3724 Buccaneer Bunny (7)... 5- 8 ....
3725 Bugs Bunny Rides Again (7) ..... 6-12 + 7-24
3726 Daredevil Hare (7)..... 7-24 ....
1948-49 SEASON
4719 Hot Cross Bunny (7)... 8-21 ....
4720 Hare Splitter (7)..... 9-25 ‡‡ 11- 6
4721 My Bunny Lies Over the Sea (7) .....12- 4 ....

FEATURETTE
1948-49 SEASON

5101 Football Magic (20).... 9-11 + 9- 4
5102 Grandfather's Follies (20) .....11-13 + 12- 4

JOE McDOAKES COMEDIES

4405 So You Want to Build a House (10)..... 5-15 ....
4406 So You Want to Be a Detective (10) ..... 6-26 ± 8-21
1948-49 SEASON
5401 So You Want to Be in Politics (10) .....10-23 ± 9- 4
5402 So You Want to Be on the Radio (10) .....11- 6 ....

MELODY MASTERS

4606 Henry Busse & Orch. (10) 5-15 + 6-12
4607 The Saturday Night Swing Club (10) ..... 6-19 ± 7-17
4608 Joe Reichman & Orch. (10) ..... 7-17 + 8-21

MEMORIES OF MELODY LANE

4205 Let's Sing a Stephen Foster Song (10) ..... 5- 8 + 5- 1
4206 Let's Sing a Song from the Movies (10)..... 7-17 + 9-18

MERRIE MELODIES
(Color)

3717 I Taw a Putty Tat (7).. 4- 3 ± 5- 1
3718 Hop, Look and Listen (7) 4-17 + 5- 1
4701 Nothing but the Tooth (7) ..... 5- 1 + 6-12
4702 Bone Sweet Bone (7).. 5-22 + 7-17
4705 The Rattled Rooster (7) 6-26 ....
4704 Up-Standing Sitter (7).. 7- 3 + 9-18
4703 The Shell Shocked Egg (7) ..... 7-10 ....
4706 You Were Never Duckier (7) ..... 8- 7 ....
4707 Dough Ray Me-Ow (7).. 8-14 ....
4708 The Pest That Came to Dinner (7) ..... 9-11 ....
4709 Odor of the Day (7)....10- 2 + 11-13
4710 The Foghorn Leghorn (7) 10- 9 + 11- 6
4711 A Lad in His Lamp (7)..10-23 ....
4712 Daffy Dilly (7).....10-30 ‡‡ 11-13
4713 Kit for Cat (7).....11- 6 + 12- 4
4714 Stupor Salesman (7)....11-20 + 12- 4
4715 Riff Raffy Daffy (7)...11-27 + 12- 4
4716 Scaredy Cat (7).....12-18 ....

SPORTS NEWS REVIEW
1948-49 SEASON

5601 Roaring Wheels (10)....10- 2 + 9- 4
5602 Ski Devils (10).....12- 4 + 12- 4

SPORTS PARADE
(Technicolor)

4508 Built for Speed (10).... 6- 5 + 7-24
4509 Fighting Athletes (10).. 5- 1 + 5- 1
4510 The Race Rider (10).... 6-19 + 7-17
4503 A Nation on Skis (10).. 7-31 ....
4511 Playtime in Rio (10).. 8-14 ....
4511 Sports Down Under (10) 9-18 ....
4513 Gauchos of the Pampas (10) .....10- 9 + 11-13
1948-49 SEASON
5501 Jungle Man Killers (10).11- 6 + 9- 4
5502 Sportsmen of the Far East (10) .....12-18 + 12- 4

TECHNICOLOR ADVENTURES

4806 Living With Lions (20).. 6- 5 ....
1948-49 SEASON
5801 Mysterious Ceylon (10).. 9-25 + 9- 4
5802 Bannister's Bantering Babies (10) .....12-11 + 12- 4

TECHNICOLOR SPECIALS

4005 Calgary Stampede (19).. 5-29 + 6-12
4006 A Day at the Fair (20).. 7- 3 ‡‡ 7-24
4007 The Man From New Orleans (20) ..... 9- 4 ....
4008 My Own United States (20) .....10-16 ‡‡ 9- 4
1948-49 SEASON
5001 Sons of Liberty (21) Reissue .....11-20 + 9- 4
5003 Princely India (20).....12-25 ....

WARNER-PATHE NEWS
(Released Twice Weekly)

Miscellaneous

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ASTOR

Vol. 1, No. 1 ⊛Makers of Destiny (15) ..... ± 6- 5

REPUBLIC

CARTOON

761 ⊛It's a Grand Old Nag (8) .....12-20 ‡‡ 12-13

SERIALS

694 The Black Widow.....11- 1 ....
13 Chapters
791 G-Men Never Forget..... 1-31 ....
12 Chapters
792 Dangers of the Canadian Mounted ..... 4-24 ....
12 Chapters
793 Dick Tracy Returns (re-release) ..... 7-17 ....
15 Chapters
794 Adventures of Frank and Jesse James .....10-30 ....
13 Chapters
... Federal Agents vs. Underworld, Inc. (12 Chapters) .. 1-29 ....

UNITED ARTISTS

LANTZ CARTUNES
(Technicolor)

... Banquet Busters (7).... 3-12 + 2-14
... Kiddie Koncert (7)..... 4- 2 ‡‡ 4-17
... Wacky Bye Baby (7).... 7-16 ± 4-24
... Pixie Picnic (7)..... 6-14 ‡‡ 4-17
... Wet Blanket Policy (7).. 8-27 ....
... Playful Pelican (7)..... 9- 8 ....
1948-49 SEASON
... Dog Tax Dodgers (6)....11-26 ....
... Wild and Woody (6).....12-31 ....

LOEW MUSICOLOR

... Engulfed Cathedral (7)....June + 9-20
... Moonlight (7) ..... 8-29 + 9-20
... Enchanted Lake (7).....10-30 + 12- 6
... Fingal's Cave (10)..... 3-26 ± 2-14
... Liebestrum (7) ..... 5- 7 ....

INDEPENDENTS

Make Way for Youth (18) Nat'l Social Welfare Ass'n.. + 2-28
A Matter of Time (20) Carroll Films ± 3-13
Hungry Minds (11) National Film Board ..... ± 4-24
Mercy Flight (10) National Film Board ..... + 4-24
All-American Soap Box Derby (25) Emerson Yorke..... + 5- 8
Cyrano de Bergerac (10) English Films ..... + 5-29
The Church in the Atomic Age (19) Film Program Service..... + 5-29
First Steps (11) Film Program Service ..... + 5-29
Children's Republic (23) A.F. Films ..... ‡‡ 7-24
A-1, 3-C, 4-D Spiritual Sing-a-Longs (10) Sack..... + 9- 4
Pretty Woman (10) Sack..... + 9- 4
Piano Moods (10) Sack..... + 9- 4
This Way to Nursing (20) Emerson Yorke ..... + 9-18
Science in Bloom (10) National Film Board of Canada..... + 10- 2
Get Rid of Rats (10) National Film Board of Canada..... + 10- 2
It's Fun to Sing (10) National Film Board of Canada..... + 10- 2
Highlights of the United Nations Year (10) Siritzky Int'l.... + 10-16
Fact and Fantasy (7) A.F. Films.. — 10-30
Kabylia (10) A.F. Films..... + 10-30
Journey to Mecca (15) A.F. Films.. + 10-30
... Memories of Shakespeare (30) Hoffberg ..... + 12-11
... The Work of Charles Dickens (30) Hoffberg ..... — 12-11

Mr. Groundling Takes the Air

Paramount (Pacemaker) 11 Mins.

Good. An amusing short which is bound to make many people forget their fears about air travel. Tom Ewell, star of the Broadway revue, "Small Wonder," is a perfect type for an everyday citizen, John Groundling, who goes through the anguish of his first ride in a plane. He goes into the plane quaking with fear and not caring whether he lives or dies. When he lands after a smooth and uneventful ride, he is ready to bolster the courage of another first-timer.

The Old Shell Game

Paramount (Noveltoon) 7 Mins.

Good. Willie the Wolf is the star of this amusing Technicolor cartoon but the wily Teddy Turtle gets most of the laughs. Willie is so hungry that even the thought of a turtle steak makes his mouth water. But Teddy is a wary opponent and almost cooks Willie in his own fire. The frustrated wolf finally gives up and chases after a worm steak.

Solar Secrets

Paramount (Popular Science) 10 Mins.

Good. Latest developments in the study of the sun for the benefit of mankind are shown in this interest-holding short. High up in the Colorado mountains, scientists are using the coronagraph to reveal vast chemical eruptions from the sun's fiery rim. Other subjects shown are a new electric range which can cook a turkey in 15 seconds and a type of hobby horse used by Fred MacMurray in keeping fit.

Frozen Fun

RKO (Pathe Sportscope) 8 Mins.

Fair. Similar to other shorts released during the winter season, this has some well-photographed shots of the ski enthusiasts and the places where they gather following the first snowfall. At the Chateau Frontenac, ski trains make regular schedules to take care of the legion of sports fans. The novices are shown attending a ski class and then Gretchen Fraser, only woman to ever win the Olympic skiing title, demonstrates her rare form.

Girls in White

RKO (This Is America) 16 Mins.

Very good. An extremely interesting, as well as inspirational, story of one of the most needed professions in the world—nursing. The picture follows all the steps in the nursing career of an average girl, from the time she registers for her training. After many months of pre-clinical work, she gets her nurse's cap and enters hospital service. Eventually, she either becomes a surgeon's assistant, or specializes in obstetrics or public health.

Three for Breakfast

RKO (Walt Disney Cartoon) 7 Mins.

Good. Donald Duck again mixes up with two happy little chipmunks, Chip and Dale, in this lively cartoon. The chipmunks interrupt Donald while he is making pancakes and his breakfast disappears before his very eyes. In order to get even, Donald starts making them out of rubber cement but the gag backfires and his house becomes a shambles.

The Talking Magpies in Goony Golfers

20th Century-Fox (Terrytoon) 7 Mins.

Good. The two noisy and meddlesome magpies, Heckle and Jeckle, go through another mad and merry cartoon adventure. The mischief loving birds are interrupted while playing cards in the branches of a tree by a flying golf ball. They decide to discourage golfing by caddying for a tough dog. They torture him at every hole and finally present him with a trophy which blows up in his face.

Yankee Ski Doodle

20th Century-Fox (Sports) 9 Mins.

Good. A splendidly photographed review of skiing in New England. Two decades ago at Woodstock, Vt., the first two rope in America was built. Nowadays, four lifts carry 16,900 passengers in a single day. The camera also catches leading exponents of French and Swiss ski-art as they speed down the snow slopes. Some of the experts even try a Viennese waltz and a polka on skis.

In the Newsreels

Movietone News, No. 100: President Truman; Mrs. Eleanor Roosevelt; President Prio greeted in New York; Russian airmen flee from curtain; new type helicopter; water show; horse racing—Citation wins $50,000 Tanforan handicap; spirit of Christmas.

News of the Day, No. 230: Aviation's newest marvel; Israel's president visits Jerusalem; President Truman gets Christmas turkey; first films of the new WACS; lighter side of the news; pro-football playoff; wonder horse wins again; new desert paradise.

Paramount News, No. 33: Helicopter magic; women in uniform make news; Quebec welcomes a favorite son; Newfoundland signs to join Canada; preholiday visit with the President; Palm Desert, Calif.—Wasteland to wonderland.

Universal News, No. 204: Weizman in Jerusalem—Arabs get aid; helicopter spectacle test given new type; aluminum shoes; Perry Brown's homecoming; San a Heim; football.

Warner Pathe News, No. 35: Racing—Citation wins again; football—Bills vs. Colts; Pathe News records Christmas spirit around the world.

•

Movietone News, No. 101: Thousands of lives lost in sinking of Chinese vessel; endurance flyers; airlift training; fog fails to halt Berlin airlift; season's greetings—New York, Washington, Florida; boxing; bike racing.

News of the Day, No. 231: UN assembly ends stormy Paris session; hundreds die in Chinese ship disaster; baby gorilla enjoys modern zoo life; deep sea "santa"; battling bambinos make leather fly; bike marathon is bloody affair; holiday greetings from embassy kiddies.

Paramount News, No. 34: Gloves in bloom; zoo news; China ship disaster; UN ends Paris session; charity at yule time.

Universal News, No. 205: UN adjourns Paris session; thousands lose lives in Chinese shipwreck; return of prisoners; baby gorilla; boxing kids; season's greetings from Spellman and embassy youngsters.

Warner Pathe News, No. 36: UN closing; Pan-American trouble; Chinese disaster; endurance flyers; kiddies at Christmas; color fashions; Great Events—Washington crossing the Delaware.

•

Telenews Digest, No. 50: Violence in Costa Rica; Mexico—Anniversary of revolution; Germany; France; England; Austria; the spy case; Klan tries comeback; helicopter "flivver"; Virginia; Washington; San Francisco; New York; Citation wins $50,000 race; Buffalo wins football title.

Exhibitor Has His Say

(Continued from page 3)

patrons love and it will make them laugh.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patronage. ★★★

River Lady (U-I)—Yvonne DeCarlo, Dan Duryea, Rod Cameron. While Universal may not make as many good pictures for small towns as Republic, this does well and is well received. It did above average business. The only criticism was the lack of songs. The one song in the beginning of the picture was well received. Played Sun., Mon., Tues. Weather: Snow.—Agnes Fraker, Congress Theatre, Palouse, Wash. Small town patronage. ★

River Lady (U-I)—Yvonne DeCarlo, Dan Duryea, Rod Cameron. This is a very good action picture for the weekend, in color, with a good cast, and the picture moves right along. Played with a western and had a very good double bill that drew better than average. This is not too long, with a short western and cartoon. Played Fri., Sat. Weather: Fair.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. ★★★

Tap Roots (U-I)—Van Heflin, Susan Hayward, Boris Karloff. The best picture that Universal has ever made. I think that Susan Hayward should be one of this year's Academy award nominees for her fine performance. I think she would have been a great Scarlet O'Hara in GWTW. By all means play this picture. Played Sun., Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ★★★

WARNER BROS.

Life With Father (WB)—William Powell, Irene Dunne, Elizabeth Taylor. Our patrons liked this picture and it was the first time we had played it. We are not going for the "advanced price" deal. With normal times we would have done plenty of business on it, because this is the type of picture that our patrons like. It is worth a date on your best time and will do you good. Played Tues., selman, Roach Theatre, Lincoln, Kas. Small Wed., Thurs. Weather: Fair.—Mayme P. Mustown patronage. ★★★

My Girl Tisa (WB)—Lilli Palmer, Sam Wanamaker, Akim Tamiroff. I liked this wholesome human story of young people but apparently the public didn't see it that way, as crowds were below average and there were several walkouts—an unusual thing here. Played Thurs., Fri., Sat. Weather: Fair.—R. W. Burgess, Roxy Theatre, McCluskey, N. D. Rural and small town patronage. ★★

Romance on the High Seas (WB)—Jack Carson, Janis Paige, Don DeFore. An excellent Technicolor musical. It did over average business here. Business was off due to sickness. Played Sun., Mon. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. ★★★

Treasure of Sierra Madre (WB)—Humphrey Bogart, Walter Huston, Tim Holt. This is a bit rough in spots, but a good story with wonderful acting by the stars. Apparently this isn't the type of show for us as our crowds were below average. I figured it would draw better. Played Sun., Mon., Tues. Weather: Cold and damp.—R. W. Burgess, Roxy Theatre, McCluskey, N. D. Rural and small town patronage. ★★

Adventures of Don Juan

F — Melodrama (Technicolor)

Warner Bros. (812) — **113 Minutes** — **Rel. Jan. 29, '49**

Herein Errol Flynn reverts to the type of role which first won him fame and fortune. The yarn of the swashbuckler of easy virtues was bench-tailored for the considerable Flynnian talents along those lines and resultantly the picture looks like money in the bank for any show house in which it is booked. Wisely the amorous passages of the offering are written, directed and delineated with a very obvious tongue-in-cheek approach, which phase will delight the more sophisticated spectators. But the redoubtable Don's toying with the tender passion merely serves as a hook upon which is hung a good, old-fashioned cloak-and-dagger melodrama, replete with spectacle, chases, fights, intrigue, sword-play and other elements to warm the hearts of the action devotees. Handsomely produced, the picture is lush throughout. Directed by Vincent Sherman.

Errol Flynn, Viveca Lindfors, Robert Douglas, Alan Hale, Romney Brent, Ann Rutherford, Robert Warwick.

Whiplash

F — Drama

Warner Bros. (811) — **91 Minutes** — **Rel. Jan. 15, '49**

While in some phases the story tries to be so hard-boiled that it challenges realism, the over-all effect of this high-speed drama is one that will greatly appeal to the average ticket-buyer, which endows the film with great promise as a top-bracket grosser. The prizefight game is the backbone of the yarn, but blended therewith is a torrid romance, a dash of gangsterism and a garnishment of idealism. There's an explosive climax which alone justifies the price of admission and the fight sequences are sufficiently gory and convincing to satisfy the devotees of legalized mayhem. Performances are generally acceptable, most especially those contributed by Dane Clark, possibly his best to date, and the characteristically brittle comedy relief supplied by Eve Arden. Production accoutrements reflect a generous budget and Lew Seiler's direction gives the offering its needed tempo.

Dane Clark, Alexis Smith, Zachary Scott, Eve Arden, Jeffrey Lynn, S. Z. Sakall, Alan Hale, Douglas Kennedy.

Angel on the Amazon

F — Drama

Republic (720) — **86 Minutes** — **Rel. Nov. 1, '48**

Starting out as a saga of high adventure in the jungles, this winds up as a study in psychiatry in staid Pasadena, Calif. And while covering that chunk of geography, it charts a comparably wide range of literary license; so wide, in fact, that spectators may find unbelievable the story premise which has Vera Ralston in the title role as sort of a modern "She" who stays just as young as her 20-year-old daughter. Vera portrays both, of course. The picture's best bet is found in the strong and effective co-starring lineup and in impressive production mountings. Much of the motivation takes place in Rio and through the adroit use of process shots, that romantic city furnishes backgrounds and atmosphere which give the film considerable of a boost in entertainment values. For those productional assets and good direction credit goes to John H. Auer.

George Brent, Vera Ralston, Brian Aherne, Constance Bennett, Fortunio Bonanova, Alfonso Bedoya, Gus Schilling.

Siren of Atlantis

F — Drama

United Artists (574) — **78 Minutes** — **Rel. Dec. 17, '48**

Exotic stuff, this. So exotic, in fact, that some spectators may encounter difficulty in trying to determine what it's all about. The picture's first and best chance for commercial success lies in its considerable exploitation quotient, which exploitation can stress sex and adventure, the offering's principal literary assets. Fitting into those elements, and doing her level best to read drama into her over-accented seductiveness, Maria Montez portrays the ageless queen of a lost empire which periodically is rediscovered by hardy hombres who go expeditioning. Those intrepid investigators are, of course, always young and desirable—to the queen, that is. So she enslaves them and toys with their love and emotions until she tires thereof or a new victim stumbles in. Producer Seymour Nebenzal mounted the vehicle to give it an aura of productional opulence, which, too, will aid in its merchandising. Directed by Gregg Tallas.

Command Decision

F — War Drama

MGM (——) — **113 Minutes** — **Rel. ————**

If for no other reason than the marquee magnetism of its striking lineup of male stars this should prove to be something of a bonanza in any theatre into which it is booked. And to assure its success, the film generously fulfills the promise of its impressive cast. Different from earlier war dramas built around the heroic activities of the army air corps during the closing days of World War II, there isn't a single foot of air combat film. Rather, the story deals with the work of the general officers who directed the brave lads who fought the battles. Nor does it pull any punches in exposing some of the mistakes, politics and foibles in such higher echelon. Almost documentary in its approach and apparently unusually authentic as to technical details, the film is thoroughly engrossing while performances, of course, are excellent. Directed by Sam Wood.

Clark Gable, Walter Pidgeon, Van Johnson, Brian Donlevy, Charles Bickford, John Hodiak, Edward Arnold.

Act of Violence

F — Drama

MGM (——) — **83 Minutes** — **Rel. Feb. 11, '49**

An intensive manhunt as the main theme of a motion picture has proven its effectiveness in countless screen offerings. Herein it is again employed with all of the suspense, grimness and excitement inherent to the subject and bolstered by a new story twist which generates considerable additional entertainment worth. With such basically sound plot ingredients entrusted to a star-dotted, hard-working, ably-directed cast, the result is an above-average dramatic feature which should score solidly in both critical reactions and general patronage. Van Heflin is the hunted, Robert Ryan the hunter, and they split a substantial jackpot of acting honors, which is no meager accomplishment in view of the strength and contribution of a name-heavy supporting cast. Ryan, obsessed with a desire for vengeance, goes gunning for Heflin, his former army captain who sold out his comrades in a German prison camp. Directed by Fred Zinnemann.

Van Heflin, Robert Ryan, Janet Leigh, Mary Astor, Phyllis Thaxter, Berry Kroeger, Taylor Holmes, Harry Antrim.

Mr. Perrin and Mr. Traill

F — Drama

Eagle Lion (——) — **91 Minutes** — **Rel. ————**

A splendid character study of life in a staid British school for boys, this Rank picture concentrates on the personal problems of the faculty rather than the students. David Farrar has some following with feminine patrons, but the unfortunate choice of title will hurt the picture's boxoffice draw generally. It will cause favorable comment and do good business in art houses and a few metropolitan spots. From a slow beginning, which shows the dull, day-by-day life of a group of frustrated professors, the story builds steadily up to a gripping, suspenseful climax. The romantic angle is introduced logically and the film is filled with amusing human interest touches. David Farrar is excellent as Traill, a young teacher who resents the deadly routine imposed by his middle-aged colleague, Perrin. Marius Goring manages to win sympathy in his portrayal. Lawrence Huntington directed.

David Farrar, Greta Gynt, Marius Goring, Raymond Huntley, Finlay Currie, Edward Chapman, Mary Jerrold.

Jungle Jim

F — Outdoor Drama

Columbia (134) — **73 Minutes** — **Rel. Dec. '48**

Action drama without the appeal of Tarzan, since Johnny Weissmuller wears traditional tropic trousers and swings from no trees. A number of jungle life closeups will appeal to many, though some of the scenes are a bit terrifying for young children, such as the battle with the lion. A woman scientist heads a scientific expedition to find the drug which paralyzes, used on native arrows, but which also has curative powers for paralysis in small doses. This also results in a treasure hunt, a renegade photographer attaching himself to the safari. Finding a temple full of jewels and gold, the white adventurers escape being sacrificed to an idol in that old nick of time—all but the renegade villain who is shown falling into a fiery pit. Some half-hearted romancing but the best parts of the picture are the really good jungle shots. William Berke directed.

Johnny Weissmuller, Virginia Grey, George Reeves, Lita Baron, Rick Vallin, Holmes Herbert, Tex Mooney.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Command Decision"**

In addition to plastering Clark Gable's name all over the marquee, lobby easels and advertising, emphasize this is the film version of one of Broadway's greatest recent hit plays. Tie in with local U.S. air force recruiting stations—perhaps a "branch" station could be set up in theatre lobby during the picture's run. Check newspaper files for names of air force pilots in your community and set up interviews. Invite them and their families to attend the first-night showing as your guests.

CATCHLINES:

The Most Adventure-Crammed Story the Screen Has Ever Shown . . . A Saga of Glory in the Air . . . Speeding to You Out of the Blue . . . Reaching New Ceilings as Red-Blooded, Power-Packed Dramatic Entertainment.

There's a New Thrill in the Entertainment Sky . . . The Compelling, Unforgettable Film Version of Broadway's Greatest Hit . . . The Story of a Heroic Struggle for Supremacy . . . In the Air Over Europe . . . During the Last War.

SELLING ANGLES: **"Act of Violence"**

Van Heflin's role as a hunted man could be incorporated into a variation of the time-tried "identification" stunt. After a suitable advance buildup, spot a man resembling Heflin in prominent localities around town, with guest tickets going to the first dozen people identifying him. Use the title in a tieup on a safe-driving "crusade," with copy such as: "Don't commit an 'Act of Violence'—your car can be a murder weapon—drive safely!" Use life-sized cutouts of Heflin and Robert Ryan, as his pursuer, for your lobby centerpiece.

CATCHLINES:

You'll Never Forget the Fury of Its Adventure . . . The Suspense of Its Story . . . The Impact of Its Romance . . . It's the Picture That's Destined to Pursue Your Emotions Endlessly . . . Relentlessly.

Never Has the Screen Searched So Deeply . . . Into the Love, Fear and Passion . . . That Lie Hidden in the Human Heart . . . Here's More Excitement and Suspense . . . Than Any Picture You've Seen in All Your Life.

SELLING ANGLES: **"Mr. Perrin and Mr. Traill"**

The title has no selling value except for possible book store displays of the novel by Hugh Walpole. Play up the romantic angle by a frame of stills of David Farrar, who attracted feminine attention here in "Black Narcissus" and "Frieda," and of Greta Gynt, who also played in "Dear Murderer." Mention that Marius Goring has the male lead in "The Red Shoes." Another prominent British player is Finlay Currie, who scored in "Great Expectations."

CATCHLINES:

A Breath of Vigorous Life Comes into a Staid, Stuffy Classroom . . . Love Blossoms Even in Dark and Dingy Places . . . The Realistic Novel by Hugh Walpole Leaps to Thrilling Life on the Screen.

David Farrar, Star of "Black Narcissus," in Another Great Romantic Role . . . Hopelessly in Love With One Woman While Tied to the Apron-Strings of Another . . . The Stars of "Black Narcissus" and "The Red Shoes" Unite in a Colorful Tale of Students and Their Teachers.

SELLING ANGLES: **"Jungle Jim"**

Since this is based on the newspaper comic feature, make a tieup with the paper locally which carries it and with comic book distributors. Play up the "strong man" roles in which Johnny Weissmuller plays and use stills of him in the lobby. Also use jungle shots of animals in the lobby and stage a jungle quiz for the youngsters in the audience. Or a contest of the different wrestling holds shown in the film.

CATCHLINES:

Star of Tarzan Fame in His Most Exciting Role . . . Hunting a Long-Lost Treasure Hoard Through Africa's Deadliest Jungles . . . The Tarzan Star in a Great New Role as the Far-Famed Jungle Daredevil.

The Jungle's Greatest Soldier of Fortune at His Thrill-Tingling Best on the Screen! . . . The Adventure Idol of Millions on the Screen at Last . . . An Action Roaring Safari . . . Mad Elephants on a Death-Dealing Rampage . . . Hand-to-Hand Struggle With a Man-Eating Lion!

SELLING ANGLES: **"The Adventures of Don Juan"**

Don Juan has been renowned through history for his amorous prowess—an angle not to be overlooked in exploitation. Secure newspaper and/or radio backing for a contest in which women vote for or against Don Juan as "the man of my dreams." Best entries pro or con win prizes. Tieups with men's stores are indicated along the lines: "Want to be a modern 'Don Juan'? Wear Blank suits," etc. A life-sized cutout of Flynn, brandishing his sword, could be used as lobby centerpiece.

CATCHLINES:

Flaming Love and Flaming Swords . . . The Most Famous of All Romantic Adventurers Sweeps Across the Screen . . . It's Errol Flynn as Don Juan . . . Dashing Soldier and Audacious Lover . . . Entangled in a Web of Intrigue . . . In the Picture You'll Never Forget.

Adventure the World Has Thrilled to for Centuries . . . In a Picture It Will Never Forget . . . As the King of Romance Crosses Swords With Danger . . . Risking His Life for Love and Glory.

SELLING ANGLES: **"Whiplash"**

The picture's prizering atmosphere suggests many mutually cooperative tieups with sporting goods dealers, including window and counter displays. Distribute throwsheets at all local sporting events. Arrange a special invitational showing for newspaper and radio sports editors and members of a local boxing team representing a high school or college. Stuff special heralds in pulp sports magazines. Dress a husky lad in boxing togs, including a sweatshirt with picture and theatre billing, for street ballyhoo "roadwork."

CATCHLINES:

It's the Drama-Packed Story of a Guy . . . Who Kissed His Way Into Trouble . . . And Had to Fight His Way Out . . . The Sock Sensation of the Year . . . With Scene After Scene of Smashing Ring Thrills.

Action That Rocks the Screen . . . Like an Uppercut to the Jaw . . . The Story of a Born Fighter Who Tamed Them All . . . Men With His Fists . . . Women With His Kisses . . . A Knockout of a Romantic Action Drama.

SELLING ANGLES: **"Angel on the Amazon"**

Vera Ralston's portrayal of a woman who cannot grow old suggests tieups with beauty parlors and with drugstores on displays of cosmetics. Make a "jungle" front for the theatre, using papier-mache tree trunks, bamboos and vines. Have a girl dressed in shorts and pith helmet walk around town with a hunting rifle. Using a stencil and whitewash, paint "panther" tracks along the sidewalks leading to your theatre. Stage a "beauty contest" for women over 60, enlisting a newspaper or radio station to cooperate.

CATCHLINES:

The Strange Story of a Strange Woman . . . Fearless Against the Jungle . . . Yet Trembling at the Simple Notes of a Long-Forgotten Melody . . . She Was Unknowable . . . Untouchable . . . Unexplainable . . . A Woman Who Knew No Fear . . . She Was Desirable . . . Mysterious . . . And Beautiful.

A Moment of Terror Led to a Lifetime of Strangeness . . . It's Thrilling and Unforgettable . . . A New and Triumphant Screen Experience . . . Romance and Terror Blaze Together in the Story of a Strange Curse.

SELLING ANGLES: **"Siren of Atlantis"**

In the picture Maria Montez, as "Queen Antinea," is both ageless and beautiful. Based on this idea, organize a "Favorite Age" contest for women, tieing in with a beauty salon for beauty treatments or merchandise for the best answers. In cooperation with a local travel bureau arrange a tieup pegged on copy such as: "Let us help you find your modern Atlantis—paradise on earth." Check with your local UA exchange on the numerous commercial tieups effected for Miss Montez, including jewelry, cosmetics and radios.

CATCHLINES:

Strange . . . Stirring . . . Spectacular . . . The Story of the Fabulous Queen of a Lost Continent . . . Who Wrote Her Own Laws of Love . . . Never Was There an Empress Like Antinea . . . The Wicked, Wondrous Ruler of History's Most Fabled Land . . . Where Each Man Found What He Wanted.

Come With Beauteous Antinea . . . To the Fabled Continent of Atlantis . . . Where You'll Find Your Paradise on Earth . . . A Land of Endless Wonders . . . Untold Dangers . . . Living Evil . . . Unforgettable Thrills.

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Small town exhibitors! We make your limited capital go a long way! Complete Cyclex equipment, rebuilt, $495; RCA soundheads, belt drives, motors, rebuilt, $150 pair; Simplex magazines, $7.95; DeVry XD projectors at very special price. Write us. Weber portable outfit, complete, excellent, $395; Strong suprex lamphouses, rebuilt, pair, $375; Powers mechanisms, rebuilt, $114.50. What do you need? Star Cinema Supply, 459 West 48th St., New York 19.

Yes, Yes; SOS Sells for Less and good stuff, too. Nothing leaves here unless it's absolutely right. 50,000 customers the world over built SOS and keep buying here since 1926 because SOS sells for less. 1949 catalog ready. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Dual Holmes Educator Portable projectors with large magazines; lens; 1000W lamp; amplifier; speaker; rebuilt, $667.50; Dual DeVry XD Transportables complete, rebuilt, $595; RCA low frequency folded baffles, worth $300, $99.75; Dual Simplex Acme Arc Sound Projector outfit, complete, $1,295; Simplex Rear Shutter Mechanisms, excellent, $195; other Simplexes from $69.50. 1949 catalog ready. Dept C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19.

Complete booth equipment small drive-in. Used 6 months, 1 pair Strong IKW high intensity lamps and rectifiers like new. Cash or terms. Seban Amusements, Inc., 1014 Broadway, Columbus, Ga. Phone 2-7337.

500 veneer chairs; arc lamps; generator sets; RCA sound system; rectifiers; amplifiers; speakers. Many other items. Stebbins, 1804 Wyandotte, Kansas City, Mo.

1 Pair Cyclex lamps complete with transformer, generator, etc., in fine running condition, at a real bargain. Boxoffice, A-3271.

6,000 American theatre chairs. St. Louis Amusement Co., 527 N. Grand, St. Louis 3, Mo.

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Sell your theatre privately. Confidential correspondence invited. Leak Theatre Sales, 3422 Kinmore, Dallas. 1109 Orchard Lane, Des Moines, Iowa.

Is your theatre for sale? Our cash buyers are waiting. We get quick results. Will give you a prompt estimate of your present theatre value. Write us today. "Joe" Joseph, 3409 Sunset Ave. Phone Yale 2-7650, Dallas, Texas.

Is your theatre for sale? I have buyers with cash for established theatres. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Want to buy or lease theatre, anywhere west of Chicago. Have ample cash. E. D. Seekins, Box 469, Anaheim, Calif.

Wanted to buy or lease theatre in Delaware or Maryland. Please state size, price, population, etc. in first letter. All answers confidential. Boxoffice, A-3252.

Theatre owner, 25 years experience, wants to buy or lease good theatre in Texas. 700 seats or better. Might consider partnership. Give complete details. Must be good deal. Boxoffice, A-3253.

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Will buy midwest theatre. McCloughan, 125 East Second, Concordia, Kas.

Wanted to buy or lease theatre. Town 2,000 population or more. All information first letter. Confidential. Prefer Virginia, North or South Carolina. Boxoffice, A-3266.

Will buy or lease Texas small town theatre. No brokers. Confidential. Boxoffice, A-3277.

Couple want to lease small town theatre anywhere. Have owned and managed such theatres eleven years. Need month to dispose of present interests. Boxoffice, A-3272.

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In-a-car speakers, No. 7600, waterproof, cast aluminum cases. $16.75 per set. DaWo Co., 145 N. Erie St., Toledo, Ohio.

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Projection bulbs, General Electric, 1,000-watt. T.20 Mogul Pre-focus, C13D. Government surplus, new, original packages. List $6.25 our price $1.25 each (minimum order one dozen) limited offer. Send check, otherwise C.O.D. Jules Epstein, 601 Pelham Parkway, Bronx 67, N. Y.

"Phillips" Safety Carbon Savers. Ask your theatre supply dealer.

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Wanted: Projectionists and theatre managers to teach all phases of motion picture projection and theatre management. High school education required, college education preferred. Send summary of education, training, experience, references, marital status, age and state when available. Excellent opportunity for men seeking a secure future with opportunity for advancement. Address National Theatre Institute, P.O. Box 5769, Dallas, Tex.

Projectionist, general maintenance, Strawn, Tex., small town, nights, Saturday, Sunday matinee. Texas Theatre, Stanton, Texas.

Manager: Large neighborhood Deluxe. Only the best apply. Must have personality and be good house manager. Exploitation, live wire willing to work. Honest, reliable, sober. Send photo and experience in first letter. All correspondence confidential. Cleveland area. Boxoffice, A-3275.

Young, single assistant manager with plenty of ambition. Deluxe San Diego neighborhood house. Starting salary $35. Boxoffice, 3276.

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Veteran, 26, energetic, ambitious, 10 years in small towns as owners-managers. Know all phases operation. Would lease, or take theatre on percentage or accept managerial position. Prefer Southwest or Midwest. Carl S. Hall, 103 South Whitaker, Pryor, Okla.

Projectionist, age 45, family man. Sober, capable, experienced. No drifter. Desires change and permanent connection. $50 week. Available Jan. 1, 1949. References. Boxoffice, A-3246.

Manager available, over 20 years experience, all phases theatre operation. Go anywhere. Clean cut, sober, relable, best of references from the top men in the business. Boxoffice, A-3256.

House manager, advertiser, exploiteer, projectionist experience. Married, sober, reliable. Prefer Virginia, North Carolina. Boxoffice, A-3258.

Go-getter, now assistant to general manager, midwest circuit, must relocate immediately due to wife's health; prefer California, Oregon, Washington. Top man, 20 years all phases entertainment, heavy on public relations. No reasonable position, salary refused. Exchange complete details first letter. Boxoffice, A-3267.

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Positions wanted for Negro projectionists thoroughly trained and qualified in our colored school of projection. Write Placement Dept., National Theatre Institute, P. O. Box 5769, Dallas, Texas.

Purchasing Agent, six years experience. Large chain background. Available now. Paul Kliebert, 1817 N. 35th St., Milwaukee, Wis.

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Complete 24-hour theatre service, new and used equipment, plus film bookings. Globe Theatre Service and Supply Co., MA 3971 or OL 3971, Dayton, Ohio.

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Theatres for sale. Texas and southwest. Licensed broker with long theatre background. Claude Crockett, 1505 First National Bank Bldg., Dallas, Tex. Telephone R-9230.

Theatres for sale. Selected listings in Oregon and Washington now available. Write for list Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Large 900-seat downtown grind house, located on busy street in Denver, Colo. $20,000 buys 14-year lease. Cinema Amusements, Inc., 1756 Broadway, Denver, Colo.

Downtown Tulsa, Okla., 320-seat grind house. Union booth. Buy direct from owner for approximately one-half 1948 gross. Boxoffice, A-3247.

Southern California Drive-In. Moneymaker. Stand investigation. Excellent condition. Boxoffice, A-3250.

375-seat theatre and building, $16,000, located Southwest Virginia. Will pay for itself in three years. T. D. Field, Tazewell, Va.

270-seat theatre centrally located California town of 1,200 population. Deal includes complete equipment, brick building and property. Selling for approximate 1948 gross, $25,000. No dealers. Boxoffice, A-3251.

Theatre, 360 seats, Mattoon, Illinois, newly constructed. Lot 50x50, building 32x90. Parking. RCA. Floatingcumfort seats, new. Two Simplex machines. RCA sound. New draperies, air conditioned, new automatic oil heat. Price complete $37,500. Continental Investment System, 3740 Lindell, St. Louis 8, Mo.

Unusual combination 412-seat lovely theatre, modern complete ball room, two sub-rentals, fine seven-room apartment, 1,000 capacity checking and concessions. Includes all buildings covering quarter block. Controls big area. Any part readily sub-leased. Ballroom operating part time, owner away. Show-dance minded midwest. Showing good profit. $71,500. $24,500 down. Private sale. Arthur Leak, 1109 Orchardlane, Des Moines, Iowa. 3422 Kinmore, Dallas.

Family death sells central Missouri only theatre good town 1,200. Building, nice apartment, equipment. $11,000 down. Leak, 3422 Kinmore, Dallas. Also northern Missouri highly profitable family theatre, fine college town. $12,500 down.

Near Enid, Okla., rich oil-wheat center, 1,300. Brick building, good equipment. $8,500 down. Leak, 3422 Kinmore, Dallas. Also near Tulsa. Includes building, five apartments. Nice. $12,000 down.

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Small circuit; three theatres. Business good. Must sell due to ill health. Possession immediately. Boxoffice, A-3263.

Theatre, grossed nearly $4,000 in seven months. 250 seats. Inexperience forces sale. $5,000. Rent $20. Near Springfield, Mo. Boxoffice, A-3264.

A beautiful theatre in central Wisconsin. Most up-to-date equipment. Doing good business. Deal direct with owner. Boxoffice, A-3265.

250-seat theatre, small town 20 miles southeast Decatur, Ill. Population 1,200. Building included. $18,000. Doing good business. Reason for selling, owner prosperous, moving on to larger one. Boxoffice, A-3274.

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Two Florida outdoor theatres, excellent business. Wilson and Moore Enterprises, Inc., P. O. Box 2034, Atlanta, Ga.

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Heavy duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motor and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.

Complete air conditioning equipment; variable 5 hp motor, 25,000 SFC fan; air washer, spray type, complete with recirculating pump; reasonable. Boxoffice, A-3088.

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Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Bargain prices in used and completely reconditioned popcorn machines. Blevins Popcorn Co., Nashville, Tenn.

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Rebuilt popcorn machines, half price. Write for list. Drive-in poppers, bargain. Poppers Supply, Box 838, Atlanta, Ga.

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For Sale: Almost new, Star popcorn machine. Super Star model. W. C. Reagan, 212 W. Mississippi St., Floydada, Tex.

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